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July 13-16, 2023

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
18-24	8.1	0.0	1.4	2.4	5.2	10.5	23.9	12.7	5.4	8.2	1.8	9.3	36.6	4.7	13.9	11.3	5.9	8.1	5.5	11.0
25-34	14.2	3.3	5.3	7.8	16.1	18.6	21.9	23.7	10.0	13.4	6.5	19.4	25.4	10.4	16.9	18.7	10.5	16.3	13.7	19.2
35-44	17.5	20.8	8.5	15.9	20.5	22.4	18.3	14.0	17.7	16.6	12.9	22.1	14.0	16.1	17.6	16.4	16.5	19.8	20.3	19.2
45-54	16.2	0.0	16.4	20.2	19.3	14.6	11.6	7.5	29.2	16.9	17.7	16.9	12.9	17.7	15.9	14.3	18.9	14.4	16.9	11.5
55-64	17.6	36.0	21.5	20.8	16.6	16.5	9.1	21.4	15.2	17.9	21.7	16.2	4.5	18.8	15.2	16.8	20.1	16.8	17.2	16.4
OVER 64	26.4	40.0	46.8	33.0	22.2	17.4	15.2	20.7	22.5	27.1	39.3	16.2	6.5	32.3	20.6	22.4	28.2	24.7	26.4	22.7
Mean	48.98	57.37	57.53	53.52	48.27	45.22	40.06	45.50	49.65	49.37	55.44	45.22	34.16	52.02	45.53	46.50	51.02	47.97	49.51	46.20



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

1. IN WHAT YEAR WERE YOU BORN?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
18-24	8.1	8.3	6.7	10.3	5.6	5.4	3.4	16.1	20.0	22.5	16.4	
25-34	14.2	14.6	12.9	16.3	11.3	11.1	9.4	20.1	27.2	25.9	29.0	
35-44	17.5	16.6	18.7	18.1	15.8	16.5	16.3	17.7	21.5	22.8	19.7	
45-54	16.2	14.2	16.8	19.3	11.8	16.3	16.6	14.5	16.0	13.7	19.3	
55-64	17.6	17.5	20.4	15.0	19.2	19.5	20.9	12.4	9.2	9.0	9.4	
OVER 64	26.4	28.8	24.5	20.9	36.3	31.2	33.5	19.2	6.1	6.1	6.1	
Mean	48.98	49.35	49.48	46.64	52.33	51.52	52.97	43.72	38.18	37.57	39.06	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

1. IN WHAT YEAR WERE YOU BORN?

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	626	1374	931	811	258	495	861	332	529	1139	
18-24	8.1	12.2	6.3	7.9	7.4	11.3	13.2	9.2	7.4	10.4	7.3	
25-34	14.2	15.9	13.4	12.7	14.4	18.7	16.9	16.6	12.2	19.3	12.3	
35-44	17.5	18.7	16.9	16.6	18.8	16.4	17.0	18.3	20.1	17.2	16.8	
45-54	16.2	14.5	17.0	17.1	15.8	14.3	15.6	14.2	11.9	15.7	17.7	
55-64	17.6	15.4	18.6	17.6	17.9	16.8	16.1	16.8	18.6	15.6	18.2	
OVER 64	26.4	23.2	27.9	28.1	25.8	22.4	21.3	24.9	29.8	21.8	27.6	
Mean	48.98	46.56	50.09	49.72	48.93	46.50	46.00	47.75	50.01	46.33	49.92	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

1. IN WHAT YEAR WERE YOU BORN?

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	840	888	720	740	540	420	244	276	300	496	264		
18-24	8.1	4.5	8.0	6.0	8.5	10.5	7.5	9.3	8.8	3.8	8.2	12.2		
25-34	14.2	12.6	13.3	11.6	17.7	12.7	13.1	18.3	9.7	9.5	17.4	15.9		
35-44	17.5	16.1	17.6	17.4	18.8	15.7	18.2	22.9	17.4	16.2	16.8	14.0		
45-54	16.2	17.4	15.5	16.0	15.0	18.1	15.1	14.6	17.1	17.3	15.2	19.1		
55-64	17.6	18.9	18.1	21.3	17.0	13.4	17.5	14.9	13.1	26.6	18.0	13.8		
OVER 64	26.4	30.5	27.5	27.7	22.9	29.6	28.5	20.0	33.9	26.6	24.3	25.0		
Mean	48.98	51.31	49.40	50.71	47.35	48.92	49.64	45.92	50.55	52.20	48.06	47.22		



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

1. IN WHAT YEAR WERE YOU BORN?

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	LIB- ERAL
Total	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
18-24	8.1	11.0	11.5	10.6	8.1	7.0	4.7	6.0	21.6	4.9	4.4	7.8	8.2	12.8	18.4	9.5	7.3
25-34	14.2	14.6	17.7	12.1	17.2	10.6	10.6	10.6	17.0	17.9	8.9	15.0	21.1	20.6	10.8	14.0	10.5
35-44	17.5	21.6	19.5	23.2	17.7	12.6	15.6	13.9	29.2	23.1	14.0	21.6	14.8	17.0	15.9	17.2	11.4
45-54	16.2	16.6	17.6	15.8	15.4	18.3	14.9	16.8	17.0	14.6	16.4	15.7	13.3	16.8	20.6	17.3	18.4
55-64	17.6	14.5	15.1	14.0	18.1	18.2	20.9	19.4	10.7	23.1	22.0	15.5	20.8	13.5	12.6	13.7	13.3
OVER 64	26.4	21.7	18.6	24.2	23.5	33.3	33.3	33.3	4.5	16.5	34.4	24.4	21.7	19.4	21.6	28.2	39.1
Mean	48.98	46.54	45.49	47.38	47.91	51.78	52.41	52.07	38.90	47.43	53.29	47.92	47.34	44.77	45.55	48.56	52.36



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1. IN WHAT YEAR WERE YOU BORN?

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-	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-
		CRAT	SPLTTR	LICAN	VOTER	UPPER	thy	Middle	/LOWER	Class	Middle		STREAM	GEL-	OLIC	RELI-
						MIDDLE		Class	MIDDLE		Class		PROT.	ICAL		GIUS
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
18-24	8.1	7.9	12.4	6.6	10.6	12.7	23.9	10.2	7.6	7.1	8.3	3.9	5.5	5.4	7.4	9.3
25-34	14.2	16.3	18.2	10.3	14.1	17.0	24.8	15.2	13.2	11.8	15.7	16.3	10.9	15.1	14.5	17.3
35-44	17.5	19.9	14.6	16.2	16.1	18.8	24.1	17.6	16.1	15.4	17.3	25.7	16.4	11.6	17.1	21.9
45-54	16.2	15.7	15.0	17.3	15.4	13.2	15.8	12.7	16.6	15.4	18.8	19.0	20.0	18.9	13.8	15.2
55-64	17.6	15.9	16.6	19.7	17.3	12.4	8.6	13.2	18.0	18.6	17.0	24.2	18.7	20.0	19.7	16.2
OVER 64	26.4	24.3	23.2	30.0	26.4	25.9	2.8	31.1	28.5	31.6	22.9	10.9	28.4	29.0	27.5	20.0
Mean	48.98	47.85	46.60	51.16	48.41	46.37	36.66	48.53	49.88	50.94	47.96	46.90	50.97	50.86	49.57	46.31



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

1. 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	1298	702	450	252	565	375	733	327
18-24	8.1	9.7	5.3	7.3	1.6	10.8	4.7	8.9	5.9
25-34	14.2	16.7	9.4	10.8	6.9	16.9	8.3	16.6	10.6
35-44	17.5	17.2	18.0	17.1	19.5	20.1	17.8	14.9	18.1
45-54	16.2	17.3	14.2	13.7	15.1	16.2	14.5	18.1	13.9
55-64	17.6	17.1	18.5	18.2	19.1	14.1	17.7	19.4	19.4
OVER 64	26.4	22.0	34.6	32.8	37.8	21.9	36.9	22.1	32.0
Mean	48.98	47.23	52.23	51.10	54.24	46.28	52.95	47.96	51.40



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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	1357	643	261	261	81	624	733	126	135	125	136	
18-24	8.1	2.2	20.8	22.7	22.5	14.7	2.6	1.8	21.2	24.1	24.1	21.0	
25-34	14.2	7.2	28.9	28.5	33.1	20.5	7.3	7.1	26.7	30.2	29.1	36.8	
35-44	17.5	16.4	19.7	21.0	19.0	21.4	17.2	15.7	28.4	14.1	20.3	17.8	
45-54	16.2	17.4	13.7	14.4	13.6	10.5	16.5	18.2	12.8	15.8	15.4	12.0	
55-64	17.6	21.9	8.4	7.9	7.5	12.4	19.4	24.1	6.4	9.2	7.6	7.4	
OVER 64	26.4	35.0	8.4	5.6	4.3	20.5	37.1	33.2	4.5	6.6	3.5	4.9	
Mean	48.98	54.12	38.15	37.00	36.06	43.90	54.01	54.21	36.73	37.25	36.15	35.97	



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1. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
18-24	8.1	100.0	0.0	0.0	0.0	0.0	0.0	20.5	0.0	14.6	0.0	8.4	7.9
25-34	14.2	0.0	100.0	0.0	0.0	0.0	0.0	35.6	0.0	25.3	0.0	13.5	14.8
35-44	17.5	0.0	0.0	100.0	0.0	0.0	0.0	43.9	0.0	31.2	0.0	19.2	15.9
45-54	16.2	0.0	0.0	0.0	100.0	0.0	0.0	0.0	26.9	29.0	0.0	15.6	16.8
55-64	17.6	0.0	0.0	0.0	0.0	100.0	0.0	0.0	29.2	0.0	39.9	15.5	19.4
OVER 64	26.4	0.0	0.0	0.0	0.0	0.0	100.0	0.0	43.9	0.0	60.1	27.9	25.1
Mean	48.98	21.00	29.50	39.50	49.50	59.50	67.00	32.15	60.10	37.17	64.01	48.94	49.02



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1. 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		NIALS		BMMRS		NIALS		BMMRS		URBAN		
		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG				
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
18-24	8.1	73.8	0.0	0.0	0.0	72.2	0.0	0.0	0.0	75.3	0.0	0.0	0.0	11.0	7.9	5.2
25-34	14.2	26.2	45.1	0.0	0.0	27.8	41.3	0.0	0.0	24.7	48.5	0.0	0.0	17.4	13.4	12.1
35-44	17.5	0.0	54.9	14.4	0.0	0.0	58.7	18.3	0.0	0.0	51.5	11.1	0.0	22.0	14.8	18.3
45-54	16.2	0.0	0.0	62.1	0.0	0.0	0.0	61.9	0.0	0.0	0.0	62.2	0.0	15.5	16.4	16.6
55-64	17.6	0.0	0.0	23.6	30.2	0.0	0.0	19.8	27.4	0.0	0.0	26.7	32.6	14.1	18.5	19.7
OVER 64	26.4	0.0	0.0	0.0	69.8	0.0	0.0	0.0	72.6	0.0	0.0	0.0	67.4	20.0	29.0	28.3
Mean	48.98	23.23	34.99	50.42	64.74	23.36	35.37	49.65	64.94	23.10	34.65	51.06	64.55	45.61	50.01	50.70



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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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
18-24	8.1	0.0	1.4	2.4	5.2	10.5	23.9	12.7	5.4	8.2	1.8	9.3	36.6	4.7	13.9	11.3	5.9	8.1	5.5	11.0
25-29	7.1	0.0	1.5	2.4	7.0	9.8	14.3	16.8	3.0	6.0	1.9	9.3	14.3	3.3	7.7	10.2	5.9	10.1	6.7	13.9
30-40	17.1	8.0	8.0	15.1	21.9	22.6	16.4	14.2	18.8	17.1	11.7	23.9	18.9	16.2	19.7	18.2	14.9	17.0	19.1	14.6
41-55	25.3	16.0	21.9	28.9	28.4	25.2	22.4	16.3	35.2	25.4	25.3	26.8	20.1	26.4	24.5	22.5	26.8	25.0	26.7	23.2
56-65	18.6	38.4	24.8	20.8	18.7	16.0	10.3	20.2	17.6	18.8	23.3	16.5	4.9	20.4	16.3	16.6	20.5	18.2	18.8	17.4
OVER 65	23.7	37.6	42.4	30.5	18.7	15.9	12.6	19.8	20.1	24.5	36.0	14.2	5.2	29.0	17.8	21.1	26.0	21.6	23.1	19.9
Mean	48.91	58.90	57.43	53.29	48.15	45.18	40.09	45.47	49.50	49.31	55.34	45.18	34.25	52.01	45.50	46.50	50.74	47.88	49.38	46.16



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IN WHAT YEAR WERE YOU BORN?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
18-24	8.1	8.3	6.7	10.3	5.6	5.4	3.4	16.1	20.0	22.5	16.4	
25-29	7.1	6.3	6.2	8.6	6.2	5.4	4.1	12.4	14.5	13.4	16.0	
30-40	17.1	18.6	16.0	18.5	14.5	15.3	15.1	16.6	24.7	25.2	24.0	
41-55	25.3	21.9	28.5	28.0	19.7	24.8	24.7	25.0	27.4	26.4	28.9	
56-65	18.6	19.5	21.3	15.2	21.3	21.2	22.6	13.2	7.9	7.0	9.1	
OVER 65	23.7	25.4	21.2	19.3	32.7	28.0	30.1	16.7	5.5	5.5	5.6	
Mean	48.91	49.29	49.50	46.56	52.18	51.39	52.81	43.72	38.37	37.74	39.29	



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IN WHAT YEAR WERE YOU BORN?

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	626	1374	931	811	258	495	861	332	529	1139	
18-24	8.1	12.2	6.3	7.9	7.4	11.3	13.2	9.2	7.4	10.4	7.3	
25-29	7.1	7.8	6.8	4.9	8.8	10.2	9.1	9.3	5.6	11.7	5.5	
30-40	17.1	19.6	16.0	17.4	16.3	18.2	17.5	18.2	18.5	18.0	16.3	
41-55	25.3	23.3	26.2	25.7	25.6	22.5	24.1	23.7	22.5	24.4	26.5	
56-65	18.6	15.8	19.9	19.0	18.9	16.6	16.8	17.0	18.9	15.9	19.8	
OVER 65	23.7	21.3	24.8	25.0	23.0	21.1	19.4	22.5	27.1	19.7	24.6	
Mean	48.91	46.53	50.00	49.69	48.79	46.50	46.04	47.60	49.95	46.12	49.91	



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

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
Total	2000	840	888	720	740	540	420	244	276	300	496	264
18-24	8.1	4.5	8.0	6.0	8.5	10.5	7.5	9.3	8.8	3.8	8.2	12.2
25-29	7.1	5.4	7.3	4.8	10.1	6.2	5.6	10.4	5.4	3.7	10.0	6.9
30-40	17.1	16.4	16.4	17.4	18.8	14.3	18.8	21.5	11.7	15.5	17.4	17.1
41-55	25.3	25.6	24.7	24.6	24.4	27.4	23.6	25.5	28.1	26.0	23.9	26.7
56-65	18.6	20.3	19.5	22.5	18.0	14.4	19.2	16.1	15.3	27.1	19.0	13.4
OVER 65	23.7	27.8	24.1	24.7	20.1	27.3	25.3	17.3	30.7	23.9	21.6	23.7
Mean	48.91	51.32	49.18	50.61	47.21	48.99	49.54	45.81	50.69	52.10	47.90	47.21



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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
18-24	8.1	11.0	11.5	10.6	8.1	7.0	4.7	6.0	21.6	4.9	4.4	7.8	8.2	12.8	18.4	9.5	7.3
25-29	7.1	9.7	10.3	9.3	7.9	5.1	3.2	4.3	12.7	5.1	3.7	10.0	10.9	8.5	6.2	7.2	3.4
30-40	17.1	18.1	19.7	16.9	19.0	13.0	15.8	14.3	27.2	25.2	13.6	18.0	19.1	21.3	12.2	15.8	11.8
41-55	25.3	26.8	26.4	27.2	25.1	24.6	23.7	24.2	27.8	27.3	23.3	25.9	21.8	24.6	30.4	26.5	27.7
56-65	18.6	14.8	16.2	13.7	19.3	21.0	21.0	21.0	6.1	24.2	24.0	16.6	21.1	15.9	12.5	15.5	12.5
OVER 65	23.7	19.5	16.0	22.3	20.6	29.3	31.6	30.4	4.5	13.3	31.0	21.6	18.9	16.9	20.3	25.5	37.3
Mean	48.91	46.18	45.23	46.94	48.02	51.54	52.64	52.03	37.59	47.90	53.15	47.62	47.25	45.20	45.58	48.64	52.43



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	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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
18-24	8.1	7.9	12.4	6.6	10.6	12.7	23.9	10.2	7.6	7.1	8.3	3.9	5.5	5.4	7.4	9.3
25-29	7.1	8.9	10.1	4.0	7.6	9.9	11.5	9.5	6.6	6.1	7.6	5.9	6.2	5.3	6.6	9.1
30-40	17.1	19.2	15.6	15.5	15.7	20.5	35.6	17.2	15.7	14.4	18.1	21.6	15.0	17.7	17.5	20.1
41-55	25.3	25.2	23.4	26.1	24.0	19.6	17.6	20.1	25.3	24.1	27.5	36.1	28.4	23.1	23.0	26.5
56-65	18.6	17.3	16.5	20.9	17.9	14.4	8.6	15.6	18.9	19.8	17.4	24.8	18.2	21.1	20.8	18.6
OVER 65	23.7	21.4	22.0	26.9	24.1	22.9	2.8	27.4	25.9	28.5	21.1	7.8	26.6	27.5	24.6	16.2
Mean	48.91	47.72	46.74	51.06	48.32	45.98	36.10	48.18	49.81	50.82	47.98	47.50	50.59	50.99	49.62	46.35



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	1298	702	450	252	565	375	733	327
18-24	8.1	9.7	5.3	7.3	1.6	10.8	4.7	8.9	5.9
25-29	7.1	7.9	5.8	6.8	3.9	8.3	4.5	7.6	7.2
30-40	17.1	18.2	15.1	14.6	16.1	19.3	14.7	17.3	15.6
41-55	25.3	27.1	21.8	21.6	22.2	27.3	22.5	27.0	21.0
56-65	18.6	17.8	20.2	19.4	21.6	15.5	19.8	19.6	20.6
OVER 65	23.7	19.3	31.9	30.4	34.6	18.8	33.8	19.7	29.6
Mean	48.91	47.25	51.98	50.90	53.92	46.34	52.78	47.96	51.07



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	1357	643	261	261	81	624	733	126	135	125	136	
18-24	8.1	2.2	20.8	22.7	22.5	14.7	2.6	1.8	21.2	24.1	24.1	21.0	
25-29	7.1	2.9	16.2	14.2	19.1	12.2	3.4	2.4	12.1	16.0	17.1	20.8	
30-40	17.1	14.3	23.0	23.4	26.0	19.5	13.3	15.1	29.7	17.6	24.2	27.7	
41-55	25.3	25.3	25.2	29.1	22.5	20.7	25.7	25.0	28.1	30.0	24.5	20.7	
56-65	18.6	23.6	8.2	5.5	6.4	18.5	21.5	25.3	4.3	6.6	7.3	5.6	
OVER 65	23.7	31.7	6.8	5.1	3.5	14.4	33.4	30.3	4.5	5.6	2.8	4.1	
Mean	48.91	53.93	38.32	37.51	36.01	43.99	53.88	53.98	37.27	37.72	36.20	35.83	



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	163	283	349	324	352	529	795	1205	1120	880	940	1060
18-24	8.1	100.0	0.0	0.0	0.0	0.0	0.0	20.5	0.0	14.6	0.0	8.4	7.9
25-29	7.1	0.0	50.4	0.0	0.0	0.0	0.0	18.0	0.0	12.8	0.0	6.8	7.5
30-40	17.1	0.0	49.6	57.7	0.0	0.0	0.0	43.0	0.0	30.5	0.0	17.4	16.8
41-55	25.3	0.0	0.0	42.3	100.0	9.5	0.0	18.6	29.7	42.2	3.8	25.4	25.2
56-65	18.6	0.0	0.0	0.0	0.0	90.5	10.3	0.0	30.9	0.0	42.3	17.2	19.9
OVER 65	23.7	0.0	0.0	0.0	0.0	0.0	89.7	0.0	39.4	0.0	53.9	24.8	22.8
Mean	48.91	21.00	30.97	40.50	48.00	59.31	66.33	33.11	59.35	37.42	63.53	48.91	48.92



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		NIALS		BMMRS		NIALS		BMMRS		URBAN		
		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG				
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
18-24	8.1	73.8	0.0	0.0	0.0	72.2	0.0	0.0	0.0	75.3	0.0	0.0	0.0	11.0	7.9	5.2
25-29	7.1	26.2	17.0	0.0	0.0	27.8	14.4	0.0	0.0	24.7	19.3	0.0	0.0	10.0	7.0	4.0
30-40	17.1	0.0	68.4	0.0	0.0	0.0	70.3	0.0	0.0	0.0	66.8	0.0	0.0	20.4	15.6	16.5
41-55	25.3	0.0	14.6	82.8	0.0	0.0	15.3	85.9	0.0	0.0	13.9	80.3	0.0	25.6	24.0	28.1
56-65	18.6	0.0	0.0	17.2	37.4	0.0	0.0	14.1	35.5	0.0	0.0	19.7	39.0	15.9	19.5	19.9
OVER 65	23.7	0.0	0.0	0.0	62.6	0.0	0.0	0.0	64.5	0.0	0.0	0.0	61.0	17.2	26.0	26.3
Mean	48.91	22.57	35.53	50.15	64.57	22.67	35.84	49.77	64.69	22.48	35.26	50.46	64.46	45.54	49.75	51.12



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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
GENERATION Z	11.0	0.0	1.8	2.8	7.4	14.8	30.9	20.6	5.4	10.5	2.3	12.8	43.8	6.4	17.5	14.7	6.9	12.5	8.2	17.5
MILLENNIALS	25.0	12.0	11.0	20.1	30.7	32.6	28.2	26.0	27.7	24.2	15.8	34.3	29.0	21.4	28.1	28.5	21.7	26.9	26.8	27.0
GENERATION X	26.1	18.1	26.3	30.8	29.0	24.6	20.8	16.4	33.3	26.8	28.3	27.2	18.0	27.3	25.1	23.1	31.7	24.3	26.0	22.3
BABY BOOMERS	33.5	65.6	51.5	39.2	29.6	26.3	18.0	35.8	31.2	33.3	45.7	23.5	7.6	38.2	25.6	28.7	36.7	33.8	36.1	31.2
THE SILENT GENERATION	4.4	4.4	9.4	7.1	3.3	1.7	2.0	1.1	2.3	5.1	8.0	2.2	1.7	6.8	3.7	5.1	3.0	2.5	3.0	2.0
Mean	50.51	61.35	60.00	55.45	49.61	46.13	40.95	47.07	50.69	50.98	57.69	46.12	35.19	53.95	46.60	48.28	52.38	49.29	51.07	47.25



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
GENERATION Z	11.0	10.4	9.2	14.1	8.0	7.8	5.2	21.5	24.9	26.6	22.4	
MILLENNIALS	25.0	27.1	24.7	26.6	20.7	21.5	20.4	27.1	40.0	41.1	38.3	
GENERATION X	26.1	22.1	29.5	28.2	22.2	26.6	26.9	24.8	24.2	21.9	27.6	
BABY BOOMERS	33.5	36.1	32.6	27.5	42.8	39.0	42.0	22.5	10.1	10.3	9.6	
THE SILENT GENERATION	4.4	4.3	4.1	3.6	6.3	5.2	5.4	4.0	0.9	0.0	2.1	
Mean	50.51	50.79	50.82	48.10	54.24	53.20	54.70	45.15	39.03	38.14	40.30	



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 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

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	626	1374	931	811	258	495	861	332	529	1139
GENERATION Z	11.0	15.6	9.0	10.3	10.7	14.7	15.7	13.3	9.8	15.4	9.4
MILLENNIALS	25.0	27.5	23.8	23.8	25.2	28.5	27.7	27.5	25.5	28.8	23.0
GENERATION X	26.1	23.2	27.5	26.5	26.6	23.1	25.1	24.2	22.2	25.5	27.6
BABY BOOMERS	33.5	31.6	34.3	33.7	34.7	28.7	27.7	32.0	39.9	27.0	34.6
THE SILENT GENERATION	4.4	2.2	5.4	5.7	2.7	5.1	3.7	3.0	2.7	3.2	5.4
Mean	50.51	47.84	51.73	51.34	50.27	48.28	47.54	48.80	51.39	47.18	51.80



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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	840	888	720	740	540	420	244	276	300	496	264
GENERATION Z	11.0	6.4	11.4	8.0	13.2	12.2	10.1	15.4	10.5	5.0	12.1	14.0
MILLENNIALS	25.0	23.6	23.6	23.7	28.0	22.5	24.8	29.9	20.2	22.1	27.1	24.8
GENERATION X	26.1	27.0	26.0	26.9	24.8	27.0	25.4	23.5	26.2	28.9	25.4	27.8
BABY BOOMERS	33.5	36.8	35.8	35.8	31.2	33.5	33.5	28.8	36.3	39.0	32.3	30.6
THE SILENT GENERATION	4.4	6.3	3.2	5.6	2.9	4.9	6.1	2.4	6.8	4.9	3.1	2.8
Mean	50.51	53.21	50.68	52.35	48.56	50.73	51.30	47.08	52.63	53.81	49.29	48.73



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 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

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	CONSER- VATIVE
Total	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
GENERATION Z	11.0	16.4	17.9	15.2	10.6	8.5	5.8	7.3	29.8	6.9	5.6	13.0	12.3	16.6	22.7	11.2	7.3
MILLENNIALS	25.0	27.0	27.3	26.7	28.5	18.3	21.3	19.7	38.0	34.6	18.3	27.3	28.3	30.4	17.4	25.7	17.4
GENERATION X	26.1	26.6	26.8	26.4	25.7	26.6	25.6	26.2	25.2	28.8	26.4	25.6	23.5	24.5	32.2	25.8	26.3
BABY BOOMERS	33.5	27.9	26.5	29.1	32.0	39.9	38.9	39.4	7.1	28.3	41.9	31.9	32.5	24.0	24.1	33.5	40.4
THE SILENT GENERATION	4.4	2.1	1.5	2.7	3.2	6.7	8.5	7.5	0.0	1.4	7.7	2.2	3.4	4.5	3.6	3.8	8.6
Mean	50.51	47.04	46.09	47.79	49.45	54.10	54.74	54.39	37.18	48.36	55.60	48.65	49.19	46.43	46.54	50.20	55.24



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GENERATIONS:

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
GENERATION Z	11.0	12.1	15.7	8.0	13.8	16.8	30.6	13.7	10.1	9.6	10.9	7.3	7.7	8.3	10.5	12.3
MILLENNIALS	25.0	27.4	26.3	21.9	23.8	28.9	42.2	26.0	23.3	21.6	26.3	30.9	23.1	22.2	23.8	31.1
GENERATION X	26.1	25.7	24.3	27.3	25.2	20.6	19.3	20.9	26.1	25.2	27.7	37.6	27.5	28.1	25.0	27.0
BABY BOOMERS	33.5	32.0	29.9	36.5	33.1	29.0	7.9	33.7	35.7	37.7	32.0	24.3	37.2	35.4	35.8	26.8
THE SILENT GENERATION	4.4	2.8	3.8	6.3	4.1	4.8	0.0	5.8	4.8	5.8	3.1	0.0	4.5	6.0	4.9	2.8
Mean	50.51	49.05	48.19	52.99	49.77	47.57	36.41	50.05	51.57	52.61	49.69	47.74	52.47	52.55	51.41	47.53



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 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	1298	702	450	252	565	375	733	327
GENERATION Z	11.0	13.0	7.3	10.3	2.1	14.9	6.6	11.6	8.2
MILLENNIALS	25.0	26.6	21.9	21.5	22.8	27.4	20.8	26.0	23.2
GENERATION X	26.1	27.1	24.4	24.7	23.8	26.5	23.2	27.6	25.7
BABY BOOMERS	33.5	29.4	40.9	39.7	43.1	26.7	42.7	31.5	38.9
THE SILENT GENERATION	4.4	3.8	5.4	3.9	8.2	4.4	6.8	3.4	3.9
Mean	50.51	48.80	53.66	52.23	56.23	47.83	54.77	49.55	52.40



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	1357	643	261	261	81	624	733	126	135	125	136	
GENERATION Z	11.0	3.1	27.8	28.0	32.2	20.5	4.1	2.3	26.7	29.3	31.5	32.8	
MILLENNIALS	25.0	19.5	36.5	37.8	39.0	31.5	18.6	20.3	42.5	33.5	38.2	39.6	
GENERATION X	26.1	27.7	22.9	25.4	20.4	19.0	26.9	28.3	22.8	27.8	21.2	19.7	
BABY BOOMERS	33.5	43.8	11.6	7.1	8.4	25.3	43.3	44.3	5.3	8.8	9.1	7.8	
THE SILENT GENERATION	4.4	5.9	1.3	1.6	0.0	3.6	7.1	4.9	2.7	0.7	0.0	0.0	
Mean	50.51	55.90	39.14	38.19	36.58	45.11	56.02	55.79	37.82	38.54	37.01	36.19	



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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
GENERATION Z	11.0	100.0	20.4	0.0	0.0	0.0	0.0	27.8	0.0	19.7	0.0	11.6	10.6	
MILLENNIALS	25.0	0.0	79.6	78.5	0.0	0.0	0.0	62.8	0.0	44.6	0.0	24.8	25.1	
GENERATION X	26.1	0.0	0.0	21.5	100.0	35.1	0.0	9.4	37.1	35.7	14.0	25.2	27.0	
BABY BOOMERS	33.5	0.0	0.0	0.0	0.0	64.9	83.4	0.0	55.6	0.0	76.0	33.1	33.8	
THE SILENT GENERATION	4.4	0.0	0.0	0.0	0.0	0.0	16.6	0.0	7.3	0.0	10.0	5.4	3.5	
Mean	50.51	22.00	31.95	37.94	50.50	61.87	69.99	32.54	62.37	37.74	66.75	50.60	50.43	



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

GENERATIONS:

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
GENERATION Z	11.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	16.5	10.0	6.6
MILLENNIALS	25.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	28.8	23.3	24.2
GENERATION X	26.1	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	25.6	26.1	26.9
BABY BOOMERS	33.5	0.0	0.0	0.0	88.4	0.0	0.0	0.0	86.1	0.0	0.0	0.0	90.5	26.5	35.1	38.1
THE SILENT GENERATION	4.4	0.0	0.0	0.0	11.6	0.0	0.0	0.0	13.9	0.0	0.0	0.0	9.5	2.6	5.4	4.2
Mean	50.51	22.00	34.50	50.50	69.39	22.00	34.50	50.50	69.67	22.00	34.50	50.50	69.14	46.57	51.65	52.66



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

3. 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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MALE	47.0	62.4	58.8	45.4	43.9	42.4	45.5	46.2	50.8	50.9	52.0	48.0	56.2	58.9	52.3	43.9	37.5	36.9	33.9	40.3
FEMALE	53.0	37.6	41.2	54.6	56.1	57.6	54.5	53.8	49.2	49.1	48.0	52.0	43.8	41.1	47.7	56.1	62.5	63.1	66.1	59.7



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

3. GENDER:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
MALE	47.0	45.5	45.9	49.7	44.6	47.4	48.0	44.0	45.4	47.2	42.8
FEMALE	53.0	54.5	54.1	50.3	55.4	52.6	52.0	56.0	54.6	52.8	57.2



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

3. GENDER:

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
MALE	47.0	45.5	47.7	56.5	37.1	43.9	46.5	40.8	39.9	41.4	51.7	
FEMALE	53.0	54.5	52.3	43.5	62.9	56.1	53.5	59.2	60.1	58.6	48.3	



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

3. 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	840	888	720	740	540	420	244	276	300	496	264		
MALE	47.0	55.4	40.4	58.3	33.0	51.1	100.0	100.0	100.0	0.0	0.0	0.0		
FEMALE	53.0	44.6	59.6	41.7	67.0	48.9	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

3. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MALE	47.0	39.3	35.0	42.7	45.0	53.7	57.1	55.2	69.2	50.4	59.6	34.2	30.5	34.3	41.9	53.0	52.7
FEMALE	53.0	60.7	65.0	57.3	55.0	46.3	42.9	44.8	30.8	49.6	40.4	65.8	69.5	65.7	58.1	47.0	47.3



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

3. 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
MALE	47.0	36.2	50.4	56.7	51.6	55.2	56.2	55.0	44.9	46.7	41.6	47.9	43.9	49.7	50.5	44.5
FEMALE	53.0	63.8	49.6	43.3	48.4	44.8	43.8	45.0	55.1	53.3	58.4	52.1	56.1	50.3	49.5	55.5



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

3. GENDER:

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	1298	702	450	252	565	375	733	327
MALE	47.0	43.5	53.4	49.1	61.2	100.0	100.0	0.0	0.0
FEMALE	53.0	56.5	46.6	50.9	38.8	0.0	0.0	100.0	100.0



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

3. GENDER:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
MALE	47.0	46.0	49.1	48.1	47.8	63.3	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	54.0	50.9	51.9	52.2	36.7	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

3. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
MALE	47.0	48.3	44.7	51.6	45.1	41.5	49.6	48.5	46.0	47.5	46.4	100.0	0.0
FEMALE	53.0	51.7	55.3	48.4	54.9	58.5	50.4	51.5	54.0	52.5	53.6	0.0	100.0



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

3. 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-	RURAL
		NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS		BMMRS		URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG		/SLNTG				
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MALE	47.0	49.4	46.7	45.2	47.7	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	51.5	45.6	44.7
FEMALE	53.0	50.6	53.3	54.8	52.3	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	48.5	54.4	55.3



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

4. 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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
NEW ENGLAND	4.8	3.3	4.8	6.0	4.3	4.0	5.9	1.4	9.1	4.8	5.3	3.7	5.8	3.1	4.5	6.9	6.8	4.9	4.9	4.9
MIDDLE ATLANTIC	12.7	16.6	12.3	13.7	14.2	10.0	14.5	11.9	2.9	12.8	13.2	12.4	11.9	10.7	13.9	11.1	17.8	12.5	11.4	13.8
EAST NORTH CENTRAL	16.1	10.0	15.1	15.7	13.8	18.9	17.3	16.4	16.9	15.7	15.2	17.5	11.5	15.6	14.9	14.3	18.5	17.1	14.4	20.3
WEST NORTH CENTRAL	6.4	11.0	7.5	7.6	6.1	5.4	4.7	9.1	2.3	6.5	7.7	5.8	3.2	5.4	6.9	6.7	8.5	6.1	5.6	6.7
SOUTH ATLANTIC	21.2	15.4	21.9	22.3	22.9	19.8	16.9	27.8	26.2	22.2	21.8	21.8	25.4	27.2	22.6	17.8	14.2	18.6	20.3	16.7
EAST SOUTH CENTRAL	6.2	2.7	5.9	7.5	7.6	5.6	5.0	3.6	5.3	6.7	6.6	6.7	7.1	7.3	6.9	5.2	6.4	5.0	6.3	3.4
WEST SOUTH CENTRAL	11.0	17.6	15.0	9.3	10.5	10.6	12.3	4.7	0.0	12.1	12.1	12.0	12.1	15.3	10.9	12.8	5.4	8.2	7.9	8.6
MOUNTAIN	7.1	20.0	8.6	5.3	7.2	6.0	6.5	12.6	6.1	6.9	7.3	6.4	6.4	6.5	6.3	8.0	7.2	7.7	7.0	8.6
PACIFIC	14.5	3.4	8.9	12.8	13.4	19.8	16.9	12.4	31.2	12.5	10.7	13.7	16.7	8.9	13.1	17.2	15.3	19.8	22.1	17.1



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

4. REGION:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
NEW ENGLAND	4.8	27.4	0.0	0.0	0.0	4.8	5.0	3.7	5.0	4.7	5.4
MIDDLE ATLANTIC	12.7	72.6	0.0	0.0	0.0	12.4	12.4	12.2	14.0	18.3	7.8
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	15.9	16.0	15.7	16.9	15.3	19.1
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.7	6.9	5.4	5.3	3.3	8.1
SOUTH ATLANTIC	21.2	0.0	0.0	55.2	0.0	21.3	21.4	20.4	21.0	23.7	17.0
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	6.1	5.8	7.7	6.5	7.0	5.9
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.6	0.0	10.6	10.2	12.4	12.8	10.6	15.9
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.6	7.8	6.1	5.1	4.9	5.5
PACIFIC	14.5	0.0	0.0	0.0	67.1	14.7	14.4	16.4	13.5	12.2	15.3



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

4. REGION:

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	626	1374	931	811	258	495	861	332	529	1139
NEW ENGLAND	4.8	5.5	4.5	3.6	5.5	6.9	5.1	5.7	4.9	6.1	4.1
MIDDLE ATLANTIC	12.7	12.8	12.7	11.9	14.2	11.1	13.2	13.3	10.5	15.0	12.3
EAST NORTH CENTRAL	16.1	17.4	15.5	15.3	17.6	14.3	13.7	18.0	15.7	19.4	14.7
WEST NORTH CENTRAL	6.4	5.6	6.8	5.9	6.9	6.7	7.1	5.9	6.6	5.5	6.8
SOUTH ATLANTIC	21.2	20.5	21.5	25.6	17.2	17.8	20.6	19.6	22.3	18.0	22.4
EAST SOUTH CENTRAL	6.2	5.2	6.7	7.2	5.4	5.2	4.9	5.1	5.0	5.2	7.0
WEST SOUTH CENTRAL	11.0	9.0	11.9	13.7	7.3	12.8	10.3	8.1	8.5	7.8	13.2
MOUNTAIN	7.1	6.6	7.3	6.5	7.5	8.0	8.1	6.9	7.5	6.5	7.2
PACIFIC	14.5	17.4	13.2	10.4	18.4	17.2	17.0	17.4	18.8	16.5	12.3



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

4. 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	840	888	720	740	540	420	244	276	300	496	264
NEW ENGLAND	4.8	4.7	5.5	2.5	5.1	7.5	3.0	4.2	7.0	1.8	5.5	8.0
MIDDLE ATLANTIC	12.7	11.6	13.9	12.2	13.9	11.7	15.0	10.8	10.0	8.2	15.5	13.4
EAST NORTH CENTRAL	16.1	14.7	17.5	15.4	17.3	15.4	15.5	18.4	14.0	15.2	16.8	16.8
WEST NORTH CENTRAL	6.4	5.9	6.6	5.1	6.5	7.9	4.6	5.9	8.7	5.8	6.9	7.1
SOUTH ATLANTIC	21.2	25.5	17.3	27.3	18.4	16.9	26.4	20.6	17.1	28.6	17.3	16.8
EAST SOUTH CENTRAL	6.2	7.4	4.6	8.0	4.9	5.5	6.4	7.9	5.8	10.3	3.5	5.1
WEST SOUTH CENTRAL	11.0	14.0	7.4	14.3	8.2	10.5	12.4	9.9	12.6	16.8	7.3	8.4
MOUNTAIN	7.1	7.4	7.3	6.1	6.5	9.2	6.5	5.6	9.3	5.6	7.0	9.1
PACIFIC	14.5	8.7	19.9	9.1	19.1	15.4	10.2	16.9	15.3	7.6	20.2	15.4



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

4. REGION:

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
Total	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
NEW ENGLAND	4.8	5.2	4.5	5.8	4.6	5.0	4.3	4.7	2.8	1.6	2.7	5.0	4.4	7.1	8.0	6.1	11.0
MIDDLE ATLANTIC	12.7	11.6	9.5	13.3	14.2	14.3	9.3	12.0	11.6	13.2	11.9	11.4	16.7	18.3	12.9	12.7	7.8
EAST NORTH CENTRAL	16.1	16.0	15.1	16.8	17.7	13.4	15.7	14.5	16.0	18.5	14.3	16.3	19.9	15.2	14.9	15.7	14.7
WEST NORTH CENTRAL	6.4	7.3	7.6	7.0	5.0	7.1	7.2	7.1	1.7	2.0	6.6	8.0	4.1	6.6	8.0	7.2	9.9
SOUTH ATLANTIC	21.2	21.5	23.8	19.6	19.0	21.9	25.0	23.3	30.1	28.6	26.5	19.6	17.3	15.2	24.1	15.3	16.1
EAST SOUTH CENTRAL	6.2	4.5	2.9	5.8	5.9	7.5	8.3	7.9	2.7	8.5	8.5	4.8	4.5	6.7	4.3	5.6	6.1
WEST SOUTH CENTRAL	11.0	8.9	10.1	7.9	10.9	11.8	14.1	12.8	20.9	13.3	13.8	7.6	8.3	10.6	6.2	11.7	10.6
MOUNTAIN	7.1	7.8	8.8	7.1	6.4	7.7	6.8	7.3	4.7	5.0	6.7	7.5	5.1	6.2	11.9	8.0	10.6
PACIFIC	14.5	17.1	17.6	16.7	16.5	11.3	9.2	10.4	9.4	9.4	9.0	19.9	19.6	14.0	9.7	17.7	13.2



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

4. REGION:

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
NEW ENGLAND	4.8	5.6	5.7	3.6	5.6	5.5	5.0	5.6	4.8	5.3	3.9	3.7	2.9	2.0	7.7	4.8
MIDDLE ATLANTIC	12.7	14.2	16.0	9.7	13.7	15.0	10.5	16.0	12.6	12.9	12.0	9.2	9.1	11.1	18.6	10.7
EAST NORTH CENTRAL	16.1	17.3	15.3	15.2	15.2	16.1	17.4	15.8	16.1	16.1	16.1	15.8	18.9	16.9	14.7	15.1
WEST NORTH CENTRAL	6.4	6.7	4.8	6.8	6.4	5.0	1.8	5.7	6.6	6.3	7.1	7.6	7.3	6.0	6.4	6.7
SOUTH ATLANTIC	21.2	18.7	17.8	25.3	19.7	22.1	36.3	19.0	20.8	20.1	22.1	22.2	22.2	23.3	19.4	20.4
EAST SOUTH CENTRAL	6.2	4.6	5.0	8.3	4.9	2.9	6.8	2.0	6.5	5.9	7.5	10.5	12.0	9.2	1.8	4.7
WEST SOUTH CENTRAL	11.0	7.4	13.2	13.8	11.4	10.1	10.4	10.0	11.1	10.5	12.1	12.1	11.5	15.9	10.3	9.3
MOUNTAIN	7.1	6.9	6.2	7.7	7.6	8.7	6.1	9.3	6.5	7.3	5.2	8.4	6.1	5.2	5.2	9.9
PACIFIC	14.5	18.6	15.9	9.6	15.4	14.6	5.7	16.5	15.0	15.5	13.9	10.6	10.0	10.4	15.9	18.5



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

4. REGION:

BANNER 7

	TOTAL		EDUCATION LEVEL				MEN		WOMEN	
			LESS/ COLL.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL.	COLL- EGE GRAD.	LESS/ COLL.	COLL- EGE GRAD.
Total	2000	1298	702	450	252	565	375	733	327	
NEW ENGLAND	4.8	3.7	6.9	6.0	8.6	3.2	6.4	4.0	7.5	
MIDDLE ATLANTIC	12.7	13.1	11.9	10.6	14.2	14.1	10.0	12.4	14.1	
EAST NORTH CENTRAL	16.1	18.0	12.6	12.8	12.1	16.1	15.3	19.5	9.3	
WEST NORTH CENTRAL	6.4	5.8	7.5	7.3	7.8	4.3	9.0	7.0	5.8	
SOUTH ATLANTIC	21.2	22.3	19.2	20.2	17.4	24.3	18.9	20.7	19.5	
EAST SOUTH CENTRAL	6.2	7.8	3.3	4.2	1.7	7.8	4.8	7.7	1.6	
WEST SOUTH CENTRAL	11.0	12.2	8.8	8.6	9.1	12.4	10.9	12.0	6.5	
MOUNTAIN	7.1	6.2	8.8	9.3	8.0	7.4	6.5	5.2	11.5	
PACIFIC	14.5	11.0	21.0	21.0	21.0	10.3	18.2	11.5	24.1	



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

4. REGION:

BANNER 8

	TOTAL		RACE					WHITE		HISPANIC		BLACK	
			WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136	
NEW ENGLAND	4.8	5.8	2.7	4.0	0.6	3.3	5.6	6.0	2.9	5.0	1.3	0.0	
MIDDLE ATLANTIC	12.7	12.2	13.7	16.2	11.7	18.1	10.7	13.5	20.5	12.3	11.6	11.7	
EAST NORTH CENTRAL	16.1	16.5	15.2	10.9	21.4	13.6	17.2	15.9	10.4	11.4	16.6	25.9	
WEST NORTH CENTRAL	6.4	7.6	3.8	2.3	3.6	6.2	7.5	7.8	2.6	2.0	3.7	3.4	
SOUTH ATLANTIC	21.2	20.0	23.7	20.5	31.3	10.9	20.3	19.7	21.5	19.5	35.7	27.4	
EAST SOUTH CENTRAL	6.2	6.4	5.7	3.4	8.1	1.7	7.5	5.6	2.0	4.6	9.4	6.9	
WEST SOUTH CENTRAL	11.0	8.7	15.9	17.3	15.3	11.5	10.3	7.3	16.1	18.5	13.3	17.1	
MOUNTAIN	7.1	8.6	4.0	5.5	2.1	1.8	8.3	8.8	6.3	4.8	2.9	1.3	
PACIFIC	14.5	14.1	15.3	19.8	5.9	32.9	12.5	15.5	17.6	21.9	5.5	6.3	



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

4. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
NEW ENGLAND	4.8	3.6	5.7	3.5	4.6	4.9	5.6	4.3	5.1	4.4	5.3	4.5	5.1
MIDDLE ATLANTIC	12.7	14.2	12.4	13.1	10.8	12.5	13.5	13.1	12.5	12.4	13.1	12.4	12.9
EAST NORTH CENTRAL	16.1	14.8	14.8	18.6	15.9	17.9	14.5	16.5	15.9	16.3	15.8	15.8	16.4
WEST NORTH CENTRAL	6.4	3.7	5.7	5.5	7.4	8.2	6.4	5.2	7.2	5.8	7.1	6.1	6.6
SOUTH ATLANTIC	21.2	24.0	25.0	23.3	24.2	14.8	19.3	24.1	19.3	24.1	17.5	22.2	20.4
EAST SOUTH CENTRAL	6.2	8.3	8.1	3.3	9.6	7.3	3.6	6.0	6.3	7.1	5.1	6.6	5.8
WEST SOUTH CENTRAL	11.0	16.4	11.2	13.2	11.8	10.8	7.4	13.1	9.6	12.8	8.8	11.8	10.3
MOUNTAIN	7.1	5.0	4.1	4.3	7.5	7.6	10.6	4.4	8.9	5.3	9.4	7.1	7.1
PACIFIC	14.5	9.9	13.1	15.3	8.3	15.9	19.0	13.4	15.2	11.9	17.8	13.5	15.4



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

4. 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
NEW ENGLAND	4.8	3.4	5.2	3.9	5.6	4.7	3.8	1.7	6.7	2.2	6.4	5.8	4.5	3.9	5.2	5.0
MIDDLE ATLANTIC	12.7	13.1	13.8	10.9	13.1	13.8	14.3	10.7	12.0	12.3	13.4	11.0	14.2	12.2	14.5	8.9
EAST NORTH CENTRAL	16.1	14.5	17.1	17.9	14.7	12.5	17.9	17.8	14.2	16.4	16.4	18.0	15.2	16.6	15.0	18.1
WEST NORTH CENTRAL	6.4	4.3	5.2	7.5	7.1	3.0	3.5	8.3	7.4	5.5	6.6	6.9	6.8	6.5	6.0	7.2
SOUTH ATLANTIC	21.2	24.6	23.9	21.6	18.1	26.7	27.0	21.3	18.2	22.6	21.3	21.8	18.0	17.7	23.4	20.4
EAST SOUTH CENTRAL	6.2	7.6	5.8	8.0	4.8	7.2	5.5	8.6	5.9	7.9	6.2	7.5	3.8	3.7	4.8	12.8
WEST SOUTH CENTRAL	11.0	16.9	11.1	11.8	8.7	13.6	10.1	16.1	9.5	20.0	11.9	8.3	7.9	12.3	9.5	13.0
MOUNTAIN	7.1	5.0	3.8	7.4	9.7	7.1	4.4	6.7	9.0	2.9	3.3	8.0	10.3	9.1	7.1	4.5
PACIFIC	14.5	10.8	14.1	11.0	18.3	11.3	13.4	8.8	17.1	10.2	14.6	12.7	19.4	18.1	14.5	10.1



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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
EAST	17.5	19.9	17.2	19.7	18.5	14.0	20.4	13.4	12.0	17.5	18.6	16.1	17.7	13.8	18.4	18.0	24.6	17.4	16.3	18.7
MIDWEST	22.5	21.0	22.6	23.2	19.9	24.3	22.0	25.5	19.2	22.2	22.9	23.3	14.7	20.9	21.8	20.9	27.0	23.2	20.0	27.0
SOUTH	38.4	35.7	42.7	39.0	41.0	36.0	34.2	36.1	31.5	40.9	40.5	40.5	44.6	49.8	40.4	35.8	25.9	31.8	34.6	28.7
WEST	21.6	23.4	17.5	18.0	20.6	25.8	23.4	25.0	37.2	19.3	18.0	20.1	23.0	15.4	19.4	25.2	22.5	27.5	29.1	25.7



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	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
EAST	17.5	100.0	0.0	0.0	0.0	17.1	17.4	15.8	19.0	23.1	13.1	
MIDWEST	22.5	0.0	100.0	0.0	0.0	22.6	22.9	21.1	22.1	18.6	27.2	
SOUTH	38.4	0.0	0.0	100.0	0.0	38.0	37.5	40.5	40.3	41.3	38.9	
WEST	21.6	0.0	0.0	0.0	100.0	22.3	22.3	22.5	18.6	17.1	20.8	



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			
		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	626	1374	931	811	258	495	861	332	529	1139	
EAST	17.5	18.3	17.1	15.5	19.7	18.0	18.3	18.9	15.4	21.1	16.4	
MIDWEST	22.5	22.9	22.3	21.2	24.4	20.9	20.9	23.9	22.3	24.9	21.4	
SOUTH	38.4	34.7	40.1	46.5	30.0	35.8	35.7	32.9	35.9	31.0	42.6	
WEST	21.6	24.0	20.5	16.8	25.9	25.2	25.1	24.3	26.3	23.0	19.6	



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	840	888	720	740	540	420	244	276	300	496	264		
EAST	17.5	16.3	19.4	14.7	19.0	19.2	18.0	15.0	17.1	10.0	21.0	21.4		
MIDWEST	22.5	20.6	24.1	20.5	23.9	23.3	20.1	24.3	22.8	21.1	23.7	23.8		
SOUTH	38.4	47.0	29.3	49.6	31.5	33.0	45.2	38.3	35.5	55.7	28.1	30.3		
WEST	21.6	16.1	27.2	15.3	25.6	24.5	16.7	22.4	24.6	13.2	27.2	24.4		



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

AREA:

BANNER 5

	TOTAL		IDEOLOGY					REPUBLICAN			DEMOCRAT			INDEPENDENT			
	Count	%	Very LIBERAL	Smwt. MOD-ERATE	Smwt. MOD-ERATE	Very CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE
Total	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
EAST	17.5	16.9	14.1	19.1	18.7	19.3	13.6	16.7	14.4	14.7	14.7	16.4	21.2	25.4	21.0	18.9	18.9
MIDWEST	22.5	23.3	22.7	23.8	22.7	20.6	22.9	21.6	17.7	20.5	20.9	24.2	24.0	21.9	23.0	22.9	24.5
SOUTH	38.4	34.9	36.9	33.3	35.7	41.2	47.4	44.0	53.8	50.4	48.8	32.1	30.1	32.5	34.5	32.6	32.8
WEST	21.6	24.9	26.3	23.8	22.8	19.0	16.1	17.7	14.1	14.4	15.7	27.3	24.8	20.2	21.6	25.6	23.8



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
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
EAST	17.5	19.8	21.7	13.3	19.3	20.4	15.4	21.6	17.4	18.1	15.9	12.8	12.0	13.1	26.4	15.5
MIDWEST	22.5	24.0	20.1	22.0	21.6	21.1	19.2	21.5	22.7	22.5	23.2	23.5	26.2	22.9	21.1	21.7
SOUTH	38.4	30.7	36.1	47.4	36.1	35.2	53.5	31.1	38.4	36.6	41.7	44.8	45.7	48.5	31.5	34.4
WEST	21.6	25.5	22.1	17.3	23.0	23.3	11.8	25.9	21.5	22.8	19.1	19.0	16.1	15.5	21.1	28.4



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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	1298	702	450	252	565	375	733	327
EAST	17.5	16.8	18.8	16.5	22.9	17.3	16.4	16.4	21.6
MIDWEST	22.5	23.8	20.1	20.2	19.9	20.4	24.3	26.5	15.2
SOUTH	38.4	42.2	31.3	33.0	28.2	44.6	34.6	40.4	27.6
WEST	21.6	17.2	29.8	30.3	29.0	17.7	24.8	16.7	35.6



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	1357	643	261	261	81	624	733	126	135	125	136	
EAST	17.5	18.0	16.4	20.3	12.3	21.4	16.3	19.5	23.4	17.3	12.9	11.7	
MIDWEST	22.5	24.2	19.0	13.2	25.0	19.8	24.7	23.7	13.1	13.4	20.3	29.3	
SOUTH	38.4	35.1	45.3	41.2	54.7	24.1	38.1	32.6	39.6	42.6	58.3	51.4	
WEST	21.6	22.7	19.3	25.4	8.0	34.8	20.8	24.3	23.9	26.7	8.4	7.6	



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	163	283	349	324	352	529	795	1205	1120	880	940	1060
EAST	17.5	17.8	18.0	16.6	15.4	17.4	19.1	17.4	17.6	16.8	18.4	16.9	18.0
MIDWEST	22.5	18.5	20.5	24.1	23.3	26.2	20.9	21.6	23.1	22.1	23.0	22.0	23.0
SOUTH	38.4	48.8	44.3	39.8	45.6	32.9	30.4	43.2	35.2	43.9	31.4	40.6	36.5
WEST	21.6	14.9	17.2	19.5	15.7	23.5	29.7	17.8	24.1	17.2	27.2	20.5	22.6



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	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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
EAST	17.5	16.5	19.0	14.8	18.7	18.5	18.1	12.4	18.7	14.5	19.8	16.8	18.6	16.1	19.7	13.9
MIDWEST	22.5	18.7	22.3	25.4	21.8	15.5	21.5	26.0	21.5	21.8	23.0	24.8	22.0	23.0	21.0	25.4
SOUTH	38.4	49.1	40.9	41.4	31.6	47.6	42.6	46.0	33.6	50.5	39.4	37.6	29.7	33.7	37.6	46.1
WEST	21.6	15.7	17.9	18.4	28.0	18.4	17.8	15.5	26.2	13.1	17.9	20.7	29.7	27.2	21.6	14.6



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

5. 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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
YES	13.0	11.6	7.2	7.2	11.4	18.8	22.5	10.2	9.7	14.4	7.3	19.5	30.6	13.3	18.6	17.7	7.9	9.6	7.1	12.5
NO	87.0	88.4	92.8	92.8	88.6	81.2	77.5	89.8	90.3	85.6	92.7	80.5	69.4	86.7	81.4	82.3	92.1	90.4	92.9	87.5



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
YES	13.0	15.1	7.7	14.0	15.3	10.9	9.5	18.7	22.1	23.2	20.7
NO	87.0	84.9	92.3	86.0	84.7	89.1	90.5	81.3	77.9	76.8	79.3



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

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	626	1374	931	811	258	495	861	332	529	1139	
YES	13.0	15.2	12.1	15.2	9.1	17.7	15.2	11.9	9.6	13.3	13.9	
NO	87.0	84.8	87.9	84.8	90.9	82.3	84.8	88.1	90.4	86.7	86.1	



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

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	840	888	720	740	540	420	244	276	300	496	264		
YES	13.0	12.9	11.3	15.3	12.0	11.5	17.6	9.8	10.0	12.0	13.1	13.0		
NO	87.0	87.1	88.7	84.7	88.0	88.5	82.4	90.2	90.0	88.0	86.9	87.0		



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very LIB- ERAL	Smwt. MOD- ERATE	MOD- ERATE	Smwt. MOD- ERATE	Very CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
YES	13.0	13.6	13.6	13.5	13.8	13.9	9.2	11.8	29.2	22.3	11.2	9.9	14.1	15.9	19.3	9.5	11.2
NO	87.0	86.4	86.4	86.5	86.2	86.1	90.8	88.2	70.8	77.7	88.8	90.1	85.9	84.1	80.7	90.5	88.8



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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5. 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
YES	13.0	10.8	17.3	13.6	14.2	12.0	20.9	10.0	13.8	13.6	14.1	9.5	7.5	5.9	22.9	11.7
NO	87.0	89.2	82.7	86.4	85.8	88.0	79.1	90.0	86.2	86.4	85.9	90.5	92.5	94.1	77.1	88.3



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

5. 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	1298	702	450	252	565	375	733	327
YES	13.0	16.6	6.4	8.0	3.7	18.7	5.4	15.0	7.7
NO	87.0	83.4	93.6	92.0	96.3	81.3	94.6	85.0	92.3



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

5. 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	1357	643	261	261	81	624	733	126	135	125	136
YES	13.0	0.0	40.6	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0
NO	87.0	100.0	59.4	0.0	100.0	100.0	100.0	100.0	0.0	0.0	100.0	100.0



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

5. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
YES	13.0	36.4	26.3	15.7	11.6	5.8	2.8	23.7	6.0	20.2	4.0	13.4	12.8
NO	87.0	63.6	73.7	84.3	88.4	94.2	97.2	76.3	94.0	79.8	96.0	86.6	87.2



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

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	NIALS		BMMRS	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG			
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
YES	13.0	33.1	19.8	12.7	3.0	30.8	22.9	12.1	2.8	35.4	17.0	13.2	3.2	18.0	12.3	8.6
NO	87.0	66.9	80.2	87.3	97.0	69.2	77.1	87.9	97.2	64.6	83.0	86.8	96.8	82.0	87.7	91.4



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6. 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	261	4	23	28	48	82	65	9	3	207	55	109	44	80	61	46	20	54	21	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	100.0	100.0	100.0	100.0
Mexican	51.3	62.2	49.0	50.7	53.9	53.1	44.2	78.5	44.8	48.2	50.7	51.2	37.8	56.4	39.2	47.3	45.2	63.3	65.0	62.2
Puerto Rican	17.6	0.0	8.9	20.7	12.2	18.1	25.7	0.0	28.7	16.0	14.3	13.6	24.0	14.6	16.7	18.9	12.6	24.1	28.1	21.4
Cuban	8.1	0.0	18.7	5.9	6.2	9.8	6.3	0.0	0.0	9.8	11.0	10.1	7.8	9.5	7.9	12.8	10.3	1.2	0.0	2.0
Dominican	6.4	0.0	5.3	0.0	5.8	4.1	10.2	21.5	26.5	7.1	2.3	5.6	16.7	4.6	9.9	4.3	15.0	3.5	0.0	5.7
Venezuelan	1.4	0.0	0.0	0.0	4.6	1.7	0.0	0.0	0.0	1.4	0.0	2.6	0.0	1.6	2.5	0.0	0.0	1.4	3.6	0.0
Honduran	0.9	0.0	0.0	4.1	0.0	0.0	1.8	0.0	0.0	1.1	2.1	0.0	2.6	0.0	3.7	0.0	0.0	0.0	0.0	0.0
Salvadoran	0.7	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.6	0.0	1.1	0.0	1.5	0.0	0.0	0.0	1.3	3.2	0.0
Peruvian	0.6	0.0	0.0	0.0	0.0	0.7	1.5	0.0	0.0	0.7	0.0	0.5	2.1	0.7	1.5	0.0	0.0	0.0	0.0	0.0
Guatemalan	0.5	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.6	0.0	1.2	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.5	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.6	0.0	1.1	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.3	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.3	1.3	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Other Central American	0.9	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	1.2	0.0	2.3	0.0	0.0	2.3	2.3	0.0	0.0	0.0	0.0
Other South American	1.4	0.0	5.8	0.0	2.0	0.0	2.3	0.0	0.0	1.1	2.5	0.9	0.0	0.0	2.2	0.0	4.6	2.8	0.0	4.6
Spaniard	5.6	37.8	12.4	8.6	10.4	1.5	2.8	0.0	0.0	7.1	12.2	5.7	4.2	8.0	5.5	8.0	6.2	0.0	0.0	0.0
Other	3.8	0.0	0.0	7.4	2.4	4.1	5.2	0.0	0.0	4.2	3.7	4.2	4.6	3.2	3.3	6.2	6.1	2.5	0.0	4.1



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	261	53	35	107	66	177	129	48	84	52	32
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	51.3	14.5	70.3	47.6	76.8	50.8	51.6	48.5	52.4	59.9	40.4
Puerto Rican	17.6	46.1	10.3	15.3	2.6	16.2	15.0	19.5	20.6	23.0	16.7
Cuban	8.1	2.2	10.4	13.9	2.2	9.1	11.0	4.0	5.9	4.6	8.1
Dominican	6.4	19.1	0.0	4.1	3.2	5.1	3.8	8.8	9.0	8.2	10.2
Venezuelan	1.4	0.0	0.0	2.0	2.1	2.0	1.3	4.0	0.0	0.0	0.0
Honduran	0.9	2.2	0.0	1.1	0.0	1.3	1.8	0.0	0.0	0.0	0.0
Salvadoran	0.7	0.0	0.0	0.0	2.9	1.1	1.5	0.0	0.0	0.0	0.0
Peruvian	0.6	1.8	0.0	0.0	0.9	0.9	0.0	3.2	0.0	0.0	0.0
Guatemalan	0.5	0.0	3.7	0.0	0.0	0.0	0.0	0.0	1.5	2.4	0.0
Nicaraguan	0.5	0.0	0.0	1.1	0.0	0.7	0.9	0.0	0.0	0.0	0.0
Ecuadorian	0.3	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.9	0.0	2.2
Other Central American	0.9	0.0	0.0	2.3	0.0	0.6	0.0	2.2	1.7	0.0	4.4
Other South American	1.4	0.0	0.0	2.7	1.4	2.1	2.9	0.0	0.0	0.0	0.0
Spaniard	5.6	5.3	5.4	5.1	6.9	6.0	7.3	2.6	4.7	1.9	9.4
Other	3.8	8.7	0.0	5.0	0.0	4.1	2.9	7.2	3.3	0.0	8.5



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

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	261	95	166	142	74	46	75	102	32	70	159	
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mexican	51.3	52.7	50.5	48.9	58.3	47.3	43.8	53.0	50.1	54.3	50.2	
Puerto Rican	17.6	17.1	18.0	15.5	20.9	18.9	20.3	22.5	23.9	21.8	14.5	
Cuban	8.1	6.0	9.3	8.8	3.7	12.8	13.0	6.9	4.2	8.1	8.8	
Dominican	6.4	7.6	5.7	6.9	6.6	4.3	4.8	5.1	3.2	6.0	7.2	
Venezuelan	1.4	0.7	1.8	2.0	1.0	0.0	1.2	0.6	0.0	0.9	1.9	
Honduran	0.9	1.2	0.7	1.6	0.0	0.0	0.0	1.1	3.7	0.0	0.7	
Salvadoran	0.7	0.7	0.7	0.9	0.9	0.0	0.0	1.9	5.9	0.0	0.0	
Peruvian	0.6	1.0	0.3	1.1	0.0	0.0	1.3	0.0	0.0	0.0	1.0	
Guatemalan	0.5	1.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
Nicaraguan	0.5	0.0	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
Ecuadorian	0.3	0.8	0.0	0.5	0.0	0.0	1.0	0.7	0.0	1.0	0.0	
Other Central American	0.9	1.5	0.6	1.0	0.0	2.3	1.4	1.4	4.4	0.0	0.7	
Other South American	1.4	2.6	0.8	1.0	3.3	0.0	1.8	2.4	4.7	1.3	0.9	
Spaniard	5.6	1.7	7.9	6.9	1.7	8.0	6.5	0.0	0.0	0.0	9.3	
Other	3.8	5.3	3.0	3.2	3.5	6.2	4.9	4.4	0.0	6.5	3.4	



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6. 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	261	108	100	110	89	62	74	24	27	36	65	34			
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	51.3	48.4	54.2	50.6	53.8	48.9	49.8	65.2	45.9	52.3	49.6	51.3			
Puerto Rican	17.6	16.9	18.6	16.4	17.7	19.7	18.1	17.1	24.5	12.8	17.9	16.0			
Cuban	8.1	10.4	6.7	11.5	3.4	8.6	9.7	2.7	9.9	15.2	3.7	7.6			
Dominican	6.4	4.2	8.5	3.0	10.8	5.9	4.5	6.0	9.9	0.0	12.6	2.8			
Venezuelan	1.4	2.6	0.8	1.7	0.9	1.5	1.7	3.2	0.0	1.8	0.0	2.7			
Honduran	0.9	0.0	1.2	2.1	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0			
Salvadoran	0.7	0.0	0.7	0.0	2.1	0.0	0.0	2.8	0.0	0.0	1.9	0.0			
Peruvian	0.6	0.5	0.0	0.5	0.0	1.5	0.0	0.0	0.0	1.6	0.0	2.8			
Guatemalan	0.5	1.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	1.9	0.0			
Nicaraguan	0.5	1.1	0.0	1.1	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0			
Ecuadorian	0.3	0.7	0.0	0.0	0.8	0.0	0.0	3.0	0.0	0.0	0.0	0.0			
Other Central American	0.9	0.0	1.1	0.0	1.6	1.7	0.0	0.0	0.0	0.0	2.2	3.1			
Other South American	1.4	1.3	2.4	1.2	1.7	1.5	1.8	0.0	3.4	0.0	2.3	0.0			
Spaniard	5.6	8.8	2.2	7.0	2.8	7.3	4.7	0.0	6.4	11.8	3.8	8.0			
Other	3.8	4.1	3.8	4.8	2.9	3.3	5.0	0.0	0.0	4.5	4.0	5.9			



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

BANNER 5

	TOTAL							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	261	76	34	42	102	54	29	83	18	37	55	41	34	14	17	31	14
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	51.3	54.7	53.6	55.6	51.5	44.3	54.8	48.0	60.7	45.6	50.6	58.3	55.0	38.1	39.7	54.5	47.6
Puerto Rican	17.6	18.9	13.4	23.2	18.4	17.9	11.4	15.6	13.7	26.9	10.3	22.0	11.9	19.5	16.9	15.4	33.3
Cuban	8.1	4.1	6.3	2.3	10.0	11.2	6.2	9.4	3.7	13.6	12.7	1.6	7.0	0.0	10.3	8.9	5.9
Dominican	6.4	7.5	14.7	1.8	6.3	5.7	4.7	5.3	5.6	2.9	2.2	7.1	10.4	22.7	10.5	6.0	0.0
Venezuelan	1.4	1.9	2.3	1.5	1.2	1.7	0.0	1.1	3.5	3.5	0.0	1.9	0.0	0.0	0.0	0.0	6.7
Honduran	0.9	1.5	0.0	2.8	0.0	2.1	0.0	1.4	6.4	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Salvadoran	0.7	1.6	3.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	3.0	2.0	0.0	0.0	0.0	0.0
Peruvian	0.6	1.2	0.0	2.2	0.6	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	5.6	0.0	0.0
Guatemalan	0.5	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0
Nicaraguan	0.5	0.0	0.0	0.0	0.0	2.2	0.0	1.4	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Other Central American	0.9	0.0	0.0	0.0	1.0	2.6	0.0	1.7	0.0	0.0	0.0	0.0	0.0	10.0	0.0	3.4	0.0
Other South American	1.4	1.2	0.0	2.2	1.5	2.5	0.0	1.6	0.0	0.0	2.5	0.0	4.4	0.0	5.5	0.0	0.0
Spaniard	5.6	2.8	6.2	0.0	3.9	7.2	16.2	10.4	0.0	0.0	13.9	3.1	3.6	0.0	4.9	8.9	6.6
Other	3.8	4.7	0.0	8.4	3.0	2.5	6.7	4.0	6.4	6.0	3.6	3.0	0.0	9.6	6.6	3.0	0.0



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6. 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	261	91	59	111	147	43	14	29	201	128	73	17	43	10	120	65
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	51.3	53.4	43.0	54.1	49.6	38.9	44.6	36.3	54.0	56.2	50.1	50.6	49.6	77.2	52.6	54.4
Puerto Rican	17.6	20.4	16.8	15.8	15.6	22.1	22.6	21.9	16.8	14.8	20.3	15.9	19.5	7.3	15.5	20.1
Cuban	8.1	4.4	11.2	9.4	10.0	17.5	8.4	21.7	6.3	5.7	7.3	5.6	5.5	0.0	8.6	9.2
Dominican	6.4	5.4	12.3	4.0	6.9	7.8	24.4	0.0	6.1	5.7	6.8	6.2	4.4	0.0	7.7	5.0
Venezuelan	1.4	1.6	1.5	1.2	1.6	0.0	0.0	0.0	1.8	1.8	1.7	0.0	0.0	0.0	1.3	3.2
Honduran	0.9	1.3	0.0	1.0	1.6	2.7	0.0	4.0	0.6	0.9	0.0	0.0	2.6	0.0	0.0	0.0
Salvadoran	0.7	0.7	2.1	0.0	0.8	0.0	0.0	0.0	0.9	0.0	2.6	0.0	0.0	0.0	1.6	0.0
Peruvian	0.6	1.0	0.0	0.5	0.6	2.2	0.0	3.2	0.3	0.4	0.0	0.0	0.0	0.0	0.8	0.0
Guatemalan	0.5	1.4	0.0	0.0	0.9	0.0	0.0	0.0	0.6	0.0	1.7	0.0	0.0	0.0	0.0	2.0
Nicaraguan	0.5	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.6	0.9	0.0	0.0	2.8	0.0	0.0	0.0
Ecuadorian	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	0.0	0.0	1.7	0.0	0.0	0.0
Other Central American	0.9	0.0	0.0	2.2	1.7	0.0	0.0	0.0	0.5	0.0	1.4	8.2	0.0	0.0	0.0	0.0
Other South American	1.4	2.7	0.0	1.2	1.6	0.0	0.0	0.0	1.9	1.8	2.0	0.0	0.0	15.6	0.8	0.0
Spaniard	5.6	2.7	4.7	8.5	5.0	5.6	0.0	8.2	5.6	6.1	4.8	5.7	10.8	0.0	5.7	2.9
Other	3.8	4.1	8.5	1.1	4.2	3.1	0.0	4.6	3.6	5.0	1.1	7.9	3.1	0.0	5.3	3.4



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6. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO 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	261	216	45	36	9	106	20	110	25	
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mexican	51.3	54.1	37.9	43.7	15.7	51.7	52.9	56.4	26.0	
Puerto Rican	17.6	18.4	14.2	10.3	29.2	21.0	10.5	15.8	17.1	
Cuban	8.1	6.1	17.5	18.8	12.3	7.5	13.2	4.8	20.9	
Dominican	6.4	3.9	18.0	17.6	19.4	4.7	12.5	3.2	22.4	
Venezuelan	1.4	1.2	2.0	2.5	0.0	1.9	0.0	0.6	3.6	
Honduran	0.9	0.5	2.5	0.0	12.2	1.1	5.7	0.0	0.0	
Salvadoran	0.7	0.9	0.0	0.0	0.0	0.6	0.0	1.1	0.0	
Peruvian	0.6	0.7	0.0	0.0	0.0	0.0	0.0	1.4	0.0	
Guatemalan	0.5	0.0	2.8	3.5	0.0	0.0	0.0	0.0	5.0	
Nicaraguan	0.5	0.6	0.0	0.0	0.0	1.1	0.0	0.0	0.0	
Ecuadorian	0.3	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0	
Other Central American	0.9	1.1	0.0	0.0	0.0	0.0	0.0	2.2	0.0	
Other South American	1.4	1.8	0.0	0.0	0.0	2.2	0.0	1.4	0.0	
Spaniard	5.6	6.3	2.3	0.0	11.2	3.9	5.2	8.6	0.0	
Other	3.8	4.0	2.7	3.5	0.0	3.5	0.0	4.6	4.9	



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6. 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	261	-	261	261	-	-	-	-	126	135	-	-
HISPANIC	100.0	-	100.0	100.0	-	-	-	-	100.0	100.0	-	-
Mexican	51.3	-	51.3	51.3	-	-	-	-	51.9	50.8	-	-
Puerto Rican	17.6	-	17.6	17.6	-	-	-	-	19.3	16.1	-	-
Cuban	8.1	-	8.1	8.1	-	-	-	-	8.4	7.8	-	-
Dominican	6.4	-	6.4	6.4	-	-	-	-	6.0	6.7	-	-
Venezuelan	1.4	-	1.4	1.4	-	-	-	-	1.6	1.1	-	-
Honduran	0.9	-	0.9	0.9	-	-	-	-	1.8	0.0	-	-
Salvadoran	0.7	-	0.7	0.7	-	-	-	-	0.5	0.9	-	-
Peruvian	0.6	-	0.6	0.6	-	-	-	-	0.0	1.1	-	-
Guatemalan	0.5	-	0.5	0.5	-	-	-	-	0.0	0.9	-	-
Nicaraguan	0.5	-	0.5	0.5	-	-	-	-	1.0	0.0	-	-
Ecuadorian	0.3	-	0.3	0.3	-	-	-	-	0.6	0.0	-	-
Other Central American	0.9	-	0.9	0.9	-	-	-	-	0.0	1.8	-	-
Other South American	1.4	-	1.4	1.4	-	-	-	-	1.8	1.1	-	-
Spaniard	5.6	-	5.6	5.6	-	-	-	-	4.1	7.0	-	-
Other	3.8	-	3.8	3.8	-	-	-	-	2.9	4.6	-	-



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6. 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	261	59	74	55	37	21	15	188	73	226	35	126	135	
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	51.3	48.5	52.5	52.6	54.4	70.9	16.6	51.3	51.4	51.8	48.3	51.9	50.8	
Puerto Rican	17.6	22.2	16.3	19.6	17.2	10.7	9.4	19.1	13.8	18.8	10.1	19.3	16.1	
Cuban	8.1	0.0	10.9	5.5	7.7	8.9	35.9	5.9	13.7	6.2	20.1	8.4	7.8	
Dominican	6.4	12.5	8.4	4.0	2.0	0.0	0.0	8.4	1.0	7.4	0.0	6.0	6.7	
Venezuelan	1.4	1.3	0.0	5.2	0.0	0.0	0.0	1.9	0.0	1.6	0.0	1.6	1.1	
Honduran	0.9	0.0	1.6	0.0	3.0	0.0	0.0	0.6	1.6	1.0	0.0	1.8	0.0	
Salvadoran	0.7	0.0	1.6	1.2	0.0	0.0	0.0	1.0	0.0	0.8	0.0	0.5	0.9	
Peruvian	0.6	1.6	0.0	0.0	0.0	2.8	0.0	0.5	0.8	0.4	1.6	0.0	1.1	
Guatemalan	0.5	2.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.6	0.0	0.0	0.9	
Nicaraguan	0.5	0.0	0.0	2.2	0.0	0.0	0.0	0.6	0.0	0.5	0.0	1.0	0.0	
Ecuadorian	0.3	0.0	1.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.6	0.0	
Other Central American	0.9	2.4	0.0	1.9	0.0	0.0	0.0	1.3	0.0	1.1	0.0	0.0	1.8	
Other South American	1.4	2.3	0.0	1.7	0.0	0.0	10.2	1.2	2.1	1.0	4.2	1.8	1.1	
Spaniard	5.6	3.8	4.7	1.4	9.4	6.7	22.5	3.5	11.3	4.4	13.3	4.1	7.0	
Other	3.8	3.4	3.0	4.6	6.3	0.0	5.5	3.6	4.4	4.1	2.3	2.9	4.6	



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6. 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-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	261	73	99	66	23	34	53	29	10	40	45	38	13	96	128	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
Mexican	51.3	47.4	56.9	53.3	33.9	43.1	63.5	47.6	31.6	51.1	49.1	57.6	35.8	46.8	51.4	62.7
Puerto Rican	17.6	22.0	14.1	20.7	10.2	29.9	10.0	27.8	9.5	15.2	18.9	15.4	10.7	20.5	16.8	13.0
Cuban	8.1	2.3	7.7	8.0	28.2	2.7	7.3	7.8	35.0	2.0	8.3	8.1	22.8	11.2	8.0	0.0
Dominican	6.4	11.4	6.5	2.9	0.0	11.0	5.6	2.7	0.0	11.7	7.4	3.0	0.0	9.1	5.3	2.9
Venezuelan	1.4	1.1	1.9	1.4	0.0	2.3	2.4	0.0	0.0	0.0	1.4	2.4	0.0	1.7	1.0	1.8
Honduran	0.9	1.6	0.0	1.7	0.0	3.5	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Salvadoran	0.7	1.7	0.7	0.0	0.0	0.0	1.3	0.0	0.0	3.1	0.0	0.0	0.0	0.7	1.0	0.0
Peruvian	0.6	1.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	2.4	0.0	1.5	0.0	0.0	1.2	0.0
Guatemalan	0.5	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	1.0	0.0
Nicaraguan	0.5	0.0	1.2	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Ecuadorian	0.3	0.0	0.7	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Other Central American	0.9	1.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	3.5	2.3	0.0	0.0	2.5	0.0	0.0
Other South American	1.4	1.9	0.0	1.4	6.5	4.1	0.0	3.3	0.0	0.0	0.0	0.0	11.7	2.4	0.0	4.1
Spaniard	5.6	3.0	4.3	6.3	17.6	0.0	1.6	6.9	23.8	5.6	7.6	5.8	12.7	1.3	6.0	15.7
Other	3.8	2.7	4.9	3.6	3.5	3.5	4.7	0.0	0.0	2.1	5.0	6.3	6.3	2.4	6.0	0.0



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7. 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	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
WHITE	67.8	83.4	88.2	82.1	67.0	53.8	46.5	62.8	84.5	69.7	84.8	57.9	37.7	79.7	62.9	57.6	67.4	62.9	64.7	60.9
HISPANIC	13.0	11.6	7.2	7.2	11.4	18.8	22.5	10.2	9.7	14.4	7.3	19.5	30.6	13.3	18.6	17.7	7.9	9.6	7.1	12.5
AFRICAN AMERICAN	13.0	0.0	1.4	6.3	14.5	20.4	21.8	21.2	5.8	10.0	3.9	14.5	23.7	3.7	11.3	14.9	17.8	21.1	23.1	18.8
ASIAN	4.0	0.0	0.8	2.7	5.5	4.7	7.3	3.6	0.0	3.9	1.8	6.1	6.5	1.6	6.4	4.9	5.1	4.4	3.2	5.8
OTHER	2.0	5.1	2.4	1.7	1.5	2.3	1.8	2.3	0.0	2.0	2.2	2.0	1.5	1.6	0.8	4.9	1.7	1.9	1.8	2.0



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
WHITE	67.8	69.9	72.8	62.1	71.3	74.2	77.6	55.8	41.0	40.6	41.6
HISPANIC	13.0	15.1	7.7	14.0	15.3	10.9	9.5	18.7	22.1	23.2	20.7
AFRICAN AMERICAN	13.0	9.2	14.5	18.6	4.8	9.8	8.6	16.4	26.8	27.0	26.6
ASIAN	4.0	4.9	3.6	2.5	6.5	3.4	2.9	6.1	6.8	6.5	7.2
OTHER	2.0	0.9	1.4	2.8	2.0	1.7	1.5	3.0	3.2	2.7	4.0



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

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	626	1374	931	811	258	495	861	332	529	1139	
WHITE	67.8	59.2	71.8	73.7	64.4	57.6	60.2	61.8	70.0	56.7	72.4	
HISPANIC	13.0	15.2	12.1	15.2	9.1	17.7	15.2	11.9	9.6	13.3	13.9	
AFRICAN AMERICAN	13.0	20.3	9.7	6.4	20.1	14.9	15.3	19.8	15.8	22.4	7.9	
ASIAN	4.0	4.7	3.7	3.3	4.6	4.9	6.2	4.5	3.1	5.3	3.7	
OTHER	2.0	0.6	2.6	1.4	1.8	4.9	3.2	2.0	1.5	2.3	2.0	



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7. 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	840	888	720	740	540	420	244	276	300	496	264
WHITE	67.8	77.3	64.7	76.6	60.1	66.8	71.0	57.7	67.2	84.5	61.2	66.5
HISPANIC	13.0	12.9	11.3	15.3	12.0	11.5	17.6	9.8	10.0	12.0	13.1	13.0
AFRICAN AMERICAN	13.0	5.8	17.5	4.6	22.0	12.1	7.2	25.9	11.3	1.0	20.0	12.8
ASIAN	4.0	2.2	5.1	2.5	4.6	5.3	3.5	6.0	7.9	1.1	4.0	2.6
OTHER	2.0	1.8	1.5	0.9	1.3	4.4	0.6	0.6	3.6	1.3	1.7	5.1



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

7. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
WHITE	67.8	63.6	65.0	62.4	61.9	74.2	81.7	77.5	43.9	67.4	83.8	67.5	50.7	51.4	59.3	67.4	70.9
HISPANIC	13.0	13.6	13.6	13.5	13.8	13.9	9.2	11.8	29.2	22.3	11.2	9.9	14.1	15.9	19.3	9.5	11.2
AFRICAN AMERICAN	13.0	17.4	17.5	17.3	16.2	7.1	5.3	6.3	21.5	5.8	2.1	17.5	28.3	24.9	13.8	12.4	9.8
ASIAN	4.0	4.2	3.5	4.8	5.4	3.5	1.2	2.5	5.4	4.2	1.6	4.3	4.6	6.4	3.3	6.6	3.1
OTHER	2.0	1.3	0.4	2.0	2.7	1.3	2.6	1.9	0.0	0.4	1.2	0.8	2.3	1.4	4.3	4.1	5.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

7. WHAT IS YOUR MAIN RACIAL 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
WHITE	67.8	62.3	59.3	77.2	65.7	62.4	40.9	67.2	69.2	70.8	66.3	67.7	70.5	77.4	68.3	66.7
HISPANIC	13.0	10.8	17.3	13.6	14.2	12.0	20.9	10.0	13.8	13.6	14.1	9.5	7.5	5.9	22.9	11.7
AFRICAN AMERICAN	13.0	21.1	12.5	4.9	11.9	17.5	30.4	14.7	11.3	10.5	12.8	18.3	16.8	13.2	5.7	14.0
ASIAN	4.0	4.4	7.2	2.4	5.5	5.3	2.3	6.0	4.1	4.1	3.9	1.5	2.2	2.9	2.3	5.5
OTHER	2.0	1.4	3.6	1.9	2.7	2.7	5.5	2.1	1.7	1.0	2.9	3.0	3.1	0.5	0.7	2.1



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

7. 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	1298	702	450	252	565	375	733	327	
WHITE	67.8	63.8	75.4	70.4	84.3	59.9	76.3	66.8	74.3	
HISPANIC	13.0	16.6	6.4	8.0	3.7	18.7	5.4	15.0	7.7	
AFRICAN AMERICAN	13.0	15.1	9.2	11.5	5.3	17.0	7.6	13.6	11.2	
ASIAN	4.0	2.4	7.2	7.6	6.4	3.3	8.7	1.6	5.5	
OTHER	2.0	2.1	1.7	2.5	0.3	1.1	2.1	2.9	1.3	



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7. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
WHITE	67.8	18.1	34.4	63.6	72.7	84.6	89.7	43.9	83.7	52.3	87.7	66.4	69.1	
HISPANIC	13.0	36.4	26.3	15.7	11.6	5.8	2.8	23.7	6.0	20.2	4.0	13.4	12.8	
AFRICAN AMERICAN	13.0	36.0	30.5	14.2	11.0	5.6	2.1	24.5	5.5	20.6	3.5	13.3	12.9	
ASIAN	4.0	7.3	5.9	5.0	2.6	2.9	3.1	5.8	2.9	4.9	3.0	5.5	2.8	
OTHER	2.0	2.2	2.9	1.5	2.1	1.1	2.3	2.2	1.9	2.2	1.8	1.5	2.4	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

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		/SLNTG		/SLNTG		/SLNTG				
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
WHITE	67.8	19.2	53.0	71.9	89.1	23.6	49.8	71.1	87.1	14.8	55.8	72.5	91.0	55.3	69.1	80.5
HISPANIC	13.0	33.1	19.8	12.7	3.0	30.8	22.9	12.1	2.8	35.4	17.0	13.2	3.2	18.0	12.3	8.6
AFRICAN AMERICAN	13.0	38.0	20.4	10.2	2.9	36.0	20.4	11.2	3.1	40.0	20.3	9.4	2.7	20.6	11.2	8.2
ASIAN	4.0	7.5	5.1	3.0	3.1	9.7	5.7	4.8	4.4	5.4	4.6	1.4	1.9	4.2	5.4	0.6
OTHER	2.0	2.2	1.8	2.3	1.9	0.0	1.2	0.8	2.6	4.3	2.3	3.5	1.2	1.9	2.0	2.2



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

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	81	-	3	11	23	21	21	3	-	57	13	34	9	10	21	13	13	24	10	15
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
Chinese	34.6	-	61.9	55.2	34.0	40.7	16.2	32.5	-	40.0	56.5	40.0	16.7	51.6	30.4	28.4	57.9	22.3	27.2	19.2
Korean	13.7	-	0.0	0.0	29.4	10.6	10.2	0.0	-	11.9	0.0	17.8	7.2	7.5	3.2	20.0	21.3	17.9	30.2	10.0
Vietnamese	11.1	-	0.0	11.4	6.2	13.7	16.7	0.0	-	8.5	9.2	10.6	0.0	15.0	5.6	7.7	9.1	17.1	6.8	23.8
Japanese	9.5	-	0.0	16.3	8.2	10.4	9.0	0.0	-	6.2	13.1	5.3	0.0	0.0	9.1	6.8	5.3	17.0	23.4	12.9
Indian	9.2	-	38.1	0.0	9.0	11.2	10.0	0.0	-	10.9	7.5	12.8	8.4	15.5	9.7	14.2	6.3	5.4	0.0	8.9
Filipino	7.0	-	0.0	10.4	3.7	0.0	17.4	0.0	-	10.0	8.3	2.5	39.3	0.0	21.4	8.7	0.0	0.0	0.0	0.0
Pakistani	2.3	-	0.0	0.0	4.3	0.0	0.0	28.8	-	1.7	0.0	2.9	0.0	10.3	0.0	0.0	0.0	3.6	0.0	5.9
Other Southeastern Asian	4.3	-	0.0	0.0	5.2	3.9	7.0	0.0	-	4.1	0.0	2.3	15.9	0.0	7.0	6.3	0.0	4.8	12.3	0.0
Other Southern Asian	2.4	-	0.0	0.0	0.0	0.0	3.7	38.8	-	2.1	0.0	0.0	12.5	0.0	5.5	0.0	0.0	3.2	0.0	5.3
Other	5.9	-	0.0	6.7	0.0	9.6	9.8	0.0	-	4.7	5.4	5.8	0.0	0.0	8.0	7.7	0.0	8.5	0.0	14.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	81	17	16	19	28	55	40	15	26	15	11	
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	34.6	60.5	18.1	23.3	36.0	41.0	37.9	48.9	21.0	18.8	23.8	
Korean	13.7	16.4	25.1	15.6	4.2	8.3	9.1	6.3	25.2	38.9	7.5	
Vietnamese	11.1	6.9	17.4	13.1	8.8	12.4	14.3	7.2	8.4	0.0	19.3	
Japanese	9.5	0.0	5.4	5.5	20.4	13.9	14.8	11.5	0.0	0.0	0.0	
Indian	9.2	7.7	11.8	17.7	2.8	12.1	11.0	15.0	3.1	5.5	0.0	
Filipino	7.0	8.5	6.8	7.6	5.7	0.0	0.0	0.0	22.0	21.2	23.0	
Pakistani	2.3	0.0	0.0	9.5	0.0	3.4	2.2	6.4	0.0	0.0	0.0	
Other Southeastern Asian	4.3	0.0	0.0	7.7	7.0	2.1	3.0	0.0	8.9	10.3	7.1	
Other Southern Asian	2.4	0.0	7.4	0.0	2.8	0.0	0.0	0.0	7.7	5.5	10.6	
Other	5.9	0.0	8.1	0.0	12.3	6.9	7.7	4.6	3.8	0.0	8.7	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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-	CIED	ROVE			PROVE
		TION				DED					
Total	81	30	51	31	38	13	31	38	10	28	43
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	34.6	21.0	42.5	37.0	34.8	28.4	36.2	27.4	9.6	33.9	41.2
Korean	13.7	19.4	10.4	4.5	19.1	20.0	13.6	12.6	0.0	17.3	14.6
Vietnamese	11.1	14.2	9.3	8.5	14.3	7.7	10.7	10.9	23.6	6.3	11.3
Japanese	9.5	6.5	11.2	6.3	12.9	6.8	6.3	12.7	18.6	10.5	6.6
Indian	9.2	10.5	8.5	11.5	5.7	14.2	9.1	11.5	14.4	10.5	7.2
Filipino	7.0	10.0	5.2	14.8	0.0	8.7	8.4	7.7	0.0	10.5	6.3
Pakistani	2.3	3.3	1.7	3.2	2.3	0.0	0.0	4.8	9.6	3.1	0.0
Other Southeastern Asian	4.3	11.7	0.0	4.9	3.2	6.3	7.5	7.0	11.5	5.3	1.9
Other Southern Asian	2.4	0.0	3.8	3.8	2.1	0.0	0.0	2.1	0.0	2.8	2.8
Other	5.9	3.4	7.3	5.5	5.5	7.7	8.1	3.4	12.6	0.0	8.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. 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	81	19	45	18	34	29	15	15	22	3	20	7					
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	34.6	45.0	37.9	40.2	24.3	43.4	40.9	33.1	40.9	37.0	17.8	51.6					
Korean	13.7	3.8	10.8	15.3	21.0	3.9	9.4	30.9	0.0	41.8	13.6	16.4					
Vietnamese	11.1	14.0	11.9	14.4	10.0	10.3	17.7	4.5	13.5	0.0	14.1	0.0					
Japanese	9.5	4.6	12.7	5.9	11.1	9.8	7.3	9.3	12.8	0.0	12.5	0.0					
Indian	9.2	11.0	9.0	0.0	10.6	13.4	0.0	5.6	12.7	0.0	14.3	15.8					
Filipino	7.0	12.4	3.3	0.0	10.8	6.8	0.0	5.1	3.9	0.0	15.0	16.2					
Pakistani	2.3	0.0	2.2	0.0	2.6	3.4	0.0	6.0	4.5	0.0	0.0	0.0					
Other Southeastern Asian	4.3	0.0	5.9	8.2	3.5	2.8	10.1	0.0	3.6	0.0	6.0	0.0					
Other Southern Asian	2.4	0.0	1.8	6.5	2.3	0.0	8.0	5.4	0.0	0.0	0.0	0.0					
Other	5.9	9.1	4.6	9.4	3.8	6.2	6.8	0.0	8.1	21.2	6.6	0.0					



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. 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	MOD- ERATE	CONSER- VATIVE
Total	81	24	9	15	40	14	4	17	3	7	8	17	11	6	3	22	4		
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
Chinese	34.6	23.9	28.0	21.5	44.0	29.1	23.0	27.8	37.5	47.6	34.8	25.2	24.7	21.1	0.0	52.7	22.8		
Korean	13.7	19.2	0.0	30.2	10.8	10.9	19.3	12.7	20.0	20.3	9.1	22.2	16.4	26.4	0.0	5.1	0.0		
Vietnamese	11.1	9.6	0.0	15.2	11.4	8.8	26.0	12.5	42.5	0.0	15.0	0.0	30.7	0.0	29.4	5.1	25.8		
Japanese	9.5	12.2	33.5	0.0	9.2	7.9	0.0	6.2	0.0	0.0	13.6	10.5	17.6	0.0	36.7	7.9	0.0		
Indian	9.2	15.3	17.1	14.3	6.9	7.9	0.0	6.2	0.0	0.0	0.0	20.8	0.0	0.0	0.0	12.7	28.5		
Filipino	7.0	3.2	0.0	5.0	2.7	28.1	0.0	22.0	0.0	0.0	0.0	4.3	0.0	52.6	0.0	5.0	22.8		
Pakistani	2.3	7.8	21.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	33.9	0.0	0.0		
Other Southeastern Asian	4.3	0.0	0.0	0.0	8.7	0.0	0.0	0.0	0.0	21.8	0.0	0.0	10.6	0.0	0.0	3.6	0.0		
Other Southern Asian	2.4	3.3	0.0	5.3	0.0	0.0	31.7	6.8	0.0	0.0	14.9	4.6	0.0	0.0	0.0	0.0	0.0		
Other	5.9	5.4	0.0	8.6	6.2	7.4	0.0	5.8	0.0	10.3	12.6	7.4	0.0	0.0	0.0	8.0	0.0		



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8. 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
Total	81	37	25	19	57	19	1	18	59	39	20	3	13	5	12	30
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	34.6	40.0	21.5	41.2	35.6	21.8	0.0	23.6	38.0	36.6	40.7	51.4	42.8	34.1	29.8	45.1
Korean	13.7	10.3	18.0	14.5	14.6	15.5	0.0	16.8	13.7	20.9	0.0	0.0	31.2	0.0	8.1	10.5
Vietnamese	11.1	14.6	3.9	13.7	8.3	9.7	0.0	10.5	12.1	11.8	12.5	0.0	0.0	0.0	44.0	6.5
Japanese	9.5	13.2	6.9	5.6	6.1	16.4	0.0	17.7	7.7	9.0	5.2	0.0	6.9	0.0	0.0	14.0
Indian	9.2	9.8	11.2	5.6	10.7	19.1	0.0	20.7	6.5	4.6	10.1	0.0	0.0	22.7	0.0	3.3
Filipino	7.0	4.0	13.4	4.4	9.8	7.7	100.0	0.0	7.0	1.9	16.9	0.0	8.7	18.2	18.1	0.0
Pakistani	2.3	2.4	4.0	0.0	1.7	4.6	0.0	5.0	1.7	0.0	4.8	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	4.3	0.0	14.0	0.0	6.1	0.0	0.0	0.0	5.9	8.9	0.0	0.0	0.0	0.0	0.0	6.5
Other Southern Asian	2.4	2.2	0.0	6.1	0.0	0.0	0.0	0.0	3.3	0.0	9.7	0.0	0.0	25.1	0.0	2.6
Other	5.9	3.5	7.1	8.9	7.1	5.3	0.0	5.7	4.2	6.3	0.0	48.6	10.3	0.0	0.0	11.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. 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	81	31	50	34	16	19	32	12	18
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	34.6	17.0	45.3	42.7	50.9	27.7	45.0	0.0	45.9
Korean	13.7	22.9	8.1	11.9	0.0	19.7	6.8	28.0	10.4
Vietnamese	11.1	20.5	5.4	6.0	4.0	25.0	4.6	13.3	6.7
Japanese	9.5	4.1	12.7	16.8	4.0	0.0	16.1	10.7	6.6
Indian	9.2	7.8	10.1	6.7	17.1	0.0	11.1	20.3	8.3
Filipino	7.0	10.8	4.6	6.8	0.0	4.0	2.6	21.7	8.3
Pakistani	2.3	0.0	3.7	5.4	0.0	0.0	5.7	0.0	0.0
Other Southeastern Asian	4.3	4.9	3.9	3.5	4.9	8.0	2.4	0.0	6.6
Other Southern Asian	2.4	6.5	0.0	0.0	0.0	10.5	0.0	0.0	0.0
Other	5.9	5.5	6.1	0.0	19.1	5.1	5.5	6.0	7.2



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8. 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	81	-	81	-	-	81	-	-	-	-	-	-
ASIAN	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-
Chinese	34.6	-	34.6	-	-	34.6	-	-	-	-	-	-
Korean	13.7	-	13.7	-	-	13.7	-	-	-	-	-	-
Vietnamese	11.1	-	11.1	-	-	11.1	-	-	-	-	-	-
Japanese	9.5	-	9.5	-	-	9.5	-	-	-	-	-	-
Indian	9.2	-	9.2	-	-	9.2	-	-	-	-	-	-
Filipino	7.0	-	7.0	-	-	7.0	-	-	-	-	-	-
Pakistani	2.3	-	2.3	-	-	2.3	-	-	-	-	-	-
Other Southeastern Asian	4.3	-	4.3	-	-	4.3	-	-	-	-	-	-
Other Southern Asian	2.4	-	2.4	-	-	2.4	-	-	-	-	-	-
Other	5.9	-	5.9	-	-	5.9	-	-	-	-	-	-



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8. 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	81	12	17	17	8	10	17	46	35	54	27	51	30	
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	34.6	6.7	21.8	27.4	37.0	45.4	67.2	20.0	53.7	22.7	59.0	38.7	27.7	
Korean	13.7	22.1	5.4	32.3	11.5	9.9	0.0	19.9	5.6	18.6	3.7	11.5	17.4	
Vietnamese	11.1	19.4	14.4	6.9	10.1	22.2	0.0	12.9	8.8	12.4	8.4	12.1	9.3	
Japanese	9.5	9.0	0.0	0.0	22.3	12.6	20.8	2.3	18.8	5.4	17.7	10.2	8.2	
Indian	9.2	30.4	6.4	0.0	9.7	9.9	6.0	10.2	8.0	10.1	7.4	7.0	13.0	
Filipino	7.0	12.5	19.9	4.9	0.0	0.0	0.0	12.3	0.0	10.4	0.0	3.1	13.6	
Pakistani	2.3	0.0	11.2	0.0	0.0	0.0	0.0	4.1	0.0	3.4	0.0	3.6	0.0	
Other Southeastern Asian	4.3	0.0	4.8	15.4	0.0	0.0	0.0	7.6	0.0	6.4	0.0	4.5	4.0	
Other Southern Asian	2.4	0.0	11.9	0.0	0.0	0.0	0.0	4.3	0.0	3.6	0.0	3.9	0.0	
Other	5.9	0.0	4.3	13.0	9.4	0.0	6.0	6.5	5.1	6.9	3.8	5.4	6.7	



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8. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN 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-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	81	17	26	15	23	11	13	11	16	6	12	4	7	22	56	2
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	34.6	4.8	26.2	41.6	60.4	7.5	35.0	42.3	59.7	0.0	16.6	39.6	62.0	45.1	29.7	51.7
Korean	13.7	21.2	18.7	18.1	0.0	16.4	10.5	24.3	0.0	29.4	27.7	0.0	0.0	9.7	15.9	0.0
Vietnamese	11.1	22.5	3.8	17.6	6.7	35.5	7.3	13.1	0.0	0.0	0.0	30.4	21.1	5.4	13.9	0.0
Japanese	9.5	6.4	0.0	12.3	20.1	10.1	0.0	6.1	21.6	0.0	0.0	30.0	16.9	7.0	10.9	0.0
Indian	9.2	21.7	4.2	5.3	8.4	7.5	0.0	7.2	12.4	46.3	8.7	0.0	0.0	4.4	11.5	0.0
Filipino	7.0	13.4	13.4	0.0	0.0	7.1	6.4	0.0	0.0	24.4	21.0	0.0	0.0	16.5	3.5	0.0
Pakistani	2.3	5.3	3.9	0.0	0.0	8.3	7.4	0.0	0.0	0.0	0.0	0.0	0.0	8.3	0.0	0.0
Other Southeastern Asian	4.3	0.0	13.6	0.0	0.0	0.0	17.2	0.0	0.0	0.0	9.7	0.0	0.0	3.5	4.8	0.0
Other Southern Asian	2.4	4.8	4.6	0.0	0.0	7.5	8.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	48.3
Other	5.9	0.0	11.6	5.2	4.3	0.0	7.3	6.9	6.3	0.0	16.3	0.0	0.0	0.0	8.5	0.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
REPUBLICAN	36.0	70.1	67.2	52.2	29.1	21.1	17.7	11.6	9.7	48.9	59.5	37.1	39.7	82.3	53.6	10.5	3.2	2.4	2.3	2.5
DEMOCRAT	37.0	8.2	6.6	19.7	40.8	54.4	53.8	64.2	77.7	18.9	13.5	26.8	16.4	4.9	12.4	13.1	66.0	84.1	87.0	80.8
INDEPENDENT/OTHER	27.0	21.7	26.2	28.1	30.1	24.5	28.5	24.2	12.5	32.2	27.0	36.0	43.8	12.8	34.0	76.4	30.8	13.5	10.7	16.7
Net Diff.	-1.0	61.8	60.6	32.5	-11.6	-33.3	-36.1	-52.6	-68.0	30.0	46.1	10.3	23.3	77.4	41.3	-2.6	-62.8	-81.7	-84.7	-78.3



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
REPUBLICAN	36.0	30.1	32.8	46.5	25.4	38.5	40.0	30.3	25.3	23.6	27.8	
DEMOCRAT	37.0	40.2	39.3	30.3	43.9	37.0	36.4	40.0	37.0	39.1	34.0	
INDEPENDENT/OTHER	27.0	29.6	27.9	23.2	30.7	24.5	23.5	29.7	37.7	37.3	38.2	
Net Diff.	-1.0	-10.1	-6.5	16.2	-18.5	1.5	3.6	-9.7	-11.7	-15.5	-6.2	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	EI-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
REPUBLICAN	36.0	12.8	46.6	72.1	2.6	10.5	17.6	9.2	8.5	9.6	56.3	
DEMOCRAT	37.0	67.2	23.2	7.5	78.4	13.1	21.1	67.9	80.7	59.9	13.6	
INDEPENDENT/OTHER	27.0	20.0	30.2	20.3	19.0	76.4	61.3	22.9	10.8	30.5	30.1	
Net Diff.	-1.0	-54.4	23.3	64.6	-75.7	-2.6	-3.4	-58.7	-72.2	-50.3	42.6	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. 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	840	888	720	740	540	420	244	276	300	496	264		
REPUBLICAN	36.0	72.3	6.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0		
DEMOCRAT	37.0	6.1	68.9	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0		
INDEPENDENT/OTHER	27.0	21.6	25.1	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0		
Net Diff.	-1.0	66.2	-62.9	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0		



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
REPUBLICAN	36.0	11.1	9.4	12.5	22.3	59.4	83.4	70.3	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRAT	37.0	73.1	79.7	67.8	32.9	16.6	7.6	12.5	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	27.0	15.8	10.9	19.6	44.8	24.0	9.0	17.2	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-1.0	-62.0	-70.3	-55.3	-10.6	42.8	75.8	57.7	100.0	100.0	100.0	-100.0	-100.0	-100.0	0.0	0.0	0.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
REPUBLICAN	36.0	3.9	17.0	77.3	29.1	32.8	31.0	33.2	37.1	38.4	34.8	33.3	43.7	61.1	39.9	20.2
DEMOCRAT	37.0	78.1	16.9	2.9	27.5	43.7	51.9	41.8	36.2	35.3	37.7	30.3	31.9	18.7	34.7	46.4
INDEPENDENT/OTHER	27.0	18.0	66.1	19.8	43.5	23.5	17.1	24.9	26.7	26.2	27.5	36.4	24.4	20.2	25.3	33.4
Net Diff.	-1.0	-74.3	0.1	74.3	1.6	-10.9	-20.8	-8.6	0.9	3.1	-3.0	2.9	11.8	42.4	5.2	-26.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. 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	1298	702	450	252	565	375	733	327
REPUBLICAN	36.0	43.9	21.4	21.3	21.8	54.8	29.4	35.4	12.3
DEMOCRAT	37.0	32.3	45.6	45.6	45.7	21.4	32.9	40.8	60.2
INDEPENDENT/OTHER	27.0	23.8	33.0	33.2	32.6	23.8	37.7	23.7	27.5
Net Diff.	-1.0	11.5	-24.2	-24.3	-23.9	33.4	-3.5	-5.4	-47.9



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
REPUBLICAN	36.0	40.7	26.2	42.2	12.8	22.4	47.8	34.6	59.0	26.7	24.3	2.3
DEMOCRAT	37.0	32.8	46.0	34.1	62.3	42.3	22.6	41.4	19.1	47.9	50.6	72.9
INDEPENDENT/OTHER	27.0	26.6	27.9	23.7	24.9	35.3	29.7	24.0	21.9	25.4	25.1	24.8
Net Diff.	-1.0	7.9	-19.8	8.2	-49.5	-19.8	25.2	-6.8	39.9	-21.3	-26.3	-70.6



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
REPUBLICAN	36.0	26.5	29.5	35.8	35.6	43.5	37.8	31.7	38.9	32.8	40.1	44.7	28.3
DEMOCRAT	37.0	38.8	46.2	39.9	34.3	35.8	32.0	41.9	33.8	39.7	33.6	26.0	46.8
INDEPENDENT/OTHER	27.0	34.7	24.2	24.3	30.1	20.6	30.2	26.4	27.4	27.5	26.4	29.4	24.9
Net Diff.	-1.0	-12.3	-16.7	-4.1	1.3	7.7	5.7	-10.2	5.1	-6.9	6.5	18.7	-18.5



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	NIALS		BMMRS	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG			
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
REPUBLICAN	36.0	26.1	34.2	37.0	39.4	39.0	44.8	45.2	46.0	13.4	24.9	30.3	33.3	26.5	35.3	49.6
DEMOCRAT	37.0	44.2	41.5	35.1	33.3	34.5	31.3	24.2	21.1	53.6	50.4	44.1	44.4	48.7	37.5	21.2
INDEPENDENT/OTHER	27.0	29.8	24.3	27.9	27.4	26.5	24.0	30.6	32.9	33.0	24.6	25.6	22.3	24.8	27.2	29.3
Net Diff.	-1.0	-18.1	-7.3	1.9	6.1	4.5	13.5	20.9	24.9	-40.2	-25.5	-13.8	-11.0	-22.2	-2.2	28.4



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

10. 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		
	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
DONALD TRUMP	42.0	88.7	84.2	61.4	33.1	21.7	19.4	12.2	4.4	56.4	72.6	39.4	38.4	88.7	59.5	28.2	5.0	4.5	4.4	4.7
JOE BIDEN	44.4	8.2	8.3	27.2	52.2	62.1	60.9	74.0	87.5	27.9	18.1	40.2	30.8	5.5	21.9	33.9	82.2	87.3	89.3	85.0
ANOTHER CANDIDATE	3.8	3.0	1.8	3.9	4.4	3.7	5.3	4.3	0.0	4.4	3.0	5.4	7.9	1.4	6.6	8.4	4.4	2.2	1.5	3.0
DIDN'T VOTE/PRES.	1.7	0.0	1.0	1.0	1.4	2.9	2.7	0.0	2.6	2.2	1.0	3.3	4.4	0.6	3.7	5.3	0.9	0.4	0.0	0.9
DIDN'T VOTE 2020	8.1	0.0	4.7	6.4	8.9	9.7	11.6	9.5	5.6	9.1	5.4	11.7	18.4	3.7	8.4	24.2	7.5	5.6	4.8	6.5
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	0.0	0.0	0.0	0.0
Net Diff.	-2.4	80.5	76.0	34.2	-19.1	-40.5	-41.6	-61.8	-83.1	28.4	54.4	-0.8	7.7	83.3	37.6	-5.7	-77.2	-82.8	-84.9	-80.3



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

10. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
DONALD TRUMP	42.0	39.2	38.4	51.4	31.3	45.4	47.9	32.5	27.2	25.4	29.9	
JOE BIDEN	44.4	49.2	47.5	33.9	55.8	46.8	46.3	49.4	34.0	44.3	19.3	
ANOTHER CANDIDATE	3.8	4.0	4.6	2.9	4.3	3.6	2.8	7.7	4.6	5.1	4.0	
DIDN'T VOTE/PRES.	1.7	1.1	1.2	2.4	1.4	0.7	0.6	1.4	5.9	5.2	6.8	
DIDN'T VOTE 2020	8.1	6.5	8.4	9.3	7.2	3.4	2.4	9.0	28.2	20.0	40.1	
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	
Net Diff.	-2.4	-10.0	-9.1	17.5	-24.6	-1.4	1.5	-16.9	-6.8	-19.0	10.6	



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

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	626	1374	931	811	258	495	861	332	529	1139	
DONALD TRUMP	42.0	11.3	56.0	78.3	4.7	28.2	29.2	8.6	8.2	8.9	67.2	
JOE BIDEN	44.4	78.4	28.9	11.3	85.7	33.9	40.3	81.2	86.1	78.1	16.6	
ANOTHER CANDIDATE	3.8	2.5	4.4	3.3	2.9	8.4	8.4	1.6	0.5	2.3	5.4	
DIDN'T VOTE/PRES.	1.7	2.0	1.6	1.7	0.6	5.3	4.4	1.9	1.2	2.3	1.6	
DIDN'T VOTE 2020	8.1	5.9	9.2	5.4	6.2	24.2	17.8	6.7	4.1	8.4	9.2	
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	
Net Diff.	-2.4	-67.1	27.1	67.0	-81.0	-5.7	-11.2	-72.6	-77.9	-69.2	50.6	



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

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	ANOTHER	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT
Total	2000	840	888	720	740	540	420	244	276	300	496	264		
DONALD TRUMP	42.0	100.0	0.0	84.3	6.9	33.5	82.5	8.4	35.5	86.9	6.3	31.4		
JOE BIDEN	44.4	0.0	100.0	7.4	82.6	41.3	8.9	83.6	42.6	5.4	82.1	39.8		
ANOTHER CANDIDATE	3.8	0.0	0.0	2.4	2.3	7.6	2.8	2.1	7.9	2.0	2.4	7.2		
DIDN'T VOTE/PRES.	1.7	0.0	0.0	1.0	1.0	3.7	0.8	0.6	1.7	1.2	1.2	5.8		
DIDN'T VOTE 2020	8.1	0.0	0.0	4.8	7.1	14.0	5.0	5.3	12.2	4.5	8.0	15.8		
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		
Net Diff.	-2.4	100.0	-100.0	76.9	-75.7	-7.7	73.6	-75.3	-7.1	81.5	-75.9	-8.4		



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
DONALD TRUMP	42.0	13.0	12.1	13.6	32.3	65.4	87.4	75.4	63.9	77.1	89.3	4.4	9.2	12.4	16.5	26.9	64.0
JOE BIDEN	44.4	77.7	80.5	75.5	48.0	20.0	6.7	14.0	24.8	11.8	3.8	89.8	75.8	68.3	59.1	45.7	16.1
ANOTHER CANDIDATE	3.8	2.1	1.3	2.7	6.2	3.4	1.5	2.6	4.9	2.3	2.2	1.5	4.3	0.8	3.0	9.5	5.4
DIDN'T VOTE/PRES.	1.7	1.4	1.6	1.3	2.3	1.8	0.8	1.3	3.2	1.4	0.6	0.5	0.6	4.2	4.2	4.1	2.3
DIDN'T VOTE 2020	8.1	5.8	4.6	6.9	11.2	9.4	3.6	6.8	3.2	7.5	4.1	3.8	10.1	14.2	17.1	13.8	12.1
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	0.0	0.0	0.0	0.0	0.0
Net Diff.	-2.4	-64.8	-68.4	-61.9	-15.8	45.4	80.7	61.4	39.1	65.3	85.6	-85.4	-66.6	-55.9	-42.6	-18.8	47.9



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
DONALD TRUMP	42.0	7.1	31.4	82.6	37.4	34.8	33.5	35.0	44.3	44.9	43.1	37.8	50.0	65.7	47.3	25.6
JOE BIDEN	44.4	82.5	38.3	7.5	42.5	56.0	52.5	56.8	42.8	43.9	40.8	33.9	36.8	22.5	42.7	58.8
ANOTHER CANDIDATE	3.8	2.7	8.6	2.9	6.2	2.6	5.2	2.0	3.9	3.9	3.7	5.4	3.0	6.2	2.6	4.2
DIDN'T VOTE/PRES.	1.7	0.6	5.4	1.3	2.9	2.2	3.3	2.0	1.5	1.2	2.0	2.6	2.0	0.5	1.1	1.4
DIDN'T VOTE 2020	8.1	7.1	16.3	5.8	10.9	4.4	5.5	4.1	7.6	6.0	10.4	20.3	8.3	5.1	6.3	10.1
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	0.0	0.0	0.0	0.0
Net Diff.	-2.4	-75.5	-6.9	75.1	-5.1	-21.3	-19.0	-21.8	1.4	1.0	2.3	3.9	13.2	43.2	4.5	-33.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
DONALD TRUMP	42.0	47.9	29.6	41.5	18.5	23.1	54.9	41.9	52.8	30.9	28.9	9.1
JOE BIDEN	44.4	42.3	48.8	38.3	59.5	55.8	36.0	47.7	29.6	46.3	53.1	65.3
ANOTHER CANDIDATE	3.8	3.3	4.7	4.3	3.8	5.3	4.1	2.7	3.1	5.5	4.4	3.2
DIDN'T VOTE/PRES.	1.7	1.0	3.2	2.9	3.4	2.7	0.3	1.6	2.3	3.4	2.2	4.6
DIDN'T VOTE 2020	8.1	5.5	13.7	13.0	14.8	13.0	4.7	6.2	12.2	13.8	11.4	17.8
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
Net Diff.	-2.4	5.6	-19.2	3.2	-40.9	-32.7	18.9	-5.8	23.2	-15.4	-24.3	-56.2



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10. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
DONALD TRUMP	42.0	23.4	37.3	38.7	45.0	45.1	48.5	35.1	46.6	37.9	47.1	49.5	35.3
JOE BIDEN	44.4	43.8	41.6	44.8	42.5	45.6	46.1	43.5	45.0	43.2	45.9	38.2	49.9
ANOTHER CANDIDATE	3.8	6.9	5.0	4.4	4.0	3.4	1.8	5.2	2.9	4.8	2.4	4.1	3.5
DIDN'T VOTE/PRES.	1.7	5.8	1.8	1.9	2.3	0.7	0.6	2.7	1.1	2.6	0.6	1.0	2.3
DIDN'T VOTE 2020	8.1	20.1	14.3	10.1	6.2	5.1	3.1	13.6	4.5	11.5	3.9	7.2	9.0
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
Net Diff.	-2.4	-20.3	-4.3	-6.1	2.4	-0.5	2.4	-8.4	1.6	-5.3	1.2	11.3	-14.5



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

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
DONALD TRUMP	42.0	24.2	39.6	43.3	47.8	32.4	48.1	50.3	55.0	16.2	32.2	37.6	41.2	33.7	40.7	55.4
JOE BIDEN	44.4	45.8	42.0	44.1	45.7	42.9	36.2	38.6	37.8	48.6	47.0	48.8	52.9	51.4	46.7	29.8
ANOTHER CANDIDATE	3.8	6.9	4.3	4.3	2.2	7.0	3.8	4.3	3.3	6.9	4.7	4.3	1.1	4.0	3.3	4.6
DIDN'T VOTE/PRES.	1.7	4.3	1.9	2.3	0.5	4.3	0.4	1.2	0.3	4.2	3.2	3.1	0.7	1.4	1.9	1.8
DIDN'T VOTE 2020	8.1	18.8	12.2	6.0	3.8	13.4	11.5	5.6	3.6	24.1	12.8	6.3	4.0	9.4	7.4	8.4
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
Net Diff.	-2.4	-21.6	-2.3	-0.8	2.1	-10.5	11.9	11.7	17.2	-32.4	-14.8	-11.2	-11.7	-17.7	-6.0	25.6



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11. 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

	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
RIGHT DIRECTION	31.3	4.3	3.2	10.5	36.5	48.0	51.7	53.6	58.7	18.5	7.0	27.7	42.4	7.9	18.7	25.4	36.2	64.6	70.1	58.2
WRONG TRACK	68.7	95.7	96.8	89.5	63.5	52.0	48.3	46.4	41.3	81.5	93.0	72.3	57.6	92.1	81.3	74.6	63.8	35.4	29.9	41.8
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-37.4	-91.4	-93.5	-79.1	-27.0	-3.9	3.3	7.1	17.4	-62.9	-85.9	-44.6	-15.2	-84.2	-62.5	-49.3	-27.5	29.1	40.1	16.5



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

11. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
RIGHT DIRECTION	31.3	32.7	31.9	28.3	34.8	30.6	29.1	38.7	34.2	39.6	26.4
WRONG TRACK	68.7	67.3	68.1	71.7	65.2	69.4	70.9	61.3	65.8	60.4	73.6
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.	-37.4	-34.5	-36.2	-43.4	-30.3	-38.8	-41.8	-22.6	-31.6	-20.7	-47.1



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

11. 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		
		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	626	1374	931	811	258	495	861	332	529	1139
RIGHT DIRECTION	31.3	100.0	0.0	11.8	55.6	25.4	25.6	65.2	78.9	56.6	5.7
WRONG TRACK	68.7	0.0	100.0	88.2	44.4	74.6	74.4	34.8	21.1	43.4	94.3
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
Net Diff.	-37.4	100.0	-100.0	-76.5	11.2	-49.3	-48.8	30.3	57.7	13.1	-88.5



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

11. 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	840	888	720	740	540	420	244	276	300	496	264	
RIGHT DIRECTION	31.3	8.4	55.3	11.1	56.9	23.1	15.2	63.9	23.6	5.4	53.4	22.6	
WRONG TRACK	68.7	91.6	44.7	88.9	43.1	76.9	84.8	36.1	76.4	94.6	46.6	77.4	
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	
Net Diff.	-37.4	-83.2	10.6	-77.7	13.8	-53.7	-69.5	27.8	-52.8	-89.2	6.8	-54.7	



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

11. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
RIGHT DIRECTION	31.3	53.3	56.0	51.2	32.4	15.7	8.7	12.5	39.7	16.2	5.8	59.4	55.3	49.6	34.9	23.7	12.8
WRONG TRACK	68.7	46.7	44.0	48.8	67.6	84.3	91.3	87.5	60.3	83.8	94.2	40.6	44.7	50.4	65.1	76.3	87.2
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
Net Diff.	-37.4	6.7	12.0	2.4	-35.1	-68.6	-82.7	-75.0	-20.5	-67.5	-88.3	18.8	10.5	-0.9	-30.2	-52.5	-74.3



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

11. 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
RIGHT DIRECTION	31.3	54.4	30.0	8.0	30.9	48.6	70.7	43.7	28.2	29.9	25.2	21.7	26.8	15.1	33.9	34.2
WRONG TRACK	68.7	45.6	70.0	92.0	69.1	51.4	29.3	56.3	71.8	70.1	74.8	78.3	73.2	84.9	66.1	65.8
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	0.0	0.0	0.0
Net Diff.	-37.4	8.8	-40.1	-84.0	-38.2	-2.7	41.4	-12.5	-43.5	-40.2	-49.5	-56.7	-46.5	-69.8	-32.2	-31.6



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

11. 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	1298	702	450	252	565	375	733	327
RIGHT DIRECTION	31.3	27.0	39.3	37.2	43.0	25.6	37.4	28.0	41.5
WRONG TRACK	68.7	73.0	60.7	62.8	57.0	74.4	62.6	72.0	58.5
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-37.4	-46.0	-21.4	-25.6	-14.0	-48.7	-25.2	-44.0	-17.1



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

11. 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	1357	643	261	261	81	624	733	126	135	125	136
RIGHT DIRECTION	31.3	27.3	39.7	36.4	48.7	36.5	24.7	29.5	34.5	38.1	54.0	43.9
WRONG TRACK	68.7	72.7	60.3	63.6	51.3	63.5	75.3	70.5	65.5	61.9	46.0	56.1
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.	-37.4	-45.4	-20.6	-27.3	-2.6	-27.0	-50.5	-41.0	-31.1	-23.8	7.9	-12.3



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

11. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
RIGHT DIRECTION	31.3	47.0	35.2	33.6	28.0	27.4	27.5	36.9	27.6	34.3	27.5	30.3	32.2	
WRONG TRACK	68.7	53.0	64.8	66.4	72.0	72.6	72.5	63.1	72.4	65.7	72.5	69.7	67.8	
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.	-37.4	-6.1	-29.7	-32.8	-43.9	-45.2	-45.0	-26.2	-44.8	-31.4	-45.1	-39.3	-35.7	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. 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-URBAN	RURAL
		NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG		/SLNTG				
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
RIGHT DIRECTION	31.3	44.1	34.5	27.7	27.9	46.5	39.2	26.2	22.5	41.8	30.4	29.0	32.9	38.1	32.3	20.4
WRONG TRACK	68.7	55.9	65.5	72.3	72.1	53.5	60.8	73.8	77.5	58.2	69.6	71.0	67.1	61.9	67.7	79.6
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.	-37.4	-11.8	-31.0	-44.5	-44.1	-7.0	-21.7	-47.6	-55.1	-16.5	-39.2	-42.0	-34.1	-23.8	-35.4	-59.2



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12. 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		
	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
APPROVE	43.0	7.8	4.2	17.9	50.4	64.2	68.3	78.8	70.4	25.3	11.5	39.7	40.5	7.2	20.5	37.2	61.7	89.3	90.9	87.5
Strongly	16.6	0.0	0.0	4.7	18.7	23.6	28.8	40.8	51.7	5.0	2.4	6.8	11.3	4.5	3.7	4.8	8.1	46.8	48.2	45.1
Somewhat	26.4	7.8	4.2	13.3	31.8	40.6	39.4	38.0	18.8	20.3	9.1	32.9	29.2	2.7	16.8	32.5	53.7	42.5	42.6	42.4
DISAPPROVE	57.0	92.2	95.8	82.1	49.6	35.8	31.7	21.2	29.6	74.7	88.5	60.3	59.5	92.8	79.5	62.8	38.3	10.7	9.1	12.5
Somewhat	18.3	0.0	7.8	19.4	23.9	19.4	22.3	13.4	19.0	21.8	13.5	29.1	36.0	9.0	32.7	30.4	29.0	9.2	7.4	11.3
Strongly	38.7	92.2	88.0	62.6	25.7	16.4	9.4	7.8	10.6	53.0	75.0	31.2	23.5	83.9	46.8	32.3	9.3	1.5	1.7	1.1
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-13.9	-84.4	-91.6	-64.1	0.9	28.4	36.6	57.6	40.9	-49.5	-77.0	-20.6	-19.0	-85.7	-59.0	-25.5	23.4	78.6	81.7	75.0
Mean	2.21	1.16	1.16	1.60	2.43	2.71	2.88	3.12	3.12	1.77	1.39	2.15	2.28	1.28	1.77	2.10	2.60	3.35	3.37	3.31



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

12. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
APPROVE	43.0	46.6	45.7	36.8	48.4	42.9	41.7	49.4	43.5	48.6	36.0	
Strongly	16.6	14.6	16.4	15.5	20.2	18.7	19.7	13.2	7.6	8.2	6.6	
Somewhat	26.4	31.9	29.3	21.3	28.1	24.2	22.0	36.3	35.9	40.4	29.4	
DISAPPROVE	57.0	53.4	54.3	63.2	51.6	57.1	58.3	50.6	56.5	51.4	64.0	
Somewhat	18.3	17.9	15.3	18.4	21.5	14.8	12.9	25.1	33.1	31.3	35.6	
Strongly	38.7	35.5	39.0	44.7	30.1	42.2	45.4	25.5	23.4	20.0	28.3	
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	
Net Diff.	-13.9	-6.9	-8.5	-26.3	-3.3	-14.1	-16.6	-1.1	-13.1	-2.7	-27.9	
Mean	2.21	2.26	2.23	2.08	2.39	2.19	2.16	2.37	2.28	2.37	2.14	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
APPROVE	43.0	89.6	21.8	11.9	80.6	37.2	37.2	100.0	100.0	100.0	0.0	
Strongly	16.6	41.8	5.1	4.2	34.5	4.8	5.7	38.5	100.0	0.0	0.0	
Somewhat	26.4	47.8	16.7	7.7	46.1	32.5	31.5	61.5	0.0	100.0	0.0	
DISAPPROVE	57.0	10.4	78.2	88.1	19.4	62.8	62.8	0.0	0.0	0.0	100.0	
Somewhat	18.3	8.2	22.9	17.4	15.5	30.4	32.4	0.0	0.0	0.0	32.1	
Strongly	38.7	2.2	55.3	70.7	3.9	32.3	30.5	0.0	0.0	0.0	67.9	
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	
Net Diff.	-13.9	79.1	-56.3	-76.2	61.2	-25.5	-25.7	100.0	100.0	100.0	-100.0	
Mean	2.21	3.29	1.72	1.45	3.11	2.10	2.12	3.39	4.00	3.00	1.32	



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12. 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	840	888	720	740	540	420	244	276	300	496	264
APPROVE	43.0	8.8	78.7	11.0	79.0	36.5	13.7	81.4	34.4	7.1	77.8	38.7
Strongly	16.6	3.2	32.2	3.9	36.2	6.6	5.7	38.1	5.6	1.4	35.2	7.7
Somewhat	26.4	5.6	46.5	7.1	42.8	29.9	8.0	43.3	28.9	5.7	42.6	30.9
DISAPPROVE	57.0	91.2	21.3	89.0	21.0	63.5	86.3	18.6	65.6	92.9	22.2	61.3
Somewhat	18.3	15.4	15.9	16.6	15.1	25.0	16.8	11.5	22.8	16.3	16.8	27.3
Strongly	38.7	75.8	5.4	72.4	6.0	38.5	69.5	7.1	42.8	76.6	5.4	34.0
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.	-13.9	-82.3	57.4	-78.0	58.0	-27.0	-72.5	62.8	-31.2	-85.8	55.6	-22.7
Mean	2.21	1.36	3.06	1.42	3.09	2.05	1.50	3.12	1.97	1.32	3.08	2.12



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12. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
APPROVE	43.0	79.9	83.7	76.8	43.6	17.3	8.0	13.1	45.6	15.8	5.0	89.1	70.3	55.9	61.2	37.7	15.0
Strongly	16.6	38.0	50.1	28.4	11.9	4.1	4.7	4.4	22.7	3.4	1.7	45.0	25.6	24.4	16.7	6.1	0.7
Somewhat	26.4	41.8	33.6	48.4	31.6	13.1	3.3	8.7	23.0	12.4	3.3	44.1	44.7	31.5	44.5	31.6	14.4
DISAPPROVE	57.0	20.1	16.3	23.2	56.4	82.7	92.0	86.9	54.4	84.2	95.0	10.9	29.7	44.1	38.8	62.3	85.0
Somewhat	18.3	12.5	9.4	15.1	25.3	21.7	8.0	15.5	22.2	25.4	12.9	9.4	21.5	23.6	20.2	28.0	20.4
Strongly	38.7	7.6	7.0	8.1	31.2	61.0	84.0	71.4	32.2	58.8	82.1	1.5	8.2	20.5	18.5	34.3	64.6
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	0.0
Net Diff.	-13.9	59.8	67.4	53.7	-12.9	-65.4	-84.0	-73.8	-8.8	-68.4	-90.0	78.2	40.6	11.7	22.4	-24.5	-69.9
Mean	2.21	3.10	3.27	2.97	2.24	1.60	1.29	1.46	2.36	1.60	1.25	3.33	2.88	2.60	2.59	2.10	1.51



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12. 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
APPROVE	43.0	77.8	41.4	7.8	39.6	57.8	74.0	54.2	40.2	41.2	38.5	36.3	36.0	25.3	41.2	54.4
Strongly	16.6	34.3	6.6	2.4	9.0	26.9	45.5	22.8	14.5	15.0	13.7	12.9	13.1	15.9	15.8	19.5
Somewhat	26.4	43.5	34.7	5.4	30.6	30.9	28.6	31.4	25.7	26.3	24.8	23.4	22.8	9.4	25.5	34.9
DISAPPROVE	57.0	22.2	58.6	92.2	60.4	42.2	26.0	45.8	59.8	58.8	61.5	63.7	64.0	74.7	58.8	45.6
Somewhat	18.3	15.7	27.9	16.9	25.4	15.8	5.5	18.1	19.3	18.1	21.6	14.8	19.1	14.2	17.6	18.4
Strongly	38.7	6.5	30.7	75.3	35.0	26.4	20.5	27.7	40.4	40.7	39.9	48.8	44.9	60.4	41.1	27.2
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
Net Diff.	-13.9	55.6	-17.3	-84.5	-20.8	15.6	48.1	8.4	-19.5	-17.6	-23.0	-27.4	-28.0	-49.4	-17.5	8.8
Mean	2.21	3.06	2.17	1.35	2.14	2.58	2.99	2.49	2.14	2.15	2.12	2.00	2.04	1.81	2.16	2.47



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

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

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	1298	702	450	252	565	375	733	327
APPROVE	43.0	36.6	54.9	53.6	57.3	31.6	46.0	40.4	65.1
Strongly	16.6	13.3	22.6	20.0	27.3	8.8	22.1	16.8	23.3
Somewhat	26.4	23.3	32.3	33.5	30.0	22.9	24.0	23.6	41.8
DISAPPROVE	57.0	63.4	45.1	46.4	42.7	68.4	54.0	59.6	34.9
Somewhat	18.3	18.8	17.3	19.2	13.8	17.4	16.8	20.0	17.8
Strongly	38.7	44.5	27.8	27.2	28.9	51.0	37.1	39.6	17.1
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-13.9	-26.8	9.8	7.2	14.5	-36.7	-7.9	-19.1	30.1
Mean	2.21	2.05	2.50	2.46	2.56	1.89	2.31	2.18	2.71



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

BANNER 8

	TOTAL		RACE					WHITE		HISPANIC		BLACK	
	N	%	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000		1357	643	261	261	81	624	733	126	135	125	136
APPROVE	43.0	39.2	51.1	39.3	65.4	47.5	33.3	44.3	33.7	44.4	60.8	69.7	
Strongly	16.6	17.1	15.5	12.3	20.0	12.7	15.3	18.7	9.3	15.0	17.4	22.5	
Somewhat	26.4	22.1	35.7	27.0	45.4	34.8	18.0	25.6	24.4	29.4	43.4	47.2	
DISAPPROVE	57.0	60.8	48.9	60.7	34.6	52.5	66.7	55.7	66.3	55.6	39.2	30.3	
Somewhat	18.3	15.4	24.5	25.6	23.6	25.7	13.7	16.7	21.2	29.6	25.0	22.3	
Strongly	38.7	45.4	24.4	35.2	11.0	26.8	53.0	39.0	45.1	25.9	14.2	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	
Net Diff.	-13.9	-21.6	2.2	-21.5	30.9	-5.0	-33.5	-11.5	-32.6	-11.1	21.6	39.4	
Mean	2.21	2.11	2.42	2.16	2.75	2.33	1.96	2.24	1.98	2.33	2.64	2.84	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

12. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
APPROVE	43.0	48.8	50.4	45.1	37.7	41.1	40.5	47.8	39.9	44.9	40.7	37.4	48.0	
Strongly	16.6	15.1	14.3	19.1	12.1	17.6	18.7	16.6	16.6	15.3	18.2	14.1	18.8	
Somewhat	26.4	33.7	36.1	26.0	25.6	23.5	21.8	31.2	23.3	29.6	22.5	23.3	29.2	
DISAPPROVE	57.0	51.2	49.6	54.9	62.3	58.9	59.5	52.2	60.1	55.1	59.3	62.6	52.0	
Somewhat	18.3	36.9	18.5	20.3	19.8	13.2	13.6	23.0	15.2	22.1	13.5	17.2	19.3	
Strongly	38.7	14.3	31.1	34.6	42.5	45.7	45.9	29.2	44.9	33.0	45.8	45.4	32.7	
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.	-13.9	-2.4	0.7	-9.7	-24.5	-17.9	-19.0	-4.5	-20.2	-10.3	-18.6	-25.2	-3.9	
Mean	2.21	2.50	2.33	2.30	2.07	2.13	2.13	2.35	2.12	2.27	2.13	2.06	2.34	



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12. 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
APPROVE	43.0	51.7	47.4	39.9	39.8	49.2	43.6	35.8	30.8	54.1	50.8	43.3	47.9	52.7	42.7	31.6
Strongly	16.6	14.8	16.9	14.1	18.6	13.6	16.4	13.5	13.1	15.9	17.3	14.6	23.7	24.4	15.2	10.1
Somewhat	26.4	36.9	30.5	25.8	21.1	35.6	27.2	22.3	17.7	38.2	33.5	28.7	24.2	28.3	27.5	21.6
DISAPPROVE	57.0	48.3	52.6	60.1	60.2	50.8	56.4	64.2	69.2	45.9	49.2	56.7	52.1	47.3	57.3	68.4
Somewhat	18.3	31.0	19.7	18.5	13.5	28.6	19.7	16.8	12.3	33.3	19.7	19.9	14.6	20.2	18.5	15.5
Strongly	38.7	17.3	32.8	41.6	46.7	22.2	36.7	47.4	56.8	12.6	29.5	36.9	37.4	27.0	38.8	52.9
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	0.0	0.0	0.0	0.0
Net Diff.	-13.9	3.4	-5.1	-20.2	-20.5	-1.6	-12.8	-28.4	-38.3	8.2	1.6	-13.4	-4.2	5.4	-14.5	-36.7
Mean	2.21	2.49	2.32	2.12	2.12	2.41	2.23	2.02	1.87	2.57	2.39	2.21	2.34	2.50	2.19	1.89



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

13. 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	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
REPUBLICAN CANDIDATE	46.5	78.7	87.4	64.6	36.3	28.5	27.8	12.8	17.5	64.4	75.2	49.5	66.6	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	30.0	70.9	71.9	41.7	20.4	13.5	10.9	6.4	4.4	41.5	56.1	25.9	26.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	9.7	4.8	9.3	15.8	9.1	7.5	8.2	5.4	5.3	13.4	12.5	12.7	20.6	0.0	58.5	0.0	0.0	0.0	0.0	0.0
Lean	6.9	3.0	6.2	7.1	6.7	7.4	8.7	1.0	7.8	9.5	6.5	10.9	19.6	0.0	41.5	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	40.6	12.6	5.1	23.0	48.5	55.4	58.0	81.1	76.2	17.8	14.7	26.5	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	26.9	8.6	3.4	12.5	31.9	34.5	39.9	66.3	71.9	4.3	8.3	0.0	0.0	0.0	0.0	0.0	24.2	85.8	95.7	74.5
Probably	8.7	4.0	1.2	6.0	11.7	12.9	11.4	6.5	4.3	8.3	3.8	16.6	0.0	0.0	0.0	0.0	47.0	9.5	4.3	15.3
Lean	5.0	0.0	0.5	4.5	4.9	8.0	6.7	8.3	0.0	5.1	2.6	9.9	0.0	0.0	0.0	0.0	28.8	4.8	0.0	10.2
UNDECIDED	12.9	8.6	7.5	12.5	15.2	16.1	14.2	6.1	6.2	17.8	10.1	24.0	33.4	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	6.0	66.1	82.4	41.6	-12.2	-26.9	-30.2	-68.3	-58.7	46.6	60.5	23.0	66.6	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.13	5.92	6.27	5.10	3.62	3.26	3.09	2.11	2.07	5.26	5.65	4.71	5.40	7.00	5.58	4.00	2.05	1.19	1.04	1.36



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

13. 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 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
REPUBLICAN CANDIDATE	46.5	41.1	43.9	56.3	36.3	48.7	49.2	45.6	37.6	38.0	36.9
Definitely	30.0	23.7	27.9	38.9	21.4	33.5	35.7	21.6	15.0	15.0	15.0
Probably	9.7	11.0	10.2	10.1	7.3	9.1	8.3	13.3	12.1	11.9	12.4
Lean	6.9	6.4	5.9	7.3	7.6	6.0	5.2	10.7	10.5	11.2	9.5
DEMOCRATIC CANDIDATE	40.6	45.6	44.1	31.7	48.7	42.4	42.3	42.7	32.9	38.1	25.5
Definitely	26.9	29.0	27.6	21.2	34.6	29.4	30.9	21.6	16.1	20.0	10.5
Probably	8.7	10.4	11.3	6.7	7.9	8.1	7.6	11.0	10.9	12.1	9.2
Lean	5.0	6.2	5.2	3.8	6.2	4.8	3.8	10.2	5.9	6.0	5.8
UNDECIDED	12.9	13.3	12.0	12.0	15.0	9.0	8.5	11.7	29.5	23.9	37.6
Net Diff.	6.0	-4.5	-0.1	24.7	-12.4	6.3	6.9	2.9	4.6	-0.1	11.4
Mean	4.13	3.85	3.99	4.64	3.61	4.15	4.17	4.05	4.04	3.90	4.24



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

13. 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 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	626	1374	931	811	258	495	861	332	529	1139	
REPUBLICAN CANDIDATE	46.5	17.5	59.8	100.0	0.0	0.0	27.8	12.9	11.9	13.5	72.0	
Definitely	30.0	7.6	40.2	64.5	0.0	0.0	0.0	5.0	8.1	3.0	48.9	
Probably	9.7	5.7	11.5	20.8	0.0	0.0	0.0	4.3	2.7	5.3	13.7	
Lean	6.9	4.2	8.1	14.8	0.0	0.0	27.8	3.6	1.1	5.1	9.4	
DEMOCRATIC CANDIDATE	40.6	72.1	26.2	0.0	100.0	0.0	20.3	76.0	84.4	70.7	13.8	
Definitely	26.9	53.7	14.7	0.0	66.3	0.0	0.0	54.3	73.9	42.0	6.2	
Probably	8.7	12.7	6.8	0.0	21.3	0.0	0.0	15.0	6.8	20.1	3.9	
Lean	5.0	5.6	4.8	0.0	12.4	0.0	20.3	6.7	3.7	8.5	3.8	
UNDECIDED	12.9	10.4	14.0	0.0	0.0	100.0	52.0	11.1	3.7	15.8	14.2	
Net Diff.	6.0	-54.6	33.6	100.0	-100.0	0.0	7.5	-63.1	-72.6	-57.2	58.2	
Mean	4.13	2.46	4.89	6.50	1.46	4.00	4.07	2.28	1.92	2.50	5.53	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

13. 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 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	840	888	720	740	540	420	244	276	300	496	264
REPUBLICAN CANDIDATE	46.5	86.8	11.8	93.3	9.5	35.1	92.2	12.2	39.5	94.7	8.2	30.4
Definitely	30.0	63.4	3.7	68.6	3.9	14.3	68.8	4.5	19.3	68.3	3.7	9.0
Probably	9.7	15.5	4.3	16.6	3.3	9.2	15.3	4.4	8.5	18.3	2.8	9.9
Lean	6.9	7.9	3.9	8.1	2.2	11.7	8.1	3.3	11.8	8.0	1.7	11.6
DEMOCRATIC CANDIDATE	40.6	4.5	78.3	3.0	86.0	28.5	4.5	83.4	28.5	0.9	87.2	28.6
Definitely	26.9	2.9	53.9	2.0	63.0	10.6	2.8	61.1	10.4	0.7	64.0	10.9
Probably	8.7	1.0	15.7	0.7	15.6	9.7	1.1	13.5	11.0	0.2	16.6	8.3
Lean	5.0	0.7	8.8	0.3	7.3	8.2	0.5	8.8	7.0	0.0	6.6	9.4
UNDECIDED	12.9	8.6	9.8	3.8	4.6	36.4	3.3	4.4	32.0	4.4	4.7	41.0
Net Diff.	6.0	82.3	-66.5	90.3	-76.5	6.6	87.8	-71.3	11.1	93.8	-79.0	1.9
Mean	4.13	6.18	2.22	6.39	1.93	4.13	6.34	2.06	4.26	6.47	1.86	4.00



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

13. 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 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
REPUBLICAN CANDIDATE	46.5	17.8	16.0	19.2	34.8	75.0	90.2	81.8	90.8	87.4	95.5	6.1	8.6	27.6	20.4	27.9	65.4
Definitely	30.0	10.3	11.2	9.7	14.6	42.0	86.0	61.9	60.8	46.4	77.0	3.0	3.0	11.2	8.9	7.3	37.1
Probably	9.7	4.6	3.5	5.6	10.0	21.7	3.3	13.3	22.8	24.1	13.3	2.0	3.4	9.1	4.1	7.8	16.5
Lean	6.9	2.8	1.3	4.0	10.2	11.3	0.9	6.6	7.2	16.9	5.2	1.1	2.2	7.3	7.4	12.8	11.8
DEMOCRATIC CANDIDATE	40.6	76.9	79.9	74.5	41.7	15.3	4.4	10.4	6.9	5.9	1.5	91.9	83.0	66.6	57.0	29.3	5.6
Definitely	26.9	56.6	70.9	45.2	23.6	8.9	4.0	6.7	1.8	3.7	1.4	71.9	55.5	42.6	24.4	10.0	2.3
Probably	8.7	12.2	4.8	18.0	11.8	4.3	0.4	2.5	1.7	2.2	0.1	12.7	19.6	18.3	17.1	10.9	0.9
Lean	5.0	8.2	4.2	11.3	6.3	2.1	0.0	1.1	3.3	0.0	0.0	7.3	7.9	5.7	15.5	8.4	2.5
UNDECIDED	12.9	5.3	4.1	6.2	23.4	9.7	5.5	7.8	2.3	6.7	3.0	2.0	8.4	5.8	22.6	42.8	29.0
Net Diff.	6.0	-59.1	-64.0	-55.3	-6.9	59.7	85.8	71.5	83.9	81.5	94.0	-85.8	-74.4	-38.9	-36.6	-1.4	59.8
Mean	4.13	2.41	2.15	2.61	3.73	5.43	6.53	5.93	6.23	5.89	6.58	1.66	2.04	2.89	3.19	3.90	5.45



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13. 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 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
REPUBLICAN CANDIDATE	46.5	9.2	36.7	89.4	45.4	42.5	46.6	41.6	47.6	48.4	46.1	46.1	53.9	71.1	50.8	29.4
Definitely	30.0	3.7	10.4	65.5	18.2	26.1	29.4	25.4	31.2	31.8	30.1	27.7	35.9	52.7	35.3	16.3
Probably	9.7	3.2	11.8	15.5	15.3	10.0	12.4	9.5	9.3	9.3	9.5	11.6	11.4	14.1	8.2	6.5
Lean	6.9	2.3	14.5	8.4	11.9	6.3	4.7	6.6	7.0	7.3	6.5	6.8	6.6	4.4	7.3	6.6
DEMOCRATIC CANDIDATE	40.6	84.7	20.1	3.5	33.3	46.0	44.1	46.4	39.8	39.5	40.2	36.5	34.7	21.5	36.3	54.8
Definitely	26.9	59.5	6.6	1.7	14.9	32.4	35.7	31.7	25.7	26.7	24.0	25.5	22.2	13.6	24.0	37.1
Probably	8.7	16.9	6.5	1.1	11.3	7.0	5.4	7.4	9.0	8.5	10.0	8.8	8.3	3.3	8.3	10.2
Lean	5.0	8.3	7.1	0.7	7.1	6.5	2.9	7.3	5.0	4.4	6.2	2.1	4.3	4.6	4.0	7.6
UNDECIDED	12.9	6.1	43.1	7.1	21.4	11.6	9.4	12.1	12.6	12.1	13.7	17.4	11.3	7.4	12.9	15.7
Net Diff.	6.0	-75.5	16.6	85.9	12.1	-3.5	2.5	-4.8	7.8	8.9	5.9	9.7	19.2	49.6	14.5	-25.4
Mean	4.13	1.99	4.30	6.28	4.23	3.87	3.97	3.85	4.19	4.20	4.18	4.17	4.50	5.39	4.37	3.29



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13. 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 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	1298	702	450	252	565	375	733	327
REPUBLICAN CANDIDATE	46.5	53.5	33.7	34.0	33.0	64.1	43.7	45.4	22.1
Definitely	30.0	35.2	20.3	20.8	19.5	43.6	28.5	28.8	11.0
Probably	9.7	11.0	7.2	6.4	8.6	11.9	8.3	10.3	5.9
Lean	6.9	7.3	6.2	6.8	4.9	8.6	7.0	6.3	5.2
DEMOCRATIC CANDIDATE	40.6	33.0	54.6	53.2	57.1	23.8	44.3	40.0	66.4
Definitely	26.9	21.7	36.4	33.7	41.3	15.1	27.9	26.9	46.2
Probably	8.7	7.8	10.2	11.4	8.1	5.8	9.5	9.4	11.0
Lean	5.0	3.4	8.0	8.1	7.7	3.0	6.9	3.7	9.2
UNDECIDED	12.9	13.5	11.7	12.8	9.9	12.1	12.0	14.6	11.5
Net Diff.	6.0	20.5	-20.9	-19.2	-24.0	40.3	-0.6	5.3	-44.3
Mean	4.13	4.51	3.44	3.50	3.33	5.04	3.99	4.10	2.80



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13. 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 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
REPUBLICAN CANDIDATE	46.5	50.6	38.0	54.2	22.9	38.1	60.1	42.4	65.5	43.8	34.4	12.3
Definitely	30.0	35.2	18.9	30.7	8.6	11.8	43.9	27.8	40.9	21.1	12.7	4.8
Probably	9.7	8.8	11.4	15.5	8.0	12.4	8.5	9.1	18.2	13.0	11.8	4.5
Lean	6.9	6.5	7.7	8.0	6.3	13.9	7.7	5.5	6.3	9.7	9.9	3.0
DEMOCRATIC CANDIDATE	40.6	38.5	45.0	28.3	62.4	46.5	30.3	45.5	17.9	37.9	52.3	71.6
Definitely	26.9	26.3	28.2	16.9	41.8	24.9	19.7	31.9	11.7	21.7	32.9	50.0
Probably	8.7	7.7	10.7	8.1	12.7	13.2	7.1	8.1	3.9	12.0	10.3	14.8
Lean	5.0	4.6	6.0	3.3	7.9	8.4	3.4	5.5	2.3	4.2	9.2	6.8
UNDECIDED	12.9	10.9	17.0	17.5	14.7	15.5	9.6	12.1	16.6	18.3	13.3	16.0
Net Diff.	6.0	12.1	-6.9	25.9	-39.6	-8.4	29.9	-3.1	47.6	5.8	-17.9	-59.3
Mean	4.13	4.31	3.75	4.61	2.89	3.65	4.80	3.90	5.20	4.06	3.43	2.40



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13. 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 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
REPUBLICAN CANDIDATE	46.5	45.4	41.7	44.3	49.0	46.5	49.5	43.6	48.5	45.2	48.3	56.0	38.2	
Definitely	30.0	17.2	22.0	27.6	32.8	32.2	36.6	23.5	34.3	26.2	34.9	37.6	23.3	
Probably	9.7	13.4	12.0	9.5	9.7	8.5	8.2	11.2	8.7	10.8	8.3	10.5	9.0	
Lean	6.9	14.8	7.7	7.2	6.5	5.9	4.7	8.9	5.5	8.2	5.2	7.9	5.9	
DEMOCRATIC CANDIDATE	40.6	36.7	41.3	43.6	39.6	41.2	39.6	41.4	40.0	40.9	40.2	32.0	48.2	
Definitely	26.9	19.9	26.8	31.7	23.7	27.7	27.3	27.5	26.5	26.4	27.5	20.2	32.8	
Probably	8.7	9.5	9.7	7.1	9.9	9.0	7.9	8.5	8.8	8.9	8.3	7.3	9.9	
Lean	5.0	7.4	4.8	4.8	5.9	4.5	4.3	5.3	4.8	5.5	4.4	4.6	5.4	
UNDECIDED	12.9	17.9	17.0	12.1	11.4	12.3	10.9	15.0	11.5	14.0	11.5	12.0	13.6	
Net Diff.	6.0	8.7	0.4	0.7	9.5	5.3	10.0	2.2	8.5	4.3	8.1	24.0	-10.0	
Mean	4.13	4.07	3.93	3.95	4.27	4.14	4.29	3.97	4.24	4.06	4.23	4.62	3.70	



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13. 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 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
REPUBLICAN CANDIDATE	46.5	43.5	44.3	47.2	48.4	50.0	55.6	55.5	58.3	37.1	34.5	40.4	39.4	37.4	46.2	58.8
Definitely	30.0	17.3	25.7	31.3	35.6	21.9	32.2	41.0	43.5	12.8	20.0	23.4	28.4	21.1	30.4	40.3
Probably	9.7	14.3	10.9	9.0	8.0	16.5	13.3	9.4	7.6	12.3	8.8	8.7	8.3	9.7	8.4	12.7
Lean	6.9	11.8	7.7	6.9	4.9	11.6	10.2	5.1	7.2	12.1	5.6	8.3	2.7	6.6	7.4	5.8
DEMOCRATIC CANDIDATE	40.6	39.5	41.0	41.4	40.1	33.7	31.9	35.0	29.6	45.1	48.9	46.6	49.7	49.8	41.2	27.6
Definitely	26.9	23.4	28.2	24.8	28.5	18.9	22.5	16.3	21.6	27.8	33.1	31.8	34.9	34.7	27.3	16.1
Probably	8.7	9.7	7.8	11.0	7.3	8.8	4.7	13.2	4.5	10.6	10.4	9.2	9.9	8.9	8.7	8.3
Lean	5.0	6.3	5.0	5.6	4.2	6.0	4.7	5.5	3.5	6.7	5.4	5.6	4.9	6.2	5.2	3.2
UNDECIDED	12.9	17.1	14.7	11.4	11.5	16.3	12.5	9.5	12.1	17.8	16.6	13.0	10.9	12.8	12.6	13.6
Net Diff.	6.0	4.0	3.3	5.9	8.4	16.3	23.7	20.5	28.8	-8.0	-14.5	-6.2	-10.2	-12.4	5.1	31.2
Mean	4.13	3.96	4.02	4.17	4.23	4.30	4.52	4.66	4.76	3.64	3.58	3.77	3.75	3.61	4.11	4.84



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14. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUES MATTER MOST TO YOU?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
INFLATION/COST OF LIVING	41.8	75.4	55.3	51.2	45.7	35.3	25.9	9.1	24.5	47.1	54.0	43.8	24.3	49.3	48.1	43.0	44.9	27.9	33.9	21.1
JOBS AND ECONOMY	23.0	29.0	20.3	24.6	28.8	20.8	20.4	17.9	17.9	24.4	22.9	27.7	19.3	25.1	21.7	26.4	24.3	19.5	19.1	19.9
GUN VIOLENCE	21.7	0.0	5.3	17.2	24.0	29.2	30.4	35.1	21.5	16.3	11.3	22.0	20.3	6.6	13.1	22.1	37.4	35.9	35.4	36.6
SOCIAL SECURITY/MEDICARE	18.5	6.0	16.2	23.6	22.1	18.5	12.6	15.8	7.7	18.8	19.6	19.6	11.5	15.6	16.9	20.3	27.0	17.9	21.6	13.8
CRIME AND SAFETY	18.4	11.5	20.1	23.8	18.1	18.5	14.4	6.5	9.7	20.1	21.7	19.0	16.5	21.9	21.9	15.4	18.5	13.7	16.9	10.1
CORRUPTION IN GOVERNMENT	15.9	28.4	24.4	18.7	13.0	14.5	10.9	7.7	6.3	19.1	21.6	16.7	16.0	21.2	17.4	22.2	13.5	7.5	8.4	6.5
BORDER SECURITY	15.8	32.9	40.0	23.3	8.9	6.2	6.3	2.2	4.4	21.0	31.0	9.9	12.0	36.0	15.9	9.5	4.0	2.4	3.1	1.5
ABORTION	15.6	4.3	6.4	8.7	15.0	20.2	24.6	31.1	26.1	10.7	7.5	13.8	15.7	9.2	7.6	11.3	17.8	28.2	25.0	31.9
HEALTHCARE	15.0	15.7	9.3	13.3	17.0	17.2	15.9	21.3	8.8	13.6	11.6	16.2	13.9	9.8	12.3	15.7	22.0	18.5	18.9	18.0
CLIMATE CHANGE/ENVRNMNT	14.1	0.0	3.5	7.7	14.2	18.9	20.0	35.6	40.3	10.0	5.6	14.9	14.4	3.8	10.1	14.9	19.6	24.8	19.9	30.5
GOVERNMENT SPENDING	13.9	32.0	26.0	20.2	10.0	8.9	5.4	8.9	7.8	17.5	23.2	11.2	12.0	22.5	19.3	13.9	7.0	4.7	6.1	3.1
TAXES	10.5	12.1	11.2	11.5	11.3	10.2	9.3	7.5	2.6	12.6	11.4	12.7	18.2	11.6	16.6	13.5	8.7	5.1	7.0	2.9
NATIONAL SECURITY	10.4	6.4	13.4	11.4	11.9	9.4	8.2	3.9	2.3	10.9	12.0	9.7	9.6	11.6	12.2	10.0	8.5	9.1	12.4	5.4
THREATS TO DEMOCRACY	8.9	0.0	8.1	5.0	9.1	8.7	11.4	20.6	19.4	6.9	6.2	8.1	5.7	6.9	6.3	5.6	8.7	14.1	10.3	18.5
EDUCATION	8.2	0.0	2.8	4.6	10.4	10.6	13.4	9.8	5.1	7.9	3.6	11.8	15.3	6.3	8.7	11.3	7.4	9.1	8.1	10.2
FIGHTING WOKE IDEOLOGY	8.2	26.2	18.6	10.8	4.8	4.5	3.8	2.6	5.2	10.1	14.9	4.8	6.4	15.9	11.3	2.6	2.9	3.2	4.2	2.1



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14. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUES MATTER MOST TO YOU?

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	
IMMIGRATION REFORM	8.1	20.1	14.1	11.0	7.0	4.4	5.6	1.4	3.4	9.6	12.8	5.6	9.0	13.8	9.9	5.0	4.0	4.1	5.8	2.1
RAISING WAGES	7.9	0.0	2.6	4.3	8.3	13.1	11.5	5.0	11.6	7.6	3.4	11.6	13.9	4.9	9.6	11.8	7.1	8.6	9.2	8.1
LGBTQ RIGHTS	5.8	0.0	0.3	1.8	3.9	7.1	13.3	17.0	29.1	2.8	1.1	3.7	8.1	1.4	1.8	8.2	2.1	13.7	8.8	19.2
VOTING RIGHTS	5.3	0.0	0.6	0.8	4.7	5.3	13.3	16.9	19.4	2.4	0.7	3.1	8.6	1.5	4.0	3.4	1.5	12.8	8.5	17.8
RACE RELATIONS	4.9	0.0	0.4	2.1	4.7	7.2	8.9	8.7	12.8	4.1	1.3	6.1	10.5	1.7	5.6	6.0	5.7	7.0	5.8	8.4
STUDENT LOANS	4.7	0.0	1.0	2.7	3.9	5.0	10.6	10.9	6.2	3.6	1.8	3.7	12.7	1.8	5.6	4.0	5.0	7.3	5.9	9.1
POLICE REFORM	3.3	0.0	0.0	1.8	3.3	6.3	4.0	4.4	7.8	2.7	0.9	4.2	6.2	1.5	4.1	3.9	2.5	4.7	5.9	3.4



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14. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUES MATTER MOST TO YOU?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
INFLATION/COST OF LIVING	41.8	44.8	39.9	42.5	40.1	43.6	44.5	38.9	34.1	32.1	36.9
JOBS AND ECONOMY	23.0	19.6	21.1	28.0	18.9	21.0	21.4	19.3	31.7	29.0	35.6
GUN VIOLENCE	21.7	25.9	23.2	17.1	25.2	22.2	22.2	22.3	19.9	23.1	15.4
SOCIAL SECURITY/MEDICARE	18.5	20.6	18.8	16.6	20.0	19.3	18.6	23.2	15.3	16.2	14.0
CRIME AND SAFETY	18.4	18.2	18.3	17.8	19.5	18.7	17.9	22.6	17.0	18.0	15.6
CORRUPTION IN GOVERNMENT	15.9	16.3	17.2	15.3	15.4	15.7	16.5	11.8	16.7	15.0	19.2
BORDER SECURITY	15.8	16.4	11.7	19.8	12.5	17.4	18.4	12.1	9.2	9.5	8.8
ABORTION	15.6	14.6	16.0	13.5	19.6	16.4	17.1	12.9	12.0	10.5	14.2
HEALTHCARE	15.0	16.7	15.3	15.5	12.2	14.2	13.9	15.4	18.4	17.0	20.4
CLIMATE CHANGE/ENVRNMNT	14.1	15.7	15.0	10.1	19.1	14.5	14.7	13.7	12.4	12.5	12.4
GOVERNMENT SPENDING	13.9	13.4	16.4	12.2	15.0	14.8	15.8	9.6	10.1	9.9	10.4
TAXES	10.5	10.3	10.8	10.1	11.1	9.5	8.7	13.8	14.9	16.0	13.3
NATIONAL SECURITY	10.4	12.3	9.2	10.3	10.3	10.8	10.8	10.9	8.7	11.5	4.5
THREATS TO DEMOCRACY	8.9	9.3	10.6	7.7	8.7	10.0	10.6	6.7	4.0	5.6	1.6
EDUCATION	8.2	7.0	7.8	9.9	6.9	7.7	6.6	13.5	10.8	11.5	9.8
FIGHTING WOKE IDEOLOGY	8.2	6.5	8.7	10.2	5.6	8.7	8.9	7.4	6.2	9.0	2.3



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
IMMIGRATION REFORM	8.1	6.3	6.4	9.3	9.0	8.8	9.3	6.5	4.8	3.6	6.4	
RAISING WAGES	7.9	6.9	7.4	9.0	7.2	5.7	4.4	12.6	17.3	17.1	17.5	
LGBTQ RIGHTS	5.8	3.8	7.6	6.1	5.1	5.8	6.2	3.7	6.0	4.9	7.6	
VOTING RIGHTS	5.3	5.8	4.4	4.7	6.9	5.2	5.5	3.2	5.8	6.1	5.5	
RACE RELATIONS	4.9	3.1	5.2	5.5	4.9	3.9	3.2	7.5	9.1	6.5	12.8	
STUDENT LOANS	4.7	3.8	6.8	4.3	3.9	3.3	2.4	8.2	10.3	10.0	10.8	
POLICE REFORM	3.3	2.5	2.4	4.4	2.8	2.8	2.5	4.2	5.3	5.5	5.1	



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES	FOR CONGRESS	UND-	ERS/	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIED	ROVE			PROVE
		TION				DED					
Total	2000	626	1374	931	811	258	495	861	332	529	1139
INFLATION/COST OF LIVING	41.8	28.5	47.8	48.9	33.3	43.0	45.5	30.4	24.9	33.9	50.4
JOBS AND ECONOMY	23.0	20.2	24.3	23.9	21.0	26.4	24.0	20.1	16.6	22.3	25.3
GUN VIOLENCE	21.7	30.3	17.9	8.9	36.4	22.1	22.8	34.1	33.2	34.7	12.4
SOCIAL SECURITY/MEDICARE	18.5	20.9	17.5	16.1	20.8	20.3	20.5	20.2	22.4	18.9	17.3
CRIME AND SAFETY	18.4	14.8	20.0	21.9	15.2	15.4	18.6	14.5	13.8	15.0	21.3
CORRUPTION IN GOVERNMENT	15.9	8.1	19.5	19.9	9.4	22.2	17.8	8.8	8.3	9.1	21.3
BORDER SECURITY	15.8	5.0	20.8	28.9	2.9	9.5	8.7	4.6	4.1	4.9	24.3
ABORTION	15.6	24.1	11.7	8.6	24.9	11.3	12.4	24.2	27.9	21.9	9.0
HEALTHCARE	15.0	18.4	13.4	10.7	19.6	15.7	15.8	18.6	16.2	20.1	12.2
CLIMATE CHANGE/ENVRNMNT	14.1	19.9	11.5	6.1	23.2	14.9	15.4	23.0	25.2	21.6	7.4
GOVERNMENT SPENDING	13.9	6.3	17.4	21.4	5.4	13.9	13.4	5.5	5.1	5.7	20.4
TAXES	10.5	9.2	11.1	13.4	6.2	13.5	12.2	9.3	6.4	11.1	11.4
NATIONAL SECURITY	10.4	11.2	10.0	11.8	8.9	10.0	10.7	8.9	11.0	7.7	11.5
THREATS TO DEMOCRACY	8.9	13.5	6.8	6.7	12.4	5.6	6.2	13.4	17.2	11.0	5.5
EDUCATION	8.2	11.4	6.8	7.1	8.6	11.3	9.8	10.2	9.3	10.7	6.8
FIGHTING WOKE IDEOLOGY	8.2	3.4	10.4	14.2	3.1	2.6	5.0	3.0	3.8	2.5	12.2



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BANNER 3

	TOTAL		DIRECTION: UNITED STATES				GENERIC BALLOT FOR CONGRESS			LEAN- ERS/		JOB: JOE BIDEN		
	RIGHT DIREC- TION	WRONG TRACK	REPUB- LICAN	DEMO- CRATIC	UND- ECI- DED	UNDE- CIDED	APP- ROVE	Strong	Smwht	DISAP- PROVE				
IMMIGRATION REFORM	8.1	5.5	9.3	12.4	4.0	5.0	5.9	4.0	4.1	3.9	11.2			
RAISING WAGES	7.9	8.6	7.6	6.5	8.2	11.8	11.1	7.9	5.4	9.4	7.9			
LGBTQ RIGHTS	5.8	10.1	3.8	1.5	10.0	8.2	6.1	10.9	13.2	9.5	2.0			
VOTING RIGHTS	5.3	10.6	2.9	2.4	9.2	3.4	3.1	10.3	15.3	7.1	1.5			
RACE RELATIONS	4.9	8.0	3.5	3.1	6.6	6.0	6.1	7.0	7.2	6.9	3.3			
STUDENT LOANS	4.7	6.5	3.8	3.2	6.6	4.0	5.5	6.5	4.6	7.7	3.3			
POLICE REFORM	3.3	5.4	2.3	2.5	4.0	3.9	3.6	4.7	5.0	4.6	2.2			



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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	840	888	720	740	540	420	244	276	300	496	264
INFLATION/COST OF LIVING	41.8	50.9	34.3	48.5	33.8	43.8	46.7	27.4	43.2	51.0	37.0	44.3
JOBS AND ECONOMY	23.0	25.9	19.5	23.3	20.7	25.9	23.3	23.8	30.3	23.3	19.2	21.2
GUN VIOLENCE	21.7	8.3	34.5	9.4	34.7	20.5	9.4	30.5	15.6	9.3	36.7	25.6
SOCIAL SECURITY/MEDICARE	18.5	18.3	19.6	16.7	19.7	19.4	13.3	17.6	18.4	21.4	20.7	20.5
CRIME AND SAFETY	18.4	21.5	14.2	23.7	15.4	15.3	24.1	16.3	13.8	23.2	14.9	16.9
CORRUPTION IN GOVERNMENT	15.9	22.7	9.6	20.8	8.6	19.4	20.2	8.0	18.9	21.7	8.9	19.9
BORDER SECURITY	15.8	29.3	4.3	29.7	4.0	13.5	31.0	5.2	17.7	27.9	3.4	9.2
ABORTION	15.6	8.0	24.3	8.7	25.2	11.6	8.0	20.3	8.4	9.7	27.6	14.9
HEALTHCARE	15.0	11.5	18.6	10.6	18.9	15.5	7.7	15.6	13.2	14.7	20.5	17.9
CLIMATE CHANGE/ENVRNMNT	14.1	4.6	23.6	5.6	21.7	15.1	6.0	21.3	16.0	5.1	21.9	14.2
GOVERNMENT SPENDING	13.9	22.1	6.6	20.6	6.5	15.3	22.2	6.8	18.4	18.4	6.3	12.0
TAXES	10.5	11.7	8.0	12.9	6.5	12.8	15.2	7.5	13.6	9.7	6.1	11.9
NATIONAL SECURITY	10.4	12.1	9.3	12.5	8.0	11.0	11.8	10.2	10.3	13.4	6.9	11.8
THREATS TO DEMOCRACY	8.9	6.7	12.4	7.1	10.7	8.8	7.2	13.5	10.8	6.9	9.3	6.7
EDUCATION	8.2	7.1	8.7	7.6	9.4	7.6	7.5	12.1	7.2	7.7	8.0	8.0
FIGHTING WOKE IDEOLOGY	8.2	13.9	3.3	13.7	3.6	7.2	15.5	5.4	9.8	11.2	2.7	4.6



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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
IMMIGRATION REFORM	8.1	11.8	5.3	12.7	4.4	7.0	14.1	5.4	8.8	10.6	3.9	5.1			
RAISING WAGES	7.9	5.7	8.4	5.6	9.5	8.6	4.8	12.0	6.0	6.7	8.3	11.4			
LGBTQ RIGHTS	5.8	1.4	10.1	1.4	9.8	6.2	1.0	10.3	5.6	2.0	9.6	6.9			
VOTING RIGHTS	5.3	1.3	9.2	2.1	9.4	3.9	2.3	11.2	4.1	1.7	8.5	3.7			
RACE RELATIONS	4.9	1.9	6.9	2.0	8.3	4.1	2.4	7.7	3.1	1.4	8.5	5.2			
STUDENT LOANS	4.7	1.8	5.6	3.1	6.6	4.2	3.8	5.6	3.6	2.0	7.1	4.9			
POLICE REFORM	3.3	1.5	3.9	1.9	4.7	3.2	2.5	6.3	3.2	1.0	3.8	3.3			



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
INFLATION/COST OF LIVING	41.8	32.0	31.5	32.4	40.2	53.0	49.3	51.3	23.3	45.5	52.7	33.4	31.0	44.0	31.8	44.2	51.2
JOBS AND ECONOMY	23.0	20.0	16.5	22.8	23.9	23.6	25.8	24.6	34.7	19.4	23.2	18.0	23.5	25.6	18.9	26.4	29.5
GUN VIOLENCE	21.7	34.0	35.1	33.0	23.9	13.9	4.8	9.8	15.2	15.9	6.5	36.2	35.1	26.7	37.1	19.6	11.0
SOCIAL SECURITY/MEDICARE	18.5	17.2	16.0	18.2	21.0	18.8	14.7	16.9	20.4	17.2	16.0	16.4	24.2	22.7	19.0	20.6	16.5
CRIME AND SAFETY	18.4	10.5	6.9	13.3	18.9	22.7	25.9	24.1	15.6	22.1	25.3	9.7	22.4	22.3	10.7	14.7	20.5
CORRUPTION IN GOVERNMENT	15.9	9.4	7.4	11.1	17.2	19.4	20.2	19.8	20.8	20.8	20.8	6.4	11.0	12.4	15.4	19.8	21.1
BORDER SECURITY	15.8	5.6	4.4	6.6	9.4	24.5	38.2	30.7	17.2	15.0	36.2	3.0	4.0	8.7	9.6	10.7	24.2
ABORTION	15.6	25.5	28.1	23.5	13.6	7.2	12.7	9.7	4.9	7.3	9.6	30.3	20.8	13.5	18.0	11.5	7.0
HEALTHCARE	15.0	17.7	17.6	17.8	17.5	13.0	6.5	10.1	20.6	14.5	8.0	17.6	22.0	16.3	16.3	15.8	14.1
CLIMATE CHANGE/ENVRNMNT	14.1	22.3	25.5	19.7	16.2	7.4	3.0	5.4	4.1	11.1	4.0	26.4	17.5	11.1	15.8	17.8	7.3
GOVERNMENT SPENDING	13.9	6.0	6.3	5.7	13.2	22.7	19.0	21.0	12.0	20.7	21.7	4.1	7.9	13.6	10.4	13.4	23.9
TAXES	10.5	7.7	5.6	9.4	11.5	11.9	11.5	11.7	29.6	10.9	11.5	4.8	8.5	9.0	5.5	14.0	14.8
NATIONAL SECURITY	10.4	8.2	5.7	10.2	10.4	11.1	13.4	12.2	10.6	11.4	13.0	7.3	9.0	8.1	10.5	10.9	11.6
THREATS TO DEMOCRACY	8.9	12.7	13.7	12.0	8.3	6.2	6.6	6.4	3.3	7.8	7.3	13.8	8.1	3.7	14.6	8.8	4.5
EDUCATION	8.2	11.0	12.3	10.0	8.5	4.7	7.1	5.8	18.0	13.4	4.4	10.5	6.3	12.6	8.6	7.6	6.8
FIGHTING WOKE IDEOLOGY	8.2	3.4	2.8	3.8	5.5	12.3	18.3	15.0	3.5	5.9	17.6	3.2	4.2	3.8	4.2	6.1	12.6



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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	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
IMMIGRATION REFORM	8.1	3.5	3.8	3.3	8.1	11.3	12.2	11.7	10.7	11.3	13.4	2.7	5.9	8.0	2.2	8.0	7.7	
RAISING WAGES	7.9	9.1	9.8	8.5	10.5	5.3	2.6	4.1	8.9	13.5	2.6	8.8	10.9	9.2	10.8	8.8	6.6	
LGBTQ RIGHTS	5.8	11.6	15.9	8.2	5.7	1.0	1.8	1.4	1.1	2.1	1.2	13.0	7.3	2.1	12.5	6.2	1.5	
VOTING RIGHTS	5.3	11.3	12.9	10.0	3.8	3.0	1.0	2.1	3.3	3.4	1.5	13.2	3.8	7.2	8.1	3.9	0.7	
RACE RELATIONS	4.9	8.7	10.2	7.4	4.7	2.1	1.9	2.0	8.8	3.3	0.6	9.3	6.8	7.4	5.4	3.9	3.8	
STUDENT LOANS	4.7	7.3	7.2	7.4	4.7	3.4	1.5	2.5	9.6	4.1	1.9	6.7	6.3	6.5	8.5	3.8	2.4	
POLICE REFORM	3.3	5.2	4.8	5.6	3.4	1.3	2.0	1.6	4.1	3.2	1.2	5.2	3.4	5.4	6.1	3.4	0.7	



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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
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
INFLATION/COST OF LIVING	41.8	34.6	37.1	51.2	41.4	32.4	22.2	34.6	43.6	42.7	45.3	45.7	46.8	42.5	44.7	35.5
JOBS AND ECONOMY	23.0	20.6	22.8	25.6	24.2	20.0	14.7	21.1	23.8	21.4	28.3	22.8	22.8	25.3	23.3	22.9
GUN VIOLENCE	21.7	34.4	22.9	8.1	21.8	23.1	20.4	23.7	22.2	23.4	19.9	15.4	18.6	15.8	18.4	27.5
SOCIAL SECURITY/MEDICARE	18.5	19.5	19.6	17.1	19.1	11.4	13.5	11.0	19.6	19.0	20.6	24.0	19.5	16.8	19.1	17.8
CRIME AND SAFETY	18.4	14.9	18.2	22.1	17.5	17.9	17.6	18.0	18.5	18.2	19.0	18.2	19.6	19.3	21.7	13.8
CORRUPTION IN GOVERNMENT	15.9	9.7	20.4	20.5	16.9	15.1	14.3	15.2	15.7	14.7	17.6	19.1	18.8	17.7	14.2	15.8
BORDER SECURITY	15.8	3.9	12.9	29.4	14.0	15.1	12.4	15.7	16.2	17.8	13.4	14.3	19.1	25.6	18.3	8.1
ABORTION	15.6	24.2	11.0	8.6	12.7	15.8	17.2	15.5	15.5	17.0	12.7	16.0	12.8	11.4	13.7	20.2
HEALTHCARE	15.0	19.7	12.7	11.1	14.3	10.0	7.1	10.6	16.1	15.2	17.7	15.6	17.9	12.7	12.8	15.9
CLIMATE CHANGE/ENVRNMNT	14.1	21.4	15.1	6.2	14.8	16.5	15.6	16.7	13.6	14.0	12.9	13.5	9.9	6.0	12.9	20.9
GOVERNMENT SPENDING	13.9	6.5	14.7	21.3	16.6	13.1	14.7	12.7	14.5	15.5	12.6	11.4	15.3	17.3	14.4	12.5
TAXES	10.5	7.2	14.9	12.1	11.6	14.8	24.3	12.6	9.6	10.4	8.0	9.7	11.0	11.2	11.1	8.8
NATIONAL SECURITY	10.4	8.2	11.4	12.3	11.7	12.7	10.7	13.2	10.3	10.9	9.2	6.8	11.2	14.1	12.7	7.9
THREATS TO DEMOCRACY	8.9	11.2	10.5	5.8	8.7	11.6	10.2	12.0	8.5	8.5	8.4	6.8	8.9	10.4	7.9	9.2
EDUCATION	8.2	9.2	8.8	7.0	8.3	12.5	27.0	9.3	6.8	6.8	6.8	11.6	8.4	4.3	9.1	7.7
FIGHTING WOKE IDEOLOGY	8.2	3.5	4.6	14.6	7.9	8.5	3.9	9.5	8.1	8.7	7.0	8.9	8.8	14.1	8.1	5.9



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14. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUES MATTER MOST TO YOU?

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
IMMIGRATION REFORM	8.1	4.2	8.0	12.1	7.3	9.1	8.4	9.3	8.0	8.8	6.5	6.6	7.7	8.8	10.3	5.9
RAISING WAGES	7.9	9.8	9.7	5.2	8.0	9.0	9.2	8.9	7.4	5.8	10.5	9.4	6.8	4.9	7.7	9.1
LGBTQ RIGHTS	5.8	10.2	5.1	1.6	4.0	5.9	7.3	5.5	5.8	5.2	6.8	6.3	3.4	3.0	4.1	10.5
VOTING RIGHTS	5.3	9.2	4.7	1.5	5.2	9.2	4.9	10.2	4.7	5.0	4.2	2.1	3.5	3.8	4.1	8.3
RACE RELATIONS	4.9	7.4	5.6	2.0	4.9	7.0	10.3	6.2	4.4	4.1	4.9	4.6	3.6	5.8	3.8	6.7
STUDENT LOANS	4.7	6.5	6.0	2.2	5.9	4.9	9.4	3.9	4.3	4.3	4.3	7.3	2.2	8.1	4.5	5.8
POLICE REFORM	3.3	3.9	3.3	2.6	3.2	4.5	4.8	4.4	2.9	2.6	3.4	4.0	3.4	0.9	3.2	3.5



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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	1298	702	450	252	565	375	733	327
INFLATION/COST OF LIVING	41.8	43.6	38.5	39.5	36.6	43.0	37.0	44.0	40.2
JOBS AND ECONOMY	23.0	24.2	20.9	19.8	23.0	24.9	26.4	23.7	14.7
GUN VIOLENCE	21.7	18.8	27.1	27.6	26.3	13.9	21.0	22.6	34.2
SOCIAL SECURITY/MEDICARE	18.5	18.9	17.9	19.7	14.7	14.8	17.6	22.0	18.2
CRIME AND SAFETY	18.4	20.8	13.8	13.6	14.2	21.3	15.7	20.5	11.6
CORRUPTION IN GOVERNMENT	15.9	17.4	13.2	14.2	11.6	18.8	13.5	16.3	12.9
BORDER SECURITY	15.8	16.8	13.9	13.6	14.6	22.1	17.9	12.8	9.4
ABORTION	15.6	14.1	18.2	17.5	19.4	10.3	12.9	17.1	24.3
HEALTHCARE	15.0	15.7	13.6	13.7	13.3	11.2	11.5	19.2	15.9
CLIMATE CHANGE/ENVRNMNT	14.1	11.5	19.1	19.1	19.0	11.1	15.7	11.8	22.9
GOVERNMENT SPENDING	13.9	14.1	13.7	12.2	16.4	17.2	16.8	11.6	10.1
TAXES	10.5	10.6	10.4	10.8	9.7	13.2	12.0	8.6	8.5
NATIONAL SECURITY	10.4	10.1	11.1	9.0	14.7	10.4	11.7	9.8	10.3
THREATS TO DEMOCRACY	8.9	7.3	11.9	11.5	12.6	7.9	13.0	6.8	10.5
EDUCATION	8.2	8.1	8.5	9.2	7.2	8.5	8.7	7.8	8.3
FIGHTING WOKE IDEOLOGY	8.2	8.7	7.3	6.2	9.3	11.6	10.5	6.5	3.7



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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.
IMMIGRATION REFORM	8.1	7.9	8.3	7.7	9.5	10.2	10.5	6.2	5.8
RAISING WAGES	7.9	9.7	4.6	5.8	2.4	8.8	4.3	10.3	4.9
LGBTQ RIGHTS	5.8	5.8	5.9	6.9	4.1	4.6	5.0	6.7	6.8
VOTING RIGHTS	5.3	3.6	8.4	8.2	8.7	3.7	7.3	3.5	9.6
RACE RELATIONS	4.9	4.4	5.7	5.4	6.3	4.1	3.7	4.6	8.0
STUDENT LOANS	4.7	4.5	5.0	4.7	5.6	3.8	4.9	5.0	5.3
POLICE REFORM	3.3	3.4	3.0	4.1	0.9	4.7	2.2	2.5	3.8



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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	1357	643	261	261	81	624	733	126	135	125	136
INFLATION/COST OF LIVING	41.8	44.7	35.7	39.9	30.9	38.3	42.4	46.6	41.4	38.6	32.7	29.3
JOBS AND ECONOMY	23.0	21.4	26.5	24.5	28.7	25.3	24.3	19.0	23.7	25.2	31.3	26.3
GUN VIOLENCE	21.7	20.4	24.7	20.5	27.2	37.3	14.0	25.8	15.4	25.1	22.4	31.5
SOCIAL SECURITY/MEDICARE	18.5	21.9	11.5	9.9	11.9	16.2	18.9	24.4	8.6	11.1	10.2	13.5
CRIME AND SAFETY	18.4	17.6	19.9	17.7	19.8	24.3	19.3	16.2	16.3	19.0	17.2	22.3
CORRUPTION IN GOVERNMENT	15.9	17.1	13.4	14.1	12.2	13.2	18.1	16.3	18.1	10.5	9.3	14.9
BORDER SECURITY	15.8	18.6	10.0	13.1	6.3	7.5	23.8	14.1	16.8	9.7	10.1	2.9
ABORTION	15.6	16.5	13.6	14.2	14.9	11.6	11.3	20.9	12.0	16.3	12.2	17.3
HEALTHCARE	15.0	14.9	15.2	10.7	19.6	17.2	10.3	18.8	10.2	11.2	15.2	23.7
CLIMATE CHANGE/ENVRNMNT	14.1	15.0	12.3	17.0	8.1	9.6	13.5	16.2	13.6	20.2	11.4	5.1
GOVERNMENT SPENDING	13.9	15.8	10.1	11.3	7.4	12.1	18.7	13.2	14.2	8.6	11.1	4.1
TAXES	10.5	9.8	12.1	12.3	11.6	13.7	11.3	8.5	16.0	8.8	16.5	7.2
NATIONAL SECURITY	10.4	11.7	7.6	10.5	2.6	11.1	12.7	10.9	10.6	10.4	2.3	2.9
THREATS TO DEMOCRACY	8.9	10.0	6.5	7.1	6.1	4.3	11.8	8.5	7.3	6.9	5.4	6.7
EDUCATION	8.2	5.5	14.1	13.8	15.1	14.2	6.1	4.9	11.2	16.3	15.4	14.9
FIGHTING WOKE IDEOLOGY	8.2	9.0	6.5	10.2	2.8	6.4	13.1	5.6	12.0	8.5	5.2	0.6



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BANNER 8

	TOTAL		RACE					WHITE		HISPANIC		BLACK	
			WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
IMMIGRATION REFORM	8.1	8.5	7.1	10.8	2.8	5.3	11.1	6.4	11.5	10.2	4.9	0.9	
RAISING WAGES	7.9	4.7	14.5	12.4	17.9	6.8	4.3	5.1	12.1	12.8	16.0	19.6	
LGBTQ RIGHTS	5.8	4.8	7.9	6.4	10.5	5.7	3.8	5.7	7.9	5.0	6.0	14.6	
VOTING RIGHTS	5.3	5.4	5.0	5.2	6.1	1.7	5.1	5.7	3.5	6.8	8.5	3.9	
RACE RELATIONS	4.9	1.9	11.1	7.4	17.6	6.4	1.4	2.4	7.2	7.5	13.9	20.9	
STUDENT LOANS	4.7	3.1	8.0	5.8	10.8	7.3	2.6	3.5	4.6	6.9	12.3	9.5	
POLICE REFORM	3.3	1.6	6.8	5.1	8.9	4.6	1.9	1.3	5.8	4.5	10.3	7.6	



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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
Total	2000	163	283	349	324	352	529	795	1205	1120	880	940	1060
INFLATION/COST OF LIVING	41.8	22.7	36.3	44.7	50.0	45.5	41.2	37.2	44.8	40.9	42.9	40.6	42.8
JOBS AND ECONOMY	23.0	18.1	33.2	27.4	27.5	22.0	14.2	27.6	20.1	27.5	17.3	25.5	20.9
GUN VIOLENCE	21.7	31.5	22.0	16.5	16.9	24.1	23.5	21.5	21.9	20.2	23.7	16.7	26.2
SOCIAL SECURITY/MEDICARE	18.5	6.7	7.9	9.1	13.4	26.8	31.8	8.2	25.4	9.7	29.8	15.9	20.8
CRIME AND SAFETY	18.4	15.4	15.4	19.2	21.2	18.1	18.8	17.1	19.2	18.3	18.5	19.0	17.8
CORRUPTION IN GOVERNMENT	15.9	8.4	17.4	18.7	16.5	15.1	15.8	16.1	15.8	16.2	15.5	16.7	15.3
BORDER SECURITY	15.8	7.9	7.7	12.9	18.0	17.7	21.9	10.0	19.7	12.3	20.2	20.4	11.8
ABORTION	15.6	23.4	15.0	15.8	12.8	17.4	13.8	17.1	14.6	15.8	15.2	11.3	19.4
HEALTHCARE	15.0	11.8	12.4	15.9	18.0	16.2	14.1	13.8	15.7	15.0	14.9	11.3	18.2
CLIMATE CHANGE/ENVRNMNT	14.1	14.4	12.2	13.0	12.2	17.3	14.9	13.0	14.9	12.8	15.8	12.9	15.2
GOVERNMENT SPENDING	13.9	9.3	9.2	11.3	12.7	12.6	21.3	10.1	16.5	10.9	17.8	17.1	11.2
TAXES	10.5	15.3	11.2	12.6	8.3	11.1	8.3	12.7	9.1	11.4	9.4	12.7	8.6
NATIONAL SECURITY	10.4	8.1	7.3	7.0	11.1	10.3	14.7	7.3	12.5	8.4	12.9	10.9	9.9
THREATS TO DEMOCRACY	8.9	5.4	6.1	7.7	5.6	9.8	13.6	6.7	10.3	6.4	12.1	9.9	8.0
EDUCATION	8.2	19.5	16.4	9.4	9.1	3.1	2.5	14.0	4.5	12.6	2.8	8.6	7.9
FIGHTING WOKE IDEOLOGY	8.2	9.5	7.1	7.6	9.7	7.1	8.7	7.8	8.5	8.4	8.1	11.2	5.6



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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	
IMMIGRATION REFORM	8.1	6.8	3.9	7.9	8.9	8.9	9.8	6.2	9.3	7.0	9.4	10.3	6.1	
RAISING WAGES	7.9	14.2	17.2	9.7	9.4	5.1	0.7	13.3	4.3	12.2	2.4	7.0	8.6	
LGBTQ RIGHTS	5.8	9.0	11.3	8.4	4.3	3.7	2.6	9.5	3.4	8.0	3.0	4.8	6.8	
VOTING RIGHTS	5.3	7.8	6.4	5.7	3.6	4.2	5.5	6.4	4.6	5.6	5.0	5.2	5.4	
RACE RELATIONS	4.9	12.8	11.1	5.9	3.0	1.7	1.8	9.1	2.1	7.3	1.7	4.0	5.7	
STUDENT LOANS	4.7	14.0	8.7	6.7	5.1	1.5	0.1	8.9	1.9	7.8	0.7	4.2	5.1	
POLICE REFORM	3.3	7.9	4.6	6.9	3.1	0.9	0.5	6.3	1.3	5.3	0.7	3.7	2.9	



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14. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUES MATTER MOST TO YOU?

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
INFLATION/COST OF LIVING	41.8	23.7	42.8	48.6	41.7	25.5	40.2	47.1	41.3	21.9	45.0	49.8	42.2	40.9	41.2	44.4
JOBS AND ECONOMY	23.0	20.3	30.6	25.7	17.0	28.3	31.4	31.1	17.2	12.6	29.9	21.2	16.9	27.4	21.7	20.7
GUN VIOLENCE	21.7	28.7	20.1	18.6	23.0	21.7	17.8	15.9	15.0	35.5	22.0	20.8	30.3	21.6	23.4	17.9
SOCIAL SECURITY/MEDICARE	18.5	6.7	8.4	16.3	30.2	6.4	8.7	11.9	26.1	7.1	8.1	20.0	33.9	17.2	17.7	22.2
CRIME AND SAFETY	18.4	16.7	17.0	20.4	18.3	13.0	13.9	24.0	20.9	20.2	19.7	17.5	16.0	20.8	17.9	16.5
CORRUPTION IN GOVERNMENT	15.9	9.2	20.5	14.6	15.7	11.0	22.1	15.2	15.9	7.5	19.2	14.2	15.6	11.4	15.4	22.8
BORDER SECURITY	15.8	7.7	9.9	16.9	21.4	9.9	13.3	22.7	26.6	5.5	6.9	12.0	16.6	10.1	16.3	21.8
ABORTION	15.6	20.1	15.8	14.4	14.9	15.5	9.3	10.9	11.6	24.6	21.5	17.4	17.9	16.7	15.9	13.4
HEALTHCARE	15.0	13.7	13.2	16.8	15.3	11.9	9.8	13.0	11.0	15.4	16.1	19.9	19.2	16.2	14.5	14.6
CLIMATE CHANGE/ENVRNMNT	14.1	12.8	12.5	15.0	15.1	9.5	14.3	12.9	13.1	15.9	10.8	16.7	16.9	16.4	14.7	9.8
GOVERNMENT SPENDING	13.9	8.4	10.4	12.8	18.7	9.8	15.2	13.3	23.0	7.0	6.3	12.4	14.7	10.4	13.6	19.2
TAXES	10.5	15.9	11.9	9.5	8.7	22.0	13.7	9.9	11.1	9.9	10.3	9.1	6.6	9.1	11.3	10.5
NATIONAL SECURITY	10.4	7.3	6.9	10.7	13.4	8.9	7.7	12.3	12.8	5.8	6.3	9.3	14.0	10.6	9.6	12.1
THREATS TO DEMOCRACY	8.9	5.2	7.4	5.7	13.1	4.5	6.9	5.7	16.2	5.9	7.9	5.6	10.3	7.2	10.3	7.4
EDUCATION	8.2	21.6	11.4	7.5	2.8	22.1	11.7	8.6	2.6	21.2	11.1	6.6	3.0	11.9	6.9	6.9
FIGHTING WOKE IDEOLOGY	8.2	8.2	7.5	8.1	8.8	10.4	9.7	10.9	12.6	6.1	5.6	5.8	5.3	4.8	10.0	8.2



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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
IMMIGRATION REFORM	8.1	6.7	4.7	9.6	9.6	9.3	6.8	11.5	12.1	4.2	2.9	8.1	7.3	7.5	8.1	8.6
RAISING WAGES	7.9	14.5	13.4	9.4	1.3	14.2	11.5	7.5	1.7	14.7	15.0	11.0	0.9	9.7	7.6	6.2
LGBTQ RIGHTS	5.8	12.1	8.1	5.0	3.1	10.5	6.0	3.4	3.1	13.6	9.9	6.3	3.1	5.9	6.7	3.7
VOTING RIGHTS	5.3	8.4	5.6	4.1	5.0	7.1	7.1	3.9	4.2	9.6	4.3	4.3	5.7	6.7	5.5	3.0
RACE RELATIONS	4.9	13.5	8.3	2.8	1.5	10.0	7.0	2.7	1.0	16.9	9.5	2.8	2.0	7.1	4.4	3.2
STUDENT LOANS	4.7	11.6	7.9	4.8	0.5	13.3	7.2	3.1	0.3	10.0	8.4	6.2	0.7	5.3	4.5	4.4
POLICE REFORM	3.3	7.1	5.8	2.9	0.8	5.3	8.8	2.7	0.6	8.8	3.2	3.0	0.9	5.1	2.7	2.5



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15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
YES	38.8	44.5	71.5	49.6	31.5	27.3	24.7	13.9	15.1	50.6	58.9	39.1	52.0	80.3	56.9	12.6	11.1	8.1	11.0	4.8
NO	46.0	44.4	19.3	31.6	51.8	57.7	57.4	75.2	79.7	31.2	26.7	40.5	18.9	11.5	23.9	43.4	74.8	84.3	81.7	87.3
DON'T KNOW	15.2	11.1	9.3	18.9	16.7	15.0	17.8	10.9	5.2	18.1	14.3	20.4	29.0	8.2	19.2	44.0	14.1	7.5	7.2	7.9
Net Diff.	-7.1	0.1	52.2	18.0	-20.2	-30.4	-32.7	-61.3	-64.7	19.4	32.2	-1.3	33.1	68.9	33.1	-30.7	-63.6	-76.2	-70.7	-82.5



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
YES	38.8	36.8	37.1	46.6	28.6	40.9	40.8	41.3	30.2	32.0	27.8	
NO	46.0	47.3	49.8	37.9	55.3	48.1	49.0	43.0	37.0	38.9	34.2	
DON'T KNOW	15.2	15.9	13.1	15.6	16.1	11.1	10.2	15.7	32.8	29.2	38.1	
Net Diff.	-7.1	-10.6	-12.7	8.7	-26.7	-7.2	-8.2	-1.7	-6.7	-6.9	-6.4	



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	626	1374	931	811	258	495	861	332	529	1139	
YES	38.8	22.4	46.3	72.0	9.1	12.6	22.8	16.4	16.4	16.5	55.8	
NO	46.0	65.6	37.0	15.9	81.3	43.4	44.6	71.6	78.7	67.1	26.6	
DON'T KNOW	15.2	12.0	16.7	12.1	9.6	44.0	32.7	12.0	5.0	16.5	17.6	
Net Diff.	-7.1	-43.3	9.3	56.1	-72.2	-30.7	-21.8	-55.1	-62.3	-50.6	29.1	



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	840	888	720	740	540	420	244	276	300	496	264		
YES	38.8	70.5	13.5	74.9	13.3	25.8	78.1	16.9	25.5	70.5	11.5	26.1		
NO	46.0	16.9	74.0	15.6	74.7	47.1	16.3	73.1	51.3	14.6	75.5	42.7		
DON'T KNOW	15.2	12.6	12.5	9.5	12.1	27.1	5.6	10.0	23.3	14.9	13.1	31.2		
Net Diff.	-7.1	53.6	-60.5	59.3	-61.4	-21.3	61.7	-56.2	-25.8	55.9	-64.0	-16.6		



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
YES	38.8	19.6	19.3	19.8	27.5	57.9	76.0	66.1	79.9	66.5	77.1	11.1	9.9	32.4	16.4	21.0	45.8
NO	46.0	72.1	76.6	68.6	51.1	25.7	12.4	19.7	10.5	20.1	14.7	82.9	70.4	48.4	65.9	52.3	19.0
DON'T KNOW	15.2	8.3	4.1	11.5	21.4	16.4	11.5	14.2	9.6	13.4	8.2	6.0	19.7	19.2	17.7	26.7	35.2
Net Diff.	-7.1	-52.5	-57.3	-48.8	-23.6	32.2	63.6	46.4	69.5	46.4	62.4	-71.8	-60.5	-16.0	-49.6	-31.3	26.8



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
YES	38.8	12.0	30.3	70.1	34.9	41.0	56.2	37.6	39.0	40.4	36.4	33.6	45.0	62.3	44.2	21.5
NO	46.0	76.7	39.5	16.8	45.1	48.7	32.7	52.3	45.7	45.1	46.8	42.6	39.1	27.2	40.3	62.1
DON'T KNOW	15.2	11.2	30.2	13.0	20.0	10.3	11.1	10.2	15.3	14.6	16.8	23.8	15.9	10.6	15.5	16.4
Net Diff.	-7.1	-64.7	-9.2	53.3	-10.2	-7.7	23.6	-14.7	-6.8	-4.7	-10.4	-8.9	6.0	35.1	4.0	-40.7



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	1298	702	450	252	565	375	733	327
YES	38.8	44.0	29.2	30.7	26.6	53.9	35.9	36.4	21.5
NO	46.0	38.5	59.7	57.5	63.8	32.3	54.9	43.3	65.3
DON'T KNOW	15.2	17.5	11.0	11.9	9.6	13.7	9.2	20.3	13.1
Net Diff.	-7.1	5.5	-30.5	-26.8	-37.2	21.6	-18.9	-6.8	-43.8



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
YES	38.8	40.4	35.6	47.1	27.2	31.9	47.7	34.1	57.0	37.9	37.1	18.1
NO	46.0	46.7	44.3	33.1	53.4	48.5	42.8	50.1	31.2	34.8	42.8	63.0
DON'T KNOW	15.2	12.9	20.1	19.8	19.4	19.6	9.4	15.8	11.8	27.3	20.1	18.8
Net Diff.	-7.1	-6.4	-8.7	14.0	-26.2	-16.6	4.9	-16.0	25.8	3.1	-5.7	-44.9



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

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
YES	38.8	40.2	37.5	41.4	42.4	35.8	37.3	39.7	38.2	40.5	36.7	46.7	31.8	
NO	46.0	34.2	45.4	44.8	41.0	49.3	51.5	42.8	48.0	42.3	50.6	41.3	50.1	
DON'T KNOW	15.2	25.6	17.1	13.8	16.7	14.9	11.2	17.4	13.8	17.2	12.7	11.9	18.1	
Net Diff.	-7.1	6.0	-7.9	-3.4	1.4	-13.5	-14.2	-3.1	-9.8	-1.8	-13.9	5.4	-18.3	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

15. IS THE REPUBLICAN PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	NIALS		BMMRS	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG			
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
YES	38.8	38.9	40.6	40.4	36.6	49.1	50.1	46.3	44.1	28.9	32.2	35.5	29.7	33.7	38.5	46.0
NO	46.0	38.6	44.4	43.1	51.1	32.9	37.3	39.5	47.6	44.1	50.6	46.0	54.3	50.1	46.5	39.4
DON'T KNOW	15.2	22.6	15.0	16.5	12.3	18.0	12.5	14.1	8.3	27.0	17.2	18.5	15.9	16.2	14.9	14.6
Net Diff.	-7.1	0.3	-3.8	-2.7	-14.5	16.1	12.8	6.8	-3.5	-15.2	-18.4	-10.6	-24.6	-16.3	-8.0	6.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
YES	39.0	4.3	4.9	18.0	46.4	57.3	57.8	72.8	73.5	22.4	11.7	34.1	31.8	6.8	19.0	19.6	65.6	82.5	85.6	79.0
NO	47.0	93.1	89.6	69.1	36.7	25.9	23.1	16.4	18.7	61.7	79.1	43.9	41.2	87.6	65.2	37.9	20.5	8.7	7.3	10.2
DON'T KNOW	13.9	2.6	5.5	12.9	16.9	16.8	19.1	10.8	7.8	15.9	9.2	22.0	27.0	5.5	15.7	42.4	13.8	8.8	7.2	10.7
Net Diff.	-8.0	-88.9	-84.6	-51.1	9.7	31.4	34.8	56.4	54.8	-39.4	-67.3	-9.8	-9.4	-80.8	-46.2	-18.3	45.1	73.8	78.3	68.8



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

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
YES	39.0	44.1	42.8	32.1	43.3	39.8	38.7	45.7	35.9	42.1	27.0	
NO	47.0	42.2	44.7	54.1	40.7	50.0	52.5	36.6	34.4	33.1	36.2	
DON'T KNOW	13.9	13.7	12.5	13.8	15.9	10.2	8.9	17.7	29.7	24.8	36.8	
Net Diff.	-8.0	1.9	-1.9	-21.9	2.6	-10.2	-13.8	9.0	1.5	9.0	-9.2	



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

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	626	1374	931	811	258	495	861	332	529	1139	
YES	39.0	76.8	21.8	11.2	77.2	19.6	27.5	74.2	89.5	64.6	12.5	
NO	47.0	12.0	63.0	79.7	12.4	37.9	41.3	11.6	6.4	14.9	73.8	
DON'T KNOW	13.9	11.2	15.2	9.2	10.4	42.4	31.2	14.2	4.2	20.5	13.8	
Net Diff.	-8.0	64.8	-41.1	-68.5	64.8	-18.3	-13.8	62.6	83.1	49.8	-61.3	



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

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	840	888	720	740	540	420	244	276	300	496	264
YES	39.0	8.8	71.4	10.1	74.5	29.0	12.6	74.4	26.2	6.6	74.5	32.0
NO	47.0	81.1	16.0	80.9	13.4	47.8	82.2	15.3	56.3	79.2	12.5	39.0
DON'T KNOW	13.9	10.1	12.5	9.0	12.1	23.1	5.3	10.3	17.5	14.2	13.0	29.0
Net Diff.	-8.0	-72.2	55.4	-70.8	61.1	-18.8	-69.6	59.2	-30.1	-72.6	62.0	-7.0



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

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
YES	39.0	73.2	80.1	67.8	39.0	16.7	6.0	11.8	36.9	16.4	4.6	83.1	65.5	59.4	53.1	30.7	6.8
NO	47.0	15.5	13.2	17.5	40.6	70.9	88.4	78.8	50.3	65.4	90.0	7.6	18.0	27.7	27.8	44.9	70.6
DON'T KNOW	13.9	11.2	6.7	14.8	20.4	12.4	5.6	9.3	12.8	18.2	5.5	9.3	16.5	12.9	19.1	24.4	22.6
Net Diff.	-8.0	57.7	67.0	50.3	-1.6	-54.2	-82.5	-67.0	-13.4	-49.0	-85.4	75.5	47.4	31.8	25.3	-14.1	-63.8



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

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

BANNER 6

	TOTAL	VOTE BEHAVIOR					VB					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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551					
YES	39.0	74.1	29.4	6.8	34.5	49.0	60.0	46.6	37.2	38.8	34.4	34.0	33.9	24.8	38.0	45.4					
NO	47.0	13.5	44.2	82.9	47.4	39.9	27.4	42.6	49.0	49.0	48.9	45.3	52.7	67.5	49.1	35.7					
DON'T KNOW	13.9	12.4	26.4	10.4	18.1	11.1	12.6	10.8	13.8	12.3	16.6	20.7	13.4	7.7	13.0	18.9					
Net Diff.	-8.0	60.6	-14.9	-76.1	-12.9	9.1	32.6	3.9	-11.8	-10.2	-14.5	-11.3	-18.9	-42.7	-11.1	9.7					



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	1298	702	450	252	565	375	733	327
YES	39.0	33.5	49.3	50.1	48.0	26.6	41.8	38.8	58.0
NO	47.0	50.4	40.7	39.4	42.9	60.2	52.7	43.0	26.8
DON'T KNOW	13.9	16.1	10.0	10.5	9.0	13.3	5.5	18.3	15.2
Net Diff.	-8.0	-17.0	8.7	10.7	5.1	-33.6	-11.0	-4.2	31.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
YES	39.0	35.5	46.4	39.3	57.7	44.1	28.8	41.3	32.5	45.7	52.4	62.5
NO	47.0	53.0	34.5	41.4	25.2	35.5	63.5	44.0	55.2	28.6	32.9	18.2
DON'T KNOW	13.9	11.5	19.1	19.3	17.1	20.4	7.7	14.7	12.4	25.7	14.7	19.3
Net Diff.	-8.0	-17.4	12.0	-2.1	32.5	8.6	-34.7	-2.7	-22.7	17.1	19.5	44.3



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16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	163	283	349	324	352	529	795	1205	1120	880	940	1060
YES	39.0	45.5	41.0	43.8	36.4	36.5	36.2	43.1	36.3	41.2	36.3	32.6	44.7
NO	47.0	34.4	39.0	42.9	47.7	51.8	54.3	39.8	51.8	42.1	53.3	57.2	38.0
DON'T KNOW	13.9	20.1	20.0	13.3	15.9	11.8	9.5	17.1	11.9	16.7	10.4	10.2	17.3
Net Diff.	-8.0	11.2	2.0	0.9	-11.3	-15.3	-18.1	3.4	-15.5	-0.9	-17.0	-24.6	6.7



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16. IS THE DEMOCRATIC PARTY FOCUSED ON THE ISSUES THAT MATTER MOST TO YOU?

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	NIALS		BMMRS	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG			
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
YES	39.0	45.0	42.9	37.1	36.1	41.3	39.7	29.8	27.3	48.6	45.6	43.1	44.1	47.0	40.3	25.9
NO	47.0	34.9	41.3	46.6	54.6	43.1	47.8	58.5	66.7	26.9	35.6	36.7	43.6	36.8	46.7	60.4
DON'T KNOW	13.9	20.1	15.9	16.3	9.2	15.7	12.5	11.7	6.0	24.4	18.8	20.1	12.2	16.1	12.9	13.7
Net Diff.	-8.0	10.1	1.6	-9.5	-18.5	-1.8	-8.1	-28.7	-39.4	21.7	10.0	6.4	0.5	10.2	-6.4	-34.5



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17. 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 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. DEM	VOTE	TOTAL	6-7 FLTD	0-5
Total	2000	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	65.0	100.0	95.5	84.4	65.1	59.1	33.0	7.2	3.4	75.0	89.9	65.8	33.7	85.3	74.1	64.5	62.5	39.0	54.9	20.8
Strongly	45.9	100.0	91.2	68.6	38.7	28.3	11.4	6.3	3.4	55.9	79.8	34.6	14.7	72.8	51.3	41.3	36.9	19.8	31.0	7.0
10	27.5	95.7	72.7	36.2	18.8	11.1	5.2	0.8	3.4	34.6	54.7	14.8	7.2	51.5	24.6	25.5	16.9	9.2	15.0	2.4
9	6.7	4.3	11.0	11.0	6.8	4.9	0.9	1.4	0.0	8.1	10.7	6.1	1.9	9.6	9.1	5.1	6.1	3.1	5.4	0.5
8	11.7	0.0	7.5	21.3	13.1	12.2	5.3	4.1	0.0	13.2	14.3	13.7	5.6	11.6	17.5	10.7	14.0	7.6	10.6	4.1
7	10.6	0.0	2.3	10.5	14.5	17.3	9.1	0.9	0.0	10.7	6.5	16.6	9.4	6.9	12.3	15.1	13.0	10.3	14.7	5.3
6	8.6	0.0	2.1	5.3	11.9	13.6	12.4	0.0	0.0	8.5	3.7	14.7	9.6	5.7	10.6	8.2	12.6	8.9	9.2	8.5
NEUTRAL-5	16.6	0.0	3.1	11.8	20.9	19.3	31.7	11.4	12.1	14.1	7.5	18.3	32.1	8.2	15.2	21.6	19.1	23.1	23.4	22.7
DISAGREE	18.4	0.0	1.3	3.8	14.1	21.6	35.3	81.4	84.5	10.9	2.5	15.9	34.2	6.5	10.7	13.9	18.4	37.9	21.7	56.5
4	5.1	0.0	0.8	0.7	4.5	8.2	9.1	15.5	9.7	3.6	0.7	6.5	7.3	1.8	2.7	5.2	7.4	9.0	6.0	12.3
3	4.0	0.0	0.0	0.5	3.2	5.7	8.5	14.1	9.3	2.3	0.3	3.9	6.1	1.2	2.4	2.5	4.3	8.4	5.5	11.7
2	3.0	0.0	0.3	0.4	1.7	3.0	7.4	13.4	14.6	2.0	0.3	2.1	9.7	1.0	3.5	1.9	2.2	5.7	3.0	8.9
1	1.4	0.0	0.0	0.4	0.6	1.1	3.5	9.4	4.2	1.1	0.2	1.0	5.6	0.5	1.2	1.5	1.9	2.3	0.5	4.3
0	4.9	0.0	0.2	1.8	4.0	3.6	6.8	29.1	46.5	2.0	1.0	2.3	5.4	1.9	1.0	2.7	2.5	12.5	6.7	19.3
Mean	6.77	9.96	9.34	8.02	6.63	6.09	4.80	2.57	1.95	7.47	8.68	6.51	4.91	8.32	7.20	6.83	6.46	4.96	6.06	3.69



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17. 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 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
AGREE	65.0	64.8	67.1	66.9	59.8	65.7	65.9	64.9	62.2	64.5	58.8
Strongly	45.9	42.0	45.4	50.9	40.4	48.1	50.5	34.7	36.5	36.9	35.9
10	27.5	26.5	26.4	30.5	24.3	29.6	31.9	17.1	18.6	17.3	20.5
9	6.7	4.3	7.4	7.5	6.4	7.2	7.3	6.9	4.4	5.7	2.5
8	11.7	11.3	11.7	12.9	9.7	11.2	11.3	10.7	13.5	14.0	12.9
7	10.6	14.1	11.4	9.4	8.9	10.0	9.1	14.9	13.0	14.0	11.5
6	8.6	8.6	10.2	6.6	10.5	7.6	6.2	15.2	12.7	13.6	11.4
NEUTRAL-5	16.6	18.1	14.2	17.0	17.2	15.5	15.0	18.2	21.2	18.7	24.8
DISAGREE	18.4	17.2	18.7	16.1	23.0	18.8	19.1	16.9	16.6	16.7	16.4
4	5.1	4.2	5.1	4.9	6.2	5.0	4.6	6.9	5.7	4.5	7.4
3	4.0	4.5	4.5	2.7	5.2	3.8	3.6	4.7	4.6	5.5	3.3
2	3.0	4.2	2.0	2.0	4.7	3.1	3.2	2.4	2.7	2.5	3.0
1	1.4	1.2	1.5	1.3	1.6	1.5	1.7	0.6	1.0	1.1	0.8
0	4.9	3.0	5.6	5.2	5.3	5.4	6.0	2.3	2.5	3.0	1.9
Mean	6.77	6.74	6.75	6.99	6.41	6.83	6.89	6.53	6.50	6.50	6.50



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	ERS/	Strong	Smwht	DISAP-		
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	65.0	47.0	73.3	81.4	46.5	64.5	63.4	46.9	44.9	48.2	78.7	
Strongly	45.9	25.3	55.2	65.1	25.2	41.3	38.3	25.3	28.8	23.0	61.4	
10	27.5	12.0	34.6	42.0	11.6	25.5	19.8	12.4	14.0	11.4	38.9	
9	6.7	5.1	7.4	9.4	4.0	5.1	5.9	4.1	4.7	3.8	8.6	
8	11.7	8.2	13.2	13.7	9.6	10.7	12.6	8.7	10.1	7.8	13.9	
7	10.6	12.6	9.6	8.8	11.2	15.1	14.8	12.7	10.6	14.0	9.0	
6	8.6	9.1	8.4	7.4	10.1	8.2	10.3	9.0	5.5	11.2	8.3	
NEUTRAL-5	16.6	22.9	13.7	10.7	21.8	21.6	19.8	22.7	17.8	25.8	12.0	
DISAGREE	18.4	30.2	13.0	8.0	31.7	13.9	16.8	30.4	37.3	26.0	9.3	
4	5.1	6.9	4.3	2.1	8.5	5.2	6.3	7.9	5.8	9.1	3.0	
3	4.0	6.1	3.0	1.6	7.1	2.5	3.8	6.4	8.2	5.3	2.1	
2	3.0	6.2	1.5	1.9	4.6	1.9	2.5	5.1	6.1	4.5	1.4	
1	1.4	2.5	0.9	0.7	2.2	1.5	1.5	2.3	3.0	1.9	0.7	
0	4.9	8.5	3.3	1.6	9.4	2.7	2.8	8.6	14.1	5.2	2.1	
Mean	6.77	5.49	7.35	7.92	5.43	6.83	6.59	5.50	5.22	5.68	7.73	



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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	840	888	720	740	540	420	244	276	300	496	264
AGREE	65.0	82.1	48.6	80.7	49.2	65.8	82.0	45.4	66.4	78.9	51.1	65.1
Strongly	45.9	68.0	27.0	64.7	28.2	44.9	67.7	28.7	48.6	60.6	28.0	41.1
10	27.5	44.0	13.2	42.7	13.6	26.4	45.1	13.5	27.4	39.4	13.6	25.3
9	6.7	10.0	4.3	9.0	3.7	7.7	8.3	5.4	10.2	10.1	2.8	5.1
8	11.7	14.0	9.6	13.0	10.9	10.8	14.4	9.8	11.0	11.1	11.5	10.6
7	10.6	8.0	12.2	8.5	11.7	11.7	7.5	11.1	11.3	10.0	12.0	12.1
6	8.6	6.1	9.3	7.4	9.3	9.2	6.8	5.6	6.6	8.3	11.1	11.9
NEUTRAL-5	16.6	10.1	22.2	11.3	20.7	18.1	10.8	18.8	15.8	12.0	21.6	20.5
DISAGREE	18.4	7.8	29.2	8.0	30.1	16.1	7.2	35.8	17.8	9.2	27.3	14.3
4	5.1	2.0	7.6	2.0	7.9	5.4	1.2	8.1	7.5	3.0	7.8	3.3
3	4.0	2.0	6.4	1.9	5.8	4.2	1.8	7.2	4.2	2.0	5.1	4.2
2	3.0	1.2	4.8	1.2	5.5	1.9	1.1	6.9	1.6	1.4	4.7	2.3
1	1.4	0.4	2.6	0.5	2.2	1.5	0.6	2.8	2.0	0.5	1.8	1.0
0	4.9	2.2	7.7	2.4	8.7	2.9	2.5	10.7	2.4	2.2	7.8	3.5
Mean	6.77	8.02	5.61	7.90	5.60	6.87	8.00	5.38	6.99	7.75	5.71	6.75



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17. 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 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	65.0	46.9	42.8	50.1	60.5	83.6	85.0	84.2	69.7	64.7	87.4	41.3	56.1	67.3	56.6	61.8	83.5
Strongly	45.9	29.3	28.3	30.0	36.4	64.3	74.8	69.0	51.0	44.7	73.2	24.4	29.4	42.5	36.2	37.5	71.5
10	27.5	15.1	15.3	15.0	19.9	36.1	56.6	45.4	28.8	26.4	49.9	11.8	14.1	20.7	21.1	21.0	45.0
9	6.7	3.7	3.8	3.6	5.5	10.4	10.4	10.4	7.3	5.2	10.5	3.0	3.4	7.7	4.1	7.2	11.8
8	11.7	10.5	9.2	11.5	11.0	17.8	7.8	13.3	14.9	13.1	12.8	9.7	11.9	14.1	11.1	9.3	14.7
7	10.6	11.4	10.0	12.5	11.9	10.8	5.7	8.5	10.6	10.3	7.7	11.2	11.1	15.9	13.2	13.2	6.4
6	8.6	6.2	4.5	7.5	12.2	8.5	4.6	6.7	8.1	9.7	6.6	5.7	15.6	8.9	7.2	11.0	5.6
NEUTRAL-5	16.6	18.3	18.1	18.4	23.9	8.8	6.2	7.6	18.2	22.5	6.6	19.4	26.2	11.5	13.3	22.8	8.8
DISAGREE	18.4	34.9	39.1	31.5	15.6	7.6	8.8	8.1	12.1	12.8	5.9	39.3	17.7	21.2	30.1	15.4	7.7
4	5.1	7.8	8.4	7.4	5.8	2.4	2.0	2.2	3.2	4.4	1.0	8.7	6.9	6.6	7.0	5.6	3.9
3	4.0	8.4	7.0	9.6	2.9	2.0	0.9	1.5	4.3	3.4	1.0	8.8	1.8	3.2	9.9	3.4	2.4
2	3.0	6.7	8.6	5.3	1.8	1.3	1.2	1.2	2.7	1.1	1.1	8.1	2.1	2.6	3.5	2.0	0.7
1	1.4	2.1	2.2	2.0	1.6	0.6	0.8	0.7	0.0	1.2	0.4	2.7	0.9	3.3	1.0	2.2	0.0
0	4.9	9.7	12.9	7.2	3.6	1.2	3.9	2.4	2.0	2.7	2.3	11.1	5.9	5.4	8.7	2.2	0.7
Mean	6.77	5.49	5.22	5.70	6.50	7.87	8.34	8.08	7.18	6.90	8.32	5.11	6.07	6.56	6.04	6.61	8.20



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17. 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 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	65.0	48.7	62.6	83.0	65.3	64.1	72.5	62.3	65.0	66.3	62.7	66.7	69.3	77.4	71.0	53.2
Strongly	45.9	27.0	40.3	67.7	43.5	46.7	53.0	45.4	45.1	45.6	44.1	50.5	49.1	64.7	50.8	34.8
10	27.5	13.8	21.2	44.4	23.2	25.3	28.2	24.7	26.9	27.2	26.3	37.2	30.6	42.5	28.0	21.2
9	6.7	3.6	7.3	9.6	7.5	9.0	8.0	9.3	6.5	6.9	5.9	3.2	7.6	7.3	8.0	4.1
8	11.7	9.6	11.9	13.7	12.8	12.4	16.8	11.4	11.7	11.5	11.9	10.0	10.9	14.9	14.8	9.5
7	10.6	12.3	11.7	8.2	12.4	9.9	10.9	9.7	11.0	11.5	10.1	8.3	10.4	9.7	11.8	9.7
6	8.6	9.4	10.5	7.0	9.5	7.5	8.5	7.2	9.0	9.2	8.5	8.0	9.7	2.9	8.4	8.7
NEUTRAL-5	16.6	21.1	21.4	9.9	17.7	14.4	8.0	15.9	17.1	15.7	19.5	17.1	15.2	12.2	14.2	22.0
DISAGREE	18.4	30.2	16.0	7.1	17.0	21.4	19.5	21.9	17.9	18.0	17.8	16.1	15.5	10.4	14.8	24.7
4	5.1	7.7	5.4	2.3	5.5	5.3	5.6	5.2	5.2	4.5	6.3	4.2	4.9	0.0	4.8	6.5
3	4.0	6.9	3.5	1.2	4.2	4.6	3.0	4.9	4.0	4.0	4.1	2.2	3.8	1.9	3.3	4.7
2	3.0	5.0	3.1	0.8	2.7	3.8	2.7	4.1	3.0	3.4	2.3	1.4	2.4	1.3	3.0	4.2
1	1.4	1.9	1.8	0.7	1.6	1.3	4.7	0.5	1.4	1.3	1.6	1.6	1.5	1.2	0.5	1.8
0	4.9	8.7	2.1	2.1	2.9	6.5	3.5	7.2	4.3	4.7	3.5	6.7	3.0	6.0	3.2	7.7
Mean	6.77	5.59	6.65	8.05	6.75	6.64	6.98	6.56	6.77	6.79	6.74	7.01	7.06	7.66	7.10	6.05



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17. 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	1298	702	450	252	565	375	733	327
AGREE	65.0	68.3	59.0	60.0	57.2	70.3	64.4	66.8	52.8
Strongly	45.9	49.3	39.6	38.5	41.6	54.8	47.8	45.0	30.2
10	27.5	30.5	22.0	21.3	23.1	33.7	28.6	28.1	14.3
9	6.7	6.5	7.1	7.0	7.3	7.6	8.8	5.6	5.2
8	11.7	12.3	10.5	10.2	11.2	13.4	10.4	11.4	10.7
7	10.6	10.3	11.0	12.8	7.8	9.4	9.7	11.1	12.5
6	8.6	8.7	8.4	8.7	7.9	6.1	6.9	10.7	10.1
NEUTRAL-5	16.6	17.3	15.2	14.3	17.0	15.4	12.8	18.9	18.1
DISAGREE	18.4	14.4	25.7	25.7	25.7	14.4	22.8	14.4	29.1
4	5.1	4.8	5.7	5.4	6.3	4.7	5.1	4.8	6.4
3	4.0	2.6	6.5	5.3	8.6	2.2	6.5	2.9	6.5
2	3.0	1.9	5.1	5.8	3.9	1.4	4.8	2.2	5.5
1	1.4	1.1	1.9	2.2	1.5	1.4	1.9	0.9	2.0
0	4.9	4.0	6.5	7.0	5.4	4.8	4.4	3.5	8.8
Mean	6.77	7.04	6.26	6.22	6.33	7.22	6.73	6.91	5.72



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17. 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 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
AGREE	65.0	67.1	60.6	64.7	55.7	57.7	71.9	63.1	67.5	62.0	53.2	58.0
Strongly	45.9	50.3	36.5	39.1	36.2	23.3	57.7	44.0	48.4	30.4	37.2	35.3
10	27.5	31.1	19.9	24.1	17.0	9.9	36.6	26.4	29.0	19.5	18.1	16.0
9	6.7	7.5	5.1	4.8	5.4	3.5	9.1	6.1	7.1	2.6	6.1	4.8
8	11.7	11.8	11.5	10.3	13.8	9.9	12.1	11.5	12.4	8.2	13.0	14.5
7	10.6	9.5	12.8	13.1	11.5	14.4	8.5	10.4	10.8	15.3	11.9	11.1
6	8.6	7.3	11.3	12.4	8.0	20.1	5.7	8.7	8.3	16.3	4.1	11.5
NEUTRAL-5	16.6	15.8	18.3	14.9	20.6	24.4	11.2	19.7	14.8	14.9	24.5	17.1
DISAGREE	18.4	17.0	21.1	20.5	23.7	17.9	16.9	17.1	17.7	23.1	22.3	24.9
4	5.1	4.1	7.2	6.5	7.7	6.9	4.5	3.8	5.6	7.5	5.1	10.0
3	4.0	3.6	4.7	3.9	5.4	5.9	3.8	3.4	1.5	6.2	5.7	5.2
2	3.0	3.3	2.4	3.2	2.3	1.0	2.9	3.6	2.9	3.6	2.8	1.9
1	1.4	1.4	1.4	0.5	2.1	2.4	1.5	1.3	0.0	1.0	2.7	1.6
0	4.9	4.6	5.4	6.3	6.1	1.6	4.2	5.0	7.8	4.9	6.0	6.2
Mean	6.77	6.97	6.35	6.51	6.14	6.02	7.30	6.69	6.84	6.21	6.16	6.13



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17. 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 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
AGREE	65.0	54.6	61.5	69.1	68.3	61.8	67.6	63.4	66.1	64.8	65.3	67.9	62.5	
Strongly	45.9	32.1	39.6	47.6	46.8	44.8	52.4	41.6	48.7	43.1	49.4	52.0	40.5	
10	27.5	16.5	23.1	24.6	30.5	28.8	32.5	22.4	30.9	24.7	31.1	31.7	23.8	
9	6.7	5.7	4.3	6.7	7.5	5.9	8.3	5.6	7.4	6.2	7.4	8.1	5.5	
8	11.7	9.9	12.3	16.4	8.8	10.0	11.6	13.6	10.4	12.2	11.0	12.2	11.2	
7	10.6	10.6	14.2	11.6	11.6	11.0	7.0	12.3	9.4	12.1	8.6	9.5	11.5	
6	8.6	11.9	7.7	9.9	9.8	6.0	8.2	9.5	8.0	9.6	7.3	6.4	10.5	
NEUTRAL-5	16.6	19.6	17.3	14.7	15.7	18.6	15.8	16.6	16.6	16.4	16.9	14.3	18.6	
DISAGREE	18.4	25.7	21.2	16.2	16.0	19.7	16.6	19.9	17.3	18.8	17.8	17.7	18.9	
4	5.1	6.8	7.1	5.4	5.5	4.2	3.7	6.3	4.3	6.1	3.9	4.9	5.3	
3	4.0	5.2	3.5	3.2	3.6	3.6	4.8	3.7	4.1	3.7	4.3	3.9	4.0	
2	3.0	6.5	3.8	2.8	0.9	4.1	2.1	3.9	2.4	3.0	2.9	2.8	3.2	
1	1.4	2.9	1.1	1.1	0.3	2.4	1.3	1.5	1.4	1.1	1.8	1.6	1.3	
0	4.9	4.4	5.7	3.7	5.7	5.3	4.7	4.5	5.1	4.9	4.9	4.6	5.1	
Mean	6.77	5.98	6.47	6.89	6.97	6.66	7.05	6.55	6.91	6.67	6.89	7.02	6.54	



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17. 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 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	65.0	53.9	67.0	67.1	65.6	55.0	65.0	70.6	72.0	52.7	68.8	64.2	59.7	63.9	65.0	66.6
Strongly	45.9	32.6	44.7	46.7	50.0	36.3	46.8	53.5	59.0	29.0	42.8	41.1	41.7	42.2	44.8	53.1
10	27.5	17.7	23.6	30.0	31.3	22.3	25.4	32.6	38.0	13.2	22.1	27.8	25.1	23.4	27.1	33.8
9	6.7	5.4	5.9	7.1	7.3	6.4	6.0	9.7	8.9	4.5	5.8	4.9	5.9	6.0	6.8	7.3
8	11.7	9.5	15.1	9.7	11.4	7.7	15.4	11.1	12.2	11.3	14.9	8.4	10.6	12.8	10.9	12.1
7	10.6	10.6	13.5	11.2	8.2	8.9	11.1	10.8	7.8	12.2	15.5	11.6	8.5	11.0	11.6	7.6
6	8.6	10.7	8.9	9.2	7.4	9.8	7.1	6.3	5.1	11.4	10.5	11.5	9.6	10.7	8.7	5.9
NEUTRAL-5	16.6	19.3	15.7	16.6	16.4	22.1	17.4	12.1	11.5	16.5	14.2	20.4	20.9	16.1	15.9	18.9
DISAGREE	18.4	26.9	17.3	16.3	18.0	22.9	17.6	17.3	16.6	30.7	17.0	15.4	19.4	19.9	19.1	14.5
4	5.1	9.7	4.6	5.6	3.8	8.8	4.6	6.2	3.0	10.5	4.6	5.1	4.5	5.4	5.4	3.8
3	4.0	5.7	3.0	3.6	4.4	4.6	2.8	4.1	4.2	6.7	3.2	3.1	4.5	3.8	4.4	3.2
2	3.0	5.1	3.3	1.6	3.2	5.2	2.9	0.6	3.3	4.9	3.7	2.4	3.0	3.0	3.5	1.7
1	1.4	2.4	1.2	0.9	1.6	2.8	1.5	0.8	1.8	2.1	1.0	1.0	1.4	2.0	1.1	1.4
0	4.9	4.0	5.1	4.7	5.2	1.4	5.9	5.6	4.2	6.6	4.4	3.9	6.1	5.7	4.7	4.4
Mean	6.77	6.04	6.72	6.94	6.89	6.35	6.72	7.16	7.33	5.74	6.71	6.77	6.50	6.54	6.74	7.12



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18. PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT INSURANCE COMPANIES AND GOVERNMENT.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	82.7	97.2	95.8	91.4	90.3	82.4	53.6	58.7	58.5	84.9	93.5	85.2	39.2	87.1	78.8	79.8	92.9	76.8	88.2	63.8
Strongly	66.7	97.2	90.8	80.4	72.7	58.6	30.0	42.3	49.8	69.4	85.7	61.6	16.1	76.7	56.9	59.2	79.0	59.4	72.9	44.0
10	42.7	77.2	71.9	51.8	44.7	29.3	16.4	27.6	37.9	44.6	61.7	31.3	8.2	51.2	31.0	41.5	49.6	37.9	47.3	27.0
9	10.2	16.0	8.7	14.0	13.0	8.9	5.7	7.1	2.7	11.0	11.7	12.1	3.5	11.6	11.2	6.9	13.5	7.9	8.7	7.0
8	13.8	4.0	10.3	14.7	15.0	20.4	8.0	7.6	9.2	13.8	12.3	18.3	4.5	13.8	14.6	10.8	15.8	13.6	16.8	10.0
7	9.7	0.0	3.9	6.6	12.9	14.5	10.9	7.9	5.3	9.7	5.1	15.3	11.1	7.0	12.8	13.2	8.2	10.0	10.7	9.2
6	6.3	0.0	1.1	4.4	4.7	9.3	12.7	8.5	3.4	5.8	2.7	8.3	12.0	3.3	9.2	7.3	5.8	7.4	4.6	10.6
NEUTRAL-5	9.0	2.8	3.0	5.3	6.0	10.6	24.0	6.7	8.4	7.9	4.2	8.8	23.0	7.0	9.4	11.4	4.3	12.0	7.5	17.2
DISAGREE	8.3	0.0	1.2	3.3	3.7	7.1	22.4	34.6	33.1	7.2	2.2	6.0	37.7	6.0	11.8	8.8	2.8	11.2	4.3	19.0
4	3.1	0.0	0.9	0.7	1.6	2.6	11.2	5.8	5.3	2.6	0.7	2.2	13.3	1.5	5.1	3.4	0.9	4.5	1.8	7.6
3	1.8	0.0	0.3	0.6	0.4	1.4	4.3	13.8	5.5	1.6	0.5	1.2	8.7	1.2	3.1	1.0	1.0	2.5	0.3	5.0
2	0.9	0.0	0.0	0.3	0.3	0.7	3.2	2.9	0.0	0.8	0.1	0.8	4.5	0.3	1.5	1.1	0.9	0.9	0.0	2.0
1	0.6	0.0	0.0	0.0	0.5	0.3	1.3	4.3	4.4	0.5	0.0	0.3	3.7	0.4	0.6	1.1	0.0	0.8	0.4	1.3
0	2.0	0.0	0.0	1.8	1.1	2.1	2.5	7.7	17.9	1.8	0.9	1.4	7.6	2.5	1.5	2.2	0.0	2.4	1.9	3.1
Mean	8.00	9.62	9.32	8.65	8.41	7.62	6.16	6.15	6.18	8.15	8.98	7.83	5.06	8.42	7.53	7.77	8.66	7.62	8.35	6.78



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	82.7	81.9	83.2	83.2	81.8	85.4	86.5	79.3	71.2	73.0	68.7	
Strongly	66.7	62.6	67.5	67.5	67.7	71.5	73.9	58.2	46.2	47.3	44.6	
10	42.7	40.0	43.8	43.1	43.2	46.2	49.0	31.5	27.8	24.7	32.3	
9	10.2	9.3	10.4	10.1	10.7	11.2	10.2	16.3	6.0	5.9	6.1	
8	13.8	13.3	13.3	14.3	13.7	14.1	14.8	10.4	12.4	16.6	6.2	
7	9.7	13.5	8.0	9.2	9.4	8.9	8.5	10.8	13.4	14.8	11.3	
6	6.3	5.8	7.7	6.5	4.7	5.0	4.0	10.3	11.7	10.9	12.8	
NEUTRAL-5	9.0	9.3	6.5	9.6	10.1	8.1	7.8	9.6	12.8	13.4	12.0	
DISAGREE	8.3	8.8	10.3	7.2	8.0	6.5	5.7	11.1	16.0	13.6	19.3	
4	3.1	3.9	4.0	2.5	2.7	2.3	2.0	3.9	6.5	7.7	4.7	
3	1.8	2.1	2.1	1.7	1.5	1.3	0.9	3.3	4.2	2.5	6.6	
2	0.9	0.5	1.2	0.5	1.5	0.7	0.6	1.0	1.5	0.8	2.4	
1	0.6	0.4	1.5	0.1	0.7	0.4	0.3	0.8	1.3	0.6	2.2	
0	2.0	1.9	1.6	2.4	1.7	1.8	1.8	2.1	2.6	2.0	3.4	
Mean	8.00	7.89	7.99	8.04	8.03	8.23	8.35	7.59	7.01	7.10	6.89	



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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	626	1374	931	811	258	495	861	332	529	1139	
AGREE	82.7	77.7	84.9	84.1	81.9	79.8	79.4	80.8	79.3	81.8	84.1	
Strongly	66.7	58.5	70.4	69.6	65.6	59.2	59.5	61.9	65.8	59.4	70.3	
10	42.7	34.3	46.6	44.1	41.6	41.5	36.4	37.5	43.9	33.5	46.7	
9	10.2	9.5	10.5	11.5	9.7	6.9	9.7	9.8	8.4	10.7	10.4	
8	13.8	14.7	13.3	14.1	14.3	10.8	13.4	14.5	13.5	15.2	13.2	
7	9.7	10.6	9.4	9.1	9.4	13.2	11.5	11.4	7.6	13.7	8.5	
6	6.3	8.6	5.2	5.4	6.9	7.3	8.4	7.6	5.9	8.6	5.3	
NEUTRAL-5	9.0	10.1	8.5	7.8	9.6	11.4	11.4	9.9	10.9	9.3	8.3	
DISAGREE	8.3	12.2	6.6	8.0	8.5	8.8	9.2	9.2	9.8	8.9	7.7	
4	3.1	4.6	2.4	2.8	3.4	3.4	3.9	3.6	2.9	4.0	2.7	
3	1.8	3.5	1.1	1.9	2.0	1.0	1.6	2.2	2.2	2.2	1.5	
2	0.9	1.2	0.7	0.7	0.9	1.1	1.2	1.1	0.7	1.3	0.7	
1	0.6	0.7	0.5	0.5	0.5	1.1	0.6	0.6	1.3	0.1	0.6	
0	2.0	2.3	1.8	2.2	1.7	2.2	1.9	1.8	2.7	1.2	2.1	
Mean	8.00	7.54	8.21	8.11	7.95	7.77	7.70	7.78	7.86	7.73	8.16	



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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	840	888	720	740	540	420	244	276	300	496	264
AGREE	82.7	86.4	80.6	85.6	79.2	83.5	83.6	77.2	83.3	88.5	80.1	83.7
Strongly	66.7	72.5	63.8	71.6	63.2	64.9	69.4	58.6	67.1	74.7	65.4	62.6
10	42.7	46.7	40.2	45.1	41.3	41.5	42.8	31.8	39.8	48.4	46.0	43.3
9	10.2	11.5	9.4	11.9	9.0	9.5	10.8	9.6	11.1	13.4	8.7	7.8
8	13.8	14.2	14.2	14.6	12.8	13.9	15.8	17.1	16.2	12.9	10.7	11.5
7	9.7	9.0	10.8	9.5	9.3	10.6	9.4	9.2	10.2	9.6	9.4	11.0
6	6.3	4.9	6.0	4.5	6.7	8.0	4.8	9.4	6.0	4.2	5.3	10.1
NEUTRAL-5	9.0	7.3	10.5	7.1	11.0	8.8	7.1	11.6	10.6	7.0	10.7	6.9
DISAGREE	8.3	6.3	8.9	7.3	9.8	7.7	9.3	11.2	6.2	4.5	9.1	9.3
4	3.1	2.1	3.4	2.7	4.0	2.4	3.8	3.1	2.6	1.1	4.5	2.3
3	1.8	1.3	2.1	1.1	2.1	2.4	1.8	3.8	1.9	0.2	1.3	2.9
2	0.9	0.5	1.1	0.5	0.8	1.4	0.5	1.4	0.6	0.5	0.6	2.2
1	0.6	0.6	0.3	0.6	0.8	0.2	0.9	1.0	0.0	0.2	0.7	0.5
0	2.0	1.8	1.9	2.4	2.0	1.3	2.4	1.9	1.1	2.5	2.1	1.5
Mean	8.00	8.28	7.87	8.20	7.82	7.98	8.04	7.48	8.05	8.41	7.99	7.90



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	82.7	81.4	83.3	79.8	80.8	83.7	88.1	85.7	77.5	80.3	88.4	82.4	76.5	71.6	79.2	84.1	84.9
Strongly	66.7	66.3	69.9	63.5	61.3	65.7	81.0	72.6	56.3	60.9	77.1	68.8	59.0	48.2	61.7	63.2	71.8
10	42.7	43.4	46.8	40.7	38.1	40.4	55.2	47.1	28.0	39.3	49.2	46.7	35.7	31.7	38.8	39.3	49.5
9	10.2	10.3	9.4	11.0	8.8	10.0	13.4	11.5	15.2	7.5	12.9	9.5	8.6	8.1	10.4	9.7	8.2
8	13.8	12.7	13.7	11.8	14.3	15.3	12.5	14.0	13.2	14.1	15.0	12.6	14.7	8.4	12.5	14.2	14.1
7	9.7	8.1	7.2	8.8	12.1	11.5	4.9	8.5	9.8	15.2	7.5	7.7	9.9	15.6	8.7	12.3	7.5
6	6.3	7.0	6.3	7.5	7.3	6.5	2.2	4.6	11.4	4.2	3.8	5.9	7.6	7.8	8.8	8.7	5.5
NEUTRAL-5	9.0	8.4	6.6	9.9	12.0	7.5	4.9	6.3	6.5	9.8	6.2	9.2	14.2	10.8	6.3	11.4	3.4
DISAGREE	8.3	10.2	10.1	10.3	7.3	8.8	7.0	8.0	16.0	9.9	5.3	8.4	9.3	17.6	14.5	4.5	11.7
4	3.1	3.3	2.4	4.1	3.6	3.2	1.6	2.5	3.5	5.4	1.6	3.3	3.8	8.0	3.4	2.4	1.8
3	1.8	3.3	4.1	2.6	1.1	2.1	0.7	1.5	5.6	1.2	0.5	2.3	1.7	2.6	6.3	0.5	4.6
2	0.9	0.7	0.6	0.8	1.0	1.2	0.3	0.8	0.0	1.7	0.1	0.8	0.4	2.3	1.0	1.1	2.4
1	0.6	0.4	0.0	0.8	0.5	0.6	1.1	0.8	2.0	0.4	0.5	0.3	0.7	3.8	0.0	0.4	0.0
0	2.0	2.5	3.0	2.1	1.2	1.6	3.3	2.4	4.9	1.2	2.5	1.8	2.8	0.9	3.9	0.0	3.0
Mean	8.00	7.93	8.06	7.83	7.84	7.96	8.54	8.22	7.24	7.83	8.44	8.10	7.59	7.15	7.61	8.03	8.10



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551	
AGREE	82.7	81.2	76.0	87.0	81.0	78.8	69.4	80.9	83.5	83.8	82.8	83.7	85.8	89.4	82.7	80.8	
Strongly	66.7	63.9	57.1	73.5	62.5	63.3	59.2	64.1	67.1	68.1	65.2	70.0	71.7	75.2	65.7	63.5	
10	42.7	41.1	35.5	47.5	37.8	35.7	29.1	37.2	42.9	42.6	43.5	55.2	47.9	49.0	38.3	40.5	
9	10.2	8.7	10.3	11.7	10.6	13.3	13.3	13.3	10.2	10.4	9.7	4.2	9.4	11.9	11.9	10.3	
8	13.8	14.2	11.3	14.3	14.1	14.3	16.9	13.7	14.0	15.2	12.0	10.5	14.4	14.3	15.5	12.7	
7	9.7	10.2	11.9	8.4	11.7	9.2	7.0	9.7	10.3	10.4	10.2	6.2	7.3	10.0	10.6	11.4	
6	6.3	7.1	7.0	5.1	6.8	6.4	3.1	7.1	6.1	5.3	7.4	7.5	6.9	4.1	6.4	5.9	
NEUTRAL-5	9.0	9.4	13.5	6.7	9.5	8.8	8.5	8.9	9.0	9.1	8.8	9.4	8.7	5.0	9.0	10.0	
DISAGREE	8.3	9.5	10.5	6.3	9.6	12.3	22.1	10.1	7.5	7.1	8.3	6.9	5.5	5.6	8.3	9.2	
4	3.1	3.2	4.8	2.3	4.0	3.8	3.4	3.9	3.2	3.2	3.2	1.0	2.4	1.3	3.6	2.4	
3	1.8	2.5	2.1	1.1	2.1	4.2	12.7	2.4	1.4	1.4	1.4	0.6	0.7	2.3	1.3	2.1	
2	0.9	0.8	1.8	0.4	1.3	1.3	2.4	1.0	0.8	0.9	0.6	0.6	0.4	0.0	1.0	1.2	
1	0.6	0.7	0.8	0.4	0.5	1.0	0.0	1.3	0.4	0.2	0.8	1.1	0.6	0.7	0.2	0.7	
0	2.0	2.3	1.0	2.1	1.7	2.0	3.7	1.6	1.8	1.5	2.3	3.6	1.3	1.3	2.3	2.7	
Mean	8.00	7.85	7.60	8.32	7.81	7.69	7.12	7.82	8.05	8.09	7.98	8.18	8.27	8.44	7.92	7.84	



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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	1298	702	450	252	565	375	733	327
AGREE	82.7	81.2	85.3	84.4	86.9	80.3	84.1	82.0	86.6
Strongly	66.7	65.4	68.9	67.4	71.7	64.9	67.4	65.9	70.6
10	42.7	44.5	39.4	39.6	39.0	42.5	33.8	46.1	45.8
9	10.2	9.3	11.9	11.6	12.2	8.8	13.2	9.6	10.3
8	13.8	11.6	17.7	16.1	20.4	13.5	20.4	10.2	14.5
7	9.7	9.1	10.9	12.5	8.1	9.1	10.3	9.1	11.6
6	6.3	6.7	5.4	4.4	7.2	6.3	6.4	7.0	4.3
NEUTRAL-5	9.0	9.1	8.8	9.9	6.8	9.2	9.4	9.1	8.0
DISAGREE	8.3	9.6	5.9	5.8	6.2	10.5	6.4	9.0	5.4
4	3.1	3.6	2.2	2.2	2.2	3.7	2.5	3.4	1.9
3	1.8	2.0	1.5	1.4	1.5	2.9	1.4	1.3	1.5
2	0.9	0.8	0.9	0.8	1.1	0.5	1.1	1.1	0.6
1	0.6	0.7	0.4	0.7	0.0	0.8	0.5	0.6	0.4
0	2.0	2.6	0.9	0.6	1.4	2.6	0.8	2.5	0.9
Mean	8.00	7.94	8.11	8.09	8.13	7.86	7.95	8.00	8.29



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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	1357	643	261	261	81	624	733	126	135	125	136
AGREE	82.7	86.6	74.4	74.0	70.2	85.4	84.7	88.2	78.9	69.5	69.4	70.9
Strongly	66.7	72.5	54.3	56.7	49.6	54.5	71.0	73.8	63.0	50.9	47.9	51.1
10	42.7	48.2	31.2	36.5	26.2	26.3	42.4	53.2	44.0	29.5	23.5	28.7
9	10.2	10.2	10.1	10.1	7.9	13.2	10.6	9.9	9.8	10.3	7.6	8.1
8	13.8	14.1	13.1	10.1	15.5	14.9	18.0	10.7	9.2	11.0	16.8	14.3
7	9.7	8.7	11.9	13.0	10.2	18.3	8.6	8.8	11.2	14.8	10.2	10.1
6	6.3	5.4	8.2	4.3	10.4	12.5	5.1	5.6	4.7	3.9	11.3	9.6
NEUTRAL-5	9.0	7.7	11.8	11.9	12.5	8.7	8.2	7.3	9.2	14.4	13.1	11.9
DISAGREE	8.3	5.7	13.9	14.1	17.3	5.9	7.1	4.5	11.9	16.1	17.5	17.2
4	3.1	2.1	5.3	5.6	5.6	4.5	3.4	0.9	2.9	8.1	3.9	7.1
3	1.8	1.0	3.5	2.6	5.6	0.0	1.3	0.8	3.1	2.2	7.8	3.6
2	0.9	0.7	1.1	1.4	1.3	0.0	0.6	0.9	2.3	0.6	0.5	2.1
1	0.6	0.5	0.7	0.0	1.3	1.5	0.7	0.4	0.0	0.0	0.7	1.7
0	2.0	1.4	3.2	4.4	3.6	0.0	1.2	1.5	3.6	5.2	4.5	2.7
Mean	8.00	8.32	7.33	7.46	6.96	7.68	8.14	8.47	7.80	7.15	6.83	7.08



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
AGREE	82.7	60.6	74.6	84.6	85.8	87.3	87.5	76.1	87.0	78.9	87.4	81.8	83.4	
Strongly	66.7	44.0	52.3	65.4	72.8	74.0	73.5	56.3	73.5	61.1	73.7	65.9	67.3	
10	42.7	26.1	30.6	40.6	51.7	48.6	46.4	34.1	48.5	39.2	47.3	39.1	46.0	
9	10.2	7.3	9.0	11.6	8.1	11.5	11.1	9.8	10.4	9.3	11.3	10.6	9.8	
8	13.8	10.5	12.7	13.2	13.1	13.9	16.0	12.5	14.6	12.6	15.2	16.3	11.5	
7	9.7	7.9	14.0	12.0	8.2	7.9	8.7	11.9	8.3	10.8	8.4	9.6	9.9	
6	6.3	8.7	8.3	7.2	4.7	5.4	5.3	7.9	5.2	7.0	5.3	6.3	6.2	
NEUTRAL-5	9.0	19.1	11.2	7.4	5.8	8.0	8.3	11.2	7.6	9.6	8.2	9.3	8.7	
DISAGREE	8.3	20.3	14.2	7.9	8.5	4.7	4.1	12.7	5.5	11.5	4.3	8.9	7.9	
4	3.1	8.1	5.3	3.7	1.7	2.2	1.4	5.2	1.7	4.2	1.7	3.3	3.0	
3	1.8	4.8	3.2	1.6	2.3	0.9	0.7	2.8	1.2	2.7	0.7	2.3	1.4	
2	0.9	3.6	0.6	0.6	1.1	0.0	0.7	1.2	0.6	1.2	0.4	0.7	0.9	
1	0.6	0.0	1.4	0.6	0.7	0.4	0.4	0.8	0.5	0.7	0.4	0.7	0.5	
0	2.0	3.7	3.7	1.5	2.6	1.3	0.9	2.7	1.5	2.7	1.1	1.9	2.0	
Mean	8.00	6.69	7.26	8.02	8.26	8.40	8.36	7.48	8.34	7.70	8.38	7.90	8.09	



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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-	RURAL
		NIALS	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG	URBAN	URBAN	
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	82.7	63.5	81.5	84.6	87.7	65.5	78.0	84.1	87.8	61.6	84.5	85.1	87.6	80.2	82.4	86.4
Strongly	66.7	44.8	59.5	73.1	73.3	46.1	56.2	70.4	75.2	43.5	62.4	75.2	71.7	61.6	65.7	75.3
10	42.7	25.5	36.7	50.4	46.5	25.6	32.2	45.1	43.6	25.3	40.7	54.7	49.1	37.9	41.5	51.8
9	10.2	8.6	10.3	9.2	11.3	9.2	9.5	8.1	13.3	8.1	10.9	10.0	9.5	9.6	10.0	11.2
8	13.8	10.7	12.6	13.5	15.6	11.3	14.6	17.2	18.3	10.1	10.8	10.5	13.1	14.1	14.2	12.3
7	9.7	11.0	13.6	7.0	8.7	7.9	13.7	8.6	8.2	13.9	13.6	5.7	9.2	11.5	10.0	6.9
6	6.3	7.8	8.3	4.6	5.6	11.5	8.1	5.1	4.4	4.1	8.4	4.2	6.7	7.1	6.7	4.1
NEUTRAL-5	9.0	17.5	8.9	6.8	8.1	16.3	9.4	8.4	7.7	18.6	8.5	5.6	8.4	9.5	9.8	6.4
DISAGREE	8.3	19.0	9.6	8.5	4.2	18.2	12.6	7.5	4.5	19.8	7.0	9.3	4.0	10.3	7.8	7.2
4	3.1	7.6	3.8	2.5	1.7	6.2	4.9	2.6	1.7	9.0	2.9	2.5	1.7	4.6	3.2	0.9
3	1.8	4.7	1.8	2.3	0.7	5.0	2.7	2.5	1.1	4.4	1.0	2.2	0.2	2.0	1.9	1.3
2	0.9	3.1	0.5	0.7	0.5	2.2	0.9	0.4	0.5	4.0	0.3	1.0	0.5	0.9	0.4	1.8
1	0.6	0.0	1.0	0.9	0.3	0.0	1.2	1.1	0.2	0.0	0.7	0.8	0.3	0.6	0.5	0.9
0	2.0	3.6	2.5	2.0	1.1	4.8	2.9	1.0	1.0	2.5	2.1	2.9	1.3	2.2	1.7	2.4
Mean	8.00	6.79	7.73	8.25	8.36	6.79	7.46	8.14	8.36	6.79	7.96	8.33	8.37	7.76	7.98	8.34



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

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	69.5	100.0	98.1	88.5	75.2	62.5	34.8	10.2	0.0	79.6	93.2	71.8	39.4	88.8	75.5	69.5	73.2	43.1	63.0	20.3
Strongly	50.8	95.6	92.0	77.3	49.6	30.7	15.5	2.0	0.0	61.0	84.5	40.2	20.4	76.8	54.9	46.2	47.0	24.2	39.4	6.6
10	33.3	92.2	79.4	52.5	25.4	10.6	7.6	1.0	0.0	41.5	65.9	17.0	10.1	61.7	28.5	28.8	23.8	11.8	19.3	3.2
9	7.0	3.4	6.9	11.7	9.8	5.9	1.4	1.0	0.0	8.2	9.2	8.1	2.9	7.4	9.9	6.3	9.6	4.1	7.4	0.3
8	10.5	0.0	5.8	13.1	14.4	14.2	6.4	0.0	0.0	11.4	9.4	15.1	7.4	7.7	16.5	11.0	13.6	8.3	12.8	3.1
7	10.5	0.0	3.7	7.1	14.7	19.5	7.9	1.0	0.0	10.3	5.3	18.1	5.7	7.7	12.3	10.1	14.1	11.0	15.4	6.0
6	8.2	4.4	2.3	4.1	10.9	12.4	11.4	7.1	0.0	8.2	3.3	13.5	13.3	4.4	8.4	13.2	12.1	7.9	8.2	7.7
NEUTRAL-5	15.9	0.0	1.3	8.7	16.5	24.7	30.8	14.3	5.2	12.9	5.1	19.2	28.3	6.2	12.9	23.2	18.3	23.7	23.4	24.0
DISAGREE	14.7	0.0	0.7	2.7	8.2	12.8	34.4	75.6	94.8	7.6	1.7	9.0	32.3	5.0	11.6	7.3	8.5	33.2	13.6	55.7
4	4.9	0.0	0.2	1.1	2.5	6.7	14.0	13.1	2.3	3.3	0.6	4.8	11.2	1.8	4.2	3.6	5.3	8.9	4.5	14.0
3	2.8	0.0	0.0	0.0	1.8	1.8	7.8	15.0	16.8	1.0	0.0	1.1	5.8	0.4	2.8	0.8	0.5	7.4	3.0	12.4
2	1.7	0.0	0.0	0.0	0.7	0.9	3.6	13.7	15.6	0.7	0.0	0.7	4.4	0.6	0.9	0.8	0.5	4.2	1.0	7.8
1	1.4	0.0	0.0	0.0	0.6	1.0	3.2	12.2	8.2	0.8	0.0	0.7	5.0	0.2	1.7	1.0	0.6	3.2	1.1	5.7
0	3.9	0.0	0.5	1.6	2.6	2.4	5.7	21.5	51.8	1.8	1.1	1.6	5.9	1.9	2.0	1.1	1.7	9.5	4.0	15.8
Mean	7.14	9.79	9.49	8.58	7.26	6.42	5.09	2.77	1.25	7.84	9.03	6.92	5.24	8.66	7.35	7.19	7.20	5.34	6.65	3.82



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	69.5	70.6	67.7	70.9	67.7	70.8	71.8	65.4	63.8	64.9	62.3	
Strongly	50.8	49.1	49.0	54.8	47.0	53.9	56.5	39.6	37.7	37.5	38.0	
10	33.3	30.0	31.4	38.2	29.1	36.2	39.2	20.0	20.7	19.4	22.7	
9	7.0	7.9	6.6	6.8	7.3	7.4	7.5	7.1	5.3	5.8	4.6	
8	10.5	11.2	11.0	9.8	10.6	10.2	9.8	12.5	11.7	12.4	10.7	
7	10.5	11.3	8.5	10.2	12.3	10.2	8.8	17.8	11.9	13.6	9.3	
6	8.2	10.2	10.2	5.9	8.4	6.7	6.5	7.9	14.3	13.8	15.0	
NEUTRAL-5	15.9	15.7	19.4	13.7	16.2	14.6	13.9	18.7	21.1	21.3	20.9	
DISAGREE	14.7	13.6	12.9	15.3	16.2	14.6	14.3	15.9	15.0	13.8	16.8	
4	4.9	6.1	3.5	5.4	4.2	4.5	4.4	4.8	6.4	6.3	6.6	
3	2.8	3.5	2.5	2.5	2.9	2.9	2.6	4.8	2.2	1.6	3.1	
2	1.7	1.2	1.7	1.4	2.4	1.8	1.8	1.9	1.0	0.7	1.5	
1	1.4	1.2	1.3	1.4	2.0	1.2	1.4	0.4	2.3	1.6	3.4	
0	3.9	1.6	3.9	4.6	4.6	4.1	4.1	4.0	3.1	3.7	2.2	
Mean	7.14	7.18	7.06	7.31	6.91	7.27	7.38	6.68	6.59	6.62	6.56	



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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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	69.5	55.5	75.8	84.1	52.6	69.5	67.7	53.3	49.7	55.5	81.7	
Strongly	50.8	32.9	58.9	69.0	31.4	46.2	43.6	31.0	33.2	29.5	65.8	
10	33.3	14.7	41.7	49.9	15.6	28.8	23.8	14.3	19.1	11.3	47.6	
9	7.0	7.3	6.9	8.3	5.8	6.3	6.8	6.2	6.0	6.4	7.6	
8	10.5	11.0	10.3	10.9	9.9	11.0	13.0	10.5	8.2	11.9	10.6	
7	10.5	12.7	9.5	9.3	12.0	10.1	12.2	12.3	10.7	13.3	9.1	
6	8.2	9.8	7.4	5.8	9.3	13.2	11.9	10.0	5.8	12.7	6.7	
NEUTRAL-5	15.9	20.4	13.8	8.5	22.0	23.2	20.4	23.0	19.7	25.1	10.5	
DISAGREE	14.7	24.0	10.4	7.4	25.4	7.3	11.8	23.7	30.5	19.4	7.9	
4	4.9	6.5	4.1	2.7	7.8	3.6	5.3	7.1	7.1	7.0	3.2	
3	2.8	4.4	2.0	1.2	5.2	0.8	2.1	5.1	6.6	4.2	1.0	
2	1.7	4.2	0.5	0.8	3.0	0.8	1.3	2.9	3.7	2.4	0.7	
1	1.4	2.3	1.1	0.7	2.4	1.0	1.4	2.5	3.0	2.2	0.7	
0	3.9	6.6	2.7	2.0	7.1	1.1	1.7	6.1	10.2	3.6	2.3	
Mean	7.14	6.01	7.66	8.19	5.92	7.19	6.94	5.96	5.77	6.08	8.04	



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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	840	888	720	740	540	420	244	276	300	496	264
AGREE	69.5	85.7	56.4	85.0	54.2	69.5	85.6	52.4	70.8	84.2	55.2	68.2
Strongly	50.8	72.1	34.4	71.1	32.6	48.7	72.3	31.8	51.9	69.4	33.0	45.3
10	33.3	53.3	17.1	51.6	17.8	29.9	52.4	17.9	32.8	50.5	17.8	26.9
9	7.0	8.0	6.5	8.3	5.1	7.9	8.2	4.8	9.6	8.6	5.2	6.2
8	10.5	10.8	10.8	11.1	9.7	10.8	11.7	9.1	9.5	10.3	10.0	12.2
7	10.5	8.5	12.6	9.1	12.2	10.1	8.2	9.5	9.2	10.2	13.5	11.1
6	8.2	5.2	9.5	4.9	9.4	10.7	5.1	11.1	9.7	4.6	8.7	11.8
NEUTRAL-5	15.9	8.2	21.8	7.9	22.4	17.6	6.6	20.1	15.9	9.7	23.5	19.3
DISAGREE	14.7	6.1	21.8	7.1	23.4	12.9	7.8	27.5	13.3	6.1	21.3	12.5
4	4.9	2.9	6.7	2.9	6.3	5.6	3.3	8.5	4.9	2.3	5.2	6.3
3	2.8	0.5	4.3	1.2	4.4	2.6	1.9	3.6	3.2	0.2	4.8	1.9
2	1.7	0.5	2.9	0.4	2.9	1.6	0.6	3.6	1.7	0.2	2.6	1.5
1	1.4	0.4	2.3	0.8	2.2	1.2	0.8	1.8	1.7	0.9	2.4	0.7
0	3.9	1.9	5.7	1.7	7.6	1.9	1.2	10.1	1.7	2.4	6.4	2.0
Mean	7.14	8.36	6.17	8.29	6.02	7.15	8.33	5.82	7.27	8.24	6.12	7.02



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	69.5	49.6	47.8	51.1	68.4	84.2	89.1	86.4	77.0	74.9	89.4	45.3	63.0	71.5	50.1	69.0	85.1
Strongly	50.8	29.8	32.3	27.8	46.0	65.9	80.8	72.6	58.0	53.0	78.7	25.3	39.6	47.4	30.8	47.1	66.2
10	33.3	17.8	21.2	15.0	25.6	41.6	68.4	53.7	37.1	33.8	59.4	14.7	17.6	33.1	18.2	27.3	45.5
9	7.0	4.8	5.1	4.6	7.5	10.7	5.5	8.3	10.1	8.8	8.0	3.9	6.3	7.4	5.4	7.7	10.5
8	10.5	7.3	6.1	8.2	12.9	13.6	7.0	10.6	10.9	10.3	11.4	6.8	15.7	6.9	7.1	12.1	10.1
7	10.5	10.8	10.4	11.1	12.0	11.2	5.7	8.7	11.8	13.9	7.1	11.3	12.7	14.6	7.7	10.5	10.9
6	8.2	9.0	5.0	12.2	10.4	7.1	2.6	5.1	7.2	8.0	3.6	8.7	10.7	9.6	11.7	11.4	8.0
NEUTRAL-5	15.9	20.9	19.7	21.8	20.3	7.9	6.3	7.2	9.5	14.3	5.6	22.7	25.4	12.8	20.7	19.6	9.6
DISAGREE	14.7	29.5	32.5	27.1	11.3	7.9	4.6	6.4	13.5	10.8	5.0	32.0	11.6	15.6	29.2	11.3	5.3
4	4.9	7.8	7.6	8.0	4.9	3.8	0.8	2.4	2.0	5.9	2.0	8.5	3.3	4.0	8.9	5.6	3.1
3	2.8	5.9	7.7	4.5	2.2	1.7	0.0	0.9	6.0	1.2	0.6	6.0	2.4	2.9	5.6	2.5	0.8
2	1.7	4.2	3.2	4.9	0.8	1.2	0.0	0.6	2.0	0.0	0.4	4.2	1.0	1.9	5.2	0.9	0.8
1	1.4	3.7	3.9	3.5	0.5	0.2	1.2	0.6	3.5	0.4	0.6	3.6	0.0	1.6	3.9	0.9	0.0
0	3.9	7.9	10.1	6.2	2.9	1.1	2.6	1.8	0.0	3.3	1.4	9.7	4.9	5.3	5.5	1.4	0.7
Mean	7.14	5.74	5.72	5.76	7.03	8.04	8.80	8.39	7.55	7.45	8.67	5.44	6.61	7.06	5.82	7.12	8.19



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	69.5	53.1	68.9	86.6	71.6	66.1	65.6	66.2	71.4	71.5	71.3	60.1	76.0	76.2	72.7	59.7
Strongly	50.8	32.0	46.7	72.0	49.3	52.0	52.9	51.8	50.6	50.9	49.9	50.5	59.4	66.4	54.0	38.9
10	33.3	16.0	27.8	53.4	28.7	33.8	35.1	33.6	33.0	33.1	32.8	34.5	38.9	49.1	34.7	24.2
9	7.0	5.8	6.3	8.6	8.2	7.5	9.9	7.0	7.1	8.3	4.9	5.5	8.4	4.4	9.2	4.9
8	10.5	10.2	12.5	10.0	12.4	10.6	7.9	11.2	10.5	9.5	12.2	10.6	12.1	12.9	10.2	9.8
7	10.5	11.4	11.7	9.1	11.8	7.1	7.2	7.1	12.0	12.0	12.0	4.8	9.8	7.2	9.6	11.4
6	8.2	9.7	10.5	5.5	10.5	6.9	5.4	7.3	8.9	8.6	9.3	4.8	6.8	2.5	9.1	9.5
NEUTRAL-5	15.9	22.2	20.1	7.6	14.8	13.1	13.5	13.0	15.8	16.0	15.5	21.8	15.2	11.4	13.9	20.8
DISAGREE	14.7	24.7	11.0	5.8	13.6	20.8	20.9	20.8	12.7	12.5	13.2	18.1	8.8	12.4	13.4	19.5
4	4.9	7.3	4.7	2.4	5.4	5.7	4.4	6.0	4.7	4.9	4.4	4.4	2.6	4.8	6.2	5.0
3	2.8	4.7	2.8	0.8	2.5	3.2	6.0	2.6	2.6	2.3	3.2	3.4	1.6	1.6	2.3	4.4
2	1.7	3.4	0.5	0.4	1.6	4.2	3.7	4.3	1.0	1.2	0.6	2.2	1.6	0.9	1.1	2.0
1	1.4	2.4	0.6	0.8	1.2	1.4	2.8	1.0	1.4	1.1	1.8	2.3	0.8	0.7	1.0	2.4
0	3.9	6.9	2.3	1.5	2.9	6.4	4.0	6.9	3.1	3.1	3.1	5.8	2.3	4.5	2.9	5.8
Mean	7.14	5.95	7.10	8.40	7.13	6.90	7.00	6.88	7.24	7.27	7.18	6.84	7.66	7.83	7.36	6.44



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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	1298	702	450	252	565	375	733	327
AGREE	69.5	71.1	66.5	66.4	66.6	73.7	71.0	69.0	61.3
Strongly	50.8	52.8	47.1	45.4	50.1	57.1	53.8	49.5	39.4
10	33.3	36.1	28.0	27.3	29.4	39.9	34.4	33.2	20.7
9	7.0	6.6	7.8	7.2	8.7	7.3	8.4	6.1	7.1
8	10.5	10.1	11.3	10.9	11.9	10.0	11.0	10.2	11.6
7	10.5	10.8	10.0	11.1	8.1	9.3	8.1	11.9	12.1
6	8.2	7.5	9.4	9.9	8.5	7.3	9.0	7.6	9.8
NEUTRAL-5	15.9	15.5	16.6	17.7	14.7	12.9	12.7	17.5	21.0
DISAGREE	14.7	13.4	16.9	15.9	18.7	13.3	16.3	13.5	17.7
4	4.9	5.2	4.2	4.1	4.3	5.7	4.2	4.8	4.2
3	2.8	2.5	3.3	4.0	2.1	3.1	2.2	2.0	4.6
2	1.7	1.3	2.4	1.7	3.7	1.2	2.5	1.3	2.3
1	1.4	1.1	2.1	2.4	1.5	0.9	2.0	1.3	2.1
0	3.9	3.4	5.0	3.8	7.1	2.4	5.4	4.1	4.4
Mean	7.14	7.31	6.83	6.84	6.81	7.53	7.13	7.14	6.50



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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	1357	643	261	261	81	624	733	126	135	125	136
AGREE	69.5	72.1	63.8	66.1	58.0	66.9	75.1	69.7	71.7	60.9	61.3	55.0
Strongly	50.8	55.8	40.3	43.0	35.4	38.7	61.4	51.0	48.7	37.6	41.6	29.8
10	33.3	37.2	24.9	28.0	19.9	20.6	43.4	32.0	31.8	24.4	20.4	19.6
9	7.0	7.6	5.9	7.6	5.0	6.0	7.9	7.3	8.2	7.0	8.4	2.0
8	10.5	11.0	9.5	7.4	10.5	12.1	10.2	11.7	8.7	6.2	12.8	8.3
7	10.5	9.4	12.7	12.0	13.0	11.9	6.9	11.6	14.7	9.5	9.5	16.2
6	8.2	6.9	10.8	11.1	9.6	16.3	6.7	7.1	8.4	13.7	10.2	9.0
NEUTRAL-5	15.9	15.1	17.6	14.7	21.1	19.0	11.2	18.3	11.8	17.3	22.4	19.8
DISAGREE	14.7	12.8	18.6	19.2	20.9	14.1	13.7	12.0	16.4	21.8	16.3	25.2
4	4.9	3.8	7.0	6.0	9.2	5.5	4.3	3.4	6.7	5.3	7.8	10.5
3	2.8	2.6	3.1	4.2	2.6	1.4	2.7	2.6	3.7	4.6	1.7	3.5
2	1.7	1.4	2.2	2.3	2.0	3.6	1.6	1.3	1.2	3.3	2.3	1.7
1	1.4	1.3	1.7	1.5	1.8	1.5	1.2	1.4	1.5	1.6	1.6	2.0
0	3.9	3.6	4.6	5.3	5.3	2.2	3.9	3.3	3.4	7.1	3.0	7.5
Mean	7.14	7.39	6.63	6.74	6.33	6.67	7.61	7.20	7.15	6.36	6.64	6.04



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

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	163	283	349	324	352	529	795	1205	1120	880	940	1060
AGREE	69.5	57.6	58.7	71.2	71.8	70.3	75.8	64.0	73.1	66.2	73.6	72.6	66.6
Strongly	50.8	32.1	39.4	49.0	54.3	51.6	61.2	42.1	56.5	45.6	57.4	55.8	46.4
10	33.3	16.0	26.2	27.6	36.3	34.8	43.2	24.7	38.9	28.1	39.9	37.7	29.3
9	7.0	6.8	5.4	9.1	6.3	5.9	7.8	7.3	6.8	7.0	7.0	7.7	6.4
8	10.5	9.3	7.8	12.3	11.7	10.9	10.2	10.1	10.8	10.5	10.5	10.4	10.6
7	10.5	11.6	9.4	13.9	12.1	9.2	8.4	11.8	9.6	11.9	8.7	8.8	12.0
6	8.2	13.9	9.9	8.3	5.4	9.4	6.2	10.0	6.9	8.7	7.5	8.0	8.3
NEUTRAL-5	15.9	23.8	19.1	15.7	15.5	17.7	10.8	18.6	14.1	17.7	13.6	12.8	18.6
DISAGREE	14.7	18.6	22.2	13.1	12.7	12.0	13.5	17.5	12.8	16.1	12.9	14.5	14.8
4	4.9	6.7	10.4	3.7	4.2	2.5	4.1	6.7	3.6	6.0	3.4	5.1	4.6
3	2.8	3.6	2.4	2.4	2.9	3.6	2.3	2.6	2.9	2.7	2.8	2.7	2.8
2	1.7	3.3	1.5	1.8	1.2	1.0	1.9	2.0	1.4	1.8	1.5	1.7	1.6
1	1.4	3.1	2.7	0.9	0.3	1.1	1.5	2.0	1.1	1.5	1.3	1.3	1.5
0	3.9	2.0	5.2	4.2	4.0	3.8	3.7	4.1	3.8	4.1	3.7	3.6	4.2
Mean	7.14	6.26	6.48	7.09	7.36	7.22	7.62	6.70	7.43	6.89	7.46	7.37	6.94



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

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	69.5	55.6	66.8	70.1	74.8	57.7	69.9	73.6	78.3	53.6	64.0	67.2	71.6	67.0	68.9	73.9
Strongly	50.8	30.8	46.3	51.6	59.1	38.0	49.8	55.5	65.2	23.7	43.2	48.4	53.5	47.1	50.2	57.0
10	33.3	17.0	27.2	33.7	41.7	18.1	29.5	38.5	48.4	15.9	25.1	29.9	35.6	28.5	32.9	40.2
9	7.0	6.3	8.1	6.3	7.1	8.5	9.8	6.2	7.1	4.1	6.5	6.4	7.0	8.9	6.4	6.3
8	10.5	7.5	11.1	11.5	10.3	11.4	10.5	10.8	9.7	3.7	11.6	12.1	10.9	9.7	10.9	10.5
7	10.5	11.1	12.0	11.8	8.4	6.8	11.8	11.7	5.7	15.4	12.2	11.8	11.0	10.3	10.3	11.2
6	8.2	13.8	8.5	6.7	7.3	12.9	8.3	6.4	7.4	14.6	8.7	7.1	7.1	9.6	8.4	5.7
NEUTRAL-5	15.9	21.6	17.8	16.5	12.6	22.1	14.3	12.3	9.5	21.1	20.8	19.9	15.4	17.3	15.1	15.9
DISAGREE	14.7	22.8	15.5	13.4	12.6	20.2	15.8	14.1	12.3	25.3	15.2	12.9	12.9	15.7	16.0	10.2
4	4.9	10.3	5.2	4.6	3.2	9.2	5.9	6.0	2.8	11.3	4.5	3.5	3.6	5.2	5.8	2.2
3	2.8	3.2	2.1	3.1	2.9	3.4	1.9	3.2	2.8	2.9	2.3	3.0	3.0	2.8	3.1	2.0
2	1.7	2.9	1.7	1.3	1.6	1.8	1.9	1.6	1.6	3.9	1.5	1.0	1.5	1.3	1.8	1.9
1	1.4	3.4	1.7	0.6	1.3	2.9	1.2	0.8	1.3	3.8	2.2	0.4	1.3	2.3	1.2	1.1
0	3.9	3.1	4.8	3.9	3.6	3.0	4.9	2.5	3.8	3.3	4.7	5.0	3.5	4.2	4.1	3.1
Mean	7.14	6.14	6.88	7.23	7.55	6.37	7.06	7.47	7.81	5.92	6.73	7.03	7.31	6.92	7.09	7.54



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20. 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			
	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	76.5	100.0	98.2	94.5	85.4	71.8	41.1	22.2	19.1	84.2	96.4	79.7	38.7	89.9	81.7	72.7	85.5	56.4	76.2	33.7
Strongly	59.5	95.2	94.5	87.4	68.5	40.8	14.6	9.2	2.8	69.8	90.8	54.7	19.9	81.0	62.4	57.5	65.6	32.7	53.8	8.5
10	38.7	90.9	81.3	59.9	39.0	14.9	6.5	3.4	2.8	47.6	70.6	26.8	10.0	63.1	36.0	35.3	38.9	15.6	26.5	3.1
9	9.1	2.0	7.6	16.0	13.2	7.3	2.3	1.2	0.0	10.1	11.8	10.1	1.9	9.4	11.0	7.7	13.1	6.4	10.4	1.9
8	11.7	2.2	5.6	11.4	16.4	18.6	5.8	4.6	0.0	12.0	8.5	17.8	8.0	8.4	15.4	14.6	13.6	10.7	16.9	3.5
7	8.5	4.8	2.4	4.8	9.5	17.6	7.4	3.8	5.0	7.9	3.7	14.3	5.0	5.3	11.6	6.9	10.2	10.0	12.4	7.3
6	8.5	0.0	1.3	2.4	7.4	13.4	19.1	9.1	11.2	6.5	1.8	10.8	13.9	3.6	7.7	8.3	9.7	13.7	10.0	17.9
NEUTRAL-5	11.7	0.0	1.6	3.9	6.6	18.7	28.6	18.4	21.3	8.1	2.7	11.7	22.0	3.8	8.6	15.3	10.3	21.1	14.9	28.1
DISAGREE	11.8	0.0	0.2	1.6	7.9	9.4	30.3	59.5	59.6	7.7	0.9	8.6	39.2	6.3	9.7	12.0	4.1	22.5	8.9	38.1
4	3.3	0.0	0.0	0.5	1.3	3.9	10.5	9.8	12.3	2.2	0.3	3.1	8.9	1.4	2.6	4.5	1.6	6.1	1.6	11.3
3	2.6	0.0	0.0	0.0	1.7	1.1	9.4	13.6	6.7	1.7	0.0	1.5	11.1	1.3	3.4	0.9	1.2	5.0	1.1	9.5
2	2.0	0.0	0.2	0.2	1.2	0.9	4.6	15.1	14.4	1.3	0.2	0.9	8.5	1.0	1.5	2.0	1.0	4.0	1.3	7.0
1	0.8	0.0	0.0	0.0	0.6	0.5	1.4	8.5	4.1	0.4	0.0	0.2	2.7	0.4	0.6	0.4	0.0	2.1	1.1	3.3
0	3.0	0.0	0.0	0.9	3.3	3.0	4.5	12.4	22.1	2.1	0.5	2.8	8.0	2.3	1.6	4.3	0.3	5.3	3.7	7.1
Mean	7.58	9.79	9.59	9.04	7.96	6.82	5.22	3.74	3.39	8.16	9.31	7.43	4.98	8.73	7.77	7.38	8.09	6.07	7.29	4.66



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20. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	76.5	76.9	74.3	80.6	71.1	78.2	79.0	73.9	69.1	70.3	67.3	
Strongly	59.5	60.1	57.8	64.0	52.7	62.0	64.3	49.5	49.1	48.0	50.7	
10	38.7	37.9	38.8	43.6	30.7	40.7	43.6	24.9	30.5	28.3	33.7	
9	9.1	8.6	7.5	10.1	9.4	9.8	9.8	10.1	6.0	7.2	4.4	
8	11.7	13.6	11.5	10.3	12.6	11.4	10.9	14.4	12.6	12.5	12.6	
7	8.5	9.8	7.8	8.0	9.0	8.1	8.0	9.0	10.0	11.8	7.4	
6	8.5	7.0	8.6	8.6	9.4	8.1	6.8	15.5	10.0	10.5	9.3	
NEUTRAL-5	11.7	11.4	14.0	8.7	14.8	11.5	10.9	14.4	12.6	12.2	13.1	
DISAGREE	11.8	11.7	11.7	10.7	14.1	10.3	10.0	11.7	18.3	17.5	19.6	
4	3.3	2.6	2.7	3.8	3.7	2.7	2.6	3.0	6.1	7.0	4.7	
3	2.6	4.0	2.9	2.2	1.9	2.4	2.4	2.6	3.4	3.7	3.0	
2	2.0	2.3	3.0	1.1	2.5	1.8	1.7	2.3	3.1	1.7	5.1	
1	0.8	0.0	0.5	1.0	1.6	0.9	0.9	0.7	0.6	0.3	1.1	
0	3.0	2.8	2.7	2.5	4.4	2.5	2.4	3.0	5.1	4.7	5.7	
Mean	7.58	7.60	7.50	7.86	7.13	7.73	7.84	7.09	6.94	6.97	6.89	



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20. 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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	76.5	65.5	81.5	87.0	65.6	72.7	73.4	66.2	61.4	69.2	84.2	
Strongly	59.5	42.1	67.4	74.4	43.1	57.5	55.1	42.2	40.8	43.2	72.5	
10	38.7	18.5	48.0	53.5	23.0	35.3	31.6	20.3	22.3	19.1	52.7	
9	9.1	10.1	8.6	10.0	8.5	7.7	8.3	9.0	8.9	9.0	9.2	
8	11.7	13.4	10.8	10.9	11.6	14.6	15.2	12.9	9.6	15.0	10.7	
7	8.5	11.1	7.3	7.6	10.1	6.9	9.3	11.0	9.8	11.8	6.6	
6	8.5	12.3	6.8	5.1	12.5	8.3	8.9	13.0	10.9	14.3	5.1	
NEUTRAL-5	11.7	16.9	9.3	5.5	17.7	15.3	15.6	17.7	19.1	16.9	7.1	
DISAGREE	11.8	17.6	9.2	7.5	16.7	12.0	11.0	16.0	19.4	13.9	8.6	
4	3.3	5.2	2.5	1.8	4.7	4.5	3.6	4.3	4.9	3.9	2.6	
3	2.6	3.5	2.2	2.0	3.8	0.9	2.4	3.0	3.2	2.8	2.3	
2	2.0	2.9	1.7	1.2	3.0	2.0	1.7	3.4	2.5	4.0	1.0	
1	0.8	1.9	0.4	0.4	1.5	0.4	0.4	1.6	2.9	0.8	0.3	
0	3.0	4.1	2.5	2.1	3.7	4.3	2.9	3.7	5.9	2.3	2.4	
Mean	7.58	6.59	8.02	8.39	6.71	7.38	7.35	6.66	6.46	6.78	8.27	



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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	840	888	720	740	540	420	244	276	300	496	264
AGREE	76.5	87.3	67.2	88.0	66.4	75.0	86.4	64.3	79.9	90.2	67.5	69.8
Strongly	59.5	76.1	45.9	74.9	45.0	58.9	73.4	43.0	64.2	76.9	46.0	53.4
10	38.7	56.6	23.7	54.6	25.0	36.5	54.2	21.8	41.0	55.3	26.5	31.7
9	9.1	9.8	9.2	9.2	8.8	9.4	8.9	11.5	9.9	9.7	7.5	8.9
8	11.7	9.7	13.0	11.0	11.3	13.0	10.4	9.7	13.3	11.9	12.0	12.8
7	8.5	7.4	9.5	8.5	9.6	7.1	8.0	12.2	8.6	9.0	8.3	5.5
6	8.5	3.8	11.8	4.6	11.9	9.0	4.9	9.1	7.2	4.2	13.2	10.9
NEUTRAL-5	11.7	5.6	17.0	5.1	16.7	13.7	5.8	17.6	9.2	4.1	16.2	18.3
DISAGREE	11.8	7.1	15.8	6.9	16.9	11.4	7.8	18.2	10.9	5.7	16.3	11.9
4	3.3	1.9	4.2	1.4	5.2	3.3	1.3	5.0	4.5	1.5	5.3	2.1
3	2.6	1.6	3.6	2.0	2.9	3.0	2.4	3.1	2.8	1.5	2.8	3.3
2	2.0	0.9	3.3	0.7	3.4	1.9	0.7	4.2	0.7	0.7	3.1	3.1
1	0.8	0.3	1.3	0.3	1.2	1.1	0.3	1.4	1.2	0.2	1.2	1.0
0	3.0	2.4	3.3	2.6	4.1	2.0	3.2	4.5	1.7	1.8	3.9	2.4
Mean	7.58	8.49	6.82	8.43	6.78	7.52	8.33	6.66	7.83	8.57	6.84	7.20



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	76.5	64.2	62.0	65.9	73.6	86.1	93.3	89.4	84.7	76.8	92.1	60.9	73.4	73.0	64.8	72.2	90.0
Strongly	59.5	42.4	41.5	43.1	54.7	71.7	86.0	78.2	63.0	58.2	81.9	38.7	51.8	56.0	45.4	55.1	79.1
10	38.7	23.8	24.6	23.1	33.3	45.9	69.1	56.4	39.1	38.5	62.0	20.6	30.2	30.5	27.4	33.1	52.4
9	9.1	7.9	7.4	8.4	8.7	11.0	9.9	10.5	8.7	8.3	9.6	7.8	8.5	14.1	8.1	9.0	11.4
8	11.7	10.7	9.5	11.7	12.7	14.8	7.1	11.3	15.1	11.4	10.3	10.2	13.0	11.5	9.9	13.0	15.3
7	8.5	9.6	7.2	11.5	9.1	8.7	4.8	7.0	13.6	10.1	7.3	9.3	10.9	7.3	8.3	7.3	5.5
6	8.5	12.1	13.3	11.2	9.8	5.7	2.4	4.2	8.1	8.6	2.9	13.0	10.7	9.7	11.1	9.7	5.5
NEUTRAL-5	11.7	15.8	17.0	14.9	15.1	6.9	2.2	4.8	2.8	11.1	3.4	18.2	15.3	13.2	14.1	16.9	4.4
DISAGREE	11.8	20.0	21.0	19.2	11.3	7.0	4.4	5.8	12.5	12.1	4.5	20.9	11.3	13.7	21.1	10.9	5.6
4	3.3	5.5	4.5	6.2	3.1	2.3	1.5	1.9	0.0	3.9	0.7	6.3	2.8	7.1	5.4	2.8	3.1
3	2.6	3.9	3.1	4.5	3.5	0.9	0.5	0.7	6.1	4.8	0.5	3.2	2.9	1.3	5.3	3.2	0.9
2	2.0	4.3	5.2	3.5	1.3	1.9	0.0	1.0	0.0	0.0	1.0	4.5	2.3	1.3	6.0	1.2	0.8
1	0.8	1.9	2.1	1.7	0.6	0.1	0.4	0.2	1.1	0.0	0.2	1.7	0.7	0.6	3.4	0.9	0.0
0	3.0	4.5	6.1	3.3	2.8	1.8	2.1	1.9	5.4	3.4	2.0	5.2	2.6	3.3	1.1	2.8	0.7
Mean	7.58	6.58	6.44	6.69	7.37	8.22	9.04	8.59	7.68	7.58	8.81	6.38	7.25	7.35	6.74	7.35	8.59



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	76.5	66.4	74.1	87.9	77.0	69.9	70.9	69.7	78.2	78.7	77.3	75.4	81.3	82.9	79.8	68.5
Strongly	59.5	45.2	53.0	77.1	56.9	54.5	51.4	55.2	60.6	59.7	62.2	60.7	66.0	70.6	63.5	49.0
10	38.7	25.1	29.6	56.8	33.0	29.3	26.4	29.9	39.6	38.6	41.2	51.0	45.7	53.5	38.6	30.4
9	9.1	8.5	7.7	10.3	9.6	11.6	16.4	10.5	9.3	8.9	9.9	2.8	7.8	8.7	10.0	9.7
8	11.7	11.6	15.7	10.0	14.3	13.6	8.7	14.7	11.8	12.1	11.1	6.9	12.5	8.4	14.8	9.0
7	8.5	9.6	9.7	6.8	9.5	7.8	6.5	8.1	8.6	8.7	8.4	9.3	8.4	7.2	7.2	9.2
6	8.5	11.6	11.4	4.0	10.6	7.7	13.0	6.5	9.1	10.3	6.8	5.4	6.9	5.1	9.2	10.3
NEUTRAL-5	11.7	16.4	15.3	5.3	11.8	11.2	3.9	12.8	12.1	12.1	12.0	9.7	10.7	9.3	10.3	15.7
DISAGREE	11.8	17.1	10.6	6.8	11.2	18.9	25.2	17.5	9.7	9.2	10.6	14.9	8.0	7.8	9.8	15.8
4	3.3	4.6	3.7	1.9	3.5	3.6	2.3	3.9	3.4	3.4	3.3	2.4	1.7	2.8	2.9	4.5
3	2.6	4.1	2.0	1.4	3.2	5.2	12.2	3.7	2.1	2.0	2.2	1.6	1.6	1.0	2.1	4.1
2	2.0	3.2	1.7	1.0	2.0	3.4	2.2	3.7	1.5	1.3	1.8	3.9	1.2	0.7	1.7	2.6
1	0.8	1.5	0.7	0.2	0.5	2.0	3.2	1.8	0.5	0.7	0.2	1.0	0.7	1.1	0.2	1.3
0	3.0	3.8	2.6	2.4	2.0	4.6	5.3	4.4	2.2	1.8	3.0	6.1	2.8	2.2	3.0	3.2
Mean	7.58	6.78	7.29	8.52	7.48	7.01	6.77	7.07	7.71	7.70	7.73	7.59	7.95	8.24	7.73	7.04



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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	1298	702	450	252	565	375	733	327
AGREE	76.5	78.7	72.4	70.8	75.3	81.2	75.1	76.8	69.3
Strongly	59.5	63.1	52.9	51.6	55.4	67.0	56.5	60.0	48.8
10	38.7	45.3	26.7	26.6	26.9	49.8	30.1	41.8	22.8
9	9.1	8.0	11.2	10.4	12.7	7.8	12.8	8.1	9.4
8	11.7	9.8	15.1	14.6	15.8	9.4	13.6	10.2	16.7
7	8.5	8.1	9.2	8.0	11.2	8.9	9.9	7.6	8.3
6	8.5	7.5	10.3	11.2	8.7	5.3	8.7	9.2	12.2
NEUTRAL-5	11.7	10.0	14.9	15.8	13.2	6.7	14.6	12.5	15.1
DISAGREE	11.8	11.3	12.7	13.4	11.5	12.1	10.2	10.7	15.6
4	3.3	2.9	4.1	4.2	3.9	3.6	2.5	2.4	5.8
3	2.6	2.5	2.8	3.1	2.3	2.3	3.2	2.6	2.4
2	2.0	2.1	2.0	1.7	2.4	1.6	1.6	2.4	2.4
1	0.8	0.4	1.7	2.0	1.0	0.8	0.9	0.1	2.5
0	3.0	3.4	2.2	2.4	1.8	3.8	2.0	3.1	2.5
Mean	7.58	7.79	7.19	7.10	7.35	7.96	7.44	7.65	6.90



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

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
AGREE	76.5	79.5	70.1	68.6	68.5	74.6	81.1	78.1	73.4	64.2	71.9	65.5
Strongly	59.5	63.9	50.3	49.7	48.5	49.4	68.0	60.4	52.6	46.9	52.3	45.1
10	38.7	42.4	31.0	33.8	29.5	19.1	46.3	39.1	42.1	26.1	29.0	29.9
9	9.1	9.4	8.5	6.3	9.3	12.4	9.8	9.0	5.2	7.3	13.4	5.7
8	11.7	12.1	10.8	9.6	9.7	18.0	11.9	12.3	5.4	13.5	9.9	9.6
7	8.5	7.7	10.1	10.7	9.2	15.2	6.9	8.4	14.6	7.2	12.5	6.1
6	8.5	7.9	9.7	8.2	10.8	9.9	6.2	9.4	6.2	10.1	7.1	14.2
NEUTRAL-5	11.7	10.3	14.6	16.8	13.8	12.9	9.3	11.2	10.7	22.5	11.2	16.1
DISAGREE	11.8	10.2	15.3	14.5	17.7	12.6	9.6	10.7	15.9	13.3	16.9	18.4
4	3.3	3.0	4.0	4.2	4.1	5.4	2.7	3.3	5.0	3.4	4.5	3.7
3	2.6	2.0	3.9	2.9	5.2	3.7	2.2	1.8	2.3	3.5	5.5	4.9
2	2.0	1.9	2.3	2.3	3.4	0.0	1.7	2.1	2.0	2.5	1.7	4.9
1	0.8	0.7	1.2	0.0	1.5	3.5	0.6	0.7	0.0	0.0	1.4	1.6
0	3.0	2.6	3.8	5.2	3.5	0.0	2.5	2.7	6.6	3.9	3.8	3.3
Mean	7.58	7.81	7.09	7.10	6.95	7.12	8.00	7.65	7.34	6.87	7.15	6.76



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20. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
AGREE	76.5	56.4	71.1	78.9	81.3	79.8	78.8	71.5	79.8	74.4	79.2	78.7	74.5	
Strongly	59.5	39.8	52.7	58.6	65.1	60.0	66.1	52.6	64.1	56.2	63.7	62.8	56.6	
10	38.7	18.8	34.1	38.3	45.8	37.6	44.2	32.8	42.7	36.5	41.5	41.9	35.9	
9	9.1	7.4	9.0	10.2	8.2	8.3	10.1	9.2	9.1	8.9	9.4	9.8	8.5	
8	11.7	13.6	9.6	10.1	11.2	14.2	11.8	10.7	12.3	10.8	12.7	11.1	12.2	
7	8.5	5.2	7.4	11.4	9.5	10.9	6.0	8.7	8.3	8.9	7.9	9.3	7.8	
6	8.5	11.4	11.0	9.0	6.8	8.9	6.7	10.2	7.4	9.2	7.6	6.7	10.1	
NEUTRAL-5	11.7	19.5	12.4	9.9	9.7	10.2	12.3	12.8	11.0	11.9	11.5	9.9	13.3	
DISAGREE	11.8	24.1	16.5	11.1	8.9	10.0	8.9	15.7	9.2	13.7	9.4	11.4	12.2	
4	3.3	7.1	5.3	4.2	1.5	2.7	2.0	5.2	2.1	4.1	2.3	3.2	3.5	
3	2.6	8.0	4.1	1.3	1.4	2.2	2.0	3.7	1.9	3.0	2.1	2.7	2.6	
2	2.0	5.2	1.8	1.3	1.9	2.2	1.7	2.3	1.9	2.1	1.9	1.6	2.4	
1	0.8	1.0	0.6	0.5	1.0	0.6	1.2	0.7	1.0	0.8	0.9	0.8	0.9	
0	3.0	2.8	4.7	3.8	3.2	2.3	2.0	3.9	2.4	3.7	2.1	3.1	2.9	
Mean	7.58	6.30	7.16	7.63	7.91	7.67	7.89	7.19	7.83	7.40	7.80	7.75	7.42	



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20. 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	76.5	58.6	77.2	78.9	79.6	68.3	77.9	79.9	81.7	49.1	76.6	78.1	77.6	73.3	76.8	79.8
Strongly	59.5	38.9	57.3	63.5	64.2	50.3	57.5	65.4	68.3	27.7	57.1	62.0	60.5	55.4	59.3	65.2
10	38.7	19.5	37.2	42.4	42.9	24.3	41.0	44.4	46.2	14.8	33.9	40.8	39.8	34.1	37.0	48.9
9	9.1	6.8	10.1	8.6	9.5	10.8	9.2	8.2	11.0	2.9	10.9	8.9	8.1	9.7	9.3	7.7
8	11.7	12.6	10.0	12.5	11.8	15.2	7.4	12.8	11.0	10.0	12.4	12.3	12.6	11.6	12.9	8.6
7	8.5	6.2	10.0	8.8	8.0	8.5	12.2	9.1	7.8	3.9	8.1	8.5	8.2	8.6	9.3	6.4
6	8.5	13.5	9.9	6.6	7.4	9.5	8.2	5.4	5.7	17.5	11.3	7.6	9.0	9.3	8.2	8.2
NEUTRAL-5	11.7	17.9	10.7	10.0	11.7	9.2	11.1	9.8	9.2	26.4	10.4	10.1	13.9	12.6	11.3	11.6
DISAGREE	11.8	23.5	12.1	11.1	8.7	22.4	11.0	10.2	9.1	24.5	13.0	11.8	8.4	14.1	11.9	8.6
4	3.3	7.1	3.8	3.2	2.0	9.6	3.6	2.6	1.4	4.6	4.0	3.7	2.6	4.7	3.1	2.2
3	2.6	8.3	1.6	2.0	2.0	6.8	0.8	3.1	2.4	9.8	2.4	1.1	1.7	2.8	3.1	1.2
2	2.0	4.1	1.5	1.9	1.8	3.4	1.1	0.3	2.2	4.9	1.8	3.3	1.5	1.3	2.1	2.6
1	0.8	0.8	0.6	1.0	0.9	0.0	0.7	1.4	0.8	1.5	0.4	0.7	1.1	1.3	0.7	0.8
0	3.0	3.2	4.6	3.0	1.9	2.6	4.8	2.9	2.3	3.8	4.4	3.0	1.6	3.9	3.0	1.9
Mean	7.58	6.33	7.49	7.76	7.86	6.90	7.61	7.87	8.02	5.77	7.39	7.67	7.72	7.31	7.55	7.97



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

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	75.0	100.0	97.6	90.5	82.4	74.8	40.1	15.8	7.3	82.7	94.0	80.0	35.3	90.6	76.5	71.5	83.6	55.0	75.8	31.2
Strongly	60.8	100.0	95.1	85.1	63.7	48.9	18.9	11.0	7.3	70.3	90.1	57.0	19.3	82.6	63.0	57.9	63.1	36.0	54.5	14.8
10	42.6	96.0	83.7	62.7	40.0	23.9	11.1	3.3	2.3	51.8	73.3	34.0	9.9	68.5	40.4	39.2	40.1	18.6	27.7	8.2
9	6.8	0.0	5.0	11.1	11.0	6.5	0.3	1.1	0.0	7.3	7.9	7.9	1.2	6.1	7.6	6.1	10.6	5.5	10.3	0.0
8	11.4	4.0	6.5	11.3	12.7	18.4	7.6	6.6	5.0	11.2	8.9	15.1	8.2	8.1	15.1	12.5	12.3	11.9	16.5	6.6
7	8.8	0.0	1.9	4.1	11.8	16.9	10.0	2.7	0.0	8.1	2.9	15.2	7.7	5.9	7.5	9.2	13.2	10.5	12.9	7.9
6	5.5	0.0	0.6	1.4	7.0	9.0	11.1	2.1	0.0	4.3	1.0	7.8	8.3	2.0	6.0	4.5	7.4	8.4	8.4	8.5
NEUTRAL-5	10.3	0.0	1.5	5.1	8.4	12.3	24.9	22.2	7.8	7.9	3.3	10.0	23.3	4.6	10.5	12.3	7.7	16.6	11.0	23.1
DISAGREE	14.6	0.0	0.9	4.4	9.1	12.9	35.0	62.0	84.9	9.4	2.7	10.0	41.4	4.8	12.9	16.2	8.6	28.4	13.2	45.7
4	3.5	0.0	0.3	2.1	2.3	1.6	10.7	12.0	7.9	2.4	1.2	1.8	11.3	1.6	3.5	4.1	1.3	6.1	2.4	10.4
3	3.7	0.0	0.4	0.6	1.9	5.0	8.9	11.7	13.2	2.6	0.5	3.4	10.4	1.0	4.7	4.2	2.1	6.4	3.7	9.5
2	2.7	0.0	0.3	0.5	1.7	2.7	5.1	15.0	17.2	1.6	0.4	1.7	7.7	0.7	1.5	2.5	3.0	5.6	3.2	8.3
1	1.4	0.0	0.0	0.9	0.5	1.3	3.1	6.8	8.2	1.0	0.5	1.0	3.6	0.6	1.3	1.6	0.8	2.6	0.8	4.6
0	3.4	0.0	0.0	0.3	2.7	2.2	7.2	16.5	38.3	1.7	0.2	2.1	8.5	1.0	1.8	3.8	1.3	7.7	3.2	12.9
Mean	7.56	9.92	9.60	8.91	7.86	7.08	5.18	3.58	2.16	8.17	9.26	7.57	4.91	8.92	7.66	7.35	7.89	5.96	7.25	4.48



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	75.0	72.9	74.9	77.9	71.9	76.4	77.0	73.1	69.5	71.8	66.1	
Strongly	60.8	57.7	63.5	64.7	53.4	62.9	65.0	51.4	51.7	54.3	48.1	
10	42.6	38.5	42.2	47.4	37.6	44.5	47.4	28.8	34.3	31.5	38.4	
9	6.8	6.7	7.5	6.8	6.0	7.1	6.8	8.5	5.5	7.0	3.3	
8	11.4	12.5	13.7	10.5	9.7	11.3	10.8	14.1	12.0	15.8	6.4	
7	8.8	9.2	7.7	8.5	10.2	8.4	7.3	14.3	10.5	11.1	9.8	
6	5.5	6.0	3.7	4.6	8.3	5.1	4.6	7.4	7.2	6.5	8.3	
NEUTRAL-5	10.3	11.4	10.4	9.1	11.6	10.5	10.4	10.7	9.6	10.8	7.9	
DISAGREE	14.6	15.7	14.8	13.0	16.5	13.2	12.6	16.2	20.9	17.4	26.0	
4	3.5	3.7	3.0	2.9	4.7	2.7	2.6	2.7	6.9	7.1	6.5	
3	3.7	3.2	4.5	4.1	2.4	3.2	2.6	6.1	5.8	4.9	7.0	
2	2.7	3.8	2.7	1.9	3.3	2.8	2.7	3.1	2.3	0.5	4.9	
1	1.4	0.8	2.1	1.0	1.8	1.4	1.5	1.0	1.5	0.8	2.4	
0	3.4	4.2	2.5	3.1	4.2	3.1	3.1	3.3	4.4	4.0	5.2	
Mean	7.56	7.35	7.61	7.81	7.22	7.68	7.78	7.12	7.04	7.20	6.81	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	75.0	63.9	80.1	85.6	64.1	71.5	70.6	62.5	58.4	65.0	84.6	
Strongly	60.8	44.7	68.1	75.7	44.6	57.9	53.7	43.1	42.9	43.2	74.1	
10	42.6	23.5	51.3	58.5	25.4	39.2	33.5	23.2	26.9	20.9	57.2	
9	6.8	8.0	6.2	6.6	7.1	6.1	7.3	6.3	7.0	5.8	7.1	
8	11.4	13.2	10.6	10.6	12.0	12.5	12.9	13.6	8.9	16.5	9.8	
7	8.8	12.0	7.3	6.5	11.4	9.2	9.7	12.2	9.9	13.7	6.2	
6	5.5	7.2	4.7	3.5	8.1	4.5	7.3	7.1	5.6	8.1	4.2	
NEUTRAL-5	10.3	14.2	8.5	6.7	13.8	12.3	12.3	15.0	16.4	14.2	6.8	
DISAGREE	14.6	21.9	11.3	7.7	22.1	16.2	17.1	22.5	25.3	20.8	8.7	
4	3.5	4.6	2.9	2.3	4.6	4.1	4.3	4.9	4.1	5.5	2.3	
3	3.7	5.3	2.9	2.3	5.0	4.2	4.9	6.0	5.4	6.4	1.9	
2	2.7	4.5	1.9	1.0	4.8	2.5	3.3	4.3	4.0	4.5	1.5	
1	1.4	2.1	1.1	0.9	2.0	1.6	1.2	1.9	3.9	0.6	1.1	
0	3.4	5.4	2.5	1.3	5.7	3.8	3.4	5.4	7.9	3.8	1.8	
Mean	7.56	6.56	8.01	8.47	6.57	7.35	7.17	6.49	6.33	6.59	8.36	



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21. 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	840	888	720	740	540	420	244	276	300	496	264
AGREE	75.0	88.4	64.1	87.1	65.4	72.2	85.4	60.1	69.8	89.5	67.9	74.8
Strongly	60.8	79.4	45.3	77.2	46.8	58.0	74.6	39.2	57.5	80.9	50.5	58.5
10	42.6	62.5	26.0	59.5	27.8	40.3	57.9	18.9	40.0	61.8	32.1	40.7
9	6.8	6.6	6.8	6.1	6.9	7.5	5.1	7.6	7.5	7.5	6.6	7.5
8	11.4	10.3	12.5	11.6	12.1	10.2	11.6	12.7	10.1	11.6	11.8	10.3
7	8.8	6.4	11.2	6.6	10.9	8.8	7.3	13.5	7.6	5.7	9.7	10.0
6	5.5	2.7	7.7	3.3	7.6	5.4	3.6	7.5	4.7	2.9	7.7	6.2
NEUTRAL-5	10.3	5.1	14.8	5.3	13.9	12.0	4.6	15.3	12.2	6.4	13.3	11.9
DISAGREE	14.6	6.5	21.2	7.5	20.7	15.7	10.0	24.6	18.0	4.1	18.8	13.4
4	3.5	1.9	4.2	1.7	4.4	4.4	2.5	5.8	4.4	0.8	3.7	4.5
3	3.7	1.4	5.9	2.5	4.8	3.6	3.5	6.3	5.5	1.2	4.0	1.6
2	2.7	1.3	4.1	1.0	4.4	2.6	1.1	4.3	1.7	0.9	4.5	3.5
1	1.4	0.8	1.9	1.0	1.8	1.5	1.6	2.2	1.7	0.2	1.6	1.3
0	3.4	1.1	5.1	1.2	5.3	3.6	1.4	6.0	4.7	1.0	5.0	2.4
Mean	7.56	8.67	6.63	8.53	6.71	7.42	8.37	6.27	7.29	8.76	6.93	7.55



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	75.0	59.2	56.1	61.7	74.7	86.1	90.5	88.1	78.5	77.8	91.3	55.2	77.4	79.4	64.5	71.1	81.0
Strongly	60.8	43.3	40.7	45.4	57.7	72.6	84.2	77.8	64.1	64.5	83.1	38.8	56.9	55.8	49.5	55.0	72.4
10	42.6	26.9	26.0	27.6	37.7	49.5	73.1	60.1	48.9	44.3	65.9	23.3	34.1	30.9	28.4	37.1	57.9
9	6.8	6.3	5.9	6.5	6.9	7.7	6.3	7.1	3.6	6.2	6.4	5.8	6.7	12.5	10.2	7.3	6.0
8	11.4	10.1	8.8	11.2	13.1	15.4	4.9	10.6	11.7	14.0	10.8	9.7	16.0	12.4	10.9	10.6	8.6
7	8.8	10.2	8.9	11.2	9.6	8.2	5.1	6.8	12.3	6.5	6.0	9.7	12.9	11.3	10.8	8.8	7.1
6	5.5	5.7	6.5	5.2	7.3	5.2	1.1	3.4	2.1	6.8	2.3	6.6	7.7	12.2	4.1	7.2	1.5
NEUTRAL-5	10.3	14.9	13.7	16.0	11.7	5.2	5.1	5.2	5.3	9.8	3.8	17.1	11.8	5.3	11.9	12.7	10.4
DISAGREE	14.6	25.8	30.2	22.3	13.6	8.7	4.4	6.8	16.2	12.5	4.8	27.8	10.8	15.4	23.6	16.2	8.6
4	3.5	5.5	5.5	5.6	2.8	3.9	0.9	2.5	4.3	2.5	1.2	5.8	1.6	5.8	5.3	3.7	5.7
3	3.7	6.4	8.4	4.7	3.6	2.7	0.2	1.6	8.3	4.4	1.2	6.7	1.9	4.0	3.5	4.4	1.5
2	2.7	5.1	7.2	3.5	2.6	1.0	0.7	0.9	1.6	1.6	0.7	5.4	3.7	1.8	6.3	2.3	0.8
1	1.4	2.4	2.3	2.5	1.6	0.1	0.8	0.5	2.0	2.0	0.5	2.5	0.9	0.6	2.2	1.9	0.0
0	3.4	6.4	6.9	5.9	3.1	1.0	1.7	1.3	0.0	1.9	1.2	7.3	2.8	3.1	6.3	3.9	0.7
Mean	7.56	6.41	6.17	6.60	7.43	8.28	9.01	8.61	7.87	7.74	8.88	6.13	7.45	7.39	6.70	7.25	8.41



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	75.0	64.4	71.3	87.6	74.4	68.9	74.9	67.5	76.2	76.3	76.0	78.0	81.4	86.6	79.6	63.9
Strongly	60.8	45.9	56.7	77.8	57.3	51.5	62.9	49.0	62.2	62.2	62.2	67.5	70.3	74.9	63.1	48.1
10	42.6	27.3	34.6	61.8	37.0	32.2	38.0	30.9	43.9	42.7	46.0	52.9	48.8	63.9	42.6	32.3
9	6.8	7.0	7.5	6.2	7.5	8.5	13.6	7.4	6.5	6.9	5.7	5.5	8.8	4.6	8.1	5.1
8	11.4	11.7	14.6	9.8	12.8	10.8	11.2	10.7	11.8	12.6	10.5	9.1	12.7	6.4	12.4	10.7
7	8.8	10.9	8.0	7.0	10.7	10.8	7.4	11.6	8.7	9.3	7.7	5.7	7.3	8.2	10.8	8.8
6	5.5	7.6	6.7	2.8	6.4	6.6	4.6	7.0	5.3	4.8	6.2	4.8	3.8	3.5	5.7	6.9
NEUTRAL-5	10.3	13.9	12.5	5.7	10.3	12.1	6.7	13.3	10.2	9.7	11.1	7.8	8.8	5.6	8.2	15.0
DISAGREE	14.6	21.7	16.1	6.7	15.4	19.0	18.4	19.2	13.6	14.0	12.8	14.2	9.8	7.8	12.2	21.1
4	3.5	4.2	5.6	1.8	3.6	6.0	6.2	6.0	3.0	2.9	3.3	1.6	2.5	1.9	3.1	4.3
3	3.7	5.4	3.9	1.7	4.8	4.6	1.8	5.3	3.7	3.9	3.3	1.5	2.3	0.9	2.7	5.2
2	2.7	4.4	2.7	1.0	2.4	2.5	2.6	2.5	2.8	3.0	2.4	2.6	1.4	1.6	2.6	4.7
1	1.4	2.1	1.1	0.9	1.6	1.7	5.2	0.9	1.1	1.2	1.0	3.6	1.3	1.1	1.2	1.7
0	3.4	5.7	2.7	1.3	2.9	4.1	2.6	4.5	3.0	3.1	2.9	4.9	2.3	2.3	2.6	5.3
Mean	7.56	6.64	7.30	8.62	7.40	7.05	7.46	6.96	7.65	7.63	7.70	7.79	8.08	8.53	7.76	6.77



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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	1298	702	450	252	565	375	733	327
AGREE	75.0	79.3	67.3	67.1	67.5	77.6	69.2	80.5	65.0
Strongly	60.8	67.2	48.9	50.2	46.6	65.5	52.6	68.5	44.6
10	42.6	50.3	28.4	28.3	28.5	49.9	31.3	50.6	24.9
9	6.8	5.6	8.9	9.0	8.6	4.7	9.0	6.3	8.8
8	11.4	11.3	11.6	12.8	9.5	10.9	12.3	11.6	11.0
7	8.8	7.2	11.8	11.8	11.7	7.7	10.9	6.8	12.8
6	5.5	4.9	6.6	5.1	9.3	4.3	5.8	5.3	7.6
NEUTRAL-5	10.3	8.5	13.7	13.3	14.4	7.4	12.8	9.3	14.6
DISAGREE	14.6	12.2	19.1	19.6	18.1	14.9	18.0	10.1	20.3
4	3.5	3.1	4.1	4.4	3.6	4.3	3.2	2.1	5.3
3	3.7	2.6	5.6	5.8	5.2	3.6	6.7	1.8	4.4
2	2.7	2.2	3.6	3.9	3.1	1.9	2.4	2.5	5.0
1	1.4	1.2	1.8	1.5	2.2	1.7	1.8	0.9	1.7
0	3.4	3.1	3.9	3.9	3.9	3.4	3.9	2.9	4.0
Mean	7.56	7.92	6.89	6.91	6.86	7.80	7.06	8.01	6.70



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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	1357	643	261	261	81	624	733	126	135	125	136
AGREE	75.0	76.6	71.7	75.5	70.9	63.5	75.8	77.3	77.0	74.1	65.9	75.6
Strongly	60.8	64.1	53.8	57.0	54.7	38.6	64.4	63.7	57.0	56.9	52.1	57.1
10	42.6	44.9	37.7	42.5	37.1	18.1	45.4	44.5	46.2	39.0	33.1	40.8
9	6.8	7.8	4.7	4.6	4.4	5.5	8.0	7.6	3.3	5.7	1.8	6.7
8	11.4	11.4	11.5	9.9	13.2	15.0	11.0	11.7	7.5	12.2	17.2	9.5
7	8.8	8.1	10.4	9.2	9.8	16.6	7.6	8.5	10.2	8.4	9.9	9.7
6	5.5	4.5	7.6	9.3	6.5	8.4	3.8	5.0	9.8	8.9	3.9	8.8
NEUTRAL-5	10.3	9.9	11.1	10.9	11.7	10.7	9.0	10.8	10.3	11.5	13.0	10.5
DISAGREE	14.6	13.4	17.1	13.6	17.4	25.7	15.2	11.9	12.8	14.3	21.1	13.9
4	3.5	2.9	4.7	3.4	3.2	10.2	3.5	2.4	3.4	3.4	4.3	2.3
3	3.7	3.1	4.8	3.1	5.5	7.5	4.4	2.1	3.3	2.9	6.5	4.6
2	2.7	2.6	2.9	3.2	2.8	2.5	1.9	3.3	2.5	3.9	3.4	2.2
1	1.4	1.6	1.1	0.4	0.8	3.1	2.0	1.3	0.8	0.0	1.7	0.0
0	3.4	3.2	3.8	3.5	5.0	2.5	3.5	3.0	2.7	4.2	5.2	4.9
Mean	7.56	7.71	7.24	7.50	7.18	6.42	7.68	7.74	7.62	7.38	6.88	7.45



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
AGREE	75.0	50.8	70.7	79.2	81.1	79.5	75.5	70.4	78.1	73.5	77.1	74.3	75.7	
Strongly	60.8	34.3	52.6	62.9	68.2	67.0	63.1	53.4	65.6	57.7	64.7	60.4	61.1	
10	42.6	20.5	39.3	42.6	48.8	42.8	47.1	36.9	46.3	40.4	45.4	42.5	42.7	
9	6.8	4.1	4.4	8.9	8.2	8.5	5.4	6.3	7.1	6.8	6.7	6.4	7.1	
8	11.4	9.7	8.9	11.4	11.3	15.7	10.5	10.1	12.2	10.5	12.6	11.4	11.4	
7	8.8	8.6	11.6	10.1	7.1	8.8	7.5	10.3	7.8	9.4	8.0	9.0	8.7	
6	5.5	7.9	6.4	6.2	5.7	3.6	4.8	6.6	4.7	6.4	4.4	4.9	6.0	
NEUTRAL-5	10.3	20.0	12.7	6.8	6.0	7.6	12.8	11.6	9.5	10.0	10.8	9.6	11.0	
DISAGREE	14.6	29.2	16.6	14.0	12.9	12.9	11.7	18.1	12.4	16.6	12.2	16.1	13.3	
4	3.5	7.7	5.3	3.6	3.7	2.3	1.7	5.0	2.4	4.7	1.9	3.9	3.1	
3	3.7	9.0	3.7	2.8	2.9	3.3	3.2	4.4	3.2	3.9	3.3	4.8	2.6	
2	2.7	7.3	2.2	3.4	1.5	2.4	2.0	3.8	2.0	3.1	2.2	2.1	3.2	
1	1.4	0.6	0.9	1.7	2.2	1.9	1.0	1.2	1.6	1.5	1.4	1.8	1.1	
0	3.4	4.6	4.5	2.5	2.6	2.9	3.7	3.7	3.2	3.4	3.4	3.6	3.2	
Mean	7.56	6.00	7.25	7.70	7.95	7.78	7.72	7.19	7.80	7.41	7.74	7.51	7.60	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	75.0	52.1	76.8	80.6	76.8	48.3	77.4	79.2	76.8	55.8	76.2	81.7	76.8	71.6	75.1	79.3
Strongly	60.8	34.7	60.1	67.7	64.1	32.3	58.4	67.0	65.7	37.0	61.5	68.3	62.5	55.7	60.6	67.6
10	42.6	22.3	41.4	48.8	45.0	21.4	40.6	47.8	46.7	23.3	42.0	49.6	43.5	38.1	41.3	51.3
9	6.8	4.2	7.3	7.8	6.5	2.2	6.0	8.1	6.9	6.1	8.4	7.6	6.1	6.7	7.3	5.6
8	11.4	8.2	11.4	11.1	12.6	8.8	11.9	11.1	12.2	7.6	11.1	11.1	12.9	10.9	12.0	10.7
7	8.8	9.5	10.3	8.0	8.1	9.7	11.6	6.9	8.5	9.3	9.3	8.9	7.8	9.8	8.8	7.5
6	5.5	7.9	6.4	4.9	4.6	6.2	7.4	5.3	2.6	9.5	5.5	4.5	6.4	6.1	5.7	4.2
NEUTRAL-5	10.3	18.6	9.3	6.6	11.2	18.3	9.3	5.4	9.8	18.8	9.2	7.6	12.4	11.4	9.7	10.5
DISAGREE	14.6	29.4	14.0	12.8	12.0	33.4	13.2	15.3	13.4	25.4	14.6	10.7	10.8	17.0	15.2	10.2
4	3.5	9.3	3.2	3.8	1.7	10.8	3.1	4.5	1.8	7.9	3.3	3.2	1.5	4.5	3.5	2.1
3	3.7	8.8	2.6	2.4	3.7	9.6	2.6	3.7	5.5	8.0	2.5	1.3	2.1	4.5	3.8	2.2
2	2.7	5.4	3.1	2.2	2.0	3.8	2.4	2.2	1.3	6.8	3.6	2.3	2.6	2.6	2.9	2.3
1	1.4	0.5	1.7	1.8	1.3	0.9	1.5	2.9	1.4	0.0	1.8	1.0	1.1	1.7	1.1	1.9
0	3.4	5.4	3.4	2.5	3.4	8.2	3.5	2.0	3.3	2.7	3.4	2.9	3.5	3.6	3.9	1.7
Mean	7.56	6.08	7.56	7.94	7.72	5.81	7.54	7.84	7.78	6.34	7.57	8.03	7.67	7.29	7.51	8.00



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

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	75.8	100.0	95.1	91.4	83.6	72.0	46.7	22.2	12.9	80.7	93.4	75.3	36.8	87.0	75.0	68.8	85.5	62.8	82.2	40.6
Strongly	59.6	100.0	93.1	82.9	68.6	42.3	18.9	10.9	6.4	66.9	88.1	51.8	16.5	78.2	58.7	52.7	65.6	40.4	61.6	16.2
10	41.3	92.7	83.8	62.8	43.7	15.8	9.0	1.8	6.4	48.7	73.2	26.3	9.2	64.0	36.3	38.2	39.6	21.8	35.5	6.2
9	8.1	4.3	4.6	10.5	13.1	9.5	2.9	1.7	0.0	8.2	7.7	10.3	2.5	7.4	8.3	5.9	11.9	8.1	13.2	2.4
8	10.2	3.0	4.7	9.6	11.8	17.0	7.0	7.5	0.0	10.0	7.2	15.2	4.8	6.7	14.0	8.6	14.1	10.5	12.9	7.6
7	9.4	0.0	1.8	5.5	10.8	19.7	9.1	4.6	0.0	8.8	3.6	15.9	7.7	6.1	9.2	10.8	12.6	11.1	14.4	7.4
6	6.8	0.0	0.2	3.0	4.2	10.0	18.8	6.7	6.5	5.1	1.7	7.6	12.6	2.8	7.2	5.3	7.4	11.2	6.3	16.9
NEUTRAL-5	9.5	0.0	2.6	4.7	7.2	11.8	23.2	16.3	4.1	8.2	3.6	10.4	23.4	5.9	9.4	15.1	4.9	12.9	7.9	18.7
DISAGREE	14.7	0.0	2.4	3.9	9.3	16.2	30.1	61.4	83.0	11.1	3.1	14.3	39.8	7.1	15.6	16.1	9.6	24.3	9.9	40.7
4	3.8	0.0	1.2	0.7	1.5	6.4	8.7	9.7	5.7	3.4	0.9	5.3	8.4	1.8	4.3	4.4	4.7	4.9	1.5	8.9
3	3.9	0.0	0.3	0.5	2.4	4.3	9.3	20.5	7.0	2.6	0.4	3.2	11.7	1.4	3.6	4.2	2.7	7.3	3.7	11.4
2	2.0	0.0	0.0	0.3	1.8	1.5	4.3	11.3	13.1	1.1	0.1	1.3	5.6	0.3	2.3	2.1	0.7	4.3	2.2	6.8
1	0.9	0.0	0.0	0.6	0.3	0.8	1.7	5.0	9.6	0.6	0.3	0.4	3.1	0.4	1.6	0.0	0.4	1.8	0.9	2.9
0	4.1	0.0	0.8	1.7	3.3	3.2	6.1	15.0	47.5	3.3	1.3	4.1	11.1	3.1	3.8	5.4	1.2	5.9	1.7	10.8
Mean	7.53	9.90	9.49	8.85	8.03	6.79	5.37	3.75	2.03	7.98	9.18	7.20	4.82	8.62	7.39	7.21	8.01	6.37	7.76	4.78



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22. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
AGREE	75.8	79.4	74.2	74.7	76.3	78.6	80.0	70.7	63.8	65.9	60.7
Strongly	59.6	62.3	57.9	60.3	57.8	64.1	66.6	50.5	40.3	39.6	41.4
10	41.3	41.9	41.4	42.6	38.3	45.1	48.3	27.8	24.9	21.5	29.9
9	8.1	10.5	6.2	7.9	8.6	8.9	8.5	10.8	5.0	5.8	3.7
8	10.2	9.9	10.3	9.8	10.8	10.1	9.7	12.0	10.5	12.3	7.8
7	9.4	9.8	8.5	8.3	11.9	8.7	8.2	11.6	12.4	15.7	7.8
6	6.8	7.3	7.8	6.0	6.6	5.8	5.2	8.6	11.0	10.6	11.6
NEUTRAL-5	9.5	8.1	10.4	9.5	9.7	8.1	7.6	11.0	15.5	13.9	17.9
DISAGREE	14.7	12.5	15.3	15.8	14.1	13.3	12.4	18.2	20.7	20.2	21.4
4	3.8	3.2	4.7	3.9	3.2	3.1	2.8	4.3	6.9	8.2	5.1
3	3.9	4.0	4.3	3.4	4.3	3.8	3.5	5.6	4.3	3.7	5.2
2	2.0	2.8	1.8	2.2	1.4	2.2	1.8	3.9	1.5	1.1	1.9
1	0.9	0.3	1.9	0.8	0.7	1.0	1.0	0.6	0.9	0.3	1.6
0	4.1	2.1	2.7	5.5	4.5	3.3	3.2	3.9	7.2	6.9	7.6
Mean	7.53	7.76	7.48	7.49	7.48	7.77	7.91	7.01	6.53	6.55	6.49



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

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	75.8	70.4	78.2	82.7	70.0	68.8	68.7	70.2	71.8	69.2	80.0	
Strongly	59.6	48.4	64.7	71.2	48.4	52.7	51.3	47.9	50.6	46.1	68.4	
10	41.3	27.1	47.7	54.2	27.5	38.2	31.9	28.1	34.1	24.4	51.2	
9	8.1	8.6	7.9	7.7	9.3	5.9	7.3	8.3	7.2	9.0	8.0	
8	10.2	12.7	9.0	9.3	11.6	8.6	12.0	11.4	9.4	12.7	9.2	
7	9.4	12.6	8.0	7.2	11.6	10.8	10.8	12.9	12.0	13.6	6.7	
6	6.8	9.5	5.5	4.3	10.0	5.3	6.6	9.4	9.1	9.5	4.8	
NEUTRAL-5	9.5	11.0	8.8	7.2	10.4	15.1	13.6	10.6	8.4	12.0	8.7	
DISAGREE	14.7	18.5	13.0	10.1	19.6	16.1	17.7	19.2	19.9	18.8	11.4	
4	3.8	4.8	3.3	2.7	4.9	4.4	5.7	5.3	4.2	6.1	2.6	
3	3.9	4.8	3.5	2.2	5.8	4.2	3.9	5.6	3.6	6.8	2.7	
2	2.0	3.2	1.5	1.0	3.2	2.1	3.2	3.2	4.9	2.0	1.2	
1	0.9	1.4	0.7	0.9	1.3	0.0	0.0	1.4	2.1	1.0	0.6	
0	4.1	4.3	3.9	3.4	4.4	5.4	4.9	3.7	5.1	2.9	4.3	
Mean	7.53	6.92	7.81	8.18	6.89	7.21	7.06	6.93	7.00	6.89	7.99	



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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	840	888	720	740	540	420	244	276	300	496	264			
AGREE	75.8	83.1	71.4	84.5	69.9	72.1	81.1	67.1	74.4	89.3	71.3	69.7			
Strongly	59.6	73.1	50.3	74.4	48.9	54.5	71.1	45.9	57.6	78.9	50.4	51.3			
10	41.3	57.0	28.8	56.7	29.4	36.9	56.5	24.8	38.8	57.0	31.7	34.9			
9	8.1	7.7	9.6	8.5	8.8	6.8	6.6	9.7	6.9	11.2	8.3	6.6			
8	10.2	8.4	11.9	9.1	10.6	10.9	8.1	11.4	11.9	10.6	10.3	9.7			
7	9.4	6.2	12.3	6.5	10.5	11.8	6.2	9.8	10.9	7.0	10.9	12.6			
6	6.8	3.7	8.8	3.6	10.5	5.8	3.7	11.4	5.9	3.4	10.1	5.8			
NEUTRAL-5	9.5	8.0	10.2	6.4	11.0	11.6	6.7	8.3	10.0	6.0	12.4	13.2			
DISAGREE	14.7	8.9	18.4	9.1	19.0	16.3	12.2	24.6	15.6	4.8	16.3	17.1			
4	3.8	2.2	4.2	2.4	4.8	4.3	3.0	5.7	3.7	1.4	4.4	4.9			
3	3.9	2.0	5.8	1.8	5.1	5.1	2.0	7.5	3.7	1.5	3.9	6.5			
2	2.0	0.6	3.1	0.5	3.5	2.0	0.8	4.0	2.3	0.0	3.3	1.7			
1	0.9	0.3	1.6	0.7	1.3	0.8	1.2	1.3	1.5	0.0	1.3	0.0			
0	4.1	3.8	3.7	3.7	4.3	4.1	5.1	6.1	4.3	1.9	3.4	4.0			
Mean	7.53	8.29	7.02	8.33	6.94	7.29	8.09	6.60	7.39	8.66	7.10	7.18			



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	75.8	65.0	61.0	68.2	75.3	80.5	90.0	84.8	73.3	76.3	88.6	64.9	76.5	75.2	59.7	74.0	76.0
Strongly	59.6	45.7	44.6	46.6	55.3	68.9	82.8	75.2	65.0	58.3	80.9	43.5	54.7	57.8	42.1	54.2	64.4
10	41.3	27.1	28.8	25.7	35.0	49.7	70.7	59.2	38.8	39.9	64.6	25.5	30.7	44.4	26.2	35.7	48.0
9	8.1	7.6	8.3	6.9	8.9	8.7	6.9	7.9	15.8	7.6	7.9	7.5	10.8	9.2	1.9	8.0	6.8
8	10.2	11.1	7.5	13.9	11.4	10.5	5.2	8.1	10.4	10.8	8.4	10.5	13.2	4.1	14.0	10.5	9.6
7	9.4	9.9	6.9	12.4	12.5	7.6	3.4	5.7	8.2	10.6	5.0	9.9	12.3	8.3	11.1	13.7	6.9
6	6.8	9.4	9.6	9.3	7.5	4.0	3.8	3.9	0.0	7.5	2.8	11.5	9.5	9.2	6.5	6.1	4.7
NEUTRAL-5	9.5	11.0	10.4	11.4	11.1	8.1	4.8	6.6	7.2	11.6	4.6	11.5	11.3	8.1	11.1	10.8	13.9
DISAGREE	14.7	24.0	28.6	20.4	13.5	11.4	5.2	8.6	19.5	12.1	6.8	23.6	12.2	16.7	29.2	15.2	10.1
4	3.8	5.7	4.7	6.5	3.3	3.8	1.5	2.8	5.5	4.3	1.3	5.1	2.7	9.4	8.7	3.3	3.9
3	3.9	6.7	8.5	5.3	4.5	1.7	0.2	1.0	5.9	4.4	0.4	7.1	3.0	1.8	5.7	5.8	2.9
2	2.0	4.8	6.8	3.2	1.3	1.0	0.0	0.5	2.0	0.6	0.3	5.2	0.9	3.0	5.2	1.9	0.0
1	0.9	2.2	2.6	1.8	0.6	0.0	0.8	0.4	4.0	0.0	0.5	1.6	1.2	0.0	3.4	0.4	0.0
0	4.1	4.6	5.9	3.6	3.8	4.8	2.7	3.9	2.1	2.8	4.3	4.7	4.3	2.5	6.2	3.9	3.2
Mean	7.53	6.63	6.41	6.80	7.40	7.99	8.89	8.40	7.55	7.62	8.66	6.56	7.32	7.63	6.29	7.34	7.89



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	75.8	68.7	74.5	83.6	76.0	74.7	70.8	75.5	77.5	79.9	73.1	64.0	81.3	83.7	80.6	65.7
Strongly	59.6	47.4	54.1	74.4	56.1	57.8	55.6	58.3	60.7	62.3	57.8	53.7	67.6	71.0	65.0	46.6
10	41.3	27.4	35.7	58.0	36.2	38.5	34.5	39.4	42.2	43.0	40.6	39.4	47.3	55.5	43.7	30.9
9	8.1	9.2	6.1	7.9	8.3	9.5	10.1	9.4	8.1	8.7	7.1	5.3	8.0	9.1	10.3	6.2
8	10.2	10.9	12.3	8.5	11.6	9.8	11.0	9.5	10.4	10.5	10.2	8.9	12.3	6.4	11.0	9.4
7	9.4	11.0	12.5	6.5	12.0	10.3	12.3	9.8	10.0	11.4	7.4	3.0	8.9	7.8	10.2	10.2
6	6.8	10.3	7.9	2.6	7.8	6.6	2.8	7.4	6.8	6.2	7.8	7.3	4.8	4.8	5.4	9.0
NEUTRAL-5	9.5	10.1	13.7	7.2	10.3	8.7	11.4	8.1	9.4	8.7	10.7	11.7	7.5	6.2	8.8	12.8
DISAGREE	14.7	21.3	11.7	9.3	13.7	16.6	17.8	16.4	13.1	11.4	16.2	24.4	11.3	10.1	10.6	21.5
4	3.8	5.0	3.5	2.6	4.1	4.4	5.8	4.1	3.5	2.8	4.7	5.0	2.8	1.2	3.7	4.3
3	3.9	6.0	4.3	1.7	3.7	5.3	6.2	5.1	3.4	2.6	5.0	5.2	2.5	1.5	2.5	6.4
2	2.0	3.6	1.9	0.5	1.5	2.8	3.4	2.7	1.8	2.0	1.6	2.0	1.3	0.8	0.5	4.4
1	0.9	1.7	0.0	0.6	0.9	2.3	2.4	2.2	0.5	0.2	1.0	2.0	1.0	1.1	0.5	1.1
0	4.1	5.0	2.1	3.9	3.4	1.8	0.0	2.2	3.8	3.8	3.9	10.3	3.7	5.5	3.4	5.3
Mean	7.53	6.79	7.45	8.34	7.44	7.45	7.35	7.48	7.64	7.77	7.42	6.78	7.94	8.15	7.89	6.76



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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	1298	702	450	252	565	375	733	327
AGREE	75.8	74.4	78.3	77.0	80.6	72.5	80.1	75.8	76.3
Strongly	59.6	60.2	58.4	56.6	61.4	58.5	63.8	61.6	52.1
10	41.3	44.2	35.9	34.4	38.6	44.9	40.3	43.6	30.9
9	8.1	7.5	9.3	8.6	10.4	5.9	9.9	8.8	8.5
8	10.2	8.5	13.2	13.6	12.5	7.7	13.6	9.2	12.7
7	9.4	7.7	12.6	13.9	10.4	6.9	10.9	8.2	14.6
6	6.8	6.5	7.3	6.5	8.8	7.1	5.3	6.0	9.6
NEUTRAL-5	9.5	10.2	8.3	9.3	6.5	8.8	6.9	11.2	9.8
DISAGREE	14.7	15.5	13.4	13.7	12.9	18.7	13.0	13.0	13.9
4	3.8	3.9	3.6	3.7	3.3	4.1	3.7	3.8	3.5
3	3.9	4.2	3.3	3.5	3.0	4.4	3.4	4.1	3.3
2	2.0	1.4	3.1	3.0	3.4	1.9	2.4	1.1	3.9
1	0.9	1.0	0.8	0.9	0.7	1.8	0.6	0.4	1.1
0	4.1	4.9	2.5	2.5	2.5	6.6	2.9	3.6	2.1
Mean	7.53	7.53	7.53	7.46	7.66	7.34	7.74	7.68	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	1357	643	261	261	81	624	733	126	135	125	136
AGREE	75.8	80.7	65.3	66.1	59.5	79.6	80.7	80.7	61.3	70.6	61.4	57.8
Strongly	59.6	66.3	45.3	47.9	38.6	55.8	67.5	65.3	46.2	49.5	40.9	36.5
10	41.3	47.1	29.1	31.9	22.8	30.2	50.0	44.5	32.6	31.3	23.9	21.8
9	8.1	8.4	7.6	7.4	7.0	13.7	7.3	9.4	7.6	7.2	5.1	8.7
8	10.2	10.9	8.7	8.6	8.8	11.9	10.3	11.4	6.0	11.0	11.9	6.0
7	9.4	8.7	11.0	10.2	11.0	10.2	7.9	9.3	9.2	11.2	9.4	12.5
6	6.8	5.7	9.0	8.0	9.9	13.6	5.3	6.0	5.9	9.9	11.1	8.9
NEUTRAL-5	9.5	7.6	13.6	13.7	15.7	9.1	6.2	8.7	14.0	13.3	12.2	18.9
DISAGREE	14.7	11.7	21.1	20.2	24.7	11.3	13.0	10.6	24.6	16.1	26.4	23.2
4	3.8	2.8	5.8	5.1	7.4	3.3	3.1	2.6	6.4	4.0	6.7	8.0
3	3.9	2.8	6.3	5.7	7.8	5.2	2.5	3.1	7.6	3.9	7.1	8.5
2	2.0	2.2	1.7	1.9	1.6	1.3	2.1	2.2	2.0	1.9	2.4	0.8
1	0.9	0.7	1.6	1.3	1.7	1.5	0.8	0.5	1.7	0.9	2.3	1.1
0	4.1	3.3	5.7	6.2	6.3	0.0	4.5	2.2	7.0	5.4	7.8	4.9
Mean	7.53	7.91	6.74	6.85	6.34	7.52	7.91	7.91	6.66	7.02	6.29	6.39



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22. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
AGREE	75.8	51.5	59.8	69.8	77.7	85.8	87.8	62.5	84.5	66.9	87.0	75.5	76.0
Strongly	59.6	29.5	40.5	51.5	61.9	69.3	76.5	43.1	70.5	48.5	73.6	60.6	58.7
10	41.3	18.3	26.1	30.1	40.8	48.5	59.3	26.3	51.2	30.5	55.0	43.1	39.7
9	8.1	5.7	5.0	10.1	9.0	10.5	7.2	7.4	8.7	7.8	8.5	7.5	8.7
8	10.2	5.5	9.4	11.3	12.2	10.3	9.9	9.4	10.6	10.2	10.1	10.1	10.3
7	9.4	11.8	12.2	8.8	9.6	9.4	7.6	10.6	8.6	10.3	8.3	8.5	10.2
6	6.8	10.2	7.2	9.5	6.2	7.1	3.8	8.8	5.4	8.1	5.1	6.4	7.1
NEUTRAL-5	9.5	18.3	12.7	11.4	10.2	7.3	4.9	13.3	7.0	12.4	5.9	8.1	10.8
DISAGREE	14.7	30.2	27.5	18.8	12.2	6.9	7.3	24.2	8.5	20.7	7.1	16.4	13.2
4	3.8	13.2	7.3	2.6	2.3	1.4	2.4	6.4	2.1	5.2	2.0	3.9	3.7
3	3.9	7.5	6.6	7.2	2.8	1.4	1.5	7.1	1.8	5.8	1.5	4.0	3.9
2	2.0	3.9	3.0	2.4	1.9	1.1	1.4	2.9	1.4	2.6	1.3	2.1	2.0
1	0.9	1.3	1.1	1.1	1.3	0.3	0.8	1.1	0.8	1.2	0.6	1.3	0.6
0	4.1	4.3	9.5	5.4	3.8	2.7	1.2	6.7	2.3	5.8	1.8	5.1	3.1
Mean	7.53	5.98	6.29	6.96	7.64	8.19	8.55	6.52	8.20	6.84	8.41	7.50	7.56



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22. 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	75.8	52.1	66.2	78.1	87.3	51.3	64.5	77.3	88.8	53.0	67.8	78.8	86.0	71.8	76.2	79.8
Strongly	59.6	29.5	47.8	61.5	74.8	30.2	49.8	61.1	76.5	28.8	46.0	61.9	73.3	55.5	59.5	64.8
10	41.3	18.5	29.2	40.7	56.3	16.5	33.1	41.8	58.3	20.4	25.9	39.8	54.4	36.2	40.4	49.9
9	8.1	5.9	7.8	8.5	8.8	6.0	7.8	7.0	8.1	5.9	7.8	9.7	9.4	8.9	8.5	6.3
8	10.2	5.1	10.7	12.3	9.8	7.7	8.9	12.3	10.0	2.6	12.3	12.4	9.5	10.4	10.6	8.6
7	9.4	12.9	10.1	9.5	7.9	11.5	6.7	10.4	7.6	14.2	13.0	8.8	8.2	10.2	10.0	7.0
6	6.8	9.8	8.4	7.1	4.6	9.6	8.0	5.8	4.7	9.9	8.8	8.1	4.5	6.1	6.6	8.0
NEUTRAL-5	9.5	18.5	10.7	10.5	5.4	16.9	10.8	9.0	3.1	20.1	10.6	11.8	7.5	12.0	9.2	7.3
DISAGREE	14.7	29.3	23.1	11.4	7.3	31.9	24.7	13.7	8.2	26.9	21.6	9.4	6.5	16.3	14.7	13.0
4	3.8	10.7	4.9	2.3	2.1	10.7	3.4	4.0	2.2	10.6	6.2	1.0	2.0	4.4	3.7	3.3
3	3.9	9.6	6.2	3.0	1.4	9.2	5.9	3.2	1.7	9.9	6.4	2.8	1.2	4.3	3.8	3.6
2	2.0	2.9	2.9	2.0	1.3	4.5	3.0	1.7	1.1	1.3	2.8	2.2	1.4	2.0	2.2	1.5
1	0.9	1.5	1.0	1.0	0.7	3.0	1.7	1.0	0.8	0.0	0.4	1.0	0.7	1.1	0.9	0.8
0	4.1	4.8	8.2	3.1	1.8	4.5	10.8	3.9	2.4	5.1	5.9	2.4	1.2	4.4	4.0	3.8
Mean	7.53	5.99	6.67	7.67	8.46	5.85	6.60	7.61	8.50	6.12	6.74	7.71	8.41	7.28	7.53	7.85



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

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	71.5	100.0	96.3	91.8	82.5	65.6	28.8	18.3	3.8	79.4	94.1	73.1	28.3	89.3	74.5	66.5	75.5	50.9	75.4	22.9
Strongly	59.3	95.2	93.9	86.0	69.8	41.8	11.3	11.9	3.8	68.3	89.8	55.0	9.0	81.8	59.9	53.8	62.4	35.6	56.3	11.9
10	45.4	95.2	88.8	72.8	47.3	19.6	6.7	5.0	3.8	54.3	80.7	32.2	3.7	71.9	43.6	38.6	42.8	22.2	35.1	7.4
9	5.9	0.0	2.4	6.5	9.9	8.9	1.1	3.6	0.0	6.2	4.4	9.9	1.6	5.2	6.8	4.6	9.7	5.2	8.4	1.5
8	7.9	0.0	2.7	6.7	12.5	13.3	3.6	3.3	0.0	7.8	4.7	13.0	3.6	4.7	9.5	10.6	9.9	8.3	12.8	3.0
7	8.0	4.8	1.7	3.4	8.8	17.0	8.9	2.1	0.0	7.0	2.7	11.9	9.8	5.0	8.4	7.8	8.9	10.6	15.2	5.2
6	4.3	0.0	0.6	2.4	3.9	6.8	8.6	4.3	0.0	4.1	1.5	6.1	9.6	2.5	6.3	4.9	4.2	4.7	3.9	5.7
NEUTRAL-5	9.6	0.0	2.7	4.8	8.0	12.5	23.5	5.8	11.4	8.1	3.7	11.1	19.0	4.9	8.9	11.7	10.8	13.6	8.9	18.9
DISAGREE	18.9	0.0	1.0	3.4	9.5	21.9	47.7	76.0	84.8	12.5	2.2	15.9	52.6	5.9	16.5	21.8	13.7	35.5	15.6	58.3
4	3.3	0.0	0.5	0.8	1.8	3.9	10.6	8.4	0.0	2.9	0.6	3.3	13.2	1.1	5.1	2.9	4.4	4.4	2.0	7.2
3	2.6	0.0	0.0	0.0	0.0	3.6	9.8	8.6	2.6	1.8	0.0	2.2	9.2	0.9	3.4	2.3	1.1	4.8	1.2	9.0
2	2.5	0.0	0.2	0.5	0.3	2.8	6.0	17.2	7.5	1.3	0.4	0.9	7.3	0.6	2.7	2.1	0.0	5.8	2.8	9.2
1	1.5	0.0	0.0	0.0	0.5	1.2	4.2	10.7	5.1	0.9	0.0	1.0	5.0	0.4	0.7	2.7	0.5	3.0	0.5	6.0
0	9.0	0.0	0.3	2.2	7.0	10.3	17.0	31.1	69.6	5.7	1.3	8.4	17.9	2.8	4.6	11.8	7.7	17.5	9.2	27.0
Mean	7.28	9.85	9.63	9.06	7.96	6.38	4.24	2.82	1.23	7.96	9.34	7.13	4.02	8.86	7.51	6.80	7.57	5.52	7.21	3.57



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	71.5	75.6	68.7	73.6	67.4	74.9	76.2	67.8	57.2	61.1	51.6	
Strongly	59.3	60.9	57.9	62.0	54.5	63.9	66.5	49.8	39.5	41.3	37.0	
10	45.4	43.8	45.4	50.0	38.6	49.8	53.2	31.6	26.8	26.7	26.8	
9	5.9	5.7	6.0	5.7	6.6	6.3	5.9	8.1	4.6	4.9	4.1	
8	7.9	11.4	6.4	6.4	9.3	7.9	7.4	10.0	8.1	9.6	6.0	
7	8.0	8.3	7.7	7.9	8.1	7.0	6.5	10.1	11.9	13.6	9.5	
6	4.3	6.3	3.1	3.7	4.8	3.9	3.2	7.9	5.8	6.3	5.1	
NEUTRAL-5	9.6	8.4	9.5	9.5	10.9	8.3	7.9	10.8	15.0	16.0	13.6	
DISAGREE	18.9	16.0	21.9	16.9	21.7	16.8	16.0	21.4	27.8	22.9	34.9	
4	3.3	3.1	3.7	2.7	4.3	2.8	2.4	5.5	5.4	4.1	7.3	
3	2.6	3.4	4.4	1.9	1.4	2.0	1.7	3.1	5.4	5.6	5.1	
2	2.5	2.8	3.4	2.0	2.3	2.1	1.9	3.2	4.3	3.1	5.9	
1	1.5	0.7	2.3	1.1	1.9	1.3	1.2	1.8	2.4	1.7	3.3	
0	9.0	6.0	8.1	9.1	11.9	8.6	8.8	7.8	10.4	8.3	13.2	
Mean	7.28	7.48	7.16	7.49	6.87	7.54	7.68	6.81	6.16	6.42	5.78	



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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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	71.5	62.5	75.6	84.0	58.7	66.5	65.2	59.8	57.8	61.0	80.4	
Strongly	59.3	47.5	64.6	74.0	44.1	53.8	50.5	45.0	45.8	44.5	70.0	
10	45.4	30.7	52.1	61.8	28.7	38.6	33.9	28.9	32.9	26.3	57.9	
9	5.9	7.3	5.3	5.8	6.6	4.6	6.1	6.6	5.9	7.1	5.4	
8	7.9	9.6	7.1	6.4	8.8	10.6	10.6	9.6	7.0	11.2	6.7	
7	8.0	10.2	6.9	6.2	10.1	7.8	9.2	10.2	8.4	11.2	6.3	
6	4.3	4.8	4.1	3.9	4.6	4.9	5.5	4.6	3.5	5.2	4.1	
NEUTRAL-5	9.6	11.0	8.9	6.3	12.7	11.7	11.4	11.6	10.8	12.0	8.1	
DISAGREE	18.9	26.5	15.5	9.7	28.6	21.8	23.4	28.7	31.4	27.0	11.5	
4	3.3	4.1	3.0	2.5	4.4	2.9	5.3	4.4	2.6	5.5	2.6	
3	2.6	3.6	2.2	1.8	3.6	2.3	3.3	4.5	4.2	4.6	1.2	
2	2.5	4.3	1.7	1.4	3.9	2.1	2.0	4.1	4.6	3.8	1.3	
1	1.5	3.2	0.7	0.5	2.2	2.7	2.3	2.6	3.0	2.3	0.7	
0	9.0	11.2	7.9	3.5	14.4	11.8	10.4	13.2	17.0	10.8	5.8	
Mean	7.28	6.43	7.67	8.38	6.17	6.80	6.70	6.23	6.08	6.32	8.08	



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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	840	888	720	740	540	420	244	276	300	496	264			
AGREE	71.5	86.0	62.0	84.6	59.0	71.2	83.2	58.7	78.1	86.5	59.2	63.9			
Strongly	59.3	77.1	47.0	74.6	44.2	59.5	72.9	46.4	65.6	76.9	43.2	53.1			
10	45.4	65.6	30.4	62.7	30.1	43.2	60.0	29.4	45.2	66.6	30.5	41.1			
9	5.9	5.3	7.1	5.4	6.7	5.6	5.6	9.8	7.7	5.2	5.2	3.4			
8	7.9	6.2	9.5	6.4	7.4	10.7	7.3	7.2	12.7	5.1	7.5	8.6			
7	8.0	5.6	10.2	6.1	9.5	8.3	7.0	8.7	9.2	4.9	9.8	7.4			
6	4.3	3.3	4.8	3.9	5.3	3.4	3.3	3.6	3.4	4.7	6.2	3.4			
NEUTRAL-5	9.6	6.5	11.4	6.1	12.3	10.6	4.9	12.1	10.0	7.8	12.3	11.2			
DISAGREE	18.9	7.5	26.6	9.4	28.7	18.2	12.0	29.2	11.8	5.7	28.4	24.9			
4	3.3	1.8	3.8	2.2	4.8	2.8	2.6	3.7	2.0	1.7	5.4	3.6			
3	2.6	0.8	4.2	1.0	4.2	2.5	1.6	4.9	0.8	0.3	3.9	4.4			
2	2.5	1.2	3.4	1.6	3.0	3.0	1.9	2.6	3.5	1.3	3.3	2.4			
1	1.5	0.6	1.8	0.4	1.8	2.5	0.3	1.2	1.1	0.5	2.1	4.0			
0	9.0	3.2	13.3	4.1	14.8	7.4	5.6	16.9	4.4	2.0	13.8	10.5			
Mean	7.28	8.57	6.38	8.39	6.20	7.27	8.21	6.18	7.76	8.65	6.21	6.75			



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	71.5	53.5	47.3	58.4	71.1	81.5	92.3	86.4	73.4	71.0	90.5	50.6	69.0	70.7	52.6	72.6	80.8
Strongly	59.3	40.1	38.3	41.6	56.1	71.8	85.2	77.8	55.6	60.1	81.8	37.5	50.6	57.9	41.3	58.1	76.4
10	45.4	27.8	28.9	27.0	39.6	55.7	77.5	65.5	47.1	42.7	71.4	24.8	35.7	39.9	28.5	40.9	60.3
9	5.9	5.3	5.4	5.2	6.6	6.6	4.6	5.7	5.5	7.7	4.7	6.0	7.2	8.9	2.2	5.7	7.6
8	7.9	7.0	3.9	9.4	9.9	9.5	3.1	6.6	2.9	9.7	5.7	6.8	7.7	9.0	10.6	11.5	8.5
7	8.0	9.1	5.1	12.4	9.2	7.1	4.1	5.7	12.6	3.9	6.1	8.6	11.3	8.5	9.3	10.3	2.3
6	4.3	4.2	3.9	4.4	5.8	2.6	3.0	2.8	5.3	6.9	2.7	4.5	7.1	4.4	1.9	4.2	2.2
NEUTRAL-5	9.6	12.6	12.2	12.9	10.3	8.1	4.5	6.5	5.0	9.7	5.0	13.5	11.2	9.5	13.6	9.9	10.4
DISAGREE	18.9	34.0	40.5	28.7	18.7	10.4	3.2	7.2	21.6	19.4	4.5	35.9	19.8	19.8	33.8	17.5	8.8
4	3.3	3.7	3.8	3.6	4.1	3.8	0.5	2.3	2.6	7.0	0.6	3.5	4.9	10.8	5.2	2.0	3.2
3	2.6	4.7	4.2	5.1	2.7	1.4	0.3	0.9	1.9	2.6	0.4	5.6	2.0	3.8	2.4	3.2	0.8
2	2.5	5.4	5.7	5.1	1.8	1.2	0.7	1.0	8.4	1.7	0.8	4.4	1.3	1.4	7.6	2.2	1.7
1	1.5	2.2	3.8	0.9	2.0	0.7	0.0	0.4	2.0	0.9	0.0	2.4	1.1	0.9	1.1	3.2	1.6
0	9.0	18.1	23.0	14.1	8.1	3.3	1.7	2.6	6.7	7.1	2.8	19.9	10.5	3.0	17.6	6.8	1.5
Mean	7.28	5.76	5.33	6.10	7.15	8.20	9.15	8.63	7.24	7.32	8.90	5.53	6.90	7.43	5.79	7.25	8.40



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	71.5	59.7	66.5	85.8	71.1	69.3	62.2	70.9	72.3	73.7	69.9	69.2	79.0	82.3	75.1	59.1
Strongly	59.3	44.9	55.2	75.9	57.3	57.8	58.6	57.7	59.2	60.4	57.0	62.4	67.6	73.3	61.6	46.7
10	45.4	30.1	38.4	64.2	41.2	39.8	38.3	40.2	45.8	46.5	44.6	53.3	55.3	62.4	45.2	33.4
9	5.9	6.4	5.8	5.5	6.8	8.1	12.7	7.0	5.8	6.0	5.6	2.6	4.8	6.3	8.2	4.9
8	7.9	8.4	11.0	6.1	9.2	10.0	7.6	10.5	7.6	8.0	6.9	6.5	7.5	4.6	8.2	8.5
7	8.0	10.0	7.2	6.1	8.9	6.5	0.0	8.0	8.8	8.7	8.9	4.4	8.1	6.1	8.1	8.5
6	4.3	4.8	4.1	3.8	4.9	5.0	3.6	5.3	4.3	4.5	4.0	2.4	3.3	2.9	5.4	3.9
NEUTRAL-5	9.6	12.5	10.2	6.3	9.9	7.4	7.2	7.4	10.1	9.8	10.7	9.6	8.6	7.4	7.9	13.7
DISAGREE	18.9	27.8	23.3	7.9	19.0	23.3	30.6	21.7	17.5	16.6	19.3	21.2	12.4	10.2	17.0	27.2
4	3.3	4.1	4.7	2.0	4.0	4.0	13.0	2.0	3.3	3.0	3.8	2.5	1.8	1.4	4.2	3.2
3	2.6	3.8	4.1	0.7	2.6	4.0	3.4	4.1	2.1	2.2	2.0	3.7	1.6	1.9	2.0	3.0
2	2.5	3.9	3.2	0.8	2.7	5.2	6.3	5.0	1.9	1.6	2.5	2.1	1.3	2.4	1.8	4.4
1	1.5	1.9	2.2	0.7	1.6	2.3	5.4	1.6	1.4	1.3	1.4	1.0	1.4	0.5	0.4	2.4
0	9.0	14.0	9.0	3.7	8.2	7.8	2.3	9.0	8.9	8.4	9.7	11.8	6.3	4.0	8.6	14.1
Mean	7.28	6.25	6.90	8.51	7.19	7.03	6.96	7.05	7.34	7.43	7.18	7.28	7.92	8.32	7.47	6.30



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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	1298	702	450	252	565	375	733	327	
AGREE	71.5	71.9	70.8	71.7	69.3	75.6	74.9	69.0	66.2	
Strongly	59.3	60.5	57.0	57.8	55.5	65.3	61.7	56.8	51.5	
10	45.4	48.6	39.5	41.6	35.7	51.0	42.8	46.8	35.7	
9	5.9	5.0	7.7	6.9	9.2	5.9	9.4	4.3	5.9	
8	7.9	6.9	9.8	9.3	10.7	8.4	9.6	5.8	10.0	
7	8.0	7.1	9.6	9.7	9.4	7.2	9.5	7.0	9.7	
6	4.3	4.3	4.2	4.2	4.4	3.2	3.6	5.1	4.9	
NEUTRAL-5	9.6	9.1	10.5	10.1	11.3	7.5	9.4	10.3	11.8	
DISAGREE	18.9	19.0	18.6	18.2	19.3	16.9	15.7	20.7	22.1	
4	3.3	3.9	2.4	2.6	2.0	3.4	1.7	4.2	3.2	
3	2.6	2.8	2.2	2.4	1.7	3.0	0.9	2.7	3.6	
2	2.5	1.8	3.8	4.0	3.4	1.9	3.5	1.7	4.1	
1	1.5	1.4	1.7	1.1	2.7	0.4	1.3	2.1	2.1	
0	9.0	9.1	8.6	8.1	9.6	8.1	8.3	9.9	9.1	
Mean	7.28	7.36	7.13	7.23	6.96	7.64	7.42	7.15	6.80	



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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	1357	643	261	261	81	624	733	126	135	125	136
AGREE	71.5	78.0	57.7	54.4	58.4	62.0	80.9	75.7	64.7	44.8	61.1	55.9
Strongly	59.3	66.5	44.1	39.7	46.2	45.1	70.5	63.0	49.9	30.3	50.2	42.6
10	45.4	52.9	29.7	27.0	32.1	26.1	54.7	51.4	36.6	18.1	32.8	31.5
9	5.9	5.9	6.1	2.5	8.2	11.6	7.1	4.9	2.6	2.4	10.1	6.5
8	7.9	7.7	8.3	10.2	5.9	7.4	8.7	6.8	10.7	9.8	7.3	4.6
7	8.0	8.4	7.1	7.1	7.2	9.4	8.4	8.4	7.9	6.4	5.7	8.5
6	4.3	3.2	6.5	7.6	5.0	7.5	2.0	4.2	6.9	8.2	5.2	4.8
NEUTRAL-5	9.6	8.0	13.0	12.5	14.2	11.6	6.7	9.0	9.5	15.3	14.0	14.4
DISAGREE	18.9	14.0	29.3	33.1	27.4	26.5	12.4	15.3	25.8	39.9	24.9	29.7
4	3.3	2.2	5.7	5.5	6.5	4.7	1.9	2.5	3.7	7.2	6.4	6.7
3	2.6	1.6	4.7	4.1	6.7	2.4	1.6	1.6	3.4	4.8	4.4	8.8
2	2.5	2.0	3.7	2.6	3.1	7.9	1.9	2.1	2.5	2.7	4.5	1.9
1	1.5	1.2	2.1	2.1	1.9	1.0	0.8	1.5	0.0	4.1	1.0	2.7
0	9.0	7.0	13.1	18.8	9.2	10.5	6.2	7.6	16.2	21.1	8.7	9.7
Mean	7.28	7.80	6.18	5.73	6.48	6.36	8.01	7.62	6.49	5.04	6.67	6.30



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
AGREE	71.5	45.7	52.1	70.4	76.6	80.0	81.8	58.9	79.9	64.0	81.1	75.3	68.1	
Strongly	59.3	28.2	41.8	54.4	62.6	71.0	71.6	44.5	69.0	49.8	71.4	63.8	55.2	
10	45.4	17.7	30.3	38.1	52.7	51.0	58.7	31.1	54.9	37.4	55.7	47.7	43.4	
9	5.9	4.9	4.1	6.9	4.9	10.7	4.1	5.5	6.3	5.3	6.8	7.3	4.8	
8	7.9	5.6	7.4	9.5	5.0	9.2	8.7	7.9	7.9	7.1	8.9	8.8	7.1	
7	8.0	7.9	7.3	10.8	9.3	6.8	6.4	9.0	7.3	9.1	6.5	8.1	7.8	
6	4.3	9.5	3.1	5.3	4.7	2.2	3.8	5.4	3.6	5.2	3.2	3.4	5.1	
NEUTRAL-5	9.6	15.3	12.0	10.5	8.5	7.9	7.7	12.0	8.0	11.0	7.8	8.2	10.8	
DISAGREE	18.9	38.9	35.8	19.1	15.0	12.1	10.5	29.1	12.2	25.0	11.1	16.4	21.1	
4	3.3	6.8	5.5	3.4	2.8	2.1	2.2	4.8	2.4	4.3	2.2	2.7	3.9	
3	2.6	8.2	4.5	2.6	2.0	2.1	0.6	4.4	1.4	3.7	1.2	2.2	3.0	
2	2.5	9.3	3.2	2.2	1.0	1.9	1.6	4.0	1.5	3.1	1.7	2.6	2.5	
1	1.5	3.3	3.7	0.8	1.1	0.2	1.3	2.4	0.9	2.0	0.8	0.8	2.1	
0	9.0	11.4	19.0	10.1	8.0	5.8	4.8	13.5	5.9	11.9	5.2	8.2	9.6	
Mean	7.28	5.29	5.74	7.04	7.67	8.00	8.16	6.22	7.98	6.64	8.09	7.55	7.04	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	71.5	45.0	63.9	74.4	82.3	56.3	70.3	76.7	83.5	33.9	58.3	72.5	81.2	64.9	72.7	77.0
Strongly	59.3	27.5	50.7	62.3	72.1	37.5	57.1	65.0	75.4	17.7	45.1	60.1	69.0	52.2	59.8	66.7
10	45.4	17.5	36.4	48.6	57.3	23.4	41.7	50.0	57.5	11.7	31.8	47.5	57.1	38.5	44.6	56.1
9	5.9	4.6	5.4	7.1	5.9	6.3	5.2	9.0	7.8	3.0	5.6	5.6	4.1	5.0	7.4	3.6
8	7.9	5.4	8.9	6.6	8.9	7.8	10.2	6.0	10.1	3.1	7.6	7.0	7.9	8.8	7.8	7.0
7	8.0	9.1	8.8	8.3	6.8	12.9	9.0	7.2	6.7	5.3	8.7	9.2	6.9	7.7	8.2	7.7
6	4.3	8.4	4.3	3.8	3.4	5.8	4.2	4.5	1.4	10.9	4.5	3.1	5.2	5.0	4.6	2.6
NEUTRAL-5	9.6	12.4	11.8	10.1	6.9	10.7	9.0	10.4	5.7	14.2	14.2	10.0	8.1	10.4	9.3	9.4
DISAGREE	18.9	42.6	24.4	15.4	10.8	33.1	20.8	12.9	10.8	51.9	27.5	17.5	10.7	24.7	18.1	13.7
4	3.3	7.1	4.0	2.8	2.2	6.0	3.1	2.9	1.3	8.2	4.8	2.7	3.0	5.1	2.7	2.6
3	2.6	7.7	2.7	3.2	0.7	5.6	3.1	1.9	0.8	9.7	2.4	4.3	0.6	3.5	2.7	1.2
2	2.5	8.7	2.6	1.0	1.8	7.4	2.8	1.7	1.5	9.9	2.4	0.4	2.0	4.5	1.8	1.9
1	1.5	3.0	1.8	1.2	1.0	1.1	0.3	0.5	1.1	4.8	3.2	1.9	0.8	1.4	1.8	0.9
0	9.0	16.1	13.3	7.2	5.2	12.9	11.5	6.0	6.1	19.3	14.8	8.3	4.4	10.2	9.1	7.1
Mean	7.28	5.07	6.62	7.59	8.15	5.89	7.06	7.80	8.21	4.28	6.23	7.41	8.09	6.77	7.31	7.84



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24. 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		
	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	73.2	100.0	98.1	91.5	79.4	70.1	38.6	10.9	5.3	80.8	94.7	75.1	31.0	87.5	76.8	68.4	82.9	53.4	73.7	30.1
Strongly	57.5	100.0	94.5	85.2	61.1	40.6	14.9	5.5	2.3	67.1	89.9	51.3	10.5	78.6	58.1	54.5	64.3	32.4	49.4	12.9
10	38.0	100.0	82.9	62.9	32.1	14.4	6.0	1.0	2.3	46.7	73.2	22.1	5.0	60.9	35.4	36.3	38.3	15.4	24.9	4.5
9	8.1	0.0	6.1	11.8	11.5	8.5	3.5	1.2	0.0	9.3	8.8	11.6	2.4	7.7	10.1	8.4	12.7	5.0	6.8	3.0
8	11.4	0.0	5.5	10.5	17.6	17.7	5.4	3.3	0.0	11.1	7.9	17.6	3.0	10.0	12.5	9.8	13.4	12.0	17.7	5.4
7	10.0	0.0	2.9	4.1	13.7	19.5	10.6	2.4	0.0	8.6	3.4	16.0	7.0	5.8	11.0	9.0	11.8	13.7	18.0	8.8
6	5.7	0.0	0.6	2.2	4.6	9.9	13.0	3.0	3.0	5.1	1.4	7.8	13.6	3.0	7.7	4.9	6.8	7.3	6.3	8.3
NEUTRAL-5	11.1	0.0	1.3	4.8	9.5	12.8	26.9	22.8	21.6	8.8	3.1	11.9	26.1	5.0	9.6	16.1	9.3	17.1	9.8	25.5
DISAGREE	15.7	0.0	0.6	3.7	11.1	17.1	34.5	66.2	73.2	10.4	2.2	12.9	42.9	7.6	13.6	15.5	7.8	29.5	16.5	44.4
4	4.3	0.0	0.2	0.6	2.1	8.2	9.7	10.2	4.4	3.6	0.4	5.2	13.2	3.1	4.9	4.4	2.0	6.2	5.2	7.3
3	2.8	0.0	0.0	0.4	0.4	2.1	10.8	12.9	6.1	1.7	0.2	1.6	10.3	0.9	3.2	2.5	1.0	5.7	0.8	11.3
2	2.2	0.0	0.0	0.6	1.4	1.2	5.2	15.6	6.8	1.1	0.3	1.2	4.8	0.3	2.2	1.4	1.2	5.0	1.5	9.1
1	1.1	0.0	0.0	0.0	0.5	1.1	2.9	6.3	4.8	0.6	0.0	0.5	4.1	0.3	0.9	0.9	0.4	2.4	1.5	3.6
0	5.3	0.0	0.4	2.1	6.7	4.5	5.8	21.2	51.1	3.5	1.3	4.5	10.5	2.9	2.4	6.3	3.2	10.2	7.6	13.2
Mean	7.35	10.00	9.60	8.90	7.48	6.65	5.07	3.14	2.03	7.96	9.25	7.13	4.54	8.58	7.51	7.19	7.87	5.74	6.92	4.39



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24. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	73.2	75.1	71.5	75.8	68.7	75.8	76.8	70.6	61.9	67.6	53.7	
Strongly	57.5	58.8	59.9	60.0	49.3	60.8	63.7	45.6	43.1	47.8	36.4	
10	38.0	38.0	38.7	40.8	32.4	41.2	44.6	22.9	24.6	25.3	23.6	
9	8.1	8.1	7.3	9.3	6.6	8.3	7.8	11.1	7.0	8.1	5.4	
8	11.4	12.8	13.9	9.9	10.2	11.3	11.3	11.6	11.5	14.3	7.5	
7	10.0	10.2	7.6	9.8	12.8	9.6	8.4	16.4	11.7	12.3	10.8	
6	5.7	6.1	3.9	6.1	6.6	5.4	4.7	8.7	7.1	7.5	6.5	
NEUTRAL-5	11.1	12.0	10.7	10.5	11.8	10.2	9.8	12.5	14.9	14.8	15.1	
DISAGREE	15.7	12.9	17.9	13.6	19.4	14.0	13.4	16.8	23.2	17.6	31.2	
4	4.3	5.0	4.4	3.9	4.3	3.5	3.0	6.4	7.6	6.5	9.1	
3	2.8	2.3	3.7	1.8	4.1	2.4	2.1	4.1	4.6	2.3	7.9	
2	2.2	2.4	2.5	1.1	3.5	2.2	2.1	2.5	2.2	1.3	3.5	
1	1.1	0.3	1.8	1.4	0.4	0.8	1.0	0.0	2.3	1.8	2.9	
0	5.3	2.9	5.4	5.4	7.2	5.0	5.3	3.8	6.5	5.6	7.7	
Mean	7.35	7.55	7.30	7.53	6.91	7.54	7.66	6.94	6.51	6.84	6.04	



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24. 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				
		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	626	1374	931	811	258	495	861	332	529	1139	
AGREE	73.2	64.1	77.3	83.7	62.7	68.4	71.3	64.1	59.6	66.9	80.1	
Strongly	57.5	42.3	64.4	71.3	42.5	54.5	51.4	42.9	37.7	46.1	68.5	
10	38.0	21.3	45.6	51.9	22.6	36.3	30.3	22.2	20.3	23.5	49.9	
9	8.1	8.4	7.9	8.6	7.4	8.4	8.7	8.0	6.5	8.9	8.2	
8	11.4	12.6	10.8	10.9	12.4	9.8	12.3	12.7	10.9	13.7	10.4	
7	10.0	13.5	8.4	7.6	13.1	9.0	12.5	13.0	15.4	11.4	7.8	
6	5.7	8.2	4.6	4.7	7.1	4.9	7.5	8.3	6.6	9.4	3.7	
NEUTRAL-5	11.1	13.9	9.8	6.6	14.6	16.1	13.9	13.4	15.6	12.0	9.4	
DISAGREE	15.7	22.0	12.8	9.7	22.6	15.5	14.8	22.5	24.8	21.1	10.6	
4	4.3	5.6	3.7	3.7	4.9	4.4	5.3	5.4	4.7	5.8	3.5	
3	2.8	5.1	1.8	1.7	4.2	2.5	3.0	5.1	6.1	4.4	1.1	
2	2.2	4.0	1.3	1.0	3.8	1.4	0.9	3.4	2.5	3.9	1.3	
1	1.1	1.6	0.9	0.6	1.8	0.9	0.7	1.7	1.8	1.7	0.7	
0	5.3	5.7	5.2	2.7	8.0	6.3	4.8	7.0	9.7	5.3	4.1	
Mean	7.35	6.51	7.73	8.20	6.42	7.19	7.15	6.48	6.17	6.67	8.00	



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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	840	888	720	740	540	420	244	276	300	496	264
AGREE	73.2	85.1	65.4	84.6	63.1	71.8	84.0	60.6	72.3	85.4	64.4	71.3
Strongly	57.5	74.5	45.6	73.6	43.2	55.5	70.7	38.7	55.1	77.7	45.4	56.0
10	38.0	55.8	24.2	55.0	23.7	35.0	53.1	20.0	34.7	57.6	25.5	35.3
9	8.1	8.4	8.3	8.2	7.5	8.7	6.9	6.4	8.7	10.0	8.0	8.8
8	11.4	10.3	13.1	10.4	12.0	11.8	10.7	12.3	11.7	10.1	11.9	11.9
7	10.0	7.1	12.6	6.9	12.7	10.5	8.5	13.0	12.0	4.7	12.6	9.0
6	5.7	3.5	7.2	4.1	7.3	5.7	4.9	9.0	5.2	2.9	6.4	6.2
NEUTRAL-5	11.1	7.1	13.9	7.1	13.6	12.9	6.0	12.7	12.7	8.7	14.0	13.3
DISAGREE	15.7	7.8	20.7	8.3	23.3	15.3	9.9	26.6	15.0	6.0	21.6	15.5
4	4.3	2.9	4.7	3.0	5.1	4.9	3.7	5.4	3.2	2.0	4.9	6.6
3	2.8	1.2	4.4	1.1	4.6	2.7	1.2	5.8	3.1	1.0	4.0	2.3
2	2.2	1.0	3.1	1.3	3.6	1.4	1.7	4.9	1.4	0.7	3.0	1.4
1	1.1	0.3	1.5	0.4	1.9	1.0	0.6	2.8	1.1	0.0	1.5	0.9
0	5.3	2.5	7.0	2.5	8.1	5.3	2.7	7.8	6.3	2.2	8.2	4.4
Mean	7.35	8.39	6.62	8.34	6.44	7.27	8.20	6.16	7.23	8.54	6.58	7.31



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	73.2	60.0	53.1	65.5	71.8	82.2	88.8	85.2	79.3	76.8	87.9	56.7	69.6	75.5	61.7	70.9	81.5
Strongly	57.5	40.7	35.2	45.1	52.8	71.2	81.2	75.7	54.9	59.9	80.5	37.2	48.4	56.6	46.8	52.5	70.1
10	38.0	21.8	20.4	22.9	32.9	48.6	65.7	56.3	31.2	40.7	62.7	20.1	27.2	30.7	23.2	33.2	48.6
9	8.1	5.9	5.9	5.9	9.3	9.9	6.8	8.5	12.7	8.3	7.6	5.3	9.2	12.9	3.7	9.9	9.2
8	11.4	13.0	8.9	16.2	10.6	12.8	8.7	10.9	11.0	10.8	10.2	11.8	12.0	13.0	19.9	9.4	12.3
7	10.0	12.5	11.1	13.6	11.4	7.3	5.7	6.6	19.9	7.4	5.1	12.0	14.1	12.2	9.5	11.5	8.7
6	5.7	6.8	6.8	6.8	7.6	3.7	1.8	2.8	4.5	9.5	2.2	7.5	7.1	6.7	5.4	7.0	2.6
NEUTRAL-5	11.1	13.7	13.1	14.1	12.8	9.6	4.4	7.2	5.4	12.7	5.5	14.9	11.7	12.6	13.6	13.7	10.5
DISAGREE	15.7	26.4	33.8	20.4	15.4	8.2	6.8	7.6	15.3	10.5	6.7	28.4	18.7	12.0	24.7	15.4	8.0
4	4.3	6.2	5.8	6.5	5.0	2.1	1.9	2.0	7.7	3.5	2.2	6.2	5.1	0.0	5.4	5.6	2.5
3	2.8	5.8	4.5	6.9	2.1	1.9	0.4	1.2	2.1	2.1	0.7	6.3	1.7	4.5	6.2	2.4	0.8
2	2.2	3.8	5.6	2.4	2.3	1.1	0.2	0.7	3.5	1.7	0.9	4.5	3.5	0.0	0.9	1.8	0.7
1	1.1	1.8	3.0	0.8	0.9	0.7	0.8	0.8	0.0	0.0	0.5	2.0	1.3	3.2	2.3	1.0	0.0
0	5.3	8.7	14.8	3.8	5.1	2.3	3.5	2.9	2.0	3.2	2.3	9.4	7.1	4.3	10.0	4.6	4.0
Mean	7.35	6.23	5.63	6.71	7.19	8.15	8.71	8.41	7.52	7.65	8.67	6.01	6.84	7.32	6.36	7.21	8.11



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	73.2	62.9	71.5	84.6	73.8	75.1	68.0	76.7	74.3	77.0	69.5	60.2	80.1	79.2	77.7	62.4
Strongly	57.5	43.6	51.6	74.3	55.2	57.1	46.2	59.5	58.4	61.4	53.1	50.4	66.8	66.3	62.9	46.0
10	38.0	23.4	32.1	55.6	33.8	37.2	28.2	39.2	38.4	39.9	35.7	36.4	45.4	52.4	39.6	28.9
9	8.1	7.6	8.8	8.3	9.5	10.2	13.1	9.5	8.1	8.4	7.5	3.5	10.5	8.0	8.9	5.4
8	11.4	12.6	10.7	10.4	11.9	9.7	5.0	10.8	11.9	13.0	9.8	10.5	10.9	5.9	14.3	11.6
7	10.0	13.0	10.4	6.8	11.7	12.0	15.5	11.3	10.0	9.1	11.7	6.0	9.2	9.8	9.1	10.8
6	5.7	6.3	9.6	3.5	6.8	6.0	6.3	5.9	5.9	6.5	4.8	3.8	4.1	3.1	5.7	5.6
NEUTRAL-5	11.1	13.9	13.5	7.1	11.8	7.6	4.7	8.3	11.7	9.9	15.1	12.7	7.5	8.6	9.4	16.4
DISAGREE	15.7	23.2	14.9	8.3	14.5	17.3	27.3	15.0	13.9	13.1	15.4	27.1	12.4	12.2	12.9	21.2
4	4.3	5.0	6.1	2.8	4.6	5.8	9.7	5.0	3.7	4.1	2.9	5.8	4.1	2.8	3.0	5.4
3	2.8	4.4	2.3	1.4	3.4	3.6	5.2	3.2	2.6	2.3	3.1	3.4	1.7	1.9	3.2	3.4
2	2.2	3.6	1.8	0.8	2.2	2.2	5.2	1.6	2.2	2.3	1.8	2.2	1.7	1.7	1.7	2.7
1	1.1	1.6	1.2	0.5	1.0	0.7	2.7	0.3	0.9	1.0	0.7	3.6	0.6	2.5	0.3	1.4
0	5.3	8.6	3.6	2.7	3.4	4.8	4.4	4.9	4.6	3.4	6.8	12.2	4.3	3.3	4.7	8.4
Mean	7.35	6.43	7.19	8.36	7.34	7.39	6.77	7.53	7.44	7.61	7.15	6.49	7.88	7.97	7.61	6.61



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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	1298	702	450	252	565	375	733	327
AGREE	73.2	73.6	72.4	72.1	73.1	74.4	74.7	73.0	69.8
Strongly	57.5	59.1	54.4	54.7	53.9	58.7	56.4	59.4	52.1
10	38.0	41.5	31.5	32.2	30.4	42.4	34.2	40.8	28.5
9	8.1	6.9	10.2	10.0	10.5	5.0	10.7	8.4	9.6
8	11.4	10.7	12.7	12.5	13.0	11.3	11.5	10.2	14.0
7	10.0	9.2	11.6	10.7	13.4	9.1	13.0	9.2	10.1
6	5.7	5.3	6.4	6.7	5.9	6.5	5.4	4.4	7.6
NEUTRAL-5	11.1	10.6	12.1	12.0	12.2	9.0	10.9	11.8	13.5
DISAGREE	15.7	15.8	15.5	16.0	14.6	16.7	14.4	15.2	16.7
4	4.3	4.4	4.0	3.3	5.1	4.2	3.8	4.7	4.2
3	2.8	2.4	3.5	3.0	4.5	2.8	3.1	2.2	3.9
2	2.2	1.8	2.9	3.1	2.6	2.1	2.9	1.5	2.9
1	1.1	1.1	1.2	1.5	0.6	1.0	1.9	1.1	0.3
0	5.3	6.1	3.9	5.1	1.8	6.6	2.7	5.7	5.3
Mean	7.35	7.42	7.22	7.17	7.32	7.38	7.40	7.45	7.02



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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	1357	643	261	261	81	624	733	126	135	125	136
AGREE	73.2	76.4	66.3	70.2	59.0	72.9	79.5	73.8	71.8	68.6	52.8	64.7
Strongly	57.5	63.1	45.7	50.5	39.5	43.4	65.9	60.7	49.6	51.2	31.6	46.8
10	38.0	42.7	28.0	30.7	23.9	21.0	46.1	39.9	35.1	26.6	16.8	30.4
9	8.1	8.7	6.7	7.8	6.0	8.7	7.3	9.9	6.9	8.6	7.6	4.5
8	11.4	11.6	10.9	12.0	9.6	13.7	12.5	10.8	7.7	16.0	7.2	11.8
7	10.0	8.8	12.6	11.7	11.8	17.4	8.6	9.0	13.3	10.2	14.1	9.8
6	5.7	4.6	8.1	8.0	7.7	12.1	5.1	4.2	8.9	7.2	7.1	8.2
NEUTRAL-5	11.1	10.5	12.3	12.1	14.7	9.2	8.8	12.0	9.4	14.7	14.5	14.8
DISAGREE	15.7	13.0	21.3	17.7	26.3	17.9	11.7	14.2	18.8	16.7	32.7	20.5
4	4.3	3.0	7.0	4.0	10.5	3.7	2.3	3.6	4.3	3.7	12.3	8.8
3	2.8	2.6	3.3	3.2	2.9	5.3	2.4	2.8	3.6	2.8	4.4	1.5
2	2.2	1.9	2.8	1.6	4.0	3.3	2.2	1.6	1.3	1.9	3.5	4.4
1	1.1	1.0	1.3	1.1	1.3	2.5	1.1	1.0	1.3	0.8	1.6	1.0
0	5.3	4.6	6.9	7.8	7.7	3.0	3.7	5.3	8.2	7.3	10.9	4.7
Mean	7.35	7.65	6.71	6.93	6.32	6.78	7.83	7.50	7.00	6.88	5.79	6.81



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
AGREE	73.2	56.9	65.6	71.1	73.2	75.8	82.0	66.2	77.8	68.2	79.5	74.5	72.0	
Strongly	57.5	32.1	51.6	52.0	56.7	62.8	68.9	47.8	63.9	50.4	66.5	57.8	57.2	
10	38.0	13.8	32.6	32.6	39.5	40.8	49.2	28.7	44.1	31.9	45.8	39.1	37.0	
9	8.1	8.7	8.3	6.3	6.4	10.6	8.3	7.5	8.4	7.2	9.2	7.3	8.8	
8	11.4	9.5	10.7	13.1	10.8	11.4	11.5	11.5	11.3	11.3	11.4	11.4	11.4	
7	10.0	12.4	8.5	13.0	11.4	8.8	8.1	11.3	9.2	11.3	8.4	10.7	9.5	
6	5.7	12.4	5.5	6.1	5.0	4.1	5.0	7.2	4.7	6.5	4.6	6.1	5.4	
NEUTRAL-5	11.1	18.8	11.9	11.2	10.4	11.7	8.2	13.0	9.8	12.2	9.6	9.7	12.3	
DISAGREE	15.7	24.3	22.6	17.7	16.4	12.5	9.8	20.8	12.4	19.5	10.9	15.8	15.7	
4	4.3	9.7	6.2	2.8	4.1	4.0	2.8	5.4	3.5	5.1	3.3	4.0	4.5	
3	2.8	7.3	3.5	3.4	2.2	1.1	2.2	4.3	1.9	3.7	1.7	2.9	2.7	
2	2.2	2.3	3.4	3.2	1.8	1.4	1.5	3.1	1.6	2.7	1.5	2.4	2.0	
1	1.1	2.1	1.7	2.1	0.6	0.4	0.6	1.9	0.6	1.6	0.5	1.3	0.9	
0	5.3	2.9	7.7	6.1	7.7	5.5	2.7	6.0	4.9	6.5	3.8	5.1	5.6	
Mean	7.35	6.16	6.82	7.02	7.29	7.62	8.07	6.77	7.73	6.92	7.89	7.38	7.32	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	73.2	55.8	69.8	74.0	80.0	58.5	69.0	76.2	81.9	53.3	70.4	72.1	78.3	68.7	74.5	75.8
Strongly	57.5	31.9	53.5	58.7	66.7	34.1	49.1	58.5	70.0	29.7	57.3	58.9	63.7	51.0	58.1	64.1
10	38.0	14.7	33.0	39.5	47.1	13.6	31.5	39.1	51.7	15.7	34.4	39.7	42.9	30.7	38.6	45.7
9	8.1	7.4	8.2	7.8	8.4	11.5	5.8	7.4	6.9	3.5	10.2	8.1	9.8	7.5	8.4	8.0
8	11.4	9.8	12.3	11.5	11.2	9.1	11.9	12.0	11.4	10.5	12.6	11.0	11.0	12.8	11.0	10.4
7	10.0	13.6	10.0	10.9	8.5	16.2	12.2	12.2	7.0	11.1	8.0	9.8	9.8	12.6	10.0	6.8
6	5.7	10.3	6.3	4.4	4.9	8.1	7.6	5.5	4.8	12.4	5.2	3.5	4.9	5.1	6.4	4.9
NEUTRAL-5	11.1	18.8	10.4	11.1	9.4	15.0	9.6	10.4	7.8	22.4	11.1	11.6	10.8	11.6	11.3	10.0
DISAGREE	15.7	25.4	19.9	15.0	10.6	26.5	21.4	13.4	10.4	24.3	18.5	16.3	10.9	19.7	14.3	14.2
4	4.3	9.6	4.3	3.8	3.1	7.0	5.4	3.9	2.3	12.2	3.2	3.6	3.9	4.5	4.4	3.6
3	2.8	6.2	4.0	1.4	2.0	8.4	3.6	1.2	2.0	4.0	4.4	1.5	2.1	3.5	2.5	2.7
2	2.2	3.5	2.5	2.3	1.5	4.3	3.3	1.2	2.1	2.6	1.8	3.2	1.1	2.8	2.0	1.7
1	1.1	2.9	1.6	0.9	0.4	3.6	1.0	1.4	0.8	2.2	2.0	0.5	0.0	1.1	0.7	2.2
0	5.3	3.3	7.5	6.7	3.6	3.3	8.0	5.8	3.2	3.3	7.0	7.4	3.9	7.8	4.6	4.0
Mean	7.35	6.10	6.97	7.39	7.93	6.14	6.81	7.47	8.07	6.05	7.11	7.32	7.80	6.89	7.45	7.67



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

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	72.3	100.0	95.3	86.1	78.0	65.9	46.3	24.6	15.3	78.4	90.7	71.8	40.7	87.0	73.2	64.2	79.2	56.6	72.0	38.9
Strongly	52.6	100.0	91.7	74.7	52.7	33.6	20.6	9.1	0.0	60.3	83.2	40.9	17.4	77.1	53.0	39.3	51.6	32.6	46.8	16.4
10	33.1	95.7	81.0	48.5	24.1	11.6	8.8	5.8	0.0	40.1	64.7	16.0	6.7	60.2	28.8	23.2	24.7	14.9	20.9	8.0
9	7.9	4.3	7.2	14.0	8.9	6.4	4.4	2.6	0.0	8.5	10.6	7.1	3.3	7.9	9.1	4.5	13.4	6.4	8.6	3.9
8	11.6	0.0	3.5	12.2	19.7	15.6	7.5	0.8	0.0	11.6	7.9	17.8	7.4	9.0	15.1	11.6	13.4	11.4	17.3	4.5
7	10.5	0.0	2.5	7.7	13.3	17.8	10.7	8.1	4.3	9.8	5.1	16.1	9.7	4.9	12.5	13.1	14.6	12.3	14.7	9.7
6	9.2	0.0	1.0	3.7	12.0	14.5	15.0	7.4	10.9	8.3	2.4	14.8	13.6	5.0	7.8	11.8	13.0	11.6	10.5	12.9
NEUTRAL-5	15.0	0.0	2.9	8.9	15.0	19.5	30.4	18.0	18.1	12.8	5.9	17.2	31.0	7.3	14.1	23.4	13.1	20.8	17.5	24.6
DISAGREE	12.7	0.0	1.8	5.1	7.0	14.6	23.3	57.5	66.7	8.8	3.4	11.0	28.3	5.7	12.6	12.4	7.8	22.6	10.6	36.5
4	4.3	0.0	0.0	1.4	2.6	6.2	10.5	13.0	5.7	2.9	0.8	4.5	8.1	1.2	4.6	5.5	2.3	8.0	4.4	12.1
3	2.8	0.0	0.8	0.8	1.3	3.6	6.0	13.4	5.5	2.1	0.7	2.6	7.1	1.2	3.0	2.8	2.3	4.8	2.2	7.8
2	1.5	0.0	0.5	0.8	0.2	1.5	2.4	8.5	15.4	1.3	0.6	1.2	5.0	0.6	1.5	2.2	1.5	2.2	0.3	4.4
1	1.0	0.0	0.0	0.5	0.4	0.6	1.3	9.0	9.9	0.6	0.2	0.5	2.9	0.4	1.0	0.7	0.6	2.1	0.6	3.9
0	2.9	0.0	0.6	1.6	2.5	2.6	3.1	13.5	30.3	2.0	1.1	2.2	5.3	2.3	2.6	1.2	1.1	5.5	3.1	8.3
Mean	7.29	9.96	9.45	8.39	7.34	6.47	5.70	3.96	2.66	7.75	8.92	6.82	5.27	8.56	7.27	6.81	7.40	6.10	7.03	5.03



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

25. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	72.3	77.2	70.7	74.6	66.1	74.9	76.1	68.3	61.5	64.2	57.7	
Strongly	52.6	54.8	51.4	56.1	46.1	56.4	58.7	44.2	36.5	37.2	35.4	
10	33.1	32.5	32.4	36.6	28.2	36.6	39.8	19.2	18.5	17.9	19.2	
9	7.9	7.7	10.0	7.7	6.4	8.8	8.3	11.4	4.3	5.3	2.9	
8	11.6	14.6	9.1	11.8	11.4	11.1	10.6	13.5	13.7	14.1	13.2	
7	10.5	10.5	9.7	9.9	12.4	10.2	9.9	12.2	11.6	12.9	9.8	
6	9.2	11.9	9.6	8.6	7.6	8.2	7.5	11.9	13.4	14.0	12.6	
NEUTRAL-5	15.0	13.2	15.8	14.7	16.2	13.0	12.1	18.0	23.3	22.2	24.8	
DISAGREE	12.7	9.7	13.5	10.7	17.8	12.1	11.8	13.7	15.2	13.6	17.4	
4	4.3	2.5	5.2	3.5	6.4	3.8	3.6	5.0	6.6	6.8	6.3	
3	2.8	2.8	2.0	2.7	4.0	2.8	2.5	4.6	2.9	0.7	6.0	
2	1.5	2.3	1.3	0.9	2.2	1.6	1.5	2.0	1.2	1.7	0.6	
1	1.0	0.0	2.0	1.0	1.0	1.1	1.2	0.4	0.8	0.0	2.1	
0	2.9	2.1	3.0	2.6	4.1	2.8	3.0	1.7	3.6	4.4	2.4	
Mean	7.29	7.45	7.22	7.49	6.88	7.47	7.58	6.88	6.50	6.57	6.39	



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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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	72.3	63.9	76.2	82.1	63.7	64.2	67.1	64.8	63.7	65.5	78.0	
Strongly	52.6	40.0	58.4	68.5	38.6	39.3	41.2	38.8	44.9	35.0	63.1	
10	33.1	16.8	40.6	49.1	18.0	23.2	21.9	17.5	23.5	13.8	44.9	
9	7.9	9.7	7.1	8.3	8.6	4.5	5.7	8.1	8.8	7.7	7.8	
8	11.6	13.5	10.7	11.2	12.0	11.6	13.6	13.2	12.6	13.5	10.4	
7	10.5	13.6	9.1	7.6	13.1	13.1	12.4	13.4	9.3	16.0	8.3	
6	9.2	10.4	8.7	6.0	12.0	11.8	13.5	12.6	9.6	14.5	6.6	
NEUTRAL-5	15.0	19.3	13.0	9.7	18.4	23.4	20.1	18.5	19.0	18.2	12.4	
DISAGREE	12.7	16.8	10.8	8.2	17.9	12.4	12.8	16.7	17.3	16.4	9.6	
4	4.3	6.0	3.6	2.4	6.2	5.5	4.9	6.0	5.1	6.6	3.1	
3	2.8	3.0	2.8	1.8	4.0	2.8	3.8	3.6	3.5	3.7	2.3	
2	1.5	2.5	1.1	0.9	2.0	2.2	1.7	2.0	1.6	2.2	1.2	
1	1.0	1.4	0.9	0.6	1.6	0.7	0.3	1.5	3.0	0.6	0.6	
0	2.9	4.0	2.5	2.4	4.1	1.2	2.1	3.6	4.1	3.3	2.4	
Mean	7.29	6.56	7.62	8.10	6.51	6.81	6.82	6.56	6.69	6.47	7.84	



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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	840	888	720	740	540	420	244	276	300	496	264				
AGREE	72.3	83.7	65.0	82.4	64.0	70.4	84.3	67.8	76.3	79.6	62.2	64.2				
Strongly	52.6	71.1	39.3	69.0	38.6	50.1	70.8	45.3	57.2	66.5	35.3	42.7				
10	33.1	52.2	18.7	49.9	18.4	30.9	54.4	23.4	37.3	43.7	15.9	24.2				
9	7.9	8.6	7.8	8.1	8.1	7.5	8.1	9.0	8.2	8.1	7.6	6.8				
8	11.6	10.3	12.7	10.9	12.1	11.7	8.3	12.8	11.7	14.6	11.8	11.7				
7	10.5	7.3	13.9	7.4	13.1	11.1	7.3	10.4	11.6	7.6	14.4	10.5				
6	9.2	5.4	11.8	6.0	12.4	9.2	6.3	12.2	7.4	5.5	12.5	11.0				
NEUTRAL-5	15.0	10.2	17.6	9.9	18.4	17.1	8.0	13.1	11.8	12.5	21.1	22.6				
DISAGREE	12.7	6.1	17.5	7.8	17.5	12.5	7.7	19.1	11.9	7.8	16.8	13.2				
4	4.3	1.5	6.2	2.5	6.8	3.5	2.2	6.7	2.7	2.8	6.8	4.4				
3	2.8	1.7	3.9	1.4	3.4	4.1	1.2	5.0	3.4	1.5	2.6	4.8				
2	1.5	1.1	2.2	0.8	2.2	1.5	0.8	2.5	1.4	0.7	2.1	1.7				
1	1.0	0.4	1.6	0.5	1.6	0.9	0.8	1.7	1.4	0.0	1.6	0.4				
0	2.9	1.5	3.6	2.7	3.5	2.5	2.6	3.2	3.1	2.8	3.6	2.0				
Mean	7.29	8.29	6.58	8.13	6.55	7.19	8.26	6.78	7.51	7.94	6.44	6.85				



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	72.3	63.2	58.2	67.1	67.8	79.8	89.9	84.4	71.8	72.4	87.0	61.0	64.5	76.7	67.0	68.0	79.2
Strongly	52.6	38.3	37.0	39.3	44.2	65.3	82.3	72.9	55.1	46.5	78.2	35.4	38.4	53.8	39.6	47.4	65.3
10	33.1	18.7	20.5	17.3	24.8	42.1	67.1	53.4	27.1	30.5	59.3	16.8	18.9	24.7	21.8	26.2	50.4
9	7.9	7.4	7.0	7.7	7.1	8.9	9.7	9.2	11.9	5.7	8.4	6.0	8.9	15.6	11.0	6.5	7.8
8	11.6	12.2	9.5	14.3	12.3	14.3	5.5	10.3	16.1	10.2	10.5	12.7	10.5	13.5	6.8	14.7	7.0
7	10.5	13.1	12.8	13.3	12.1	8.9	4.3	6.8	11.5	13.1	5.0	12.6	13.2	15.0	16.5	10.7	8.1
6	9.2	11.8	8.4	14.5	11.6	5.7	3.4	4.6	5.3	12.9	3.7	13.0	12.9	7.9	10.9	9.9	5.9
NEUTRAL-5	15.0	17.2	18.6	16.1	19.5	10.3	6.2	8.5	16.7	15.2	7.2	17.6	23.7	7.8	15.6	18.6	14.1
DISAGREE	12.7	19.7	23.2	16.8	12.6	9.8	3.8	7.1	11.5	12.4	5.7	21.4	11.8	15.5	17.4	13.4	6.7
4	4.3	6.3	6.9	5.7	4.7	4.0	0.5	2.4	1.9	6.2	1.3	7.1	5.6	8.5	5.5	3.3	2.7
3	2.8	4.9	7.0	3.2	2.8	1.6	0.8	1.2	2.0	2.0	1.1	4.7	1.9	1.3	8.0	3.9	1.8
2	1.5	2.6	2.6	2.6	1.7	0.8	0.0	0.5	3.8	1.4	0.2	2.9	1.3	1.6	0.0	2.2	0.8
1	1.0	2.1	4.0	0.6	0.6	0.6	0.4	0.5	2.0	0.7	0.2	2.4	0.3	1.8	1.0	0.9	0.8
0	2.9	3.8	2.7	4.7	2.7	2.8	2.2	2.5	1.8	2.1	3.0	4.3	2.6	2.3	2.9	3.1	0.7
Mean	7.29	6.46	6.35	6.56	6.93	7.86	8.88	8.32	7.25	7.18	8.56	6.28	6.74	7.30	6.78	6.96	8.11



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	72.3	63.8	67.9	83.1	71.6	71.1	63.6	72.7	73.4	73.5	73.3	66.4	76.5	78.1	78.8	62.9
Strongly	52.6	39.1	44.3	70.2	49.8	49.9	51.8	49.5	53.3	53.5	52.9	52.6	58.7	68.6	57.1	41.4
10	33.1	18.3	23.8	52.4	28.2	29.9	25.9	30.9	33.6	32.6	35.5	35.2	36.9	51.9	36.3	24.2
9	7.9	8.7	6.3	7.9	8.2	8.1	16.7	6.2	8.0	8.4	7.3	6.9	9.0	4.1	10.9	5.6
8	11.6	12.1	14.2	9.9	13.4	11.9	9.2	12.5	11.6	12.4	10.2	10.5	12.8	12.6	10.0	11.6
7	10.5	13.2	12.5	6.9	11.8	13.4	7.7	14.7	10.2	10.5	9.8	7.0	9.5	6.4	12.4	11.2
6	9.2	11.5	11.1	6.0	10.0	7.8	4.2	8.6	9.9	9.5	10.5	6.7	8.4	3.1	9.3	10.3
NEUTRAL-5	15.0	18.9	18.1	9.6	15.1	11.1	12.1	10.8	15.7	14.7	17.5	17.1	14.3	13.7	10.3	20.9
DISAGREE	12.7	17.3	14.0	7.3	13.3	17.8	24.2	16.4	10.9	11.9	9.2	16.6	9.2	8.2	10.8	16.2
4	4.3	6.1	5.7	2.0	4.7	5.3	6.0	5.1	4.0	3.8	4.3	5.3	3.2	1.3	4.8	5.3
3	2.8	3.7	3.7	1.6	3.1	4.3	8.3	3.5	2.5	2.6	2.3	2.8	1.0	2.4	1.6	5.0
2	1.5	2.2	1.5	0.8	1.9	2.4	0.0	2.9	1.3	1.7	0.4	1.8	1.1	0.5	1.0	2.1
1	1.0	1.4	1.4	0.5	1.0	0.5	0.0	0.7	1.0	1.0	0.9	2.1	0.8	0.7	0.5	1.4
0	2.9	3.9	1.8	2.4	2.6	5.3	9.9	4.2	2.2	2.7	1.3	4.5	3.1	3.2	2.9	2.5
Mean	7.29	6.55	6.91	8.21	7.14	7.03	6.71	7.10	7.38	7.33	7.47	7.09	7.59	8.03	7.61	6.71



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

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	1298	702	450	252	565	375	733	327	
AGREE	72.3	71.9	73.1	71.3	76.2	77.5	77.9	67.6	67.6	
Strongly	52.6	54.1	49.9	47.8	53.7	61.7	57.9	48.3	40.8	
10	33.1	35.1	29.4	28.1	31.9	43.9	37.5	28.4	20.2	
9	7.9	7.8	8.3	8.5	7.9	7.6	9.5	7.9	6.8	
8	11.6	11.2	12.2	11.2	14.0	10.2	10.9	12.0	13.7	
7	10.5	8.8	13.6	13.3	14.2	8.3	11.0	9.2	16.6	
6	9.2	9.0	9.5	10.2	8.3	7.6	8.9	10.1	10.2	
NEUTRAL-5	15.0	16.0	13.1	14.2	11.3	10.8	9.8	20.0	16.9	
DISAGREE	12.7	12.1	13.8	14.5	12.5	11.6	12.3	12.4	15.5	
4	4.3	4.5	4.0	4.8	2.6	3.9	3.0	5.0	5.2	
3	2.8	2.2	4.0	3.0	5.9	2.4	3.5	2.0	4.7	
2	1.5	1.3	1.9	1.8	2.1	1.0	2.1	1.6	1.7	
1	1.0	0.9	1.3	1.5	0.8	1.1	1.4	0.7	1.1	
0	2.9	3.1	2.6	3.4	1.2	3.2	2.4	3.0	2.8	
Mean	7.29	7.35	7.18	7.06	7.40	7.72	7.55	7.06	6.75	



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

BANNER 8

	TOTAL		RACE					WHITE		HISPANIC		BLACK	
			WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136	
AGREE	72.3	75.5	65.6	64.9	62.9	69.2	81.5	70.5	69.9	60.2	64.8	61.2	
Strongly	52.6	58.1	41.2	42.5	37.8	40.3	67.4	50.1	47.9	37.6	42.9	33.1	
10	33.1	38.3	22.3	26.1	19.0	11.5	48.6	29.5	33.5	19.2	23.6	14.9	
9	7.9	8.6	6.5	7.7	5.4	9.4	9.2	8.1	7.6	7.8	4.3	6.4	
8	11.6	11.2	12.4	8.8	13.3	19.5	9.6	12.5	6.9	10.6	15.0	11.8	
7	10.5	9.5	12.6	13.4	10.3	16.8	7.1	11.6	13.8	13.1	10.7	10.0	
6	9.2	7.9	11.9	8.9	14.8	12.0	6.9	8.8	8.2	9.5	11.2	18.1	
NEUTRAL-5	15.0	13.5	18.2	18.0	20.6	16.2	8.8	17.4	10.8	24.6	19.1	22.0	
DISAGREE	12.7	11.0	16.2	17.2	16.5	14.6	9.7	12.1	19.3	15.2	16.1	16.9	
4	4.3	3.6	5.9	6.1	6.9	3.7	2.3	4.7	7.5	4.8	7.6	6.3	
3	2.8	2.7	3.3	3.6	2.8	5.1	2.7	2.6	4.7	2.7	1.8	3.8	
2	1.5	1.4	1.8	3.2	1.0	1.0	1.4	1.3	2.0	4.3	0.7	1.2	
1	1.0	0.9	1.2	0.4	1.5	3.8	0.7	1.1	0.9	0.0	2.3	0.7	
0	2.9	2.5	4.0	3.9	4.4	1.1	2.6	2.3	4.3	3.4	3.7	5.0	
Mean	7.29	7.57	6.69	6.79	6.49	6.62	8.02	7.20	7.06	6.54	6.72	6.29	



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
AGREE	72.3	49.6	61.8	73.9	76.0	76.0	79.3	64.6	77.4	67.9	78.0	77.7	67.6	
Strongly	52.6	25.9	39.1	50.5	55.9	56.2	65.1	41.4	60.1	45.6	61.6	60.2	46.0	
10	33.1	9.9	24.7	29.5	33.7	35.1	45.6	23.7	39.3	26.6	41.4	41.3	25.8	
9	7.9	5.0	6.4	7.3	7.9	10.6	8.3	6.5	8.9	6.9	9.2	8.4	7.6	
8	11.6	11.1	8.0	13.7	14.3	10.5	11.2	11.1	11.9	12.1	10.9	10.5	12.6	
7	10.5	8.9	9.8	13.8	12.1	9.8	8.7	11.4	9.9	11.6	9.1	9.4	11.5	
6	9.2	14.8	12.9	9.6	8.0	10.0	5.4	11.8	7.5	10.7	7.3	8.1	10.1	
NEUTRAL-5	15.0	25.5	21.0	13.6	14.7	11.9	11.7	18.7	12.5	17.5	11.8	10.4	19.0	
DISAGREE	12.7	24.9	17.2	12.4	9.3	12.0	9.1	16.7	10.0	14.6	10.3	11.9	13.4	
4	4.3	8.2	7.2	4.8	2.8	4.3	2.3	6.4	3.0	5.3	3.1	3.5	5.1	
3	2.8	7.9	3.5	1.6	2.5	1.8	2.7	3.6	2.4	3.3	2.3	2.8	2.8	
2	1.5	2.6	2.8	1.0	1.0	1.8	1.0	1.9	1.2	1.7	1.3	1.4	1.6	
1	1.0	0.6	1.8	0.4	0.3	1.8	1.1	0.9	1.1	0.8	1.4	1.2	0.8	
0	2.9	5.7	1.9	4.7	2.7	2.3	2.1	3.9	2.3	3.6	2.2	2.9	3.0	
Mean	7.29	5.73	6.66	7.19	7.49	7.47	7.92	6.70	7.68	6.93	7.74	7.66	6.96	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	72.3	52.7	67.1	77.2	78.2	55.7	73.6	83.5	83.1	49.7	61.4	71.9	73.7	71.4	71.9	74.4
Strongly	52.6	25.7	45.4	57.3	62.0	26.9	54.2	66.8	69.7	24.6	37.7	49.4	55.1	48.2	52.8	58.0
10	33.1	10.8	27.3	34.1	42.8	10.5	36.2	43.3	52.7	11.0	19.5	26.6	33.8	28.5	32.5	40.5
9	7.9	4.7	6.7	10.3	8.0	6.5	8.3	12.0	6.6	3.1	5.3	8.9	9.4	9.0	8.3	5.7
8	11.6	10.2	11.4	12.8	11.2	10.0	9.7	11.5	10.4	10.5	12.9	14.0	11.9	10.6	12.0	11.8
7	10.5	11.2	11.0	11.4	9.3	12.4	10.9	10.6	6.7	10.0	11.2	12.2	11.7	12.4	10.8	7.6
6	9.2	15.8	10.6	8.5	6.8	16.4	8.5	6.2	6.7	15.2	12.5	10.4	7.0	10.9	8.4	8.9
NEUTRAL-5	15.0	24.3	18.3	12.9	11.5	20.1	13.4	8.3	7.0	28.3	22.5	16.7	15.7	14.2	15.5	14.7
DISAGREE	12.7	23.0	14.6	9.9	10.3	24.2	13.0	8.1	9.9	21.9	16.1	11.3	10.6	14.3	12.5	10.9
4	4.3	9.1	5.7	3.3	2.7	8.0	5.2	1.5	2.4	10.2	6.1	4.9	3.1	5.5	3.9	3.9
3	2.8	6.1	2.7	2.1	2.5	7.1	0.9	3.0	2.7	5.2	4.2	1.3	2.4	2.7	2.9	3.0
2	1.5	1.9	2.2	0.6	1.5	1.5	1.5	0.9	1.6	2.3	2.9	0.3	1.5	1.4	1.9	0.8
1	1.0	1.0	0.8	0.7	1.4	1.1	1.7	0.4	1.5	0.8	0.0	1.0	1.3	1.6	0.6	1.3
0	2.9	4.9	3.2	3.1	2.1	6.5	3.6	2.3	1.8	3.4	2.8	3.8	2.4	3.2	3.2	1.9
Mean	7.29	5.86	6.93	7.54	7.77	5.86	7.37	8.03	8.14	5.86	6.55	7.13	7.43	7.09	7.28	7.57



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26. WE NEED POLICIES THAT HELP WOMEN IN DIFFICULT SITUATIONS AND LEAD TO FEWER ABORTIONS IN AMERICA.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
AGREE	61.5	8.0	67.8	66.7	65.6	63.9	51.0	41.8	47.2	63.9	64.7	67.6	45.1	70.8	63.0	53.7	58.9	55.3	59.3	50.8
Strongly	42.4	0.0	54.4	52.4	45.5	38.1	28.1	21.7	40.8	45.5	51.1	42.3	29.4	56.8	42.5	33.7	35.0	34.2	40.7	26.7
10	25.5	0.0	36.7	32.7	28.6	18.6	16.1	13.0	22.3	27.8	33.1	23.4	18.0	35.9	22.4	21.9	22.1	19.5	23.7	14.7
9	6.9	0.0	5.1	9.4	8.8	7.1	4.8	1.3	6.1	7.4	7.1	8.3	5.0	8.9	7.8	4.6	5.9	5.6	7.2	3.7
8	10.0	0.0	12.6	10.3	8.1	12.5	7.2	7.4	12.4	10.3	10.9	10.6	6.3	12.0	12.3	7.2	7.0	9.2	9.9	8.4
7	11.0	0.0	7.3	8.2	12.2	16.1	11.3	12.6	3.0	10.5	7.4	15.4	7.5	8.0	10.4	11.4	15.5	12.5	12.0	13.0
6	8.1	8.0	6.2	6.1	7.8	9.6	11.5	7.5	3.4	7.8	6.2	9.9	8.3	6.1	10.1	8.6	8.4	8.7	6.5	11.1
NEUTRAL-5	17.9	29.9	17.9	16.6	16.7	17.0	22.1	15.0	22.0	17.5	17.7	15.4	24.0	15.6	17.5	24.4	14.9	19.1	19.5	18.6
DISAGREE	20.6	62.1	14.3	16.7	17.7	19.1	27.0	43.2	30.8	18.7	17.6	17.0	30.8	13.6	19.5	21.9	26.1	25.6	21.3	30.6
4	4.4	3.5	2.5	2.3	3.1	5.7	7.8	9.1	5.3	3.9	2.5	5.0	7.2	2.6	4.5	4.2	5.9	5.6	3.3	8.3
3	4.4	3.4	1.2	4.4	4.9	4.2	7.0	4.1	12.4	4.0	3.0	4.0	9.4	2.7	5.8	4.4	4.4	5.4	5.5	5.3
2	2.7	10.4	1.5	1.9	1.2	4.1	3.5	6.6	2.6	2.5	2.0	2.5	4.7	2.4	1.9	1.9	3.9	3.4	3.1	3.8
1	2.5	12.6	1.0	2.4	1.7	1.2	3.3	12.2	4.2	2.0	2.2	1.3	3.6	1.4	2.2	2.9	2.2	3.8	1.8	6.1
0	6.6	32.1	8.2	5.6	6.8	4.0	5.4	11.1	6.2	6.2	7.8	4.2	6.0	4.5	5.0	8.4	9.8	7.4	7.7	7.1
Mean	6.51	2.55	7.08	7.00	6.78	6.49	5.83	4.84	5.97	6.70	6.85	6.76	5.68	7.30	6.55	6.09	6.11	6.02	6.38	5.60



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26. WE NEED POLICIES THAT HELP WOMEN IN DIFFICULT SITUATIONS AND LEAD TO FEWER ABORTIONS IN AMERICA.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
AGREE	61.5	60.1	64.1	64.0	55.4	62.6	62.8	61.9	56.7	61.7	49.5	
Strongly	42.4	38.1	42.9	46.5	38.1	44.2	45.3	37.9	34.8	37.9	30.3	
10	25.5	20.8	25.9	30.0	21.1	26.7	27.7	21.6	20.5	20.8	20.1	
9	6.9	7.3	7.6	7.3	5.1	7.0	7.5	4.5	6.2	8.7	2.4	
8	10.0	10.0	9.5	9.2	11.9	10.4	10.2	11.8	8.1	8.4	7.8	
7	11.0	11.7	14.7	9.0	10.2	11.2	10.4	15.2	10.5	14.2	5.2	
6	8.1	10.2	6.5	8.5	7.1	7.3	7.0	8.7	11.4	9.6	14.0	
NEUTRAL-5	17.9	16.9	15.1	18.1	21.4	17.1	17.0	17.3	21.6	19.0	25.2	
DISAGREE	20.6	23.0	20.7	17.9	23.2	20.3	20.2	20.8	21.7	19.2	25.2	
4	4.4	4.5	3.3	4.3	5.6	4.3	3.5	8.4	4.9	4.9	4.9	
3	4.4	4.7	4.2	3.9	5.2	4.3	4.1	5.0	5.1	4.7	5.6	
2	2.7	3.1	1.9	2.5	3.8	2.6	2.8	1.8	3.1	2.7	3.7	
1	2.5	2.4	3.0	2.4	2.2	2.6	2.8	1.7	1.9	1.0	3.1	
0	6.6	8.3	8.3	4.7	6.5	6.5	7.0	3.7	6.8	5.9	8.0	
Mean	6.51	6.22	6.53	6.80	6.21	6.59	6.60	6.51	6.18	6.46	5.78	



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26. WE NEED POLICIES THAT HELP WOMEN IN DIFFICULT SITUATIONS AND LEAD TO FEWER ABORTIONS IN AMERICA.

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
AGREE	61.5	57.4	63.4	68.0	56.5	53.7	53.5	56.8	62.3	53.4	65.1	
Strongly	42.4	37.3	44.7	51.7	34.5	33.7	30.4	36.0	43.1	31.6	47.2	
10	25.5	18.5	28.7	31.1	20.3	21.9	17.8	20.0	23.3	18.0	29.7	
9	6.9	7.8	6.4	8.5	5.7	4.6	4.8	6.6	10.0	4.5	7.1	
8	10.0	11.1	9.5	12.1	8.5	7.2	7.8	9.4	9.9	9.1	10.5	
7	11.0	12.7	10.3	8.9	13.4	11.4	13.1	12.8	10.0	14.6	9.7	
6	8.1	7.3	8.4	7.5	8.6	8.6	9.9	8.0	9.1	7.2	8.2	
NEUTRAL-5	17.9	16.1	18.7	16.3	17.8	24.4	23.8	18.2	13.5	21.1	17.7	
DISAGREE	20.6	26.5	17.9	15.7	25.8	21.9	22.7	25.0	24.3	25.5	17.2	
4	4.4	6.6	3.4	3.3	5.7	4.2	5.6	5.8	4.2	6.8	3.3	
3	4.4	5.5	3.9	3.8	5.1	4.4	4.4	4.9	3.7	5.6	4.0	
2	2.7	3.2	2.5	2.2	3.5	1.9	2.4	3.3	4.0	2.9	2.3	
1	2.5	3.5	2.0	1.7	3.3	2.9	3.1	3.1	3.0	3.2	2.0	
0	6.6	7.7	6.0	4.7	8.1	8.4	7.2	7.9	9.3	7.0	5.5	
Mean	6.51	6.10	6.70	7.03	6.05	6.09	5.98	6.11	6.33	5.97	6.82	



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26. WE NEED POLICIES THAT HELP WOMEN IN DIFFICULT SITUATIONS AND LEAD TO FEWER ABORTIONS IN AMERICA.

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	840	888	720	740	540	420	244	276	300	496	264		
AGREE	61.5	68.5	56.4	68.4	57.6	57.6	69.2	57.1	58.6	67.4	57.8	56.6		
Strongly	42.4	51.8	34.8	52.5	36.4	37.0	52.3	37.1	38.1	52.8	36.1	35.8		
10	25.5	31.6	19.6	31.3	21.9	22.9	30.8	19.4	22.3	31.9	23.1	23.5		
9	6.9	8.2	6.1	9.4	5.6	5.2	8.6	7.3	5.4	10.4	4.8	5.0		
8	10.0	11.9	9.1	11.9	8.9	8.9	13.0	10.4	10.5	10.5	8.2	7.3		
7	11.0	9.3	12.7	8.3	12.4	12.9	8.1	13.0	12.4	8.5	12.1	13.3		
6	8.1	7.5	8.8	7.6	8.7	7.8	8.8	7.0	8.0	6.0	9.6	7.5		
NEUTRAL-5	17.9	16.6	17.9	16.7	16.4	21.7	15.2	16.9	20.2	18.7	16.2	23.2		
DISAGREE	20.6	14.9	25.7	14.9	26.0	20.7	15.6	25.9	21.1	13.9	26.0	20.2		
4	4.4	2.0	5.9	2.6	6.3	4.2	2.3	4.2	3.9	3.0	7.3	4.4		
3	4.4	3.8	5.4	4.2	4.8	4.1	4.9	5.8	5.2	3.3	4.3	3.0		
2	2.7	2.3	3.1	1.9	3.6	2.6	2.4	5.3	1.8	1.2	2.8	3.4		
1	2.5	1.5	3.3	1.2	3.4	3.1	0.6	2.2	3.8	1.9	3.9	2.4		
0	6.6	5.3	7.9	5.0	7.9	6.7	5.4	8.4	6.4	4.6	7.7	7.0		
Mean	6.51	7.04	6.05	7.07	6.12	6.29	7.03	6.08	6.30	7.12	6.15	6.28		



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26. WE NEED POLICIES THAT HELP WOMEN IN DIFFICULT SITUATIONS AND LEAD TO FEWER ABORTIONS IN AMERICA.

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
AGREE	61.5	57.3	62.1	53.4	57.5	63.0	76.5	69.1	76.4	62.6	69.4	55.0	58.0	68.5	54.2	54.6	68.4
Strongly	42.4	37.0	43.6	31.6	36.5	45.1	62.5	52.9	59.4	42.2	55.1	34.8	35.3	47.2	31.3	34.5	48.2
10	25.5	21.2	29.1	14.8	21.2	23.6	45.6	33.6	28.3	22.9	34.4	20.5	21.2	30.2	19.3	20.3	32.5
9	6.9	7.1	6.0	7.9	5.8	7.7	8.0	7.8	17.1	9.8	8.3	5.9	4.1	8.9	5.5	5.1	5.3
8	10.0	8.7	8.6	8.9	9.5	13.8	8.9	11.6	14.0	9.5	12.5	8.4	10.0	8.1	6.5	9.1	10.4
7	11.0	11.3	11.1	11.5	13.0	9.0	8.5	8.8	4.1	9.8	8.3	12.2	14.1	8.8	12.2	13.8	10.8
6	8.1	9.0	7.4	10.2	8.1	8.9	5.5	7.4	13.0	10.7	5.9	8.0	8.7	12.5	10.7	6.4	9.4
NEUTRAL-5	17.9	17.9	13.9	21.0	20.1	16.2	15.1	15.7	10.5	16.7	17.4	17.8	16.5	9.6	23.4	24.3	13.2
DISAGREE	20.6	24.9	24.1	25.6	22.4	20.8	8.4	15.2	13.1	20.8	13.2	27.2	25.4	21.8	22.4	21.1	18.4
4	4.4	4.7	4.9	4.6	4.4	5.9	1.9	4.1	0.0	2.9	2.8	5.8	5.0	12.2	3.0	4.7	3.5
3	4.4	6.1	3.7	8.0	4.6	4.5	1.0	2.9	6.4	7.5	2.9	6.1	3.6	1.7	5.5	3.8	4.0
2	2.7	3.5	4.9	2.3	2.9	2.4	1.6	2.0	4.7	1.5	1.7	3.1	4.8	3.1	4.2	2.1	2.6
1	2.5	3.1	4.2	2.2	3.4	1.4	0.8	1.1	0.0	3.0	0.7	3.2	4.4	1.3	4.5	2.8	2.9
0	6.6	7.6	6.4	8.5	7.2	6.6	3.0	5.0	1.9	5.8	5.2	9.0	7.7	3.5	5.1	7.6	5.3
Mean	6.51	6.14	6.49	5.87	6.20	6.56	7.82	7.13	7.36	6.49	7.23	5.98	6.07	6.93	6.03	6.15	6.88



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26. WE NEED POLICIES THAT HELP WOMEN IN DIFFICULT SITUATIONS AND LEAD TO FEWER ABORTIONS IN AMERICA.

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
AGREE	61.5	58.4	52.8	68.4	58.9	58.6	59.3	58.4	61.9	59.8	65.7	64.4	64.4	80.3	64.1	53.7
Strongly	42.4	36.4	32.1	52.9	37.5	43.6	49.9	42.1	41.8	40.7	43.9	44.8	47.9	63.3	45.2	31.2
10	25.5	21.7	19.8	31.9	21.2	21.8	27.3	20.6	25.3	23.2	29.1	34.6	29.1	44.8	23.9	19.4
9	6.9	6.0	4.6	8.7	6.1	8.1	14.0	6.8	6.9	7.4	5.9	4.5	9.0	5.2	9.4	3.6
8	10.0	8.8	7.7	12.2	10.2	13.6	8.7	14.7	9.6	10.1	8.8	5.7	9.8	13.2	11.9	8.1
7	11.0	12.4	13.0	8.8	12.8	7.9	5.2	8.5	11.6	10.8	13.1	12.8	10.7	12.7	9.6	11.5
6	8.1	9.6	7.7	6.6	8.6	7.1	4.1	7.8	8.5	8.3	8.7	6.9	5.8	4.3	9.3	11.0
NEUTRAL-5	17.9	16.4	25.5	16.3	19.6	16.7	9.6	18.3	18.4	18.9	17.5	16.5	17.4	7.6	15.4	24.5
DISAGREE	20.6	25.1	21.8	15.4	21.6	24.8	31.2	23.3	19.7	21.3	16.8	19.1	18.1	12.1	20.5	21.8
4	4.4	5.4	5.1	3.0	5.0	4.5	6.7	4.1	4.7	4.6	4.8	1.7	3.8	3.5	5.3	3.6
3	4.4	4.9	5.8	3.3	5.2	5.3	5.6	5.2	4.3	4.7	3.6	3.2	3.1	0.9	5.2	4.9
2	2.7	3.4	2.5	2.1	2.9	2.4	4.7	1.9	2.7	3.5	1.1	4.0	2.3	1.2	3.2	2.3
1	2.5	3.6	2.3	1.5	2.4	2.9	2.8	3.0	2.5	2.4	2.8	1.4	2.1	2.8	1.6	3.2
0	6.6	7.8	6.1	5.4	6.2	9.6	11.4	9.2	5.5	6.1	4.5	8.9	6.8	3.7	5.3	7.9
Mean	6.51	6.14	6.10	7.07	6.31	6.23	6.33	6.21	6.56	6.41	6.82	6.70	6.79	7.76	6.63	5.98



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BANNER 7

	TOTAL		EDUCATION LEVEL				MEN		WOMEN	
			LESS/ COLL.	COLL- EGE	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL.	COLL- EGE	LESS/ COLL.	COLL- EGE
			GRAD	GRAD.			GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1298	702	450	252	565	375	733	327	
AGREE	61.5	62.5	59.7	57.0	64.5	61.9	64.6	63.0	54.1	
Strongly	42.4	44.4	38.6	35.9	43.5	45.1	42.9	43.9	33.7	
10	25.5	28.6	19.9	20.4	19.0	28.3	20.8	28.7	18.9	
9	6.9	7.1	6.4	4.2	10.4	7.7	6.7	6.7	6.0	
8	10.0	8.8	12.3	11.3	14.2	9.1	15.3	8.5	8.8	
7	11.0	10.4	12.2	11.7	13.0	9.5	12.4	11.2	11.9	
6	8.1	7.6	8.9	9.4	8.0	7.3	9.3	7.9	8.5	
NEUTRAL-5	17.9	17.8	18.1	18.5	17.4	17.7	16.3	17.9	20.2	
DISAGREE	20.6	19.7	22.2	24.6	18.1	20.4	19.2	19.1	25.8	
4	4.4	3.9	5.4	7.4	1.8	3.3	3.2	4.3	7.9	
3	4.4	4.5	4.2	4.8	3.3	5.4	4.9	3.8	3.4	
2	2.7	2.4	3.3	3.3	3.3	2.4	3.8	2.4	2.7	
1	2.5	2.0	3.4	3.4	3.6	1.2	3.1	2.6	3.8	
0	6.6	6.9	5.9	5.7	6.1	8.0	4.1	6.1	7.9	
Mean	6.51	6.63	6.28	6.16	6.50	6.60	6.53	6.66	6.00	



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26. WE NEED POLICIES THAT HELP WOMEN IN DIFFICULT SITUATIONS AND LEAD TO FEWER ABORTIONS IN AMERICA.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
AGREE	61.5	61.9	60.6	63.4	57.4	59.8	63.4	60.6	63.7	63.2	58.1	56.8
Strongly	42.4	43.9	39.3	43.2	36.2	34.9	47.5	40.8	44.7	41.8	33.2	38.9
10	25.5	25.7	25.1	28.9	27.0	6.9	26.8	24.8	30.4	27.6	22.9	30.8
9	6.9	7.6	5.4	5.0	4.0	9.3	7.8	7.4	6.2	3.8	5.6	2.5
8	10.0	10.6	8.8	9.3	5.2	18.7	12.9	8.6	8.1	10.4	4.7	5.6
7	11.0	10.7	11.7	11.8	10.7	11.8	9.4	11.8	11.3	12.2	11.5	10.0
6	8.1	7.3	9.7	8.4	10.5	13.1	6.5	8.0	7.7	9.1	13.3	7.9
NEUTRAL-5	17.9	18.5	16.8	14.9	16.7	19.7	17.1	19.6	12.8	16.9	19.1	14.6
DISAGREE	20.6	19.6	22.6	21.6	25.9	20.5	19.5	19.7	23.5	19.9	22.9	28.6
4	4.4	4.0	5.3	3.4	6.8	6.4	3.0	4.8	1.9	4.8	7.0	6.6
3	4.4	4.6	4.0	4.4	3.1	5.5	5.7	3.7	5.1	3.8	4.4	1.9
2	2.7	2.7	2.9	3.0	3.5	2.1	2.7	2.6	4.3	1.7	3.0	3.9
1	2.5	2.6	2.3	2.2	2.4	3.3	2.3	2.8	1.1	3.2	1.3	3.5
0	6.6	5.8	8.2	8.7	10.1	3.2	5.8	5.8	11.1	6.4	7.1	12.8
Mean	6.51	6.59	6.34	6.51	6.15	6.11	6.68	6.51	6.46	6.56	6.22	6.09



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060
AGREE	61.5	53.8	62.2	65.1	63.5	60.3	60.7	61.7	61.4	62.2	60.6	63.0	60.2
Strongly	42.4	35.1	43.1	43.9	44.8	41.6	42.2	41.8	42.7	42.7	42.0	44.2	40.8
10	25.5	23.8	29.6	24.2	28.5	22.6	24.8	26.1	25.2	26.8	23.9	25.3	25.7
9	6.9	4.6	4.4	8.6	6.8	8.1	6.9	6.3	7.2	6.5	7.4	7.3	6.5
8	10.0	6.7	9.1	11.1	9.5	10.9	10.5	9.5	10.3	9.5	10.7	11.6	8.6
7	11.0	7.7	9.5	11.1	12.5	11.2	11.8	9.8	11.8	10.6	11.6	10.6	11.4
6	8.1	11.0	9.5	10.1	6.2	7.5	6.7	10.0	6.8	8.9	7.0	8.1	8.1
NEUTRAL-5	17.9	15.9	18.0	15.9	18.6	15.2	21.2	16.7	18.8	17.2	18.8	17.1	18.6
DISAGREE	20.6	30.3	19.8	19.1	17.8	24.5	18.1	21.6	19.9	20.5	20.6	19.9	21.2
4	4.4	9.9	3.0	2.9	3.8	5.8	3.9	4.3	4.4	4.2	4.6	3.3	5.4
3	4.4	4.5	3.4	5.0	4.4	6.8	2.9	4.3	4.5	4.4	4.5	5.2	3.7
2	2.7	5.1	2.8	1.8	1.4	3.1	3.2	2.8	2.7	2.4	3.1	3.0	2.5
1	2.5	3.1	2.8	1.7	2.2	2.3	3.0	2.4	2.6	2.3	2.7	2.0	3.0
0	6.6	7.8	7.8	7.7	6.1	6.5	5.1	7.8	5.8	7.3	5.7	6.5	6.6
Mean	6.51	5.99	6.53	6.58	6.74	6.38	6.57	6.44	6.56	6.53	6.49	6.57	6.46



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
AGREE	61.5	53.6	63.8	64.8	60.1	54.2	64.7	67.8	61.4	53.0	63.0	62.3	58.9	61.3	60.2	65.0
Strongly	42.4	35.0	44.5	44.4	41.8	35.0	42.4	48.3	45.5	34.9	46.3	41.2	38.4	38.8	41.8	48.3
10	25.5	22.7	27.0	28.2	23.5	23.8	23.9	29.4	24.0	21.5	29.8	27.1	23.1	23.1	24.1	32.0
9	6.9	5.0	7.2	6.5	7.4	3.5	7.8	7.4	8.1	6.5	6.7	5.8	6.8	7.2	6.5	7.3
8	10.0	7.3	10.2	9.7	10.8	7.7	10.7	11.5	13.4	6.9	9.8	8.3	8.5	8.6	11.1	9.1
7	11.0	7.4	10.5	12.0	11.8	8.5	11.0	11.4	10.6	6.4	10.1	12.4	12.9	12.2	10.8	10.1
6	8.1	11.1	8.8	8.4	6.5	10.7	11.3	8.1	5.3	11.6	6.6	8.6	7.6	10.3	7.6	6.5
NEUTRAL-5	17.9	15.5	17.9	15.6	20.2	15.9	18.5	13.6	18.9	15.1	17.4	17.3	21.4	15.3	19.2	18.2
DISAGREE	20.6	30.9	18.3	19.6	19.7	29.9	16.8	18.6	19.8	31.9	19.7	20.4	19.7	23.5	20.6	16.8
4	4.4	9.4	2.4	4.5	4.2	4.1	1.8	4.7	3.1	14.6	2.9	4.3	5.3	6.1	3.8	3.6
3	4.4	6.0	3.3	5.6	3.9	8.0	4.4	5.4	4.7	4.1	2.3	5.7	3.0	4.8	4.3	4.2
2	2.7	5.4	2.1	1.5	3.2	7.3	2.6	0.8	3.4	3.7	1.7	2.0	3.1	2.8	3.1	1.8
1	2.5	2.3	2.4	2.0	3.0	0.9	1.4	1.5	3.0	3.7	3.2	2.4	3.0	1.4	3.1	2.4
0	6.6	7.7	8.2	6.1	5.5	9.6	6.6	6.1	5.6	5.8	9.6	6.0	5.3	8.5	6.3	4.8
Mean	6.51	5.96	6.59	6.70	6.49	5.90	6.59	6.87	6.56	6.01	6.59	6.56	6.42	6.33	6.44	6.92



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27. 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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
DISAGREE	62.7	100.0	96.4	81.2	60.8	43.3	40.0	34.2	22.3	70.5	88.6	52.9	45.1	77.1	66.8	62.2	68.1	42.2	50.0	33.3
Strongly	49.5	100.0	93.2	69.4	46.0	25.9	20.1	20.5	22.3	57.9	81.1	35.7	23.7	67.5	52.3	47.5	52.8	27.8	35.9	18.4
10	37.7	95.6	86.9	54.0	31.3	14.8	9.3	6.5	16.7	46.1	70.1	22.6	12.5	59.2	37.8	35.8	36.4	15.8	23.3	7.3
9	5.4	0.0	4.2	9.0	6.0	4.1	4.9	2.2	2.8	5.7	6.5	4.6	5.5	4.8	7.3	4.7	6.6	4.7	5.8	3.5
8	6.4	4.4	2.1	6.5	8.7	7.0	5.9	11.8	2.8	6.1	4.5	8.4	5.6	3.5	7.3	7.0	9.8	7.2	6.9	7.6
7	7.0	0.0	2.7	7.9	7.8	8.5	8.8	6.5	0.0	7.3	5.3	9.2	10.3	5.6	9.2	8.3	7.7	6.3	6.4	6.2
6	6.1	0.0	0.5	3.8	7.0	8.8	11.1	7.1	0.0	5.3	2.2	8.1	11.1	4.0	5.3	6.4	7.6	8.1	7.7	8.7
NEUTRAL-5	14.1	0.0	3.3	9.4	15.9	17.8	25.0	18.4	8.7	11.6	6.4	16.5	19.5	7.4	12.0	17.3	15.0	20.6	17.6	24.1
AGREE	23.2	0.0	0.2	9.4	23.2	38.9	35.0	47.4	69.0	17.9	5.0	30.6	35.4	15.5	21.1	20.5	16.9	37.1	32.4	42.6
4	4.7	0.0	0.0	0.8	3.2	6.3	12.6	11.0	11.2	3.4	0.4	4.5	15.0	2.0	6.0	4.2	2.8	7.8	5.3	10.6
3	5.6	0.0	0.0	1.6	4.3	13.2	7.1	7.2	11.3	4.6	0.8	9.2	6.4	3.2	5.1	4.8	7.1	8.1	8.2	7.9
2	4.0	0.0	0.0	0.7	3.5	9.5	4.0	7.7	8.8	3.0	0.4	6.2	4.4	2.1	3.6	4.2	3.1	6.4	7.1	5.6
1	2.4	0.0	0.0	0.2	3.7	3.1	3.3	5.5	14.7	1.6	0.1	3.4	2.7	2.3	1.9	0.8	0.7	4.4	3.4	5.6
0	6.7	0.0	0.2	6.1	8.7	6.7	8.0	16.1	23.0	5.2	3.3	7.3	7.0	5.9	4.5	6.4	3.1	10.5	8.4	12.8
Mean	6.79	9.91	9.62	8.07	6.49	5.30	5.21	4.46	3.69	7.37	8.83	5.92	5.47	7.88	7.06	6.80	7.16	5.27	5.82	4.65



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
DISAGREE	62.7	61.7	64.6	63.9	59.2	64.9	67.2	53.0	52.9	49.7	57.6	
Strongly	49.5	49.0	52.3	50.6	45.1	52.4	54.5	40.9	37.2	34.0	41.7	
10	37.7	35.6	39.1	39.8	34.2	40.5	42.4	30.0	25.8	23.0	29.8	
9	5.4	6.7	5.8	5.7	3.4	5.9	6.3	3.9	3.3	2.1	5.0	
8	6.4	6.7	7.4	5.1	7.5	6.0	5.8	7.0	8.2	9.0	6.9	
7	7.0	7.9	6.3	6.2	8.6	6.4	6.4	6.8	9.6	10.0	8.9	
6	6.1	4.8	6.0	7.1	5.5	6.1	6.3	5.3	6.1	5.6	6.9	
NEUTRAL-5	14.1	14.0	12.3	12.6	18.7	13.4	13.1	14.9	17.1	16.5	17.9	
AGREE	23.2	24.3	23.2	23.5	22.1	21.7	19.7	32.1	30.0	33.8	24.5	
4	4.7	5.2	5.2	4.5	3.8	3.8	3.3	6.5	8.4	8.4	8.2	
3	5.6	6.4	4.8	5.6	5.6	4.7	4.0	8.9	9.1	10.7	6.7	
2	4.0	4.5	5.2	3.5	3.1	3.5	3.1	5.8	5.8	7.2	3.9	
1	2.4	2.1	1.9	2.8	2.5	2.8	2.7	3.4	0.8	0.5	1.3	
0	6.7	6.1	6.0	7.1	7.0	6.8	6.7	7.5	5.9	7.0	4.4	
Mean	6.79	6.75	6.91	6.84	6.60	6.94	7.09	6.13	6.15	5.87	6.54	



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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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
DISAGREE	62.7	41.9	72.1	73.5	50.4	62.2	61.2	46.2	38.0	51.3	75.1	
Strongly	49.5	26.1	60.2	62.1	35.7	47.5	46.1	30.7	26.0	33.7	63.7	
10	37.7	14.6	48.2	51.6	22.3	35.8	32.4	18.9	17.7	19.7	51.9	
9	5.4	5.0	5.6	5.7	5.3	4.7	5.3	4.6	4.9	4.4	6.0	
8	6.4	6.5	6.4	4.9	8.0	7.0	8.3	7.2	3.4	9.6	5.8	
7	7.0	7.5	6.8	6.9	6.8	8.3	8.7	7.2	6.4	7.7	6.9	
6	6.1	8.3	5.2	4.5	8.0	6.4	6.4	8.2	5.6	9.9	4.5	
NEUTRAL-5	14.1	17.7	12.4	9.0	18.9	17.3	18.4	18.7	20.1	17.8	10.6	
AGREE	23.2	40.4	15.4	17.5	30.7	20.5	20.5	35.2	41.9	30.9	14.3	
4	4.7	8.9	2.7	3.4	6.2	4.2	4.6	7.2	6.3	7.7	2.7	
3	5.6	7.9	4.5	3.9	7.8	4.8	5.7	8.1	7.0	8.8	3.6	
2	4.0	8.3	2.0	2.7	5.4	4.2	3.4	5.9	7.7	4.7	2.5	
1	2.4	5.1	1.2	2.1	3.2	0.8	1.5	4.5	7.1	2.9	0.8	
0	6.7	10.2	5.0	5.4	8.1	6.4	5.3	9.5	13.8	6.8	4.5	
Mean	6.79	5.15	7.54	7.59	5.87	6.80	6.74	5.51	4.96	5.85	7.76	



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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	840	888	720	740	540	420	244	276	300	496	264
DISAGREE	62.7	73.9	51.7	73.7	50.3	64.8	73.8	42.6	65.6	73.5	54.2	64.0
Strongly	49.5	63.5	35.7	61.8	36.5	50.9	61.3	31.6	53.8	62.6	38.9	48.0
10	37.7	53.4	22.6	52.0	24.5	36.6	53.1	18.6	40.2	50.5	27.4	32.8
9	5.4	5.5	5.4	5.3	4.8	6.5	4.5	5.4	7.1	6.4	4.5	5.8
8	6.4	4.6	7.6	4.6	7.2	7.9	3.7	7.6	6.4	5.7	6.9	9.4
7	7.0	6.6	7.2	7.7	6.1	7.3	8.4	3.6	6.3	6.7	7.4	8.4
6	6.1	3.8	8.9	4.1	7.7	6.6	4.1	7.3	5.6	4.2	7.9	7.6
NEUTRAL-5	14.1	9.6	18.2	9.4	17.3	16.1	7.5	16.1	11.6	11.9	17.8	20.8
AGREE	23.2	16.5	30.1	17.0	32.4	19.1	18.7	41.3	22.8	14.5	28.0	15.2
4	4.7	2.8	6.0	3.1	6.9	3.7	3.1	7.5	3.6	3.0	6.6	3.7
3	5.6	3.4	7.6	3.7	7.5	5.5	4.2	9.0	7.6	2.9	6.8	3.2
2	4.0	2.5	5.3	2.5	5.8	3.4	2.6	8.5	3.8	2.4	4.5	2.9
1	2.4	2.2	2.7	2.1	3.5	1.4	3.0	5.9	1.3	0.8	2.3	1.5
0	6.7	5.6	8.5	5.6	8.7	5.1	5.8	10.4	6.4	5.3	7.9	3.8
Mean	6.79	7.66	5.90	7.60	5.86	6.98	7.55	5.25	6.99	7.67	6.16	6.96



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
DISAGREE	62.7	50.0	48.3	51.4	59.8	73.5	78.3	75.7	51.8	62.6	80.1	48.1	56.0	45.3	58.0	61.3	79.6
Strongly	49.5	34.8	36.3	33.5	45.0	61.8	71.1	66.0	36.5	47.0	70.0	33.7	40.1	39.0	38.2	47.6	69.4
10	37.7	22.4	22.0	22.7	32.9	47.0	64.5	54.9	26.5	37.1	60.2	21.2	30.1	24.4	24.8	32.9	55.3
9	5.4	4.6	6.0	3.4	5.5	7.4	4.2	6.0	6.8	5.0	5.2	4.0	4.7	8.5	5.5	6.4	7.3
8	6.4	7.8	8.3	7.5	6.5	7.4	2.4	5.2	3.2	4.9	4.6	8.5	5.3	6.1	7.9	8.3	6.8
7	7.0	6.7	6.3	7.1	7.9	7.4	4.9	6.3	4.1	10.7	7.2	5.8	7.9	3.0	13.1	6.6	5.0
6	6.1	8.5	5.8	10.8	6.9	4.4	2.2	3.4	11.2	4.9	3.0	8.6	7.9	3.3	6.6	7.1	5.1
NEUTRAL-5	14.1	16.3	13.3	18.7	17.7	9.7	7.2	8.6	4.3	16.0	7.8	17.8	17.7	13.4	17.6	18.6	8.2
AGREE	23.2	33.7	38.4	29.9	22.4	16.8	14.5	15.8	44.0	21.4	12.1	34.1	26.2	41.3	24.4	20.1	12.2
4	4.7	6.5	6.2	6.8	5.1	3.5	1.7	2.7	5.4	7.9	1.2	6.0	6.3	12.5	10.0	2.8	1.4
3	5.6	6.5	4.6	8.1	6.4	5.4	2.1	3.9	8.0	3.4	3.2	6.9	7.4	10.5	3.8	7.1	2.3
2	4.0	4.7	3.8	5.5	5.0	2.7	1.7	2.2	1.8	5.4	1.6	5.8	6.0	5.5	1.9	4.2	2.3
1	2.4	4.7	7.7	2.2	1.2	1.9	1.9	1.9	9.5	1.1	1.5	4.6	1.5	3.8	1.4	1.1	2.2
0	6.7	11.3	16.2	7.4	4.7	3.3	7.1	5.0	19.3	3.6	4.6	10.9	5.1	8.9	7.3	5.0	4.1
Mean	6.79	5.67	5.39	5.89	6.68	7.59	8.04	7.80	5.27	6.93	8.12	5.58	6.39	5.74	6.37	6.77	8.00



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

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
DISAGREE	62.7	50.9	59.1	76.3	62.1	51.8	36.2	55.2	64.2	63.3	65.8	71.7	66.7	68.3	61.6	60.2
Strongly	49.5	35.8	45.3	65.4	47.8	39.8	24.5	43.2	50.2	49.2	52.2	63.0	53.3	59.5	49.6	44.5
10	37.7	23.7	31.5	54.8	33.8	28.4	17.2	30.9	38.7	36.8	42.0	48.1	42.4	52.5	35.2	34.6
9	5.4	5.2	5.8	5.4	6.4	5.4	3.3	5.9	5.5	5.9	4.8	4.6	5.7	3.2	6.9	4.0
8	6.4	7.0	8.1	5.2	7.6	5.9	4.0	6.3	6.1	6.5	5.4	10.3	5.3	3.8	7.5	5.9
7	7.0	7.4	6.8	6.8	7.3	7.1	6.1	7.3	7.5	7.7	7.3	2.8	7.0	7.9	6.1	8.1
6	6.1	7.7	7.0	4.2	7.0	5.0	5.6	4.8	6.4	6.5	6.3	5.9	6.3	1.0	5.9	7.6
NEUTRAL-5	14.1	17.9	15.6	9.5	15.3	11.5	6.5	12.6	14.9	14.1	16.3	13.0	13.6	12.8	13.6	16.3
AGREE	23.2	31.2	25.3	14.1	22.6	36.7	57.3	32.2	20.9	22.6	17.9	15.3	19.7	18.9	24.8	23.5
4	4.7	6.7	4.8	2.5	4.4	5.8	9.0	5.1	4.3	4.5	4.1	4.9	3.0	3.4	4.8	5.6
3	5.6	7.2	5.8	3.8	6.1	6.9	9.0	6.4	5.6	5.8	5.1	2.6	6.0	4.2	5.3	5.4
2	4.0	5.0	5.6	2.2	4.5	6.7	10.0	6.0	3.7	4.3	2.7	0.7	3.5	1.1	5.1	3.6
1	2.4	3.5	2.0	1.4	2.1	6.1	14.4	4.3	1.6	1.6	1.7	1.3	1.7	2.3	3.4	1.7
0	6.7	8.8	7.1	4.3	5.6	11.2	14.9	10.4	5.6	6.4	4.3	5.8	5.6	7.9	6.1	7.3
Mean	6.79	5.88	6.49	7.85	6.73	5.81	4.40	6.12	6.94	6.82	7.15	7.55	7.11	7.39	6.69	6.60



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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	1298	702	450	252	565	375	733	327
DISAGREE	62.7	66.7	55.1	57.2	51.3	67.3	57.2	66.3	52.6
Strongly	49.5	52.8	43.5	45.0	40.8	53.3	48.5	52.4	37.8
10	37.7	42.0	29.7	31.2	27.0	44.2	34.7	40.3	24.0
9	5.4	5.1	6.1	6.0	6.1	4.6	6.7	5.4	5.3
8	6.4	5.7	7.7	7.8	7.6	4.5	7.1	6.7	8.4
7	7.0	7.4	6.3	6.5	5.9	7.4	5.2	7.4	7.5
6	6.1	6.6	5.3	5.7	4.6	6.6	3.5	6.5	7.4
NEUTRAL-5	14.1	13.7	14.9	15.9	13.1	11.9	9.4	15.0	21.1
AGREE	23.2	19.6	30.0	26.9	35.6	20.8	33.4	18.7	26.3
4	4.7	3.9	6.1	5.9	6.4	3.2	6.3	4.4	5.8
3	5.6	5.0	6.7	5.5	8.8	5.5	7.9	4.6	5.3
2	4.0	2.8	6.2	6.4	5.7	3.4	6.1	2.3	6.2
1	2.4	1.6	3.9	2.8	5.9	2.1	4.9	1.2	2.7
0	6.7	6.3	7.2	6.4	8.8	6.6	8.1	6.1	6.2
Mean	6.79	7.08	6.24	6.43	5.90	7.09	6.35	7.08	6.12



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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	1357	643	261	261	81	624	733	126	135	125	136
DISAGREE	62.7	65.9	55.9	58.4	52.2	55.8	65.6	66.1	64.3	52.9	49.1	54.9
Strongly	49.5	53.3	41.6	45.1	35.5	40.9	55.5	51.4	52.0	38.8	29.8	40.7
10	37.7	41.3	30.0	34.2	26.9	23.2	44.6	38.5	40.7	28.2	22.5	30.9
9	5.4	5.9	4.4	2.9	3.2	10.3	5.8	6.0	3.7	2.2	4.5	2.1
8	6.4	6.1	7.2	8.0	5.4	7.4	5.1	6.8	7.6	8.4	2.9	7.7
7	7.0	7.0	7.1	7.7	7.6	5.3	5.6	8.2	7.3	8.0	10.7	4.8
6	6.1	5.6	7.2	5.6	9.0	9.7	4.5	6.6	5.0	6.1	8.6	9.4
NEUTRAL-5	14.1	14.6	13.1	12.2	14.0	13.3	11.3	17.3	7.2	16.9	16.0	12.2
AGREE	23.2	19.6	31.0	29.4	33.8	30.8	23.1	16.5	28.5	30.2	34.8	32.9
4	4.7	3.6	6.9	4.5	9.9	5.0	3.6	3.5	4.4	4.6	8.0	11.7
3	5.6	4.2	8.5	9.1	8.1	10.7	5.3	3.2	8.7	9.4	7.6	8.6
2	4.0	3.6	4.7	5.2	3.3	7.8	4.7	2.7	4.2	6.1	3.0	3.5
1	2.4	2.6	1.9	0.9	2.7	3.6	3.1	2.2	0.9	0.9	5.7	0.0
0	6.7	5.5	9.0	9.7	9.8	3.7	6.4	4.8	10.3	9.2	10.5	9.1
Mean	6.79	7.07	6.20	6.37	5.92	6.17	7.04	7.09	6.71	6.05	5.61	6.20



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
DISAGREE	62.7	44.8	57.5	59.1	66.1	66.1	68.8	55.6	67.3	58.6	67.8	63.3	62.1	
Strongly	49.5	29.4	43.8	44.2	53.2	54.5	56.7	41.0	55.1	44.6	55.8	51.4	47.9	
10	37.7	16.6	33.3	33.6	40.7	41.3	45.1	30.0	42.8	33.1	43.5	40.4	35.3	
9	5.4	2.8	7.1	4.8	5.0	6.3	5.4	5.2	5.5	5.1	5.7	5.5	5.3	
8	6.4	10.0	3.4	5.8	7.6	6.9	6.3	5.8	6.8	6.3	6.5	5.5	7.2	
7	7.0	7.7	7.2	7.4	7.3	6.0	7.0	7.4	6.8	7.4	6.6	6.5	7.4	
6	6.1	7.6	6.5	7.5	5.6	5.7	5.2	7.1	5.4	6.7	5.4	5.4	6.8	
NEUTRAL-5	14.1	19.1	12.4	10.1	13.7	14.2	16.2	12.8	15.0	13.1	15.4	10.9	16.9	
AGREE	23.2	36.1	30.0	30.8	20.2	19.7	14.9	31.6	17.7	28.3	16.8	25.8	21.0	
4	4.7	11.4	7.5	5.2	4.9	2.0	2.3	7.3	2.9	6.6	2.2	4.4	4.9	
3	5.6	8.7	6.1	8.2	2.8	6.1	3.9	7.6	4.2	6.2	4.8	6.4	4.8	
2	4.0	5.1	4.4	5.1	3.5	4.4	2.7	4.8	3.4	4.5	3.3	4.5	3.5	
1	2.4	0.5	3.1	4.8	1.5	1.7	2.2	3.3	1.8	2.8	2.0	3.3	1.7	
0	6.7	10.5	9.0	7.5	7.6	5.6	3.9	8.6	5.4	8.3	4.5	7.2	6.2	
Mean	6.79	5.49	6.36	6.33	7.02	7.08	7.39	6.17	7.20	6.42	7.26	6.79	6.79	



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

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
DISAGREE	62.7	49.8	58.1	64.7	68.0	53.4	53.4	66.7	70.5	46.3	62.2	63.1	65.7	56.4	65.2	64.3
Strongly	49.5	33.1	44.5	52.0	55.9	35.6	41.9	53.4	60.9	30.7	46.8	50.8	51.3	43.6	50.7	54.1
10	37.7	19.7	34.9	38.4	44.2	21.9	34.0	41.2	49.5	17.6	35.6	36.2	39.4	31.4	37.9	45.1
9	5.4	4.5	5.3	6.0	5.3	5.7	4.1	7.2	5.2	3.4	6.4	5.0	5.5	4.5	6.1	4.9
8	6.4	8.9	4.3	7.6	6.3	8.0	3.8	5.0	6.2	9.7	4.8	9.7	6.4	7.7	6.7	4.1
7	7.0	8.8	5.9	7.8	6.7	9.1	6.2	7.4	5.4	8.5	5.6	8.0	7.9	5.7	7.9	6.5
6	6.1	7.9	7.7	5.0	5.4	8.7	5.3	5.9	4.1	7.1	9.8	4.2	6.5	7.1	6.6	3.7
NEUTRAL-5	14.1	16.9	10.9	14.1	15.3	10.4	10.2	12.3	10.7	23.2	11.6	15.6	19.6	12.6	14.3	15.4
AGREE	23.2	33.3	31.0	21.1	16.7	36.2	36.5	21.0	18.9	30.5	26.2	21.2	14.6	31.0	20.4	20.3
4	4.7	9.5	6.7	4.1	2.3	6.7	7.7	3.6	2.1	12.2	5.9	4.4	2.4	6.0	4.1	4.3
3	5.6	8.5	6.9	4.3	4.7	9.9	8.4	4.0	5.7	7.0	5.6	4.5	3.9	7.4	4.9	5.0
2	4.0	4.6	5.0	3.7	3.3	3.8	4.4	3.7	5.2	5.4	5.5	3.7	1.5	4.7	4.1	2.7
1	2.4	0.7	4.8	1.5	2.0	1.3	7.8	2.6	1.3	0.0	2.1	0.6	2.6	4.6	1.9	0.9
0	6.7	10.1	7.6	7.6	4.4	14.4	8.2	7.0	4.5	5.8	7.0	8.0	4.3	8.3	5.5	7.4
Mean	6.79	5.76	6.36	6.92	7.29	5.68	6.06	7.02	7.45	5.83	6.62	6.83	7.14	6.22	6.95	7.11



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28. 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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
DISAGREE	62.2	100.0	94.9	78.5	61.6	41.0	39.4	44.1	43.3	70.3	86.6	55.4	44.4	78.7	67.5	57.8	67.0	40.9	42.9	38.6
Strongly	53.3	97.0	92.9	72.2	53.2	28.8	25.0	25.7	40.7	61.4	82.3	43.5	23.3	73.7	54.3	47.4	56.0	32.1	35.7	27.9
10	44.5	97.0	88.0	62.7	43.0	19.8	15.0	14.8	33.0	52.4	75.2	32.4	12.2	66.3	42.7	41.1	43.9	24.0	28.8	18.5
9	4.2	0.0	3.2	5.2	4.6	4.3	3.3	4.8	5.4	5.0	4.1	5.7	6.5	3.9	7.4	3.3	6.1	2.1	2.0	2.2
8	4.6	0.0	1.6	4.3	5.6	4.7	6.7	6.0	2.3	4.0	3.0	5.3	4.6	3.5	4.2	3.1	6.0	6.0	4.9	7.2
7	5.3	0.0	1.8	4.8	6.3	4.9	8.0	11.2	0.0	5.5	3.3	6.9	11.9	2.4	8.8	7.3	6.7	4.5	3.2	6.0
6	3.6	3.0	0.2	1.4	2.1	7.2	6.3	7.3	2.6	3.4	1.0	5.1	9.1	2.6	4.3	3.1	4.4	4.3	4.0	4.7
NEUTRAL-5	13.8	0.0	3.7	12.3	15.9	16.4	21.8	13.4	16.8	12.9	8.0	17.4	20.0	7.9	12.9	18.0	19.2	16.4	13.7	19.5
AGREE	24.0	0.0	1.4	9.2	22.5	42.7	38.8	42.5	39.9	16.8	5.4	27.2	35.6	13.4	19.6	24.2	13.7	42.7	43.4	41.9
4	4.0	0.0	0.0	0.9	3.0	7.6	9.4	2.1	4.3	3.3	0.5	5.3	10.3	2.9	3.8	5.6	1.3	5.7	5.4	6.0
3	4.8	0.0	0.7	1.2	2.5	11.4	7.4	8.3	3.0	3.8	0.9	6.7	7.4	2.1	8.0	5.1	1.0	7.5	7.8	7.2
2	3.7	0.0	0.4	1.0	2.2	7.6	5.2	11.3	5.7	2.1	0.7	3.3	4.7	1.6	2.7	0.8	3.7	7.8	8.1	7.6
1	2.7	0.0	0.0	0.0	4.3	4.6	4.6	2.1	0.0	1.9	0.0	4.2	2.6	1.4	1.6	3.0	2.2	4.7	4.9	4.4
0	8.8	0.0	0.3	6.1	10.5	11.4	12.1	18.7	26.8	5.7	3.3	7.7	10.5	5.4	3.4	9.7	5.5	17.0	17.2	16.8
Mean	6.88	9.88	9.57	8.22	6.81	5.19	5.12	4.87	5.35	7.55	8.88	6.36	5.31	8.20	7.26	6.67	7.29	5.12	5.26	4.95



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28. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
DISAGREE	62.2	62.3	64.6	62.7	58.5	65.0	66.8	55.4	50.0	49.1	51.3	
Strongly	53.3	52.6	54.4	54.7	50.1	56.9	59.4	43.1	38.0	35.2	42.0	
10	44.5	43.0	44.9	46.3	42.2	48.1	51.3	31.2	29.2	25.8	34.1	
9	4.2	4.8	3.2	4.5	4.1	4.2	4.0	5.7	4.0	4.2	3.8	
8	4.6	4.8	6.3	3.9	3.7	4.5	4.2	6.2	4.7	5.2	4.1	
7	5.3	6.0	5.8	4.8	4.8	4.9	4.4	7.3	6.8	7.3	6.0	
6	3.6	3.7	4.3	3.2	3.7	3.3	3.0	4.9	5.2	6.6	3.3	
NEUTRAL-5	13.8	13.5	11.2	15.6	13.8	12.8	12.0	17.0	18.5	17.9	19.3	
AGREE	24.0	24.2	24.2	21.7	27.6	22.2	21.2	27.7	31.5	33.0	29.4	
4	4.0	3.5	4.4	4.3	3.3	3.4	3.0	5.2	6.5	7.0	5.8	
3	4.8	7.0	4.5	3.5	5.7	4.2	3.7	6.5	7.6	7.6	7.8	
2	3.7	3.8	3.1	3.6	4.5	3.4	3.0	5.7	4.8	6.9	1.8	
1	2.7	3.6	2.4	1.5	4.2	2.4	2.6	1.8	3.6	4.1	2.9	
0	8.8	6.4	9.8	8.8	10.0	8.8	8.9	8.5	9.0	7.5	11.1	
Mean	6.88	6.90	6.91	7.02	6.57	7.08	7.22	6.32	6.00	5.86	6.19	



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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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
DISAGREE	62.2	43.8	70.5	74.7	49.2	57.8	61.5	46.1	38.0	51.2	74.3	
Strongly	53.3	32.2	62.9	66.8	39.6	47.4	48.9	36.0	30.6	39.4	66.3	
10	44.5	24.4	53.7	57.9	30.3	41.1	39.4	26.6	24.6	27.8	58.1	
9	4.2	2.8	4.8	5.1	3.4	3.3	5.6	3.8	2.1	4.8	4.5	
8	4.6	5.0	4.4	3.8	6.0	3.1	3.9	5.7	3.9	6.8	3.7	
7	5.3	6.2	4.8	4.7	5.2	7.3	8.9	5.6	3.4	7.0	5.0	
6	3.6	5.4	2.9	3.2	4.3	3.1	3.7	4.5	4.0	4.8	3.0	
NEUTRAL-5	13.8	16.9	12.4	9.7	17.3	18.0	17.8	17.1	14.8	18.5	11.4	
AGREE	24.0	39.3	17.0	15.6	33.5	24.2	20.8	36.8	47.2	30.3	14.3	
4	4.0	5.1	3.4	3.3	4.3	5.6	3.6	5.6	4.6	6.2	2.7	
3	4.8	7.7	3.5	4.2	5.5	5.1	5.0	6.6	7.2	6.2	3.5	
2	3.7	7.1	2.2	2.0	6.5	0.8	2.6	6.1	7.1	5.5	1.9	
1	2.7	5.1	1.6	1.5	3.9	3.0	2.6	4.7	6.7	3.4	1.1	
0	8.8	14.3	6.4	4.7	13.4	9.7	7.0	13.8	21.6	9.0	5.1	
Mean	6.88	5.33	7.58	7.87	5.80	6.67	6.86	5.56	4.79	6.04	7.87	



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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	840	888	720	740	540	420	244	276	300	496	264	
DISAGREE	62.2	76.9	47.6	75.6	45.6	66.9	75.0	49.9	71.4	76.5	43.5	62.2	
Strongly	53.3	70.9	37.5	69.3	36.1	55.4	68.2	38.7	63.8	71.0	34.8	46.6	
10	44.5	63.3	28.1	60.2	28.1	46.2	59.6	27.8	52.3	61.0	28.2	39.8	
9	4.2	4.6	3.9	5.2	3.4	3.9	4.3	4.8	4.9	6.4	2.8	2.8	
8	4.6	3.1	5.6	4.0	4.6	5.3	4.3	6.1	6.6	3.6	3.9	4.0	
7	5.3	3.7	5.8	3.8	4.9	7.6	4.5	6.7	6.0	3.0	4.1	9.2	
6	3.6	2.4	4.3	2.5	4.6	4.0	2.4	4.5	1.7	2.6	4.6	6.3	
NEUTRAL-5	13.8	9.5	17.4	9.0	17.8	14.9	8.1	18.4	12.1	10.3	17.5	17.8	
AGREE	24.0	13.5	35.0	15.3	36.6	18.2	16.8	31.7	16.5	13.2	39.0	20.0	
4	4.0	2.8	4.9	3.5	5.5	2.5	4.0	5.0	1.4	2.7	5.8	3.7	
3	4.8	3.5	6.3	4.6	6.1	3.3	5.0	5.5	4.6	4.0	6.4	2.0	
2	3.7	1.6	6.0	1.7	6.5	2.5	1.4	5.0	2.7	2.1	7.3	2.2	
1	2.7	1.7	4.0	1.3	4.1	2.5	1.5	5.2	1.2	1.0	3.5	3.8	
0	8.8	4.0	13.7	4.3	14.4	7.4	4.9	10.9	6.5	3.4	16.0	8.3	
Mean	6.88	8.12	5.68	7.99	5.57	7.18	7.90	5.88	7.58	8.12	5.42	6.76	



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
DISAGREE	62.2	43.2	37.3	47.9	60.8	77.0	80.9	78.8	33.3	65.5	84.4	42.2	51.5	45.0	54.8	65.2	80.5
Strongly	53.3	34.2	30.5	37.1	49.5	68.9	76.8	72.5	27.3	54.0	79.8	33.4	42.3	31.8	42.7	52.6	72.4
10	44.5	26.2	22.8	28.8	39.8	57.3	72.3	64.1	19.5	41.2	71.6	25.5	33.6	24.8	33.8	43.7	62.0
9	4.2	2.3	3.2	1.5	5.6	5.3	3.1	4.3	5.1	8.1	4.2	2.1	5.8	3.2	1.1	4.1	5.5
8	4.6	5.7	4.5	6.7	4.2	6.3	1.4	4.1	2.8	4.6	3.9	5.7	2.9	3.8	7.8	4.8	4.9
7	5.3	5.0	2.9	6.7	6.7	5.4	2.3	4.0	5.0	5.5	3.2	4.7	4.5	7.2	6.5	8.8	5.0
6	3.6	4.1	4.0	4.1	4.6	2.7	1.8	2.3	1.1	6.0	1.5	4.2	4.7	6.0	5.5	3.8	3.2
NEUTRAL-5	13.8	15.3	14.1	16.2	17.5	10.5	6.8	8.8	20.5	13.5	6.1	15.4	21.4	18.8	10.8	16.7	12.8
AGREE	24.0	41.5	48.5	35.9	21.7	12.5	12.3	12.4	46.1	21.0	9.6	42.3	27.2	36.2	34.4	18.0	6.7
4	4.0	6.0	6.0	6.0	4.3	2.1	2.0	2.1	6.9	6.7	2.0	6.4	4.7	3.5	3.3	2.7	1.4
3	4.8	7.1	7.7	6.7	4.5	4.4	2.0	3.3	11.8	6.8	3.0	7.0	4.0	7.8	4.3	3.8	1.4
2	3.7	7.3	7.1	7.5	2.7	2.1	1.5	1.8	9.7	1.7	0.7	7.5	3.9	9.7	5.2	2.4	0.8
1	2.7	5.1	5.5	4.8	2.2	1.4	0.8	1.1	2.4	2.6	0.7	4.9	3.4	2.1	8.0	1.2	2.2
0	8.8	16.0	22.2	10.9	8.0	2.4	6.0	4.1	15.4	3.2	3.2	16.5	11.1	13.1	13.7	8.1	0.8
Mean	6.88	5.29	4.74	5.72	6.81	8.05	8.41	8.21	4.91	7.18	8.65	5.22	6.20	5.46	5.88	7.09	8.40



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
DISAGREE	62.2	47.9	61.0	77.5	64.2	51.6	37.9	54.7	64.2	65.8	61.2	66.8	71.9	83.4	59.6	49.4
Strongly	53.3	38.3	47.6	71.2	53.3	43.5	26.5	47.3	55.2	56.0	54.0	56.7	63.4	76.8	52.5	40.2
10	44.5	29.2	38.6	62.9	42.7	35.9	16.8	40.2	46.6	46.2	47.3	45.0	54.5	70.1	41.9	32.3
9	4.2	3.2	5.4	4.7	5.2	4.1	6.4	3.6	4.2	4.5	3.8	3.9	4.9	4.0	4.6	3.2
8	4.6	6.0	3.5	3.6	5.4	3.5	3.4	3.6	4.4	5.3	2.9	7.8	4.0	2.7	6.0	4.7
7	5.3	5.4	7.6	4.1	6.8	5.7	7.0	5.4	5.0	5.1	4.9	6.5	4.8	4.2	3.9	6.1
6	3.6	4.1	5.8	2.2	4.1	2.4	4.3	2.0	3.9	4.8	2.3	3.6	3.7	2.3	3.2	3.1
NEUTRAL-5	13.8	17.2	18.4	8.5	15.3	14.9	14.9	14.9	13.7	11.9	16.9	13.1	12.4	3.2	12.9	19.1
AGREE	24.0	35.0	20.6	14.0	20.5	33.5	47.2	30.4	22.1	22.3	21.9	20.1	15.7	13.4	27.5	31.5
4	4.0	5.0	4.0	2.9	3.9	3.4	3.3	3.4	4.3	4.2	4.6	2.0	4.0	2.9	5.2	2.7
3	4.8	6.6	4.3	3.2	4.7	6.6	7.5	6.4	4.5	4.3	4.8	4.1	2.7	4.4	6.4	4.8
2	3.7	6.3	2.5	1.6	3.5	6.7	7.0	6.7	3.1	3.4	2.6	2.3	2.2	2.7	4.9	4.8
1	2.7	4.3	1.8	1.3	2.5	4.6	7.1	4.1	2.5	2.4	2.7	0.0	1.5	0.0	3.8	4.0
0	8.8	12.9	8.0	5.1	5.8	12.1	22.3	9.9	7.7	7.9	7.3	11.6	5.4	3.4	7.2	15.1
Mean	6.88	5.73	6.79	8.10	7.05	6.04	4.59	6.37	7.06	7.07	7.03	7.05	7.68	8.49	6.73	5.86



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28. 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-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.		Prof.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1298	702	450	252	565	375	733	327
DISAGREE	62.2	63.7	59.4	57.7	62.5	68.2	66.4	60.2	51.4
Strongly	53.3	54.5	51.0	50.0	52.8	60.4	57.5	50.0	43.5
10	44.5	46.7	40.5	40.3	40.9	51.2	46.2	43.3	33.9
9	4.2	4.0	4.5	4.2	5.0	4.1	5.4	4.0	3.4
8	4.6	3.8	6.0	5.5	6.9	5.1	5.9	2.8	6.1
7	5.3	5.2	5.4	4.3	7.2	4.9	6.3	5.4	4.3
6	3.6	4.0	3.1	3.4	2.5	2.9	2.5	4.8	3.7
NEUTRAL-5	13.8	14.1	13.4	14.5	11.5	12.4	11.2	15.4	15.9
AGREE	24.0	22.2	27.2	27.9	26.0	19.4	22.4	24.4	32.7
4	4.0	4.1	3.7	4.7	1.8	4.4	2.1	3.9	5.5
3	4.8	4.3	5.8	5.8	5.7	4.8	5.3	3.9	6.3
2	3.7	3.3	4.4	4.3	4.6	2.7	2.8	3.8	6.3
1	2.7	2.1	3.7	3.8	3.7	1.5	3.7	2.5	3.8
0	8.8	8.5	9.6	9.2	10.2	5.9	8.4	10.4	10.8
Mean	6.88	7.02	6.61	6.56	6.69	7.42	7.07	6.71	6.08



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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	1357	643	261	261	81	624	733	126	135	125	136
DISAGREE	62.2	66.5	53.1	53.7	53.7	45.7	72.4	61.4	63.8	44.2	52.6	54.8
Strongly	53.3	59.2	40.8	44.6	36.6	34.9	65.0	54.3	58.6	31.6	38.7	34.8
10	44.5	50.3	32.3	37.9	27.7	19.4	55.2	46.2	52.2	24.6	26.6	28.7
9	4.2	4.2	4.1	3.9	4.0	6.7	4.7	3.8	1.6	6.0	5.6	2.6
8	4.6	4.7	4.4	2.8	4.9	8.9	5.1	4.3	4.8	1.0	6.5	3.5
7	5.3	4.5	6.8	3.8	10.6	5.2	5.1	4.0	2.2	5.2	10.5	10.7
6	3.6	2.8	5.5	5.3	6.5	5.6	2.3	3.1	3.0	7.4	3.4	9.3
NEUTRAL-5	13.8	12.5	16.7	13.2	17.4	26.6	9.2	15.3	12.1	14.2	20.5	14.6
AGREE	24.0	21.0	30.2	33.1	28.8	27.6	18.3	23.3	24.1	41.5	26.9	30.6
4	4.0	3.0	5.9	7.9	4.5	6.2	2.9	3.1	5.8	9.9	4.1	4.8
3	4.8	4.3	5.9	7.8	5.1	5.0	4.3	4.3	7.9	7.7	5.7	4.7
2	3.7	2.8	5.6	5.4	7.3	3.4	1.9	3.6	2.3	8.2	6.8	7.8
1	2.7	2.6	2.8	3.2	2.0	4.1	2.1	3.0	2.4	4.0	2.6	1.4
0	8.8	8.3	10.0	8.8	9.9	9.0	7.2	9.3	5.7	11.8	7.8	11.9
Mean	6.88	7.22	6.15	6.30	6.03	5.79	7.61	6.89	7.23	5.43	6.14	5.92



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060
DISAGREE	62.2	46.8	57.5	55.2	62.8	65.7	71.3	54.3	67.4	56.7	69.1	67.4	57.5
Strongly	53.3	30.9	41.8	49.6	53.9	56.8	66.0	43.0	60.1	46.1	62.4	59.2	48.0
10	44.5	23.8	36.5	40.4	45.0	46.4	56.4	35.6	50.4	38.3	52.4	49.2	40.4
9	4.2	2.9	2.4	3.0	4.9	6.0	4.6	2.8	5.1	3.4	5.2	4.6	3.8
8	4.6	4.1	2.9	6.2	4.1	4.4	5.0	4.6	4.6	4.4	4.7	5.4	3.8
7	5.3	8.8	9.4	3.6	4.5	5.6	3.2	6.7	4.3	6.1	4.2	5.5	5.1
6	3.6	7.2	6.3	2.0	4.4	3.2	2.0	4.6	3.0	4.5	2.5	2.7	4.4
NEUTRAL-5	13.8	16.6	17.6	11.8	14.4	11.6	13.6	14.8	13.2	14.7	12.8	12.0	15.5
AGREE	24.0	36.6	25.0	33.1	22.8	22.7	15.1	30.9	19.4	28.6	18.2	20.6	27.0
4	4.0	8.9	4.7	4.5	3.6	2.9	2.6	5.5	3.0	4.9	2.7	3.5	4.4
3	4.8	6.1	6.1	7.0	4.0	4.9	2.7	6.5	3.7	5.8	3.6	5.0	4.6
2	3.7	7.7	3.3	6.6	2.8	2.7	1.9	5.7	2.4	4.9	2.2	2.7	4.5
1	2.7	3.1	2.4	4.5	2.8	2.8	1.3	3.4	2.1	3.3	1.9	2.4	2.9
0	8.8	10.8	8.5	10.4	9.5	9.4	6.6	9.8	8.2	9.7	7.7	6.9	10.5
Mean	6.88	5.57	6.47	6.33	6.91	7.05	7.72	6.23	7.31	6.42	7.45	7.28	6.52



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
DISAGREE	62.2	47.8	56.4	62.9	69.7	49.2	58.4	72.7	75.3	46.3	54.6	54.8	64.6	53.5	64.8	66.6
Strongly	53.3	30.6	46.5	54.2	63.7	38.7	47.4	64.7	69.5	22.8	45.7	45.4	58.5	43.7	55.2	60.7
10	44.5	23.3	39.5	44.1	54.3	30.4	40.7	49.1	60.4	16.4	38.5	40.0	48.7	37.1	45.3	52.1
9	4.2	3.1	3.1	4.9	4.8	3.1	2.9	6.5	4.9	3.1	3.2	3.5	4.6	2.9	4.5	4.9
8	4.6	4.2	3.9	5.2	4.7	5.1	3.8	9.1	4.2	3.3	4.1	2.0	5.1	3.7	5.4	3.7
7	5.3	9.4	6.4	4.9	3.5	6.8	7.9	4.1	4.4	11.8	5.1	5.5	2.8	5.9	5.6	3.5
6	3.6	7.8	3.4	3.8	2.4	3.8	3.1	3.8	1.5	11.7	3.7	3.9	3.3	4.0	4.0	2.4
NEUTRAL-5	13.8	17.3	14.6	12.9	13.0	18.8	13.4	9.5	10.5	15.9	15.5	15.8	15.2	14.4	13.4	14.2
AGREE	24.0	34.9	29.0	24.2	17.3	32.0	28.1	17.9	14.1	37.8	29.9	29.5	20.2	32.1	21.8	19.2
4	4.0	8.7	4.3	3.3	2.8	6.9	4.8	3.2	1.8	10.4	3.9	3.4	3.7	5.0	3.3	4.3
3	4.8	6.5	6.6	4.2	3.6	7.9	8.0	3.5	3.3	5.1	5.4	4.8	3.8	7.0	4.5	2.9
2	3.7	7.1	4.4	4.1	2.0	8.0	2.6	1.4	2.1	6.2	6.0	6.3	1.9	4.5	3.6	2.8
1	2.7	3.0	3.0	3.9	1.4	2.9	4.3	3.1	0.6	3.1	2.0	4.7	2.1	3.5	2.7	1.4
0	8.8	9.7	10.6	8.6	7.5	6.3	8.5	6.6	6.4	13.1	12.6	10.3	8.6	12.1	7.6	7.9
Mean	6.88	5.65	6.42	6.86	7.55	6.08	6.58	7.51	7.95	5.23	6.28	6.33	7.18	6.17	7.04	7.37



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29. 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

	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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
DISAGREE	50.3	100.0	92.0	62.8	42.4	29.7	28.4	45.9	19.0	57.2	77.2	37.6	30.0	64.6	55.3	48.4	51.2	32.5	32.9	32.2
Strongly	38.2	100.0	88.6	52.1	29.7	15.5	11.4	18.3	11.0	45.6	70.1	22.1	10.7	57.9	40.7	34.7	34.4	18.8	23.0	14.0
10	28.8	100.0	78.9	36.7	20.3	8.5	5.0	8.4	8.0	35.7	57.8	14.8	3.0	50.5	25.7	28.1	22.0	10.6	13.3	7.6
9	3.4	0.0	4.2	6.2	4.1	1.6	1.1	3.8	0.0	3.9	5.1	2.5	3.1	3.0	6.5	2.8	3.7	2.2	3.4	0.7
8	6.0	0.0	5.5	9.2	5.2	5.4	5.3	6.1	3.0	6.0	7.2	4.8	4.6	4.4	8.5	3.9	8.7	6.0	6.4	5.7
7	6.8	0.0	1.9	6.0	7.7	8.3	7.5	18.0	2.6	6.5	3.9	9.1	9.7	3.9	8.4	7.6	8.9	7.5	6.0	9.2
6	5.4	0.0	1.6	4.7	5.0	5.9	9.5	9.6	5.3	5.1	3.1	6.4	9.6	2.8	6.2	6.0	7.9	6.2	3.8	9.0
NEUTRAL-5	15.3	0.0	3.8	12.1	17.3	17.6	28.0	15.3	16.6	13.7	8.0	18.0	26.2	10.1	13.9	18.5	17.0	19.7	16.3	23.6
AGREE	34.3	0.0	4.2	25.1	40.3	52.6	43.6	38.8	64.5	29.1	14.9	44.4	43.8	25.4	30.8	33.1	31.9	47.7	50.8	44.2
4	7.3	0.0	0.6	5.2	6.2	10.2	15.3	11.9	0.0	5.9	2.9	7.0	17.1	4.3	8.7	6.1	6.0	11.0	10.5	11.5
3	7.6	0.0	1.1	4.0	8.0	14.2	10.5	8.0	6.1	6.8	2.6	11.9	8.5	5.0	10.1	5.5	7.7	10.0	9.7	10.2
2	5.7	0.0	1.5	3.6	4.4	11.9	5.5	8.9	3.4	5.3	2.6	8.6	6.3	4.0	6.2	5.1	7.1	6.8	7.5	5.9
1	4.0	0.0	0.4	1.8	7.1	5.4	3.0	5.5	19.8	2.8	1.1	5.4	1.9	3.0	1.8	3.9	2.5	7.1	7.8	6.3
0	9.7	0.0	0.6	10.6	14.7	11.0	9.4	4.5	35.2	8.4	5.7	11.5	9.9	9.1	3.9	12.6	8.4	13.0	15.3	10.3
Mean	5.91	10.00	9.21	6.69	5.17	4.37	4.58	5.22	2.82	6.42	7.93	4.87	4.60	7.04	6.29	5.74	5.81	4.57	4.55	4.59



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29. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
DISAGREE	50.3	52.7	53.2	50.0	46.2	53.2	55.0	43.6	38.0	34.4	43.2
Strongly	38.2	38.9	39.7	39.0	34.7	41.5	44.3	26.2	24.4	23.1	26.2
10	28.8	27.4	29.7	30.9	25.1	31.9	34.5	17.9	15.6	14.0	17.8
9	3.4	4.5	2.8	2.9	4.0	3.6	3.7	3.0	2.8	3.2	2.2
8	6.0	7.0	7.3	5.1	5.6	6.0	6.2	5.2	6.0	5.9	6.2
7	6.8	6.5	7.6	5.6	8.2	6.9	6.3	10.0	6.3	5.8	7.1
6	5.4	7.4	5.9	5.3	3.2	4.9	4.5	7.3	7.3	5.4	10.0
NEUTRAL-5	15.3	14.2	14.3	15.0	18.0	14.4	14.4	14.5	19.3	20.7	17.4
AGREE	34.3	33.1	32.5	35.1	35.8	32.3	30.6	41.9	42.7	45.0	39.3
4	7.3	6.7	8.0	7.1	7.7	6.1	5.8	7.8	12.6	11.2	14.7
3	7.6	10.4	6.9	7.5	6.4	7.3	6.5	11.3	9.2	13.3	3.3
2	5.7	5.2	5.8	5.0	7.1	5.4	5.0	7.8	6.7	7.7	5.3
1	4.0	3.3	2.9	4.3	5.1	4.2	4.1	4.4	3.3	3.8	2.5
0	9.7	7.5	8.9	11.2	9.5	9.4	9.1	10.5	10.9	9.0	13.7
Mean	5.91	6.02	6.07	5.88	5.68	6.10	6.26	5.21	5.08	4.96	5.25



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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	626	1374	931	811	258	495	861	332	529	1139	
DISAGREE	50.3	34.4	57.6	61.3	38.4	48.4	46.7	35.1	27.9	39.7	61.8	
Strongly	38.2	19.7	46.6	51.8	23.7	34.7	31.3	21.0	16.4	24.0	51.2	
10	28.8	11.4	36.7	41.7	14.2	28.1	21.4	12.6	9.6	14.5	41.0	
9	3.4	2.3	3.9	4.2	2.6	2.8	3.6	2.6	2.7	2.5	4.0	
8	6.0	5.9	6.1	5.9	6.9	3.9	6.3	5.9	4.1	7.0	6.1	
7	6.8	8.9	5.8	5.5	7.9	7.6	9.2	8.0	7.1	8.5	5.9	
6	5.4	5.9	5.2	4.0	6.7	6.0	6.2	6.1	4.5	7.2	4.8	
NEUTRAL-5	15.3	17.4	14.4	11.4	18.9	18.5	19.9	19.4	16.0	21.6	12.3	
AGREE	34.3	48.2	28.0	27.3	42.7	33.1	33.4	45.4	56.1	38.7	25.9	
4	7.3	9.9	6.2	5.9	9.4	6.1	7.4	9.1	7.8	9.9	6.0	
3	7.6	11.9	5.7	6.8	9.3	5.5	7.5	11.3	10.6	11.8	4.8	
2	5.7	7.2	5.0	4.8	6.9	5.1	6.3	6.8	8.4	5.8	4.8	
1	4.0	6.9	2.7	2.6	5.6	3.9	3.1	6.1	10.2	3.5	2.4	
0	9.7	12.2	8.5	7.2	11.5	12.6	9.2	12.1	19.1	7.8	7.8	
Mean	5.91	4.64	6.48	6.77	4.96	5.74	5.66	4.76	3.99	5.24	6.77	



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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	840	888	720	740	540	420	244	276	300	496	264
DISAGREE	50.3	62.2	39.1	61.0	36.3	55.4	57.9	32.1	57.4	65.3	38.4	53.2
Strongly	38.2	54.7	24.3	52.9	21.9	40.9	52.2	19.5	44.3	53.9	23.1	37.3
10	28.8	45.5	14.4	44.1	13.1	29.9	44.2	11.3	31.0	43.8	13.9	28.8
9	3.4	4.2	2.9	3.5	2.3	4.8	3.2	2.8	6.0	4.0	2.0	3.6
8	6.0	4.9	7.1	5.3	6.6	6.2	4.8	5.4	7.4	6.0	7.2	4.9
7	6.8	4.1	8.7	4.5	8.3	7.7	3.5	7.2	6.5	5.7	8.9	8.9
6	5.4	3.5	6.1	3.6	6.1	6.8	2.1	5.4	6.5	5.7	6.4	7.1
NEUTRAL-5	15.3	11.7	18.4	11.3	18.2	16.8	11.3	17.6	14.9	11.3	18.5	18.8
AGREE	34.3	26.1	42.5	27.7	45.5	27.8	30.8	50.3	27.7	23.4	43.1	28.0
4	7.3	4.7	9.1	6.4	9.5	5.6	7.5	9.0	4.3	4.9	9.8	6.9
3	7.6	6.3	9.5	6.5	8.8	7.5	7.2	10.9	7.0	5.6	7.8	8.1
2	5.7	4.8	7.0	4.4	7.0	5.6	4.8	7.6	7.3	3.9	6.7	3.8
1	4.0	2.8	5.3	3.0	6.2	2.4	3.6	8.7	2.4	2.1	4.9	2.3
0	9.7	7.5	11.7	7.3	14.0	6.8	7.7	14.1	6.7	6.8	14.0	6.9
Mean	5.91	6.91	4.99	6.82	4.74	6.29	6.68	4.45	6.37	7.00	4.89	6.20



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
DISAGREE	50.3	35.5	31.1	39.0	46.5	66.9	65.4	66.2	24.2	48.1	69.9	35.2	37.3	38.8	44.5	52.5	71.0
Strongly	38.2	22.1	16.6	26.5	31.8	55.2	60.8	57.7	21.1	33.9	63.3	20.5	24.9	20.6	30.4	35.9	62.0
10	28.8	12.8	7.9	16.8	22.3	42.4	55.3	48.2	11.1	25.5	54.4	11.4	15.7	13.6	20.8	25.6	48.3
9	3.4	2.2	1.3	2.9	4.3	4.3	2.5	3.5	3.3	3.1	3.7	1.9	3.7	0.0	3.0	5.3	4.8
8	6.0	7.1	7.4	6.9	5.2	8.5	3.0	6.0	6.7	5.3	5.1	7.2	5.5	7.0	6.7	5.0	8.9
7	6.8	7.6	7.8	7.5	8.6	5.6	2.3	4.1	3.1	8.5	3.3	8.7	6.9	10.6	5.9	10.0	2.8
6	5.4	5.7	6.6	5.0	6.0	6.1	2.3	4.4	0.0	5.7	3.4	6.1	5.5	7.6	8.2	6.6	6.2
NEUTRAL-5	15.3	18.4	16.1	20.3	17.6	12.0	8.9	10.6	14.3	13.8	10.1	18.7	19.9	10.9	19.9	17.7	12.1
AGREE	34.3	46.1	52.8	40.7	35.9	21.1	25.8	23.2	61.5	38.2	19.9	46.0	42.8	50.2	35.6	29.7	16.9
4	7.3	9.9	7.8	11.6	7.8	5.1	4.4	4.8	10.7	11.2	4.3	9.5	8.3	13.1	11.4	5.8	0.7
3	7.6	9.3	9.1	9.5	8.9	6.0	3.8	5.0	17.6	8.8	4.4	8.2	10.1	7.8	8.4	8.1	5.4
2	5.7	7.3	6.7	7.7	6.4	3.2	4.1	3.6	9.5	6.1	3.2	6.7	7.2	7.8	8.5	6.0	2.2
1	4.0	6.1	9.5	3.4	3.8	2.4	2.9	2.6	6.2	2.7	2.7	6.9	5.4	4.5	2.0	3.0	0.8
0	9.7	13.6	19.8	8.6	9.0	4.5	10.6	7.3	17.5	9.4	5.4	14.7	11.7	17.1	5.3	6.8	7.8
Mean	5.91	4.73	4.06	5.26	5.63	7.13	7.14	7.14	4.09	5.74	7.52	4.62	4.99	4.62	5.68	6.05	7.39



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551	
DISAGREE	50.3	38.1	47.4	64.3	54.6	44.8	38.9	46.2	51.3	51.6	50.6	53.9	53.9	59.5	50.1	45.9	
Strongly	38.2	23.0	32.9	56.2	40.1	34.6	20.3	37.8	38.7	39.4	37.5	41.3	41.5	51.2	38.8	32.7	
10	28.8	13.8	22.9	46.8	28.0	25.2	10.9	28.4	29.0	29.3	28.2	34.4	32.2	41.8	29.5	23.4	
9	3.4	2.8	4.3	3.7	4.6	3.2	1.7	3.5	3.7	4.1	3.2	1.1	2.8	5.6	3.5	3.4	
8	6.0	6.4	5.6	5.8	7.5	6.2	7.7	5.9	6.0	5.9	6.1	5.9	6.5	3.8	5.8	5.9	
7	6.8	8.8	7.5	4.4	8.2	6.0	13.9	4.3	6.7	7.1	5.8	9.2	6.3	5.0	6.2	7.7	
6	5.4	6.4	7.0	3.7	6.3	4.2	4.7	4.1	5.9	5.1	7.3	3.3	6.1	3.3	5.1	5.5	
NEUTRAL-5	15.3	17.0	19.9	11.7	14.6	11.8	4.3	13.4	16.4	15.9	17.1	14.3	13.2	11.9	11.7	21.1	
AGREE	34.3	44.9	32.7	24.0	30.8	43.4	56.7	40.4	32.4	32.5	32.2	31.8	32.9	28.5	38.2	33.1	
4	7.3	9.3	6.5	5.7	8.1	9.2	7.9	9.4	7.3	6.8	8.1	4.3	7.5	7.8	7.4	7.6	
3	7.6	9.5	9.1	5.1	7.8	10.0	16.0	8.6	7.6	8.0	6.7	3.7	6.2	2.4	10.1	7.2	
2	5.7	6.9	6.0	4.2	5.3	5.0	4.2	5.2	5.7	5.4	6.3	6.6	5.3	3.8	7.3	5.8	
1	4.0	6.1	2.7	2.4	3.3	7.5	13.9	6.1	3.0	3.4	2.3	5.0	3.9	3.8	5.2	2.4	
0	9.7	13.1	8.4	6.6	6.2	11.7	14.7	11.1	8.8	8.8	8.8	12.3	10.0	10.7	8.1	10.2	
Mean	5.91	4.84	5.75	7.07	6.19	5.41	4.35	5.64	6.01	6.03	5.97	6.03	6.09	6.63	5.85	5.69	



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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	1298	702	450	252	565	375	733	327
DISAGREE	50.3	51.4	48.4	48.2	48.9	51.4	50.5	51.4	46.0
Strongly	38.2	39.6	35.7	36.4	34.5	42.6	39.7	37.2	31.2
10	28.8	31.8	23.3	23.2	23.5	35.0	27.0	29.3	19.0
9	3.4	2.6	4.9	5.3	4.2	2.6	5.9	2.6	3.8
8	6.0	5.2	7.6	7.9	6.9	5.0	6.8	5.3	8.5
7	6.8	6.1	8.0	8.2	7.5	4.1	7.3	7.7	8.7
6	5.4	5.7	4.7	3.5	6.9	4.7	3.5	6.5	6.1
NEUTRAL-5	15.3	15.4	15.2	16.8	12.4	14.0	14.1	16.5	16.5
AGREE	34.3	33.2	36.4	35.0	38.7	34.6	35.4	32.1	37.5
4	7.3	7.3	7.4	7.8	6.6	7.7	5.8	7.0	9.2
3	7.6	7.0	8.9	9.8	7.2	7.0	9.8	7.0	7.9
2	5.7	5.3	6.4	5.5	8.0	6.2	6.2	4.5	6.6
1	4.0	3.5	4.8	3.7	7.0	3.9	5.6	3.2	3.9
0	9.7	10.1	8.8	8.2	10.0	9.8	7.9	10.3	9.9
Mean	5.91	6.01	5.71	5.81	5.54	6.08	5.91	5.96	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	1357	643	261	261	81	624	733	126	135	125	136
DISAGREE	50.3	57.0	36.3	39.3	29.6	35.9	57.7	56.5	42.9	36.1	32.9	26.7
Strongly	38.2	44.6	24.7	29.5	17.6	20.0	48.8	41.1	35.6	23.8	16.9	18.3
10	28.8	34.0	17.7	23.5	10.0	10.7	38.6	30.2	29.9	17.6	6.2	13.4
9	3.4	3.9	2.4	2.1	2.1	3.7	4.3	3.6	3.0	1.2	2.6	1.7
8	6.0	6.7	4.7	3.9	5.5	5.6	5.9	7.3	2.7	5.0	8.1	3.2
7	6.8	6.9	6.5	6.6	5.9	9.0	4.9	8.6	4.3	8.7	7.7	4.3
6	5.4	5.5	5.0	3.3	6.1	6.9	4.0	6.8	3.0	3.6	8.3	4.1
NEUTRAL-5	15.3	14.0	18.2	19.3	17.6	21.5	11.3	16.2	18.2	20.3	22.2	13.3
AGREE	34.3	29.0	45.5	41.4	52.8	42.7	31.0	27.3	38.9	43.6	44.9	60.0
4	7.3	5.8	10.6	8.9	12.8	10.9	5.5	6.0	6.1	11.5	12.1	13.5
3	7.6	6.4	10.2	10.8	7.5	14.6	6.7	6.2	14.7	7.2	5.1	9.6
2	5.7	5.3	6.5	6.5	7.6	4.1	6.1	4.6	4.8	8.1	8.6	6.7
1	4.0	3.9	4.2	3.1	5.6	5.4	4.5	3.4	3.1	3.2	6.3	5.0
0	9.7	7.7	13.9	12.0	19.4	7.7	8.3	7.1	10.2	13.7	12.9	25.3
Mean	5.91	6.37	4.93	5.31	4.23	4.97	6.45	6.30	5.68	4.97	4.52	3.97



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
DISAGREE	50.3	40.4	33.9	41.4	49.7	60.5	61.8	38.5	58.2	41.8	61.3	51.0	49.7	
Strongly	38.2	20.6	23.3	30.3	36.7	48.0	51.3	25.8	46.4	29.0	50.0	41.4	35.4	
10	28.8	12.4	18.9	22.5	30.0	33.6	39.3	19.1	35.1	22.3	37.0	31.8	26.1	
9	3.4	2.5	1.6	2.2	2.4	4.2	5.6	2.0	4.3	2.2	5.0	3.9	3.0	
8	6.0	5.7	2.8	5.6	4.2	10.2	6.4	4.6	7.0	4.5	8.0	5.7	6.3	
7	6.8	10.5	6.6	6.1	6.9	8.0	5.3	7.2	6.5	7.1	6.4	5.4	8.0	
6	5.4	9.3	4.1	5.0	6.2	4.5	5.2	5.6	5.3	5.7	4.9	4.3	6.4	
NEUTRAL-5	15.3	23.6	19.7	11.5	11.7	14.9	15.5	16.9	14.3	15.4	15.3	14.0	16.5	
AGREE	34.3	36.0	46.3	47.1	38.6	24.5	22.7	44.6	27.5	42.8	23.5	34.9	33.7	
4	7.3	11.9	10.1	8.1	7.9	4.8	5.3	9.6	5.9	9.1	5.1	6.9	7.7	
3	7.6	5.4	10.0	12.5	7.3	6.2	5.1	10.1	6.0	9.3	5.5	8.1	7.2	
2	5.7	7.3	6.1	7.9	6.2	4.7	3.7	7.2	4.7	6.9	4.1	6.2	5.2	
1	4.0	4.4	3.2	5.5	4.7	3.3	3.3	4.5	3.7	4.5	3.3	4.6	3.5	
0	9.7	7.0	16.9	13.2	12.5	5.5	5.3	13.3	7.3	13.0	5.4	9.1	10.2	
Mean	5.91	5.22	4.81	5.10	5.70	6.64	6.87	5.02	6.49	5.22	6.78	6.01	5.81	



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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-	RURAL
		NIALS	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG	URBAN	URBAN	
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
DISAGREE	50.3	37.7	38.6	50.7	61.6	38.0	34.0	52.0	65.3	37.3	42.7	49.6	58.1	41.2	54.1	52.7
Strongly	38.2	20.2	27.4	37.7	50.9	25.3	24.2	41.2	57.6	15.3	30.2	34.9	44.8	30.2	40.9	41.6
10	28.8	13.4	21.3	28.9	38.1	16.8	18.5	31.3	45.3	10.0	23.8	27.0	31.6	22.4	30.5	32.5
9	3.4	1.8	2.2	2.5	5.3	2.9	2.7	3.1	5.4	0.8	1.8	1.9	5.1	2.4	3.7	4.0
8	6.0	5.1	3.9	6.3	7.5	5.7	3.0	6.7	6.8	4.5	4.7	6.0	8.1	5.4	6.7	5.1
7	6.8	9.8	6.5	6.8	6.0	8.1	5.6	5.7	4.2	11.4	7.4	7.7	7.7	7.7	7.0	5.1
6	5.4	7.7	4.7	6.2	4.6	4.6	4.3	5.1	3.6	10.7	5.0	7.0	5.6	3.3	6.2	6.0
NEUTRAL-5	15.3	23.2	14.8	13.0	15.0	20.2	15.6	13.5	11.5	26.1	14.1	12.6	18.3	15.0	14.1	18.8
AGREE	34.3	39.1	46.5	36.3	23.4	41.7	50.3	34.5	23.2	36.6	43.2	37.8	23.6	43.8	31.8	28.4
4	7.3	12.7	8.3	6.9	5.5	11.2	10.1	6.5	4.0	14.2	6.8	7.2	6.8	9.1	7.1	5.6
3	7.6	4.8	11.7	7.9	5.6	7.6	11.4	7.7	6.3	2.0	12.0	8.1	4.9	9.6	7.2	6.1
2	5.7	6.9	6.9	6.1	4.2	8.9	8.1	5.5	4.7	4.9	5.8	6.5	3.8	7.2	5.2	5.0
1	4.0	4.5	4.4	4.6	3.2	6.9	5.1	5.2	3.1	2.1	3.8	4.0	3.2	6.2	3.7	2.1
0	9.7	10.3	15.2	10.9	5.0	7.1	15.6	9.6	5.1	13.3	14.9	12.0	4.8	11.6	8.6	9.7
Mean	5.91	5.04	4.99	5.80	6.84	5.17	4.72	5.98	7.12	4.92	5.22	5.64	6.59	5.24	6.13	6.21



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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
PATIENTS SHLD HAVE POWER	8.00	9.62	9.32	8.65	8.41	7.62	6.16	6.15	6.18	8.15	8.98	7.83	5.06	8.42	7.53	7.77	8.66	7.62	8.35	6.78
OWN INTERESTS/OTHR CNTRS	7.58	9.79	9.59	9.04	7.96	6.82	5.22	3.74	3.39	8.16	9.31	7.43	4.98	8.73	7.77	7.38	8.09	6.07	7.29	4.66
PARENT'S SAY/EDUCATION	7.56	9.92	9.60	8.91	7.86	7.08	5.18	3.58	2.16	8.17	9.26	7.57	4.91	8.92	7.66	7.35	7.89	5.96	7.25	4.48
TOUGH PENALTIES/CRIMINALS	7.53	9.90	9.49	8.85	8.03	6.79	5.37	3.75	2.03	7.98	9.18	7.20	4.82	8.62	7.39	7.21	8.01	6.37	7.76	4.78
WORK FOR WELFARE BENEFITS	7.35	10.00	9.60	8.90	7.48	6.65	5.07	3.14	2.03	7.96	9.25	7.13	4.54	8.58	7.51	7.19	7.87	5.74	6.92	4.39
PURSUE ENERGY INDEP.	7.29	9.96	9.45	8.39	7.34	6.47	5.70	3.96	2.66	7.75	8.92	6.82	5.27	8.56	7.27	6.81	7.40	6.10	7.03	5.03
ENGLISH AS OFFICIAL LANG	7.28	9.85	9.63	9.06	7.96	6.38	4.24	2.82	1.23	7.96	9.34	7.13	4.02	8.86	7.51	6.80	7.57	5.52	7.21	3.57
CUT SPENDING	7.14	9.79	9.49	8.58	7.26	6.42	5.09	2.77	1.25	7.84	9.03	6.92	5.24	8.66	7.35	7.19	7.20	5.34	6.65	3.82
CENSOR THE BIBLE	6.88	9.88	9.57	8.22	6.81	5.19	5.12	4.87	5.35	7.55	8.88	6.36	5.31	8.20	7.26	6.67	7.29	5.12	5.26	4.95
RAISE TAXES/IMPROVE GOV'T	6.79	9.91	9.62	8.07	6.49	5.30	5.21	4.46	3.69	7.37	8.83	5.92	5.47	7.88	7.06	6.80	7.16	5.27	5.82	4.65
GOVT/TOO MANY THINGS	6.77	9.96	9.34	8.02	6.63	6.09	4.80	2.57	1.95	7.47	8.68	6.51	4.91	8.32	7.20	6.83	6.46	4.96	6.06	3.69
LEAD TO FEWER ABORTIONS	6.51	2.55	7.08	7.00	6.78	6.49	5.83	4.84	5.97	6.70	6.85	6.76	5.68	7.30	6.55	6.09	6.11	6.02	6.38	5.60
ENSURE DIVERSE WORKFORCE	5.91	10.00	9.21	6.69	5.17	4.37	4.58	5.22	2.82	6.42	7.93	4.87	4.60	7.04	6.29	5.74	5.81	4.57	4.55	4.59



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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
PATIENTS SHLD HAVE POWER	8.00	7.89	7.99	8.04	8.03	8.23	8.35	7.59	7.01	7.10	6.89
OWN INTERESTS/OTHR CNTRS	7.58	7.60	7.50	7.86	7.13	7.73	7.84	7.09	6.94	6.97	6.89
PARENT'S SAY/EDUCATION	7.56	7.35	7.61	7.81	7.22	7.68	7.78	7.12	7.04	7.20	6.81
TOUGH PENALTIES/CRIMINALS	7.53	7.76	7.48	7.49	7.48	7.77	7.91	7.01	6.53	6.55	6.49
WORK FOR WELFARE BENEFITS	7.35	7.55	7.30	7.53	6.91	7.54	7.66	6.94	6.51	6.84	6.04
PURSUE ENERGY INDEP.	7.29	7.45	7.22	7.49	6.88	7.47	7.58	6.88	6.50	6.57	6.39
ENGLISH AS OFFICIAL LANG	7.28	7.48	7.16	7.49	6.87	7.54	7.68	6.81	6.16	6.42	5.78
CUT SPENDING	7.14	7.18	7.06	7.31	6.91	7.27	7.38	6.68	6.59	6.62	6.56
CENSOR THE BIBLE	6.88	6.90	6.91	7.02	6.57	7.08	7.22	6.32	6.00	5.86	6.19
RAISE TAXES/IMPROVE GOV'T	6.79	6.75	6.91	6.84	6.60	6.94	7.09	6.13	6.15	5.87	6.54
GOVT/TOO MANY THINGS	6.77	6.74	6.75	6.99	6.41	6.83	6.89	6.53	6.50	6.50	6.50
LEAD TO FEWER ABORTIONS	6.51	6.22	6.53	6.80	6.21	6.59	6.60	6.51	6.18	6.46	5.78
ENSURE DIVERSE WORKFORCE	5.91	6.02	6.07	5.88	5.68	6.10	6.26	5.21	5.08	4.96	5.25



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		
		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	626	1374	931	811	258	495	861	332	529	1139
PATIENTS SHLD HAVE POWER	8.00	7.54	8.21	8.11	7.95	7.77	7.70	7.78	7.86	7.73	8.16
OWN INTERESTS/OTHR CNTRS	7.58	6.59	8.02	8.39	6.71	7.38	7.35	6.66	6.46	6.78	8.27
PARENT'S SAY/EDUCATION	7.56	6.56	8.01	8.47	6.57	7.35	7.17	6.49	6.33	6.59	8.36
TOUGH PENALTIES/CRIMINALS	7.53	6.92	7.81	8.18	6.89	7.21	7.06	6.93	7.00	6.89	7.99
WORK FOR WELFARE BENEFITS	7.35	6.51	7.73	8.20	6.42	7.19	7.15	6.48	6.17	6.67	8.00
PURSUE ENERGY INDEP.	7.29	6.56	7.62	8.10	6.51	6.81	6.82	6.56	6.69	6.47	7.84
ENGLISH AS OFFICIAL LANG	7.28	6.43	7.67	8.38	6.17	6.80	6.70	6.23	6.08	6.32	8.08
CUT SPENDING	7.14	6.01	7.66	8.19	5.92	7.19	6.94	5.96	5.77	6.08	8.04
CENSOR THE BIBLE	6.88	5.33	7.58	7.87	5.80	6.67	6.86	5.56	4.79	6.04	7.87
RAISE TAXES/IMPROVE GOV'T	6.79	5.15	7.54	7.59	5.87	6.80	6.74	5.51	4.96	5.85	7.76
GOVT/TOO MANY THINGS	6.77	5.49	7.35	7.92	5.43	6.83	6.59	5.50	5.22	5.68	7.73
LEAD TO FEWER ABORTIONS	6.51	6.10	6.70	7.03	6.05	6.09	5.98	6.11	6.33	5.97	6.82
ENSURE DIVERSE WORKFORCE	5.91	4.64	6.48	6.77	4.96	5.74	5.66	4.76	3.99	5.24	6.77



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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	840	888	720	740	540	420	244	276	300	496	264
PATIENTS SHLD HAVE POWER	8.00	8.28	7.87	8.20	7.82	7.98	8.04	7.48	8.05	8.41	7.99	7.90
OWN INTERESTS/OTHR CNTRS	7.58	8.49	6.82	8.43	6.78	7.52	8.33	6.66	7.83	8.57	6.84	7.20
PARENT'S SAY/EDUCATION	7.56	8.67	6.63	8.53	6.71	7.42	8.37	6.27	7.29	8.76	6.93	7.55
TOUGH PENALTIES/CRIMINALS	7.53	8.29	7.02	8.33	6.94	7.29	8.09	6.60	7.39	8.66	7.10	7.18
WORK FOR WELFARE BENEFITS	7.35	8.39	6.62	8.34	6.44	7.27	8.20	6.16	7.23	8.54	6.58	7.31
PURSUE ENERGY INDEP.	7.29	8.29	6.58	8.13	6.55	7.19	8.26	6.78	7.51	7.94	6.44	6.85
ENGLISH AS OFFICIAL LANG	7.28	8.57	6.38	8.39	6.20	7.27	8.21	6.18	7.76	8.65	6.21	6.75
CUT SPENDING	7.14	8.36	6.17	8.29	6.02	7.15	8.33	5.82	7.27	8.24	6.12	7.02
CENSOR THE BIBLE	6.88	8.12	5.68	7.99	5.57	7.18	7.90	5.88	7.58	8.12	5.42	6.76
RAISE TAXES/IMPROVE GOV'T	6.79	7.66	5.90	7.60	5.86	6.98	7.55	5.25	6.99	7.67	6.16	6.96
GOVT/TOO MANY THINGS	6.77	8.02	5.61	7.90	5.60	6.87	8.00	5.38	6.99	7.75	5.71	6.75
LEAD TO FEWER ABORTIONS	6.51	7.04	6.05	7.07	6.12	6.29	7.03	6.08	6.30	7.12	6.15	6.28
ENSURE DIVERSE WORKFORCE	5.91	6.91	4.99	6.82	4.74	6.29	6.68	4.45	6.37	7.00	4.89	6.20



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

SUMMARY MEANS:

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
PATIENTS SHLD HAVE POWER	8.00	7.93	8.06	7.83	7.84	7.96	8.54	8.22	7.24	7.83	8.44	8.10	7.59	7.15	7.61	8.03	8.10
OWN INTERESTS/OTHR CNTRS	7.58	6.58	6.44	6.69	7.37	8.22	9.04	8.59	7.68	7.58	8.81	6.38	7.25	7.35	6.74	7.35	8.59
PARENT'S SAY/EDUCATION	7.56	6.41	6.17	6.60	7.43	8.28	9.01	8.61	7.87	7.74	8.88	6.13	7.45	7.39	6.70	7.25	8.41
TOUGH PENALTIES/CRIMINALS	7.53	6.63	6.41	6.80	7.40	7.99	8.89	8.40	7.55	7.62	8.66	6.56	7.32	7.63	6.29	7.34	7.89
WORK FOR WELFARE BENEFITS	7.35	6.23	5.63	6.71	7.19	8.15	8.71	8.41	7.52	7.65	8.67	6.01	6.84	7.32	6.36	7.21	8.11
PURSUE ENERGY INDEP.	7.29	6.46	6.35	6.56	6.93	7.86	8.88	8.32	7.25	7.18	8.56	6.28	6.74	7.30	6.78	6.96	8.11
ENGLISH AS OFFICIAL LANG	7.28	5.76	5.33	6.10	7.15	8.20	9.15	8.63	7.24	7.32	8.90	5.53	6.90	7.43	5.79	7.25	8.40
CUT SPENDING	7.14	5.74	5.72	5.76	7.03	8.04	8.80	8.39	7.55	7.45	8.67	5.44	6.61	7.06	5.82	7.12	8.19
CENSOR THE BIBLE	6.88	5.29	4.74	5.72	6.81	8.05	8.41	8.21	4.91	7.18	8.65	5.22	6.20	5.46	5.88	7.09	8.40
RAISE TAXES/IMPROVE GOV'T	6.79	5.67	5.39	5.89	6.68	7.59	8.04	7.80	5.27	6.93	8.12	5.58	6.39	5.74	6.37	6.77	8.00
GOVT/TOO MANY THINGS	6.77	5.49	5.22	5.70	6.50	7.87	8.34	8.08	7.18	6.90	8.32	5.11	6.07	6.56	6.04	6.61	8.20
LEAD TO FEWER ABORTIONS	6.51	6.14	6.49	5.87	6.20	6.56	7.82	7.13	7.36	6.49	7.23	5.98	6.07	6.93	6.03	6.15	6.88
ENSURE DIVERSE WORKFORCE	5.91	4.73	4.06	5.26	5.63	7.13	7.14	7.14	4.09	5.74	7.52	4.62	4.99	4.62	5.68	6.05	7.39



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
PATIENTS SHLD HAVE POWER	8.00	7.85	7.60	8.32	7.81	7.69	7.12	7.82	8.05	8.09	7.98	8.18	8.27	8.44	7.92	7.84
OWN INTERESTS/OTHR CNTRS	7.58	6.78	7.29	8.52	7.48	7.01	6.77	7.07	7.71	7.70	7.73	7.59	7.95	8.24	7.73	7.04
PARENT'S SAY/EDUCATION	7.56	6.64	7.30	8.62	7.40	7.05	7.46	6.96	7.65	7.63	7.70	7.79	8.08	8.53	7.76	6.77
TOUGH PENALTIES/CRIMINALS	7.53	6.79	7.45	8.34	7.44	7.45	7.35	7.48	7.64	7.77	7.42	6.78	7.94	8.15	7.89	6.76
WORK FOR WELFARE BENEFITS	7.35	6.43	7.19	8.36	7.34	7.39	6.77	7.53	7.44	7.61	7.15	6.49	7.88	7.97	7.61	6.61
PURSUE ENERGY INDEP.	7.29	6.55	6.91	8.21	7.14	7.03	6.71	7.10	7.38	7.33	7.47	7.09	7.59	8.03	7.61	6.71
ENGLISH AS OFFICIAL LANG	7.28	6.25	6.90	8.51	7.19	7.03	6.96	7.05	7.34	7.43	7.18	7.28	7.92	8.32	7.47	6.30
CUT SPENDING	7.14	5.95	7.10	8.40	7.13	6.90	7.00	6.88	7.24	7.27	7.18	6.84	7.66	7.83	7.36	6.44
CENSOR THE BIBLE	6.88	5.73	6.79	8.10	7.05	6.04	4.59	6.37	7.06	7.07	7.03	7.05	7.68	8.49	6.73	5.86
RAISE TAXES/IMPROVE GOV'T	6.79	5.88	6.49	7.85	6.73	5.81	4.40	6.12	6.94	6.82	7.15	7.55	7.11	7.39	6.69	6.60
GOVT/TOO MANY THINGS	6.77	5.59	6.65	8.05	6.75	6.64	6.98	6.56	6.77	6.79	6.74	7.01	7.06	7.66	7.10	6.05
LEAD TO FEWER ABORTIONS	6.51	6.14	6.10	7.07	6.31	6.23	6.33	6.21	6.56	6.41	6.82	6.70	6.79	7.76	6.63	5.98
ENSURE DIVERSE WORKFORCE	5.91	4.84	5.75	7.07	6.19	5.41	4.35	5.64	6.01	6.03	5.97	6.03	6.09	6.63	5.85	5.69



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SUMMARY MEANS:

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	1298	702	450	252	565	375	733	327
PATIENTS SHLD HAVE POWER	8.00	7.94	8.11	8.09	8.13	7.86	7.95	8.00	8.29
OWN INTERESTS/OTHR CNTRS	7.58	7.79	7.19	7.10	7.35	7.96	7.44	7.65	6.90
PARENT'S SAY/EDUCATION	7.56	7.92	6.89	6.91	6.86	7.80	7.06	8.01	6.70
TOUGH PENALTIES/CRIMINALS	7.53	7.53	7.53	7.46	7.66	7.34	7.74	7.68	7.29
WORK FOR WELFARE BENEFITS	7.35	7.42	7.22	7.17	7.32	7.38	7.40	7.45	7.02
PURSUE ENERGY INDEP.	7.29	7.35	7.18	7.06	7.40	7.72	7.55	7.06	6.75
ENGLISH AS OFFICIAL LANG	7.28	7.36	7.13	7.23	6.96	7.64	7.42	7.15	6.80
CUT SPENDING	7.14	7.31	6.83	6.84	6.81	7.53	7.13	7.14	6.50
CENSOR THE BIBLE	6.88	7.02	6.61	6.56	6.69	7.42	7.07	6.71	6.08
RAISE TAXES/IMPROVE GOV'T	6.79	7.08	6.24	6.43	5.90	7.09	6.35	7.08	6.12
GOVT/TOO MANY THINGS	6.77	7.04	6.26	6.22	6.33	7.22	6.73	6.91	5.72
LEAD TO FEWER ABORTIONS	6.51	6.63	6.28	6.16	6.50	6.60	6.53	6.66	6.00
ENSURE DIVERSE WORKFORCE	5.91	6.01	5.71	5.81	5.54	6.08	5.91	5.96	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	1357	643	261	261	81	624	733	126	135	125	136
PATIENTS SHLD HAVE POWER	8.00	8.32	7.33	7.46	6.96	7.68	8.14	8.47	7.80	7.15	6.83	7.08
OWN INTERESTS/OTHR CNTRS	7.58	7.81	7.09	7.10	6.95	7.12	8.00	7.65	7.34	6.87	7.15	6.76
PARENT'S SAY/EDUCATION	7.56	7.71	7.24	7.50	7.18	6.42	7.68	7.74	7.62	7.38	6.88	7.45
TOUGH PENALTIES/CRIMINALS	7.53	7.91	6.74	6.85	6.34	7.52	7.91	7.91	6.66	7.02	6.29	6.39
WORK FOR WELFARE BENEFITS	7.35	7.65	6.71	6.93	6.32	6.78	7.83	7.50	7.00	6.88	5.79	6.81
PURSUE ENERGY INDEP.	7.29	7.57	6.69	6.79	6.49	6.62	8.02	7.20	7.06	6.54	6.72	6.29
ENGLISH AS OFFICIAL LANG	7.28	7.80	6.18	5.73	6.48	6.36	8.01	7.62	6.49	5.04	6.67	6.30
CUT SPENDING	7.14	7.39	6.63	6.74	6.33	6.67	7.61	7.20	7.15	6.36	6.64	6.04
CENSOR THE BIBLE	6.88	7.22	6.15	6.30	6.03	5.79	7.61	6.89	7.23	5.43	6.14	5.92
RAISE TAXES/IMPROVE GOV'T	6.79	7.07	6.20	6.37	5.92	6.17	7.04	7.09	6.71	6.05	5.61	6.20
GOVT/TOO MANY THINGS	6.77	6.97	6.35	6.51	6.14	6.02	7.30	6.69	6.84	6.21	6.16	6.13
LEAD TO FEWER ABORTIONS	6.51	6.59	6.34	6.51	6.15	6.11	6.68	6.51	6.46	6.56	6.22	6.09
ENSURE DIVERSE WORKFORCE	5.91	6.37	4.93	5.31	4.23	4.97	6.45	6.30	5.68	4.97	4.52	3.97



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
PATIENTS SHLD HAVE POWER	8.00	6.69	7.26	8.02	8.26	8.40	8.36	7.48	8.34	7.70	8.38	7.90	8.09	
OWN INTERESTS/OTHR CNTRS	7.58	6.30	7.16	7.63	7.91	7.67	7.89	7.19	7.83	7.40	7.80	7.75	7.42	
PARENT'S SAY/EDUCATION	7.56	6.00	7.25	7.70	7.95	7.78	7.72	7.19	7.80	7.41	7.74	7.51	7.60	
TOUGH PENALTIES/CRIMINALS	7.53	5.98	6.29	6.96	7.64	8.19	8.55	6.52	8.20	6.84	8.41	7.50	7.56	
WORK FOR WELFARE BENEFITS	7.35	6.16	6.82	7.02	7.29	7.62	8.07	6.77	7.73	6.92	7.89	7.38	7.32	
PURSUE ENERGY INDEP.	7.29	5.73	6.66	7.19	7.49	7.47	7.92	6.70	7.68	6.93	7.74	7.66	6.96	
ENGLISH AS OFFICIAL LANG	7.28	5.29	5.74	7.04	7.67	8.00	8.16	6.22	7.98	6.64	8.09	7.55	7.04	
CUT SPENDING	7.14	6.26	6.48	7.09	7.36	7.22	7.62	6.70	7.43	6.89	7.46	7.37	6.94	
CENSOR THE BIBLE	6.88	5.57	6.47	6.33	6.91	7.05	7.72	6.23	7.31	6.42	7.45	7.28	6.52	
RAISE TAXES/IMPROVE GOV'T	6.79	5.49	6.36	6.33	7.02	7.08	7.39	6.17	7.20	6.42	7.26	6.79	6.79	
GOVT/TOO MANY THINGS	6.77	5.98	6.47	6.89	6.97	6.66	7.05	6.55	6.91	6.67	6.89	7.02	6.54	
LEAD TO FEWER ABORTIONS	6.51	5.99	6.53	6.58	6.74	6.38	6.57	6.44	6.56	6.53	6.49	6.57	6.46	
ENSURE DIVERSE WORKFORCE	5.91	5.22	4.81	5.10	5.70	6.64	6.87	5.02	6.49	5.22	6.78	6.01	5.81	



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SUMMARY MEANS:

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
PATIENTS SHLD HAVE POWER	8.00	6.79	7.73	8.25	8.36	6.79	7.46	8.14	8.36	6.79	7.96	8.33	8.37	7.76	7.98	8.34
OWN INTERESTS/OTHR CNTRS	7.58	6.33	7.49	7.76	7.86	6.90	7.61	7.87	8.02	5.77	7.39	7.67	7.72	7.31	7.55	7.97
PARENT'S SAY/EDUCATION	7.56	6.08	7.56	7.94	7.72	5.81	7.54	7.84	7.78	6.34	7.57	8.03	7.67	7.29	7.51	8.00
TOUGH PENALTIES/CRIMINALS	7.53	5.99	6.67	7.67	8.46	5.85	6.60	7.61	8.50	6.12	6.74	7.71	8.41	7.28	7.53	7.85
WORK FOR WELFARE BENEFITS	7.35	6.10	6.97	7.39	7.93	6.14	6.81	7.47	8.07	6.05	7.11	7.32	7.80	6.89	7.45	7.67
PURSUE ENERGY INDEP.	7.29	5.86	6.93	7.54	7.77	5.86	7.37	8.03	8.14	5.86	6.55	7.13	7.43	7.09	7.28	7.57
ENGLISH AS OFFICIAL LANG	7.28	5.07	6.62	7.59	8.15	5.89	7.06	7.80	8.21	4.28	6.23	7.41	8.09	6.77	7.31	7.84
CUT SPENDING	7.14	6.14	6.88	7.23	7.55	6.37	7.06	7.47	7.81	5.92	6.73	7.03	7.31	6.92	7.09	7.54
CENSOR THE BIBLE	6.88	5.65	6.42	6.86	7.55	6.08	6.58	7.51	7.95	5.23	6.28	6.33	7.18	6.17	7.04	7.37
RAISE TAXES/IMPROVE GOV'T	6.79	5.76	6.36	6.92	7.29	5.68	6.06	7.02	7.45	5.83	6.62	6.83	7.14	6.22	6.95	7.11
GOVT/TOO MANY THINGS	6.77	6.04	6.72	6.94	6.89	6.35	6.72	7.16	7.33	5.74	6.71	6.77	6.50	6.54	6.74	7.12
LEAD TO FEWER ABORTIONS	6.51	5.96	6.59	6.70	6.49	5.90	6.59	6.87	6.56	6.01	6.59	6.56	6.42	6.33	6.44	6.92
ENSURE DIVERSE WORKFORCE	5.91	5.04	4.99	5.80	6.84	5.17	4.72	5.98	7.12	4.92	5.22	5.64	6.59	5.24	6.13	6.21



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
10	1.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	4.2	0.0	0.0	3.7	0.7	1.0	1.5	0.0	0.0	0.0
9	16.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	22.5	43.8	0.0	0.0	39.0	15.3	9.5	6.4	0.0	0.0	0.0
8	19.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	26.8	52.0	0.0	0.0	26.9	26.7	18.7	34.6	0.0	0.0	0.0
7	20.9	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	19.4	0.0	50.4	0.0	14.2	20.0	24.7	25.5	24.7	46.2	0.0
6	21.8	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	19.1	0.0	49.6	0.0	9.8	19.7	27.3	32.0	28.7	53.8	0.0
NEUTRAL-5	14.5	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	8.4	0.0	0.0	84.2	5.3	14.8	16.0	0.0	30.3	0.0	65.0
4	4.2	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1.1	0.0	0.0	11.1	0.9	1.6	2.0	0.0	12.4	0.0	26.6
3	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	84.1	0.5	0.0	0.0	4.7	0.2	1.1	0.7	0.0	3.1	0.0	6.7
2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.8
1	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
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	0.0
Mean	6.87	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.84	7.37	8.52	6.50	4.80	7.92	7.01	6.73	7.20	5.57	6.46	4.55



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ANMP SCALE:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
10	1.6	1.8	1.5	1.4	1.7	1.9	2.2	0.3	0.0	0.0	0.0	
9	16.3	16.0	16.4	18.1	13.2	18.9	20.5	10.1	5.3	4.5	6.4	
8	19.3	21.7	20.0	19.7	16.2	21.7	23.9	10.0	9.2	8.6	10.1	
7	20.9	22.0	18.5	22.3	19.9	20.2	20.2	20.6	23.7	22.8	24.9	
6	21.8	17.4	23.5	20.4	26.0	19.7	16.8	35.3	30.7	34.4	25.4	
NEUTRAL-5	14.5	16.9	14.2	12.9	15.7	11.9	10.6	19.2	25.3	25.7	24.7	
4	4.2	3.2	4.8	4.0	4.9	4.2	4.3	3.6	4.4	2.6	7.0	
3	1.2	0.6	1.0	1.2	1.9	1.2	1.2	0.9	1.4	1.3	1.5	
2	0.2	0.3	0.2	0.0	0.5	0.3	0.3	0.0	0.0	0.0	0.0	
1	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	0.0	0.0	0.0	
Mean	6.87	6.94	6.86	6.97	6.65	7.03	7.14	6.43	6.20	6.19	6.21	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP SCALE:

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
10	1.6	0.2	2.2	2.6	0.5	1.0	0.7	0.3	0.0	0.5	2.5	
9	16.3	1.7	22.9	30.6	2.0	9.5	9.4	1.6	0.0	2.6	27.4	
8	19.3	6.5	25.2	26.8	11.0	18.7	18.8	8.1	5.4	9.7	27.9	
7	20.9	24.4	19.3	16.3	24.9	24.7	22.6	24.5	23.5	25.1	18.2	
6	21.8	33.4	16.5	13.3	29.7	27.3	27.7	32.5	31.0	33.4	13.7	
NEUTRAL-5	14.5	23.9	10.2	8.6	20.7	16.0	17.3	23.0	25.2	21.6	8.1	
4	4.2	7.3	2.9	1.2	8.5	2.0	2.6	7.8	10.4	6.1	1.6	
3	1.2	2.3	0.7	0.5	2.1	0.7	0.8	1.8	3.8	0.6	0.7	
2	0.2	0.3	0.2	0.0	0.6	0.0	0.0	0.5	0.6	0.5	0.0	
1	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	0.0	0.0	0.0	
Mean	6.87	5.96	7.29	7.60	6.09	6.73	6.66	6.00	5.74	6.17	7.53	



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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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	840	888	720	740	540	420	244	276	300	496	264			
10	1.6	3.3	0.3	3.0	0.3	1.2	3.8	0.0	1.3	2.0	0.5	1.2			
9	16.3	32.7	3.0	30.4	2.9	15.8	31.2	2.6	19.7	29.3	3.1	11.8			
8	19.3	28.3	11.9	28.0	10.3	20.2	24.4	8.4	19.0	33.1	11.2	21.3			
7	20.9	16.4	24.6	16.9	23.0	23.3	14.5	24.2	22.9	20.2	22.4	23.6			
6	21.8	11.2	30.5	12.7	32.0	19.8	15.0	28.1	19.2	9.6	34.0	20.4			
NEUTRAL-5	14.5	6.7	19.9	7.1	21.1	15.3	8.8	21.8	15.1	4.8	20.7	15.5			
4	4.2	1.2	7.1	1.4	7.4	3.8	1.6	10.8	2.1	1.0	5.6	5.5			
3	1.2	0.1	2.3	0.4	2.4	0.7	0.7	3.7	0.7	0.0	1.8	0.7			
2	0.2	0.0	0.5	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.7	0.0			
1	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	0.0	0.0	0.0	0.0	0.0			
Mean	6.87	7.75	6.16	7.65	6.08	6.91	7.58	5.93	7.04	7.75	6.16	6.78			



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
10	1.6	0.0	0.0	0.0	1.3	2.1	4.1	3.0	0.0	2.1	3.7	0.0	0.5	1.4	0.0	1.5	1.4
9	16.3	2.0	1.3	2.5	8.8	31.0	41.2	35.6	2.2	12.4	40.0	1.2	4.3	7.0	5.4	10.2	38.7
8	19.3	9.7	6.2	12.5	19.4	26.4	27.6	26.9	21.5	22.3	30.8	7.2	15.5	10.3	13.1	20.9	23.3
7	20.9	21.4	20.2	22.4	25.3	16.4	15.2	15.9	23.1	22.5	14.3	21.1	25.1	26.5	21.7	26.8	14.7
6	21.8	28.4	26.4	30.0	27.2	14.4	6.4	10.8	29.2	25.4	6.4	30.1	35.4	31.8	20.3	22.1	13.1
NEUTRAL-5	14.5	24.5	25.7	23.5	14.7	7.7	4.6	6.3	16.6	13.9	3.7	24.7	14.9	21.1	28.9	14.9	6.4
4	4.2	9.9	12.8	7.7	3.0	1.2	0.9	1.0	5.4	1.4	0.9	10.7	4.0	1.0	9.6	3.0	1.8
3	1.2	3.3	5.7	1.4	0.4	0.8	0.0	0.4	2.0	0.0	0.3	3.9	0.3	0.8	1.1	0.5	0.7
2	0.2	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
1	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	0.0	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
Mean	6.87	5.89	5.61	6.12	6.74	7.58	8.04	7.79	6.39	6.96	8.04	5.77	6.47	6.48	6.13	6.83	7.71



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ANMP SCALE:

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
10	1.6	0.3	0.6	3.2	1.3	1.0	1.6	0.9	1.6	2.0	0.9	2.2	2.0	1.1	2.1	1.2
9	16.3	2.4	9.9	33.4	13.8	13.7	6.8	15.2	17.3	17.8	16.4	13.3	20.8	33.3	15.8	8.3
8	19.3	11.2	17.4	28.6	20.7	13.2	4.3	15.1	20.6	21.8	18.4	21.4	23.6	20.3	20.9	16.2
7	20.9	23.6	26.6	15.7	22.2	21.1	23.5	20.6	20.9	20.0	22.5	20.5	21.2	20.9	21.3	19.8
6	21.8	30.5	24.9	11.5	23.4	23.4	31.1	21.7	21.3	20.4	22.9	22.8	21.3	11.1	23.6	22.6
NEUTRAL-5	14.5	21.1	18.6	5.9	14.4	18.1	23.0	16.9	13.9	13.6	14.5	11.9	7.6	10.3	12.9	21.1
4	4.2	7.9	2.1	1.4	3.3	8.5	9.6	8.2	3.0	2.7	3.6	5.6	2.3	2.1	2.2	8.3
3	1.2	2.5	0.0	0.4	0.9	0.8	0.0	1.0	1.2	1.5	0.6	2.2	1.1	0.9	1.0	1.7
2	0.2	0.5	0.0	0.0	0.0	0.3	0.0	0.4	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.8
1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mean	6.87	6.08	6.71	7.76	6.86	6.54	6.17	6.62	6.96	7.00	6.88	6.82	7.24	7.49	6.99	6.36



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

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	1298	702	450	252	565	375	733	327	
10	1.6	1.6	1.5	1.6	1.4	1.9	2.3	1.3	0.6	
9	16.3	17.3	14.5	14.8	14.0	21.0	19.4	14.4	8.8	
8	19.3	21.1	16.0	15.4	17.1	20.3	16.2	21.8	15.8	
7	20.9	21.2	20.3	21.5	18.1	19.2	20.0	22.8	20.7	
6	21.8	20.6	23.9	23.6	24.4	20.6	18.2	20.7	30.4	
NEUTRAL-5	14.5	14.7	14.1	13.2	15.8	13.4	15.0	15.7	13.1	
4	4.2	2.8	6.9	6.9	6.7	2.8	6.3	2.9	7.5	
3	1.2	0.6	2.3	2.1	2.5	0.7	2.5	0.5	2.0	
2	0.2	0.1	0.5	0.8	0.0	0.2	0.0	0.0	1.1	
1	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	
Mean	6.87	6.99	6.65	6.67	6.63	7.09	6.85	6.92	6.42	



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

ANMP SCALE:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
10	1.6	1.9	0.8	1.4	0.0	0.0	2.3	1.6	2.9	0.0	0.0	0.0
9	16.3	21.2	6.0	9.0	1.8	3.2	26.6	16.6	13.4	4.9	2.7	0.9
8	19.3	23.4	10.8	10.6	9.3	13.0	22.6	24.1	12.4	8.9	9.9	8.7
7	20.9	20.6	21.4	18.3	23.3	28.4	18.3	22.6	15.8	20.6	24.4	22.2
6	21.8	17.3	31.3	31.4	34.0	25.4	13.7	20.3	33.9	29.1	28.3	39.2
NEUTRAL-5	14.5	9.9	24.1	25.0	24.2	26.3	10.6	9.4	19.1	30.5	26.5	22.1
4	4.2	3.9	4.9	3.3	6.9	3.8	4.0	3.8	2.0	4.5	6.8	6.9
3	1.2	1.4	0.7	1.1	0.6	0.0	1.8	1.1	0.6	1.5	1.3	0.0
2	0.2	0.3	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0
1	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	0.0	0.0	0.0	0.0	0.0
Mean	6.87	7.15	6.28	6.37	6.07	6.30	7.28	7.04	6.67	6.09	6.08	6.06



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	163	283	349	324	352	529	795	1205	1120	880	940	1060
10	1.6	0.0	0.4	1.8	0.0	3.2	2.3	0.9	2.0	0.7	2.7	2.1	1.1
9	16.3	2.7	6.1	8.0	16.5	19.9	28.8	6.2	22.9	9.2	25.3	20.4	12.6
8	19.3	5.7	10.6	17.7	24.1	22.9	24.1	12.7	23.7	16.0	23.6	18.7	19.9
7	20.9	13.4	23.8	24.6	24.9	19.7	17.5	22.0	20.1	22.8	18.4	19.5	22.1
6	21.8	28.2	28.6	27.9	19.7	20.4	14.3	28.2	17.5	25.7	16.7	19.6	23.7
NEUTRAL-5	14.5	42.4	22.4	15.2	10.4	7.5	8.3	23.3	8.6	19.6	8.0	14.0	14.9
4	4.2	6.6	7.1	3.4	2.0	5.2	3.3	5.4	3.5	4.4	4.1	4.2	4.3
3	1.2	0.9	0.6	1.2	2.2	1.2	1.0	0.9	1.4	1.3	1.1	1.4	1.0
2	0.2	0.0	0.4	0.3	0.4	0.0	0.2	0.3	0.2	0.3	0.1	0.1	0.3
1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mean	6.87	5.74	6.25	6.65	7.00	7.16	7.43	6.32	7.24	6.52	7.32	6.99	6.77



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 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
10	1.6	0.0	0.7	1.1	2.9	0.0	1.0	1.6	3.7	0.0	0.6	0.6	2.1	0.7	2.1	1.3
9	16.3	2.7	7.2	16.4	26.2	3.6	9.6	17.9	34.0	1.9	5.0	15.2	19.0	10.0	16.7	23.1
8	19.3	4.9	15.6	22.8	23.7	6.9	12.5	24.4	22.5	2.8	18.2	21.5	24.7	14.5	19.8	24.2
7	20.9	14.1	25.7	23.2	18.1	16.4	26.7	22.3	14.0	11.7	24.8	23.9	21.9	24.1	20.7	17.3
6	21.8	29.3	28.5	20.5	16.1	28.0	28.1	18.4	12.5	30.5	28.8	22.3	19.3	25.2	21.2	18.8
NEUTRAL-5	14.5	40.5	16.4	11.5	7.7	39.5	16.1	12.3	6.1	41.5	16.6	10.9	9.1	18.5	13.8	11.1
4	4.2	7.9	4.4	2.7	4.1	4.9	3.6	2.3	5.5	10.9	5.1	3.0	2.9	5.6	4.0	3.1
3	1.2	0.7	1.1	1.6	1.1	0.7	2.0	0.8	1.7	0.7	0.4	2.2	0.6	1.1	1.4	0.7
2	0.2	0.0	0.4	0.2	0.2	0.0	0.4	0.0	0.0	0.0	0.5	0.4	0.3	0.2	0.2	0.3
1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mean	6.87	5.74	6.51	7.00	7.36	5.90	6.53	7.12	7.54	5.58	6.49	6.90	7.19	6.52	6.92	7.20



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

30. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. INCREASING THE NUMBER OF HEALTH INSURANCE OPTIONS TO CHOOSE FROM.

2. INCREASING THE NUMBER OF HEALTH CARE SERVICES COVERED BY INSURANCE.

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. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
INCREASE INSURANCE OPTNS	27.5	52.3	29.6	27.0	26.0	29.2	27.1	17.3	10.5	28.7	29.2	27.4	31.3	32.3	32.6	20.0	24.3	24.3	28.2	19.8
INCREASE SERVICES	56.5	20.2	47.3	53.6	61.5	58.7	58.8	65.8	81.3	53.2	49.4	58.8	50.7	48.8	50.7	53.6	66.2	65.0	62.4	68.1
DON'T KNOW	16.0	27.5	23.1	19.3	12.5	12.1	14.1	16.9	8.1	18.1	21.3	13.8	18.0	18.9	16.7	26.5	9.6	10.7	9.4	12.1
Net Diff.	-29.0	32.2	-17.6	-26.6	-35.5	-29.5	-31.6	-48.4	-70.8	-24.5	-20.2	-31.5	-19.4	-16.5	-18.2	-33.6	-41.9	-40.8	-34.2	-48.3



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

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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
INCREASE INSURANCE OPTNS	27.5	28.8	27.5	27.5	26.5	27.0	26.9	27.8	29.5	28.8	30.6
INCREASE SERVICES	56.5	54.4	56.2	56.6	58.3	57.5	56.8	61.2	52.1	56.8	45.4
DON'T KNOW	16.0	16.8	16.3	15.9	15.2	15.5	16.3	10.9	18.3	14.4	24.1
Net Diff.	-29.0	-25.7	-28.7	-29.1	-31.8	-30.5	-29.9	-33.4	-22.6	-28.0	-14.8



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

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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	626	1374	931	811	258	495	861	332	529	1139
INCREASE INSURANCE OPTNS	27.5	28.9	26.9	32.4	24.3	20.0	23.6	24.9	23.6	25.8	29.4
INCREASE SERVICES	56.5	59.6	55.0	49.5	65.4	53.6	56.6	63.6	66.2	61.9	51.1
DON'T KNOW	16.0	11.5	18.1	18.1	10.3	26.5	19.8	11.5	10.2	12.3	19.5
Net Diff.	-29.0	-30.8	-28.2	-17.1	-41.1	-33.6	-33.0	-38.7	-42.6	-36.2	-21.7



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

30. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?
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 2. INCREASING THE NUMBER OF HEALTH CARE SERVICES COVERED BY INSURANCE.

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	840	888	720	740	540	420	244	276	300	496	264	
INCREASE INSURANCE OPTNS	27.5	31.4	23.9	33.4	25.9	21.8	38.1	29.2	21.3	26.9	24.3	22.3	
INCREASE SERVICES	56.5	49.9	64.5	48.3	64.7	56.0	43.4	62.1	54.6	55.3	66.0	57.5	
DON'T KNOW	16.0	18.7	11.6	18.2	9.4	22.2	18.5	8.7	24.0	17.9	9.7	20.3	
Net Diff.	-29.0	-18.4	-40.6	-14.9	-38.9	-34.2	-5.2	-33.0	-33.3	-28.4	-41.8	-35.2	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

30. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. INCREASING THE NUMBER OF HEALTH INSURANCE OPTIONS TO CHOOSE FROM.

2. INCREASING THE NUMBER OF HEALTH CARE SERVICES COVERED BY INSURANCE.

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
INCREASE INSURANCE OPTNS	27.5	24.1	20.9	26.7	26.5	30.4	32.3	31.2	39.3	33.9	32.5	21.5	29.8	35.4	25.6	20.4	22.9
INCREASE SERVICES	56.5	66.9	69.5	64.7	55.9	50.3	46.8	48.8	55.5	54.6	45.3	70.1	59.5	54.4	60.0	54.0	58.7
DON'T KNOW	16.0	9.0	9.6	8.6	17.6	19.3	20.9	20.0	5.2	11.4	22.1	8.4	10.7	10.2	14.4	25.7	18.4
Net Diff.	-29.0	-42.7	-48.7	-38.0	-29.5	-19.9	-14.6	-17.5	-16.3	-20.7	-12.8	-48.6	-29.8	-18.9	-34.4	-33.6	-35.8



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

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2. INCREASING THE NUMBER OF HEALTH CARE SERVICES COVERED BY INSURANCE.

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
INCREASE INSURANCE OPTNS	27.5	24.2	28.6	30.4	28.1	29.6	37.4	27.9	27.2	28.9	24.0	25.7	28.0	27.0	32.1	21.4
INCREASE SERVICES	56.5	65.0	50.7	50.1	55.1	58.1	59.1	57.9	57.3	56.7	58.5	46.2	56.3	55.3	53.0	60.7
DON'T KNOW	16.0	10.8	20.7	19.5	16.8	12.3	3.5	14.2	15.5	14.4	17.4	28.1	15.8	17.7	14.9	18.0
Net Diff.	-29.0	-40.8	-22.1	-19.7	-26.9	-28.6	-21.7	-30.1	-30.1	-27.7	-34.5	-20.5	-28.3	-28.3	-20.9	-39.3



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

30. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

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2. INCREASING THE NUMBER OF HEALTH CARE SERVICES COVERED BY INSURANCE.

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	1298	702	450	252	565	375	733	327
INCREASE INSURANCE OPTNS	27.5	28.5	25.6	27.2	22.7	32.0	29.1	25.9	21.5
INCREASE SERVICES	56.5	54.4	60.4	58.8	63.1	49.2	55.1	58.3	66.4
DON'T KNOW	16.0	17.1	14.1	14.0	14.2	18.8	15.8	15.8	12.1
Net Diff.	-29.0	-25.8	-34.8	-31.6	-40.4	-17.2	-25.9	-32.5	-45.0



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

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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	1357	643	261	261	81	624	733	126	135	125	136
INCREASE INSURANCE OPTNS	27.5	25.4	31.9	34.3	32.3	30.8	30.0	21.4	35.3	33.3	31.9	32.7
INCREASE SERVICES	56.5	56.2	57.1	56.3	57.9	54.5	50.0	61.4	55.9	56.7	55.0	60.6
DON'T KNOW	16.0	18.5	10.9	9.4	9.8	14.7	20.0	17.1	8.8	10.0	13.1	6.7
Net Diff.	-29.0	-30.8	-25.2	-22.0	-25.6	-23.7	-19.9	-40.0	-20.5	-23.4	-23.1	-27.9



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

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2. INCREASING THE NUMBER OF HEALTH CARE SERVICES COVERED BY INSURANCE.

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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
INCREASE INSURANCE OPTNS	27.5	31.9	30.5	26.6	32.4	26.9	22.5	29.1	26.4	30.1	24.2	30.9	24.5	
INCREASE SERVICES	56.5	61.1	56.5	59.5	55.2	53.8	55.6	58.8	55.0	57.7	54.9	51.5	60.8	
DON'T KNOW	16.0	7.1	12.9	13.9	12.4	19.4	21.9	12.1	18.6	12.2	20.9	17.6	14.7	
Net Diff.	-29.0	-29.2	-26.0	-32.9	-22.8	-26.9	-33.1	-29.7	-28.5	-27.7	-30.6	-20.7	-36.3	



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30. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. INCREASING THE NUMBER OF HEALTH INSURANCE OPTIONS TO CHOOSE FROM.
2. INCREASING THE NUMBER OF HEALTH CARE SERVICES COVERED BY INSURANCE.

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
INCREASE INSURANCE OPTNS	27.5	29.9	28.4	33.6	21.9	27.9	30.1	34.5	29.9	31.9	27.0	32.9	14.7	27.7	26.8	28.9
INCREASE SERVICES	56.5	61.7	57.9	53.0	56.4	61.4	55.1	50.3	47.1	62.0	60.3	55.3	64.8	59.8	56.6	51.8
DON'T KNOW	16.0	8.4	13.7	13.4	21.7	10.7	14.8	15.3	23.0	6.1	12.7	11.8	20.5	12.5	16.5	19.3
Net Diff.	-29.0	-31.8	-29.4	-19.4	-34.4	-33.5	-25.0	-15.8	-17.2	-30.2	-33.3	-22.5	-50.2	-32.2	-29.8	-22.9



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.

2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
REDUCE COST	69.1	86.2	81.0	77.1	71.5	64.1	54.7	50.7	44.9	72.1	79.2	68.2	50.4	75.6	68.2	63.7	77.0	61.2	66.9	54.7
REDUCE UNINSURED	23.6	11.4	11.2	14.5	22.5	30.5	34.7	40.2	49.7	19.7	12.9	24.5	35.6	17.5	24.2	18.6	20.0	33.7	30.4	37.6
DON'T KNOW	7.4	2.4	7.8	8.5	6.1	5.4	10.6	9.1	5.4	8.3	7.9	7.3	14.1	6.9	7.6	17.7	3.0	5.0	2.7	7.7
Net Diff.	45.5	74.8	69.8	62.6	49.0	33.6	20.0	10.5	-4.8	52.4	66.2	43.7	14.8	58.1	44.1	45.2	56.9	27.5	36.5	17.1



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.

2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
REDUCE COST	69.1	67.6	67.4	70.6	69.2	70.8	71.3	68.5	61.5	63.8	58.3
REDUCE UNINSURED	23.6	24.0	24.4	23.0	23.3	23.6	22.8	27.8	23.5	23.2	24.1
DON'T KNOW	7.4	8.3	8.2	6.4	7.5	5.6	6.0	3.7	15.0	13.1	17.7
Net Diff.	45.5	43.6	43.0	47.5	46.0	47.3	48.5	40.7	38.0	40.6	34.2



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.
2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	626	1374	931	811	258	495	861	332	529	1139	
REDUCE COST	69.1	62.5	72.0	73.0	66.2	63.7	70.2	62.4	53.2	68.3	74.1	
REDUCE UNINSURED	23.6	32.1	19.7	19.9	29.4	18.6	17.9	31.8	41.8	25.6	17.3	
DON'T KNOW	7.4	5.4	8.3	7.1	4.4	17.7	11.9	5.7	5.0	6.2	8.6	
Net Diff.	45.5	30.5	52.3	53.1	36.8	45.2	52.2	30.6	11.4	42.7	56.7	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?
1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.
2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	840	888	720	740	540	420	244	276	300	496	264			
REDUCE COST	69.1	74.9	64.6	76.8	62.7	67.5	76.9	58.3	68.2	76.6	64.9	66.7			
REDUCE UNINSURED	23.6	17.9	30.0	17.2	32.1	20.3	18.1	36.1	19.8	16.0	30.2	20.7			
DON'T KNOW	7.4	7.2	5.4	6.0	5.2	12.3	5.0	5.6	12.0	7.4	5.0	12.6			
Net Diff.	45.5	57.0	34.6	59.5	30.6	47.2	58.8	22.2	48.4	60.5	34.7	46.0			



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.

2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
REDUCE COST	69.1	63.6	60.6	66.1	67.9	76.6	72.1	74.6	74.9	73.0	78.3	62.6	63.4	61.4	60.7	68.7	69.2
REDUCE UNINSURED	23.6	31.5	34.8	28.9	22.9	16.6	19.5	17.9	22.6	23.4	14.5	33.3	29.5	34.0	29.8	17.9	19.9
DON'T KNOW	7.4	4.8	4.5	5.0	9.2	6.8	8.4	7.5	2.5	3.6	7.2	4.1	7.1	4.6	9.6	13.5	10.9
Net Diff.	45.5	32.1	25.8	37.2	45.0	60.0	52.7	56.7	52.3	49.6	63.8	29.3	33.9	27.4	30.9	50.8	49.2



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.
2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
REDUCE COST	69.1	63.9	67.6	75.0	70.0	64.4	57.5	65.9	71.2	71.5	70.7	60.6	70.3	68.9	72.0	67.0
REDUCE UNINSURED	23.6	30.8	20.4	17.4	22.6	30.0	38.9	28.1	21.3	21.6	20.8	28.8	22.0	23.4	22.0	25.1
DON'T KNOW	7.4	5.4	11.9	7.5	7.4	5.6	3.5	6.0	7.4	6.8	8.5	10.6	7.8	7.8	6.0	7.9
Net Diff.	45.5	33.1	47.2	57.6	47.4	34.4	18.6	37.9	49.9	49.9	49.9	31.8	48.3	45.5	50.0	41.9



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.
2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	1298	702	450	252	565	375	733	327
REDUCE COST	69.1	69.4	68.4	69.0	67.3	68.8	70.6	69.9	65.9
REDUCE UNINSURED	23.6	22.5	25.6	24.2	28.0	22.9	23.9	22.2	27.6
DON'T KNOW	7.4	8.1	6.0	6.8	4.7	8.3	5.5	8.0	6.6
Net Diff.	45.5	46.9	42.8	44.8	39.3	45.9	46.7	47.7	38.3



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?
1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.
2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
REDUCE COST	69.1	70.7	65.5	69.5	57.0	74.3	71.3	70.3	72.4	66.8	58.3	55.8
REDUCE UNINSURED	23.6	22.1	26.7	23.4	33.8	21.7	22.0	22.2	21.3	25.3	31.3	36.0
DON'T KNOW	7.4	7.2	7.8	7.1	9.2	4.0	6.7	7.5	6.2	7.9	10.4	8.2
Net Diff.	45.5	48.6	38.8	46.1	23.2	52.5	49.2	48.1	51.1	41.5	27.0	19.8



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?
1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.
2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
REDUCE COST	69.1	63.8	62.9	67.7	73.5	69.1	72.1	65.2	71.6	67.6	70.9	69.5	68.6	
REDUCE UNINSURED	23.6	30.5	27.9	25.2	18.8	23.9	20.8	27.2	21.1	24.8	22.0	23.3	23.8	
DON'T KNOW	7.4	5.6	9.2	7.1	7.8	7.0	7.2	7.5	7.3	7.6	7.1	7.2	7.5	
Net Diff.	45.5	33.3	35.0	42.6	54.7	45.2	51.3	38.0	50.4	42.8	48.9	46.2	44.8	



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31. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE COST OF HEALTH CARE AND COVERAGE.
2. REDUCING THE NUMBER OF UNINSURED AMERICANS.

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
REDUCE COST	69.1	63.9	64.7	71.2	71.9	64.8	66.0	70.2	72.8	63.0	63.6	72.1	71.1	63.4	70.1	73.5
REDUCE UNINSURED	23.6	30.6	27.0	20.6	21.3	28.9	27.8	22.8	18.9	32.1	26.3	18.7	23.5	28.9	23.0	18.4
DON'T KNOW	7.4	5.6	8.2	8.2	6.8	6.3	6.2	6.9	8.3	4.8	10.0	9.2	5.4	7.7	6.9	8.1
Net Diff.	45.5	33.3	37.7	50.6	50.6	35.8	38.2	47.4	53.8	30.9	37.3	53.3	47.7	34.5	47.2	55.2



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32. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE NUMBER OF AMERICANS WITH CHRONIC DISEASES.

2. REDUCING THE COST OF TREATMENT FOR CHRONIC DISEASES.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
REDUCE CHRONIC DISEASES	27.8	27.5	26.6	24.6	27.2	27.0	34.4	34.6	18.4	28.0	25.6	28.1	39.4	28.2	30.5	22.3	29.9	27.4	25.2	29.9
REDUCE TREATMENT COSTS	63.0	72.5	64.0	65.9	66.2	63.9	52.3	53.6	76.0	62.0	65.4	62.7	42.5	62.7	60.4	59.3	65.3	65.4	69.4	60.8
DON'T KNOW	9.2	0.0	9.5	9.4	6.6	9.1	13.3	11.8	5.6	10.0	9.1	9.2	18.0	9.1	9.2	18.3	4.8	7.2	5.4	9.3
Net Diff.	-35.2	-45.1	-37.4	-41.3	-38.9	-36.9	-17.9	-19.0	-57.6	-34.1	-39.8	-34.5	-3.1	-34.5	-29.9	-37.0	-35.4	-38.0	-44.2	-30.9



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32. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE NUMBER OF AMERICANS WITH CHRONIC DISEASES.
2. REDUCING THE COST OF TREATMENT FOR CHRONIC DISEASES.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
REDUCE CHRONIC DISEASES	27.8	30.5	27.4	28.1	25.4	27.8	26.8	32.9	27.9	30.5	24.0
REDUCE TREATMENT COSTS	63.0	61.1	63.6	62.8	64.2	64.6	65.0	62.9	55.9	55.3	56.7
DON'T KNOW	9.2	8.5	9.0	9.1	10.3	7.6	8.2	4.2	16.3	14.2	19.3
Net Diff.	-35.2	-30.6	-36.1	-34.6	-38.8	-36.9	-38.1	-30.0	-28.0	-24.8	-32.7



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32. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?
 1. REDUCING THE NUMBER OF AMERICANS WITH CHRONIC DISEASES.
 2. REDUCING THE COST OF TREATMENT FOR CHRONIC DISEASES.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	UND-	DEMO-	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	UND-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE				
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
REDUCE CHRONIC DISEASES	27.8	30.2	26.7	29.0	28.2	22.3	25.3	28.6	24.1	31.5	27.2	
REDUCE TREATMENT COSTS	63.0	61.0	63.9	61.9	65.4	59.3	60.4	63.7	67.6	61.2	62.4	
DON'T KNOW	9.2	8.8	9.4	9.1	6.4	18.3	14.3	7.7	8.3	7.3	10.4	
Net Diff.	-35.2	-30.8	-37.2	-32.9	-37.2	-37.0	-35.0	-35.1	-43.5	-29.7	-35.3	



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32. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?
 1. REDUCING THE NUMBER OF AMERICANS WITH CHRONIC DISEASES.
 2. REDUCING THE COST OF TREATMENT FOR CHRONIC DISEASES.

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	840	888	720	740	540	420	244	276	300	496	264	
REDUCE CHRONIC DISEASES	27.8	26.1	29.3	28.0	29.0	25.8	33.2	30.5	30.6	20.7	28.3	20.9	
REDUCE TREATMENT COSTS	63.0	65.4	62.9	63.4	64.0	61.0	58.3	63.6	55.9	70.6	64.2	66.3	
DON'T KNOW	9.2	8.5	7.9	8.6	7.0	13.2	8.5	5.9	13.5	8.7	7.5	12.8	
Net Diff.	-35.2	-39.3	-33.6	-35.4	-35.0	-35.2	-25.1	-33.1	-25.3	-49.9	-35.9	-45.5	



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

32. WHEN IT COMES TO HEALTH CARE, WHICH DO YOU BELIEVE IS MORE IMPORTANT FOR LAWMAKERS IN WASHINGTON, DC TO FOCUS ON?

1. REDUCING THE NUMBER OF AMERICANS WITH CHRONIC DISEASES.

2. REDUCING THE COST OF TREATMENT FOR CHRONIC DISEASES.

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
REDUCE CHRONIC DISEASES	27.8	29.6	28.9	30.2	27.2	27.8	26.0	27.0	33.1	31.0	26.4	29.8	27.4	29.8	26.1	25.1	27.6
REDUCE TREATMENT COSTS	63.0	64.6	63.5	65.4	61.6	62.8	63.6	63.2	63.1	63.4	63.5	64.8	63.0	62.8	64.7	59.6	62.1
DON'T KNOW	9.2	5.8	7.5	4.4	11.3	9.4	10.3	9.8	3.8	5.7	10.1	5.3	9.6	7.5	9.3	15.3	10.3
Net Diff.	-35.2	-35.0	-34.6	-35.3	-34.4	-34.9	-37.6	-36.1	-30.0	-32.4	-37.1	-35.0	-35.7	-33.0	-38.6	-34.5	-34.5



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2. REDUCING THE COST OF TREATMENT FOR CHRONIC DISEASES.

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
REDUCE CHRONIC DISEASES	27.8	27.6	29.9	27.1	29.7	35.9	42.8	34.4	26.7	28.9	22.8	20.5	24.3	33.4	28.0	28.5
REDUCE TREATMENT COSTS	63.0	65.2	57.4	63.0	60.9	57.0	53.5	57.7	63.9	62.2	67.0	67.1	67.5	55.7	62.5	61.6
DON'T KNOW	9.2	7.2	12.8	9.9	9.5	7.1	3.6	7.9	9.4	8.9	10.2	12.4	8.2	10.9	9.5	9.9
Net Diff.	-35.2	-37.6	-27.5	-35.9	-31.2	-21.0	-10.7	-23.3	-37.2	-33.3	-44.3	-46.6	-43.2	-22.3	-34.5	-33.1



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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	1298	702	450	252	565	375	733	327
REDUCE CHRONIC DISEASES	27.8	23.7	35.4	33.5	38.6	27.1	38.7	21.1	31.5
REDUCE TREATMENT COSTS	63.0	66.2	57.0	58.4	54.5	62.0	54.4	69.4	60.0
DON'T KNOW	9.2	10.1	7.6	8.0	6.8	10.9	6.8	9.5	8.5
Net Diff.	-35.2	-42.5	-21.7	-24.9	-15.9	-34.8	-15.7	-48.4	-28.4



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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	1357	643	261	261	81	624	733	126	135	125	136
REDUCE CHRONIC DISEASES	27.8	26.6	30.4	29.6	33.2	26.9	32.6	21.5	29.9	29.4	32.7	33.6
REDUCE TREATMENT COSTS	63.0	64.1	60.6	61.5	57.4	64.8	57.8	69.4	62.3	60.8	58.8	56.1
DON'T KNOW	9.2	9.3	9.0	8.9	9.5	8.3	9.6	9.1	7.8	9.8	8.5	10.3
Net Diff.	-35.2	-37.5	-30.3	-31.9	-24.2	-38.0	-25.3	-47.9	-32.4	-31.4	-26.1	-22.4



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
REDUCE CHRONIC DISEASES	27.8	30.4	34.9	29.9	26.9	24.3	24.7	31.8	25.2	30.4	24.5	31.7	24.3	
REDUCE TREATMENT COSTS	63.0	64.0	55.8	61.5	66.0	63.4	65.3	60.0	64.9	61.7	64.5	59.0	66.5	
DON'T KNOW	9.2	5.6	9.3	8.6	7.1	12.3	10.0	8.2	9.9	7.9	10.9	9.3	9.2	
Net Diff.	-35.2	-33.6	-20.9	-31.6	-39.1	-39.2	-40.6	-28.2	-39.8	-31.4	-40.0	-27.2	-42.2	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
REDUCE CHRONIC DISEASES	27.8	30.8	32.2	27.3	24.4	32.9	34.7	32.2	29.2	28.8	30.0	23.2	20.0	29.4	27.8	25.7
REDUCE TREATMENT COSTS	63.0	63.5	59.0	63.9	64.8	62.1	58.2	58.8	58.6	64.8	59.7	68.2	70.4	62.0	62.6	65.1
DON'T KNOW	9.2	5.7	8.8	8.8	10.8	5.0	7.1	9.1	12.1	6.4	10.4	8.6	9.6	8.6	9.5	9.2
Net Diff.	-35.2	-32.7	-26.8	-36.7	-40.4	-29.3	-23.5	-26.6	-29.4	-36.0	-29.7	-45.0	-50.4	-32.5	-34.8	-39.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

33. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO WANTS TO GIVE PATIENTS MORE AFFORDABLE AND FLEXIBLE HEALTH COVERAGE OPTIONS, INCREASE PRICE TRANSPARENCY THROUGHOUT THE HEALTHCARE SYSTEM SO PATIENTS CAN SHOP TO SAVE MONEY AND AVOID SURPRISE BILLS, AND REDUCE CHRONIC DISEASE IN AMERICA THROUGH IMPROVED TREATMENT AND A FOCUS ON PREVENTION.
2. A DEMOCRATIC CANDIDATE WHO WANTS TO LIMIT THE SALE OF HEALTH INSURANCE THAT DOESN'T MEET OBAMACARE COVERAGE MINIMUMS, ENROLL MORE PEOPLE IN GOVERNMENT RUN OR TAXPAYER SUBSIDIZED HEALTH INSURANCE, AND REDUCE MEDICARE SPENDING ON PRESCRIPTION DRUGS WITH PRICE CONTROLS AND ALLOWING THE GOVERNMENT TO CONTROL ACCESS TO NEW TREATMENTS.

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			
Total	2000	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258	
REPUBLICAN CANDIDATE	56.8	95.7	92.1	76.9	51.9	41.2	32.3	16.2	19.1	72.3	84.3	61.7	51.5	93.2	79.9	45.1	41.0	16.4	17.7	14.9	
DEMOCRATIC CANDIDATE	29.7	0.0	4.5	11.6	31.5	43.2	47.5	66.1	74.7	14.3	8.0	19.9	25.0	3.5	12.9	11.7	43.9	69.9	70.6	69.2	
DON'T KNOW	13.5	4.3	3.4	11.6	16.6	15.6	20.2	17.7	6.2	13.4	7.7	18.4	23.6	3.3	7.3	43.2	15.1	13.7	11.7	15.9	
Net Diff.	27.1	95.7	87.6	65.3	20.4	-2.1	-15.2	-49.8	-55.6	58.0	76.3	41.8	26.5	89.8	67.0	33.3	-2.9	-53.6	-52.9	-54.3	



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
REPUBLICAN CANDIDATE	56.8	53.1	52.5	65.2	49.2	59.2	59.8	56.0	46.5	46.2	47.0	
DEMOCRATIC CANDIDATE	29.7	34.0	31.2	24.1	34.8	29.6	29.8	28.9	30.1	35.1	22.9	
DON'T KNOW	13.5	12.9	16.3	10.7	16.0	11.2	10.4	15.1	23.4	18.7	30.1	
Net Diff.	27.1	19.2	21.4	41.2	14.4	29.6	30.0	27.1	16.5	11.1	24.2	



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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-	CIED	ROVE			PROVE
		TION				DED					
Total	2000	626	1374	931	811	258	495	861	332	529	1139
REPUBLICAN CANDIDATE	56.8	26.7	70.5	88.5	24.2	45.1	51.9	26.8	18.4	32.1	79.4
DEMOCRATIC CANDIDATE	29.7	58.2	16.8	6.8	61.7	11.7	18.4	56.6	71.2	47.4	9.4
DON'T KNOW	13.5	15.1	12.7	4.7	14.1	43.2	29.7	16.6	10.3	20.5	11.1
Net Diff.	27.1	-31.4	53.7	81.7	-37.5	33.3	33.5	-29.7	-52.8	-15.3	70.0



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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	840	888	720	740	540	420	244	276	300	496	264			
REPUBLICAN CANDIDATE	56.8	88.0	28.3	90.3	25.1	55.6	88.6	23.2	58.3	92.8	26.0	52.7			
DEMOCRATIC CANDIDATE	29.7	6.6	54.8	4.8	62.5	18.0	6.3	69.1	19.0	2.6	59.3	16.9			
DON'T KNOW	13.5	5.3	16.9	4.9	12.4	26.4	5.1	7.7	22.6	4.6	14.7	30.4			
Net Diff.	27.1	81.4	-26.5	85.5	-37.5	37.6	82.2	-45.9	39.3	90.2	-33.3	35.8			



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
REPUBLICAN CANDIDATE	56.8	30.2	26.0	33.6	51.7	78.6	89.2	83.4	76.7	86.5	93.3	20.8	28.0	36.9	41.1	51.7	76.9
DEMOCRATIC CANDIDATE	29.7	56.5	62.6	51.7	28.9	11.5	6.3	9.2	18.1	8.7	1.8	67.7	56.7	54.7	32.1	18.6	6.1
DON'T KNOW	13.5	13.3	11.4	14.7	19.4	9.8	4.5	7.4	5.2	4.8	4.9	11.6	15.3	8.4	26.8	29.7	17.0
Net Diff.	27.1	-26.3	-36.6	-18.1	22.7	67.1	82.9	74.3	58.6	77.8	91.5	-46.9	-28.7	-17.8	9.0	33.1	70.8



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
REPUBLICAN CANDIDATE	56.8	25.7	54.0	90.1	60.6	49.7	39.8	51.9	58.5	58.6	58.3	57.0	63.7	77.0	60.5	43.0
DEMOCRATIC CANDIDATE	29.7	58.9	18.5	4.2	23.2	41.3	56.4	37.9	27.6	28.0	26.8	24.3	25.4	15.8	26.9	38.0
DON'T KNOW	13.5	15.3	27.5	5.6	16.2	9.1	3.8	10.2	13.9	13.4	15.0	18.7	10.9	7.2	12.6	19.0
Net Diff.	27.1	-33.2	35.5	85.9	37.3	8.4	-16.6	14.0	31.0	30.7	31.5	32.7	38.3	61.2	33.6	4.9



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2. A DEMOCRATIC CANDIDATE WHO WANTS TO LIMIT THE SALE OF HEALTH INSURANCE THAT DOESN'T MEET OBAMACARE COVERAGE MINIMUMS, ENROLL MORE PEOPLE IN GOVERNMENT RUN OR TAXPAYER SUBSIDIZED HEALTH INSURANCE, AND REDUCE MEDICARE SPENDING ON PRESCRIPTION DRUGS WITH PRICE CONTROLS AND ALLOWING THE GOVERNMENT TO CONTROL ACCESS TO NEW TREATMENTS.

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	1298	702	450	252	565	375	733	327
REPUBLICAN CANDIDATE	56.8	62.0	47.2	48.7	44.6	67.2	56.0	58.0	37.2
DEMOCRATIC CANDIDATE	29.7	24.4	39.5	38.0	42.3	20.9	34.6	27.1	45.2
DON'T KNOW	13.5	13.6	13.2	13.2	13.2	11.9	9.4	15.0	17.6
Net Diff.	27.1	37.6	7.7	10.7	2.3	46.3	21.4	30.9	-8.1



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	1357	643	261	261	81	624	733	126	135	125	136	
REPUBLICAN CANDIDATE	56.8	59.9	50.2	60.7	37.8	51.5	65.5	55.2	70.3	51.8	43.0	33.1	
DEMOCRATIC CANDIDATE	29.7	26.7	36.1	26.1	49.2	32.9	24.0	29.0	21.1	30.8	45.1	53.0	
DON'T KNOW	13.5	13.4	13.7	13.1	13.0	15.6	10.5	15.8	8.6	17.4	11.9	13.9	
Net Diff.	27.1	33.2	14.1	34.6	-11.4	18.5	41.4	26.2	49.2	21.0	-2.2	-19.9	



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060
REPUBLICAN CANDIDATE	56.8	51.0	56.3	50.9	63.0	59.2	57.4	52.8	59.4	55.8	58.1	62.7	51.5
DEMOCRATIC CANDIDATE	29.7	35.3	31.3	34.8	23.3	28.5	28.5	33.7	27.1	30.7	28.5	26.4	32.7
DON'T KNOW	13.5	13.6	12.4	14.4	13.7	12.3	14.1	13.5	13.5	13.6	13.4	10.9	15.8
Net Diff.	27.1	15.7	24.9	16.1	39.7	30.7	28.9	19.1	32.3	25.1	29.6	36.4	18.9



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
REPUBLICAN CANDIDATE	56.8	50.6	54.2	61.0	57.4	51.2	59.2	68.1	65.0	50.1	49.9	55.0	50.5	48.2	56.5	68.3
DEMOCRATIC CANDIDATE	29.7	36.3	32.0	26.1	28.7	35.3	30.0	23.8	23.0	37.3	33.8	28.1	33.9	39.3	29.5	18.1
DON'T KNOW	13.5	13.0	13.7	12.9	13.8	13.5	10.8	8.0	12.0	12.6	16.3	16.9	15.5	12.4	14.0	13.6
Net Diff.	27.1	14.3	22.2	34.8	28.7	15.9	29.2	44.3	41.9	12.7	16.1	26.9	16.6	8.9	26.9	50.2



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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.				VOTE	LEAN		DEM		FLTD	
														GOP	VT GOP					
Total	2000	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
TRUE	39.5	67.7	66.3	46.8	28.8	30.5	33.0	17.3	32.7	44.8	56.2	30.6	41.3	60.9	45.7	24.0	27.0	25.7	28.0	23.2
FALSE	16.9	4.0	6.3	10.5	18.1	22.0	23.8	35.1	19.8	13.2	8.4	18.7	17.3	8.8	11.5	14.7	24.5	26.5	22.8	30.8
DON'T KNOW	43.5	28.2	27.4	42.7	53.0	47.5	43.2	47.6	47.5	41.9	35.4	50.8	41.4	30.3	42.8	61.3	48.5	47.7	49.2	46.1
Net Diff.	22.6	63.7	60.0	36.3	10.7	8.4	9.1	-17.9	13.0	31.6	47.8	11.9	24.0	52.1	34.2	9.4	2.6	-0.8	5.2	-7.6



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
TRUE	39.5	38.6	38.6	41.9	37.1	41.8	42.6	37.5	29.7	35.3	21.7
FALSE	16.9	15.4	20.4	16.6	15.2	16.6	16.4	18.1	18.2	18.0	18.5
DON'T KNOW	43.5	46.0	41.0	41.6	47.7	41.5	41.0	44.5	52.1	46.7	59.9
Net Diff.	22.6	23.2	18.2	25.3	22.0	25.2	26.3	19.4	11.5	17.3	3.2



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR	CONGR	ESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
TRUE	39.5	35.8	41.3	55.5	26.2	24.0	27.7	28.7	32.0	26.7	47.7	
FALSE	16.9	26.2	12.7	9.7	25.9	14.7	16.8	24.4	27.6	22.4	11.3	
DON'T KNOW	43.5	38.0	46.1	34.8	48.0	61.3	55.5	46.9	40.4	50.9	41.0	
Net Diff.	22.6	9.5	28.6	45.7	0.3	9.4	10.9	4.3	4.4	4.2	36.4	



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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	840	888	720	740	540	420	244	276	300	496	264
TRUE	39.5	54.8	28.4	54.2	28.1	35.6	59.0	31.2	41.6	47.5	26.6	29.2
FALSE	16.9	9.8	25.0	11.5	25.6	12.2	13.1	27.6	12.1	9.3	24.6	12.3
DON'T KNOW	43.5	35.5	46.5	34.2	46.2	52.2	27.9	41.1	46.3	43.1	48.8	58.5
Net Diff.	22.6	45.0	3.4	42.7	2.5	23.3	45.9	3.6	29.5	38.2	2.0	16.9



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
TRUE	39.5	28.7	27.8	29.4	33.3	51.1	59.2	54.8	44.2	44.3	58.8	24.4	29.9	40.7	37.8	30.2	48.5
FALSE	16.9	28.7	29.2	28.3	15.9	10.3	6.6	8.7	30.0	18.5	6.9	30.9	18.4	20.8	17.6	12.7	7.0
DON'T KNOW	43.5	42.6	43.0	42.3	50.9	38.6	34.2	36.6	25.9	37.1	34.3	44.7	51.7	38.5	44.6	57.1	44.5
Net Diff.	22.6	*	-1.3	1.1	17.4	40.7	52.6	46.1	14.2	25.8	51.9	-6.5	11.4	19.9	20.3	17.5	41.5



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BANNER 6

	TOTAL	VOTE BEHAVIOR				CONSIDER YOURSELF							RELIGION			
		TOTAL	VB	COMBO		Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-		
		DEMO-	TCKT	REPUB-	SWING	WLTHY/	Weal-	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-
		CRAT	SPLTTR	LICAN	VOTER	UPPER	thy	Middle	LOWER	Class	Middle	Class	STREAM	GEL-	OLIC	RELI-
					MIDDLE			Class	MIDDLE		Class		PROT.	ICAL		GIOUS
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
TRUE	39.5	27.2	35.2	54.1	37.7	49.2	64.2	45.8	38.8	40.0	36.5	26.5	39.9	52.4	43.7	29.9
FALSE	16.9	25.1	14.4	9.5	17.3	19.0	15.9	19.6	16.2	16.4	15.9	18.5	14.0	11.6	17.2	20.5
DON'T KNOW	43.5	47.6	50.4	36.4	45.0	31.8	19.9	34.5	45.0	43.5	47.6	55.0	46.1	36.0	39.1	49.6
Net Diff.	22.6	2.1	20.7	44.7	20.4	30.2	48.3	26.2	22.5	23.6	20.6	8.0	26.0	40.9	26.5	9.4



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		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
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TRUE	39.5	40.6	37.5	35.9	40.5	48.3	44.3	34.7	29.7
FALSE	16.9	15.8	18.9	19.4	18.2	16.6	16.5	15.2	21.7
DON'T KNOW	43.5	43.5	43.5	44.8	41.4	35.1	39.1	50.0	48.6
Net Diff.	22.6	24.8	18.6	16.5	22.3	31.6	27.8	19.5	8.0



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34. 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.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
TRUE	39.5	40.2	38.1	44.0	35.6	27.8	49.0	32.7	51.9	36.6	37.6	33.9
FALSE	16.9	16.6	17.6	15.8	21.3	17.2	14.7	18.2	15.2	16.4	28.8	14.3
DON'T KNOW	43.5	43.2	44.2	40.2	43.1	55.0	36.2	49.1	32.9	47.0	33.6	51.8
Net Diff.	22.6	23.6	20.5	28.2	14.4	10.6	34.3	14.5	36.8	20.2	8.7	19.6



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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	
Total	2000	163	283	349	324	352	529	795	1205	1120	880	940	1060	
TRUE	39.5	42.5	39.6	34.0	33.3	38.2	47.0	37.7	40.7	36.4	43.5	46.7	33.2	
FALSE	16.9	18.7	19.8	19.2	17.4	16.3	13.5	19.3	15.4	18.8	14.6	16.6	17.2	
DON'T KNOW	43.5	38.9	40.6	46.8	49.3	45.5	39.5	43.0	43.9	44.8	41.9	36.7	49.6	
Net Diff.	22.6	23.8	19.8	14.8	15.9	21.9	33.5	18.4	25.4	17.7	28.9	30.1	16.0	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
TRUE	39.5	42.7	36.2	33.5	45.0	49.0	40.3	43.3	52.3	36.6	32.5	25.4	38.3	38.8	39.9	39.5
FALSE	16.9	18.6	19.6	17.7	14.2	20.9	20.1	17.5	12.4	16.3	19.2	17.8	15.8	20.4	16.7	13.1
DON'T KNOW	43.5	38.7	44.2	48.8	40.8	30.1	39.6	39.2	35.2	47.1	48.3	56.8	46.0	40.8	43.4	47.4
Net Diff.	22.6	24.2	16.5	15.8	30.8	28.2	20.2	25.8	39.9	20.3	13.3	7.6	22.5	18.4	23.2	26.4



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35. 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?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
YES	67.1	77.7	87.5	80.8	68.4	59.1	46.0	37.1	47.9	73.8	83.6	66.3	52.4	83.2	73.7	60.0	65.8	49.8	58.6	39.7
NO	7.0	7.3	1.7	2.5	6.2	8.3	15.5	14.1	11.9	5.6	2.4	6.4	18.6	4.4	7.7	5.3	5.6	10.8	8.9	12.9
DON'T KNOW	25.9	15.1	10.8	16.7	25.4	32.6	38.5	48.8	40.1	20.6	14.1	27.2	29.0	12.4	18.5	34.7	28.6	39.4	32.5	47.4
Net Diff.	60.1	70.4	85.7	78.3	62.2	50.8	30.4	22.9	36.0	68.2	81.2	59.9	33.8	78.8	66.0	54.6	60.2	39.0	49.7	26.7



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
YES	67.1	67.8	68.7	69.8	60.1	69.8	70.0	68.7	55.7	57.3	53.4
NO	7.0	5.9	4.8	7.9	8.5	5.7	5.6	6.3	12.6	12.1	13.4
DON'T KNOW	25.9	26.3	26.4	22.2	31.4	24.5	24.4	25.0	31.6	30.6	33.1
Net Diff.	60.1	61.9	63.9	61.9	51.7	64.1	64.5	62.4	43.1	45.2	40.0



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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	626	1374	931	811	258	495	861	332	529	1139	
YES	67.1	54.1	73.1	79.8	54.9	60.0	62.4	53.6	52.0	54.6	77.4	
NO	7.0	11.2	5.1	5.6	9.1	5.3	8.0	9.1	10.0	8.6	5.4	
DON'T KNOW	25.9	34.8	21.8	14.6	36.0	34.7	29.7	37.3	38.0	36.8	17.2	
Net Diff.	60.1	42.9	68.0	74.2	45.7	54.6	54.4	44.5	41.9	46.1	72.0	



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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	840	888	720	740	540	420	244	276	300	496	264		
YES	67.1	81.1	55.7	81.0	55.1	65.2	81.4	56.9	64.9	80.5	54.2	65.5		
NO	7.0	5.4	8.1	5.0	9.8	5.9	6.0	11.4	6.0	3.5	9.0	5.8		
DON'T KNOW	25.9	13.5	36.2	14.0	35.1	28.9	12.6	31.8	29.1	16.0	36.8	28.7		
Net Diff.	60.1	75.7	47.6	76.0	45.3	59.3	75.3	45.5	58.9	77.0	45.2	59.6		



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
YES	67.1	53.5	53.9	53.1	65.0	78.7	82.2	80.3	72.7	75.0	84.0	50.1	59.5	66.2	55.4	64.1	75.2
NO	7.0	11.0	12.6	9.6	5.7	5.8	4.5	5.2	11.0	4.7	4.3	10.7	7.2	12.4	11.9	5.1	3.6
DON'T KNOW	25.9	35.6	33.5	37.3	29.2	15.5	13.4	14.5	16.3	20.3	11.7	39.2	33.3	21.5	32.7	30.8	21.2
Net Diff.	60.1	42.5	41.3	43.4	59.3	73.0	77.7	75.1	61.7	70.3	79.7	39.4	52.2	53.8	43.5	59.0	71.6



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
YES	67.1	56.8	62.0	80.0	67.6	66.6	71.3	65.6	67.5	68.6	65.3	65.6	72.0	78.2	69.8	56.4
NO	7.0	8.1	7.9	5.5	6.8	7.6	5.3	8.1	7.1	6.1	8.9	5.3	4.2	6.3	7.3	8.5
DON'T KNOW	25.9	35.1	30.1	14.5	25.6	25.8	23.4	26.3	25.5	25.3	25.8	29.1	23.8	15.6	22.9	35.0
Net Diff.	60.1	48.8	54.1	74.4	60.7	59.0	66.0	57.5	60.4	62.6	56.4	60.3	67.7	71.9	62.4	47.9



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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	1298	702	450	252	565	375	733	327
YES	67.1	71.1	59.7	59.5	60.1	73.0	65.9	69.7	52.7
NO	7.0	6.7	7.6	8.9	5.1	7.0	8.0	6.4	7.1
DON'T KNOW	25.9	22.2	32.7	31.5	34.8	20.0	26.2	23.8	40.2
Net Diff.	60.1	64.4	52.2	50.6	54.9	66.0	57.9	63.3	45.5



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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	1357	643	261	261	81	624	733	126	135	125	136
YES	67.1	68.8	63.6	66.0	64.4	48.7	72.2	65.9	73.9	58.7	61.8	66.7
NO	7.0	4.8	11.6	14.4	10.3	12.3	5.8	4.0	12.9	15.9	9.1	11.5
DON'T KNOW	25.9	26.3	24.9	19.6	25.3	39.1	21.9	30.1	13.3	25.5	29.1	21.9
Net Diff.	60.1	64.0	52.0	51.6	54.1	36.4	66.4	61.9	61.0	42.8	52.8	55.2



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060
YES	67.1	57.9	66.4	65.3	66.3	70.5	69.8	64.2	69.1	64.8	70.1	70.2	64.5
NO	7.0	19.3	9.4	8.3	5.0	5.3	3.4	11.0	4.4	9.2	4.2	7.4	6.7
DON'T KNOW	25.9	22.8	24.2	26.4	28.7	24.1	26.8	24.9	26.5	26.0	25.7	22.4	28.9
Net Diff.	60.1	38.6	57.0	57.0	61.4	65.2	66.4	53.2	64.7	55.6	65.9	62.8	57.8



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
YES	67.1	57.8	66.8	66.2	70.8	64.8	67.5	64.7	77.0	51.0	66.1	67.4	65.0	62.2	67.6	72.2
NO	7.0	17.7	7.8	5.9	4.1	13.6	9.6	5.6	5.3	21.7	6.3	6.2	3.0	9.2	6.3	6.0
DON'T KNOW	25.9	24.5	25.4	27.9	25.2	21.6	22.9	29.7	17.7	27.4	27.6	26.4	32.0	28.5	26.1	21.8
Net Diff.	60.1	40.1	58.9	60.3	66.7	51.3	57.9	59.1	71.8	29.3	59.8	61.2	62.0	53.0	61.3	66.2



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36. 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 IS COLD-HEARTED.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MORE LIKELY TO BELIEVE	50.0	81.7	79.5	67.4	46.9	36.1	27.2	20.7	16.2	60.1	73.3	49.5	33.0	77.2	64.3	41.4	33.4	23.5	26.0	20.6
Much	30.4	79.2	66.4	47.3	20.8	14.8	8.4	5.7	9.9	39.3	57.0	21.9	14.8	59.0	35.2	24.9	12.7	7.2	9.9	4.1
Somewhat	19.6	2.5	13.1	20.1	26.1	21.3	18.8	15.0	6.3	20.8	16.3	27.6	18.2	18.2	29.2	16.5	20.7	16.3	16.2	16.6
LESS LIKELY TO BELIEVE	27.3	0.0	6.0	19.0	30.3	36.2	44.6	36.3	30.6	21.7	12.5	28.4	43.4	12.5	19.0	29.6	38.9	41.8	42.5	41.0
Somewhat	12.5	0.0	2.2	10.4	13.2	15.4	22.8	15.3	4.3	11.9	6.4	14.2	31.7	6.9	12.7	17.9	16.9	14.0	14.6	13.3
Much	14.8	0.0	3.8	8.7	17.1	20.8	21.8	21.1	26.2	9.8	6.2	14.2	11.7	5.7	6.4	11.7	22.0	27.8	27.9	27.7
NO DIFFERENCE	22.7	18.3	14.5	13.6	22.8	27.7	28.2	43.0	53.2	18.2	14.2	22.0	23.6	10.3	16.6	29.0	27.7	34.7	31.5	38.4
Net Diff.	22.7	81.7	73.5	48.4	16.6	-0.1	-17.4	-15.6	-14.3	38.4	60.8	21.1	-10.4	64.7	45.3	11.9	-5.5	-18.3	-16.4	-20.4
Mean	3.38	4.61	4.36	3.87	3.20	2.94	2.69	2.69	2.69	3.68	4.12	3.29	2.93	4.18	3.74	3.25	2.85	2.61	2.66	2.56



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PRESIDENT BIDEN IS COLD-HEARTED.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
MORE LIKELY TO BELIEVE	50.0	47.5	50.0	56.0	41.1	53.5	55.0	45.2	34.9	36.6	32.4
Much	30.4	25.4	29.8	35.9	25.1	34.2	37.3	17.2	14.2	14.8	13.2
Somewhat	19.6	22.0	20.2	20.1	16.1	19.3	17.7	28.0	20.7	21.8	19.2
LESS LIKELY TO BELIEVE	27.3	30.4	27.3	24.2	30.3	24.7	22.4	37.2	38.4	43.1	31.6
Somewhat	12.5	14.8	12.2	12.0	11.8	9.3	7.7	18.5	25.9	30.5	19.4
Much	14.8	15.7	15.1	12.1	18.5	15.3	14.7	18.8	12.4	12.6	12.2
NO DIFFERENCE	22.7	22.1	22.7	19.8	28.6	21.8	22.6	17.6	26.7	20.3	35.9
Net Diff.	22.7	17.0	22.7	31.9	10.8	28.8	32.7	8.0	-3.5	-6.5	0.8
Mean	3.38	3.27	3.37	3.56	3.17	3.48	3.55	3.06	2.98	2.96	3.02



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PRESIDENT BIDEN IS COLD-HEARTED.

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	626	1374	931	811	258	495	861	332	529	1139	
MORE LIKELY TO BELIEVE	50.0	26.3	60.7	72.6	26.6	41.4	43.9	26.0	22.5	28.3	68.0	
Much	30.4	7.8	40.6	50.5	8.9	24.9	23.7	7.5	8.3	6.9	47.7	
Somewhat	19.6	18.5	20.1	22.1	17.7	16.5	20.3	18.6	14.2	21.4	20.4	
LESS LIKELY TO BELIEVE	27.3	43.8	19.8	14.8	40.9	29.6	30.1	42.0	47.1	38.8	16.2	
Somewhat	12.5	17.5	10.2	8.9	14.9	17.9	18.2	15.4	9.6	19.0	10.3	
Much	14.8	26.3	9.5	5.9	26.0	11.7	11.9	26.6	37.5	19.8	5.9	
NO DIFFERENCE	22.7	29.8	19.5	12.5	32.5	29.0	26.0	31.9	30.4	32.9	15.8	
Net Diff.	22.7	-17.5	40.9	57.8	-14.2	11.9	13.8	-16.0	-24.6	-10.6	51.8	
Mean	3.38	2.64	3.72	4.02	2.69	3.25	3.26	2.65	2.46	2.76	3.94	



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PRESIDENT BIDEN IS COLD-HEARTED.

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	840	888	720	740	540	420	244	276	300	496	264
MORE LIKELY TO BELIEVE	50.0	74.4	28.6	72.1	27.8	50.7	70.7	30.4	53.3	74.2	26.6	48.0
Much	30.4	54.4	10.1	52.4	9.7	29.4	52.5	11.5	29.0	52.2	8.8	29.7
Somewhat	19.6	20.0	18.5	19.7	18.2	21.3	18.2	18.9	24.3	22.0	17.8	18.3
LESS LIKELY TO BELIEVE	27.3	14.1	39.4	14.9	41.1	25.0	17.6	36.1	21.3	11.1	43.5	28.8
Somewhat	12.5	7.9	15.0	8.8	15.8	13.0	10.6	12.8	11.6	6.3	17.2	14.4
Much	14.8	6.2	24.4	6.1	25.3	12.0	7.0	23.2	9.7	4.8	26.3	14.4
NO DIFFERENCE	22.7	11.5	32.0	13.0	31.1	24.3	11.7	33.5	25.4	14.8	29.9	23.2
Net Diff.	22.7	60.3	-10.7	57.3	-13.2	25.7	53.1	-5.7	32.0	63.1	-17.0	19.2
Mean	3.38	4.08	2.75	4.04	2.71	3.43	3.99	2.83	3.51	4.11	2.65	3.34



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36. 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 IS COLD-HEARTED.

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MORE LIKELY TO BELIEVE	50.0	28.9	25.8	31.3	45.6	65.0	79.1	71.4	59.5	60.5	77.6	23.1	30.2	43.1	33.9	49.4	66.6
Much	30.4	11.0	11.0	11.1	25.6	41.2	62.4	50.8	29.2	40.5	59.3	7.7	10.7	15.9	13.7	29.1	41.5
Somewhat	19.6	17.8	14.9	20.2	20.0	23.8	16.8	20.6	30.3	20.0	18.3	15.4	19.5	27.2	20.2	20.3	25.1
LESS LIKELY TO BELIEVE	27.3	38.3	36.5	39.7	30.7	20.1	8.8	15.0	28.5	22.4	10.7	40.0	42.8	41.2	37.0	25.9	13.8
Somewhat	12.5	13.1	9.9	15.6	16.0	11.4	4.8	8.4	14.9	14.9	6.0	12.1	19.6	22.1	16.4	13.8	8.3
Much	14.8	25.2	26.6	24.1	14.7	8.7	4.0	6.6	13.7	7.5	4.7	27.9	23.2	19.1	20.6	12.1	5.5
NO DIFFERENCE	22.7	32.8	37.6	29.0	23.8	14.9	12.0	13.6	12.0	17.1	11.7	36.8	27.0	15.6	29.1	24.7	19.7
Net Diff.	22.7	-9.4	-10.7	-8.4	14.9	44.9	70.3	56.4	30.9	38.2	67.0	-16.9	-12.6	1.9	-3.1	23.5	52.8
Mean	3.38	2.76	2.74	2.79	3.26	3.77	4.29	4.01	3.46	3.71	4.22	2.63	2.75	2.99	2.90	3.40	3.89



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PRESIDENT BIDEN IS COLD-HEARTED.

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
MORE LIKELY TO BELIEVE	50.0	29.0	45.5	73.5	51.3	47.7	57.1	45.6	50.1	48.3	53.3	53.5	56.0	64.0	51.9	39.8
Much	30.4	10.8	24.7	53.1	28.2	25.3	26.0	25.2	30.6	29.5	32.5	38.3	36.9	49.9	32.2	19.6
Somewhat	19.6	18.3	20.8	20.4	23.0	22.4	31.0	20.4	19.5	18.8	20.7	15.2	19.1	14.1	19.7	20.2
LESS LIKELY TO BELIEVE	27.3	39.9	28.5	13.8	27.4	34.1	30.5	34.9	26.9	27.5	25.8	16.9	23.2	21.2	28.7	29.1
Somewhat	12.5	14.8	17.4	8.1	14.4	16.3	19.4	15.7	12.0	11.7	12.5	9.2	10.2	7.0	13.7	12.9
Much	14.8	25.1	11.1	5.7	12.9	17.8	11.1	19.3	14.9	15.8	13.3	7.7	12.9	14.2	15.0	16.1
NO DIFFERENCE	22.7	31.1	26.0	12.7	21.3	18.2	12.5	19.4	23.0	24.2	21.0	29.6	20.8	14.8	19.4	31.2
Net Diff.	22.7	-10.9	17.0	59.7	23.9	13.6	26.6	10.7	23.2	20.7	27.5	36.6	32.9	42.8	23.1	10.7
Mean	3.38	2.75	3.31	4.07	3.39	3.21	3.42	3.17	3.39	3.34	3.47	3.67	3.57	3.78	3.40	3.14



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PRESIDENT BIDEN IS COLD-HEARTED.

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	1298	702	450	252	565	375	733	327
MORE LIKELY TO BELIEVE	50.0	54.1	42.3	42.9	41.1	58.8	49.6	50.5	33.9
Much	30.4	33.9	23.8	24.0	23.5	37.8	30.6	30.8	16.1
Somewhat	19.6	20.2	18.4	18.9	17.6	20.9	19.0	19.7	17.8
LESS LIKELY TO BELIEVE	27.3	26.4	29.0	28.8	29.3	22.7	24.6	29.2	34.0
Somewhat	12.5	12.9	11.8	12.8	10.1	12.7	9.6	13.0	14.3
Much	14.8	13.5	17.2	16.0	19.2	10.0	15.0	16.2	19.7
NO DIFFERENCE	22.7	19.5	28.7	28.3	29.6	18.5	25.8	20.3	32.1
Net Diff.	22.7	27.7	13.3	14.1	11.8	36.1	24.9	21.3	-0.1
Mean	3.38	3.48	3.20	3.22	3.16	3.64	3.41	3.36	2.96



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PRESIDENT BIDEN IS COLD-HEARTED.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
MORE LIKELY TO BELIEVE	50.0	53.4	42.6	47.9	34.2	42.5	60.3	47.6	52.6	43.5	34.9	33.6
Much	30.4	34.9	20.7	27.9	14.5	14.5	42.2	28.7	31.9	24.1	12.2	16.7
Somewhat	19.6	18.5	21.9	20.0	19.7	28.0	18.1	18.9	20.7	19.4	22.7	16.9
LESS LIKELY TO BELIEVE	27.3	23.6	35.1	32.3	43.3	28.4	19.6	27.1	25.8	38.2	42.8	43.7
Somewhat	12.5	9.1	19.7	19.3	22.3	17.8	7.7	10.2	17.2	21.2	21.7	22.8
Much	14.8	14.6	15.3	13.0	21.0	10.5	11.8	16.9	8.7	17.0	21.1	20.9
NO DIFFERENCE	22.7	22.9	22.3	19.9	22.5	29.1	20.1	25.3	21.5	18.3	22.3	22.6
Net Diff.	22.7	29.8	7.6	15.6	-9.0	14.1	40.7	20.5	26.8	5.3	-7.9	-10.1
Mean	3.38	3.50	3.13	3.31	2.84	3.18	3.71	3.32	3.50	3.12	2.83	2.86



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PRESIDENT BIDEN IS COLD-HEARTED.

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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
MORE LIKELY TO BELIEVE	50.0	46.1	41.9	50.4	50.5	53.2	52.6	46.5	52.2	47.7	52.9	55.1	45.4	
Much	30.4	15.7	22.5	30.0	30.4	33.7	37.1	24.4	34.3	26.1	35.7	35.0	26.3	
Somewhat	19.6	30.4	19.4	20.4	20.1	19.5	15.5	22.1	17.9	21.5	17.1	20.2	19.1	
LESS LIKELY TO BELIEVE	27.3	37.4	35.1	28.4	23.4	24.3	23.6	32.7	23.8	30.0	23.9	23.5	30.7	
Somewhat	12.5	24.8	18.2	15.4	9.7	8.3	8.3	18.3	8.7	15.8	8.3	11.5	13.4	
Much	14.8	12.6	16.9	13.1	13.7	16.0	15.4	14.3	15.1	14.2	15.6	12.0	17.3	
NO DIFFERENCE	22.7	16.4	23.0	21.2	26.1	22.5	23.8	20.9	24.0	22.4	23.2	21.4	23.9	
Net Diff.	22.7	8.7	6.9	21.9	27.1	28.9	29.0	13.8	28.5	17.7	29.0	31.6	14.7	
Mean	3.38	3.12	3.12	3.39	3.44	3.47	3.51	3.24	3.48	3.30	3.49	3.55	3.24	



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PRESIDENT BIDEN IS COLD-HEARTED.

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	NIALS		BMMRS	/SLNTG			
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MORE LIKELY TO BELIEVE	50.0	45.6	46.3	50.2	53.5	49.6	51.2	51.9	61.4	41.7	42.0	48.8	46.2	44.8	49.1	58.5
Much	30.4	15.0	26.5	32.3	36.1	18.7	30.6	33.9	43.4	11.4	22.9	31.0	29.4	25.2	28.6	41.1
Somewhat	19.6	30.6	19.8	17.9	17.4	30.9	20.6	18.0	18.0	30.2	19.1	17.8	16.8	19.6	20.5	17.4
LESS LIKELY TO BELIEVE	27.3	37.0	31.0	25.5	23.2	34.2	29.0	24.6	16.0	39.8	32.8	26.3	29.8	33.1	27.3	20.0
Somewhat	12.5	23.3	16.3	11.0	7.9	20.0	17.4	10.8	5.5	26.5	15.4	11.1	10.0	14.3	13.3	8.4
Much	14.8	13.7	14.7	14.6	15.4	14.1	11.6	13.8	10.5	13.4	17.4	15.2	19.8	18.7	14.1	11.6
NO DIFFERENCE	22.7	17.4	22.7	24.3	23.3	16.2	19.8	23.5	22.6	18.5	25.2	24.9	24.0	22.1	23.6	21.5
Net Diff.	22.7	8.6	15.3	24.7	30.3	15.5	22.2	27.3	45.4	1.8	9.2	22.5	16.4	11.8	21.7	38.6
Mean	3.38	3.10	3.27	3.42	3.51	3.20	3.41	3.47	3.78	3.00	3.15	3.38	3.26	3.18	3.36	3.68



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

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. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MORE LIKELY TO BELIEVE	54.8	80.1	88.2	74.7	49.4	40.9	29.1	23.1	21.3	66.6	80.8	54.2	41.2	81.9	67.3	52.6	44.0	23.9	27.9	19.5
Much	37.8	69.0	81.3	59.2	28.1	17.0	13.4	9.9	10.1	49.1	69.3	29.3	21.9	71.9	44.5	33.6	17.5	8.3	9.4	7.1
Somewhat	17.0	11.1	6.9	15.6	21.3	23.9	15.7	13.2	11.1	17.5	11.6	24.9	19.3	10.1	22.8	19.0	26.5	15.6	18.4	12.4
LESS LIKELY TO BELIEVE	23.4	4.3	2.8	11.5	26.0	32.6	40.8	38.3	41.6	17.1	7.4	24.0	40.8	9.2	17.8	23.2	28.7	39.7	39.4	40.1
Somewhat	11.0	0.0	1.4	5.4	11.3	16.2	19.4	19.6	15.3	10.0	3.5	14.8	25.7	4.9	13.1	13.3	14.8	13.6	11.9	15.5
Much	12.4	4.3	1.3	6.1	14.8	16.4	21.4	18.7	26.3	7.1	3.9	9.3	15.1	4.3	4.8	9.8	13.9	26.1	27.5	24.6
NO DIFFERENCE	21.8	15.6	9.1	13.8	24.5	26.6	30.1	38.6	37.1	16.3	11.8	21.8	18.0	8.9	14.9	24.2	27.3	36.3	32.7	40.5
Net Diff.	31.4	75.8	85.4	63.2	23.4	8.3	-11.8	-15.2	-20.4	49.5	73.5	30.2	0.4	72.7	49.4	29.4	15.3	-15.8	-11.5	-20.6
Mean	3.57	4.41	4.65	4.16	3.37	3.09	2.80	2.76	2.63	3.91	4.39	3.50	3.07	4.40	3.89	3.53	3.19	2.66	2.70	2.62



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
MORE LIKELY TO BELIEVE	54.8	54.5	54.0	59.6	47.3	57.4	58.0	54.1	43.7	46.4	39.9
Much	37.8	35.6	36.6	42.9	31.8	41.7	44.3	27.8	21.1	20.5	21.9
Somewhat	17.0	18.8	17.4	16.7	15.5	15.6	13.7	26.3	22.6	25.9	18.0
LESS LIKELY TO BELIEVE	23.4	23.8	23.3	20.7	28.0	21.2	19.5	30.6	32.6	37.5	25.6
Somewhat	11.0	12.9	11.2	9.1	12.7	8.6	6.9	17.8	21.2	24.4	16.5
Much	12.4	10.9	12.1	11.6	15.3	12.6	12.5	12.9	11.5	13.1	9.1
NO DIFFERENCE	21.8	21.7	22.7	19.8	24.7	21.4	22.5	15.2	23.7	16.1	34.5
Net Diff.	31.4	30.7	30.7	38.9	19.3	36.1	38.5	23.5	11.1	9.0	14.2
Mean	3.57	3.55	3.55	3.70	3.36	3.65	3.70	3.38	3.21	3.16	3.27



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

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	626	1374	931	811	258	495	861	332	529	1139	
MORE LIKELY TO BELIEVE	54.8	29.5	66.3	76.7	30.3	52.6	54.7	27.6	20.3	32.2	75.3	
Much	37.8	10.3	50.3	62.1	11.2	33.6	31.7	8.9	9.6	8.4	59.7	
Somewhat	17.0	19.2	16.0	14.6	19.1	19.0	23.0	18.7	10.7	23.8	15.6	
LESS LIKELY TO BELIEVE	23.4	42.0	14.9	12.3	36.2	23.2	22.6	40.2	47.3	35.7	10.7	
Somewhat	11.0	17.3	8.2	7.8	14.0	13.3	12.9	16.6	10.3	20.6	6.8	
Much	12.4	24.7	6.8	4.5	22.3	9.8	9.7	23.6	37.1	15.2	3.9	
NO DIFFERENCE	21.8	28.5	18.8	11.0	33.5	24.2	22.7	32.2	32.4	32.1	14.0	
Net Diff.	31.4	-12.6	51.4	64.4	-6.0	29.4	32.2	-12.6	-27.0	-3.6	64.6	
Mean	3.57	2.73	3.95	4.22	2.83	3.53	3.54	2.73	2.46	2.90	4.20	



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

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	840	888	720	740	540	420	244	276	300	496	264
MORE LIKELY TO BELIEVE	54.8	78.1	32.5	76.0	32.3	57.3	73.2	33.5	58.0	79.9	31.7	56.5
Much	37.8	66.5	12.4	63.8	13.6	36.4	61.8	14.5	36.7	66.5	13.2	36.0
Somewhat	17.0	11.7	20.1	12.2	18.7	20.9	11.4	19.0	21.2	13.4	18.6	20.5
LESS LIKELY TO BELIEVE	23.4	11.6	35.1	12.1	36.7	20.3	15.7	34.9	20.2	7.0	37.5	20.4
Somewhat	11.0	6.7	13.7	6.8	14.6	11.8	9.1	14.9	11.0	3.6	14.4	12.6
Much	12.4	4.9	21.4	5.3	22.1	8.5	6.7	20.0	9.2	3.4	23.1	7.8
NO DIFFERENCE	21.8	10.3	32.4	11.9	31.0	22.4	11.1	31.7	21.8	13.1	30.7	23.1
Net Diff.	31.4	66.6	-2.6	63.9	-4.3	36.9	57.5	-1.4	37.7	72.9	-5.8	36.1
Mean	3.57	4.28	2.88	4.22	2.87	3.65	4.13	2.93	3.65	4.36	2.84	3.64



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MORE LIKELY TO BELIEVE	54.8	32.4	30.5	33.9	51.8	72.4	79.6	75.7	55.3	68.5	81.1	26.4	34.5	53.9	44.4	56.3	69.3
Much	37.8	15.0	16.0	14.3	30.3	56.2	73.2	63.9	35.8	50.1	71.9	10.7	13.7	26.8	20.5	32.6	58.2
Somewhat	17.0	17.4	14.5	19.6	21.6	16.2	6.4	11.8	19.5	18.4	9.3	15.6	20.9	27.0	23.9	23.6	11.1
LESS LIKELY TO BELIEVE	23.4	34.5	31.1	37.3	26.2	14.2	8.3	11.5	32.4	16.4	8.1	36.7	39.6	28.5	26.2	21.3	13.2
Somewhat	11.0	13.8	7.5	18.9	13.0	8.5	4.6	6.7	22.0	7.6	4.6	12.7	17.2	16.2	13.3	12.6	8.7
Much	12.4	20.8	23.6	18.5	13.2	5.7	3.7	4.8	10.3	8.8	3.5	24.0	22.4	12.3	12.9	8.8	4.5
NO DIFFERENCE	21.8	33.0	38.4	28.7	21.9	13.4	12.1	12.8	12.4	15.1	10.8	37.0	25.9	17.6	29.4	22.4	17.5
Net Diff.	31.4	-2.1	-0.5	-3.4	25.6	58.2	71.4	64.2	22.9	52.1	73.0	-10.3	-5.1	25.4	18.2	34.9	56.1
Mean	3.57	2.92	2.92	2.92	3.43	4.09	4.41	4.23	3.48	3.93	4.41	2.76	2.86	3.40	3.26	3.59	4.10



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

37. PRESIDENT BIDEN IS OUT OF TOUCH.

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	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
MORE LIKELY TO BELIEVE	54.8	32.5	55.6	77.5	57.0	51.9	57.6	50.7	55.1	54.2	56.8	57.4	58.4	65.6	59.4	42.6
Much	37.8	14.1	30.5	65.4	34.9	32.7	35.0	32.1	38.2	36.4	41.5	44.9	42.9	55.8	42.5	25.4
Somewhat	17.0	18.3	25.1	12.2	22.1	19.3	22.6	18.5	17.0	17.8	15.4	12.5	15.5	9.8	16.9	17.3
LESS LIKELY TO BELIEVE	23.4	35.6	24.1	10.5	22.9	29.1	38.2	27.0	22.7	23.4	21.3	18.1	21.3	17.0	24.1	25.9
Somewhat	11.0	13.7	15.2	6.6	13.2	15.0	25.3	12.7	10.3	10.1	10.6	8.9	9.6	6.4	12.3	11.8
Much	12.4	21.9	8.9	4.0	9.7	14.0	12.9	14.3	12.4	13.3	10.7	9.2	11.7	10.6	11.8	14.1
NO DIFFERENCE	21.8	32.0	20.4	11.9	20.1	19.0	4.2	22.3	22.2	22.4	21.8	24.5	20.3	17.4	16.5	31.5
Net Diff.	31.4	-3.1	31.5	67.0	34.1	22.9	19.4	23.7	32.5	30.8	35.5	39.2	37.0	48.6	35.2	16.7
Mean	3.57	2.89	3.53	4.28	3.59	3.42	3.41	3.42	3.58	3.54	3.66	3.75	3.68	3.94	3.66	3.28



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

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	1298	702	450	252	565	375	733	327
MORE LIKELY TO BELIEVE	54.8	58.9	47.2	48.7	44.4	62.4	52.5	56.2	41.1
Much	37.8	42.3	29.5	31.4	26.1	46.2	36.0	39.2	22.1
Somewhat	17.0	16.6	17.7	17.3	18.3	16.1	16.5	16.9	19.0
LESS LIKELY TO BELIEVE	23.4	22.7	24.6	23.5	26.6	21.3	23.1	23.8	26.5
Somewhat	11.0	11.3	10.5	11.0	9.6	12.3	9.5	10.5	11.7
Much	12.4	11.4	14.1	12.5	17.0	9.0	13.6	13.3	14.8
NO DIFFERENCE	21.8	18.4	28.2	27.7	28.9	16.3	24.5	20.0	32.4
Net Diff.	31.4	36.2	22.5	25.2	17.8	41.1	29.4	32.4	14.7
Mean	3.57	3.67	3.38	3.44	3.27	3.78	3.52	3.58	3.22



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
MORE LIKELY TO BELIEVE	54.8	58.2	47.6	53.0	38.2	49.0	61.3	55.5	61.1	45.4	40.6	36.0
Much	37.8	42.9	27.1	35.3	19.9	21.2	47.9	38.7	42.4	28.8	20.1	19.7
Somewhat	17.0	15.3	20.5	17.6	18.3	27.8	13.4	16.9	18.7	16.6	20.4	16.3
LESS LIKELY TO BELIEVE	23.4	19.1	32.4	28.0	42.2	27.2	18.9	19.3	21.4	34.2	37.9	46.1
Somewhat	11.0	7.8	17.7	15.5	22.6	15.6	8.5	7.3	11.9	18.8	21.1	24.0
Much	12.4	11.3	14.7	12.6	19.6	11.7	10.5	11.9	9.5	15.4	16.8	22.1
NO DIFFERENCE	21.8	22.7	20.0	19.0	19.6	23.7	19.8	25.2	17.5	20.4	21.5	17.9
Net Diff.	31.4	39.1	15.1	24.9	-4.0	21.8	42.3	36.3	39.7	11.2	2.6	-10.2
Mean	3.57	3.71	3.28	3.48	2.96	3.31	3.80	3.63	3.73	3.25	3.06	2.87



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
MORE LIKELY TO BELIEVE	54.8	46.6	46.6	56.8	59.4	54.8	57.4	51.1	57.2	53.5	56.4	58.4	51.5	
Much	37.8	21.1	29.8	38.4	42.5	38.2	43.7	31.8	41.8	34.9	41.5	42.2	34.0	
Somewhat	17.0	25.6	16.8	18.4	16.9	16.6	13.8	19.3	15.4	18.6	14.9	16.3	17.6	
LESS LIKELY TO BELIEVE	23.4	36.0	29.2	20.3	16.9	23.3	22.5	26.7	21.2	23.9	22.8	22.0	24.6	
Somewhat	11.0	25.3	20.1	8.9	8.1	7.3	7.5	16.2	7.6	13.9	7.4	11.2	10.9	
Much	12.4	10.7	9.1	11.4	8.8	16.1	15.0	10.5	13.7	10.0	15.4	10.9	13.7	
NO DIFFERENCE	21.8	17.3	24.2	22.9	23.7	21.8	20.1	22.2	21.6	22.6	20.8	19.6	23.8	
Net Diff.	31.4	10.6	17.4	36.5	42.5	31.5	35.0	24.4	36.0	29.6	33.6	36.4	26.9	
Mean	3.57	3.21	3.38	3.64	3.76	3.54	3.64	3.46	3.64	3.55	3.60	3.68	3.47	



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37. PRESIDENT BIDEN IS OUT OF TOUCH.

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
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MORE LIKELY TO BELIEVE	54.8	46.8	51.9	57.7	56.9	52.7	54.2	60.0	61.8	41.1	49.9	55.9	52.4	48.2	56.0	60.1
Much	37.8	23.3	34.6	40.6	42.2	28.3	39.1	42.6	48.0	18.4	30.8	39.0	36.9	31.2	38.1	45.4
Somewhat	17.0	23.6	17.3	17.1	14.7	24.4	15.2	17.3	13.8	22.8	19.1	16.9	15.5	17.0	17.9	14.7
LESS LIKELY TO BELIEVE	23.4	35.7	24.4	18.3	22.6	34.4	25.8	17.4	18.8	36.9	23.2	19.1	26.1	31.8	21.8	16.8
Somewhat	11.0	26.1	12.7	9.3	6.7	24.4	15.7	9.4	5.4	27.7	10.1	9.2	7.9	14.9	10.1	8.3
Much	12.4	9.6	11.7	9.0	15.9	10.0	10.1	8.0	13.4	9.2	13.1	9.9	18.2	16.9	11.7	8.5
NO DIFFERENCE	21.8	17.5	23.6	24.0	20.4	12.8	19.9	22.7	19.3	22.0	26.9	25.0	21.4	20.1	22.2	23.1
Net Diff.	31.4	11.2	27.5	39.4	34.3	18.3	28.4	42.6	43.0	4.2	26.7	36.8	26.3	16.4	34.2	43.3
Mean	3.57	3.25	3.50	3.71	3.61	3.37	3.57	3.77	3.78	3.13	3.44	3.66	3.45	3.31	3.61	3.80



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38. PRESIDENT BIDEN THINKS HE AND HIS FAMILY ARE BETTER THAN COMMON AMERICANS.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MORE LIKELY TO BELIEVE	49.5	89.0	83.6	67.8	45.1	35.0	23.6	19.5	8.7	61.1	75.6	48.7	34.0	79.4	61.2	44.1	35.1	19.4	23.5	14.8
Much	35.0	81.7	73.9	55.5	27.9	15.1	10.8	4.8	3.4	45.7	64.6	28.0	16.3	68.8	44.0	24.8	14.7	7.1	9.0	4.9
Somewhat	14.6	7.3	9.8	12.3	17.2	19.9	12.8	14.7	5.2	15.4	11.0	20.7	17.7	10.6	17.2	19.3	20.3	12.3	14.5	9.8
LESS LIKELY TO BELIEVE	27.4	4.3	4.9	17.7	30.6	35.1	48.4	33.5	43.5	21.5	11.5	27.8	48.7	11.9	23.5	26.1	37.0	42.7	42.5	42.8
Somewhat	11.3	4.3	0.6	8.1	12.3	16.3	20.7	5.5	13.1	10.2	4.6	13.7	25.8	4.3	13.1	14.9	15.8	14.0	15.7	12.1
Much	16.1	0.0	4.3	9.6	18.3	18.8	27.7	28.0	30.4	11.3	6.9	14.2	22.9	7.6	10.4	11.2	21.2	28.7	26.8	30.8
NO DIFFERENCE	23.1	6.7	11.5	14.5	24.3	29.8	28.0	47.0	47.9	17.4	12.9	23.5	17.4	8.7	15.3	29.8	27.9	37.9	34.0	42.4
Net Diff.	22.1	84.7	78.8	50.1	14.4	-0.1	-24.8	-14.0	-34.8	39.5	64.1	20.9	-14.7	67.5	37.7	18.0	-1.9	-23.2	-19.0	-28.1
Mean	3.41	4.66	4.48	3.96	3.24	2.96	2.58	2.63	2.38	3.74	4.22	3.35	2.79	4.29	3.71	3.32	2.92	2.55	2.63	2.46



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

38. PRESIDENT BIDEN THINKS HE AND HIS FAMILY ARE BETTER THAN COMMON AMERICANS.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
MORE LIKELY TO BELIEVE	49.5	47.9	51.9	54.9	38.9	52.6	53.6	46.7	36.6	37.1	36.0
Much	35.0	33.2	33.7	40.5	27.8	39.2	41.8	25.5	16.9	17.6	15.7
Somewhat	14.6	14.7	18.2	14.3	11.1	13.3	11.9	21.2	19.8	19.4	20.3
LESS LIKELY TO BELIEVE	27.4	29.4	24.3	25.4	32.5	24.6	22.4	36.5	39.3	44.7	31.6
Somewhat	11.3	15.4	9.2	10.4	11.6	8.2	6.5	17.8	24.2	29.9	16.0
Much	16.1	14.0	15.1	15.0	20.9	16.4	15.9	18.8	15.1	14.7	15.5
NO DIFFERENCE	23.1	22.7	23.8	19.8	28.6	22.9	24.0	16.7	24.1	18.2	32.4
Net Diff.	22.1	18.5	27.6	29.5	6.4	28.0	31.3	10.2	-2.7	-7.6	4.4
Mean	3.41	3.38	3.46	3.55	3.13	3.51	3.57	3.17	2.99	2.95	3.05



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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	626	1374	931	811	258	495	861	332	529	1139	
MORE LIKELY TO BELIEVE	49.5	23.7	61.3	72.9	24.4	44.1	46.1	23.4	20.3	25.3	69.3	
Much	35.0	10.8	46.0	60.0	9.5	24.8	26.7	9.2	11.0	8.1	54.4	
Somewhat	14.6	12.9	15.3	13.0	14.9	19.3	19.5	14.2	9.3	17.2	14.9	
LESS LIKELY TO BELIEVE	27.4	45.0	19.4	16.0	40.9	26.1	28.5	41.5	43.8	40.1	16.7	
Somewhat	11.3	17.8	8.3	7.4	14.6	14.9	14.9	16.1	7.9	21.3	7.6	
Much	16.1	27.2	11.1	8.6	26.3	11.2	13.6	25.4	35.8	18.9	9.1	
NO DIFFERENCE	23.1	31.3	19.3	11.1	34.7	29.8	25.4	35.1	35.9	34.5	14.0	
Net Diff.	22.1	-21.3	42.0	56.9	-16.5	18.0	17.6	-18.1	-23.5	-14.8	52.6	
Mean	3.41	2.62	3.77	4.08	2.67	3.32	3.31	2.66	2.52	2.74	3.98	



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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	840	888	720	740	540	420	244	276	300	496	264
MORE LIKELY TO BELIEVE	49.5	75.5	25.3	74.1	25.8	49.3	72.9	31.6	49.0	75.8	22.9	49.6
Much	35.0	62.9	11.0	61.9	10.9	32.0	61.6	16.2	33.1	62.4	8.3	30.7
Somewhat	14.6	12.6	14.3	12.2	14.8	17.3	11.3	15.3	15.9	13.4	14.6	18.8
LESS LIKELY TO BELIEVE	27.4	14.0	40.0	14.8	40.9	25.7	16.9	36.2	26.3	11.8	43.2	25.0
Somewhat	11.3	5.7	15.4	6.8	15.2	11.9	8.3	14.3	11.6	4.7	15.7	12.1
Much	16.1	8.2	24.6	8.0	25.6	13.8	8.7	21.9	14.7	7.2	27.5	12.9
NO DIFFERENCE	23.1	10.5	34.7	11.1	33.4	25.0	10.2	32.3	24.6	12.4	33.9	25.4
Net Diff.	22.1	61.6	-14.7	59.3	-15.1	23.6	56.0	-4.6	22.7	64.0	-20.3	24.6
Mean	3.41	4.16	2.72	4.13	2.70	3.42	4.09	2.90	3.41	4.19	2.61	3.42



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MORE LIKELY TO BELIEVE	49.5	26.9	26.0	27.7	45.0	66.9	78.9	72.3	60.2	62.9	79.6	20.2	29.0	42.6	34.6	47.8	64.2
Much	35.0	14.9	17.7	12.6	27.4	49.7	70.2	58.9	47.6	48.6	68.1	9.2	10.7	19.9	18.3	29.1	49.7
Somewhat	14.6	12.1	8.3	15.1	17.6	17.2	8.7	13.4	12.5	14.3	11.5	11.1	18.3	22.7	16.2	18.7	14.5
LESS LIKELY TO BELIEVE	27.4	37.9	33.0	41.8	31.6	18.6	9.6	14.5	32.0	23.1	9.9	39.9	42.8	39.8	32.8	27.7	15.0
Somewhat	11.3	14.2	8.6	18.7	13.9	9.1	2.6	6.2	16.3	11.5	4.0	14.1	15.5	19.8	13.4	13.9	5.2
Much	16.1	23.7	24.4	23.1	17.8	9.5	6.9	8.3	15.8	11.6	5.9	25.8	27.3	20.0	19.4	13.8	9.8
NO DIFFERENCE	23.1	35.1	40.9	30.5	23.4	14.5	11.5	13.2	7.8	14.0	10.5	39.8	28.2	17.6	32.6	24.5	20.8
Net Diff.	22.1	-11.0	-7.0	-14.2	13.3	48.4	69.3	57.8	28.1	39.8	69.8	-19.7	-13.9	2.7	1.8	20.2	49.1
Mean	3.41	2.80	2.86	2.75	3.23	3.89	4.33	4.08	3.60	3.77	4.32	2.64	2.70	3.03	3.01	3.35	3.89



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
MORE LIKELY TO BELIEVE	49.5	26.6	45.2	75.1	49.2	45.3	59.0	42.3	50.3	50.1	50.8	51.3	54.7	65.2	53.6	36.9
Much	35.0	12.3	25.8	62.3	32.0	29.8	37.3	28.1	35.4	35.2	35.7	41.7	41.0	52.1	37.0	24.3
Somewhat	14.6	14.3	19.5	12.8	17.2	15.5	21.7	14.1	14.9	14.8	15.1	9.6	13.7	13.1	16.6	12.7
LESS LIKELY TO BELIEVE	27.4	39.7	29.9	13.6	29.8	34.0	32.2	34.4	26.5	26.8	26.0	21.3	22.6	17.2	29.3	30.7
Somewhat	11.3	14.5	16.5	5.7	15.0	16.7	18.6	16.3	10.3	10.2	10.5	8.3	8.9	6.7	12.8	12.3
Much	16.1	25.2	13.4	7.9	14.8	17.3	13.6	18.1	16.2	16.6	15.5	13.0	13.8	10.4	16.5	18.4
NO DIFFERENCE	23.1	33.7	24.9	11.4	21.1	20.7	8.8	23.3	23.1	23.1	23.2	27.4	22.7	17.6	17.1	32.4
Net Diff.	22.1	-13.1	15.3	61.5	19.4	11.3	26.8	7.9	23.8	23.3	24.8	30.0	32.0	48.0	24.3	6.3
Mean	3.41	2.74	3.28	4.16	3.37	3.24	3.50	3.18	3.43	3.42	3.45	3.59	3.59	3.90	3.45	3.12



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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	1298	702	450	252	565	375	733	327
MORE LIKELY TO BELIEVE	49.5	54.0	41.2	41.0	41.7	58.8	49.7	50.3	31.5
Much	35.0	39.1	27.4	27.4	27.4	45.2	35.9	34.4	17.7
Somewhat	14.6	14.9	13.9	13.6	14.4	13.6	13.9	16.0	13.8
LESS LIKELY TO BELIEVE	27.4	26.1	29.7	30.8	27.8	23.7	26.2	28.0	33.7
Somewhat	11.3	10.4	12.8	14.2	10.4	11.4	9.8	9.7	16.3
Much	16.1	15.7	16.9	16.6	17.4	12.3	16.3	18.4	17.5
NO DIFFERENCE	23.1	19.9	29.1	28.3	30.5	17.6	24.1	21.6	34.8
Net Diff.	22.1	27.9	11.6	10.2	14.0	35.1	23.6	22.3	-2.2
Mean	3.41	3.51	3.22	3.21	3.24	3.68	3.43	3.38	2.98



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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	1357	643	261	261	81	624	733	126	135	125	136
MORE LIKELY TO BELIEVE	49.5	53.5	41.2	43.7	37.0	39.3	59.7	48.2	52.4	35.6	38.9	35.2
Much	35.0	40.0	24.4	30.0	19.1	17.6	47.6	33.5	39.0	21.6	21.9	16.6
Somewhat	14.6	13.5	16.8	13.7	17.8	21.7	12.1	14.7	13.4	14.0	17.1	18.5
LESS LIKELY TO BELIEVE	27.4	23.2	36.2	36.4	40.0	34.7	19.7	26.2	31.7	40.9	41.0	39.1
Somewhat	11.3	8.5	17.1	15.7	19.0	19.1	7.8	9.1	13.2	18.0	20.8	17.4
Much	16.1	14.7	19.1	20.8	21.0	15.7	11.9	17.1	18.5	22.9	20.3	21.7
NO DIFFERENCE	23.1	23.3	22.6	19.9	23.0	25.9	20.6	25.6	15.9	23.5	20.0	25.8
Net Diff.	22.1	30.3	4.9	7.2	-3.1	4.6	40.0	22.0	20.7	-5.2	-2.1	-3.9
Mean	3.41	3.56	3.10	3.16	2.95	3.07	3.76	3.38	3.41	2.93	2.99	2.91



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
MORE LIKELY TO BELIEVE	49.5	45.1	40.6	50.5	52.4	52.5	51.3	45.9	52.0	47.7	51.8	55.2	44.5	
Much	35.0	22.3	25.4	35.1	37.8	37.5	40.5	29.0	38.9	31.5	39.3	41.5	29.2	
Somewhat	14.6	22.9	15.2	15.4	14.6	15.0	10.8	16.9	13.0	16.2	12.5	13.7	15.3	
LESS LIKELY TO BELIEVE	27.4	42.1	34.9	25.7	22.5	24.3	25.0	32.4	24.1	29.5	24.7	24.7	29.8	
Somewhat	11.3	22.4	18.9	12.3	7.5	6.6	8.5	16.7	7.7	14.1	7.7	10.8	11.7	
Much	16.1	19.6	16.0	13.4	15.0	17.7	16.5	15.6	16.4	15.4	17.0	13.9	18.1	
NO DIFFERENCE	23.1	12.8	24.5	23.8	25.1	23.2	23.7	21.8	23.9	22.8	23.5	20.2	25.7	
Net Diff.	22.1	3.1	5.6	24.8	29.8	28.3	26.4	13.5	27.8	18.2	27.1	30.5	14.8	
Mean	3.41	3.06	3.15	3.46	3.53	3.48	3.50	3.27	3.50	3.34	3.49	3.58	3.26	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MORE LIKELY TO BELIEVE	49.5	42.8	47.0	50.5	52.5	52.0	49.9	54.8	59.8	33.8	44.4	46.9	45.9	42.9	49.4	58.0
Much	35.0	22.0	31.4	36.1	40.3	32.0	37.7	39.5	48.0	12.3	25.8	33.3	33.3	27.6	34.8	44.7
Somewhat	14.6	20.7	15.6	14.4	12.2	20.0	12.2	15.3	11.8	21.4	18.6	13.6	12.6	15.4	14.7	13.3
LESS LIKELY TO BELIEVE	27.4	42.1	28.8	24.2	24.4	38.6	28.1	23.2	19.3	45.6	29.4	25.0	29.0	36.1	26.3	19.1
Somewhat	11.3	22.0	15.0	8.4	7.6	17.7	17.0	7.9	6.6	26.1	13.3	8.9	8.6	15.6	11.0	6.5
Much	16.1	20.2	13.8	15.7	16.7	20.9	11.1	15.3	12.6	19.5	16.2	16.1	20.4	20.5	15.3	12.6
NO DIFFERENCE	23.1	15.1	24.2	25.3	23.1	9.4	22.0	22.1	20.9	20.6	26.2	28.0	25.1	20.9	24.3	22.9
Net Diff.	22.1	0.6	18.2	26.3	28.2	13.4	21.8	31.6	40.5	-11.9	15.0	21.9	16.9	6.8	23.2	38.8
Mean	3.41	3.02	3.36	3.47	3.52	3.24	3.48	3.56	3.76	2.81	3.25	3.39	3.30	3.14	3.43	3.71



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39. PRESIDENT BIDEN IS A GOOD FATHER WHO IS LOYAL TO HIS SON, HUNTER.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MORE LIKELY TO BELIEVE	30.2	14.5	16.1	24.6	34.3	35.8	38.5	33.7	45.4	26.8	20.5	31.1	42.5	23.1	25.0	25.5	38.7	39.2	42.5	35.5
Much	13.5	0.0	9.5	11.9	15.7	14.0	16.1	14.1	29.0	11.3	10.4	11.3	15.8	11.0	7.6	10.7	17.3	19.4	21.4	17.1
Somewhat	16.7	14.5	6.7	12.6	18.6	21.8	22.4	19.6	16.3	15.5	10.1	19.8	26.7	12.2	17.5	14.8	21.4	19.9	21.1	18.4
LESS LIKELY TO BELIEVE	39.9	59.3	54.3	50.4	35.0	35.2	28.6	25.2	15.4	46.9	52.5	42.2	36.2	54.1	52.3	42.8	27.2	21.8	21.9	21.7
Somewhat	15.1	7.7	10.1	13.5	15.5	17.8	18.9	17.1	8.7	15.5	11.8	18.9	21.1	11.8	19.5	18.1	16.3	14.0	12.4	15.9
Much	24.9	51.6	44.2	36.9	19.5	17.4	9.7	8.1	6.7	31.4	40.7	23.2	15.1	42.4	32.7	24.7	10.9	7.8	9.5	5.8
NO DIFFERENCE	29.9	26.2	29.5	25.0	30.7	29.0	32.9	41.1	39.3	26.4	27.0	26.8	21.3	22.8	22.7	31.7	34.1	39.0	35.6	42.8
Net Diff.	-9.7	-44.9	-38.2	-25.8	-0.8	0.6	10.0	8.5	30.0	-20.1	-32.0	-11.1	6.3	-31.0	-27.2	-17.3	11.6	17.4	20.7	13.8
Mean	2.79	2.04	2.27	2.49	2.95	2.97	3.16	3.15	3.52	2.60	2.38	2.77	3.07	2.38	2.48	2.69	3.18	3.29	3.33	3.25



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39. PRESIDENT BIDEN IS A GOOD FATHER WHO IS LOYAL TO HIS SON, HUNTER.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
MORE LIKELY TO BELIEVE	30.2	29.4	29.6	30.8	30.5	31.4	29.7	40.6	25.0	25.4	24.4
Much	13.5	9.4	16.0	14.4	12.8	15.0	15.6	11.9	7.1	6.7	7.8
Somewhat	16.7	20.0	13.7	16.4	17.7	16.4	14.1	28.7	17.9	18.7	16.7
LESS LIKELY TO BELIEVE	39.9	38.4	37.7	42.9	38.2	38.7	38.8	38.2	45.2	50.0	38.4
Somewhat	15.1	18.5	14.4	14.0	14.9	12.3	11.5	16.6	27.0	32.7	18.8
Much	24.9	19.9	23.4	28.9	23.2	26.4	27.3	21.5	18.2	17.3	19.6
NO DIFFERENCE	29.9	32.2	32.6	26.3	31.4	29.9	31.5	21.2	29.8	24.6	37.2
Net Diff.	-9.7	-9.0	-8.1	-12.1	-7.7	-7.2	-9.0	2.5	-20.2	-24.6	-14.0
Mean	2.79	2.80	2.85	2.73	2.82	2.81	2.79	2.93	2.69	2.65	2.74



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39. PRESIDENT BIDEN IS A GOOD FATHER WHO IS LOYAL TO HIS SON, HUNTER.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	DEMOS/	REPS/	STRONG	SOMEWHAT	DISAPPROVE		
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	626	1374	931	811	258	495	861	332	529	1139
MORE LIKELY TO BELIEVE	30.2	46.1	23.0	23.8	39.1	25.5	27.4	43.6	53.7	37.3	20.1
Much	13.5	21.9	9.7	9.8	18.7	10.7	8.8	20.0	35.2	10.5	8.6
Somewhat	16.7	24.2	13.3	14.0	20.4	14.8	18.6	23.6	18.4	26.8	11.5
LESS LIKELY TO BELIEVE	39.9	23.9	47.2	53.5	23.5	42.8	43.1	22.3	11.5	29.1	53.2
Somewhat	15.1	15.0	15.1	14.5	14.7	18.1	17.6	13.9	7.5	17.8	16.0
Much	24.9	8.9	32.1	38.9	8.8	24.7	25.5	8.4	4.0	11.2	37.3
NO DIFFERENCE	29.9	30.0	29.8	22.7	37.4	31.7	29.5	34.1	34.9	33.6	26.7
Net Diff.	-9.7	22.2	-24.3	-29.7	15.6	-17.3	-15.7	21.3	42.2	8.2	-33.1
Mean	2.79	3.35	2.53	2.41	3.26	2.69	2.68	3.33	3.73	3.08	2.38



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39. PRESIDENT BIDEN IS A GOOD FATHER WHO IS LOYAL TO HIS SON, HUNTER.

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	840	888	720	740	540	420	244	276	300	496	264
MORE LIKELY TO BELIEVE	30.2	21.7	41.1	23.2	40.6	25.3	27.0	42.7	21.4	18.0	39.5	29.5
Much	13.5	9.9	19.3	9.7	20.0	9.8	10.2	22.0	9.0	8.9	19.0	10.6
Somewhat	16.7	11.7	21.8	13.6	20.6	15.5	16.8	20.7	12.4	9.1	20.5	18.9
LESS LIKELY TO BELIEVE	39.9	53.8	25.2	53.1	24.5	43.6	49.5	24.4	46.4	58.2	24.5	40.6
Somewhat	15.1	13.6	15.6	12.3	15.4	18.2	11.8	13.4	21.2	13.0	16.5	15.1
Much	24.9	40.2	9.6	40.8	9.0	25.3	37.7	11.0	25.2	45.1	8.0	25.5
NO DIFFERENCE	29.9	24.5	33.7	23.7	35.0	31.1	23.5	32.9	32.3	23.9	36.0	29.9
Net Diff.	-9.7	-32.1	15.9	-29.8	16.1	-18.3	-22.4	18.3	-25.0	-40.2	15.0	-11.2
Mean	2.79	2.38	3.26	2.39	3.27	2.66	2.50	3.29	2.59	2.24	3.26	2.74



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MORE LIKELY TO BELIEVE	30.2	41.5	40.8	42.0	28.5	24.1	21.7	23.1	56.6	23.2	19.0	41.8	35.8	48.0	29.2	25.8	21.2
Much	13.5	20.0	26.2	15.0	12.2	9.4	10.3	9.8	24.9	10.1	7.6	21.3	16.4	24.0	10.3	10.1	8.4
Somewhat	16.7	21.5	14.6	27.0	16.3	14.8	11.4	13.2	31.6	13.1	11.4	20.5	19.4	24.1	18.8	15.7	12.8
LESS LIKELY TO BELIEVE	39.9	22.1	18.6	24.9	42.3	50.4	53.0	51.6	28.0	53.1	56.2	18.9	31.7	30.4	32.8	44.8	48.0
Somewhat	15.1	12.4	9.4	14.8	19.5	15.5	8.9	12.5	7.8	16.1	11.6	11.5	22.6	13.9	19.7	18.9	15.2
Much	24.9	9.7	9.2	10.1	22.8	34.9	44.0	39.1	20.2	37.0	44.6	7.4	9.1	16.5	13.0	25.9	32.8
NO DIFFERENCE	29.9	36.4	40.6	33.1	29.2	25.4	25.3	25.4	15.4	23.7	24.7	39.3	32.6	21.5	38.0	29.4	30.7
Net Diff.	-9.7	19.4	22.2	17.1	-13.8	-26.3	-31.2	-28.5	28.6	-29.9	-37.2	22.9	4.1	17.6	-3.6	-19.0	-26.8
Mean	2.79	3.30	3.39	3.22	2.75	2.48	2.35	2.42	3.33	2.43	2.26	3.37	3.11	3.25	2.94	2.65	2.49



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BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- UPPER MIDDLE		Upper Middle	MIDDLE /LOWER Class	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551	
MORE LIKELY TO BELIEVE	30.2	39.9	29.8	20.4	29.5	39.7	59.1	35.4	29.2	30.8	26.2	20.0	28.5	26.3	33.1	26.3	
Much	13.5	18.8	13.0	8.3	10.6	16.1	32.3	12.5	13.0	13.3	12.3	12.8	13.5	12.9	15.3	12.3	
Somewhat	16.7	21.1	16.8	12.1	19.0	23.6	26.8	22.9	16.2	17.4	13.9	7.2	15.0	13.4	17.8	14.0	
LESS LIKELY TO BELIEVE	39.9	24.6	42.2	54.8	42.4	34.4	25.0	36.4	40.6	38.6	44.3	45.3	43.1	46.4	40.6	36.5	
Somewhat	15.1	14.1	21.3	13.5	17.6	17.1	16.7	17.1	14.5	15.4	12.9	15.9	12.5	15.0	14.6	17.2	
Much	24.9	10.5	20.9	41.4	24.8	17.3	8.3	19.3	26.1	23.2	31.4	29.4	30.5	31.3	26.0	19.3	
NO DIFFERENCE	29.9	35.5	28.0	24.8	28.1	25.9	15.9	28.1	30.2	30.6	29.5	34.8	28.4	27.4	26.3	37.2	
Net Diff.	-9.7	15.3	-12.4	-34.4	-12.9	5.4	34.0	-1.0	-11.5	-7.8	-18.1	-25.3	-14.6	-20.1	-7.5	-10.2	
Mean	2.79	3.24	2.80	2.32	2.73	3.04	3.58	2.92	2.75	2.82	2.63	2.58	2.68	2.61	2.82	2.83	



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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	1298	702	450	252	565	375	733	327
MORE LIKELY TO BELIEVE	30.2	29.0	32.5	31.4	34.6	28.2	31.2	29.5	34.0
Much	13.5	13.4	13.7	13.5	14.0	11.5	15.1	14.9	12.0
Somewhat	16.7	15.5	18.8	17.9	20.6	16.8	16.1	14.6	22.0
LESS LIKELY TO BELIEVE	39.9	43.2	33.9	34.6	32.5	45.8	36.4	41.2	31.0
Somewhat	15.1	15.0	15.2	15.1	15.3	15.9	13.5	14.3	17.0
Much	24.9	28.2	18.7	19.5	17.3	29.9	22.8	26.9	14.0
NO DIFFERENCE	29.9	27.8	33.6	34.0	32.9	26.0	32.4	29.3	35.0
Net Diff.	-9.7	-14.2	-1.4	-3.3	2.1	-17.6	-5.1	-11.6	3.0
Mean	2.79	2.71	2.94	2.91	2.99	2.64	2.87	2.76	3.01



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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	1357	643	261	261	81	624	733	126	135	125	136
MORE LIKELY TO BELIEVE	30.2	29.1	32.6	28.6	40.9	28.4	28.3	29.8	28.8	28.4	39.2	42.3
Much	13.5	13.5	13.6	12.7	17.3	11.3	13.0	13.9	12.7	12.6	16.0	18.4
Somewhat	16.7	15.6	19.1	15.9	23.6	17.1	15.2	15.9	16.0	15.8	23.3	23.9
LESS LIKELY TO BELIEVE	39.9	39.4	41.0	46.9	34.0	41.4	41.6	37.5	50.4	43.6	34.9	33.2
Somewhat	15.1	12.8	19.8	21.9	18.0	23.8	12.4	13.2	20.7	22.9	18.1	17.8
Much	24.9	26.6	21.2	25.0	16.0	17.6	29.2	24.3	29.7	20.7	16.8	15.4
NO DIFFERENCE	29.9	31.5	26.4	24.6	25.1	30.2	30.1	32.7	20.9	28.0	25.9	24.4
Net Diff.	-9.7	-10.3	-8.4	-18.3	6.9	-13.0	-13.4	-7.7	-21.6	-15.2	4.4	9.1
Mean	2.79	2.77	2.84	2.69	3.08	2.81	2.70	2.82	2.61	2.77	3.04	3.12



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
MORE LIKELY TO BELIEVE	30.2	34.6	29.1	30.1	25.2	28.6	33.7	30.7	29.9	29.1	31.6	29.4	30.9	
Much	13.5	13.8	10.8	11.3	12.8	14.7	16.0	11.6	14.8	12.0	15.5	12.9	14.0	
Somewhat	16.7	20.8	18.2	18.8	12.5	13.9	17.7	19.0	15.2	17.1	16.2	16.5	16.9	
LESS LIKELY TO BELIEVE	39.9	48.6	41.4	39.0	41.1	39.4	36.7	41.8	38.7	41.6	37.8	42.0	38.0	
Somewhat	15.1	28.0	18.6	15.1	11.5	13.8	12.2	19.0	12.5	16.8	12.9	15.0	15.2	
Much	24.9	20.7	22.8	23.9	29.6	25.6	24.4	22.9	26.2	24.8	24.9	27.1	22.9	
NO DIFFERENCE	29.9	16.8	29.5	30.9	33.6	32.0	29.7	27.5	31.4	29.3	30.6	28.5	31.0	
Net Diff.	-9.7	-14.0	-12.3	-8.9	-15.9	-10.8	-3.0	-11.2	-8.7	-12.5	-6.1	-12.6	-7.1	
Mean	2.79	2.79	2.76	2.78	2.67	2.78	2.89	2.78	2.80	2.75	2.84	2.73	2.84	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MORE LIKELY TO BELIEVE	30.2	35.1	28.8	27.0	31.9	33.4	34.8	24.1	28.3	36.8	23.5	29.5	35.3	34.5	30.1	25.0
Much	13.5	12.6	12.0	12.2	15.7	10.9	15.9	12.1	12.2	14.3	8.5	12.2	19.0	16.7	11.4	14.7
Somewhat	16.7	22.5	16.8	14.8	16.2	22.5	19.0	11.9	16.1	22.5	14.9	17.2	16.3	17.9	18.7	10.3
LESS LIKELY TO BELIEVE	39.9	46.7	40.0	40.3	37.6	50.8	40.1	42.5	40.4	42.8	39.9	38.5	35.1	37.3	38.5	46.6
Somewhat	15.1	26.2	16.7	11.4	13.3	26.1	17.1	12.5	11.8	26.3	16.3	10.5	14.6	14.4	15.9	14.0
Much	24.9	20.5	23.3	28.9	24.4	24.7	23.0	30.0	28.5	16.5	23.5	28.0	20.6	22.9	22.7	32.6
NO DIFFERENCE	29.9	18.1	31.3	32.7	30.4	15.8	25.1	33.5	31.4	20.4	36.7	32.0	29.6	28.1	31.3	28.4
Net Diff.	-9.7	-11.6	-11.2	-13.3	-5.7	-17.4	-5.3	-18.4	-12.1	-6.0	-16.4	-9.1	0.2	-2.8	-8.4	-21.5
Mean	2.79	2.80	2.77	2.70	2.86	2.69	2.88	2.64	2.72	2.92	2.69	2.75	2.99	2.91	2.80	2.61



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40. PRESIDENT BIDEN CANNOT BE TRUSTED TO DO THE RIGHT THING WHEN IT COMES TO HIS SON, HUNTER, AND HIS FAMILY'S REPUTATION.

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MORE LIKELY TO BELIEVE	50.4	77.9	82.4	71.3	46.7	36.5	23.7	18.0	8.2	62.3	76.4	50.5	35.1	79.4	66.4	41.5	38.0	19.5	24.5	13.8
Much	34.7	73.1	73.9	57.6	23.7	16.2	9.9	8.5	8.2	45.0	65.4	25.4	16.1	67.1	43.6	24.0	16.5	7.7	9.4	5.8
Somewhat	15.7	4.8	8.4	13.7	22.9	20.4	13.8	9.6	0.0	17.3	11.0	25.1	19.0	12.3	22.7	17.5	21.5	11.8	15.1	8.0
LESS LIKELY TO BELIEVE	24.1	4.1	6.5	12.5	25.6	32.5	42.2	34.6	39.0	19.0	9.5	25.5	42.6	11.4	18.6	27.3	28.8	37.4	36.0	39.1
Somewhat	11.8	0.0	2.9	5.3	10.8	17.0	22.9	21.3	7.2	10.1	4.0	14.1	26.3	6.0	10.4	16.9	12.6	16.1	13.8	18.7
Much	12.3	4.1	3.6	7.2	14.8	15.5	19.2	13.3	31.8	8.9	5.5	11.4	16.3	5.5	8.3	10.5	16.2	21.3	22.2	20.3
NO DIFFERENCE	25.5	17.9	11.1	16.2	27.7	31.0	34.1	47.4	52.8	18.7	14.0	24.0	22.3	9.2	15.0	31.2	33.3	43.1	39.5	47.2
Net Diff.	26.3	73.8	75.8	58.8	21.0	4.0	-18.4	-16.6	-30.8	43.3	66.9	25.0	-7.5	67.9	47.7	14.2	9.2	-17.9	-11.5	-25.3
Mean	3.49	4.43	4.46	4.09	3.30	3.05	2.72	2.79	2.46	3.79	4.27	3.39	2.92	4.30	3.83	3.28	3.09	2.69	2.76	2.60



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
MORE LIKELY TO BELIEVE	50.4	48.9	50.4	56.6	40.8	54.2	54.5	52.5	34.4	37.4	30.0
Much	34.7	33.0	34.6	40.1	26.6	39.0	41.9	23.4	16.4	14.6	19.0
Somewhat	15.7	15.9	15.9	16.4	14.2	15.2	12.7	29.0	17.9	22.8	11.0
LESS LIKELY TO BELIEVE	24.1	27.0	21.1	21.4	29.8	21.0	19.6	28.8	37.3	42.7	29.5
Somewhat	11.8	14.9	13.3	8.9	12.7	9.2	7.6	17.7	23.0	27.5	16.5
Much	12.3	12.1	7.8	12.4	17.1	11.9	12.0	11.1	14.3	15.2	13.0
NO DIFFERENCE	25.5	24.0	28.5	22.1	29.5	24.8	25.9	18.7	28.4	19.9	40.5
Net Diff.	26.3	21.9	29.3	35.2	11.0	33.2	35.0	23.7	-2.9	-5.3	0.5
Mean	3.49	3.43	3.56	3.63	3.20	3.60	3.65	3.36	2.99	2.94	3.06



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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	626	1374	931	811	258	495	861	332	529	1139	
MORE LIKELY TO BELIEVE	50.4	27.1	61.1	74.8	25.4	41.5	45.9	25.1	20.2	28.3	69.5	
Much	34.7	10.3	45.8	58.7	10.5	24.0	25.7	8.5	10.5	7.2	54.5	
Somewhat	15.7	16.8	15.2	16.0	14.8	17.5	20.2	16.6	9.6	21.0	15.1	
LESS LIKELY TO BELIEVE	24.1	41.1	16.4	14.0	34.7	27.3	25.7	37.7	39.2	36.8	13.8	
Somewhat	11.8	16.4	9.7	7.6	15.0	16.9	15.1	17.0	10.6	21.0	7.8	
Much	12.3	24.6	6.7	6.4	19.7	10.5	10.6	20.7	28.6	15.8	6.0	
NO DIFFERENCE	25.5	31.8	22.5	11.2	40.0	31.2	28.4	37.1	40.7	34.9	16.6	
Net Diff.	26.3	-14.0	44.7	60.8	-9.3	14.2	20.3	-12.6	-19.0	-8.6	55.7	
Mean	3.49	2.72	3.84	4.13	2.81	3.28	3.35	2.75	2.63	2.83	4.04	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	840	888	720	740	540	420	244	276	300	496	264
MORE LIKELY TO BELIEVE	50.4	76.1	28.6	73.8	26.3	52.4	71.6	27.4	55.8	76.8	25.7	48.9
Much	34.7	62.9	11.5	58.9	12.1	33.4	56.2	12.5	33.9	62.6	11.9	32.8
Somewhat	15.7	13.3	17.1	14.9	14.2	19.0	15.4	14.8	21.9	14.2	13.8	16.1
LESS LIKELY TO BELIEVE	24.1	13.2	34.3	13.7	36.6	20.9	17.4	38.0	20.2	8.5	35.9	21.6
Somewhat	11.8	6.7	15.4	6.8	16.8	11.6	9.6	17.6	10.5	3.0	16.4	12.6
Much	12.3	6.4	18.9	6.9	19.8	9.4	7.8	20.4	9.7	5.6	19.5	9.0
NO DIFFERENCE	25.5	10.7	37.1	12.5	37.1	26.6	11.1	34.6	23.9	14.6	38.4	29.5
Net Diff.	26.3	62.9	-5.7	60.1	-10.3	31.5	54.2	-10.7	35.6	68.3	-10.2	27.2
Mean	3.49	4.19	2.87	4.12	2.82	3.56	4.03	2.81	3.60	4.25	2.82	3.51



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MORE LIKELY TO BELIEVE	50.4	27.6	25.5	29.2	45.9	68.0	80.0	73.4	66.0	59.6	79.5	21.0	29.1	42.9	30.8	51.4	71.0
Much	34.7	12.8	12.1	13.4	27.9	50.1	70.4	59.3	33.3	42.7	67.5	8.6	13.5	24.8	18.1	31.1	50.8
Somewhat	15.7	14.8	13.4	15.8	18.0	17.9	9.6	14.1	32.7	16.9	12.0	12.5	15.6	18.1	12.7	20.3	20.2
LESS LIKELY TO BELIEVE	24.1	33.2	31.0	34.9	28.0	15.6	9.4	12.8	23.6	22.4	9.5	35.9	39.5	31.8	27.3	22.4	12.2
Somewhat	11.8	15.9	11.6	19.3	13.9	7.9	4.3	6.3	12.8	11.9	4.4	16.4	17.3	17.0	15.5	12.5	6.2
Much	12.3	17.3	19.4	15.6	14.1	7.7	5.1	6.5	10.8	10.5	5.1	19.5	22.2	14.8	11.8	10.0	6.0
NO DIFFERENCE	25.5	39.3	43.5	35.9	26.1	16.4	10.6	13.8	10.4	17.9	11.0	43.1	31.5	25.2	41.9	26.2	16.7
Net Diff.	26.3	-5.6	-5.4	-5.7	17.9	52.5	70.6	60.7	42.4	37.2	70.0	-14.9	-10.4	11.1	3.6	29.0	58.8
Mean	3.49	2.90	2.87	2.92	3.32	3.95	4.36	4.13	3.65	3.69	4.32	2.74	2.81	3.21	3.10	3.50	4.04



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER Class	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
MORE LIKELY TO BELIEVE	50.4	26.3	49.8	75.7	52.3	50.6	58.6	48.8	50.4	49.9	51.3	50.3	58.2	65.9	55.0	35.0
Much	34.7	11.8	28.7	60.9	32.3	30.3	28.0	30.9	35.4	34.4	37.1	37.9	41.2	53.9	38.3	22.3
Somewhat	15.7	14.4	21.1	14.8	20.0	20.3	30.7	18.0	15.0	15.5	14.2	12.4	17.0	12.0	16.7	12.7
LESS LIKELY TO BELIEVE	24.1	34.9	25.0	12.5	24.3	26.0	29.2	25.3	24.3	24.8	23.3	18.9	18.7	15.5	25.0	30.0
Somewhat	11.8	15.4	13.7	7.2	13.0	16.6	20.7	15.6	11.1	11.6	10.2	7.6	8.1	7.2	13.7	13.6
Much	12.3	19.6	11.3	5.3	11.3	9.4	8.5	9.7	13.2	13.2	13.1	11.3	10.5	8.3	11.3	16.4
NO DIFFERENCE	25.5	38.8	25.1	11.8	23.4	23.4	12.2	25.9	25.3	25.3	25.4	30.8	23.2	18.7	20.0	35.1
Net Diff.	26.3	-8.7	24.8	63.2	28.0	24.6	29.4	23.5	26.1	25.0	28.0	31.5	39.5	50.4	30.0	5.0
Mean	3.49	2.84	3.42	4.19	3.49	3.45	3.49	3.45	3.48	3.46	3.52	3.58	3.70	3.96	3.57	3.11



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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	1298	702	450	252	565	375	733	327
MORE LIKELY TO BELIEVE	50.4	53.8	44.2	45.2	42.4	57.6	52.3	50.9	35.0
Much	34.7	38.9	27.0	26.7	27.5	41.6	33.5	36.8	19.6
Somewhat	15.7	14.9	17.2	18.5	14.9	16.0	18.8	14.1	15.4
LESS LIKELY TO BELIEVE	24.1	23.6	25.1	23.7	27.5	24.7	21.9	22.8	28.7
Somewhat	11.8	11.8	11.7	11.4	12.2	13.6	9.5	10.5	14.2
Much	12.3	11.8	13.4	12.2	15.3	11.1	12.4	12.3	14.5
NO DIFFERENCE	25.5	22.6	30.7	31.1	30.1	17.7	25.9	26.4	36.3
Net Diff.	26.3	30.2	19.2	21.5	14.9	32.9	30.4	28.1	6.3
Mean	3.49	3.57	3.33	3.36	3.27	3.63	3.52	3.53	3.11



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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	1357	643	261	261	81	624	733	126	135	125	136
MORE LIKELY TO BELIEVE	50.4	53.6	43.7	47.8	38.2	40.6	59.4	48.7	55.2	41.0	39.3	37.3
Much	34.7	39.8	23.8	30.5	17.4	18.7	44.5	35.9	37.5	24.1	18.1	16.8
Somewhat	15.7	13.8	19.8	17.3	20.8	21.9	14.9	12.9	17.7	16.8	21.2	20.5
LESS LIKELY TO BELIEVE	24.1	20.6	31.5	30.7	37.5	24.7	19.9	21.2	28.0	33.3	38.6	36.6
Somewhat	11.8	9.1	17.4	17.2	19.8	14.8	8.3	9.8	16.8	17.6	22.8	17.0
Much	12.3	11.5	14.1	13.6	17.8	9.9	11.6	11.4	11.2	15.7	15.8	19.6
NO DIFFERENCE	25.5	25.7	24.8	21.4	24.2	34.7	20.7	30.0	16.8	25.8	22.1	26.1
Net Diff.	26.3	33.0	12.2	17.1	0.7	15.9	39.5	27.5	27.1	7.7	0.7	0.8
Mean	3.49	3.61	3.22	3.34	3.00	3.25	3.72	3.52	3.53	3.16	3.03	2.98



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
MORE LIKELY TO BELIEVE	50.4	43.9	45.3	50.9	52.3	50.4	53.7	47.5	52.4	48.9	52.4	55.5	46.0	
Much	34.7	21.3	29.3	32.8	37.0	35.5	41.1	29.2	38.3	31.4	38.9	38.3	31.5	
Somewhat	15.7	22.6	16.1	18.1	15.3	14.9	12.7	18.3	14.0	17.4	13.6	17.1	14.5	
LESS LIKELY TO BELIEVE	24.1	36.6	30.5	22.6	20.0	21.8	21.9	28.3	21.4	25.9	21.9	23.6	24.6	
Somewhat	11.8	26.0	16.6	12.0	8.5	7.6	9.5	16.5	8.7	14.2	8.7	11.9	11.6	
Much	12.3	10.6	13.9	10.6	11.5	14.2	12.4	11.8	12.7	11.7	13.1	11.6	13.0	
NO DIFFERENCE	25.5	19.5	24.1	26.5	27.7	27.8	24.4	24.2	26.3	25.2	25.7	21.0	29.4	
Net Diff.	26.3	7.3	14.8	28.3	32.3	28.6	31.8	19.2	31.0	23.0	30.5	31.9	21.4	
Mean	3.49	3.18	3.30	3.51	3.58	3.50	3.60	3.37	3.57	3.43	3.56	3.59	3.40	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MORE LIKELY TO BELIEVE	50.4	41.5	49.8	51.0	53.1	49.3	52.6	54.0	60.2	33.9	47.3	48.5	46.6	43.5	51.1	57.5
Much	34.7	20.0	32.5	35.6	39.8	23.6	34.8	37.3	45.8	16.5	30.6	34.2	34.4	27.6	34.5	44.2
Somewhat	15.7	21.5	17.3	15.4	13.3	25.7	17.8	16.7	14.4	17.4	16.8	14.3	12.3	15.9	16.6	13.3
LESS LIKELY TO BELIEVE	24.1	38.2	24.9	21.1	21.5	35.1	27.9	23.2	17.5	41.3	22.3	19.4	25.1	31.3	22.2	19.7
Somewhat	11.8	26.1	13.2	9.2	8.4	25.5	15.7	10.2	6.5	26.6	11.0	8.4	10.2	14.2	11.4	9.7
Much	12.3	12.2	11.7	11.9	13.1	9.6	12.2	13.0	11.0	14.7	11.3	11.1	15.0	17.1	10.8	10.0
NO DIFFERENCE	25.5	20.3	25.3	27.9	25.4	15.6	19.5	22.8	22.3	24.8	30.3	32.1	28.2	25.1	26.7	22.8
Net Diff.	26.3	3.2	24.9	29.8	31.6	14.2	24.7	30.8	42.6	-7.4	25.0	29.0	21.5	12.2	28.9	37.8
Mean	3.49	3.11	3.46	3.53	3.58	3.28	3.47	3.55	3.77	2.94	3.44	3.52	3.41	3.23	3.53	3.72



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41. 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?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MORE LIKELY	12.4	0.0	3.3	4.7	14.6	17.6	20.4	21.0	18.8	10.1	3.9	13.8	28.0	9.7	14.5	7.2	8.3	18.5	20.5	16.2
Much	6.3	0.0	2.6	2.9	9.0	7.8	6.8	14.7	14.4	4.4	2.6	6.1	7.3	5.8	3.5	2.8	3.9	11.4	12.6	9.9
Somewhat	6.1	0.0	0.7	1.8	5.6	9.8	13.6	6.3	4.4	5.7	1.2	7.7	20.7	3.9	11.0	4.4	4.4	7.1	7.9	6.3
LESS LIKELY	39.5	53.3	55.0	50.0	34.9	33.0	31.5	22.1	5.4	48.0	52.3	42.7	46.0	56.6	54.1	40.4	27.7	17.4	17.4	17.4
Somewhat	10.7	0.0	2.5	7.2	10.9	14.7	19.3	12.6	2.8	10.4	4.9	14.1	25.0	3.6	15.7	16.0	13.9	11.2	10.4	12.1
Much	28.9	53.3	52.6	42.7	24.0	18.3	12.2	9.5	2.6	37.6	47.5	28.6	21.0	53.0	38.4	24.4	13.7	6.2	7.0	5.3
NO DIFFERENCE	48.1	46.7	41.7	45.4	50.5	49.4	48.1	56.9	75.9	41.9	43.8	43.5	26.0	33.7	31.4	52.5	64.0	64.1	62.1	66.4
Net Diff.	-27.1	-53.3	-51.8	-45.3	-20.3	-15.4	-11.1	-1.1	13.4	-37.9	-48.5	-28.9	-18.0	-46.9	-39.7	-33.2	-19.4	1.1	3.1	-1.2
Mean	2.50	1.93	1.98	2.15	2.65	2.74	2.83	3.04	3.25	2.29	2.07	2.49	2.68	2.06	2.25	2.45	2.71	3.06	3.09	3.03



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
MORE LIKELY	12.4	10.6	10.9	14.8	11.4	11.0	9.3	20.4	18.4	20.3	15.8
Much	6.3	6.0	5.1	7.4	6.1	6.5	6.7	5.7	5.6	6.4	4.4
Somewhat	6.1	4.6	5.8	7.4	5.3	4.5	2.6	14.7	12.8	13.8	11.4
LESS LIKELY	39.5	40.8	39.4	42.6	33.2	38.4	38.0	40.3	44.4	47.5	39.9
Somewhat	10.7	12.6	11.2	10.2	9.4	7.6	6.2	15.1	23.8	30.1	14.7
Much	28.9	28.2	28.2	32.4	23.8	30.8	31.8	25.2	20.6	17.4	25.2
NO DIFFERENCE	48.1	48.7	49.7	42.6	55.5	50.6	52.7	39.3	37.2	32.2	44.3
Net Diff.	-27.1	-30.2	-28.5	-27.8	-21.8	-27.3	-28.7	-19.9	-25.9	-27.2	-24.1
Mean	2.50	2.48	2.48	2.47	2.61	2.48	2.46	2.61	2.59	2.62	2.55



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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	626	1374	931	811	258	495	861	332	529	1139	
MORE LIKELY	12.4	25.8	6.3	11.4	15.3	7.2	8.8	19.8	26.8	15.4	6.9	
Much	6.3	12.6	3.5	5.0	9.0	2.8	2.9	10.3	18.8	5.0	3.3	
Somewhat	6.1	13.2	2.9	6.4	6.3	4.4	5.9	9.4	8.0	10.4	3.6	
LESS LIKELY	39.5	21.4	47.8	55.7	20.7	40.4	42.2	19.8	8.7	26.7	54.4	
Somewhat	10.7	14.3	9.0	7.9	12.1	16.0	16.4	13.2	5.4	18.1	8.7	
Much	28.9	7.1	38.8	47.8	8.6	24.4	25.8	6.6	3.3	8.7	45.7	
NO DIFFERENCE	48.1	52.8	45.9	32.9	64.1	52.5	49.0	60.5	64.5	57.9	38.7	
Net Diff.	-27.1	4.4	-41.4	-44.3	-5.4	-33.2	-33.4	-0.0	18.0	-11.4	-47.5	
Mean	2.50	3.10	2.23	2.13	2.95	2.45	2.44	3.04	3.34	2.85	2.10	



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41. 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?

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	840	888	720	740	540	420	244	276	300	496	264	
MORE LIKELY	12.4	8.3	16.9	10.6	18.6	6.4	14.5	22.8	6.3	5.2	16.5	6.4	
Much	6.3	4.3	9.5	4.9	10.2	2.9	6.5	12.7	3.4	2.7	9.0	2.4	
Somewhat	6.1	4.1	7.4	5.7	8.4	3.5	8.0	10.1	2.9	2.5	7.5	4.0	
LESS LIKELY	39.5	56.2	21.9	55.1	21.6	43.4	52.9	20.5	40.7	58.1	22.1	46.2	
Somewhat	10.7	6.2	12.6	7.2	12.8	12.3	8.5	13.0	11.4	5.4	12.7	13.2	
Much	28.9	49.9	9.3	47.9	8.8	31.1	44.4	7.5	29.3	52.7	9.4	33.0	
NO DIFFERENCE	48.1	35.5	61.2	34.3	59.8	50.3	32.6	56.6	53.0	36.8	61.4	47.4	
Net Diff.	-27.1	-47.8	-5.1	-44.4	-3.0	-37.0	-38.4	2.3	-34.4	-52.9	-5.5	-39.8	
Mean	2.50	2.07	2.95	2.13	2.99	2.35	2.24	3.07	2.40	1.97	2.94	2.30	



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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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MORE LIKELY	12.4	20.8	24.1	18.3	10.6	7.6	7.8	7.7	49.0	12.6	5.1	18.6	16.5	24.6	11.4	5.3	5.7
Much	6.3	11.3	18.7	5.3	4.8	2.2	6.3	4.1	16.8	4.4	3.6	11.1	8.5	11.3	8.3	2.3	0.7
Somewhat	6.1	9.6	5.3	13.0	5.8	5.4	1.4	3.6	32.2	8.2	1.5	7.5	8.0	13.3	3.1	3.0	5.0
LESS LIKELY	39.5	20.9	17.7	23.5	40.4	53.2	53.5	53.3	39.3	56.3	56.6	15.4	24.7	41.7	33.7	44.1	48.5
Somewhat	10.7	10.6	8.6	12.2	13.7	10.7	3.6	7.5	10.9	10.0	5.8	9.6	15.9	19.2	14.7	13.9	6.1
Much	28.9	10.4	9.1	11.3	26.7	42.5	49.9	45.8	28.4	46.3	50.8	5.8	8.8	22.5	18.9	30.2	42.4
NO DIFFERENCE	48.1	58.2	58.2	58.2	49.0	39.2	38.8	39.0	11.6	31.1	38.3	66.0	58.7	33.8	54.9	50.7	45.8
Net Diff.	-27.1	-0.1	6.4	-5.3	-29.8	-45.6	-45.7	-45.7	9.7	-43.7	-51.5	3.2	-8.2	-17.1	-22.3	-38.8	-42.8
Mean	2.50	3.01	3.16	2.89	2.48	2.14	2.11	2.13	2.98	2.14	2.01	3.09	2.91	2.72	2.67	2.33	2.15



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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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
MORE LIKELY	12.4	17.7	13.0	6.7	11.4	28.0	44.9	24.3	9.2	9.7	8.2	7.9	10.6	10.2	14.7	8.8
Much	6.3	10.5	3.5	3.3	4.3	16.4	30.7	13.2	4.1	4.3	3.7	4.4	5.0	5.8	8.6	4.8
Somewhat	6.1	7.3	9.5	3.5	7.1	11.6	14.2	11.0	5.1	5.4	4.5	3.4	5.6	4.4	6.1	4.0
LESS LIKELY	39.5	20.1	43.6	57.8	41.3	32.5	34.5	32.0	40.6	37.7	46.0	44.4	42.8	49.8	45.3	30.8
Somewhat	10.7	11.7	16.7	7.0	13.6	14.6	18.0	13.8	10.0	9.7	10.7	7.9	9.2	8.6	12.0	10.4
Much	28.9	8.4	26.9	50.9	27.7	17.9	16.4	18.2	30.6	28.0	35.3	36.5	33.7	41.2	33.3	20.5
NO DIFFERENCE	48.1	62.2	43.3	35.4	47.3	39.5	20.6	43.7	50.2	52.6	45.7	47.7	46.6	40.1	40.0	60.4
Net Diff.	-27.1	-2.4	-30.6	-51.1	-29.9	-4.4	10.5	-7.7	-31.5	-28.0	-37.8	-36.6	-32.2	-39.6	-30.6	-22.1
Mean	2.50	3.00	2.46	2.01	2.47	2.94	3.25	2.87	2.42	2.48	2.31	2.31	2.39	2.25	2.45	2.62



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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	1298	702	450	252	565	375	733	327
MORE LIKELY	12.4	12.7	11.9	10.5	14.4	15.3	12.7	10.7	11.0
Much	6.3	6.1	6.8	5.1	9.7	7.1	7.4	5.4	6.0
Somewhat	6.1	6.6	5.1	5.4	4.7	8.3	5.2	5.3	5.0
LESS LIKELY	39.5	44.5	30.3	30.7	29.6	46.2	32.9	43.2	27.3
Somewhat	10.7	11.0	10.0	11.1	8.0	11.1	9.6	10.9	10.4
Much	28.9	33.5	20.3	19.6	21.6	35.1	23.3	32.2	16.9
NO DIFFERENCE	48.1	42.8	57.8	58.8	56.0	38.4	54.4	46.1	61.7
Net Diff.	-27.1	-31.8	-18.4	-20.2	-15.1	-30.9	-20.2	-32.5	-16.2
Mean	2.50	2.41	2.68	2.65	2.73	2.41	2.64	2.41	2.73



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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	1357	643	261	261	81	624	733	126	135	125	136
MORE LIKELY	12.4	8.1	21.7	22.0	25.2	13.6	9.7	6.6	22.1	21.9	30.4	20.4
Much	6.3	5.0	9.1	9.0	11.3	4.0	6.2	4.0	8.0	9.9	12.1	10.5
Somewhat	6.1	3.0	12.5	13.0	13.9	9.6	3.5	2.7	14.1	12.0	18.3	9.9
LESS LIKELY	39.5	39.3	40.0	43.4	37.5	39.6	40.6	38.2	44.7	42.2	37.5	37.5
Somewhat	10.7	7.2	17.9	16.0	21.4	17.0	7.0	7.4	12.0	19.7	22.1	20.7
Much	28.9	32.1	22.1	27.4	16.2	22.7	33.6	30.8	32.6	22.5	15.4	16.8
NO DIFFERENCE	48.1	52.7	38.3	34.6	37.3	46.8	49.7	55.2	33.3	35.9	32.1	42.1
Net Diff.	-27.1	-31.2	-18.3	-21.4	-12.4	-26.0	-30.9	-31.5	-22.6	-20.3	-7.1	-17.2
Mean	2.50	2.42	2.69	2.60	2.83	2.55	2.42	2.42	2.53	2.67	2.90	2.76



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060
MORE LIKELY	12.4	28.0	20.5	19.2	10.3	6.8	3.9	21.5	6.5	18.2	5.1	14.3	10.8
Much	6.3	9.4	9.8	9.6	5.6	5.4	2.5	9.7	4.2	8.5	3.6	7.2	5.6
Somewhat	6.1	18.5	10.7	9.6	4.7	1.4	1.5	11.8	2.3	9.7	1.4	7.1	5.2
LESS LIKELY	39.5	48.9	41.9	36.9	43.3	40.6	34.0	41.2	38.4	41.8	36.6	40.9	38.3
Somewhat	10.7	26.1	18.6	11.2	6.8	6.6	6.3	16.9	6.5	14.0	6.4	10.5	10.8
Much	28.9	22.8	23.3	25.7	36.5	34.0	27.7	24.3	31.9	27.8	30.2	30.4	27.5
NO DIFFERENCE	48.1	23.1	37.6	43.9	46.4	52.6	62.1	37.4	55.1	40.0	58.3	44.8	50.9
Net Diff.	-27.1	-20.9	-21.5	-17.7	-33.1	-33.8	-30.0	-19.7	-32.0	-23.6	-31.5	-26.7	-27.5
Mean	2.50	2.66	2.65	2.66	2.36	2.38	2.45	2.66	2.40	2.57	2.42	2.50	2.51



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MORE LIKELY	12.4	28.2	19.4	11.0	4.2	28.1	24.8	12.6	4.4	28.4	14.6	9.6	4.1	18.0	11.9	6.8
Much	6.3	11.3	9.2	6.5	2.9	11.0	11.3	6.8	3.7	11.5	7.4	6.3	2.1	10.3	5.5	3.4
Somewhat	6.1	16.9	10.1	4.5	1.4	17.0	13.5	5.8	0.7	16.8	7.2	3.3	2.0	7.7	6.4	3.4
LESS LIKELY	39.5	46.5	39.3	41.5	36.2	48.5	40.3	39.9	39.6	44.6	38.4	42.8	33.1	36.2	38.6	45.9
Somewhat	10.7	26.3	13.3	7.5	6.5	24.0	13.4	6.3	7.3	28.4	13.3	8.5	5.7	12.5	10.9	7.9
Much	28.9	20.3	26.0	34.0	29.8	24.5	27.0	33.6	32.3	16.1	25.1	34.3	27.4	23.8	27.7	38.0
NO DIFFERENCE	48.1	25.2	41.3	47.5	59.5	23.4	34.9	47.4	56.0	27.1	47.0	47.6	62.7	45.7	49.5	47.4
Net Diff.	-27.1	-18.3	-19.9	-30.5	-32.0	-20.5	-15.6	-27.3	-35.3	-16.2	-23.7	-33.2	-29.0	-18.2	-26.7	-39.1
Mean	2.50	2.73	2.63	2.42	2.41	2.66	2.69	2.46	2.36	2.79	2.59	2.39	2.46	2.68	2.51	2.26



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42. 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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
LIKELY VOTER	81.0	100.0	93.8	91.0	78.5	73.2	66.8	80.3	81.3	79.4	92.6	70.8	44.5	90.5	74.1	56.4	83.4	85.1	85.0	85.3
Definitely Voting	68.3	97.4	86.0	84.4	65.9	52.6	50.0	69.5	73.5	66.4	85.6	51.7	23.9	81.4	55.7	44.9	66.7	73.3	73.1	73.6
Very Likely	12.7	2.6	7.8	6.5	12.5	20.6	16.8	10.8	7.8	13.0	6.9	19.1	20.6	9.1	18.4	11.5	16.6	11.8	12.0	11.7
LESS LIKELY TO VOTE	19.0	0.0	6.2	9.0	21.5	26.8	33.2	19.7	18.7	20.6	7.4	29.2	55.5	9.5	25.9	43.6	16.6	14.9	15.0	14.7
Somewhat Likely	11.2	0.0	3.1	5.0	12.2	17.7	19.9	6.8	10.6	11.7	3.9	16.9	31.7	5.6	15.6	20.8	11.8	9.9	11.6	8.0
Not That Likely	3.7	0.0	0.5	1.3	4.4	3.9	9.1	7.7	0.0	4.0	0.9	5.5	14.1	2.1	6.2	6.5	3.2	3.1	1.6	4.8
Not at All	4.1	0.0	2.6	2.8	4.9	5.2	4.2	5.2	8.1	4.9	2.6	6.7	9.7	1.8	4.1	16.3	1.6	1.9	1.8	1.9
Mean	3.37	3.97	3.74	3.69	3.30	3.12	2.99	3.32	3.38	3.32	3.72	3.04	2.35	3.66	3.15	2.62	3.44	3.52	3.53	3.50



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42. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
LIKELY VOTER	81.0	79.4	81.3	80.1	83.6	100.0	100.0	100.0	0.0	0.0	0.0
Definitely Voting	68.3	67.9	69.4	66.7	70.4	84.3	100.0	0.0	0.0	0.0	0.0
Very Likely	12.7	11.5	11.9	13.4	13.2	15.7	0.0	100.0	0.0	0.0	0.0
LESS LIKELY TO VOTE	19.0	20.6	18.7	19.9	16.4	0.0	0.0	0.0	100.0	100.0	100.0
Somewhat Likely	11.2	14.8	9.3	12.0	8.9	0.0	0.0	0.0	59.0	100.0	0.0
Not That Likely	3.7	3.1	4.0	4.5	2.7	0.0	0.0	0.0	19.7	0.0	48.0
Not at All	4.1	2.8	5.4	3.4	4.8	0.0	0.0	0.0	21.3	0.0	52.0
Mean	3.37	3.39	3.36	3.35	3.42	3.84	4.00	3.00	1.38	2.00	0.48



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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	626	1374	931	811	258	495	861	332	529	1139	
LIKELY VOTER	81.0	79.2	81.8	84.7	84.6	56.4	64.8	80.8	91.3	74.2	81.1	
Definitely Voting	68.3	63.5	70.5	72.2	71.2	44.9	48.1	66.2	81.3	56.8	69.9	
Very Likely	12.7	15.7	11.3	12.4	13.3	11.5	16.7	14.6	10.1	17.4	11.3	
LESS LIKELY TO VOTE	19.0	20.8	18.2	15.3	15.4	43.6	35.2	19.2	8.7	25.8	18.9	
Somewhat Likely	11.2	14.2	9.9	9.2	10.5	20.8	18.6	12.7	5.6	17.1	10.1	
Not That Likely	3.7	4.8	3.3	3.5	3.1	6.5	6.4	3.4	1.7	4.5	4.0	
Not at All	4.1	1.8	5.1	2.6	1.8	16.3	10.3	3.1	1.4	4.2	4.7	
Mean	3.37	3.34	3.39	3.48	3.49	2.62	2.86	3.37	3.68	3.18	3.38	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

42. 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	840	888	720	740	540	420	244	276	300	496	264
LIKELY VOTER	81.0	87.7	85.4	86.6	81.0	73.5	84.7	82.3	76.4	89.4	80.3	70.4
Definitely Voting	68.3	77.9	71.3	76.0	67.3	59.5	73.9	67.5	65.4	78.9	67.2	53.3
Very Likely	12.7	9.8	14.1	10.7	13.7	14.0	10.8	14.8	11.0	10.5	13.1	17.1
LESS LIKELY TO VOTE	19.0	12.3	14.6	13.4	19.0	26.5	15.3	17.7	23.6	10.6	19.7	29.6
Somewhat Likely	11.2	6.8	11.2	7.4	11.9	15.5	9.0	11.3	14.7	5.1	12.1	16.3
Not That Likely	3.7	3.0	1.9	3.1	3.9	4.4	3.7	3.5	2.9	2.2	4.1	6.0
Not at All	4.1	2.6	1.5	2.9	3.3	6.6	2.7	2.8	6.0	3.3	3.5	7.3
Mean	3.37	3.57	3.52	3.54	3.38	3.15	3.50	3.41	3.27	3.59	3.36	3.03



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42. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
LIKELY VOTER	81.0	83.0	85.9	80.6	74.7	80.9	92.1	86.0	66.2	79.3	91.7	87.6	75.2	66.1	73.4	72.1	77.3
Definitely Voting	68.3	70.0	76.6	64.7	59.7	68.7	85.1	76.1	41.2	67.8	83.1	77.4	57.1	48.4	55.7	57.6	67.6
Very Likely	12.7	13.0	9.4	16.0	15.1	12.2	7.0	9.9	25.0	11.5	8.6	10.2	18.2	17.7	17.8	14.5	9.6
LESS LIKELY TO VOTE	19.0	17.0	14.1	19.4	25.3	19.1	7.9	14.0	33.8	20.7	8.3	12.4	24.8	33.9	26.6	27.9	22.7
Somewhat Likely	11.2	10.3	6.4	13.4	15.1	10.9	4.2	7.9	16.0	11.2	5.0	7.7	16.6	18.1	18.3	16.0	12.1
Not That Likely	3.7	4.6	4.9	4.3	3.8	5.1	0.5	3.0	14.5	5.1	1.0	2.9	3.1	10.8	5.5	3.6	5.8
Not at All	4.1	2.2	2.8	1.7	6.4	3.1	3.2	3.1	3.3	4.5	2.4	1.9	5.1	5.0	2.7	8.3	4.9
Mean	3.37	3.44	3.52	3.38	3.18	3.38	3.70	3.53	2.86	3.33	3.69	3.58	3.19	2.94	3.18	3.09	3.29



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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42. 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/ Weal- UPPER MIDDLE		Upper Middle	MIDDLE /LOWER Class	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
LIKELY VOTER	81.0	82.6	64.2	86.4	75.3	83.1	73.8	85.2	81.7	84.5	76.6	70.9	83.1	87.1	84.2	77.0
Definitely Voting	68.3	68.3	51.3	75.5	60.4	68.8	57.3	71.4	69.5	72.8	63.5	57.7	70.3	71.4	70.6	66.1
Very Likely	12.7	14.3	13.0	10.9	14.9	14.3	16.6	13.8	12.2	11.7	13.1	13.2	12.8	15.7	13.6	10.9
LESS LIKELY TO VOTE	19.0	17.4	35.8	13.6	24.7	16.9	26.2	14.8	18.3	15.5	23.4	29.1	16.9	12.9	15.8	23.0
Somewhat Likely	11.2	11.2	19.0	8.0	14.7	12.4	14.6	11.9	10.6	9.6	12.4	14.0	10.1	8.1	9.6	12.7
Not That Likely	3.7	2.8	8.4	2.8	5.8	3.4	9.7	2.0	3.5	2.4	5.3	6.7	2.0	3.0	3.5	4.9
Not at All	4.1	3.5	8.3	2.9	4.1	1.1	1.8	0.9	4.3	3.5	5.6	8.4	4.7	1.7	2.7	5.3
Mean	3.37	3.41	2.90	3.53	3.22	3.46	3.18	3.53	3.39	3.48	3.24	3.05	3.42	3.52	3.46	3.28



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

42. 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	1298	702	450	252	565	375	733	327
LIKELY VOTER	81.0	77.8	86.8	84.1	91.7	77.0	88.5	78.4	84.8
Definitely Voting	68.3	64.5	75.3	71.2	82.6	63.8	78.7	65.0	71.5
Very Likely	12.7	13.3	11.5	12.9	9.0	13.2	9.9	13.4	13.3
LESS LIKELY TO VOTE	19.0	22.2	13.2	15.9	8.3	23.0	11.5	21.6	15.2
Somewhat Likely	11.2	12.6	8.7	10.9	4.7	13.8	7.5	11.7	10.0
Not That Likely	3.7	4.2	2.8	2.8	2.9	4.4	1.9	4.1	3.8
Not at All	4.1	5.3	1.7	2.2	0.7	4.8	2.0	5.8	1.3
Mean	3.37	3.27	3.56	3.48	3.70	3.27	3.61	3.28	3.50



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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	1357	643	261	261	81	624	733	126	135	125	136
LIKELY VOTER	81.0	88.5	65.1	67.7	60.9	68.2	89.4	87.8	72.3	63.5	59.0	62.6
Definitely Voting	68.3	78.1	47.7	49.5	45.0	49.3	79.8	76.6	55.8	43.8	41.9	47.8
Very Likely	12.7	10.4	17.4	18.2	15.9	19.0	9.5	11.2	16.6	19.7	17.1	14.9
LESS LIKELY TO VOTE	19.0	11.5	34.9	32.3	39.1	31.8	10.6	12.2	27.7	36.5	41.0	37.4
Somewhat Likely	11.2	6.7	20.7	19.9	23.2	18.0	6.8	6.6	17.9	21.8	23.9	22.6
Not That Likely	3.7	1.8	7.8	6.6	9.7	6.9	1.1	2.4	5.3	7.7	11.7	7.9
Not at All	4.1	3.0	6.3	5.8	6.2	6.9	2.7	3.2	4.5	7.0	5.4	6.9
Mean	3.37	3.59	2.92	2.99	2.84	2.97	3.63	3.56	3.14	2.86	2.78	2.89



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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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
LIKELY VOTER	81.0	53.3	63.5	76.6	81.3	90.1	95.6	67.1	90.1	71.2	93.4	81.6	80.4	
Definitely Voting	68.3	28.3	45.5	63.7	69.9	81.1	86.4	49.9	80.4	55.7	84.3	69.7	67.0	
Very Likely	12.7	25.0	18.0	12.9	11.3	8.9	9.2	17.2	9.7	15.5	9.1	11.9	13.4	
LESS LIKELY TO VOTE	19.0	46.7	36.5	23.4	18.7	9.9	4.4	32.9	9.9	28.8	6.6	18.4	19.6	
Somewhat Likely	11.2	31.0	20.5	14.6	9.5	5.7	2.6	20.1	5.4	17.0	3.8	11.3	11.2	
Not That Likely	3.7	12.3	5.7	4.1	5.7	0.4	0.8	6.4	2.0	6.2	0.7	3.4	4.0	
Not at All	4.1	3.4	10.3	4.7	3.6	3.7	1.0	6.4	2.5	5.6	2.1	3.7	4.4	
Mean	3.37	2.62	2.83	3.27	3.38	3.63	3.79	2.98	3.64	3.10	3.73	3.41	3.35	



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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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
LIKELY VOTER	81.0	57.2	69.6	82.4	94.5	59.4	70.0	83.5	94.6	55.0	69.2	81.4	94.4	76.0	82.5	83.4
Definitely Voting	68.3	32.4	55.8	70.3	85.6	29.2	58.0	71.9	88.2	35.6	54.0	69.0	83.3	63.1	70.4	69.8
Very Likely	12.7	24.7	13.7	12.1	8.9	30.2	12.1	11.6	6.4	19.4	15.2	12.4	11.2	12.9	12.1	13.7
LESS LIKELY TO VOTE	19.0	42.8	30.4	17.6	5.5	40.6	30.0	16.5	5.4	45.0	30.8	18.6	5.6	24.0	17.5	16.6
Somewhat Likely	11.2	27.1	18.4	9.4	3.1	28.1	18.0	10.1	2.6	26.0	18.8	8.9	3.5	14.0	11.0	8.2
Not That Likely	3.7	11.3	4.4	4.4	0.7	7.7	6.0	2.9	0.8	14.8	3.0	5.6	0.5	5.4	3.3	2.8
Not at All	4.1	4.5	7.6	3.9	1.7	4.8	6.0	3.5	2.0	4.3	8.9	4.1	1.5	4.6	3.2	5.5
Mean	3.37	2.69	3.06	3.41	3.76	2.71	3.10	3.45	3.78	2.67	3.02	3.37	3.74	3.25	3.43	3.39



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

43. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
LIBERAL	28.0	0.0	3.4	14.0	28.7	36.5	47.3	65.6	80.2	15.5	8.8	21.2	28.0	9.6	12.6	11.5	36.9	60.5	54.2	67.7
Very	12.4	0.0	1.0	4.0	12.0	15.1	22.0	37.5	65.4	4.7	2.5	5.9	11.3	4.6	3.6	4.0	7.0	32.6	28.0	37.9
Somewhat	15.6	0.0	2.4	10.0	16.7	21.4	25.3	28.2	14.8	10.8	6.3	15.3	16.7	5.0	9.0	7.5	30.0	27.9	26.2	29.8
MODERATE	36.9	31.6	19.9	37.1	44.7	46.2	37.4	25.8	9.1	39.1	29.3	50.3	46.1	18.0	45.1	67.2	52.5	31.3	36.3	25.6
CONSERVATIVE	35.1	68.4	76.7	48.9	26.7	17.3	15.3	8.6	10.7	45.4	61.9	28.5	25.9	72.4	42.3	21.3	10.6	8.2	9.5	6.7
Somewhat	19.2	26.3	36.7	26.3	15.2	12.7	10.2	5.2	10.7	24.1	30.8	17.3	16.1	26.9	38.4	14.5	8.9	6.5	7.5	5.3
Very	15.8	42.1	40.1	22.6	11.5	4.6	5.1	3.3	0.0	21.3	31.1	11.2	9.7	45.4	4.0	6.7	1.7	1.7	2.0	1.4
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.	7.1	68.4	73.3	34.9	-2.0	-19.2	-32.0	-57.1	-69.5	29.9	53.1	7.3	-2.2	62.7	29.8	9.7	-26.3	-52.3	-44.7	-61.0
Mean	3.11	4.10	4.12	3.53	2.98	2.70	2.51	2.09	1.65	3.47	3.82	3.13	2.96	4.04	3.30	3.12	2.68	2.17	2.29	2.02



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43. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
LIBERAL	28.0	27.0	29.0	25.4	32.3	28.7	28.7	28.8	25.0	25.6	24.1
Very	12.4	10.0	12.5	11.9	15.2	13.2	13.9	9.2	9.2	7.1	12.2
Somewhat	15.6	17.0	16.4	13.5	17.1	15.5	14.7	19.6	15.8	18.5	12.0
MODERATE	36.9	39.5	37.3	34.4	39.0	34.1	32.3	43.9	49.1	49.8	48.1
CONSERVATIVE	35.1	33.5	33.7	40.2	28.7	37.3	39.1	27.4	25.9	24.6	27.8
Somewhat	19.2	21.2	17.6	20.6	16.9	19.2	19.4	18.6	19.3	18.7	20.2
Very	15.8	12.3	16.1	19.6	11.8	18.0	19.7	8.8	6.6	5.9	7.6
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.	7.1	6.6	4.7	14.8	-3.6	8.6	10.4	-1.4	0.9	-1.1	3.6
Mean	3.11	3.09	3.08	3.22	2.93	3.13	3.16	2.98	2.98	2.98	2.99



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43. 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		
		UNITE	STATES	FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIED	ROVE			PROVE
		TION				DED					
Total	2000	626	1374	931	811	258	495	861	332	529	1139
LIBERAL	28.0	47.7	19.0	10.7	53.0	11.5	18.4	51.9	64.2	44.3	9.9
Very	12.4	22.2	8.0	4.3	24.5	4.0	4.8	24.2	37.5	15.8	3.6
Somewhat	15.6	25.4	11.0	6.4	28.6	7.5	13.5	27.8	26.7	28.5	6.3
MODERATE	36.9	38.3	36.3	27.6	38.0	67.2	59.6	37.4	26.5	44.2	36.6
CONSERVATIVE	35.1	14.0	44.7	61.7	9.0	21.3	22.0	10.7	9.3	11.6	53.5
Somewhat	19.2	9.7	23.6	31.0	7.3	14.5	18.0	7.7	4.8	9.6	27.9
Very	15.8	4.4	21.1	30.7	1.7	6.7	4.1	3.0	4.5	2.0	25.6
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.	7.1	-33.6	25.7	51.0	-44.1	9.7	3.7	-41.3	-54.9	-32.7	43.7
Mean	3.11	2.48	3.39	3.77	2.33	3.12	3.03	2.38	2.12	2.54	3.66



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43. 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
Total	2000	840	888		720	740	540	420	244	276	300	496	264
LIBERAL	28.0	8.6	49.0		8.6	55.3	16.3	10.3	57.3	13.4	6.4	54.3	19.4
Very	12.4	3.6	22.5		3.2	26.8	5.0	3.6	24.0	4.7	2.7	28.1	5.3
Somewhat	15.6	5.0	26.5		5.4	28.5	11.3	6.6	33.3	8.6	3.7	26.2	14.1
MODERATE	36.9	28.4	40.0		22.9	32.8	61.3	19.8	30.4	63.6	27.2	34.1	58.9
CONSERVATIVE	35.1	63.0	11.1		68.5	11.9	22.4	70.0	12.3	23.1	66.4	11.6	21.7
Somewhat	19.2	30.0	8.7		31.8	8.6	17.1	33.5	7.5	17.3	29.4	9.2	16.9
Very	15.8	33.0	2.4		36.7	3.3	5.3	36.5	4.8	5.8	37.0	2.5	4.7
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
Net Diff.	7.1	54.4	-37.9		59.9	-43.4	6.0	59.7	-44.9	9.7	60.0	-42.6	2.2
Mean	3.11	3.84	2.42		3.93	2.33	3.06	3.93	2.36	3.11	3.94	2.32	3.02



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43. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
LIBERAL	28.0	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	12.4	44.4	100.0	0.0	0.0	0.0	0.0	0.0	37.4	0.0	0.0	48.4	0.0	0.0	30.8	0.0	0.0
Somewhat	15.6	55.6	0.0	100.0	0.0	0.0	0.0	0.0	62.6	0.0	0.0	51.6	0.0	0.0	69.2	0.0	0.0
MODERATE	36.9	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	35.1	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	19.2	0.0	0.0	0.0	0.0	100.0	0.0	54.8	0.0	0.0	46.4	0.0	0.0	72.6	0.0	0.0	76.4
Very	15.8	0.0	0.0	0.0	0.0	0.0	100.0	45.2	0.0	0.0	53.6	0.0	0.0	27.4	0.0	0.0	23.6
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.	7.1	-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	1.56	1.00	2.00	3.00	4.00	5.00	4.45	1.63	3.00	4.54	1.52	3.00	4.27	1.69	3.00	4.24



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43. 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 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
LIBERAL	28.0	54.5	12.7	7.0	21.3	37.9	43.8	36.6	26.1	25.9	26.4	23.5	21.0	12.4	25.4	40.3
Very	12.4	25.7	3.7	2.3	5.9	17.5	28.9	14.9	11.3	10.9	12.1	11.2	8.4	6.9	10.1	19.9
Somewhat	15.6	28.7	9.0	4.7	15.4	20.4	14.9	21.7	14.8	15.0	14.3	12.3	12.6	5.5	15.3	20.4
MODERATE	36.9	36.2	71.3	23.2	49.0	31.2	29.9	31.5	37.5	37.2	38.1	43.4	35.0	22.9	37.0	42.6
CONSERVATIVE	35.1	9.4	16.0	69.8	29.7	30.9	26.2	31.9	36.4	36.9	35.5	33.1	44.1	64.7	37.6	17.0
Somewhat	19.2	7.3	12.5	34.4	23.0	16.9	10.5	18.4	20.1	20.0	20.3	17.0	25.0	22.7	21.3	9.7
Very	15.8	2.1	3.4	35.3	6.7	14.0	15.8	13.6	16.3	16.9	15.2	16.1	19.1	42.0	16.3	7.3
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.	7.1	-45.1	3.3	62.8	8.3	-7.0	-17.6	-4.7	10.3	10.9	9.0	9.6	23.1	52.3	12.2	-23.3
Mean	3.11	2.31	3.03	3.96	3.09	2.89	2.69	2.94	3.15	3.17	3.12	3.15	3.34	3.87	3.18	2.64



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43. 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- Bchlr Post- LESS/ COLL- LESS/ COLL- COLL. EGE Degree Grad./ COLL. EGE COLL. EGE GRAD GRAD. Prof. GRAD. GRAD. GRAD. GRAD.							
Total	2000	1298	702	450	252	565	375	733	327
LIBERAL	28.0	22.9	37.4	39.1	34.3	19.5	29.2	25.5	46.8
Very	12.4	10.3	16.4	16.3	16.5	7.4	12.0	12.5	21.4
Somewhat	15.6	12.6	21.0	22.8	17.8	12.1	17.2	13.0	25.4
MODERATE	36.9	38.2	34.7	34.1	35.7	34.8	36.3	40.8	32.7
CONSERVATIVE	35.1	39.0	27.9	26.8	30.0	45.7	34.5	33.8	20.4
Somewhat	19.2	20.3	17.3	16.8	18.1	23.1	20.3	18.2	13.8
Very	15.8	18.7	10.7	10.0	11.9	22.6	14.2	15.6	6.6
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.1	16.1	-9.5	-12.4	-4.3	26.2	5.3	8.3	-26.4
Mean	3.11	3.24	2.85	2.81	2.91	3.41	3.07	3.11	2.59



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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	1357	643	261	261	81	624	733	126	135	125	136	
LIBERAL	28.0	26.2	31.7	29.1	37.3	29.3	18.6	32.7	30.2	28.1	37.4	37.2	
Very	12.4	11.9	13.5	12.9	16.7	10.7	7.5	15.6	12.4	13.4	14.7	18.5	
Somewhat	15.6	14.3	18.2	16.1	20.6	18.6	11.0	17.1	17.7	14.7	22.7	18.7	
MODERATE	36.9	33.7	43.8	39.1	45.8	49.3	32.5	34.7	34.4	43.6	42.4	48.8	
CONSERVATIVE	35.1	40.1	24.5	31.8	16.9	21.4	48.9	32.6	35.5	28.4	20.2	14.0	
Somewhat	19.2	21.0	15.5	20.6	10.5	16.8	25.0	17.7	22.8	18.5	12.5	8.6	
Very	15.8	19.1	9.0	11.2	6.5	4.6	23.9	15.0	12.7	9.9	7.7	5.4	
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	
Net Diff.	7.1	13.9	-7.2	2.7	-20.3	-7.9	30.3	-0.1	5.3	0.3	-17.2	-23.2	
Mean	3.11	3.21	2.88	3.01	2.69	2.86	3.47	2.99	3.06	2.97	2.76	2.64	



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43. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
LIBERAL	28.0	37.8	28.8	34.6	28.7	23.1	23.0	33.2	24.5	31.9	23.0	23.4	32.1
Very	12.4	17.5	15.5	13.9	13.5	10.7	8.7	15.2	10.6	14.7	9.5	9.2	15.3
Somewhat	15.6	20.3	13.3	20.7	15.1	12.4	14.3	18.0	14.0	17.1	13.5	14.1	16.8
MODERATE	36.9	36.5	44.9	37.5	35.1	38.1	32.8	39.9	34.9	38.5	34.9	35.4	38.3
CONSERVATIVE	35.1	25.7	26.3	28.0	36.3	38.8	44.2	26.9	40.5	29.6	42.1	41.2	29.6
Somewhat	19.2	16.5	14.5	13.8	21.7	19.9	24.3	14.6	22.3	16.7	22.5	22.0	16.8
Very	15.8	9.2	11.8	14.1	14.5	18.9	20.0	12.3	18.2	12.9	19.5	19.3	12.8
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.	7.1	-12.1	-2.5	-6.6	7.6	15.7	21.3	-6.3	16.0	-2.3	19.0	17.9	-2.4
Mean	3.11	2.80	2.94	2.94	3.09	3.24	3.33	2.91	3.24	2.96	3.29	3.28	2.95



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43. 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-	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS		URBAN		
				/SLNTG			/SLNTG			/SLNTG		/SLNTG				
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
LIBERAL	28.0	41.5	30.2	28.5	22.2	41.7	26.5	23.4	15.8	41.3	33.4	32.7	28.1	33.7	28.5	19.6
Very	12.4	20.1	13.6	12.8	9.2	18.8	10.5	8.4	6.1	21.4	16.3	16.4	12.0	17.9	11.0	9.1
Somewhat	15.6	21.4	16.6	15.7	13.1	22.9	16.0	15.0	9.7	19.9	17.1	16.3	16.1	15.9	17.5	10.4
MODERATE	36.9	35.4	42.2	36.4	34.3	32.2	42.2	34.1	32.8	38.5	42.2	38.3	35.6	38.6	36.1	36.7
CONSERVATIVE	35.1	23.1	27.6	35.1	43.5	26.1	31.3	42.5	51.4	20.2	24.4	29.0	36.3	27.6	35.4	43.7
Somewhat	19.2	14.8	14.1	19.6	23.7	15.1	15.5	23.1	27.5	14.5	12.8	16.8	20.2	15.7	19.9	22.0
Very	15.8	8.3	13.5	15.5	19.8	10.9	15.8	19.5	23.9	5.7	11.6	12.3	16.1	11.9	15.4	21.7
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
Net Diff.	7.1	-18.4	-2.6	6.7	21.3	-15.7	4.8	19.1	35.6	-21.1	-9.0	-3.6	8.2	-6.1	6.9	24.2
Mean	3.11	2.70	2.97	3.09	3.32	2.76	3.10	3.30	3.53	2.63	2.86	2.92	3.12	2.88	3.11	3.37



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
DEMOCRAT	42.1	8.2	6.2	24.4	47.7	59.0	61.4	78.3	89.3	22.9	15.8	32.5	22.5	5.2	13.9	20.1	78.6	92.3	92.8	91.8
Always	25.2	4.3	3.5	13.0	27.0	34.2	40.2	52.1	66.5	8.9	8.4	10.3	6.4	2.2	2.7	8.0	33.8	67.6	69.0	65.9
Usually	16.9	4.0	2.8	11.4	20.6	24.8	21.2	26.2	22.8	13.9	7.3	22.2	16.2	3.0	11.3	12.1	44.8	24.7	23.7	25.8
TICKET-SPLITTER	17.1	6.7	10.4	15.4	21.8	19.6	22.0	8.4	0.0	21.9	12.8	29.0	40.8	6.0	27.2	57.4	16.5	4.8	5.0	4.6
REPUBLICAN	40.7	85.0	83.4	60.2	30.5	21.5	16.6	13.4	10.7	55.2	71.4	38.5	36.7	88.9	58.8	22.5	4.9	2.9	2.2	3.6
Usually	17.7	33.3	30.6	28.6	12.6	11.2	8.3	6.0	10.7	23.6	29.7	17.4	16.5	22.5	46.5	16.3	4.1	2.3	1.5	3.2
Always	23.0	51.7	52.8	31.6	18.0	10.2	8.3	7.4	0.0	31.6	41.7	21.1	20.2	66.3	12.3	6.1	0.8	0.6	0.8	0.4
Net Diff.	-1.4	76.8	77.2	35.8	-17.1	-37.5	-44.8	-64.9	-78.6	32.3	55.6	6.0	14.2	83.7	44.9	2.4	-73.7	-89.4	-90.5	-88.2
Mean	2.96	4.24	4.26	3.54	2.74	2.39	2.23	1.90	1.55	3.55	3.89	3.17	3.28	4.48	3.55	3.01	1.93	1.44	1.41	1.46



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
DEMOCRAT	42.1	47.7	44.9	33.7	49.8	43.0	42.1	47.5	38.6	42.0	33.6
Always	25.2	25.1	28.9	21.2	28.5	26.7	27.4	22.6	19.0	20.2	17.2
Usually	16.9	22.6	16.0	12.4	21.3	16.3	14.7	24.9	19.6	21.8	16.4
TICKET-SPLITTER	17.1	21.3	15.3	16.1	17.6	13.6	12.9	17.5	32.3	29.1	36.8
REPUBLICAN	40.7	31.0	39.8	50.2	32.6	43.4	45.0	34.9	29.2	28.9	29.5
Usually	17.7	13.2	18.5	20.1	16.3	18.3	18.2	18.4	15.3	17.2	12.7
Always	23.0	17.8	21.2	30.1	16.4	25.2	26.8	16.5	13.8	11.7	16.9
Net Diff.	-1.4	-16.7	-5.2	16.6	-17.1	0.5	2.9	-12.6	-9.4	-13.1	-4.1
Mean	2.96	2.76	2.87	3.26	2.71	2.99	3.02	2.81	2.85	2.78	2.96



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44. 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	626	1374	931	811	258	495	861	332	529	1139	
DEMOCRAT	42.1	73.2	28.0	8.3	88.0	20.1	28.4	76.2	87.3	69.3	16.4	
Always	25.2	44.9	16.2	2.4	56.9	8.0	10.0	49.8	69.0	37.7	6.7	
Usually	16.9	28.3	11.7	5.9	31.1	12.1	18.4	26.4	18.2	31.6	9.7	
TICKET-SPLITTER	17.1	16.4	17.5	13.5	8.5	57.4	44.8	16.5	6.9	22.5	17.6	
REPUBLICAN	40.7	10.4	54.5	78.2	3.5	22.5	26.8	7.3	5.9	8.3	65.9	
Usually	17.7	6.4	22.9	31.0	2.9	16.3	21.1	4.7	3.0	5.8	27.5	
Always	23.0	4.0	31.7	47.1	0.7	6.1	5.7	2.6	2.8	2.5	38.4	
Net Diff.	-1.4	-62.8	26.6	69.9	-84.4	2.4	-1.6	-68.9	-81.4	-61.0	49.5	
Mean	2.96	1.96	3.42	4.15	1.59	3.01	2.94	1.84	1.52	2.04	3.81	



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44. 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	840	888	720	740	540	420	244	276	300	496	264	
DEMOCRAT	42.1	7.1	78.4	4.5	89.0	28.1	5.6	86.3	25.8	3.1	90.3	30.6	
Always	25.2	3.2	48.9	1.5	60.6	8.2	1.4	55.0	6.7	1.7	63.4	9.8	
Usually	16.9	3.9	29.5	3.0	28.3	19.9	4.1	31.3	19.1	1.4	26.8	20.8	
TICKET-SPLITTER	17.1	12.8	14.8	8.1	7.8	42.0	9.2	9.3	40.4	6.5	7.1	43.7	
REPUBLICAN	40.7	80.1	6.8	87.4	3.2	29.9	85.2	4.4	33.8	90.5	2.6	25.7	
Usually	17.7	29.5	5.4	30.8	2.3	21.5	32.6	3.1	25.5	28.2	1.9	17.2	
Always	23.0	50.6	1.5	56.6	0.9	8.4	52.6	1.3	8.3	62.2	0.8	8.5	
Net Diff.	-1.4	73.0	-71.5	82.9	-85.7	1.7	79.6	-81.9	8.0	87.4	-87.6	-4.9	
Mean	2.96	4.20	1.81	4.38	1.55	3.02	4.31	1.64	3.10	4.48	1.50	2.94	



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

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
Total	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
DEMOCRAT	42.1	82.0	87.2	77.9	41.3	16.0	5.5	11.3	26.7	6.5	1.1	93.9	87.8	69.3	66.2	24.4	10.7
Always	25.2	55.1	69.4	43.7	20.9	6.9	4.8	5.9	8.5	2.3	0.4	68.6	54.0	41.9	25.4	5.9	2.1
Usually	16.9	26.9	17.8	34.2	20.3	9.1	0.8	5.4	18.2	4.2	0.6	25.3	33.8	27.4	40.8	18.5	8.5
TICKET-SPLITTER	17.1	7.8	5.1	9.9	33.1	11.2	3.7	7.8	15.5	21.2	2.8	4.3	10.5	16.9	18.7	55.6	21.7
REPUBLICAN	40.7	10.2	7.7	12.2	25.6	72.8	90.8	80.9	57.8	72.3	96.2	1.9	1.7	13.8	15.1	20.0	67.6
Usually	17.7	4.8	1.9	7.1	15.2	41.6	17.3	30.6	19.2	34.8	30.9	1.5	1.2	8.7	9.7	15.8	45.6
Always	23.0	5.4	5.8	5.1	10.4	31.3	73.4	50.3	38.6	37.5	65.3	0.3	0.4	5.1	5.4	4.2	22.0
Net Diff.	-1.4	-71.8	-79.5	-65.7	-15.6	56.9	85.2	69.7	31.1	65.8	95.1	-92.0	-86.2	-55.5	-51.1	-4.3	56.9
Mean	2.96	1.78	1.57	1.96	2.74	3.81	4.54	4.14	3.61	4.01	4.60	1.40	1.60	2.08	2.29	2.94	3.77



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44. 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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
DEMOCRAT	42.1	100.0	0.0	0.0	32.7	50.0	58.0	48.2	40.2	39.1	42.1	42.4	35.2	23.6	38.2	56.8
Always	25.2	59.8	0.0	0.0	0.0	29.7	38.8	27.7	24.1	23.7	24.8	25.5	21.1	15.4	22.0	35.3
Usually	16.9	40.2	0.0	0.0	32.7	20.3	19.2	20.6	16.1	15.4	17.3	17.0	14.2	8.2	16.2	21.5
TICKET-SPLITTER	17.1	0.0	100.0	0.0	33.1	18.3	21.8	17.5	17.0	17.0	16.9	16.2	14.6	8.5	18.2	17.9
REPUBLICAN	40.7	0.0	0.0	100.0	34.2	31.7	20.2	34.3	42.9	43.9	41.0	41.3	50.2	67.9	43.6	25.3
Usually	17.7	0.0	0.0	43.5	34.2	14.9	10.1	15.9	18.6	19.4	17.2	15.9	20.8	23.7	18.4	13.4
Always	23.0	0.0	0.0	56.5	0.0	16.9	10.1	18.4	24.2	24.4	23.8	25.5	29.4	44.2	25.2	11.8
Net Diff.	-1.4	-100.0	0.0	100.0	1.5	-18.3	-37.7	-14.0	2.7	4.7	-1.1	-1.1	15.0	44.3	5.3	-31.5
Mean	2.96	1.40	3.00	4.56	3.02	2.69	2.34	2.77	3.03	3.05	2.98	2.99	3.23	3.73	3.09	2.45



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 7

	TOTAL		EDUCATION LEVEL				MEN		WOMEN	
			LESS/ COLL.	COLL- EGE	Bchl r Degree	Post- Grad./ Prof.	LESS/ COLL.	COLL- EGE	LESS/ COLL.	COLL- EGE
			GRAD	GRAD.			GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1298	702	450	252	565	375	733	327	
DEMOCRAT	42.1	36.1	53.3	51.7	56.0	25.9	42.4	44.0	65.7	
Always	25.2	22.0	31.2	28.2	36.6	12.6	23.3	29.2	40.3	
Usually	16.9	14.2	22.0	23.5	19.5	13.2	19.1	14.9	25.4	
TICKET-SPLITTER	17.1	16.6	18.1	19.2	16.2	17.8	19.3	15.7	16.8	
REPUBLICAN	40.7	47.3	28.6	29.0	27.8	56.3	38.3	40.3	17.5	
Usually	17.7	18.5	16.2	16.3	16.0	23.1	22.5	15.0	9.0	
Always	23.0	28.7	12.4	12.7	11.8	33.2	15.8	25.3	8.5	
Net Diff.	-1.4	11.1	-24.7	-22.7	-28.2	30.5	-4.2	-3.8	-48.2	
Mean	2.96	3.18	2.57	2.62	2.47	3.51	2.88	2.92	2.20	



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44. 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	1357	643	261	261	81	624	733	126	135	125	136
DEMOCRAT	42.1	38.7	49.4	34.8	68.2	45.6	28.8	47.1	23.5	45.3	58.0	77.5
Always	25.2	22.8	30.2	21.3	44.7	18.1	15.3	29.3	11.6	30.3	33.5	54.9
Usually	16.9	15.8	19.2	13.5	23.5	27.6	13.5	17.8	11.8	15.0	24.6	22.6
TICKET-SPLITTER	17.1	15.0	21.7	22.8	16.5	30.6	16.5	13.7	21.0	24.4	18.7	14.4
REPUBLICAN	40.7	46.3	28.8	42.4	15.4	23.7	54.7	39.2	55.6	30.3	23.2	8.2
Usually	17.7	19.3	14.3	20.1	7.3	12.7	25.0	14.5	26.1	14.5	10.8	4.0
Always	23.0	27.0	14.5	22.3	8.1	11.1	29.7	24.7	29.5	15.7	12.4	4.1
Net Diff.	-1.4	7.7	-20.6	7.7	-52.8	-21.9	25.9	-7.9	32.1	-15.0	-34.8	-69.3
Mean	2.96	3.12	2.64	3.09	2.11	2.71	3.40	2.88	3.50	2.70	2.44	1.80



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44. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
DEMOCRAT	42.1	40.9	48.5	47.9	40.7	38.1	38.8	46.7	39.1	45.0	38.5	32.5	50.7	
Always	25.2	18.3	31.4	31.0	22.6	24.3	22.4	28.5	23.0	26.8	23.2	16.9	32.6	
Usually	16.9	22.6	17.1	16.9	18.1	13.8	16.4	18.2	16.1	18.2	15.4	15.6	18.1	
TICKET-SPLITTER	17.1	26.1	22.0	14.4	15.8	16.2	15.1	19.5	15.6	18.4	15.5	18.4	16.0	
REPUBLICAN	40.7	33.0	29.5	37.7	43.5	45.7	46.1	33.8	45.3	36.6	45.9	49.1	33.2	
Usually	17.7	18.4	12.6	16.4	15.4	21.0	20.3	15.5	19.2	15.5	20.6	22.9	13.2	
Always	23.0	14.6	16.9	21.2	28.0	24.6	25.8	18.3	26.1	21.1	25.4	26.3	20.1	
Net Diff.	-1.4	-7.9	-19.0	-10.3	2.7	7.5	7.3	-12.9	6.2	-8.4	7.4	16.7	-17.5	
Mean	2.96	2.88	2.67	2.80	3.08	3.08	3.11	2.77	3.09	2.86	3.10	3.26	2.70	



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
DEMOCRAT	42.1	46.3	46.3	41.5	38.6	41.6	37.5	31.6	27.1	51.0	54.0	49.6	49.2	53.7	42.4	27.0
Always	25.2	22.3	30.7	24.3	23.1	15.4	23.0	16.4	13.7	29.1	37.4	30.8	31.7	36.6	23.5	15.2
Usually	16.9	24.0	15.6	17.2	15.5	26.2	14.5	15.2	13.3	21.9	16.6	18.8	17.5	17.2	18.9	11.8
TICKET-SPLITTER	17.1	24.3	18.1	15.9	15.3	23.4	17.9	17.8	17.6	25.2	18.2	14.4	13.2	15.2	18.2	17.2
REPUBLICAN	40.7	29.3	35.6	42.6	46.1	35.0	44.6	50.6	55.3	23.7	27.8	36.0	37.6	31.1	39.5	55.8
Usually	17.7	16.2	15.7	16.8	20.1	17.0	22.4	20.1	26.7	15.5	9.9	14.0	14.1	14.8	16.9	23.4
Always	23.0	13.1	19.9	25.8	26.0	18.0	22.2	30.5	28.6	8.2	17.9	22.0	23.5	16.4	22.6	32.4
Net Diff.	-1.4	-17.0	-10.6	1.1	7.5	-6.5	7.2	19.0	28.3	-27.3	-26.3	-13.6	-11.6	-22.6	-2.9	28.8
Mean	2.96	2.74	2.79	3.03	3.10	2.96	3.06	3.33	3.43	2.52	2.54	2.78	2.80	2.57	2.96	3.46



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
LESS/COLLEGE GRADUATE	64.9	65.6	68.8	70.9	65.9	61.5	65.8	43.2	31.7	70.0	69.8	68.0	78.3	76.2	71.7	68.0	55.0	51.7	55.3	47.6
Some Grade School	0.3	0.0	0.0	0.3	0.0	0.8	0.0	1.4	0.0	0.3	0.2	0.4	0.8	0.4	0.4	0.3	0.0	0.3	0.5	0.0
Some High School	2.2	4.2	1.4	1.7	2.0	1.6	4.4	3.9	0.0	2.6	1.7	2.1	9.1	2.1	2.5	5.1	1.2	1.2	1.3	1.1
High School Grad.	22.8	24.6	19.5	22.2	23.1	23.8	27.8	19.6	6.2	24.7	21.1	26.5	35.9	27.9	23.2	24.8	19.0	18.0	17.7	18.2
Some College/Trade	21.6	19.2	24.8	30.2	22.3	18.4	16.1	6.9	9.9	23.1	27.4	20.3	12.3	26.3	21.5	21.6	19.3	17.6	20.2	14.6
Technical/Vocational	6.4	5.0	6.4	6.5	7.9	6.6	3.9	5.6	10.6	7.5	6.4	8.4	9.7	7.7	9.4	7.0	5.1	3.5	4.9	2.0
Associates Degree	11.6	12.6	16.7	10.1	10.7	10.3	13.4	5.8	5.0	11.8	13.1	10.4	10.5	11.8	14.8	9.3	10.4	11.2	10.7	11.6
COLLEGE GRADUATE	35.1	34.4	31.2	29.1	34.1	38.5	34.2	56.8	68.3	30.0	30.2	32.0	21.7	23.8	28.3	32.0	45.0	48.3	44.7	52.4
Bachelors Degree	22.5	23.4	20.4	17.9	23.2	24.4	20.4	36.8	45.9	20.1	19.3	21.9	17.1	15.6	17.9	22.4	30.9	28.9	27.4	30.5
Post-Graduate Degree	12.6	11.0	10.8	11.1	10.9	14.1	13.8	20.0	22.3	10.0	11.0	10.1	4.6	8.2	10.3	9.7	14.1	19.4	17.2	21.9



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
LESS/COLLEGE GRADUATE	64.9	62.3	68.7	71.4	51.5	62.4	61.3	68.2	75.7	72.8	79.8
Some Grade School	0.3	0.0	0.3	0.3	0.6	0.3	0.3	0.0	0.5	0.3	0.8
Some High School	2.2	2.5	1.5	2.7	1.8	1.3	1.2	2.0	5.9	4.5	7.8
High School Grad.	22.8	23.8	24.1	26.0	14.9	20.9	19.6	28.2	30.8	24.2	40.3
Some College/Trade	21.6	18.6	23.5	23.8	18.1	22.3	22.5	20.7	18.8	20.4	16.5
Technical/Vocational	6.4	4.0	6.0	7.9	6.1	5.9	5.8	6.3	8.5	9.4	7.3
Associates Degree	11.6	13.3	13.3	10.7	10.0	11.7	11.9	10.9	11.1	13.9	7.1
COLLEGE GRADUATE	35.1	37.7	31.3	28.6	48.5	37.6	38.7	31.8	24.3	27.2	20.2
Bachelors Degree	22.5	21.3	20.2	19.4	31.5	23.4	23.5	22.8	18.8	21.9	14.4
Post-Graduate Degree	12.6	16.5	11.1	9.3	16.9	14.3	15.2	9.0	5.5	5.3	5.8



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
LESS/COLLEGE GRADUATE	64.9	55.9	69.0	74.6	52.8	68.0	63.3	55.2	52.1	57.2	72.2	
Some Grade School	0.3	0.2	0.3	0.4	0.2	0.3	0.1	0.2	0.5	0.0	0.4	
Some High School	2.2	1.7	2.4	2.3	1.2	5.1	3.3	1.5	1.1	1.7	2.8	
High School Grad.	22.8	23.4	22.5	26.2	18.3	24.8	22.2	20.0	18.7	20.8	24.9	
Some College/Trade	21.6	16.8	23.8	24.6	18.1	21.6	20.5	18.9	16.8	20.2	23.6	
Technical/Vocational	6.4	4.1	7.5	8.3	4.0	7.0	7.4	4.1	4.1	4.0	8.2	
Associates Degree	11.6	9.8	12.4	12.8	10.9	9.3	9.8	10.6	11.0	10.4	12.3	
COLLEGE GRADUATE	35.1	44.1	31.0	25.4	47.2	32.0	36.7	44.8	47.9	42.8	27.8	
Bachelors Degree	22.5	26.8	20.6	16.4	29.5	22.4	25.2	28.0	27.2	28.5	18.3	
Post-Graduate Degree	12.6	17.3	10.5	8.9	17.7	9.7	11.5	16.8	20.7	14.3	9.5	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. 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-
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT
Total	2000	840	888	720	740	540	420	244	276	300	496	264
LESS/COLLEGE GRADUATE	64.9	75.7	51.4	79.1	56.7	57.2	73.7	49.5	48.8	86.6	60.3	65.9
Some Grade School	0.3	0.3	0.2	0.5	0.2	0.2	0.5	0.0	0.3	0.4	0.3	0.0
Some High School	2.2	2.6	1.4	2.5	1.5	2.7	2.8	1.6	2.6	2.2	1.5	2.7
High School Grad.	22.8	26.6	16.6	28.1	20.1	19.5	26.7	17.4	17.6	30.0	21.4	21.4
Some College/Trade	21.6	25.5	17.1	27.0	18.1	19.2	24.3	18.5	16.0	30.7	18.0	22.5
Technical/Vocational	6.4	7.8	5.1	7.4	5.5	6.3	6.7	5.2	5.2	8.4	5.6	7.4
Associates Degree	11.6	12.8	11.0	13.5	11.3	9.4	12.7	6.8	7.0	14.8	13.6	11.9
COLLEGE GRADUATE	35.1	24.3	48.6	20.9	43.3	42.8	26.3	50.5	51.2	13.4	39.7	34.1
Bachelors Degree	22.5	15.9	30.6	13.3	27.7	27.6	16.3	27.9	30.6	9.1	27.6	24.6
Post-Graduate Degree	12.6	8.4	18.0	7.6	15.5	15.2	10.0	22.7	20.6	4.3	12.0	9.6



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

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
Total	2000	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
LESS/COLLEGE GRADUATE	64.9	53.1	53.7	52.6	67.1	68.5	76.4	72.1	81.0	84.6	77.0	47.4	69.3	65.4	59.4	56.7	56.7
Some Grade School	0.3	0.4	0.0	0.7	0.2	0.0	0.7	0.3	1.2	1.0	0.2	0.4	0.0	0.0	0.0	0.0	0.8
Some High School	2.2	0.9	1.5	0.5	2.7	2.3	3.0	2.6	2.9	2.4	2.5	0.4	2.7	3.6	2.1	3.0	2.2
High School Grad.	22.8	19.4	21.9	17.4	23.9	24.0	24.8	24.3	31.9	33.4	25.8	16.1	26.3	21.4	26.1	17.4	20.4
Some College/Trade	21.6	14.9	14.7	15.0	23.8	22.7	27.0	24.6	25.7	30.4	26.0	12.7	25.9	21.7	17.2	19.0	20.9
Technical/Vocational	6.4	5.1	7.4	3.2	6.5	5.8	9.3	7.4	6.9	5.7	8.0	5.5	5.5	5.7	2.0	7.6	5.9
Associates Degree	11.6	12.3	8.1	15.7	9.9	13.7	11.7	12.8	12.4	11.7	14.3	12.4	9.0	13.0	12.1	9.7	6.5
COLLEGE GRADUATE	35.1	46.9	46.3	47.4	32.9	31.5	23.6	27.9	19.0	15.4	23.0	52.6	30.7	34.6	40.6	43.3	43.3
Bachelors Degree	22.5	31.5	29.6	33.0	20.8	19.7	14.1	17.2	17.4	9.0	14.2	34.2	19.5	20.3	29.1	27.5	26.9
Post-Graduate Degree	12.6	15.5	16.7	14.4	12.2	11.8	9.5	10.8	1.6	6.4	8.8	18.4	11.2	14.3	11.5	15.8	16.3



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45. 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	NON- RELI- GIUS
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551	
LESS/COLLEGE GRADUATE	64.9	55.6	62.9	75.3	61.8	38.3	52.4	35.2	68.6	61.4	81.6	88.0	71.1	69.5	62.4	61.2	
Some Grade School	0.3	0.2	0.3	0.4	0.1	0.4	2.3	0.0	0.1	0.0	0.3	1.5	0.3	0.7	0.2	0.4	
Some High School	2.2	1.0	4.3	2.6	2.4	0.0	0.0	0.0	2.3	1.6	3.7	5.6	2.1	2.0	1.2	2.4	
High School Grad.	22.8	20.0	21.2	26.3	19.6	12.7	19.9	11.1	23.2	19.7	29.7	39.2	26.4	23.1	22.0	21.0	
Some College/Trade	21.6	18.6	19.5	25.6	20.8	13.0	14.3	12.7	23.0	21.4	26.0	27.1	23.8	22.4	21.4	20.3	
Technical/Vocational	6.4	5.0	7.2	7.5	6.7	3.9	8.3	2.9	7.0	7.0	7.0	6.3	6.8	5.0	7.3	6.5	
Associates Degree	11.6	10.8	10.3	13.0	12.2	8.3	7.7	8.5	12.8	11.7	14.9	8.3	11.6	16.2	10.3	10.6	
COLLEGE GRADUATE	35.1	44.4	37.1	24.7	38.2	61.7	47.6	64.8	31.4	38.6	18.4	12.0	28.9	30.5	37.6	38.8	
Bachelors Degree	22.5	27.6	25.2	16.1	25.6	31.1	29.5	31.4	22.3	26.6	14.3	7.4	19.3	17.9	23.9	25.5	
Post-Graduate Degree	12.6	16.8	11.9	8.6	12.6	30.6	18.1	33.3	9.2	12.0	4.1	4.6	9.7	12.6	13.7	13.3	



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45. 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.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1298	702	450	252	565	375	733	327
LESS/COLLEGE GRADUATE	64.9	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	0.6	0.0	0.4	0.0
Some High School	2.2	3.4	0.0	0.0	0.0	4.1	0.0	2.9	0.0
High School Grad.	22.8	35.1	0.0	0.0	0.0	36.0	0.0	34.5	0.0
Some College/Trade	21.6	33.3	0.0	0.0	0.0	33.9	0.0	32.8	0.0
Technical/Vocational	6.4	9.9	0.0	0.0	0.0	9.8	0.0	9.9	0.0
Associates Degree	11.6	17.9	0.0	0.0	0.0	15.7	0.0	19.5	0.0
COLLEGE GRADUATE	35.1	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0
Bachelors Degree	22.5	0.0	64.1	100.0	0.0	0.0	58.9	0.0	70.1
Post-Graduate Degree	12.6	0.0	35.9	0.0	100.0	0.0	41.1	0.0	29.9



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45. 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	1357	643	261	261	81	624	733	126	135	125	136	
LESS/COLLEGE GRADUATE	64.9	61.0	73.1	82.7	75.1	37.8	54.2	66.8	84.0	81.4	77.2	73.2	
Some Grade School	0.3	0.2	0.6	1.0	0.0	1.5	0.1	0.2	0.8	1.1	0.0	0.0	
Some High School	2.2	1.7	3.2	4.6	3.4	0.0	2.0	1.5	4.3	4.8	4.3	2.5	
High School Grad.	22.8	19.9	28.9	32.2	31.5	9.9	16.2	23.1	36.6	28.2	36.8	26.7	
Some College/Trade	21.6	21.5	21.7	24.0	20.9	14.4	20.5	22.5	26.0	22.1	17.8	23.7	
Technical/Vocational	6.4	6.4	6.3	9.2	6.1	0.0	6.5	6.4	4.9	13.2	6.6	5.7	
Associates Degree	11.6	11.2	12.4	11.7	13.2	12.0	8.9	13.3	11.4	12.0	11.7	14.6	
COLLEGE GRADUATE	35.1	39.0	26.9	17.3	24.9	62.2	45.8	33.2	16.0	18.6	22.8	26.8	
Bachelors Degree	22.5	23.4	20.7	13.8	19.8	42.2	25.0	21.9	11.7	15.7	17.2	22.1	
Post-Graduate Degree	12.6	15.6	6.2	3.6	5.1	20.0	20.8	11.3	4.3	2.9	5.6	4.7	



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45. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
LESS/COLLEGE GRADUATE	64.9	77.3	76.7	63.9	69.1	63.1	54.1	71.2	60.7	70.6	57.7	60.1	69.1
Some Grade School	0.3	0.9	0.4	0.8	0.0	0.0	0.1	0.7	0.1	0.5	0.1	0.3	0.3
Some High School	2.2	4.3	1.9	3.6	3.4	1.4	0.5	3.2	1.6	3.2	0.9	2.4	2.0
High School Grad.	22.8	38.8	31.7	20.7	23.6	20.6	15.6	28.3	19.2	26.9	17.6	21.6	23.8
Some College/Trade	21.6	17.0	22.7	20.8	23.1	20.7	22.7	20.7	22.2	21.4	21.9	20.4	22.7
Technical/Vocational	6.4	6.3	6.9	7.3	7.8	5.1	5.6	7.0	6.0	7.2	5.4	5.9	6.9
Associates Degree	11.6	10.0	13.1	10.7	11.3	15.2	9.6	11.4	11.7	11.4	11.8	9.5	13.5
COLLEGE GRADUATE	35.1	22.7	23.3	36.1	30.9	36.9	45.9	28.8	39.3	29.4	42.3	39.9	30.9
Bachelors Degree	22.5	20.2	17.2	22.1	19.1	23.3	27.9	19.9	24.2	19.7	26.1	23.5	21.6
Post-Graduate Degree	12.6	2.5	6.1	14.1	11.8	13.7	18.0	8.9	15.1	9.7	16.3	16.4	9.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
LESS/COLLEGE GRADUATE	64.9	76.7	69.2	67.3	57.0	77.4	66.5	63.3	48.7	75.9	71.5	70.6	64.6	61.2	61.8	77.0
Some Grade School	0.3	0.7	0.8	0.0	0.1	0.0	1.4	0.0	0.0	1.3	0.3	0.0	0.2	0.0	0.4	0.5
Some High School	2.2	3.8	2.5	3.4	0.7	5.0	2.8	4.2	0.4	2.6	2.3	2.8	1.0	2.7	1.0	4.5
High School Grad.	22.8	37.7	25.7	21.1	17.7	40.8	28.2	18.2	13.9	34.6	23.6	23.5	21.2	23.1	18.8	32.1
Some College/Trade	21.6	19.0	21.4	23.8	21.0	15.8	19.3	23.9	20.1	22.1	23.3	23.7	21.8	19.8	22.5	21.7
Technical/Vocational	6.4	5.0	7.3	6.6	6.1	5.1	6.1	5.4	6.3	4.8	8.3	7.6	5.9	4.5	6.7	7.9
Associates Degree	11.6	10.6	11.4	12.4	11.5	10.7	8.9	11.6	8.1	10.5	13.7	13.0	14.6	11.1	12.4	10.3
COLLEGE GRADUATE	35.1	23.3	30.8	32.7	43.0	22.6	33.5	36.7	51.3	24.1	28.5	29.4	35.4	38.8	38.2	23.0
Bachelors Degree	22.5	21.0	19.3	21.2	25.9	20.3	19.6	20.6	28.9	21.7	19.1	21.8	23.2	25.2	23.9	15.6
Post-Graduate Degree	12.6	2.4	11.5	11.5	17.1	2.3	13.9	16.2	22.4	2.4	9.4	7.6	12.2	13.6	14.2	7.4



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46. WOULD YOU CONSIDER YOURSELF...?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
WEALTHY	3.3	3.4	1.4	0.7	3.7	4.6	5.2	7.4	0.0	2.8	1.1	3.6	8.4	3.2	3.4	2.4	1.7	4.4	5.2	3.5
UPPER MIDDLE CLASS	14.6	8.0	13.7	11.5	14.4	14.6	17.1	28.4	14.6	12.9	12.3	13.5	13.6	12.4	14.3	13.7	11.3	19.2	16.4	22.5
MIDDLE CLASS	47.1	60.3	51.4	53.2	45.0	44.1	44.3	30.3	56.9	47.9	52.7	43.8	39.2	50.0	47.2	44.1	47.7	45.0	45.9	44.0
LOWER MIDDLE CLASS	26.0	15.4	26.2	24.7	28.1	27.3	26.0	21.9	14.5	27.0	25.0	29.8	26.6	26.1	25.1	27.6	30.8	23.4	23.7	23.0
POOR	9.0	12.9	7.3	10.0	8.8	9.4	7.4	12.0	14.0	9.4	8.9	9.3	12.2	8.3	10.0	12.2	8.4	7.9	8.8	6.9
Mean	2.77	2.74	2.76	2.68	2.76	2.78	2.87	2.97	2.72	2.73	2.72	2.72	2.79	2.76	2.76	2.66	2.67	2.89	2.85	2.93



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

46. WOULD YOU CONSIDER YOURSELF...?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1620	1366	254	380	224	156
WEALTHY	3.3	2.9	2.8	4.5	1.8	3.0	2.7	4.3	4.5	4.2	4.8
UPPER MIDDLE CLASS	14.6	18.0	14.0	11.9	17.5	15.4	15.3	16.0	11.4	15.5	5.4
MIDDLE CLASS	47.1	48.8	47.0	44.9	49.8	49.1	50.2	43.5	38.4	40.2	35.9
LOWER MIDDLE CLASS	26.0	23.7	26.8	28.2	23.0	24.6	24.2	26.9	31.9	28.8	36.5
POOR	9.0	6.6	9.4	10.5	7.9	7.9	7.6	9.4	13.8	11.2	17.4
Mean	2.77	2.87	2.74	2.72	2.82	2.81	2.81	2.79	2.61	2.73	2.44



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

46. WOULD YOU CONSIDER YOURSELF...?

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	626	1374	931	811	258	495	861	332	529	1139
WEALTHY	3.3	7.4	1.4	3.3	3.5	2.4	2.2	5.6	8.9	3.5	1.5
UPPER MIDDLE CLASS	14.6	20.5	12.0	13.1	16.7	13.7	15.4	18.4	20.1	17.4	11.8
MIDDLE CLASS	47.1	45.0	48.1	49.0	45.9	44.1	45.1	45.1	42.5	46.8	48.6
LOWER MIDDLE CLASS	26.0	21.0	28.3	25.7	25.8	27.6	27.7	23.2	21.4	24.4	28.1
POOR	9.0	6.2	10.3	8.9	8.1	12.2	9.6	7.6	7.0	8.0	10.1
Mean	2.77	3.02	2.66	2.76	2.82	2.66	2.73	2.91	3.03	2.84	2.67



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

46. 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	840	888	720	740	540	420	244	276	300	496	264
WEALTHY	3.3	2.6	3.9	2.8	4.6	2.1	3.9	6.6	1.5	1.3	3.6	2.6
UPPER MIDDLE CLASS	14.6	12.2	18.7	13.5	16.6	13.5	17.4	17.0	16.8	8.1	16.3	10.1
MIDDLE CLASS	47.1	50.4	46.6	50.3	45.0	45.8	48.8	45.6	45.0	52.3	44.7	46.6
LOWER MIDDLE CLASS	26.0	26.7	23.9	25.1	26.5	26.5	22.7	21.8	24.4	28.4	28.8	28.7
POOR	9.0	8.1	6.9	8.3	7.4	12.1	7.2	9.0	12.3	9.9	6.6	12.0
Mean	2.77	2.75	2.89	2.77	2.84	2.67	2.88	2.90	2.71	2.62	2.82	2.63



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
WEALTHY	3.3	5.1	7.6	3.1	2.6	1.8	3.2	2.4	13.9	2.3	1.6	4.4	3.8	7.4	2.1	1.9	2.4
UPPER MIDDLE CLASS	14.6	19.1	17.6	20.4	12.5	14.0	12.5	13.3	24.1	10.9	13.1	18.7	12.0	19.0	17.5	13.7	10.3
MIDDLE CLASS	47.1	43.6	41.5	45.4	47.5	48.9	50.2	49.5	38.3	50.6	51.7	45.4	45.4	41.8	39.2	47.4	46.1
LOWER MIDDLE CLASS	26.0	24.5	25.2	24.0	26.8	27.4	24.9	26.3	16.0	24.9	26.3	25.1	30.8	21.0	28.0	24.9	29.9
POOR	9.0	7.6	8.1	7.1	10.6	7.9	9.2	8.5	7.6	11.3	7.4	6.3	7.9	10.7	13.3	12.1	11.4
Mean	2.77	2.90	2.91	2.88	2.70	2.74	2.76	2.75	3.21	2.68	2.75	2.90	2.73	2.91	2.67	2.68	2.62



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. 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 Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
WEALTHY	3.3	4.5	4.1	1.6	3.2	18.2	100.0	0.0	0.0	0.0	0.0	0.0	3.3	1.1	3.7	2.4
UPPER MIDDLE CLASS	14.6	16.8	14.9	12.3	15.3	81.8	0.0	100.0	0.0	0.0	0.0	0.0	10.7	14.2	16.8	13.6
MIDDLE CLASS	47.1	43.7	46.8	50.7	47.2	0.0	0.0	0.0	64.4	100.0	0.0	0.0	47.6	42.5	51.9	45.2
LOWER MIDDLE CLASS	26.0	26.0	25.6	26.2	25.8	0.0	0.0	0.0	35.6	0.0	100.0	0.0	28.3	30.5	23.0	27.1
POOR	9.0	9.1	8.5	9.1	8.5	0.0	0.0	0.0	0.0	0.0	0.0	100.0	10.1	11.7	4.5	11.7
Mean	2.77	2.82	2.81	2.71	2.79	4.18	5.00	4.00	2.64	3.00	2.00	1.00	2.69	2.62	2.92	2.68



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. WOULD YOU CONSIDER YOURSELF...?

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	1298	702	450	252	565	375	733	327
WEALTHY	3.3	2.6	4.4	4.3	4.7	3.0	5.2	2.3	3.5
UPPER MIDDLE CLASS	14.6	7.9	27.0	20.5	38.7	9.1	29.2	7.1	24.5
MIDDLE CLASS	47.1	44.5	51.8	55.8	44.9	44.6	50.2	44.5	53.8
LOWER MIDDLE CLASS	26.0	32.7	13.6	16.6	8.4	29.0	13.9	35.5	13.3
POOR	9.0	12.2	3.1	3.0	3.3	14.2	1.6	10.6	4.8
Mean	2.77	2.56	3.16	3.07	3.33	2.58	3.23	2.55	3.09



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. WOULD YOU CONSIDER YOURSELF...?

BANNER 8

	TOTAL		RACE					WHITE		HISPANIC		BLACK	
	N	%	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136	
WEALTHY	3.3	2.0	6.0	5.2	7.6	1.8	3.3	0.8	4.0	6.4	8.8	6.5	
UPPER MIDDLE CLASS	14.6	14.5	14.9	11.2	16.5	21.7	16.5	12.8	16.2	6.5	18.6	14.5	
MIDDLE CLASS	47.1	49.1	42.8	49.0	37.8	48.1	49.6	48.8	44.1	53.6	36.4	39.1	
LOWER MIDDLE CLASS	26.0	25.4	27.2	28.0	25.5	25.1	21.7	28.6	27.5	28.5	23.8	27.1	
POOR	9.0	9.0	9.0	6.6	12.6	3.3	9.0	9.0	8.3	5.0	12.5	12.7	
Mean	2.77	2.75	2.82	2.81	2.81	2.94	2.84	2.68	2.80	2.81	2.87	2.75	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060
WEALTHY	3.3	9.6	5.7	4.5	3.2	1.6	0.3	6.0	1.5	5.2	0.8	3.9	2.7
UPPER MIDDLE CLASS	14.6	18.4	15.8	14.8	11.4	11.0	17.2	15.9	13.8	14.6	14.7	17.1	12.4
MIDDLE CLASS	47.1	41.3	39.3	41.7	44.7	49.8	56.3	40.8	51.3	41.9	53.7	46.8	47.3
LOWER MIDDLE CLASS	26.0	26.5	28.9	25.8	30.1	25.2	22.5	27.0	25.3	27.9	23.6	23.0	28.7
POOR	9.0	4.3	10.3	13.3	10.6	12.4	3.7	10.4	8.1	10.4	7.2	9.2	8.9
Mean	2.77	3.02	2.78	2.71	2.67	2.64	2.88	2.80	2.75	2.76	2.78	2.84	2.71



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46. 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
WEALTHY	3.3	9.0	5.5	2.4	0.7	8.3	6.3	3.3	1.4	9.8	4.8	1.7	0.0	6.6	2.5	1.0
UPPER MIDDLE CLASS	14.6	18.2	15.2	11.7	15.3	22.2	15.9	13.4	18.8	14.2	14.6	10.3	12.1	15.4	17.7	6.2
MIDDLE CLASS	47.1	41.1	40.8	45.4	54.2	41.6	41.6	41.8	55.1	40.6	40.1	48.4	53.4	40.0	52.0	44.1
LOWER MIDDLE CLASS	26.0	25.8	27.3	27.5	24.1	21.6	22.9	28.5	19.9	29.9	31.2	26.8	28.0	27.6	22.6	32.3
POOR	9.0	5.9	11.1	13.0	5.8	6.3	13.3	13.0	4.9	5.5	9.3	12.9	6.6	10.4	5.2	16.5
Mean	2.77	2.99	2.77	2.63	2.81	3.05	2.79	2.65	2.92	2.93	2.74	2.61	2.71	2.80	2.90	2.43



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
MAINSTREAM PROTESTANT	29.0	37.0	37.0	35.4	29.4	28.4	15.2	15.8	21.4	31.6	36.2	29.4	16.3	34.7	31.5	25.5	30.4	22.2	28.0	15.5
CATHOLIC	26.2	36.3	25.5	28.4	26.8	28.5	23.4	13.7	18.7	28.0	27.4	28.6	28.6	30.9	24.6	26.2	27.3	21.7	26.0	16.8
EVANGELICAL	8.1	6.0	16.5	8.5	8.1	4.1	5.8	4.0	4.9	9.6	11.9	7.4	6.5	14.2	9.0	4.6	4.8	4.0	3.5	4.7
JEWISH	3.6	0.0	3.4	2.0	4.4	4.0	4.7	4.0	3.8	3.2	2.6	3.4	5.7	1.5	5.3	2.2	5.3	4.8	5.8	3.8
ISLAM	1.7	0.0	0.2	0.4	2.1	1.9	4.4	1.8	0.0	1.5	0.3	2.1	5.3	1.3	2.3	1.5	0.8	2.3	2.0	2.6
BUDDHIST	1.1	0.0	0.0	1.0	0.9	1.8	1.5	1.7	0.0	1.3	0.5	1.9	3.1	0.5	2.6	1.5	1.2	0.5	0.4	0.6
MORMON	1.0	0.0	1.8	0.8	0.2	0.4	2.1	0.8	2.8	1.2	1.2	0.5	3.7	1.4	1.7	0.8	0.5	0.4	0.0	0.9
HINDU	0.4	0.0	0.0	0.0	0.3	0.8	0.9	0.0	0.0	0.2	0.0	0.6	0.0	0.2	0.0	0.4	0.3	0.7	0.3	1.0
SIKH	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.1	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.3	0.0	0.6
OTHER RELIGION	1.3	0.0	1.4	0.5	1.7	1.5	0.9	4.3	0.0	1.1	0.9	0.9	2.9	0.4	1.1	3.1	0.7	1.9	2.8	0.8
NON-REL/SECULAR/ATHEIST	27.6	20.8	14.1	23.1	26.1	28.6	40.1	53.8	48.4	22.3	19.1	25.3	27.3	14.9	21.9	33.7	28.6	41.2	31.3	52.7



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
MAINSTREAM PROTESTANT	29.0	19.9	33.7	34.4	21.5	29.7	29.8	29.3	25.7	26.2	25.1	
CATHOLIC	26.2	39.5	24.6	21.5	25.6	27.3	27.1	28.1	21.8	22.4	21.0	
EVANGELICAL	8.1	6.1	8.2	10.2	5.8	8.7	8.4	10.0	5.5	5.9	4.9	
JEWISH	3.6	6.2	2.8	3.2	3.2	3.7	4.0	2.2	3.2	4.0	2.0	
ISLAM	1.7	1.5	2.3	1.9	0.8	1.0	0.8	1.9	4.8	6.0	3.1	
BUDDHIST	1.1	1.4	0.3	1.0	1.7	0.9	0.6	2.1	1.9	1.6	2.4	
MORMON	1.0	0.2	0.6	0.7	2.4	0.7	0.8	0.3	1.9	2.1	1.6	
HINDU	0.4	0.4	0.4	0.5	0.0	0.3	0.1	1.3	0.7	0.0	1.6	
SIKH	0.1	0.0	0.0	0.2	0.2	0.1	0.0	0.6	0.3	0.0	0.6	
OTHER RELIGION	1.3	0.3	0.4	1.7	2.5	1.4	1.6	0.6	0.9	0.5	1.4	
NON-REL/SECULAR/ATHEIST	27.6	24.4	26.6	24.7	36.3	26.2	26.7	23.6	33.4	31.3	36.3	



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

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-	CIED	ROVE			PROVE	
		TION				DED						
Total	2000	626	1374	931	811	258	495	861	332	529	1139	
MAINSTREAM PROTESTANT	29.0	24.8	30.9	33.6	24.8	25.5	25.9	24.2	23.0	25.0	32.5	
CATHOLIC	26.2	28.4	25.2	28.7	23.5	26.2	25.6	25.1	24.9	25.3	27.1	
EVANGELICAL	8.1	3.9	10.0	12.3	4.3	4.6	5.3	4.7	7.7	2.9	10.6	
JEWISH	3.6	4.8	3.1	2.9	5.0	2.2	3.4	4.6	5.5	3.9	2.9	
ISLAM	1.7	3.9	0.7	1.6	1.8	1.5	1.6	3.0	2.7	3.1	0.7	
BUDDHIST	1.1	1.0	1.1	1.2	0.7	1.5	1.6	0.9	1.2	0.8	1.1	
MORMON	1.0	0.9	1.0	1.5	0.4	0.8	1.0	0.4	0.5	0.4	1.4	
HINDU	0.4	0.6	0.3	0.2	0.6	0.4	0.2	0.6	0.4	0.7	0.2	
SIKH	0.1	0.3	0.1	0.0	0.2	0.4	0.2	0.2	0.0	0.3	0.1	
OTHER RELIGION	1.3	1.4	1.3	0.7	1.5	3.1	1.9	1.4	1.6	1.2	1.3	
NON-REL/SECULAR/ATHEIST	27.6	30.1	26.4	17.4	37.3	33.7	33.3	34.8	32.5	36.3	22.1	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

47. 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	840	888	720	740	540	420	244	276	300	496	264
MAINSTREAM PROTESTANT	29.0	34.5	24.0	35.1	24.9	26.2	31.9	22.9	23.2	39.7	25.9	29.3
CATHOLIC	26.2	29.5	25.3	29.1	24.6	24.6	31.2	25.6	25.9	26.2	24.1	23.3
EVANGELICAL	8.1	12.6	4.1	13.7	4.1	6.0	12.7	4.0	6.1	15.0	4.1	5.9
JEWISH	3.6	2.3	4.7	2.1	5.1	3.6	2.5	5.2	4.1	1.6	5.1	3.2
ISLAM	1.7	0.9	2.2	0.9	2.8	1.2	1.5	4.0	2.1	0.0	2.2	0.3
BUDDHIST	1.1	0.8	1.1	1.3	1.0	0.9	2.1	1.9	1.3	0.2	0.6	0.4
MORMON	1.0	1.4	0.4	1.7	0.5	0.6	1.8	0.6	0.6	1.5	0.5	0.6
HINDU	0.4	0.1	0.3	0.0	0.7	0.4	0.0	0.3	0.4	0.0	0.8	0.4
SIKH	0.1	0.2	0.0	0.1	0.2	0.0	0.2	0.0	0.0	0.0	0.3	0.0
OTHER RELIGION	1.3	0.9	1.5	0.5	1.4	2.3	0.7	1.1	1.3	0.3	1.6	3.4
NON-REL/SECULAR/ATHEIST	27.6	16.8	36.5	15.5	34.6	34.1	15.5	34.4	35.0	15.5	34.7	33.1



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47. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
MAINSTREAM PROTESTANT	29.0	21.7	19.5	23.4	27.4	37.6	34.9	36.4	29.5	30.3	37.5	20.6	30.9	28.4	21.1	23.5	37.5
CATHOLIC	26.2	23.8	21.4	25.7	26.3	29.0	26.9	28.1	41.0	31.6	26.8	21.9	24.8	36.8	20.5	24.8	27.2
EVANGELICAL	8.1	3.6	4.5	2.9	5.0	9.5	21.4	14.9	4.1	4.4	18.0	3.4	5.0	4.7	4.1	5.3	9.6
JEWISH	3.6	4.3	3.2	5.1	3.9	4.6	0.6	2.8	3.0	3.1	1.7	4.9	4.8	7.0	2.3	3.7	4.5
ISLAM	1.7	3.0	3.9	2.3	0.8	1.2	1.8	1.5	3.7	0.0	0.8	2.6	1.6	7.5	4.6	0.7	0.0
BUDDHIST	1.1	0.9	0.3	1.4	1.4	1.2	0.3	0.8	0.0	4.3	0.4	1.0	0.3	2.6	1.0	0.8	0.8
MORMON	1.0	0.6	0.3	0.8	0.9	1.7	1.1	1.4	0.0	2.5	1.6	0.3	0.5	1.3	2.0	0.3	0.7
HINDU	0.4	0.9	0.6	1.1	0.0	0.6	0.0	0.3	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	1.8
SIKH	0.1	0.3	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.3	1.2	2.1	0.6	2.2	0.6	0.3	0.5	0.0	1.7	0.2	0.9	2.4	0.8	3.5	2.3	1.5
NON-REL/SECULAR/ATHEIST	27.6	39.8	44.2	36.2	31.8	14.0	12.7	13.4	18.8	21.5	13.0	42.7	29.5	10.8	40.8	38.6	16.6



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551	
MAINSTREAM PROTESTANT	29.0	24.2	24.6	35.7	27.7	22.6	29.1	21.2	30.1	29.3	31.5	32.5	100.0	0.0	0.0	0.0	
CATHOLIC	26.2	23.8	27.9	28.1	26.8	30.1	30.1	30.1	26.9	28.9	23.2	13.2	0.0	0.0	100.0	0.0	
EVANGELICAL	8.1	4.5	4.0	13.5	6.3	6.9	2.6	7.9	8.1	7.3	9.5	10.5	0.0	100.0	0.0	0.0	
JEWISH	3.6	4.7	5.1	1.9	4.4	6.8	7.9	6.6	3.1	3.9	1.7	1.4	0.0	0.0	0.0	0.0	
ISLAM	1.7	2.2	2.0	1.0	1.8	3.7	7.4	2.9	1.2	1.3	1.1	1.4	0.0	0.0	0.0	0.0	
BUDDHIST	1.1	0.8	2.4	0.8	1.4	1.3	0.0	1.5	1.1	0.9	1.6	0.0	0.0	0.0	0.0	0.0	
MORMON	1.0	0.3	1.4	1.4	1.2	1.0	1.1	0.9	0.9	0.6	1.5	1.2	0.0	0.0	0.0	0.0	
HINDU	0.4	0.7	0.0	0.2	0.6	1.0	0.0	1.2	0.2	0.1	0.2	0.6	0.0	0.0	0.0	0.0	
SIKH	0.1	0.0	0.7	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
OTHER RELIGION	1.3	1.6	3.0	0.4	1.5	1.9	1.3	2.0	0.9	1.0	0.9	3.4	0.0	0.0	0.0	0.0	
NON-REL/SECULAR/ATHEIST	27.6	37.2	28.8	17.1	28.1	24.7	20.4	25.6	27.3	26.4	28.8	35.7	0.0	0.0	0.0	100.0	



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

47. 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	1298	702	450	252	565	375	733	327
MAINSTREAM PROTESTANT	29.0	31.7	23.9	24.8	22.2	28.8	24.4	33.9	23.3
CATHOLIC	26.2	25.2	28.1	27.8	28.6	28.9	27.1	22.4	29.2
EVANGELICAL	8.1	8.6	7.0	6.4	8.1	7.6	9.9	9.4	3.7
JEWISH	3.6	2.6	5.6	4.0	8.4	2.8	4.9	2.4	6.4
ISLAM	1.7	1.8	1.4	1.4	1.5	2.3	2.4	1.5	0.3
BUDDHIST	1.1	1.2	0.9	1.2	0.3	1.9	1.6	0.6	0.0
MORMON	1.0	1.1	0.7	1.0	0.3	1.3	0.9	0.9	0.5
HINDU	0.4	0.4	0.3	0.5	0.0	0.2	0.2	0.5	0.5
SIKH	0.1	0.1	0.1	0.0	0.4	0.0	0.3	0.2	0.0
OTHER RELIGION	1.3	1.3	1.4	1.6	1.1	0.7	1.4	1.7	1.5
NON-REL/SECULAR/ATHEIST	27.6	26.0	30.5	31.2	29.1	25.6	26.9	26.3	34.6



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

47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	261	261	81	624	733	126	135	125	136
MAINSTREAM PROTESTANT	29.0	30.1	26.6	16.7	37.3	15.5	27.4	32.4	21.5	12.2	33.7	40.5
CATHOLIC	26.2	26.4	25.9	46.0	11.5	15.2	28.3	24.8	49.3	43.0	13.6	9.6
EVANGELICAL	8.1	9.2	5.7	3.7	8.2	5.8	11.1	7.6	1.1	6.0	5.5	10.6
JEWISH	3.6	3.9	3.1	2.0	3.7	3.9	3.9	3.8	2.0	2.1	4.9	2.6
ISLAM	1.7	0.5	4.2	2.0	6.3	5.1	1.1	0.0	1.9	2.0	7.0	5.7
BUDDHIST	1.1	0.5	2.3	1.6	0.6	11.1	0.6	0.4	1.9	1.2	1.3	0.0
MORMON	1.0	0.9	1.2	1.5	1.2	0.8	1.1	0.7	1.8	1.2	0.8	1.5
HINDU	0.4	0.1	0.9	0.4	0.5	4.5	0.0	0.2	0.8	0.0	0.0	1.0
SIKH	0.1	0.1	0.2	0.6	0.0	0.0	0.2	0.0	0.0	1.2	0.0	0.0
OTHER RELIGION	1.3	1.3	1.4	0.8	1.1	0.8	1.2	1.4	0.0	1.6	0.0	2.2
NON-REL/SECULAR/ATHEIST	27.6	27.1	28.5	24.8	29.6	37.3	25.1	28.8	19.6	29.6	33.2	26.2



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

47. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
MAINSTREAM PROTESTANT	29.0	19.5	22.3	27.3	35.8	30.9	31.1	23.9	32.3	27.3	31.0	27.0	30.7	
CATHOLIC	26.2	23.7	26.9	25.8	22.3	29.5	27.3	25.7	26.6	24.7	28.2	28.2	24.5	
EVANGELICAL	8.1	5.3	8.6	5.3	9.4	9.2	8.9	6.5	9.1	7.3	9.0	8.5	7.7	
JEWISH	3.6	3.9	1.5	2.0	2.5	2.1	7.5	2.2	4.6	2.3	5.4	3.6	3.6	
ISLAM	1.7	7.1	4.0	1.5	1.4	0.0	0.2	3.5	0.5	2.9	0.1	2.3	1.1	
BUDDHIST	1.1	1.6	0.6	2.0	0.3	1.1	1.0	1.4	0.8	1.1	1.0	1.8	0.4	
MORMON	1.0	2.8	0.7	0.4	0.2	1.0	1.3	1.0	0.9	0.8	1.2	1.1	0.8	
HINDU	0.4	3.2	0.0	0.0	0.6	0.0	0.0	0.7	0.2	0.6	0.0	0.2	0.5	
SIKH	0.1	0.0	0.6	0.0	0.3	0.0	0.0	0.2	0.1	0.2	0.0	0.1	0.1	
OTHER RELIGION	1.3	1.4	1.2	1.1	1.4	0.9	1.8	1.2	1.4	1.2	1.4	1.0	1.7	
NON-REL/SECULAR/ATHEIST	27.6	31.6	33.7	34.7	25.8	25.4	20.9	33.7	23.5	31.4	22.7	26.1	28.9	



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

47. 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	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
MAINSTREAM PROTESTANT	29.0	20.1	26.7	30.5	31.9	23.9	22.9	27.3	30.5	16.5	30.1	33.2	33.2	25.3	27.2	37.9
CATHOLIC	26.2	24.9	25.0	25.1	28.2	29.9	30.3	22.4	30.1	20.0	20.5	27.3	26.5	27.5	28.8	18.3
EVANGELICAL	8.1	6.1	7.2	8.7	8.8	4.5	7.1	11.0	9.1	7.7	7.2	6.8	8.6	6.4	7.2	12.3
JEWISH	3.6	3.7	1.5	2.8	5.6	4.7	2.2	2.2	5.2	2.7	1.0	3.2	6.0	3.2	5.0	0.8
ISLAM	1.7	7.4	2.1	1.1	0.1	7.9	3.8	1.3	0.3	7.0	0.6	0.9	0.0	4.1	1.1	0.2
BUDDHIST	1.1	1.1	1.5	0.7	1.0	2.3	2.7	1.2	1.4	0.0	0.4	0.2	0.7	0.8	1.3	0.8
MORMON	1.0	2.1	0.4	0.8	1.1	1.0	0.0	1.5	1.7	3.2	0.8	0.2	0.6	0.5	0.9	1.7
HINDU	0.4	2.4	0.0	0.4	0.0	0.9	0.0	0.3	0.0	3.7	0.0	0.4	0.0	0.2	0.5	0.3
SIKH	0.1	0.0	0.3	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.2	0.2
OTHER RELIGION	1.3	1.4	0.9	1.3	1.6	0.0	0.6	0.8	1.6	2.8	1.2	1.7	1.6	0.9	1.1	2.4
NON-REL/SECULAR/ATHEIST	27.6	30.7	34.3	28.5	21.6	24.8	30.4	31.6	20.1	36.5	37.7	26.0	22.8	31.1	26.8	25.1



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

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

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	31	326	387	418	436	290	85	28	1445	744	557	145	600	331	258	257	555	296	258
URBAN AREA	26.7	12.6	16.4	20.1	30.9	30.9	34.1	35.4	25.1	23.7	18.2	29.1	31.7	18.8	26.3	26.6	29.0	34.6	34.3	34.9
SUBURBAN AREA	51.9	69.7	53.3	53.2	51.4	50.6	49.5	49.1	59.7	51.7	54.0	50.6	44.7	52.6	49.8	50.9	53.1	52.5	51.9	53.2
RURAL AREA	21.3	17.7	30.3	26.7	17.7	18.4	16.4	15.5	15.1	24.5	27.9	20.3	23.6	28.6	23.9	22.6	17.9	12.9	13.8	11.9



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

48. 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	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1620	1366	254	380	224	156	
URBAN AREA	26.7	24.6	27.4	23.5	33.7	25.1	24.7	27.3	33.7	33.4	34.2	
SUBURBAN AREA	51.9	58.5	48.6	50.9	51.9	52.9	53.5	49.7	47.7	51.0	43.0	
RURAL AREA	21.3	16.9	24.0	25.6	14.4	22.0	21.8	23.0	18.6	15.7	22.8	



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

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

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	626	1374	931	811	258	495	861	332	529	1139	
URBAN AREA	26.7	32.5	24.1	21.5	32.8	26.6	27.6	32.7	39.3	28.6	22.2	
SUBURBAN AREA	51.9	53.6	51.2	51.6	52.7	50.9	52.9	51.6	47.7	54.0	52.2	
RURAL AREA	21.3	13.9	24.7	26.9	14.5	22.6	19.5	15.7	13.0	17.4	25.6	



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

48. 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	840	888	720	740	540	420	244	276	300	496	264
URBAN AREA	26.7	21.5	31.0	19.7	35.2	24.5	23.2	41.4	27.9	14.8	32.1	21.0
SUBURBAN AREA	51.9	50.4	54.7	50.9	52.6	52.3	51.8	48.9	49.7	49.8	54.5	55.1
RURAL AREA	21.3	28.2	14.3	29.4	12.2	23.1	25.0	9.7	22.4	35.4	13.4	23.9



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

48. 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	560	249	311	738	385	317	702	62	165	493	409	243	88	88	331	121
URBAN AREA	26.7	32.2	38.4	27.3	28.0	21.8	20.1	21.1	35.5	23.1	16.6	33.6	33.8	46.3	23.5	26.1	21.0
SUBURBAN AREA	51.9	52.9	45.9	58.4	50.8	53.8	50.6	52.4	41.1	43.8	54.6	54.9	53.2	40.2	51.5	52.6	52.3
RURAL AREA	21.3	14.9	15.7	14.3	21.2	24.4	29.3	26.6	23.4	33.1	28.9	11.5	13.0	13.5	25.0	21.3	26.7



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL 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
Total	2000	843	343	814	1036	358	65	293	1462	942	520	180	579	161	525	551
URBAN AREA	26.7	34.1	23.6	20.4	24.3	32.8	53.9	28.1	24.7	22.7	28.4	31.0	23.3	21.1	28.0	30.1
SUBURBAN AREA	51.9	52.2	55.0	50.3	54.1	58.7	39.8	62.9	53.0	57.3	45.1	30.0	48.7	46.3	57.1	50.4
RURAL AREA	21.3	13.7	21.4	29.2	21.6	8.5	6.3	9.0	22.3	20.0	26.5	39.1	27.9	32.6	14.9	19.4



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. 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	1298	702	450	252	565	375	733	327
URBAN AREA	26.7	25.2	29.5	30.0	28.8	27.9	31.4	23.2	27.4
SUBURBAN AREA	51.9	49.5	56.5	55.2	58.7	48.7	53.0	50.1	60.4
RURAL AREA	21.3	25.3	14.0	14.8	12.6	23.4	15.5	26.7	12.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. 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	1357	643	261	261	81	624	733	126	135	125	136
URBAN AREA	26.7	21.8	37.1	37.0	42.2	27.6	23.7	20.2	43.6	30.8	46.5	38.1
SUBURBAN AREA	51.9	52.9	49.9	49.0	44.5	69.3	51.8	53.9	43.6	54.0	41.5	47.2
RURAL AREA	21.3	25.3	13.0	14.0	13.3	3.0	24.6	25.9	12.8	15.2	11.9	14.6



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. 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	163	283	349	324	352	529	795	1205	1120	880	940	1060	
URBAN AREA	26.7	36.0	32.8	33.6	25.6	21.5	20.2	33.8	22.1	31.5	20.7	29.3	24.4	
SUBURBAN AREA	51.9	50.5	49.0	44.0	52.6	54.6	57.0	47.1	55.1	48.7	56.0	50.4	53.3	
RURAL AREA	21.3	13.5	18.2	22.3	21.8	23.9	22.8	19.0	22.8	19.8	23.2	20.3	22.3	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z NIALS	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z NIALS	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z NIALS	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	221	500	523	757	109	233	236	361	112	266	286	396	535	1039	427
URBAN AREA	26.7	40.1	30.8	26.2	20.5	45.5	35.9	30.8	19.2	34.7	26.3	22.4	21.7	100.0	0.0	0.0
SUBURBAN AREA	51.9	47.2	48.6	51.8	55.6	46.4	43.9	47.7	57.6	48.0	52.6	55.2	53.9	0.0	100.0	0.0
RURAL AREA	21.3	12.8	20.6	21.9	23.8	8.1	20.2	21.5	23.2	17.3	21.0	22.3	24.4	0.0	0.0	100.0