

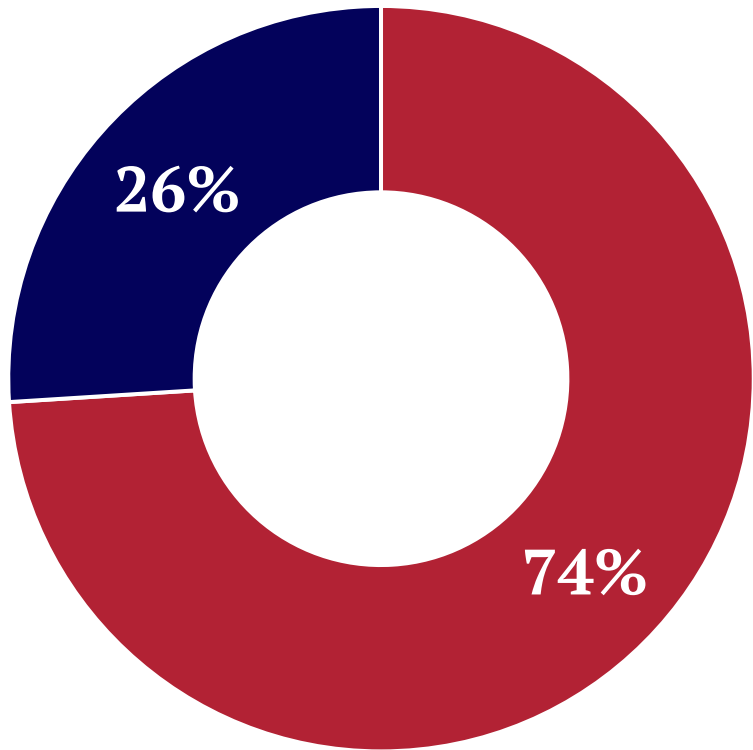


WHAT DO VOTERS THINK WILL WORK TO FIGHT INFLATION AND REDUCE THE COST OF LIVING?

 McLaughlin & Associates

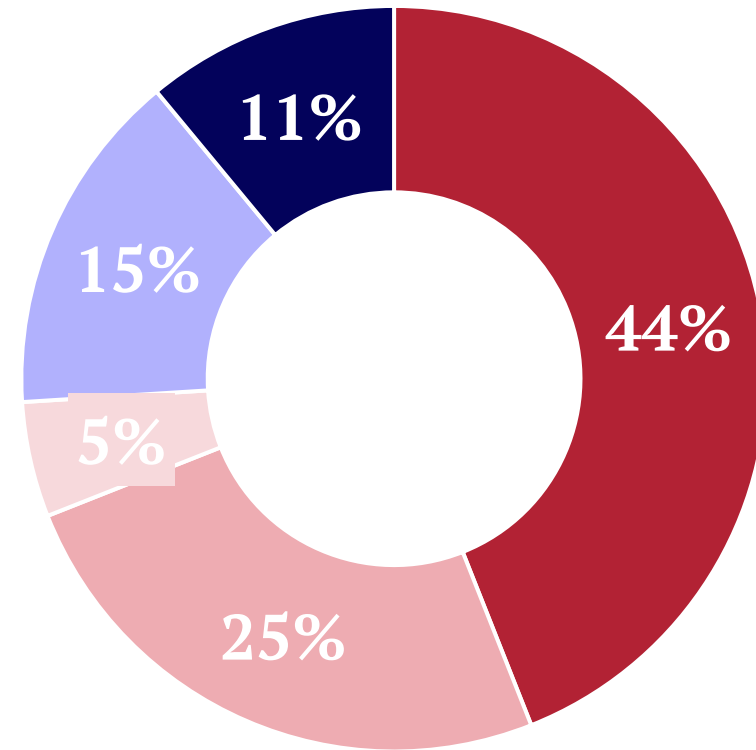


VOTER UNIVERSE – JULY 27-30, 2023



■ 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

- Supply-side policies are generally seen as more effective than demand-side or big government policies at fighting inflation and reducing the cost of living.
- The sole exception is Medicare negotiating drug prices, which was perceived as the most effective among the proposals tested.
- The supply-side solution with the most crossover appeal to New Majority voters who are currently leaning Democrat was giving builders incentives to construct more affordable homes and apartments.

POLICIES SEEN AS EFFECTIVE AT FIGHTING INFLATION AND REDUCING COST OF LIVING

	All Voters	Swing Voters	New Majority (All)	New Majority (Undecided)	New Majority (Lean Dem)
“Give Medicare the power to negotiate lower prescription drug prices.”	79	79	78	71	84
“Cut federal spending and balance the budget to strengthen the value of the dollar.”	72	73	77	68	75
“Lower income taxes to increase take-home pay for workers.”	70	67	73	68	73
“Increase domestic oil and gas production to lower gasoline and energy prices.”	69	69	75	64	68
“Create financial incentives for builders to construct more affordable homes and apartments.”	67	66	65	63	78
“Reduce burdensome regulations that add to the cost of doing business and increase prices.”	63	61	68	57	63
“Raise taxes on the wealthy to improve benefits for the poor and middle class.”	61	62	53	64	78
“Impose price controls on essential goods and services like food, health care, and housing.”	58	54	56	56	72
“Raise the minimum wage to \$17 dollars per hour.”	54	49	46	55	68
“Make it easier for labor unions to organize and negotiate better pay and benefits.”	53	51	47	52	65

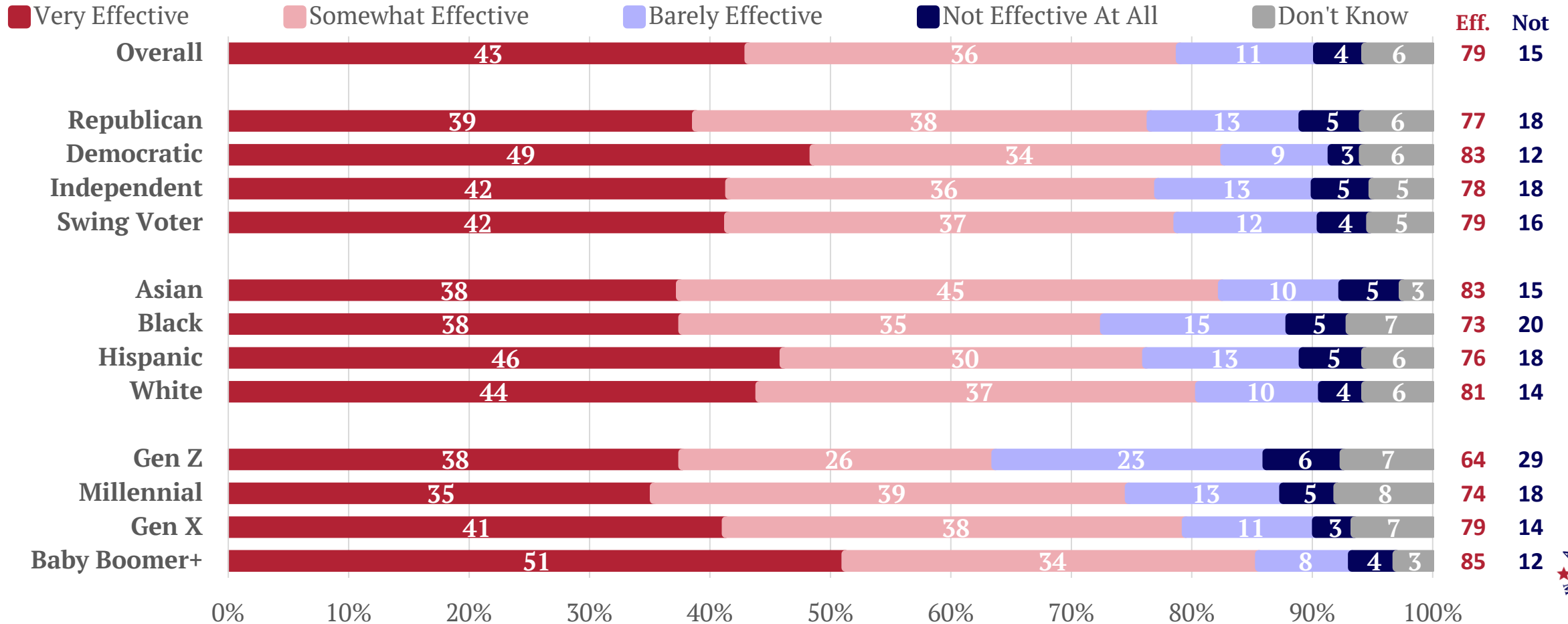
Number = % of voters who said policy was very or somewhat effective

*Bolded text = Supply Side Policies



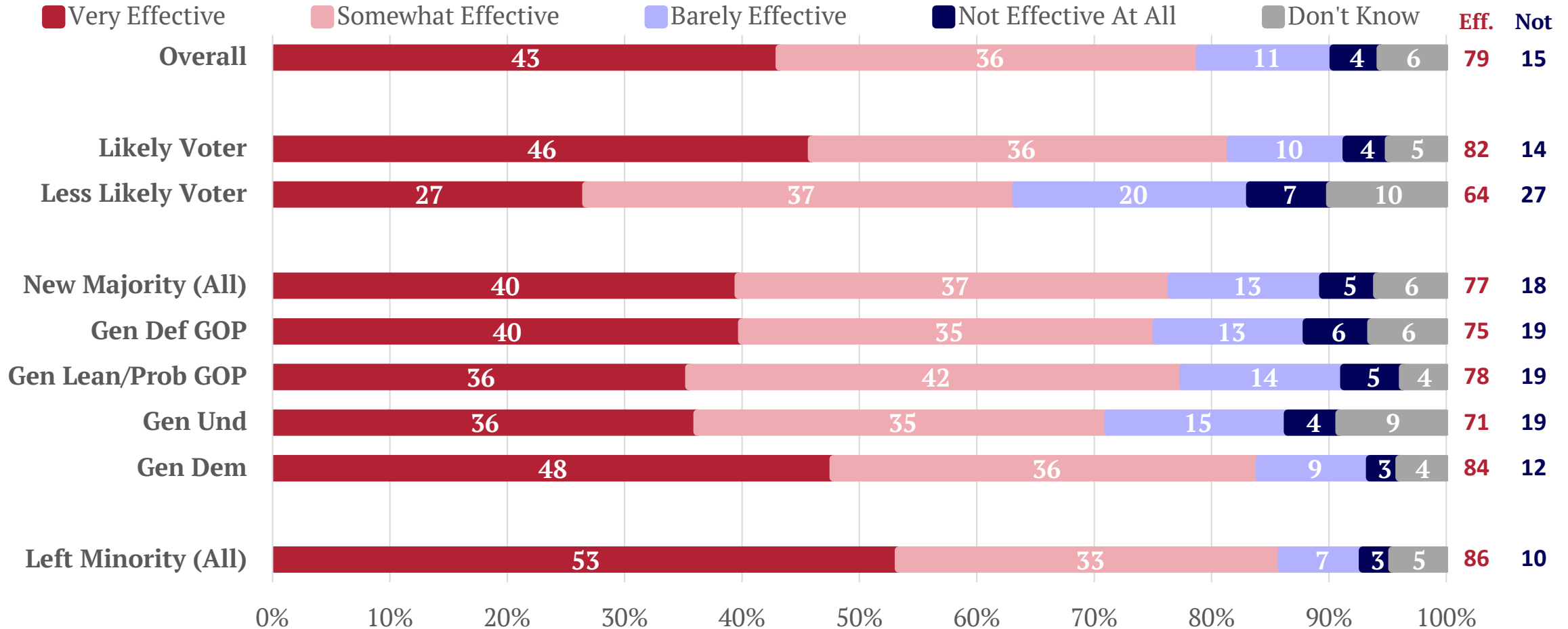
MEDICARE DRUG NEGOTIATION

How effective do you think each one would be in combating inflation and reducing the cost of living?
 “Give Medicare the power to negotiate lower prescription drug prices.”



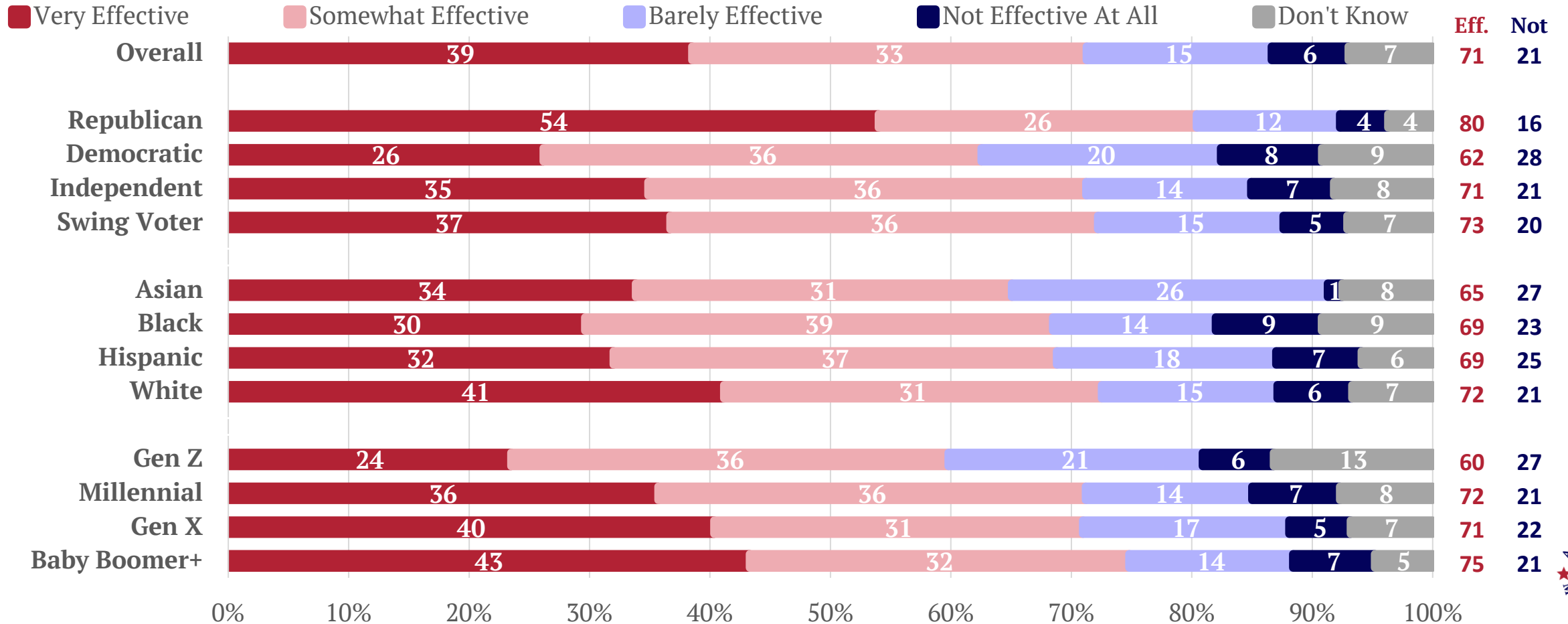
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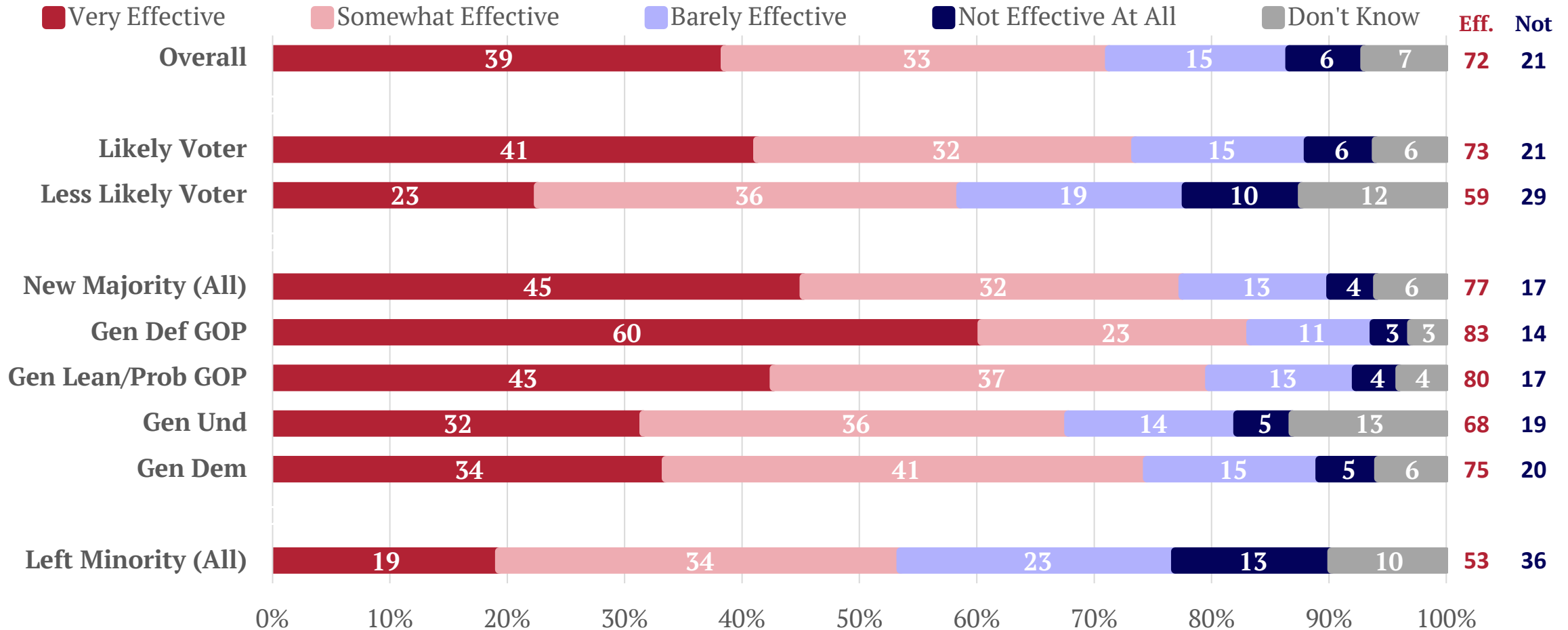
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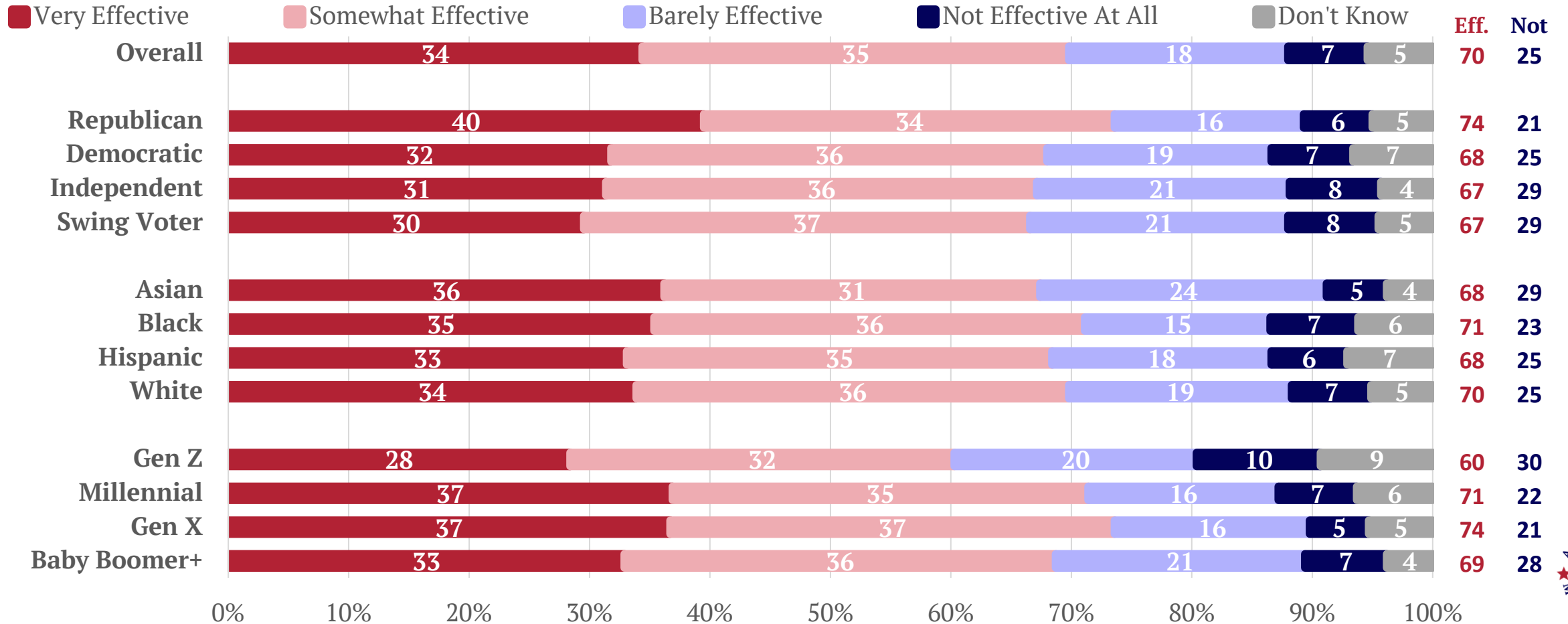
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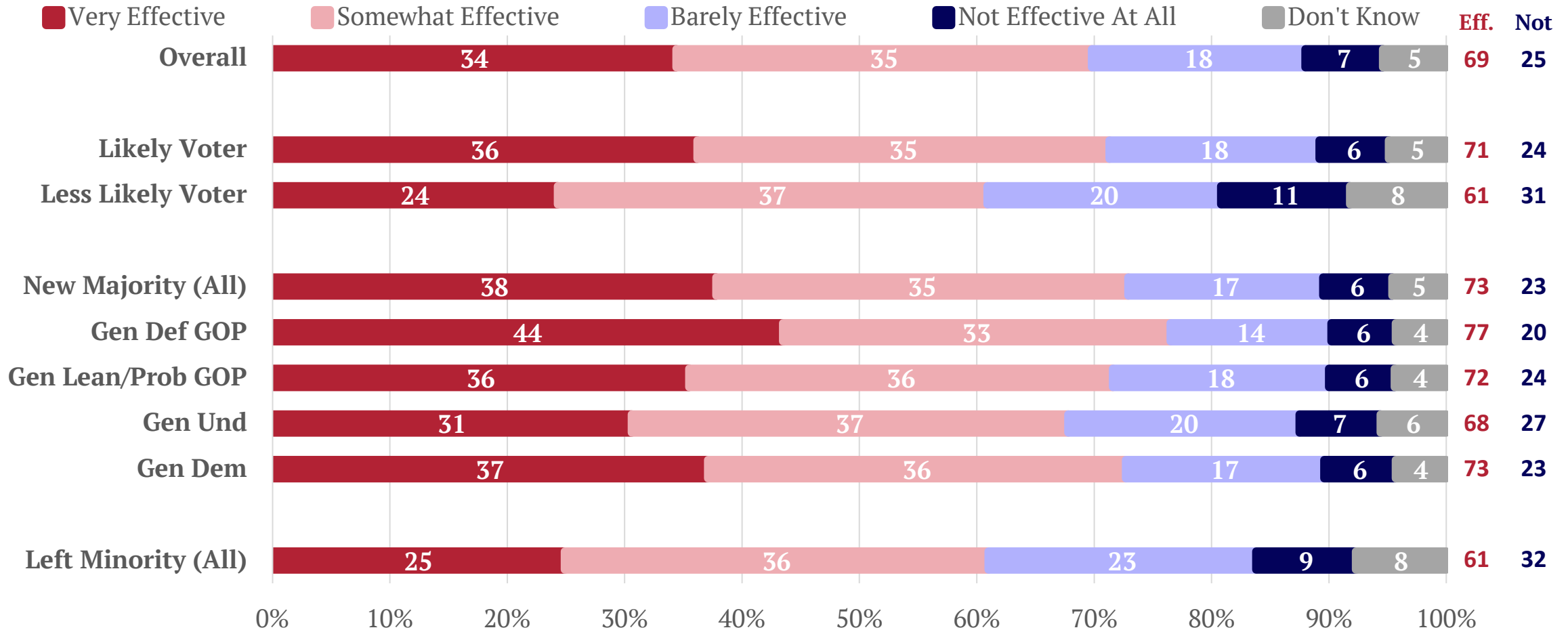
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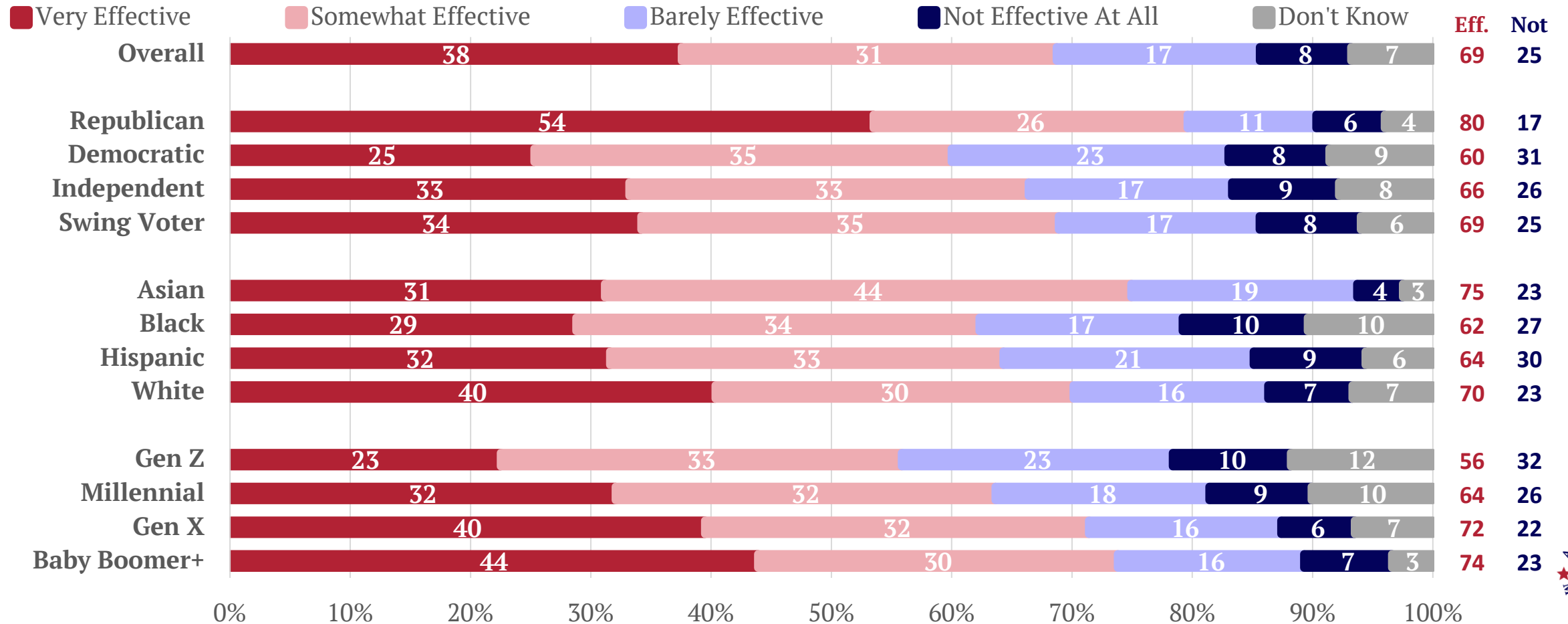
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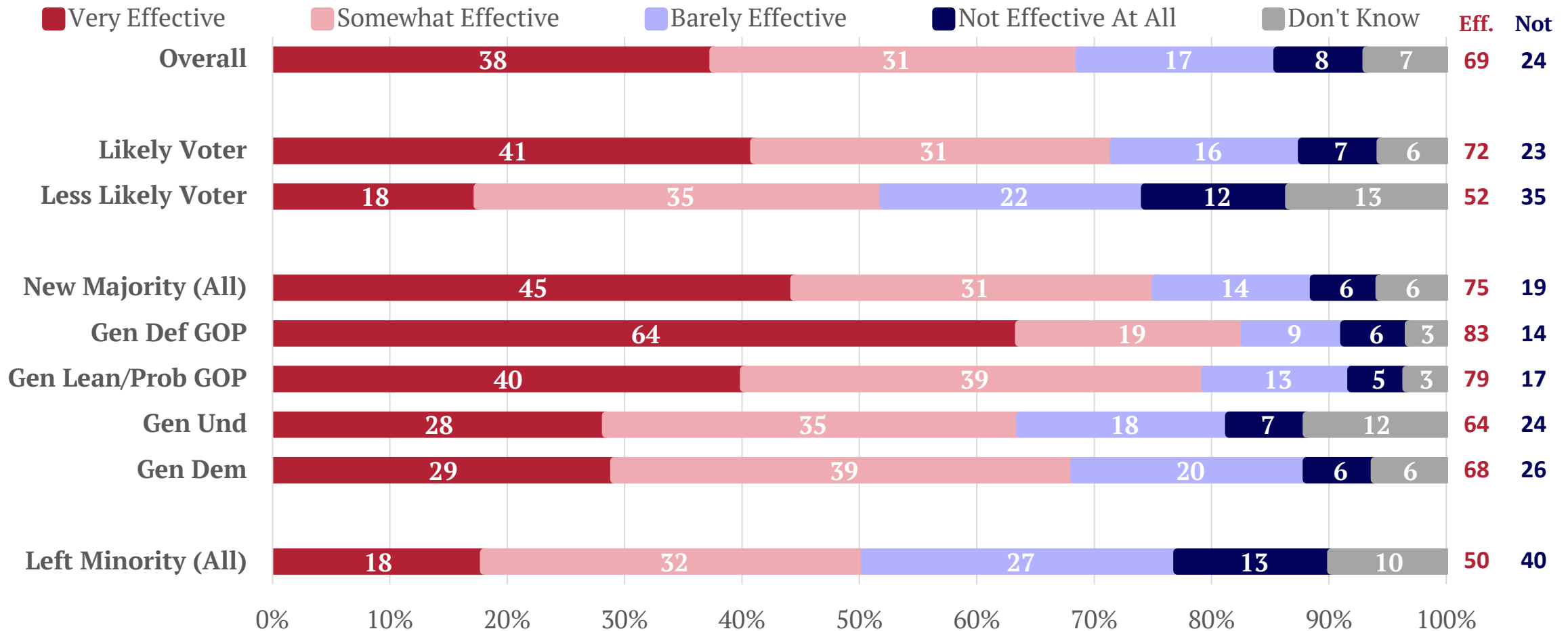
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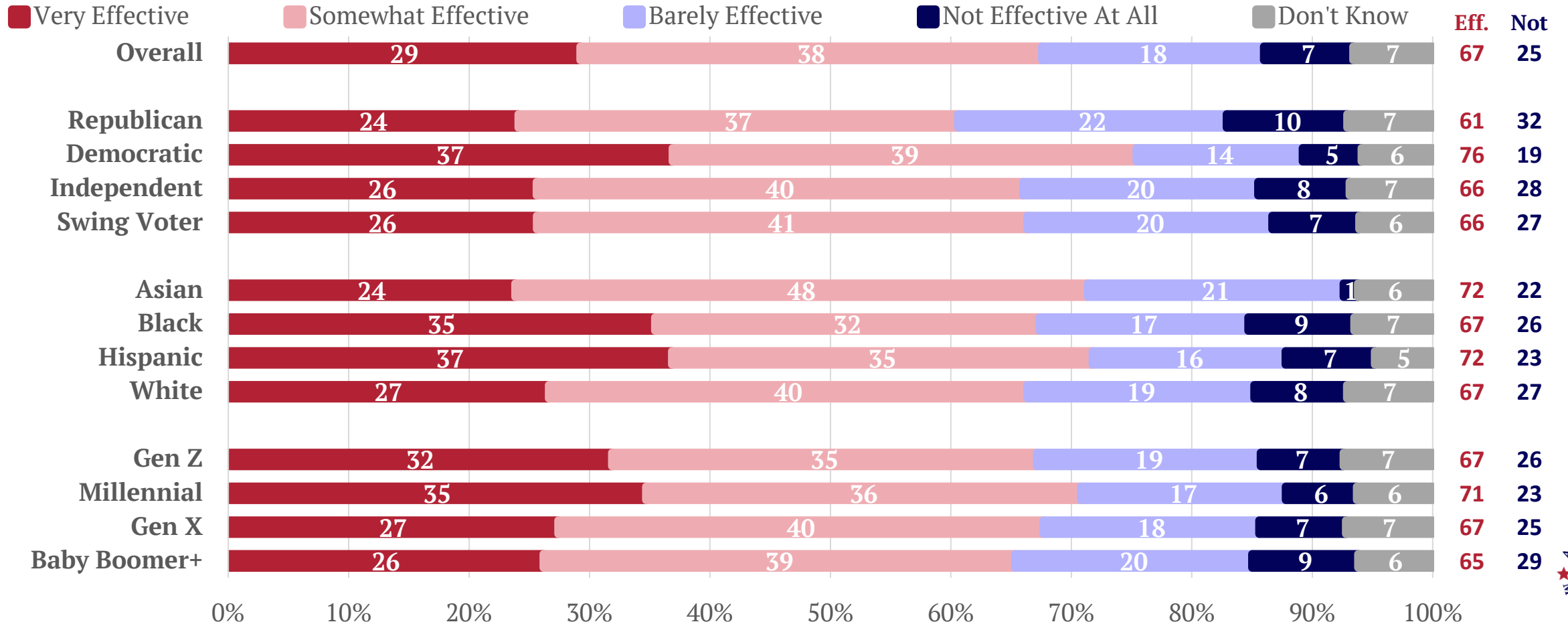
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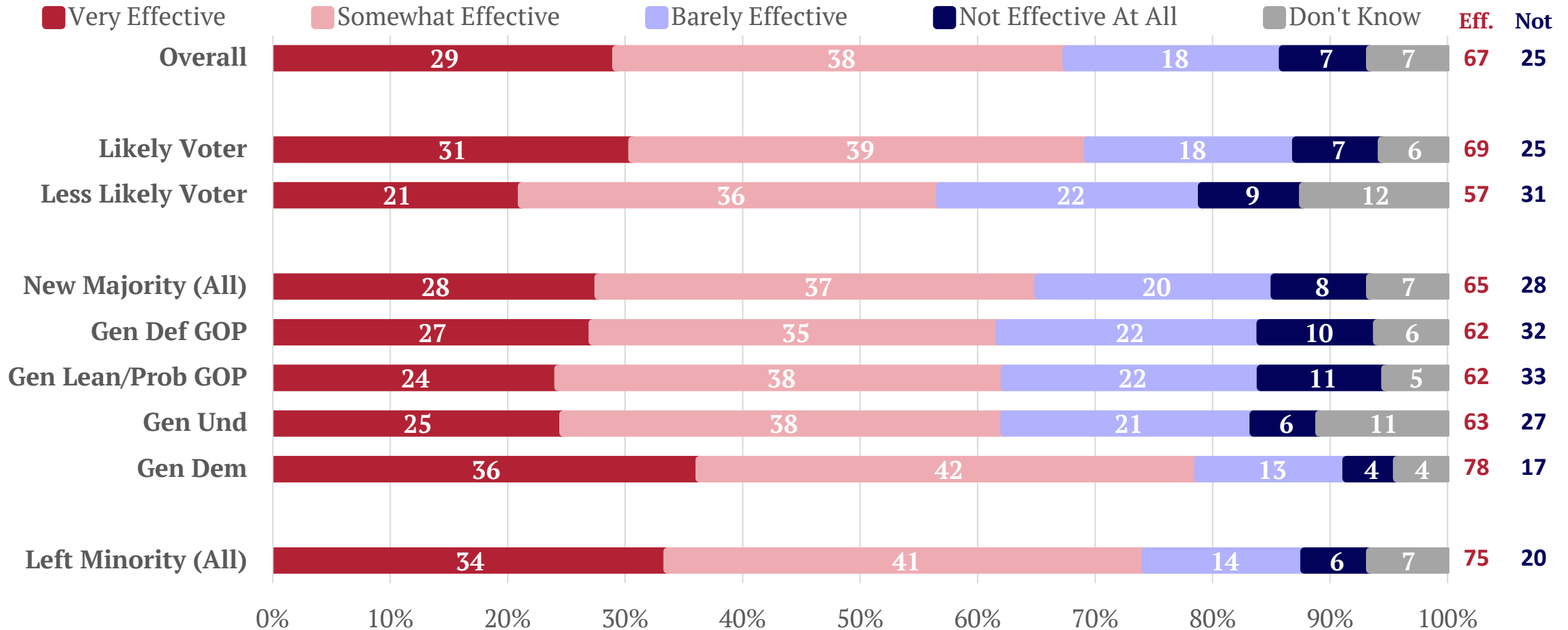
CREATE INCENTIVES TO BUILD MORE AFFORDABLE HOUSING

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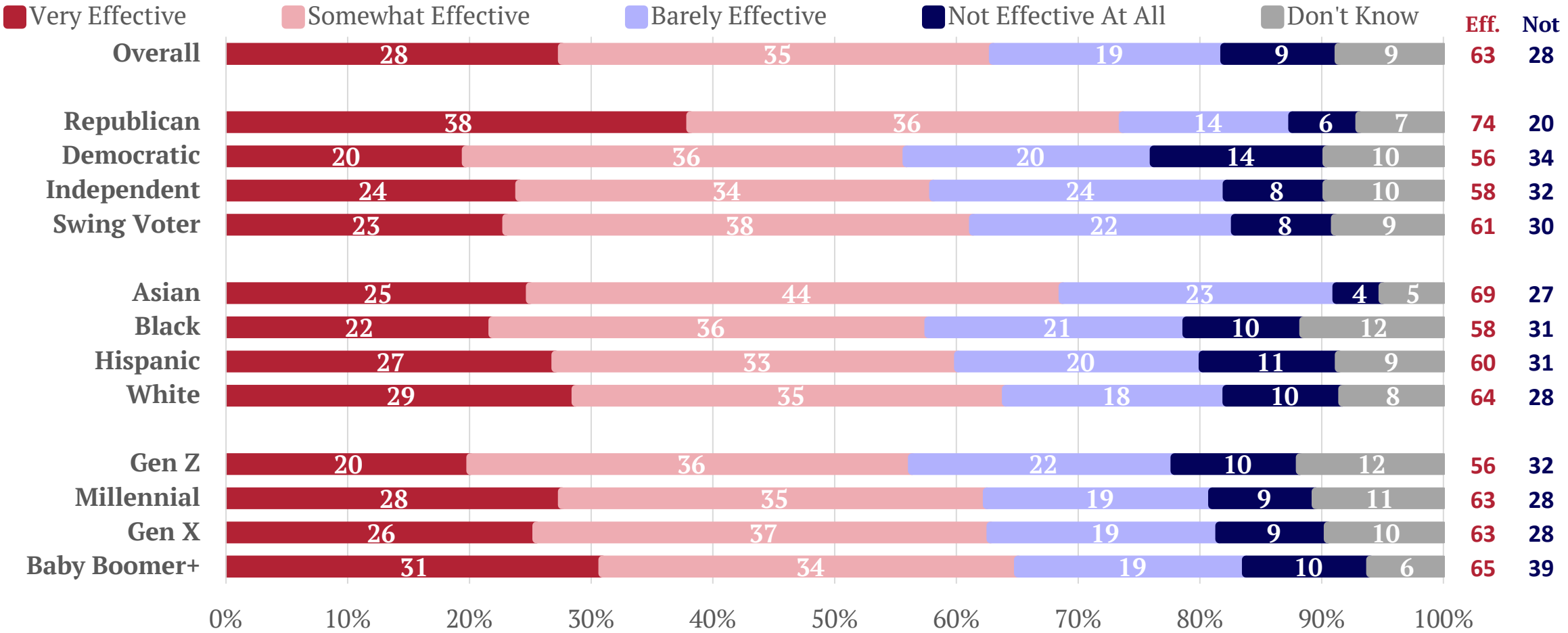
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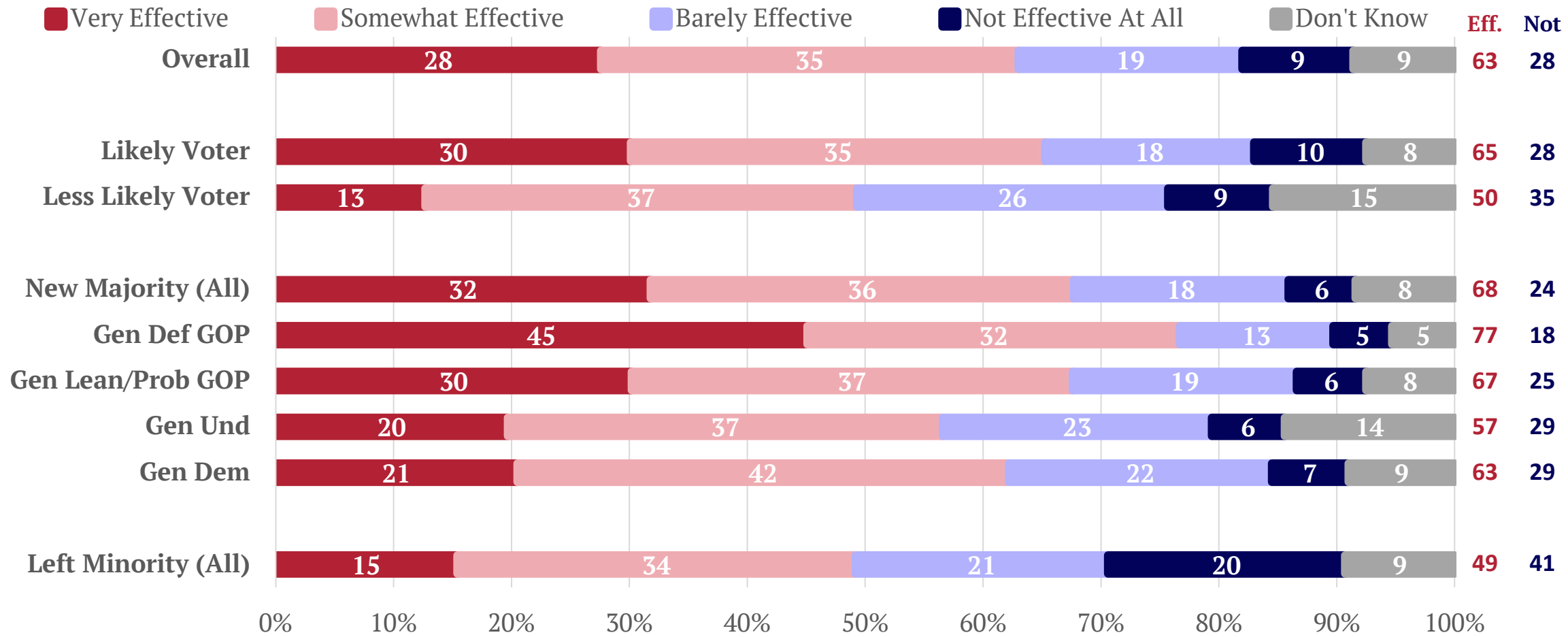
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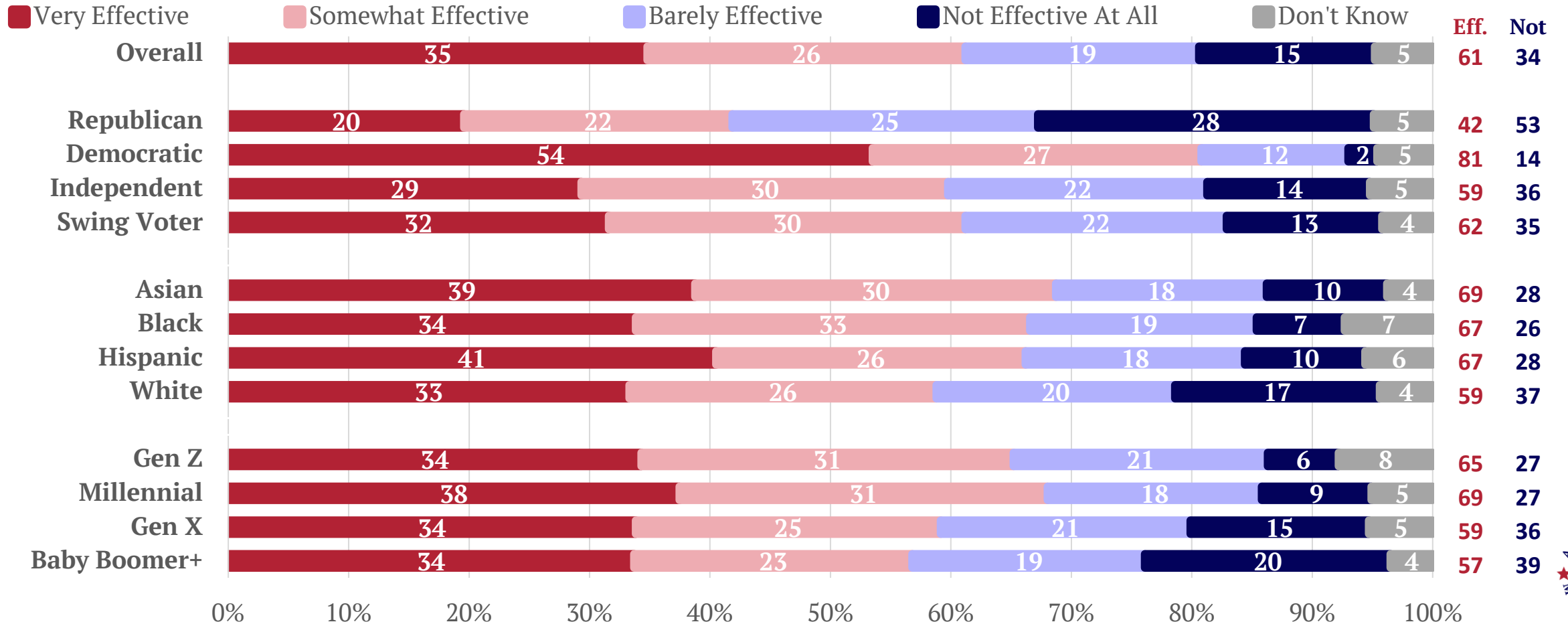
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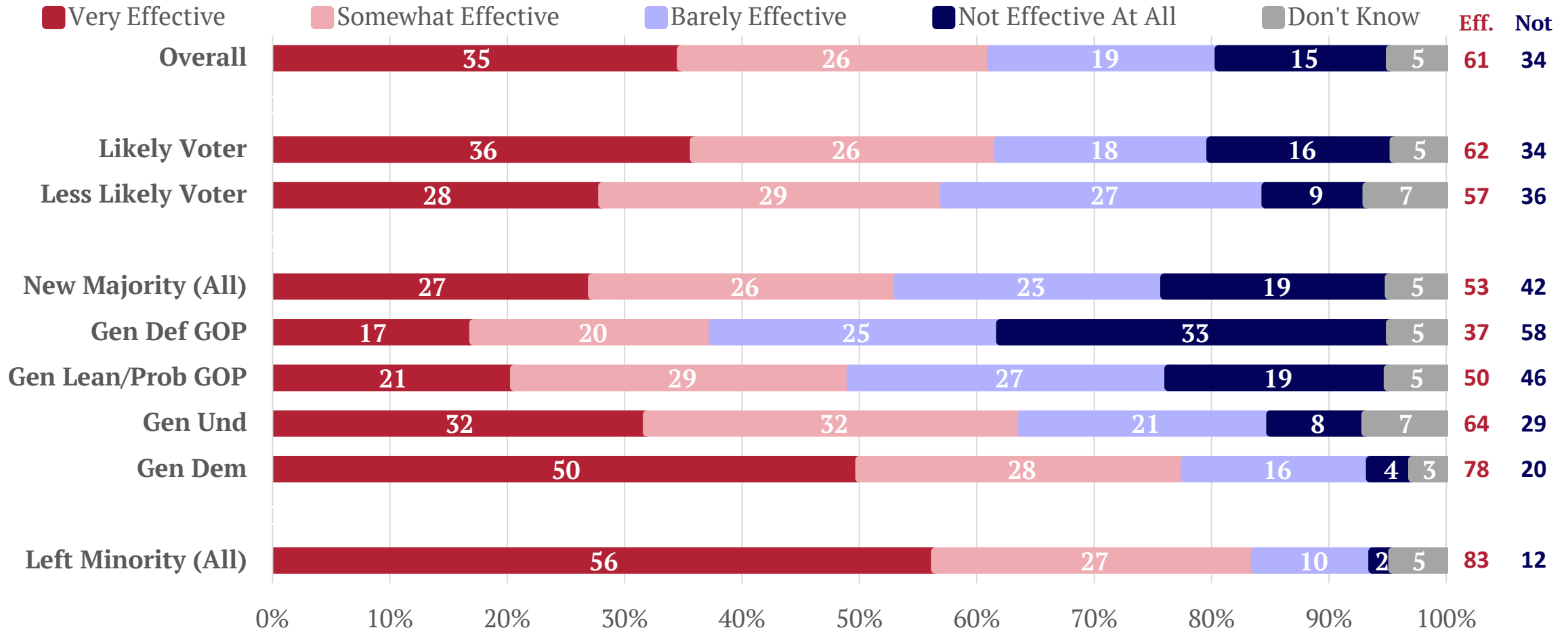
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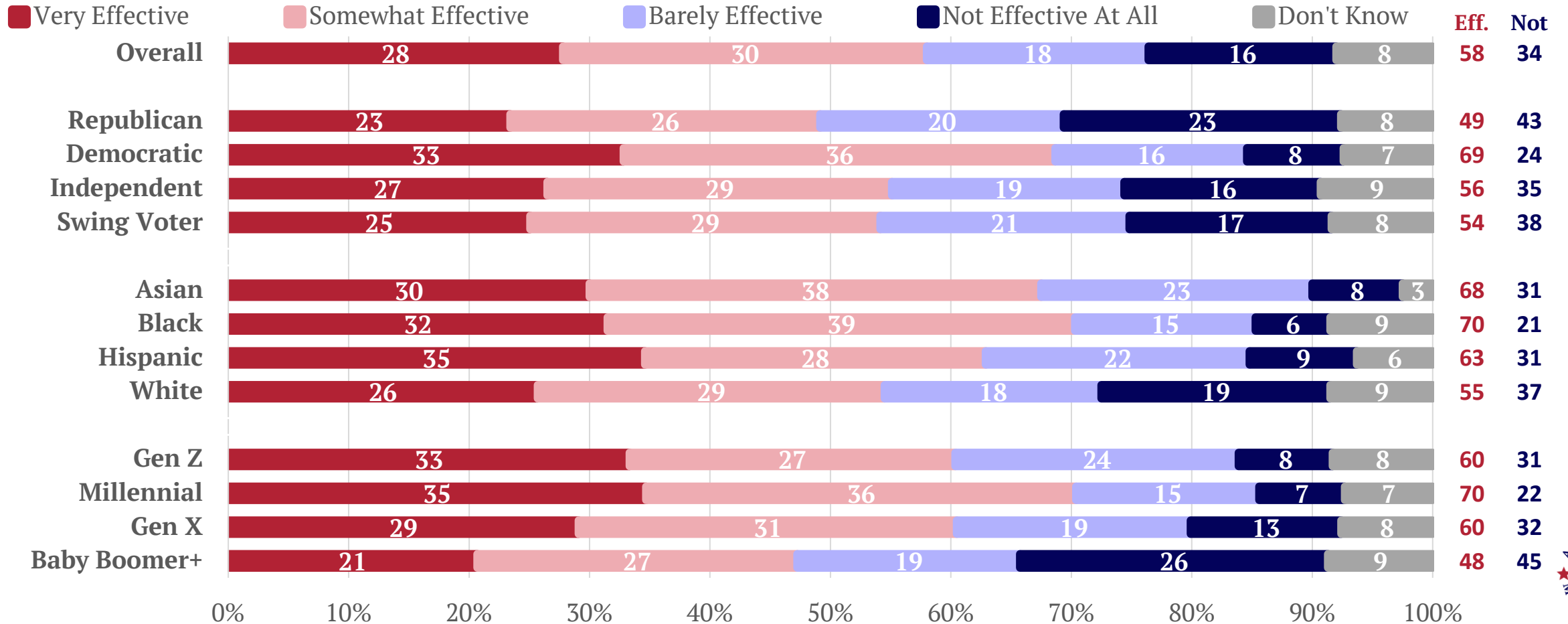
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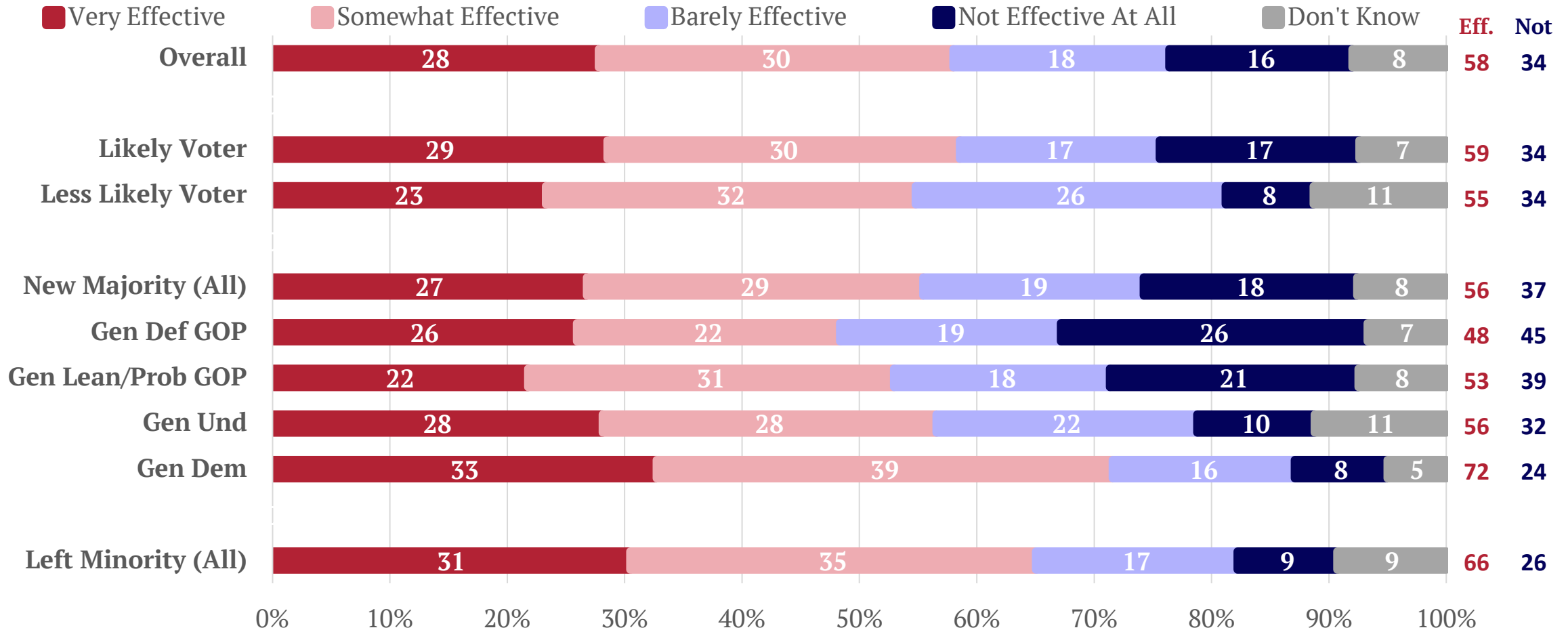
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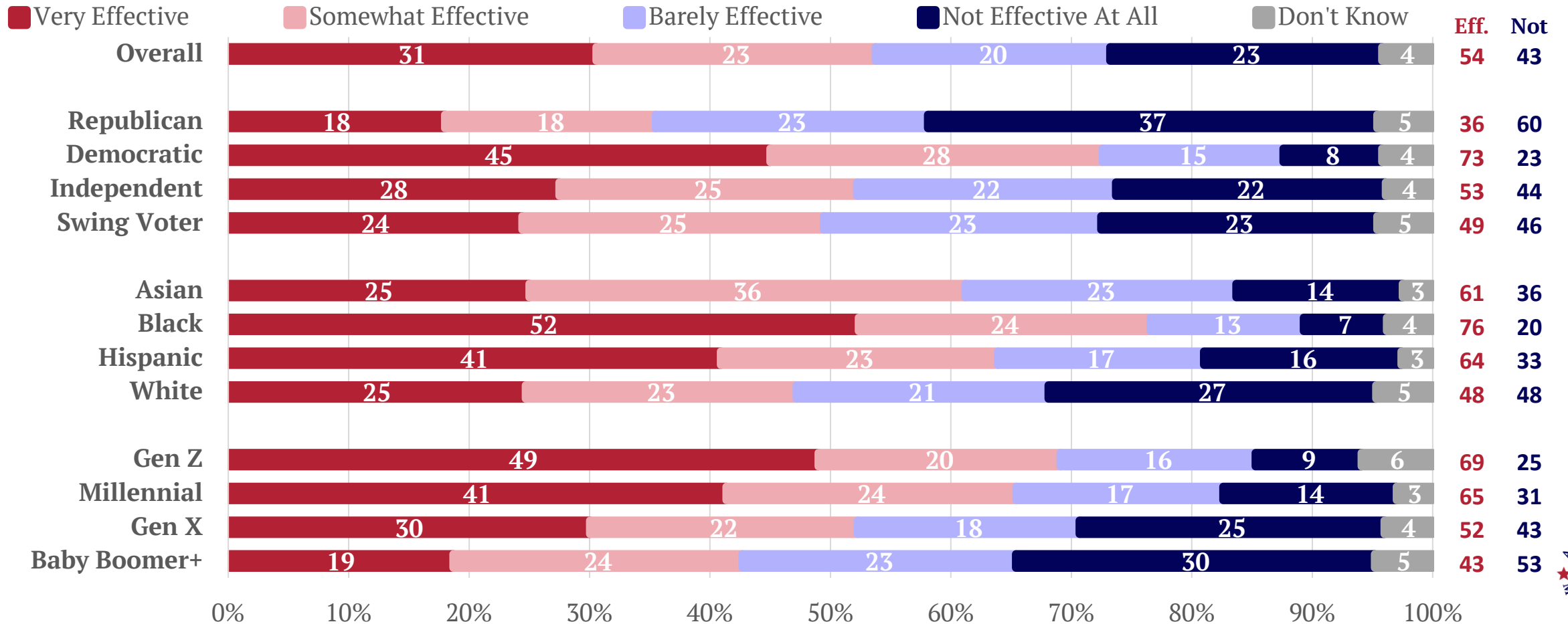
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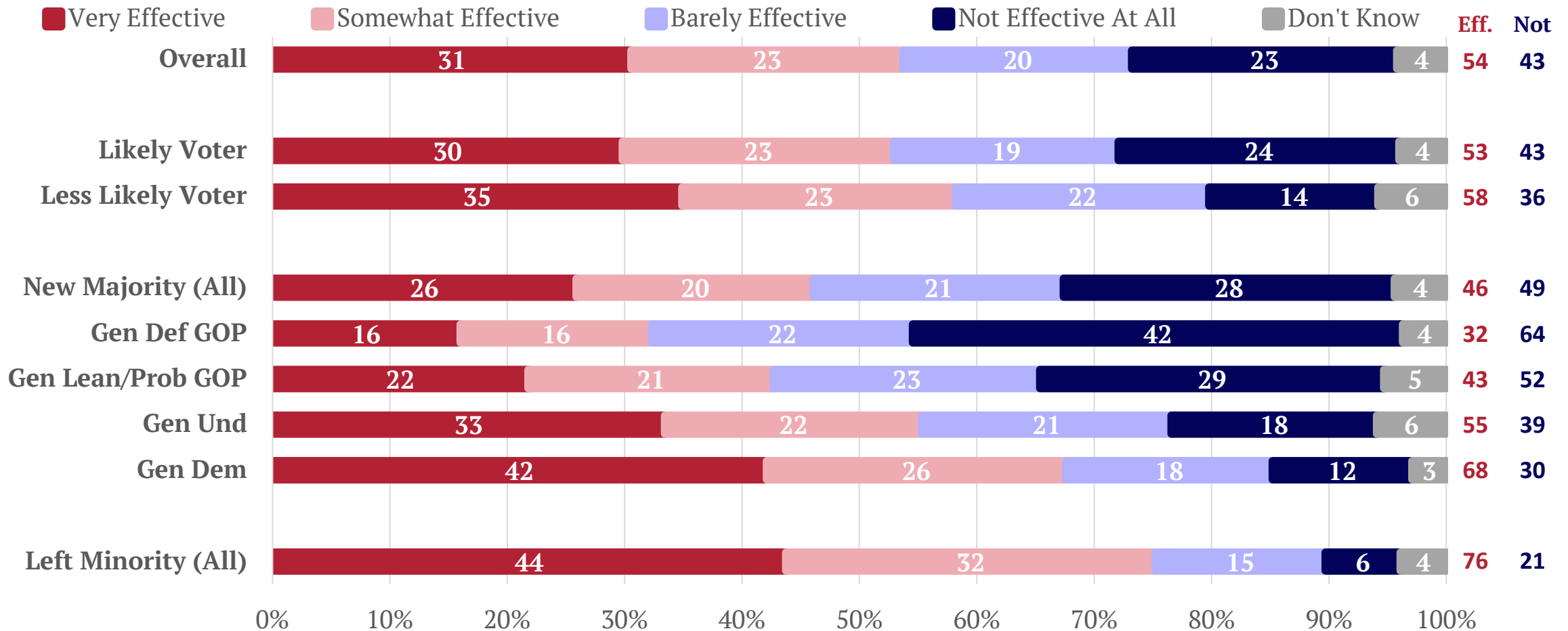
RAISE THE MINIMUM WAGE TO \$17 PER HOUR

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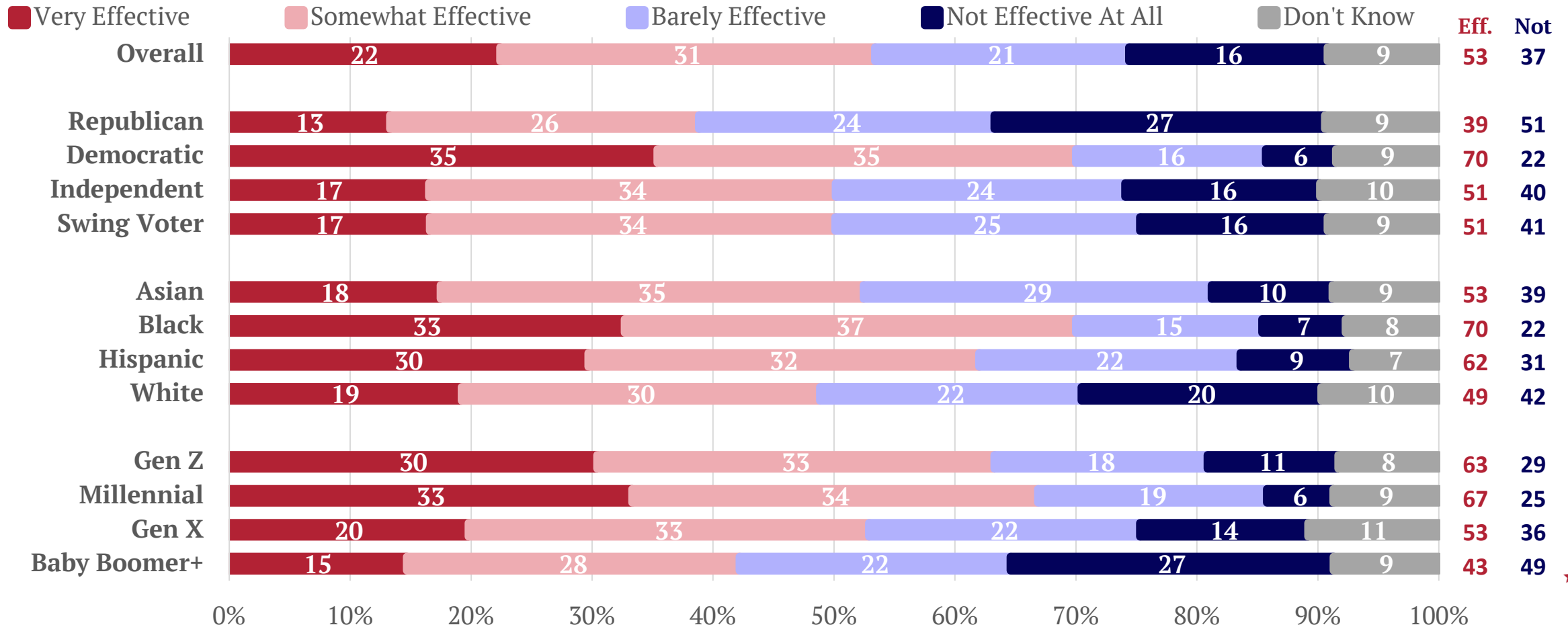
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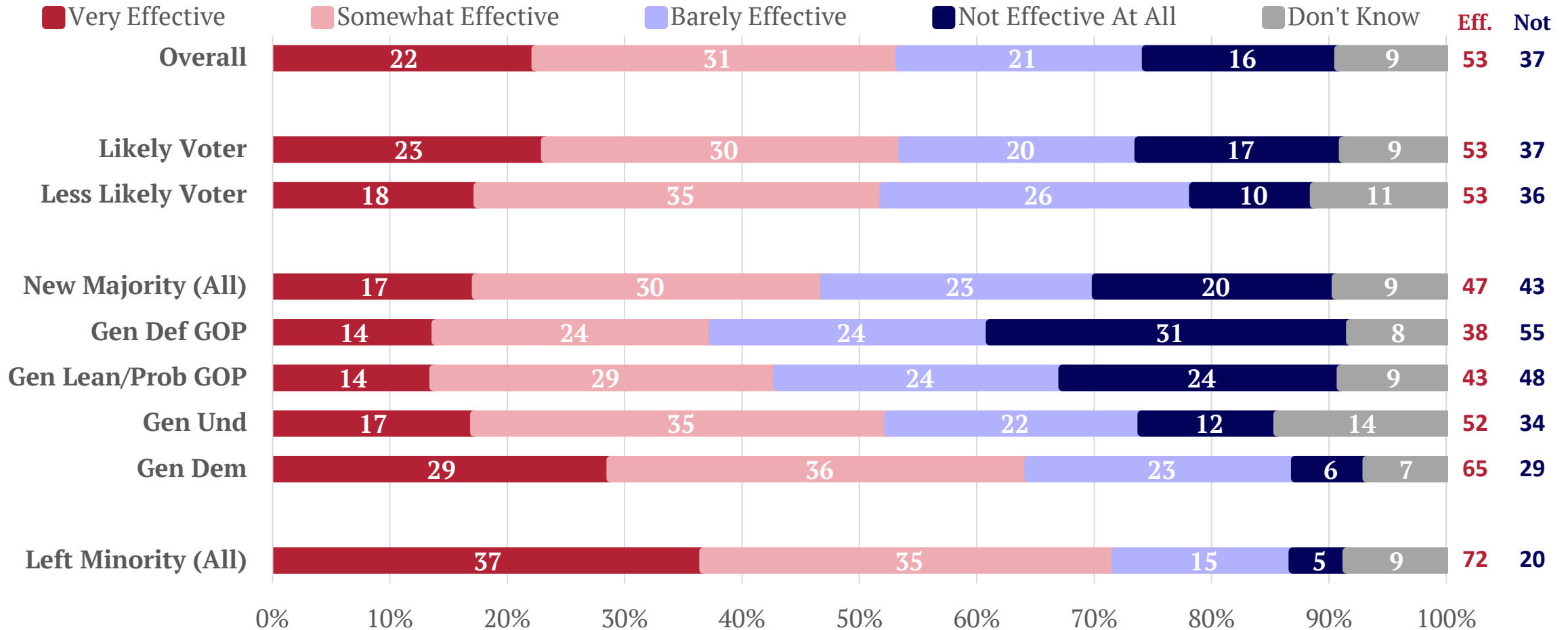
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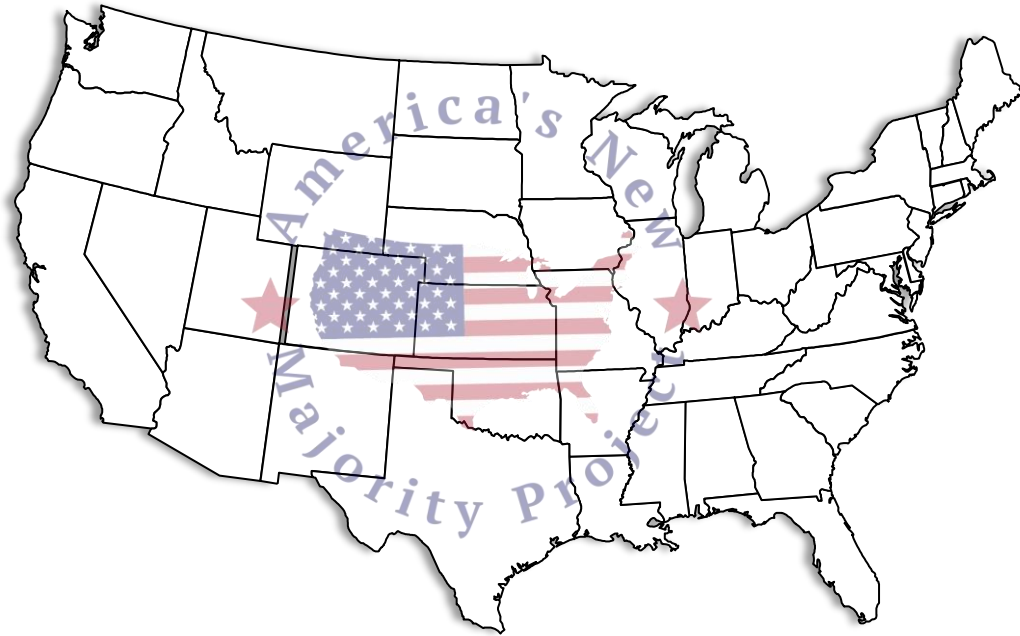


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between July 27-30, 2023.

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

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



New England	5%
Middle Atlantic	13%
East North Central	16%
West North Central	6%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	15%

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

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

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

Less/4yr College	66%
Bachelor's/P.G	34%

