



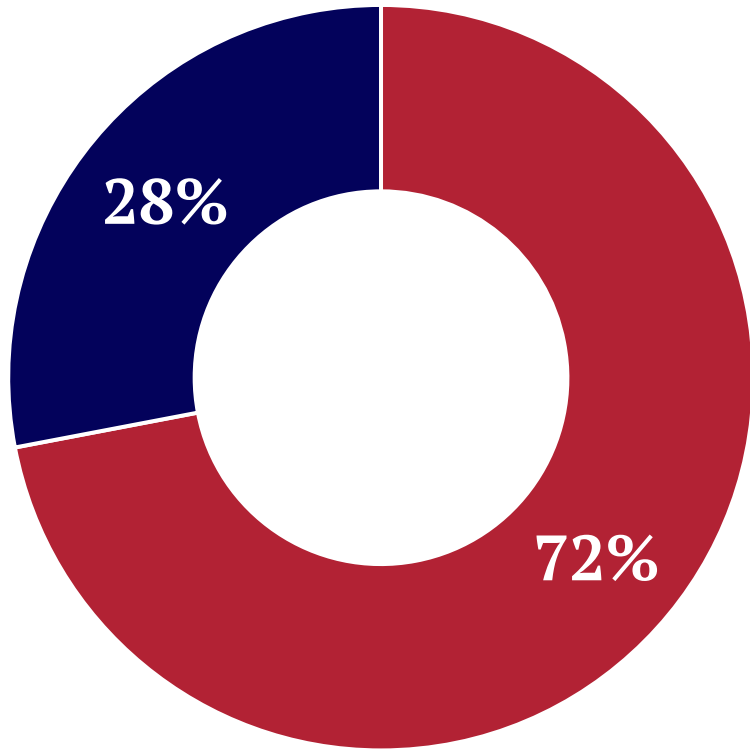
STATE OF PLAY – JULY 13-16,  
2023

 McLaughlin & Associates



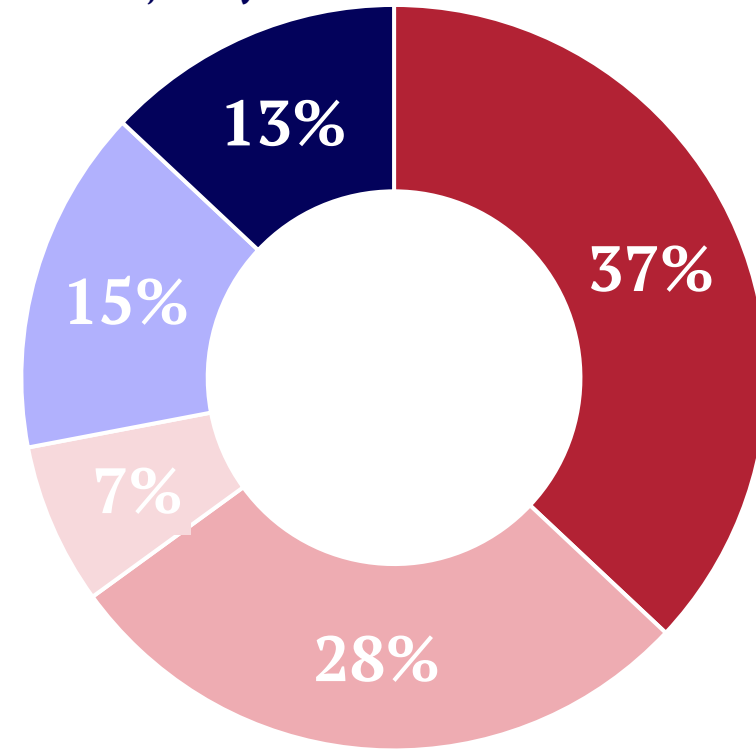
# VOTER UNIVERSE – JULY 13-16, 2023

Screener survey of 13 questions, asking respondents to rank agreement on 0-10 scale, identified 72% of American voters as part of America's New Majority.



■ New Majority

■ Left Minority



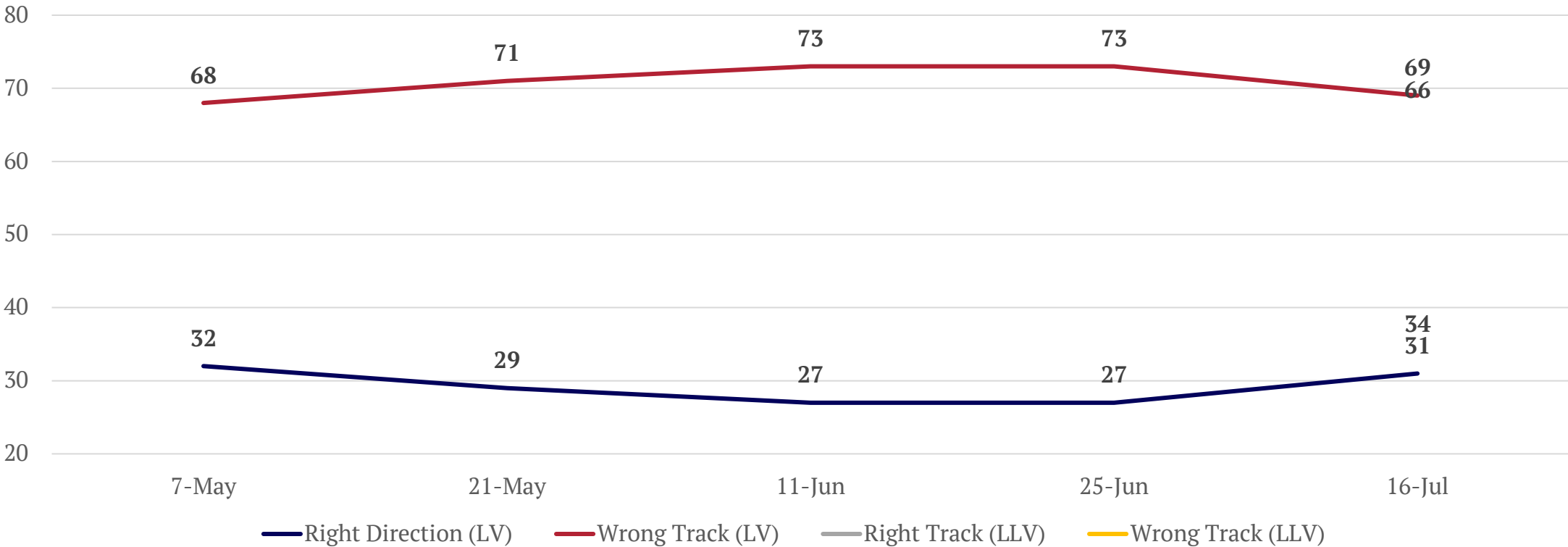
- 8-10 (All)
- 6-7 Filtered (minus def vote dem; prob vote dem & strong approve Biden)
- 0-5 Filtered (inc def, prob, or lean Republican; undecideds)
- 6-7 Remaining
- 0-5 Remaining



# RIGHT DIRECTION/WRONG TRACK DIVIDE NARROWEST SINCE MAY

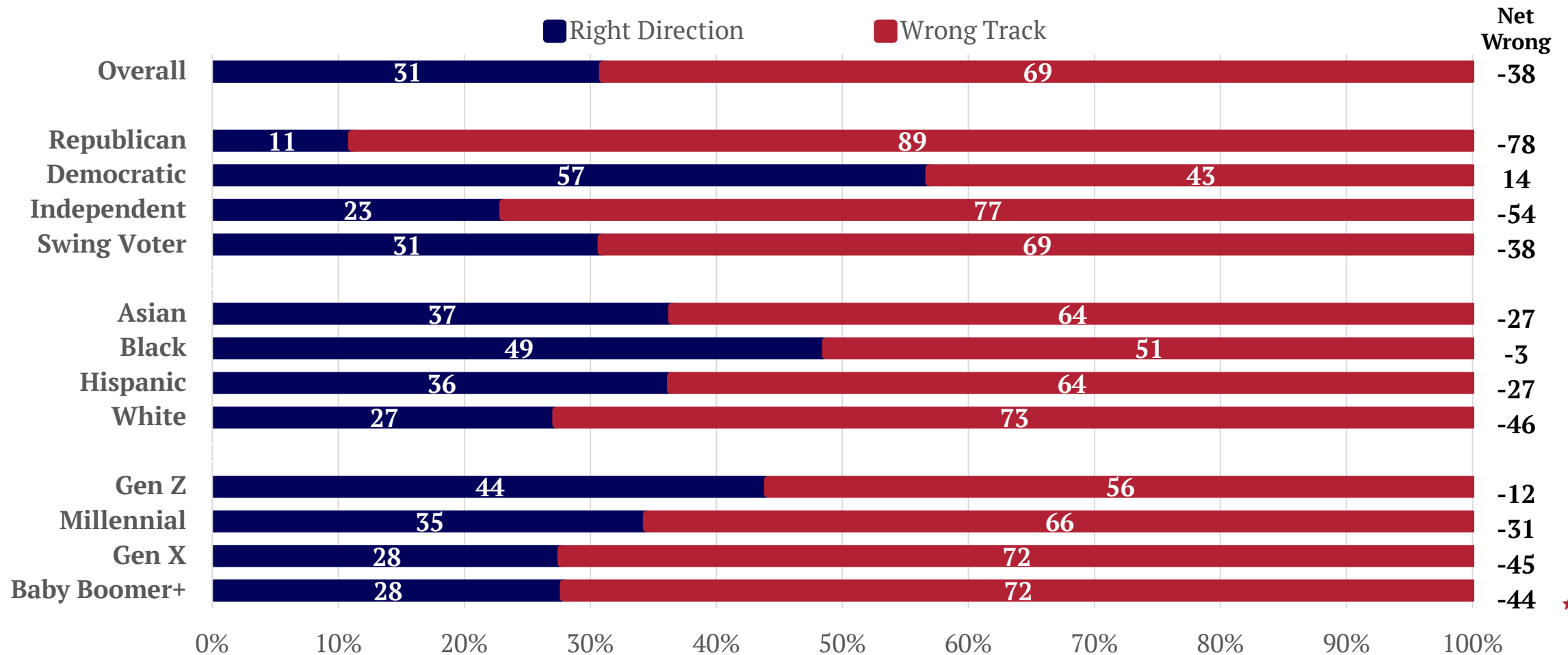
Note: We have added tracking for less likely voters (LLV). This month: 34-66.

“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?”



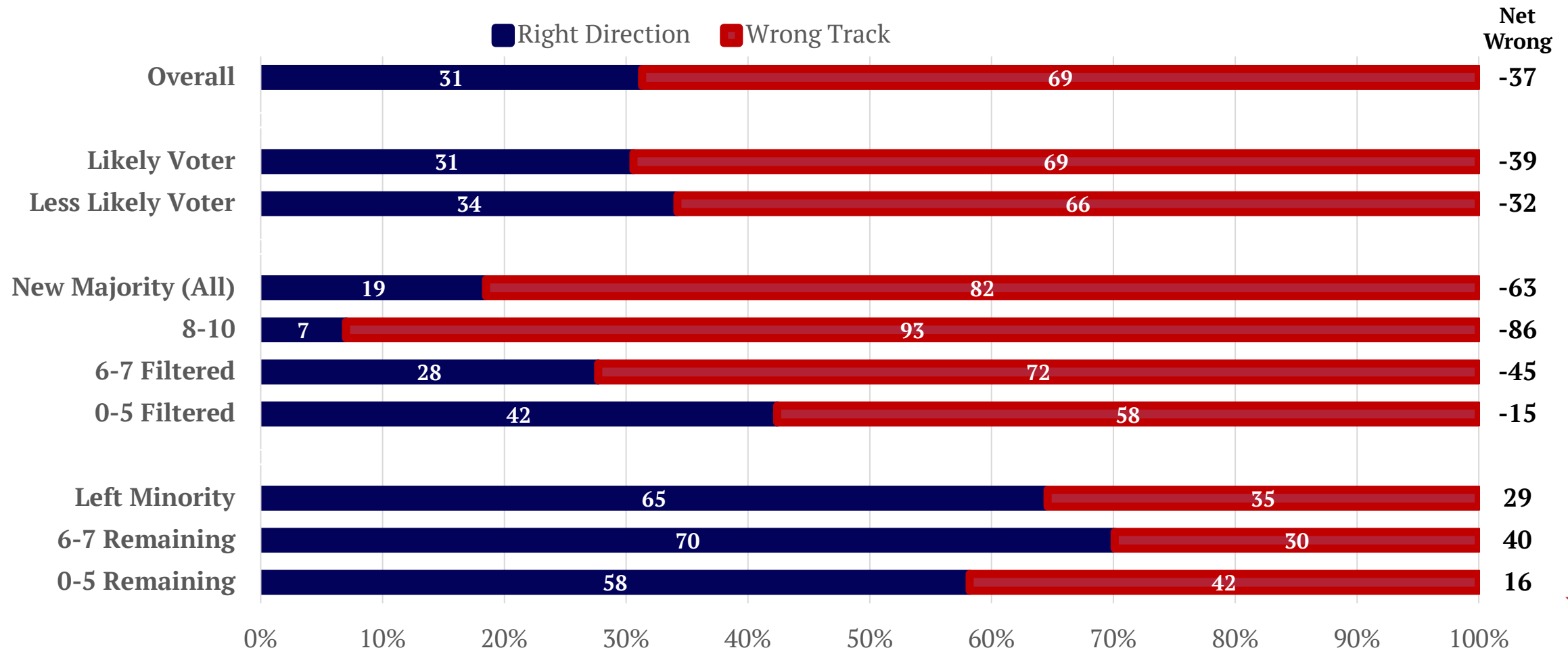
# EVERY DEMOGRAPHIC GROUP EXCEPT DEMOCRATS BELIEVE U.S. IS ON THE WRONG TRACK

“Generally speaking, would you say things in the United States are going in the right direction, or have they gotten off on the wrong track?”



# VOTERS IN NEW MAJORITY OVERWHELMINGLY BELIEVE AMERICA IS ON THE WRONG TRACK

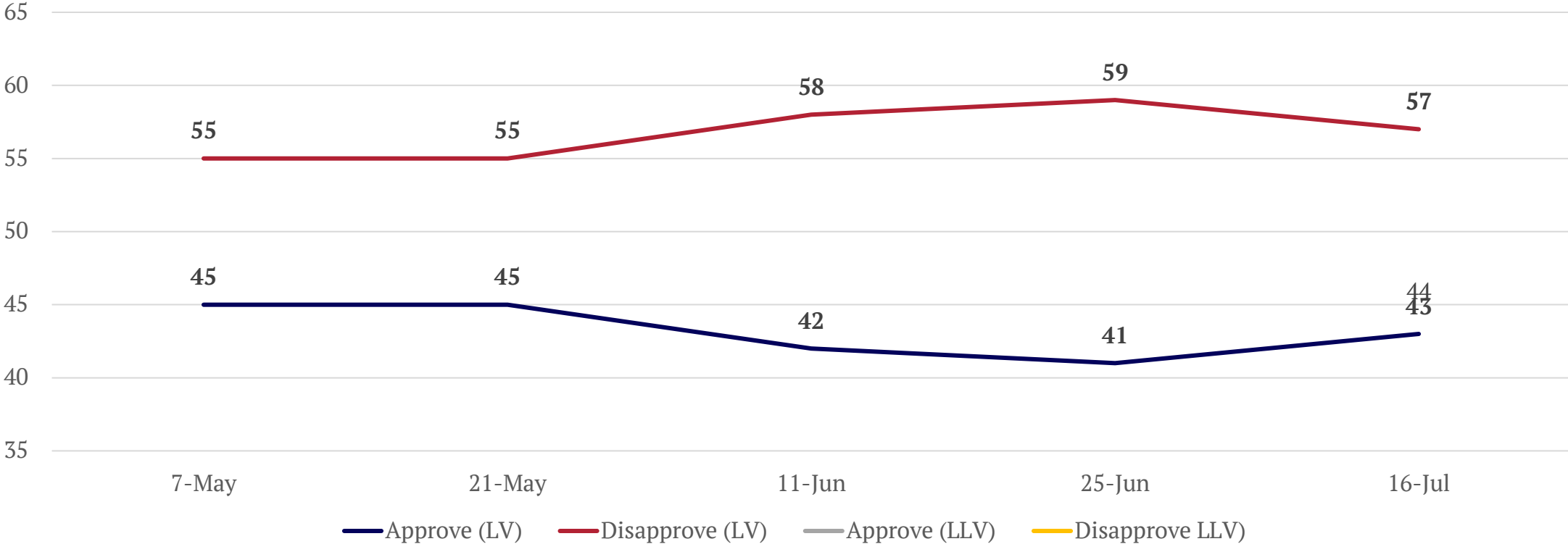
“Generally speaking, would you say things in the United States are going in the right direction, or have they gotten off on the wrong track?”



# BIDEN APPROVAL STEADY AT LOW/MID 40'S

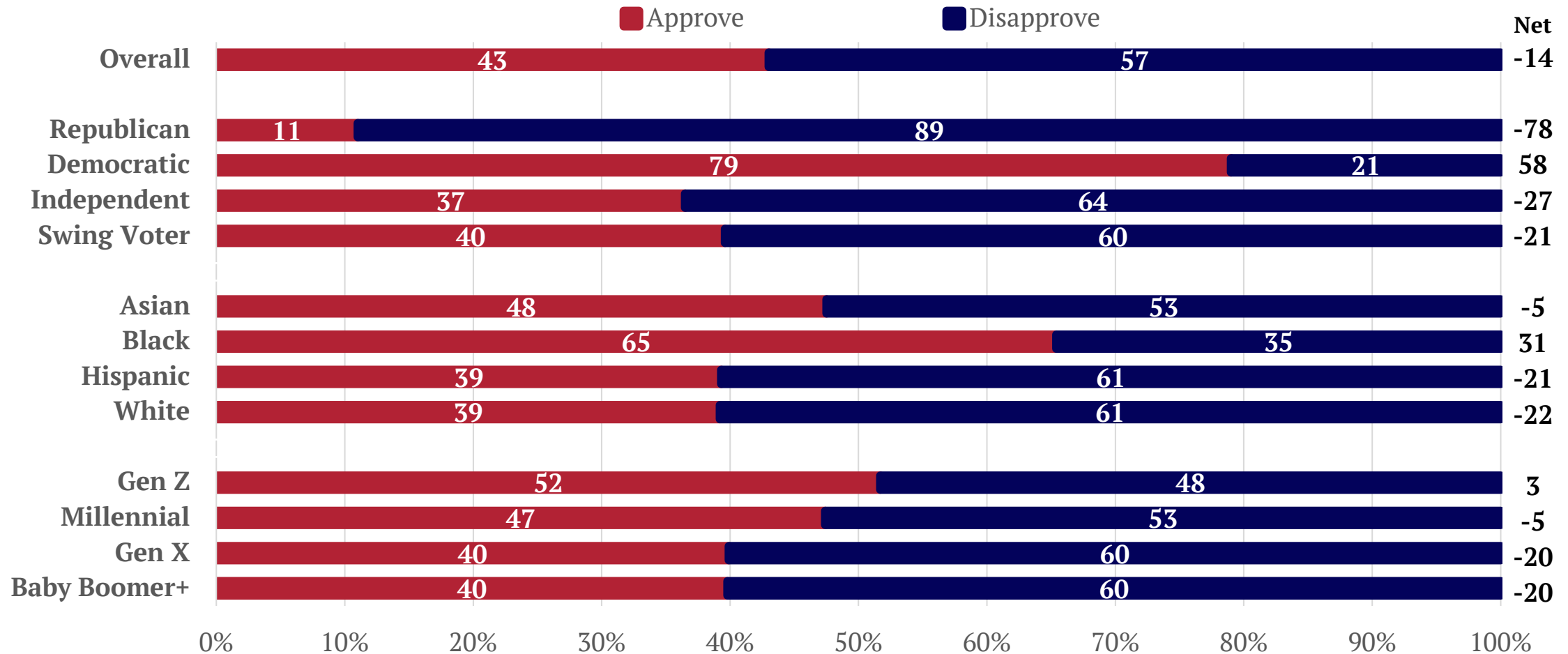
Note: We have added tracking for less likely voters (LLV). This month: 44-57.

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



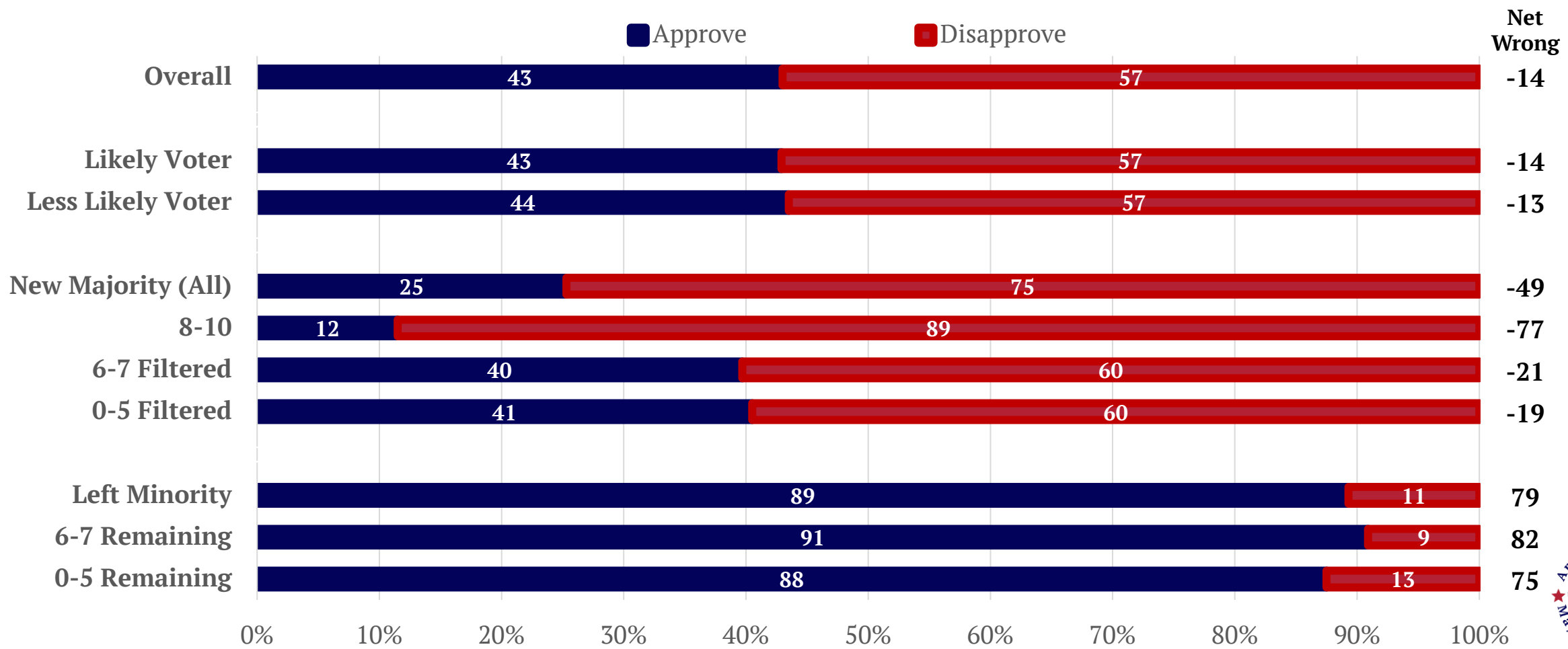
# ONLY BLACKS (+31) AND GEN Z (+3) APPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT

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



# ALL VOTER GROUPS IN NEW MAJORITY DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT

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

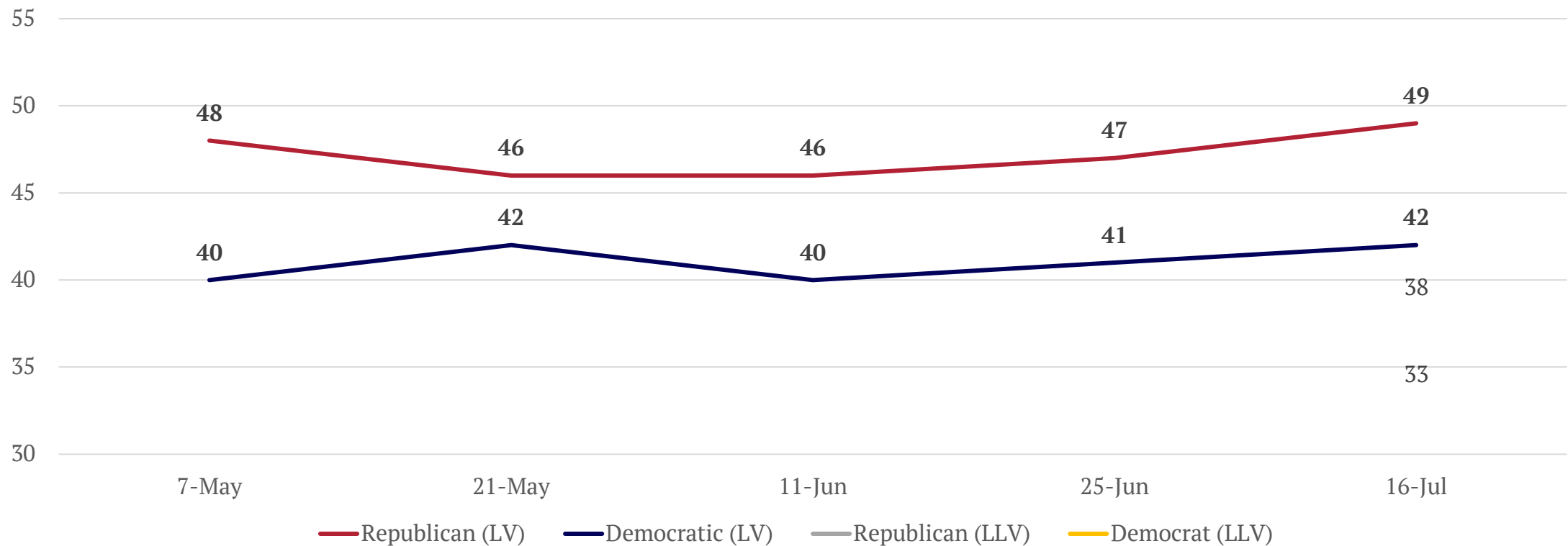




# GOP REACHES NEW HIGH AMONG LIKELY VOTERS

Note: We have added tracking for less likely voters (LLV). This month: 38 Republican, 33 Democrat.

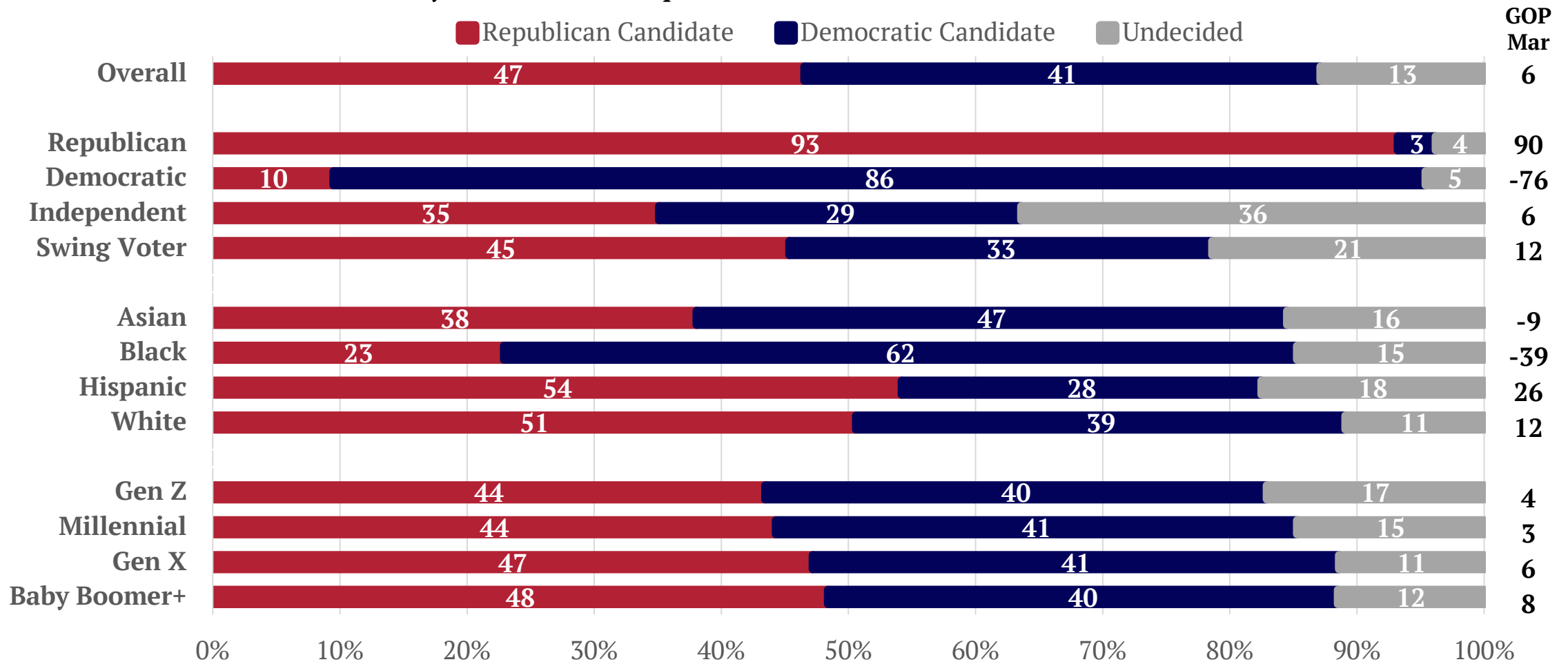
**“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”**



# GOP HAS 12-POINT LEAD WITH SWING VOTERS

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

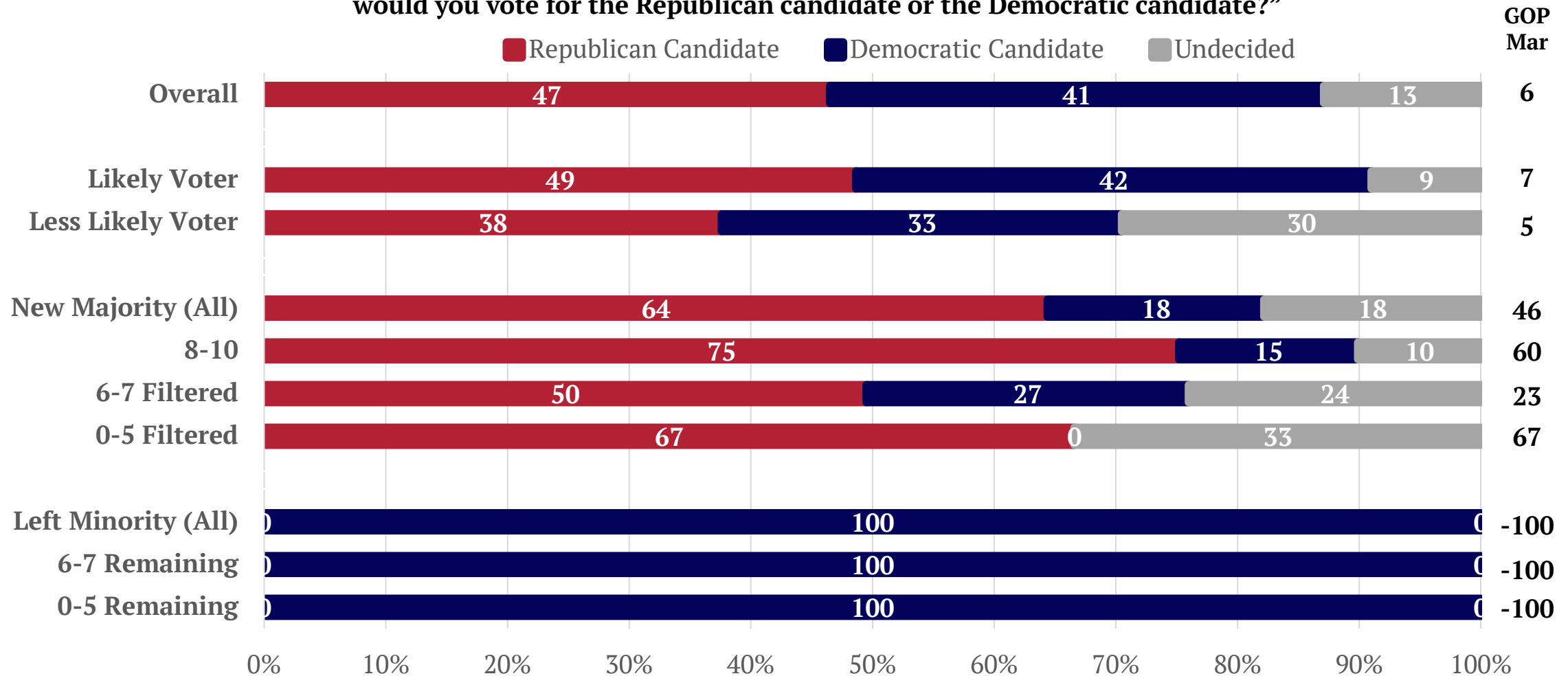
■ Republican Candidate
 ■ Democratic Candidate
 ■ Undecided



# GOP HAS 46-POINT LEAD AMONG VOTERS IN AMERICA'S NEW MAJORITY

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

■ Republican Candidate
 ■ Democratic Candidate
 ■ Undecided

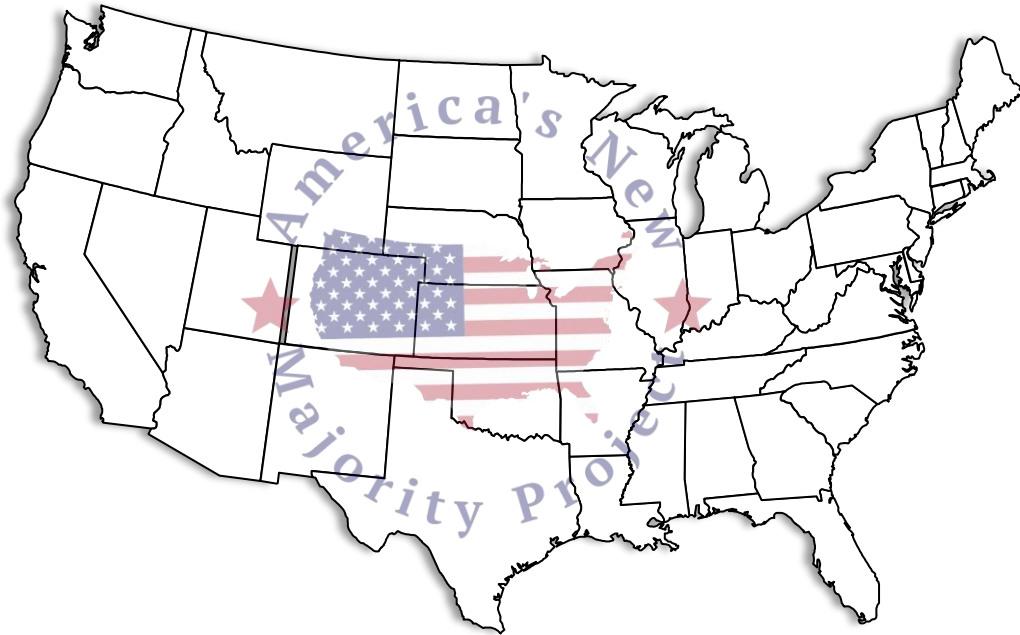


# Methodology

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

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

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



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

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

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

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

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

