



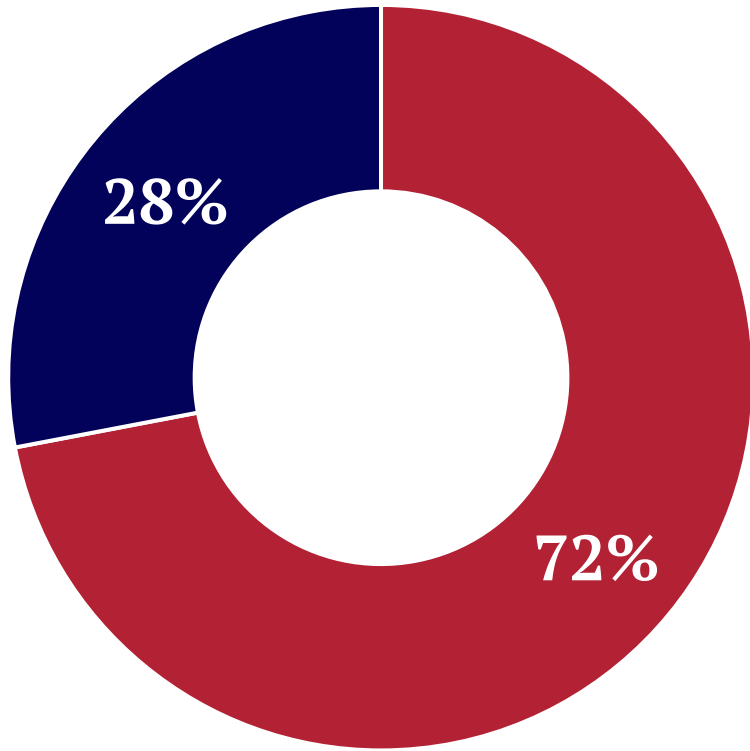
ANALYSIS: MOST IMPORTANT
ISSUES FOR 2024

 McLaughlin & Associates

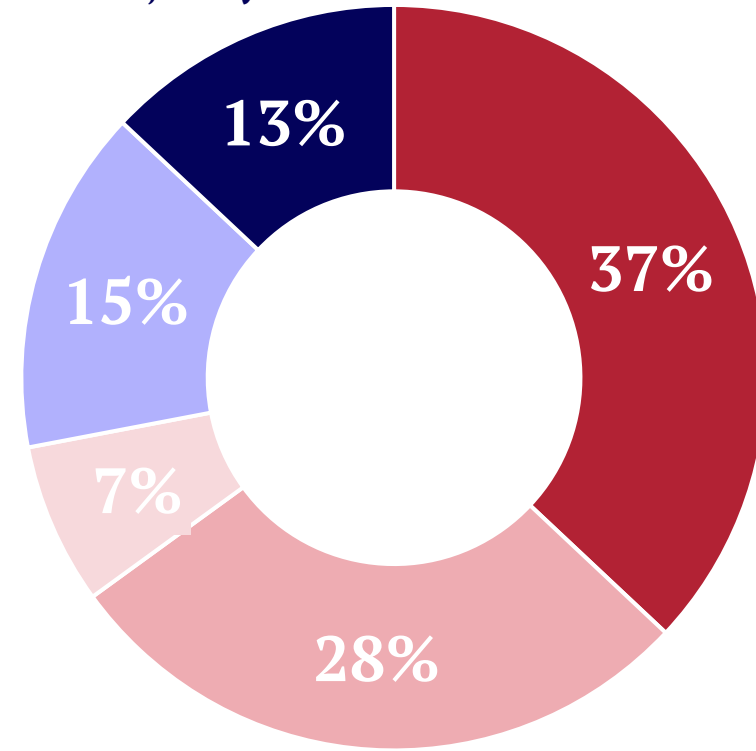


VOTER UNIVERSE – JULY 13-16, 2023

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



KEY TAKEAWAYS

- Economic and safety concerns dominate among all voter groups.
- Inflation/cost of living is the top issue among all groups except Democrats and Gen Z, who choose gun violence. Note: Gun violence is a distinct issue from crime and safety.
- Black and Gen Z voters have the broadest array of issues important to them. GOP voters have more intense focus on a smaller number of issues.
- Results show that to engage all parts of the American Majority coalition (72% of voters), it is vital to address gun violence, health care, and climate change/environment in a way that does not alienate the conservative core of the coalition.

ECONOMIC AND SAFETY CONCERNS DOMINATE

“Thinking about the upcoming elections in 2024 for President and Congress, what issues matter most to you?” (Selected 3 Choices)

	ALL		GOP	DEM	IND	Swing		Asian	Black	Hispanic	White		Gen Z	Mil	Gen X	Boomer+
Inflation/Cost of Living	42		49	34	44	41		38	31	40	45		24	43	49	42
Jobs/Economy	23		23	21	26	24		25	29	25	21		20	31	26	17
Gun Violence	22		9	35	21	22		37	27	21	20		29	20	19	23
Social Security/Medicare	19		17	20	19	19		16	12	10	22		7	8	16	30
Crime/Safety	18		24	15	15	18		24	20	18	18		17	17	20	18
Corruption/Gov't	16		21	9	19	17		13	12	14	17		9	21	15	16
Border Security	16		30	4	14	14		8	6	13	19		8	10	17	21
Abortion	16		9	25	12	13		12	15	14	17		20	16	14	15
Health Care	15		11	19	16	14		17	20	11	15		14	13	17	15
Climate Change/Environment	14		6	22	15	15		10	8	17	15		13	13	15	15
Government Spending	14		21	7	15	17		12	7	11	16		8	10	13	19
Taxes	11		13	7	13	12		14	12	12	10		16	12	10	9
Threats to Democracy	9		7	11	9	9		4	6	7	10		5	7	6	13
Education	8		8	9	8	8		14	15	14	6		22	11	8	3
Raising Wages	8		6	10	9	8		7	18	12	5		15	13	9	1
LGBTQ Rights	6		1	10	6	4		6	11	6	5		12	8	5	3
Race Relations	5		2	8	4	5		6	17	7	2		14	8	3	2
Student Loans	5		3	7	4	6		7	11	6	3		12	8	5	1

Tier 1

Tier 2



CANNOT IGNORE HEALTH, CLIMATE, AND GUN VIOLENCE TO BUILD NEW MAJORITY COALITION

“Thinking about the upcoming elections in 2024 for President and Congress, what issues matter most to you?” (Selected 3 Choices)

	All	Likely Voter	Less Likely Voter	New Majority (All)	Gen Def GOP	Gen Lean/Prob GOP	Gen Und	Gen Dem	Left Minority (All)
Inflation/Cost of Living	42	44	33	47	49	48	43	45	28
Jobs/Economy	23	21	32	24	25	22	26	24	20
Gun Violence	22	22	20	16	7	13	22	37	36
Social Security/Medicare	19	19	15	19	16	17	20	27	18
Crime/Safety	18	19	17	20	22	22	15	19	14
Corruption/Gov't	16	16	17	19	21	17	22	14	8
Border Security	16	17	9	21	36	16	10	4	2
Abortion	16	16	12	11	9	8	11	18	28
Health Care	15	14	18	14	10	12	16	22	19
Climate Change/Environment	14	15	12	10	4	10	15	20	25
Government Spending	14	15	10	18	23	19	14	7	5
Taxes	11	10	15	13	12	17	14	9	5
Threats to Democracy	9	10	4	7	7	6	6	9	14
Fighting Woke Ideology	8	9	6	10	16	11	3	3	3
Raising Wages	8	6	17	8	5	10	12	7	9
LGBTQ Rights	6	6	6	3	1	2	8	2	14
Voting Rights	5	5	6	2	2	4	3	2	13

Tier 1

Tier 2



OTHER ISSUES

“Thinking about the upcoming elections in 2024 for President and Congress, what issues matter most to you?” (Selected 3 Choices)

	ALL		GOP	DEM	IND	Swing		Asian	Black	Hispanic	White		Gen Z	Mil	Gen X	Boomer+
National Security	10		13	8	11	12		11	3	11	12		7	7	11	13
Fighting Woke Ideology	8		14	4	7	8		6	3	10	9		8	8	8	9
Immigration Reform	8		13	4	7	7		5	3	11	9		7	5	10	10
Voting Rights	5		2	9	4	5		2	6	5	5		8	6	4	5
Police reform	3		2	5	3	3		5	9	5	2		7	6	3	1

	All		Likely Voter	Less Likely Voter		New Majority (All)	Gen Def GOP	Gen Lean/Prob GOP	Gen Und	Gen Dem		Left Minority (All)
National Security	10		11	9		11	12	12	10	9		9
Education	8		8	11		8	6	9	11	7		9
Immigration Reform	8		9	5		10	14	10	5	4		4
Race Relations	5		4	9		4	2	6	6	6		7
Student Loans	5		3	10		4	2	6	4	5		7
Police reform	3		3	5		3	2	4	4	3		5

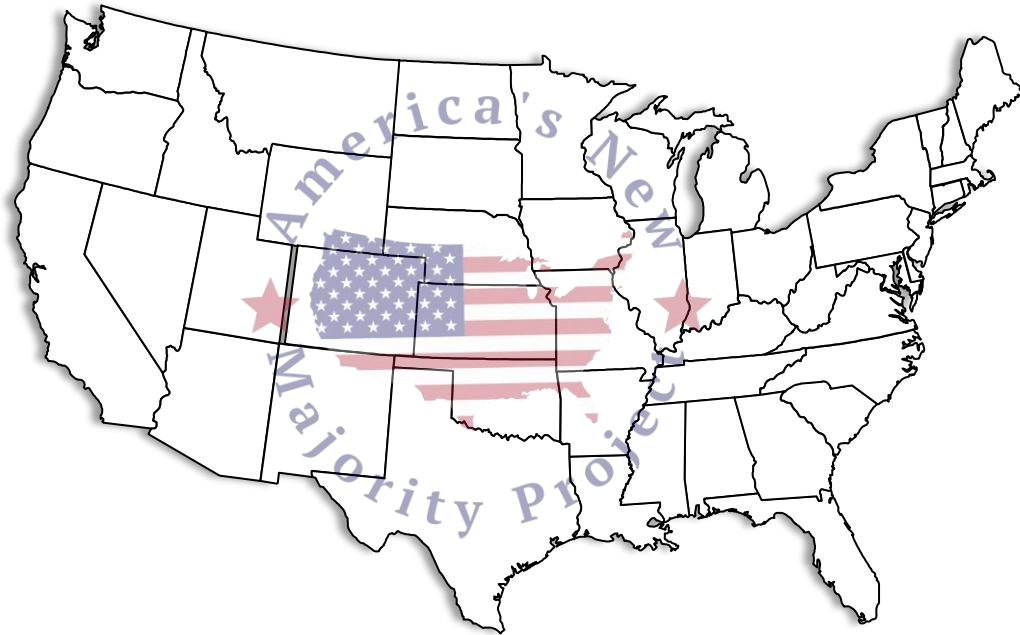


Methodology

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%

