



Table 1 Page 1
July 27-30, 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
18-24	8.0	0.6	1.6	2.9	7.4	13.5	19.4	21.2	5.6	7.4	2.0	12.1	29.5	3.7	9.7	10.6	8.3	9.8	7.2	13.2
25-34	13.6	1.8	6.8	8.5	17.7	19.8	22.2	18.8	8.3	12.9	6.7	22.0	21.9	9.6	15.6	14.4	14.7	15.6	13.1	18.9
35-44	16.8	8.6	13.3	20.0	19.2	16.4	16.7	16.2	25.0	16.8	15.5	18.8	18.1	15.1	14.0	19.7	20.1	16.6	16.2	17.2
45-54	16.5	19.0	19.4	17.3	17.7	16.1	9.7	11.2	13.9	17.7	18.4	18.2	10.5	17.1	21.8	19.7	12.2	12.9	14.8	10.6
55-64	18.8	23.3	25.2	20.2	18.7	14.0	13.4	12.5	27.8	18.5	22.6	12.5	12.4	20.6	18.4	14.1	19.4	19.9	23.0	15.9
OVER 64	26.3	46.6	33.7	31.0	19.4	20.3	18.5	20.0	19.4	26.7	34.8	16.4	7.6	33.9	20.6	21.6	25.2	25.1	25.8	24.2
Mean	49.31	58.59	54.77	52.40	47.21	45.03	42.43	42.82	49.93	49.67	54.37	43.88	37.47	53.01	47.67	46.81	48.53	48.29	50.03	46.05



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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 LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	349	450	769	432	1708	1402	306	292	196	96	
18-24	8.0	7.4	7.3	11.1	3.7	5.7	3.9	13.7	21.6	19.4	26.0	
25-34	13.6	11.2	12.0	15.9	13.2	12.1	9.7	22.9	22.6	25.5	16.7	
35-44	16.8	15.2	14.9	17.8	18.1	15.6	14.9	19.0	23.3	21.4	27.1	
45-54	16.5	14.6	19.3	16.6	14.8	16.9	16.4	19.3	14.0	14.8	12.5	
55-64	18.8	23.5	19.1	15.5	20.8	20.1	20.9	16.3	11.6	12.2	10.4	
OVER 64	26.3	28.1	27.3	23.1	29.4	29.6	34.2	8.8	6.8	6.6	7.3	
Mean	49.31	50.89	50.22	46.99	51.23	51.10	53.02	42.30	38.86	39.11	38.35	



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

1. IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		UND-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
18-24	8.0	8.3	7.9	5.9	9.3	10.6	10.1	10.2	4.7	13.3	6.3
25-34	13.6	17.9	11.7	11.8	15.3	14.4	15.4	15.6	16.0	15.3	12.1
35-44	16.8	16.4	16.9	14.7	17.8	19.7	19.8	18.0	17.9	18.1	15.7
45-54	16.5	13.3	17.9	18.8	12.7	19.7	20.7	12.8	10.1	14.4	19.4
55-64	18.8	18.9	18.8	19.8	19.7	14.1	13.9	17.9	21.4	16.0	19.6
OVER 64	26.3	25.2	26.8	29.1	25.1	21.6	20.0	25.4	29.9	22.9	27.0
Mean	49.31	48.21	49.79	51.07	48.37	46.81	46.45	47.92	50.52	46.44	50.41



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

1. IN WHAT YEAR WERE YOU BORN?

BANNER 4

	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	819	906	721	740	539	396	296	249	325	444	290
18-24	8.0	3.4	8.6	4.2	11.4	8.5	1.3	7.8	5.6	7.7	13.7	11.0
25-34	13.6	11.7	13.9	11.1	16.9	12.4	10.6	18.9	12.0	11.7	15.5	12.8
35-44	16.8	14.9	16.7	15.3	17.8	17.3	14.6	21.3	14.5	16.0	15.5	19.7
45-54	16.5	18.9	14.3	18.3	12.8	19.1	15.9	12.8	16.9	21.2	12.8	21.0
55-64	18.8	20.3	19.9	20.5	19.7	15.4	20.2	17.2	14.1	20.9	21.4	16.6
OVER 64	26.3	30.8	26.6	30.7	21.4	27.3	37.4	22.0	36.9	22.5	20.9	19.0
Mean	49.31	52.10	49.24	51.99	46.81	49.17	54.11	46.94	51.91	49.39	46.73	46.81



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

1. 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
18-24	8.0	12.9	15.2	11.2	7.7	4.6	4.1	4.3	23.4	5.0	1.5	11.6	9.2	17.9	11.7	7.8	8.6
25-34	13.6	19.7	20.6	19.0	13.8	9.4	7.4	8.6	28.1	14.4	8.1	18.0	16.0	13.4	22.1	12.0	7.8
35-44	16.8	16.8	23.0	12.1	18.8	14.4	14.9	14.6	23.4	15.8	14.1	16.3	18.0	26.9	14.3	20.7	10.2
45-54	16.5	13.7	11.9	15.0	18.5	16.5	16.9	16.7	15.6	22.3	17.6	11.6	16.0	9.0	23.4	18.9	17.2
55-64	18.8	16.1	16.9	15.6	18.9	19.4	23.0	20.9	3.1	20.1	22.8	19.1	22.0	14.9	10.4	16.2	16.4
OVER 64	26.3	20.7	12.3	27.1	22.1	35.7	33.8	34.9	6.2	22.3	35.9	23.4	18.8	17.9	18.2	24.6	39.8
Mean	49.31	45.43	42.59	47.59	48.41	53.09	53.58	53.29	36.26	49.52	54.59	46.98	47.37	43.65	44.55	48.73	53.09



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1. 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
18-24	8.0	10.0	12.0	4.1	8.4	14.3	18.4	13.8	6.9	8.3	4.8	5.8	5.1	4.9	7.7	11.5
25-34	13.6	16.7	13.6	10.0	12.9	14.3	26.3	12.7	13.7	12.2	15.9	12.1	9.3	9.9	12.0	18.4
35-44	16.8	17.8	19.6	14.4	16.0	18.1	23.7	17.3	16.3	15.0	18.3	17.9	15.6	13.4	15.9	20.5
45-54	16.5	13.8	17.7	19.1	16.6	10.3	7.9	10.6	15.9	14.0	18.8	30.4	16.9	23.9	14.0	17.1
55-64	18.8	18.9	13.0	21.2	18.2	12.1	5.3	13.1	20.3	19.5	21.6	18.8	20.6	19.7	23.8	13.8
OVER 64	26.3	22.8	24.1	31.3	27.9	30.8	18.4	32.5	26.9	31.0	20.6	15.0	32.5	28.2	26.6	18.7
Mean	49.31	47.42	46.90	52.48	49.61	47.36	40.37	48.29	49.90	50.57	48.87	48.15	52.35	51.69	50.35	45.17



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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	1321	679	423	256	552	389	769	290
18-24	8.0	10.1	4.0	5.0	2.3	6.2	2.1	12.9	6.6
25-34	13.6	14.0	12.8	17.0	5.9	15.0	11.6	13.3	14.5
35-44	16.8	17.0	16.2	16.5	15.6	16.8	16.5	17.2	15.9
45-54	16.5	18.1	13.4	14.2	12.1	17.4	12.1	18.6	15.2
55-64	18.8	20.4	15.9	13.5	19.9	20.5	13.6	20.3	19.0
OVER 64	26.3	20.4	37.7	33.8	44.1	24.1	44.2	17.8	29.0
Mean	49.31	47.74	52.37	50.29	55.81	49.32	54.06	46.61	50.12



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
18-24	8.0	3.2	18.0	16.4	23.1	15.0	1.9	4.5	6.0	24.2	18.7	25.4
25-34	13.6	8.8	23.6	23.0	25.8	20.0	9.1	8.5	30.2	17.6	22.0	27.8
35-44	16.8	14.7	21.0	20.4	23.5	20.0	14.6	14.9	21.6	19.6	26.4	21.9
45-54	16.5	18.6	12.2	14.1	9.6	15.0	16.5	20.7	11.2	16.3	13.2	7.7
55-64	18.8	22.4	11.4	14.1	8.1	13.8	18.6	26.3	19.8	9.8	11.0	6.5
OVER 64	26.3	32.3	13.9	11.9	10.0	16.2	39.3	25.1	11.2	12.4	8.8	10.7
Mean	49.31	53.25	41.12	41.68	37.98	43.44	54.41	52.08	43.53	40.27	39.78	37.01



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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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.9	0.0	14.6	0.0	4.5	11.1	
25-34	13.6	0.0	100.0	0.0	0.0	0.0	0.0	35.5	0.0	24.8	0.0	13.6	13.6	
35-44	16.8	0.0	0.0	100.0	0.0	0.0	0.0	43.7	0.0	30.5	0.0	16.7	16.8	
45-54	16.5	0.0	0.0	0.0	100.0	0.0	0.0	0.0	26.8	30.1	0.0	15.2	17.7	
55-64	18.8	0.0	0.0	0.0	0.0	100.0	0.0	0.0	30.6	0.0	41.7	17.6	19.9	
OVER 64	26.3	0.0	0.0	0.0	0.0	0.0	100.0	0.0	42.7	0.0	58.3	32.4	20.9	
Mean	49.31	21.00	29.50	39.50	49.50	59.50	67.00	32.09	60.02	37.33	63.87	51.28	47.57	



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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	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
18-24	8.0	78.4	0.0	0.0	0.0	71.2	0.0	0.0	0.0	81.4	0.0	0.0	0.0	10.5	8.3	4.0
25-34	13.6	21.6	45.0	0.0	0.0	28.8	46.1	0.0	0.0	18.6	44.0	0.0	0.0	18.0	12.4	10.8
35-44	16.8	0.0	55.0	10.6	0.0	0.0	53.9	11.6	0.0	0.0	56.0	9.9	0.0	21.6	15.0	14.5
45-54	16.5	0.0	0.0	62.7	0.0	0.0	0.0	61.4	0.0	0.0	0.0	63.8	0.0	14.4	15.5	21.5
55-64	18.8	0.0	0.0	26.6	31.1	0.0	0.0	27.0	25.2	0.0	0.0	26.3	37.7	13.9	19.8	23.2
OVER 64	26.3	0.0	0.0	0.0	68.9	0.0	0.0	0.0	74.8	0.0	0.0	0.0	62.3	21.6	29.1	26.0
Mean	49.31	22.83	35.00	51.10	64.67	23.45	34.89	51.05	65.11	22.58	35.10	51.14	64.17	45.91	50.22	51.63



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
18-24	8.0	0.6	1.6	2.9	7.4	13.5	19.4	21.2	5.6	7.4	2.0	12.1	29.5	3.7	9.7	10.6	8.3	9.8	7.2	13.2
25-29	7.0	1.8	1.9	3.9	8.1	11.3	12.5	12.5	5.6	6.1	2.8	10.7	12.4	3.7	6.9	7.5	8.6	9.5	7.9	11.5
30-40	17.0	3.1	12.3	17.1	21.1	20.6	20.8	12.5	22.2	17.0	12.8	23.4	21.9	15.3	18.1	17.2	19.1	17.0	16.5	17.6
41-55	25.0	27.0	28.5	27.6	27.3	22.4	16.2	21.2	19.4	26.6	27.8	26.7	16.2	25.9	29.0	29.7	21.6	20.5	22.0	18.5
56-65	19.0	25.8	24.3	20.5	17.9	13.7	14.8	13.8	30.6	18.3	22.8	11.5	12.4	19.2	18.1	15.3	20.1	21.0	23.4	18.1
OVER 65	24.0	41.7	31.4	28.0	18.2	18.5	16.2	18.8	16.7	24.6	31.7	15.6	7.6	32.1	18.4	19.7	22.3	22.2	23.0	21.1
Mean	49.10	58.20	54.56	52.06	47.26	44.53	42.35	43.29	49.43	49.48	54.07	43.83	37.58	52.73	47.36	46.98	48.23	48.00	49.54	46.01



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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 LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	349	450	769	432	1708	1402	306	292	196	96
18-24	8.0	7.4	7.3	11.1	3.7	5.7	3.9	13.7	21.6	19.4	26.0
25-29	7.0	5.7	5.6	8.1	7.6	6.1	4.4	14.4	12.0	13.3	9.4
30-40	17.0	14.3	15.3	19.1	17.1	15.9	14.7	21.2	23.6	24.0	22.9
41-55	25.0	23.5	27.8	24.7	23.8	24.7	24.3	26.5	26.7	27.0	26.0
56-65	19.0	24.4	19.1	15.6	20.6	20.7	21.5	17.0	9.2	9.7	8.3
OVER 65	24.0	24.6	24.9	21.5	27.1	26.9	31.2	7.2	6.8	6.6	7.3
Mean	49.10	50.65	49.98	46.86	50.89	50.81	52.74	42.00	39.04	39.33	38.45



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IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
18-24	8.0	8.3	7.9	5.9	9.3	10.6	10.1	10.2	4.7	13.3	6.3	
25-29	7.0	9.5	5.9	4.9	9.2	7.5	7.3	8.6	9.7	8.0	5.7	
30-40	17.0	19.1	16.1	16.3	17.7	17.2	19.8	18.7	17.3	19.5	15.6	
41-55	25.0	20.7	26.8	27.0	20.9	29.7	30.1	20.5	19.2	21.3	28.5	
56-65	19.0	19.6	18.8	18.8	20.7	15.3	14.9	19.0	22.0	17.2	19.0	
OVER 65	24.0	22.9	24.5	27.1	22.2	19.7	17.8	22.9	27.0	20.6	24.8	
Mean	49.10	48.09	49.53	50.78	48.08	46.98	46.40	47.72	50.32	46.25	50.18	



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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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	819	906	721	740	539	396	296	249	325	444	290			
18-24	8.0	3.4	8.6	4.2	11.4	8.5	1.3	7.8	5.6	7.7	13.7	11.0			
25-29	7.0	5.5	7.5	4.3	9.9	6.7	4.0	9.8	5.2	4.6	9.9	7.9			
30-40	17.0	16.2	16.8	16.5	19.5	14.3	15.7	24.0	14.5	17.5	16.4	14.1			
41-55	25.0	26.9	22.3	27.2	19.6	29.5	24.5	20.6	25.3	30.5	18.9	33.1			
56-65	19.0	19.5	21.0	18.7	20.9	16.7	19.2	18.6	16.1	18.2	22.5	17.2			
OVER 65	24.0	28.4	23.8	29.1	18.8	24.3	35.4	19.3	33.3	21.5	18.5	16.6			
Mean	49.10	51.66	49.07	51.70	46.52	49.14	53.89	46.71	51.85	49.04	46.40	46.82			



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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
18-24	8.0	12.9	15.2	11.2	7.7	4.6	4.1	4.3	23.4	5.0	1.5	11.6	9.2	17.9	11.7	7.8	8.6
25-29	7.0	11.5	11.5	11.5	7.2	3.1	3.4	3.2	17.2	5.8	2.3	10.4	10.0	6.0	13.0	5.7	5.5
30-40	17.0	19.1	23.9	15.6	17.7	15.3	13.5	14.6	23.4	20.9	14.5	18.9	18.0	28.4	16.9	16.2	7.8
41-55	25.0	20.4	21.4	19.6	28.5	24.2	26.4	25.1	26.6	29.5	26.6	17.5	24.0	16.4	31.2	31.4	23.4
56-65	19.0	17.6	17.3	17.8	19.1	20.1	19.9	20.1	3.1	18.0	20.8	21.0	22.8	13.4	10.4	16.8	20.3
OVER 65	24.0	18.4	10.7	24.3	19.8	32.6	32.8	32.7	6.2	20.9	34.2	20.6	16.0	17.9	16.9	22.2	34.4
Mean	49.10	45.29	42.56	47.36	48.24	52.83	53.16	52.97	36.59	48.93	54.31	46.77	46.97	43.31	44.43	48.91	52.59



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
18-24	8.0	10.0	12.0	4.1	8.4	14.3	18.4	13.8	6.9	8.3	4.8	5.8	5.1	4.9	7.7	11.5
25-29	7.0	9.7	8.2	3.3	6.9	9.7	23.7	7.8	6.7	6.3	7.3	5.3	5.1	3.5	5.7	9.8
30-40	17.0	18.7	17.1	15.0	15.7	16.8	13.2	17.3	17.1	15.2	19.9	16.9	13.7	14.8	16.1	20.9
41-55	25.0	21.5	27.8	27.9	24.9	16.8	21.1	16.3	24.7	23.0	27.5	39.6	25.4	33.1	22.6	26.4
56-65	19.0	19.8	13.3	20.4	18.8	14.3	7.9	15.2	19.9	18.3	22.5	19.8	20.6	16.9	23.4	14.9
OVER 65	24.0	20.4	21.5	29.2	25.3	28.0	15.8	29.7	24.7	29.0	18.1	12.6	30.1	26.8	24.4	16.5
Mean	49.10	47.18	46.55	52.34	49.39	47.03	40.33	47.93	49.70	50.26	48.84	47.98	52.04	51.20	50.20	45.13



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 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	1321	679	423	256	552	389	769	290
18-24	8.0	10.1	4.0	5.0	2.3	6.2	2.1	12.9	6.6
25-29	7.0	7.0	7.1	9.9	2.3	6.9	5.1	7.0	9.7
30-40	17.0	17.7	15.6	17.5	12.5	18.7	17.0	17.0	13.8
41-55	25.0	26.7	21.6	22.0	21.1	26.4	19.3	26.9	24.8
56-65	19.0	20.6	15.9	13.7	19.5	20.8	14.4	20.4	17.9
OVER 65	24.0	17.9	35.8	31.9	42.2	21.0	42.2	15.7	27.2
Mean	49.10	47.50	52.20	50.08	55.71	49.06	53.97	46.38	49.83



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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	1351	649	269	260	80	679	672	116	153	91	169
18-24	8.0	3.2	18.0	16.4	23.1	15.0	1.9	4.5	6.0	24.2	18.7	25.4
25-29	7.0	3.6	14.0	12.3	16.9	11.2	3.5	3.7	14.7	10.5	15.4	17.8
30-40	17.0	13.9	23.4	24.2	24.6	22.5	14.1	13.7	28.4	20.9	26.4	23.7
41-55	25.0	27.1	20.6	23.0	18.1	23.8	24.7	29.5	21.6	24.2	22.0	16.0
56-65	19.0	22.4	11.9	14.9	8.8	12.5	19.4	25.4	19.8	11.1	9.9	8.3
OVER 65	24.0	29.8	12.0	9.3	8.5	15.0	36.2	23.2	9.5	9.2	7.7	8.9
Mean	49.10	53.03	40.91	41.49	37.73	43.08	54.22	51.83	43.88	39.68	38.99	37.05



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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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.9	0.0	14.6	0.0	4.5	11.1	
25-29	7.0	0.0	51.5	0.0	0.0	0.0	0.0	18.3	0.0	12.8	0.0	6.2	7.7	
30-40	17.0	0.0	48.5	62.1	0.0	0.0	0.0	44.3	0.0	31.0	0.0	18.0	16.1	
41-55	25.0	0.0	0.0	37.9	100.0	11.4	0.0	16.6	30.3	41.7	4.8	23.5	26.3	
56-65	19.0	0.0	0.0	0.0	0.0	88.6	8.7	0.0	30.8	0.0	42.1	18.2	19.7	
OVER 65	24.0	0.0	0.0	0.0	0.0	0.0	91.3	0.0	38.9	0.0	53.2	29.8	18.9	
Mean	49.10	21.00	30.88	39.93	48.00	59.07	66.43	32.77	59.25	37.35	63.36	51.09	47.32	



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 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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
18-24	8.0	78.4	0.0	0.0	0.0	71.2	0.0	0.0	0.0	81.4	0.0	0.0	0.0	10.5	8.3	4.0
25-29	7.0	21.6	18.9	0.0	0.0	28.8	17.0	0.0	0.0	18.6	20.7	0.0	0.0	9.8	6.4	4.7
30-40	17.0	0.0	67.1	0.0	0.0	0.0	70.1	0.0	0.0	0.0	64.3	0.0	0.0	21.7	15.3	14.8
41-55	25.0	0.0	14.0	81.6	0.0	0.0	12.9	81.5	0.0	0.0	15.0	81.6	0.0	23.7	23.5	30.2
56-65	19.0	0.0	0.0	18.4	37.1	0.0	0.0	18.5	31.4	0.0	0.0	18.4	43.7	15.0	19.6	23.0
OVER 65	24.0	0.0	0.0	0.0	62.9	0.0	0.0	0.0	68.6	0.0	0.0	0.0	56.3	19.3	26.9	23.4
Mean	49.10	22.29	35.31	50.31	64.59	22.73	35.31	50.31	64.96	22.12	35.30	50.30	64.16	45.80	49.97	51.34



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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
GENERATION Z	10.2	1.8	2.6	4.4	8.6	16.9	24.5	25.0	8.3	9.2	3.3	14.3	34.3	4.6	12.1	12.8	10.8	13.1	9.6	17.6
MILLENNIALS	25.4	5.5	15.9	24.9	31.7	30.9	31.0	28.8	30.6	24.8	18.1	34.9	32.4	21.0	24.0	27.5	30.2	27.0	25.1	29.5
GENERATION X	26.3	32.5	32.0	26.1	28.7	23.2	17.6	18.8	25.0	27.9	29.4	27.3	19.0	28.4	32.4	29.7	19.8	21.6	24.1	18.5
BABY BOOMERS	33.9	50.3	46.0	38.8	27.8	26.9	22.7	23.8	33.3	33.4	43.4	20.6	9.5	39.4	28.0	27.2	34.5	35.3	38.8	30.8
THE SILENT GENERATION	4.2	9.8	3.6	5.9	3.2	2.1	4.2	3.8	2.8	4.7	5.8	2.8	4.8	6.6	3.4	2.8	4.7	2.9	2.4	3.5
Mean	50.72	60.79	56.32	53.78	48.78	46.08	43.74	44.04	49.89	51.16	55.97	45.26	38.62	54.67	49.12	48.04	50.01	49.47	51.25	47.19



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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	349	450	769	432	1708	1402	306	292	196	96
GENERATION Z	10.2	9.2	9.3	13.7	5.8	7.4	5.4	16.7	26.4	23.5	32.3
MILLENNIALS	25.4	21.5	21.6	28.2	27.3	23.4	20.8	35.3	36.6	38.8	32.3
GENERATION X	26.3	27.8	29.3	25.4	23.6	26.6	26.2	28.4	24.3	24.5	24.0
BABY BOOMERS	33.9	37.2	35.6	29.5	37.3	37.7	42.1	17.6	11.6	11.7	11.5
THE SILENT GENERATION	4.2	4.3	4.2	3.3	6.0	4.8	5.4	2.0	1.0	1.5	0.0
Mean	50.72	52.23	51.86	48.22	52.78	52.65	54.59	43.77	39.46	40.11	38.14



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

GENERATIONS:

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	603	1397	884	796	320	545	881	318	563	1119
GENERATION Z	10.2	11.1	9.8	7.4	12.3	12.8	13.0	12.8	8.2	15.5	8.1
MILLENNIALS	25.4	29.5	23.6	22.1	28.1	27.5	28.4	28.5	28.9	28.2	22.9
GENERATION X	26.3	21.7	28.3	29.9	21.0	29.7	30.3	21.1	18.6	22.6	30.4
BABY BOOMERS	33.9	33.7	34.0	35.3	35.1	27.2	25.3	33.8	40.6	30.0	34.0
THE SILENT GENERATION	4.2	4.0	4.4	5.4	3.5	2.8	2.9	3.7	3.8	3.7	4.6
Mean	50.72	49.68	51.18	52.65	49.66	48.04	47.53	49.31	51.75	47.93	51.84



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 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 4

	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	819	906	721	740	539	396	296	249	325	444	290
GENERATION Z	10.2	4.8	10.9	5.1	14.3	11.3	2.3	10.1	8.0	8.6	17.1	14.1
MILLENNIALS	25.4	22.8	25.7	22.6	30.0	22.6	21.0	36.1	20.5	24.6	25.9	24.5
GENERATION X	26.3	29.8	23.3	29.7	20.5	29.7	27.8	19.3	26.5	32.0	21.4	32.4
BABY BOOMERS	33.9	37.2	35.8	36.5	31.5	33.8	42.4	30.7	41.4	29.2	32.0	27.2
THE SILENT GENERATION	4.2	5.4	4.3	6.1	3.6	2.6	6.6	3.7	3.6	5.5	3.6	1.7
Mean	50.72	53.59	50.80	53.60	48.20	50.33	55.86	48.30	53.24	50.86	48.14	47.83



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 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
GENERATION Z	10.2	16.3	19.8	13.7	10.2	5.8	4.7	5.3	26.6	7.2	1.9	14.7	12.4	19.4	16.9	9.9	11.7
MILLENNIALS	25.4	31.0	36.2	27.1	26.8	19.4	19.3	19.4	43.8	26.6	18.9	29.6	29.2	35.8	28.6	25.1	12.5
GENERATION X	26.3	20.6	21.0	20.2	29.3	26.9	29.1	27.8	23.4	33.8	29.3	18.4	24.8	17.9	29.9	30.8	26.6
BABY BOOMERS	33.9	29.8	21.0	36.4	29.5	42.7	40.2	41.7	6.2	27.3	42.7	34.5	28.8	22.4	23.4	30.8	47.7
THE SILENT GENERATION	4.2	2.3	2.1	2.5	4.1	5.3	6.8	5.9	0.0	5.0	7.1	2.8	4.8	4.5	1.3	3.3	1.6
Mean	50.72	46.78	43.36	49.37	49.67	54.78	55.10	54.91	37.02	50.46	56.50	48.47	48.75	44.48	45.59	50.03	53.96



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 NATIONAL SURVEY: 2,000 LIKELY VOTERS

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
GENERATION Z	10.2	13.1	15.5	4.7	10.7	16.2	21.1	15.5	9.4	10.9	7.3	6.3	7.1	5.6	9.1	14.4
MILLENNIALS	25.4	29.5	25.0	20.6	23.4	28.0	44.7	25.8	24.6	21.5	29.4	26.6	21.1	19.7	23.8	31.6
GENERATION X	26.3	21.8	28.5	30.6	26.4	15.6	10.5	16.3	26.9	25.2	29.5	38.6	26.8	34.5	25.0	26.7
BABY BOOMERS	33.9	32.0	27.8	38.6	35.6	36.1	18.4	38.5	34.4	36.3	31.4	27.1	39.4	33.8	38.2	25.1
THE SILENT GENERATION	4.2	3.7	3.2	5.4	4.0	4.0	5.3	3.9	4.7	6.2	2.4	1.4	5.6	6.3	3.9	2.2
Mean	50.72	48.73	47.89	54.19	51.11	48.92	42.12	49.83	51.27	52.13	49.95	49.62	53.67	53.52	51.95	46.38



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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	1321	679	423	256	552	389	769	290
GENERATION Z	10.2	12.0	6.8	9.0	3.1	7.6	4.4	15.1	10.0
MILLENNIALS	25.4	26.3	23.4	26.5	18.4	27.2	23.4	25.7	23.4
GENERATION X	26.3	28.7	21.6	22.0	21.1	29.0	18.8	28.5	25.5
BABY BOOMERS	33.9	29.3	42.9	38.8	49.6	32.1	47.6	27.3	36.6
THE SILENT GENERATION	4.2	3.7	5.3	3.8	7.8	4.2	5.9	3.4	4.5
Mean	50.72	49.10	53.89	51.60	57.66	50.82	55.58	47.86	51.62



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	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
GENERATION Z	10.2	4.1	23.0	22.3	28.1	17.5	2.4	5.8	15.5	27.5	20.9	32.0
MILLENNIALS	25.4	19.8	37.0	34.2	41.5	37.5	20.2	19.3	38.8	30.7	44.0	40.2
GENERATION X	26.3	29.8	19.1	22.3	16.2	20.0	26.7	32.9	20.7	23.5	20.9	13.6
BABY BOOMERS	33.9	41.4	18.3	19.0	13.1	20.0	45.1	37.6	21.6	17.0	14.3	12.4
THE SILENT GENERATION	4.2	5.0	2.6	2.2	1.2	5.0	5.7	4.3	3.4	1.3	0.0	1.8
Mean	50.72	54.90	42.02	42.65	38.48	44.49	56.18	53.61	44.66	41.12	40.02	37.65



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	160	272	335	330	377	526	767	1233	1097	903	941	1059
GENERATION Z	10.2	100.0	16.2	0.0	0.0	0.0	0.0	26.6	0.0	18.6	0.0	6.3	13.7
MILLENNIALS	25.4	0.0	83.8	83.3	0.0	0.0	0.0	66.1	0.0	46.2	0.0	25.6	25.1
GENERATION X	26.3	0.0	0.0	16.7	100.0	37.1	0.0	7.3	38.1	35.2	15.5	24.8	27.7
BABY BOOMERS	33.9	0.0	0.0	0.0	0.0	62.9	83.8	0.0	55.0	0.0	75.1	38.5	29.8
THE SILENT GENERATION	4.2	0.0	0.0	0.0	0.0	0.0	16.2	0.0	6.9	0.0	9.4	4.9	3.7
Mean	50.72	22.00	32.48	37.17	50.50	61.50	69.94	32.34	62.16	37.81	66.42	52.79	48.89



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	MILLENNIALS	GEN X	BABY BOOMERS	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	URBAN	SUB-URBAN	RURAL
Total	2000	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
GENERATION Z	10.2	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	12.8	10.7	5.6
MILLENNIALS	25.4	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	34.6	22.2	20.6
GENERATION X	26.3	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	22.3	25.7	33.0
BABY BOOMERS	33.9	0.0	0.0	0.0	88.9	0.0	0.0	0.0	88.7	0.0	0.0	0.0	89.0	26.7	36.6	37.0
THE SILENT GENERATION	4.2	0.0	0.0	0.0	11.1	0.0	0.0	0.0	11.3	0.0	0.0	0.0	11.0	3.6	4.8	3.7
Mean	50.72	22.00	34.50	50.50	69.34	22.00	34.50	50.50	69.35	22.00	34.50	50.50	69.32	47.04	51.73	53.18



Table 3 Page 41
July 27-30, 2023

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
MALE	47.0	64.4	53.7	45.1	40.3	45.1	42.1	43.8	66.7	47.3	51.7	41.6	37.1	56.3	47.4	36.9	41.0	46.3	44.3	48.9
FEMALE	53.0	35.6	46.3	54.9	59.7	54.9	57.9	56.2	33.3	52.7	48.3	58.4	62.9	43.7	52.6	63.1	59.0	53.7	55.7	51.1



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 LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	349	450	769	432	1708	1402	306	292	196	96
MALE	47.0	47.3	46.9	47.1	47.0	49.2	51.8	37.6	34.2	34.7	33.3
FEMALE	53.0	52.7	53.1	52.9	53.0	50.8	48.2	62.4	65.8	65.3	66.7



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			
		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	603	1397	884	796	320	545	881	318	563	1119
MALE	47.0	52.2	44.8	53.1	44.5	36.9	39.8	45.4	49.7	43.0	48.3
FEMALE	53.0	47.8	55.2	46.9	55.5	63.1	60.2	54.6	50.3	57.0	51.7



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	819	906	721	740	539	396	296	249	325	444	290		
MALE	47.0	53.6	44.7	54.9	40.0	46.2	100.0	100.0	100.0	0.0	0.0	0.0		
FEMALE	53.0	46.4	55.3	45.1	60.0	53.8	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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
MALE	47.0	41.7	40.7	42.4	42.3	55.4	57.1	56.1	59.4	41.0	58.1	39.0	40.8	43.3	41.6	44.0	54.7
FEMALE	53.0	58.3	59.3	57.6	57.7	44.6	42.9	43.9	40.6	59.0	41.9	61.0	59.2	56.7	58.4	56.0	45.3



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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
MALE	47.0	42.1	44.9	53.6	47.0	56.7	71.1	54.8	46.1	50.8	38.9	38.6	44.7	53.5	49.4	46.7
FEMALE	53.0	57.9	55.1	46.4	53.0	43.3	28.9	45.2	53.9	49.2	61.1	61.4	55.3	46.5	50.6	53.3



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	1321	679	423	256	552	389	769	290
MALE	47.0	41.8	57.3	52.7	64.8	100.0	100.0	0.0	0.0
FEMALE	53.0	58.2	42.7	47.3	35.2	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	1351	649	269	260	80	679	672	116	153	91	169
MALE	47.0	50.3	40.4	43.1	35.0	48.8	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	49.7	59.6	56.9	65.0	51.2	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	
Total	2000	160	272	335	330	377	526	767	1233	1097	903	941	1059	
MALE	47.0	26.2	47.1	46.9	43.3	44.0	58.0	42.6	49.8	42.8	52.2	100.0	0.0	
FEMALE	53.0	73.8	52.9	53.1	56.7	56.0	42.0	57.4	50.2	57.2	47.8	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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
MALE	47.0	28.9	47.5	44.3	53.5	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	49.4	46.7	44.7
FEMALE	53.0	71.1	52.5	55.7	46.5	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	50.6	53.3	55.3



Table 4 Page 51
July 27-30, 2023

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
NEW ENGLAND	4.8	4.9	4.5	5.9	5.9	3.2	3.7	5.0	5.6	5.0	5.2	4.4	5.7	3.7	5.0	6.9	5.4	4.2	4.8	3.5
MIDDLE ATLANTIC	12.6	14.1	14.6	10.7	14.0	12.7	11.6	7.5	13.9	12.1	12.7	11.3	10.5	12.4	9.7	13.8	12.2	14.3	16.8	11.0
EAST NORTH CENTRAL	16.1	13.5	16.8	17.3	15.7	14.5	18.1	17.5	13.9	16.2	16.4	15.8	16.2	15.6	17.1	15.3	17.3	15.8	14.1	18.1
WEST NORTH CENTRAL	6.4	8.0	5.5	8.5	5.7	5.8	5.6	3.8	8.3	6.7	7.4	5.9	5.7	7.5	6.9	6.2	5.8	5.4	5.5	5.3
SOUTH ATLANTIC	21.2	20.2	19.1	17.6	22.6	22.4	24.1	32.5	13.9	21.1	18.6	24.2	26.7	22.4	20.9	20.0	19.8	21.6	19.6	24.2
EAST SOUTH CENTRAL	6.2	8.6	6.8	6.3	5.2	6.9	6.5	0.0	5.6	6.1	6.9	5.3	3.8	8.3	4.7	5.3	4.3	6.4	7.2	5.3
WEST SOUTH CENTRAL	11.0	11.0	11.3	10.5	10.6	11.9	11.1	11.2	11.1	11.3	10.9	10.3	20.0	11.0	12.8	11.6	10.1	10.2	12.7	7.0
MOUNTAIN	7.1	9.2	7.4	7.8	5.2	8.4	5.6	8.8	0.0	6.8	7.9	5.3	4.8	7.3	6.2	6.9	6.5	7.9	9.3	6.2
PACIFIC	14.5	10.4	13.9	15.4	15.2	14.2	13.9	13.8	27.8	14.6	13.9	17.6	6.7	11.7	16.8	14.1	18.7	14.1	10.0	19.4



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	349	450	769	432	1708	1402	306	292	196	96
NEW ENGLAND	4.8	27.5	0.0	0.0	0.0	4.7	4.4	6.2	5.1	4.1	7.3
MIDDLE ATLANTIC	12.6	72.5	0.0	0.0	0.0	12.8	13.1	11.1	12.0	12.2	11.5
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	16.0	15.5	18.0	16.8	18.4	13.5
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.6	7.0	4.6	5.5	6.6	3.1
SOUTH ATLANTIC	21.2	0.0	0.0	55.1	0.0	21.4	21.5	20.9	20.2	19.9	20.8
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	6.3	6.1	7.2	5.5	6.1	4.2
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.7	0.0	10.8	10.4	12.7	12.3	11.2	14.6
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.4	7.5	6.9	5.5	6.6	3.1
PACIFIC	14.5	0.0	0.0	0.0	67.1	14.1	14.4	12.4	17.1	14.8	21.9



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			
	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	603	1397	884	796	320	545	881	318	563	1119
NEW ENGLAND	4.8	5.0	4.7	4.2	4.6	6.9	6.4	5.1	5.7	4.8	4.6
MIDDLE ATLANTIC	12.6	12.8	12.6	11.4	13.6	13.8	12.1	12.7	10.4	14.0	12.6
EAST NORTH CENTRAL	16.1	15.6	16.3	16.2	16.3	15.3	13.4	16.1	15.1	16.7	16.1
WEST NORTH CENTRAL	6.4	6.6	6.3	7.2	5.5	6.2	6.2	6.5	6.6	6.4	6.3
SOUTH ATLANTIC	21.2	20.1	21.7	21.8	21.0	20.0	22.6	21.0	20.4	21.3	21.4
EAST SOUTH CENTRAL	6.2	6.5	6.1	7.0	5.7	5.3	4.8	5.6	7.5	4.4	6.7
WEST SOUTH CENTRAL	11.0	10.9	11.1	11.7	10.2	11.6	12.1	11.0	13.8	9.4	11.1
MOUNTAIN	7.1	7.0	7.2	6.9	7.4	6.9	7.0	6.8	6.3	7.1	7.3
PACIFIC	14.5	15.6	14.0	13.6	15.7	14.1	15.4	15.2	14.2	15.8	13.9



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	819	906	721	740	539	396	296	249	325	444	290		
NEW ENGLAND	4.8	4.2	5.1	3.2	3.8	8.3	3.5	3.7	8.0	2.8	3.8	8.6		
MIDDLE ATLANTIC	12.6	13.2	13.2	12.3	15.0	9.8	13.1	16.2	8.0	11.4	14.2	11.4		
EAST NORTH CENTRAL	16.1	16.2	16.6	16.4	15.4	16.7	15.7	14.5	18.5	17.2	16.0	15.2		
WEST NORTH CENTRAL	6.4	7.6	5.6	8.2	5.7	5.0	8.3	5.7	4.0	8.0	5.6	5.9		
SOUTH ATLANTIC	21.2	20.8	20.8	21.8	21.2	20.4	20.7	21.3	21.7	23.1	21.2	19.3		
EAST SOUTH CENTRAL	6.2	7.0	5.4	6.7	6.6	5.0	7.1	6.4	4.4	6.2	6.8	5.5		
WEST SOUTH CENTRAL	11.0	11.2	10.7	10.8	11.6	10.6	11.1	12.8	9.2	10.5	10.8	11.7		
MOUNTAIN	7.1	7.8	6.7	8.0	6.6	6.5	9.3	5.4	5.6	6.5	7.4	7.2		
PACIFIC	14.5	12.1	15.9	12.6	14.1	17.6	11.1	13.9	20.5	14.5	14.2	15.2		



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	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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
NEW ENGLAND	4.8	2.8	2.9	2.8	6.9	4.6	3.7	4.2	1.6	5.8	2.7	3.3	4.0	6.0	1.3	9.6	9.4
MIDDLE ATLANTIC	12.6	11.3	11.1	11.5	14.5	12.7	10.5	11.8	6.2	14.4	12.5	12.3	20.0	13.4	10.4	10.5	7.8
EAST NORTH CENTRAL	16.1	18.1	18.1	18.1	15.4	17.5	12.2	15.3	25.0	14.4	15.8	17.3	13.2	11.9	16.9	17.4	14.8
WEST NORTH CENTRAL	6.4	5.3	3.7	6.5	5.4	8.9	7.4	8.3	1.6	5.8	9.7	6.6	5.6	0.0	1.3	5.1	7.0
SOUTH ATLANTIC	21.2	21.1	21.8	20.6	20.1	22.1	23.0	22.4	25.0	22.3	21.2	20.8	19.6	29.9	19.5	19.5	23.4
EAST SOUTH CENTRAL	6.2	8.0	8.2	7.8	5.4	3.8	8.1	5.6	14.1	4.3	6.4	7.6	6.0	3.0	5.2	5.4	3.9
WEST SOUTH CENTRAL	11.0	11.7	12.3	11.2	9.3	11.5	13.5	12.3	10.9	10.8	10.8	11.8	9.2	19.4	11.7	8.7	14.8
MOUNTAIN	7.1	7.3	7.4	7.2	6.8	7.4	7.1	7.3	7.8	8.6	7.9	7.1	6.8	3.0	7.8	6.0	7.0
PACIFIC	14.5	14.4	14.4	14.3	16.3	11.5	14.5	12.8	7.8	13.7	12.9	13.2	15.6	13.4	26.0	18.0	11.7



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

4. REGION:

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
NEW ENGLAND	4.8	4.8	7.0	4.0	5.7	5.0	5.3	4.9	4.6	4.3	5.0	6.3	1.9	3.5	7.9	5.5
MIDDLE ATLANTIC	12.6	13.8	13.3	11.0	12.1	9.3	18.4	8.1	13.1	13.9	11.9	14.5	10.1	6.3	15.9	12.0
EAST NORTH CENTRAL	16.1	16.2	14.9	16.5	17.2	12.5	5.3	13.4	17.3	16.7	18.1	13.5	15.4	17.6	17.7	16.4
WEST NORTH CENTRAL	6.4	5.1	6.6	7.8	6.0	6.2	0.0	7.1	6.4	7.1	5.4	6.8	7.7	10.6	5.9	5.5
SOUTH ATLANTIC	21.2	21.1	19.9	21.8	22.0	24.9	21.1	25.4	20.8	20.7	20.9	18.4	25.4	21.8	16.5	21.3
EAST SOUTH CENTRAL	6.2	5.6	5.7	7.1	4.2	6.2	13.2	5.3	6.3	5.4	7.8	5.3	9.2	9.9	3.1	5.1
WEST SOUTH CENTRAL	11.0	10.7	12.3	10.9	10.2	14.3	13.2	14.5	10.3	10.0	10.9	11.1	12.4	13.4	13.6	8.0
MOUNTAIN	7.1	7.2	4.1	8.2	6.7	6.5	7.9	6.4	7.1	8.2	5.5	7.7	5.1	5.6	6.1	8.7
PACIFIC	14.5	15.5	16.1	12.7	16.0	15.0	15.8	14.8	14.1	13.9	14.5	16.4	12.7	11.3	13.2	17.6



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. GRAD	COLL- EGE GRAD.	Bchl r Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	
Total	2000	1321	679	423	256	552	389	769	290
NEW ENGLAND	4.8	4.2	6.0	6.4	5.5	3.4	6.7	4.7	5.2
MIDDLE ATLANTIC	12.6	12.2	13.5	13.2	14.1	12.7	12.9	11.8	14.5
EAST NORTH CENTRAL	16.1	17.9	12.5	11.8	13.7	18.8	12.1	17.3	13.1
WEST NORTH CENTRAL	6.4	5.8	7.7	8.5	6.2	5.4	7.7	6.0	7.6
SOUTH ATLANTIC	21.2	20.7	22.1	19.9	25.8	19.4	23.7	21.7	20.0
EAST SOUTH CENTRAL	6.2	7.3	4.1	4.0	4.3	7.4	4.4	7.2	3.8
WEST SOUTH CENTRAL	11.0	10.7	11.8	11.6	12.1	10.3	12.3	10.9	11.0
MOUNTAIN	7.1	7.1	7.1	8.3	5.1	8.3	5.4	6.2	9.3
PACIFIC	14.5	14.2	15.2	16.3	13.3	14.1	14.9	14.2	15.5



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	1351	649	269	260	80	679	672	116	153	91	169
NEW ENGLAND	4.8	5.9	2.5	1.9	3.1	2.5	5.7	6.1	0.0	3.3	3.3	3.0
MIDDLE ATLANTIC	12.6	12.7	12.6	13.8	11.2	17.5	12.4	12.9	13.8	13.7	12.1	10.7
EAST NORTH CENTRAL	16.1	18.4	11.2	7.8	16.9	5.0	18.6	18.3	6.9	8.5	13.2	18.9
WEST NORTH CENTRAL	6.4	7.8	3.5	2.2	3.5	5.0	7.1	8.5	2.6	2.0	5.5	2.4
SOUTH ATLANTIC	21.2	18.9	26.0	22.3	35.0	15.0	19.0	18.8	23.3	21.6	38.5	33.1
EAST SOUTH CENTRAL	6.2	6.4	5.9	2.6	9.2	3.8	6.5	6.2	2.6	2.6	9.9	8.9
WEST SOUTH CENTRAL	11.0	8.4	16.6	20.8	15.8	6.2	9.6	7.1	20.7	20.9	13.2	17.2
MOUNTAIN	7.1	7.4	6.5	10.0	3.1	3.8	7.2	7.6	10.3	9.8	2.2	3.6
PACIFIC	14.5	14.2	15.1	18.6	2.3	41.2	14.0	14.4	19.8	17.6	2.2	2.4



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	160	272	335	330	377	526	767	1233	1097	903	941	1059
NEW ENGLAND	4.8	1.2	3.3	4.5	5.8	6.6	4.9	3.4	5.7	4.1	5.6	4.8	4.8
MIDDLE ATLANTIC	12.6	15.0	11.0	11.3	9.7	15.1	13.7	12.0	13.1	11.3	14.3	12.8	12.6
EAST NORTH CENTRAL	16.1	16.9	16.5	13.7	20.3	15.9	14.6	15.4	16.5	16.9	15.2	16.0	16.1
WEST NORTH CENTRAL	6.4	3.8	3.3	6.3	6.1	6.9	8.7	4.7	7.5	5.1	8.0	6.4	6.4
SOUTH ATLANTIC	21.2	28.8	23.5	22.7	20.3	17.0	20.3	24.3	19.3	23.1	18.9	21.1	21.2
EAST SOUTH CENTRAL	6.2	6.9	8.8	4.8	7.3	5.8	5.1	6.6	5.9	6.8	5.4	6.2	6.2
WEST SOUTH CENTRAL	11.0	17.5	12.5	13.4	11.2	8.8	8.4	14.0	9.2	13.1	8.5	11.2	11.0
MOUNTAIN	7.1	1.2	5.5	7.2	5.8	8.2	9.7	5.3	8.2	5.5	9.1	7.1	7.1
PACIFIC	14.5	8.8	15.4	16.1	13.6	15.6	14.4	14.3	14.6	14.1	15.0	14.5	14.5



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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
NEW ENGLAND	4.8	1.5	3.7	6.7	5.1	1.7	3.7	5.6	5.4	1.4	3.8	7.5	4.8	3.4	5.6	4.7
MIDDLE ATLANTIC	12.6	14.2	11.0	11.8	13.9	18.6	11.2	12.0	13.2	12.4	10.9	11.6	14.6	15.0	12.1	11.0
EAST NORTH CENTRAL	16.1	16.7	14.4	18.8	15.2	13.6	13.7	19.7	15.7	17.9	15.0	18.1	14.6	13.5	16.3	19.0
WEST NORTH CENTRAL	6.4	3.9	4.7	6.3	8.3	1.7	5.8	6.0	7.6	4.8	3.8	6.5	9.0	5.9	6.1	7.7
SOUTH ATLANTIC	21.2	28.4	23.1	19.2	19.4	25.4	22.0	20.2	20.6	29.7	24.1	18.4	18.0	19.3	22.9	19.7
EAST SOUTH CENTRAL	6.2	7.4	6.7	6.8	5.1	6.8	6.6	6.9	5.4	7.6	6.8	6.8	4.8	4.5	5.4	10.3
WEST SOUTH CENTRAL	11.0	15.7	13.0	11.0	8.5	16.9	13.3	10.7	9.3	15.2	12.8	11.3	7.6	12.5	9.6	12.6
MOUNTAIN	7.1	1.5	6.9	6.5	9.2	5.1	6.2	5.6	8.8	0.0	7.5	7.2	9.6	7.7	7.8	4.7
PACIFIC	14.5	10.8	16.4	12.9	15.3	10.2	17.4	13.3	14.0	11.0	15.4	12.6	16.9	18.4	14.1	10.3



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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EAST	17.4	19.0	19.1	16.6	19.9	15.8	15.3	12.5	19.4	17.1	17.9	15.8	16.2	16.2	14.6	20.6	17.6	18.5	21.6	14.5
MIDWEST	22.5	21.5	22.3	25.9	21.4	20.3	23.6	21.2	22.2	22.9	23.8	21.6	21.9	23.1	24.0	21.6	23.0	21.2	19.6	23.3
SOUTH	38.4	39.9	37.2	34.4	38.3	41.2	41.7	43.8	30.6	38.5	36.4	39.8	50.5	41.7	38.3	36.9	34.2	38.2	39.5	36.6
WEST	21.6	19.6	21.4	23.2	20.4	22.7	19.4	22.5	27.8	21.5	21.9	22.8	11.4	19.0	23.1	20.9	25.2	22.0	19.2	25.6



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 LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	349	450	769	432	1708	1402	306	292	196	96
EAST	17.4	100.0	0.0	0.0	0.0	17.5	17.5	17.3	17.1	16.3	18.8
MIDWEST	22.5	0.0	100.0	0.0	0.0	22.5	22.5	22.5	22.3	25.0	16.7
SOUTH	38.4	0.0	0.0	100.0	0.0	38.5	38.0	40.8	38.0	37.2	39.6
WEST	21.6	0.0	0.0	0.0	100.0	21.4	21.9	19.3	22.6	21.4	25.0



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				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	EI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
EAST	17.4	17.7	17.3	15.6	18.2	20.6	18.5	17.8	16.0	18.8	17.2	
MIDWEST	22.5	22.2	22.6	23.4	21.9	21.6	19.6	22.6	21.7	23.1	22.4	
SOUTH	38.4	37.5	38.9	40.5	36.8	36.9	39.4	37.6	41.8	35.2	39.1	
WEST	21.6	22.6	21.2	20.5	23.1	20.9	22.4	22.0	20.4	22.9	21.3	



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	819	906	721	740	539	396	296	249	325	444	290		
EAST	17.4	17.3	18.3	15.5	18.8	18.2	16.7	19.9	16.1	14.2	18.0	20.0		
MIDWEST	22.5	23.8	22.2	24.5	21.1	21.7	24.0	20.3	22.5	25.2	21.6	21.0		
SOUTH	38.4	38.9	36.9	39.3	39.5	36.0	38.9	40.5	35.3	39.7	38.7	36.6		
WEST	21.6	19.9	22.6	20.7	20.7	24.1	20.5	19.3	26.1	20.9	21.6	22.4		



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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EAST	17.4	14.2	14.0	14.3	21.4	17.3	14.2	16.0	7.8	20.1	15.3	15.6	24.0	19.4	11.7	20.1	17.2
MIDWEST	22.5	23.4	21.8	24.6	20.7	26.4	19.6	23.6	26.6	20.1	25.5	23.9	18.8	11.9	18.2	22.5	21.9
SOUTH	38.4	40.8	42.4	39.6	34.7	37.4	44.6	40.4	50.0	37.4	38.4	40.2	34.8	52.2	36.4	33.5	42.2
WEST	21.6	21.6	21.8	21.5	23.1	18.9	21.6	20.1	15.6	22.3	20.8	20.3	22.4	16.4	33.8	24.0	18.8



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	NON- RELI- GIOUS
Total	2000	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EAST	17.4	18.6	20.3	15.0	17.7	14.3	23.7	13.1	17.7	18.1	16.9	20.8	12.1	9.9	23.8	17.5
MIDWEST	22.5	21.2	21.5	24.4	23.2	18.7	5.3	20.5	23.6	23.7	23.5	20.3	23.2	28.2	23.6	21.8
SOUTH	38.4	37.5	38.0	39.7	36.4	45.5	47.4	45.2	37.4	36.1	39.6	34.8	46.9	45.1	33.3	34.4
WEST	21.6	22.7	20.3	20.9	22.7	21.5	23.7	21.2	21.3	22.1	20.0	24.2	17.8	16.9	19.3	26.4



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	1321	679	423	256	552	389	769	290
EAST	17.4	16.4	19.6	19.6	19.5	16.1	19.5	16.5	19.7
MIDWEST	22.5	23.7	20.2	20.3	19.9	24.3	19.8	23.3	20.7
SOUTH	38.4	38.7	38.0	35.5	42.2	37.1	40.4	39.8	34.8
WEST	21.6	21.3	22.2	24.6	18.4	22.5	20.3	20.4	24.8



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	1351	649	269	260	80	679	672	116	153	91	169
EAST	17.4	18.6	15.1	15.6	14.2	20.0	18.1	19.0	13.8	17.0	15.4	13.6
MIDWEST	22.5	26.2	14.8	10.0	20.4	10.0	25.6	26.8	9.5	10.5	18.7	21.3
SOUTH	38.4	33.6	48.5	45.7	60.0	25.0	35.1	32.1	46.6	45.1	61.5	59.2
WEST	21.6	21.6	21.6	28.6	5.4	45.0	21.2	22.0	30.2	27.5	4.4	5.9



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	160	272	335	330	377	526	767	1233	1097	903	941	1059
EAST	17.4	16.2	14.3	15.8	15.5	21.8	18.6	15.4	18.7	15.4	19.9	17.5	17.4
MIDWEST	22.5	20.6	19.9	20.0	26.4	22.8	23.4	20.1	24.0	22.0	23.1	22.4	22.6
SOUTH	38.4	53.1	44.9	40.9	38.8	31.6	33.8	44.9	34.5	43.0	32.9	38.5	38.4
WEST	21.6	10.0	21.0	23.3	19.4	23.9	24.1	19.7	22.8	19.6	24.0	21.6	21.6



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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EAST	17.4	15.7	14.8	18.4	19.0	20.3	14.9	17.6	18.6	13.8	14.7	19.1	19.4	18.4	17.7	15.7
MIDWEST	22.5	20.6	19.1	25.1	23.5	15.3	19.5	25.8	23.3	22.8	18.8	24.6	23.7	19.4	22.4	26.7
SOUTH	38.4	51.5	42.8	37.1	33.0	49.2	41.9	37.8	35.3	52.4	43.6	36.5	30.4	36.2	37.9	42.6
WEST	21.6	12.3	23.3	19.4	24.5	15.3	23.7	18.9	22.8	11.0	22.9	19.8	26.5	26.0	21.9	15.0



Table 5 Page 71
July 27-30, 2023

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/ UNDEAN LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
YES	13.4	6.7	8.4	8.0	15.7	20.8	18.5	12.5	16.7	11.7	7.9	17.0	19.0	8.9	12.8	13.1	14.7	18.3	20.3	15.9
NO	86.6	93.3	91.6	92.0	84.3	79.2	81.5	87.5	83.3	88.3	92.1	83.0	81.0	91.1	87.2	86.9	85.3	81.7	79.7	84.1



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	349	450	769	432	1708	1402	306	292	196	96
YES	13.4	12.0	6.0	16.0	17.8	12.3	11.5	16.0	20.2	19.9	20.8
NO	86.6	88.0	94.0	84.0	82.2	87.7	88.5	84.0	79.8	80.1	79.2



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 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
YES	13.4	16.4	12.2	10.3	17.1	13.1	15.4	15.7	16.7	15.1	11.7
NO	86.6	83.6	87.8	89.7	82.9	86.9	84.6	84.3	83.3	84.9	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 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	819	906	721	740	539	396	296	249	325	444	290
YES	13.4	10.1	15.3	8.6	18.2	13.4	8.1	17.9	12.4	9.2	18.5	14.1
NO	86.6	89.9	84.7	91.4	81.8	86.6	91.9	82.1	87.6	90.8	81.5	85.9



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	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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
YES	13.4	18.1	19.3	17.1	14.1	9.6	8.4	9.1	20.3	11.5	6.4	17.7	17.2	25.4	18.2	12.9	11.7
NO	86.6	81.9	80.7	82.9	85.9	90.4	91.6	90.9	79.7	88.5	93.6	82.3	82.8	74.6	81.8	87.1	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 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550	
YES	13.4	16.7	16.8	8.3	13.7	12.1	13.2	12.0	13.7	13.2	14.5	13.5	7.4	7.7	23.0	13.8	
NO	86.6	83.3	83.2	91.7	86.3	87.9	86.8	88.0	86.3	86.8	85.5	86.5	92.6	92.3	77.0	86.2	



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 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	1321	679	423	256	552	389	769	290
YES	13.4	13.7	13.0	15.4	9.0	12.7	11.8	14.4	14.5
NO	86.6	86.3	87.0	84.6	91.0	87.3	88.2	85.6	85.5



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 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
YES	13.4	0.0	41.4	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0
NO	86.6	100.0	58.6	0.0	100.0	100.0	100.0	100.0	0.0	0.0	100.0	100.0



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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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
YES	13.4	27.5	22.8	16.4	11.5	10.1	6.1	21.0	8.8	18.1	7.8	12.3	14.4	
NO	86.6	72.5	77.2	83.6	88.5	89.9	93.9	79.0	91.2	81.9	92.2	87.7	85.6	



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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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
YES	13.4	29.4	18.1	11.4	7.5	30.5	18.7	10.3	7.1	29.0	17.7	12.3	7.9	21.0	11.9	7.3
NO	86.6	70.6	81.9	88.6	92.5	69.5	81.3	89.7	92.9	71.0	82.3	87.7	92.1	79.0	88.1	92.7



Table 6 Page 81
July 27-30, 2023

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

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

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	269	11	26	33	64	79	40	10	6	174	70	84	20	50	41	42	41	95	59	36
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	43.5	36.4	26.9	30.3	40.6	48.1	52.5	60.0	83.3	39.1	30.0	44.0	50.0	42.0	46.3	33.3	34.1	51.6	45.8	61.1
Puerto Rican	23.8	36.4	42.3	18.2	25.0	24.1	10.0	40.0	0.0	24.7	30.0	20.2	25.0	22.0	17.1	31.0	29.3	22.1	30.5	8.3
Cuban	8.9	0.0	11.5	24.2	3.1	8.9	10.0	0.0	0.0	11.5	15.7	9.5	5.0	12.0	12.2	9.5	12.2	4.2	1.7	8.3
Dominican	3.7	0.0	3.8	3.0	6.2	5.1	0.0	0.0	0.0	4.0	2.9	6.0	0.0	4.0	2.4	4.8	4.9	3.2	5.1	0.0
Peruvian	2.6	0.0	0.0	6.1	4.7	1.3	2.5	0.0	0.0	2.9	2.9	3.6	0.0	4.0	0.0	4.8	2.4	2.1	1.7	2.8
Guatemalan	2.2	0.0	0.0	3.0	1.6	2.5	5.0	0.0	0.0	1.7	1.4	2.4	0.0	0.0	2.4	0.0	4.9	3.2	1.7	5.6
Venezuelan	1.1	0.0	0.0	0.0	3.1	0.0	2.5	0.0	0.0	0.6	0.0	1.2	0.0	2.0	0.0	0.0	0.0	2.1	1.7	2.8
Salvadoran	0.7	0.0	0.0	3.0	0.0	0.0	2.5	0.0	0.0	0.6	1.4	0.0	0.0	0.0	2.4	0.0	0.0	1.1	0.0	2.8
Honduran	0.4	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.6	0.0	1.2	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	0.0	3.8	3.0	0.0	1.3	2.5	0.0	0.0	2.3	2.9	1.2	5.0	4.0	0.0	4.8	0.0	0.0	0.0	0.0
Other South American	3.0	0.0	0.0	3.0	3.1	3.8	5.0	0.0	0.0	3.4	1.4	4.8	5.0	0.0	4.9	4.8	4.9	2.1	1.7	2.8
Spaniard	6.3	27.3	11.5	6.1	6.2	2.5	5.0	0.0	16.7	6.3	11.4	2.4	5.0	10.0	9.8	0.0	4.9	6.3	6.8	5.6
Other	2.2	0.0	0.0	0.0	6.2	1.3	2.5	0.0	0.0	2.3	0.0	3.6	5.0	0.0	0.0	7.1	2.4	2.1	3.4	0.0



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

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	269	42	27	123	77	210	161	49	59	39	20
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	43.5	7.1	33.3	43.9	66.2	43.3	44.1	40.8	44.1	43.6	45.0
Puerto Rican	23.8	64.3	33.3	19.5	5.2	23.8	20.5	34.7	23.7	23.1	25.0
Cuban	8.9	7.1	7.4	14.6	1.3	9.5	11.2	4.1	6.8	7.7	5.0
Dominican	3.7	11.9	0.0	3.3	1.3	3.8	3.7	4.1	3.4	5.1	0.0
Peruvian	2.6	4.8	0.0	1.6	3.9	2.4	2.5	2.0	3.4	0.0	10.0
Guatemalan	2.2	0.0	0.0	3.3	2.6	2.9	3.1	2.0	0.0	0.0	0.0
Venezuelan	1.1	0.0	0.0	0.8	2.6	1.4	1.2	2.0	0.0	0.0	0.0
Salvadoran	0.7	0.0	0.0	0.0	2.6	0.5	0.6	0.0	1.7	2.6	0.0
Honduran	0.4	0.0	0.0	0.8	0.0	0.0	0.0	0.0	1.7	2.6	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	2.4	3.7	1.6	0.0	1.4	1.2	2.0	1.7	2.6	0.0
Other South American	3.0	0.0	3.7	4.1	2.6	1.9	1.2	4.1	6.8	7.7	5.0
Spaniard	6.3	2.4	14.8	3.3	10.4	7.6	9.3	2.0	1.7	2.6	0.0
Other	2.2	0.0	3.7	3.3	1.3	1.4	1.2	2.0	5.1	2.6	10.0



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

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

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	269	99	170	91	136	42	84	138	53	85	131	
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mexican	43.5	42.4	44.1	44.0	46.3	33.3	40.5	46.4	45.3	47.1	40.5	
Puerto Rican	23.8	24.2	23.5	19.8	24.3	31.0	27.4	23.9	24.5	23.5	23.7	
Cuban	8.9	9.1	8.8	12.1	6.6	9.5	10.7	6.5	7.5	5.9	11.5	
Dominican	3.7	4.0	3.5	3.3	3.7	4.8	4.8	4.3	1.9	5.9	3.1	
Peruvian	2.6	3.0	2.4	2.2	2.2	4.8	2.4	2.2	1.9	2.4	3.1	
Guatemalan	2.2	2.0	2.4	1.1	3.7	0.0	1.2	2.9	1.9	3.5	1.5	
Venezuelan	1.1	3.0	0.0	1.1	1.5	0.0	0.0	2.2	3.8	1.2	0.0	
Salvadoran	0.7	0.0	1.2	1.1	0.7	0.0	2.4	0.0	0.0	0.0	1.5	
Honduran	0.4	0.0	0.6	1.1	0.0	0.0	0.0	0.7	0.0	1.2	0.0	
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other Central American	1.5	1.0	1.8	2.2	0.0	4.8	2.4	0.7	1.9	0.0	2.3	
Other South American	3.0	1.0	4.1	2.2	2.9	4.8	3.6	2.2	0.0	3.5	3.8	
Spaniard	6.3	7.1	5.9	9.9	5.9	0.0	1.2	6.5	9.4	4.7	6.1	
Other	2.2	3.0	1.8	0.0	2.2	7.1	3.6	1.4	1.9	1.2	3.1	



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

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
Total	269	83	139	62	135	72	32	53	31	30	82	41
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
Mexican	43.5	38.6	46.8	43.5	45.9	38.9	40.6	60.4	51.6	46.7	36.6	29.3
Puerto Rican	23.8	20.5	25.9	19.4	23.7	27.8	15.6	15.1	12.9	23.3	29.3	39.0
Cuban	8.9	14.5	7.9	16.1	5.9	8.3	18.8	5.7	6.5	13.3	6.1	9.8
Dominican	3.7	3.6	4.3	3.2	3.7	4.2	6.2	3.8	3.2	0.0	3.7	4.9
Peruvian	2.6	2.4	1.4	3.2	1.5	4.2	3.1	1.9	3.2	3.3	1.2	4.9
Guatemalan	2.2	0.0	4.3	0.0	4.4	0.0	0.0	1.9	0.0	0.0	6.1	0.0
Venezuelan	1.1	2.4	0.0	1.6	1.5	0.0	3.1	1.9	0.0	0.0	1.2	0.0
Salvadoran	0.7	1.2	0.7	1.6	0.7	0.0	0.0	0.0	0.0	3.3	1.2	0.0
Honduran	0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	2.4	0.0	3.2	0.0	2.8	6.2	0.0	3.2	0.0	0.0	2.4
Other South American	3.0	1.2	0.0	1.6	3.0	4.2	0.0	0.0	6.5	3.3	4.9	2.4
Spaniard	6.3	9.6	6.5	6.5	7.4	4.2	6.2	5.7	9.7	6.7	8.5	0.0
Other	2.2	3.6	2.2	0.0	1.5	5.6	0.0	3.8	3.2	0.0	0.0	7.3



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

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	269	102	47	55	102	40	25	65	13	16	33	75	43	17	14	43	15
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	43.5	49.0	42.6	54.5	36.3	52.5	36.0	46.2	38.5	37.5	48.5	46.7	41.9	52.9	71.4	30.2	33.3
Puerto Rican	23.8	20.6	19.1	21.8	29.4	15.0	28.0	20.0	30.8	25.0	12.1	20.0	27.9	29.4	14.3	32.6	26.7
Cuban	8.9	7.8	8.5	7.3	9.8	10.0	8.0	9.2	23.1	12.5	15.2	5.3	7.0	5.9	7.1	11.6	0.0
Dominican	3.7	3.9	0.0	7.3	4.9	2.5	0.0	1.5	0.0	12.5	0.0	5.3	2.3	0.0	0.0	4.7	6.7
Peruvian	2.6	2.9	4.3	1.8	1.0	7.5	0.0	4.6	0.0	0.0	6.1	2.7	0.0	0.0	7.1	2.3	6.7
Guatemalan	2.2	4.9	6.4	3.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	2.3	0.0	0.0	0.0	0.0
Venezuelan	1.1	1.0	2.1	0.0	1.0	0.0	4.0	1.5	7.7	0.0	0.0	0.0	2.3	5.9	0.0	0.0	0.0
Salvadoran	0.7	0.0	0.0	0.0	1.0	0.0	4.0	1.5	0.0	0.0	3.0	0.0	2.3	0.0	0.0	0.0	0.0
Honduran	0.4	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	0.0	0.0	0.0	2.9	0.0	4.0	1.5	0.0	6.2	3.0	0.0	0.0	0.0	0.0	4.7	0.0
Other South American	3.0	2.0	4.3	0.0	4.9	2.5	0.0	1.5	0.0	6.2	0.0	2.7	2.3	5.9	0.0	7.0	0.0
Spaniard	6.3	5.9	10.6	1.8	3.9	10.0	12.0	10.8	0.0	0.0	12.1	8.0	9.3	0.0	0.0	0.0	20.0
Other	2.2	2.0	2.1	1.8	2.9	0.0	4.0	1.5	0.0	0.0	0.0	2.7	0.0	0.0	0.0	7.0	6.7



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

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

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	269	151	53	65	148	39	5	34	202	118	84	28	46	11	117	76
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	43.5	47.7	45.3	32.3	43.2	41.0	60.0	38.2	45.0	41.5	50.0	35.7	37.0	9.1	50.4	44.7
Puerto Rican	23.8	23.2	20.8	27.7	24.3	17.9	40.0	14.7	22.8	22.0	23.8	39.3	30.4	27.3	18.8	25.0
Cuban	8.9	6.0	11.3	13.8	10.8	7.7	0.0	8.8	9.9	8.5	11.9	3.6	4.3	18.2	9.4	7.9
Dominican	3.7	3.3	3.8	4.6	2.7	0.0	0.0	0.0	4.5	6.8	1.2	3.6	2.2	18.2	0.9	6.6
Peruvian	2.6	2.0	3.8	3.1	3.4	5.1	0.0	5.9	2.5	3.4	1.2	0.0	2.2	0.0	4.3	0.0
Guatemalan	2.2	4.0	0.0	0.0	0.7	0.0	0.0	0.0	2.5	2.5	2.4	3.6	2.2	0.0	2.6	2.6
Venezuelan	1.1	2.0	0.0	0.0	1.4	2.6	0.0	2.9	1.0	0.8	1.2	0.0	2.2	0.0	0.9	1.3
Salvadoran	0.7	0.7	0.0	1.5	0.0	2.6	0.0	2.9	0.5	0.0	1.2	0.0	4.3	0.0	0.0	0.0
Honduran	0.4	0.7	0.0	0.0	0.7	2.6	0.0	2.9	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	0.0	1.9	4.6	1.4	2.6	0.0	2.9	1.5	0.8	2.4	0.0	2.2	0.0	1.7	1.3
Other South American	3.0	2.0	7.5	1.5	3.4	2.6	0.0	2.9	3.5	5.1	1.2	0.0	4.3	0.0	1.7	2.6
Spaniard	6.3	6.6	0.0	10.8	6.1	10.3	0.0	11.8	4.5	5.1	3.6	14.3	6.5	9.1	6.8	6.6
Other	2.2	2.0	5.7	0.0	2.0	5.1	0.0	5.9	2.0	3.4	0.0	0.0	2.2	9.1	2.6	1.3



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

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

BANNER 7

	TOTAL					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	269	181	88	65	23	70	46	111	42
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	43.5	44.2	42.0	47.7	26.1	51.4	54.3	39.6	28.6
Puerto Rican	23.8	27.6	15.9	13.8	21.7	17.1	10.9	34.2	21.4
Cuban	8.9	8.3	10.2	10.8	8.7	10.0	8.7	7.2	11.9
Dominican	3.7	5.0	1.1	1.5	0.0	5.7	2.2	4.5	0.0
Peruvian	2.6	1.1	5.7	3.1	13.0	0.0	6.5	1.8	4.8
Guatemalan	2.2	1.1	4.5	6.2	0.0	0.0	2.2	1.8	7.1
Venezuelan	1.1	1.1	1.1	1.5	0.0	2.9	0.0	0.0	2.4
Salvadoran	0.7	0.0	2.3	3.1	0.0	0.0	0.0	0.0	4.8
Honduran	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	1.7	1.1	0.0	4.3	2.9	2.2	0.9	0.0
Other South American	3.0	1.7	5.7	4.6	8.7	0.0	4.3	2.7	7.1
Spaniard	6.3	6.1	6.8	6.2	8.7	7.1	6.5	5.4	7.1
Other	2.2	1.7	3.4	1.5	8.7	2.9	2.2	0.9	4.8



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

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	269	-	269	269	-	-	-	-	116	153	-	-
HISPANIC	100.0	-	100.0	100.0	-	-	-	-	100.0	100.0	-	-
Mexican	43.5	-	43.5	43.5	-	-	-	-	52.6	36.6	-	-
Puerto Rican	23.8	-	23.8	23.8	-	-	-	-	14.7	30.7	-	-
Cuban	8.9	-	8.9	8.9	-	-	-	-	9.5	8.5	-	-
Dominican	3.7	-	3.7	3.7	-	-	-	-	4.3	3.3	-	-
Peruvian	2.6	-	2.6	2.6	-	-	-	-	2.6	2.6	-	-
Guatemalan	2.2	-	2.2	2.2	-	-	-	-	0.9	3.3	-	-
Venezuelan	1.1	-	1.1	1.1	-	-	-	-	1.7	0.7	-	-
Salvadoran	0.7	-	0.7	0.7	-	-	-	-	0.0	1.3	-	-
Honduran	0.4	-	0.4	0.4	-	-	-	-	0.0	0.7	-	-
Nicaraguan	0.0	-	0.0	0.0	-	-	-	-	0.0	0.0	-	-
Ecuadorian	0.0	-	0.0	0.0	-	-	-	-	0.0	0.0	-	-
Other Central American	1.5	-	1.5	1.5	-	-	-	-	2.6	0.7	-	-
Other South American	3.0	-	3.0	3.0	-	-	-	-	1.7	3.9	-	-
Spaniard	6.3	-	6.3	6.3	-	-	-	-	6.9	5.9	-	-
Other	2.2	-	2.2	2.2	-	-	-	-	2.6	2.0	-	-



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

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	269	44	62	55	38	38	32	161	108	199	70	116	153
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	43.5	34.1	61.3	47.3	34.2	36.8	34.4	49.1	35.2	46.2	35.7	52.6	36.6
Puerto Rican	23.8	38.6	19.4	10.9	26.3	23.7	31.2	21.7	26.9	22.6	27.1	14.7	30.7
Cuban	8.9	4.5	3.2	7.3	18.4	10.5	15.6	5.0	14.8	7.5	12.9	9.5	8.5
Dominican	3.7	4.5	3.2	7.3	5.3	0.0	0.0	5.0	1.9	5.0	0.0	4.3	3.3
Peruvian	2.6	0.0	3.2	3.6	7.9	0.0	0.0	2.5	2.8	3.5	0.0	2.6	2.6
Guatemalan	2.2	2.3	3.2	3.6	0.0	2.6	0.0	3.1	0.9	2.5	1.4	0.9	3.3
Venezuelan	1.1	2.3	1.6	1.8	0.0	0.0	0.0	1.9	0.0	1.5	0.0	1.7	0.7
Salvadoran	0.7	2.3	0.0	1.8	0.0	0.0	0.0	1.2	0.0	1.0	0.0	0.0	1.3
Honduran	0.4	2.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0	0.7
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	0.0	0.0	1.8	2.6	5.3	0.0	0.6	2.8	1.0	2.9	2.6	0.7
Other South American	3.0	9.1	3.2	3.6	0.0	0.0	0.0	5.0	0.0	4.0	0.0	1.7	3.9
Spaniard	6.3	0.0	0.0	7.3	2.6	18.4	15.6	2.5	12.0	2.5	17.1	6.9	5.9
Other	2.2	0.0	1.6	3.6	2.6	2.6	3.1	1.9	2.8	2.0	2.9	2.6	2.0



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

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	269	60	92	60	57	18	45	24	29	42	47	36	28	118	120	31
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	43.5	43.3	53.3	36.7	35.1	61.1	62.2	41.7	41.4	35.7	44.7	33.3	28.6	44.9	42.5	41.9
Puerto Rican	23.8	30.0	16.3	25.0	28.1	16.7	13.3	16.7	13.8	35.7	19.1	30.6	42.9	28.0	20.0	22.6
Cuban	8.9	5.0	5.4	15.0	12.3	5.6	2.2	20.8	13.8	4.8	8.5	11.1	10.7	5.1	10.8	16.1
Dominican	3.7	5.0	5.4	3.3	0.0	5.6	8.9	0.0	0.0	4.8	2.1	5.6	0.0	5.9	2.5	0.0
Peruvian	2.6	0.0	4.3	5.0	0.0	0.0	6.7	0.0	0.0	0.0	2.1	8.3	0.0	3.4	2.5	0.0
Guatemalan	2.2	1.7	4.3	0.0	1.8	0.0	0.0	0.0	3.4	2.4	8.5	0.0	0.0	1.7	3.3	0.0
Venezuelan	1.1	1.7	2.2	0.0	0.0	5.6	2.2	0.0	0.0	0.0	2.1	0.0	0.0	1.7	0.8	0.0
Salvadoran	0.7	1.7	1.1	0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.1	0.0	0.0	0.0	1.7	0.0
Honduran	0.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.8	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.5	0.0	1.1	1.7	3.5	0.0	0.0	4.2	6.9	0.0	2.1	0.0	0.0	0.8	2.5	0.0
Other South American	3.0	10.0	2.2	0.0	0.0	5.6	2.2	0.0	0.0	11.9	2.1	0.0	0.0	1.7	3.3	6.5
Spaniard	6.3	0.0	2.2	10.0	15.8	0.0	0.0	12.5	17.2	0.0	4.3	8.3	14.3	4.2	6.7	12.9
Other	2.2	0.0	2.2	3.3	3.5	0.0	2.2	4.2	3.4	0.0	2.1	2.8	3.6	2.5	2.5	0.0



Table 7 Page 91
July 27-30, 2023

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

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 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
WHITE	67.6	85.9	83.5	75.4	60.4	54.1	53.2	61.2	80.6	70.6	80.2	59.8	41.0	84.4	67.3	58.8	60.1	58.9	53.3	66.1
HISPANIC	13.4	6.7	8.4	8.0	15.7	20.8	18.5	12.5	16.7	11.7	7.9	17.0	19.0	8.9	12.8	13.1	14.7	18.3	20.3	15.9
AFRICAN AMERICAN	13.0	1.8	4.9	8.8	16.5	18.7	22.7	22.5	2.8	11.2	6.1	15.2	35.2	3.6	11.8	20.0	15.8	18.1	21.6	13.7
ASIAN	4.0	1.8	1.3	4.9	5.4	5.0	4.6	2.5	0.0	4.0	3.1	6.1	2.9	0.9	6.5	4.1	7.6	3.9	3.8	4.0
OTHER	2.0	3.7	1.9	2.9	2.0	1.3	0.9	1.2	0.0	2.4	2.7	2.0	1.9	2.3	1.6	4.1	1.8	0.8	1.0	0.4



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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 LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	349	450	769	432	1708	1402	306	292	196	96
WHITE	67.6	71.9	78.7	59.0	67.6	71.1	74.3	56.9	46.6	49.0	41.7
HISPANIC	13.4	12.0	6.0	16.0	17.8	12.3	11.5	16.0	20.2	19.9	20.8
AFRICAN AMERICAN	13.0	10.6	11.8	20.3	3.2	10.9	8.5	21.9	25.3	22.4	31.2
ASIAN	4.0	4.6	1.8	2.6	8.3	3.7	3.6	4.2	5.5	6.6	3.1
OTHER	2.0	0.9	1.8	2.1	3.0	1.9	2.1	1.0	2.4	2.0	3.1



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		
		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	603	1397	884	796	320	545	881	318	563	1119
WHITE	67.6	60.4	70.7	78.2	59.3	58.8	58.3	58.5	60.1	57.5	74.7
HISPANIC	13.4	16.4	12.2	10.3	17.1	13.1	15.4	15.7	16.7	15.1	11.7
AFRICAN AMERICAN	13.0	17.4	11.1	6.6	17.3	20.0	16.9	19.4	18.6	19.9	8.0
ASIAN	4.0	5.1	3.5	2.9	5.2	4.1	6.2	4.9	3.8	5.5	3.3
OTHER	2.0	0.7	2.6	2.0	1.1	4.1	3.1	1.6	0.9	2.0	2.3



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

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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	819	906	721	740	539	396	296	249	325	444	290			
WHITE	67.6	80.8	59.5	82.8	56.4	62.5	86.4	60.1	63.9	78.5	53.8	61.4			
HISPANIC	13.4	10.1	15.3	8.6	18.2	13.4	8.1	17.9	12.4	9.2	18.5	14.1			
AFRICAN AMERICAN	13.0	4.9	18.4	4.9	19.9	14.5	3.0	15.9	12.9	7.1	22.5	15.9			
ASIAN	4.0	2.2	5.6	2.1	4.5	5.9	1.5	5.7	6.4	2.8	3.6	5.5			
OTHER	2.0	2.0	1.1	1.7	1.1	3.7	1.0	0.3	4.4	2.5	1.6	3.1			



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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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
WHITE	67.6	61.9	59.3	63.9	61.0	76.3	82.1	78.7	56.2	77.0	87.6	63.1	49.6	38.8	59.7	62.9	63.3
HISPANIC	13.4	18.1	19.3	17.1	14.1	9.6	8.4	9.1	20.3	11.5	6.4	17.7	17.2	25.4	18.2	12.9	11.7
AFRICAN AMERICAN	13.0	14.9	17.7	12.8	17.7	8.6	4.1	6.7	23.4	8.6	1.5	13.9	26.8	31.3	13.0	14.7	14.8
ASIAN	4.0	4.1	3.7	4.4	5.1	3.1	2.4	2.8	0.0	2.2	2.3	4.3	5.2	3.0	6.5	6.3	4.7
OTHER	2.0	1.1	0.0	1.9	2.1	2.4	3.0	2.7	0.0	0.7	2.1	0.9	1.2	1.5	2.6	3.3	5.5



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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
WHITE	67.6	57.1	58.9	83.2	67.0	68.2	60.5	69.3	67.5	67.2	68.0	66.7	71.9	78.2	65.0	63.3
HISPANIC	13.4	16.7	16.8	8.3	13.7	12.1	13.2	12.0	13.7	13.2	14.5	13.5	7.4	7.7	23.0	13.8
AFRICAN AMERICAN	13.0	20.4	14.6	3.8	11.9	14.0	21.1	13.1	12.4	11.9	13.1	15.9	17.0	8.5	7.9	15.1
ASIAN	4.0	4.5	6.3	2.4	4.9	3.4	2.6	3.5	4.5	6.4	1.6	1.4	1.9	0.7	3.5	5.3
OTHER	2.0	1.3	3.5	2.2	2.4	2.2	2.6	2.1	1.9	1.3	2.8	2.4	1.8	4.9	0.6	2.5



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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	1321	679	423	256	552	389	769	290
WHITE	67.6	67.8	67.0	64.5	71.1	71.7	72.8	65.0	59.3
HISPANIC	13.4	13.7	13.0	15.4	9.0	12.7	11.8	14.4	14.5
AFRICAN AMERICAN	13.0	14.9	9.3	10.4	7.4	12.5	5.7	16.6	14.1
ASIAN	4.0	1.7	8.4	7.1	10.5	1.6	7.7	1.8	9.3
OTHER	2.0	1.8	2.4	2.6	2.0	1.4	2.1	2.1	2.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
WHITE	67.6	26.9	43.8	59.4	76.1	80.4	82.9	47.1	80.3	55.8	81.8	72.2	63.5	
HISPANIC	13.4	27.5	22.8	16.4	11.5	10.1	6.1	21.0	8.8	18.1	7.8	12.3	14.4	
AFRICAN AMERICAN	13.0	37.5	24.6	18.2	7.6	5.6	4.9	24.5	5.8	19.4	5.2	9.7	16.0	
ASIAN	4.0	7.5	5.9	4.8	3.6	2.9	2.5	5.7	2.9	5.1	2.7	4.1	3.9	
OTHER	2.0	0.6	2.9	1.2	1.2	1.1	3.6	1.7	2.2	1.5	2.5	1.7	2.3	



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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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
WHITE	67.6	27.0	52.7	76.4	82.2	27.1	56.8	77.7	84.6	26.9	48.9	75.4	79.4	52.2	70.0	82.0
HISPANIC	13.4	29.4	18.1	11.4	7.5	30.5	18.7	10.3	7.1	29.0	17.7	12.3	7.9	21.0	11.9	7.3
AFRICAN AMERICAN	13.0	35.8	21.3	8.0	4.8	32.2	16.6	8.2	3.2	37.2	25.6	7.8	6.8	19.8	11.7	7.3
ASIAN	4.0	6.9	5.9	3.0	2.6	10.2	6.2	3.0	2.7	5.5	5.6	3.1	2.5	5.9	4.4	0.5
OTHER	2.0	1.0	2.0	1.1	2.9	0.0	1.7	0.9	2.5	1.4	2.3	1.4	3.4	1.1	2.1	3.0



Table 8 Page 101
July 27-30, 2023

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

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

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		
													GOP	VT	GOP					
Total	80	3	4	20	22	19	10	2	-	60	27	30	3	5	21	13	21	20	11	9
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	38.8	0.0	25.0	55.0	36.4	36.8	30.0	50.0	-	38.3	44.4	33.3	33.3	60.0	38.1	30.8	38.1	40.0	45.5	33.3
Indian	15.0	0.0	0.0	10.0	27.3	21.1	0.0	0.0	-	15.0	7.4	23.3	0.0	20.0	9.5	23.1	14.3	15.0	27.3	0.0
Filipino	15.0	33.3	0.0	20.0	22.7	5.3	0.0	50.0	-	18.3	18.5	16.7	33.3	0.0	19.0	15.4	23.8	5.0	9.1	0.0
Japanese	10.0	33.3	50.0	0.0	4.5	10.5	20.0	0.0	-	8.3	11.1	6.7	0.0	0.0	14.3	7.7	4.8	15.0	9.1	22.2
Korean	7.5	33.3	25.0	0.0	0.0	5.3	30.0	0.0	-	5.0	7.4	3.3	0.0	0.0	4.8	0.0	9.5	15.0	0.0	33.3
Vietnamese	6.2	0.0	0.0	15.0	0.0	5.3	10.0	0.0	-	8.3	11.1	3.3	33.3	20.0	4.8	7.7	9.5	0.0	0.0	0.0
Pakistani	3.8	0.0	0.0	0.0	4.5	5.3	10.0	0.0	-	1.7	0.0	3.3	0.0	0.0	4.8	0.0	0.0	10.0	9.1	11.1
Other Southeastern Asian	1.2	0.0	0.0	0.0	0.0	5.3	0.0	0.0	-	1.7	0.0	3.3	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Other Southern Asian	1.2	0.0	0.0	0.0	0.0	5.3	0.0	0.0	-	1.7	0.0	3.3	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Other	1.2	0.0	0.0	0.0	4.5	0.0	0.0	0.0	-	1.7	0.0	3.3	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	80	16	8	20	36	64	51	13	16	13	3
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	38.8	50.0	37.5	30.0	38.9	39.1	45.1	15.4	37.5	46.2	0.0
Indian	15.0	12.5	12.5	30.0	8.3	14.1	11.8	23.1	18.8	23.1	0.0
Filipino	15.0	12.5	25.0	20.0	11.1	14.1	13.7	15.4	18.8	15.4	33.3
Japanese	10.0	0.0	12.5	5.0	16.7	12.5	13.7	7.7	0.0	0.0	0.0
Korean	7.5	0.0	12.5	5.0	11.1	6.2	5.9	7.7	12.5	7.7	33.3
Vietnamese	6.2	12.5	0.0	5.0	5.6	7.8	5.9	15.4	0.0	0.0	0.0
Pakistani	3.8	6.2	0.0	5.0	2.8	4.7	3.9	7.7	0.0	0.0	0.0
Other Southeastern Asian	1.2	0.0	0.0	0.0	2.8	0.0	0.0	0.0	6.2	0.0	33.3
Other Southern Asian	1.2	6.2	0.0	0.0	0.0	0.0	0.0	0.0	6.2	7.7	0.0
Other	1.2	0.0	0.0	0.0	2.8	1.6	0.0	7.7	0.0	0.0	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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			
		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	80	31	49	26	41	13	34	43	12	31	37
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	38.8	45.2	34.7	42.3	39.0	30.8	35.3	37.2	33.3	38.7	40.5
Indian	15.0	16.1	14.3	11.5	14.6	23.1	14.7	16.3	33.3	9.7	13.5
Filipino	15.0	16.1	14.3	15.4	14.6	15.4	17.6	16.3	8.3	19.4	13.5
Japanese	10.0	6.5	12.2	11.5	9.8	7.7	5.9	9.3	0.0	12.9	10.8
Korean	7.5	0.0	12.2	3.8	12.2	0.0	5.9	7.0	0.0	9.7	8.1
Vietnamese	6.2	6.5	6.1	7.7	4.9	7.7	8.8	4.7	8.3	3.2	8.1
Pakistani	3.8	6.5	2.0	3.8	4.9	0.0	2.9	4.7	16.7	0.0	2.7
Other Southeastern Asian	1.2	3.2	0.0	0.0	0.0	7.7	2.9	2.3	0.0	3.2	0.0
Other Southern Asian	1.2	0.0	2.0	0.0	0.0	7.7	2.9	2.3	0.0	3.2	0.0
Other	1.2	0.0	2.0	3.8	0.0	0.0	2.9	0.0	0.0	0.0	2.7



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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	80	18	51	15	33	32	6	17	16	9	16	16			
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
Chinese	38.8	33.3	49.0	46.7	42.4	31.2	66.7	47.1	43.8	33.3	37.5	18.8			
Indian	15.0	11.1	13.7	13.3	18.2	12.5	0.0	17.6	12.5	22.2	18.8	12.5			
Filipino	15.0	11.1	13.7	6.7	15.2	18.8	0.0	17.6	12.5	11.1	12.5	25.0			
Japanese	10.0	16.7	9.8	6.7	9.1	12.5	16.7	0.0	12.5	0.0	18.8	12.5			
Korean	7.5	11.1	2.0	6.7	6.1	9.4	16.7	0.0	12.5	0.0	12.5	6.2			
Vietnamese	6.2	5.6	5.9	13.3	3.0	6.2	0.0	5.9	0.0	22.2	0.0	12.5			
Pakistani	3.8	5.6	3.9	0.0	6.1	3.1	0.0	11.8	0.0	0.0	0.0	6.2			
Other Southeastern Asian	1.2	0.0	0.0	0.0	0.0	3.1	0.0	0.0	6.2	0.0	0.0	0.0			
Other Southern Asian	1.2	0.0	2.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	6.2			
Other	1.2	5.6	0.0	6.7	0.0	0.0	0.0	0.0	0.0	11.1	0.0	0.0			



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

8. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN 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	
Total	80	23	9	14	37	13	7	20	-	3	12	18	13	2	5	21	6
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	38.8	30.4	11.1	42.9	43.2	38.5	42.9	40.0	-	66.7	41.7	33.3	53.8	50.0	20.0	33.3	33.3
Indian	15.0	26.1	33.3	21.4	10.8	7.7	14.3	10.0	-	0.0	16.7	22.2	15.4	0.0	40.0	9.5	0.0
Filipino	15.0	21.7	22.2	21.4	8.1	23.1	14.3	20.0	-	0.0	8.3	16.7	7.7	50.0	40.0	9.5	33.3
Japanese	10.0	13.0	11.1	14.3	10.8	0.0	14.3	5.0	-	0.0	8.3	16.7	0.0	0.0	0.0	19.0	0.0
Korean	7.5	4.3	11.1	0.0	10.8	7.7	0.0	5.0	-	0.0	8.3	5.6	7.7	0.0	0.0	14.3	0.0
Vietnamese	6.2	0.0	0.0	0.0	8.1	7.7	14.3	10.0	-	33.3	8.3	0.0	7.7	0.0	0.0	4.8	16.7
Pakistani	3.8	4.3	11.1	0.0	2.7	7.7	0.0	5.0	-	0.0	0.0	5.6	7.7	0.0	0.0	0.0	16.7
Other Southeastern Asian	1.2	0.0	0.0	0.0	2.7	0.0	0.0	0.0	-	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0
Other Southern Asian	1.2	0.0	0.0	0.0	2.7	0.0	0.0	0.0	-	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0
Other	1.2	0.0	0.0	0.0	0.0	7.7	0.0	5.0	-	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0



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

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 Class	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC	NON-RELI-GIOUS
Total	80	41	20	19	53	11	1	10	66	57	9	3	12	1	18	29
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	38.8	36.6	45.0	36.8	41.5	36.4	0.0	40.0	40.9	42.1	33.3	0.0	50.0	100.0	27.8	62.1
Indian	15.0	17.1	10.0	15.8	11.3	36.4	0.0	40.0	12.1	14.0	0.0	0.0	0.0	0.0	5.6	3.4
Filipino	15.0	17.1	15.0	10.5	15.1	0.0	0.0	0.0	18.2	17.5	22.2	0.0	8.3	0.0	50.0	6.9
Japanese	10.0	9.8	10.0	10.5	11.3	18.2	100.0	10.0	7.6	5.3	22.2	33.3	16.7	0.0	0.0	13.8
Korean	7.5	9.8	5.0	5.3	7.5	0.0	0.0	0.0	9.1	8.8	11.1	0.0	25.0	0.0	11.1	0.0
Vietnamese	6.2	4.9	5.0	10.5	5.7	9.1	0.0	10.0	3.0	3.5	0.0	66.7	0.0	0.0	5.6	6.9
Pakistani	3.8	4.9	0.0	5.3	1.9	0.0	0.0	0.0	4.5	5.3	0.0	0.0	0.0	0.0	0.0	3.4
Other Southeastern Asian	1.2	0.0	0.0	5.3	1.9	0.0	0.0	0.0	1.5	1.8	0.0	0.0	0.0	0.0	0.0	3.4
Other Southern Asian	1.2	0.0	5.0	0.0	1.9	0.0	0.0	0.0	1.5	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.2	0.0	5.0	0.0	1.9	0.0	0.0	0.0	1.5	0.0	11.1	0.0	0.0	0.0	0.0	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-	LESS/	COLL-	LESS/	COLL-
	COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE	COLL.	EGE	COLL.	EGE
	GRAD	GRAD.		Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	80	23	57	30	27	9	30	14	27			
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
Chinese	38.8	26.1	43.9	46.7	40.7	33.3	53.3	21.4	33.3			
Indian	15.0	17.4	14.0	3.3	25.9	11.1	13.3	21.4	14.8			
Filipino	15.0	8.7	17.5	20.0	14.8	0.0	16.7	14.3	18.5			
Japanese	10.0	8.7	10.5	13.3	7.4	11.1	6.7	7.1	14.8			
Korean	7.5	17.4	3.5	6.7	0.0	22.2	3.3	14.3	3.7			
Vietnamese	6.2	8.7	5.3	3.3	7.4	0.0	3.3	14.3	7.4			
Pakistani	3.8	4.3	3.5	3.3	3.7	11.1	3.3	0.0	3.7			
Other Southeastern Asian	1.2	4.3	0.0	0.0	0.0	11.1	0.0	0.0	0.0			
Other Southern Asian	1.2	4.3	0.0	0.0	0.0	0.0	0.0	7.1	0.0			
Other	1.2	0.0	1.8	3.3	0.0	0.0	0.0	0.0	3.7			



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

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	80	-	80	-	-	80	-	-	-	-	-	-
ASIAN	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-
Chinese	38.8	-	38.8	-	-	38.8	-	-	-	-	-	-
Indian	15.0	-	15.0	-	-	15.0	-	-	-	-	-	-
Filipino	15.0	-	15.0	-	-	15.0	-	-	-	-	-	-
Japanese	10.0	-	10.0	-	-	10.0	-	-	-	-	-	-
Korean	7.5	-	7.5	-	-	7.5	-	-	-	-	-	-
Vietnamese	6.2	-	6.2	-	-	6.2	-	-	-	-	-	-
Pakistani	3.8	-	3.8	-	-	3.8	-	-	-	-	-	-
Other Southeastern Asian	1.2	-	1.2	-	-	1.2	-	-	-	-	-	-
Other Southern Asian	1.2	-	1.2	-	-	1.2	-	-	-	-	-	-
Other	1.2	-	1.2	-	-	1.2	-	-	-	-	-	-



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

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	80	12	16	16	12	11	13	44	36	56	24	39	41	
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	38.8	8.3	50.0	43.8	33.3	54.5	38.5	36.4	41.7	35.7	45.8	48.7	29.3	
Indian	15.0	33.3	18.8	12.5	8.3	9.1	7.7	20.5	8.3	17.9	8.3	12.8	17.1	
Filipino	15.0	25.0	12.5	12.5	8.3	9.1	23.1	15.9	13.9	14.3	16.7	12.8	17.1	
Japanese	10.0	8.3	6.2	0.0	8.3	18.2	23.1	4.5	16.7	5.4	20.8	7.7	12.2	
Korean	7.5	0.0	6.2	18.8	16.7	0.0	0.0	9.1	5.6	10.7	0.0	7.7	7.3	
Vietnamese	6.2	8.3	0.0	12.5	16.7	0.0	0.0	6.8	5.6	8.9	0.0	2.6	9.8	
Pakistani	3.8	0.0	6.2	0.0	8.3	9.1	0.0	2.3	5.6	3.6	4.2	5.1	2.4	
Other Southeastern Asian	1.2	8.3	0.0	0.0	0.0	0.0	0.0	2.3	0.0	1.8	0.0	2.6	0.0	
Other Southern Asian	1.2	8.3	0.0	0.0	0.0	0.0	0.0	2.3	0.0	1.8	0.0	0.0	2.4	
Other	1.2	0.0	0.0	0.0	0.0	0.0	7.7	0.0	2.8	0.0	4.2	0.0	2.4	



Table 8 Page 110
July 27-30, 2023

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

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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	80	14	30	16	20	6	15	7	11	8	15	9	9	33	45	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	38.8	14.3	46.7	43.8	40.0	33.3	46.7	57.1	54.5	0.0	46.7	33.3	22.2	42.4	37.8	0.0
Indian	15.0	28.6	16.7	12.5	5.0	33.3	13.3	0.0	9.1	25.0	20.0	22.2	0.0	15.2	15.6	0.0
Filipino	15.0	21.4	13.3	6.2	20.0	0.0	20.0	0.0	18.2	37.5	6.7	11.1	22.2	18.2	13.3	0.0
Japanese	10.0	7.1	3.3	6.2	25.0	16.7	0.0	0.0	18.2	0.0	6.7	11.1	33.3	6.1	13.3	0.0
Korean	7.5	7.1	10.0	12.5	0.0	0.0	6.7	28.6	0.0	12.5	13.3	0.0	0.0	3.0	8.9	50.0
Vietnamese	6.2	7.1	6.7	12.5	0.0	0.0	6.7	0.0	0.0	12.5	6.7	22.2	0.0	9.1	2.2	50.0
Pakistani	3.8	0.0	3.3	6.2	5.0	0.0	6.7	14.3	0.0	0.0	0.0	0.0	11.1	3.0	4.4	0.0
Other Southeastern Asian	1.2	7.1	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Other Southern Asian	1.2	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0	3.0	0.0	0.0
Other	1.2	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0	2.2	0.0



Table 9 Page 111
July 27-30, 2023

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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		
	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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
REPUBLICAN	36.0	73.6	65.0	45.4	25.1	16.4	17.1	8.8	16.7	47.5	57.5	32.1	36.2	85.8	55.8	11.6	1.8	3.3	1.7	5.3
DEMOCRAT	37.0	4.9	10.7	27.3	47.4	54.4	54.2	58.8	66.7	20.6	17.3	27.3	17.1	3.7	12.5	17.2	68.3	83.8	90.7	74.9
INDEPENDENT/OTHER	27.0	21.5	24.3	27.3	27.5	29.3	28.7	32.5	16.7	31.8	25.2	40.6	46.7	10.5	31.8	71.2	29.9	12.9	7.6	19.8
Net Diff.	-1.0	68.7	54.4	18.0	-22.4	-38.0	-37.0	-50.0	-50.0	26.9	40.1	4.8	19.0	82.1	43.3	-5.6	-66.5	-80.5	-89.0	-69.6



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	349	450	769	432	1708	1402	306	292	196	96
REPUBLICAN	36.0	32.1	39.3	36.8	34.5	38.2	40.4	27.8	23.6	26.5	17.7
DEMOCRAT	37.0	39.8	34.7	38.0	35.4	38.6	36.9	46.1	27.7	32.7	17.7
INDEPENDENT/OTHER	27.0	28.1	26.0	25.2	30.1	23.2	22.6	26.1	48.6	40.8	64.6
Net Diff.	-1.0	-7.7	4.7	-1.2	-0.9	-0.4	3.5	-18.3	-4.1	-6.1	0.0



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	603	1397	884	796	320	545	881	318	563	1119
REPUBLICAN	36.0	15.8	44.8	74.9	2.8	11.6	16.0	10.6	8.5	11.7	56.1
DEMOCRAT	37.0	64.0	25.3	6.9	78.4	17.2	23.1	65.2	79.9	56.8	14.8
INDEPENDENT/OTHER	27.0	20.2	29.8	18.2	18.8	71.2	60.9	24.3	11.6	31.4	29.0
Net Diff.	-1.0	-48.3	19.5	68.0	-75.6	-5.6	-7.2	-54.6	-71.4	-45.1	41.3



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 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	819	906	721	740	539	396	296	249	325	444	290
REPUBLICAN	36.0	73.0	6.6	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRAT	37.0	6.8	69.1	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	27.0	20.1	24.3	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-1.0	66.2	-62.5	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
REPUBLICAN	36.0	11.3	11.9	10.9	19.2	66.7	81.1	72.7	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRAT	37.0	75.0	77.8	72.9	34.6	10.6	7.8	9.4	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	27.0	13.7	10.3	16.2	46.2	22.8	11.1	18.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-1.0	-63.7	-65.8	-62.0	-15.4	56.1	73.3	63.3	100.0	100.0	100.0	-100.0	-100.0	-100.0	0.0	0.0	0.0



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 6

TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
	COMBO	COMBO	COMBO	COMBO	COMBO	COMBO	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-	
	CRAT	SPLTTR	REPUB-	SWING	WLTHY/	Weal-	Middle	/LOWER	Class	Middle	Class	STREAM	GEL-	OLIC	RELI-	
			LICAN	VOTER	MIDDLE		Class	MIDDLE		Class		PROT.	ICAL		GIOUS	
Total	2000	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
REPUBLICAN	36.0	3.4	16.8	81.7	30.2	38.6	36.8	38.9	37.4	38.3	35.9	22.7	43.4	64.8	36.4	21.5
DEMOCRAT	37.0	74.9	14.2	2.3	27.7	38.6	39.5	38.5	36.1	35.4	37.1	41.1	31.0	19.0	39.4	43.6
INDEPENDENT/OTHER	27.0	21.7	69.0	16.0	42.2	22.7	23.7	22.6	26.6	26.3	26.9	36.2	25.6	16.2	24.2	34.9
Net Diff.	-1.0	-71.5	2.5	79.4	2.5	0.0	-2.6	0.4	1.3	2.9	-1.2	-18.4	12.4	45.8	-3.0	-22.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	1321	679	423	256	552	389	769	290
REPUBLICAN	36.0	36.6	35.1	35.5	34.4	42.8	41.1	32.1	26.9
DEMOCRAT	37.0	38.2	34.6	36.2	32.0	32.2	30.3	42.5	40.3
INDEPENDENT/OTHER	27.0	25.2	30.3	28.4	33.6	25.0	28.5	25.4	32.8
Net Diff.	-1.0	-1.7	0.4	-0.7	2.3	10.5	10.8	-10.4	-13.4



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	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
REPUBLICAN	36.0	44.2	19.1	23.0	13.5	18.8	50.4	37.9	27.6	19.6	13.2	13.6
DEMOCRAT	37.0	30.9	49.8	50.2	56.5	41.2	26.2	35.6	45.7	53.6	51.6	59.2
INDEPENDENT/OTHER	27.0	24.9	31.1	26.8	30.0	40.0	23.4	26.5	26.7	26.8	35.2	27.2
Net Diff.	-1.0	13.3	-30.7	-27.1	-43.1	-22.5	24.2	2.4	-18.1	-34.0	-38.5	-45.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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
	2000	160	272	335	330	377	526	767	1233	1097	903	941	1059
REPUBLICAN	36.0	18.8	29.4	32.8	40.0	39.3	42.0	28.7	40.6	32.1	40.9	42.1	30.7
DEMOCRAT	37.0	52.5	46.0	39.4	28.8	38.7	30.0	44.5	32.4	39.7	33.7	31.5	41.9
INDEPENDENT/OTHER	27.0	28.8	24.6	27.8	31.2	22.0	27.9	26.9	27.0	28.2	25.5	26.5	27.4
Net Diff.	-1.0	-33.8	-16.5	-6.6	11.2	0.5	12.0	-15.8	8.3	-7.7	7.2	10.6	-11.2



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
REPUBLICAN	36.0	18.1	32.1	40.7	40.2	15.3	34.4	47.2	47.5	19.3	30.1	35.5	31.8	25.0	37.4	47.5
DEMOCRAT	37.0	52.0	43.8	28.9	34.1	50.8	44.4	24.5	25.0	52.4	43.2	32.4	44.5	49.0	35.5	24.8
INDEPENDENT/OTHER	27.0	29.9	24.1	30.4	25.7	33.9	21.2	28.3	27.5	28.3	26.7	32.1	23.7	26.0	27.2	27.6
Net Diff.	-1.0	-33.8	-11.6	11.8	6.2	-35.6	-10.0	22.7	22.5	-33.1	-13.2	3.1	-12.7	-24.1	1.9	22.7



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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 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
DONALD TRUMP	41.0	90.2	78.3	50.0	28.0	17.4	15.7	6.2	16.7	54.2	67.3	35.2	33.3	88.6	65.1	23.1	7.6	3.1	2.1	4.4
JOE BIDEN	45.3	4.3	13.3	33.9	55.5	68.1	67.1	76.2	80.6	29.8	21.2	44.2	34.3	5.2	18.1	37.2	84.9	89.6	91.1	87.7
ANOTHER CANDIDATE	4.2	1.8	2.3	5.9	5.4	4.0	4.6	3.8	2.8	5.2	3.9	6.7	9.5	2.3	5.6	12.2	2.5	1.5	1.4	1.8
DIDN'T VOTE/PRES.	1.4	0.0	1.0	2.2	1.7	1.3	0.9	3.8	0.0	1.5	1.4	1.4	2.9	0.5	2.5	2.8	0.7	1.4	1.7	0.9
DIDN'T VOTE 2020	8.0	3.7	5.2	8.0	9.3	9.2	11.6	10.0	0.0	9.3	6.2	12.5	20.0	3.4	8.7	24.7	4.3	4.4	3.8	5.3
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.4	85.9	65.0	16.1	-27.5	-50.7	-51.4	-70.0	-63.9	24.4	46.1	-9.1	-1.0	83.5	47.0	-14.1	-77.3	-86.5	-89.0	-83.3



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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 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	349	450	769	432	1708	1402	306	292	196	96
DONALD TRUMP	41.0	40.7	43.3	41.5	37.7	43.3	45.0	35.6	27.1	30.6	19.8
JOE BIDEN	45.3	47.6	44.7	43.4	47.5	48.2	48.8	45.4	28.4	32.1	20.8
ANOTHER CANDIDATE	4.2	3.7	3.1	4.0	6.2	3.6	3.4	4.2	8.2	7.7	9.4
DIDN'T VOTE/PRES.	1.4	1.7	1.3	1.8	0.7	0.9	0.4	2.9	4.8	5.6	3.1
DIDN'T VOTE 2020	8.0	6.3	7.6	9.2	7.9	4.0	2.4	11.8	31.5	24.0	46.9
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.	-4.4	-6.9	-1.3	-2.0	-9.7	-4.9	-3.8	-9.8	-1.4	-1.5	-1.0



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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 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	603	1397	884	796	320	545	881	318	563	1119
DONALD TRUMP	41.0	13.4	52.8	80.1	4.6	23.1	27.5	8.4	8.2	8.5	66.6
JOE BIDEN	45.3	78.1	31.1	9.8	87.9	37.2	42.6	81.5	88.4	77.6	16.8
ANOTHER CANDIDATE	4.2	2.8	4.9	3.5	1.9	12.2	9.7	2.4	0.0	3.7	5.7
DIDN'T VOTE/PRES.	1.4	0.8	1.7	1.2	1.1	2.8	2.6	0.9	0.6	1.1	1.9
DIDN'T VOTE 2020	8.0	4.8	9.4	5.3	4.4	24.7	17.6	6.8	2.8	9.1	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
Net Diff.	-4.4	-64.7	21.7	70.2	-83.3	-14.1	-15.0	-73.1	-80.2	-69.1	49.8



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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 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	819	906	721	740	539	396	296	249	325	444	290			
DONALD TRUMP	41.0	100.0	0.0	82.9	7.6	30.6	85.1	8.8	30.5	80.3	6.8	30.7			
JOE BIDEN	45.3	0.0	100.0	8.3	84.6	40.8	7.6	85.8	48.6	9.2	83.8	34.1			
ANOTHER CANDIDATE	4.2	0.0	0.0	3.2	1.5	9.5	3.3	1.0	8.4	3.1	1.8	10.3			
DIDN'T VOTE/PRES.	1.4	0.0	0.0	1.0	1.2	2.4	0.5	0.7	1.2	1.5	1.6	3.4			
DIDN'T VOTE 2020	8.0	0.0	0.0	4.6	5.1	16.7	3.5	3.7	11.2	5.8	6.1	21.4			
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.	-4.4	100.0	-100.0	74.6	-77.0	-10.2	77.5	-77.0	-18.1	71.1	-77.0	-3.4			



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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	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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
DONALD TRUMP	41.0	14.5	13.2	15.6	25.9	71.5	85.1	77.1	73.4	67.6	88.2	4.7	8.8	20.9	19.5	21.3	61.7
JOE BIDEN	45.3	77.5	79.4	76.0	52.7	15.1	8.4	12.3	20.3	18.0	4.2	90.3	80.0	65.7	54.5	46.7	17.2
ANOTHER CANDIDATE	4.2	2.7	2.1	3.1	6.5	4.6	1.4	3.2	3.1	5.0	2.7	0.9	2.4	1.5	11.7	10.2	6.2
DIDN'T VOTE/PRES.	1.4	1.2	0.8	1.6	1.8	1.0	1.7	1.3	1.6	0.7	1.0	1.2	1.2	1.5	1.3	2.7	2.3
DIDN'T VOTE 2020	8.0	4.1	4.5	3.7	13.1	7.9	3.4	6.0	1.6	8.6	3.9	2.8	7.6	10.4	13.0	19.2	12.5
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
Net Diff.	-4.4	-62.9	-66.3	-60.4	-26.8	56.4	76.7	64.8	53.1	49.6	84.0	-85.6	-71.2	-44.8	-35.1	-25.4	44.5



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 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
DONALD TRUMP	41.0	7.2	31.0	84.1	38.4	42.1	47.4	41.3	41.6	42.0	41.1	34.3	47.1	69.0	44.7	26.0
JOE BIDEN	45.3	82.6	35.4	6.0	42.4	48.0	42.1	48.8	45.2	47.4	41.8	42.0	39.7	21.1	47.4	54.9
ANOTHER CANDIDATE	4.2	2.1	12.0	3.6	6.9	4.0	5.3	3.9	4.3	4.3	4.5	3.9	3.9	3.5	3.5	4.9
DIDN'T VOTE/PRES.	1.4	0.7	5.1	0.9	2.1	1.6	0.0	1.8	1.6	1.1	2.2	0.5	1.4	2.8	1.2	1.3
DIDN'T VOTE 2020	8.0	7.4	16.5	5.4	10.1	4.4	5.3	4.2	7.3	5.3	10.4	19.3	7.9	3.5	3.1	12.9
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.	-4.4	-75.4	-4.4	78.1	-4.0	-5.9	5.3	-7.4	-3.5	-5.4	-0.7	-7.7	7.4	47.9	-2.8	-28.9



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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 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	1321	679	423	256	552	389	769	290
DONALD TRUMP	41.0	41.6	39.6	40.2	38.7	48.2	44.5	36.9	33.1
JOE BIDEN	45.3	42.5	50.7	50.1	51.6	38.8	49.1	45.3	52.8
ANOTHER CANDIDATE	4.2	4.2	4.4	3.5	5.9	4.2	3.6	4.2	5.5
DIDN'T VOTE/PRES.	1.4	1.5	1.3	1.4	1.2	0.9	0.5	2.0	2.4
DIDN'T VOTE 2020	8.0	10.1	4.0	4.7	2.7	8.0	2.3	11.7	6.2
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.4	-0.9	-11.0	-9.9	-12.9	9.4	-4.6	-8.3	-19.7



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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	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
DONALD TRUMP	41.0	49.0	24.2	30.9	15.4	22.5	53.8	44.2	36.2	26.8	16.5	14.8
JOE BIDEN	45.3	39.9	56.5	51.7	64.2	63.8	38.1	41.7	53.4	50.3	59.3	66.9
ANOTHER CANDIDATE	4.2	3.6	5.5	7.4	3.5	2.5	3.5	3.7	3.4	10.5	6.6	1.8
DIDN'T VOTE/PRES.	1.4	1.0	2.5	2.6	1.9	2.5	0.4	1.5	1.7	3.3	1.1	2.4
DIDN'T VOTE 2020	8.0	6.5	11.2	7.4	15.0	8.8	4.1	8.9	5.2	9.2	16.5	14.2
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
Net Diff.	-4.4	9.1	-32.4	-20.8	-48.8	-41.2	15.6	2.5	-17.2	-23.5	-42.9	-52.1



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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 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
DONALD TRUMP	41.0	17.5	35.3	36.4	47.0	44.0	47.9	32.1	46.5	36.6	46.3	46.7	35.9
JOE BIDEN	45.3	48.8	46.3	45.1	39.4	47.7	45.8	46.3	44.7	44.2	46.6	43.0	47.3
ANOTHER CANDIDATE	4.2	7.5	4.4	4.8	4.8	2.9	3.4	5.2	3.6	5.1	3.2	3.9	4.5
DIDN'T VOTE/PRES.	1.4	5.0	1.8	0.6	2.7	1.3	0.0	2.0	1.1	2.2	0.6	0.7	2.1
DIDN'T VOTE 2020	8.0	21.2	12.1	13.1	6.1	4.0	2.9	14.5	4.1	11.9	3.3	5.6	10.2
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
Net Diff.	-4.4	-31.2	-11.0	-8.7	7.6	-3.7	2.1	-14.2	1.8	-7.7	-0.3	3.6	-11.4



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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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
DONALD TRUMP	41.0	19.1	36.9	46.4	45.7	23.7	41.1	51.9	50.2	17.2	33.1	42.0	40.6	30.5	40.5	55.7
JOE BIDEN	45.3	48.5	46.0	40.1	47.6	42.4	47.3	37.3	43.9	51.0	44.7	42.3	51.8	54.5	46.4	30.4
ANOTHER CANDIDATE	4.2	7.4	4.5	4.4	3.1	8.5	3.7	3.9	3.4	6.9	5.3	4.8	2.8	4.3	4.6	3.3
DIDN'T VOTE/PRES.	1.4	4.4	1.0	2.3	0.4	3.4	0.4	1.3	0.2	4.8	1.5	3.1	0.6	0.5	2.1	1.2
DIDN'T VOTE 2020	8.0	20.6	11.6	6.8	3.1	22.0	7.5	5.6	2.2	20.0	15.4	7.8	4.2	10.2	6.3	9.4
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.	-4.4	-29.4	-9.1	6.3	-1.8	-18.6	-6.2	14.6	6.4	-33.8	-11.7	-0.3	-11.3	-24.1	-5.9	25.3



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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 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
RIGHT DIRECTION	30.2	1.8	6.5	18.3	39.3	46.2	52.3	52.5	41.7	20.0	11.1	30.7	43.8	9.6	17.8	20.9	42.4	59.3	62.9	54.6
WRONG TRACK	69.8	98.2	93.5	81.7	60.7	53.8	47.7	47.5	58.3	80.0	88.9	69.3	56.2	90.4	82.2	79.1	57.6	40.7	37.1	45.4
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	0.0	0.0	0.0	0.0
Net Diff.	-39.7	-96.3	-87.1	-63.4	-21.4	-7.7	4.6	5.0	-16.7	-60.1	-77.8	-38.6	-12.4	-80.8	-64.5	-58.1	-15.1	18.5	25.8	9.3



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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 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	349	450	769	432	1708	1402	306	292	196	96
RIGHT DIRECTION	30.2	30.7	29.8	29.4	31.5	30.6	30.2	32.7	27.4	31.6	18.8
WRONG TRACK	69.8	69.3	70.2	70.6	68.5	69.4	69.8	67.3	72.6	68.4	81.2
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.	-39.7	-38.7	-40.4	-41.2	-37.0	-38.8	-39.7	-34.6	-45.2	-36.7	-62.5



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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 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UND-	LEAN-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRAC-	LICAN	CRATIC	EI-	ERS/	ROVE			PROVE	
		TION	K			DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
RIGHT DIRECTION	30.2	100.0	0.0	12.6	53.4	20.9	23.1	62.7	83.0	51.2	4.6	
WRONG TRACK	69.8	0.0	100.0	87.4	46.6	79.1	76.9	37.3	17.0	48.8	95.4	
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	
Net Diff.	-39.7	100.0	-100.0	-74.9	6.8	-58.1	-53.8	25.3	66.0	2.3	-90.9	



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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 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	819	906	721	740	539	396	296	249	325	444	290
RIGHT DIRECTION	30.2	9.9	52.0	13.2	52.2	22.6	14.1	63.5	28.5	12.0	44.6	17.6
WRONG TRACK	69.8	90.1	48.0	86.8	47.8	77.4	85.9	36.5	71.5	88.0	55.4	82.4
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.	-39.7	-80.2	4.0	-73.6	4.3	-54.7	-71.7	27.0	-43.0	-76.0	-10.8	-64.8



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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
RIGHT DIRECTION	30.2	51.4	53.1	50.2	32.4	12.5	9.1	11.1	45.3	21.6	6.9	55.8	48.0	44.8	32.5	25.1	10.2
WRONG TRACK	69.8	48.6	46.9	49.8	67.6	87.5	90.9	88.9	54.7	78.4	93.1	44.2	52.0	55.2	67.5	74.9	89.8
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
Net Diff.	-39.7	2.8	6.2	0.3	-35.3	-75.1	-81.8	-77.8	-9.4	-56.8	-86.1	11.6	-4.0	-10.4	-35.1	-49.7	-79.7



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 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
RIGHT DIRECTION	30.2	49.4	26.6	9.2	27.4	41.7	57.9	39.6	28.7	30.9	25.2	22.7	23.3	19.7	36.8	30.4
WRONG TRACK	69.8	50.6	73.4	90.8	72.6	58.3	42.1	60.4	71.3	69.1	74.8	77.3	76.7	80.3	63.2	69.6
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.	-39.7	-1.1	-46.8	-81.5	-45.2	-16.5	15.8	-20.8	-42.7	-38.2	-49.6	-54.6	-53.4	-60.6	-26.4	-39.3



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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 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	1321	679	423	256	552	389	769	290
RIGHT DIRECTION	30.2	27.9	34.5	32.2	38.3	30.6	37.5	26.0	30.3
WRONG TRACK	69.8	72.1	65.5	67.8	61.7	69.4	62.5	74.0	69.7
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-39.7	-44.1	-31.1	-35.7	-23.4	-38.8	-24.9	-48.0	-39.3



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 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
RIGHT DIRECTION	30.2	26.9	36.8	36.8	40.4	38.8	30.2	23.7	49.1	27.5	42.9	39.1
WRONG TRACK	69.8	73.1	63.2	63.2	59.6	61.2	69.8	76.3	50.9	72.5	57.1	60.9
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
Net Diff.	-39.7	-46.1	-26.3	-26.4	-19.2	-22.5	-39.6	-52.7	-1.7	-45.1	-14.3	-21.9



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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
RIGHT DIRECTION	30.2	31.2	39.7	29.6	24.2	30.2	28.9	33.5	28.1	30.7	29.5	33.5	27.2	
WRONG TRACK	69.8	68.8	60.3	70.4	75.8	69.8	71.1	66.5	71.9	69.3	70.5	66.5	72.8	
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.	-39.7	-37.5	-20.6	-40.9	-51.5	-39.5	-42.2	-33.0	-43.9	-38.6	-41.1	-33.0	-45.6	



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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
RIGHT DIRECTION	30.2	32.8	35.1	24.9	29.8	47.5	45.2	27.0	28.2	26.9	25.9	23.2	31.5	39.4	30.0	18.3
WRONG TRACK	69.8	67.2	64.9	75.1	70.2	52.5	54.8	73.0	71.8	73.1	74.1	76.8	68.5	60.6	70.0	81.7
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	0.0	0.0	0.0
Net Diff.	-39.7	-34.3	-29.8	-50.2	-40.5	-5.1	-9.5	-45.9	-43.6	-46.2	-48.1	-53.6	-36.9	-21.2	-39.9	-63.5



Table 12 Page 141
July 27-30, 2023

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 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
APPROVE	44.0	3.7	7.4	28.0	56.8	70.4	72.2	72.5	69.4	28.4	16.3	46.7	43.8	7.8	20.2	33.8	73.4	88.8	91.8	85.0
Strongly	15.9	2.5	3.2	10.2	19.9	22.4	23.6	41.2	33.3	6.4	6.3	5.9	9.5	3.6	3.1	3.8	19.1	43.1	47.1	37.9
Somewhat	28.2	1.2	4.2	17.8	36.9	48.0	48.6	31.2	36.1	22.0	10.0	40.8	34.3	4.3	17.1	30.0	54.3	45.8	44.7	47.1
DISAPPROVE	56.0	96.3	92.6	72.0	43.2	29.6	27.8	27.5	30.6	71.6	83.7	53.3	56.2	92.2	79.8	66.2	26.6	11.2	8.2	15.0
Somewhat	15.8	0.0	11.0	20.5	19.7	16.9	17.1	17.5	11.1	18.0	13.4	24.8	24.8	7.1	22.4	33.8	16.9	9.7	7.2	12.8
Strongly	40.1	96.3	81.6	51.5	23.6	12.7	10.6	10.0	19.4	53.6	70.3	28.5	31.4	85.1	57.3	32.5	9.7	1.5	1.0	2.2
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	0.0	0.0	0.0
Net Diff.	-11.9	-92.6	-85.1	-43.9	13.5	40.9	44.4	45.0	38.9	-43.2	-67.3	-6.7	-12.4	-84.4	-59.5	-32.5	46.8	77.6	83.5	70.0
Mean	2.20	1.10	1.29	1.87	2.53	2.80	2.85	3.04	2.83	1.81	1.52	2.24	2.22	1.26	1.66	2.05	2.83	3.30	3.38	3.21



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 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	349	450	769	432	1708	1402	306	292	196	96
APPROVE	44.0	45.0	44.2	43.0	44.9	44.6	43.7	48.4	41.1	42.9	37.5
Strongly	15.9	14.6	15.3	17.3	15.0	17.8	18.6	14.1	4.8	5.1	4.2
Somewhat	28.2	30.4	28.9	25.7	29.9	26.8	25.1	34.3	36.3	37.8	33.3
DISAPPROVE	56.0	55.0	55.8	57.0	55.1	55.4	56.3	51.6	58.9	57.1	62.5
Somewhat	15.8	16.0	13.6	16.1	17.6	13.9	12.2	21.6	27.4	27.0	28.1
Strongly	40.1	39.0	42.2	40.8	37.5	41.6	44.1	30.1	31.5	30.1	34.4
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
Net Diff.	-11.9	-10.0	-11.6	-13.9	-10.2	-10.9	-12.6	-3.3	-17.8	-14.3	-25.0
Mean	2.20	2.21	2.17	2.20	2.22	2.21	2.18	2.32	2.14	2.18	2.07



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 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	603	1397	884	796	320	545	881	318	563	1119	
APPROVE	44.0	91.5	23.6	12.3	83.4	33.8	38.2	100.0	100.0	100.0	0.0	
Strongly	15.9	43.8	3.9	3.4	34.7	3.8	5.0	36.1	100.0	0.0	0.0	
Somewhat	28.2	47.8	19.7	8.9	48.7	30.0	33.2	63.9	0.0	100.0	0.0	
DISAPPROVE	56.0	8.5	76.4	87.7	16.6	66.2	61.8	0.0	0.0	0.0	100.0	
Somewhat	15.8	6.0	20.1	12.7	12.2	33.8	29.5	0.0	0.0	0.0	28.3	
Strongly	40.1	2.5	56.3	75.0	4.4	32.5	32.3	0.0	0.0	0.0	71.7	
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	
Net Diff.	-11.9	83.1	-52.9	-75.3	66.8	-32.5	-23.7	100.0	100.0	100.0	-100.0	
Mean	2.20	3.33	1.71	1.41	3.14	2.05	2.11	3.36	4.00	3.00	1.28	



Table 12 Page 144
July 27-30, 2023

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 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	819	906	721	740	539	396	296	249	325	444	290			
APPROVE	44.0	9.0	79.2	12.9	77.6	39.7	13.1	80.4	44.2	12.6	75.7	35.9			
Strongly	15.9	3.2	31.0	3.7	34.3	6.9	4.8	41.6	6.4	2.5	29.5	7.2			
Somewhat	28.2	5.9	48.2	9.2	43.2	32.8	8.3	38.9	37.8	10.2	46.2	28.6			
DISAPPROVE	56.0	91.0	20.8	87.1	22.4	60.3	86.9	19.6	55.8	87.4	24.3	64.1			
Somewhat	15.8	11.8	15.1	12.3	14.1	23.0	10.6	12.2	20.9	14.5	15.3	24.8			
Strongly	40.1	79.1	5.6	74.8	8.4	37.3	76.3	7.4	34.9	72.9	9.0	39.3			
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	0.0			
Net Diff.	-11.9	-81.9	58.5	-74.2	55.1	-20.6	-73.7	60.8	-11.6	-74.8	51.4	-28.3			
Mean	2.20	1.33	3.05	1.42	3.04	2.09	1.42	3.15	2.16	1.42	2.96	2.04			



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 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
APPROVE	44.0	75.5	78.2	73.5	49.8	15.8	9.8	13.3	42.2	25.9	5.8	84.4	70.0	62.7	54.5	44.6	18.0
Strongly	15.9	33.0	41.6	26.5	13.7	4.1	5.4	4.6	18.8	4.3	1.7	38.8	27.6	31.3	13.0	7.2	2.3
Somewhat	28.2	42.6	36.6	47.0	36.1	11.8	4.4	8.7	23.4	21.6	4.1	45.6	42.4	31.3	41.6	37.4	15.6
DISAPPROVE	56.0	24.5	21.8	26.5	50.2	84.2	90.2	86.7	57.8	74.1	94.2	15.6	30.0	37.3	45.5	55.4	82.0
Somewhat	15.8	13.5	12.3	14.3	21.9	15.3	6.4	11.6	15.6	19.4	10.0	10.4	20.0	14.9	28.6	24.3	16.4
Strongly	40.1	11.0	9.5	12.1	28.4	68.8	83.8	75.0	42.2	54.7	84.2	5.2	10.0	22.4	16.9	31.1	65.6
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.	-11.9	51.1	56.4	47.0	-0.4	-68.3	-80.4	-73.4	-15.6	-48.2	-88.4	68.8	40.0	25.4	9.1	-10.8	-64.1
Mean	2.20	2.98	3.10	2.88	2.35	1.51	1.31	1.43	2.19	1.76	1.23	3.18	2.88	2.72	2.51	2.21	1.55



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 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
APPROVE	44.0	76.7	37.7	8.8	41.0	57.0	73.7	54.8	41.5	42.6	39.9	42.0	38.1	20.4	46.5	52.2
Strongly	15.9	30.8	7.0	2.3	9.9	23.4	34.2	21.9	14.8	15.2	14.2	12.1	16.4	6.3	18.5	13.6
Somewhat	28.2	45.9	30.7	6.5	31.1	33.6	39.5	32.9	26.7	27.3	25.7	30.0	21.7	14.1	28.0	38.5
DISAPPROVE	56.0	23.3	62.3	91.2	59.0	43.0	26.3	45.2	58.5	57.4	60.1	58.0	61.9	79.6	53.5	47.8
Somewhat	15.8	15.0	27.5	12.1	21.4	10.9	5.3	11.7	16.6	16.9	16.2	17.9	13.0	17.6	15.4	18.7
Strongly	40.1	8.3	34.8	79.1	37.5	32.1	21.1	33.6	41.8	40.5	43.9	40.1	48.9	62.0	38.2	29.1
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.	-11.9	53.3	-24.7	-82.3	-17.9	14.0	47.4	9.5	-17.0	-14.9	-20.2	-15.9	-23.8	-59.2	-7.1	4.4
Mean	2.20	2.99	2.10	1.32	2.13	2.48	2.87	2.43	2.14	2.17	2.10	2.14	2.06	1.65	2.27	2.37



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. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1321	679	423	256	552	389	769	290
APPROVE	44.0	42.0	48.0	46.3	50.8	38.9	47.6	44.2	48.6
Strongly	15.9	15.0	17.7	15.4	21.5	14.9	19.5	15.1	15.2
Somewhat	28.2	27.0	30.3	31.0	29.3	24.1	28.0	29.1	33.4
DISAPPROVE	56.0	58.0	52.0	53.7	49.2	61.1	52.4	55.8	51.4
Somewhat	15.8	16.7	14.3	15.1	12.9	15.4	11.6	17.6	17.9
Strongly	40.1	41.3	37.7	38.5	36.3	45.7	40.9	38.2	33.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-11.9	-16.0	-4.0	-7.3	1.6	-22.1	-4.9	-11.6	-2.8
Mean	2.20	2.16	2.28	2.23	2.36	2.08	2.26	2.21	2.30



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 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
APPROVE	44.0	38.1	56.4	51.3	65.8	53.8	37.6	38.7	56.0	47.7	61.5	68.0
Strongly	15.9	14.1	19.6	19.7	22.7	15.0	15.3	12.9	25.0	15.7	19.8	24.3
Somewhat	28.2	24.0	36.8	31.6	43.1	38.8	22.2	25.7	31.0	32.0	41.8	43.8
DISAPPROVE	56.0	61.9	43.6	48.7	34.2	46.2	62.4	61.3	44.0	52.3	38.5	32.0
Somewhat	15.8	13.7	20.3	21.2	19.6	23.8	12.4	15.0	12.1	28.1	24.2	17.2
Strongly	40.1	48.2	23.3	27.5	14.6	22.5	50.1	46.3	31.9	24.2	14.3	14.8
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.	-11.9	-23.8	12.8	2.6	31.5	7.5	-24.9	-22.6	12.1	-4.6	23.1	36.1
Mean	2.20	2.04	2.53	2.43	2.74	2.46	2.03	2.05	2.49	2.39	2.67	2.78



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 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
APPROVE	44.0	56.2	50.4	47.5	34.2	41.9	42.6	50.3	40.1	45.5	42.3	42.5	45.4
Strongly	15.9	9.4	18.8	17.0	9.7	18.0	18.1	16.0	15.8	14.1	18.1	16.8	15.1
Somewhat	28.2	46.9	31.6	30.4	24.5	23.9	24.5	34.3	24.3	31.4	24.3	25.7	30.3
DISAPPROVE	56.0	43.8	49.6	52.5	65.8	58.1	57.4	49.7	59.9	54.5	57.7	57.5	54.6
Somewhat	15.8	23.8	22.8	17.0	19.4	13.0	8.9	20.5	13.0	20.1	10.6	13.8	17.7
Strongly	40.1	20.0	26.8	35.5	46.4	45.1	48.5	29.2	46.9	34.4	47.1	43.7	36.9
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
Net Diff.	-11.9	12.5	0.7	-5.1	-31.5	-16.2	-14.8	0.7	-19.7	-9.0	-15.4	-15.0	-9.2
Mean	2.20	2.46	2.42	2.29	1.98	2.15	2.12	2.37	2.09	2.25	2.13	2.16	2.24



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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
APPROVE	44.0	55.4	49.5	35.4	43.4	59.3	53.9	33.5	38.5	53.8	45.5	36.9	49.0	56.5	42.8	30.7
Strongly	15.9	12.7	18.1	11.2	18.5	15.3	24.9	11.2	15.4	11.7	12.0	11.3	22.0	23.4	14.7	8.9
Somewhat	28.2	42.6	31.4	24.1	24.9	44.1	29.0	22.3	23.0	42.1	33.5	25.6	27.0	33.2	28.1	21.8
DISAPPROVE	56.0	44.6	50.5	64.6	56.6	40.7	46.1	66.5	61.5	46.2	54.5	63.1	51.0	43.5	57.2	69.3
Somewhat	15.8	24.0	19.1	17.9	10.1	23.7	16.6	15.0	10.0	24.1	21.4	20.1	10.1	16.0	17.3	12.2
Strongly	40.1	20.6	31.4	46.8	46.5	16.9	29.5	51.5	51.5	22.1	33.1	43.0	40.8	27.5	39.9	57.1
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.	-11.9	10.8	-1.0	-29.3	-13.2	18.6	7.9	-33.0	-23.0	7.6	-9.0	-26.3	-2.0	13.0	-14.4	-38.6
Mean	2.20	2.48	2.36	2.00	2.15	2.58	2.49	1.93	2.02	2.43	2.24	2.05	2.30	2.52	2.18	1.82



Table 13 Page 151
July 27-30, 2023

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
REPUBLICAN CANDIDATE	44.2	92.6	81.2	54.1	31.2	20.3	18.5	12.5	16.7	59.6	70.7	41.2	53.3	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	28.2	73.6	63.8	31.2	14.3	8.7	7.9	6.2	13.9	38.0	50.5	18.4	25.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	9.8	13.5	12.0	13.7	9.6	5.8	8.3	2.5	2.8	13.3	13.0	12.3	20.0	0.0	61.4	0.0	0.0	0.0	0.0	0.0
Lean	6.2	5.5	5.5	9.3	7.4	5.8	2.3	3.8	0.0	8.4	7.3	10.5	7.6	0.0	38.6	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	39.8	1.8	8.4	27.1	48.2	61.5	65.3	72.5	77.8	18.8	15.9	27.9	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	26.7	1.8	4.5	15.9	30.7	40.1	47.7	60.0	66.7	5.5	9.3	0.0	0.0	0.0	0.0	0.0	29.5	87.3	95.2	77.1
Probably	8.0	0.0	2.6	7.3	9.1	14.8	9.3	8.8	8.3	7.9	4.3	16.0	0.0	0.0	0.0	0.0	42.1	8.5	4.8	13.2
Lean	5.0	0.0	1.3	3.9	8.4	6.6	8.3	3.8	2.8	5.3	2.3	11.9	0.0	0.0	0.0	0.0	28.4	4.2	0.0	9.7
UNDECIDED	16.0	5.5	10.4	18.8	20.6	18.2	16.2	15.0	5.6	21.6	13.4	30.9	46.7	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	4.4	90.8	72.8	27.1	-17.0	-41.2	-46.8	-60.0	-61.1	40.9	54.9	13.3	53.3	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.09	6.48	6.01	4.64	3.51	2.87	2.73	2.26	2.28	5.11	5.46	4.46	5.25	7.00	5.61	4.00	1.99	1.17	1.05	1.33



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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 LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	349	450	769	432	1708	1402	306	292	196	96
REPUBLICAN CANDIDATE	44.2	39.5	46.0	46.6	41.9	46.8	47.9	41.8	28.8	31.6	22.9
Definitely	28.2	26.1	28.9	30.6	24.8	31.0	33.7	19.0	11.3	12.8	8.3
Probably	9.8	8.3	12.2	9.0	10.2	10.1	9.1	14.7	8.6	10.2	5.2
Lean	6.2	5.2	4.9	7.0	6.9	5.7	5.2	8.2	8.9	8.7	9.4
DEMOCRATIC CANDIDATE	39.8	41.5	38.7	38.1	42.6	41.9	42.4	39.5	27.7	31.6	19.8
Definitely	26.7	28.7	26.0	26.3	26.6	29.3	30.7	22.9	11.6	13.8	7.3
Probably	8.0	8.0	9.1	6.2	10.2	7.9	7.1	11.8	8.9	11.7	3.1
Lean	5.0	4.9	3.6	5.6	5.8	4.7	4.6	4.9	7.2	6.1	9.4
UNDECIDED	16.0	18.9	15.3	15.3	15.5	11.3	9.7	18.6	43.5	36.7	57.3
Net Diff.	4.4	-2.0	7.3	8.5	-0.7	5.0	5.6	2.3	1.0	0.0	3.1
Mean	4.09	3.93	4.16	4.20	3.96	4.11	4.14	3.97	4.00	3.96	4.07



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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		UND-	LEANS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-			DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	EI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
REPUBLICAN CANDIDATE	44.2	18.4	55.3	100.0	0.0	0.0	22.8	12.4	9.4	14.0	69.3	
Definitely	28.2	9.0	36.4	63.7	0.0	0.0	0.0	5.0	6.3	4.3	46.4	
Probably	9.8	5.6	11.7	22.3	0.0	0.0	0.0	4.4	2.8	5.3	14.1	
Lean	6.2	3.8	7.2	14.0	0.0	0.0	22.8	3.0	0.3	4.4	8.8	
DEMOCRATIC CANDIDATE	39.8	70.5	26.6	0.0	100.0	0.0	18.5	75.4	86.8	68.9	11.8	
Definitely	26.7	53.2	15.2	0.0	67.1	0.0	0.0	54.1	76.1	41.7	5.1	
Probably	8.0	11.3	6.7	0.0	20.2	0.0	0.0	12.8	6.3	16.5	4.3	
Lean	5.0	6.0	4.7	0.0	12.7	0.0	18.5	8.4	4.4	10.7	2.4	
UNDECIDED	16.0	11.1	18.1	0.0	0.0	100.0	58.7	12.3	3.8	17.1	18.9	
Net Diff.	4.4	-52.1	28.8	100.0	-100.0	0.0	4.2	-63.0	-77.4	-54.9	57.5	
Mean	4.09	2.54	4.76	6.50	1.46	4.00	4.04	2.30	1.80	2.59	5.50	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	819	906	721	740	539	396	296	249	325	444	290
REPUBLICAN CANDIDATE	44.2	86.4	9.6	91.8	8.2	29.9	93.2	8.1	30.5	90.2	8.3	29.3
Definitely	28.2	60.9	3.2	67.0	2.8	10.9	69.9	3.0	12.4	63.4	2.7	9.7
Probably	9.8	16.8	3.5	18.0	3.0	8.3	17.7	2.4	7.6	18.5	3.4	9.0
Lean	6.2	8.7	2.9	6.8	2.4	10.6	5.6	2.7	10.4	8.3	2.3	10.7
DEMOCRATIC CANDIDATE	39.8	4.5	77.3	3.1	84.3	27.8	3.5	86.1	34.1	2.5	83.1	22.4
Definitely	26.7	2.0	53.5	2.4	62.6	10.0	2.8	65.9	14.1	1.8	60.4	6.6
Probably	8.0	2.0	14.1	0.6	14.6	9.1	0.5	12.5	12.4	0.6	16.0	6.2
Lean	5.0	0.6	9.6	0.1	7.2	8.7	0.3	7.8	7.6	0.0	6.8	9.7
UNDECIDED	16.0	9.0	13.1	5.1	7.4	42.3	3.3	5.7	35.3	7.4	8.6	48.3
Net Diff.	4.4	81.9	-67.7	88.8	-76.1	2.0	89.6	-78.0	-3.6	87.7	-74.8	6.9
Mean	4.09	6.15	2.21	6.36	1.93	4.03	6.41	1.86	3.88	6.29	1.97	4.16



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
REPUBLICAN CANDIDATE	44.2	16.3	15.6	16.8	27.8	80.1	86.8	82.9	89.1	78.4	95.8	5.0	9.6	23.9	18.2	20.4	61.7
Definitely	28.2	9.9	11.9	8.4	13.1	44.4	76.7	57.8	62.5	47.5	72.8	1.9	3.2	7.5	10.4	6.3	23.4
Probably	9.8	4.6	2.5	6.2	7.5	22.1	8.4	16.4	23.4	18.7	17.2	1.9	3.6	7.5	3.9	5.7	18.0
Lean	6.2	1.8	1.2	2.2	7.2	13.7	1.7	8.7	3.1	12.2	5.8	1.2	2.8	9.0	3.9	8.4	20.3
DEMOCRATIC CANDIDATE	39.8	77.5	79.0	76.3	41.5	9.8	6.1	8.3	7.8	7.9	1.2	92.9	75.2	64.2	50.6	30.2	7.8
Definitely	26.7	56.7	64.6	50.8	24.2	6.5	4.1	5.5	6.2	5.0	1.2	70.7	54.0	43.3	22.1	9.9	3.1
Probably	8.0	13.3	5.8	19.0	10.0	2.4	1.4	2.0	1.6	2.2	0.0	14.9	14.4	13.4	14.3	9.9	3.9
Lean	5.0	7.4	8.6	6.5	7.3	1.0	0.7	0.8	0.0	0.7	0.0	7.3	6.8	7.5	14.3	10.5	0.8
UNDECIDED	16.0	6.2	5.3	6.9	30.7	10.1	7.1	8.8	3.1	13.7	3.1	2.1	15.2	11.9	31.2	49.4	30.5
Net Diff.	4.4	-61.2	-63.4	-59.5	-13.7	70.3	80.7	74.6	81.2	70.5	94.6	-87.9	-65.6	-40.3	-32.5	-9.9	53.9
Mean	4.09	2.37	2.28	2.43	3.62	5.66	6.33	5.94	6.16	5.72	6.55	1.61	2.22	2.82	3.34	3.79	5.09



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
REPUBLICAN CANDIDATE	44.2	8.2	31.6	91.0	42.2	48.6	57.9	47.3	44.4	45.2	43.2	35.7	49.7	78.2	45.7	29.5
Definitely	28.2	3.4	8.9	64.6	17.5	29.9	36.8	29.0	28.5	29.0	27.6	23.2	33.8	53.5	29.5	15.8
Probably	9.8	3.0	10.4	17.6	14.0	12.5	10.5	12.7	9.6	10.5	8.3	7.2	9.6	16.2	11.0	7.5
Lean	6.2	1.8	12.3	8.8	10.6	6.2	10.5	5.7	6.3	5.7	7.3	5.3	6.3	8.5	5.1	6.2
DEMOCRATIC CANDIDATE	39.8	80.4	16.5	2.2	32.4	42.7	36.8	43.5	39.2	39.6	38.5	39.6	34.6	13.4	42.3	48.2
Definitely	26.7	55.6	6.6	1.3	15.6	28.0	26.3	28.3	26.2	25.9	26.8	28.0	23.8	7.7	27.4	32.5
Probably	8.0	15.5	5.1	0.6	10.1	9.3	10.5	9.2	8.0	9.6	5.5	6.3	6.6	4.2	10.2	8.0
Lean	5.0	9.3	4.7	0.3	6.7	5.3	0.0	6.0	5.0	4.1	6.2	5.3	4.2	1.4	4.7	7.6
UNDECIDED	16.0	11.4	51.9	6.8	25.4	8.7	5.3	9.2	16.4	15.1	18.3	24.6	15.8	8.5	12.0	22.4
Net Diff.	4.4	-72.2	15.2	88.8	9.7	5.9	21.1	3.9	5.2	5.6	4.7	-3.9	15.1	64.8	3.3	-18.7
Mean	4.09	2.11	4.25	6.32	4.18	4.13	4.42	4.09	4.11	4.13	4.09	3.87	4.38	5.68	4.08	3.47



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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 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	1321	679	423	256	552	389	769	290
REPUBLICAN CANDIDATE	44.2	44.5	43.6	43.3	44.1	50.9	48.3	39.9	37.2
Definitely	28.2	28.2	28.0	26.5	30.5	33.3	34.2	24.6	19.7
Probably	9.8	10.1	9.4	10.4	7.8	11.4	8.5	9.1	10.7
Lean	6.2	6.2	6.2	6.4	5.9	6.2	5.7	6.2	6.9
DEMOCRATIC CANDIDATE	39.8	37.9	43.6	43.7	43.4	34.4	42.2	40.3	45.5
Definitely	26.7	25.7	28.7	27.7	30.5	23.6	28.5	27.2	29.0
Probably	8.0	7.9	8.2	9.0	7.0	7.1	8.0	8.6	8.6
Lean	5.0	4.2	6.6	7.1	5.9	3.8	5.7	4.6	7.9
UNDECIDED	16.0	17.6	12.8	13.0	12.5	14.7	9.5	19.8	17.2
Net Diff.	4.4	6.7	0.0	-0.5	0.8	16.5	6.2	-0.4	-8.3
Mean	4.09	4.14	4.00	3.99	4.02	4.40	4.18	3.95	3.75



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	1351	649	269	260	80	679	672	116	153	91	169
REPUBLICAN CANDIDATE	44.2	51.1	29.7	33.8	22.3	32.5	56.4	45.8	38.8	30.1	19.8	23.7
Definitely	28.2	35.2	13.6	18.6	7.7	6.2	40.1	30.2	26.7	12.4	6.6	8.3
Probably	9.8	10.4	8.8	7.1	10.0	11.2	11.2	9.5	4.3	9.2	8.8	10.7
Lean	6.2	5.6	7.4	8.2	4.6	15.0	5.2	6.1	7.8	8.5	4.4	4.7
DEMOCRATIC CANDIDATE	39.8	34.9	49.9	50.6	53.1	51.2	33.3	36.6	49.1	51.6	53.8	52.7
Definitely	26.7	23.2	34.1	33.8	40.0	26.2	22.2	24.1	37.1	31.4	39.6	40.2
Probably	8.0	7.8	8.6	9.3	6.9	13.8	7.8	7.7	6.0	11.8	5.5	7.7
Lean	5.0	4.0	7.2	7.4	6.2	11.2	3.2	4.8	6.0	8.5	8.8	4.7
UNDECIDED	16.0	13.9	20.3	15.6	24.6	16.2	10.3	17.6	12.1	18.3	26.4	23.7
Net Diff.	4.4	16.2	-20.2	-16.7	-30.8	-18.8	23.1	9.2	-10.3	-21.6	-34.1	-29.0
Mean	4.09	4.43	3.39	3.51	3.08	3.39	4.62	4.23	3.67	3.38	3.03	3.10



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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 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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
REPUBLICAN CANDIDATE	44.2	32.5	38.2	38.8	50.3	46.4	48.9	37.3	48.5	41.2	47.8	49.8	39.2	
Definitely	28.2	13.1	19.9	25.4	29.1	30.8	36.3	20.9	32.7	23.3	34.0	33.7	23.2	
Probably	9.8	12.5	12.5	6.9	11.2	11.1	7.8	10.0	9.7	10.4	9.2	10.2	9.5	
Lean	6.2	6.9	5.9	6.6	10.0	4.5	4.8	6.4	6.1	7.5	4.7	6.0	6.4	
DEMOCRATIC CANDIDATE	39.8	46.2	44.9	42.4	30.6	41.6	38.0	44.1	37.1	40.0	39.5	37.6	41.7	
Definitely	26.7	28.1	25.4	28.4	19.4	30.5	27.8	27.2	26.4	24.9	28.9	25.6	27.7	
Probably	8.0	11.9	11.4	7.2	6.1	7.4	7.4	9.6	7.1	8.6	7.4	7.4	8.6	
Lean	5.0	6.2	8.1	6.9	5.2	3.7	2.9	7.2	3.7	6.6	3.2	4.6	5.5	
UNDECIDED	16.0	21.2	16.9	18.8	19.1	11.9	13.1	18.6	14.4	18.8	12.6	12.5	19.1	
Net Diff.	4.4	-13.8	-6.6	-3.6	19.7	4.8	10.8	-6.8	11.4	1.2	8.3	12.2	-2.5	
Mean	4.09	3.57	3.83	3.90	4.44	4.09	4.28	3.81	4.27	4.00	4.20	4.31	3.90	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
REPUBLICAN CANDIDATE	44.2	31.9	38.5	50.2	47.2	32.2	39.8	58.4	53.4	31.7	37.2	43.7	40.0	33.7	44.1	58.3
Definitely	28.2	12.7	23.3	30.4	33.9	10.2	24.9	36.9	40.4	13.8	21.8	25.3	26.5	19.8	27.6	40.5
Probably	9.8	11.3	9.7	10.8	8.9	10.2	10.0	12.9	8.8	11.7	9.4	9.2	9.0	8.6	9.9	11.5
Lean	6.2	7.8	5.5	8.9	4.3	11.9	5.0	8.6	4.2	6.2	6.0	9.2	4.5	5.3	6.6	6.3
DEMOCRATIC CANDIDATE	39.8	48.0	44.2	31.7	40.2	45.8	45.6	29.2	36.5	49.0	42.9	33.8	44.5	49.9	40.6	24.6
Definitely	26.7	28.4	27.6	21.5	29.2	25.4	30.3	19.7	26.2	29.7	25.2	22.9	32.7	35.8	26.8	14.5
Probably	8.0	12.7	8.9	5.9	7.7	11.9	7.9	6.0	7.4	13.1	9.8	5.8	8.2	7.7	8.7	7.0
Lean	5.0	6.9	7.7	4.4	3.3	8.5	7.5	3.4	2.9	6.2	7.9	5.1	3.7	6.4	5.1	3.0
UNDECIDED	16.0	20.1	17.4	18.1	12.6	22.0	14.5	12.4	10.0	19.3	19.9	22.5	15.5	16.4	15.3	17.1
Net Diff.	4.4	-16.2	-5.7	18.4	6.9	-13.6	-5.8	29.2	16.9	-17.2	-5.6	9.9	-4.5	-16.2	3.5	33.7
Mean	4.09	3.51	3.86	4.41	4.18	3.54	3.85	4.70	4.47	3.50	3.87	4.18	3.84	3.53	4.06	4.90



Table 14 Page 161
July 27-30, 2023

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

14. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	71.0	99.4	93.9	85.1	77.1	57.3	34.7	15.0	5.6	79.5	90.8	69.5	31.4	85.4	78.5	69.1	80.6	46.9	64.3	24.7
Strongly	49.5	97.5	82.5	62.4	47.7	25.3	11.6	6.2	0.0	58.4	76.0	37.0	12.4	71.6	52.6	43.1	56.1	23.9	36.8	7.5
10	27.8	90.8	53.7	27.1	19.4	10.3	4.6	3.8	0.0	34.1	48.2	14.5	7.6	48.5	25.5	22.2	28.4	9.8	15.8	2.2
9	8.7	5.5	17.8	13.2	9.6	4.0	0.9	0.0	0.0	10.3	13.4	6.7	1.0	13.0	10.6	5.6	9.7	4.2	7.2	0.4
8	13.0	1.2	11.0	22.2	18.7	11.1	6.0	2.5	0.0	14.1	14.4	15.8	3.8	10.1	16.5	15.3	18.0	9.8	13.7	4.8
7	13.5	1.8	9.1	17.6	19.2	16.9	10.2	3.8	0.0	14.5	11.7	20.6	9.5	10.5	20.6	16.6	13.3	10.6	13.7	6.6
6	8.0	0.0	2.3	5.1	10.3	15.0	13.0	5.0	5.6	6.5	3.2	11.9	9.5	3.4	5.3	9.4	11.2	12.4	13.7	10.6
NEUTRAL-5	14.6	0.6	3.9	10.0	15.0	23.7	31.5	20.0	5.6	11.7	6.1	17.4	31.4	7.8	11.5	18.4	11.9	22.8	22.3	23.3
DISAGREE	14.4	0.0	2.3	4.9	7.9	19.0	33.8	65.0	88.9	8.8	3.1	13.1	37.1	6.7	10.0	12.5	7.6	30.3	13.4	52.0
4	4.1	0.0	0.6	1.0	3.2	7.1	12.0	10.0	5.6	2.8	0.7	5.3	9.5	2.0	4.0	3.4	2.5	7.7	4.8	11.5
3	4.0	0.0	0.3	1.0	2.0	6.3	12.0	18.8	8.3	2.5	0.6	4.6	8.6	1.2	2.5	4.7	2.5	8.5	3.1	15.4
2	2.9	0.0	0.3	1.2	1.0	3.4	5.6	25.0	8.3	1.6	0.7	1.4	9.5	1.2	1.6	2.2	1.4	6.8	3.4	11.0
1	1.0	0.0	0.0	1.0	0.2	0.8	1.4	2.5	16.7	0.6	0.5	0.4	2.9	0.9	0.3	0.6	0.4	1.9	0.7	3.5
0	2.4	0.0	1.0	0.7	1.5	1.3	2.8	8.8	50.0	1.3	0.7	1.4	6.7	1.4	1.6	1.6	0.7	5.4	1.4	10.6
Mean	7.11	9.83	8.86	7.81	7.22	6.09	5.06	3.62	1.42	7.68	8.55	6.72	4.82	8.30	7.43	6.92	7.56	5.50	6.59	4.09



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

14. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	349	450	769	432	1708	1402	306	292	196	96	
AGREE	71.0	73.6	71.6	70.2	69.9	72.1	72.8	68.6	65.1	64.8	65.6	
Strongly	49.5	49.6	50.9	49.4	48.1	51.5	53.3	43.5	37.7	36.7	39.6	
10	27.8	27.5	28.0	29.1	25.5	28.9	31.3	18.0	21.2	19.9	24.0	
9	8.7	8.3	10.4	7.7	9.0	9.4	9.3	9.8	4.5	3.1	7.3	
8	13.0	13.8	12.4	12.6	13.7	13.2	12.6	15.7	12.0	13.8	8.3	
7	13.5	13.8	13.3	13.7	13.2	12.8	12.1	16.3	17.5	18.9	14.6	
6	8.0	10.3	7.3	7.2	8.6	7.7	7.5	8.8	9.9	9.2	11.5	
NEUTRAL-5	14.6	15.5	12.9	14.0	16.4	13.9	12.8	19.0	18.2	18.4	17.7	
DISAGREE	14.4	10.9	15.6	15.7	13.7	14.0	14.3	12.4	16.8	16.8	16.7	
4	4.1	3.2	3.6	4.9	3.9	3.9	3.8	4.2	5.5	6.1	4.2	
3	4.0	3.2	5.1	4.3	3.2	3.6	3.3	4.9	6.8	7.7	5.2	
2	2.9	1.7	3.8	3.0	2.8	3.0	3.4	1.0	2.4	2.6	2.1	
1	1.0	1.1	1.3	0.8	0.7	1.1	1.1	1.3	0.0	0.0	0.0	
0	2.4	1.7	1.8	2.7	3.0	2.5	2.8	1.0	2.1	0.5	5.2	
Mean	7.11	7.22	7.14	7.09	7.03	7.19	7.25	6.91	6.68	6.68	6.68	



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

14. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	603	1397	884	796	320	545	881	318	563	1119
AGREE	71.0	60.2	75.7	82.9	58.7	69.1	71.6	58.2	58.2	58.3	81.1
Strongly	49.5	37.1	54.8	64.7	35.2	43.1	42.6	34.8	39.9	32.0	61.0
10	27.8	17.6	32.2	40.2	16.3	22.2	20.7	16.6	21.1	14.0	36.6
9	8.7	6.6	9.6	12.1	6.2	5.6	6.8	6.6	7.9	5.9	10.4
8	13.0	12.9	13.0	12.4	12.7	15.3	15.0	11.7	11.0	12.1	14.0
7	13.5	11.8	14.2	14.1	11.6	16.6	19.6	12.7	7.9	15.5	14.1
6	8.0	11.3	6.7	4.1	11.9	9.4	9.4	10.7	10.4	10.8	6.0
NEUTRAL-5	14.6	18.2	13.0	9.2	19.0	18.4	16.5	20.2	16.7	22.2	10.1
DISAGREE	14.4	21.6	11.3	7.9	22.4	12.5	11.9	21.6	25.2	19.5	8.8
4	4.1	6.1	3.2	2.7	5.9	3.4	3.9	6.2	6.6	6.0	2.4
3	4.0	7.0	2.8	1.7	6.4	4.7	3.9	6.1	5.0	6.7	2.4
2	2.9	4.3	2.3	1.4	4.9	2.2	2.0	4.4	6.9	3.0	1.7
1	1.0	1.2	0.9	0.7	1.4	0.6	0.4	1.5	1.6	1.4	0.5
0	2.4	3.0	2.1	1.5	3.8	1.6	1.8	3.3	5.0	2.3	1.7
Mean	7.11	6.35	7.44	7.99	6.22	6.92	6.96	6.26	6.27	6.26	7.78



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

14. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	819	906	721	740	539	396	296	249	325	444	290			
AGREE	71.0	84.5	58.9	81.1	62.2	69.8	85.6	64.5	67.9	75.7	60.6	71.4			
Strongly	49.5	65.7	35.8	62.1	39.9	45.8	69.4	39.2	47.4	53.2	40.3	44.5			
10	27.8	40.5	16.8	39.3	19.9	23.4	43.4	19.9	24.5	34.2	19.8	22.4			
9	8.7	12.8	6.5	11.5	6.6	7.8	13.6	5.4	7.6	8.9	7.4	7.9			
8	13.0	12.3	12.5	11.4	13.4	14.7	12.4	13.9	15.3	10.2	13.1	14.1			
7	13.5	13.9	12.1	14.1	11.5	15.4	12.4	11.5	11.6	16.3	11.5	18.6			
6	8.0	4.9	11.0	4.9	10.8	8.5	3.8	13.9	8.8	6.2	8.8	8.3			
NEUTRAL-5	14.6	8.5	19.5	11.1	17.8	14.7	9.1	13.2	15.3	13.5	20.9	14.1			
DISAGREE	14.4	7.0	21.5	7.8	20.0	15.6	5.3	22.3	16.9	10.8	18.5	14.5			
4	4.1	2.6	5.8	2.9	5.1	4.3	2.5	4.7	4.8	3.4	5.4	3.8			
3	4.0	1.6	6.1	1.8	5.7	4.8	1.5	6.8	4.8	2.2	5.0	4.8			
2	2.9	1.1	4.5	1.5	3.6	3.7	0.5	2.7	4.0	2.8	4.3	3.4			
1	1.0	0.4	1.8	0.1	2.0	0.6	0.0	2.0	0.4	0.3	2.0	0.7			
0	2.4	1.3	3.3	1.4	3.5	2.2	0.8	6.1	2.8	2.2	1.8	1.7			
Mean	7.11	8.06	6.27	7.91	6.47	6.93	8.27	6.35	6.89	7.48	6.55	6.97			



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

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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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	71.0	59.6	58.4	60.4	68.5	77.7	89.9	82.7	70.3	69.1	85.7	57.4	66.8	74.6	62.3	69.5	75.0
Strongly	49.5	37.8	41.2	35.2	42.7	57.1	77.7	65.6	50.0	41.0	69.3	36.4	41.2	56.7	35.1	44.6	55.5
10	27.8	19.9	24.7	16.2	21.0	30.5	55.7	41.0	31.2	20.9	45.2	18.9	20.0	25.4	15.6	21.9	32.0
9	8.7	6.2	5.3	6.9	6.4	12.9	13.2	13.0	7.8	5.8	13.5	5.9	6.0	13.4	6.5	6.9	10.9
8	13.0	11.7	11.1	12.1	15.4	13.7	8.8	11.6	10.9	14.4	10.6	11.6	15.2	17.9	13.0	15.9	12.5
7	13.5	11.3	8.6	13.4	15.6	16.8	7.8	13.0	15.6	17.3	13.1	10.2	13.6	11.9	14.3	16.5	13.3
6	8.0	10.5	8.6	11.8	10.1	3.8	4.4	4.1	4.7	10.8	3.3	10.9	12.0	6.0	13.0	8.4	6.2
NEUTRAL-5	14.6	15.4	14.8	15.9	19.2	12.0	5.1	9.1	12.5	19.4	8.7	17.3	20.8	10.4	7.8	18.0	10.2
DISAGREE	14.4	25.0	26.7	23.7	12.3	10.3	5.1	8.1	17.2	11.5	5.6	25.3	12.4	14.9	29.9	12.6	14.8
4	4.1	6.7	5.3	7.8	3.7	2.9	1.7	2.4	10.9	3.6	1.7	5.9	4.0	4.5	7.8	3.6	3.9
3	4.0	7.1	6.6	7.5	4.0	2.4	0.7	1.7	4.7	3.6	1.0	7.1	3.2	6.0	9.1	4.8	2.3
2	2.9	5.5	4.5	6.2	2.2	2.6	0.0	1.5	1.6	2.2	1.4	5.9	0.8	0.0	6.5	3.3	3.1
1	1.0	1.8	3.7	0.3	0.8	0.2	0.7	0.4	0.0	0.0	0.2	2.1	2.0	1.5	1.3	0.3	0.8
0	2.4	3.9	6.6	1.9	1.5	2.2	2.0	2.1	0.0	2.2	1.4	4.3	2.4	3.0	5.2	0.6	4.7
Mean	7.11	6.28	6.24	6.31	6.89	7.55	8.62	7.99	7.31	6.88	8.26	6.17	6.76	7.27	6.08	6.99	7.30



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

14. 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	71.0	60.4	69.6	84.0	70.4	68.2	68.4	68.2	71.9	73.7	69.1	69.6	75.2	88.7	71.7	62.7
Strongly	49.5	37.5	44.0	65.6	46.1	46.4	52.6	45.6	49.8	50.6	48.5	52.2	53.7	71.8	49.6	41.5
10	27.8	18.8	20.9	41.0	23.5	24.6	28.9	24.0	27.9	27.2	28.8	32.4	32.3	38.0	26.6	23.3
9	8.7	6.2	7.6	12.1	8.3	9.7	10.5	9.5	8.6	9.9	6.7	7.7	9.8	15.5	9.4	4.9
8	13.0	12.5	15.5	12.6	14.4	12.1	13.2	12.0	13.3	13.5	13.0	12.1	11.6	18.3	13.6	13.3
7	13.5	11.9	16.8	14.0	15.7	13.7	13.2	13.8	13.9	14.9	12.3	10.6	13.2	9.2	14.6	13.3
6	8.0	11.0	8.9	4.4	8.5	8.1	2.6	8.8	8.2	8.2	8.3	6.8	8.4	7.7	7.5	8.0
NEUTRAL-5	14.6	18.1	19.3	8.5	15.7	16.2	13.2	16.6	14.0	12.4	16.4	15.9	13.3	4.9	14.6	17.8
DISAGREE	14.4	21.5	11.1	7.6	13.9	15.6	18.4	15.2	14.1	13.9	14.5	14.5	11.4	6.3	13.8	19.5
4	4.1	5.6	3.5	2.6	4.1	4.4	7.9	3.9	4.1	4.5	3.5	3.9	2.4	2.1	5.1	4.2
3	4.0	5.9	3.8	2.1	5.1	4.0	2.6	4.2	3.9	4.3	3.3	5.3	3.2	1.4	3.7	6.0
2	2.9	4.6	1.9	1.3	2.7	3.4	2.6	3.5	3.0	2.7	3.5	1.4	2.9	1.4	1.6	4.5
1	1.0	1.8	0.6	0.1	0.6	1.2	2.6	1.1	0.9	0.4	1.6	1.0	0.5	0.7	1.6	1.1
0	2.4	3.5	1.3	1.5	1.4	2.5	2.6	2.5	2.3	2.0	2.8	2.9	2.4	0.7	1.8	3.6
Mean	7.11	6.35	6.98	8.05	7.02	6.93	7.11	6.91	7.14	7.21	7.02	7.20	7.39	8.18	7.16	6.58



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

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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	1321	679	423	256	552	389	769	290
AGREE	71.0	72.7	67.7	66.2	70.3	76.8	70.7	69.8	63.8
Strongly	49.5	51.6	45.5	44.7	46.9	57.1	49.9	47.6	39.7
10	27.8	30.4	22.8	22.2	23.8	35.0	25.4	27.0	19.3
9	8.7	8.1	9.9	10.4	9.0	8.7	10.5	7.7	9.0
8	13.0	13.1	12.8	12.1	14.1	13.4	13.9	12.9	11.4
7	13.5	12.9	14.6	13.7	16.0	10.7	13.6	14.6	15.9
6	8.0	8.3	7.7	7.8	7.4	9.1	7.2	7.7	8.3
NEUTRAL-5	14.6	13.6	16.3	17.0	15.2	10.9	13.6	15.6	20.0
DISAGREE	14.4	13.6	15.9	16.8	14.5	12.3	15.7	14.6	16.2
4	4.1	4.5	3.2	3.5	2.7	4.0	3.6	4.9	2.8
3	4.0	3.5	5.2	5.7	4.3	3.1	5.4	3.8	4.8
2	2.9	2.5	3.7	3.3	4.3	1.8	2.6	3.0	5.2
1	1.0	1.0	0.9	1.2	0.4	0.9	0.5	1.0	1.4
0	2.4	2.1	2.9	3.1	2.7	2.5	3.6	1.8	2.1
Mean	7.11	7.24	6.86	6.79	6.97	7.48	7.03	7.07	6.63



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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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	71.0	71.3	70.6	71.0	69.2	67.5	75.3	67.3	72.4	69.9	65.9	71.0
Strongly	49.5	51.1	46.1	48.7	45.4	32.5	56.8	45.4	48.3	49.0	45.1	45.6
10	27.8	28.9	25.6	30.9	23.1	13.8	33.1	24.6	30.2	31.4	20.9	24.3
9	8.7	8.7	8.6	6.7	9.6	7.5	9.6	7.9	6.9	6.5	11.0	8.9
8	13.0	13.5	11.9	11.2	12.7	11.2	14.1	12.9	11.2	11.1	13.2	12.4
7	13.5	12.4	15.9	14.5	15.8	23.8	11.0	13.7	14.7	14.4	11.0	18.3
6	8.0	7.8	8.6	7.8	8.1	11.2	7.4	8.2	9.5	6.5	9.9	7.1
NEUTRAL-5	14.6	14.8	14.0	12.6	15.0	18.8	11.2	18.5	10.3	14.4	20.9	11.8
DISAGREE	14.4	13.9	15.4	16.4	15.8	13.8	13.5	14.3	17.2	15.7	13.2	17.2
4	4.1	4.3	3.7	3.7	4.6	1.2	4.1	4.5	2.6	4.6	4.4	4.7
3	4.0	4.0	4.2	5.2	3.1	5.0	4.0	4.0	5.2	5.2	3.3	3.0
2	2.9	2.7	3.2	2.2	4.6	2.5	1.9	3.6	1.7	2.6	4.4	4.7
1	1.0	0.8	1.2	1.5	0.8	2.5	0.6	1.0	1.7	1.3	0.0	1.2
0	2.4	2.1	3.1	3.7	2.7	2.5	2.9	1.2	6.0	2.0	1.1	3.6
Mean	7.11	7.18	6.96	7.06	6.90	6.50	7.41	6.95	6.96	7.14	6.90	6.91



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

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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	160	272	335	330	377	526	767	1233	1097	903	941	1059
AGREE	71.0	62.5	69.9	74.3	72.7	69.2	72.4	70.3	71.5	71.0	71.1	74.3	68.2
Strongly	49.5	36.9	43.4	51.9	50.9	50.9	53.0	45.8	51.8	47.3	52.2	54.1	45.4
10	27.8	23.1	27.6	26.9	27.6	27.3	30.4	26.3	28.7	26.7	29.1	31.0	24.9
9	8.7	3.1	4.4	11.6	8.8	9.0	10.5	7.3	9.6	7.7	9.9	9.5	8.0
8	13.0	10.6	11.4	13.4	14.5	14.6	12.2	12.1	13.5	12.9	13.2	13.6	12.5
7	13.5	16.2	16.2	14.9	13.9	10.6	12.2	15.6	12.2	15.1	11.5	11.9	14.9
6	8.0	9.4	10.3	7.5	7.9	7.7	7.2	8.9	7.5	8.6	7.4	8.3	7.8
NEUTRAL-5	14.6	14.4	14.0	15.2	14.5	16.7	12.9	14.6	14.5	14.6	14.5	12.0	16.8
DISAGREE	14.4	23.1	16.2	10.4	12.7	14.1	14.6	15.1	13.9	14.4	14.4	13.7	15.0
4	4.1	8.1	4.8	1.8	4.2	4.5	3.6	4.2	4.1	4.2	4.0	3.8	4.3
3	4.0	6.9	5.5	4.2	4.5	2.7	3.0	5.2	3.3	5.0	2.9	4.0	4.1
2	2.9	4.4	2.9	1.2	1.5	3.2	4.2	2.5	3.2	2.2	3.8	2.1	3.6
1	1.0	0.6	1.8	0.9	0.3	0.5	1.3	1.2	0.8	0.9	1.0	0.7	1.1
0	2.4	3.1	1.1	2.4	2.1	3.2	2.5	2.1	2.6	2.1	2.8	3.0	1.9
Mean	7.11	6.49	6.95	7.29	7.23	7.08	7.22	7.00	7.18	7.07	7.16	7.30	6.95



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

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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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	71.0	63.2	72.6	71.3	72.0	66.1	74.3	73.8	75.7	62.1	71.1	69.3	67.6	70.1	68.8	77.8
Strongly	49.5	35.8	48.5	51.3	52.6	37.3	51.0	59.2	55.4	35.2	46.2	45.1	49.3	47.6	47.5	56.7
10	27.8	24.5	26.8	27.9	29.2	22.0	26.6	34.3	33.1	25.5	27.1	22.9	24.8	24.2	25.8	37.2
9	8.7	2.5	8.9	8.9	10.1	1.7	9.1	9.0	11.0	2.8	8.6	8.9	9.0	7.5	9.0	9.6
8	13.0	8.8	12.8	14.4	13.2	13.6	15.4	15.9	11.3	6.9	10.5	13.3	15.5	15.9	12.7	9.8
7	13.5	17.6	15.4	12.5	11.8	13.6	13.7	9.9	11.8	19.3	16.9	14.7	11.8	13.9	13.6	12.6
6	8.0	9.8	8.7	7.4	7.6	15.3	9.5	4.7	8.6	7.6	7.9	9.6	6.5	8.6	7.6	8.4
NEUTRAL-5	14.6	15.2	13.4	16.3	13.9	6.8	11.6	14.2	11.8	18.6	15.0	18.1	16.3	14.3	15.9	11.7
DISAGREE	14.4	21.6	14.0	12.4	14.2	27.1	14.1	12.0	12.5	19.3	13.9	12.6	16.1	15.7	15.3	10.5
4	4.1	6.4	3.7	4.0	3.8	6.8	5.4	3.4	2.7	6.2	2.3	4.4	5.1	3.9	4.4	3.5
3	4.0	5.9	5.3	3.6	3.0	6.8	4.1	3.9	3.7	5.5	6.4	3.4	2.3	3.9	4.3	3.5
2	2.9	4.9	1.8	2.1	3.7	6.8	0.4	1.3	2.9	4.1	3.0	2.7	4.5	2.7	3.6	1.6
1	1.0	1.0	1.4	0.4	1.0	1.7	1.2	0.4	0.5	0.7	1.5	0.3	1.7	0.7	0.9	1.4
0	2.4	3.4	1.8	2.3	2.6	5.1	2.9	3.0	2.7	2.8	0.8	1.7	2.5	4.5	2.1	0.5
Mean	7.11	6.50	7.13	7.21	7.19	6.27	7.18	7.48	7.41	6.59	7.09	6.99	6.94	6.90	7.00	7.64



Table 15 Page 171
July 27-30, 2023

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

15. PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	78.7	99.4	95.8	92.0	78.6	73.6	47.2	38.8	19.4	84.0	94.7	78.0	22.9	88.3	80.1	75.9	89.2	63.5	73.2	51.1
Strongly	61.2	98.8	88.3	76.6	58.5	39.8	27.3	27.5	13.9	67.3	84.8	48.3	10.5	76.6	62.0	54.7	69.4	43.4	51.5	33.0
10	36.8	90.2	60.2	41.0	26.8	20.6	13.9	20.0	8.3	40.9	56.8	20.2	4.8	51.7	32.7	32.8	37.8	25.3	29.9	19.4
9	11.5	6.7	16.8	16.8	14.7	7.4	3.7	2.5	0.0	13.2	15.0	12.5	1.0	12.8	13.4	10.6	16.5	6.8	8.9	4.0
8	12.8	1.8	11.3	18.8	17.0	11.9	9.7	5.0	5.6	13.3	13.0	15.6	4.8	12.1	15.9	11.2	15.1	11.4	12.7	9.7
7	11.3	0.6	4.9	9.5	14.5	21.6	11.1	6.2	2.8	11.0	6.2	20.2	7.6	7.1	11.2	15.3	13.7	12.2	14.1	9.7
6	6.2	0.0	2.6	5.9	5.7	12.1	8.8	5.0	2.8	5.7	3.6	9.5	4.8	4.6	6.9	5.9	6.1	7.9	7.6	8.4
NEUTRAL-5	11.3	0.6	1.9	5.9	13.0	15.6	27.8	22.5	13.9	8.6	3.5	13.1	30.5	6.4	11.5	13.8	4.0	18.9	16.2	22.5
DISAGREE	10.0	0.0	2.3	2.2	8.4	10.8	25.0	38.8	66.7	7.4	1.8	8.9	46.7	5.3	8.4	10.3	6.8	17.6	10.7	26.4
4	3.4	0.0	1.0	0.0	2.5	4.0	12.0	15.0	8.3	2.3	0.3	2.8	16.2	1.4	3.1	3.8	1.4	6.8	3.8	10.6
3	2.6	0.0	0.0	0.7	2.7	3.4	6.0	12.5	8.3	1.9	0.3	2.8	10.5	1.1	2.5	2.5	2.2	4.8	3.4	6.6
2	1.3	0.0	0.3	0.5	1.5	1.6	1.4	5.0	11.1	1.0	0.3	1.6	3.8	1.1	0.9	1.2	0.7	2.1	1.4	3.1
1	0.6	0.0	0.0	0.2	0.7	0.0	1.4	1.2	13.9	0.7	0.1	0.6	5.7	0.5	0.9	0.3	1.1	0.6	0.0	1.3
0	2.0	0.0	1.0	0.7	1.0	1.8	4.2	5.0	25.0	1.5	0.7	1.0	10.5	1.2	0.9	2.5	1.4	3.3	2.1	4.8
Mean	7.72	9.85	9.08	8.46	7.58	6.99	5.90	5.58	3.28	8.05	8.93	7.27	4.38	8.50	7.75	7.51	8.14	6.78	7.34	6.07



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

15. PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

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	349	450	769	432	1708	1402	306	292	196	96	
AGREE	78.7	78.2	80.4	77.2	79.9	80.6	81.4	76.8	67.8	68.4	66.7	
Strongly	61.2	59.9	64.7	58.5	63.2	63.6	66.5	50.7	46.6	45.4	49.0	
10	36.8	38.4	38.7	35.2	36.6	38.8	41.9	24.5	25.3	23.0	30.2	
9	11.5	6.3	12.4	11.2	15.3	11.8	12.3	9.5	9.9	10.2	9.4	
8	12.8	15.2	13.6	12.1	11.3	13.1	12.3	16.7	11.3	12.2	9.4	
7	11.3	11.7	9.6	11.7	12.0	11.2	9.6	18.3	12.0	11.7	12.5	
6	6.2	6.6	6.2	7.0	4.6	5.7	5.3	7.8	9.2	11.2	5.2	
NEUTRAL-5	11.3	12.6	11.6	11.2	10.2	10.5	9.6	14.4	16.1	18.9	10.4	
DISAGREE	10.0	9.2	8.0	11.6	10.0	9.0	9.0	8.8	16.1	12.8	22.9	
4	3.4	3.2	2.2	4.7	2.8	3.1	2.9	3.9	5.5	5.1	6.2	
3	2.6	2.9	2.4	2.6	2.8	2.3	2.4	2.3	4.5	3.1	7.3	
2	1.3	0.3	0.9	1.7	1.9	1.1	1.1	1.0	2.4	1.5	4.2	
1	0.6	0.9	0.9	0.4	0.7	0.6	0.6	0.7	0.7	1.0	0.0	
0	2.0	2.0	1.6	2.2	1.9	1.8	1.9	1.0	3.1	2.0	5.2	
Mean	7.72	7.70	7.88	7.60	7.81	7.86	7.97	7.36	6.94	6.97	6.88	



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	603	1397	884	796	320	545	881	318	563	1119	
AGREE	78.7	69.2	82.8	85.3	72.5	75.9	78.2	71.4	68.9	72.8	84.5	
Strongly	61.2	48.3	66.7	71.3	52.5	54.7	56.7	50.6	51.9	49.9	69.4	
10	36.8	25.0	41.9	44.8	29.6	32.8	30.3	28.0	30.5	26.6	43.8	
9	11.5	9.6	12.3	13.0	10.2	10.6	11.9	9.3	11.3	8.2	13.2	
8	12.8	13.6	12.5	13.5	12.7	11.2	14.5	13.3	10.1	15.1	12.4	
7	11.3	13.1	10.5	8.6	12.7	15.3	14.7	13.8	10.4	15.8	9.3	
6	6.2	7.8	5.6	5.4	7.3	5.9	6.8	6.9	6.6	7.1	5.7	
NEUTRAL-5	11.3	15.9	9.3	8.3	13.7	13.8	11.9	14.3	14.5	14.2	8.9	
DISAGREE	10.0	14.9	7.9	6.4	13.8	10.3	9.9	14.3	16.7	13.0	6.6	
4	3.4	5.3	2.6	2.0	4.9	3.8	3.9	5.0	5.3	4.8	2.2	
3	2.6	3.5	2.3	1.6	3.9	2.5	2.9	4.2	3.8	4.4	1.4	
2	1.3	2.2	0.9	1.0	1.6	1.2	0.7	1.9	3.5	1.1	0.8	
1	0.6	1.0	0.5	0.7	0.8	0.3	0.2	0.7	0.6	0.7	0.6	
0	2.0	3.0	1.5	1.1	2.6	2.5	2.2	2.5	3.5	2.0	1.5	
Mean	7.72	7.01	8.03	8.22	7.26	7.51	7.55	7.17	7.12	7.20	8.16	



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

15. PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

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	819	906	721	740	539	396	296	249	325	444	290
AGREE	78.7	86.4	72.4	85.3	72.4	78.5	87.1	72.3	76.3	83.1	72.5	80.3
Strongly	61.2	73.1	53.1	70.9	53.2	59.0	73.0	52.0	55.8	68.3	54.1	61.7
10	36.8	46.2	29.7	43.3	30.7	36.7	43.4	28.0	34.1	43.1	32.4	39.0
9	11.5	13.7	10.5	13.9	8.8	12.1	13.6	9.5	12.0	14.2	8.3	12.1
8	12.8	13.3	12.9	13.7	13.8	10.2	15.9	14.5	9.6	11.1	13.3	10.7
7	11.3	8.3	12.8	8.9	12.0	13.5	9.6	11.8	12.0	8.0	12.2	14.8
6	6.2	5.0	6.5	5.5	7.2	5.9	4.5	8.4	8.4	6.8	6.3	3.8
NEUTRAL-5	11.3	8.5	14.1	8.5	13.8	11.7	7.8	11.1	13.3	9.2	15.5	10.3
DISAGREE	10.0	5.0	13.5	6.2	13.8	9.8	5.1	16.6	10.4	7.7	11.9	9.3
4	3.4	1.0	5.0	1.2	4.9	4.5	0.5	6.8	5.2	2.2	3.6	3.8
3	2.6	1.2	4.1	1.2	3.9	2.8	1.5	3.4	2.4	0.9	4.3	3.1
2	1.3	1.0	1.4	1.7	1.5	0.6	1.8	1.7	0.8	1.5	1.4	0.3
1	0.6	0.7	0.8	0.7	0.9	0.2	0.0	1.4	0.4	1.5	0.7	0.0
0	2.0	1.1	2.2	1.4	2.6	1.9	1.3	3.4	1.6	1.5	2.0	2.1
Mean	7.72	8.32	7.30	8.18	7.27	7.74	8.28	7.13	7.58	8.06	7.37	7.87



Table 15 Page 175
July 27-30, 2023

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

15. PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	78.7	73.9	68.7	77.9	74.4	84.7	89.9	86.8	65.6	77.0	90.0	74.9	68.0	73.1	75.3	78.1	81.2
Strongly	61.2	55.0	55.6	54.5	54.6	66.4	81.4	72.7	48.4	55.4	77.8	55.1	50.8	50.7	59.7	57.2	63.3
10	36.8	32.6	38.3	28.3	32.0	36.5	57.4	45.2	29.7	33.1	47.7	34.0	26.4	25.4	27.3	35.6	45.3
9	11.5	10.5	8.2	12.1	10.4	14.1	12.5	13.5	12.5	10.8	14.9	7.8	9.6	11.9	23.4	10.8	8.6
8	12.8	11.9	9.1	14.0	12.3	15.8	11.5	14.0	6.2	11.5	15.3	13.2	14.8	13.4	9.1	10.8	9.4
7	11.3	11.7	9.1	13.7	14.0	11.0	4.4	8.3	14.1	14.4	6.8	11.3	12.0	16.4	11.7	15.3	10.2
6	6.2	7.3	4.1	9.7	5.8	7.2	4.1	5.9	3.1	7.2	5.4	8.5	5.2	6.0	3.9	5.7	7.8
NEUTRAL-5	11.3	11.5	12.8	10.6	14.9	9.1	5.1	7.4	12.5	14.4	6.4	11.6	17.6	13.4	10.4	13.2	8.6
DISAGREE	10.0	14.5	18.5	11.5	10.7	6.2	5.1	5.8	21.9	8.6	3.7	13.5	14.4	13.4	14.3	8.7	10.2
4	3.4	4.4	5.8	3.4	4.0	2.6	1.4	2.1	0.0	4.3	0.6	4.3	4.4	10.4	9.1	3.6	3.9
3	2.6	4.3	5.3	3.4	3.2	1.0	0.7	0.8	6.2	2.2	0.4	4.0	4.8	0.0	3.9	2.4	3.1
2	1.3	2.8	3.3	2.5	1.0	0.5	0.3	0.4	10.9	1.4	0.6	2.1	0.8	0.0	0.0	0.9	0.0
1	0.6	0.9	1.6	0.3	0.4	0.5	1.0	0.7	1.6	0.0	0.8	0.9	0.8	1.5	0.0	0.3	0.0
0	2.0	2.1	2.5	1.9	2.1	1.7	1.7	1.7	3.1	0.7	1.4	2.1	3.6	1.5	1.3	1.5	3.1
Mean	7.72	7.36	7.28	7.41	7.47	7.99	8.68	8.28	6.81	7.63	8.50	7.39	7.06	7.30	7.61	7.70	7.91



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

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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	78.7	71.2	78.8	87.3	78.7	75.4	73.7	75.6	79.5	79.7	79.1	78.3	80.7	90.1	78.0	73.3
Strongly	61.2	52.5	56.6	72.9	59.8	55.8	60.5	55.1	61.9	61.6	62.3	64.3	63.7	77.5	58.1	55.1
10	36.8	30.6	30.7	46.5	33.1	33.6	39.5	32.9	36.1	33.1	40.8	46.9	40.8	45.8	32.7	33.6
9	11.5	10.1	11.1	13.3	13.4	12.1	10.5	12.4	12.0	13.2	10.2	6.8	10.6	15.5	13.6	8.7
8	12.8	11.8	14.9	13.1	13.4	10.0	10.5	9.9	13.7	15.2	11.4	10.6	12.2	16.2	11.8	12.7
7	11.3	12.1	16.5	8.3	13.0	12.5	5.3	13.4	11.1	11.9	10.0	10.6	10.3	9.9	12.4	12.9
6	6.2	6.6	5.7	6.0	5.9	7.2	7.9	7.1	6.5	6.3	6.7	3.4	6.8	2.8	7.5	5.3
NEUTRAL-5	11.3	14.9	10.4	7.4	11.8	11.8	15.8	11.3	10.9	11.5	9.8	13.5	10.1	7.0	11.6	14.0
DISAGREE	10.0	13.8	10.8	5.3	9.5	12.8	10.5	13.1	9.6	8.7	11.1	8.2	9.2	2.8	10.4	12.7
4	3.4	5.1	4.4	1.2	3.2	3.7	0.0	4.2	3.3	2.6	4.5	3.9	3.5	0.7	3.0	4.7
3	2.6	4.0	2.2	1.3	2.7	3.4	7.9	2.8	2.5	2.5	2.6	2.4	2.4	1.4	2.2	4.4
2	1.3	1.5	1.3	1.0	0.9	2.5	2.6	2.5	1.2	1.5	0.7	0.5	1.0	0.0	2.0	1.1
1	0.6	1.0	0.3	0.4	0.6	0.9	0.0	1.1	0.6	0.6	0.7	0.5	0.8	0.0	0.8	0.4
0	2.0	2.2	2.5	1.4	2.0	2.2	0.0	2.5	2.0	1.7	2.6	1.0	1.4	0.7	2.6	2.2
Mean	7.72	7.27	7.54	8.33	7.67	7.46	7.66	7.43	7.74	7.72	7.78	8.01	7.89	8.55	7.56	7.43



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

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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	1321	679	423	256	552	389	769	290
AGREE	78.7	78.3	79.4	77.5	82.4	78.6	81.0	78.2	77.2
Strongly	61.2	61.5	60.5	59.1	62.9	61.4	62.5	61.5	57.9
10	36.8	39.6	31.5	30.7	32.8	39.7	31.1	39.5	32.1
9	11.5	10.4	13.5	13.9	12.9	8.7	16.5	11.7	9.7
8	12.8	11.4	15.5	14.4	17.2	13.0	14.9	10.3	16.2
7	11.3	11.7	10.6	10.4	10.9	11.4	10.3	11.8	11.0
6	6.2	5.2	8.2	8.0	8.6	5.8	8.2	4.8	8.3
NEUTRAL-5	11.3	11.1	11.8	13.0	9.8	10.9	9.5	11.2	14.8
DISAGREE	10.0	10.6	8.8	9.5	7.8	10.5	9.5	10.7	7.9
4	3.4	3.8	2.8	3.1	2.3	3.6	3.9	3.9	1.4
3	2.6	2.6	2.8	3.1	2.3	2.4	2.3	2.7	3.4
2	1.3	1.2	1.5	1.4	1.6	1.6	1.3	0.9	1.7
1	0.6	0.9	0.1	0.2	0.0	0.7	0.3	1.0	0.0
0	2.0	2.1	1.6	1.7	1.6	2.2	1.8	2.1	1.4
Mean	7.72	7.76	7.66	7.59	7.78	7.74	7.72	7.77	7.58



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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	78.7	82.5	70.9	72.9	66.2	76.2	82.6	82.3	72.4	73.2	67.0	65.7
Strongly	61.2	65.1	53.0	55.0	48.8	56.2	65.7	64.4	52.6	56.9	50.5	47.9
10	36.8	39.0	32.4	37.9	28.5	25.0	38.4	39.6	37.1	38.6	25.3	30.2
9	11.5	12.9	8.6	7.4	8.1	15.0	13.0	12.8	6.0	8.5	12.1	5.9
8	12.8	13.2	12.0	9.7	12.3	16.2	14.3	12.1	9.5	9.8	13.2	11.8
7	11.3	11.3	11.2	11.2	12.3	10.0	10.8	11.9	11.2	11.1	11.0	13.0
6	6.2	6.1	6.6	6.7	5.0	10.0	6.2	6.0	8.6	5.2	5.5	4.7
NEUTRAL-5	11.3	10.1	13.7	13.0	14.6	13.8	9.3	11.0	12.9	13.1	14.3	14.8
DISAGREE	10.0	7.4	15.4	14.1	19.2	10.0	8.1	6.7	14.7	13.7	18.7	19.5
4	3.4	2.4	5.5	4.5	8.8	0.0	2.8	2.1	6.0	3.3	9.9	8.3
3	2.6	1.8	4.5	3.7	5.8	3.8	1.8	1.8	3.4	3.9	4.4	6.5
2	1.3	1.2	1.5	1.9	1.5	1.2	1.5	0.9	0.9	2.6	2.2	1.2
1	0.6	0.5	0.9	1.1	0.4	2.5	0.3	0.7	0.9	1.3	0.0	0.6
0	2.0	1.5	2.9	3.0	2.7	2.5	1.8	1.2	3.4	2.6	2.2	3.0
Mean	7.72	7.96	7.24	7.41	7.01	7.30	7.94	7.98	7.33	7.46	7.05	6.99



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

15. PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
AGREE	78.7	64.4	75.7	75.2	79.4	81.4	84.4	73.1	82.2	75.0	83.2	79.6	77.9	
Strongly	61.2	45.0	54.8	57.3	61.5	66.0	68.1	53.8	65.7	56.2	67.2	61.8	60.5	
10	36.8	29.4	34.2	34.9	37.6	38.7	39.9	33.5	38.9	34.7	39.4	36.1	37.5	
9	11.5	5.6	9.6	12.2	11.2	12.5	13.3	9.9	12.5	10.3	13.0	11.9	11.1	
8	12.8	10.0	11.0	10.1	12.7	14.9	14.8	10.4	14.3	11.1	14.8	13.8	11.9	
7	11.3	13.1	12.5	11.6	10.6	10.1	11.2	12.3	10.7	11.8	10.7	10.9	11.6	
6	6.2	6.2	8.5	6.3	7.3	5.3	5.1	7.0	5.8	7.1	5.2	6.8	5.8	
NEUTRAL-5	11.3	15.0	10.3	11.9	13.3	10.1	9.9	12.0	10.9	12.4	10.0	10.3	12.2	
DISAGREE	10.0	20.6	14.0	12.8	7.3	8.5	5.7	14.9	7.0	12.6	6.9	10.1	9.9	
4	3.4	6.2	5.1	4.8	2.1	2.9	2.1	5.2	2.4	4.3	2.4	3.7	3.2	
3	2.6	6.9	4.0	4.5	1.2	1.6	1.1	4.8	1.3	3.7	1.3	2.3	2.9	
2	1.3	1.9	2.2	1.2	2.1	1.1	0.4	1.7	1.1	1.8	0.7	1.5	1.1	
1	0.6	1.2	1.1	0.9	0.3	0.5	0.4	1.0	0.4	0.8	0.4	0.5	0.8	
0	2.0	4.4	1.5	1.5	1.5	2.4	1.7	2.1	1.9	1.9	2.0	2.0	1.9	
Mean	7.72	6.79	7.44	7.55	7.80	7.90	8.09	7.35	7.96	7.49	8.01	7.73	7.72	



Table 15 Page 180
July 27-30, 2023

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

15. PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	78.7	66.7	74.8	80.0	83.6	57.6	74.3	80.7	85.3	70.3	75.2	79.5	81.7	72.2	80.1	83.8
Strongly	61.2	47.1	55.2	62.9	67.6	32.2	53.9	64.4	69.4	53.1	56.4	61.8	65.6	56.5	60.4	69.1
10	36.8	31.4	33.7	38.4	39.3	22.0	30.3	36.9	41.2	35.2	36.8	39.6	37.2	32.6	35.6	45.4
9	11.5	5.9	11.0	11.4	13.4	5.1	12.0	11.2	13.2	6.2	10.2	11.6	13.5	10.0	12.4	11.5
8	12.8	9.8	10.5	13.1	14.9	5.1	11.6	16.3	15.0	11.7	9.4	10.6	14.9	13.9	12.5	12.2
7	11.3	13.2	12.4	10.3	10.7	11.9	11.6	9.9	11.0	13.8	13.2	10.6	10.4	10.2	12.2	10.8
6	6.2	6.4	7.1	6.8	5.2	13.6	8.7	6.4	4.9	3.4	5.6	7.2	5.6	5.5	7.6	4.0
NEUTRAL-5	11.3	12.3	11.8	12.2	10.1	10.2	12.4	11.2	8.6	13.1	11.3	13.0	11.8	13.9	10.8	9.1
DISAGREE	10.0	21.1	13.4	7.8	6.3	32.2	13.3	8.2	6.1	16.6	13.5	7.5	6.5	13.9	9.1	7.0
4	3.4	6.4	4.9	2.5	2.4	8.5	5.8	2.6	2.5	5.5	4.1	2.4	2.3	5.0	2.9	2.8
3	2.6	6.9	4.5	1.5	1.0	13.6	2.5	1.7	1.0	4.1	6.4	1.4	1.1	3.0	2.9	1.6
2	1.3	2.0	1.8	1.5	0.7	1.7	2.9	1.7	0.5	2.1	0.8	1.4	0.8	1.6	1.3	0.9
1	0.6	1.5	1.0	0.4	0.4	3.4	0.0	0.4	0.5	0.7	1.9	0.3	0.3	0.7	0.7	0.5
0	2.0	4.4	1.2	1.9	1.8	5.1	2.1	1.7	1.7	4.1	0.4	2.0	2.0	3.6	1.4	1.2
Mean	7.72	6.89	7.47	7.83	8.04	6.03	7.37	7.83	8.14	7.23	7.56	7.84	7.93	7.34	7.74	8.19



Table 16 Page 181
July 27-30, 2023

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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	74.2	100.0	97.1	88.8	78.9	63.6	35.6	13.8	22.2	83.5	93.8	76.0	33.3	90.2	85.0	70.3	83.5	47.7	63.9	26.9
Strongly	55.2	100.0	90.9	73.7	52.1	25.9	18.1	6.2	8.3	65.2	84.6	41.2	16.2	80.3	63.2	48.8	56.1	26.3	36.4	13.2
10	32.5	92.6	67.0	39.3	18.9	9.5	6.5	1.2	8.3	40.6	58.8	14.7	8.6	57.7	34.6	30.6	24.1	9.5	13.7	4.0
9	10.0	4.3	13.6	18.3	11.3	6.3	3.2	0.0	0.0	11.5	14.1	8.9	1.9	11.7	13.4	8.1	12.6	6.0	8.9	2.2
8	12.6	3.1	10.4	16.1	21.9	10.0	8.3	5.0	0.0	13.2	11.7	17.6	5.7	10.8	15.3	10.0	19.4	10.8	13.7	7.0
7	11.6	0.0	3.6	12.4	17.4	20.6	5.1	6.2	11.1	11.6	7.0	21.0	5.7	7.1	13.4	12.8	17.3	11.4	15.5	6.2
6	7.6	0.0	2.6	2.7	9.3	17.2	12.5	1.2	2.8	6.7	2.2	13.7	11.4	2.8	8.4	8.8	10.1	10.0	12.0	7.5
NEUTRAL-5	14.2	0.0	2.3	8.0	13.8	23.7	34.7	26.2	8.3	10.3	4.5	16.2	30.5	5.3	8.4	20.0	11.2	25.7	22.7	29.5
DISAGREE	11.5	0.0	0.6	3.2	7.4	12.7	29.6	60.0	69.4	6.2	1.7	7.9	36.2	4.4	6.5	9.7	5.4	26.6	13.4	43.6
4	3.8	0.0	0.0	1.2	3.9	5.8	11.6	7.5	2.8	2.6	0.6	4.4	10.5	1.6	3.1	3.8	2.5	7.1	5.5	9.3
3	2.8	0.0	0.3	0.7	1.2	2.6	8.8	20.0	5.6	1.6	0.5	1.6	11.4	1.1	1.6	2.8	1.4	6.2	2.4	11.0
2	1.4	0.0	0.0	0.7	0.2	1.8	3.2	10.0	8.3	0.7	0.3	0.4	4.8	0.4	1.2	0.6	0.7	3.7	2.1	5.7
1	1.0	0.0	0.0	0.0	0.5	0.8	2.3	8.8	8.3	0.4	0.0	0.4	3.8	0.2	0.3	1.2	0.0	2.7	1.0	4.8
0	2.5	0.0	0.3	0.5	1.5	1.6	3.7	13.8	44.4	0.9	0.3	1.0	5.7	1.2	0.3	1.2	0.7	6.9	2.4	12.8
Mean	7.41	9.90	9.28	8.38	7.33	6.34	5.26	3.54	2.72	8.04	8.98	7.02	4.99	8.73	7.95	7.28	7.63	5.60	6.56	4.38



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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

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	349	450	769	432	1708	1402	306	292	196	96	
AGREE	74.2	76.2	74.0	73.2	74.8	76.0	76.1	75.5	64.0	68.4	55.2	
Strongly	55.2	53.3	55.3	55.1	56.5	57.6	59.2	50.0	41.1	43.4	36.5	
10	32.5	36.4	29.3	33.9	30.1	34.3	37.0	21.6	22.3	21.9	22.9	
9	10.0	6.0	13.1	9.8	10.6	10.7	10.3	12.1	6.5	7.1	5.2	
8	12.6	10.9	12.9	11.4	15.7	12.6	11.8	16.3	12.3	14.3	8.3	
7	11.6	13.5	12.2	10.3	11.6	11.2	10.3	15.4	13.4	13.8	12.5	
6	7.6	9.5	6.4	7.8	6.7	7.2	6.6	10.1	9.6	11.2	6.2	
NEUTRAL-5	14.2	12.9	15.1	14.0	14.8	12.8	12.3	15.4	22.6	19.9	28.1	
DISAGREE	11.5	10.9	10.9	12.7	10.4	11.2	11.6	9.2	13.4	11.7	16.7	
4	3.8	3.7	3.6	4.7	2.3	3.2	3.1	3.9	6.8	6.6	7.3	
3	2.8	2.6	3.1	2.6	3.0	2.6	2.7	2.3	3.8	3.6	4.2	
2	1.4	2.3	0.7	1.8	0.9	1.5	1.5	1.3	1.4	1.0	2.1	
1	1.0	0.6	1.1	1.0	1.2	1.1	1.1	1.0	0.7	0.5	1.0	
0	2.5	1.7	2.4	2.6	3.0	2.8	3.3	0.7	0.7	0.0	2.1	
Mean	7.41	7.48	7.40	7.39	7.39	7.50	7.56	7.26	6.86	7.01	6.55	



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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	LEANS/	Strong	Somewhat	DISAP-		
		DIREC-	TRACK	LICAN	CRATIC	EI-	CIDED	ROVE		PROVE		
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
AGREE	74.2	59.4	80.7	88.3	60.2	70.3	72.3	60.5	58.2	61.8	85.1	
Strongly	55.2	35.8	63.5	74.1	36.7	48.8	48.1	35.2	39.9	32.5	70.9	
10	32.5	13.4	40.7	49.3	14.6	30.6	27.0	13.7	17.6	11.5	47.3	
9	10.0	8.3	10.8	12.3	8.3	8.1	8.1	7.8	9.1	7.1	11.8	
8	12.6	14.1	12.0	12.4	13.8	10.0	13.0	13.6	13.2	13.9	11.8	
7	11.6	12.9	11.0	9.4	13.4	12.8	13.9	14.4	9.1	17.4	9.3	
6	7.6	10.6	6.2	4.9	10.1	8.8	10.3	10.9	9.1	11.9	4.9	
NEUTRAL-5	14.2	20.7	11.5	6.4	20.6	20.0	17.1	21.0	16.7	23.4	8.9	
DISAGREE	11.5	19.9	7.9	5.2	19.2	9.7	10.6	18.5	25.2	14.7	6.0	
4	3.8	5.8	2.9	2.1	5.5	3.8	4.8	5.7	6.3	5.3	2.2	
3	2.8	5.6	1.6	1.2	4.5	2.8	2.9	4.5	5.7	3.9	1.4	
2	1.4	2.7	0.9	0.7	2.6	0.6	0.4	2.3	4.1	1.2	0.8	
1	1.0	2.2	0.5	0.2	1.8	1.2	0.9	1.8	2.8	1.2	0.4	
0	2.5	3.6	2.0	0.9	4.8	1.2	1.7	4.2	6.3	3.0	1.2	
Mean	7.41	6.27	7.90	8.45	6.31	7.28	7.21	6.31	6.19	6.37	8.28	



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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

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	819	906	721	740	539	396	296	249	325	444	290	
AGREE	74.2	89.6	61.8	87.4	63.2	71.8	88.1	63.9	73.1	86.5	62.8	70.7	
Strongly	55.2	76.2	38.5	73.8	40.4	50.5	77.8	40.2	50.2	68.9	40.5	50.7	
10	32.5	52.1	16.3	49.2	18.6	29.1	52.0	15.2	28.9	45.8	20.9	29.3	
9	10.0	12.6	8.3	12.8	8.1	9.1	13.6	12.2	9.6	11.7	5.4	8.6	
8	12.6	11.5	13.9	11.8	13.6	12.2	12.1	12.8	11.6	11.4	14.2	12.8	
7	11.6	8.9	12.7	9.6	11.5	14.3	6.8	12.2	13.3	12.9	11.0	15.2	
6	7.6	4.5	10.6	4.0	11.4	7.1	3.5	11.5	9.6	4.6	11.3	4.8	
NEUTRAL-5	14.2	6.1	20.1	7.2	19.5	16.5	6.3	14.2	15.7	8.3	23.0	17.2	
DISAGREE	11.5	4.3	18.1	5.4	17.3	11.7	5.6	22.0	11.2	5.2	14.2	12.1	
4	3.8	1.8	5.2	1.8	5.0	4.6	2.0	4.1	4.0	1.5	5.6	5.2	
3	2.8	0.9	4.5	1.4	3.8	3.3	2.0	4.7	3.2	0.6	3.2	3.4	
2	1.4	0.6	2.3	0.7	2.6	0.9	0.5	4.4	1.6	0.9	1.4	0.3	
1	1.0	0.2	1.8	0.3	1.8	0.9	0.3	2.0	0.8	0.3	1.6	1.0	
0	2.5	0.7	4.3	1.2	4.2	1.9	0.8	6.8	1.6	1.8	2.5	2.1	
Mean	7.41	8.58	6.43	8.42	6.53	7.27	8.56	6.30	7.28	8.25	6.68	7.27	



Table 16 Page 185
July 27-30, 2023

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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	74.2	59.4	57.2	61.1	72.6	85.6	90.5	87.7	79.7	75.5	91.5	56.5	72.4	71.6	58.4	71.6	80.5
Strongly	55.2	38.8	42.8	35.8	48.1	69.8	82.8	75.2	60.9	52.5	81.1	35.5	46.0	50.7	39.0	47.9	64.1
10	32.5	17.4	22.6	13.4	26.6	40.8	64.2	50.5	34.4	31.7	55.8	14.9	23.6	23.9	16.9	26.6	43.0
9	10.0	8.5	10.7	6.9	6.9	16.1	12.2	14.4	12.5	7.2	14.3	8.0	6.4	14.9	7.8	7.2	14.8
8	12.6	12.9	9.5	15.6	14.7	12.9	6.4	10.2	14.1	13.7	11.0	12.5	16.0	11.9	14.3	14.1	6.2
7	11.6	12.1	7.8	15.3	14.1	11.0	5.1	8.6	10.9	15.1	7.9	11.6	11.6	10.4	15.6	15.6	10.2
6	7.6	8.5	6.6	10.0	10.4	4.8	2.7	3.9	7.8	7.9	2.5	9.5	14.8	10.4	3.9	8.1	6.2
NEUTRAL-5	14.2	19.0	18.9	19.0	18.5	7.0	5.1	6.2	9.4	16.5	4.4	21.3	18.0	13.4	14.3	19.8	9.4
DISAGREE	11.5	21.6	23.9	19.9	8.9	7.4	4.4	6.2	10.9	7.9	4.1	22.2	9.6	14.9	27.3	8.7	10.2
4	3.8	5.7	6.6	5.0	3.9	3.4	0.3	2.1	6.2	3.6	0.8	5.0	4.8	6.0	9.1	3.3	5.5
3	2.8	5.3	5.3	5.3	2.1	1.4	1.7	1.5	4.7	0.7	1.2	5.4	1.6	1.5	5.2	3.0	3.1
2	1.4	3.4	3.7	3.1	0.7	0.7	0.7	0.7	0.0	1.4	0.6	3.5	0.8	3.0	5.2	0.3	0.0
1	1.0	2.0	2.5	1.6	0.8	0.2	0.7	0.4	0.0	0.7	0.2	2.1	0.8	3.0	2.6	0.9	0.0
0	2.5	5.3	5.8	5.0	1.4	1.7	1.0	1.4	0.0	1.4	1.4	6.1	1.6	1.5	5.2	1.2	1.6
Mean	7.41	6.32	6.40	6.26	7.23	8.16	8.88	8.46	7.78	7.47	8.75	6.11	7.08	7.09	6.22	7.24	8.00



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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	74.2	61.6	74.1	89.0	74.7	71.0	78.9	70.0	75.7	77.4	73.2	68.6	77.0	90.1	77.2	65.6
Strongly	55.2	39.0	50.0	75.9	52.8	49.2	55.3	48.4	57.0	57.3	56.5	51.2	59.3	73.2	56.5	45.6
10	32.5	17.9	25.9	52.1	28.9	25.5	28.9	25.1	33.3	32.3	34.9	37.7	37.8	43.7	31.1	26.2
9	10.0	7.7	10.4	12.6	10.1	9.7	10.5	9.5	10.4	11.3	9.0	8.2	10.0	14.1	11.6	7.8
8	12.6	13.4	13.6	11.3	13.8	14.0	15.8	13.8	13.3	13.8	12.6	5.3	11.6	15.5	13.8	11.6
7	11.6	12.3	15.2	9.2	13.0	12.1	21.1	11.0	11.7	12.4	10.5	9.7	12.1	12.7	11.8	11.6
6	7.6	10.3	8.9	3.8	8.8	9.7	2.6	10.6	7.1	7.6	6.2	7.7	5.6	4.2	8.9	8.4
NEUTRAL-5	14.2	20.1	17.4	6.2	14.4	15.3	10.5	15.9	13.5	12.7	14.9	17.9	12.1	5.6	12.6	20.7
DISAGREE	11.5	18.3	8.5	4.9	11.0	13.7	10.5	14.1	10.7	10.0	11.9	13.5	10.9	4.2	10.2	13.6
4	3.8	5.5	3.5	1.8	3.9	3.4	2.6	3.5	3.9	3.0	5.2	3.4	4.2	1.4	3.9	3.1
3	2.8	4.2	2.8	1.2	2.8	4.0	5.3	3.9	2.6	2.4	2.9	2.4	2.3	1.4	1.8	4.9
2	1.4	2.5	0.9	0.4	1.1	2.5	0.0	2.8	1.3	1.6	0.9	1.0	1.3	0.7	1.6	1.5
1	1.0	1.8	0.6	0.3	1.4	0.9	0.0	1.1	1.0	1.0	0.9	1.4	0.8	0.0	1.2	1.3
0	2.5	4.2	0.6	1.3	1.8	2.8	2.6	2.8	2.0	2.0	2.1	5.3	2.4	0.7	1.8	2.9
Mean	7.41	6.46	7.34	8.54	7.34	7.06	7.53	6.99	7.51	7.54	7.48	7.21	7.65	8.41	7.50	6.92



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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchl r Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1321	679	423	256	552	389	769	290
AGREE	74.2	75.5	71.7	71.4	72.3	78.4	73.8	73.5	69.0
Strongly	55.2	57.2	51.3	50.6	52.3	60.1	56.6	55.0	44.1
10	32.5	35.4	27.0	25.8	28.9	37.5	29.8	33.8	23.1
9	10.0	9.8	10.6	10.4	10.9	11.4	13.1	8.6	7.2
8	12.6	12.0	13.7	14.4	12.5	11.2	13.6	12.6	13.8
7	11.6	11.4	11.9	12.1	11.7	10.5	9.8	12.0	14.8
6	7.6	7.0	8.5	8.7	8.2	7.8	7.5	6.5	10.0
NEUTRAL-5	14.2	14.4	14.0	15.4	11.7	12.0	10.3	16.1	19.0
DISAGREE	11.5	10.1	14.3	13.2	16.0	9.6	15.9	10.4	12.1
4	3.8	3.6	4.1	4.3	3.9	2.7	3.9	4.2	4.5
3	2.8	2.4	3.5	2.6	5.1	2.7	3.9	2.2	3.1
2	1.4	1.4	1.5	1.4	1.6	1.8	2.3	1.2	0.3
1	1.0	0.7	1.6	1.9	1.2	0.7	1.3	0.7	2.1
0	2.5	2.0	3.5	3.1	4.3	1.6	4.6	2.2	2.1
Mean	7.41	7.56	7.11	7.10	7.12	7.71	7.23	7.46	6.95



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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
AGREE	74.2	75.4	72.0	73.2	66.5	78.8	78.1	72.6	72.4	73.9	63.7	68.0
Strongly	55.2	58.3	48.7	50.2	40.8	58.8	62.9	53.6	50.0	50.3	36.3	43.2
10	32.5	35.0	27.3	29.4	23.1	27.5	38.6	31.4	27.6	30.7	15.4	27.2
9	10.0	10.6	8.9	7.8	8.5	11.2	11.8	9.4	9.5	6.5	14.3	5.3
8	12.6	12.7	12.5	13.0	9.2	20.0	12.5	12.8	12.9	13.1	6.6	10.7
7	11.6	10.4	13.9	13.0	15.0	12.5	9.0	11.9	9.5	15.7	16.5	14.2
6	7.6	6.7	9.4	10.0	10.8	7.5	6.2	7.1	12.9	7.8	11.0	10.7
NEUTRAL-5	14.2	13.8	15.3	14.1	18.8	11.2	10.3	17.3	12.9	15.0	19.8	18.3
DISAGREE	11.5	10.9	12.8	12.6	14.6	10.0	11.6	10.1	14.7	11.1	16.5	13.6
4	3.8	3.2	4.9	4.1	7.3	1.2	2.8	3.6	3.4	4.6	7.7	7.1
3	2.8	2.9	2.6	1.5	3.5	5.0	3.1	2.7	1.7	1.3	4.4	3.0
2	1.4	1.4	1.5	1.5	1.5	1.2	2.2	0.6	1.7	1.3	2.2	1.2
1	1.0	0.8	1.4	2.2	1.2	0.0	0.6	1.0	3.4	1.3	1.1	1.2
0	2.5	2.6	2.3	3.3	1.2	2.5	2.9	2.2	4.3	2.6	1.1	1.2
Mean	7.41	7.54	7.15	7.16	6.88	7.48	7.69	7.38	6.99	7.29	6.65	7.01



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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
AGREE	74.2	65.0	69.1	75.2	74.2	74.8	78.7	70.9	76.3	71.9	77.1	76.5	72.2
Strongly	55.2	41.9	50.0	52.2	57.3	55.2	62.4	49.3	58.8	51.7	59.4	58.7	52.0
10	32.5	18.1	28.7	32.2	34.8	35.0	35.7	28.0	35.3	30.1	35.4	34.3	30.9
9	10.0	8.1	8.8	9.6	9.7	10.3	11.6	9.0	10.7	9.2	11.1	12.1	8.2
8	12.6	15.6	12.5	10.4	12.7	9.8	15.0	12.3	12.8	12.4	12.8	12.2	12.9
7	11.6	12.5	11.4	13.7	10.9	11.4	10.5	12.6	10.9	12.1	10.9	10.2	12.7
6	7.6	10.6	7.7	9.3	6.1	8.2	5.9	9.0	6.7	8.1	6.9	7.7	7.5
NEUTRAL-5	14.2	20.6	18.8	15.2	14.8	12.7	10.1	17.6	12.2	16.8	11.2	11.3	16.9
DISAGREE	11.5	14.4	12.1	9.6	10.9	12.5	11.2	11.5	11.5	11.3	11.7	12.2	10.9
4	3.8	3.1	6.6	3.6	5.2	3.7	1.7	4.6	3.2	4.7	2.5	3.2	4.2
3	2.8	5.6	1.8	1.8	2.7	3.4	2.7	2.6	2.9	2.6	3.0	3.2	2.5
2	1.4	2.5	1.1	1.2	0.9	1.1	2.1	1.4	1.5	1.3	1.7	2.0	0.9
1	1.0	1.2	1.1	0.9	0.3	0.8	1.5	1.0	1.0	0.8	1.2	1.0	1.0
0	2.5	1.9	1.5	2.1	1.8	3.4	3.2	1.8	2.9	1.8	3.3	2.9	2.2
Mean	7.41	6.69	7.21	7.43	7.55	7.43	7.61	7.20	7.54	7.31	7.54	7.51	7.32



Table 16 Page 190
July 27-30, 2023

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

16. WE NEED TO CUT SPENDING AND BALANCE THE BUDGET TO REDUCE INFLATION.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	74.2	64.2	71.6	76.2	77.3	62.7	73.4	81.1	77.7	64.8	69.9	72.4	76.9	68.3	75.5	79.2
Strongly	55.2	42.2	51.1	57.4	59.8	37.3	50.2	64.4	63.5	44.1	51.9	51.9	55.5	47.2	55.4	64.9
10	32.5	21.1	29.6	36.5	34.7	15.3	26.6	40.8	38.0	23.4	32.3	33.1	31.0	27.3	31.5	41.7
9	10.0	7.8	9.7	8.9	11.7	8.5	13.3	11.6	12.3	7.6	6.4	6.8	11.0	9.1	10.4	10.5
8	12.6	13.2	11.8	12.0	13.4	13.6	10.4	12.0	13.2	13.1	13.2	11.9	13.5	10.9	13.5	12.6
7	11.6	11.8	12.8	11.0	11.0	10.2	14.5	9.0	8.3	12.4	11.3	12.6	14.1	13.2	12.4	7.5
6	7.6	10.3	7.7	7.8	6.6	15.3	8.7	7.7	5.9	8.3	6.8	7.8	7.3	7.8	7.7	6.8
NEUTRAL-5	14.2	20.6	17.4	13.9	10.7	16.9	17.0	9.4	8.1	22.1	17.7	17.4	13.8	16.6	14.3	11.0
DISAGREE	11.5	15.2	11.0	9.9	11.9	20.3	9.5	9.4	14.2	13.1	12.4	10.2	9.3	15.2	10.2	9.8
4	3.8	4.4	4.9	4.4	2.4	5.1	4.6	3.0	2.2	4.1	5.3	5.5	2.5	5.2	3.0	3.7
3	2.8	4.9	2.0	2.7	2.9	6.8	1.2	3.4	3.7	4.1	2.6	2.0	2.0	3.2	2.7	2.6
2	1.4	2.0	1.4	0.8	1.8	3.4	0.8	0.9	3.2	1.4	1.9	0.7	0.3	1.8	1.5	0.9
1	1.0	2.0	0.8	0.6	1.2	1.7	0.8	0.9	1.0	2.1	0.8	0.3	1.4	1.2	1.0	0.7
0	2.5	2.0	2.0	1.5	3.7	3.4	2.1	1.3	4.2	1.4	1.9	1.7	3.1	3.7	2.1	1.9
Mean	7.41	6.73	7.29	7.62	7.52	6.34	7.32	7.90	7.57	6.88	7.27	7.40	7.46	6.99	7.45	7.86



Table 17 Page 191
July 27-30, 2023

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

17. 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			
	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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	76.2	99.4	96.1	93.4	82.3	67.3	33.3	23.8	5.6	83.6	95.5	76.0	20.0	89.7	83.5	72.2	84.5	55.2	73.5	31.7
Strongly	58.0	98.2	90.9	82.2	59.5	29.0	10.6	5.0	5.6	68.2	88.2	45.3	7.6	79.9	65.1	51.6	66.9	28.8	44.0	9.3
10	36.4	93.9	67.3	51.5	26.5	10.0	3.7	2.5	2.8	45.1	64.9	18.6	3.8	57.7	37.7	35.9	38.5	11.8	18.6	3.1
9	9.6	2.5	14.6	13.9	15.0	4.5	2.3	2.5	0.0	10.6	12.0	10.1	1.0	12.3	9.7	7.2	12.2	6.6	9.6	2.6
8	12.0	1.8	9.1	16.8	17.9	14.5	4.6	0.0	2.8	12.5	11.3	16.6	2.9	9.9	17.8	8.4	16.2	10.4	15.8	3.5
7	10.4	1.2	3.9	8.5	12.8	21.1	8.8	8.8	0.0	9.5	5.6	17.4	5.7	5.5	12.5	13.4	9.7	12.7	15.8	8.8
6	8.0	0.0	1.3	2.7	10.1	17.2	13.9	10.0	0.0	5.9	1.7	13.3	6.7	4.3	5.9	7.2	7.9	13.7	13.7	13.7
NEUTRAL-5	11.8	0.6	2.6	2.7	11.3	19.0	33.8	22.5	19.4	8.4	2.3	14.5	30.5	4.4	7.8	14.4	10.1	21.6	15.8	29.1
DISAGREE	12.0	0.0	1.3	3.9	6.4	13.7	32.9	53.8	75.0	8.0	2.3	9.5	49.5	5.9	8.7	13.4	5.4	23.2	10.7	39.2
4	3.3	0.0	0.0	1.5	1.5	4.7	11.1	12.5	5.6	2.3	0.7	3.0	12.4	1.8	1.2	5.0	1.4	6.2	3.1	10.1
3	2.6	0.0	0.6	0.2	1.5	2.1	6.9	20.0	13.9	1.7	0.3	2.0	11.4	0.5	3.1	2.5	1.4	5.4	1.4	10.6
2	2.3	0.0	0.3	0.5	1.0	1.8	7.9	12.5	13.9	1.6	0.3	1.4	13.3	1.4	2.5	1.9	0.7	4.2	1.4	7.9
1	0.6	0.0	0.3	0.5	0.0	1.3	1.4	1.2	0.0	0.5	0.3	0.4	2.9	0.5	0.3	0.9	0.4	0.8	1.0	0.4
0	3.1	0.0	0.0	1.2	2.5	3.7	5.6	7.5	41.7	1.9	0.6	2.6	9.5	1.6	1.6	3.1	1.4	6.6	3.8	10.1
Mean	7.52	9.87	9.28	8.72	7.62	6.33	4.91	4.18	2.39	8.08	9.13	7.05	4.15	8.66	7.87	7.33	8.02	5.90	6.91	4.60



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

17. 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	349	450	769	432	1708	1402	306	292	196	96
AGREE	76.2	80.8	75.8	74.5	76.2	78.2	78.9	74.8	65.1	65.8	63.5
Strongly	58.0	65.6	56.9	57.1	54.4	60.8	62.1	54.9	41.4	40.8	42.7
10	36.4	43.6	34.7	36.2	33.1	38.2	40.5	27.8	26.0	23.5	31.2
9	9.6	8.6	9.8	10.5	8.3	10.3	9.8	12.7	5.1	6.1	3.1
8	12.0	13.5	12.4	10.4	13.0	12.2	11.8	14.4	10.3	11.2	8.3
7	10.4	9.7	11.3	8.6	13.0	9.8	9.7	10.5	13.4	14.8	10.4
6	8.0	5.4	7.6	8.8	8.8	7.6	7.1	9.5	10.3	10.2	10.4
NEUTRAL-5	11.8	9.7	13.6	11.4	12.3	10.7	10.2	13.1	18.2	20.4	13.5
DISAGREE	12.0	9.5	10.7	14.0	11.6	11.1	10.9	12.1	16.8	13.8	22.9
4	3.3	2.0	2.9	4.6	2.5	2.9	2.6	3.9	5.8	2.6	12.5
3	2.6	3.4	3.3	2.1	2.3	2.4	2.4	2.3	4.1	4.6	3.1
2	2.3	0.9	1.8	3.5	1.9	2.4	2.4	2.6	1.7	1.5	2.1
1	0.6	0.9	0.4	0.8	0.2	0.5	0.4	0.7	1.4	1.5	1.0
0	3.1	2.3	2.2	3.1	4.6	3.0	3.1	2.6	3.8	3.6	4.2
Mean	7.52	7.91	7.52	7.42	7.36	7.65	7.72	7.31	6.75	6.75	6.75



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

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

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	603	1397	884	796	320	545	881	318	563	1119
AGREE	76.2	66.0	80.7	87.4	65.5	72.2	75.4	66.6	67.9	65.9	83.8
Strongly	58.0	42.0	64.9	74.5	42.1	51.6	53.6	42.0	45.9	39.8	70.5
10	36.4	18.7	44.1	50.5	21.1	35.9	32.1	20.4	22.0	19.5	49.1
9	9.6	9.1	9.7	11.3	8.5	7.2	9.7	8.9	12.3	6.9	10.1
8	12.0	14.1	11.0	12.8	12.4	8.4	11.7	12.7	11.6	13.3	11.3
7	10.4	12.3	9.5	8.0	11.7	13.4	13.0	13.1	10.1	14.7	8.2
6	8.0	11.8	6.3	4.9	11.7	7.2	8.8	11.6	11.9	11.4	5.1
NEUTRAL-5	11.8	15.8	10.1	5.7	17.6	14.4	13.2	17.3	14.2	19.0	7.5
DISAGREE	12.0	18.2	9.2	6.9	17.0	13.4	11.4	16.1	17.9	15.1	8.7
4	3.3	4.8	2.6	1.6	4.5	5.0	4.2	4.2	4.1	4.3	2.6
3	2.6	5.0	1.6	1.5	4.0	2.5	2.6	4.3	4.4	4.3	1.3
2	2.3	3.5	1.8	1.8	3.0	1.9	1.5	3.2	3.8	2.8	1.6
1	0.6	0.2	0.8	0.5	0.6	0.9	0.6	0.7	0.6	0.7	0.5
0	3.1	4.8	2.4	1.6	4.8	3.1	2.6	3.7	5.0	3.0	2.6
Mean	7.52	6.59	7.92	8.37	6.64	7.33	7.41	6.70	6.74	6.67	8.16



Table 17 Page 194
July 27-30, 2023

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

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

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	819	906	721	740	539	396	296	249	325	444	290			
AGREE	76.2	88.2	66.6	87.7	67.4	73.1	90.4	67.2	73.1	84.3	67.6	73.1			
Strongly	58.0	75.3	43.7	74.2	44.7	54.4	77.8	45.6	52.6	69.8	44.1	55.9			
10	36.4	51.9	22.8	50.8	24.6	33.6	53.0	23.6	34.1	48.0	25.2	33.1			
9	9.6	11.7	8.4	10.5	8.9	9.1	11.1	10.8	6.4	9.8	7.7	11.4			
8	12.0	11.7	12.5	12.9	11.2	11.7	13.6	11.1	12.0	12.0	11.3	11.4			
7	10.4	8.5	11.9	7.9	12.0	11.3	6.8	13.5	12.4	9.2	11.0	10.3			
6	8.0	4.3	10.9	5.5	10.7	7.4	5.8	8.1	8.0	5.2	12.4	6.9			
NEUTRAL-5	11.8	6.5	16.0	6.4	15.1	14.5	5.1	14.5	13.7	8.0	15.5	15.2			
DISAGREE	12.0	5.4	17.4	6.0	17.4	12.4	4.5	18.2	13.3	7.7	16.9	11.7			
4	3.3	1.7	4.4	1.2	4.9	3.9	1.3	5.7	3.6	1.2	4.3	4.1			
3	2.6	0.7	4.2	1.2	4.1	2.6	0.8	3.0	2.0	1.8	4.7	3.1			
2	2.3	1.1	3.6	1.8	3.0	2.0	0.8	3.4	1.2	3.1	2.7	2.8			
1	0.6	0.2	0.6	0.1	0.8	0.9	0.3	1.0	1.6	0.0	0.7	0.3			
0	3.1	1.6	4.6	1.5	4.7	3.0	1.5	5.1	4.8	1.5	4.5	1.4			
Mean	7.52	8.47	6.71	8.39	6.78	7.36	8.56	6.79	7.24	8.17	6.78	7.46			



Table 17 Page 195
July 27-30, 2023

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

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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	76.2	64.2	63.4	64.8	72.8	87.5	91.9	89.3	71.9	80.6	91.5	63.6	70.0	82.1	61.0	71.6	84.4
Strongly	58.0	39.7	40.3	39.3	53.5	71.2	84.8	76.9	54.7	61.9	79.9	38.1	49.6	68.7	36.4	53.0	68.8
10	36.4	19.7	21.4	18.4	33.9	43.2	65.2	52.3	28.1	41.0	56.2	18.2	30.4	43.3	20.8	33.5	41.4
9	9.6	9.9	11.9	8.4	7.5	11.8	10.8	11.4	14.1	6.5	11.2	9.2	7.6	11.9	10.4	7.8	11.7
8	12.0	10.1	7.0	12.5	12.2	16.3	8.8	13.2	12.5	14.4	12.5	10.6	11.6	13.4	5.2	11.7	15.6
7	10.4	12.8	11.1	14.0	10.5	10.6	5.1	8.3	6.2	9.4	7.7	13.2	11.2	7.5	15.6	10.5	10.9
6	8.0	11.7	11.9	11.5	8.7	5.8	2.0	4.2	10.9	9.4	3.9	12.3	9.2	6.0	9.1	8.1	4.7
NEUTRAL-5	11.8	16.1	15.6	16.5	15.2	5.8	3.7	4.9	12.5	10.8	4.4	16.3	16.0	4.5	18.2	16.5	7.0
DISAGREE	12.0	19.7	21.0	18.7	12.0	6.7	4.4	5.8	15.6	8.6	4.1	20.1	14.0	13.4	20.8	12.0	8.6
4	3.3	5.5	6.2	5.0	3.3	2.2	0.7	1.5	4.7	2.2	0.6	5.7	3.6	4.5	5.2	3.6	3.9
3	2.6	4.4	3.7	5.0	2.9	1.2	0.7	1.0	3.1	2.2	0.8	4.5	4.0	1.5	5.2	2.4	1.6
2	2.3	4.1	4.1	4.0	1.7	1.7	1.4	1.5	4.7	0.7	1.7	4.0	1.2	3.0	3.9	2.4	0.0
1	0.6	0.4	0.0	0.6	0.8	0.5	0.7	0.6	0.0	0.0	0.2	0.5	0.8	3.0	0.0	1.2	0.8
0	3.1	5.3	7.0	4.0	3.3	1.2	1.0	1.1	3.1	3.6	0.8	5.4	4.4	1.5	6.5	2.4	2.3
Mean	7.52	6.51	6.49	6.53	7.32	8.21	8.94	8.51	7.17	7.76	8.71	6.43	7.08	7.90	6.42	7.31	8.05



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

17. 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	76.2	66.2	74.4	88.7	77.4	75.1	78.9	74.6	76.5	76.4	76.7	76.3	80.7	87.3	78.3	68.7
Strongly	58.0	44.1	53.2	75.9	56.0	53.6	65.8	51.9	58.3	56.8	60.6	62.3	65.3	68.3	62.4	47.1
10	36.4	24.1	30.4	53.2	33.2	27.4	28.9	27.2	37.4	35.6	40.1	44.0	42.9	44.4	36.6	29.5
9	9.6	8.6	9.2	10.8	9.0	14.0	18.4	13.4	8.2	7.8	8.8	12.1	10.8	9.9	12.2	6.2
8	12.0	11.4	13.6	11.9	13.7	12.1	18.4	11.3	12.7	13.3	11.7	6.3	11.6	14.1	13.6	11.5
7	10.4	11.8	12.0	7.9	12.4	11.2	10.5	11.3	10.3	11.8	8.1	9.2	7.7	13.4	9.6	12.0
6	8.0	10.2	9.2	4.9	9.0	10.3	2.6	11.3	7.9	7.8	7.9	4.8	7.7	5.6	6.3	9.6
NEUTRAL-5	11.8	16.7	12.7	5.8	11.2	10.3	13.2	9.9	12.1	12.5	11.4	12.1	10.1	5.6	10.2	15.8
DISAGREE	12.0	17.1	13.0	5.5	11.3	14.6	7.9	15.5	11.4	11.1	11.9	11.6	9.2	7.0	11.4	15.5
4	3.3	4.8	3.2	1.7	3.2	3.7	2.6	3.9	3.1	3.4	2.6	4.3	2.7	2.1	2.4	4.9
3	2.6	4.1	2.5	1.0	2.8	4.7	2.6	4.9	2.2	2.1	2.4	2.4	1.6	0.0	3.9	3.1
2	2.3	2.9	2.5	1.5	2.2	3.1	0.0	3.5	2.4	2.7	1.9	0.5	2.4	0.7	2.0	2.5
1	0.6	0.7	1.6	0.1	0.9	0.6	0.0	0.7	0.6	0.4	0.9	0.5	0.2	0.7	0.6	1.1
0	3.1	4.8	3.2	1.2	2.2	2.5	2.6	2.5	3.1	2.5	4.1	3.9	2.3	3.5	2.6	3.8
Mean	7.52	6.75	7.25	8.51	7.47	7.25	7.76	7.18	7.54	7.51	7.58	7.78	7.91	8.11	7.67	6.98



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

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

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	1321	679	423	256	552	389	769	290
AGREE	76.2	76.8	75.3	73.0	78.9	79.5	77.1	74.8	72.8
Strongly	58.0	59.3	55.2	53.7	57.8	62.9	58.4	56.8	51.0
10	36.4	39.5	30.5	29.3	32.4	43.8	31.6	36.4	29.0
9	9.6	8.9	10.9	10.6	11.3	7.4	13.1	9.9	7.9
8	12.0	11.0	13.8	13.7	14.1	11.6	13.6	10.5	14.1
7	10.4	9.8	11.5	11.6	11.3	10.9	9.8	9.0	13.8
6	8.0	7.6	8.5	7.8	9.8	5.8	9.0	9.0	7.9
NEUTRAL-5	11.8	11.6	12.2	13.9	9.4	9.4	11.6	13.1	13.1
DISAGREE	12.0	11.7	12.5	13.0	11.7	11.1	11.3	12.1	14.1
4	3.3	3.4	3.1	3.5	2.3	3.6	2.8	3.3	3.4
3	2.6	2.4	3.1	3.1	3.1	1.6	2.1	3.0	4.5
2	2.3	1.6	3.7	4.3	2.7	0.7	3.1	2.2	4.5
1	0.6	0.7	0.4	0.2	0.8	1.1	0.5	0.4	0.3
0	3.1	3.6	2.2	1.9	2.7	4.0	2.8	3.3	1.4
Mean	7.52	7.60	7.36	7.28	7.48	7.78	7.48	7.46	7.20



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

17. 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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	76.2	80.0	68.4	66.2	67.3	73.8	81.4	78.6	70.7	62.7	68.1	66.9
Strongly	58.0	61.7	50.2	48.0	48.1	56.2	63.5	59.8	51.7	45.1	52.7	45.6
10	36.4	39.5	30.0	27.9	29.6	26.2	41.5	37.5	30.2	26.1	31.9	28.4
9	9.6	10.2	8.2	8.2	6.2	15.0	9.9	10.6	8.6	7.8	7.7	5.3
8	12.0	11.9	12.0	11.9	12.3	15.0	12.1	11.8	12.9	11.1	13.2	11.8
7	10.4	10.4	10.2	10.0	10.8	11.2	10.8	10.1	7.8	11.8	11.0	10.7
6	8.0	7.9	8.0	8.2	8.5	6.2	7.2	8.6	11.2	5.9	4.4	10.7
NEUTRAL-5	11.8	10.0	15.6	17.1	15.4	15.0	8.7	11.3	14.7	19.0	14.3	16.0
DISAGREE	12.0	10.0	16.0	16.7	17.3	11.2	9.9	10.1	14.7	18.3	17.6	17.2
4	3.3	2.8	4.3	4.1	5.4	2.5	2.9	2.7	1.7	5.9	8.8	3.6
3	2.6	2.4	3.1	3.3	2.7	3.8	1.8	3.1	2.6	3.9	1.1	3.6
2	2.3	1.9	3.2	3.7	3.1	2.5	1.5	2.2	4.3	3.3	1.1	4.1
1	0.6	0.5	0.8	0.4	0.8	1.2	0.7	0.3	0.0	0.7	2.2	0.0
0	3.1	2.4	4.6	5.2	5.4	1.2	2.9	1.8	6.0	4.6	4.4	5.9
Mean	7.52	7.76	7.01	6.87	6.90	7.36	7.84	7.68	7.01	6.76	7.11	6.78



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

17. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
AGREE	76.2	53.1	64.3	80.3	81.2	81.2	80.2	69.0	80.8	72.7	80.6	78.5	74.2	
Strongly	58.0	31.2	46.7	59.4	63.3	67.1	61.0	49.0	63.5	53.3	63.6	61.0	55.2	
10	36.4	15.6	26.8	38.8	42.1	44.3	37.1	29.7	40.6	33.5	40.1	38.8	34.4	
9	9.6	5.0	7.4	9.6	10.0	10.9	10.8	7.8	10.6	8.5	10.9	9.8	9.3	
8	12.0	10.6	12.5	11.0	11.2	11.9	13.1	11.5	12.2	11.4	12.6	12.4	11.5	
7	10.4	11.2	8.8	12.2	10.0	8.2	11.4	10.8	10.1	10.6	10.1	10.4	10.3	
6	8.0	10.6	8.8	8.7	7.9	5.8	7.8	9.1	7.2	8.8	7.0	7.1	8.7	
NEUTRAL-5	11.8	23.1	15.8	11.3	10.6	8.0	10.1	15.4	9.6	13.9	9.2	10.3	13.1	
DISAGREE	12.0	23.8	19.9	8.4	8.2	10.9	9.7	15.6	9.7	13.4	10.2	11.2	12.7	
4	3.3	5.0	6.6	1.5	3.3	2.9	2.5	4.0	2.8	3.8	2.7	3.3	3.3	
3	2.6	5.0	3.3	3.3	2.1	1.3	2.5	3.7	2.0	3.2	2.0	1.8	3.4	
2	2.3	6.2	3.7	0.6	1.2	2.4	2.1	2.9	1.9	2.4	2.2	1.7	2.8	
1	0.6	2.5	0.4	0.3	0.0	0.8	0.6	0.8	0.5	0.5	0.7	0.9	0.4	
0	3.1	5.0	5.9	2.7	1.5	3.4	2.1	4.3	2.4	3.5	2.7	3.5	2.7	
Mean	7.52	5.94	6.72	7.74	7.93	7.90	7.72	7.01	7.83	7.28	7.80	7.65	7.39	



Table 17 Page 200
July 27-30, 2023

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

17. 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	76.2	51.5	73.8	82.7	80.1	52.5	76.8	82.8	80.9	51.0	71.1	82.6	79.2	71.8	76.0	82.7
Strongly	58.0	31.9	53.1	66.3	62.4	33.9	55.2	68.2	64.2	31.0	51.1	64.8	60.3	52.6	56.7	67.9
10	36.4	16.7	32.5	43.9	39.2	22.0	31.5	46.4	41.2	14.5	33.5	42.0	36.9	31.7	33.4	49.9
9	9.6	3.9	9.5	10.8	10.2	3.4	11.6	9.9	9.6	4.1	7.5	11.6	11.0	9.1	9.6	10.1
8	12.0	11.3	11.0	11.6	13.0	8.5	12.0	12.0	13.5	12.4	10.2	11.3	12.4	11.8	13.7	8.0
7	10.4	9.3	11.4	9.3	10.6	10.2	12.9	9.0	9.8	9.0	10.2	9.6	11.5	10.5	11.0	8.7
6	8.0	10.3	9.3	7.0	7.1	8.5	8.7	5.6	6.9	11.0	9.8	8.2	7.3	8.7	8.3	6.1
NEUTRAL-5	11.8	23.0	13.6	9.3	9.3	22.0	13.3	5.6	9.6	23.4	13.9	12.3	9.0	13.2	12.2	9.1
DISAGREE	12.0	25.5	12.6	8.0	10.6	25.4	10.0	11.6	9.6	25.5	15.0	5.1	11.8	15.0	11.9	8.2
4	3.3	5.4	3.7	3.0	2.6	5.1	3.3	6.0	1.5	5.5	4.1	0.7	3.9	5.2	2.6	2.6
3	2.6	5.4	3.0	1.9	2.2	3.4	0.0	2.1	2.5	6.2	5.6	1.7	2.0	2.1	3.6	1.2
2	2.3	6.4	1.8	1.0	2.5	3.4	2.1	0.4	2.0	7.6	1.5	1.4	3.1	2.1	2.5	2.1
1	0.6	2.0	0.2	0.2	0.8	5.1	0.0	0.4	1.0	0.7	0.4	0.0	0.6	0.9	0.5	0.5
0	3.1	6.4	3.9	1.9	2.5	8.5	4.6	2.6	2.7	5.5	3.4	1.4	2.3	4.6	2.8	1.9
Mean	7.52	5.87	7.30	8.03	7.74	5.93	7.42	8.05	7.81	5.84	7.20	8.02	7.65	7.17	7.44	8.15



Table 18 Page 201
July 27-30, 2023

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

18. 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	74.9	100.0	97.7	88.8	78.9	64.6	38.4	21.2	8.3	82.8	94.0	73.5	32.4	91.1	82.9	71.9	78.4	52.3	69.4	30.4
Strongly	59.2	100.0	91.9	79.3	62.2	31.1	17.1	5.0	0.0	69.0	87.5	47.7	14.3	81.2	68.5	55.3	60.8	31.1	46.4	11.5
10	38.5	95.7	73.8	48.3	31.0	12.1	6.9	1.2	0.0	46.9	66.0	21.4	6.7	62.5	40.5	35.3	36.0	14.5	22.7	4.0
9	9.2	2.5	12.3	12.7	14.3	5.8	5.1	0.0	0.0	10.2	10.7	10.7	3.8	10.1	10.0	10.3	10.4	6.6	9.3	3.1
8	11.4	1.8	5.8	18.3	17.0	13.2	5.1	3.8	0.0	11.9	10.9	15.6	3.8	8.5	18.1	9.7	14.4	10.0	14.4	4.4
7	8.4	0.0	3.6	7.3	10.8	15.6	8.3	7.5	2.8	8.1	4.6	14.3	7.6	5.9	6.9	10.6	11.2	9.5	11.0	7.5
6	7.2	0.0	2.3	2.2	5.9	17.9	13.0	8.8	5.6	5.7	1.8	11.5	10.5	4.1	7.5	5.9	6.5	11.8	12.0	11.5
NEUTRAL-5	11.0	0.0	1.3	7.1	10.6	18.5	26.9	12.5	13.9	8.6	3.7	13.5	25.7	4.6	8.4	13.1	11.5	17.8	15.8	20.3
DISAGREE	14.2	0.0	1.0	4.1	10.6	16.9	34.7	66.2	77.8	8.6	2.3	12.9	41.9	4.3	8.7	15.0	10.1	29.9	14.8	49.3
4	3.8	0.0	0.0	1.5	2.7	4.7	10.2	18.8	8.3	2.2	0.7	3.4	8.6	0.9	2.2	3.4	3.2	8.3	4.1	13.7
3	3.0	0.0	0.0	1.2	2.7	5.3	6.5	10.0	8.3	2.1	0.6	4.0	5.7	0.9	2.5	3.4	2.5	5.8	3.8	8.4
2	2.6	0.0	0.0	0.7	1.2	2.9	9.3	13.8	8.3	1.2	0.3	1.4	7.6	0.5	1.6	1.9	1.4	6.8	3.1	11.5
1	1.6	0.0	0.3	0.0	1.2	1.3	2.3	12.5	16.7	1.2	0.1	1.4	9.5	0.5	1.2	2.2	1.4	2.7	1.0	4.8
0	3.1	0.0	0.6	0.7	2.7	2.6	6.5	11.2	36.1	2.0	0.6	2.6	10.5	1.4	1.2	4.1	1.4	6.4	2.7	11.0
Mean	7.48	9.94	9.40	8.54	7.60	6.30	5.07	3.55	2.14	8.08	9.10	7.02	4.52	8.81	7.95	7.29	7.68	5.77	6.89	4.33



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

18. 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	349	450	769	432	1708	1402	306	292	196	96
AGREE	74.9	75.6	75.3	74.5	74.5	76.5	77.0	74.5	65.4	65.8	64.6
Strongly	59.2	59.6	60.0	59.4	57.6	61.7	63.8	52.0	44.5	43.9	45.8
10	38.5	38.1	40.2	39.0	36.1	40.6	43.3	28.1	26.4	23.0	33.3
9	9.2	8.3	8.0	9.4	11.1	9.7	9.8	8.8	6.8	7.7	5.2
8	11.4	13.2	11.8	11.1	10.4	11.5	10.7	15.0	11.3	13.3	7.3
7	8.4	9.2	9.6	7.2	9.0	7.8	6.8	12.4	12.3	13.8	9.4
6	7.2	6.9	5.8	7.9	7.9	7.0	6.3	10.1	8.6	8.2	9.4
NEUTRAL-5	11.0	11.7	10.9	10.9	10.4	9.6	9.3	11.1	18.8	18.9	18.8
DISAGREE	14.2	12.6	13.8	14.6	15.0	13.9	13.8	14.4	15.8	15.3	16.7
4	3.8	2.6	3.3	4.8	3.2	3.6	3.1	6.2	4.5	5.6	2.1
3	3.0	2.9	3.3	2.5	3.9	3.0	2.9	3.9	3.1	3.1	3.1
2	2.6	2.3	3.3	2.7	2.1	2.7	2.9	2.0	2.4	2.6	2.1
1	1.6	1.1	1.6	1.4	2.3	1.4	1.5	1.0	2.7	1.0	6.2
0	3.1	3.7	2.2	3.1	3.5	3.1	3.5	1.3	3.1	3.1	3.1
Mean	7.48	7.50	7.56	7.49	7.38	7.60	7.67	7.25	6.82	6.82	6.82



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

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

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	603	1397	884	796	320	545	881	318	563	1119
AGREE	74.9	65.7	78.9	88.1	61.4	71.9	73.0	63.8	62.9	64.3	83.6
Strongly	59.2	43.4	66.0	76.6	41.5	55.3	54.9	42.2	45.3	40.5	72.6
10	38.5	22.2	45.5	54.5	22.0	35.3	32.1	22.7	26.1	20.8	50.9
9	9.2	9.0	9.4	10.1	7.9	10.3	10.1	7.6	9.1	6.7	10.5
8	11.4	12.3	11.1	12.0	11.6	9.7	12.7	11.9	10.1	13.0	11.1
7	8.4	11.6	7.1	6.2	10.1	10.6	11.2	11.2	7.9	13.1	6.3
6	7.2	10.6	5.8	5.3	9.9	5.9	7.0	10.3	9.7	10.7	4.8
NEUTRAL-5	11.0	13.1	10.0	6.0	15.6	13.1	12.8	14.8	12.3	16.2	8.0
DISAGREE	14.2	21.2	11.1	5.9	23.0	15.0	14.1	21.5	24.8	19.5	8.4
4	3.8	6.1	2.7	1.4	6.5	3.4	3.3	6.1	6.9	5.7	1.9
3	3.0	4.8	2.3	1.5	4.6	3.4	3.3	5.0	5.0	5.0	1.5
2	2.6	4.8	1.7	0.9	4.9	1.9	2.2	4.4	6.0	3.6	1.3
1	1.6	2.0	1.4	0.8	2.3	2.2	2.0	2.2	2.2	2.1	1.2
0	3.1	3.5	2.9	1.4	4.6	4.1	3.3	3.7	4.7	3.2	2.6
Mean	7.48	6.62	7.86	8.50	6.43	7.29	7.27	6.56	6.55	6.56	8.21



Table 18 Page 204
July 27-30, 2023

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

18. 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	819	906		721	740	539	396	296	249	325	444	290
AGREE	74.9	88.6	63.8		88.8	63.4	72.2	88.6	66.6	69.1	88.9	61.3	74.8
Strongly	59.2	76.7	44.9		75.6	45.3	56.4	76.5	42.2	51.0	74.5	47.3	61.0
10	38.5	55.6	24.8		53.8	25.8	35.4	54.8	22.0	33.3	52.6	28.4	37.2
9	9.2	10.1	8.2		11.1	8.0	8.5	10.9	7.8	7.6	11.4	8.1	9.3
8	11.4	11.0	11.9		10.7	11.5	12.4	10.9	12.5	10.0	10.5	10.8	14.5
7	8.4	7.6	9.5		7.4	9.2	8.9	7.3	12.5	10.8	7.4	7.0	7.2
6	7.2	4.4	9.4		5.8	8.9	6.9	4.8	11.8	7.2	7.1	7.0	6.6
NEUTRAL-5	11.0	5.6	14.3		5.7	14.2	13.5	5.3	10.1	13.3	6.2	16.9	13.8
DISAGREE	14.2	5.7	21.9		5.5	22.4	14.3	6.1	23.3	17.7	4.9	21.8	11.4
4	3.8	1.3	5.5		1.0	6.5	3.7	0.8	5.7	4.0	1.2	7.0	3.4
3	3.0	1.5	4.4		1.5	4.5	3.2	1.8	5.7	3.6	1.2	3.6	2.8
2	2.6	0.9	4.7		1.1	4.3	2.4	1.5	4.4	4.0	0.6	4.3	1.0
1	1.6	0.5	2.8		0.6	2.6	1.7	0.5	3.0	2.0	0.6	2.3	1.4
0	3.1	1.6	4.4		1.4	4.6	3.3	1.5	4.4	4.0	1.2	4.7	2.8
Mean	7.48	8.54	6.59		8.50	6.61	7.33	8.51	6.51	7.05	8.48	6.68	7.57



Table 18 Page 205
July 27-30, 2023

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

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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	74.9	60.1	56.8	62.6	72.6	87.1	91.6	88.9	81.2	80.6	91.9	57.7	68.4	80.6	55.8	72.5	81.2
Strongly	59.2	41.8	41.6	42.1	54.8	73.6	82.8	77.4	62.5	59.0	81.7	39.7	52.4	53.7	36.4	54.8	72.7
10	38.5	22.9	26.3	20.2	33.6	46.8	68.6	55.8	39.1	41.7	58.9	21.0	32.0	32.8	19.5	31.4	55.5
9	9.2	9.2	9.9	8.7	8.2	11.0	9.5	10.4	14.1	7.9	11.6	9.0	6.0	9.0	6.5	9.9	6.2
8	11.4	9.8	5.3	13.1	13.0	15.8	4.7	11.2	9.4	9.4	11.2	9.7	14.4	11.9	10.4	13.5	10.9
7	8.4	10.3	7.4	12.5	8.6	8.6	4.4	6.9	10.9	10.1	6.2	9.9	6.0	16.4	11.7	9.9	4.7
6	7.2	8.0	7.8	8.1	9.3	4.8	4.4	4.6	7.8	11.5	4.1	8.0	10.0	10.4	7.8	7.8	3.9
NEUTRAL-5	11.0	15.4	13.6	16.8	13.7	5.0	4.1	4.6	9.4	12.9	3.3	14.9	14.4	9.0	23.4	13.5	7.8
DISAGREE	14.2	24.5	29.6	20.6	13.7	7.9	4.4	6.5	9.4	6.5	4.8	27.4	17.2	10.4	20.8	14.1	10.9
4	3.8	6.9	7.4	6.5	3.7	1.9	0.3	1.3	3.1	0.7	0.8	8.5	4.8	0.0	1.3	4.2	3.9
3	3.0	4.3	5.8	3.1	3.7	1.7	1.0	1.4	0.0	2.9	1.4	5.2	4.0	1.5	2.6	3.9	1.6
2	2.6	5.7	4.9	6.2	1.4	2.2	0.7	1.5	3.1	0.0	1.2	5.9	1.6	4.5	6.5	1.8	1.6
1	1.6	3.0	4.5	1.9	1.4	1.0	0.3	0.7	3.1	0.0	0.4	2.6	2.4	3.0	5.2	1.2	0.8
0	3.1	4.6	7.0	2.8	3.5	1.2	2.0	1.5	0.0	2.9	1.2	5.2	4.4	1.5	5.2	3.0	3.1
Mean	7.48	6.41	6.23	6.55	7.28	8.26	8.92	8.53	7.84	7.79	8.76	6.25	7.00	7.43	6.13	7.28	8.18



Table 18 Page 206
July 27-30, 2023

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

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

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	74.9	63.6	72.5	89.0	75.1	72.3	73.7	72.1	75.3	75.6	74.8	76.3	79.3	90.1	77.8	64.7
Strongly	59.2	44.8	54.7	77.7	57.8	53.3	57.9	52.7	59.8	59.0	61.0	64.3	65.9	81.7	60.8	47.5
10	38.5	25.7	29.1	57.2	34.8	31.8	42.1	30.4	38.5	36.8	41.1	48.8	46.8	57.0	36.6	29.3
9	9.2	8.2	9.8	10.3	9.1	10.0	10.5	9.9	9.3	9.4	9.2	7.7	9.3	15.5	10.6	6.4
8	11.4	11.0	15.8	10.3	13.8	11.5	5.3	12.4	12.0	12.8	10.7	7.7	9.8	9.2	13.6	11.8
7	8.4	9.4	10.8	6.4	9.2	9.3	5.3	9.9	8.5	9.1	7.6	6.8	7.1	5.6	10.0	8.9
6	7.2	9.4	7.0	4.9	8.2	9.7	10.5	9.5	7.0	7.5	6.2	5.3	6.3	2.8	6.9	8.4
NEUTRAL-5	11.0	14.5	14.6	5.4	12.0	11.8	13.2	11.7	10.7	10.5	10.9	11.6	9.3	4.9	8.9	15.5
DISAGREE	14.2	21.9	13.0	5.6	12.9	15.9	13.2	16.3	14.1	13.9	14.3	12.1	11.4	4.9	13.4	19.8
4	3.8	5.9	4.7	0.9	3.9	4.7	0.0	5.3	3.7	4.1	2.9	2.9	3.5	1.4	4.5	3.6
3	3.0	4.3	2.8	1.7	3.4	2.5	2.6	2.5	3.3	3.7	2.6	2.4	2.3	2.1	2.6	4.2
2	2.6	4.5	1.3	1.0	1.9	4.4	7.9	3.9	2.5	2.2	2.9	1.0	2.1	0.0	3.0	4.4
1	1.6	2.5	1.3	0.6	1.3	1.9	0.0	2.1	1.6	1.3	2.1	1.0	1.1	0.0	1.0	3.3
0	3.1	4.6	2.8	1.4	2.3	2.5	2.6	2.5	3.0	2.5	3.8	4.8	2.4	1.4	2.4	4.4
Mean	7.48	6.61	7.27	8.58	7.45	7.19	7.47	7.15	7.50	7.50	7.51	7.78	7.90	8.76	7.59	6.73



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

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

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	1321	679	423	256	552	389	769	290
AGREE	74.9	76.7	71.4	71.2	71.9	78.8	73.3	75.2	69.0
Strongly	59.2	61.9	53.9	53.9	53.9	62.3	54.2	61.6	53.4
10	38.5	42.9	29.9	28.4	32.4	43.5	32.1	42.5	26.9
9	9.2	8.9	10.0	10.9	8.6	8.7	9.5	9.0	10.7
8	11.4	10.1	14.0	14.7	12.9	10.1	12.6	10.1	15.9
7	8.4	8.0	9.3	9.2	9.4	9.1	11.1	7.3	6.9
6	7.2	6.7	8.2	8.0	8.6	7.4	8.0	6.2	8.6
NEUTRAL-5	11.0	10.5	11.8	12.1	11.3	8.0	10.3	12.4	13.8
DISAGREE	14.2	12.8	16.8	16.8	16.8	13.2	16.5	12.5	17.2
4	3.8	3.4	4.4	4.7	3.9	2.5	4.1	4.0	4.8
3	3.0	2.8	3.5	2.4	5.5	2.9	4.4	2.7	2.4
2	2.6	2.2	3.5	4.3	2.3	3.1	3.1	1.6	4.1
1	1.6	1.6	1.6	1.9	1.2	1.6	1.8	1.6	1.4
0	3.1	2.8	3.7	3.5	3.9	3.1	3.1	2.6	4.5
Mean	7.48	7.67	7.11	7.08	7.16	7.69	7.22	7.66	6.97



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

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
AGREE	74.9	76.5	71.5	68.8	72.7	67.5	77.9	75.1	69.8	68.0	72.5	72.8
Strongly	59.2	62.1	53.2	53.5	52.3	45.0	62.3	61.9	51.7	54.9	46.2	55.6
10	38.5	40.9	33.4	35.3	33.8	18.8	40.9	40.9	37.9	33.3	31.9	34.9
9	9.2	9.5	8.6	8.6	8.1	10.0	10.2	8.9	5.2	11.1	7.7	8.3
8	11.4	11.6	11.1	9.7	10.4	16.2	11.2	12.1	8.6	10.5	6.6	12.4
7	8.4	8.1	9.2	6.7	11.9	8.8	9.3	6.8	6.9	6.5	16.5	9.5
6	7.2	6.4	9.1	8.6	8.5	13.8	6.3	6.4	11.2	6.5	9.9	7.7
NEUTRAL-5	11.0	10.0	12.9	11.9	15.4	11.2	8.4	11.6	8.6	14.4	14.3	16.0
DISAGREE	14.2	13.5	15.6	19.3	11.9	21.2	13.7	13.2	21.6	17.6	13.2	11.2
4	3.8	3.5	4.3	4.8	3.5	7.5	2.4	4.6	4.3	5.2	6.6	1.8
3	3.0	3.0	3.1	4.5	1.9	3.8	3.7	2.4	3.4	5.2	2.2	1.8
2	2.6	2.7	2.6	4.1	1.2	3.8	3.2	2.1	5.2	3.3	0.0	1.8
1	1.6	1.5	1.8	1.5	2.7	1.2	1.5	1.5	1.7	1.3	4.4	1.8
0	3.1	2.8	3.7	4.5	2.7	5.0	2.9	2.7	6.9	2.6	0.0	4.1
Mean	7.48	7.63	7.18	7.07	7.30	6.58	7.64	7.62	6.93	7.18	7.24	7.33



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

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

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
AGREE	74.9	54.4	70.2	77.9	79.4	75.9	78.1	70.3	77.8	73.0	77.2	76.5	73.5	
Strongly	59.2	30.0	50.7	60.9	67.3	63.1	63.5	50.8	64.4	55.8	63.3	59.0	59.4	
10	38.5	17.5	32.4	40.6	46.7	41.1	39.7	32.9	42.0	37.0	40.3	38.8	38.2	
9	9.2	7.5	8.5	9.0	8.2	9.8	10.6	8.5	9.7	8.4	10.3	9.0	9.4	
8	11.4	5.0	9.9	11.3	12.4	12.2	13.1	9.5	12.7	10.4	12.7	11.2	11.7	
7	8.4	13.8	6.2	9.6	8.2	7.4	8.2	9.3	7.9	8.9	7.9	9.9	7.2	
6	7.2	10.6	13.2	7.5	3.9	5.3	6.5	10.2	5.4	8.3	6.0	7.7	6.9	
NEUTRAL-5	11.0	17.5	13.6	9.3	10.9	10.1	9.3	12.5	10.0	12.0	9.6	8.9	12.7	
DISAGREE	14.2	28.1	16.2	12.8	9.7	14.1	12.5	17.2	12.2	14.9	13.2	14.6	13.8	
4	3.8	10.0	4.8	2.7	3.0	3.4	2.7	5.0	3.0	4.4	3.0	3.2	4.2	
3	3.0	4.4	3.7	1.5	2.4	4.0	3.0	2.9	3.2	2.7	3.4	3.5	2.6	
2	2.6	5.0	3.3	2.4	1.8	2.7	2.3	3.3	2.3	2.8	2.4	3.1	2.3	
1	1.6	3.8	0.7	1.8	0.6	1.6	1.9	1.8	1.5	1.5	1.8	1.7	1.5	
0	3.1	5.0	3.7	4.5	1.8	2.4	2.7	4.3	2.4	3.6	2.5	3.1	3.1	
Mean	7.48	5.97	7.08	7.57	7.99	7.64	7.67	7.06	7.75	7.34	7.66	7.49	7.47	



Table 18 Page 210
July 27-30, 2023

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

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

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	74.9	55.9	73.8	79.1	77.9	61.0	75.5	78.5	78.2	53.8	72.2	79.5	77.5	71.1	74.4	81.0
Strongly	59.2	33.3	55.8	65.4	64.1	30.5	53.1	63.9	63.7	34.5	58.3	66.6	64.5	54.2	58.3	67.9
10	38.5	20.6	36.1	46.0	39.7	23.7	32.0	43.8	42.2	19.3	39.8	47.8	36.9	33.7	36.5	49.6
9	9.2	7.4	8.9	8.0	10.9	3.4	8.7	11.2	8.8	9.0	9.0	5.5	13.2	9.3	9.7	8.2
8	11.4	5.4	10.8	11.4	13.5	3.4	12.4	9.0	12.7	6.2	9.4	13.3	14.4	11.2	12.2	10.1
7	8.4	11.3	8.1	8.7	7.7	18.6	10.4	8.6	9.1	8.3	6.0	8.9	6.2	9.6	8.4	7.0
6	7.2	11.3	9.9	4.9	6.0	11.9	12.0	6.0	5.4	11.0	7.9	4.1	6.8	7.3	7.7	6.1
NEUTRAL-5	11.0	17.2	11.8	10.5	9.0	15.3	9.5	9.4	7.4	17.9	13.9	11.3	11.0	11.9	11.4	8.7
DISAGREE	14.2	27.0	14.4	10.5	13.1	23.7	14.9	12.0	14.5	28.3	13.9	9.2	11.5	16.9	14.2	10.3
4	3.8	8.3	3.7	2.9	3.1	5.1	4.1	2.1	2.9	9.7	3.4	3.4	3.4	3.7	4.1	3.0
3	3.0	3.9	2.8	2.7	3.3	3.4	2.5	2.6	4.7	4.1	3.0	2.7	1.7	3.2	3.4	2.1
2	2.6	5.4	2.6	1.9	2.5	6.8	3.3	2.6	2.7	4.8	1.9	1.4	2.3	3.0	2.5	2.6
1	1.6	3.4	1.2	1.1	1.7	1.7	0.8	1.7	2.2	4.1	1.5	0.7	1.1	2.0	1.6	1.2
0	3.1	5.9	4.1	1.9	2.5	6.8	4.1	3.0	2.0	5.5	4.1	1.0	3.1	5.0	2.8	1.4
Mean	7.48	6.07	7.32	7.91	7.68	6.19	7.22	7.77	7.69	6.02	7.42	8.02	7.66	7.14	7.44	8.05



Table 19 Page 211
July 27-30, 2023

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

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

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	75.7	99.4	95.1	85.9	83.0	67.0	42.6	20.0	16.7	81.0	91.6	73.5	27.6	87.9	82.9	67.5	80.6	60.4	78.4	37.4
Strongly	60.4	96.9	89.6	77.6	68.3	34.3	17.6	7.5	5.6	68.2	85.4	48.9	14.3	80.8	67.0	51.2	63.3	38.0	57.0	13.7
10	38.6	95.1	71.8	44.9	35.9	12.7	6.5	1.2	2.8	46.0	63.6	23.2	5.7	58.1	41.4	35.6	38.8	17.2	27.1	4.4
9	10.8	1.2	12.0	19.3	15.5	7.1	2.8	1.2	0.0	11.7	13.4	10.5	3.8	12.8	13.7	7.8	11.9	7.9	13.1	1.3
8	11.0	0.6	5.8	13.4	17.0	14.5	8.3	5.0	2.8	10.4	8.4	15.2	4.8	9.9	11.8	7.8	12.6	12.9	16.8	7.9
7	8.7	1.8	3.2	5.4	10.3	17.7	11.1	3.8	8.3	7.6	4.0	14.5	4.8	4.3	9.7	9.4	9.7	12.0	12.7	11.0
6	6.6	0.6	2.3	2.9	4.4	15.0	13.9	8.8	2.8	5.3	2.3	10.1	8.6	2.8	6.2	6.9	7.6	10.4	8.6	12.8
NEUTRAL-5	10.4	0.6	4.2	7.3	8.1	14.8	26.9	18.8	5.6	9.2	5.0	12.1	30.5	5.7	8.7	15.3	9.7	13.9	10.0	18.9
DISAGREE	13.9	0.0	0.6	6.8	8.8	18.2	30.6	61.2	77.8	9.8	3.4	14.3	41.9	6.4	8.4	17.2	9.7	25.7	11.7	43.6
4	4.0	0.0	0.0	2.0	2.5	6.3	12.5	11.2	5.6	2.8	0.9	4.0	12.4	2.3	2.5	4.1	2.5	7.5	4.8	11.0
3	2.6	0.0	0.0	1.0	2.2	3.7	6.0	13.8	2.8	1.8	0.5	3.0	6.7	0.5	2.5	2.8	2.2	5.0	2.7	7.9
2	2.3	0.0	0.3	0.5	1.5	3.7	5.6	12.5	2.8	2.0	0.3	3.6	7.6	0.7	1.2	3.8	3.2	3.3	0.7	6.6
1	1.2	0.0	0.0	0.5	0.7	1.3	1.9	8.8	8.3	0.9	0.2	1.2	4.8	0.7	0.9	1.2	0.7	2.1	0.7	4.0
0	3.8	0.0	0.3	2.9	2.0	3.2	4.6	15.0	58.3	2.4	1.5	2.4	10.5	2.1	1.2	5.3	1.1	7.7	2.7	14.1
Mean	7.53	9.87	9.31	8.33	7.93	6.40	5.33	3.56	1.97	8.01	8.96	7.05	4.56	8.64	8.02	7.06	7.82	6.16	7.44	4.53



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

19. 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	349	450	769	432	1708	1402	306	292	196	96
AGREE	75.7	77.9	76.2	73.2	77.8	78.4	81.1	66.0	59.9	61.7	56.2
Strongly	60.4	64.2	61.1	57.7	61.1	63.5	66.4	50.3	41.8	42.9	39.6
10	38.6	45.3	35.1	37.5	38.7	40.3	43.9	24.2	28.1	28.6	27.1
9	10.8	8.6	13.1	9.5	12.3	11.5	11.4	11.8	6.5	6.1	7.3
8	11.0	10.3	12.9	10.8	10.2	11.7	11.1	14.4	7.2	8.2	5.2
7	8.7	8.0	8.4	8.6	9.7	8.2	8.3	7.8	11.6	10.7	13.5
6	6.6	5.7	6.7	6.9	6.9	6.7	6.4	7.8	6.5	8.2	3.1
NEUTRAL-5	10.4	9.2	10.0	11.8	9.3	9.1	7.8	15.4	17.8	20.4	12.5
DISAGREE	13.9	12.9	13.8	15.0	13.0	12.5	11.1	18.6	22.3	17.9	31.2
4	4.0	4.0	4.0	4.4	3.2	3.3	2.8	5.9	7.9	7.1	9.4
3	2.6	1.4	3.8	3.0	1.6	2.4	1.9	4.9	3.8	3.1	5.2
2	2.3	1.7	2.7	2.6	1.9	1.9	1.4	3.9	4.8	5.6	3.1
1	1.2	1.1	0.9	1.2	1.6	0.9	0.9	1.0	2.7	1.0	6.2
0	3.8	4.6	2.4	3.8	4.6	3.9	4.1	2.9	3.1	1.0	7.3
Mean	7.53	7.74	7.55	7.40	7.58	7.69	7.86	6.89	6.62	6.82	6.20



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

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

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	603	1397	884	796	320	545	881	318	563	1119	
AGREE	75.7	74.0	76.4	86.1	67.5	67.5	71.4	70.4	75.2	67.7	79.9	
Strongly	60.4	51.4	64.2	75.8	46.9	51.2	54.7	48.1	56.6	43.3	70.0	
10	38.6	26.2	43.9	52.0	24.7	35.6	35.8	24.9	28.9	22.6	49.3	
9	10.8	9.8	11.2	13.1	9.3	7.8	9.5	9.8	11.3	8.9	11.5	
8	11.0	15.4	9.2	10.6	12.8	7.8	9.4	13.5	16.4	11.9	9.1	
7	8.7	11.9	7.3	6.2	11.2	9.4	9.4	12.8	10.1	14.4	5.5	
6	6.6	10.6	4.9	4.1	9.4	6.9	7.3	9.4	8.5	9.9	4.5	
NEUTRAL-5	10.4	11.3	10.0	6.8	12.4	15.3	13.0	11.7	8.8	13.3	9.4	
DISAGREE	13.9	14.8	13.5	7.1	20.1	17.2	15.6	17.9	16.0	19.0	10.7	
4	4.0	5.0	3.6	2.4	5.8	4.1	4.0	5.6	5.7	5.5	2.8	
3	2.6	2.7	2.6	1.2	4.0	2.8	3.1	4.0	3.5	4.3	1.5	
2	2.3	2.2	2.4	0.9	3.3	3.8	3.5	2.6	1.3	3.4	2.1	
1	1.2	1.3	1.1	0.8	1.6	1.2	1.3	1.2	1.3	1.2	1.2	
0	3.8	3.6	3.9	1.8	5.4	5.3	3.7	4.5	4.4	4.6	3.2	
Mean	7.53	7.11	7.71	8.41	6.74	7.06	7.27	6.90	7.24	6.71	8.03	



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

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

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	819	906	721	740	539	396	296	249	325	444	290
AGREE	75.7	85.8	70.6	86.0	69.1	71.1	88.6	72.0	69.9	82.8	67.1	72.1
Strongly	60.4	75.1	50.8	76.6	49.2	54.0	80.8	48.3	50.6	71.4	49.8	56.9
10	38.6	51.6	28.3	52.3	28.8	33.6	55.3	25.0	30.9	48.6	31.3	35.9
9	10.8	12.5	10.0	12.3	8.9	11.1	13.1	10.1	10.8	11.4	8.1	11.4
8	11.0	11.0	12.5	11.9	11.5	9.3	12.4	13.2	8.8	11.4	10.4	9.7
7	8.7	5.9	11.4	5.7	10.7	10.0	4.0	12.8	10.0	7.7	9.2	10.0
6	6.6	4.9	8.5	3.7	9.2	7.1	3.8	10.8	9.2	3.7	8.1	5.2
NEUTRAL-5	10.4	7.2	11.7	6.8	11.5	13.7	6.1	9.8	12.0	7.7	12.6	15.2
DISAGREE	13.9	7.0	17.7	7.2	19.5	15.2	5.3	18.2	18.1	9.5	20.3	12.8
4	4.0	2.1	5.1	2.5	5.1	4.5	2.8	5.1	5.2	2.2	5.2	3.8
3	2.6	1.2	3.5	1.2	4.1	2.4	0.8	3.7	1.6	1.8	4.3	3.1
2	2.3	1.3	3.0	1.1	3.1	2.8	0.3	2.4	2.4	2.2	3.6	3.1
1	1.2	0.4	1.3	0.4	1.9	1.3	0.0	1.4	1.6	0.9	2.3	1.0
0	3.8	2.0	4.7	1.9	5.3	4.3	1.5	5.7	7.2	2.5	5.0	1.7
Mean	7.53	8.38	7.00	8.42	6.88	7.23	8.65	6.88	6.96	8.14	6.88	7.47



Table 19 Page 215
July 27-30, 2023

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

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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	75.7	62.8	57.2	67.0	73.4	85.1	92.6	88.2	62.5	75.5	91.7	65.0	73.2	79.1	50.6	72.8	78.9
Strongly	60.4	43.1	41.6	44.2	54.9	75.3	85.5	79.5	50.0	60.4	84.2	43.3	55.6	62.7	36.4	52.1	69.5
10	38.6	22.5	22.6	22.4	33.1	49.2	67.6	56.8	28.1	33.1	60.4	22.5	35.6	43.3	18.2	31.1	49.2
9	10.8	9.4	8.6	10.0	10.5	14.6	8.4	12.1	9.4	12.9	12.5	9.0	8.8	9.0	11.7	10.8	11.7
8	11.0	11.2	10.3	11.8	11.3	11.5	9.5	10.7	12.5	14.4	11.2	11.8	11.2	10.4	6.5	10.2	8.6
7	8.7	10.6	7.8	12.8	10.2	6.0	5.1	5.6	7.8	8.6	4.6	10.9	10.0	11.9	11.7	11.1	6.2
6	6.6	9.0	7.8	10.0	8.3	3.8	2.0	3.1	4.7	6.5	2.9	10.9	7.6	4.5	2.6	9.6	3.1
NEUTRAL-5	10.4	13.3	11.5	14.6	13.1	7.2	2.7	5.3	17.2	14.4	3.5	11.3	12.4	9.0	20.8	13.2	10.9
DISAGREE	13.9	23.9	31.3	18.4	13.4	7.7	4.7	6.5	20.3	10.1	4.8	23.6	14.4	11.9	28.6	14.1	10.2
4	4.0	6.6	6.6	6.5	3.5	3.1	1.7	2.5	10.9	1.4	1.7	6.1	4.0	3.0	5.2	3.9	5.5
3	2.6	4.3	4.9	3.7	3.2	1.0	0.3	0.7	3.1	3.6	0.4	4.5	3.2	4.5	3.9	3.0	0.0
2	2.3	4.3	5.3	3.4	2.2	1.0	0.7	0.8	1.6	2.2	0.8	4.3	1.6	1.5	6.5	2.7	0.8
1	1.2	1.8	2.9	0.9	1.4	1.0	0.0	0.6	1.6	0.7	0.2	1.4	2.8	1.5	3.9	0.6	1.6
0	3.8	7.1	11.5	3.7	3.2	1.7	2.0	1.8	3.1	2.2	1.7	7.3	2.8	1.5	9.1	3.9	2.3
Mean	7.53	6.44	6.00	6.76	7.32	8.35	8.98	8.61	6.92	7.55	8.84	6.46	7.34	7.82	5.90	7.21	8.09



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

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

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	75.7	67.7	70.9	86.9	74.8	76.6	84.2	75.6	77.4	81.4	71.2	62.3	80.9	86.6	81.5	62.2
Strongly	60.4	47.5	51.9	78.7	58.0	62.0	73.7	60.4	61.8	63.8	58.5	47.8	67.2	77.5	66.9	45.3
10	38.6	26.4	33.5	54.6	35.7	31.8	39.5	30.7	40.4	40.8	39.9	35.7	46.9	47.9	40.7	26.7
9	10.8	9.5	8.9	12.9	11.7	17.4	15.8	17.7	10.2	11.3	8.5	4.3	10.9	14.8	13.0	7.3
8	11.0	11.5	9.5	11.2	10.7	12.8	18.4	12.0	11.1	11.8	10.2	7.7	9.3	14.8	13.2	11.3
7	8.7	11.3	12.3	4.2	9.7	7.5	5.3	7.8	9.1	10.1	7.6	7.7	8.2	4.2	8.7	9.1
6	6.6	9.0	6.6	4.0	7.1	7.2	5.3	7.4	6.5	7.5	5.0	6.8	5.5	4.9	5.9	7.8
NEUTRAL-5	10.4	11.9	15.5	6.5	11.5	10.9	5.3	11.7	9.6	8.1	11.9	15.5	7.7	6.3	10.0	15.1
DISAGREE	13.9	20.4	13.6	6.5	13.6	12.5	10.5	12.7	13.0	10.5	16.9	22.2	11.4	7.0	8.5	22.7
4	4.0	5.6	4.7	1.8	4.7	5.0	2.6	5.3	3.9	3.9	3.8	3.4	4.0	2.1	2.6	5.6
3	2.6	4.4	1.6	0.9	2.6	2.5	0.0	2.8	2.3	1.9	2.9	4.8	2.9	2.8	0.6	4.2
2	2.3	3.0	2.8	1.3	2.7	2.2	2.6	2.1	2.2	1.7	2.9	3.4	1.3	0.7	1.6	4.4
1	1.2	1.7	1.3	0.6	1.1	0.3	0.0	0.4	1.4	0.6	2.8	1.0	0.5	0.0	1.4	2.2
0	3.8	5.6	3.2	1.9	2.5	2.5	5.3	2.1	3.3	2.5	4.5	9.7	2.7	1.4	2.4	6.4
Mean	7.53	6.78	7.26	8.51	7.49	7.59	7.95	7.54	7.64	7.85	7.32	6.66	7.99	8.39	7.93	6.55



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

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

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	1321	679	423	256	552	389	769	290
AGREE	75.7	73.2	80.6	77.3	85.9	74.6	83.8	72.2	76.2
Strongly	60.4	58.8	63.3	60.0	68.8	59.8	66.6	58.1	59.0
10	38.6	39.8	36.1	35.5	37.1	40.0	38.3	39.7	33.1
9	10.8	8.8	14.6	12.1	18.8	9.8	14.1	8.1	15.2
8	11.0	10.2	12.7	12.5	12.9	10.0	14.1	10.4	10.7
7	8.7	8.3	9.4	8.7	10.5	7.6	9.5	8.8	9.3
6	6.6	6.1	7.8	8.5	6.6	7.2	7.7	5.2	7.9
NEUTRAL-5	10.4	11.3	8.7	10.6	5.5	10.1	6.9	12.1	11.0
DISAGREE	13.9	15.5	10.8	12.1	8.6	15.2	9.3	15.7	12.8
4	4.0	4.2	3.5	4.3	2.3	5.1	2.8	3.6	4.5
3	2.6	3.0	1.8	1.9	1.6	2.2	1.5	3.6	2.1
2	2.3	2.6	1.6	1.9	1.2	1.8	1.0	3.3	2.4
1	1.2	1.4	0.9	0.9	0.8	1.3	0.3	1.4	1.7
0	3.8	4.2	2.9	3.1	2.7	4.9	3.6	3.8	2.1
Mean	7.53	7.43	7.73	7.56	8.01	7.47	7.89	7.39	7.52



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

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
AGREE	75.7	79.2	68.4	71.0	59.6	81.2	82.6	75.7	72.4	69.9	50.5	64.5
Strongly	60.4	64.0	52.7	53.2	44.6	65.0	67.6	60.4	52.6	53.6	33.0	50.9
10	38.6	40.6	34.4	34.9	27.7	43.8	43.3	37.8	31.0	37.9	18.7	32.5
9	10.8	11.4	9.4	8.9	8.5	12.5	12.2	10.6	9.5	8.5	6.6	9.5
8	11.0	12.1	8.9	9.3	8.5	8.8	12.1	12.1	12.1	7.2	7.7	8.9
7	8.7	8.5	9.1	10.4	8.5	10.0	7.7	9.4	10.3	10.5	12.1	6.5
6	6.6	6.7	6.6	7.4	6.5	6.2	7.4	6.0	9.5	5.9	5.5	7.1
NEUTRAL-5	10.4	9.4	12.5	13.0	15.4	6.2	7.5	11.3	9.5	15.7	19.8	13.0
DISAGREE	13.9	11.4	19.1	16.0	25.0	12.5	9.9	12.9	18.1	14.4	29.7	22.5
4	4.0	2.9	6.3	3.3	9.2	5.0	3.2	2.5	3.4	3.3	11.0	8.3
3	2.6	2.0	3.9	3.0	6.5	0.0	1.0	3.0	3.4	2.6	7.7	5.9
2	2.3	2.0	2.9	3.0	2.7	5.0	1.5	2.5	1.7	3.9	2.2	3.0
1	1.2	0.9	1.8	3.0	1.2	0.0	0.6	1.2	2.6	3.3	0.0	1.8
0	3.8	3.6	4.2	3.7	5.4	2.5	3.5	3.7	6.9	1.3	8.8	3.6
Mean	7.53	7.74	7.10	7.18	6.59	7.89	7.95	7.53	6.99	7.32	5.96	6.93



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

19. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
AGREE	75.7	51.9	60.3	69.0	78.2	81.2	89.7	62.3	84.0	67.1	86.2	78.4	73.3
Strongly	60.4	37.5	39.3	53.1	60.3	69.2	76.4	45.0	69.9	49.6	73.4	62.6	58.4
10	38.6	20.6	21.7	33.4	38.5	47.7	49.4	26.6	46.0	30.2	48.7	39.3	37.9
9	10.8	7.5	8.5	8.4	9.4	9.8	16.0	8.2	12.3	8.6	13.4	11.6	10.0
8	11.0	9.4	9.2	11.3	12.4	11.7	11.0	10.2	11.6	10.8	11.3	11.7	10.5
7	8.7	8.1	9.9	10.1	12.1	6.6	6.7	9.6	8.1	10.4	6.6	8.4	9.0
6	6.6	6.2	11.0	5.7	5.8	5.3	6.7	7.7	6.0	7.1	6.1	7.4	5.9
NEUTRAL-5	10.4	16.2	12.5	12.8	11.8	10.1	5.3	13.4	8.5	12.9	7.3	8.8	11.8
DISAGREE	13.9	31.9	27.2	18.2	10.0	8.8	4.9	24.3	7.5	20.0	6.5	12.8	14.9
4	4.0	8.8	8.5	5.4	3.0	2.4	1.1	7.2	2.0	5.9	1.7	4.1	3.9
3	2.6	5.0	5.5	4.5	2.4	1.3	0.2	5.0	1.1	4.2	0.7	1.9	3.2
2	2.3	8.1	5.1	2.1	1.8	0.8	0.6	4.4	1.0	3.6	0.7	1.5	3.0
1	1.2	3.1	2.6	1.8	0.0	0.5	0.8	2.3	0.5	1.6	0.7	0.9	1.5
0	3.8	6.9	5.5	4.5	2.7	3.7	2.3	5.3	2.8	4.6	2.9	4.4	3.3
Mean	7.53	5.94	6.28	7.10	7.70	8.03	8.46	6.57	8.13	6.91	8.28	7.65	7.43



Table 19 Page 220
July 27-30, 2023

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

19. 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	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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	75.7	52.9	64.9	77.8	87.5	52.5	68.5	77.3	88.7	53.1	61.7	78.2	86.2	73.4	77.1	75.4
Strongly	60.4	37.3	46.5	62.0	74.6	35.6	47.7	61.8	75.7	37.9	45.5	62.1	73.2	57.2	61.0	63.0
10	38.6	21.6	27.0	41.3	48.9	15.3	24.5	41.2	50.5	24.1	29.3	41.3	47.0	34.4	38.4	44.3
9	10.8	7.4	8.9	8.6	14.4	6.8	10.8	7.7	15.0	7.6	7.1	9.2	13.8	11.4	10.8	9.8
8	11.0	8.3	10.7	12.2	11.3	13.6	12.4	12.9	10.3	6.2	9.0	11.6	12.4	11.4	11.8	8.9
7	8.7	8.3	10.3	10.1	6.8	6.8	10.4	9.4	6.9	9.0	10.2	10.6	6.8	8.7	9.0	8.0
6	6.6	7.4	8.1	5.7	6.2	10.2	10.4	6.0	6.1	6.2	6.0	5.5	6.2	7.5	7.1	4.4
NEUTRAL-5	10.4	15.7	12.4	12.2	6.4	15.3	9.1	12.0	5.9	15.9	15.4	12.3	7.0	11.4	9.6	11.0
DISAGREE	13.9	31.4	22.7	10.1	6.0	32.2	22.4	10.7	5.4	31.0	22.9	9.6	6.8	15.2	13.3	13.6
4	4.0	8.8	6.9	3.0	1.4	8.5	8.7	2.6	1.7	9.0	5.3	3.4	1.1	4.1	4.3	3.0
3	2.6	5.9	4.5	2.5	0.5	5.1	2.9	2.6	0.5	6.2	6.0	2.4	0.6	3.2	2.5	2.1
2	2.3	7.4	3.7	1.1	0.8	3.4	2.5	1.3	0.7	9.0	4.9	1.0	0.8	2.5	2.2	2.3
1	1.2	2.5	2.4	0.6	0.5	1.7	1.7	0.4	0.5	2.8	3.0	0.7	0.6	1.2	1.0	1.6
0	3.8	6.9	5.1	2.9	2.8	13.6	6.6	3.9	2.0	4.1	3.8	2.0	3.7	4.1	3.4	4.4
Mean	7.53	6.00	6.69	7.75	8.35	5.64	6.72	7.68	8.46	6.14	6.66	7.81	8.22	7.33	7.59	7.65



Table 20 Page 221
July 27-30, 2023

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

20. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY TODAY.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	61.1	100.0	85.4	72.4	59.5	49.3	24.1	20.0	2.8	69.8	82.1	57.6	24.8	79.9	74.5	53.1	63.3	36.1	49.5	18.9
Strongly	42.6	98.2	73.1	51.7	36.6	20.3	7.9	12.5	0.0	51.0	67.8	29.5	11.4	67.0	51.4	34.4	37.4	18.3	27.5	6.6
10	23.0	87.1	44.7	22.7	13.0	6.3	3.2	5.0	0.0	29.0	42.3	10.3	5.7	42.5	23.1	19.7	19.4	6.0	8.9	2.2
9	7.8	6.7	12.3	10.2	10.1	4.0	2.8	3.8	0.0	8.7	10.3	7.1	2.9	10.5	10.0	5.9	6.8	5.2	7.2	2.6
8	11.7	4.3	16.2	18.8	13.5	10.0	1.9	3.8	0.0	13.3	15.2	12.1	2.9	14.0	18.4	8.8	11.2	7.1	11.3	1.8
7	10.1	1.8	8.7	15.9	12.5	10.8	4.6	6.2	0.0	10.9	10.8	12.5	4.8	9.1	12.8	9.7	14.0	7.7	10.3	4.4
6	8.4	0.0	3.6	4.9	10.3	18.2	11.6	1.2	2.8	7.9	3.5	15.6	8.6	3.9	10.3	9.1	11.9	10.0	11.7	7.9
NEUTRAL-5	14.6	0.0	7.8	14.6	14.5	18.7	28.7	18.8	2.8	13.6	9.5	17.0	31.4	10.1	12.1	19.4	15.5	17.6	15.8	19.8
DISAGREE	24.3	0.0	6.8	12.9	26.0	31.9	47.2	61.2	94.4	16.6	8.4	25.5	43.8	9.9	13.4	27.5	21.2	46.3	34.7	61.2
4	4.2	0.0	1.3	2.2	3.4	7.4	9.7	11.2	0.0	2.9	1.5	3.8	10.5	2.8	1.9	4.1	2.9	8.1	7.9	8.4
3	5.4	0.0	0.6	1.5	6.4	5.8	15.3	17.5	11.1	3.5	0.9	6.7	10.5	1.4	3.4	6.9	4.0	10.6	5.2	17.6
2	4.8	0.0	1.9	1.2	5.4	7.7	9.3	12.5	13.9	3.5	1.2	6.1	10.5	0.9	4.7	4.7	6.1	8.7	7.2	10.6
1	2.4	0.0	0.3	2.0	2.2	2.9	5.1	6.2	8.3	1.6	1.0	2.4	2.9	1.4	0.9	1.2	3.2	4.6	2.7	7.0
0	7.4	0.0	2.6	6.1	8.6	8.2	7.9	13.8	61.1	5.1	3.7	6.5	9.5	3.4	2.5	10.6	5.0	14.3	11.7	17.6
Mean	6.34	9.79	8.19	7.00	5.97	5.23	4.26	3.88	1.00	6.97	7.94	5.79	4.45	7.87	7.07	5.87	6.31	4.52	5.31	3.52



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

20. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY TODAY.

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	349	450	769	432	1708	1402	306	292	196	96
AGREE	61.1	62.5	62.7	60.5	59.5	63.3	63.7	61.8	47.9	51.0	41.7
Strongly	42.6	42.7	43.6	41.7	42.8	45.2	47.2	35.9	27.1	25.5	30.2
10	23.0	24.6	23.1	22.1	23.4	24.9	27.5	13.1	12.0	8.7	18.8
9	7.8	7.4	7.1	8.3	7.9	8.3	7.8	10.5	5.1	5.1	5.2
8	11.7	10.6	13.3	11.3	11.6	12.0	11.9	12.4	9.9	11.7	6.2
7	10.1	10.6	10.2	10.3	9.3	10.1	9.6	12.7	9.9	13.3	3.1
6	8.4	9.2	8.9	8.5	7.4	8.0	6.9	13.1	11.0	12.2	8.3
NEUTRAL-5	14.6	14.9	14.0	13.9	16.2	12.9	12.6	14.1	24.7	25.5	22.9
DISAGREE	24.3	22.6	23.3	25.6	24.3	23.8	23.7	24.2	27.4	23.5	35.4
4	4.2	3.2	3.6	4.7	5.1	4.0	3.6	5.9	5.5	5.1	6.2
3	5.4	4.6	5.6	6.0	4.6	5.1	5.1	4.9	6.8	6.6	7.3
2	4.8	4.9	7.3	3.8	4.2	4.7	4.9	4.2	5.5	5.1	6.2
1	2.4	2.3	2.0	2.5	2.8	2.5	2.5	2.3	2.1	1.5	3.1
0	7.4	7.7	4.9	8.7	7.6	7.4	7.6	6.9	7.5	5.1	12.5
Mean	6.34	6.40	6.44	6.25	6.33	6.47	6.54	6.11	5.60	5.72	5.33



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			
		RIGHT	WRONG	REPUB-	DEMO-	UND-	LEANS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE		PROVE	
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
AGREE	61.1	51.1	65.4	77.9	45.6	53.1	57.2	49.3	53.5	46.9	70.4
Strongly	42.6	28.0	48.8	61.3	25.0	34.4	35.0	26.2	32.1	22.9	55.4
10	23.0	12.4	27.6	35.4	10.7	19.7	17.8	11.4	14.8	9.4	32.3
9	7.8	7.5	7.9	10.3	5.8	5.9	6.8	6.1	9.7	4.1	9.1
8	11.7	8.1	13.2	15.6	8.5	8.8	10.5	8.7	7.5	9.4	14.0
7	10.1	11.4	9.5	10.4	9.9	9.7	11.2	11.2	10.4	11.7	9.2
6	8.4	11.6	7.1	6.2	10.7	9.1	11.0	11.8	11.0	12.3	5.8
NEUTRAL-5	14.6	17.1	13.5	10.9	16.8	19.4	16.5	16.5	12.6	18.7	13.1
DISAGREE	24.3	31.8	21.0	11.2	37.6	27.5	26.2	34.3	34.0	34.5	16.4
4	4.2	6.1	3.4	2.5	6.3	4.1	3.5	6.1	6.3	6.0	2.8
3	5.4	7.8	4.3	2.1	8.3	6.9	7.0	8.3	6.6	9.2	3.0
2	4.8	6.3	4.2	2.3	7.8	4.7	6.1	6.9	6.9	6.9	3.2
1	2.4	3.3	2.0	1.2	4.1	1.2	1.8	3.9	3.8	3.9	1.3
0	7.4	8.3	7.1	3.1	11.1	10.6	7.9	9.1	10.4	8.3	6.2
Mean	6.34	5.56	6.68	7.58	5.15	5.87	5.99	5.37	5.60	5.25	7.10



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	819	906	721	740	539	396	296	249	325	444	290
AGREE	61.1	78.0	47.4	76.6	46.9	59.9	79.8	51.4	64.7	72.6	43.9	55.9
Strongly	42.6	63.2	25.9	60.7	26.6	40.1	66.2	29.7	43.4	54.2	24.5	37.2
10	23.0	36.3	11.6	35.1	11.8	22.4	38.1	12.8	26.1	31.4	11.0	19.3
9	7.8	10.3	6.1	11.2	5.9	5.8	14.4	7.1	7.2	7.4	5.2	4.5
8	11.7	16.7	8.3	14.4	8.9	11.9	13.6	9.8	10.0	15.4	8.3	13.4
7	10.1	9.6	10.5	10.3	10.4	9.5	9.8	10.1	10.0	10.8	10.6	9.0
6	8.4	5.1	10.9	5.5	9.9	10.4	3.8	11.5	11.2	7.7	8.8	9.7
NEUTRAL-5	14.6	11.1	16.1	12.2	16.8	14.8	10.6	14.5	12.9	14.2	18.2	16.6
DISAGREE	24.3	10.9	36.5	11.2	36.4	25.2	9.6	34.1	22.5	13.2	37.8	27.6
4	4.2	2.8	6.0	2.5	6.4	3.7	2.3	4.7	3.6	2.8	7.4	3.8
3	5.4	2.1	8.2	2.5	7.3	6.5	2.0	7.8	7.2	3.1	7.0	5.9
2	4.8	1.8	7.4	1.9	6.9	5.9	1.5	7.1	4.8	2.5	6.8	6.9
1	2.4	1.0	4.0	0.8	4.6	1.5	1.0	3.7	1.2	0.6	5.2	1.7
0	7.4	3.2	11.0	3.5	11.2	7.6	2.8	10.8	5.6	4.3	11.5	9.3
Mean	6.34	7.65	5.23	7.56	5.24	6.22	7.84	5.43	6.55	7.22	5.11	5.93



Table 20 Page 225
July 27-30, 2023

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

20. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY TODAY.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	61.1	44.5	37.9	49.5	55.2	77.9	83.4	80.2	60.9	59.7	83.0	41.4	50.4	68.7	48.1	56.9	75.0
Strongly	42.6	27.7	26.3	28.7	33.9	59.0	68.9	63.1	46.9	41.7	67.6	24.8	27.6	34.3	27.3	35.3	60.2
10	23.0	12.1	12.3	11.8	17.8	29.5	47.6	37.0	25.0	22.3	39.8	9.9	13.2	17.9	13.0	19.5	35.9
9	7.8	7.4	7.4	7.5	5.9	10.6	9.1	10.0	14.1	10.1	11.2	6.4	5.2	6.0	7.8	4.8	7.0
8	11.7	8.2	6.6	9.3	10.1	18.9	12.2	16.1	7.8	9.4	16.6	8.5	9.2	10.4	6.5	11.1	17.2
7	10.1	8.7	7.0	10.0	10.5	12.7	8.1	10.8	7.8	10.8	10.4	8.7	10.8	19.4	9.1	10.2	7.8
6	8.4	8.2	4.5	10.9	10.8	6.2	6.4	6.3	6.2	7.2	5.0	7.8	12.0	14.9	11.7	11.4	7.0
NEUTRAL-5	14.6	15.4	13.6	16.8	19.1	9.8	8.8	9.4	18.8	20.1	9.3	16.1	20.0	9.0	9.1	18.0	10.2
DISAGREE	24.3	40.1	48.6	33.6	25.7	12.2	7.8	10.4	20.3	20.1	7.7	42.6	29.6	22.4	42.9	25.1	14.8
4	4.2	7.4	8.2	6.9	4.0	1.9	2.0	2.0	6.2	4.3	1.5	8.3	3.6	4.5	3.9	4.2	2.3
3	5.4	8.2	7.0	9.0	6.5	2.9	0.7	2.0	4.7	5.8	1.4	7.8	7.6	3.0	13.0	6.0	3.9
2	4.8	8.5	11.1	6.5	4.8	2.6	1.0	2.0	6.2	2.9	1.2	8.5	5.6	1.5	10.4	5.1	5.5
1	2.4	4.8	6.6	3.4	2.1	1.2	0.3	0.8	3.1	0.7	0.6	5.9	2.8	3.0	0.0	2.1	0.8
0	7.4	11.2	15.6	7.8	8.3	3.6	3.7	3.6	0.0	6.5	3.1	12.1	10.0	10.4	15.6	7.8	2.3
Mean	6.34	5.16	4.70	5.51	5.94	7.40	8.07	7.68	6.80	6.49	7.94	4.93	5.51	6.19	5.06	6.03	7.41



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

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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	61.1	46.0	62.7	77.9	63.0	65.1	76.3	63.6	60.9	62.3	58.7	56.5	66.6	75.4	63.6	51.1
Strongly	42.6	26.0	40.5	62.6	41.7	46.4	55.3	45.2	41.0	41.4	40.4	47.3	48.6	55.6	43.7	32.9
10	23.0	12.2	19.6	37.1	20.6	22.4	31.6	21.2	22.1	22.6	21.4	30.4	28.3	30.3	22.2	17.8
9	7.8	5.9	6.3	10.6	7.2	10.3	13.2	9.9	7.3	7.8	6.4	7.7	8.7	9.2	9.3	5.1
8	11.7	8.0	14.6	14.9	13.8	13.7	10.5	14.1	11.6	11.0	12.6	9.2	11.6	16.2	12.2	10.0
7	10.1	9.3	12.7	10.0	11.0	10.0	7.9	10.2	10.9	12.2	8.8	4.8	9.3	12.7	12.0	8.2
6	8.4	10.7	9.5	5.4	10.3	8.7	13.2	8.1	9.0	8.6	9.5	4.3	8.7	7.0	7.9	10.0
NEUTRAL-5	14.6	17.4	16.8	10.5	15.1	10.6	10.5	10.6	14.9	15.1	14.7	18.4	12.2	9.9	14.4	17.8
DISAGREE	24.3	36.6	20.6	11.5	21.9	24.3	13.2	25.8	24.2	22.6	26.6	25.1	21.2	14.8	22.0	31.1
4	4.2	5.9	4.1	2.4	4.0	3.7	2.6	3.9	4.7	4.9	4.3	1.9	2.9	2.8	4.3	5.5
3	5.4	8.1	4.4	2.6	5.6	6.2	2.6	6.7	5.1	5.2	5.0	5.8	4.7	3.5	4.1	7.5
2	4.8	7.2	5.4	1.9	4.9	6.5	0.0	7.4	4.4	3.5	5.9	5.3	3.9	2.8	6.1	4.9
1	2.4	4.1	0.9	1.0	2.0	2.2	0.0	2.5	2.4	2.5	2.4	2.4	2.6	1.4	2.8	2.7
0	7.4	11.4	5.7	3.6	5.4	5.6	7.9	5.3	7.5	6.6	9.0	9.7	7.2	4.2	4.7	10.5
Mean	6.34	5.21	6.41	7.62	6.41	6.50	7.24	6.41	6.30	6.42	6.11	6.37	6.68	7.24	6.51	5.67



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

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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	1321	679	423	256	552	389	769	290
AGREE	61.1	61.3	60.7	57.7	65.6	66.1	67.9	57.9	51.0
Strongly	42.6	44.1	39.6	36.2	45.3	50.0	46.8	39.8	30.0
10	23.0	25.1	19.0	18.4	19.9	30.1	22.6	21.6	14.1
9	7.8	7.4	8.5	8.3	9.0	9.2	11.6	6.1	4.5
8	11.7	11.5	12.1	9.5	16.4	10.7	12.6	12.1	11.4
7	10.1	9.4	11.5	10.9	12.5	9.4	10.8	9.4	12.4
6	8.4	7.9	9.6	10.6	7.8	6.7	10.3	8.7	8.6
NEUTRAL-5	14.6	15.1	13.5	13.7	13.3	13.0	11.6	16.6	16.2
DISAGREE	24.3	23.5	25.8	28.6	21.1	20.8	20.6	25.5	32.8
4	4.2	4.8	3.1	3.5	2.3	4.5	1.8	5.1	4.8
3	5.4	4.5	7.1	7.8	5.9	4.5	6.2	4.4	8.3
2	4.8	4.4	5.7	7.1	3.5	3.6	4.9	4.9	6.9
1	2.4	2.4	2.4	2.1	2.7	2.0	1.8	2.7	3.1
0	7.4	7.4	7.5	8.0	6.6	6.2	5.9	8.3	9.7
Mean	6.34	6.43	6.16	5.97	6.49	6.82	6.63	6.15	5.53



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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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	61.1	65.4	52.2	53.5	45.0	62.5	71.0	59.7	58.6	49.7	41.8	46.7
Strongly	42.6	47.2	32.8	32.0	28.8	38.8	53.6	40.8	37.1	28.1	25.3	30.8
10	23.0	26.2	16.5	18.6	12.7	13.8	29.9	22.5	24.1	14.4	11.0	13.6
9	7.8	8.3	6.8	5.9	7.7	5.0	11.2	5.4	7.8	4.6	7.7	7.7
8	11.7	12.7	9.6	7.4	8.5	20.0	12.5	12.9	5.2	9.2	6.6	9.5
7	10.1	9.9	10.5	10.4	8.5	18.8	9.6	10.3	9.5	11.1	9.9	7.7
6	8.4	8.2	8.9	11.2	7.7	5.0	7.8	8.6	12.1	10.5	6.6	8.3
NEUTRAL-5	14.6	15.1	13.6	13.4	14.6	16.2	11.9	18.3	12.1	14.4	17.6	13.0
DISAGREE	24.3	19.5	34.2	33.1	40.4	21.2	17.1	22.0	29.3	35.9	40.7	40.2
4	4.2	4.0	4.8	3.7	6.5	2.5	2.9	5.1	5.2	2.6	5.5	7.1
3	5.4	4.6	6.9	7.4	6.2	11.2	4.4	4.8	7.8	7.2	7.7	5.3
2	4.8	4.4	5.9	4.8	8.1	2.5	3.5	5.2	3.4	5.9	11.0	6.5
1	2.4	1.9	3.4	4.1	3.5	0.0	1.5	2.4	3.4	4.6	2.2	4.1
0	7.4	4.7	13.3	13.0	16.2	5.0	4.7	4.6	9.5	15.7	14.3	17.2
Mean	6.34	6.73	5.52	5.57	5.07	6.34	7.07	6.39	6.06	5.19	4.98	5.11



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

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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	160	272	335	330	377	526	767	1233	1097	903	941	1059
AGREE	61.1	48.1	51.5	59.1	65.8	62.9	67.1	54.1	65.5	57.6	65.3	66.8	56.0
Strongly	42.6	29.4	31.6	40.6	46.7	46.2	48.3	35.1	47.2	38.6	47.4	48.7	37.1
10	23.0	13.8	17.3	21.8	24.2	26.0	26.8	18.5	25.9	20.2	26.5	27.0	19.5
9	7.8	5.6	7.4	9.3	7.3	8.2	7.8	7.8	7.8	7.7	8.0	10.2	5.7
8	11.7	10.0	7.0	9.6	15.2	11.9	13.7	8.7	13.5	10.7	13.0	11.5	11.9
7	10.1	8.8	9.9	9.6	10.3	9.5	11.2	9.5	10.5	9.8	10.5	10.0	10.2
6	8.4	10.0	9.9	9.0	8.8	7.2	7.6	9.5	7.8	9.3	7.4	8.2	8.7
NEUTRAL-5	14.6	15.6	18.0	14.0	12.7	15.4	13.5	15.8	13.9	14.9	14.3	12.4	16.5
DISAGREE	24.3	36.2	30.5	26.9	21.5	21.8	19.4	30.1	20.7	27.5	20.4	20.7	27.5
4	4.2	6.2	5.5	6.0	3.9	3.4	2.7	5.9	3.2	5.3	3.0	3.4	5.0
3	5.4	9.4	7.0	5.1	5.8	4.0	4.2	6.6	4.5	6.4	4.1	5.2	5.5
2	4.8	8.8	6.2	4.5	3.3	4.0	4.8	6.0	4.1	5.2	4.4	4.1	5.5
1	2.4	1.9	1.8	3.0	0.9	2.9	3.0	2.3	2.4	1.9	3.0	1.9	2.8
0	7.4	10.0	9.9	8.4	7.6	7.4	4.8	9.3	6.3	8.8	5.9	6.1	8.7
Mean	6.34	5.40	5.71	6.19	6.58	6.53	6.75	5.86	6.64	6.08	6.66	6.74	5.98



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

20. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY TODAY.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	61.1	47.5	56.8	64.3	65.4	55.9	60.2	72.1	69.4	44.1	53.8	58.0	60.8	56.5	60.5	68.6
Strongly	42.6	27.9	37.3	45.8	47.7	33.9	41.1	55.8	51.2	25.5	33.8	37.9	43.7	37.4	41.7	51.3
10	23.0	13.2	19.5	25.1	26.6	18.6	22.0	27.9	30.6	11.0	17.3	22.9	22.0	18.0	22.6	30.7
9	7.8	6.4	8.3	7.6	8.0	8.5	10.8	13.3	8.3	5.5	6.0	3.1	7.6	7.0	7.7	9.1
8	11.7	8.3	9.5	13.1	13.1	6.8	8.3	14.6	12.3	9.0	10.5	11.9	14.1	12.5	11.4	11.5
7	10.1	8.8	10.3	9.9	10.5	6.8	9.5	9.9	10.8	9.7	10.9	9.9	10.1	10.5	9.8	10.3
6	8.4	10.8	9.3	8.6	7.2	15.3	9.5	6.4	7.4	9.0	9.0	10.2	7.0	8.6	9.0	7.0
NEUTRAL-5	14.6	14.7	16.4	12.2	15.1	8.5	14.5	9.9	13.2	17.2	18.0	14.0	17.2	13.4	16.7	11.2
DISAGREE	24.3	37.7	26.8	23.6	19.5	35.6	25.3	18.0	17.4	38.6	28.2	28.0	22.0	30.1	22.8	20.1
4	4.2	7.8	4.5	4.8	2.8	5.1	4.6	4.3	2.0	9.0	4.5	5.1	3.7	5.5	3.9	3.5
3	5.4	9.8	5.5	4.9	4.3	13.6	5.0	4.3	4.7	8.3	6.0	5.5	3.9	5.7	5.0	5.6
2	4.8	9.3	4.7	3.4	4.7	5.1	5.0	2.1	4.7	11.0	4.5	4.4	4.8	5.5	5.0	3.5
1	2.4	1.5	2.4	2.7	2.5	1.7	2.1	1.7	2.0	1.4	2.6	3.4	3.1	3.6	1.9	2.1
0	7.4	9.3	9.7	7.8	5.2	10.2	8.7	5.6	4.2	9.0	10.5	9.6	6.5	9.8	7.0	5.4
Mean	6.34	5.37	6.01	6.49	6.71	5.71	6.25	7.09	6.98	5.23	5.80	6.02	6.39	5.88	6.35	6.91



Table 21 Page 231
July 27-30, 2023

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

21. 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	73.9	100.0	96.4	85.9	79.4	65.7	38.0	11.2	5.6	81.0	92.2	71.9	29.5	87.2	82.6	67.8	81.7	53.7	74.2	27.3
Strongly	57.4	100.0	90.6	74.9	59.2	32.5	13.9	5.0	0.0	66.1	85.0	43.8	11.4	77.3	64.2	50.3	63.7	32.6	50.5	9.7
10	36.4	95.7	72.8	45.6	26.3	10.3	5.6	1.2	0.0	44.4	64.4	17.4	3.8	59.7	36.1	30.6	38.8	13.3	20.6	4.0
9	10.0	2.5	11.0	14.9	17.4	6.6	1.4	2.5	0.0	10.5	11.2	11.1	1.9	9.8	11.2	11.2	10.4	8.5	14.1	1.3
8	11.0	1.8	6.8	14.4	15.5	15.6	6.9	1.2	0.0	11.1	9.4	15.4	5.7	7.8	16.8	8.4	14.4	10.8	15.8	4.4
7	9.2	0.0	4.5	7.3	11.5	17.2	11.6	2.5	0.0	8.8	5.0	15.8	7.6	6.2	11.8	9.4	9.7	10.2	11.7	8.4
6	7.4	0.0	1.3	3.7	8.6	16.1	12.5	3.8	5.6	6.1	2.2	12.3	10.5	3.7	6.5	8.1	8.3	10.8	12.0	9.3
NEUTRAL-5	12.2	0.0	2.3	8.8	9.1	21.1	30.1	17.5	13.9	9.4	4.9	13.7	27.6	5.7	10.0	13.8	11.5	20.1	16.8	24.2
DISAGREE	13.9	0.0	1.3	5.4	11.5	13.2	31.9	71.2	80.6	9.6	2.9	14.3	42.9	7.1	7.5	18.4	6.8	26.3	8.9	48.5
4	3.1	0.0	0.0	1.2	2.7	4.2	9.7	11.2	0.0	2.5	0.6	4.0	11.4	1.4	2.5	4.7	2.2	4.8	2.4	7.9
3	3.0	0.0	0.0	0.5	2.2	2.1	8.8	23.8	5.6	1.6	0.2	2.0	11.4	0.5	1.9	4.1	0.7	6.8	2.4	12.3
2	1.9	0.0	0.6	0.7	1.0	2.9	3.7	10.0	5.6	1.5	0.6	2.0	6.7	1.2	0.9	3.4	0.4	3.1	1.7	4.8
1	1.1	0.0	0.0	0.2	1.7	1.1	1.4	6.2	5.6	0.9	0.1	2.0	2.9	0.7	0.6	1.2	1.4	1.5	0.3	3.1
0	4.8	0.0	0.6	2.7	3.9	2.9	8.3	20.0	63.9	3.0	1.5	4.2	10.5	3.2	1.6	5.0	2.2	10.0	2.1	20.3
Mean	7.37	9.94	9.34	8.30	7.43	6.39	5.04	3.15	1.36	7.92	8.97	6.78	4.51	8.52	7.87	6.97	7.86	5.80	7.18	4.04



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

21. 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	349	450	769	432	1708	1402	306	292	196	96
AGREE	73.9	75.9	75.6	72.3	73.4	75.9	76.9	71.6	62.0	63.8	58.3
Strongly	57.4	59.6	58.7	55.0	58.6	60.8	63.0	50.7	37.7	38.3	36.5
10	36.4	41.0	35.3	35.5	35.2	38.9	42.4	23.2	21.2	21.4	20.8
9	10.0	9.7	11.6	9.0	10.4	10.7	10.3	12.1	6.2	5.1	8.3
8	11.0	8.9	11.8	10.5	13.0	11.2	10.3	15.4	10.3	11.7	7.3
7	9.2	6.9	9.8	10.8	7.4	8.7	8.1	11.8	11.6	12.2	10.4
6	7.4	9.5	7.1	6.5	7.4	6.4	5.8	9.2	12.7	13.3	11.5
NEUTRAL-5	12.2	12.3	11.6	12.1	13.0	11.4	10.4	16.0	16.8	17.3	15.6
DISAGREE	13.9	11.7	12.9	15.6	13.7	12.6	12.7	12.4	21.2	18.9	26.0
4	3.1	2.3	2.0	4.3	2.8	2.6	2.2	4.2	6.2	4.6	9.4
3	3.0	3.7	3.3	3.1	1.6	2.8	2.6	3.6	3.8	4.1	3.1
2	1.9	2.3	2.0	2.0	1.4	1.4	1.4	1.3	4.8	4.6	5.2
1	1.1	1.1	0.9	1.3	0.9	1.1	1.1	1.0	1.4	1.5	1.0
0	4.8	2.3	4.7	4.9	6.9	4.8	5.3	2.3	5.1	4.1	7.3
Mean	7.37	7.61	7.43	7.27	7.30	7.54	7.63	7.12	6.38	6.47	6.20



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			
		RIGHT	WRONG	REPUB-	DEMO-	UND-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE		PROVE	
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
AGREE	73.9	67.8	76.5	85.5	63.4	67.8	70.6	64.4	65.7	63.6	81.4
Strongly	57.4	44.3	63.1	72.5	43.5	50.3	52.1	43.8	46.9	42.1	68.1
10	36.4	21.1	42.9	51.1	22.2	30.6	28.8	20.9	25.8	18.1	48.5
9	10.0	10.6	9.7	10.3	9.2	11.2	11.2	10.4	11.3	9.9	9.7
8	11.0	12.6	10.4	11.1	12.1	8.4	12.1	12.5	9.7	14.0	9.9
7	9.2	13.3	7.4	8.3	10.1	9.4	9.9	10.8	9.7	11.4	7.9
6	7.4	10.3	6.1	4.8	9.9	8.1	8.6	9.8	9.1	10.1	5.5
NEUTRAL-5	12.2	14.9	11.0	7.2	17.1	13.8	13.8	16.6	15.4	17.2	8.8
DISAGREE	13.9	17.2	12.5	7.2	19.5	18.4	15.6	19.1	18.9	19.2	9.8
4	3.1	4.8	2.4	1.8	3.9	4.7	5.0	5.0	4.1	5.5	1.6
3	3.0	4.1	2.4	1.0	4.6	4.1	3.1	4.9	5.3	4.6	1.4
2	1.9	1.8	1.9	1.1	2.1	3.4	2.6	2.5	1.6	3.0	1.4
1	1.1	1.3	1.0	0.7	1.5	1.2	0.9	1.2	0.9	1.4	1.0
0	4.8	5.1	4.7	2.6	7.3	5.0	4.0	5.4	6.9	4.6	4.4
Mean	7.37	6.73	7.65	8.28	6.52	6.97	7.11	6.60	6.74	6.53	7.98



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	819	906	721	740	539	396	296	249	325	444	290			
AGREE	73.9	85.7	66.3	85.2	65.4	70.5	87.4	66.9	70.3	82.5	64.4	70.7			
Strongly	57.4	73.4	47.4	72.4	45.5	53.6	74.5	47.3	52.6	69.8	44.4	54.5			
10	36.4	53.6	24.5	52.0	24.6	31.5	52.8	22.6	32.5	51.1	25.9	30.7			
9	10.0	10.3	10.3	10.0	10.1	9.8	10.1	12.2	7.6	9.8	8.8	11.7			
8	11.0	9.5	12.6	10.4	10.8	12.2	11.6	12.5	12.4	8.9	9.7	12.1			
7	9.2	7.6	9.7	8.5	9.9	9.1	7.6	10.8	10.4	9.5	9.2	7.9			
6	7.4	4.8	9.3	4.3	10.0	7.8	5.3	8.8	7.2	3.1	10.8	8.3			
NEUTRAL-5	12.2	7.0	15.2	7.5	15.5	13.9	6.3	13.2	12.4	8.9	17.1	15.2			
DISAGREE	13.9	7.3	18.4	7.4	19.1	15.6	6.3	19.9	17.3	8.6	18.5	14.1			
4	3.1	1.3	4.3	1.7	3.8	4.1	1.5	3.7	5.6	1.8	3.8	2.8			
3	3.0	1.3	4.6	1.2	4.6	3.0	1.3	5.7	2.0	1.2	3.8	3.8			
2	1.9	1.5	1.9	1.0	2.3	2.6	1.0	2.4	1.6	0.9	2.3	3.4			
1	1.1	0.7	1.2	0.6	1.9	0.7	0.5	1.4	1.6	0.6	2.3	0.0			
0	4.8	2.4	6.4	2.9	6.5	5.2	2.0	6.8	6.4	4.0	6.3	4.1			
Mean	7.37	8.34	6.74	8.29	6.66	7.13	8.40	6.68	7.06	8.14	6.64	7.19			



Table 21 Page 235
July 27-30, 2023

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

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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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	73.9	60.6	53.1	66.4	72.1	84.2	89.2	86.3	65.6	76.3	90.0	60.5	71.6	73.1	57.1	70.7	78.1
Strongly	57.4	39.9	35.0	43.6	52.6	72.4	81.4	76.2	43.8	53.2	81.1	40.7	50.8	56.7	32.5	53.6	66.4
10	36.4	19.7	20.6	19.0	31.1	48.0	64.5	54.8	26.6	38.1	58.9	19.9	28.4	40.3	13.0	30.2	46.1
9	10.0	9.8	9.1	10.3	9.5	11.8	9.1	10.7	9.4	7.2	10.8	9.5	11.6	9.0	11.7	9.0	10.9
8	11.0	10.5	5.3	14.3	11.9	12.7	7.8	10.7	7.8	7.9	11.4	11.3	10.8	7.5	7.8	14.4	9.4
7	9.2	11.7	8.2	14.3	10.0	6.5	6.1	6.3	14.1	13.7	6.4	10.9	8.4	9.0	14.3	9.6	4.7
6	7.4	9.0	9.9	8.4	9.5	5.3	1.7	3.8	7.8	9.4	2.5	9.0	12.4	7.5	10.4	7.5	7.0
NEUTRAL-5	12.2	16.8	17.3	16.5	14.2	7.7	4.7	6.5	14.1	14.4	4.8	17.7	13.6	9.0	14.3	14.7	11.7
DISAGREE	13.9	22.5	29.6	17.1	13.7	8.2	6.1	7.3	20.3	9.4	5.2	21.7	14.8	17.9	28.6	14.7	10.2
4	3.1	3.5	4.1	3.1	4.0	2.4	1.0	1.8	6.2	1.4	1.2	2.8	5.2	4.5	5.2	4.2	3.1
3	3.0	5.3	6.2	4.7	2.5	2.4	0.3	1.5	3.1	1.4	1.0	5.9	2.0	6.0	3.9	3.3	1.6
2	1.9	3.0	3.3	2.8	1.5	1.2	1.7	1.4	4.7	0.7	0.6	2.4	1.6	4.5	5.2	1.8	3.1
1	1.1	2.0	3.3	0.9	1.1	0.0	1.0	0.4	1.6	0.7	0.4	2.1	1.6	1.5	1.3	0.9	0.0
0	4.8	8.7	12.8	5.6	4.6	2.2	2.0	2.1	4.7	5.0	2.1	8.5	4.4	1.5	13.0	4.5	2.3
Mean	7.37	6.27	5.78	6.64	7.18	8.22	8.75	8.44	6.73	7.45	8.70	6.29	7.08	7.42	5.75	7.15	7.91



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

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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	73.9	63.4	71.5	87.1	75.4	74.1	73.7	74.2	75.9	78.9	71.2	59.4	78.6	88.0	77.2	63.8
Strongly	57.4	43.9	51.9	75.3	57.2	57.6	52.6	58.3	59.0	61.4	55.3	45.9	63.8	71.1	61.8	46.5
10	36.4	24.2	28.8	53.5	33.9	33.6	28.9	34.3	37.7	37.6	37.8	30.9	43.2	47.9	35.4	29.1
9	10.0	9.0	10.8	10.9	11.6	13.4	15.8	13.1	9.6	10.9	7.8	7.2	10.1	11.3	12.8	7.3
8	11.0	10.7	12.3	10.9	11.7	10.6	7.9	11.0	11.6	12.9	9.7	7.7	10.5	12.0	13.6	10.2
7	9.2	10.2	11.1	7.2	10.1	9.7	13.2	9.2	9.1	9.2	9.0	8.7	8.0	9.9	8.5	9.5
6	7.4	9.3	8.5	4.6	8.1	6.9	7.9	6.7	7.8	8.4	6.9	4.8	6.8	7.0	6.9	7.8
NEUTRAL-5	12.2	16.7	13.9	6.3	11.9	11.2	13.2	11.0	11.7	11.3	12.3	17.4	8.7	4.2	11.8	16.9
DISAGREE	13.9	19.9	14.6	6.7	12.7	14.6	13.2	14.8	12.4	9.7	16.6	23.2	12.7	7.7	11.0	19.3
4	3.1	4.3	3.5	1.5	3.4	3.7	2.6	3.9	2.9	2.7	3.1	3.9	3.4	2.1	2.4	3.8
3	3.0	4.4	3.5	1.0	3.2	4.4	5.3	4.2	2.6	2.0	3.6	2.9	2.3	1.4	3.0	4.2
2	1.9	2.5	2.8	0.8	1.9	2.8	5.3	2.5	1.6	1.2	2.2	2.4	1.1	1.4	2.0	2.7
1	1.1	1.5	1.3	0.5	0.7	0.9	0.0	1.1	0.8	0.7	1.0	3.4	0.8	0.7	1.0	1.8
0	4.8	7.1	3.5	2.8	3.5	2.8	0.0	3.2	4.5	3.1	6.6	10.6	5.1	2.1	2.8	6.7
Mean	7.37	6.56	7.13	8.41	7.43	7.41	7.37	7.42	7.49	7.68	7.20	6.45	7.71	8.25	7.61	6.71



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

21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

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	1321	679	423	256	552	389	769	290
AGREE	73.9	72.1	77.5	75.4	80.9	74.3	79.4	70.5	74.8
Strongly	57.4	55.7	60.7	57.4	66.0	58.3	62.7	53.8	57.9
10	36.4	37.3	34.5	34.3	34.8	38.6	37.0	36.4	31.0
9	10.0	8.3	13.3	11.1	16.8	7.6	13.6	8.8	12.8
8	11.0	10.1	13.0	12.1	14.5	12.1	12.1	8.6	14.1
7	9.2	9.2	9.1	9.7	8.2	9.4	9.3	9.0	9.0
6	7.4	7.2	7.7	8.3	6.6	6.5	7.5	7.7	7.9
NEUTRAL-5	12.2	12.3	12.1	14.2	8.6	10.5	9.5	13.5	15.5
DISAGREE	13.9	15.7	10.5	10.4	10.5	15.2	11.1	16.0	9.7
4	3.1	3.5	2.4	1.9	3.1	3.6	2.8	3.4	1.7
3	3.0	3.0	2.8	2.6	3.1	2.7	3.1	3.3	2.4
2	1.9	2.1	1.5	1.9	0.8	1.8	1.3	2.3	1.7
1	1.1	1.6	0.1	0.2	0.0	1.8	0.0	1.4	0.3
0	4.8	5.5	3.7	3.8	3.5	5.3	3.9	5.6	3.4
Mean	7.37	7.26	7.59	7.47	7.78	7.37	7.70	7.18	7.44



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

21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
AGREE	73.9	77.1	67.2	65.4	64.6	73.8	78.8	75.4	68.1	63.4	65.9	63.9
Strongly	57.4	61.3	49.3	50.2	43.8	53.8	63.5	59.1	51.7	49.0	45.1	43.2
10	36.4	39.5	29.7	31.2	26.9	26.2	41.5	37.5	31.0	31.4	20.9	30.2
9	10.0	10.2	9.6	8.9	6.9	16.2	9.9	10.6	10.3	7.8	9.9	5.3
8	11.0	11.5	10.0	10.0	10.0	11.2	12.1	11.0	10.3	9.8	14.3	7.7
7	9.2	8.7	10.0	8.9	10.8	11.2	9.6	7.9	7.8	9.8	11.0	10.7
6	7.4	7.1	7.9	6.3	10.0	8.8	5.7	8.5	8.6	4.6	9.9	10.1
NEUTRAL-5	12.2	10.1	16.6	17.5	16.5	20.0	8.7	11.5	13.8	20.3	13.2	18.3
DISAGREE	13.9	12.8	16.2	17.1	18.8	6.2	12.5	13.1	18.1	16.3	20.9	17.8
4	3.1	2.8	3.7	3.3	5.0	0.0	3.4	2.2	2.6	3.9	5.5	4.7
3	3.0	2.5	3.9	3.0	6.5	0.0	2.2	2.8	4.3	2.0	7.7	5.9
2	1.9	1.6	2.6	3.0	2.7	1.2	1.6	1.5	1.7	3.9	1.1	3.6
1	1.1	1.2	0.9	1.5	0.0	0.0	1.0	1.3	1.7	1.3	0.0	0.0
0	4.8	4.7	5.1	6.3	4.6	5.0	4.3	5.2	7.8	5.2	6.6	3.6
Mean	7.37	7.57	6.96	6.90	6.75	7.32	7.70	7.43	6.90	6.91	6.62	6.82



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

21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
AGREE	73.9	50.0	62.1	69.9	77.0	80.6	83.1	63.0	80.7	67.2	82.1	76.4	71.7	
Strongly	57.4	28.1	39.7	53.7	58.2	66.6	70.7	43.4	66.1	47.9	69.0	60.1	55.0	
10	36.4	15.6	23.2	32.2	35.8	42.2	48.3	25.6	43.1	28.6	45.7	37.9	34.9	
9	10.0	4.4	6.6	10.1	13.3	12.2	9.7	7.7	11.4	9.4	10.7	10.1	9.9	
8	11.0	8.1	9.9	11.3	9.1	12.2	12.7	10.2	11.6	9.8	12.5	12.1	10.1	
7	9.2	11.9	10.3	8.1	11.8	7.4	8.0	9.6	8.8	10.3	7.8	9.4	9.0	
6	7.4	10.0	12.1	8.1	7.0	6.6	4.4	9.9	5.8	9.0	5.3	6.9	7.7	
NEUTRAL-5	12.2	25.6	17.3	13.1	10.6	9.0	8.2	17.2	9.1	15.2	8.5	10.1	14.1	
DISAGREE	13.9	24.4	20.6	17.0	12.4	10.3	8.7	19.8	10.2	17.6	9.4	13.5	14.3	
4	3.1	5.6	5.1	3.3	2.7	2.1	2.1	4.4	2.3	3.9	2.1	3.3	2.9	
3	3.0	5.0	4.0	3.3	2.7	1.6	2.7	3.9	2.4	3.6	2.2	2.9	3.0	
2	1.9	7.5	2.2	2.1	1.2	0.8	1.1	3.3	1.1	2.6	1.0	1.6	2.2	
1	1.1	2.5	0.7	2.1	1.2	1.1	0.2	1.7	0.7	1.5	0.6	1.1	1.1	
0	4.8	3.8	8.5	6.3	4.5	4.8	2.7	6.5	3.8	5.9	3.5	4.7	5.0	
Mean	7.37	5.87	6.40	7.04	7.51	7.82	8.14	6.57	7.87	6.85	8.01	7.51	7.25	



Table 21 Page 240
July 27-30, 2023

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

21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	73.9	53.9	65.1	77.9	82.3	55.9	66.4	79.0	83.8	53.1	63.9	77.1	80.6	70.1	74.3	78.0
Strongly	57.4	30.9	45.8	60.3	70.2	33.9	47.7	60.1	71.3	29.7	44.0	60.4	69.0	51.7	57.9	63.7
10	36.4	17.2	27.2	37.8	46.5	13.6	26.1	39.1	47.8	18.6	28.2	36.9	45.1	32.6	34.7	45.2
9	10.0	4.9	8.3	12.5	10.7	8.5	10.4	12.4	8.8	3.4	6.4	12.6	13.0	9.8	10.7	8.7
8	11.0	8.8	10.3	9.9	13.0	11.9	11.2	8.6	14.7	7.6	9.4	10.9	11.0	9.3	12.5	9.8
7	9.2	11.8	9.5	9.9	7.7	8.5	8.7	11.6	8.6	13.1	10.2	8.5	6.8	10.2	9.3	7.5
6	7.4	11.3	9.9	7.8	4.3	13.6	10.0	7.3	3.9	10.3	9.8	8.2	4.8	8.2	7.1	6.8
NEUTRAL-5	12.2	23.5	15.2	9.7	8.9	15.3	14.1	7.3	8.6	26.9	16.2	11.6	9.3	13.4	12.1	11.0
DISAGREE	13.9	22.5	19.7	12.4	8.8	28.8	19.5	13.7	7.6	20.0	19.9	11.3	10.1	16.6	13.6	11.0
4	3.1	4.9	4.5	2.7	2.0	6.8	5.4	3.4	1.5	4.1	3.8	2.0	2.5	4.1	2.8	2.6
3	3.0	4.4	3.7	2.5	2.4	8.5	4.1	2.1	1.7	2.8	3.4	2.7	3.1	3.7	2.7	2.6
2	1.9	6.4	2.4	0.8	1.2	5.1	1.7	0.9	1.5	6.9	3.0	0.7	0.8	3.0	1.9	0.5
1	1.1	2.0	1.6	1.1	0.5	1.7	1.7	1.3	0.5	2.1	1.5	1.0	0.6	0.5	1.5	0.9
0	4.8	4.9	7.5	5.3	2.8	6.8	6.6	6.0	2.5	4.1	8.3	4.8	3.1	5.2	4.8	4.4
Mean	7.37	6.01	6.66	7.56	8.08	5.88	6.75	7.56	8.16	6.07	6.58	7.55	7.99	7.10	7.36	7.77



Table 22 Page 241
July 27-30, 2023

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

22. 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			
	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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	69.8	99.4	93.2	85.1	72.5	54.4	36.6	21.2	0.0	76.6	90.6	62.2	26.7	85.6	78.2	59.1	76.6	50.4	66.3	30.0
Strongly	50.2	99.4	88.7	65.6	44.2	21.1	16.2	6.2	0.0	58.0	79.9	29.3	9.5	74.1	58.6	36.9	49.3	28.0	39.5	13.2
10	31.0	96.9	71.8	34.6	16.2	5.5	4.6	1.2	0.0	38.2	59.2	8.1	3.8	58.6	31.8	19.7	25.5	10.4	16.2	3.1
9	8.6	1.8	12.3	14.1	11.8	4.5	3.2	1.2	0.0	9.1	11.2	7.1	1.0	8.3	12.1	6.6	10.1	7.1	10.3	3.1
8	10.6	0.6	4.5	16.8	16.2	11.1	8.3	3.8	0.0	10.7	9.5	14.1	4.8	7.1	14.6	10.6	13.7	10.4	13.1	7.0
7	11.2	0.0	3.6	13.7	17.2	17.4	7.4	6.2	0.0	11.2	7.6	18.6	6.7	6.9	12.1	14.1	15.5	11.2	15.1	6.2
6	8.4	0.0	1.0	5.9	11.1	15.8	13.0	8.8	0.0	7.4	3.1	14.3	10.5	4.6	7.5	8.1	11.9	11.2	11.7	10.6
NEUTRAL-5	16.5	0.6	4.9	10.2	18.2	27.4	32.4	27.5	5.6	13.7	6.6	23.4	27.6	6.9	11.2	26.2	15.8	24.5	21.3	28.6
DISAGREE	13.7	0.0	1.9	4.6	9.3	18.2	31.0	51.2	94.4	9.7	2.8	14.3	45.7	7.5	10.6	14.7	7.6	25.1	12.4	41.4
4	3.4	0.0	0.6	0.7	3.9	5.0	9.7	10.0	0.0	2.9	0.6	4.6	14.3	1.8	3.1	5.9	1.4	5.0	4.1	6.2
3	3.0	0.0	0.0	0.7	1.5	4.7	8.3	13.8	11.1	2.3	0.3	4.0	10.5	1.6	2.8	2.5	2.9	5.0	1.4	9.7
2	2.4	0.0	0.0	0.7	1.0	3.2	4.6	15.0	19.4	1.4	0.3	1.2	11.4	0.9	2.2	2.5	0.4	5.2	3.4	7.5
1	1.2	0.0	0.0	0.2	0.5	1.8	3.7	2.5	13.9	0.6	0.1	1.0	2.9	0.4	0.9	0.6	0.7	3.1	1.4	5.3
0	3.6	0.0	1.3	2.2	2.5	3.4	4.6	10.0	50.0	2.5	1.5	3.4	6.7	2.8	1.6	3.1	2.2	6.8	2.1	12.8
Mean	7.12	9.94	9.23	7.97	6.98	5.81	5.11	4.01	1.14	7.63	8.78	6.25	4.47	8.43	7.56	6.56	7.30	5.69	6.70	4.39



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	349	450	769	432	1708	1402	306	292	196	96
AGREE	69.8	71.9	70.7	68.0	70.4	72.5	74.0	65.7	54.1	54.6	53.1
Strongly	50.2	50.4	49.6	50.1	51.2	53.9	57.2	38.6	29.1	30.1	27.1
10	31.0	34.7	28.9	32.2	28.0	34.3	38.7	14.4	11.6	11.7	11.5
9	8.6	6.0	8.7	9.0	10.0	8.9	8.7	9.8	6.8	7.7	5.2
8	10.6	9.7	12.0	8.8	13.2	10.7	9.8	14.4	10.6	10.7	10.4
7	11.2	14.0	10.2	10.8	10.6	10.8	9.8	15.4	13.7	12.8	15.6
6	8.4	7.4	10.9	7.2	8.6	7.8	7.0	11.8	11.3	11.7	10.4
NEUTRAL-5	16.5	15.5	16.4	16.6	17.1	15.2	13.9	20.9	24.3	24.5	24.0
DISAGREE	13.7	12.6	12.9	15.3	12.5	12.4	12.1	13.4	21.6	20.9	22.9
4	3.4	2.9	3.3	4.6	2.1	2.8	2.4	4.6	7.2	7.7	6.2
3	3.0	2.6	2.7	4.3	1.4	2.6	2.4	3.9	5.1	5.6	4.2
2	2.4	2.0	2.7	2.3	2.5	2.2	2.2	2.0	3.8	3.6	4.2
1	1.2	1.4	0.9	1.3	1.4	1.2	1.1	1.6	1.4	1.5	1.0
0	3.6	3.7	3.3	2.9	5.1	3.5	4.0	1.3	4.1	2.6	7.3
Mean	7.12	7.24	7.10	7.13	7.06	7.31	7.46	6.65	6.01	6.10	5.83



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

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

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	603	1397	884	796	320	545	881	318	563	1119	
AGREE	69.8	61.5	73.4	82.9	59.5	59.1	64.6	59.5	62.9	57.5	77.9	
Strongly	50.2	39.8	54.8	68.4	35.4	36.9	40.4	35.2	45.0	29.7	62.1	
10	31.0	17.6	36.8	48.9	15.7	19.7	19.8	15.8	25.2	10.5	43.0	
9	8.6	9.0	8.4	9.7	8.2	6.6	9.0	7.5	10.4	5.9	9.5	
8	10.6	13.3	9.5	9.8	11.6	10.6	11.6	11.9	9.4	13.3	9.7	
7	11.2	11.3	11.2	8.8	12.7	14.1	15.4	12.9	9.1	15.1	9.8	
6	8.4	10.4	7.4	5.7	11.4	8.1	8.8	11.4	8.8	12.8	6.0	
NEUTRAL-5	16.5	20.4	14.8	8.5	21.5	26.2	21.7	21.8	16.7	24.7	12.3	
DISAGREE	13.7	18.1	11.8	8.6	19.0	14.7	13.8	18.7	20.4	17.8	9.7	
4	3.4	4.6	2.9	2.3	3.8	5.9	4.8	4.5	4.1	4.8	2.6	
3	3.0	4.8	2.2	2.0	4.3	2.5	3.3	4.5	5.0	4.3	1.8	
2	2.4	2.7	2.3	1.4	3.5	2.5	2.2	3.7	3.1	4.1	1.3	
1	1.2	2.3	0.8	0.6	2.3	0.6	1.1	2.2	2.2	2.1	0.5	
0	3.6	3.6	3.6	2.4	5.2	3.1	2.4	3.7	6.0	2.5	3.5	
Mean	7.12	6.47	7.41	8.12	6.25	6.56	6.75	6.30	6.60	6.12	7.78	



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

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

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	819	906	721	740	539	396	296	249	325	444	290			
AGREE	69.8	83.4	60.4	81.0	60.7	67.3	87.9	66.2	69.9	72.6	57.0	65.2			
Strongly	50.2	70.6	36.1	66.0	38.5	45.3	74.5	42.6	48.6	55.7	35.8	42.4			
10	31.0	51.2	16.1	47.0	17.6	28.0	56.8	21.3	31.7	35.1	15.1	24.8			
9	8.6	9.8	8.5	9.0	8.8	7.8	8.3	9.8	8.4	9.8	8.1	7.2			
8	10.6	9.6	11.5	10.0	12.2	9.5	9.3	11.5	8.4	10.8	12.6	10.3			
7	11.2	8.3	12.8	8.9	12.6	12.4	8.1	13.2	10.4	9.8	12.2	14.1			
6	8.4	4.5	11.5	6.1	9.6	9.6	5.3	10.5	10.8	7.1	9.0	8.6			
NEUTRAL-5	16.5	8.1	21.7	10.0	21.2	18.7	4.8	14.5	16.1	16.3	25.7	21.0			
DISAGREE	13.7	8.5	17.9	9.0	18.1	13.9	7.3	19.3	14.1	11.1	17.3	13.8			
4	3.4	2.3	4.0	2.5	3.5	4.6	1.5	3.0	3.6	3.7	3.8	5.5			
3	3.0	2.1	3.9	2.1	4.1	2.8	1.8	4.4	2.8	2.5	3.8	2.8			
2	2.4	0.9	3.5	1.2	3.5	2.4	1.5	3.7	2.8	0.9	3.4	2.1			
1	1.2	0.6	1.9	0.4	2.3	0.9	0.5	2.7	0.8	0.3	2.0	1.0			
0	3.6	2.7	4.6	2.8	4.7	3.2	2.0	5.4	4.0	3.7	4.3	2.4			
Mean	7.12	8.20	6.33	7.99	6.39	6.97	8.45	6.56	7.08	7.43	6.28	6.88			



Table 22 Page 245
July 27-30, 2023

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

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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	69.8	58.0	51.4	62.9	65.0	80.8	88.5	84.0	70.3	62.6	87.3	56.0	65.2	73.1	58.4	65.9	76.6
Strongly	50.2	37.1	37.0	37.1	40.7	63.5	80.1	70.4	46.9	37.4	76.1	36.6	40.0	44.8	31.2	42.5	60.9
10	31.0	16.3	21.0	12.8	20.9	42.2	67.9	52.9	26.6	16.5	57.7	15.6	19.2	23.9	11.7	24.0	48.4
9	8.6	9.6	8.2	10.6	7.9	9.8	6.8	8.6	3.1	11.5	9.1	9.9	7.2	7.5	13.0	6.9	7.0
8	10.6	11.2	7.8	13.7	11.9	11.5	5.4	9.0	17.2	9.4	9.3	11.1	13.6	13.4	6.5	11.7	5.5
7	11.2	10.6	7.4	13.1	13.8	12.0	4.7	9.0	9.4	12.9	7.7	10.4	15.2	16.4	13.0	13.2	10.2
6	8.4	10.3	7.0	12.8	10.5	5.3	3.7	4.6	14.1	12.2	3.5	9.0	10.0	11.9	14.3	10.2	5.5
NEUTRAL-5	16.5	20.0	21.8	18.7	22.4	8.6	6.4	7.7	14.1	22.3	6.2	21.3	24.0	10.4	18.2	21.3	12.5
DISAGREE	13.7	22.0	26.7	18.4	12.6	10.6	5.1	8.3	15.6	15.1	6.6	22.7	10.8	16.4	23.4	12.9	10.9
4	3.4	3.5	3.7	3.4	4.7	2.2	2.0	2.1	6.2	4.3	1.5	3.5	3.6	3.0	1.3	5.7	3.9
3	3.0	4.1	4.5	3.7	2.9	3.1	1.0	2.2	1.6	4.3	1.5	4.5	2.8	6.0	3.9	2.4	3.1
2	2.4	5.5	6.2	5.0	1.5	1.4	0.0	0.8	3.1	1.4	1.0	5.0	2.0	0.0	10.4	1.2	0.8
1	1.2	2.7	3.3	2.2	0.7	1.0	0.3	0.7	1.6	0.7	0.2	3.1	0.4	4.5	1.3	0.9	0.8
0	3.6	6.2	9.1	4.0	2.8	2.9	1.7	2.4	3.1	4.3	2.3	6.6	2.0	3.0	6.5	2.7	2.3
Mean	7.12	6.15	5.93	6.31	6.78	7.83	8.82	8.24	6.89	6.53	8.52	6.08	6.79	6.87	5.92	6.88	7.85



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

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

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	69.8	58.7	64.6	84.7	70.8	69.2	71.1	68.9	70.7	73.3	66.5	64.7	74.4	82.4	73.8	57.1
Strongly	50.2	35.4	41.5	71.0	47.9	48.6	52.6	48.1	50.2	52.9	46.1	53.1	55.8	65.5	54.5	37.5
10	31.0	16.2	21.2	52.2	26.6	30.2	36.8	29.3	30.6	32.4	27.8	35.3	36.2	44.4	33.5	21.1
9	8.6	7.9	7.9	9.7	9.4	9.3	2.6	10.2	8.9	9.4	8.1	5.3	9.3	8.5	10.0	7.1
8	10.6	11.4	12.3	9.1	12.0	9.0	13.2	8.5	10.7	11.1	10.2	12.6	10.3	12.7	11.0	9.3
7	11.2	12.5	14.6	8.3	13.5	12.1	15.8	11.7	11.8	11.8	11.9	5.3	10.8	12.7	9.8	11.3
6	8.4	10.8	8.5	5.4	9.5	8.4	2.6	9.2	8.6	8.7	8.5	6.3	7.9	4.2	9.4	8.4
NEUTRAL-5	16.5	21.9	23.1	7.6	16.4	16.2	15.8	16.3	16.0	14.3	18.7	20.3	13.5	9.9	13.4	24.5
DISAGREE	13.7	19.4	12.3	7.7	12.7	14.6	13.2	14.8	13.3	12.3	14.9	15.0	12.1	7.7	12.8	18.4
4	3.4	4.2	4.4	2.2	3.3	3.1	2.6	3.2	3.7	3.8	3.5	2.4	3.9	1.4	4.1	3.6
3	3.0	4.2	2.8	1.7	2.9	2.5	2.6	2.5	3.1	2.9	3.5	2.9	2.4	2.8	3.0	3.8
2	2.4	3.7	2.2	1.0	2.5	4.4	5.3	4.2	1.7	1.5	2.1	4.3	1.4	1.4	3.1	3.5
1	1.2	2.3	0.6	0.3	1.1	1.6	2.6	1.4	1.3	1.3	1.2	0.5	0.5	0.7	0.8	2.0
0	3.6	5.0	2.2	2.6	2.9	3.1	0.0	3.5	3.5	2.8	4.7	4.8	3.9	1.4	1.8	5.5
Mean	7.12	6.24	6.82	8.27	7.07	7.05	7.34	7.01	7.15	7.32	6.90	7.05	7.44	8.02	7.38	6.36



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

22. 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	1321	679	423	256	552	389	769	290
AGREE	69.8	68.1	73.0	68.3	80.9	75.4	77.6	62.9	66.9
Strongly	50.2	48.4	53.9	51.3	58.2	56.5	59.1	42.5	46.9
10	31.0	30.4	32.3	29.6	36.7	39.3	38.6	23.9	23.8
9	8.6	7.7	10.3	11.8	7.8	7.2	11.1	8.1	9.3
8	10.6	10.3	11.3	9.9	13.7	10.0	9.5	10.5	13.8
7	11.2	11.2	11.2	9.2	14.5	10.7	9.8	11.6	13.1
6	8.4	8.6	8.0	7.8	8.2	8.2	8.7	8.8	6.9
NEUTRAL-5	16.5	17.6	14.3	17.5	9.0	12.7	8.2	21.2	22.4
DISAGREE	13.7	14.2	12.7	14.2	10.2	12.0	14.1	15.9	10.7
4	3.4	3.6	3.1	3.8	2.0	2.4	2.8	4.6	3.4
3	3.0	3.0	3.1	2.6	3.9	2.7	3.1	3.1	3.1
2	2.4	2.7	1.8	2.6	0.4	2.5	2.6	2.9	0.7
1	1.2	1.1	1.5	2.1	0.4	1.1	1.5	1.2	1.4
0	3.6	3.8	3.2	3.1	3.5	3.3	4.1	4.2	2.1
Mean	7.12	7.03	7.30	7.10	7.63	7.49	7.50	6.71	7.03



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

22. 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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	69.8	73.6	61.9	62.8	54.2	73.8	80.4	66.7	65.5	60.8	58.2	52.1
Strongly	50.2	54.7	41.0	46.5	30.8	46.2	62.0	47.3	50.0	43.8	36.3	27.8
10	31.0	35.5	21.6	23.8	15.4	21.2	43.9	27.1	27.6	20.9	22.0	11.8
9	8.6	8.4	8.9	9.3	7.3	15.0	8.2	8.6	11.2	7.8	5.5	8.3
8	10.6	10.7	10.5	13.4	8.1	10.0	9.9	11.6	11.2	15.0	8.8	7.7
7	11.2	11.0	11.6	8.9	11.2	21.2	9.9	12.2	7.8	9.8	13.2	10.1
6	8.4	7.8	9.4	7.4	12.3	6.2	8.5	7.1	7.8	7.2	8.8	14.2
NEUTRAL-5	16.5	14.6	20.5	19.0	24.6	16.2	8.4	20.8	13.8	22.9	23.1	25.4
DISAGREE	13.7	11.8	17.6	18.2	21.2	10.0	11.2	12.5	20.7	16.3	18.7	22.5
4	3.4	2.6	5.2	4.8	6.9	3.8	1.6	3.6	5.2	4.6	6.6	7.1
3	3.0	2.5	4.0	3.7	5.0	3.8	2.4	2.7	3.4	3.9	5.5	4.7
2	2.4	2.1	2.9	3.0	3.5	2.5	2.4	1.9	2.6	3.3	4.4	3.0
1	1.2	1.2	1.4	1.9	1.2	0.0	1.2	1.2	2.6	1.3	1.1	1.2
0	3.6	3.4	4.0	4.8	4.6	0.0	3.7	3.1	6.9	3.3	1.1	6.5
Mean	7.12	7.38	6.60	6.69	6.10	7.26	7.74	7.01	6.75	6.64	6.53	5.87



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

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

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
AGREE	69.8	47.5	61.4	66.9	73.0	72.9	78.5	60.9	75.3	64.5	76.2	76.3	64.0
Strongly	50.2	22.5	39.3	47.8	53.0	53.3	62.0	39.5	56.9	43.6	58.4	57.6	43.7
10	31.0	8.1	17.6	28.7	35.8	35.3	40.3	20.5	37.6	25.1	38.2	39.0	23.9
9	8.6	5.6	9.2	7.2	8.8	7.7	10.6	7.6	9.2	7.9	9.4	8.8	8.4
8	10.6	8.8	12.5	11.9	8.5	10.3	11.0	11.5	10.1	10.6	10.7	9.8	11.4
7	11.2	14.4	10.3	12.8	11.5	12.2	8.7	12.3	10.5	12.0	10.2	10.3	12.0
6	8.4	10.6	11.8	6.3	8.5	7.4	7.8	9.1	7.9	8.9	7.6	8.4	8.3
NEUTRAL-5	16.5	24.4	22.1	20.6	17.6	14.1	9.7	21.9	13.1	20.6	11.5	10.8	21.5
DISAGREE	13.7	28.1	16.5	12.5	9.4	13.0	11.8	17.2	11.5	14.9	12.3	12.9	14.4
4	3.4	9.4	4.8	3.0	2.1	4.0	1.7	5.0	2.5	4.1	2.7	2.6	4.2
3	3.0	5.0	4.8	2.7	2.7	0.8	3.4	3.9	2.4	3.6	2.3	2.9	3.1
2	2.4	5.6	2.6	2.4	2.4	2.1	1.5	3.1	1.9	2.9	1.8	2.6	2.3
1	1.2	2.5	1.1	1.5	0.3	1.6	1.1	1.6	1.1	1.2	1.3	1.3	1.2
0	3.6	5.6	3.3	3.0	1.8	4.5	4.0	3.7	3.6	3.1	4.2	3.6	3.6
Mean	7.12	5.54	6.52	7.03	7.46	7.29	7.65	6.54	7.49	6.82	7.50	7.50	6.80



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

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

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	69.8	50.0	64.1	72.6	76.9	59.3	72.2	79.0	79.7	46.2	56.8	67.6	73.8	65.6	69.6	75.9
Strongly	50.2	24.0	44.8	52.5	59.4	28.8	52.3	58.4	64.5	22.1	38.0	47.8	53.5	46.9	48.4	59.0
10	31.0	9.3	23.5	35.2	38.9	16.9	29.5	42.1	46.1	6.2	18.0	29.7	30.7	25.8	28.8	43.1
9	8.6	5.4	8.7	8.2	9.7	3.4	10.4	8.6	8.8	6.2	7.1	7.8	10.7	9.6	8.8	6.8
8	10.6	9.3	12.6	9.1	10.7	8.5	12.4	7.7	9.6	9.7	12.8	10.2	12.1	11.4	10.9	9.1
7	11.2	15.2	10.5	12.4	9.8	18.6	12.0	10.7	7.8	13.8	9.0	13.7	12.1	11.1	11.9	9.8
6	8.4	10.8	8.9	7.8	7.7	11.9	7.9	9.9	7.4	10.3	9.8	6.1	8.2	7.7	9.3	7.0
NEUTRAL-5	16.5	24.0	21.5	16.0	11.5	16.9	12.9	11.2	8.6	26.9	29.3	19.8	14.9	18.7	16.4	13.8
DISAGREE	13.7	26.0	14.4	11.4	11.5	23.7	14.9	9.9	11.8	26.9	13.9	12.6	11.3	15.7	14.0	10.3
4	3.4	7.8	4.1	2.7	2.4	6.8	3.3	1.7	2.0	8.3	4.9	3.4	2.8	3.6	3.3	3.7
3	3.0	4.4	3.9	2.3	2.5	5.1	4.1	0.9	2.9	4.1	3.8	3.4	2.0	3.4	3.6	1.2
2	2.4	4.9	2.6	2.3	1.7	5.1	2.9	3.0	1.7	4.8	2.3	1.7	1.7	2.3	2.7	1.9
1	1.2	2.0	1.6	1.0	1.0	1.7	2.1	0.9	1.0	2.1	1.1	1.0	1.1	2.1	1.1	0.5
0	3.6	6.9	2.2	3.2	3.9	5.1	2.5	3.4	4.2	7.6	1.9	3.1	3.7	4.3	3.5	3.0
Mean	7.12	5.64	6.83	7.34	7.57	6.08	7.17	7.66	7.80	5.46	6.52	7.09	7.30	6.84	7.05	7.68



Table 23 Page 251
July 27-30, 2023

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

23. 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			
	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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	60.4	90.2	71.2	67.1	61.2	58.6	33.8	22.5	13.9	64.6	72.8	59.2	21.9	71.4	59.8	52.5	70.5	48.5	61.2	32.2
Strongly	41.0	85.3	56.3	45.9	42.0	27.7	15.3	10.0	5.6	45.3	56.8	32.9	7.6	52.8	39.6	35.3	48.6	28.6	38.8	15.4
10	21.4	63.8	30.4	23.7	17.0	12.1	5.6	7.5	2.8	24.2	33.4	12.5	1.9	30.9	17.1	20.0	23.7	13.5	18.2	7.5
9	7.6	9.8	11.0	11.2	9.1	3.4	2.3	1.2	0.0	8.6	10.9	6.3	1.0	9.1	9.7	5.0	10.8	4.6	6.5	2.2
8	12.0	11.7	14.9	11.0	16.0	12.1	7.4	1.2	2.8	12.5	12.5	14.1	4.8	12.8	12.8	10.3	14.0	10.4	14.1	5.7
7	11.4	3.1	9.7	12.4	13.0	16.9	9.3	5.0	5.6	11.3	9.8	15.4	5.7	10.5	13.1	8.1	14.7	11.8	14.1	8.8
6	8.0	1.8	5.2	8.8	6.1	14.0	9.3	7.5	2.8	8.0	6.2	10.9	8.6	8.2	7.2	9.1	7.2	8.1	8.2	7.9
NEUTRAL-5	20.4	9.8	18.1	17.8	23.1	20.3	31.0	26.2	11.1	18.9	16.4	22.0	24.8	16.3	22.1	25.6	12.6	24.7	21.3	29.1
DISAGREE	19.2	0.0	10.7	15.1	15.7	21.1	35.2	51.2	75.0	16.5	10.8	18.8	53.3	12.3	18.1	21.9	16.9	26.8	17.5	38.8
4	4.0	0.0	2.9	2.2	3.2	5.0	9.7	11.2	2.8	3.4	2.0	4.4	10.5	2.5	5.0	4.1	2.9	5.8	3.4	8.8
3	4.2	0.0	2.3	3.4	2.9	5.3	7.4	13.8	8.3	4.0	2.4	4.6	14.3	3.2	3.1	6.6	3.6	4.6	3.1	6.6
2	3.2	0.0	0.6	2.2	2.7	4.0	6.5	7.5	19.4	2.9	1.2	3.8	12.4	1.6	3.7	3.8	3.6	4.1	2.4	6.2
1	1.8	0.0	1.0	1.2	1.5	1.6	4.2	3.8	11.1	1.2	0.9	1.0	4.8	1.1	1.9	1.6	0.4	3.5	2.4	4.8
0	6.0	0.0	3.9	6.1	5.4	5.3	7.4	15.0	33.3	4.9	4.2	4.8	11.4	3.9	4.4	5.9	6.5	8.9	6.2	12.3
Mean	6.46	9.01	7.33	6.79	6.51	5.98	4.89	4.12	2.47	6.74	7.39	6.18	3.95	7.21	6.44	6.12	6.86	5.64	6.38	4.67



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

23. 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	349	450	769	432	1708	1402	306	292	196	96
AGREE	60.4	57.3	62.0	61.9	58.8	61.7	60.5	67.3	53.1	52.6	54.2
Strongly	41.0	39.5	42.4	42.1	38.7	42.6	42.9	41.2	31.5	28.1	38.5
10	21.4	20.1	19.1	24.1	20.4	22.4	23.5	17.3	16.1	11.7	25.0
9	7.6	6.9	8.7	7.5	7.2	8.0	7.9	8.2	5.5	6.6	3.1
8	12.0	12.6	14.7	10.5	11.1	12.3	11.6	15.7	9.9	9.7	10.4
7	11.4	9.7	11.8	11.2	13.0	11.5	10.8	15.0	11.0	11.7	9.4
6	8.0	8.0	7.8	8.6	7.2	7.6	6.8	11.1	10.6	12.8	6.2
NEUTRAL-5	20.4	21.8	18.9	18.6	24.1	19.7	19.9	19.0	24.3	26.0	20.8
DISAGREE	19.2	20.9	19.1	19.5	17.1	18.6	19.6	13.7	22.6	21.4	25.0
4	4.0	3.7	4.7	4.2	3.5	3.9	3.8	4.2	5.1	5.1	5.2
3	4.2	5.4	2.9	4.6	3.7	3.5	3.8	2.3	7.9	6.1	11.5
2	3.2	3.7	3.3	3.1	2.8	3.3	3.4	2.9	2.4	2.0	3.1
1	1.8	2.0	2.4	1.4	1.6	1.9	2.0	1.3	1.4	1.5	1.0
0	6.0	6.0	5.8	6.2	5.6	6.0	6.6	2.9	5.8	6.6	4.2
Mean	6.46	6.29	6.46	6.53	6.44	6.53	6.49	6.70	6.02	5.88	6.31



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

23. 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-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
AGREE	60.4	57.0	61.9	67.2	56.2	52.5	56.7	57.3	58.5	56.7	62.9	
Strongly	41.0	37.3	42.6	48.0	35.6	35.3	35.0	36.7	44.0	32.5	44.4	
10	21.4	17.7	23.0	25.9	17.1	20.0	17.2	18.5	24.2	15.3	23.8	
9	7.6	7.3	7.7	9.3	6.8	5.0	7.5	6.7	7.9	6.0	8.3	
8	12.0	12.3	11.8	12.8	11.7	10.3	10.3	11.5	11.9	11.2	12.3	
7	11.4	11.8	11.3	11.4	12.8	8.1	12.1	12.9	9.4	14.9	10.3	
6	8.0	8.0	8.0	7.8	7.8	9.1	9.5	7.7	5.0	9.2	8.2	
NEUTRAL-5	20.4	21.6	19.9	18.4	20.5	25.6	22.0	21.0	20.1	21.5	19.9	
DISAGREE	19.2	21.4	18.2	14.4	23.4	21.9	21.3	21.7	21.4	21.8	17.2	
4	4.0	4.0	4.1	3.4	4.8	4.1	4.4	4.2	3.1	4.8	3.9	
3	4.2	5.5	3.6	3.2	4.3	6.6	5.5	4.8	3.8	5.3	3.7	
2	3.2	3.5	3.1	2.4	3.9	3.8	3.9	3.7	3.8	3.7	2.8	
1	1.8	2.3	1.6	1.4	2.4	1.6	1.8	2.6	4.1	1.8	1.2	
0	6.0	6.1	5.9	4.1	8.0	5.9	5.7	6.4	6.6	6.2	5.6	
Mean	6.46	6.21	6.56	6.93	6.06	6.12	6.18	6.20	6.41	6.08	6.66	



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

23. 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	819	906	721	740	539	396	296	249	325	444	290	
AGREE	60.4	66.8	56.1	65.7	57.0	58.1	66.7	58.4	59.4	64.6	56.1	56.9	
Strongly	41.0	48.2	36.1	48.0	37.6	36.4	50.8	36.5	36.5	44.6	38.3	36.2	
10	21.4	25.9	17.3	26.1	18.1	19.9	26.8	13.9	17.7	25.2	20.9	21.7	
9	7.6	8.9	7.1	9.7	6.6	6.1	8.6	8.1	7.2	11.1	5.6	5.2	
8	12.0	13.4	11.7	12.2	12.8	10.4	15.4	14.5	11.6	8.3	11.7	9.3	
7	11.4	10.5	12.1	10.0	11.1	13.9	8.6	11.8	14.1	11.7	10.6	13.8	
6	8.0	8.1	7.8	7.8	8.4	7.8	7.3	10.1	8.8	8.3	7.2	6.9	
NEUTRAL-5	20.4	19.2	20.3	19.0	20.9	21.5	18.7	18.2	17.7	19.4	22.7	24.8	
DISAGREE	19.2	14.0	23.6	15.3	22.0	20.4	14.6	23.3	22.9	16.0	21.2	18.3	
4	4.0	2.8	4.9	3.5	4.2	4.6	3.3	4.4	4.0	3.7	4.1	5.2	
3	4.2	3.9	4.2	3.3	3.8	5.8	3.3	4.1	8.0	3.4	3.6	3.8	
2	3.2	1.6	4.4	2.4	4.1	3.2	2.3	3.7	2.8	2.5	4.3	3.4	
1	1.8	1.5	2.3	1.5	2.0	1.9	1.5	2.4	2.4	1.5	1.8	1.4	
0	6.0	4.3	7.8	4.6	8.0	5.0	4.3	8.8	5.6	4.9	7.4	4.5	
Mean	6.46	6.92	6.07	6.87	6.14	6.32	6.95	6.02	6.23	6.78	6.22	6.41	



Table 23 Page 255
July 27-30, 2023

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

23. 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	60.4	56.0	57.6	54.8	57.5	64.7	69.9	66.9	70.3	53.2	68.5	53.9	61.6	59.7	55.8	56.3	64.1
Strongly	41.0	38.5	43.6	34.6	35.3	41.2	59.5	48.8	51.6	34.5	51.2	37.6	37.6	37.3	32.5	33.8	45.3
10	21.4	18.8	25.9	13.4	18.3	18.5	38.5	26.8	21.9	18.7	28.6	19.1	16.8	16.4	14.3	19.2	25.0
9	7.6	6.9	8.2	5.9	6.1	9.8	9.5	9.7	7.8	10.1	9.8	6.9	6.0	7.5	6.5	4.5	10.2
8	12.0	12.8	9.5	15.3	10.9	12.9	11.5	12.3	21.9	5.8	12.7	11.6	14.8	13.4	11.7	10.2	10.2
7	11.4	9.8	9.1	10.3	13.6	14.4	5.4	10.7	9.4	9.4	10.2	8.7	14.8	11.9	15.6	14.4	11.7
6	8.0	7.8	4.9	10.0	8.7	9.1	5.1	7.4	9.4	9.4	7.1	7.6	9.2	10.4	7.8	8.1	7.0
NEUTRAL-5	20.4	19.1	18.5	19.6	23.4	19.2	17.2	18.4	12.5	25.2	18.1	20.1	23.2	17.9	19.5	22.8	19.5
DISAGREE	19.2	24.8	23.9	25.5	19.1	16.1	12.8	14.7	17.2	21.6	13.3	26.0	15.2	22.4	24.7	21.0	16.4
4	4.0	3.7	2.9	4.4	4.7	4.6	2.4	3.6	1.6	5.0	3.3	4.0	4.8	3.0	3.9	4.5	5.5
3	4.2	4.3	2.9	5.3	4.7	4.1	2.7	3.5	4.7	1.4	3.7	4.3	3.2	3.0	3.9	7.2	3.1
2	3.2	5.0	4.9	5.0	2.8	2.9	1.4	2.2	4.7	3.6	1.7	5.4	1.6	4.5	2.6	3.3	3.1
1	1.8	3.0	2.5	3.4	1.1	1.4	1.7	1.5	3.1	1.4	1.4	2.6	0.8	3.0	5.2	1.2	1.6
0	6.0	8.9	10.7	7.5	5.8	3.1	4.7	3.8	3.1	10.1	3.3	9.7	4.8	9.0	9.1	4.8	3.1
Mean	6.46	6.04	6.27	5.86	6.28	6.66	7.39	6.96	6.81	6.04	7.10	5.95	6.48	6.07	5.86	6.24	6.84



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

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

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	60.4	56.9	51.6	68.2	57.7	61.7	68.4	60.8	60.0	61.3	58.0	61.8	63.3	76.8	64.0	50.4
Strongly	41.0	36.0	33.2	50.0	37.0	43.6	47.4	43.1	40.1	41.0	38.9	43.0	45.2	61.3	42.7	29.1
10	21.4	17.3	19.3	27.2	17.5	22.1	21.1	22.3	21.0	19.7	23.0	23.7	27.0	30.3	19.5	14.7
9	7.6	6.3	6.6	9.5	7.7	8.7	13.2	8.1	7.6	8.6	6.0	5.8	6.1	16.2	8.9	4.9
8	12.0	12.4	7.3	13.3	11.8	12.8	13.2	12.7	11.5	12.7	9.8	13.5	12.1	14.8	14.4	9.5
7	11.4	12.3	11.1	10.6	12.0	11.8	10.5	12.0	11.4	11.9	10.7	11.1	10.9	7.7	13.6	11.6
6	8.0	8.6	7.3	7.6	8.7	6.2	10.5	5.7	8.4	8.4	8.5	7.7	7.2	7.7	7.7	9.6
NEUTRAL-5	20.4	20.8	25.3	17.9	21.2	18.1	13.2	18.7	20.7	19.3	23.0	21.7	20.4	14.8	18.5	24.5
DISAGREE	19.2	22.3	23.1	13.8	21.2	20.2	18.4	20.5	19.3	19.5	19.0	16.4	16.2	8.5	17.5	25.1
4	4.0	4.6	3.8	3.5	4.3	4.7	7.9	4.2	4.2	4.4	4.0	1.9	3.7	2.1	4.7	3.8
3	4.2	4.0	6.6	3.3	5.3	4.0	2.6	4.2	4.3	5.0	3.3	2.9	2.9	2.8	3.9	5.8
2	3.2	3.9	4.7	1.8	3.6	4.7	0.0	5.3	3.1	2.5	4.0	1.9	3.1	2.1	3.0	3.8
1	1.8	2.1	2.5	1.2	2.4	2.2	2.6	2.1	1.8	1.9	1.6	1.4	1.6	0.7	1.2	2.2
0	6.0	7.7	5.4	4.1	5.6	4.7	5.3	4.6	5.9	5.7	6.2	8.2	5.0	0.7	4.7	9.5
Mean	6.46	6.11	6.06	7.02	6.23	6.55	6.79	6.52	6.43	6.45	6.39	6.52	6.75	7.63	6.61	5.72



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

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

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	1321	679	423	256	552	389	769	290
AGREE	60.4	61.2	59.1	59.6	58.2	62.1	62.2	60.5	54.8
Strongly	41.0	42.4	38.3	36.9	40.6	42.8	42.2	42.1	33.1
10	21.4	23.7	17.1	16.3	18.4	22.5	17.2	24.6	16.9
9	7.6	7.3	8.2	7.8	9.0	7.1	9.5	7.4	6.6
8	12.0	11.4	13.0	12.8	13.3	13.2	15.4	10.1	9.7
7	11.4	11.4	11.6	12.8	9.8	10.9	11.3	11.7	12.1
6	8.0	7.4	9.1	9.9	7.8	8.5	8.7	6.6	9.7
NEUTRAL-5	20.4	20.6	20.0	19.4	21.1	19.4	16.7	21.5	24.5
DISAGREE	19.2	18.2	20.9	21.0	20.7	18.5	21.1	18.1	20.7
4	4.0	4.0	4.1	3.5	5.1	3.4	4.4	4.4	3.8
3	4.2	3.3	5.7	5.9	5.5	3.6	6.4	3.1	4.8
2	3.2	3.0	3.5	3.5	3.5	2.9	2.8	3.1	4.5
1	1.8	1.7	2.1	2.1	2.0	2.0	2.1	1.4	2.1
0	6.0	6.2	5.4	5.9	4.7	6.5	5.4	6.0	5.5
Mean	6.46	6.55	6.28	6.22	6.37	6.51	6.41	6.57	6.11



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	60.4	59.0	63.5	61.7	63.1	67.5	60.8	57.1	64.7	59.5	60.4	64.5
Strongly	41.0	41.6	39.8	39.4	38.8	41.2	44.6	38.5	36.2	41.8	36.3	40.2
10	21.4	21.8	20.6	21.2	21.5	12.5	22.4	21.3	16.4	24.8	13.2	26.0
9	7.6	7.6	7.6	5.6	8.1	13.8	8.2	7.0	3.4	7.2	11.0	6.5
8	12.0	12.1	11.6	12.6	9.2	15.0	14.0	10.3	16.4	9.8	12.1	7.7
7	11.4	10.4	13.7	14.1	13.1	12.5	9.9	10.9	17.2	11.8	9.9	14.8
6	8.0	7.0	10.0	8.2	11.2	13.8	6.3	7.7	11.2	5.9	14.3	9.5
NEUTRAL-5	20.4	22.2	16.6	14.1	18.5	21.2	19.4	25.0	12.9	15.0	20.9	17.2
DISAGREE	19.2	18.8	19.9	24.2	18.5	11.2	19.7	17.9	22.4	25.5	18.7	18.3
4	4.0	3.6	5.1	5.9	4.6	2.5	3.7	3.4	5.2	6.5	4.4	4.7
3	4.2	4.0	4.5	4.1	5.0	3.8	4.7	3.3	4.3	3.9	6.6	4.1
2	3.2	3.1	3.4	3.3	3.8	2.5	2.9	3.3	0.9	5.2	5.5	3.0
1	1.8	1.9	1.5	2.2	0.8	1.2	1.9	1.9	3.4	1.3	0.0	1.2
0	6.0	6.2	5.4	8.6	4.2	1.2	6.5	6.0	8.6	8.5	2.2	5.3
Mean	6.46	6.44	6.48	6.27	6.55	6.72	6.51	6.37	6.17	6.34	6.35	6.65



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

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

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
AGREE	60.4	58.1	59.6	64.8	63.6	55.4	60.5	61.5	59.8	62.2	58.4	62.2	58.9	
Strongly	41.0	36.9	41.5	42.1	41.5	38.7	42.6	40.8	41.1	41.0	41.0	42.5	39.7	
10	21.4	23.8	21.3	22.1	20.9	18.8	22.6	22.2	21.0	21.8	21.0	20.3	22.5	
9	7.6	5.6	7.0	8.4	8.2	8.0	7.4	7.3	7.8	7.6	7.6	8.1	7.2	
8	12.0	7.5	13.2	11.6	12.4	11.9	12.5	11.3	12.3	11.7	12.3	14.1	10.0	
7	11.4	13.8	10.7	12.5	12.4	10.1	10.8	12.1	11.0	12.2	10.5	11.1	11.8	
6	8.0	7.5	7.4	10.1	9.7	6.6	7.0	8.6	7.6	8.9	6.9	8.6	7.5	
NEUTRAL-5	20.4	18.1	17.3	19.7	20.9	22.5	21.3	18.5	21.6	19.2	21.8	18.3	22.3	
DISAGREE	19.2	23.8	23.2	15.5	15.5	22.0	18.3	19.9	18.7	18.6	19.8	19.6	18.8	
4	4.0	3.8	5.9	3.6	4.2	4.0	3.4	4.4	3.8	4.4	3.7	3.8	4.2	
3	4.2	7.5	3.7	2.7	3.3	3.2	5.5	4.0	4.2	3.8	4.5	4.8	3.6	
2	3.2	5.6	4.4	2.1	1.8	4.0	2.9	3.7	2.9	3.1	3.3	2.9	3.5	
1	1.8	2.5	1.8	1.2	1.2	2.4	1.9	1.7	1.9	1.5	2.1	2.0	1.6	
0	6.0	4.4	7.4	6.0	4.8	8.5	4.6	6.1	5.8	5.7	6.2	6.1	5.9	
Mean	6.46	6.31	6.32	6.64	6.64	6.14	6.56	6.46	6.45	6.51	6.38	6.47	6.45	



Table 23 Page 260
July 27-30, 2023

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

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

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	60.4	59.8	62.1	63.1	57.7	49.2	67.6	67.8	57.6	64.1	57.1	59.4	57.7	61.0	58.3	64.9
Strongly	41.0	38.2	41.8	41.6	40.8	27.1	46.1	42.9	42.4	42.8	38.0	40.6	38.9	40.6	38.7	46.8
10	21.4	26.0	20.5	22.1	20.4	16.9	19.5	21.5	20.6	29.7	21.4	22.5	20.3	22.1	19.1	26.2
9	7.6	4.9	8.3	8.4	7.3	3.4	10.0	7.7	7.8	5.5	6.8	8.9	6.8	7.7	7.0	8.9
8	12.0	7.4	13.0	11.2	13.0	6.8	16.6	13.7	14.0	7.6	9.8	9.2	11.8	10.9	12.6	11.7
7	11.4	12.7	11.8	12.0	10.5	11.9	10.4	14.2	9.6	13.1	13.2	10.2	11.5	10.5	12.4	10.5
6	8.0	8.8	8.5	9.5	6.4	10.2	11.2	10.7	5.6	8.3	6.0	8.5	7.3	9.8	7.2	7.5
NEUTRAL-5	20.4	15.7	19.3	20.5	22.3	13.6	17.0	14.6	21.8	16.6	21.4	25.3	22.8	19.3	20.8	20.8
DISAGREE	19.2	24.5	18.5	16.3	20.1	37.3	15.4	17.6	20.6	19.3	21.4	15.4	19.4	19.8	20.8	14.3
4	4.0	4.9	4.3	4.6	3.3	3.4	2.9	6.4	2.9	5.5	5.6	3.1	3.7	4.8	4.4	2.1
3	4.2	7.8	2.6	2.9	5.1	15.3	2.1	2.6	6.1	4.8	3.0	3.1	3.9	3.2	4.9	3.5
2	3.2	4.4	3.6	1.9	3.5	5.1	3.3	1.7	2.9	4.1	3.8	2.0	4.2	3.0	3.8	2.1
1	1.8	2.5	1.4	1.9	1.8	5.1	1.7	2.6	1.5	1.4	1.1	1.4	2.3	1.6	2.4	0.7
0	6.0	4.9	6.7	5.1	6.3	8.5	5.4	4.3	7.1	3.4	7.9	5.8	5.4	7.1	5.3	5.9
Mean	6.46	6.38	6.48	6.62	6.35	5.41	6.68	6.70	6.36	6.77	6.29	6.55	6.34	6.42	6.32	6.83



Table 24 Page 261
July 27-30, 2023

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

24. 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
DISAGREE	65.2	98.8	91.9	77.8	57.2	51.2	36.6	31.2	25.0	73.9	86.6	57.4	44.8	80.1	74.8	70.3	64.4	40.3	49.1	29.1
Strongly	53.2	98.8	88.3	67.6	41.8	30.1	20.8	20.0	19.4	62.6	80.6	37.6	28.6	75.3	60.7	55.6	46.8	26.3	33.7	16.7
10	38.7	95.1	75.4	46.6	22.6	16.6	12.0	11.2	13.9	47.2	65.6	20.4	18.1	61.6	42.1	41.6	30.2	14.5	18.6	9.3
9	6.2	2.5	8.1	10.7	6.6	3.4	2.8	3.8	2.8	6.9	8.3	5.1	3.8	6.7	8.7	5.6	6.5	4.1	5.2	2.6
8	8.3	1.2	4.9	10.2	12.5	10.0	6.0	5.0	2.8	8.5	6.7	12.1	6.7	6.9	10.0	8.4	10.1	7.7	10.0	4.8
7	6.4	0.0	1.9	6.1	10.3	10.0	6.9	3.8	0.0	6.3	3.5	11.7	3.8	2.5	7.5	8.1	10.4	6.9	7.6	6.2
6	5.6	0.0	1.6	4.1	5.2	11.1	8.8	7.5	5.6	5.1	2.5	8.1	12.4	2.3	6.5	6.6	7.2	7.1	7.9	6.2
NEUTRAL-5	13.6	1.2	3.2	9.8	16.2	17.2	29.2	25.0	19.4	10.7	5.9	16.0	25.7	6.9	8.4	16.9	13.7	22.2	17.9	27.8
AGREE	21.2	0.0	4.9	12.4	26.5	31.7	34.3	43.8	55.6	15.5	7.5	26.7	29.5	13.0	16.8	12.8	21.9	37.5	33.0	43.2
4	5.0	0.0	1.0	2.0	4.4	9.0	12.0	10.0	5.6	3.6	1.2	6.7	9.5	2.5	3.1	5.3	4.7	8.7	6.5	11.5
3	5.9	0.0	1.0	2.7	5.2	10.3	10.2	20.0	16.7	4.0	1.6	7.3	9.5	3.9	5.3	2.5	4.7	11.2	8.2	15.0
2	4.0	0.0	0.6	0.7	6.1	7.4	6.5	3.8	11.1	3.0	0.6	6.9	4.8	1.8	5.0	2.2	4.0	6.8	6.5	7.0
1	2.4	0.0	0.0	2.9	3.2	2.9	4.2	3.8	0.0	1.8	1.4	2.0	4.8	1.2	1.9	0.9	4.0	4.1	4.8	3.1
0	4.0	0.0	2.3	4.1	7.6	2.1	1.4	6.2	22.2	3.0	2.7	3.8	1.0	3.6	1.6	1.9	4.7	6.8	6.9	6.6
Mean	7.04	9.89	9.13	7.81	6.19	5.84	5.37	4.94	4.11	7.64	8.66	6.21	5.79	8.25	7.53	7.48	6.70	5.31	5.70	4.82



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

24. 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	349	450	769	432	1708	1402	306	292	196	96
DISAGREE	65.2	63.6	67.3	64.5	65.5	66.3	67.5	60.8	58.9	54.6	67.7
Strongly	53.2	51.9	53.8	53.3	53.2	54.5	57.1	42.8	45.2	41.8	52.1
10	38.7	38.1	37.6	39.8	38.4	39.9	42.6	27.8	31.5	27.6	39.6
9	6.2	6.0	6.2	5.9	6.7	6.0	6.3	4.6	7.2	8.2	5.2
8	8.3	7.7	10.0	7.7	8.1	8.6	8.2	10.5	6.5	6.1	7.3
7	6.4	3.4	8.9	5.9	7.4	6.3	5.4	10.5	7.2	8.2	5.2
6	5.6	8.3	4.7	5.3	4.9	5.4	5.0	7.5	6.5	4.6	10.4
NEUTRAL-5	13.6	15.8	13.6	12.4	14.4	12.8	12.8	13.1	18.5	20.9	13.5
AGREE	21.2	20.6	19.1	23.1	20.1	20.9	19.8	26.1	22.6	24.5	18.8
4	5.0	4.6	4.2	5.1	5.8	4.5	4.4	4.9	7.5	8.2	6.2
3	5.9	6.9	6.4	5.3	5.6	5.8	5.2	8.5	6.5	6.1	7.3
2	4.0	3.7	3.8	4.3	3.7	3.9	3.4	6.5	4.1	5.1	2.1
1	2.4	1.4	2.2	3.1	2.1	2.3	2.1	3.3	2.7	3.6	1.0
0	4.0	4.0	2.4	5.3	3.0	4.3	4.6	2.9	1.7	1.5	2.1
Mean	7.04	6.98	7.16	6.95	7.12	7.09	7.22	6.48	6.74	6.52	7.20



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

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

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	603	1397	884	796	320	545	881	318	563	1119	
DISAGREE	65.2	41.0	75.7	78.2	48.7	70.3	68.1	45.5	33.0	52.6	80.7	
Strongly	53.2	26.7	64.6	70.0	33.4	55.6	51.9	30.1	27.4	31.6	71.3	
10	38.7	15.3	48.8	54.5	20.0	41.6	37.4	16.8	16.0	17.2	55.9	
9	6.2	4.8	6.7	7.5	4.9	5.6	6.1	5.0	4.1	5.5	7.1	
8	8.3	6.6	9.0	8.0	8.5	8.4	8.4	8.3	7.2	8.9	8.3	
7	6.4	7.1	6.2	4.3	8.2	8.1	9.0	7.7	1.6	11.2	5.5	
6	5.6	7.1	4.9	3.8	7.2	6.6	7.2	7.7	4.1	9.8	3.9	
NEUTRAL-5	13.6	20.2	10.8	7.5	19.2	16.9	15.8	19.8	20.4	19.4	8.8	
AGREE	21.2	38.8	13.5	14.4	32.0	12.8	16.1	34.7	46.5	28.1	10.5	
4	5.0	8.1	3.6	2.7	7.3	5.3	5.0	7.8	8.5	7.5	2.7	
3	5.9	9.6	4.3	4.4	8.9	2.5	3.9	9.3	12.3	7.6	3.2	
2	4.0	7.3	2.5	2.9	5.8	2.2	4.2	6.4	5.0	7.1	2.1	
1	2.4	5.1	1.2	1.5	4.0	0.9	1.1	4.2	8.8	1.6	1.0	
0	4.0	8.6	1.9	2.8	6.0	1.9	2.0	7.0	11.9	4.3	1.5	
Mean	7.04	5.24	7.81	7.99	5.80	7.48	7.22	5.54	4.82	5.95	8.21	



Table 24 Page 264
July 27-30, 2023

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

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

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	819	906	721	740	539	396	296	249	325	444	290			
DISAGREE	65.2	78.3	52.2	76.7	50.5	69.9	78.3	40.5	71.5	74.8	57.2	68.6			
Strongly	53.2	70.3	36.4	68.5	37.3	54.4	71.5	29.7	55.0	64.9	42.3	53.8			
10	38.7	55.8	21.3	53.1	23.1	40.8	57.3	16.2	40.6	48.0	27.7	41.0			
9	6.2	6.6	5.7	7.8	4.1	6.9	7.6	4.1	7.6	8.0	4.1	6.2			
8	8.3	7.9	9.4	7.6	10.1	6.7	6.6	9.5	6.8	8.9	10.6	6.6			
7	6.4	5.1	8.2	4.3	7.7	7.6	3.3	5.7	7.2	5.5	9.0	7.9			
6	5.6	2.8	7.6	3.9	5.5	8.0	3.5	5.1	9.2	4.3	5.9	6.9			
NEUTRAL-5	13.6	8.7	18.2	9.2	17.8	13.9	7.8	16.6	11.2	10.8	18.7	16.2			
AGREE	21.2	13.1	29.6	14.1	31.6	16.1	13.9	42.9	17.3	14.5	24.1	15.2			
4	5.0	2.4	7.3	2.6	7.3	4.8	2.0	7.1	4.4	3.4	7.4	5.2			
3	5.9	3.9	7.8	4.9	8.5	3.7	3.8	11.5	4.4	6.2	6.5	3.1			
2	4.0	2.4	5.6	1.8	6.2	3.7	2.5	9.5	4.0	0.9	4.1	3.4			
1	2.4	1.5	3.3	1.8	3.5	1.7	2.5	6.1	1.6	0.9	1.8	1.7			
0	4.0	2.8	5.5	3.1	6.1	2.2	3.0	8.8	2.8	3.1	4.3	1.7			
Mean	7.04	8.05	6.01	7.92	5.96	7.34	8.04	5.16	7.32	7.77	6.49	7.35			



Table 24 Page 265
July 27-30, 2023

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

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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
DISAGREE	65.2	45.7	38.3	51.4	65.0	79.6	82.4	80.8	40.6	65.5	84.2	46.3	57.2	52.2	46.8	70.7	82.0
Strongly	53.2	32.3	28.4	35.2	49.9	70.0	77.0	72.9	29.7	53.2	77.4	32.9	43.6	41.8	31.2	53.3	71.1
10	38.7	20.9	21.0	20.9	33.5	50.1	69.3	58.1	21.9	36.7	61.4	19.9	27.6	26.9	26.0	36.5	60.9
9	6.2	3.4	2.1	4.4	7.5	8.9	4.4	7.0	4.7	7.2	8.3	3.5	4.8	4.5	1.3	9.6	3.1
8	8.3	8.0	5.3	10.0	9.0	11.0	3.4	7.9	3.1	9.4	7.7	9.5	11.2	10.4	3.9	7.2	7.0
7	6.4	7.4	5.3	9.0	7.6	6.0	2.4	4.5	4.7	5.8	3.9	7.6	7.6	9.0	9.1	8.4	4.7
6	5.6	6.0	4.5	7.2	7.5	3.6	3.0	3.4	6.2	6.5	2.9	5.9	6.0	1.5	6.5	9.0	6.2
NEUTRAL-5	13.6	17.2	18.5	16.2	17.0	7.2	7.8	7.4	10.9	18.0	6.6	18.0	18.4	14.9	18.2	15.6	7.0
AGREE	21.2	37.1	43.2	32.4	18.0	13.2	9.8	11.8	48.4	16.5	9.3	35.7	24.4	32.8	35.1	13.8	10.9
4	5.0	7.4	6.6	8.1	5.7	3.4	0.7	2.2	7.8	5.0	1.4	7.6	7.6	4.5	6.5	4.5	4.7
3	5.9	10.8	10.7	10.9	5.3	3.8	1.0	2.7	12.5	8.6	2.9	10.4	6.4	4.5	11.7	3.0	0.8
2	4.0	6.4	7.4	5.6	3.7	2.4	2.0	2.2	6.2	1.4	1.4	6.4	5.2	9.0	6.5	3.6	2.3
1	2.4	4.6	5.8	3.7	1.8	1.2	1.4	1.3	10.9	0.7	1.0	3.8	2.8	4.5	3.9	1.5	0.8
0	4.0	7.8	12.8	4.0	1.5	2.4	4.7	3.4	10.9	0.7	2.7	7.6	2.4	10.4	6.5	1.2	2.3
Mean	7.04	5.57	5.07	5.95	7.05	8.00	8.44	8.18	5.03	7.25	8.45	5.62	6.53	5.93	5.74	7.35	8.26



Table 24 Page 266
July 27-30, 2023

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

24. 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
DISAGREE	65.2	50.3	70.6	80.3	68.8	56.4	47.4	57.6	66.8	65.7	68.4	67.6	71.2	75.4	65.7	59.6
Strongly	53.2	35.5	55.7	72.6	53.6	44.9	23.7	47.7	54.3	53.1	56.3	57.5	60.3	64.1	53.0	46.5
10	38.7	21.6	41.1	57.6	37.6	30.2	21.1	31.4	39.5	38.3	41.5	45.9	45.5	50.7	36.6	33.6
9	6.2	5.4	5.1	7.4	7.5	6.2	0.0	7.1	6.0	5.9	6.2	6.8	5.8	7.0	6.3	5.8
8	8.3	8.5	9.5	7.6	8.4	8.4	2.6	9.2	8.8	8.8	8.6	4.8	9.0	6.3	10.0	7.1
7	6.4	7.7	8.2	4.2	8.2	5.0	7.9	4.6	6.9	6.8	6.9	5.8	6.3	6.3	6.7	7.1
6	5.6	7.1	6.6	3.5	7.1	6.5	15.8	5.3	5.6	5.8	5.2	4.3	4.7	4.9	6.1	6.0
NEUTRAL-5	13.6	18.8	13.9	7.6	12.7	11.2	7.9	11.7	13.9	14.1	13.6	15.5	14.0	5.6	12.2	16.0
AGREE	21.2	30.9	15.5	12.2	18.5	32.4	44.7	30.7	19.3	20.2	18.0	16.9	14.8	19.0	22.0	24.4
4	5.0	6.9	3.8	3.2	5.5	6.2	5.3	6.4	4.6	4.6	4.7	5.3	3.5	4.2	4.3	7.1
3	5.9	8.2	4.7	3.7	5.4	9.3	2.6	10.2	5.2	5.3	5.0	5.8	4.5	3.5	5.1	8.0
2	4.0	6.2	3.2	1.7	3.8	4.0	7.9	3.5	4.1	4.9	2.8	2.9	1.9	4.9	4.9	4.7
1	2.4	3.8	1.6	1.2	1.8	5.0	10.5	4.2	2.0	2.6	1.2	1.0	1.0	1.4	3.7	1.8
0	4.0	5.9	2.2	2.4	2.0	7.8	18.4	6.4	3.4	2.8	4.3	1.9	3.9	4.9	3.9	2.7
Mean	7.04	5.91	7.37	8.20	7.22	6.22	4.76	6.41	7.15	7.07	7.28	7.48	7.53	7.62	6.94	6.75



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

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

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	1321	679	423	256	552	389	769	290
DISAGREE	65.2	66.2	63.2	65.0	60.2	66.5	62.0	66.1	64.8
Strongly	53.2	54.4	50.8	52.2	48.4	55.8	51.4	53.3	50.0
10	38.7	40.2	35.8	36.4	34.8	41.1	38.3	39.5	32.4
9	6.2	5.8	6.9	6.6	7.4	6.7	6.2	5.1	7.9
8	8.3	8.4	8.1	9.2	6.2	8.0	6.9	8.7	9.7
7	6.4	6.7	5.9	6.1	5.5	5.3	4.9	7.8	7.2
6	5.6	5.1	6.5	6.6	6.2	5.4	5.7	4.9	7.6
NEUTRAL-5	13.6	13.4	14.1	14.9	12.9	11.2	11.8	15.0	17.2
AGREE	21.2	20.4	22.7	20.1	27.0	22.3	26.2	19.0	17.9
4	5.0	4.8	5.2	4.5	6.2	4.2	4.4	5.3	6.2
3	5.9	5.6	6.5	6.4	6.6	6.0	6.9	5.3	5.9
2	4.0	3.9	4.0	3.5	4.7	4.9	5.4	3.3	2.1
1	2.4	2.1	2.9	2.1	4.3	3.4	3.3	1.2	2.4
0	4.0	3.9	4.1	3.5	5.1	3.8	6.2	3.9	1.4
Mean	7.04	7.12	6.87	7.01	6.63	7.09	6.74	7.15	7.04



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

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
DISAGREE	65.2	69.0	57.3	59.1	53.8	51.2	67.6	70.4	57.8	60.1	51.6	55.0
Strongly	53.2	57.4	44.4	47.6	38.5	41.2	57.7	57.0	47.4	47.7	36.3	39.6
10	38.7	41.8	32.2	35.7	28.1	22.5	43.2	40.5	34.5	36.6	26.4	29.0
9	6.2	6.9	4.6	4.8	4.2	5.0	7.2	6.5	4.3	5.2	4.4	4.1
8	8.3	8.7	7.6	7.1	6.2	13.8	7.4	10.0	8.6	5.9	5.5	6.5
7	6.4	6.3	6.8	5.9	8.1	5.0	4.6	8.0	4.3	7.2	9.9	7.1
6	5.6	5.3	6.2	5.6	7.3	5.0	5.3	5.4	6.0	5.2	5.5	8.3
NEUTRAL-5	13.6	13.5	14.0	12.6	14.6	22.5	11.3	15.6	9.5	15.0	14.3	14.8
AGREE	21.2	17.5	28.7	28.3	31.5	26.2	21.1	14.0	32.8	24.8	34.1	30.2
4	5.0	4.4	6.0	5.2	6.5	7.5	3.7	5.2	2.6	7.2	9.9	4.7
3	5.9	5.0	7.9	6.7	8.8	8.8	6.2	3.7	6.0	7.2	6.6	10.1
2	4.0	3.4	5.1	7.8	3.8	2.5	4.4	2.4	12.1	4.6	3.3	4.1
1	2.4	1.8	3.7	2.2	4.6	6.2	2.9	0.6	2.6	2.0	7.7	3.0
0	4.0	3.0	6.0	6.3	7.7	1.2	3.8	2.1	9.5	3.9	6.6	8.3
Mean	7.04	7.34	6.40	6.54	6.07	6.25	7.21	7.47	6.22	6.78	5.95	6.13



Table 24 Page 269
July 27-30, 2023

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

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

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
DISAGREE	65.2	53.1	55.9	56.4	70.0	72.9	70.7	55.5	71.2	59.9	71.7	64.6	65.7
Strongly	53.2	35.0	41.9	46.6	58.2	58.6	61.6	42.5	59.8	47.2	60.4	54.0	52.4
10	38.7	21.2	27.9	34.9	43.6	45.6	43.9	29.6	44.4	33.8	44.6	40.0	37.6
9	6.2	3.8	3.7	4.8	5.2	7.2	8.9	4.2	7.4	4.5	8.2	6.5	5.9
8	8.3	10.0	10.3	6.9	9.4	5.8	8.7	8.7	8.0	8.9	7.5	7.5	9.0
7	6.4	10.0	7.7	5.7	7.0	6.1	5.1	7.3	5.9	7.2	5.5	5.1	7.6
6	5.6	8.1	6.2	4.2	4.8	8.2	4.0	5.7	5.5	5.5	5.8	5.5	5.7
NEUTRAL-5	13.6	15.6	11.4	13.7	13.6	13.8	14.1	13.3	13.9	13.4	14.0	11.5	15.6
AGREE	21.2	31.2	32.7	29.9	16.4	13.3	15.2	31.2	14.9	26.7	14.4	23.9	18.7
4	5.0	8.1	4.4	7.8	4.2	3.4	4.0	6.6	3.9	5.9	3.8	4.3	5.6
3	5.9	8.8	10.3	6.6	5.2	3.7	4.4	8.3	4.4	7.4	4.1	6.4	5.5
2	4.0	3.8	8.5	5.4	2.4	2.1	3.0	6.1	2.6	5.0	2.7	5.1	2.9
1	2.4	4.4	4.4	3.9	1.2	0.8	1.7	4.2	1.3	3.3	1.3	3.4	1.5
0	4.0	6.2	5.1	6.3	3.3	3.2	2.1	5.9	2.8	5.1	2.5	4.8	3.2
Mean	7.04	5.94	6.13	6.46	7.42	7.58	7.57	6.23	7.53	6.59	7.57	6.94	7.12



Table 24 Page 270
July 27-30, 2023

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

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

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
DISAGREE	65.2	53.4	56.0	68.8	72.0	50.8	49.8	66.5	74.3	54.5	61.7	70.6	69.3	53.7	66.1	78.2
Strongly	53.2	36.8	44.0	56.8	61.1	35.6	39.8	55.4	64.2	37.2	47.7	58.0	57.5	41.9	53.7	66.7
10	38.7	22.1	31.8	43.0	44.8	22.0	27.4	43.3	48.0	22.1	35.7	42.7	41.1	29.4	38.5	51.3
9	6.2	3.9	3.9	5.5	8.7	3.4	3.3	5.6	9.3	4.1	4.5	5.5	7.9	5.7	6.3	6.3
8	8.3	10.8	8.3	8.4	7.6	10.2	9.1	6.4	6.9	11.0	7.5	9.9	8.5	6.8	8.8	9.1
7	6.4	9.3	6.9	5.9	5.8	8.5	6.2	4.7	4.2	9.7	7.5	6.8	7.6	5.7	7.0	6.1
6	5.6	7.4	5.1	6.1	5.1	6.8	3.7	6.4	5.9	7.6	6.4	5.8	4.2	6.1	5.4	5.4
NEUTRAL-5	13.6	15.7	12.2	14.6	13.4	13.6	9.1	14.6	10.8	16.6	15.0	14.7	16.3	16.9	13.5	9.6
AGREE	21.2	30.9	31.8	16.5	14.7	35.6	41.1	18.9	15.0	29.0	23.3	14.7	14.4	29.4	20.4	12.2
4	5.0	6.9	6.3	4.2	4.1	3.4	6.6	3.0	3.7	8.3	6.0	5.1	4.5	5.5	5.3	3.3
3	5.9	8.8	8.7	4.8	4.1	6.8	10.8	4.3	4.9	9.7	6.8	5.1	3.1	7.5	6.0	3.5
2	4.0	5.4	6.7	2.7	2.6	10.2	8.7	4.7	2.5	3.4	4.9	1.0	2.8	5.7	3.9	1.9
1	2.4	3.9	3.9	2.1	1.2	6.8	6.6	3.0	1.2	2.8	1.5	1.4	1.1	4.1	1.9	1.4
0	4.0	5.9	6.1	2.9	2.8	8.5	8.3	3.9	2.7	4.8	4.1	2.0	2.8	6.6	3.3	2.1
Mean	7.04	5.99	6.28	7.36	7.60	5.61	5.71	7.17	7.73	6.14	6.80	7.50	7.44	6.21	7.11	7.95



Table 25 Page 271
July 27-30, 2023

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

25. 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
DISAGREE	64.6	98.2	90.6	76.1	59.0	43.3	38.4	43.8	50.0	71.4	85.3	53.9	37.1	81.7	70.1	65.6	58.6	45.2	47.1	42.7
Strongly	56.2	97.5	88.3	70.5	49.1	29.8	24.5	25.0	47.2	64.0	81.7	41.2	21.9	77.3	60.4	56.9	49.3	34.0	37.5	29.5
10	45.1	96.9	82.2	53.7	36.4	19.8	11.1	11.2	38.9	52.8	71.7	28.7	8.6	69.4	44.9	45.3	37.1	23.0	27.8	16.7
9	5.5	0.6	2.9	9.0	7.6	4.0	5.1	5.0	5.6	6.0	5.3	7.3	5.7	4.4	10.0	5.0	5.8	4.1	3.4	4.8
8	5.6	0.0	3.2	7.8	5.2	6.1	8.3	8.8	2.8	5.1	4.8	5.3	7.6	3.4	5.6	6.6	6.5	6.9	6.2	7.9
7	4.6	0.6	1.6	3.9	6.1	6.1	6.9	10.0	0.0	4.0	2.5	6.5	4.8	2.7	5.0	4.1	5.4	6.6	5.5	7.9
6	3.8	0.0	0.6	1.7	3.7	7.4	6.9	8.8	2.8	3.4	1.0	6.3	10.5	1.8	4.7	4.7	4.0	4.6	4.1	5.3
NEUTRAL-5	12.2	1.8	4.2	9.8	10.6	20.1	25.0	16.2	5.6	10.7	6.3	15.4	25.7	5.5	11.2	17.5	12.9	16.4	14.8	18.5
AGREE	23.2	0.0	5.2	14.1	30.5	36.7	36.6	40.0	44.4	17.9	8.4	30.7	37.1	12.8	18.7	16.9	28.4	38.4	38.1	38.8
4	4.0	0.0	1.0	1.7	3.7	8.2	8.3	6.2	0.0	3.6	1.1	6.3	11.4	2.7	5.3	4.1	2.9	5.0	5.2	4.8
3	3.4	0.0	0.0	0.2	4.4	7.1	7.4	7.5	0.0	2.4	0.1	5.7	6.7	1.6	4.0	1.6	3.2	6.2	5.8	6.6
2	3.6	0.0	0.3	1.7	4.9	6.9	4.6	5.0	8.3	2.4	0.9	5.1	2.9	2.5	2.2	1.9	3.2	6.8	7.2	6.2
1	3.8	0.0	0.0	3.2	7.4	5.3	2.8	6.2	8.3	3.2	1.5	6.3	3.8	2.7	3.4	2.5	5.0	5.6	6.5	4.4
0	8.4	0.0	3.9	7.3	10.1	9.2	13.4	15.0	27.8	6.2	4.8	7.5	12.4	3.4	3.7	6.9	14.0	14.9	13.4	16.7
Mean	6.98	9.88	9.15	7.81	6.37	5.42	5.06	4.95	5.31	7.55	8.66	6.12	4.98	8.41	7.43	7.22	6.33	5.35	5.55	5.10



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

25. 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	349	450	769	432	1708	1402	306	292	196	96
DISAGREE	64.6	64.8	66.2	66.1	60.2	66.5	68.2	58.5	53.8	50.5	60.4
Strongly	56.2	56.4	55.6	58.3	53.0	58.5	61.9	42.8	42.8	40.8	46.9
10	45.1	45.8	44.0	46.0	44.0	47.3	51.3	29.1	32.2	29.1	38.5
9	5.5	5.2	6.2	5.5	5.1	5.6	5.5	6.2	4.8	4.6	5.2
8	5.6	5.4	5.3	6.8	3.9	5.6	5.1	7.5	5.8	7.1	3.1
7	4.6	3.4	5.8	4.4	4.9	4.5	4.0	6.9	5.5	5.6	5.2
6	3.8	4.9	4.9	3.4	2.3	3.5	2.3	8.8	5.5	4.1	8.3
NEUTRAL-5	12.2	11.2	15.1	9.6	14.6	11.2	10.6	14.1	18.2	20.9	12.5
AGREE	23.2	24.1	18.7	24.3	25.2	22.4	21.3	27.5	28.1	28.6	27.1
4	4.0	3.7	2.4	4.3	5.1	3.3	3.0	4.9	7.5	7.1	8.3
3	3.4	3.4	3.6	3.1	3.7	2.8	2.3	4.9	7.2	7.7	6.2
2	3.6	4.6	2.7	3.4	3.9	3.6	3.2	5.2	3.4	3.6	3.1
1	3.8	2.3	3.1	4.9	3.9	3.9	3.7	4.6	3.8	5.1	1.0
0	8.4	10.0	6.9	8.6	8.6	8.8	9.1	7.8	6.2	5.1	8.3
Mean	6.98	6.94	7.13	7.01	6.81	7.09	7.27	6.27	6.36	6.21	6.66



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

25. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	603	1397	884	796	320	545	881	318	563	1119
DISAGREE	64.6	47.9	71.8	77.5	49.9	65.6	64.2	50.1	45.3	52.8	76.1
Strongly	56.2	37.0	64.5	71.2	39.3	56.9	54.1	38.7	35.5	40.5	70.0
10	45.1	26.5	53.1	60.5	27.9	45.3	40.7	27.6	26.4	28.2	58.9
9	5.5	4.6	5.9	6.4	4.6	5.0	6.8	5.1	2.8	6.4	5.8
8	5.6	5.8	5.5	4.2	6.8	6.6	6.6	6.0	6.3	5.9	5.3
7	4.6	6.1	4.0	3.5	6.2	4.1	5.7	6.0	4.7	6.7	3.6
6	3.8	4.8	3.3	2.8	4.4	4.7	4.4	5.3	5.0	5.5	2.5
NEUTRAL-5	12.2	13.8	11.5	7.6	15.2	17.5	15.2	15.4	13.2	16.7	9.7
AGREE	23.2	38.3	16.7	14.9	34.9	16.9	20.6	34.5	41.5	30.6	14.3
4	4.0	6.1	3.0	3.6	4.3	4.1	3.9	4.5	5.3	4.1	3.5
3	3.4	6.3	2.1	2.5	5.2	1.6	2.6	5.8	5.0	6.2	1.5
2	3.6	5.8	2.6	2.4	5.5	1.9	3.7	5.4	6.3	5.0	2.1
1	3.8	6.8	2.6	2.9	5.4	2.5	2.9	5.8	9.1	3.9	2.3
0	8.4	13.3	6.4	3.5	14.6	6.9	7.5	12.9	15.7	11.4	4.9
Mean	6.98	5.56	7.60	8.06	5.69	7.22	6.97	5.73	5.27	5.99	7.97



Table 25 Page 274
July 27-30, 2023

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

25. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	819	906	721	740	539	396	296	249	325	444	290
DISAGREE	64.6	78.4	52.5	78.6	50.9	64.6	80.8	48.6	69.1	76.0	52.5	60.7
Strongly	56.2	72.8	42.2	73.0	40.7	55.1	75.8	37.8	58.2	69.5	42.6	52.4
10	45.1	62.8	30.4	62.0	30.3	42.9	64.6	28.4	45.4	58.8	31.5	40.7
9	5.5	5.5	4.7	6.8	3.8	6.1	6.3	3.4	6.8	7.4	4.1	5.5
8	5.6	4.5	7.1	4.2	6.6	6.1	4.8	6.1	6.0	3.4	7.0	6.2
7	4.6	2.9	5.5	3.2	5.4	5.6	2.8	6.4	6.8	3.7	4.7	4.5
6	3.8	2.7	4.9	2.5	4.9	3.9	2.3	4.4	4.0	2.8	5.2	3.8
NEUTRAL-5	12.2	7.6	15.2	7.9	15.5	13.4	5.6	12.5	12.0	10.8	17.6	14.5
AGREE	23.2	14.0	32.2	13.5	33.5	22.1	13.6	38.9	18.9	13.2	30.0	24.8
4	4.0	3.7	4.0	3.1	4.6	4.3	3.5	5.4	3.6	2.5	4.1	4.8
3	3.4	1.8	4.7	2.5	5.1	2.2	1.8	5.1	1.2	3.4	5.2	3.1
2	3.6	2.1	5.4	1.7	5.3	3.7	2.5	7.1	4.8	0.6	4.1	2.8
1	3.8	3.2	5.1	2.9	5.3	3.2	2.5	7.1	2.8	3.4	4.1	3.4
0	8.4	3.3	13.0	3.3	13.2	8.7	3.3	14.2	6.4	3.4	12.6	10.7
Mean	6.98	8.15	5.93	8.17	5.84	6.96	8.30	5.55	7.26	8.02	6.04	6.70



Table 25 Page 275
July 27-30, 2023

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

25. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
DISAGREE	64.6	47.5	41.6	52.0	60.0	78.7	88.5	82.7	40.6	66.2	86.7	48.0	54.8	55.2	50.6	61.4	81.2
Strongly	56.2	38.1	32.1	42.7	49.7	71.2	85.5	77.1	26.6	58.3	82.6	39.0	43.6	40.3	42.9	50.6	74.2
10	45.1	27.1	24.7	29.0	37.8	56.6	81.1	66.8	15.6	44.6	72.4	28.6	31.2	37.3	28.6	39.8	59.4
9	5.5	4.4	3.3	5.3	5.5	9.8	1.4	6.3	4.7	8.6	6.6	4.0	4.0	1.5	6.5	5.4	7.8
8	5.6	6.6	4.1	8.4	6.4	4.8	3.0	4.1	6.2	5.0	3.7	6.4	8.4	1.5	7.8	5.4	7.0
7	4.6	5.1	6.6	4.0	6.1	3.6	1.7	2.8	3.1	4.3	2.9	5.2	6.4	3.0	6.5	6.6	2.3
6	3.8	4.3	2.9	5.3	4.3	3.8	1.4	2.8	10.9	3.6	1.2	3.8	4.8	11.9	1.3	4.2	4.7
NEUTRAL-5	12.2	14.2	12.3	15.6	16.3	8.4	3.7	6.5	6.2	14.4	6.4	15.4	18.0	7.5	14.3	15.9	6.2
AGREE	23.2	38.3	46.1	32.4	23.7	12.9	7.8	10.8	53.1	19.4	6.9	36.6	27.2	37.3	35.1	22.8	12.5
4	4.0	5.7	4.9	6.2	4.4	2.2	2.0	2.1	14.1	5.0	1.2	4.3	4.4	7.5	6.5	4.2	3.1
3	3.4	5.7	5.3	5.9	3.0	2.6	1.0	2.0	10.9	1.4	1.7	5.2	4.8	6.0	3.9	2.4	0.8
2	3.6	5.9	7.0	5.0	3.9	1.9	0.7	1.4	4.7	4.3	0.6	5.9	4.0	6.0	6.5	3.6	2.3
1	3.8	6.4	7.8	5.3	4.1	2.2	0.7	1.5	14.1	3.6	1.4	5.4	6.0	1.5	5.2	3.0	2.3
0	8.4	14.7	21.0	10.0	8.2	4.1	3.4	3.8	9.4	5.0	2.1	15.8	8.0	16.4	13.0	9.6	3.9
Mean	6.98	5.54	4.92	6.01	6.67	8.06	8.99	8.44	4.80	7.24	8.84	5.59	6.25	5.90	5.87	6.75	8.18



Table 25 Page 276
July 27-30, 2023

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

25. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
DISAGREE	64.6	50.4	64.6	81.0	65.6	56.7	28.9	60.4	66.6	66.7	66.5	62.3	75.9	82.4	62.4	52.0
Strongly	56.2	40.2	54.4	75.5	55.9	48.3	23.7	51.6	58.2	58.5	57.7	54.6	68.3	79.6	53.5	42.0
10	45.1	29.4	42.1	64.5	43.5	38.3	15.8	41.3	46.7	45.9	47.8	44.4	55.3	72.5	41.7	32.0
9	5.5	4.1	7.0	6.5	6.6	5.0	0.0	5.7	6.0	6.5	5.4	2.4	5.6	3.5	6.3	5.3
8	5.6	6.6	5.4	4.5	5.8	5.0	7.9	4.6	5.4	6.0	4.5	7.7	7.4	3.5	5.5	4.7
7	4.6	5.2	6.0	3.5	5.1	4.7	2.6	4.9	4.5	3.8	5.5	5.8	4.3	2.8	4.5	5.3
6	3.8	5.1	4.1	2.1	4.5	3.7	2.6	3.9	4.0	4.5	3.3	1.9	3.2	0.0	4.3	4.7
NEUTRAL-5	12.2	16.5	13.3	6.8	13.2	9.3	13.2	8.8	12.8	11.6	14.5	12.6	9.8	4.2	9.6	18.7
AGREE	23.2	33.1	22.2	12.2	21.3	34.0	57.9	30.7	20.6	21.6	19.0	25.1	14.3	13.4	28.0	29.3
4	4.0	4.6	3.8	3.2	4.1	5.9	5.3	6.0	3.3	3.9	2.2	5.8	2.4	2.1	6.1	3.8
3	3.4	4.4	3.8	2.1	3.4	4.7	7.9	4.2	3.3	3.7	2.8	1.9	2.9	2.8	3.5	3.8
2	3.6	5.4	2.5	1.8	3.4	4.0	5.3	3.9	3.7	3.8	3.5	1.9	1.9	2.1	4.3	4.9
1	3.8	5.2	3.8	2.3	3.3	7.8	5.3	8.1	3.1	3.5	2.4	3.4	2.3	2.8	5.7	3.8
0	8.4	13.4	8.2	2.8	7.0	11.5	34.2	8.5	7.3	6.7	8.1	12.1	4.8	3.5	8.3	12.9
Mean	6.98	5.81	6.95	8.35	7.06	6.23	3.82	6.56	7.17	7.16	7.20	6.79	7.86	8.50	6.73	6.05



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

25. 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. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1321	679	423	256	552	389	769	290
DISAGREE	64.6	63.4	66.9	68.1	64.8	66.8	68.6	61.0	64.5
Strongly	56.2	55.3	57.9	58.2	57.4	58.7	59.9	52.9	55.2
10	45.1	44.5	46.2	46.3	46.1	48.0	48.3	42.0	43.4
9	5.5	5.6	5.3	5.0	5.9	5.3	5.9	5.9	4.5
8	5.6	5.2	6.3	6.9	5.5	5.4	5.7	5.1	7.2
7	4.6	4.3	5.3	6.4	3.5	4.7	5.4	4.0	5.2
6	3.8	3.8	3.7	3.5	3.9	3.4	3.3	4.0	4.1
NEUTRAL-5	12.2	12.7	11.2	12.1	9.8	10.0	8.7	14.7	14.5
AGREE	23.2	23.8	21.9	19.9	25.4	23.2	22.6	24.3	21.0
4	4.0	4.1	3.7	3.5	3.9	4.7	3.3	3.6	4.1
3	3.4	3.4	3.4	3.1	3.9	2.9	2.3	3.8	4.8
2	3.6	3.4	3.8	3.8	3.9	4.5	4.6	2.6	2.8
1	3.8	4.0	3.5	3.8	3.1	3.8	4.4	4.2	2.4
0	8.4	8.9	7.5	5.7	10.5	7.2	8.0	10.1	6.9
Mean	6.98	6.91	7.12	7.24	6.93	7.15	7.17	6.74	7.05



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	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
DISAGREE	64.6	70.3	52.7	55.0	48.5	50.0	72.2	68.5	54.3	55.6	52.7	46.2
Strongly	56.2	62.0	44.1	46.1	40.0	40.0	64.1	60.0	47.4	45.1	40.7	39.6
10	45.1	50.0	34.8	37.9	31.5	26.2	52.3	47.8	41.4	35.3	30.8	32.0
9	5.5	5.8	4.9	4.1	3.8	8.8	5.4	6.1	3.4	4.6	4.4	3.6
8	5.6	6.2	4.3	4.1	4.6	5.0	6.3	6.1	2.6	5.2	5.5	4.1
7	4.6	5.0	4.0	4.8	1.5	8.8	5.0	4.9	5.2	4.6	2.2	1.2
6	3.8	3.3	4.6	4.1	6.9	1.2	3.1	3.6	1.7	5.9	9.9	5.3
NEUTRAL-5	12.2	11.5	13.6	12.3	15.0	18.8	7.2	15.9	14.7	10.5	16.5	14.2
AGREE	23.2	18.1	33.7	32.7	36.5	31.2	20.6	15.6	31.0	34.0	30.8	39.6
4	4.0	2.9	6.2	5.2	7.7	3.8	3.4	2.4	4.3	5.9	9.9	6.5
3	3.4	2.1	6.2	6.3	6.9	5.0	2.2	1.9	4.3	7.8	3.3	8.9
2	3.6	3.3	4.2	4.1	3.8	7.5	4.3	2.2	6.0	2.6	5.5	3.0
1	3.8	2.4	6.8	6.3	6.5	8.8	3.2	1.6	6.0	6.5	6.6	6.5
0	8.4	7.5	10.5	10.8	11.5	6.2	7.5	7.4	10.3	11.1	5.5	14.8
Mean	6.98	7.41	6.09	6.23	5.80	5.98	7.44	7.38	6.34	6.14	6.15	5.61



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

25. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
DISAGREE	64.6	41.9	50.0	56.4	65.5	74.3	76.8	51.1	73.0	55.4	75.7	67.6	61.9	
Strongly	56.2	32.5	39.0	46.9	57.0	66.6	70.3	41.1	65.6	45.9	68.8	59.2	53.5	
10	45.1	22.5	29.4	37.0	45.5	56.5	56.8	31.3	53.7	35.6	56.7	48.1	42.4	
9	5.5	6.2	3.3	5.1	4.5	5.0	7.6	4.7	6.0	4.6	6.5	5.5	5.5	
8	5.6	3.8	6.2	4.8	7.0	5.0	5.9	5.1	5.9	5.7	5.5	5.5	5.7	
7	4.6	5.0	5.5	5.4	4.8	3.7	4.2	5.3	4.2	5.2	4.0	5.0	4.3	
6	3.8	4.4	5.5	4.2	3.6	4.0	2.3	4.7	3.2	4.4	3.0	3.4	4.1	
NEUTRAL-5	12.2	16.9	15.4	12.2	13.0	11.1	9.3	14.3	10.9	13.9	10.1	9.5	14.6	
AGREE	23.2	41.2	34.6	31.3	21.5	14.6	13.9	34.6	16.1	30.6	14.2	23.0	23.4	
4	4.0	8.1	6.2	5.7	4.5	1.3	1.9	6.4	2.4	5.8	1.7	4.1	3.8	
3	3.4	8.1	4.0	4.8	3.6	1.6	1.9	5.2	2.3	4.7	1.8	2.7	4.1	
2	3.6	4.4	5.9	4.2	3.9	1.9	2.7	4.8	2.8	4.6	2.3	4.6	2.6	
1	3.8	6.9	7.7	4.8	2.1	2.4	2.5	6.3	2.4	5.0	2.4	4.0	3.7	
0	8.4	13.8	10.7	11.9	7.3	7.4	4.9	11.9	6.3	10.5	6.0	7.5	9.3	
Mean	6.98	5.29	5.79	6.28	7.11	7.72	7.95	5.90	7.66	6.27	7.85	7.16	6.83	



Table 25 Page 280
July 27-30, 2023

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

25. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
DISAGREE	64.6	45.6	51.7	68.1	75.9	49.2	51.9	71.7	77.2	44.1	51.5	65.2	74.4	55.4	66.0	73.3
Strongly	56.2	36.3	41.4	59.3	69.2	39.0	41.5	62.7	70.6	35.2	41.4	56.7	67.6	47.1	57.3	65.6
10	45.1	27.0	32.1	47.5	56.9	28.8	31.1	50.2	59.8	26.2	33.1	45.4	53.5	36.4	44.6	57.8
9	5.5	5.9	3.9	5.5	6.4	5.1	4.1	6.4	5.9	6.2	3.8	4.8	7.0	4.8	5.9	5.4
8	5.6	3.4	5.3	6.3	5.9	5.1	6.2	6.0	4.9	2.8	4.5	6.5	7.0	5.9	6.8	2.3
7	4.6	4.9	5.5	4.4	4.2	5.1	5.0	6.4	4.2	4.8	6.0	2.7	4.2	4.5	5.0	4.0
6	3.8	4.4	4.7	4.4	2.5	5.1	5.4	2.6	2.5	4.1	4.1	5.8	2.5	3.9	3.7	3.7
NEUTRAL-5	12.2	13.7	15.8	11.2	10.1	16.9	12.0	7.3	8.1	12.4	19.2	14.3	12.4	13.7	12.0	10.8
AGREE	23.2	40.7	32.5	20.7	14.0	33.9	36.1	21.0	14.7	43.4	29.3	20.5	13.2	30.8	22.0	15.9
4	4.0	8.3	5.5	4.2	1.6	8.5	7.1	4.3	1.7	8.3	4.1	4.1	1.4	4.6	4.2	2.3
3	3.4	7.4	4.5	2.9	2.0	3.4	3.3	3.4	1.7	9.0	5.6	2.4	2.3	4.3	3.4	2.3
2	3.6	5.4	4.5	3.4	2.5	8.5	6.2	5.2	2.7	4.1	3.0	2.0	2.3	4.5	3.4	2.8
1	3.8	6.4	6.9	1.9	2.5	5.1	8.7	1.7	2.5	6.9	5.3	2.0	2.5	6.1	3.5	1.9
0	8.4	13.2	11.0	8.4	5.5	8.5	10.8	6.4	6.1	15.2	11.3	9.9	4.8	11.4	7.6	6.6
Mean	6.98	5.52	5.97	7.22	7.88	5.92	5.85	7.45	7.94	5.36	6.08	7.04	7.81	6.24	7.08	7.74



Table 26 Page 281
July 27-30, 2023

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

26. ILLEGAL IMMIGRATION IS GOOD FOR 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
DISAGREE	62.8	98.2	92.2	81.7	59.2	38.0	29.2	27.5	13.9	72.4	88.4	52.5	31.4	84.5	72.9	60.0	61.5	35.1	43.0	25.1
Strongly	51.8	97.5	89.6	72.7	45.2	21.9	10.6	11.2	11.1	62.9	83.2	37.8	10.5	80.6	59.2	49.7	46.4	20.3	27.5	11.0
10	39.0	95.7	79.0	55.4	26.5	7.9	4.6	2.5	5.6	49.3	71.1	20.0	4.8	70.7	43.9	32.8	31.3	9.3	13.4	4.0
9	6.4	1.2	8.4	8.5	8.1	5.5	2.8	5.0	2.8	7.0	7.1	7.9	1.9	6.2	7.8	7.2	7.6	4.6	5.2	4.0
8	6.5	0.6	2.3	8.8	10.6	8.4	3.2	3.8	2.8	6.5	5.0	9.9	3.8	3.7	7.5	9.7	7.6	6.4	8.9	3.1
7	6.4	0.6	1.6	6.3	9.6	8.7	10.6	2.5	0.0	6.0	3.6	9.3	10.5	2.7	8.4	6.6	9.4	7.7	8.9	6.2
6	4.4	0.0	1.0	2.7	4.4	7.4	7.9	13.8	2.8	3.5	1.6	5.5	10.5	1.2	5.3	3.8	5.8	7.1	6.5	7.9
NEUTRAL-5	14.7	1.8	4.5	8.8	14.5	22.7	33.3	26.2	8.3	12.1	6.0	18.4	34.3	4.6	10.9	22.5	16.9	22.0	18.6	26.4
AGREE	22.6	0.0	3.2	9.5	26.3	39.3	37.5	46.2	77.8	15.5	5.6	29.1	34.3	10.8	16.2	17.5	21.6	42.9	38.5	48.5
4	5.7	0.0	1.3	2.2	5.4	11.1	11.1	12.5	8.3	4.6	1.5	9.5	7.6	2.0	5.6	6.2	6.8	8.9	5.8	12.8
3	5.6	0.0	1.0	1.2	4.4	13.5	11.6	10.0	8.3	3.4	0.9	6.9	7.6	2.5	4.7	3.8	3.2	12.2	12.0	12.3
2	3.7	0.0	0.3	1.2	3.7	7.4	6.5	10.0	8.3	2.0	0.7	4.2	2.9	1.6	1.6	1.9	3.6	8.5	7.6	9.7
1	2.2	0.0	0.3	0.7	4.7	1.8	2.8	7.5	5.6	1.6	0.5	3.0	4.8	1.6	1.2	0.6	3.2	3.9	3.8	4.0
0	5.3	0.0	0.3	4.1	8.1	5.5	5.6	6.2	47.2	3.8	2.0	5.5	11.4	3.2	3.1	5.0	4.7	9.5	9.3	9.7
Mean	6.94	9.87	9.32	8.21	6.36	5.17	4.81	4.39	2.42	7.67	8.90	6.10	4.67	8.62	7.55	6.92	6.73	4.85	5.25	4.34



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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	349	450	769	432	1708	1402	306	292	196	96	
DISAGREE	62.8	61.9	63.3	63.2	62.0	65.0	67.7	52.6	49.7	48.5	52.1	
Strongly	51.8	55.6	51.6	50.2	52.1	54.9	58.6	37.9	34.2	33.2	36.5	
10	39.0	42.7	38.2	38.8	37.0	41.6	45.6	23.2	23.3	21.9	26.0	
9	6.4	7.2	6.4	5.6	7.2	6.7	6.4	7.8	4.8	5.1	4.2	
8	6.5	5.7	6.9	5.9	7.9	6.6	6.5	6.9	6.2	6.1	6.2	
7	6.4	4.0	7.1	7.4	6.0	6.0	5.4	8.8	8.9	8.7	9.4	
6	4.4	2.3	4.7	5.6	3.9	4.1	3.7	5.9	6.5	6.6	6.2	
NEUTRAL-5	14.7	14.0	16.2	13.5	15.7	12.9	11.3	19.9	25.3	23.5	29.2	
AGREE	22.6	24.1	20.4	23.3	22.2	22.1	21.0	27.5	25.0	28.1	18.8	
4	5.7	6.6	5.8	5.3	5.6	5.0	4.5	7.2	9.9	11.2	7.3	
3	5.6	5.2	6.0	5.9	5.3	5.5	5.1	7.5	6.5	8.2	3.1	
2	3.7	4.3	2.9	4.0	3.5	3.8	3.4	5.9	3.1	3.6	2.1	
1	2.2	2.0	2.7	2.0	2.3	2.3	2.2	2.9	1.4	1.5	1.0	
0	5.3	6.0	3.1	6.1	5.6	5.5	5.8	3.9	4.1	3.6	5.2	
Mean	6.94	7.02	7.04	6.87	6.90	7.06	7.25	6.20	6.20	6.10	6.41	



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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	LEANS/	Strong	Smwht	DISAP-		
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE		PROVE		
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
DISAGREE	62.8	43.9	70.9	80.3	44.3	60.0	59.4	42.8	41.2	43.7	78.5	
Strongly	51.8	27.5	62.3	72.9	29.4	49.7	45.9	27.4	27.7	27.2	71.1	
10	39.0	16.1	48.8	61.0	17.0	32.8	30.6	16.0	18.9	14.4	57.0	
9	6.4	4.3	7.3	6.8	5.7	7.2	6.8	5.0	4.4	5.3	7.5	
8	6.5	7.1	6.2	5.1	6.8	9.7	8.4	6.4	4.4	7.5	6.6	
7	6.4	8.3	5.7	4.8	8.3	6.6	9.0	7.7	6.6	8.3	5.5	
6	4.4	8.1	2.9	2.7	6.7	3.8	4.6	7.7	6.9	8.2	1.9	
NEUTRAL-5	14.7	17.9	13.3	6.9	20.2	22.5	20.2	19.6	15.7	21.8	10.8	
AGREE	22.6	38.1	15.8	12.8	35.4	17.5	20.4	37.6	43.1	34.5	10.7	
4	5.7	8.3	4.6	3.3	8.2	6.2	6.8	8.7	6.9	9.8	3.3	
3	5.6	10.8	3.4	3.3	9.0	3.8	5.3	10.2	12.3	9.1	2.1	
2	3.7	6.0	2.7	1.6	6.8	1.9	2.6	6.7	6.6	6.7	1.3	
1	2.2	4.3	1.3	1.5	3.6	0.6	1.3	3.5	5.7	2.3	1.2	
0	5.3	8.8	3.8	3.2	7.8	5.0	4.4	8.4	11.6	6.6	2.9	
Mean	6.94	5.35	7.62	8.23	5.51	6.92	6.76	5.37	5.13	5.50	8.17	



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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	819	906	721	740	539	396	296	249	325	444	290		
DISAGREE	62.8	83.3	45.9	81.1	44.3	63.5	82.1	43.9	64.3	80.0	44.6	62.8		
Strongly	51.8	77.4	31.3	74.1	31.1	50.6	75.8	31.1	52.2	72.0	31.1	49.3		
10	39.0	64.7	18.3	62.0	20.0	34.1	63.9	20.9	34.9	59.7	19.4	33.4		
9	6.4	7.4	5.4	7.4	4.6	7.6	7.6	3.4	6.8	7.1	5.4	8.3		
8	6.5	5.3	7.6	4.7	6.5	8.9	4.3	6.8	10.4	5.2	6.3	7.6		
7	6.4	4.0	7.9	5.0	6.9	7.8	3.8	5.7	7.6	6.5	7.7	7.9		
6	4.4	1.8	6.6	2.1	6.4	5.0	2.5	7.1	4.4	1.5	5.9	5.5		
NEUTRAL-5	14.7	6.0	20.0	6.2	19.9	18.9	5.3	13.9	20.1	7.4	23.9	17.9		
AGREE	22.6	10.7	34.1	12.6	35.8	17.6	12.6	42.2	15.7	12.6	31.5	19.3		
4	5.7	2.7	8.3	2.8	8.1	6.3	3.0	8.8	5.6	2.5	7.7	6.9		
3	5.6	2.3	8.8	2.9	9.6	3.9	1.5	12.5	4.0	4.6	7.7	3.8		
2	3.7	1.6	6.3	1.8	6.2	2.8	2.0	7.8	1.2	1.5	5.2	4.1		
1	2.2	1.6	2.9	1.5	3.6	1.1	2.3	6.1	0.8	0.6	2.0	1.4		
0	5.3	2.6	7.8	3.6	8.2	3.5	3.8	7.1	4.0	3.4	9.0	3.1		
Mean	6.94	8.48	5.63	8.27	5.56	7.04	8.33	5.40	7.12	8.21	5.67	6.97		



Table 26 Page 285
July 27-30, 2023

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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
DISAGREE	62.8	40.6	33.7	45.8	58.8	81.3	88.5	84.3	48.4	66.2	89.2	40.0	48.0	58.2	37.7	63.8	78.1
Strongly	51.8	27.5	23.5	30.5	45.2	72.9	84.8	77.8	34.4	55.4	84.0	27.0	33.6	47.8	24.7	49.7	68.8
10	39.0	16.3	16.5	16.2	30.4	58.0	76.0	65.5	25.0	40.3	72.4	15.4	23.6	35.8	14.3	31.4	53.1
9	6.4	5.1	4.5	5.6	5.9	9.8	5.1	7.9	6.2	6.5	7.7	5.0	4.4	3.0	5.2	6.9	10.9
8	6.5	6.0	2.5	8.7	8.9	5.0	3.7	4.5	3.1	8.6	3.9	6.6	5.6	9.0	5.2	11.4	4.7
7	6.4	7.8	6.2	9.0	8.0	4.8	2.4	3.8	10.9	9.4	3.1	7.3	6.8	4.5	7.8	8.4	6.2
6	4.4	5.3	4.1	6.2	5.5	3.6	1.4	2.7	3.1	1.4	2.1	5.7	7.6	6.0	5.2	5.7	3.1
NEUTRAL-5	14.7	19.3	18.9	19.6	20.3	7.7	2.0	5.3	15.6	12.9	3.3	18.9	22.8	14.9	24.7	21.6	8.6
AGREE	22.6	40.1	47.3	34.6	20.9	11.0	9.5	10.4	35.9	20.9	7.5	41.1	29.2	26.9	37.7	14.7	13.3
4	5.7	8.0	5.8	9.7	6.6	3.8	1.7	2.9	6.2	4.3	1.9	8.3	8.8	4.5	7.8	6.0	6.2
3	5.6	9.9	11.1	9.0	6.1	2.2	1.4	1.8	6.2	7.2	1.4	10.4	9.2	6.0	10.4	3.3	1.6
2	3.7	7.1	9.1	5.6	3.2	1.7	1.4	1.5	4.7	2.9	1.2	7.3	4.4	6.0	7.8	2.4	0.8
1	2.2	5.0	7.4	3.1	1.2	0.5	1.7	1.0	6.2	2.2	0.8	5.2	1.2	3.0	2.6	0.9	0.8
0	5.3	10.1	14.0	7.2	3.7	2.9	3.4	3.1	12.5	4.3	2.3	9.9	5.6	7.5	9.1	2.1	3.9
Mean	6.94	5.22	4.70	5.61	6.72	8.28	8.85	8.52	5.64	7.16	8.90	5.15	6.00	6.49	5.21	7.07	8.05



Table 26 Page 286
July 27-30, 2023

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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
DISAGREE	62.8	45.2	61.4	83.6	64.8	55.8	42.1	57.6	64.3	65.6	62.2	62.8	71.9	74.6	63.4	51.6
Strongly	51.8	31.1	49.4	76.9	52.0	42.4	34.2	43.5	53.6	54.9	51.6	54.1	61.6	69.0	53.0	38.4
10	39.0	18.8	32.9	64.7	36.2	31.8	26.3	32.5	40.2	40.6	39.6	41.1	47.4	50.0	39.6	27.6
9	6.4	5.4	7.0	7.3	7.0	5.6	5.3	5.7	6.7	7.6	5.2	5.8	7.6	12.0	6.7	4.4
8	6.5	6.9	9.5	4.9	8.8	5.0	2.6	5.3	6.7	6.6	6.9	7.2	6.6	7.0	6.7	6.4
7	6.4	7.6	7.6	4.6	7.6	7.5	5.3	7.8	6.3	6.4	6.2	5.8	6.3	3.5	6.7	6.7
6	4.4	6.5	4.4	2.1	5.2	5.9	2.6	6.4	4.3	4.4	4.3	2.9	4.0	2.1	3.7	6.5
NEUTRAL-5	14.7	21.1	18.4	5.8	15.2	15.3	13.2	15.5	14.1	12.9	15.9	18.4	11.4	7.7	12.0	22.0
AGREE	22.6	33.6	20.3	10.6	20.0	29.0	44.7	26.9	21.7	21.5	21.9	18.8	16.7	17.6	24.6	26.4
4	5.7	8.2	5.1	3.1	6.6	5.6	5.3	5.7	5.9	6.2	5.5	4.3	3.7	3.5	6.9	7.1
3	5.6	8.4	5.4	2.6	4.9	7.5	10.5	7.1	5.4	5.6	5.2	4.3	5.1	3.5	5.9	6.2
2	3.7	5.8	3.2	1.5	3.1	3.7	7.9	3.2	3.7	3.8	3.6	3.4	2.9	3.5	3.5	4.7
1	2.2	3.5	1.9	0.8	1.9	4.7	7.9	4.2	1.9	1.8	2.1	0.5	1.1	4.9	2.4	1.6
0	5.3	7.7	4.7	2.7	3.5	7.5	13.2	6.7	4.7	4.1	5.5	6.3	3.9	2.1	5.9	6.7
Mean	6.94	5.63	6.84	8.49	7.05	6.29	5.26	6.43	7.06	7.14	6.93	7.08	7.57	7.77	6.94	6.21



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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	1321	679	423	256	552	389	769	290
DISAGREE	62.8	62.0	64.2	64.8	63.3	64.7	66.3	60.1	61.4
Strongly	51.8	51.6	52.3	54.4	48.8	55.8	55.0	48.6	48.6
10	39.0	39.7	37.6	37.8	37.1	44.6	40.1	36.2	34.1
9	6.4	6.1	7.1	7.1	7.0	5.1	7.5	6.8	6.6
8	6.5	5.9	7.7	9.5	4.7	6.2	7.5	5.7	7.9
7	6.4	6.4	6.5	6.6	6.2	5.1	5.9	7.4	7.2
6	4.4	3.9	5.4	3.8	8.2	3.8	5.4	4.0	5.5
NEUTRAL-5	14.7	16.0	12.2	12.5	11.7	13.8	9.3	17.6	16.2
AGREE	22.6	22.0	23.6	22.7	25.0	21.6	24.4	22.4	22.4
4	5.7	5.4	6.3	6.4	6.2	4.9	6.4	5.7	6.2
3	5.6	5.2	6.5	6.4	6.6	4.9	6.7	5.5	6.2
2	3.7	3.6	4.0	4.3	3.5	3.4	3.9	3.6	4.1
1	2.2	2.5	1.6	1.4	2.0	3.8	2.1	1.6	1.0
0	5.3	5.4	5.2	4.3	6.6	4.5	5.4	6.0	4.8
Mean	6.94	6.94	6.94	7.04	6.77	7.13	7.03	6.80	6.81



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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
DISAGREE	62.8	70.5	46.5	43.9	41.9	61.2	72.0	69.0	42.2	45.1	45.1	40.2
Strongly	51.8	59.8	35.3	33.8	31.2	41.2	62.7	56.8	34.5	33.3	30.8	31.4
10	39.0	46.2	23.9	24.2	21.2	23.8	49.3	43.0	24.1	24.2	22.0	20.7
9	6.4	6.7	5.7	4.1	4.2	11.2	6.2	7.3	5.2	3.3	4.4	4.1
8	6.5	6.9	5.7	5.6	5.8	6.2	7.2	6.5	5.2	5.9	4.4	6.5
7	6.4	6.7	6.0	5.9	4.2	13.8	5.3	8.0	4.3	7.2	5.5	3.6
6	4.4	4.1	5.2	4.1	6.5	6.2	4.0	4.2	3.4	4.6	8.8	5.3
NEUTRAL-5	14.7	13.4	17.4	14.9	21.2	12.5	10.9	15.9	12.9	16.3	17.6	23.1
AGREE	22.6	16.1	36.1	41.3	36.9	26.2	17.1	15.0	44.8	38.6	37.4	36.7
4	5.7	4.2	8.8	5.9	11.2	10.0	4.3	4.2	6.9	5.2	13.2	10.1
3	5.6	3.6	10.0	13.0	8.5	8.8	4.1	3.0	13.8	12.4	4.4	10.7
2	3.7	2.7	5.7	6.7	6.5	2.5	2.5	3.0	6.9	6.5	7.7	5.9
1	2.2	1.4	3.9	5.6	3.5	1.2	2.1	0.7	8.6	3.3	4.4	3.0
0	5.3	4.1	7.7	10.0	7.3	3.8	4.1	4.2	8.6	11.1	7.7	7.1
Mean	6.94	7.50	5.77	5.45	5.57	6.58	7.59	7.41	5.36	5.52	5.59	5.56



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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
DISAGREE	62.8	36.9	45.2	57.0	65.8	71.6	75.1	48.6	71.5	53.8	73.6	65.4	60.4
Strongly	51.8	25.0	31.6	45.1	56.7	62.1	64.4	36.1	61.6	42.3	63.5	55.5	48.6
10	39.0	18.8	21.7	31.6	44.8	46.2	49.8	25.4	47.4	31.3	48.3	42.7	35.6
9	6.4	2.5	4.0	5.4	6.1	8.5	8.2	4.3	7.7	4.8	8.3	6.1	6.7
8	6.5	3.8	5.9	8.1	5.8	7.4	6.5	6.4	6.6	6.2	6.9	6.7	6.3
7	6.4	4.4	7.4	6.6	6.4	5.6	7.2	6.4	6.5	6.4	6.5	5.4	7.4
6	4.4	7.5	6.2	5.4	2.7	4.0	3.4	6.1	3.4	5.1	3.7	4.5	4.4
NEUTRAL-5	14.7	21.9	18.8	17.0	15.8	12.5	9.9	18.6	12.2	17.8	11.0	11.9	17.2
AGREE	22.6	41.2	36.0	26.0	18.5	15.9	15.0	32.7	16.2	28.4	15.4	22.7	22.4
4	5.7	6.9	10.7	4.8	5.5	4.2	4.6	7.3	4.7	6.7	4.4	5.5	5.9
3	5.6	14.4	9.2	5.7	3.3	2.9	4.6	8.7	3.7	7.1	3.9	5.6	5.7
2	3.7	8.8	2.9	5.7	3.9	1.6	2.7	5.3	2.7	4.9	2.2	3.6	3.8
1	2.2	4.4	4.0	2.1	2.1	1.3	1.3	3.3	1.5	2.9	1.3	3.1	1.4
0	5.3	6.9	9.2	7.8	3.6	5.8	1.9	8.1	3.6	6.7	3.5	4.9	5.7
Mean	6.94	5.18	5.63	6.42	7.31	7.53	7.83	5.88	7.60	6.31	7.70	7.09	6.80



Table 26 Page 290
July 27-30, 2023

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

26. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
DISAGREE	62.8	37.3	52.1	68.3	72.9	35.6	52.7	69.5	74.8	37.9	51.5	67.2	70.7	53.8	62.7	74.5
Strongly	51.8	25.5	38.9	59.1	62.5	23.7	38.6	62.2	66.2	26.2	39.1	56.7	58.3	41.0	51.9	66.0
10	39.0	19.1	27.0	44.7	48.2	18.6	27.0	48.1	52.5	19.3	27.1	42.0	43.4	30.3	37.6	53.4
9	6.4	2.5	4.1	8.9	7.2	3.4	3.3	8.6	6.6	2.1	4.9	9.2	7.9	5.0	7.4	5.9
8	6.5	3.9	7.7	5.5	7.1	1.7	8.3	5.6	7.1	4.8	7.1	5.5	7.0	5.7	6.8	6.8
7	6.4	5.4	6.9	6.1	6.7	5.1	5.8	4.7	5.6	5.5	7.9	7.2	7.9	6.6	6.3	6.6
6	4.4	6.4	6.3	3.0	3.7	6.8	8.3	2.6	2.9	6.2	4.5	3.4	4.5	6.2	4.5	1.9
NEUTRAL-5	14.7	20.6	17.8	14.4	11.3	18.6	14.1	12.4	9.3	21.4	21.1	16.0	13.5	15.5	15.0	12.9
AGREE	22.6	42.2	30.2	17.3	15.9	45.8	33.2	18.0	15.9	40.7	27.4	16.7	15.8	30.7	22.2	12.6
4	5.7	7.8	7.7	3.8	5.1	3.4	7.9	4.3	5.1	9.7	7.5	3.4	5.1	6.6	6.0	3.7
3	5.6	15.2	6.5	3.6	3.9	18.6	5.8	4.3	4.4	13.8	7.1	3.1	3.4	8.0	5.3	3.3
2	3.7	6.9	4.3	4.0	2.2	10.2	5.0	3.9	1.7	5.5	3.8	4.1	2.8	5.0	3.6	2.3
1	2.2	4.9	2.6	2.1	1.3	6.8	4.6	3.0	1.7	4.1	0.8	1.4	0.8	3.4	2.1	0.9
0	5.3	7.4	9.1	3.8	3.3	6.8	10.0	2.6	2.9	7.6	8.3	4.8	3.7	7.7	5.2	2.3
Mean	6.94	5.19	6.06	7.40	7.67	4.97	5.90	7.54	7.84	5.28	6.19	7.30	7.48	6.19	6.94	7.93



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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
PATIENTS SHLD HAVE POWER	7.72	9.85	9.08	8.46	7.58	6.99	5.90	5.58	3.28	8.05	8.93	7.27	4.38	8.50	7.75	7.51	8.14	6.78	7.34	6.07
TOUGH PENALTIES/CRIMINALS	7.53	9.87	9.31	8.33	7.93	6.40	5.33	3.56	1.97	8.01	8.96	7.05	4.56	8.64	8.02	7.06	7.82	6.16	7.44	4.53
OWN INTERESTS/OTHR CNTRS	7.52	9.87	9.28	8.72	7.62	6.33	4.91	4.18	2.39	8.08	9.13	7.05	4.15	8.66	7.87	7.33	8.02	5.90	6.91	4.60
PARENT'S SAY/EDUCATION	7.48	9.94	9.40	8.54	7.60	6.30	5.07	3.55	2.14	8.08	9.10	7.02	4.52	8.81	7.95	7.29	7.68	5.77	6.89	4.33
CUT SPENDING	7.41	9.90	9.28	8.38	7.33	6.34	5.26	3.54	2.72	8.04	8.98	7.02	4.99	8.73	7.95	7.28	7.63	5.60	6.56	4.38
WORK FOR WELFARE BENEFITS	7.37	9.94	9.34	8.30	7.43	6.39	5.04	3.15	1.36	7.92	8.97	6.78	4.51	8.52	7.87	6.97	7.86	5.80	7.18	4.04
PURSUE ENERGY INDEP.	7.12	9.94	9.23	7.97	6.98	5.81	5.11	4.01	1.14	7.63	8.78	6.25	4.47	8.43	7.56	6.56	7.30	5.69	6.70	4.39
GET GOVT OUT OF THE WAY	7.11	9.83	8.86	7.81	7.22	6.09	5.06	3.62	1.42	7.68	8.55	6.72	4.82	8.30	7.43	6.92	7.56	5.50	6.59	4.09
RAISE TAXES/IMPROVE GOV'T	7.04	9.89	9.13	7.81	6.19	5.84	5.37	4.94	4.11	7.64	8.66	6.21	5.79	8.25	7.53	7.48	6.70	5.31	5.70	4.82
CENSOR THE BIBLE	6.98	9.88	9.15	7.81	6.37	5.42	5.06	4.95	5.31	7.55	8.66	6.12	4.98	8.41	7.43	7.22	6.33	5.35	5.55	5.10
ILLGL IMMIGRATION IS GOOD	6.94	9.87	9.32	8.21	6.36	5.17	4.81	4.39	2.42	7.67	8.90	6.10	4.67	8.62	7.55	6.92	6.73	4.85	5.25	4.34
LEAD TO FEWER ABORTIONS	6.46	9.01	7.33	6.79	6.51	5.98	4.89	4.12	2.47	6.74	7.39	6.18	3.95	7.21	6.44	6.12	6.86	5.64	6.38	4.67
DISCRIMINATION/NOT CAUSE	6.34	9.79	8.19	7.00	5.97	5.23	4.26	3.88	1.00	6.97	7.94	5.79	4.45	7.87	7.07	5.87	6.31	4.52	5.31	3.52



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	349	450	769	432	1708	1402	306	292	196	96
PATIENTS SHLD HAVE POWER	7.72	7.70	7.88	7.60	7.81	7.86	7.97	7.36	6.94	6.97	6.88
TOUGH PENALTIES/CRIMINALS	7.53	7.74	7.55	7.40	7.58	7.69	7.86	6.89	6.62	6.82	6.20
OWN INTERESTS/OTHR CNTRS	7.52	7.91	7.52	7.42	7.36	7.65	7.72	7.31	6.75	6.75	6.75
PARENT'S SAY/EDUCATION	7.48	7.50	7.56	7.49	7.38	7.60	7.67	7.25	6.82	6.82	6.82
CUT SPENDING	7.41	7.48	7.40	7.39	7.39	7.50	7.56	7.26	6.86	7.01	6.55
WORK FOR WELFARE BENEFITS	7.37	7.61	7.43	7.27	7.30	7.54	7.63	7.12	6.38	6.47	6.20
PURSUE ENERGY INDEP.	7.12	7.24	7.10	7.13	7.06	7.31	7.46	6.65	6.01	6.10	5.83
GET GOVT OUT OF THE WAY	7.11	7.22	7.14	7.09	7.03	7.19	7.25	6.91	6.68	6.68	6.68
RAISE TAXES/IMPROVE GOV'T	7.04	6.98	7.16	6.95	7.12	7.09	7.22	6.48	6.74	6.52	7.20
CENSOR THE BIBLE	6.98	6.94	7.13	7.01	6.81	7.09	7.27	6.27	6.36	6.21	6.66
ILLGL IMMIGRATION IS GOOD	6.94	7.02	7.04	6.87	6.90	7.06	7.25	6.20	6.20	6.10	6.41
LEAD TO FEWER ABORTIONS	6.46	6.29	6.46	6.53	6.44	6.53	6.49	6.70	6.02	5.88	6.31
DISCRIMINATION/NOT CAUSE	6.34	6.40	6.44	6.25	6.33	6.47	6.54	6.11	5.60	5.72	5.33



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			
		RIGHT	WRONG	REPUB-	DEMO-	UND-	LEANS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE		PROVE	
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
PATIENTS SHLD HAVE POWER	7.72	7.01	8.03	8.22	7.26	7.51	7.55	7.17	7.12	7.20	8.16
TOUGH PENALTIES/CRIMINALS	7.53	7.11	7.71	8.41	6.74	7.06	7.27	6.90	7.24	6.71	8.03
OWN INTERESTS/OTHR CNTRS	7.52	6.59	7.92	8.37	6.64	7.33	7.41	6.70	6.74	6.67	8.16
PARENT'S SAY/EDUCATION	7.48	6.62	7.86	8.50	6.43	7.29	7.27	6.56	6.55	6.56	8.21
CUT SPENDING	7.41	6.27	7.90	8.45	6.31	7.28	7.21	6.31	6.19	6.37	8.28
WORK FOR WELFARE BENEFITS	7.37	6.73	7.65	8.28	6.52	6.97	7.11	6.60	6.74	6.53	7.98
PURSUE ENERGY INDEP.	7.12	6.47	7.41	8.12	6.25	6.56	6.75	6.30	6.60	6.12	7.78
GET GOVT OUT OF THE WAY	7.11	6.35	7.44	7.99	6.22	6.92	6.96	6.26	6.27	6.26	7.78
RAISE TAXES/IMPROVE GOV'T	7.04	5.24	7.81	7.99	5.80	7.48	7.22	5.54	4.82	5.95	8.21
CENSOR THE BIBLE	6.98	5.56	7.60	8.06	5.69	7.22	6.97	5.73	5.27	5.99	7.97
ILLGL IMMIGRATION IS GOOD	6.94	5.35	7.62	8.23	5.51	6.92	6.76	5.37	5.13	5.50	8.17
LEAD TO FEWER ABORTIONS	6.46	6.21	6.56	6.93	6.06	6.12	6.18	6.20	6.41	6.08	6.66
DISCRIMINATION/NOT CAUSE	6.34	5.56	6.68	7.58	5.15	5.87	5.99	5.37	5.60	5.25	7.10



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

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	819	906	721	740	539	396	296	249	325	444	290
PATIENTS SHLD HAVE POWER	7.72	8.32	7.30	8.18	7.27	7.74	8.28	7.13	7.58	8.06	7.37	7.87
TOUGH PENALTIES/CRIMINALS	7.53	8.38	7.00	8.42	6.88	7.23	8.65	6.88	6.96	8.14	6.88	7.47
OWN INTERESTS/OTHR CNTRS	7.52	8.47	6.71	8.39	6.78	7.36	8.56	6.79	7.24	8.17	6.78	7.46
PARENT'S SAY/EDUCATION	7.48	8.54	6.59	8.50	6.61	7.33	8.51	6.51	7.05	8.48	6.68	7.57
CUT SPENDING	7.41	8.58	6.43	8.42	6.53	7.27	8.56	6.30	7.28	8.25	6.68	7.27
WORK FOR WELFARE BENEFITS	7.37	8.34	6.74	8.29	6.66	7.13	8.40	6.68	7.06	8.14	6.64	7.19
PURSUE ENERGY INDEP.	7.12	8.20	6.33	7.99	6.39	6.97	8.45	6.56	7.08	7.43	6.28	6.88
GET GOVT OUT OF THE WAY	7.11	8.06	6.27	7.91	6.47	6.93	8.27	6.35	6.89	7.48	6.55	6.97
RAISE TAXES/IMPROVE GOV'T	7.04	8.05	6.01	7.92	5.96	7.34	8.04	5.16	7.32	7.77	6.49	7.35
CENSOR THE BIBLE	6.98	8.15	5.93	8.17	5.84	6.96	8.30	5.55	7.26	8.02	6.04	6.70
ILLGL IMMIGRATION IS GOOD	6.94	8.48	5.63	8.27	5.56	7.04	8.33	5.40	7.12	8.21	5.67	6.97
LEAD TO FEWER ABORTIONS	6.46	6.92	6.07	6.87	6.14	6.32	6.95	6.02	6.23	6.78	6.22	6.41
DISCRIMINATION/NOT CAUSE	6.34	7.65	5.23	7.56	5.24	6.22	7.84	5.43	6.55	7.22	5.11	5.93



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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
PATIENTS SHLD HAVE POWER	7.72	7.36	7.28	7.41	7.47	7.99	8.68	8.28	6.81	7.63	8.50	7.39	7.06	7.30	7.61	7.70	7.91
TOUGH PENALTIES/CRIMINALS	7.53	6.44	6.00	6.76	7.32	8.35	8.98	8.61	6.92	7.55	8.84	6.46	7.34	7.82	5.90	7.21	8.09
OWN INTERESTS/OTHR CNTRS	7.52	6.51	6.49	6.53	7.32	8.21	8.94	8.51	7.17	7.76	8.71	6.43	7.08	7.90	6.42	7.31	8.05
PARENT'S SAY/EDUCATION	7.48	6.41	6.23	6.55	7.28	8.26	8.92	8.53	7.84	7.79	8.76	6.25	7.00	7.43	6.13	7.28	8.18
CUT SPENDING	7.41	6.32	6.40	6.26	7.23	8.16	8.88	8.46	7.78	7.47	8.75	6.11	7.08	7.09	6.22	7.24	8.00
WORK FOR WELFARE BENEFITS	7.37	6.27	5.78	6.64	7.18	8.22	8.75	8.44	6.73	7.45	8.70	6.29	7.08	7.42	5.75	7.15	7.91
PURSUE ENERGY INDEP.	7.12	6.15	5.93	6.31	6.78	7.83	8.82	8.24	6.89	6.53	8.52	6.08	6.79	6.87	5.92	6.88	7.85
GET GOVT OUT OF THE WAY	7.11	6.28	6.24	6.31	6.89	7.55	8.62	7.99	7.31	6.88	8.26	6.17	6.76	7.27	6.08	6.99	7.30
RAISE TAXES/IMPROVE GOV'T	7.04	5.57	5.07	5.95	7.05	8.00	8.44	8.18	5.03	7.25	8.45	5.62	6.53	5.93	5.74	7.35	8.26
CENSOR THE BIBLE	6.98	5.54	4.92	6.01	6.67	8.06	8.99	8.44	4.80	7.24	8.84	5.59	6.25	5.90	5.87	6.75	8.18
ILLGL IMMIGRATION IS GOOD	6.94	5.22	4.70	5.61	6.72	8.28	8.85	8.52	5.64	7.16	8.90	5.15	6.00	6.49	5.21	7.07	8.05
LEAD TO FEWER ABORTIONS	6.46	6.04	6.27	5.86	6.28	6.66	7.39	6.96	6.81	6.04	7.10	5.95	6.48	6.07	5.86	6.24	6.84
DISCRIMINATION/NOT CAUSE	6.34	5.16	4.70	5.51	5.94	7.40	8.07	7.68	6.80	6.49	7.94	4.93	5.51	6.19	5.06	6.03	7.41



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

SUMMARY MEANS:

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
Total	2000	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
PATIENTS SHLD HAVE POWER	7.72	7.27	7.54	8.33	7.67	7.46	7.66	7.43	7.74	7.72	7.78	8.01	7.89	8.55	7.56	7.43
TOUGH PENALTIES/CRIMINALS	7.53	6.78	7.26	8.51	7.49	7.59	7.95	7.54	7.64	7.85	7.32	6.66	7.99	8.39	7.93	6.55
OWN INTERESTS/OTHR CNTRS	7.52	6.75	7.25	8.51	7.47	7.25	7.76	7.18	7.54	7.51	7.58	7.78	7.91	8.11	7.67	6.98
PARENT'S SAY/EDUCATION	7.48	6.61	7.27	8.58	7.45	7.19	7.47	7.15	7.50	7.50	7.51	7.78	7.90	8.76	7.59	6.73
CUT SPENDING	7.41	6.46	7.34	8.54	7.34	7.06	7.53	6.99	7.51	7.54	7.48	7.21	7.65	8.41	7.50	6.92
WORK FOR WELFARE BENEFITS	7.37	6.56	7.13	8.41	7.43	7.41	7.37	7.42	7.49	7.68	7.20	6.45	7.71	8.25	7.61	6.71
PURSUE ENERGY INDEP.	7.12	6.24	6.82	8.27	7.07	7.05	7.34	7.01	7.15	7.32	6.90	7.05	7.44	8.02	7.38	6.36
GET GOVT OUT OF THE WAY	7.11	6.35	6.98	8.05	7.02	6.93	7.11	6.91	7.14	7.21	7.02	7.20	7.39	8.18	7.16	6.58
RAISE TAXES/IMPROVE GOV'T	7.04	5.91	7.37	8.20	7.22	6.22	4.76	6.41	7.15	7.07	7.28	7.48	7.53	7.62	6.94	6.75
CENSOR THE BIBLE	6.98	5.81	6.95	8.35	7.06	6.23	3.82	6.56	7.17	7.16	7.20	6.79	7.86	8.50	6.73	6.05
ILLGL IMMIGRATION IS GOOD	6.94	5.63	6.84	8.49	7.05	6.29	5.26	6.43	7.06	7.14	6.93	7.08	7.57	7.77	6.94	6.21
LEAD TO FEWER ABORTIONS	6.46	6.11	6.06	7.02	6.23	6.55	6.79	6.52	6.43	6.45	6.39	6.52	6.75	7.63	6.61	5.72
DISCRIMINATION/NOT CAUSE	6.34	5.21	6.41	7.62	6.41	6.50	7.24	6.41	6.30	6.42	6.11	6.37	6.68	7.24	6.51	5.67



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

SUMMARY MEANS:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchl r Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1321	679	423	256	552	389	769	290
PATIENTS SHLD HAVE POWER	7.72	7.76	7.66	7.59	7.78	7.74	7.72	7.77	7.58
TOUGH PENALTIES/CRIMINALS	7.53	7.43	7.73	7.56	8.01	7.47	7.89	7.39	7.52
OWN INTERESTS/OTHR CNTRS	7.52	7.60	7.36	7.28	7.48	7.78	7.48	7.46	7.20
PARENT'S SAY/EDUCATION	7.48	7.67	7.11	7.08	7.16	7.69	7.22	7.66	6.97
CUT SPENDING	7.41	7.56	7.11	7.10	7.12	7.71	7.23	7.46	6.95
WORK FOR WELFARE BENEFITS	7.37	7.26	7.59	7.47	7.78	7.37	7.70	7.18	7.44
PURSUE ENERGY INDEP.	7.12	7.03	7.30	7.10	7.63	7.49	7.50	6.71	7.03
GET GOVT OUT OF THE WAY	7.11	7.24	6.86	6.79	6.97	7.48	7.03	7.07	6.63
RAISE TAXES/IMPROVE GOV'T	7.04	7.12	6.87	7.01	6.63	7.09	6.74	7.15	7.04
CENSOR THE BIBLE	6.98	6.91	7.12	7.24	6.93	7.15	7.17	6.74	7.05
ILLGL IMMIGRATION IS GOOD	6.94	6.94	6.94	7.04	6.77	7.13	7.03	6.80	6.81
LEAD TO FEWER ABORTIONS	6.46	6.55	6.28	6.22	6.37	6.51	6.41	6.57	6.11
DISCRIMINATION/NOT CAUSE	6.34	6.43	6.16	5.97	6.49	6.82	6.63	6.15	5.53



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	1351	649	269	260	80	679	672	116	153	91	169
PATIENTS SHLD HAVE POWER	7.72	7.96	7.24	7.41	7.01	7.30	7.94	7.98	7.33	7.46	7.05	6.99
TOUGH PENALTIES/CRIMINALS	7.53	7.74	7.10	7.18	6.59	7.89	7.95	7.53	6.99	7.32	5.96	6.93
OWN INTERESTS/OTHR CNTRS	7.52	7.76	7.01	6.87	6.90	7.36	7.84	7.68	7.01	6.76	7.11	6.78
PARENT'S SAY/EDUCATION	7.48	7.63	7.18	7.07	7.30	6.58	7.64	7.62	6.93	7.18	7.24	7.33
CUT SPENDING	7.41	7.54	7.15	7.16	6.88	7.48	7.69	7.38	6.99	7.29	6.65	7.01
WORK FOR WELFARE BENEFITS	7.37	7.57	6.96	6.90	6.75	7.32	7.70	7.43	6.90	6.91	6.62	6.82
PURSUE ENERGY INDEP.	7.12	7.38	6.60	6.69	6.10	7.26	7.74	7.01	6.75	6.64	6.53	5.87
GET GOVT OUT OF THE WAY	7.11	7.18	6.96	7.06	6.90	6.50	7.41	6.95	6.96	7.14	6.90	6.91
RAISE TAXES/IMPROVE GOV'T	7.04	7.34	6.40	6.54	6.07	6.25	7.21	7.47	6.22	6.78	5.95	6.13
CENSOR THE BIBLE	6.98	7.41	6.09	6.23	5.80	5.98	7.44	7.38	6.34	6.14	6.15	5.61
ILLGL IMMIGRATION IS GOOD	6.94	7.50	5.77	5.45	5.57	6.58	7.59	7.41	5.36	5.52	5.59	5.56
LEAD TO FEWER ABORTIONS	6.46	6.44	6.48	6.27	6.55	6.72	6.51	6.37	6.17	6.34	6.35	6.65
DISCRIMINATION/NOT CAUSE	6.34	6.73	5.52	5.57	5.07	6.34	7.07	6.39	6.06	5.19	4.98	5.11



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

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
PATIENTS SHLD HAVE POWER	7.72	6.79	7.44	7.55	7.80	7.90	8.09	7.35	7.96	7.49	8.01	7.73	7.72	
TOUGH PENALTIES/CRIMINALS	7.53	5.94	6.28	7.10	7.70	8.03	8.46	6.57	8.13	6.91	8.28	7.65	7.43	
OWN INTERESTS/OTHR CNTRS	7.52	5.94	6.72	7.74	7.93	7.90	7.72	7.01	7.83	7.28	7.80	7.65	7.39	
PARENT'S SAY/EDUCATION	7.48	5.97	7.08	7.57	7.99	7.64	7.67	7.06	7.75	7.34	7.66	7.49	7.47	
CUT SPENDING	7.41	6.69	7.21	7.43	7.55	7.43	7.61	7.20	7.54	7.31	7.54	7.51	7.32	
WORK FOR WELFARE BENEFITS	7.37	5.87	6.40	7.04	7.51	7.82	8.14	6.57	7.87	6.85	8.01	7.51	7.25	
PURSUE ENERGY INDEP.	7.12	5.54	6.52	7.03	7.46	7.29	7.65	6.54	7.49	6.82	7.50	7.50	6.80	
GET GOVT OUT OF THE WAY	7.11	6.49	6.95	7.29	7.23	7.08	7.22	7.00	7.18	7.07	7.16	7.30	6.95	
RAISE TAXES/IMPROVE GOV'T	7.04	5.94	6.13	6.46	7.42	7.58	7.57	6.23	7.53	6.59	7.57	6.94	7.12	
CENSOR THE BIBLE	6.98	5.29	5.79	6.28	7.11	7.72	7.95	5.90	7.66	6.27	7.85	7.16	6.83	
ILLGL IMMIGRATION IS GOOD	6.94	5.18	5.63	6.42	7.31	7.53	7.83	5.88	7.60	6.31	7.70	7.09	6.80	
LEAD TO FEWER ABORTIONS	6.46	6.31	6.32	6.64	6.64	6.14	6.56	6.46	6.45	6.51	6.38	6.47	6.45	
DISCRIMINATION/NOT CAUSE	6.34	5.40	5.71	6.19	6.58	6.53	6.75	5.86	6.64	6.08	6.66	6.74	5.98	



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

SUMMARY MEANS:

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
PATIENTS SHLD HAVE POWER	7.72	6.89	7.47	7.83	8.04	6.03	7.37	7.83	8.14	7.23	7.56	7.84	7.93	7.34	7.74	8.19
TOUGH PENALTIES/CRIMINALS	7.53	6.00	6.69	7.75	8.35	5.64	6.72	7.68	8.46	6.14	6.66	7.81	8.22	7.33	7.59	7.65
OWN INTERESTS/OTHR CNTRS	7.52	5.87	7.30	8.03	7.74	5.93	7.42	8.05	7.81	5.84	7.20	8.02	7.65	7.17	7.44	8.15
PARENT'S SAY/EDUCATION	7.48	6.07	7.32	7.91	7.68	6.19	7.22	7.77	7.69	6.02	7.42	8.02	7.66	7.14	7.44	8.05
CUT SPENDING	7.41	6.73	7.29	7.62	7.52	6.34	7.32	7.90	7.57	6.88	7.27	7.40	7.46	6.99	7.45	7.86
WORK FOR WELFARE BENEFITS	7.37	6.01	6.66	7.56	8.08	5.88	6.75	7.56	8.16	6.07	6.58	7.55	7.99	7.10	7.36	7.77
PURSUE ENERGY INDEP.	7.12	5.64	6.83	7.34	7.57	6.08	7.17	7.66	7.80	5.46	6.52	7.09	7.30	6.84	7.05	7.68
GET GOVT OUT OF THE WAY	7.11	6.50	7.13	7.21	7.19	6.27	7.18	7.48	7.41	6.59	7.09	6.99	6.94	6.90	7.00	7.64
RAISE TAXES/IMPROVE GOV'T	7.04	5.99	6.28	7.36	7.60	5.61	5.71	7.17	7.73	6.14	6.80	7.50	7.44	6.21	7.11	7.95
CENSOR THE BIBLE	6.98	5.52	5.97	7.22	7.88	5.92	5.85	7.45	7.94	5.36	6.08	7.04	7.81	6.24	7.08	7.74
ILLGL IMMIGRATION IS GOOD	6.94	5.19	6.06	7.40	7.67	4.97	5.90	7.54	7.84	5.28	6.19	7.30	7.48	6.19	6.94	7.93
LEAD TO FEWER ABORTIONS	6.46	6.38	6.48	6.62	6.35	5.41	6.68	6.70	6.36	6.77	6.29	6.55	6.34	6.42	6.32	6.83
DISCRIMINATION/NOT CAUSE	6.34	5.37	6.01	6.49	6.71	5.71	6.25	7.09	6.98	5.23	5.80	6.02	6.39	5.88	6.35	6.91



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
10	8.2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.0	18.5	0.0	0.0	21.3	9.7	2.8	1.1	0.0	0.0	0.0
9	15.4	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	20.9	35.0	0.0	0.0	35.0	16.8	10.0	9.4	0.0	0.0	0.0
8	20.5	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	27.7	46.5	0.0	0.0	22.7	29.3	24.1	39.9	0.0	0.0	0.0
7	20.4	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	18.7	0.0	56.0	0.0	10.3	21.5	26.2	23.7	25.1	44.7	0.0
6	19.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	14.7	0.0	44.0	0.0	5.9	13.7	21.6	25.9	31.1	55.3	0.0
NEUTRAL-5	10.8	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	5.1	0.0	0.0	71.4	3.0	7.2	10.9	0.0	27.2	0.0	62.1
4	4.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1.5	0.0	0.0	21.0	0.9	1.6	3.8	0.0	11.2	0.0	25.6
3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	61.1	0.2	0.0	0.0	2.9	0.4	0.0	0.3	0.0	3.7	0.0	8.4
2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.2	0.1	0.0	0.0	1.9	0.0	0.3	0.3	0.0	1.2	0.0	2.6
1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.9	0.2	0.0	0.0	2.9	0.5	0.0	0.0	0.0	0.4	0.0	0.9
0	*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Mean	7.15	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.42	7.70	8.72	6.56	4.56	8.37	7.58	6.95	7.36	5.57	6.45	4.44



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

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	349	450	769	432	1708	1402	306	292	196	96	
10	8.2	8.9	7.8	8.5	7.4	9.4	10.9	2.6	0.7	1.0	0.0	
9	15.4	16.9	15.3	15.0	15.3	16.9	19.0	6.9	7.2	7.1	7.3	
8	20.5	19.5	23.6	18.3	22.0	21.7	21.3	23.2	13.7	13.3	14.6	
7	20.4	23.2	19.3	20.3	19.2	19.5	18.4	24.5	25.3	23.5	29.2	
6	19.0	17.2	17.1	20.3	19.9	17.2	15.5	25.2	29.1	33.2	20.8	
NEUTRAL-5	10.8	9.5	11.3	11.7	9.7	9.7	8.8	14.1	17.1	17.3	16.7	
4	4.0	2.9	3.8	4.6	4.2	3.6	3.6	3.6	6.2	4.1	10.4	
3	1.1	0.9	1.3	0.9	1.4	1.2	1.5	0.0	0.3	0.5	0.0	
2	0.4	0.3	0.2	0.3	0.9	0.4	0.5	0.0	0.3	0.0	1.0	
1	0.2	0.6	0.2	0.3	0.0	0.3	0.4	0.0	0.0	0.0	0.0	
0	*	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	
Mean	7.15	7.25	7.19	7.10	7.13	7.27	7.37	6.81	6.45	6.48	6.39	



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

ANMP SCALE:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	LEANS/	Strong	Smwht	DISAP-		
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE		PROVE		
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
10	8.2	0.5	11.5	17.1	0.4	2.8	3.3	0.7	1.3	0.4	14.0	
9	15.4	3.3	20.7	28.4	3.3	10.0	9.7	2.6	3.1	2.3	25.6	
8	20.5	12.4	24.0	25.1	13.9	24.1	24.0	13.1	13.2	13.0	26.4	
7	20.4	26.5	17.7	14.4	24.6	26.2	27.2	26.2	25.5	26.6	15.7	
6	19.0	29.0	14.6	8.7	29.3	21.6	21.3	30.3	26.7	32.3	10.0	
NEUTRAL-5	10.8	18.7	7.4	4.5	17.7	10.9	10.6	17.7	16.0	18.7	5.4	
4	4.0	7.0	2.7	1.1	7.3	3.8	3.3	6.6	10.4	4.4	2.0	
3	1.1	1.7	0.9	0.2	2.4	0.3	0.2	2.0	3.1	1.4	0.4	
2	0.4	0.5	0.4	0.1	0.8	0.3	0.4	0.6	0.6	0.5	0.3	
1	0.2	0.2	0.3	0.3	0.3	0.0	0.0	0.1	0.0	0.2	0.4	
0	*	0.2	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.0	
Mean	7.15	6.22	7.55	8.08	6.19	6.95	6.98	6.22	6.18	6.25	7.88	



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

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
Total	2000	819	906	721	740	539	396	296	249	325	444	290
10	8.2	17.9	0.8	16.6	1.1	6.5	19.9	1.4	8.8	12.6	0.9	4.5
9	15.4	29.5	4.5	27.9	4.5	13.9	30.8	4.7	12.0	24.3	4.3	15.5
8	20.5	25.0	15.3	25.8	15.1	20.8	24.5	12.5	20.5	27.4	16.9	21.0
7	20.4	13.9	24.9	14.1	26.1	20.8	10.9	26.0	17.7	18.2	26.1	23.4
6	19.0	8.1	28.5	8.6	27.8	20.6	7.6	27.7	23.7	9.8	27.9	17.9
NEUTRAL-5	10.8	4.2	16.0	5.1	15.8	11.5	4.3	15.9	10.8	6.2	15.8	12.1
4	4.0	0.6	6.7	1.0	6.4	4.8	1.3	6.4	4.4	0.6	6.3	5.2
3	1.1	0.2	2.2	0.4	2.0	0.7	0.8	3.0	1.2	0.0	1.4	0.3
2	0.4	0.1	0.7	0.1	0.8	0.2	0.0	1.7	0.4	0.3	0.2	0.0
1	0.2	0.4	0.2	0.3	0.3	0.2	0.0	0.3	0.4	0.6	0.2	0.0
0	*	0.0	0.1	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Mean	7.15	8.16	6.32	8.06	6.34	7.05	8.23	6.22	7.03	7.85	6.42	7.07



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
10	8.2	1.1	1.2	0.9	3.2	12.0	28.4	18.8	3.1	4.3	21.6	0.7	1.6	1.5	1.3	3.9	16.4
9	15.4	3.4	2.5	4.0	10.4	25.7	36.5	30.2	7.8	12.9	34.4	2.6	6.8	7.5	3.9	12.0	25.0
8	20.5	11.5	10.7	12.1	21.4	31.7	19.6	26.6	12.5	26.6	27.2	11.3	18.8	25.4	11.7	21.3	25.0
7	20.4	23.4	22.2	24.3	26.4	14.1	8.4	11.8	29.7	25.9	9.1	23.2	29.2	32.8	19.5	24.6	11.7
6	19.0	27.7	22.2	31.8	24.2	9.1	3.4	6.7	21.9	19.4	4.1	28.8	28.4	19.4	26.0	23.1	10.9
NEUTRAL-5	10.8	19.7	23.0	17.1	10.9	4.3	2.7	3.6	21.9	7.2	2.5	19.1	12.0	9.0	20.8	11.7	5.5
4	4.0	9.0	10.3	8.1	2.4	2.4	0.7	1.7	3.1	1.4	0.6	9.7	1.6	3.0	10.4	3.3	5.5
3	1.1	3.0	5.3	1.2	0.6	0.2	0.0	0.1	0.0	2.2	0.0	3.1	0.4	1.5	5.2	0.0	0.0
2	0.4	0.7	1.6	0.0	0.4	0.2	0.0	0.1	0.0	0.0	0.2	0.9	0.8	0.0	0.0	0.3	0.0
1	0.2	0.4	0.4	0.3	0.1	0.2	0.3	0.3	0.0	0.0	0.4	0.2	0.4	0.0	1.3	0.0	0.0
0	*	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Mean	7.15	6.08	5.85	6.26	6.93	7.90	8.65	8.21	6.62	7.19	8.47	6.02	6.72	6.93	5.96	6.99	7.86



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

ANMP SCALE:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY/UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC
Total	2000	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
10	8.2	0.8	3.5	18.6	6.3	5.6	7.9	5.3	8.6	9.4	7.3	9.2	11.9	18.3	6.9	4.0
9	15.4	4.4	10.4	30.3	13.6	13.4	5.3	14.5	15.9	16.5	15.0	15.5	19.9	26.8	16.3	7.8
8	20.5	15.2	22.5	25.9	23.1	18.1	13.2	18.7	21.3	19.7	23.7	18.8	23.2	21.8	20.1	18.5
7	20.4	24.6	26.9	12.8	21.4	20.6	23.7	20.1	20.7	20.5	20.9	17.9	19.3	17.6	24.0	18.0
6	19.0	27.7	22.5	7.4	20.8	19.3	26.3	18.4	18.6	20.4	15.9	20.8	14.1	9.9	19.7	24.9
NEUTRAL-5	10.8	17.4	10.8	3.2	10.7	16.2	21.1	15.5	9.6	9.6	9.7	10.6	7.6	4.9	8.9	16.4
4	4.0	6.6	3.5	1.2	3.5	5.3	0.0	6.0	3.6	2.6	5.2	4.8	2.9	0.0	3.0	6.9
3	1.1	2.2	0.0	0.3	0.3	0.9	2.6	0.7	1.0	0.8	1.2	2.4	0.6	0.7	0.4	2.2
2	0.4	0.8	0.0	0.1	0.1	0.6	0.0	0.7	0.4	0.1	0.9	0.0	0.2	0.0	0.4	0.9
1	0.2	0.3	0.0	0.3	0.2	0.0	0.0	0.0	0.3	0.3	0.3	0.0	0.3	0.0	0.4	0.2
0	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Mean	7.15	6.29	6.99	8.22	7.14	6.87	6.68	6.90	7.22	7.27	7.13	7.11	7.55	8.08	7.21	6.52



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 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	1321	679	423	256	552	389	769	290
10	8.2	8.6	7.4	7.3	7.4	12.5	9.3	5.7	4.8
9	15.4	15.7	14.9	14.9	14.8	17.9	17.2	14.2	11.7
8	20.5	20.3	20.9	20.1	22.3	18.5	21.3	21.6	20.3
7	20.4	20.4	20.2	19.4	21.5	16.3	19.0	23.4	21.7
6	19.0	19.2	18.4	18.4	18.4	20.1	15.4	18.6	22.4
NEUTRAL-5	10.8	10.5	11.3	12.8	9.0	9.2	10.3	11.4	12.8
4	4.0	3.5	5.0	5.0	5.1	3.1	4.6	3.8	5.5
3	1.1	1.1	1.2	1.2	1.2	1.6	1.5	0.7	0.7
2	0.4	0.4	0.4	0.7	0.0	0.5	0.8	0.3	0.0
1	0.2	0.3	0.1	0.0	0.4	0.2	0.3	0.4	0.0
0	*	0.0	0.1	0.2	0.0	0.0	0.3	0.0	0.0
Mean	7.15	7.19	7.08	7.03	7.16	7.34	7.20	7.08	6.91



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	1351	649	269	260	80	679	672	116	153	91	169
10	8.2	10.4	3.5	4.1	1.2	3.8	13.3	7.4	5.2	3.3	3.3	0.0
9	15.4	19.1	7.9	9.7	5.8	5.0	21.2	17.0	10.3	9.2	5.5	5.9
8	20.5	22.9	15.6	12.3	13.8	25.0	20.9	24.9	13.8	11.1	12.1	14.8
7	20.4	18.2	24.8	23.8	25.8	27.5	16.2	20.2	19.0	27.5	23.1	27.2
6	19.0	15.2	26.8	29.4	27.3	23.8	14.4	15.9	30.2	28.8	27.5	27.2
NEUTRAL-5	10.8	8.5	15.6	14.9	18.8	12.5	8.1	8.9	12.1	17.0	22.0	17.2
4	4.0	3.6	4.8	3.7	6.9	2.5	3.1	4.2	5.2	2.6	6.6	7.1
3	1.1	1.3	0.6	1.1	0.4	0.0	1.9	0.7	1.7	0.7	0.0	0.6
2	0.4	0.5	0.2	0.4	0.0	0.0	0.7	0.3	0.9	0.0	0.0	0.0
1	0.2	0.2	0.3	0.7	0.0	0.0	0.0	0.4	1.7	0.0	0.0	0.0
0	*	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Mean	7.15	7.39	6.65	6.63	6.42	6.90	7.51	7.28	6.59	6.66	6.42	6.41



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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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
10	8.2	0.6	1.1	4.2	9.4	10.1	14.4	2.3	11.8	4.5	12.6	11.2	5.5	
9	15.4	3.1	7.7	12.2	18.2	20.7	19.8	8.7	19.6	11.6	20.2	17.6	13.5	
8	20.5	7.5	12.9	24.5	21.5	22.0	24.1	16.8	22.8	18.2	23.3	19.7	21.2	
7	20.4	18.8	26.5	23.3	21.8	20.2	15.0	23.5	18.4	23.0	17.2	17.4	22.9	
6	19.0	31.9	27.6	18.5	18.5	14.1	14.6	24.5	15.5	22.7	14.4	18.2	19.6	
NEUTRAL-5	10.8	26.2	17.6	10.7	6.4	7.7	7.6	16.4	7.3	13.4	7.6	9.7	11.8	
4	4.0	10.6	5.5	3.9	2.7	2.7	3.0	5.9	2.8	4.9	2.9	3.7	4.2	
3	1.1	1.2	0.7	1.5	0.9	1.6	0.8	1.2	1.1	1.1	1.1	1.6	0.7	
2	0.4	0.0	0.0	0.9	0.3	0.8	0.2	0.4	0.4	0.4	0.4	0.6	0.2	
1	0.2	0.0	0.4	0.3	0.0	0.3	0.4	0.3	0.2	0.2	0.3	0.2	0.3	
0	*	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	
Mean	7.15	5.94	6.47	6.98	7.39	7.44	7.62	6.58	7.50	6.83	7.54	7.28	7.03	



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	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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
10	8.2	1.5	1.8	10.1	12.8	3.4	1.7	14.6	15.9	0.7	1.9	6.5	9.3	4.6	7.5	14.3
9	15.4	3.9	9.7	18.8	20.1	3.4	9.1	20.6	23.0	4.1	10.2	17.4	16.6	10.9	15.5	21.3
8	20.5	8.8	20.1	20.3	24.0	5.1	20.7	18.9	21.6	10.3	19.5	21.5	26.8	17.3	20.8	24.1
7	20.4	17.2	25.4	22.2	16.5	11.9	26.1	18.0	12.7	19.3	24.8	25.6	20.8	20.0	21.7	17.6
6	19.0	31.4	23.1	16.7	14.4	35.6	24.1	15.5	13.7	29.7	22.2	17.7	15.2	26.2	17.7	12.4
NEUTRAL-5	10.8	26.0	13.2	7.2	7.6	23.7	11.6	7.3	7.8	26.9	14.7	7.2	7.3	14.4	10.5	6.8
4	4.0	9.8	4.5	2.9	2.9	13.6	2.9	2.6	3.4	8.3	6.0	3.1	2.3	4.6	4.5	1.9
3	1.1	1.0	1.4	1.0	1.0	1.7	2.5	1.3	1.2	0.7	0.4	0.7	0.8	0.9	1.1	1.4
2	0.4	0.0	0.6	0.6	0.3	0.0	1.2	0.9	0.2	0.0	0.0	0.3	0.3	0.7	0.3	0.2
1	0.2	0.5	0.2	0.0	0.4	1.7	0.0	0.0	0.2	0.0	0.4	0.0	0.6	0.2	0.4	0.0
0	*	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Mean	7.15	6.01	6.72	7.40	7.56	5.81	6.72	7.54	7.68	6.10	6.72	7.30	7.43	6.75	7.14	7.71



Table 27 Page 311
July 27-30, 2023

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

27. BELOW ARE SOME ACTIONS POLICYMAKERS HAVE PROPOSED TO COMBAT INFLATION AND REDUCE THE COST OF LIVING. HOW EFFECTIVE DO YOU THINK EACH ONE WOULD BE IN COMBATING INFLATION AND REDUCING THE COST OF LIVING?

CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	71.3	95.1	91.9	81.7	71.0	62.0	44.9	27.5	25.0	77.5	87.8	67.3	40.0	83.3	79.8	67.8	74.5	53.5	65.6	37.9
Very	38.6	87.1	68.3	45.1	27.8	21.4	12.0	8.8	16.7	45.3	61.0	23.2	17.1	60.4	42.7	31.6	33.5	19.3	27.1	9.3
Somewhat	32.8	8.0	23.6	36.6	43.2	40.6	32.9	18.8	8.3	32.3	26.8	44.0	22.9	22.9	37.1	36.2	41.0	34.2	38.5	28.6
NOT EFFECTIVE	21.8	3.1	5.8	13.7	19.4	29.3	42.6	61.2	69.4	16.5	9.0	23.8	45.7	13.7	16.2	19.1	19.8	36.7	24.7	52.0
Barely	15.4	1.8	4.2	10.5	15.7	22.4	30.1	32.5	22.2	12.6	6.7	19.2	30.5	10.5	12.5	14.4	14.7	23.4	18.6	29.5
Not Effective at All	6.4	1.2	1.6	3.2	3.7	6.9	12.5	28.8	47.2	4.0	2.3	4.6	15.2	3.2	3.7	4.7	5.0	13.3	6.2	22.5
DON'T KNOW	7.0	1.8	2.3	4.6	9.6	8.7	12.5	11.2	5.6	5.9	3.3	8.9	14.3	3.0	4.0	13.1	5.8	9.8	9.6	10.1
Net Diff.	49.6	92.0	86.1	68.0	51.6	32.7	2.3	-33.8	-44.4	61.0	78.8	43.4	-5.7	69.6	63.6	48.8	54.7	16.8	40.9	-14.1
Mean	3.11	3.84	3.62	3.30	3.05	2.84	2.51	2.08	1.94	3.26	3.51	2.94	2.49	3.45	3.24	3.09	3.09	2.66	2.96	2.27



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

27. BELOW ARE SOME ACTIONS POLICYMAKERS HAVE PROPOSED TO COMBAT INFLATION AND REDUCE THE COST OF LIVING. HOW EFFECTIVE DO YOU THINK EACH ONE WOULD BE IN COMBATING INFLATION AND REDUCING THE COST OF LIVING?

CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	71.3	69.6	70.9	73.1	69.9	73.5	74.0	70.9	58.6	59.2	57.3
Very	38.6	40.4	36.7	40.6	35.4	41.3	44.3	27.5	22.6	19.9	28.1
Somewhat	32.8	29.2	34.2	32.5	34.5	32.2	29.7	43.5	36.0	39.3	29.2
NOT EFFECTIVE	21.8	20.6	22.2	21.2	23.1	20.5	20.1	22.2	29.1	27.6	32.3
Barely	15.4	14.6	17.1	14.0	16.4	14.7	13.9	18.3	19.2	18.4	20.8
Not Effective at All	6.4	6.0	5.1	7.2	6.7	5.8	6.2	3.9	9.9	9.2	11.5
DON'T KNOW	7.0	9.7	6.9	5.7	6.9	6.0	5.8	6.9	12.3	13.3	10.4
Net Diff.	49.6	49.0	48.7	51.9	46.8	53.0	53.9	48.7	29.5	31.6	25.0
Mean	3.11	3.15	3.10	3.13	3.06	3.16	3.19	3.01	2.81	2.81	2.83



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

27. BELOW ARE SOME ACTIONS POLICYMAKERS HAVE PROPOSED TO COMBAT INFLATION AND REDUCE THE COST OF LIVING. HOW EFFECTIVE DO YOU THINK EACH ONE WOULD BE IN COMBATING INFLATION AND REDUCING THE COST OF LIVING?

CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	603	1397	884	796	320	545	881	318	563	1119
EFFECTIVE	71.3	62.4	75.2	82.0	60.8	67.8	69.4	61.7	61.0	62.2	78.8
Very	38.6	25.0	44.4	54.0	24.2	31.6	31.6	24.5	31.4	20.6	49.6
Somewhat	32.8	37.3	30.8	28.1	36.6	36.2	37.8	37.2	29.6	41.6	29.2
NOT EFFECTIVE	21.8	30.8	17.8	14.6	30.8	19.1	20.4	30.0	31.1	29.3	15.3
Barely	15.4	21.9	12.5	11.2	20.4	14.4	15.0	21.1	19.5	22.0	10.8
Not Effective at All	6.4	9.0	5.3	3.4	10.4	4.7	5.3	8.9	11.6	7.3	4.5
DON'T KNOW	7.0	6.8	7.0	3.4	8.4	13.1	10.3	8.3	7.9	8.5	5.9
Net Diff.	49.6	31.5	57.3	67.4	30.0	48.8	49.0	31.8	29.9	32.9	63.5
Mean	3.11	2.84	3.23	3.37	2.81	3.09	3.07	2.84	2.88	2.83	3.32



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

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CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	819	906	721	740	539	396	296	249	325	444	290			
EFFECTIVE	71.3	82.5	61.9	80.3	62.6	71.2	80.3	62.5	73.5	80.3	62.6	69.3			
Very	38.6	55.7	24.2	54.0	26.2	34.9	55.6	29.1	37.8	52.0	24.3	32.4			
Somewhat	32.8	26.9	37.7	26.4	36.4	36.4	24.7	33.4	35.7	28.3	38.3	36.9			
NOT EFFECTIVE	21.8	13.8	29.5	16.0	28.2	20.6	16.9	31.4	22.1	14.8	26.1	19.3			
Barely	15.4	10.6	19.6	11.9	19.9	13.7	12.4	21.3	12.0	11.4	18.9	15.2			
Not Effective at All	6.4	3.2	9.8	4.0	8.4	6.9	4.5	10.1	10.0	3.4	7.2	4.1			
DON'T KNOW	7.0	3.7	8.6	3.7	9.2	8.2	2.8	6.1	4.4	4.9	11.3	11.4			
Net Diff.	49.6	68.7	32.5	64.4	34.3	50.6	63.4	31.1	51.4	65.5	36.5	50.0			
Mean	3.11	3.40	2.83	3.35	2.89	3.08	3.35	2.87	3.06	3.36	2.90	3.10			



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	71.3	60.8	63.4	58.9	68.7	80.1	85.1	82.2	68.8	69.1	84.7	60.0	64.0	73.1	58.4	72.2	76.6
Very	38.6	24.8	31.7	19.6	31.4	49.6	66.6	56.7	32.8	35.3	61.6	24.3	26.4	37.3	20.8	33.5	46.9
Somewhat	32.8	36.0	31.7	39.3	37.3	30.5	18.6	25.5	35.9	33.8	23.2	35.7	37.6	35.8	37.7	38.6	29.7
NOT EFFECTIVE	21.8	31.0	28.8	32.7	22.7	15.8	10.1	13.5	28.1	26.6	11.6	31.2	24.8	22.4	32.5	19.5	16.4
Barely	15.4	19.5	16.5	21.8	17.3	12.0	7.4	10.1	15.6	20.9	9.1	20.3	20.4	14.9	18.2	13.5	11.7
Not Effective at All	6.4	11.5	12.3	10.9	5.4	3.8	2.7	3.4	12.5	5.8	2.5	10.9	4.4	7.5	14.3	6.0	4.7
DON'T KNOW	7.0	8.2	7.8	8.4	8.6	4.1	4.7	4.3	3.1	4.3	3.7	8.7	11.2	4.5	9.1	8.4	7.0
Net Diff.	49.6	29.8	34.6	26.2	46.1	64.3	75.0	68.7	40.6	42.4	73.2	28.8	39.2	50.7	26.0	52.7	60.2
Mean	3.11	2.81	2.90	2.74	3.04	3.31	3.56	3.42	2.92	3.03	3.49	2.81	2.97	3.08	2.71	3.09	3.28



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

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CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	71.3	62.2	67.1	83.6	72.1	67.0	86.8	64.3	72.4	71.4	73.7	70.5	73.8	85.2	74.6	62.7
Very	38.6	25.4	31.3	56.7	36.7	37.7	55.3	35.3	38.5	37.2	40.6	40.1	43.9	54.9	38.0	28.5
Somewhat	32.8	36.7	35.8	26.9	35.5	29.3	31.6	29.0	33.8	34.3	33.2	30.4	29.9	30.3	36.6	34.2
NOT EFFECTIVE	21.8	29.3	21.8	12.9	20.7	28.0	13.2	30.0	20.5	21.4	19.2	20.8	18.6	12.0	22.2	26.5
Barely	15.4	20.1	15.2	9.9	15.4	18.7	7.9	20.1	14.6	16.1	12.3	15.5	12.9	9.9	16.5	18.7
Not Effective at All	6.4	9.2	6.6	3.1	5.3	9.3	5.3	9.9	5.9	5.3	6.9	5.3	5.8	2.1	5.7	7.8
DON'T KNOW	7.0	8.5	11.1	3.5	7.1	5.0	0.0	5.7	7.1	7.2	7.1	8.7	7.6	2.8	3.1	10.7
Net Diff.	49.6	32.9	45.3	70.6	51.4	38.9	73.7	34.3	51.8	50.1	54.6	49.8	55.1	73.2	52.4	36.2
Mean	3.11	2.86	3.03	3.42	3.12	3.00	3.37	2.95	3.13	3.11	3.16	3.15	3.21	3.42	3.10	2.93



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

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CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	71.3	72.2	69.5	70.4	68.0	74.8	70.2	70.4	68.6
Very	38.6	39.2	37.3	37.6	36.7	42.0	43.2	37.2	29.3
Somewhat	32.8	33.0	32.3	32.9	31.2	32.8	27.0	33.2	39.3
NOT EFFECTIVE	21.8	19.8	25.6	23.2	29.7	19.7	27.2	19.8	23.4
Barely	15.4	14.2	17.7	15.8	20.7	13.2	17.7	14.8	17.6
Not Effective at All	6.4	5.6	8.0	7.3	9.0	6.5	9.5	4.9	5.9
DON'T KNOW	7.0	8.0	4.9	6.4	2.3	5.4	2.6	9.9	7.9
Net Diff.	49.6	52.5	43.9	47.3	38.3	55.1	42.9	50.6	45.2
Mean	3.11	3.15	3.04	3.08	2.98	3.17	3.07	3.14	3.00



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	71.3	72.5	68.7	68.8	68.5	65.0	74.4	70.7	69.8	68.0	71.4	66.9
Very	38.6	41.2	33.1	32.0	29.6	33.8	45.2	37.1	37.1	28.1	29.7	29.6
Somewhat	32.8	31.4	35.6	36.8	38.8	31.2	29.2	33.6	32.8	39.9	41.8	37.3
NOT EFFECTIVE	21.8	20.8	23.7	25.3	22.3	27.5	21.5	20.1	26.7	24.2	23.1	21.9
Barely	15.4	14.6	16.9	18.2	13.5	26.2	13.8	15.3	17.2	19.0	14.3	13.0
Not Effective at All	6.4	6.2	6.8	7.1	8.8	1.2	7.7	4.8	9.5	5.2	8.8	8.9
DON'T KNOW	7.0	6.7	7.6	5.9	9.2	7.5	4.1	9.2	3.4	7.8	5.5	11.2
Net Diff.	49.6	51.7	45.0	43.5	46.2	37.5	52.9	50.6	43.1	43.8	48.4	45.0
Mean	3.11	3.15	3.03	3.00	2.98	3.05	3.17	3.13	3.01	2.99	2.98	2.99



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
EFFECTIVE	71.3	62.5	69.1	69.9	70.3	75.3	73.8	68.1	73.3	68.7	74.4	72.9	69.9
Very	38.6	23.8	35.3	34.0	40.3	43.8	42.8	32.3	42.4	34.7	43.2	42.5	35.0
Somewhat	32.8	38.8	33.8	35.8	30.0	31.6	31.0	35.7	30.9	34.0	31.2	30.4	34.8
NOT EFFECTIVE	21.8	25.0	22.8	22.1	22.7	19.9	20.7	22.9	21.0	22.9	20.4	22.8	20.8
Barely	15.4	19.4	16.5	14.6	18.2	13.8	13.3	16.3	14.8	16.9	13.5	15.1	15.6
Not Effective at All	6.4	5.6	6.2	7.5	4.5	6.1	7.4	6.6	6.2	6.0	6.9	7.8	5.2
DON'T KNOW	7.0	12.5	8.1	8.1	7.0	4.8	5.5	9.0	5.7	8.4	5.2	4.3	9.3
Net Diff.	49.6	37.5	46.3	47.8	47.6	55.4	53.0	45.1	52.3	45.9	54.0	50.1	49.1
Mean	3.11	2.92	3.07	3.05	3.14	3.19	3.15	3.03	3.16	3.06	3.17	3.12	3.10



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

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CUT FEDERAL SPENDING AND BALANCE THE BUDGET TO STRENGTHEN THE VALUE OF THE DOLLAR.

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	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG			
Total	2000	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	71.3	59.8	71.2	70.9	74.7	55.9	71.4	74.2	75.5	61.4	71.1	68.3	73.8	67.7	71.8	74.7
Very	38.6	23.5	35.7	40.3	43.3	16.9	36.1	45.5	48.3	26.2	35.3	36.2	37.5	34.9	37.4	46.1
Somewhat	32.8	36.3	35.5	30.6	31.5	39.0	35.3	28.8	27.2	35.2	35.7	32.1	36.3	32.8	34.5	28.6
NOT EFFECTIVE	21.8	27.0	21.1	22.2	20.4	37.3	22.4	21.0	22.1	22.8	19.9	23.2	18.6	22.3	22.4	19.4
Barely	15.4	21.1	13.8	17.1	13.6	28.8	15.8	13.7	13.5	17.9	12.0	19.8	13.8	15.3	15.3	15.5
Not Effective at All	6.4	5.9	7.3	5.1	6.8	8.5	6.6	7.3	8.6	4.8	7.9	3.4	4.8	7.0	7.1	4.0
DON'T KNOW	7.0	13.2	7.7	6.8	4.8	6.8	6.2	4.7	2.5	15.9	9.0	8.5	7.6	10.0	5.7	5.9
Net Diff.	49.6	32.8	50.1	48.7	54.3	18.6	49.0	53.2	53.4	38.6	51.1	45.1	55.2	45.5	49.4	55.3
Mean	3.11	2.89	3.08	3.14	3.17	2.69	3.08	3.18	3.18	2.98	3.08	3.10	3.15	3.06	3.08	3.24



Table 28 Page 321
July 27-30, 2023

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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	61.1	25.2	42.7	57.8	70.5	76.0	69.0	70.0	88.9	53.2	46.5	66.3	48.6	37.5	49.2	63.8	77.7	83.6	84.9	81.9
Very	34.8	14.1	21.4	33.4	38.3	41.7	36.6	57.5	83.3	27.2	25.6	31.1	21.9	17.1	20.6	31.9	50.0	56.4	55.0	58.1
Somewhat	26.4	11.0	21.4	24.4	32.2	34.3	32.4	12.5	5.6	26.0	20.9	35.2	26.7	20.4	28.7	31.9	27.7	27.2	29.9	23.8
NOT EFFECTIVE	34.0	68.7	54.0	38.3	23.3	20.1	23.1	26.2	8.3	41.8	49.4	28.7	40.0	57.7	45.8	29.4	19.4	11.8	10.0	14.1
Barely	19.4	20.9	22.7	24.1	17.2	15.6	18.1	20.0	5.6	22.7	23.0	20.8	29.5	24.5	27.1	21.2	15.8	10.0	8.9	11.5
Not Effective at All	14.6	47.9	31.4	14.1	6.1	4.5	5.1	6.2	2.8	19.1	26.4	7.9	10.5	33.2	18.7	8.1	3.6	1.7	1.0	2.6
DON'T KNOW	4.8	6.1	3.2	3.9	6.1	4.0	7.9	3.8	2.8	4.9	4.1	5.1	11.4	4.8	5.0	6.9	2.9	4.6	5.2	4.0
Net Diff.	27.0	-43.6	-11.3	19.5	47.2	55.9	45.8	43.8	80.6	11.4	-2.9	37.6	8.6	-20.2	3.4	34.4	58.3	71.8	74.9	67.8
Mean	2.85	1.91	2.34	2.80	3.09	3.18	3.09	3.26	3.74	2.65	2.48	2.94	2.68	2.22	2.54	2.94	3.28	3.45	3.46	3.43



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	61.1	61.6	61.1	60.7	61.3	61.8	61.1	65.0	57.2	58.7	54.2
Very	34.8	35.2	36.7	34.1	33.6	35.9	37.3	29.4	28.1	27.6	29.2
Somewhat	26.4	26.4	24.4	26.7	27.8	25.9	23.8	35.6	29.1	31.1	25.0
NOT EFFECTIVE	34.0	30.9	34.4	34.9	34.7	33.7	35.0	28.1	36.0	36.2	35.4
Barely	19.4	20.1	18.7	19.2	20.1	18.1	17.9	19.0	27.4	27.0	28.1
Not Effective at All	14.6	10.9	15.8	15.6	14.6	15.6	17.0	9.2	8.6	9.2	7.3
DON'T KNOW	4.8	7.4	4.4	4.4	3.9	4.5	4.0	6.9	6.8	5.1	10.4
Net Diff.	27.0	30.7	26.7	25.9	26.6	28.0	26.1	36.9	21.2	22.4	18.8
Mean	2.85	2.93	2.86	2.83	2.84	2.86	2.85	2.92	2.82	2.81	2.85



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	603	1397	884	796	320	545	881	318	563	1119
EFFECTIVE	61.1	77.8	53.9	41.7	81.5	63.8	62.8	79.5	83.3	77.3	46.6
Very	34.8	47.8	29.1	18.3	54.1	31.9	32.5	50.2	59.4	44.9	22.6
Somewhat	26.4	30.0	24.8	23.4	27.4	31.9	30.3	29.3	23.9	32.3	24.0
NOT EFFECTIVE	34.0	18.2	40.9	53.4	14.4	29.4	31.7	16.7	12.6	19.0	47.7
Barely	19.4	15.1	21.3	25.5	12.1	21.2	22.8	13.7	11.3	15.1	23.9
Not Effective at All	14.6	3.2	19.5	27.9	2.4	8.1	9.0	3.0	1.3	3.9	23.8
DON'T KNOW	4.8	4.0	5.2	4.9	4.0	6.9	5.5	3.9	4.1	3.7	5.6
Net Diff.	27.0	59.5	13.0	-11.7	67.1	34.4	31.0	62.8	70.8	58.3	-1.1
Mean	2.85	3.27	2.67	2.34	3.39	2.94	2.91	3.32	3.48	3.23	2.48



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	819	906	721	740	539	396	296	249	325	444	290
EFFECTIVE	61.1	40.7	80.0	41.9	80.8	59.7	33.8	83.4	59.0	51.7	79.1	60.3
Very	34.8	17.8	51.2	19.6	53.5	29.3	16.2	57.8	28.1	23.7	50.7	30.3
Somewhat	26.4	22.8	28.8	22.3	27.3	30.4	17.7	25.7	30.9	28.0	28.4	30.0
NOT EFFECTIVE	34.0	54.3	16.0	53.3	14.6	35.1	62.1	14.9	38.6	42.5	14.4	32.1
Barely	19.4	25.6	12.7	25.4	12.2	21.5	27.0	13.5	21.7	23.4	11.3	21.4
Not Effective at All	14.6	28.7	3.3	27.9	2.4	13.5	35.1	1.4	16.9	19.1	3.2	10.7
DON'T KNOW	4.8	5.0	4.0	4.9	4.6	5.2	4.0	1.7	2.4	5.8	6.5	7.6
Net Diff.	27.0	-13.7	64.0	-11.4	66.2	24.7	-28.3	68.6	20.5	9.2	64.6	28.3
Mean	2.85	2.31	3.33	2.35	3.38	2.80	2.16	3.42	2.72	2.60	3.35	2.87



Table 28 Page 325
July 27-30, 2023

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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	61.1	81.0	86.0	77.3	66.9	41.7	36.1	39.4	59.4	56.8	35.7	85.3	76.0	70.1	75.3	64.4	38.3
Very	34.8	55.0	67.1	45.8	35.4	17.7	18.6	18.1	28.1	25.9	16.8	60.5	45.2	40.3	46.8	32.0	11.7
Somewhat	26.4	26.1	18.9	31.5	31.5	24.0	17.6	21.3	31.2	30.9	18.9	24.8	30.8	29.9	28.6	32.3	26.6
NOT EFFECTIVE	34.0	15.6	10.7	19.3	27.0	54.4	57.8	55.8	34.4	38.1	59.7	12.1	16.4	23.9	19.5	30.2	57.0
Barely	19.4	12.4	8.2	15.6	18.9	29.5	19.9	25.5	20.3	26.6	25.7	10.6	13.6	16.4	15.6	19.8	29.7
Not Effective at All	14.6	3.2	2.5	3.7	8.0	24.9	37.8	30.3	14.1	11.5	34.0	1.4	2.8	7.5	3.9	10.5	27.3
DON'T KNOW	4.8	3.4	3.3	3.4	6.1	3.8	6.1	4.8	6.2	5.0	4.6	2.6	7.6	6.0	5.2	5.4	4.7
Net Diff.	27.0	65.4	75.3	57.9	40.0	-12.7	-21.6	-16.4	25.0	18.7	-23.9	73.3	59.6	46.3	55.8	34.1	-18.8
Mean	2.85	3.37	3.56	3.24	3.00	2.36	2.18	2.29	2.78	2.75	2.19	3.48	3.28	3.10	3.25	2.91	2.24



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	61.1	81.1	61.1	37.9	61.2	52.0	65.8	50.2	61.5	59.6	64.6	72.0	58.8	46.5	60.6	67.6
Very	34.8	52.2	30.1	16.4	31.6	28.3	36.8	27.2	34.4	30.8	40.1	46.9	32.5	21.1	34.6	41.1
Somewhat	26.4	28.9	31.0	21.5	29.6	23.7	28.9	23.0	27.1	28.8	24.5	25.1	26.4	25.4	26.0	26.5
NOT EFFECTIVE	34.0	14.8	32.9	56.8	34.6	43.3	31.6	44.9	33.7	35.2	31.4	22.2	36.2	50.0	35.4	26.9
Barely	19.4	12.4	22.5	26.4	21.7	22.7	13.2	24.0	19.7	19.9	19.3	12.6	18.3	22.5	23.0	16.4
Not Effective at All	14.6	2.4	10.4	30.4	12.9	20.6	18.4	20.8	14.0	15.2	12.1	9.7	17.8	27.5	12.4	10.5
DON'T KNOW	4.8	4.1	6.0	5.3	4.2	4.7	2.6	4.9	4.8	5.3	4.0	5.8	5.0	3.5	3.9	5.5
Net Diff.	27.0	66.3	28.2	-18.8	26.6	8.7	34.2	5.3	27.9	24.4	33.2	49.8	22.7	-3.5	25.2	40.7
Mean	2.85	3.36	2.86	2.25	2.83	2.63	2.86	2.59	2.86	2.79	2.96	3.16	2.77	2.42	2.86	3.04



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	61.1	62.2	58.9	58.9	59.0	56.2	56.0	66.6	62.8
Very	34.8	35.7	33.0	34.0	31.2	32.8	31.9	37.7	34.5
Somewhat	26.4	26.6	25.9	24.8	27.7	23.4	24.2	28.9	28.3
NOT EFFECTIVE	34.0	32.0	38.0	37.4	39.1	40.0	42.4	26.3	32.1
Barely	19.4	18.7	20.9	22.2	18.8	21.6	21.1	16.6	20.7
Not Effective at All	14.6	13.3	17.1	15.1	20.3	18.5	21.3	9.6	11.4
DON'T KNOW	4.8	5.8	3.1	3.8	2.0	3.8	1.5	7.2	5.2
Net Diff.	27.0	30.2	20.9	21.5	19.9	16.1	13.6	40.3	30.7
Mean	2.85	2.90	2.77	2.81	2.71	2.73	2.68	3.02	2.91



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	61.1	58.8	65.9	66.2	66.5	68.8	52.9	64.7	65.5	66.7	63.7	68.0
Very	34.8	33.3	37.8	40.5	33.8	38.8	30.2	36.5	39.7	41.2	38.5	31.4
Somewhat	26.4	25.5	28.2	25.7	32.7	30.0	22.7	28.3	25.9	25.5	25.3	36.7
NOT EFFECTIVE	34.0	36.8	28.4	28.3	26.2	27.5	43.9	29.6	32.8	24.8	34.1	21.9
Barely	19.4	19.8	18.8	18.2	18.8	17.5	21.1	18.5	20.7	16.3	24.2	16.0
Not Effective at All	14.6	17.0	9.6	10.0	7.3	10.0	22.8	11.2	12.1	8.5	9.9	5.9
DON'T KNOW	4.8	4.4	5.7	5.6	7.3	3.8	3.2	5.7	1.7	8.5	2.2	10.1
Net Diff.	27.0	22.0	37.6	37.9	40.4	41.2	9.0	35.1	32.8	41.8	29.7	46.2
Mean	2.85	2.79	3.00	3.02	3.00	3.01	2.62	2.95	2.95	3.09	2.94	3.04



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
EFFECTIVE	61.1	66.2	66.9	66.6	59.1	61.8	53.8	66.6	57.7	64.4	57.1	56.1	65.5
Very	34.8	34.4	37.5	35.2	32.7	39.0	31.4	35.9	34.1	34.9	34.6	32.4	36.8
Somewhat	26.4	31.9	29.4	31.3	26.4	22.8	22.4	30.8	23.6	29.4	22.6	23.7	28.7
NOT EFFECTIVE	34.0	25.6	27.6	28.1	36.7	34.5	41.8	27.4	38.2	30.2	38.8	41.0	27.9
Barely	19.4	18.8	19.1	18.5	22.7	15.1	21.5	18.8	19.9	20.0	18.8	21.4	17.8
Not Effective at All	14.6	6.9	8.5	9.6	13.9	19.4	20.3	8.6	18.3	10.2	19.9	19.7	10.1
DON'T KNOW	4.8	8.1	5.5	5.4	4.2	3.7	4.4	6.0	4.1	5.5	4.1	2.9	6.6
Net Diff.	27.0	40.6	39.3	38.5	22.4	27.3	12.0	39.2	19.5	34.2	18.4	15.1	37.7
Mean	2.85	3.02	3.02	2.97	2.81	2.85	2.68	3.00	2.77	2.94	2.75	2.71	2.99



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

28. RAISE TAXES ON THE WEALTHY TO IMPROVE BENEFITS FOR THE POOR AND MIDDLE CLASS.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	61.1	65.2	68.0	59.1	56.7	61.0	68.5	50.6	51.2	66.9	67.7	65.9	63.1	69.9	58.8	55.0
Very	34.8	34.3	37.5	33.8	33.7	28.8	37.3	31.8	30.4	36.6	37.6	35.5	37.5	41.9	33.8	27.6
Somewhat	26.4	30.9	30.6	25.3	23.1	32.2	31.1	18.9	20.8	30.3	30.1	30.4	25.6	28.0	25.0	27.4
NOT EFFECTIVE	34.0	27.0	26.8	35.6	39.7	32.2	29.0	45.1	47.1	24.8	24.8	28.0	31.3	25.1	36.7	39.6
Barely	19.4	21.1	17.8	20.7	19.3	25.4	19.5	23.6	20.6	19.3	16.2	18.4	17.7	17.1	19.5	22.5
Not Effective at All	14.6	5.9	9.1	14.8	20.4	6.8	9.5	21.5	26.5	5.5	8.6	9.6	13.5	8.0	17.2	17.1
DON'T KNOW	4.8	7.8	5.1	5.3	3.5	6.8	2.5	4.3	1.7	8.3	7.5	6.1	5.6	5.0	4.5	5.4
Net Diff.	27.0	38.2	41.2	23.6	17.0	28.8	39.4	5.6	4.2	42.1	42.9	37.9	31.8	44.7	22.1	15.5
Mean	2.85	3.02	3.02	2.83	2.73	2.89	2.99	2.64	2.56	3.07	3.04	2.98	2.92	3.09	2.79	2.69



Table 29 Page 331
July 27-30, 2023

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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	58.0	43.6	50.8	60.2	67.6	60.4	50.5	56.2	72.2	55.5	53.9	60.6	44.8	48.3	53.0	56.6	71.6	65.1	70.1	58.6
Very	27.8	28.2	28.5	28.8	31.2	24.5	20.4	27.5	47.2	26.8	28.6	25.7	17.1	25.9	21.8	28.1	32.7	30.5	32.0	28.6
Somewhat	30.2	15.3	22.3	31.5	36.4	35.9	30.1	28.8	25.0	28.7	25.3	34.9	27.6	22.4	31.2	28.4	38.8	34.6	38.1	30.0
NOT EFFECTIVE	34.0	48.5	42.1	32.7	24.6	30.9	39.4	36.2	19.4	37.0	38.9	31.7	45.7	44.9	39.6	32.2	23.4	25.7	20.6	32.2
Barely	18.4	14.7	14.2	16.8	16.2	21.6	27.8	23.8	11.1	18.8	15.5	21.6	33.3	18.8	18.4	22.2	15.5	17.2	14.1	21.1
Not Effective at All	15.6	33.7	27.8	15.9	8.4	9.2	11.6	12.5	8.3	18.2	23.4	10.1	12.4	26.1	21.2	10.0	7.9	8.5	6.5	11.0
DON'T KNOW	8.0	8.0	7.1	7.1	7.9	8.7	10.2	7.5	8.3	7.6	7.3	7.7	9.5	6.7	7.5	11.2	5.0	9.3	9.3	9.3
Net Diff.	23.9	-4.9	8.7	27.6	43.0	29.6	11.1	20.0	52.8	18.5	15.0	28.9	-1.0	3.4	13.4	24.4	48.2	39.4	49.5	26.4
Mean	2.76	2.41	2.55	2.79	2.98	2.83	2.66	2.77	3.21	2.69	2.64	2.82	2.55	2.52	2.58	2.84	3.02	2.96	3.05	2.84



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	58.0	54.2	55.8	61.5	56.9	58.5	57.9	61.1	54.8	54.1	56.2
Very	27.8	26.1	25.8	30.4	26.4	28.5	29.5	24.2	23.3	21.4	27.1
Somewhat	30.2	28.1	30.0	31.1	30.6	30.0	28.5	36.9	31.5	32.7	29.2
NOT EFFECTIVE	34.0	34.4	36.7	31.7	35.2	34.1	34.5	32.4	33.9	33.7	34.4
Barely	18.4	18.6	19.8	16.8	19.7	17.0	16.2	20.9	26.4	25.5	28.1
Not Effective at All	15.6	15.8	16.9	15.0	15.5	17.0	18.3	11.4	7.5	8.2	6.2
DON'T KNOW	8.0	11.5	7.6	6.8	7.9	7.4	7.6	6.5	11.3	12.2	9.4
Net Diff.	23.9	19.8	19.1	29.8	21.8	24.4	23.5	28.8	20.9	20.4	21.9
Mean	2.76	2.73	2.70	2.83	2.74	2.76	2.75	2.79	2.80	2.77	2.85



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	603	1397	884	796	320	545	881	318	563	1119
EFFECTIVE	58.0	66.5	54.3	50.0	67.3	56.6	59.6	66.6	71.7	63.8	51.1
Very	27.8	28.9	27.3	24.4	31.3	28.1	29.0	29.6	37.1	25.4	26.3
Somewhat	30.2	37.6	27.0	25.6	36.1	28.4	30.6	37.0	34.6	38.4	24.8
NOT EFFECTIVE	34.0	26.0	37.5	43.0	24.9	32.2	31.6	26.6	20.4	30.0	39.9
Barely	18.4	17.4	18.8	18.7	16.6	22.2	19.4	17.8	12.6	20.8	18.9
Not Effective at All	15.6	8.6	18.7	24.3	8.3	10.0	12.1	8.7	7.9	9.2	21.1
DON'T KNOW	8.0	7.5	8.2	7.0	7.8	11.2	8.8	6.8	7.9	6.2	8.9
Net Diff.	23.9	40.5	16.8	7.0	42.5	24.4	28.1	40.1	51.3	33.7	11.2
Mean	2.76	2.94	2.68	2.54	2.98	2.84	2.84	2.94	3.10	2.85	2.62



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	819	906	721	740	539	396	296	249	325	444	290	
EFFECTIVE	58.0	48.2	66.6	49.1	68.6	55.1	41.9	66.2	45.8	57.8	70.3	63.1	
Very	27.8	23.8	30.4	23.4	32.8	26.5	17.9	28.0	18.9	30.2	36.0	33.1	
Somewhat	30.2	24.4	36.2	25.7	35.8	28.6	24.0	38.2	26.9	27.7	34.2	30.0	
NOT EFFECTIVE	34.0	44.0	26.8	43.3	23.9	35.6	52.8	29.4	46.6	31.7	20.3	26.2	
Barely	18.4	19.8	17.1	20.2	15.9	19.3	20.2	18.6	24.5	20.3	14.2	14.8	
Not Effective at All	15.6	24.2	9.7	23.0	8.0	16.3	32.6	10.8	22.1	11.4	6.1	11.4	
DON'T KNOW	8.0	7.8	6.6	7.6	7.4	9.3	5.3	4.4	7.6	10.5	9.5	10.7	
Net Diff.	23.9	4.3	39.7	5.8	44.7	19.5	-10.9	36.8	-0.8	26.2	50.0	36.9	
Mean	2.76	2.52	2.93	2.54	3.01	2.72	2.29	2.87	2.46	2.86	3.11	2.95	



Table 29 Page 335
July 27-30, 2023

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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	58.0	70.0	77.4	64.5	58.5	46.0	50.3	47.8	64.1	55.4	45.6	71.9	62.0	73.1	64.9	57.2	43.8
Very	27.8	35.6	47.3	26.8	25.7	20.4	28.0	23.6	23.4	25.9	22.8	38.3	23.2	34.3	31.2	27.5	21.1
Somewhat	30.2	34.4	30.0	37.7	32.8	25.7	22.3	24.3	40.6	29.5	22.8	33.6	38.8	38.8	33.8	29.6	22.7
NOT EFFECTIVE	34.0	23.9	17.3	29.0	32.4	45.1	41.9	43.8	31.2	38.1	46.1	22.9	26.8	19.4	23.4	34.1	46.9
Barely	18.4	15.2	9.9	19.3	21.0	18.7	17.6	18.2	20.3	25.2	18.9	14.4	19.6	11.9	15.6	20.4	18.8
Not Effective at All	15.6	8.7	7.4	9.7	11.3	26.4	24.3	25.5	10.9	12.9	27.2	8.5	7.2	7.5	7.8	13.8	28.1
DON'T KNOW	8.0	6.0	5.3	6.5	9.1	8.9	7.8	8.4	4.7	6.5	8.3	5.2	11.2	7.5	11.7	8.7	9.4
Net Diff.	23.9	46.1	60.1	35.5	26.1	1.0	8.4	4.1	32.8	17.3	-0.6	48.9	35.2	53.7	41.6	23.1	-3.1
Mean	2.76	3.03	3.24	2.87	2.80	2.44	2.59	2.50	2.80	2.73	2.45	3.07	2.88	3.08	3.00	2.78	2.41



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	58.0	67.8	54.7	47.8	54.1	49.5	55.3	48.8	58.6	54.8	64.4	66.7	57.4	46.5	57.1	60.5
Very	27.8	32.3	27.5	22.6	25.1	19.9	18.4	20.1	27.9	23.5	34.5	39.1	27.3	21.8	26.0	30.0
Somewhat	30.2	35.5	27.2	25.3	29.1	29.6	36.8	28.6	30.7	31.2	29.9	27.5	30.1	24.6	31.1	30.5
NOT EFFECTIVE	34.0	24.8	36.1	44.0	37.5	42.7	44.7	42.4	33.3	37.2	27.3	26.1	35.0	47.2	35.8	30.4
Barely	18.4	16.3	23.4	18.8	20.7	20.6	18.4	20.8	17.9	19.7	15.0	18.8	15.0	23.2	20.9	19.8
Not Effective at All	15.6	8.5	12.7	25.1	16.8	22.1	26.3	21.6	15.4	17.5	12.3	7.2	20.1	23.9	15.0	10.5
DON'T KNOW	8.0	7.4	9.2	8.2	8.4	7.8	0.0	8.8	8.2	8.1	8.3	7.2	7.6	6.3	7.1	9.1
Net Diff.	23.9	43.0	18.7	3.8	16.6	6.9	10.5	6.4	25.3	17.6	37.1	40.6	22.3	-0.7	21.3	30.2
Mean	2.76	2.99	2.77	2.49	2.68	2.51	2.47	2.52	2.77	2.66	2.95	3.06	2.70	2.47	2.73	2.88



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	58.0	62.1	49.8	51.8	46.5	56.3	42.4	66.3	59.7
Very	27.8	30.9	21.6	23.2	19.1	25.4	15.7	34.9	29.7
Somewhat	30.2	31.3	28.1	28.6	27.3	31.0	26.7	31.5	30.0
NOT EFFECTIVE	34.0	29.2	43.4	40.4	48.4	37.3	53.0	23.4	30.7
Barely	18.4	17.3	20.6	19.9	21.9	19.9	22.1	15.3	18.6
Not Effective at All	15.6	12.0	22.8	20.6	26.6	17.4	30.8	8.1	12.1
DON'T KNOW	8.0	8.6	6.8	7.8	5.1	6.3	4.6	10.3	9.7
Net Diff.	23.9	32.9	6.3	11.3	-2.0	19.0	-10.5	42.9	29.0
Mean	2.76	2.89	2.52	2.59	2.41	2.69	2.29	3.04	2.85



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	58.0	54.5	65.2	62.8	70.4	67.5	45.5	63.5	69.0	58.2	65.9	72.8
Very	27.8	25.7	32.0	34.6	31.5	30.0	19.1	32.3	33.6	35.3	28.6	33.1
Somewhat	30.2	28.8	33.1	28.3	38.8	37.5	26.4	31.2	35.3	22.9	37.4	39.6
NOT EFFECTIVE	34.0	37.0	27.9	30.9	21.2	30.0	48.7	25.1	28.4	32.7	24.2	19.5
Barely	18.4	18.0	19.3	21.9	15.0	22.5	21.5	14.4	17.2	25.5	17.6	13.6
Not Effective at All	15.6	19.0	8.6	8.9	6.2	7.5	27.2	10.7	11.2	7.2	6.6	5.9
DON'T KNOW	8.0	8.5	6.9	6.3	8.5	2.5	5.7	11.3	2.6	9.2	9.9	7.7
Net Diff.	23.9	17.5	37.3	32.0	49.2	37.5	-3.2	38.4	40.5	25.5	41.8	53.3
Mean	2.76	2.67	2.95	2.94	3.05	2.92	2.40	2.96	2.94	2.95	2.98	3.08



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
EFFECTIVE	58.0	56.9	67.3	72.2	60.6	58.4	42.4	67.3	52.1	65.3	49.1	50.6	64.5	
Very	27.8	31.9	33.8	34.6	30.9	26.3	18.1	33.8	24.0	32.9	21.5	21.4	33.4	
Somewhat	30.2	25.0	33.5	37.6	29.7	32.1	24.3	33.5	28.1	32.4	27.6	29.2	31.1	
NOT EFFECTIVE	34.0	33.8	25.0	21.5	32.7	33.4	48.1	25.3	39.5	27.5	42.0	43.8	25.4	
Barely	18.4	26.2	16.9	13.7	20.9	17.0	19.2	17.5	19.0	18.5	18.3	20.8	16.2	
Not Effective at All	15.6	7.5	8.1	7.8	11.8	16.4	28.9	7.8	20.5	9.0	23.7	23.0	9.2	
DON'T KNOW	8.0	9.4	7.7	6.3	6.7	8.2	9.5	7.4	8.4	7.2	9.0	5.6	10.1	
Net Diff.	23.9	23.1	42.3	50.7	27.9	24.9	-5.7	42.0	12.7	37.7	7.1	6.8	39.1	
Mean	2.76	2.90	3.01	3.06	2.85	2.74	2.35	3.01	2.61	2.96	2.51	2.52	2.99	



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

29. IMPOSE PRICE CONTROLS ON ESSENTIAL GOODS AND SERVICES LIKE FOOD, HEALTH CARE, AND HOUSING.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	58.0	60.3	70.4	60.5	47.3	57.6	71.8	52.4	36.0	61.4	69.2	66.9	60.3	62.4	56.2	56.2
Very	27.8	33.3	34.7	29.1	20.7	23.7	32.8	21.0	14.5	37.2	36.5	35.5	27.9	30.3	26.3	27.9
Somewhat	30.2	27.0	35.7	31.4	26.6	33.9	39.0	31.3	21.6	24.1	32.7	31.4	32.4	32.1	29.9	28.3
NOT EFFECTIVE	34.0	31.4	22.3	31.9	44.0	33.9	23.2	42.1	58.3	30.3	21.4	23.9	27.6	29.4	36.2	35.1
Barely	18.4	23.5	15.2	19.4	18.5	25.4	15.4	22.3	22.5	22.8	15.0	17.1	13.8	17.1	18.7	19.4
Not Effective at All	15.6	7.8	7.1	12.5	25.6	8.5	7.9	19.7	35.8	7.6	6.4	6.8	13.8	12.3	17.5	15.7
DON'T KNOW	8.0	8.3	7.3	7.6	8.7	8.5	5.0	5.6	5.6	8.3	9.4	9.2	12.1	8.2	7.6	8.7
Net Diff.	23.9	28.9	48.1	28.5	3.3	23.7	48.5	10.3	-22.3	31.0	47.7	43.0	32.7	33.0	20.1	21.1
Mean	2.76	2.94	3.06	2.83	2.46	2.80	3.02	2.57	2.16	2.99	3.10	3.05	2.85	2.88	2.70	2.75



Table 30 Page 341
July 27-30, 2023

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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	68.8	95.7	93.2	78.0	68.3	56.2	39.4	33.8	25.0	75.2	86.6	61.0	46.7	82.8	79.4	63.8	68.3	50.4	64.9	31.7
Very	37.6	89.0	72.5	41.7	25.8	18.2	13.0	7.5	11.1	44.5	61.2	20.6	16.2	63.6	40.2	28.4	29.1	18.0	24.7	9.3
Somewhat	31.2	6.7	20.7	36.3	42.5	38.0	26.4	26.2	13.9	30.8	25.4	40.4	30.5	19.2	39.3	35.3	39.2	32.4	40.2	22.5
NOT EFFECTIVE	24.4	2.5	5.5	17.3	23.1	34.0	50.0	55.0	61.1	19.1	10.4	29.1	44.8	14.0	17.1	24.4	25.5	39.8	27.1	55.9
Barely	16.9	1.8	3.2	11.7	18.2	24.5	35.2	32.5	22.2	13.5	6.9	22.6	25.7	8.5	12.5	17.8	19.8	26.6	18.9	36.6
Not Effective at All	7.6	0.6	2.3	5.6	4.9	9.5	14.8	22.5	38.9	5.6	3.5	6.5	19.0	5.5	4.7	6.6	5.8	13.1	8.2	19.4
DON'T KNOW	6.8	1.8	1.3	4.6	8.6	9.8	10.6	11.2	13.9	5.7	2.9	9.9	8.6	3.2	3.4	11.9	6.1	9.8	7.9	12.3
Net Diff.	44.4	93.3	87.7	60.7	45.2	22.2	-10.6	-21.2	-36.1	56.1	76.2	31.9	1.9	68.7	62.3	39.4	42.8	10.6	37.8	-24.2
Mean	3.06	3.88	3.66	3.20	2.98	2.72	2.42	2.21	1.97	3.21	3.49	2.83	2.48	3.46	3.19	2.97	2.98	2.61	2.88	2.25



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	68.8	66.2	69.6	70.4	67.4	71.7	72.6	67.3	52.1	50.0	56.2
Very	37.6	39.0	36.0	40.8	32.4	41.0	44.2	26.5	17.5	16.3	19.8
Somewhat	31.2	27.2	33.6	29.5	35.0	30.6	28.4	40.8	34.6	33.7	36.5
NOT EFFECTIVE	24.4	25.5	23.3	23.1	27.1	22.7	22.0	25.8	34.6	35.7	32.3
Barely	16.9	18.9	14.9	16.3	18.5	16.0	14.8	21.2	22.3	25.5	15.6
Not Effective at All	7.6	6.6	8.4	6.9	8.6	6.7	7.2	4.6	12.3	10.2	16.7
DON'T KNOW	6.8	8.3	7.1	6.5	5.6	5.6	5.3	6.9	13.4	14.3	11.5
Net Diff.	44.4	40.7	46.2	47.2	40.3	48.9	50.6	41.5	17.5	14.3	24.0
Mean	3.06	3.08	3.05	3.12	2.97	3.12	3.16	2.96	2.66	2.65	2.67



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	UND-	ERS/					
		RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	UNDECIDED	APPROVE	Strongly	Somewhat	DISAPPROVE
		DIRECTION	TRACK	LICAN	CRATIC	DED	CIDED	ROVE			PROVE
Total	2000	603	1397	884	796	320	545	881	318	563	1119
EFFECTIVE	68.8	59.9	72.7	81.6	56.7	63.8	64.6	57.8	58.8	57.2	77.5
Very	37.6	25.7	42.7	55.1	21.9	28.4	28.6	22.6	30.5	18.1	49.4
Somewhat	31.2	34.2	29.9	26.5	34.8	35.3	36.0	35.2	28.3	39.1	28.1
NOT EFFECTIVE	24.4	34.0	20.3	15.2	34.8	24.4	26.4	35.0	34.0	35.5	16.2
Barely	16.9	23.5	14.0	10.0	24.2	17.8	19.4	24.6	22.3	25.9	10.8
Not Effective at All	7.6	10.4	6.3	5.2	10.6	6.6	7.0	10.3	11.6	9.6	5.4
DON'T KNOW	6.8	6.1	7.0	3.3	8.5	11.9	9.0	7.3	7.2	7.3	6.3
Net Diff.	44.4	25.9	52.3	66.4	21.9	39.4	38.2	22.8	24.8	21.7	61.3
Mean	3.06	2.80	3.17	3.36	2.74	2.97	2.95	2.76	2.84	2.71	3.30



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	819	906	721	740	539	396	296	249	325	444	290			
EFFECTIVE	68.8	82.7	58.9	79.6	60.0	66.4	81.6	62.5	66.3	77.2	58.3	66.6			
Very	37.6	56.8	23.4	53.5	25.3	33.2	59.3	26.7	34.9	46.5	24.3	31.7			
Somewhat	31.2	25.9	35.5	26.1	34.7	33.2	22.2	35.8	31.3	30.8	34.0	34.8			
NOT EFFECTIVE	24.4	13.9	33.2	16.4	31.4	25.8	16.4	34.1	29.3	16.3	29.5	22.8			
Barely	16.9	8.5	24.2	10.7	23.0	16.9	9.8	24.3	18.1	11.7	22.1	15.9			
Not Effective at All	7.6	5.4	9.1	5.7	8.4	8.9	6.6	9.8	11.2	4.6	7.4	6.9			
DON'T KNOW	6.8	3.4	7.8	4.0	8.6	7.8	2.0	3.4	4.4	6.5	12.2	10.7			
Net Diff.	44.4	68.7	25.7	63.2	28.6	40.6	65.2	28.4	36.9	60.9	28.8	43.8			
Mean	3.06	3.39	2.80	3.33	2.84	2.98	3.37	2.82	2.94	3.27	2.86	3.02			



Table 30 Page 345
July 27-30, 2023

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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	68.8	58.2	58.8	57.6	63.5	80.3	85.8	82.6	64.1	68.3	84.6	58.6	59.6	70.1	50.6	64.4	81.2
Very	37.6	23.6	28.4	19.9	28.4	47.7	72.6	58.1	25.0	31.7	62.9	24.3	24.8	32.8	18.2	29.6	51.6
Somewhat	31.2	34.6	30.5	37.7	35.1	32.6	13.2	24.5	39.1	36.7	21.6	34.3	34.8	37.3	32.5	34.7	29.7
NOT EFFECTIVE	24.4	33.9	31.7	35.5	28.2	15.1	10.5	13.2	35.9	25.9	11.4	32.9	30.8	23.9	37.7	27.2	14.8
Barely	16.9	22.5	19.8	24.6	21.2	9.6	6.1	8.1	23.4	16.5	7.5	21.7	27.2	14.9	26.0	18.6	7.0
Not Effective at All	7.6	11.3	11.9	10.9	7.1	5.5	4.4	5.0	12.5	9.4	3.9	11.1	3.6	9.0	11.7	8.7	7.8
DON'T KNOW	6.8	8.0	9.5	6.9	8.3	4.6	3.7	4.2	0.0	5.8	4.1	8.5	9.6	6.0	11.7	8.4	3.9
Net Diff.	44.4	24.3	27.2	22.1	35.3	65.2	75.3	69.4	28.1	42.4	73.2	25.8	28.8	46.3	13.0	37.1	66.4
Mean	3.06	2.76	2.83	2.72	2.92	3.28	3.60	3.42	2.77	2.96	3.50	2.79	2.89	3.00	2.65	2.93	3.30



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	68.8	59.2	65.2	81.4	68.9	69.2	76.3	68.2	68.9	68.2	69.9	67.6	72.2	87.3	73.0	57.1
Very	37.6	24.6	28.5	56.4	34.2	34.0	39.5	33.2	37.8	37.2	38.9	41.5	43.9	50.7	39.6	25.1
Somewhat	31.2	34.6	36.7	25.0	34.7	35.2	36.8	35.0	31.0	31.0	31.1	26.1	28.3	36.6	33.5	32.0
NOT EFFECTIVE	24.4	32.4	26.6	14.4	25.1	26.5	18.4	27.6	24.0	25.2	22.3	24.2	20.7	10.6	24.2	32.2
Barely	16.9	22.6	18.7	9.6	16.7	18.4	10.5	19.4	16.4	18.4	13.5	17.9	13.7	7.0	19.1	22.2
Not Effective at All	7.6	9.8	7.9	4.7	8.4	8.1	7.9	8.1	7.6	6.8	8.8	6.3	7.1	3.5	5.1	10.0
DON'T KNOW	6.8	8.4	8.2	4.2	6.0	4.4	5.3	4.2	7.1	6.6	7.8	8.2	7.1	2.1	2.8	10.7
Net Diff.	44.4	26.8	38.6	67.1	43.8	42.7	57.9	40.6	44.8	43.0	47.7	43.5	51.4	76.8	48.8	24.9
Mean	3.06	2.81	2.93	3.39	3.01	2.99	3.14	2.97	3.07	3.06	3.08	3.12	3.17	3.37	3.11	2.81



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	68.8	68.6	69.2	67.1	72.7	71.7	71.2	66.3	66.6
Very	37.6	38.2	36.4	35.0	38.7	44.0	40.6	34.1	30.7
Somewhat	31.2	30.4	32.8	32.2	34.0	27.7	30.6	32.2	35.9
NOT EFFECTIVE	24.4	23.6	26.1	27.4	23.8	23.9	27.5	23.4	24.1
Barely	16.9	16.4	17.8	20.6	13.3	15.8	17.7	16.9	17.9
Not Effective at All	7.6	7.2	8.2	6.9	10.5	8.2	9.8	6.5	6.2
DON'T KNOW	6.8	7.8	4.7	5.4	3.5	4.3	1.3	10.3	9.3
Net Diff.	44.4	45.0	43.2	39.7	48.8	47.8	43.7	42.9	42.4
Mean	3.06	3.08	3.02	3.01	3.04	3.12	3.03	3.05	3.00



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	68.8	70.2	65.9	64.3	62.3	75.0	72.9	67.4	66.4	62.7	63.7	61.5
Very	37.6	40.4	31.7	31.6	28.8	31.2	45.5	35.3	36.2	28.1	34.1	26.0
Somewhat	31.2	29.8	34.2	32.7	33.5	43.8	27.4	32.1	30.2	34.6	29.7	35.5
NOT EFFECTIVE	24.4	23.2	27.1	30.1	27.3	22.5	23.7	22.6	32.8	28.1	30.8	25.4
Barely	16.9	16.2	18.3	20.8	16.9	18.8	15.3	17.1	21.6	20.3	18.7	16.0
Not Effective at All	7.6	7.0	8.8	9.3	10.4	3.8	8.4	5.5	11.2	7.8	12.1	9.5
DON'T KNOW	6.8	6.7	6.9	5.6	10.4	2.5	3.4	10.0	0.9	9.2	5.5	13.0
Net Diff.	44.4	47.0	38.8	34.2	35.0	52.5	49.2	44.8	33.6	34.6	33.0	36.1
Mean	3.06	3.11	2.96	2.92	2.90	3.05	3.14	3.08	2.92	2.91	2.91	2.90



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
EFFECTIVE	68.8	57.5	59.2	67.2	71.5	72.1	74.1	62.3	72.8	65.1	73.3	71.5	66.4
Very	37.6	21.2	31.2	32.5	39.7	40.1	46.0	29.7	42.5	32.7	43.5	42.6	33.1
Somewhat	31.2	36.2	27.9	34.6	31.8	32.1	28.1	32.6	30.3	32.4	29.8	28.9	33.2
NOT EFFECTIVE	24.4	31.2	30.1	23.9	21.5	23.6	22.2	27.6	22.5	25.8	22.8	25.4	23.6
Barely	16.9	20.6	21.7	16.1	15.8	16.2	15.0	19.0	15.6	18.0	15.5	16.6	17.2
Not Effective at All	7.6	10.6	8.5	7.8	5.8	7.4	7.2	8.6	6.9	7.7	7.3	8.8	6.4
DON'T KNOW	6.8	11.2	10.7	9.0	7.0	4.2	3.6	10.0	4.7	9.1	3.9	3.1	10.0
Net Diff.	44.4	26.2	29.0	43.3	50.0	48.5	51.9	34.7	50.4	39.3	50.5	46.1	42.8
Mean	3.06	2.77	2.92	3.01	3.13	3.09	3.17	2.93	3.14	2.99	3.14	3.09	3.03



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

30. INCREASE DOMESTIC OIL AND GAS PRODUCTION TO LOWER GASOLINE AND ENERGY PRICES.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	68.8	55.9	63.7	71.5	73.8	55.9	66.4	73.4	75.7	55.9	61.3	70.0	71.5	66.3	69.0	71.7
Very	37.6	22.5	32.1	39.5	43.9	18.6	34.9	44.2	49.8	24.1	29.7	35.8	37.2	32.4	36.8	46.4
Somewhat	31.2	33.3	31.6	31.9	29.9	37.3	31.5	29.2	26.0	31.7	31.6	34.1	34.4	33.9	32.2	25.3
NOT EFFECTIVE	24.4	32.4	26.2	22.1	22.8	37.3	26.1	24.5	23.8	30.3	26.3	20.1	21.7	25.8	24.5	22.5
Barely	16.9	22.5	17.8	16.0	15.5	27.1	18.3	16.3	14.2	20.7	17.3	15.7	16.9	16.8	17.3	16.2
Not Effective at All	7.6	9.8	8.5	6.1	7.3	10.2	7.9	8.2	9.6	9.7	9.0	4.4	4.8	9.1	7.2	6.3
DON'T KNOW	6.8	11.8	10.1	6.5	3.4	6.8	7.5	2.1	0.5	13.8	12.4	9.9	6.8	7.8	6.5	5.9
Net Diff.	44.4	23.5	37.5	49.4	51.0	18.6	40.2	48.9	52.0	25.5	35.0	49.8	49.9	40.5	44.5	49.2
Mean	3.06	2.78	2.97	3.12	3.14	2.69	3.01	3.12	3.17	2.82	2.94	3.12	3.11	2.97	3.05	3.19



Table 31 Page 351
July 27-30, 2023

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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	69.8	91.4	81.2	73.9	72.0	63.6	48.6	45.0	50.0	72.9	79.7	66.1	47.6	76.6	71.7	67.8	72.7	61.0	71.1	48.0
Very	34.4	73.6	46.9	36.3	31.7	23.2	16.7	18.8	19.4	37.8	46.9	25.9	17.1	43.5	35.5	30.6	37.1	24.9	30.6	17.6
Somewhat	35.4	17.8	34.3	37.6	40.3	40.4	31.9	26.2	30.6	35.1	32.8	40.2	30.5	33.0	36.1	37.2	35.6	36.1	40.5	30.4
NOT EFFECTIVE	24.8	5.5	18.4	21.7	21.6	28.0	44.4	45.0	41.7	22.5	17.6	26.7	44.8	19.2	24.0	26.6	23.0	31.3	21.3	44.1
Barely	18.2	3.1	14.2	16.1	17.2	20.8	31.9	28.8	22.2	16.6	13.0	20.0	30.5	13.7	18.4	19.7	16.9	22.8	17.2	30.0
Not Effective at All	6.6	2.5	4.2	5.6	4.4	7.1	12.5	16.2	19.4	5.9	4.5	6.7	14.3	5.5	5.6	6.9	6.1	8.5	4.1	14.1
DON'T KNOW	5.4	3.1	0.3	4.4	6.4	8.4	6.9	10.0	8.3	4.6	2.7	7.3	7.6	4.3	4.4	5.6	4.3	7.7	7.6	7.9
Net Diff.	45.0	85.9	62.8	52.2	50.4	35.6	4.2	0.0	8.3	50.3	62.1	39.4	2.9	57.4	47.7	41.2	49.6	29.7	49.8	4.0
Mean	3.03	3.68	3.24	3.09	3.06	2.87	2.57	2.53	2.55	3.10	3.26	2.92	2.55	3.20	3.06	2.97	3.08	2.84	3.06	2.56



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	69.8	68.2	70.9	69.3	70.8	71.3	71.8	69.0	61.0	58.7	65.6
Very	34.4	35.8	32.7	35.9	32.6	36.2	37.9	28.4	24.3	22.4	28.1
Somewhat	35.4	32.4	38.2	33.4	38.2	35.1	34.0	40.5	36.6	36.2	37.5
NOT EFFECTIVE	24.8	24.4	24.4	25.5	24.3	23.8	23.5	25.2	30.8	33.2	26.0
Barely	18.2	18.3	16.0	19.1	18.8	17.9	17.3	20.9	19.9	23.0	13.5
Not Effective at All	6.6	6.0	8.4	6.4	5.6	5.9	6.2	4.2	11.0	10.2	12.5
DON'T KNOW	5.4	7.4	4.7	5.2	4.9	4.9	4.7	5.9	8.2	8.2	8.3
Net Diff.	45.0	43.8	46.4	43.8	46.5	47.5	48.4	43.8	30.1	25.5	39.6
Mean	3.03	3.06	3.00	3.04	3.03	3.07	3.09	2.99	2.81	2.77	2.89



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	603	1397	884	796	320	545	881	318	563	1119	
EFFECTIVE	69.8	65.0	71.9	74.8	65.1	67.8	66.6	65.7	66.7	65.2	73.0	
Very	34.4	28.5	37.0	40.6	29.1	30.6	30.5	28.9	35.8	25.0	38.8	
Somewhat	35.4	36.5	34.9	34.2	35.9	37.2	36.1	36.8	30.8	40.1	34.2	
NOT EFFECTIVE	24.8	29.0	23.0	20.9	28.4	26.6	28.1	28.4	26.7	29.3	22.0	
Barely	18.2	20.4	17.3	15.4	20.7	19.7	20.4	20.5	19.8	21.0	16.4	
Not Effective at All	6.6	8.6	5.7	5.5	7.7	6.9	7.7	7.8	6.9	8.3	5.6	
DON'T KNOW	5.4	6.0	5.2	4.3	6.5	5.6	5.3	5.9	6.6	5.5	5.0	
Net Diff.	45.0	36.0	48.9	53.8	36.7	41.2	38.5	37.3	39.9	35.9	51.0	
Mean	3.03	2.90	3.09	3.15	2.93	2.97	2.94	2.92	3.02	2.87	3.12	



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	819	906	721	740	539	396	296	249	325	444	290		
EFFECTIVE	69.8	74.2	66.6	73.6	68.0	67.2	74.0	64.2	65.5	73.2	70.5	68.6		
Very	34.4	40.7	29.8	39.5	31.8	31.4	39.9	31.8	27.3	39.1	31.8	34.8		
Somewhat	35.4	33.6	36.8	34.1	36.2	35.8	34.1	32.4	38.2	34.2	38.7	33.8		
NOT EFFECTIVE	24.8	21.2	28.0	21.4	25.4	28.6	23.5	31.1	31.3	18.8	21.6	26.2		
Barely	18.2	15.4	21.0	15.7	18.6	21.0	16.9	22.0	22.5	14.2	16.4	19.7		
Not Effective at All	6.6	5.9	7.1	5.7	6.8	7.6	6.6	9.1	8.8	4.6	5.2	6.6		
DON'T KNOW	5.4	4.5	5.4	5.0	6.6	4.3	2.5	4.7	3.2	8.0	7.9	5.2		
Net Diff.	45.0	53.0	38.5	52.3	42.6	38.6	50.5	33.1	34.1	54.5	48.9	42.4		
Mean	3.03	3.14	2.94	3.13	3.00	2.95	3.10	2.91	2.87	3.17	3.05	3.02		



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	69.8	66.0	67.9	64.5	66.8	72.2	81.1	75.9	70.3	66.9	75.9	65.5	68.4	82.1	64.9	65.6	72.7
Very	34.4	31.4	36.6	27.4	29.0	33.1	55.4	42.4	26.6	29.5	43.8	33.3	26.8	40.3	24.7	30.5	37.5
Somewhat	35.4	34.6	31.3	37.1	37.8	39.1	25.7	33.5	43.8	37.4	32.0	32.2	41.6	41.8	40.3	35.0	35.2
NOT EFFECTIVE	24.8	28.2	25.5	30.2	27.1	23.0	15.2	19.8	26.6	26.6	19.3	28.4	23.2	14.9	28.6	30.2	24.2
Barely	18.2	19.5	17.3	21.2	20.7	16.5	11.8	14.6	18.8	18.7	14.5	20.6	17.6	10.4	14.3	24.0	17.2
Not Effective at All	6.6	8.7	8.2	9.0	6.4	6.5	3.4	5.2	7.8	7.9	4.8	7.8	5.6	4.5	14.3	6.3	7.0
DON'T KNOW	5.4	5.9	6.6	5.3	6.1	4.8	3.7	4.3	3.1	6.5	4.8	6.1	8.4	3.0	6.5	4.2	3.1
Net Diff.	45.0	37.8	42.4	34.3	39.7	49.2	65.9	56.1	43.8	40.3	56.6	37.1	45.2	67.2	36.4	35.3	48.4
Mean	3.03	2.94	3.03	2.88	2.95	3.04	3.38	3.18	2.92	2.95	3.21	2.97	2.98	3.22	2.81	2.94	3.06



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	69.8	66.6	66.8	74.7	66.6	62.0	71.1	60.8	71.1	69.5	73.6	72.5	72.8	75.4	70.3	65.5
Very	34.4	30.5	29.1	41.2	29.5	29.3	34.2	28.6	34.3	31.7	38.3	43.5	38.1	43.0	34.1	28.7
Somewhat	35.4	36.1	37.7	33.6	37.0	32.7	36.8	32.2	36.8	37.8	35.2	29.0	34.7	32.4	36.2	36.7
NOT EFFECTIVE	24.8	27.4	27.8	20.5	29.0	32.4	21.1	33.9	23.5	24.7	21.6	22.2	22.7	21.8	24.6	27.6
Barely	18.2	19.7	21.5	15.1	21.4	19.3	10.5	20.5	18.2	19.7	15.9	16.4	16.1	15.5	19.3	19.8
Not Effective at All	6.6	7.7	6.3	5.4	7.5	13.1	10.5	13.4	5.3	5.0	5.7	5.8	6.6	6.3	5.3	7.8
DON'T KNOW	5.4	6.0	5.4	4.7	4.5	5.6	7.9	5.3	5.4	5.7	4.8	5.3	4.5	2.8	5.1	6.9
Net Diff.	45.0	39.2	38.9	54.2	37.6	29.6	50.0	26.9	47.6	44.8	52.0	50.2	50.2	53.5	45.7	37.8
Mean	3.03	2.95	2.95	3.16	2.93	2.83	3.03	2.80	3.06	3.02	3.12	3.16	3.09	3.15	3.04	2.93



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	69.8	71.9	65.7	67.1	63.3	71.7	64.3	72.0	67.6
Very	34.4	38.2	27.2	28.8	24.6	38.6	27.5	37.8	26.9
Somewhat	35.4	33.8	38.4	38.3	38.7	33.2	36.8	34.2	40.7
NOT EFFECTIVE	24.8	22.4	29.5	27.7	32.4	24.8	32.4	20.7	25.5
Barely	18.2	16.0	22.4	20.6	25.4	18.5	22.1	14.3	22.8
Not Effective at All	6.6	6.4	7.1	7.1	7.0	6.3	10.3	6.4	2.8
DON'T KNOW	5.4	5.7	4.9	5.2	4.3	3.4	3.3	7.3	6.9
Net Diff.	45.0	49.5	36.2	39.5	30.9	46.9	31.9	51.4	42.1
Mean	3.03	3.10	2.90	2.94	2.84	3.08	2.84	3.12	2.99



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	69.8	69.8	69.8	68.4	71.2	67.5	67.5	72.2	72.4	65.4	78.0	67.5
Very	34.4	33.9	35.6	33.1	35.4	36.2	33.6	34.2	32.8	33.3	37.4	34.3
Somewhat	35.4	35.9	34.2	35.3	35.8	31.2	33.9	37.9	39.7	32.0	40.7	33.1
NOT EFFECTIVE	24.8	25.1	24.2	24.5	22.7	28.8	29.3	20.8	25.0	24.2	15.4	26.6
Barely	18.2	18.5	17.6	18.2	15.4	23.8	20.8	16.2	19.8	17.0	9.9	18.3
Not Effective at All	6.6	6.6	6.6	6.3	7.3	5.0	8.5	4.6	5.2	7.2	5.5	8.3
DON'T KNOW	5.4	5.1	6.0	7.1	6.2	3.8	3.2	7.0	2.6	10.5	6.6	5.9
Net Diff.	45.0	44.7	45.6	43.9	48.5	38.8	38.1	51.3	47.4	41.2	62.6	40.8
Mean	3.03	3.02	3.05	3.02	3.06	3.03	2.96	3.09	3.03	3.02	3.18	2.99



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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
EFFECTIVE	69.8	61.2	66.2	74.6	75.2	73.5	65.2	68.8	70.4	70.7	68.7	68.7	70.8	
Very	34.4	28.1	33.1	39.1	37.9	37.9	29.5	34.7	34.3	35.6	33.0	34.0	34.8	
Somewhat	35.4	33.1	33.1	35.5	37.3	35.5	35.7	34.2	36.1	35.1	35.7	34.6	36.0	
NOT EFFECTIVE	24.8	28.8	26.1	20.0	19.7	22.3	31.0	24.0	25.3	22.7	27.4	27.9	22.0	
Barely	18.2	20.6	19.1	13.1	15.5	16.7	23.0	16.8	19.1	16.4	20.4	20.0	16.6	
Not Effective at All	6.6	8.1	7.0	6.9	4.2	5.6	8.0	7.2	6.2	6.3	7.0	8.0	5.4	
DON'T KNOW	5.4	10.0	7.7	5.4	5.2	4.2	3.8	7.2	4.3	6.6	4.0	3.4	7.2	
Net Diff.	45.0	32.5	40.1	54.6	55.5	51.2	34.2	44.9	45.1	48.0	41.3	40.7	48.8	
Mean	3.03	2.90	3.00	3.13	3.15	3.11	2.90	3.04	3.03	3.07	2.99	2.98	3.08	



Table 31 Page 360
July 27-30, 2023

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

31. LOWER INCOME TAXES TO INCREASE TAKE-HOME PAY FOR WORKERS.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	69.8	60.3	71.4	73.6	68.7	62.7	74.7	69.1	65.7	59.3	68.4	77.1	72.1	71.5	67.7	72.6
Very	34.4	28.4	36.9	36.7	32.9	25.4	38.2	34.8	32.4	29.7	35.7	38.2	33.5	32.3	33.3	40.0
Somewhat	35.4	31.9	34.5	36.9	35.8	37.3	36.5	34.3	33.3	29.7	32.7	38.9	38.6	39.2	34.4	32.6
NOT EFFECTIVE	24.8	30.4	22.3	21.1	27.5	32.2	20.7	27.9	31.6	29.7	23.7	15.7	22.8	22.1	27.1	23.0
Barely	18.2	20.1	15.8	16.2	20.7	25.4	14.5	20.2	22.3	17.9	16.9	13.0	18.9	15.7	20.6	15.9
Not Effective at All	6.6	10.3	6.5	4.9	6.8	6.8	6.2	7.7	9.3	11.7	6.8	2.7	3.9	6.4	6.5	7.0
DON'T KNOW	5.4	9.3	6.3	5.3	3.8	5.1	4.6	3.0	2.7	11.0	7.9	7.2	5.1	6.4	5.2	4.4
Net Diff.	45.0	29.9	49.1	52.5	41.2	30.5	53.9	41.2	34.1	29.7	44.7	61.4	49.3	49.4	40.6	49.6
Mean	3.03	2.86	3.09	3.11	2.99	2.86	3.12	2.99	2.91	2.87	3.06	3.21	3.07	3.04	3.00	3.11



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	62.9	90.2	83.5	68.5	60.0	54.1	44.0	28.8	13.9	67.7	77.8	55.4	41.0	76.7	67.6	56.6	62.2	49.2	60.1	35.2
Very	27.6	70.6	47.2	28.3	20.6	14.8	12.0	8.8	2.8	31.8	42.7	16.6	11.4	45.1	30.2	19.7	20.5	15.4	19.9	9.7
Somewhat	35.4	19.6	36.2	40.2	39.3	39.3	31.9	20.0	11.1	35.9	35.0	38.8	29.5	31.6	37.4	36.9	41.7	33.8	40.2	25.6
NOT EFFECTIVE	28.4	5.5	12.3	24.4	27.5	33.8	47.7	62.5	80.6	23.9	16.7	30.9	51.4	17.9	24.9	29.1	28.8	41.5	29.9	56.4
Barely	19.0	2.5	7.8	19.5	20.1	24.5	29.2	33.8	19.4	18.2	12.2	25.3	34.3	13.0	19.0	22.8	22.3	21.4	17.2	26.9
Not Effective at All	9.4	3.1	4.5	4.9	7.4	9.2	18.5	28.8	61.1	5.7	4.4	5.7	17.1	5.0	5.9	6.2	6.5	20.1	12.7	29.5
DON'T KNOW	8.6	4.3	4.2	7.1	12.5	12.1	8.3	8.8	5.6	8.4	5.6	13.7	7.6	5.3	7.5	14.4	9.0	9.3	10.0	8.4
Net Diff.	34.4	84.7	71.2	44.1	32.4	20.3	-3.7	-33.8	-66.7	43.8	61.1	24.4	-10.5	58.8	42.7	27.5	33.5	7.7	30.2	-21.1
Mean	2.89	3.65	3.32	2.99	2.84	2.68	2.41	2.10	1.53	3.02	3.23	2.77	2.38	3.23	2.99	2.82	2.84	2.49	2.75	2.17



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	62.9	60.7	59.8	64.0	66.0	65.2	65.7	63.1	49.3	49.5	49.0
Very	27.6	29.2	25.8	29.1	25.2	30.1	32.2	20.3	12.7	10.2	17.7
Somewhat	35.4	31.5	34.0	34.9	40.7	35.1	33.5	42.8	36.6	39.3	31.2
NOT EFFECTIVE	28.4	28.1	32.2	27.8	25.9	27.3	27.2	27.5	35.3	33.7	38.5
Barely	19.0	19.8	22.2	17.8	17.1	17.7	17.0	20.9	26.4	26.0	27.1
Not Effective at All	9.4	8.3	10.0	10.0	8.8	9.5	10.2	6.5	8.9	7.7	11.5
DON'T KNOW	8.6	11.2	8.0	8.2	8.1	7.5	7.1	9.5	15.4	16.8	12.5
Net Diff.	34.4	32.7	27.6	36.2	40.0	37.9	38.4	35.6	14.0	15.8	10.4
Mean	2.89	2.92	2.82	2.91	2.90	2.93	2.94	2.85	2.63	2.63	2.63



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	603	1397	884	796	320	545	881	318	563	1119
EFFECTIVE	62.9	56.1	65.9	73.4	53.8	56.6	58.2	53.3	54.1	52.9	70.4
Very	27.6	20.7	30.5	39.7	17.2	19.7	21.1	18.3	26.1	13.9	34.9
Somewhat	35.4	35.3	35.4	33.7	36.6	36.9	37.1	35.1	28.0	39.1	35.6
NOT EFFECTIVE	28.4	36.0	25.2	20.5	37.1	29.1	29.9	37.3	37.7	37.1	21.4
Barely	19.0	22.4	17.5	15.2	21.7	22.8	22.0	23.8	20.4	25.8	15.2
Not Effective at All	9.4	13.6	7.7	5.3	15.3	6.2	7.9	13.5	17.3	11.4	6.3
DON'T KNOW	8.6	8.0	8.9	6.1	9.2	14.4	11.9	9.3	8.2	9.9	8.1
Net Diff.	34.4	20.1	40.7	52.9	16.7	27.5	28.3	16.0	16.4	15.8	49.0
Mean	2.89	2.69	2.97	3.15	2.61	2.82	2.81	2.64	2.68	2.62	3.08



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	819	906	721	740	539	396	296	249	325	444	290
EFFECTIVE	62.9	74.1	53.2	73.6	55.9	58.1	77.5	59.8	61.4	68.9	53.4	55.2
Very	27.6	41.6	16.6	38.1	19.7	24.1	45.5	22.3	26.5	29.2	18.0	22.1
Somewhat	35.4	32.5	36.6	35.5	36.2	34.0	32.1	37.5	34.9	39.7	35.4	33.1
NOT EFFECTIVE	28.4	18.9	37.9	19.4	34.5	32.3	19.4	36.1	32.5	19.4	33.3	32.1
Barely	19.0	13.3	23.7	13.9	20.3	24.1	13.9	19.3	24.1	13.8	20.9	24.1
Not Effective at All	9.4	5.6	14.1	5.5	14.2	8.2	5.6	16.9	8.4	5.5	12.4	7.9
DON'T KNOW	8.6	7.0	8.9	6.9	9.6	9.6	3.0	4.1	6.0	11.7	13.3	12.8
Net Diff.	34.4	55.2	15.3	54.2	21.5	25.8	58.1	23.6	28.9	49.5	20.0	23.1
Mean	2.89	3.18	2.61	3.14	2.68	2.82	3.21	2.68	2.85	3.05	2.68	2.79



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	62.9	57.3	61.7	53.9	56.3	72.9	75.7	74.1	68.8	61.9	77.4	57.2	54.0	55.2	48.1	55.7	70.3
Very	27.6	20.2	26.3	15.6	19.5	34.5	51.4	41.5	23.4	20.1	44.8	20.6	17.6	22.4	15.6	20.7	38.3
Somewhat	35.4	37.1	35.4	38.3	36.8	38.4	24.3	32.5	45.3	41.7	32.6	36.6	36.4	32.8	32.5	35.0	32.0
NOT EFFECTIVE	28.4	35.5	30.5	39.3	32.6	20.6	15.9	18.7	28.1	30.2	15.4	35.2	32.4	37.3	42.9	33.8	21.9
Barely	19.0	18.8	12.8	23.4	25.0	15.1	10.1	13.0	20.3	21.6	11.0	17.5	25.2	19.4	24.7	26.3	18.0
Not Effective at All	9.4	16.7	17.7	15.9	7.6	5.5	5.7	5.6	7.8	8.6	4.4	17.7	7.2	17.9	18.2	7.5	3.9
DON'T KNOW	8.6	7.3	7.8	6.9	11.1	6.5	8.4	7.3	3.1	7.9	7.1	7.6	13.6	7.5	9.1	10.5	7.8
Net Diff.	34.4	21.8	31.3	14.6	23.7	52.3	59.8	55.4	40.6	31.7	62.0	22.0	21.6	17.9	5.2	21.9	48.4
Mean	2.89	2.66	2.76	2.58	2.77	3.09	3.32	3.19	2.87	2.80	3.27	2.65	2.75	2.65	2.50	2.77	3.14



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	62.9	54.2	57.3	75.3	61.4	64.8	81.6	62.5	63.0	63.7	61.8	59.4	68.6	76.1	59.8	54.7
Very	27.6	18.5	21.2	40.6	23.0	32.1	36.8	31.4	26.5	27.1	25.6	28.0	33.4	38.0	25.4	19.8
Somewhat	35.4	35.7	36.1	34.6	38.3	32.7	44.7	31.1	36.5	36.6	36.3	31.4	35.2	38.0	34.4	34.9
NOT EFFECTIVE	28.4	36.4	31.3	18.1	29.7	30.2	15.8	32.2	28.1	28.1	28.2	28.0	22.7	16.9	34.3	34.2
Barely	19.0	22.1	24.7	13.1	21.5	19.9	7.9	21.6	19.4	19.9	18.5	15.0	15.1	13.4	25.0	20.4
Not Effective at All	9.4	14.3	6.6	5.0	8.2	10.3	7.9	10.6	8.8	8.2	9.7	13.0	7.6	3.5	9.3	13.8
DON'T KNOW	8.6	9.4	11.4	6.7	8.9	5.0	2.6	5.3	8.9	8.2	10.0	12.6	8.7	7.0	5.9	11.1
Net Diff.	34.4	17.8	25.9	57.2	31.7	34.6	65.8	30.4	34.9	35.6	33.7	31.4	46.0	59.2	25.6	20.5
Mean	2.89	2.64	2.81	3.19	2.84	2.91	3.14	2.88	2.89	2.90	2.86	2.85	3.04	3.19	2.81	2.68



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	62.9	62.3	64.1	62.9	66.0	68.5	66.6	57.9	60.7
Very	27.6	26.7	29.2	27.7	31.6	33.0	33.4	22.2	23.4
Somewhat	35.4	35.6	34.9	35.2	34.4	35.5	33.2	35.6	37.2
NOT EFFECTIVE	28.4	27.4	30.5	30.5	30.5	26.4	30.6	28.1	30.3
Barely	19.0	18.2	20.6	19.4	22.7	17.0	20.1	19.0	21.4
Not Effective at All	9.4	9.2	9.9	11.1	7.8	9.4	10.5	9.1	9.0
DON'T KNOW	8.6	10.3	5.4	6.6	3.5	5.1	2.8	14.0	9.0
Net Diff.	34.4	34.9	33.6	32.4	35.5	42.0	36.0	29.8	30.3
Mean	2.89	2.89	2.88	2.85	2.93	2.97	2.92	2.83	2.83



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	62.9	64.0	60.6	60.2	57.7	68.8	67.5	60.6	70.7	52.3	64.8	53.8
Very	27.6	28.7	25.1	27.1	21.9	25.0	35.5	21.9	35.3	20.9	19.8	23.1
Somewhat	35.4	35.3	35.4	33.1	35.8	43.8	32.0	38.7	35.3	31.4	45.1	30.8
NOT EFFECTIVE	28.4	27.7	30.0	31.2	30.8	26.2	28.6	26.8	25.9	35.3	28.6	32.0
Barely	19.0	18.1	20.8	20.1	21.2	22.5	18.3	18.0	16.4	22.9	18.7	22.5
Not Effective at All	9.4	9.5	9.2	11.2	9.6	3.8	10.3	8.8	9.5	12.4	9.9	9.5
DON'T KNOW	8.6	8.3	9.4	8.6	11.5	5.0	4.0	12.6	3.4	12.4	6.6	14.2
Net Diff.	34.4	36.3	30.5	29.0	26.9	42.5	38.9	33.8	44.8	17.0	36.3	21.9
Mean	2.89	2.91	2.84	2.83	2.79	2.95	2.96	2.84	3.00	2.69	2.80	2.79



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
EFFECTIVE	62.9	53.1	63.6	61.2	62.4	65.0	65.4	60.4	64.5	61.0	65.2	67.7	58.6	
Very	27.6	17.5	26.8	26.6	26.4	27.1	32.7	24.8	29.3	25.3	30.3	33.2	22.6	
Somewhat	35.4	35.6	36.8	34.6	36.1	37.9	32.7	35.6	35.2	35.7	34.9	34.5	36.1	
NOT EFFECTIVE	28.4	34.4	25.4	28.7	28.5	27.9	28.5	28.7	28.3	28.6	28.2	28.2	28.7	
Barely	19.0	23.8	17.6	20.0	19.1	17.2	18.8	19.9	18.4	19.7	18.2	18.3	19.6	
Not Effective at All	9.4	10.6	7.7	8.7	9.4	10.6	9.7	8.7	9.9	8.9	10.1	9.9	9.1	
DON'T KNOW	8.6	12.5	11.0	10.1	9.1	7.2	6.1	11.0	7.2	10.4	6.5	4.1	12.7	
Net Diff.	34.4	18.8	38.2	32.5	33.9	37.1	36.9	31.7	36.2	32.4	37.0	39.5	29.9	
Mean	2.89	2.69	2.93	2.88	2.87	2.88	2.94	2.86	2.90	2.86	2.91	2.95	2.83	



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

32. REDUCE BURDENSOME REGULATIONS THAT ADD TO THE COST OF DOING BUSINESS AND INCREASE PRICES.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	62.9	56.4	62.5	62.7	65.0	61.0	68.9	68.7	67.4	54.5	56.8	58.0	62.3	60.8	62.9	65.6
Very	27.6	20.1	27.6	25.5	30.9	18.6	32.0	33.0	36.0	20.7	23.7	19.5	25.1	27.6	25.7	31.9
Somewhat	35.4	36.3	34.9	37.3	34.1	42.4	36.9	35.6	31.4	33.8	33.1	38.6	37.2	33.2	37.3	33.7
NOT EFFECTIVE	28.4	31.9	27.0	27.8	29.0	32.2	24.1	27.5	30.4	31.7	29.7	28.0	27.3	29.1	29.5	25.1
Barely	19.0	21.6	18.5	18.8	18.7	22.0	16.6	17.6	19.1	21.4	20.3	19.8	18.3	19.4	19.0	18.5
Not Effective at All	9.4	10.3	8.5	8.9	10.2	10.2	7.5	9.9	11.3	10.3	9.4	8.2	9.0	9.6	10.6	6.6
DON'T KNOW	8.6	11.8	10.5	9.5	6.0	6.8	7.1	3.9	2.2	13.8	13.5	14.0	10.4	10.2	7.5	9.4
Net Diff.	34.4	24.5	35.5	35.0	36.0	28.8	44.8	41.2	37.0	22.8	27.1	30.0	34.9	31.7	33.4	40.5
Mean	2.89	2.75	2.91	2.88	2.91	2.75	3.00	2.96	2.94	2.75	2.82	2.81	2.87	2.88	2.84	3.00



Table 33 Page 371
July 27-30, 2023

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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	67.6	66.3	65.4	66.6	72.7	69.4	58.8	70.0	72.2	65.2	66.1	68.3	42.9	61.8	62.3	62.2	78.8	74.3	75.9	72.2
Very	29.2	40.5	29.4	30.0	29.7	27.2	22.2	25.0	36.1	27.7	31.7	23.0	16.2	27.2	24.3	24.7	36.3	33.6	37.8	28.2
Somewhat	38.3	25.8	35.9	36.6	43.0	42.2	36.6	45.0	36.1	37.4	34.4	45.3	26.7	34.6	38.0	37.5	42.4	40.7	38.1	44.1
NOT EFFECTIVE	25.8	29.4	28.2	27.1	19.2	25.1	33.3	22.5	22.2	28.2	27.9	24.0	50.5	32.1	32.4	26.9	16.9	19.1	18.6	19.8
Barely	18.4	15.3	19.4	21.0	13.8	19.8	22.7	15.0	13.9	20.1	19.4	18.2	35.2	22.2	21.8	21.2	12.6	13.5	14.1	12.8
Not Effective at All	7.4	14.1	8.7	6.1	5.4	5.3	10.6	7.5	8.3	8.1	8.5	5.9	15.2	9.9	10.6	5.6	4.3	5.6	4.5	7.0
DON'T KNOW	6.6	4.3	6.5	6.3	8.1	5.5	7.9	7.5	5.6	6.6	6.0	7.7	6.7	6.0	5.3	10.9	4.3	6.6	5.5	7.9
Net Diff.	41.7	36.8	37.2	39.5	53.6	44.3	25.5	47.5	50.0	37.0	38.2	44.2	-7.6	29.7	29.9	35.3	61.9	55.2	57.4	52.4
Mean	2.96	2.97	2.92	2.97	3.06	2.97	2.76	2.95	3.06	2.91	2.95	2.93	2.47	2.84	2.80	2.91	3.16	3.10	3.16	3.01



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	67.6	66.8	64.0	68.7	69.9	69.4	68.8	71.9	56.8	57.7	55.2
Very	29.2	28.9	24.2	32.8	28.5	30.6	31.8	25.2	21.2	20.4	22.9
Somewhat	38.3	37.8	39.8	35.9	41.4	38.8	37.0	46.7	35.6	37.2	32.3
NOT EFFECTIVE	25.8	24.6	28.7	25.5	24.5	25.0	25.5	22.9	30.8	30.1	32.3
Barely	18.4	18.3	19.1	18.3	17.8	17.7	18.2	15.7	22.3	22.4	21.9
Not Effective at All	7.4	6.3	9.6	7.2	6.7	7.3	7.3	7.2	8.6	7.7	10.4
DON'T KNOW	6.6	8.6	7.3	5.9	5.6	5.6	5.7	5.2	12.3	12.2	12.5
Net Diff.	41.7	42.1	35.3	43.2	45.4	44.4	43.4	49.0	26.0	27.6	22.9
Mean	2.96	2.98	2.85	3.00	2.97	2.98	2.99	2.95	2.79	2.80	2.77



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	603	1397	884	796	320	545	881	318	563	1119
EFFECTIVE	67.6	74.6	64.5	62.0	75.9	62.2	64.6	74.8	79.6	72.1	61.8
Very	29.2	35.5	26.6	26.1	34.5	24.7	26.6	34.2	44.0	28.6	25.4
Somewhat	38.3	39.1	37.9	35.9	41.3	37.5	38.0	40.6	35.5	43.5	36.5
NOT EFFECTIVE	25.8	20.2	28.3	32.2	18.3	26.9	26.4	20.3	15.4	23.1	30.2
Barely	18.4	14.1	20.3	22.1	13.2	21.2	19.8	14.4	10.7	16.5	21.5
Not Effective at All	7.4	6.1	8.0	10.2	5.2	5.6	6.6	5.9	4.7	6.6	8.7
DON'T KNOW	6.6	5.1	7.2	5.8	5.8	10.9	9.0	4.9	5.0	4.8	8.0
Net Diff.	41.7	54.4	36.2	29.8	57.5	35.3	38.2	54.5	64.2	49.0	31.6
Mean	2.96	3.10	2.90	2.83	3.12	2.91	2.93	3.08	3.25	2.99	2.85



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	819	906	721	740	539	396	296	249	325	444	290
EFFECTIVE	67.6	60.0	74.5	60.6	75.4	66.0	60.4	78.0	67.9	60.9	73.6	64.5
Very	29.2	24.7	33.9	24.1	36.9	25.6	22.7	38.2	26.5	25.8	36.0	24.8
Somewhat	38.3	35.3	40.6	36.5	38.5	40.4	37.6	39.9	41.4	35.1	37.6	39.7
NOT EFFECTIVE	25.8	33.5	20.1	32.3	18.6	27.1	34.6	18.2	26.9	29.5	18.9	27.2
Barely	18.4	22.6	14.6	22.3	13.8	19.5	24.0	13.2	18.5	20.3	14.2	20.3
Not Effective at All	7.4	10.9	5.5	10.0	4.9	7.6	10.6	5.1	8.4	9.2	4.7	6.9
DON'T KNOW	6.6	6.6	5.4	7.1	5.9	6.9	5.1	3.7	5.2	9.5	7.4	8.3
Net Diff.	41.7	26.5	54.4	28.3	56.8	39.0	25.8	59.8	41.0	31.4	54.7	37.2
Mean	2.96	2.79	3.09	2.80	3.14	2.90	2.76	3.15	2.91	2.86	3.13	2.90



Table 33 Page 375
July 27-30, 2023

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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	67.6	76.6	79.8	74.1	68.0	56.1	65.2	59.9	71.9	65.5	57.9	79.0	69.2	76.1	67.5	68.3	59.4
Very	29.2	37.6	45.3	31.8	27.4	18.5	33.1	24.5	31.2	25.9	22.8	39.7	31.6	38.8	31.2	24.9	24.2
Somewhat	38.3	39.0	34.6	42.4	40.7	37.6	32.1	35.3	40.6	39.6	35.1	39.2	37.6	37.3	36.4	43.4	35.2
NOT EFFECTIVE	25.8	18.8	16.5	20.6	24.6	35.3	29.1	32.7	23.4	28.8	34.4	16.5	22.4	17.9	27.3	24.6	33.6
Barely	18.4	14.2	11.1	16.5	17.7	24.5	19.6	22.4	15.6	21.6	23.4	13.0	16.0	10.4	19.5	17.4	25.0
Not Effective at All	7.4	4.6	5.3	4.0	6.9	10.8	9.5	10.2	7.8	7.2	11.0	3.5	6.4	7.5	7.8	7.2	8.6
DON'T KNOW	6.6	4.6	3.7	5.3	7.3	8.6	5.7	7.4	4.7	5.8	7.7	4.5	8.4	6.0	5.2	7.2	7.0
Net Diff.	41.7	57.8	63.4	53.6	43.4	20.9	36.1	27.2	48.4	36.7	23.6	62.4	46.8	58.2	40.3	43.7	25.8
Mean	2.96	3.15	3.24	3.08	2.96	2.70	2.94	2.80	3.00	2.89	2.76	3.21	3.03	3.14	2.96	2.93	2.81



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	67.6	76.1	63.6	59.2	66.3	64.5	76.3	62.9	67.5	65.6	70.3	72.9	67.8	62.7	69.5	65.3
Very	29.2	36.6	21.8	23.7	25.6	24.9	47.4	21.9	29.1	25.2	35.1	37.2	30.4	26.8	30.7	27.5
Somewhat	38.3	39.5	41.8	35.5	40.7	39.6	28.9	41.0	38.4	40.4	35.2	35.7	37.5	35.9	38.8	37.8
NOT EFFECTIVE	25.8	18.0	28.5	33.8	27.6	29.9	23.7	30.7	25.8	27.7	23.0	19.8	24.4	31.7	26.6	27.1
Barely	18.4	12.8	21.2	23.7	20.3	21.8	18.4	22.3	18.3	20.6	14.9	13.5	16.6	25.4	18.3	19.5
Not Effective at All	7.4	5.2	7.3	10.1	7.2	8.1	5.3	8.5	7.5	7.1	8.1	6.3	7.9	6.3	8.3	7.6
DON'T KNOW	6.6	5.9	7.9	6.9	6.1	5.6	0.0	6.4	6.7	6.7	6.7	7.2	7.7	5.6	3.9	7.6
Net Diff.	41.7	58.1	35.1	25.4	38.7	34.6	52.6	32.2	41.6	38.0	47.3	53.1	43.4	31.0	42.9	38.2
Mean	2.96	3.14	2.85	2.78	2.90	2.86	3.18	2.82	2.95	2.90	3.04	3.12	2.98	2.88	2.96	2.92



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	67.6	68.7	65.2	63.8	67.6	67.4	68.6	69.7	60.7
Very	29.2	30.8	26.2	26.2	26.2	29.5	27.2	31.7	24.8
Somewhat	38.3	37.9	39.0	37.6	41.4	37.9	41.4	38.0	35.9
NOT EFFECTIVE	25.8	24.4	28.7	29.6	27.3	27.2	27.8	22.4	30.0
Barely	18.4	16.5	22.1	22.0	22.3	17.9	20.8	15.5	23.8
Not Effective at All	7.4	7.9	6.6	7.6	5.1	9.2	6.9	6.9	6.2
DON'T KNOW	6.6	6.9	6.0	6.6	5.1	5.4	3.6	7.9	9.3
Net Diff.	41.7	44.4	36.5	34.3	40.2	40.2	40.9	47.3	30.7
Mean	2.96	2.98	2.90	2.88	2.93	2.93	2.92	3.03	2.87



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	67.6	66.4	70.0	71.7	67.3	71.2	66.9	65.9	76.7	68.0	60.4	71.0
Very	29.2	26.6	34.7	36.8	35.4	23.8	26.2	27.1	42.2	32.7	31.9	37.3
Somewhat	38.3	39.7	35.3	34.9	31.9	47.5	40.6	38.8	34.5	35.3	28.6	33.7
NOT EFFECTIVE	25.8	26.5	24.5	23.4	26.2	22.5	27.8	25.1	21.6	24.8	35.2	21.3
Barely	18.4	18.8	17.6	16.0	17.3	21.2	19.1	18.5	14.7	17.0	23.1	14.2
Not Effective at All	7.4	7.7	6.9	7.4	8.8	1.2	8.7	6.7	6.9	7.8	12.1	7.1
DON'T KNOW	6.6	7.1	5.5	4.8	6.5	6.2	5.3	8.9	1.7	7.2	4.4	7.7
Net Diff.	41.7	39.9	45.5	48.3	41.2	48.8	39.0	40.8	55.2	43.1	25.3	49.7
Mean	2.96	2.92	3.03	3.06	3.00	3.00	2.89	2.95	3.14	3.00	2.84	3.10



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
EFFECTIVE	67.6	65.0	71.0	69.9	68.2	68.4	64.1	69.2	66.5	68.9	65.9	67.9	67.2	
Very	29.2	28.8	34.6	33.7	29.1	28.4	24.5	33.0	26.9	31.8	26.1	28.6	29.8	
Somewhat	38.3	36.2	36.4	36.1	39.1	40.1	39.5	36.2	39.6	37.1	39.8	39.3	37.4	
NOT EFFECTIVE	25.8	26.2	22.4	24.2	24.8	25.5	29.5	24.0	27.0	24.2	27.8	27.4	24.5	
Barely	18.4	20.0	15.4	17.6	18.5	16.7	21.1	17.3	19.1	17.7	19.3	19.1	17.8	
Not Effective at All	7.4	6.2	7.0	6.6	6.4	8.8	8.4	6.6	7.9	6.6	8.5	8.3	6.7	
DON'T KNOW	6.6	8.8	6.6	6.0	7.0	6.1	6.5	6.8	6.5	6.8	6.3	4.7	8.3	
Net Diff.	41.7	38.8	48.5	45.7	43.3	43.0	34.6	45.2	39.5	44.7	38.1	40.5	42.8	
Mean	2.96	2.96	3.06	3.03	2.98	2.94	2.86	3.03	2.91	3.01	2.89	2.93	2.99	



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

33. CREATE FINANCIAL INCENTIVES FOR BUILDERS TO CONSTRUCT MORE AFFORDABLE HOMES AND APARTMENTS.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	67.6	67.2	70.8	67.7	65.4	74.6	75.1	67.8	62.7	64.1	66.9	67.6	68.5	70.4	68.2	62.3
Very	29.2	31.9	34.7	27.4	26.2	33.9	36.1	27.9	23.8	31.0	33.5	27.0	29.0	36.9	25.9	27.2
Somewhat	38.3	35.3	36.1	40.3	39.2	40.7	39.0	39.9	39.0	33.1	33.5	40.6	39.4	33.5	42.3	35.1
NOT EFFECTIVE	25.8	25.5	22.9	25.1	28.4	20.3	19.5	27.9	32.8	27.6	25.9	22.9	23.4	23.9	25.2	30.0
Barely	18.4	18.6	17.0	17.9	19.7	15.3	16.2	17.6	22.3	20.0	17.7	18.1	16.6	17.8	17.2	22.0
Not Effective at All	7.4	6.9	5.9	7.2	8.8	5.1	3.3	10.3	10.5	7.6	8.3	4.8	6.8	6.1	8.0	8.0
DON'T KNOW	6.6	7.4	6.3	7.2	6.2	5.1	5.4	4.3	4.4	8.3	7.1	9.6	8.2	5.7	6.6	7.7
Net Diff.	41.7	41.7	47.9	42.6	37.0	54.2	55.6	39.9	29.9	36.6	41.0	44.7	45.1	46.5	43.0	32.3
Mean	2.96	2.99	3.06	2.95	2.88	3.09	3.14	2.89	2.79	2.95	2.99	2.99	2.99	3.07	2.92	2.88



Table 34 Page 381
July 27-30, 2023

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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	79.0	83.4	77.0	83.4	81.8	75.2	69.9	77.5	91.7	76.6	81.2	73.1	54.3	75.3	77.6	71.2	84.2	85.9	88.0	83.3
Very	43.2	56.4	42.4	45.6	41.0	38.5	37.5	41.2	75.0	39.7	46.5	31.5	21.0	40.0	35.5	36.2	47.8	53.3	54.0	52.4
Somewhat	35.8	27.0	34.6	37.8	40.8	36.7	32.4	36.2	16.7	36.9	34.7	41.6	33.3	35.3	42.1	35.0	36.3	32.6	34.0	30.8
NOT EFFECTIVE	15.4	13.5	17.5	12.2	11.8	17.2	24.1	20.0	2.8	17.5	14.3	18.8	38.1	18.3	18.7	19.7	11.9	9.5	6.9	12.8
Barely	11.4	8.6	11.7	8.5	10.1	11.9	19.9	16.2	0.0	12.9	9.6	14.3	33.3	12.8	13.7	15.3	9.4	6.9	5.2	9.3
Not Effective at All	4.0	4.9	5.8	3.7	1.7	5.3	4.2	3.8	2.8	4.6	4.6	4.4	4.8	5.5	5.0	4.4	2.5	2.5	1.7	3.5
DON'T KNOW	5.6	3.1	5.5	4.4	6.4	7.7	6.0	2.5	5.6	5.9	4.5	8.1	7.6	6.4	3.7	9.1	4.0	4.6	5.2	4.0
Net Diff.	63.6	69.9	59.5	71.2	70.0	58.0	45.8	57.5	88.9	59.1	66.9	54.3	16.2	57.0	58.9	51.6	72.3	76.4	81.1	70.5
Mean	3.25	3.39	3.20	3.31	3.29	3.17	3.10	3.18	3.74	3.19	3.29	3.09	2.76	3.17	3.12	3.13	3.35	3.43	3.48	3.38



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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	79.0	78.2	75.8	79.2	82.6	81.7	83.2	74.8	63.4	65.8	58.3
Very	43.2	46.4	42.4	43.2	41.4	46.0	50.1	27.5	26.7	27.0	26.0
Somewhat	35.8	31.8	33.3	36.0	41.2	35.7	33.1	47.4	36.6	38.8	32.3
NOT EFFECTIVE	15.4	14.9	18.4	15.6	12.3	13.5	12.3	18.6	26.7	23.0	34.4
Barely	11.4	9.2	13.6	12.5	8.8	9.9	8.8	15.0	19.9	17.3	25.0
Not Effective at All	4.0	5.7	4.9	3.1	3.5	3.6	3.6	3.6	6.8	5.6	9.4
DON'T KNOW	5.6	6.9	5.8	5.2	5.1	4.9	4.5	6.5	9.9	11.2	7.3
Net Diff.	63.6	63.3	57.3	63.6	70.4	68.2	70.8	56.2	36.6	42.9	24.0
Mean	3.25	3.28	3.20	3.26	3.27	3.30	3.36	3.06	2.92	2.98	2.81



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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	603	1397	884	796	320	545	881	318	563	1119	
EFFECTIVE	79.0	83.4	77.1	76.1	85.3	71.2	74.1	83.9	87.1	82.1	75.2	
Very	43.2	49.8	40.4	38.3	51.4	36.2	37.8	47.9	62.3	39.8	39.5	
Somewhat	35.8	33.7	36.7	37.8	33.9	35.0	36.3	36.0	24.8	42.3	35.7	
NOT EFFECTIVE	15.4	11.9	16.9	18.4	10.3	19.7	18.9	12.3	8.2	14.6	17.9	
Barely	11.4	10.0	12.0	13.1	7.8	15.3	14.5	9.5	6.6	11.2	12.8	
Not Effective at All	4.0	2.0	4.9	5.3	2.5	4.4	4.4	2.7	1.6	3.4	5.1	
DON'T KNOW	5.6	4.6	6.0	5.4	4.4	9.1	7.0	3.9	4.7	3.4	7.0	
Net Diff.	63.6	71.5	60.2	57.7	75.0	51.6	55.2	71.6	78.9	67.5	57.3	
Mean	3.25	3.38	3.20	3.15	3.40	3.13	3.16	3.34	3.55	3.23	3.18	



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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	819	906	721	740	539	396	296	249	325	444	290
EFFECTIVE	79.0	74.6	85.1	76.6	82.7	77.2	76.8	83.8	76.3	76.3	82.0	77.9
Very	43.2	37.6	50.1	38.8	48.6	41.6	39.1	50.7	39.8	38.5	47.3	43.1
Somewhat	35.8	37.0	35.0	37.7	34.1	35.6	37.6	33.1	36.5	37.8	34.7	34.8
NOT EFFECTIVE	15.4	19.7	10.6	17.6	11.5	17.8	18.4	12.5	18.9	16.6	10.8	16.9
Barely	11.4	14.0	8.4	12.6	8.9	13.0	12.6	9.8	13.3	12.6	8.3	12.8
Not Effective at All	4.0	5.6	2.2	5.0	2.6	4.8	5.8	2.7	5.6	4.0	2.5	4.1
DON'T KNOW	5.6	5.7	4.3	5.8	5.8	5.0	4.8	3.7	4.8	7.1	7.2	5.2
Net Diff.	63.6	54.9	74.5	58.9	71.2	59.4	58.3	71.3	57.4	59.7	71.2	61.0
Mean	3.25	3.13	3.39	3.17	3.37	3.20	3.16	3.37	3.16	3.19	3.37	3.23



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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	79.0	85.1	87.2	83.5	77.9	75.8	74.7	75.3	76.6	74.8	77.0	87.0	78.8	70.1	81.8	78.4	71.1
Very	43.2	51.4	58.0	46.4	39.6	39.6	41.6	40.4	31.2	38.1	40.0	55.6	38.8	41.8	45.5	40.7	41.4
Somewhat	35.8	33.7	29.2	37.1	38.3	36.2	33.1	34.9	45.3	36.7	37.1	31.4	40.0	28.4	36.4	37.7	29.7
NOT EFFECTIVE	15.4	10.8	8.2	12.8	15.6	19.7	17.6	18.8	21.9	16.5	17.4	8.7	12.8	23.9	13.0	17.4	21.9
Barely	11.4	8.2	5.8	10.0	12.2	13.4	12.5	13.0	12.5	12.9	12.5	6.9	10.4	16.4	11.7	13.2	13.3
Not Effective at All	4.0	2.7	2.5	2.8	3.5	6.2	5.1	5.8	9.4	3.6	4.8	1.9	2.4	7.5	1.3	4.2	8.6
DON'T KNOW	5.6	4.1	4.5	3.7	6.5	4.6	7.8	5.9	1.6	8.6	5.6	4.3	8.4	6.0	5.2	4.2	7.0
Net Diff.	63.6	74.3	79.0	70.7	62.2	56.1	57.1	56.5	54.7	58.3	59.7	78.3	66.0	46.3	68.8	61.1	49.2
Mean	3.25	3.40	3.50	3.32	3.22	3.14	3.21	3.17	3.00	3.20	3.19	3.47	3.26	3.11	3.33	3.20	3.12



Table 34 Page 386
July 27-30, 2023

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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	79.0	83.5	76.9	74.6	78.8	77.3	73.7	77.7	79.2	78.4	80.5	80.2	83.1	72.5	78.1	78.0
Very	43.2	49.6	39.2	37.4	41.5	41.7	44.7	41.3	42.9	41.3	45.4	47.3	48.7	32.4	40.9	41.6
Somewhat	35.8	34.0	37.7	37.2	37.3	35.5	28.9	36.4	36.3	37.1	35.1	32.9	34.4	40.1	37.2	36.4
NOT EFFECTIVE	15.4	11.5	17.1	19.2	16.0	19.9	23.7	19.4	14.8	15.8	13.3	12.6	11.6	22.5	16.9	15.8
Barely	11.4	8.8	12.0	14.0	11.9	15.0	18.4	14.5	10.6	11.4	9.3	11.1	8.4	18.3	12.2	11.8
Not Effective at All	4.0	2.7	5.1	5.3	4.1	5.0	5.3	4.9	4.2	4.4	4.0	1.4	3.2	4.2	4.7	4.0
DON'T KNOW	5.6	5.0	6.0	6.2	5.2	2.8	2.6	2.8	6.0	5.8	6.2	7.2	5.3	4.9	4.9	6.2
Net Diff.	63.6	72.0	59.8	55.4	62.9	57.3	50.0	58.3	64.4	62.6	67.2	67.6	71.5	50.0	61.2	62.2
Mean	3.25	3.37	3.18	3.14	3.23	3.17	3.16	3.17	3.25	3.22	3.30	3.36	3.36	3.06	3.20	3.23



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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	79.0	77.6	81.7	81.3	82.4	76.1	82.8	78.7	80.3
Very	43.2	42.3	44.9	45.6	43.8	40.6	46.3	43.6	43.1
Somewhat	35.8	35.3	36.8	35.7	38.7	35.5	36.5	35.1	37.2
NOT EFFECTIVE	15.4	15.8	14.6	14.4	14.8	17.9	14.9	14.3	14.1
Barely	11.4	12.2	9.7	8.3	12.1	13.8	9.3	11.1	10.3
Not Effective at All	4.0	3.6	4.9	6.1	2.7	4.2	5.7	3.3	3.8
DON'T KNOW	5.6	6.6	3.7	4.3	2.7	6.0	2.3	7.0	5.5
Net Diff.	63.6	61.8	67.2	66.9	67.6	58.2	67.9	64.4	66.2
Mean	3.25	3.24	3.26	3.26	3.27	3.20	3.26	3.28	3.27



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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	79.0	80.6	75.7	76.2	72.7	82.5	79.8	81.4	79.3	73.9	70.3	74.0
Very	43.2	44.1	41.3	46.1	37.7	37.5	44.2	44.0	44.8	47.1	36.3	38.5
Somewhat	35.8	36.5	34.4	30.1	35.0	45.0	35.6	37.4	34.5	26.8	34.1	35.5
NOT EFFECTIVE	15.4	13.8	18.6	18.2	20.4	15.0	15.6	12.1	17.2	19.0	23.1	18.9
Barely	11.4	10.2	13.7	13.0	15.4	10.0	10.8	9.7	13.8	12.4	18.7	13.6
Not Effective at All	4.0	3.6	4.9	5.2	5.0	5.0	4.9	2.4	3.4	6.5	4.4	5.3
DON'T KNOW	5.6	5.6	5.7	5.6	6.9	2.5	4.6	6.5	3.4	7.2	6.6	7.1
Net Diff.	63.6	66.8	57.0	58.0	52.3	67.5	64.2	69.3	62.1	54.9	47.3	55.0
Mean	3.25	3.28	3.19	3.24	3.13	3.18	3.25	3.32	3.25	3.23	3.09	3.15



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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
EFFECTIVE	79.0	62.5	71.7	77.3	77.9	83.0	86.7	72.2	83.2	73.9	85.2	78.9	79.1
Very	43.2	36.9	33.8	37.6	38.8	50.1	51.3	36.1	47.6	36.9	50.8	42.9	43.4
Somewhat	35.8	25.6	37.9	39.7	39.1	32.9	35.4	36.1	35.6	37.0	34.3	35.9	35.7
NOT EFFECTIVE	15.4	30.6	19.5	15.8	15.5	12.7	10.3	20.2	12.4	18.8	11.3	16.7	14.3
Barely	11.4	23.1	15.8	10.4	12.1	9.0	7.2	15.0	9.1	14.1	8.0	11.9	10.9
Not Effective at All	4.0	7.5	3.7	5.4	3.3	3.7	3.0	5.2	3.3	4.6	3.3	4.8	3.4
DON'T KNOW	5.6	6.9	8.8	6.9	6.7	4.2	3.0	7.6	4.4	7.3	3.5	4.5	6.6
Net Diff.	63.6	31.9	52.2	61.5	62.4	70.3	76.4	52.0	70.8	55.2	73.9	62.2	64.9
Mean	3.25	2.99	3.12	3.18	3.21	3.35	3.39	3.12	3.33	3.15	3.38	3.22	3.28



Table 34 Page 390
July 27-30, 2023

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

34. GIVE MEDICARE THE POWER TO NEGOTIATE LOWER PRESCRIPTION DRUG PRICES.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	79.0	63.7	74.8	79.5	85.6	62.7	74.3	75.1	86.0	64.1	75.2	82.9	85.1	76.8	80.2	78.9
Very	43.2	37.7	35.3	41.3	51.2	28.8	36.1	41.2	50.0	41.4	34.6	41.3	52.7	43.0	44.1	41.5
Somewhat	35.8	26.0	39.4	38.2	34.3	33.9	38.2	33.9	36.0	22.8	40.6	41.6	32.4	33.9	36.2	37.5
NOT EFFECTIVE	15.4	28.9	17.4	14.1	11.4	28.8	18.7	19.7	12.0	29.0	16.2	9.6	10.7	17.3	14.5	15.0
Barely	11.4	22.5	12.8	10.8	7.7	23.7	15.4	14.6	6.6	22.1	10.5	7.8	9.0	13.0	10.6	11.0
Not Effective at All	4.0	6.4	4.5	3.2	3.7	5.1	3.3	5.2	5.4	6.9	5.6	1.7	1.7	4.3	4.0	4.0
DON'T KNOW	5.6	7.4	7.9	6.5	3.0	8.5	7.1	5.2	2.0	6.9	8.6	7.5	4.2	5.9	5.2	6.1
Net Diff.	63.6	34.8	57.4	65.4	74.2	33.9	55.6	55.4	74.0	35.2	59.0	73.4	74.4	59.5	65.7	63.9
Mean	3.25	3.03	3.15	3.26	3.37	2.94	3.15	3.17	3.33	3.06	3.14	3.32	3.42	3.23	3.27	3.24



Table 35 Page 391
July 27-30, 2023

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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
EFFECTIVE	53.7	25.2	30.1	47.3	64.4	67.8	65.7	72.5	75.0	46.2	37.2	61.4	49.5	32.3	42.7	55.3	67.6	75.3	73.9	77.1
Very	30.6	14.1	17.8	25.9	34.9	42.2	37.0	32.5	52.8	25.9	20.9	32.9	35.2	16.0	21.8	33.4	42.1	43.8	47.8	38.8
Somewhat	23.2	11.0	12.3	21.5	29.5	25.6	28.7	40.0	22.2	20.2	16.3	28.5	14.3	16.3	20.9	21.9	25.5	31.5	26.1	38.3
NOT EFFECTIVE	42.0	70.6	67.3	47.8	30.7	27.2	30.6	25.0	22.2	49.5	58.8	33.1	47.6	63.9	52.0	38.8	29.5	20.8	22.0	19.4
Barely	19.5	13.5	21.0	22.2	18.4	18.5	23.6	12.5	16.7	21.3	20.2	20.6	33.3	22.2	22.7	21.2	17.6	14.5	14.8	14.1
Not Effective at All	22.6	57.1	46.3	25.6	12.3	8.7	6.9	12.5	5.6	28.2	38.7	12.5	14.3	41.7	29.3	17.5	11.9	6.4	7.2	5.3
DON'T KNOW	4.2	4.3	2.6	4.9	4.9	5.0	3.7	2.5	2.8	4.4	4.0	5.5	2.9	3.7	5.3	5.9	2.9	3.9	4.1	3.5
Net Diff.	11.6	-45.4	-37.2	-0.5	33.7	40.6	35.2	47.5	52.8	-3.3	-21.7	28.3	1.9	-31.6	-9.3	16.6	38.1	54.4	51.9	57.7
Mean	2.64	1.81	2.02	2.50	2.91	3.07	3.00	2.95	3.26	2.46	2.20	2.87	2.73	2.07	2.37	2.76	3.01	3.17	3.19	3.15



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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	53.7	52.7	49.8	57.3	52.1	52.9	51.4	60.1	58.2	57.1	60.4
Very	30.6	28.4	25.6	36.3	27.3	29.8	29.2	32.4	34.9	34.2	36.5
Somewhat	23.2	24.4	24.2	21.1	24.8	23.1	22.1	27.8	23.3	23.0	24.0
NOT EFFECTIVE	42.0	41.0	46.4	39.7	42.6	43.1	44.9	34.6	36.0	36.7	34.4
Barely	19.5	19.5	22.7	17.3	20.1	19.1	19.1	19.3	21.6	22.4	19.8
Not Effective at All	22.6	21.5	23.8	22.4	22.5	23.9	25.8	15.4	14.4	14.3	14.6
DON'T KNOW	4.2	6.3	3.8	3.0	5.3	4.0	3.7	5.2	5.8	6.1	5.2
Net Diff.	11.6	11.7	3.3	17.7	9.5	9.8	6.4	25.5	22.3	20.4	26.0
Mean	2.64	2.64	2.54	2.73	2.60	2.61	2.57	2.81	2.84	2.82	2.87



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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	603	1397	884	796	320	545	881	318	563	1119	
EFFECTIVE	53.7	71.3	46.1	36.1	72.6	55.3	54.1	72.0	79.6	67.7	39.3	
Very	30.6	42.0	25.6	18.1	43.2	33.4	32.3	42.2	52.2	36.6	21.4	
Somewhat	23.2	29.4	20.5	18.0	29.4	21.9	21.8	29.7	27.4	31.1	18.0	
NOT EFFECTIVE	42.0	25.2	49.3	59.6	23.9	38.8	40.9	24.0	16.7	28.1	56.3	
Barely	19.5	18.6	19.9	22.4	15.6	21.2	22.6	17.3	14.2	19.0	21.3	
Not Effective at All	22.6	6.6	29.4	37.2	8.3	17.5	18.3	6.7	2.5	9.1	35.0	
DON'T KNOW	4.2	3.5	4.6	4.3	3.5	5.9	5.0	4.1	3.8	4.3	4.4	
Net Diff.	11.6	46.1	-3.2	-23.5	48.7	16.6	13.2	48.0	62.9	39.6	-17.0	
Mean	2.64	3.10	2.44	2.18	3.11	2.76	2.72	3.12	3.34	2.99	2.27	



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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	819	906	721	740	539	396	296	249	325	444	290	
EFFECTIVE	53.7	34.6	69.9	35.5	72.6	52.1	29.5	70.9	47.8	42.8	73.6	55.9	
Very	30.6	17.2	41.1	18.0	45.0	27.5	14.1	42.6	23.3	22.8	46.6	31.0	
Somewhat	23.2	17.3	28.8	17.5	27.6	24.7	15.4	28.4	24.5	20.0	27.0	24.8	
NOT EFFECTIVE	42.0	60.8	26.7	59.9	23.2	44.0	66.7	27.0	49.4	51.7	20.7	39.3	
Barely	19.5	22.1	17.8	22.6	15.0	21.5	21.5	17.6	23.3	24.0	13.3	20.0	
Not Effective at All	22.6	38.7	8.9	37.3	8.2	22.4	45.2	9.5	26.1	27.7	7.4	19.3	
DON'T KNOW	4.2	4.6	3.4	4.6	4.2	3.9	3.8	2.0	2.8	5.5	5.6	4.8	
Net Diff.	11.6	-26.3	43.2	-24.4	49.3	8.2	-37.1	43.9	-1.6	-8.9	52.9	16.6	
Mean	2.64	2.14	3.06	2.17	3.14	2.59	1.98	3.06	2.46	2.40	3.20	2.71	



Table 35 Page 395
July 27-30, 2023

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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	53.7	74.6	82.3	68.8	58.8	30.7	33.8	32.0	62.5	52.5	27.6	77.1	67.2	64.2	71.4	55.1	32.8
Very	30.6	45.6	56.4	37.4	33.1	12.7	20.9	16.1	35.9	28.1	13.1	46.6	42.8	43.3	48.1	27.8	14.1
Somewhat	23.2	29.1	25.9	31.5	25.7	18.0	12.8	15.8	26.6	24.5	14.5	30.5	24.4	20.9	23.4	27.2	18.8
NOT EFFECTIVE	42.0	21.8	17.3	25.2	36.0	64.7	63.5	64.2	31.2	42.4	68.1	19.9	26.0	34.3	24.7	40.7	64.1
Barely	19.5	15.6	14.0	16.8	19.8	24.7	18.9	22.3	18.8	23.0	23.0	15.1	15.6	11.9	15.6	21.6	25.0
Not Effective at All	22.6	6.2	3.3	8.4	16.2	40.0	44.6	41.9	12.5	19.4	45.2	4.7	10.4	22.4	9.1	19.2	39.1
DON'T KNOW	4.2	3.5	0.4	5.9	5.3	4.6	2.7	3.8	6.2	5.0	4.2	3.1	6.8	1.5	3.9	4.2	3.1
Net Diff.	11.6	52.8	65.0	43.6	22.8	-34.1	-29.7	-32.3	31.2	10.1	-40.5	57.2	41.2	29.9	46.8	14.4	-31.2
Mean	2.64	3.18	3.36	3.04	2.80	2.04	2.10	2.06	2.92	2.64	1.95	3.23	3.07	2.86	3.15	2.67	2.08



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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	53.7	73.2	50.9	32.2	49.4	52.0	63.2	50.5	52.5	49.0	57.9	64.7	53.2	35.9	52.8	58.5
Very	30.6	44.9	25.0	16.2	24.4	28.7	39.5	27.2	29.0	24.3	36.3	44.4	29.7	15.5	30.3	34.5
Somewhat	23.2	28.3	25.9	16.0	25.0	23.4	23.7	23.3	23.5	24.7	21.6	20.3	23.5	20.4	22.4	24.0
NOT EFFECTIVE	42.0	23.3	42.1	63.7	46.0	44.5	36.8	45.6	43.1	45.9	38.9	30.4	42.6	59.9	44.9	35.6
Barely	19.5	15.3	23.7	22.7	23.0	21.5	15.8	22.3	19.7	21.4	17.1	15.0	18.3	20.4	21.9	17.1
Not Effective at All	22.6	8.1	18.4	41.0	22.9	23.1	21.1	23.3	23.4	24.5	21.8	15.5	24.3	39.4	23.0	18.5
DON'T KNOW	4.2	3.4	7.0	4.1	4.6	3.4	0.0	3.9	4.3	5.0	3.3	4.8	4.2	4.2	2.4	5.8
Net Diff.	11.6	49.9	8.9	-31.5	3.4	7.5	26.3	4.9	9.4	3.1	19.0	34.3	10.6	-23.9	7.9	22.9
Mean	2.64	3.14	2.62	2.08	2.53	2.60	2.82	2.57	2.61	2.51	2.75	2.98	2.61	2.12	2.61	2.79



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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	53.7	55.6	49.9	53.7	43.8	48.0	46.5	61.1	54.5
Very	30.6	34.2	23.4	26.0	19.1	28.4	21.3	38.4	26.2
Somewhat	23.2	21.4	26.5	27.7	24.6	19.6	25.2	22.8	28.3
NOT EFFECTIVE	42.0	39.4	47.3	43.7	53.1	48.2	51.7	33.0	41.4
Barely	19.5	18.6	21.2	18.9	25.0	20.3	21.3	17.4	21.0
Not Effective at All	22.6	20.7	26.1	24.8	28.1	27.9	30.3	15.6	20.3
DON'T KNOW	4.2	5.0	2.8	2.6	3.1	3.8	1.8	5.9	4.1
Net Diff.	11.6	16.3	2.7	9.9	-9.4	-0.2	-5.1	28.1	13.1
Mean	2.64	2.73	2.49	2.56	2.36	2.50	2.38	2.89	2.63



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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	53.7	47.2	67.2	63.9	76.5	61.2	42.1	52.4	61.2	66.0	71.4	79.3
Very	30.6	24.7	42.7	40.9	52.3	25.0	21.4	28.1	34.5	45.8	47.3	55.0
Somewhat	23.2	22.5	24.5	23.0	24.2	36.2	20.8	24.3	26.7	20.3	24.2	24.3
NOT EFFECTIVE	42.0	48.0	29.6	33.5	19.6	36.2	54.5	41.5	37.9	30.1	25.3	16.6
Barely	19.5	20.9	16.6	17.1	12.7	22.5	20.6	21.1	19.0	15.7	17.6	10.1
Not Effective at All	22.6	27.2	12.9	16.4	6.9	13.8	33.9	20.4	19.0	14.4	7.7	6.5
DON'T KNOW	4.2	4.7	3.2	2.6	3.8	2.5	3.4	6.1	0.9	3.9	3.3	4.1
Net Diff.	11.6	-0.8	37.6	30.5	56.9	25.0	-12.4	10.9	23.3	35.9	46.2	62.7
Mean	2.64	2.47	3.00	2.91	3.27	2.74	2.31	2.64	2.77	3.01	3.15	3.33



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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059
EFFECTIVE	53.7	68.1	71.0	58.5	52.7	49.6	40.9	64.9	46.7	61.3	44.5	47.4	59.3
Very	30.6	49.4	45.2	36.4	31.2	26.0	16.3	42.2	23.3	38.9	20.4	25.5	35.0
Somewhat	23.2	18.8	25.7	22.1	21.5	23.6	24.5	22.7	23.4	22.3	24.1	21.9	24.3
NOT EFFECTIVE	42.0	25.0	26.8	37.6	43.3	46.7	53.8	31.2	48.8	34.8	50.8	49.6	35.3
Barely	19.5	16.2	16.5	18.2	19.1	18.0	24.1	17.2	20.9	17.8	21.6	20.7	18.4
Not Effective at All	22.6	8.8	10.3	19.4	24.2	28.6	29.7	14.0	27.9	17.0	29.2	28.9	16.9
DON'T KNOW	4.2	6.9	2.2	3.9	3.9	3.7	5.3	3.9	4.5	3.9	4.7	3.0	5.4
Net Diff.	11.6	43.1	44.1	20.9	9.4	2.9	-12.9	33.8	-2.1	26.4	-6.3	-2.2	24.0
Mean	2.64	3.17	3.08	2.79	2.62	2.49	2.29	2.97	2.44	2.87	2.37	2.45	2.82



Table 35 Page 400
July 27-30, 2023

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

35. RAISE THE MINIMUM WAGE TO \$17 DOLLARS PER HOUR.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	53.7	69.1	65.5	52.3	42.7	59.3	62.7	47.6	36.5	73.1	68.0	56.0	49.9	63.6	51.8	45.2
Very	30.6	49.0	41.4	30.0	18.7	35.6	41.5	27.9	13.2	54.5	41.4	31.7	25.1	39.6	27.5	26.0
Somewhat	23.2	20.1	24.1	22.2	24.0	23.7	21.2	19.7	23.3	18.6	26.7	24.2	24.8	24.1	24.3	19.2
NOT EFFECTIVE	42.0	25.0	31.6	43.7	52.4	35.6	34.9	48.9	60.8	20.7	28.6	39.6	42.8	31.9	43.8	51.3
Barely	19.5	16.2	17.2	18.4	22.7	25.4	18.7	18.0	22.8	12.4	15.8	18.8	22.5	18.0	19.9	20.6
Not Effective at All	22.6	8.8	14.4	25.3	29.8	10.2	16.2	30.9	38.0	8.3	12.8	20.8	20.3	13.9	23.9	30.7
DON'T KNOW	4.2	5.9	3.0	4.0	4.8	5.1	2.5	3.4	2.7	6.2	3.4	4.4	7.3	4.5	4.4	3.5
Net Diff.	11.6	44.1	33.9	8.6	-9.7	23.7	27.8	-1.3	-24.3	52.4	39.5	16.4	7.0	31.7	8.0	-6.1
Mean	2.64	3.16	2.95	2.59	2.33	2.89	2.90	2.46	2.12	3.27	3.00	2.70	2.59	2.93	2.58	2.42



Table 36 Page 401
July 27-30, 2023

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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227			
EFFECTIVE	53.4	28.8	37.5	49.5	60.0	64.1	60.6	70.0	77.8	47.0	41.5	56.2	49.5	37.5	43.0	52.5	64.4	71.8	71.8	71.8			
Very	22.4	11.0	12.9	20.5	24.8	26.4	23.6	35.0	69.4	17.3	16.1	19.4	18.1	13.9	13.7	17.2	28.8	36.7	36.1	37.4			
Somewhat	31.0	17.8	24.6	29.0	35.1	37.7	37.0	35.0	8.3	29.6	25.4	36.8	31.4	23.6	29.3	35.3	35.6	35.1	35.7	34.4			
NOT EFFECTIVE	37.4	58.9	56.0	40.0	28.7	28.5	30.1	23.8	16.7	43.6	49.1	34.1	41.9	54.4	48.0	33.1	28.8	19.7	19.2	20.3			
Barely	21.0	16.6	21.4	22.0	22.1	23.0	21.8	15.0	5.6	23.1	20.7	26.5	27.6	23.6	24.3	21.6	22.7	15.1	15.8	14.1			
Not Effective at All	16.4	42.3	34.6	18.0	6.6	5.5	8.3	8.8	11.1	20.4	28.3	7.7	14.3	30.7	23.7	11.6	6.1	4.6	3.4	6.2			
DON'T KNOW	9.2	12.3	6.5	10.5	11.3	7.4	9.3	6.2	5.6	9.4	9.4	9.7	8.6	8.2	9.0	14.4	6.8	8.5	8.9	7.9			
Net Diff.	16.0	-30.1	-18.4	9.5	31.2	35.6	30.6	46.2	61.1	3.4	-7.6	22.0	7.6	-16.9	-5.0	19.4	35.6	52.1	52.6	51.5			
Mean	2.65	1.97	2.17	2.58	2.88	2.92	2.84	3.03	3.44	2.48	2.32	2.75	2.58	2.22	2.36	2.68	2.93	3.14	3.15	3.12			



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND 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	349	450	769	432	1708	1402	306	292	196	96
EFFECTIVE	53.4	55.3	52.7	52.5	54.2	53.6	52.4	59.5	52.1	52.0	52.1
Very	22.4	22.9	20.2	24.3	20.6	23.2	24.0	19.3	17.5	17.9	16.7
Somewhat	31.0	32.4	32.4	28.2	33.6	30.4	28.3	40.2	34.6	34.2	35.4
NOT EFFECTIVE	37.4	33.8	38.9	38.1	37.5	37.5	39.2	30.1	36.6	37.8	34.4
Barely	21.0	18.9	20.7	21.8	21.8	20.1	19.3	24.2	26.4	28.6	21.9
Not Effective at All	16.4	14.9	18.2	16.3	15.7	17.4	19.9	5.9	10.3	9.2	12.5
DON'T KNOW	9.2	10.9	8.4	9.4	8.3	8.8	8.5	10.5	11.3	10.2	13.5
Net Diff.	16.0	21.5	13.8	14.4	16.7	16.1	13.2	29.4	15.4	14.3	17.7
Mean	2.65	2.71	2.60	2.67	2.64	2.65	2.62	2.81	2.67	2.68	2.65



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	603	1397	884	796	320	545	881	318	563	1119
EFFECTIVE	53.4	68.7	46.8	39.5	69.2	52.5	51.2	67.9	78.3	62.0	42.0
Very	22.4	32.2	18.1	13.8	33.9	17.2	16.9	31.6	45.0	24.0	15.1
Somewhat	31.0	36.5	28.7	25.7	35.3	35.3	34.3	36.3	33.3	38.0	26.9
NOT EFFECTIVE	37.4	23.4	43.5	52.0	22.9	33.1	36.9	24.4	13.2	30.7	47.6
Barely	21.0	17.1	22.8	23.9	17.7	21.6	22.9	18.5	10.4	23.1	23.1
Not Effective at All	16.4	6.3	20.7	28.2	5.2	11.6	13.9	5.9	2.8	7.6	24.6
DON'T KNOW	9.2	8.0	9.7	8.5	7.9	14.4	11.9	7.7	8.5	7.3	10.4
Net Diff.	16.0	45.3	3.4	-12.6	46.4	19.4	14.3	43.5	65.1	31.3	-5.6
Mean	2.65	3.03	2.49	2.27	3.06	2.68	2.61	3.01	3.32	2.84	2.36



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	819	906	721	740	539	396	296	249	325	444	290
EFFECTIVE	53.4	37.9	67.4	38.8	70.0	50.1	32.1	72.6	47.8	47.1	68.2	52.1
Very	22.4	12.7	31.7	13.3	35.4	16.5	11.9	34.5	12.9	15.1	36.0	19.7
Somewhat	31.0	25.2	35.8	25.5	34.6	33.6	20.2	38.2	34.9	32.0	32.2	32.4
NOT EFFECTIVE	37.4	53.0	24.7	51.7	21.5	40.1	61.4	23.0	46.2	40.0	20.5	34.8
Barely	21.0	24.3	18.0	24.4	15.7	23.9	26.0	15.9	24.9	22.5	15.5	23.1
Not Effective at All	16.4	28.7	6.7	27.3	5.8	16.1	35.4	7.1	21.3	17.5	5.0	11.7
DON'T KNOW	9.2	9.2	7.8	9.4	8.5	9.8	6.6	4.4	6.0	12.9	11.3	13.1
Net Diff.	16.0	-15.1	42.7	-12.9	48.5	10.0	-29.3	49.7	1.6	7.1	47.7	17.2
Mean	2.65	2.24	3.00	2.27	3.09	2.56	2.09	3.05	2.42	2.51	3.12	2.69



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
EFFECTIVE	53.4	72.0	81.5	64.8	55.7	37.4	34.8	36.3	64.1	47.5	33.4	74.0	64.4	65.7	67.5	52.7	32.8
Very	22.4	38.7	51.0	29.3	18.7	11.0	16.2	13.2	25.0	17.3	10.8	41.8	23.2	40.3	32.5	15.9	8.6
Somewhat	31.0	33.3	30.5	35.5	37.1	26.4	18.6	23.1	39.1	30.2	22.6	32.2	41.2	25.4	35.1	36.8	24.2
NOT EFFECTIVE	37.4	20.9	13.2	26.8	33.9	52.8	55.7	54.0	31.2	41.0	57.1	19.1	24.4	25.4	22.1	38.0	56.2
Barely	21.0	16.0	9.9	20.6	24.1	22.5	21.3	22.0	26.6	28.1	23.2	13.9	18.8	14.9	18.2	26.3	21.1
Not Effective at All	16.4	5.0	3.3	6.2	9.8	30.2	34.5	32.0	4.7	12.9	34.0	5.2	5.6	10.4	3.9	11.7	35.2
DON'T KNOW	9.2	7.1	5.3	8.4	10.4	9.8	9.5	9.7	4.7	11.5	9.5	6.9	11.2	9.0	10.4	9.3	10.9
Net Diff.	16.0	51.1	68.3	38.0	21.9	-15.3	-20.9	-17.7	32.8	6.5	-23.7	54.8	40.0	40.3	45.5	14.7	-23.4
Mean	2.65	3.14	3.37	2.96	2.72	2.20	2.18	2.19	2.89	2.59	2.11	3.19	2.92	3.05	3.07	2.63	2.07



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
EFFECTIVE	53.4	70.0	47.8	36.4	50.1	48.3	63.2	46.3	53.2	49.9	58.2	62.8	48.2	37.3	55.7	59.6
Very	22.4	33.8	16.1	11.5	16.6	19.9	26.3	19.1	22.1	18.9	27.1	27.5	19.0	11.3	22.8	28.9
Somewhat	31.0	36.2	31.6	24.9	33.5	28.3	36.8	27.2	31.0	31.0	31.1	35.3	29.3	26.1	32.9	30.7
NOT EFFECTIVE	37.4	21.6	41.5	54.1	40.7	44.9	31.6	46.6	37.2	40.1	32.6	27.5	41.3	51.4	37.6	31.3
Barely	21.0	16.6	27.8	23.5	25.2	20.6	18.4	20.8	21.7	23.4	19.2	16.9	19.3	21.8	24.4	19.8
Not Effective at All	16.4	5.0	13.6	30.6	15.5	24.3	13.2	25.8	15.4	16.7	13.5	10.6	22.0	29.6	13.2	11.5
DON'T KNOW	9.2	8.4	10.8	9.5	9.2	6.9	5.3	7.1	9.6	10.0	9.2	9.7	10.5	11.3	6.7	9.1
Net Diff.	16.0	48.5	6.3	-17.7	9.5	3.4	31.6	-0.4	16.0	9.9	25.6	35.3	6.9	-14.1	18.1	28.4
Mean	2.65	3.08	2.56	2.19	2.56	2.47	2.81	2.43	2.66	2.58	2.79	2.88	2.50	2.21	2.70	2.85



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	1321	679	423	256	552	389	769	290
EFFECTIVE	53.4	56.9	46.7	48.5	43.8	54.0	41.9	58.9	53.1
Very	22.4	23.8	19.6	22.0	15.6	20.7	17.2	26.0	22.8
Somewhat	31.0	33.1	27.1	26.5	28.1	33.3	24.7	32.9	30.3
NOT EFFECTIVE	37.4	32.9	46.2	43.5	50.8	38.9	54.2	28.5	35.5
Barely	21.0	19.8	23.6	22.9	24.6	21.0	24.7	18.9	22.1
Not Effective at All	16.4	13.1	22.7	20.6	26.2	17.9	29.6	9.6	13.4
DON'T KNOW	9.2	10.3	7.1	8.0	5.5	7.1	3.9	12.6	11.4
Net Diff.	16.0	24.0	0.4	5.0	-7.0	15.0	-12.3	30.4	17.6
Mean	2.65	2.75	2.47	2.54	2.35	2.61	2.31	2.86	2.70



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
EFFECTIVE	53.4	48.9	62.9	62.1	70.0	52.5	43.7	54.0	67.2	58.2	71.4	69.2
Very	22.4	19.2	28.8	29.7	32.7	17.5	16.2	22.3	31.9	28.1	29.7	34.3
Somewhat	31.0	29.6	34.1	32.3	37.3	35.0	27.5	31.7	35.3	30.1	41.8	34.9
NOT EFFECTIVE	37.4	41.5	29.0	30.9	22.3	38.8	50.4	32.4	30.2	31.4	23.1	21.9
Barely	21.0	21.6	19.9	21.6	15.4	28.8	23.7	19.5	18.1	24.2	14.3	16.0
Not Effective at All	16.4	19.8	9.1	9.3	6.9	10.0	26.7	12.9	12.1	7.2	8.8	5.9
DON'T KNOW	9.2	9.7	8.2	7.1	7.7	8.8	5.9	13.5	2.6	10.5	5.5	8.9
Net Diff.	16.0	7.4	33.9	31.2	47.7	13.8	-6.6	21.6	37.1	26.8	48.4	47.3
Mean	2.65	2.53	2.90	2.89	3.04	2.66	2.35	2.73	2.89	2.88	2.98	3.07



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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
EFFECTIVE	53.4	61.2	69.5	61.8	53.9	50.7	39.0	64.4	46.6	61.3	43.9	49.0	57.3	
Very	22.4	28.1	38.6	26.3	20.3	21.0	12.0	31.0	17.0	27.8	15.7	19.2	25.1	
Somewhat	31.0	33.1	30.9	35.5	33.6	29.7	27.0	33.4	29.6	33.5	28.1	29.8	32.2	
NOT EFFECTIVE	37.4	29.4	23.2	29.3	35.5	39.5	52.1	27.1	43.8	29.6	46.8	45.3	30.4	
Barely	21.0	16.9	19.1	21.2	21.5	21.2	22.8	19.6	22.0	20.1	22.1	22.5	19.7	
Not Effective at All	16.4	12.5	4.0	8.1	13.9	18.3	29.3	7.6	21.8	9.5	24.7	22.7	10.7	
DON'T KNOW	9.2	9.4	7.4	9.0	10.6	9.8	8.9	8.5	9.7	9.1	9.3	5.7	12.3	
Net Diff.	16.0	31.9	46.3	32.5	18.5	11.1	-13.1	37.3	2.8	31.6	-3.0	3.7	26.9	
Mean	2.65	2.85	3.12	2.88	2.67	2.59	2.24	2.96	2.46	2.88	2.38	2.48	2.82	



Table 36 Page 410
July 27-30, 2023

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

36. MAKE IT EASIER FOR LABOR UNIONS TO ORGANIZE AND NEGOTIATE BETTER PAY AND BENEFITS.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
EFFECTIVE	53.4	63.2	66.9	52.9	42.2	61.0	68.9	48.1	36.0	64.1	65.0	56.7	49.3	61.9	50.8	48.5
Very	22.4	30.4	33.3	19.8	14.7	20.3	36.5	15.0	11.3	34.5	30.5	23.5	18.6	31.2	19.3	18.0
Somewhat	31.0	32.8	33.5	33.1	27.5	40.7	32.4	33.0	24.8	29.7	34.6	33.1	30.7	30.7	31.5	30.4
NOT EFFECTIVE	37.4	28.4	24.5	36.3	49.1	33.9	25.3	45.5	58.6	26.2	23.7	29.0	38.3	29.8	40.8	39.3
Barely	21.0	17.6	18.9	22.4	22.4	18.6	19.9	24.5	23.5	17.2	18.0	20.8	21.1	18.0	22.8	20.8
Not Effective at All	16.4	10.8	5.5	13.9	26.7	15.3	5.4	21.0	35.0	9.0	5.6	8.2	17.2	11.8	18.0	18.5
DON'T KNOW	9.2	8.3	8.7	10.8	8.7	5.1	5.8	6.4	5.4	9.7	11.3	14.3	12.4	8.4	8.4	12.2
Net Diff.	16.0	34.8	42.4	16.5	-6.9	27.1	43.6	2.6	-22.5	37.9	41.4	27.6	11.0	32.1	10.0	9.1
Mean	2.65	2.90	3.04	2.66	2.33	2.70	3.06	2.45	2.13	2.99	3.01	2.84	2.58	2.89	2.57	2.55



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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
NEG. LOWER DRUG PRICES	3.25	3.39	3.20	3.31	3.29	3.17	3.10	3.18	3.74	3.19	3.29	3.09	2.76	3.17	3.12	3.13	3.35	3.43	3.48	3.38
CUT FEDERAL/SPENDING	3.11	3.84	3.62	3.30	3.05	2.84	2.51	2.08	1.94	3.26	3.51	2.94	2.49	3.45	3.24	3.09	3.09	2.66	2.96	2.27
INCR. OIL/GAS PRODUCTION	3.06	3.88	3.66	3.20	2.98	2.72	2.42	2.21	1.97	3.21	3.49	2.83	2.48	3.46	3.19	2.97	2.98	2.61	2.88	2.25
LOWER INCOME TAXES	3.03	3.68	3.24	3.09	3.06	2.87	2.57	2.53	2.55	3.10	3.26	2.92	2.55	3.20	3.06	2.97	3.08	2.84	3.06	2.56
BUILD AFFORDABLE HOUSING	2.96	2.97	2.92	2.97	3.06	2.97	2.76	2.95	3.06	2.91	2.95	2.93	2.47	2.84	2.80	2.91	3.16	3.10	3.16	3.01
REDUCE GOV'T REGULATIONS	2.89	3.65	3.32	2.99	2.84	2.68	2.41	2.10	1.53	3.02	3.23	2.77	2.38	3.23	2.99	2.82	2.84	2.49	2.75	2.17
RAISE TAXES ON THE WLTHY	2.85	1.91	2.34	2.80	3.09	3.18	3.09	3.26	3.74	2.65	2.48	2.94	2.68	2.22	2.54	2.94	3.28	3.45	3.46	3.43
PRICE CONTROLS ON FOOD	2.76	2.41	2.55	2.79	2.98	2.83	2.66	2.77	3.21	2.69	2.64	2.82	2.55	2.52	2.58	2.84	3.02	2.96	3.05	2.84
EASIER UNION ORGANIZING	2.65	1.97	2.17	2.58	2.88	2.92	2.84	3.03	3.44	2.48	2.32	2.75	2.58	2.22	2.36	2.68	2.93	3.14	3.15	3.12
RAISE MIN. WAGE TO \$17	2.64	1.81	2.02	2.50	2.91	3.07	3.00	2.95	3.26	2.46	2.20	2.87	2.73	2.07	2.37	2.76	3.01	3.17	3.19	3.15



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	349	450	769	432	1708	1402	306	292	196	96
NEG. LOWER DRUG PRICES	3.25	3.28	3.20	3.26	3.27	3.30	3.36	3.06	2.92	2.98	2.81
CUT FEDERAL/SPENDING	3.11	3.15	3.10	3.13	3.06	3.16	3.19	3.01	2.81	2.81	2.83
INCR. OIL/GAS PRODUCTION	3.06	3.08	3.05	3.12	2.97	3.12	3.16	2.96	2.66	2.65	2.67
LOWER INCOME TAXES	3.03	3.06	3.00	3.04	3.03	3.07	3.09	2.99	2.81	2.77	2.89
BUILD AFFORDABLE HOUSING	2.96	2.98	2.85	3.00	2.97	2.98	2.99	2.95	2.79	2.80	2.77
REDUCE GOV'T REGULATIONS	2.89	2.92	2.82	2.91	2.90	2.93	2.94	2.85	2.63	2.63	2.63
RAISE TAXES ON THE WLTHY	2.85	2.93	2.86	2.83	2.84	2.86	2.85	2.92	2.82	2.81	2.85
PRICE CONTROLS ON FOOD	2.76	2.73	2.70	2.83	2.74	2.76	2.75	2.79	2.80	2.77	2.85
EASIER UNION ORGANIZING	2.65	2.71	2.60	2.67	2.64	2.65	2.62	2.81	2.67	2.68	2.65
RAISE MIN. WAGE TO \$17	2.64	2.64	2.54	2.73	2.60	2.61	2.57	2.81	2.84	2.82	2.87



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		
		UNITED STATES		FOR CONGRESS		UND-	ERS/		Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
NEG. LOWER DRUG PRICES	3.25	3.38	3.20	3.15	3.40	3.13	3.16	3.34	3.55	3.23	3.18
CUT FEDERAL/SPENDING	3.11	2.84	3.23	3.37	2.81	3.09	3.07	2.84	2.88	2.83	3.32
INCR. OIL/GAS PRODUCTION	3.06	2.80	3.17	3.36	2.74	2.97	2.95	2.76	2.84	2.71	3.30
LOWER INCOME TAXES	3.03	2.90	3.09	3.15	2.93	2.97	2.94	2.92	3.02	2.87	3.12
BUILD AFFORDABLE HOUSING	2.96	3.10	2.90	2.83	3.12	2.91	2.93	3.08	3.25	2.99	2.85
REDUCE GOV'T REGULATIONS	2.89	2.69	2.97	3.15	2.61	2.82	2.81	2.64	2.68	2.62	3.08
RAISE TAXES ON THE WLTHY	2.85	3.27	2.67	2.34	3.39	2.94	2.91	3.32	3.48	3.23	2.48
PRICE CONTROLS ON FOOD	2.76	2.94	2.68	2.54	2.98	2.84	2.84	2.94	3.10	2.85	2.62
EASIER UNION ORGANIZING	2.65	3.03	2.49	2.27	3.06	2.68	2.61	3.01	3.32	2.84	2.36
RAISE MIN. WAGE TO \$17	2.64	3.10	2.44	2.18	3.11	2.76	2.72	3.12	3.34	2.99	2.27



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

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	819	906	721	740	539	396	296	249	325	444	290
NEG. LOWER DRUG PRICES	3.25	3.13	3.39	3.17	3.37	3.20	3.16	3.37	3.16	3.19	3.37	3.23
CUT FEDERAL/SPENDING	3.11	3.40	2.83	3.35	2.89	3.08	3.35	2.87	3.06	3.36	2.90	3.10
INCR. OIL/GAS PRODUCTION	3.06	3.39	2.80	3.33	2.84	2.98	3.37	2.82	2.94	3.27	2.86	3.02
LOWER INCOME TAXES	3.03	3.14	2.94	3.13	3.00	2.95	3.10	2.91	2.87	3.17	3.05	3.02
BUILD AFFORDABLE HOUSING	2.96	2.79	3.09	2.80	3.14	2.90	2.76	3.15	2.91	2.86	3.13	2.90
REDUCE GOV'T REGULATIONS	2.89	3.18	2.61	3.14	2.68	2.82	3.21	2.68	2.85	3.05	2.68	2.79
RAISE TAXES ON THE WLTHY	2.85	2.31	3.33	2.35	3.38	2.80	2.16	3.42	2.72	2.60	3.35	2.87
PRICE CONTROLS ON FOOD	2.76	2.52	2.93	2.54	3.01	2.72	2.29	2.87	2.46	2.86	3.11	2.95
EASIER UNION ORGANIZING	2.65	2.24	3.00	2.27	3.09	2.56	2.09	3.05	2.42	2.51	3.12	2.69
RAISE MIN. WAGE TO \$17	2.64	2.14	3.06	2.17	3.14	2.59	1.98	3.06	2.46	2.40	3.20	2.71



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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
NEG. LOWER DRUG PRICES	3.25	3.40	3.50	3.32	3.22	3.14	3.21	3.17	3.00	3.20	3.19	3.47	3.26	3.11	3.33	3.20	3.12
CUT FEDERAL/SPENDING	3.11	2.81	2.90	2.74	3.04	3.31	3.56	3.42	2.92	3.03	3.49	2.81	2.97	3.08	2.71	3.09	3.28
INCR. OIL/GAS PRODUCTION	3.06	2.76	2.83	2.72	2.92	3.28	3.60	3.42	2.77	2.96	3.50	2.79	2.89	3.00	2.65	2.93	3.30
LOWER INCOME TAXES	3.03	2.94	3.03	2.88	2.95	3.04	3.38	3.18	2.92	2.95	3.21	2.97	2.98	3.22	2.81	2.94	3.06
BUILD AFFORDABLE HOUSING	2.96	3.15	3.24	3.08	2.96	2.70	2.94	2.80	3.00	2.89	2.76	3.21	3.03	3.14	2.96	2.93	2.81
REDUCE GOV'T REGULATIONS	2.89	2.66	2.76	2.58	2.77	3.09	3.32	3.19	2.87	2.80	3.27	2.65	2.75	2.65	2.50	2.77	3.14
RAISE TAXES ON THE WLTHY	2.85	3.37	3.56	3.24	3.00	2.36	2.18	2.29	2.78	2.75	2.19	3.48	3.28	3.10	3.25	2.91	2.24
PRICE CONTROLS ON FOOD	2.76	3.03	3.24	2.87	2.80	2.44	2.59	2.50	2.80	2.73	2.45	3.07	2.88	3.08	3.00	2.78	2.41
EASIER UNION ORGANIZING	2.65	3.14	3.37	2.96	2.72	2.20	2.18	2.19	2.89	2.59	2.11	3.19	2.92	3.05	3.07	2.63	2.07
RAISE MIN. WAGE TO \$17	2.64	3.18	3.36	3.04	2.80	2.04	2.10	2.06	2.92	2.64	1.95	3.23	3.07	2.86	3.15	2.67	2.08



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
NEG. LOWER DRUG PRICES	3.25	3.37	3.18	3.14	3.23	3.17	3.16	3.17	3.25	3.22	3.30	3.36	3.36	3.06	3.20	3.23
CUT FEDERAL/SPENDING	3.11	2.86	3.03	3.42	3.12	3.00	3.37	2.95	3.13	3.11	3.16	3.15	3.21	3.42	3.10	2.93
INCR. OIL/GAS PRODUCTION	3.06	2.81	2.93	3.39	3.01	2.99	3.14	2.97	3.07	3.06	3.08	3.12	3.17	3.37	3.11	2.81
LOWER INCOME TAXES	3.03	2.95	2.95	3.16	2.93	2.83	3.03	2.80	3.06	3.02	3.12	3.16	3.09	3.15	3.04	2.93
BUILD AFFORDABLE HOUSING	2.96	3.14	2.85	2.78	2.90	2.86	3.18	2.82	2.95	2.90	3.04	3.12	2.98	2.88	2.96	2.92
REDUCE GOV'T REGULATIONS	2.89	2.64	2.81	3.19	2.84	2.91	3.14	2.88	2.89	2.90	2.86	2.85	3.04	3.19	2.81	2.68
RAISE TAXES ON THE WLTHY	2.85	3.36	2.86	2.25	2.83	2.63	2.86	2.59	2.86	2.79	2.96	3.16	2.77	2.42	2.86	3.04
PRICE CONTROLS ON FOOD	2.76	2.99	2.77	2.49	2.68	2.51	2.47	2.52	2.77	2.66	2.95	3.06	2.70	2.47	2.73	2.88
EASIER UNION ORGANIZING	2.65	3.08	2.56	2.19	2.56	2.47	2.81	2.43	2.66	2.58	2.79	2.88	2.50	2.21	2.70	2.85
RAISE MIN. WAGE TO \$17	2.64	3.14	2.62	2.08	2.53	2.60	2.82	2.57	2.61	2.51	2.75	2.98	2.61	2.12	2.61	2.79



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

SUMMARY MEANS:

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	1321	679	423	256	552	389	769	290
NEG. LOWER DRUG PRICES	3.25	3.24	3.26	3.26	3.27	3.20	3.26	3.28	3.27
CUT FEDERAL/SPENDING	3.11	3.15	3.04	3.08	2.98	3.17	3.07	3.14	3.00
INCR. OIL/GAS PRODUCTION	3.06	3.08	3.02	3.01	3.04	3.12	3.03	3.05	3.00
LOWER INCOME TAXES	3.03	3.10	2.90	2.94	2.84	3.08	2.84	3.12	2.99
BUILD AFFORDABLE HOUSING	2.96	2.98	2.90	2.88	2.93	2.93	2.92	3.03	2.87
REDUCE GOV'T REGULATIONS	2.89	2.89	2.88	2.85	2.93	2.97	2.92	2.83	2.83
RAISE TAXES ON THE WLTHY	2.85	2.90	2.77	2.81	2.71	2.73	2.68	3.02	2.91
PRICE CONTROLS ON FOOD	2.76	2.89	2.52	2.59	2.41	2.69	2.29	3.04	2.85
EASIER UNION ORGANIZING	2.65	2.75	2.47	2.54	2.35	2.61	2.31	2.86	2.70
RAISE MIN. WAGE TO \$17	2.64	2.73	2.49	2.56	2.36	2.50	2.38	2.89	2.63



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	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
NEG. LOWER DRUG PRICES	3.25	3.28	3.19	3.24	3.13	3.18	3.25	3.32	3.25	3.23	3.09	3.15
CUT FEDERAL/SPENDING	3.11	3.15	3.03	3.00	2.98	3.05	3.17	3.13	3.01	2.99	2.98	2.99
INCR. OIL/GAS PRODUCTION	3.06	3.11	2.96	2.92	2.90	3.05	3.14	3.08	2.92	2.91	2.91	2.90
LOWER INCOME TAXES	3.03	3.02	3.05	3.02	3.06	3.03	2.96	3.09	3.03	3.02	3.18	2.99
BUILD AFFORDABLE HOUSING	2.96	2.92	3.03	3.06	3.00	3.00	2.89	2.95	3.14	3.00	2.84	3.10
REDUCE GOV'T REGULATIONS	2.89	2.91	2.84	2.83	2.79	2.95	2.96	2.84	3.00	2.69	2.80	2.79
RAISE TAXES ON THE WLTHY	2.85	2.79	3.00	3.02	3.00	3.01	2.62	2.95	2.95	3.09	2.94	3.04
PRICE CONTROLS ON FOOD	2.76	2.67	2.95	2.94	3.05	2.92	2.40	2.96	2.94	2.95	2.98	3.08
EASIER UNION ORGANIZING	2.65	2.53	2.90	2.89	3.04	2.66	2.35	2.73	2.89	2.88	2.98	3.07
RAISE MIN. WAGE TO \$17	2.64	2.47	3.00	2.91	3.27	2.74	2.31	2.64	2.77	3.01	3.15	3.33



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

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
NEG. LOWER DRUG PRICES	3.25	2.99	3.12	3.18	3.21	3.35	3.39	3.12	3.33	3.15	3.38	3.22	3.28	
CUT FEDERAL/SPENDING	3.11	2.92	3.07	3.05	3.14	3.19	3.15	3.03	3.16	3.06	3.17	3.12	3.10	
INCR. OIL/GAS PRODUCTION	3.06	2.77	2.92	3.01	3.13	3.09	3.17	2.93	3.14	2.99	3.14	3.09	3.03	
LOWER INCOME TAXES	3.03	2.90	3.00	3.13	3.15	3.11	2.90	3.04	3.03	3.07	2.99	2.98	3.08	
BUILD AFFORDABLE HOUSING	2.96	2.96	3.06	3.03	2.98	2.94	2.86	3.03	2.91	3.01	2.89	2.93	2.99	
REDUCE GOV'T REGULATIONS	2.89	2.69	2.93	2.88	2.87	2.88	2.94	2.86	2.90	2.86	2.91	2.95	2.83	
RAISE TAXES ON THE WLTHY	2.85	3.02	3.02	2.97	2.81	2.85	2.68	3.00	2.77	2.94	2.75	2.71	2.99	
PRICE CONTROLS ON FOOD	2.76	2.90	3.01	3.06	2.85	2.74	2.35	3.01	2.61	2.96	2.51	2.52	2.99	
EASIER UNION ORGANIZING	2.65	2.85	3.12	2.88	2.67	2.59	2.24	2.96	2.46	2.88	2.38	2.48	2.82	
RAISE MIN. WAGE TO \$17	2.64	3.17	3.08	2.79	2.62	2.49	2.29	2.97	2.44	2.87	2.37	2.45	2.82	



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

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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
NEG. LOWER DRUG PRICES	3.25	3.03	3.15	3.26	3.37	2.94	3.15	3.17	3.33	3.06	3.14	3.32	3.42	3.23	3.27	3.24
CUT FEDERAL/SPENDING	3.11	2.89	3.08	3.14	3.17	2.69	3.08	3.18	3.18	2.98	3.08	3.10	3.15	3.06	3.08	3.24
INCR. OIL/GAS PRODUCTION	3.06	2.78	2.97	3.12	3.14	2.69	3.01	3.12	3.17	2.82	2.94	3.12	3.11	2.97	3.05	3.19
LOWER INCOME TAXES	3.03	2.86	3.09	3.11	2.99	2.86	3.12	2.99	2.91	2.87	3.06	3.21	3.07	3.04	3.00	3.11
BUILD AFFORDABLE HOUSING	2.96	2.99	3.06	2.95	2.88	3.09	3.14	2.89	2.79	2.95	2.99	2.99	2.99	3.07	2.92	2.88
REDUCE GOV'T REGULATIONS	2.89	2.75	2.91	2.88	2.91	2.75	3.00	2.96	2.94	2.75	2.82	2.81	2.87	2.88	2.84	3.00
RAISE TAXES ON THE WLTHY	2.85	3.02	3.02	2.83	2.73	2.89	2.99	2.64	2.56	3.07	3.04	2.98	2.92	3.09	2.79	2.69
PRICE CONTROLS ON FOOD	2.76	2.94	3.06	2.83	2.46	2.80	3.02	2.57	2.16	2.99	3.10	3.05	2.85	2.88	2.70	2.75
EASIER UNION ORGANIZING	2.65	2.90	3.04	2.66	2.33	2.70	3.06	2.45	2.13	2.99	3.01	2.84	2.58	2.89	2.57	2.55
RAISE MIN. WAGE TO \$17	2.64	3.16	2.95	2.59	2.33	2.89	2.90	2.46	2.12	3.27	3.00	2.70	2.59	2.93	2.58	2.42



Table 37 Page 421
July 27-30, 2023

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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?

1. ANY SAVINGS FOUND IN MEDICARE SHOULD BE KEPT IN MEDICARE, NOT USED FOR OTHER PROGRAMS OR PRIORITIES.
2. ANY SAVINGS FOUND IN MEDICARE SHOULD GO TOWARD REDUCING THE BUDGET DEFICIT, NOT SPENT ON OTHER PRIORITIES.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
KEPT IN MEDICARE	66.8	81.6	72.5	67.8	61.9	63.6	57.9	63.8	86.1	65.5	72.0	58.0	46.7	70.9	63.6	56.2	67.6	70.3	70.8	69.6
REDUCE BUDGET DEFICIT	22.2	16.0	20.7	22.2	25.8	23.5	26.4	13.8	5.6	23.9	20.5	28.1	32.4	22.9	29.6	20.6	23.0	17.6	18.9	15.9
DON'T KNOW	11.0	2.5	6.8	10.0	12.3	12.9	15.7	22.5	8.3	10.6	7.5	13.9	21.0	6.2	6.9	23.1	9.4	12.2	10.3	14.5
Net Diff.	44.5	65.6	51.8	45.6	36.1	40.1	31.5	50.0	80.6	41.6	51.5	29.9	14.3	48.0	34.0	35.6	44.6	52.7	51.9	53.7



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?

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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	349	450	769	432	1708	1402	306	292	196	96
KEPT IN MEDICARE	66.8	65.3	68.7	64.1	70.6	69.8	72.5	57.8	48.6	52.0	41.7
REDUCE BUDGET DEFICIT	22.2	20.3	21.3	25.4	19.2	21.2	19.6	28.4	28.4	27.0	31.2
DON'T KNOW	11.0	14.3	10.0	10.5	10.2	9.0	7.9	13.7	22.9	20.9	27.1
Net Diff.	44.5	45.0	47.3	38.8	51.4	48.7	52.9	29.4	20.2	25.0	10.4



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	603	1397	884	796	320	545	881	318	563	1119
KEPT IN MEDICARE	66.8	66.2	67.0	68.2	69.3	56.2	60.2	65.8	65.7	65.9	67.5
REDUCE BUDGET DEFICIT	22.2	24.4	21.3	25.3	19.5	20.6	22.4	22.1	23.0	21.7	22.3
DON'T KNOW	11.0	9.5	11.7	6.4	11.2	23.1	17.4	12.0	11.3	12.4	10.2
Net Diff.	44.5	41.8	45.7	42.9	49.9	35.6	37.8	43.7	42.8	44.2	45.1



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?

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2. ANY SAVINGS FOUND IN MEDICARE SHOULD GO TOWARD REDUCING THE BUDGET DEFICIT, NOT SPENT ON OTHER PRIORITIES.

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	819	906	721	740	539	396	296	249	325	444	290
KEPT IN MEDICARE	66.8	66.8	70.1	68.5	66.1	65.3	69.4	68.2	69.1	67.4	64.6	62.1
REDUCE BUDGET DEFICIT	22.2	25.4	19.1	24.3	21.8	20.2	26.5	26.4	22.5	21.5	18.7	18.3
DON'T KNOW	11.0	7.8	10.8	7.2	12.2	14.5	4.0	5.4	8.4	11.1	16.7	19.7
Net Diff.	44.5	41.4	51.0	44.2	44.3	45.1	42.9	41.9	46.6	45.8	45.9	43.8



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?

1. ANY SAVINGS FOUND IN MEDICARE SHOULD BE KEPT IN MEDICARE, NOT USED FOR OTHER PROGRAMS OR PRIORITIES.
2. ANY SAVINGS FOUND IN MEDICARE SHOULD GO TOWARD REDUCING THE BUDGET DEFICIT, NOT SPENT ON OTHER PRIORITIES.

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
KEPT IN MEDICARE	66.8	67.7	65.0	69.8	62.1	71.5	69.6	70.7	42.2	61.2	73.7	71.6	60.8	50.7	67.5	63.5	68.8
REDUCE BUDGET DEFICIT	22.2	22.5	23.9	21.5	22.1	22.3	22.0	22.2	54.7	25.9	20.1	18.7	22.4	38.8	16.9	20.4	21.9
DON'T KNOW	11.0	9.8	11.1	8.7	15.8	6.2	8.4	7.2	3.1	12.9	6.2	9.7	16.8	10.4	15.6	16.2	9.4
Net Diff.	44.5	45.2	41.2	48.3	40.0	49.2	47.6	48.5	-12.5	35.3	53.7	53.0	38.4	11.9	50.6	43.1	46.9



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
KEPT IN MEDICARE	66.8	65.9	62.7	69.4	66.5	59.8	42.1	62.2	68.2	68.4	67.9	67.1	71.1	73.9	66.7	61.6
REDUCE BUDGET DEFICIT	22.2	21.0	24.7	22.7	22.8	31.2	50.0	28.6	21.1	22.2	19.5	16.4	19.5	21.1	22.8	22.2
DON'T KNOW	11.0	13.1	12.7	7.9	10.7	9.0	7.9	9.2	10.7	9.4	12.6	16.4	9.5	4.9	10.4	16.2
Net Diff.	44.5	44.9	38.0	46.7	43.6	28.7	-7.9	33.6	47.1	46.2	48.4	50.7	51.6	52.8	43.9	39.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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2. ANY SAVINGS FOUND IN MEDICARE SHOULD GO TOWARD REDUCING THE BUDGET DEFICIT, NOT SPENT ON OTHER PRIORITIES.

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	1321	679	423	256	552	389	769	290
KEPT IN MEDICARE	66.8	65.6	69.1	69.7	68.0	66.7	72.2	64.8	64.8
REDUCE BUDGET DEFICIT	22.2	21.9	23.0	21.5	25.4	25.7	24.9	19.1	20.3
DON'T KNOW	11.0	12.6	8.0	8.7	6.6	7.6	2.8	16.1	14.8
Net Diff.	44.5	43.7	46.1	48.2	42.6	40.9	47.3	45.6	44.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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2. ANY SAVINGS FOUND IN MEDICARE SHOULD GO TOWARD REDUCING THE BUDGET DEFICIT, NOT SPENT ON OTHER PRIORITIES.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
KEPT IN MEDICARE	66.8	71.4	57.0	60.6	48.8	61.2	71.4	71.4	62.9	58.8	54.9	45.6
REDUCE BUDGET DEFICIT	22.2	18.5	30.0	29.4	33.5	31.2	23.4	13.5	32.8	26.8	34.1	33.1
DON'T KNOW	11.0	10.1	12.9	10.0	17.7	7.5	5.2	15.0	4.3	14.4	11.0	21.3
Net Diff.	44.5	52.9	27.0	31.2	15.4	30.0	48.0	57.9	30.2	32.0	20.9	12.4



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?

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2. ANY SAVINGS FOUND IN MEDICARE SHOULD GO TOWARD REDUCING THE BUDGET DEFICIT, NOT SPENT ON OTHER PRIORITIES.

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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
KEPT IN MEDICARE	66.8	43.8	46.7	58.2	67.9	75.9	82.3	51.1	76.5	56.2	79.6	69.0	64.8	
REDUCE BUDGET DEFICIT	22.2	40.6	38.2	30.7	17.3	13.3	12.5	35.5	14.0	30.0	12.8	25.4	19.5	
DON'T KNOW	11.0	15.6	15.1	11.0	14.8	10.9	5.1	13.4	9.5	13.9	7.5	5.6	15.8	
Net Diff.	44.5	3.1	8.5	27.5	50.6	62.6	69.8	15.6	62.4	26.2	66.8	43.6	45.3	



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2. ANY SAVINGS FOUND IN MEDICARE SHOULD GO TOWARD REDUCING THE BUDGET DEFICIT, NOT SPENT ON OTHER PRIORITIES.

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
KEPT IN MEDICARE	66.8	47.1	51.9	67.5	81.4	49.2	52.7	69.5	81.1	46.2	51.1	65.9	81.7	62.2	68.3	69.1
REDUCE BUDGET DEFICIT	22.2	38.7	34.9	17.5	12.7	47.5	38.6	21.9	16.4	35.2	31.6	14.0	8.5	26.6	20.6	20.6
DON'T KNOW	11.0	14.2	13.2	15.0	5.9	3.4	8.7	8.6	2.5	18.6	17.3	20.1	9.9	11.2	11.2	10.3
Net Diff.	44.5	8.3	17.0	50.0	68.7	1.7	14.1	47.6	64.7	11.0	19.5	51.9	73.2	35.7	47.7	48.5



Table 38 Page 431
July 27-30, 2023

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

38. WHICH DO YOU AGREE WITH MORE?

1. ANY SAVINGS FOUND IN MEDICARE SHOULD BE KEPT IN MEDICARE TO IMPROVE BENEFITS.
2. ANY SAVINGS FOUND IN MEDICARE SHOULD BE KEPT IN MEDICARE TO IMPROVE THE FINANCIAL HEALTH OF THE PROGRAM.

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	1335	133	224	278	252	241	125	51	31	971	635	287	49	399	204	180	188	364	206	158
IMPROVE BENEFITS	59.3	53.4	56.7	57.6	60.7	62.2	64.8	54.9	71.0	58.1	56.4	61.7	59.2	57.1	55.4	63.3	58.0	62.6	61.2	64.6
IMPR. FINANCIAL HEALTH	37.9	43.6	42.4	39.9	36.5	33.6	33.6	35.3	29.0	39.3	41.6	34.5	38.8	39.8	42.6	34.4	39.4	34.1	35.9	31.6
DON'T KNOW	2.8	3.0	0.9	2.5	2.8	4.1	1.6	9.8	0.0	2.6	2.0	3.8	2.0	3.0	2.0	2.2	2.7	3.3	2.9	3.8
Net Diff.	21.4	9.8	14.3	17.6	24.2	28.6	31.2	19.6	41.9	18.7	14.8	27.2	20.4	17.3	12.7	28.9	18.6	28.6	25.2	32.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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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	1335	228	309	493	305	1193	1016	177	142	102	40
IMPROVE BENEFITS	59.3	61.0	56.0	61.5	58.0	60.0	58.9	66.7	53.5	54.9	50.0
IMPR. FINANCIAL HEALTH	37.9	36.0	40.1	36.5	39.3	37.5	38.9	29.4	41.5	39.2	47.5
DON'T KNOW	2.8	3.1	3.9	2.0	2.6	2.5	2.3	4.0	4.9	5.9	2.5
Net Diff.	21.4	25.0	15.9	24.9	18.7	22.5	20.0	37.3	12.0	15.7	2.5



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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-	CIDED	ROVE			PROVE
		TION				DED					
Total	1335	399	936	603	552	180	328	580	209	371	755
IMPROVE BENEFITS	59.3	60.2	59.0	56.6	61.1	63.3	61.3	61.6	66.5	58.8	57.6
IMPR. FINANCIAL HEALTH	37.9	36.1	38.7	40.8	35.9	34.4	36.9	35.7	30.1	38.8	39.6
DON'T KNOW	2.8	3.8	2.4	2.7	3.1	2.2	1.8	2.8	3.3	2.4	2.8
Net Diff.	21.4	24.1	20.3	15.8	25.2	28.9	24.4	25.9	36.4	19.9	18.0



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BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	1335	547	635	494	489	352	275	202	172	219	287	180			
IMPROVE BENEFITS	59.3	56.5	61.4	57.7	63.6	55.7	52.4	56.9	50.0	64.4	68.3	61.1			
IMPR. FINANCIAL HEALTH	37.9	41.0	35.7	39.5	33.7	41.5	44.4	41.1	47.7	33.3	28.6	35.6			
DON'T KNOW	2.8	2.6	2.8	2.8	2.7	2.8	3.3	2.0	2.3	2.3	3.1	3.3			
Net Diff.	21.4	15.5	25.7	18.2	29.9	14.2	8.0	15.8	2.3	31.1	39.7	25.6			



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	1335	382	158	224	449	298	206	504	27	85	382	303	152	34	52	212	88
IMPROVE BENEFITS	59.3	64.7	72.8	58.9	60.1	50.3	60.7	54.6	59.3	67.1	55.5	64.0	62.5	64.7	71.2	55.7	46.6
IMPR. FINANCIAL HEALTH	37.9	33.2	25.3	38.8	36.1	47.3	36.9	43.1	40.7	28.2	41.9	33.3	35.5	29.4	28.8	39.6	53.4
DON'T KNOW	2.8	2.1	1.9	2.2	3.8	2.3	2.4	2.4	0.0	4.7	2.6	2.6	2.0	5.9	0.0	4.7	0.0
Net Diff.	21.4	31.4	47.5	20.1	24.1	3.0	23.8	11.5	18.5	38.8	13.6	30.7	27.0	35.3	42.3	16.0	-6.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	1335	596	198	541	716	192	16	176	1004	611	393	139	442	105	339	339
IMPROVE BENEFITS	59.3	62.4	59.6	55.8	54.9	51.6	68.8	50.0	60.2	57.0	65.1	64.0	57.5	57.1	61.1	59.3
IMPR. FINANCIAL HEALTH	37.9	34.2	38.4	41.8	42.0	45.3	31.2	46.6	37.3	39.8	33.3	32.4	40.3	41.0	35.7	37.5
DON'T KNOW	2.8	3.4	2.0	2.4	3.1	3.1	0.0	3.4	2.6	3.3	1.5	3.6	2.3	1.9	3.2	3.2
Net Diff.	21.4	28.2	21.2	14.0	12.8	6.2	37.5	3.4	22.9	17.2	31.8	31.7	17.2	16.2	25.4	21.8



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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	1335	866	469	295	174	368	281	498	188	
IMPROVE BENEFITS	59.3	63.5	51.6	51.2	52.3	58.4	46.3	67.3	59.6	
IMPR. FINANCIAL HEALTH	37.9	33.8	45.4	45.8	44.8	38.9	51.2	30.1	36.7	
DON'T KNOW	2.8	2.7	3.0	3.1	2.9	2.7	2.5	2.6	3.7	
Net Diff.	21.4	29.7	6.2	5.4	7.5	19.6	-5.0	37.1	22.9	



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BANNER 8

	RACE												
	WHITE			HISPANIC			BLACK			ASIAN			
TOTAL	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1335	965	370	163	127	49	485	480	73	90	50	77	
IMPROVE BENEFITS	59.3	59.3	59.5	69.3	57.5	42.9	53.2	65.4	65.8	72.2	50.0	62.3	
IMPR. FINANCIAL HEALTH	37.9	37.6	38.6	29.4	39.4	55.1	43.7	31.5	32.9	26.7	48.0	33.8	
DON'T KNOW	2.8	3.1	1.9	1.2	3.1	2.0	3.1	3.1	1.4	1.1	2.0	3.9	
Net Diff.	21.4	21.7	20.8	39.9	18.1	-12.2	9.5	34.0	32.9	45.6	2.0	28.6	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	1335	70	127	195	224	286	433	392	943	616	719	649	686	
IMPROVE BENEFITS	59.3	55.7	67.7	68.7	67.4	55.6	51.5	66.1	56.5	66.6	53.1	53.2	65.2	
IMPR. FINANCIAL HEALTH	37.9	40.0	30.7	27.7	29.9	40.9	46.4	30.9	40.8	30.5	44.2	44.2	31.9	
DON'T KNOW	2.8	4.3	1.6	3.6	2.7	3.5	2.1	3.1	2.7	2.9	2.6	2.6	2.9	
Net Diff.	21.4	15.7	37.0	41.0	37.5	14.7	5.1	35.2	15.7	36.0	8.9	8.9	33.2	



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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	1335	96	263	355	621	29	127	162	331	67	136	193	290	349	691	295
IMPROVE BENEFITS	59.3	55.2	71.5	63.7	52.3	58.6	70.1	58.6	43.5	53.7	72.8	67.9	62.4	63.9	57.0	59.3
IMPR. FINANCIAL HEALTH	37.9	39.6	26.2	33.5	45.1	37.9	28.3	39.5	53.2	40.3	24.3	28.5	35.9	32.7	40.1	39.0
DON'T KNOW	2.8	5.2	2.3	2.8	2.6	3.4	1.6	1.9	3.3	6.0	2.9	3.6	1.7	3.4	2.9	1.7
Net Diff.	21.4	15.6	45.2	30.1	7.2	20.7	41.7	19.1	-9.7	13.4	48.5	39.4	26.6	31.2	16.9	20.3



Table 39 Page 441
July 27-30, 2023

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

39. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH THAT "A STRONG AND GROWING ECONOMY IS THE MOST IMPORTANT INGREDIENT FOR THE LONG-TERM HEALTH OF SOCIAL SECURITY AND MEDICARE"?

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	78.8	89.6	87.1	81.5	78.1	76.5	71.3	58.8	52.8	80.2	84.9	75.4	63.8	85.6	79.8	69.7	82.0	74.9	80.8	67.4
Strongly	58.3	85.3	73.8	66.1	58.2	46.7	38.0	25.0	33.3	61.7	72.3	49.1	32.4	71.9	57.0	46.2	64.4	48.5	58.8	35.2
10	28.9	67.5	42.7	30.5	22.6	17.9	18.1	10.0	11.1	31.4	41.6	16.0	18.1	42.6	19.9	22.5	32.0	21.8	27.8	14.1
9	11.4	8.0	13.3	14.4	16.5	7.4	6.0	5.0	8.3	12.0	12.8	11.7	6.7	12.3	15.0	8.1	12.6	9.7	12.7	5.7
8	18.0	9.8	17.8	21.2	19.2	21.4	13.9	10.0	13.9	18.4	17.9	21.4	7.6	17.1	22.1	15.6	19.8	17.0	18.2	15.4
7	11.9	2.5	8.7	10.5	14.3	17.7	13.0	11.2	5.6	11.5	8.4	17.8	8.6	9.4	12.5	15.0	10.8	12.9	12.7	13.2
6	8.6	1.8	4.5	4.9	5.7	12.1	20.4	22.5	13.9	7.0	4.2	8.5	22.9	4.3	10.3	8.4	6.8	13.5	9.3	18.9
NEUTRAL-5	12.2	3.1	5.8	10.5	14.0	14.0	19.0	20.0	30.6	12.0	7.5	17.6	23.8	6.0	13.1	22.2	11.2	12.7	7.9	18.9
DISAGREE	9.0	7.4	7.1	8.0	7.9	9.5	9.7	21.2	16.7	7.8	7.6	7.1	12.4	8.3	7.2	8.1	6.8	12.4	11.3	13.7
4	3.3	0.6	1.6	1.7	2.2	5.3	6.0	8.8	11.1	2.6	1.5	3.4	7.6	2.5	2.8	2.8	2.2	5.4	4.1	7.0
3	2.0	1.2	1.0	1.7	3.2	1.8	0.9	5.0	2.8	1.4	1.4	1.8	0.0	1.6	1.9	1.2	0.7	3.5	3.8	3.1
2	0.8	0.0	0.0	1.0	1.0	0.3	1.4	3.8	0.0	0.4	0.5	0.4	0.0	0.2	0.0	0.6	1.1	1.7	1.0	2.6
1	0.5	0.0	1.0	1.0	0.2	0.5	0.0	0.0	0.0	0.6	0.8	0.4	0.0	0.9	0.3	0.3	0.7	0.2	0.3	0.0
0	2.4	5.5	3.6	2.7	1.2	1.6	1.4	3.8	2.8	2.8	3.5	1.0	4.8	3.2	2.2	3.1	2.2	1.5	2.1	0.9
Mean	7.53	8.75	8.17	7.74	7.52	7.11	6.83	5.96	6.25	7.67	8.08	7.20	6.49	8.11	7.42	7.06	7.78	7.12	7.53	6.59



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39. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH THAT "A STRONG AND GROWING ECONOMY IS THE MOST IMPORTANT INGREDIENT FOR THE LONG-TERM HEALTH OF SOCIAL SECURITY AND MEDICARE"?

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	349	450	769	432	1708	1402	306	292	196	96	
AGREE	78.8	79.4	78.2	79.1	78.7	81.0	82.5	73.9	66.4	67.3	64.6	
Strongly	58.3	61.6	56.7	58.6	56.7	62.0	65.6	45.4	36.6	34.7	40.6	
10	28.9	32.1	24.9	33.2	22.9	31.1	33.5	19.9	16.1	15.8	16.7	
9	11.4	12.3	10.7	10.8	12.5	12.1	12.7	9.5	7.2	5.1	11.5	
8	18.0	17.2	21.1	14.7	21.3	18.8	19.4	16.0	13.4	13.8	12.5	
7	11.9	9.5	12.4	11.3	14.4	11.5	10.5	16.3	14.0	15.8	10.4	
6	8.6	8.3	9.1	9.1	7.6	7.4	6.4	12.1	15.8	16.8	13.5	
NEUTRAL-5	12.2	10.9	12.9	12.2	12.5	10.7	9.8	15.0	20.9	21.9	18.8	
DISAGREE	9.0	9.7	8.9	8.7	8.8	8.3	7.7	11.1	12.7	10.7	16.7	
4	3.3	5.2	2.4	3.3	2.8	2.8	2.4	4.6	6.2	6.1	6.2	
3	2.0	0.9	2.2	1.7	3.0	1.9	1.9	2.0	2.4	1.5	4.2	
2	0.8	1.1	0.9	0.7	0.5	0.7	0.8	0.3	1.0	1.5	0.0	
1	0.5	0.3	0.9	0.5	0.2	0.5	0.4	1.3	0.3	0.5	0.0	
0	2.4	2.3	2.4	2.6	2.3	2.4	2.3	2.9	2.7	1.0	6.2	
Mean	7.53	7.66	7.39	7.61	7.42	7.68	7.83	7.01	6.64	6.68	6.55	



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

39. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH THAT "A STRONG AND GROWING ECONOMY IS THE MOST IMPORTANT INGREDIENT FOR THE LONG-TERM HEALTH OF SOCIAL SECURITY AND MEDICARE"?

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	603	1397	884	796	320	545	881	318	563	1119	
AGREE	78.8	80.6	78.1	83.5	77.4	69.7	74.1	78.7	79.2	78.3	79.0	
Strongly	58.3	56.6	59.1	66.5	54.0	46.2	49.4	54.6	62.3	50.3	61.2	
10	28.9	24.4	30.9	34.4	25.4	22.5	22.6	24.1	31.4	19.9	32.7	
9	11.4	12.8	10.8	13.2	10.7	8.1	9.7	11.8	12.3	11.5	11.1	
8	18.0	19.4	17.4	18.9	18.0	15.6	17.1	18.7	18.6	18.8	17.4	
7	11.9	13.9	11.0	10.5	12.2	15.0	15.2	12.7	7.9	15.5	11.3	
6	8.6	10.1	8.0	6.4	11.2	8.4	9.5	11.4	9.1	12.6	6.5	
NEUTRAL-5	12.2	10.8	12.8	8.6	12.2	22.2	18.7	12.4	9.4	14.0	12.1	
DISAGREE	9.0	8.6	9.1	7.9	10.4	8.1	7.2	9.0	11.3	7.6	8.9	
4	3.3	3.6	3.1	2.6	4.3	2.8	2.6	3.6	3.5	3.7	3.0	
3	2.0	1.2	2.3	1.7	2.5	1.2	1.3	1.7	2.5	1.2	2.1	
2	0.8	1.0	0.6	0.1	1.5	0.6	0.6	1.2	1.3	1.2	0.4	
1	0.5	0.5	0.5	0.7	0.4	0.3	0.4	0.5	0.9	0.2	0.5	
0	2.4	2.3	2.5	2.8	1.8	3.1	2.4	1.9	3.1	1.2	2.9	
Mean	7.53	7.47	7.56	7.86	7.35	7.06	7.23	7.38	7.55	7.29	7.64	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	819	906	721	740	539	396	296	249	325	444	290
AGREE	78.8	83.3	77.4	84.2	75.7	76.1	85.4	78.7	79.5	82.8	73.6	73.1
Strongly	58.3	67.4	54.0	67.1	54.2	52.1	72.2	57.1	53.4	60.9	52.3	51.0
10	28.9	36.5	23.5	35.1	25.3	25.6	38.6	25.0	23.7	30.8	25.5	27.2
9	11.4	12.8	11.4	13.3	10.9	9.5	15.2	11.8	10.0	11.1	10.4	9.0
8	18.0	18.1	19.1	18.7	18.0	17.1	18.4	20.3	19.7	19.1	16.4	14.8
7	11.9	10.1	12.7	10.7	11.1	14.7	7.8	11.5	17.3	14.2	10.8	12.4
6	8.6	5.7	10.7	6.4	10.4	9.3	5.3	10.1	8.8	7.7	10.6	9.7
NEUTRAL-5	12.2	9.6	13.1	8.0	13.9	15.4	6.3	10.8	10.0	10.2	16.0	20.0
DISAGREE	9.0	7.1	9.5	7.8	10.4	8.5	8.3	10.5	10.4	7.1	10.4	6.9
4	3.3	2.2	3.6	2.5	4.5	2.8	2.5	4.7	2.4	2.5	4.3	3.1
3	2.0	1.3	2.4	1.9	2.0	1.9	1.8	2.0	3.6	2.2	2.0	0.3
2	0.8	0.2	1.1	0.1	1.1	1.1	0.3	1.4	1.2	0.0	0.9	1.0
1	0.5	0.6	0.4	0.4	0.4	0.7	0.5	0.7	0.8	0.3	0.2	0.7
0	2.4	2.7	1.9	2.8	2.4	2.0	3.3	1.7	2.4	2.2	2.9	1.7
Mean	7.53	7.93	7.33	7.90	7.31	7.33	8.05	7.42	7.33	7.73	7.24	7.33



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

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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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	78.8	77.3	79.0	76.0	74.8	84.4	83.8	84.2	85.9	79.1	85.3	76.8	74.4	73.1	72.7	73.4	85.2
Strongly	58.3	52.8	54.7	51.4	53.0	64.5	73.0	68.0	57.8	59.7	70.3	53.7	53.6	59.7	44.2	49.7	63.3
10	28.9	24.6	28.4	21.8	25.4	29.0	45.3	35.8	35.9	28.1	36.9	23.6	25.6	34.3	20.8	24.3	32.0
9	11.4	10.5	10.7	10.3	9.5	15.6	11.8	14.0	10.9	10.1	14.5	10.2	12.0	11.9	11.7	7.5	13.3
8	18.0	17.7	15.6	19.3	18.0	19.9	15.9	18.2	10.9	21.6	18.9	19.9	16.0	13.4	11.7	18.0	18.0
7	11.9	11.5	10.3	12.5	14.2	12.0	6.8	9.8	9.4	15.1	9.7	11.6	11.2	7.5	13.0	16.2	11.7
6	8.6	12.9	14.0	12.1	7.6	7.9	4.1	6.3	18.8	4.3	5.4	11.6	9.6	6.0	15.6	7.5	10.2
NEUTRAL-5	12.2	11.5	11.1	11.8	16.7	9.1	6.8	8.1	7.8	14.4	6.4	11.8	16.4	17.9	13.0	18.0	10.2
DISAGREE	9.0	11.2	9.9	12.1	8.4	6.5	9.5	7.7	6.2	6.5	8.3	11.3	9.2	9.0	14.3	8.7	4.7
4	3.3	4.4	4.1	4.7	3.5	2.2	2.4	2.2	1.6	2.9	2.5	5.0	4.0	3.0	3.9	3.3	0.8
3	2.0	2.5	2.1	2.8	1.8	1.7	1.7	1.7	3.1	2.9	1.5	2.4	1.6	1.5	2.6	1.5	2.3
2	0.8	1.4	0.4	2.2	0.8	0.0	0.3	0.1	0.0	0.0	0.2	1.2	1.2	0.0	3.9	0.9	0.0
1	0.5	0.5	0.4	0.6	0.4	0.5	0.7	0.6	0.0	0.7	0.4	0.5	0.0	1.5	1.3	0.6	0.8
0	2.4	2.3	2.9	1.9	1.9	2.2	4.4	3.1	1.6	0.0	3.7	2.4	2.4	3.0	2.6	2.4	0.8
Mean	7.53	7.27	7.41	7.17	7.35	7.81	8.07	7.92	7.78	7.68	7.98	7.26	7.33	7.54	6.88	7.22	7.88



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

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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	78.8	76.9	73.4	83.3	78.0	77.9	81.6	77.4	80.4	81.1	79.4	69.1	81.5	82.4	81.1	73.8
Strongly	58.3	53.5	48.7	67.7	55.2	57.0	65.8	55.8	59.5	58.6	61.0	51.7	61.6	62.7	63.4	48.9
10	28.9	25.6	20.3	36.3	24.4	26.5	42.1	24.4	28.0	26.0	31.1	39.1	32.3	24.6	29.9	25.1
9	11.4	10.6	10.8	12.6	11.9	12.8	13.2	12.7	11.8	12.1	11.4	6.3	11.7	16.9	13.8	6.7
8	18.0	17.4	17.7	18.8	18.8	17.8	10.5	18.7	19.7	20.5	18.5	6.3	17.5	21.1	19.7	17.1
7	11.9	11.8	16.1	10.3	14.0	11.2	7.9	11.7	12.2	13.5	10.2	10.6	13.0	13.4	9.3	13.3
6	8.6	11.5	8.5	5.4	8.8	9.7	7.9	9.9	8.7	9.0	8.3	6.8	6.9	6.3	8.5	11.6
NEUTRAL-5	12.2	13.3	19.3	8.1	13.7	11.2	10.5	11.3	11.4	11.1	11.9	19.3	11.1	8.5	11.0	15.8
DISAGREE	9.0	9.8	7.3	8.6	8.3	10.9	7.9	11.3	8.2	7.8	8.6	11.6	7.4	9.2	7.9	10.4
4	3.3	3.9	3.5	2.6	3.0	4.0	2.6	4.2	3.2	3.0	3.5	2.9	1.6	3.5	3.0	4.5
3	2.0	2.4	1.6	1.5	1.7	2.5	0.0	2.8	1.9	2.0	1.7	1.4	1.9	1.4	2.0	2.0
2	0.8	1.1	0.3	0.5	0.7	1.6	0.0	1.8	0.6	0.8	0.3	0.5	0.0	0.0	1.2	1.3
1	0.5	0.3	0.3	0.8	0.5	0.9	2.6	0.7	0.3	0.3	0.3	1.0	0.6	1.4	0.4	0.2
0	2.4	2.1	1.6	3.2	2.4	1.9	2.6	1.8	2.1	1.7	2.8	5.8	3.2	2.8	1.4	2.4
Mean	7.53	7.34	7.22	7.88	7.41	7.42	7.92	7.35	7.59	7.57	7.62	7.28	7.70	7.61	7.72	7.17



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	1321	679	423	256	552	389	769	290
AGREE	78.8	77.9	80.7	80.9	80.5	79.9	84.3	76.5	75.9
Strongly	58.3	58.0	58.9	58.2	60.2	61.4	64.0	55.5	52.1
10	28.9	31.2	24.4	23.4	26.2	32.2	27.8	30.4	20.0
9	11.4	10.1	13.8	12.8	15.6	11.1	15.2	9.5	12.1
8	18.0	16.7	20.6	22.0	18.4	18.1	21.1	15.6	20.0
7	11.9	11.4	12.8	12.3	13.7	11.1	12.1	11.7	13.8
6	8.6	8.5	9.0	10.4	6.6	7.4	8.2	9.2	10.0
NEUTRAL-5	12.2	13.1	10.5	12.8	6.6	9.6	7.5	15.6	14.5
DISAGREE	9.0	9.0	8.8	6.4	12.9	10.5	8.2	7.9	9.7
4	3.3	3.3	3.2	3.1	3.5	3.8	2.3	3.0	4.5
3	2.0	1.8	2.2	0.9	4.3	2.2	2.6	1.6	1.7
2	0.8	0.5	1.3	0.9	2.0	0.2	1.8	0.7	0.7
1	0.5	0.4	0.7	0.2	1.6	0.7	0.5	0.1	1.0
0	2.4	3.0	1.3	1.2	1.6	3.6	1.0	2.6	1.7
Mean	7.53	7.53	7.53	7.54	7.50	7.60	7.75	7.48	7.23



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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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	78.8	79.8	76.9	76.6	75.4	82.5	82.5	77.1	80.2	73.9	75.8	75.1
Strongly	58.3	59.7	55.5	56.1	50.4	63.8	64.4	54.9	61.2	52.3	48.4	51.5
10	28.9	29.4	27.9	31.2	26.2	18.8	31.2	27.5	31.9	30.7	25.3	26.6
9	11.4	11.8	10.5	9.7	10.0	16.2	14.1	9.5	10.3	9.2	6.6	11.8
8	18.0	18.4	17.1	15.2	14.2	28.8	19.0	17.9	19.0	12.4	16.5	13.0
7	11.9	12.5	10.6	10.0	11.5	11.2	11.8	13.2	10.3	9.8	11.0	11.8
6	8.6	7.6	10.8	10.4	13.5	7.5	6.3	8.9	8.6	11.8	16.5	11.8
NEUTRAL-5	12.2	11.4	13.9	13.8	15.0	10.0	7.7	15.2	11.2	15.7	13.2	16.0
DISAGREE	9.0	8.8	9.2	9.7	9.6	7.5	9.9	7.7	8.6	10.5	11.0	8.9
4	3.3	3.2	3.5	4.8	3.1	1.2	3.2	3.1	4.3	5.2	3.3	3.0
3	2.0	1.9	2.0	1.9	2.3	2.5	2.4	1.5	1.7	2.0	2.2	2.4
2	0.8	0.9	0.5	0.7	0.4	0.0	1.0	0.7	0.9	0.7	0.0	0.6
1	0.5	0.7	0.2	0.0	0.0	1.2	0.9	0.4	0.0	0.0	0.0	0.0
0	2.4	2.1	3.1	2.2	3.8	2.5	2.4	1.9	1.7	2.6	5.5	3.0
Mean	7.53	7.59	7.40	7.49	7.22	7.51	7.73	7.45	7.68	7.35	7.05	7.31



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
AGREE	78.8	70.0	76.5	78.8	75.8	77.7	85.6	76.1	80.5	76.0	82.3	81.7	76.3	
Strongly	58.3	42.5	54.0	53.1	55.8	60.7	68.4	51.2	62.7	52.6	65.2	62.5	54.6	
10	28.9	24.4	26.8	26.0	28.8	28.1	33.8	25.9	30.7	26.8	31.5	30.4	27.6	
9	11.4	5.6	8.8	11.9	9.1	13.3	14.3	9.5	12.6	9.4	13.8	12.8	10.2	
8	18.0	12.5	18.4	15.2	17.9	19.4	20.3	15.8	19.4	16.4	19.9	19.3	16.8	
7	11.9	10.0	11.8	14.9	12.4	11.4	10.6	12.8	11.4	12.7	11.0	11.5	12.3	
6	8.6	17.5	10.7	10.7	7.6	5.6	6.5	12.1	6.5	10.8	6.1	7.8	9.4	
NEUTRAL-5	12.2	17.5	15.8	10.1	15.2	11.9	8.4	13.7	11.3	14.1	9.9	8.7	15.3	
DISAGREE	9.0	12.5	7.7	11.0	9.1	10.3	6.1	10.2	8.2	9.8	7.9	9.6	8.4	
4	3.3	7.5	3.3	6.0	3.0	1.9	1.5	5.3	2.0	4.6	1.7	3.2	3.4	
3	2.0	1.2	1.8	1.2	2.7	3.2	1.3	1.4	2.3	1.8	2.1	2.3	1.6	
2	0.8	1.2	0.0	0.9	0.6	1.3	0.6	0.7	0.8	0.6	0.9	0.9	0.7	
1	0.5	0.6	0.4	0.3	0.6	0.5	0.6	0.4	0.6	0.5	0.6	0.6	0.4	
0	2.4	1.9	2.2	2.7	2.1	3.4	2.1	2.3	2.5	2.3	2.7	2.6	2.4	
Mean	7.53	6.94	7.39	7.38	7.43	7.49	7.96	7.29	7.67	7.33	7.76	7.66	7.41	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	78.8	70.1	77.9	76.4	83.5	72.9	82.6	78.5	84.3	69.0	73.7	74.7	82.5	77.0	79.9	78.7
Strongly	58.3	40.7	55.8	55.1	66.8	33.9	66.0	56.7	67.9	43.4	46.6	53.9	65.6	58.3	57.1	61.1
10	28.9	23.5	26.8	28.5	32.0	23.7	31.1	27.9	32.4	23.4	22.9	29.0	31.5	29.9	26.9	32.3
9	11.4	5.4	11.2	10.6	13.6	1.7	13.3	11.2	15.0	6.9	9.4	10.2	12.1	12.3	10.3	12.9
8	18.0	11.8	17.8	16.0	21.2	8.5	21.6	17.6	20.6	13.1	14.3	14.7	22.0	16.0	20.0	15.9
7	11.9	11.3	12.4	12.4	11.4	15.3	10.0	12.9	11.0	9.7	14.7	11.9	11.8	10.0	13.5	10.5
6	8.6	18.1	9.7	8.9	5.2	23.7	6.6	9.0	5.4	15.9	12.4	8.9	5.1	8.7	9.3	7.0
NEUTRAL-5	12.2	17.2	12.8	14.1	9.2	5.1	10.4	10.7	7.1	22.1	15.0	16.7	11.5	15.9	10.2	12.2
DISAGREE	9.0	12.7	9.3	9.5	7.3	22.0	7.1	10.7	8.6	9.0	11.3	8.5	5.9	7.1	9.9	9.1
4	3.3	6.9	4.9	2.7	1.7	11.9	4.1	3.4	1.2	4.8	5.6	2.0	2.3	2.5	3.7	3.5
3	2.0	2.0	1.2	3.0	1.7	1.7	1.2	3.9	2.2	2.1	1.1	2.4	1.1	1.4	2.5	1.4
2	0.8	1.0	0.6	0.4	1.0	0.0	0.4	0.0	1.7	1.4	0.8	0.7	0.3	0.5	0.9	0.7
1	0.5	0.5	0.4	0.4	0.7	1.7	0.4	0.0	1.0	0.0	0.4	0.7	0.3	0.7	0.5	0.2
0	2.4	2.5	2.2	3.0	2.2	6.8	0.8	3.4	2.5	0.7	3.4	2.7	2.0	2.0	2.4	3.3
Mean	7.53	6.87	7.45	7.40	7.84	6.49	7.86	7.43	7.84	7.03	7.08	7.38	7.85	7.56	7.47	7.63



Table 40 Page 451
July 27-30, 2023

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

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

1. LOWERING THE COST OF HEALTH INSURANCE.
2. INCREASING THE NUMBER OF SERVICES COVERED BY HEALTH INSURANCE.

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
LOWER COST OF HLTH INSR	68.7	84.0	80.9	69.3	67.1	61.5	56.0	60.0	77.8	69.8	76.1	64.0	43.8	74.4	73.2	58.8	69.1	65.6	64.9	66.5
INCREASE # OF SERVICES	22.8	12.9	12.3	21.5	24.8	28.5	33.3	26.2	19.4	21.3	16.7	26.1	38.1	19.0	20.6	21.6	26.6	27.0	27.5	26.4
DON'T KNOW	8.5	3.1	6.8	9.3	8.1	10.0	10.6	13.8	2.8	8.9	7.3	9.9	18.1	6.6	6.2	19.7	4.3	7.3	7.6	7.0
Net Diff.	45.9	71.2	68.6	47.8	42.3	33.0	22.7	33.8	58.3	48.4	59.4	38.0	5.7	55.4	52.6	37.2	42.4	38.6	37.5	40.1



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	349	450	769	432	1708	1402	306	292	196	96
LOWER COST OF HLTH INSR	68.7	65.0	73.1	69.1	66.4	70.7	73.0	59.8	57.2	57.7	56.2
INCREASE # OF SERVICES	22.8	24.6	19.6	23.4	23.6	22.1	20.3	30.4	27.1	29.1	22.9
DON'T KNOW	8.5	10.3	7.3	7.5	10.0	7.3	6.7	9.8	15.8	13.3	20.8
Net Diff.	45.9	40.4	53.6	45.6	42.8	48.6	52.8	29.4	30.1	28.6	33.3



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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-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
LOWER COST OF HLTH INSR	68.7	60.4	72.3	74.0	66.8	58.8	62.4	63.3	60.7	64.8	72.9
INCREASE # OF SERVICES	22.8	31.5	19.0	19.6	26.9	21.6	24.0	29.5	32.7	27.7	17.5
DON'T KNOW	8.5	8.1	8.7	6.4	6.3	19.7	13.6	7.2	6.6	7.5	9.6
Net Diff.	45.9	28.9	53.3	54.4	39.9	37.2	38.3	33.8	28.0	37.1	55.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	819	906	721	740	539	396	296	249	325	444	290			
LOWER COST OF HLTH INSR	68.7	73.1	67.3	74.1	64.6	67.2	76.0	62.8	69.9	71.7	65.8	64.8			
INCREASE # OF SERVICES	22.8	18.6	25.6	18.9	27.8	21.2	17.7	31.8	19.7	20.3	25.2	22.4			
DON'T KNOW	8.5	8.3	7.1	7.1	7.6	11.7	6.3	5.4	10.4	8.0	9.0	12.8			
Net Diff.	45.9	54.6	41.7	55.2	36.8	46.0	58.3	31.1	50.2	51.4	40.5	42.4			



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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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
LOWER COST OF HLTH INSR	68.7	66.3	66.3	66.4	64.6	74.8	74.7	74.8	51.6	69.1	78.2	68.3	60.8	55.2	67.5	65.6	71.1
INCREASE # OF SERVICES	22.8	28.4	26.7	29.6	24.2	16.1	18.2	17.0	48.4	21.6	14.5	25.3	29.6	37.3	28.6	21.3	16.4
DON'T KNOW	8.5	5.3	7.0	4.0	11.2	9.1	7.1	8.3	0.0	9.4	7.3	6.4	9.6	7.5	3.9	13.2	12.5
Net Diff.	45.9	37.9	39.5	36.8	40.4	58.8	56.4	57.8	3.1	47.5	63.7	43.0	31.2	17.9	39.0	44.3	54.7



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

BANNER 6

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TICKET	REPUBLICAN	SWING	WELTHY/WEALTHY	WEALTHY	UPPER MIDDLE	MIDDLE	LOWER MIDDLE	POOR	PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS		
Total	2000	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
LOWER COST OF HLTH INSR	68.7	66.0	59.5	75.5	67.3	62.3	57.9	62.9	71.2	71.3	71.0	60.9	70.7	74.6	67.5	69.3
INCREASE # OF SERVICES	22.8	26.7	26.3	16.9	23.6	31.5	39.5	30.4	20.6	20.4	20.9	25.1	20.6	16.2	26.4	20.4
DON'T KNOW	8.5	7.3	14.2	7.6	9.1	6.2	2.6	6.7	8.2	8.3	8.1	14.0	8.7	9.2	6.1	10.4
Net Diff.	45.9	39.4	33.2	58.6	43.7	30.8	18.4	32.5	50.6	51.0	50.1	35.7	50.2	58.5	41.1	48.9



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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	1321	679	423	256	552	389	769	290
LOWER COST OF HLTH INSR	68.7	67.4	71.3	70.2	73.0	67.9	73.5	67.0	68.3
INCREASE # OF SERVICES	22.8	23.1	22.2	23.2	20.7	23.0	22.1	23.1	22.4
DON'T KNOW	8.5	9.5	6.5	6.6	6.2	9.1	4.4	9.9	9.3
Net Diff.	45.9	44.3	49.0	47.0	52.3	44.9	51.4	43.8	45.9



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	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
LOWER COST OF HLTH INSR	68.7	71.1	63.8	64.7	56.2	78.8	71.9	70.2	66.4	63.4	57.1	55.6
INCREASE # OF SERVICES	22.8	19.8	29.0	30.5	34.2	18.8	20.9	18.8	29.3	31.4	33.0	34.9
DON'T KNOW	8.5	9.1	7.2	4.8	9.6	2.5	7.2	11.0	4.3	5.2	9.9	9.5
Net Diff.	45.9	51.2	34.8	34.2	21.9	60.0	51.0	51.5	37.1	32.0	24.2	20.7



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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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
LOWER COST OF HLTH INSR	68.7	50.0	60.7	64.8	73.3	74.8	73.8	60.2	74.0	64.2	74.2	70.2	67.3	
INCREASE # OF SERVICES	22.8	43.1	32.4	29.0	16.7	15.1	17.1	33.1	16.4	28.2	16.3	22.6	22.9	
DON'T KNOW	8.5	6.9	7.0	6.3	10.0	10.1	9.1	6.6	9.7	7.7	9.5	7.1	9.7	
Net Diff.	45.9	6.9	28.3	35.8	56.7	59.7	56.7	27.1	57.6	36.0	57.9	47.6	44.4	



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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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
LOWER COST OF HLTH INSR	68.7	54.4	62.1	72.2	74.4	61.0	60.6	74.2	75.0	51.7	63.5	70.6	73.8	61.5	70.3	74.5
INCREASE # OF SERVICES	22.8	38.7	31.6	18.4	15.7	33.9	36.1	18.9	15.2	40.7	27.4	18.1	16.3	30.1	21.6	15.9
DON'T KNOW	8.5	6.9	6.3	9.3	9.8	5.1	3.3	6.9	9.8	7.6	9.0	11.3	9.9	8.4	8.1	9.6
Net Diff.	45.9	15.7	30.6	53.8	58.7	27.1	24.5	55.4	59.8	11.0	36.1	52.6	57.5	31.4	48.6	58.5



Table 41 Page 461
July 27-30, 2023

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

41. IN 2023, WASHINGTON, DC HAS EXPERIENCED A 23% INCREASE IN CRIME, INCLUDING A 17% INCREASE IN VIOLENT CRIME, A 25% INCREASE IN ROBBERIES, AND A 110% INCREASE IN VEHICLE THEFTS.
DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "SINCE WASHINGTON, DC IS THE NATION'S CAPITAL, AMERICANS SHOULD BE ABLE TO VISIT THERE WITHOUT FEAR OF CRIME."

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	85.0	96.9	92.9	87.3	85.0	81.5	75.5	62.5	83.3	85.7	91.0	80.8	63.8	88.5	87.9	75.0	89.9	83.2	87.6	77.5
Strongly	56.2	90.8	81.6	62.9	53.3	40.6	27.3	25.0	44.4	60.7	74.6	44.0	22.9	72.1	55.1	44.7	62.6	43.2	52.6	31.3
Somewhat	28.8	6.1	11.3	24.4	31.7	40.9	48.1	37.5	38.9	25.0	16.4	36.8	41.0	16.3	32.7	30.3	27.3	40.0	35.1	46.3
DISAGREE	8.8	2.5	4.5	8.3	7.6	11.6	12.5	20.0	16.7	8.4	5.9	9.9	22.9	8.3	8.4	10.9	5.8	9.8	8.9	11.0
Somewhat	6.6	1.2	2.9	6.8	4.7	10.3	9.7	16.2	5.6	6.7	4.4	8.3	18.1	6.9	6.2	9.1	4.0	6.6	5.8	7.5
Strongly	2.2	1.2	1.6	1.5	2.9	1.3	2.8	3.8	11.1	1.8	1.5	1.6	4.8	1.4	2.2	1.9	1.8	3.3	3.1	3.5
DON'T KNOW	6.2	0.6	2.6	4.4	7.4	6.9	12.0	17.5	0.0	5.9	3.1	9.3	13.3	3.2	3.7	14.1	4.3	6.9	3.4	11.5
Net Diff.	76.2	94.5	88.3	79.0	77.4	69.9	63.0	42.5	66.7	77.3	85.1	70.9	41.0	80.1	79.4	64.1	84.2	73.4	78.7	66.5
Mean	3.48	3.88	3.77	3.56	3.46	3.30	3.14	3.02	3.17	3.54	3.69	3.36	2.95	3.64	3.46	3.37	3.58	3.32	3.42	3.19



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DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "SINCE WASHINGTON, DC IS THE NATION'S CAPITAL, AMERICANS SHOULD BE ABLE TO VISIT THERE WITHOUT FEAR OF CRIME."

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	349	450	769	432	1708	1402	306	292	196	96
AGREE	85.0	84.8	84.7	85.6	84.7	88.0	89.9	79.1	67.8	69.4	64.6
Strongly	56.2	61.9	55.8	56.3	51.9	60.8	66.3	35.9	29.1	30.1	27.1
Somewhat	28.8	22.9	28.9	29.3	32.9	27.2	23.7	43.1	38.7	39.3	37.5
DISAGREE	8.8	9.5	8.7	8.8	8.3	7.3	6.0	13.4	17.5	18.9	14.6
Somewhat	6.6	6.9	6.4	7.3	5.6	5.2	3.9	11.4	15.1	16.8	11.5
Strongly	2.2	2.6	2.2	1.6	2.8	2.1	2.1	2.0	2.4	2.0	3.1
DON'T KNOW	6.2	5.7	6.7	5.6	6.9	4.7	4.1	7.5	14.7	11.7	20.8
Net Diff.	76.2	75.4	76.0	76.7	76.4	80.7	84.0	65.7	50.3	50.5	50.0
Mean	3.48	3.53	3.48	3.49	3.44	3.54	3.61	3.22	3.11	3.10	3.12



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "SINCE WASHINGTON, DC IS THE NATION'S CAPITAL, AMERICANS SHOULD BE ABLE TO VISIT THERE WITHOUT FEAR OF CRIME."

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	603	1397	884	796	320	545	881	318	563	1119
AGREE	85.0	88.2	83.7	88.2	85.6	75.0	79.8	86.0	89.0	84.4	84.3
Strongly	56.2	51.2	58.3	66.0	50.0	44.7	49.0	49.4	60.1	43.3	61.6
Somewhat	28.8	37.0	25.3	22.3	35.6	30.3	30.8	36.7	28.9	41.0	22.7
DISAGREE	8.8	6.3	9.9	8.4	8.4	10.9	9.7	8.2	6.0	9.4	9.3
Somewhat	6.6	4.5	7.6	6.7	5.7	9.1	7.3	6.1	3.8	7.5	7.1
Strongly	2.2	1.8	2.3	1.7	2.8	1.9	2.4	2.0	2.2	2.0	2.2
DON'T KNOW	6.2	5.5	6.4	3.4	6.0	14.1	10.5	5.8	5.0	6.2	6.4
Net Diff.	76.2	81.9	73.8	79.9	77.1	64.1	70.1	77.9	83.0	75.0	75.0
Mean	3.48	3.46	3.49	3.58	3.41	3.37	3.41	3.42	3.55	3.34	3.53



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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	819	906	721	740	539	396	296	249	325	444	290			
AGREE	85.0	88.9	84.9	87.9	85.0	81.3	89.4	88.5	86.3	86.2	82.7	76.9			
Strongly	56.2	66.5	51.0	64.8	49.3	54.2	71.5	52.4	61.0	56.6	47.3	48.3			
Somewhat	28.8	22.3	33.9	23.2	35.7	27.1	17.9	36.1	25.3	29.5	35.4	28.6			
DISAGREE	8.8	7.4	8.7	8.3	8.9	9.3	7.6	7.8	7.2	9.2	9.7	11.0			
Somewhat	6.6	6.1	5.8	6.7	5.9	7.6	5.6	4.4	5.6	8.0	7.0	9.3			
Strongly	2.2	1.3	2.9	1.7	3.0	1.7	2.0	3.4	1.6	1.2	2.7	1.7			
DON'T KNOW	6.2	3.7	6.4	3.7	6.1	9.5	3.0	3.7	6.4	4.6	7.7	12.1			
Net Diff.	76.2	81.4	76.2	79.6	76.1	72.0	81.8	80.7	79.1	76.9	73.0	65.9			
Mean	3.48	3.60	3.42	3.57	3.40	3.48	3.64	3.43	3.56	3.48	3.38	3.40			



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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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	85.0	86.2	84.8	87.2	79.9	89.7	88.9	89.3	85.9	78.4	90.7	87.0	80.0	91.0	81.8	80.5	82.8
Strongly	56.2	47.5	50.2	45.5	50.3	64.7	75.0	69.0	42.2	47.5	72.2	48.9	47.6	58.2	44.2	53.6	61.7
Somewhat	28.8	38.7	34.6	41.7	29.6	24.9	13.9	20.3	43.8	30.9	18.5	38.1	32.4	32.8	37.7	26.9	21.1
DISAGREE	8.8	9.2	8.6	9.7	10.2	6.5	7.8	7.0	14.1	12.9	6.4	8.0	10.8	7.5	11.7	8.7	9.4
Somewhat	6.6	6.6	3.7	8.7	8.2	4.3	6.4	5.2	14.1	11.5	4.4	4.7	8.0	6.0	10.4	6.9	7.8
Strongly	2.2	2.7	4.9	0.9	2.1	2.2	1.4	1.8	0.0	1.4	1.9	3.3	2.8	1.5	1.3	1.8	1.6
DON'T KNOW	6.2	4.6	6.6	3.1	9.8	3.8	3.4	3.6	0.0	8.6	2.9	5.0	9.2	1.5	6.5	10.8	7.8
Net Diff.	76.2	77.0	76.1	77.6	69.7	83.2	81.1	82.3	71.9	65.5	84.4	79.0	69.2	83.6	70.1	71.9	73.4
Mean	3.48	3.37	3.39	3.36	3.42	3.58	3.68	3.62	3.28	3.36	3.66	3.40	3.37	3.50	3.33	3.48	3.55



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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	85.0	84.7	78.2	88.2	84.4	88.2	89.5	88.0	85.7	86.9	83.9	75.4	86.0	90.1	88.4	80.9
Strongly	56.2	49.8	47.2	67.3	53.8	53.3	50.0	53.7	57.5	58.8	55.4	51.7	62.5	63.4	59.1	45.5
Somewhat	28.8	35.0	31.0	20.9	30.6	34.9	39.5	34.3	28.3	28.1	28.5	23.7	23.5	26.8	29.3	35.5
DISAGREE	8.8	8.2	12.3	8.1	9.0	7.5	7.9	7.4	8.5	7.8	9.5	13.0	8.5	6.3	6.9	11.1
Somewhat	6.6	5.5	11.1	6.2	7.7	6.2	7.9	6.0	6.2	5.6	7.1	10.6	6.4	3.5	5.9	8.5
Strongly	2.2	2.7	1.3	1.9	1.3	1.2	0.0	1.4	2.3	2.2	2.4	2.4	2.1	2.8	1.0	2.5
DON'T KNOW	6.2	7.1	9.5	3.7	6.6	4.4	2.6	4.6	5.8	5.3	6.6	11.6	5.5	3.5	4.7	8.0
Net Diff.	76.2	76.5	65.8	80.1	75.4	80.7	81.6	80.6	77.2	79.1	74.4	62.3	77.5	83.8	81.5	69.8
Mean	3.48	3.42	3.37	3.60	3.47	3.47	3.43	3.47	3.50	3.51	3.47	3.41	3.55	3.56	3.54	3.35



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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	1321	679	423	256	552	389	769	290
AGREE	85.0	83.3	88.5	87.7	89.8	85.5	92.3	81.7	83.4
Strongly	56.2	54.4	59.8	58.2	62.5	59.2	67.6	50.8	49.3
Somewhat	28.8	28.9	28.7	29.6	27.3	26.3	24.7	30.8	34.1
DISAGREE	8.8	10.0	6.5	7.8	4.3	10.0	4.1	10.0	9.7
Somewhat	6.6	7.8	4.4	4.7	3.9	7.2	2.3	8.2	7.2
Strongly	2.2	2.2	2.1	3.1	0.4	2.7	1.8	1.8	2.4
DON'T KNOW	6.2	6.7	5.0	4.5	5.9	4.5	3.6	8.3	6.9
Net Diff.	76.2	73.3	82.0	79.9	85.5	75.5	88.2	71.7	73.8
Mean	3.48	3.45	3.54	3.50	3.61	3.49	3.64	3.43	3.40



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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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	85.0	87.9	79.2	81.8	72.7	85.0	90.6	85.1	84.5	79.7	75.8	71.0
Strongly	56.2	60.5	47.3	46.5	42.7	60.0	66.1	54.8	54.3	40.5	45.1	41.4
Somewhat	28.8	27.4	31.9	35.3	30.0	25.0	24.4	30.4	30.2	39.2	30.8	29.6
DISAGREE	8.8	7.3	11.9	10.8	16.5	5.0	6.8	7.9	9.5	11.8	13.2	18.3
Somewhat	6.6	5.4	9.2	8.2	13.1	3.8	4.4	6.4	7.8	8.5	9.9	14.8
Strongly	2.2	1.9	2.6	2.6	3.5	1.2	2.4	1.5	1.7	3.3	3.3	3.6
DON'T KNOW	6.2	4.8	8.9	7.4	10.8	10.0	2.7	7.0	6.0	8.5	11.0	10.7
Net Diff.	76.2	80.5	67.3	71.0	56.2	80.0	83.8	77.2	75.0	68.0	62.6	52.7
Mean	3.48	3.54	3.36	3.36	3.25	3.60	3.59	3.49	3.46	3.28	3.32	3.22



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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	160	272	335	330	377	526	767	1233	1097	903	941	1059
AGREE	85.0	71.2	80.5	80.0	83.6	88.6	93.2	78.4	89.2	79.9	91.3	88.3	82.2
Strongly	56.2	36.2	40.8	48.7	55.5	63.9	70.0	43.3	64.2	46.9	67.4	62.7	50.4
Somewhat	28.8	35.0	39.7	31.3	28.2	24.7	23.2	35.1	25.0	33.0	23.8	25.6	31.7
DISAGREE	8.8	21.2	12.1	11.9	9.7	5.6	3.0	14.0	5.6	12.7	4.1	7.5	9.9
Somewhat	6.6	16.2	9.2	7.8	8.5	4.5	2.1	10.0	4.5	9.6	3.1	5.2	7.9
Strongly	2.2	5.0	2.9	4.2	1.2	1.1	1.0	3.9	1.1	3.1	1.0	2.3	2.0
DON'T KNOW	6.2	7.5	7.4	8.1	6.7	5.8	3.8	7.7	5.2	7.4	4.7	4.1	7.9
Net Diff.	76.2	50.0	68.4	68.1	73.9	83.0	90.1	64.4	83.6	67.3	87.2	80.8	72.2
Mean	3.48	3.11	3.28	3.35	3.48	3.61	3.69	3.28	3.61	3.34	3.65	3.55	3.42



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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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	85.0	72.1	80.7	84.0	92.1	71.2	83.8	86.7	94.4	72.4	77.8	81.9	89.6	82.4	87.0	84.1
Strongly	56.2	36.8	46.0	55.5	68.7	37.3	51.0	60.5	74.5	36.6	41.4	51.5	62.0	50.1	57.8	60.4
Somewhat	28.8	35.3	34.7	28.5	23.5	33.9	32.8	26.2	19.9	35.9	36.5	30.4	27.6	32.3	29.2	23.7
DISAGREE	8.8	19.1	12.6	8.4	3.8	18.6	10.8	9.4	2.9	19.3	14.3	7.5	4.8	10.5	8.0	8.4
Somewhat	6.6	14.2	8.7	7.4	2.8	13.6	6.6	7.7	1.7	14.5	10.5	7.2	3.9	7.7	6.0	6.8
Strongly	2.2	4.9	3.9	1.0	1.0	5.1	4.1	1.7	1.2	4.8	3.8	0.3	0.8	2.9	2.0	1.6
DON'T KNOW	6.2	8.8	6.7	7.6	4.1	10.2	5.4	3.9	2.7	8.3	7.9	10.6	5.6	7.1	5.0	7.5
Net Diff.	76.2	52.9	68.0	75.7	88.3	52.5	73.0	77.3	91.4	53.1	63.5	74.4	84.8	71.8	79.0	75.6
Mean	3.48	3.14	3.32	3.50	3.67	3.15	3.38	3.51	3.72	3.14	3.25	3.49	3.60	3.40	3.50	3.54



Table 42 Page 471
July 27-30, 2023

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

42. DESPITE THE FACT THAT WASHINGTON, DC HAS A LOCALLY ELECTED MAYOR, CITY COUNCIL AND OTHER OFFICIALS, THE U.S. CONSTITUTION GIVES CONGRESS JURISDICTION OVER WASHINGTON, DC "IN ALL CASES WHATSOEVER." CONGRESS CAN REPEAL LAWS AND LIMIT THE AUTHORITY OF THE LOCALLY ELECTED GOVERNMENT.

DO YOU AGREE OR DISAGREE WITH THE FOLLOWING? "IF THE WASHINGTON, DC CITY GOVERNMENT CANNOT CONTROL CRIME, THEN ON BEHALF OF VISITORS FROM THE WHOLE COUNTRY TO THEIR OWN CAPITAL, CONGRESS SHOULD STEP IN EVEN IF LOCAL ELECTED OFFICIALS OBJECT."

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
AGREE	58.2	79.8	68.9	64.9	61.4	49.6	44.0	20.0	16.7	62.8	69.0	56.2	41.9	71.8	66.0	43.1	63.7	45.0	55.0	32.2
Strongly	24.3	57.1	42.7	28.5	18.4	11.6	9.3	2.5	8.3	28.8	38.8	14.5	12.4	42.6	25.2	12.2	24.1	11.4	16.2	5.3
Somewhat	33.9	22.7	26.2	36.3	43.0	38.0	34.7	17.5	8.3	34.0	30.3	41.6	29.5	29.1	40.8	30.9	39.6	33.6	38.8	26.9
DISAGREE	27.4	11.7	20.4	21.2	20.4	35.4	41.7	60.0	63.9	22.6	19.2	26.1	35.2	18.5	21.5	28.4	25.5	40.9	30.2	54.6
Somewhat	16.2	4.3	10.4	13.4	13.3	23.2	28.2	22.5	25.0	14.9	10.7	19.0	31.4	11.5	15.0	19.1	16.9	19.9	16.5	24.2
Strongly	11.2	7.4	10.0	7.8	7.1	12.1	13.4	37.5	38.9	7.7	8.5	7.1	3.8	6.9	6.5	9.4	8.6	21.0	13.7	30.4
DON'T KNOW	14.4	8.6	10.7	13.9	18.2	15.0	14.4	20.0	19.4	14.6	11.8	17.8	22.9	9.8	12.5	28.4	10.8	14.1	14.8	13.2
Net Diff.	30.8	68.1	48.5	43.7	41.0	14.2	2.3	-40.0	-47.2	40.2	49.9	30.1	6.7	53.3	44.5	14.7	38.1	4.1	24.7	-22.5
Mean	2.83	3.42	3.14	2.99	2.89	2.58	2.46	1.81	1.83	2.98	3.13	2.77	2.65	3.19	2.97	2.64	2.89	2.41	2.67	2.08



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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	349	450	769	432	1708	1402	306	292	196	96
AGREE	58.2	59.0	54.2	60.5	57.6	59.4	59.1	60.5	51.4	55.6	42.7
Strongly	24.3	28.1	21.1	25.5	22.5	26.3	28.4	16.7	12.7	13.3	11.5
Somewhat	33.9	30.9	33.1	35.0	35.2	33.1	30.7	43.8	38.7	42.3	31.2
DISAGREE	27.4	27.2	30.4	26.5	25.7	27.9	28.5	25.2	24.3	25.5	21.9
Somewhat	16.2	17.8	17.3	16.3	13.7	15.3	14.9	17.0	21.6	22.4	19.8
Strongly	11.2	9.5	13.1	10.3	12.0	12.6	13.6	8.2	2.7	3.1	2.1
DON'T KNOW	14.4	13.8	15.3	13.0	16.7	12.8	12.4	14.4	24.3	18.9	35.4
Net Diff.	30.8	31.8	23.8	33.9	31.9	31.5	30.7	35.3	27.1	30.1	20.8
Mean	2.83	2.90	2.73	2.87	2.82	2.84	2.84	2.81	2.81	2.81	2.81



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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	603	1397	884	796	320	545	881	318	563	1119	
AGREE	58.2	55.1	59.6	69.7	51.5	43.1	47.9	52.6	54.4	51.5	62.6	
Strongly	24.3	18.6	26.8	36.3	15.8	12.2	15.6	16.9	26.4	11.5	30.1	
Somewhat	33.9	36.5	32.8	33.4	35.7	30.9	32.3	35.6	28.0	40.0	32.5	
DISAGREE	27.4	32.0	25.3	19.6	35.6	28.4	30.5	33.1	33.6	32.9	22.8	
Somewhat	16.2	18.1	15.4	12.8	18.8	19.1	20.7	18.3	15.4	19.9	14.6	
Strongly	11.2	13.9	9.9	6.8	16.7	9.4	9.7	14.9	18.2	13.0	8.2	
DON'T KNOW	14.4	12.9	15.1	10.7	12.9	28.4	21.7	14.3	11.9	15.6	14.6	
Net Diff.	30.8	23.1	34.2	50.1	16.0	14.7	17.4	19.4	20.8	18.7	39.9	
Mean	2.83	2.69	2.90	3.11	2.58	2.64	2.69	2.64	2.71	2.59	2.99	



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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
Total	2000	819	906	721	740	539	396	296	249	325	444	290
AGREE	58.2	69.6	49.6	67.3	54.1	51.8	74.2	57.4	58.2	58.8	51.8	46.2
Strongly	24.3	37.0	14.9	35.4	17.0	19.5	42.2	19.3	22.9	27.1	15.5	16.6
Somewhat	33.9	32.6	34.7	31.9	37.0	32.3	32.1	38.2	35.3	31.7	36.3	29.7
DISAGREE	27.4	18.9	35.8	20.4	32.6	29.5	17.9	35.1	27.3	23.4	30.9	31.4
Somewhat	16.2	12.1	19.4	12.6	17.8	18.7	10.1	14.2	16.1	15.7	20.3	21.0
Strongly	11.2	6.8	16.3	7.8	14.7	10.8	7.8	20.9	11.2	7.7	10.6	10.3
DON'T KNOW	14.4	11.5	14.7	12.3	13.4	18.7	7.8	7.4	14.5	17.8	17.3	22.4
Net Diff.	30.8	50.7	13.8	46.9	21.5	22.3	56.3	22.3	30.9	35.4	20.9	14.8
Mean	2.83	3.13	2.56	3.08	2.65	2.74	3.18	2.60	2.82	2.95	2.69	2.68



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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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
AGREE	58.2	55.0	52.3	57.0	51.2	65.9	70.6	67.9	73.4	57.6	69.1	52.5	52.4	70.1	53.2	47.6	61.7
Strongly	24.3	17.7	23.5	13.4	17.7	29.5	45.6	36.2	28.1	26.6	38.6	16.5	14.4	29.9	15.6	16.5	29.7
Somewhat	33.9	37.2	28.8	43.6	33.5	36.5	25.0	31.7	45.3	30.9	30.5	35.9	38.0	40.3	37.7	31.1	32.0
DISAGREE	27.4	34.0	33.3	34.6	29.3	21.8	17.6	20.1	23.4	25.2	18.7	35.2	31.2	20.9	36.4	29.6	25.0
Somewhat	16.2	18.1	15.6	19.9	19.6	13.2	8.4	11.2	21.9	17.3	10.2	17.7	20.0	10.4	16.9	20.4	15.6
Strongly	11.2	16.0	17.7	14.6	9.7	8.6	9.1	8.8	1.6	7.9	8.5	17.5	11.2	10.4	19.5	9.3	9.4
DON'T KNOW	14.4	11.0	14.4	8.4	19.5	12.2	11.8	12.1	3.1	17.3	12.2	12.3	16.4	9.0	10.4	22.8	13.3
Net Diff.	30.8	20.9	18.9	22.4	21.9	44.1	53.0	47.8	50.0	32.4	50.4	17.3	21.2	49.3	16.9	18.0	36.7
Mean	2.83	2.64	2.68	2.61	2.74	2.99	3.21	3.08	3.03	2.92	3.13	2.59	2.67	2.98	2.55	2.71	2.95



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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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
AGREE	58.2	52.1	51.9	67.8	56.8	63.6	78.9	61.5	57.1	57.7	56.3	57.5	60.0	66.2	61.2	51.3
Strongly	24.3	16.7	15.8	36.5	21.2	27.7	47.4	25.1	23.5	23.7	23.1	24.6	27.8	23.2	27.8	18.4
Somewhat	33.9	35.4	36.1	31.3	35.7	35.8	31.6	36.4	33.6	33.9	33.2	32.9	32.2	43.0	33.5	32.9
DISAGREE	27.4	33.4	29.1	19.6	28.8	29.9	18.4	31.4	27.6	28.0	27.1	21.3	25.2	21.1	26.0	32.0
Somewhat	16.2	18.1	22.5	11.4	18.1	16.2	10.5	17.0	16.7	16.5	17.1	12.6	14.5	12.0	17.9	17.6
Strongly	11.2	15.3	6.6	8.2	10.7	13.7	7.9	14.5	10.9	11.5	10.0	8.7	10.8	9.2	8.1	14.4
DON'T KNOW	14.4	14.5	19.0	12.6	14.4	6.5	2.6	7.1	15.2	14.3	16.6	21.3	14.8	12.7	12.8	16.7
Net Diff.	30.8	18.7	22.8	48.2	28.0	33.6	60.5	30.0	29.5	29.7	29.2	36.2	34.7	45.1	35.2	19.3
Mean	2.83	2.63	2.75	3.10	2.79	2.83	3.22	2.78	2.82	2.82	2.83	2.93	2.90	2.92	2.93	2.66



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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	1321	679	423	256	552	389	769	290
AGREE	58.2	58.5	57.6	56.5	59.4	63.4	66.6	55.0	45.5
Strongly	24.3	23.5	25.9	23.9	29.3	27.5	33.2	20.5	16.2
Somewhat	33.9	35.0	31.7	32.6	30.1	35.9	33.4	34.5	29.3
DISAGREE	27.4	25.7	30.5	30.7	30.1	24.6	27.5	26.5	34.5
Somewhat	16.2	16.4	15.8	16.1	15.2	13.6	12.1	18.5	20.7
Strongly	11.2	9.3	14.7	14.7	14.8	11.1	15.4	8.1	13.8
DON'T KNOW	14.4	15.7	11.9	12.8	10.5	12.0	5.9	18.5	20.0
Net Diff.	30.8	32.8	27.1	25.8	29.3	38.8	39.1	28.5	11.0
Mean	2.83	2.86	2.78	2.75	2.83	2.91	2.90	2.83	2.60



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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	1351	649	269	260	80	679	672	116	153	91	169
AGREE	58.2	57.6	59.5	59.5	56.2	70.0	64.9	50.1	65.5	54.9	54.9	56.8
Strongly	24.3	25.2	22.3	23.4	19.6	22.5	31.8	18.6	27.6	20.3	17.6	20.7
Somewhat	33.9	32.3	37.1	36.1	36.5	47.5	33.1	31.5	37.9	34.6	37.4	36.1
DISAGREE	27.4	27.4	27.3	29.0	27.3	20.0	26.1	28.7	28.4	29.4	29.7	26.0
Somewhat	16.2	15.4	17.9	17.8	18.1	13.8	12.7	18.2	12.1	22.2	20.9	16.6
Strongly	11.2	12.0	9.4	11.2	9.2	6.2	13.4	10.6	16.4	7.2	8.8	9.5
DON'T KNOW	14.4	15.0	13.3	11.5	16.5	10.0	9.0	21.1	6.0	15.7	15.4	17.2
Net Diff.	30.8	30.2	32.2	30.5	28.8	50.0	38.9	21.4	37.1	25.5	25.3	30.8
Mean	2.83	2.83	2.83	2.81	2.80	2.96	2.92	2.74	2.82	2.81	2.75	2.82



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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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
AGREE	58.2	63.1	60.3	59.4	57.0	54.6	58.2	60.5	56.8	59.4	56.7	64.7	52.4	
Strongly	24.3	18.1	22.1	23.6	24.5	25.7	26.6	21.9	25.8	22.7	26.2	29.9	19.4	
Somewhat	33.9	45.0	38.2	35.8	32.4	28.9	31.6	38.6	31.0	36.7	30.5	34.9	33.1	
DISAGREE	27.4	23.8	27.6	24.2	27.3	29.2	29.1	25.3	28.6	25.9	29.1	25.8	28.7	
Somewhat	16.2	18.1	18.0	16.1	16.1	14.9	15.8	17.2	15.6	16.9	15.4	13.0	19.1	
Strongly	11.2	5.6	9.6	8.1	11.2	14.3	13.3	8.1	13.1	9.0	13.7	12.9	9.6	
DON'T KNOW	14.4	13.1	12.1	16.4	15.8	16.2	12.7	14.2	14.6	14.7	14.2	9.5	18.9	
Net Diff.	30.8	39.4	32.7	35.2	29.7	25.5	29.1	35.2	28.1	33.5	27.6	38.9	23.7	
Mean	2.83	2.87	2.83	2.90	2.83	2.79	2.82	2.87	2.81	2.86	2.81	2.90	2.77	



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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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
AGREE	58.2	60.8	60.2	56.5	57.4	55.9	70.5	62.7	63.7	62.8	50.8	51.5	50.1	58.8	58.9	55.7
Strongly	24.3	19.6	21.9	26.0	26.0	20.3	26.6	30.5	32.8	19.3	17.7	22.5	18.0	24.6	23.9	24.8
Somewhat	33.9	41.2	38.3	30.4	31.5	35.6	44.0	32.2	30.9	43.4	33.1	29.0	32.1	34.2	35.0	30.9
DISAGREE	27.4	25.0	25.8	27.2	29.1	22.0	20.3	26.2	29.4	26.2	30.8	28.0	28.7	28.2	27.1	26.9
Somewhat	16.2	17.6	17.2	16.2	15.2	10.2	12.4	14.6	12.7	20.7	21.4	17.4	18.0	18.0	15.2	16.2
Strongly	11.2	7.4	8.7	11.0	13.9	11.9	7.9	11.6	16.7	5.5	9.4	10.6	10.7	10.2	11.9	10.8
DON'T KNOW	14.4	14.2	14.0	16.3	13.5	22.0	9.1	11.2	6.9	11.0	18.4	20.5	21.1	13.0	14.0	17.3
Net Diff.	30.8	35.8	34.3	29.3	28.3	33.9	50.2	36.5	34.3	36.6	19.9	23.5	21.4	30.7	31.8	28.8
Mean	2.83	2.85	2.85	2.85	2.80	2.83	2.98	2.92	2.86	2.86	2.72	2.80	2.73	2.84	2.83	2.84



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43. 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
LIKELY VOTER	85.4	98.8	93.2	90.2	81.8	77.6	76.9	77.5	94.4	83.2	92.9	72.7	51.4	94.1	84.1	60.3	86.3	91.7	91.8	91.6
Definitely Voting	70.1	93.9	86.4	72.9	63.4	57.3	56.9	63.8	94.4	67.5	81.5	50.7	28.6	83.8	62.3	42.5	69.1	77.6	77.0	78.4
Very Likely	15.3	4.9	6.8	17.3	18.4	20.3	19.9	13.8	0.0	15.7	11.3	22.0	22.9	10.3	21.8	17.8	17.3	14.1	14.8	13.2
LESS LIKELY TO VOTE	14.6	1.2	6.8	9.8	18.2	22.4	23.1	22.5	5.6	16.8	7.1	27.3	48.6	5.9	15.9	39.7	13.7	8.3	8.2	8.4
Somewhat Likely	9.8	1.2	4.5	6.3	11.3	17.2	15.7	10.0	2.8	11.1	4.8	18.4	29.5	4.4	11.5	22.5	10.8	6.2	6.9	5.3
Not That Likely	2.6	0.0	0.3	1.7	4.4	3.4	3.2	5.0	2.8	2.9	0.9	5.5	7.6	0.9	3.4	6.2	2.5	1.5	1.4	1.8
Not at All	2.2	0.0	1.9	1.7	2.5	1.8	4.2	7.5	0.0	2.8	1.5	3.4	11.4	0.5	0.9	10.9	0.4	0.6	0.0	1.3
Mean	3.48	3.93	3.75	3.58	3.36	3.28	3.22	3.21	3.86	3.42	3.71	3.11	2.50	3.76	3.41	2.75	3.52	3.67	3.67	3.66



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

43. 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	349	450	769	432	1708	1402	306	292	196	96
LIKELY VOTER	85.4	85.7	85.6	85.6	84.7	100.0	100.0	100.0	0.0	0.0	0.0
Definitely Voting	70.1	70.5	70.2	69.3	71.1	82.1	100.0	0.0	0.0	0.0	0.0
Very Likely	15.3	15.2	15.3	16.3	13.7	17.9	0.0	100.0	0.0	0.0	0.0
LESS LIKELY TO VOTE	14.6	14.3	14.4	14.4	15.3	0.0	0.0	0.0	100.0	100.0	100.0
Somewhat Likely	9.8	9.2	10.9	9.5	9.7	0.0	0.0	0.0	67.1	100.0	0.0
Not That Likely	2.6	3.2	1.1	2.9	3.0	0.0	0.0	0.0	17.5	0.0	53.1
Not at All	2.2	2.0	2.4	2.1	2.5	0.0	0.0	0.0	15.4	0.0	46.9
Mean	3.48	3.49	3.50	3.48	3.48	3.82	4.00	3.00	1.52	2.00	0.53



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

43. 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 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	603	1397	884	796	320	545	881	318	563	1119	
LIKELY VOTER	85.4	86.7	84.8	90.5	89.8	60.3	68.1	86.4	95.6	81.2	84.6	
Definitely Voting	70.1	70.1	70.1	76.0	74.6	42.5	50.3	69.6	82.1	62.5	70.5	
Very Likely	15.3	16.6	14.7	14.5	15.2	17.8	17.8	16.8	13.5	18.7	14.1	
LESS LIKELY TO VOTE	14.6	13.3	15.2	9.5	10.2	39.7	31.9	13.6	4.4	18.8	15.4	
Somewhat Likely	9.8	10.3	9.6	7.0	7.8	22.5	18.5	9.5	3.1	13.1	10.0	
Not That Likely	2.6	2.2	2.7	1.8	1.9	6.2	6.1	2.6	1.3	3.4	2.5	
Not at All	2.2	0.8	2.9	0.7	0.5	10.9	7.3	1.5	0.0	2.3	2.9	
Mean	3.48	3.53	3.46	3.63	3.62	2.75	2.98	3.50	3.76	3.36	3.47	



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

43. 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	OTHER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	819	906	721	740	539	396	296	249	325	444	290	
LIKELY VOTER	85.4	90.4	90.8	90.4	89.1	73.7	93.7	90.9	80.7	86.5	87.8	67.6	
Definitely Voting	70.1	77.0	75.5	78.6	70.0	58.8	83.8	76.0	67.9	72.3	66.0	51.0	
Very Likely	15.3	13.3	15.3	11.8	19.1	14.8	9.8	14.9	12.9	14.2	21.8	16.6	
LESS LIKELY TO VOTE	14.6	9.6	9.2	9.6	10.9	26.3	6.3	9.1	19.3	13.5	12.2	32.4	
Somewhat Likely	9.8	7.3	7.0	7.2	8.6	14.8	5.3	7.4	10.0	9.5	9.5	19.0	
Not That Likely	2.6	1.8	1.5	1.4	1.9	5.0	0.5	1.7	4.4	2.5	2.0	5.5	
Not at All	2.2	0.5	0.7	1.0	0.4	6.5	0.5	0.0	4.8	1.5	0.7	7.9	
Mean	3.48	3.65	3.63	3.66	3.56	3.14	3.76	3.65	3.35	3.53	3.50	2.97	



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

43. 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
LIKELY VOTER	85.4	89.2	92.2	86.9	77.7	87.5	93.9	90.2	75.0	82.7	94.4	94.3	84.4	73.1	72.7	70.7	82.0
Definitely Voting	70.1	72.3	79.8	66.7	59.5	73.4	87.2	79.1	50.0	66.2	85.5	78.3	60.8	52.2	58.4	55.7	67.2
Very Likely	15.3	16.8	12.3	20.2	18.3	14.1	6.8	11.1	25.0	16.5	8.9	16.1	23.6	20.9	14.3	15.0	14.8
LESS LIKELY TO VOTE	14.6	10.8	7.8	13.1	22.3	12.5	6.1	9.8	25.0	17.3	5.6	5.7	15.6	26.9	27.3	29.3	18.0
Somewhat Likely	9.8	7.8	5.3	9.7	14.8	7.9	4.1	6.3	20.3	13.7	3.9	4.3	13.2	19.4	16.9	16.5	9.4
Not That Likely	2.6	2.5	1.2	3.4	3.2	2.6	1.0	2.0	4.7	1.4	1.0	1.4	1.6	6.0	6.5	5.1	3.9
Not at All	2.2	0.5	1.2	0.0	4.3	1.9	1.0	1.5	0.0	2.2	0.8	0.0	0.8	1.5	3.9	7.8	4.7
Mean	3.48	3.58	3.68	3.50	3.25	3.54	3.78	3.64	3.20	3.43	3.77	3.71	3.42	3.16	3.17	3.06	3.36



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

43. 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/ 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
LIKELY VOTER	85.4	87.2	66.5	91.0	80.6	87.5	84.2	88.0	85.9	88.2	82.2	78.7	88.9	90.1	87.2	80.0
Definitely Voting	70.1	69.6	50.0	78.8	63.5	70.7	55.3	72.8	71.7	74.0	68.2	57.5	74.4	80.3	69.1	65.8
Very Likely	15.3	17.6	16.5	12.2	17.1	16.8	28.9	15.2	14.1	14.2	14.0	21.3	14.5	9.9	18.1	14.2
LESS LIKELY TO VOTE	14.6	12.8	33.5	9.0	19.4	12.5	15.8	12.0	14.1	11.8	17.8	21.3	11.1	9.9	12.8	20.0
Somewhat Likely	9.8	9.1	21.5	5.9	13.1	8.7	7.9	8.8	9.8	9.2	10.7	11.6	7.7	6.3	9.6	12.4
Not That Likely	2.6	2.0	6.3	1.7	3.8	2.2	5.3	1.8	2.5	2.0	3.3	3.4	1.6	2.8	2.6	3.1
Not at All	2.2	1.8	5.7	1.4	2.5	1.6	2.6	1.4	1.8	0.6	3.8	6.3	1.8	0.7	0.6	4.5
Mean	3.48	3.51	2.99	3.65	3.35	3.53	3.29	3.56	3.51	3.59	3.40	3.20	3.58	3.66	3.53	3.34



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

43. 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- Bchl r Post- LESS/ COLL- LESS/ COLL- COLL. EGE Degree Grad. / COLL. EGE COLL. EGE GRAD GRAD. Prof. GRAD. GRAD. GRAD. GRAD.							
Total	2000	1321	679	423	256	552	389	769	290
LIKELY VOTER	85.4	82.7	90.6	90.3	91.0	86.1	94.1	80.4	85.9
Definitely Voting	70.1	65.5	79.1	77.3	82.0	72.6	83.5	60.3	73.1
Very Likely	15.3	17.3	11.5	13.0	9.0	13.4	10.5	20.0	12.8
LESS LIKELY TO VOTE	14.6	17.3	9.4	9.7	9.0	13.9	5.9	19.6	14.1
Somewhat Likely	9.8	11.2	7.1	6.9	7.4	8.7	5.1	13.0	9.7
Not That Likely	2.6	3.1	1.5	1.7	1.2	2.9	0.5	3.3	2.8
Not at All	2.2	3.0	0.9	1.2	0.4	2.4	0.3	3.4	1.7
Mean	3.48	3.39	3.66	3.64	3.71	3.51	3.77	3.31	3.53



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

43. 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 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
LIKELY VOTER	85.4	89.9	76.0	78.1	71.5	80.0	92.5	87.4	87.1	71.2	71.4	71.6
Definitely Voting	70.1	77.1	55.6	59.9	45.8	63.8	82.0	72.0	71.6	51.0	51.6	42.6
Very Likely	15.3	12.9	20.3	18.2	25.8	16.2	10.5	15.3	15.5	20.3	19.8	29.0
LESS LIKELY TO VOTE	14.6	10.1	24.0	21.9	28.5	20.0	7.5	12.6	12.9	28.8	28.6	28.4
Somewhat Likely	9.8	7.1	15.4	14.5	16.9	16.2	5.3	8.9	9.5	18.3	17.6	16.6
Not That Likely	2.6	1.6	4.5	4.1	5.4	2.5	1.3	1.9	1.7	5.9	4.4	5.9
Not at All	2.2	1.3	4.2	3.3	6.2	1.2	0.9	1.8	1.7	4.6	6.6	5.9
Mean	3.48	3.63	3.19	3.27	3.00	3.39	3.71	3.54	3.53	3.07	3.05	2.96



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

43. 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 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	160	272	335	330	377	526	767	1233	1097	903	941	1059	
LIKELY VOTER	85.4	60.6	75.7	79.7	87.6	91.0	96.2	74.3	92.3	78.3	94.0	89.4	81.9	
Definitely Voting	70.1	34.4	50.0	62.4	69.7	77.7	91.1	52.2	81.3	57.4	85.5	77.2	63.8	
Very Likely	15.3	26.2	25.7	17.3	17.9	13.3	5.1	22.2	11.0	20.9	8.5	12.2	18.0	
LESS LIKELY TO VOTE	14.6	39.4	24.3	20.3	12.4	9.0	3.8	25.7	7.7	21.7	6.0	10.6	18.1	
Somewhat Likely	9.8	23.8	18.4	12.5	8.8	6.4	2.5	16.9	5.4	14.5	4.1	7.2	12.1	
Not That Likely	2.6	9.4	3.3	3.3	2.4	0.8	1.0	4.6	1.3	3.9	0.9	1.9	3.1	
Not at All	2.2	6.2	2.6	4.5	1.2	1.9	0.4	4.2	1.1	3.3	1.0	1.5	2.9	
Mean	3.48	2.73	3.17	3.30	3.52	3.64	3.86	3.14	3.70	3.25	3.77	3.62	3.37	



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

43. 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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
LIKELY VOTER	85.4	62.3	78.9	86.5	95.2	64.4	83.4	90.1	96.1	61.4	74.8	83.6	94.1	82.2	86.1	88.1
Definitely Voting	70.1	37.3	57.6	70.0	87.3	35.6	64.3	76.4	91.2	37.9	51.5	64.8	82.8	63.5	72.0	74.2
Very Likely	15.3	25.0	21.3	16.5	7.9	28.8	19.1	13.7	4.9	23.4	23.3	18.8	11.3	18.7	14.0	13.8
LESS LIKELY TO VOTE	14.6	37.7	21.1	13.5	4.8	35.6	16.6	9.9	3.9	38.6	25.2	16.4	5.9	17.8	13.9	11.9
Somewhat Likely	9.8	22.5	15.0	9.1	3.4	18.6	12.4	6.0	3.2	24.1	17.3	11.6	3.7	12.3	9.5	7.3
Not That Likely	2.6	8.3	3.2	2.1	0.9	8.5	2.5	2.6	0.2	8.3	3.8	1.7	1.7	2.7	2.8	1.9
Not at All	2.2	6.9	3.0	2.3	0.5	8.5	1.7	1.3	0.5	6.2	4.1	3.1	0.6	2.9	1.7	2.8
Mean	3.48	2.77	3.27	3.50	3.80	2.75	3.42	3.61	3.86	2.79	3.14	3.41	3.74	3.37	3.52	3.55



Table 44 Page 491
July 27-30, 2023

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

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

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
LIBERAL	28.2	3.7	6.1	15.9	32.4	41.2	51.4	63.8	66.7	16.1	10.2	24.2	27.6	9.9	11.2	10.9	40.3	62.7	57.7	69.2
Very	12.2	1.8	1.9	6.3	13.3	14.2	25.9	31.2	52.8	5.7	4.0	7.7	11.4	5.2	2.8	4.1	12.2	30.5	24.1	38.8
Somewhat	16.0	1.8	4.2	9.5	19.2	26.9	25.5	32.5	13.9	10.4	6.2	16.6	16.2	4.8	8.4	6.9	28.1	32.2	33.7	30.4
MODERATE	36.2	14.1	24.3	37.8	46.9	46.2	36.6	21.2	22.2	38.1	28.7	53.7	43.8	16.9	33.0	69.4	51.1	30.5	34.4	25.6
CONSERVATIVE	35.6	82.2	69.6	46.3	20.6	12.7	12.0	15.0	11.1	45.7	61.1	22.0	28.6	73.2	55.8	19.7	8.6	6.8	7.9	5.3
Somewhat	20.8	30.7	34.6	32.2	14.5	10.0	8.3	12.5	8.3	26.3	32.8	16.4	19.0	32.9	46.4	13.1	5.0	5.2	5.5	4.8
Very	14.8	51.5	35.0	14.1	6.1	2.6	3.7	2.5	2.8	19.4	28.3	5.7	9.5	40.3	9.3	6.6	3.6	1.5	2.4	0.4
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.	7.4	78.5	63.4	30.5	-11.8	-28.5	-39.4	-48.8	-55.6	29.6	50.9	-2.2	1.0	63.2	44.5	8.8	-31.7	-56.0	-49.8	-63.9
Mean	3.10	4.28	3.96	3.38	2.81	2.60	2.38	2.22	1.94	3.43	3.75	2.96	2.99	3.98	3.51	3.11	2.60	2.15	2.29	1.98



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

44. 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	349	450	769	432	1708	1402	306	292	196	96
LIBERAL	28.2	22.9	29.3	29.9	28.2	29.4	29.1	31.0	20.9	22.4	17.7
Very	12.2	9.7	11.8	13.4	12.3	13.1	13.8	9.8	6.5	6.6	6.2
Somewhat	16.0	13.2	17.6	16.5	16.0	16.3	15.3	21.2	14.4	15.8	11.5
MODERATE	36.2	44.4	33.3	32.6	38.7	32.9	30.7	43.1	55.1	54.6	56.2
CONSERVATIVE	35.6	32.7	37.3	37.5	33.1	37.6	40.2	25.8	24.0	23.0	26.0
Somewhat	20.8	20.6	24.4	20.3	18.3	21.4	21.8	19.3	17.8	16.8	19.8
Very	14.8	12.0	12.9	17.2	14.8	16.3	18.4	6.5	6.2	6.1	6.2
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.	7.4	9.7	8.0	7.5	4.9	8.2	11.1	-5.2	3.1	0.5	8.3
Mean	3.10	3.12	3.09	3.11	3.07	3.11	3.16	2.92	3.03	3.00	3.08



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

44. 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			
		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	603	1397	884	796	320	545	881	318	563	1119
LIBERAL	28.2	48.1	19.6	10.4	54.9	10.9	16.0	48.4	58.5	42.6	12.3
Very	12.2	21.4	8.2	4.3	24.1	4.1	6.8	21.6	31.8	15.8	4.7
Somewhat	16.0	26.7	11.5	6.1	30.8	6.9	9.2	26.8	26.7	26.8	7.6
MODERATE	36.2	38.8	35.0	22.7	37.7	69.4	60.0	40.9	31.1	46.4	32.4
CONSERVATIVE	35.6	13.1	45.4	66.9	7.4	19.7	24.0	10.8	10.4	11.0	55.2
Somewhat	20.8	8.6	26.1	37.8	5.2	13.1	18.9	7.5	5.3	8.7	31.4
Very	14.8	4.5	19.3	29.1	2.3	6.6	5.1	3.3	5.0	2.3	23.9
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.	7.4	-35.0	25.8	56.4	-47.5	8.8	8.1	-37.6	-48.1	-31.6	42.9
Mean	3.10	2.48	3.37	3.81	2.31	3.11	3.06	2.44	2.25	2.55	3.62



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

44. 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	819	906	721	740	539	396	296	249	325	444	290			
LIBERAL	28.2	10.0	48.2	8.9	57.2	14.3	9.6	55.7	12.9	8.0	58.1	15.5			
Very	12.2	3.9	21.3	4.0	25.5	4.6	4.3	25.3	2.8	3.7	25.7	6.2			
Somewhat	16.0	6.1	26.9	4.9	31.6	9.6	5.3	30.4	10.0	4.3	32.4	9.3			
MODERATE	36.2	22.8	42.1	19.3	33.8	62.0	14.4	34.5	59.0	25.2	33.3	64.5			
CONSERVATIVE	35.6	67.2	9.7	71.8	9.1	23.7	76.0	9.8	28.1	66.8	8.6	20.0			
Somewhat	20.8	36.4	7.0	38.6	5.9	17.6	38.9	6.8	22.9	38.2	5.4	13.1			
Very	14.8	30.8	2.8	33.3	3.1	6.1	37.1	3.0	5.2	28.6	3.2	6.9			
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.	7.4	57.1	-38.5	63.0	-48.1	9.5	66.4	-45.9	15.3	58.8	-49.5	4.5			
Mean	3.10	3.84	2.43	3.92	2.29	3.11	3.99	2.32	3.18	3.84	2.28	3.05			



Table 44 Page 495
July 27-30, 2023

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

44. 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
LIBERAL	28.2	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	12.2	43.1	100.0	0.0	0.0	0.0	0.0	0.0	45.3	0.0	0.0	44.7	0.0	0.0	32.5	0.0	0.0
Somewhat	16.0	56.9	0.0	100.0	0.0	0.0	0.0	0.0	54.7	0.0	0.0	55.3	0.0	0.0	67.5	0.0	0.0
MODERATE	36.2	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	35.6	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	20.8	0.0	0.0	0.0	0.0	100.0	0.0	58.5	0.0	0.0	53.7	0.0	0.0	65.7	0.0	0.0	74.2
Very	14.8	0.0	0.0	0.0	0.0	0.0	100.0	41.5	0.0	0.0	46.3	0.0	0.0	34.3	0.0	0.0	25.8
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	0.0	0.0	0.0	0.0
Net Diff.	7.4	-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	3.10	1.57	1.00	2.00	3.00	4.00	5.00	4.42	1.55	3.00	4.46	1.55	3.00	4.34	1.68	3.00	4.26



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

44. 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
LIBERAL	28.2	52.3	12.3	6.7	21.4	36.4	50.0	34.6	26.2	26.0	26.4	30.0	19.9	12.7	24.4	39.6
Very	12.2	23.7	2.8	2.6	5.3	14.3	36.8	11.3	11.5	10.6	12.8	13.5	7.9	6.3	9.6	18.4
Somewhat	16.0	28.7	9.5	4.1	16.1	22.1	13.2	23.3	14.7	15.3	13.6	16.4	12.1	6.3	14.8	21.3
MODERATE	36.2	39.8	66.1	19.7	46.7	29.6	15.8	31.4	36.4	37.8	34.2	44.4	34.7	21.1	39.2	41.1
CONSERVATIVE	35.6	7.9	21.5	73.6	31.9	34.0	34.2	33.9	37.4	36.2	39.4	25.6	45.3	66.2	36.4	19.3
Somewhat	20.8	5.2	16.8	40.6	24.4	21.2	15.8	21.9	21.9	21.1	23.3	12.6	26.2	29.6	20.7	14.5
Very	14.8	2.7	4.7	32.9	7.5	12.8	18.4	12.0	15.5	15.1	16.1	13.0	19.1	36.6	15.7	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	0.0	0.0	0.0	0.0
Net Diff.	7.4	-44.5	9.2	66.9	10.6	-2.5	-15.8	-0.7	11.3	10.2	13.0	-4.3	25.4	53.5	12.0	-20.4
Mean	3.10	2.35	3.11	3.97	3.13	2.96	2.66	3.00	3.15	3.15	3.16	2.95	3.37	3.84	3.18	2.66



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

44. 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. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1321	679	423	256	552	389	769	290
LIBERAL	28.2	28.3	28.0	28.8	26.6	25.0	24.9	30.7	32.1
Very	12.2	12.4	11.6	12.1	10.9	10.5	10.5	13.8	13.1
Somewhat	16.0	15.9	16.3	16.8	15.6	14.5	14.4	16.9	19.0
MODERATE	36.2	36.6	35.3	35.9	34.4	32.8	32.1	39.3	39.7
CONSERVATIVE	35.6	35.1	36.7	35.2	39.1	42.2	42.9	30.0	28.3
Somewhat	20.8	19.6	23.3	23.2	23.4	23.2	26.5	17.0	19.0
Very	14.8	15.5	13.4	12.1	15.6	19.0	16.5	13.0	9.3
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.4	6.8	8.7	6.4	12.5	17.2	18.0	-0.7	-3.8
Mean	3.10	3.10	3.10	3.06	3.17	3.26	3.24	2.99	2.92



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

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
LIBERAL	28.2	25.8	33.1	37.9	32.3	28.8	23.1	28.6	32.8	41.8	34.1	31.4
Very	12.2	10.7	15.3	17.5	16.5	11.2	8.8	12.5	14.7	19.6	20.9	14.2
Somewhat	16.0	15.2	17.9	20.4	15.8	17.5	14.3	16.1	18.1	22.2	13.2	17.2
MODERATE	36.2	32.6	43.5	37.9	49.2	46.2	28.3	37.1	38.8	37.3	47.3	50.3
CONSERVATIVE	35.6	41.5	23.4	24.2	18.5	25.0	48.6	34.4	28.4	20.9	18.7	18.3
Somewhat	20.8	23.5	15.3	14.9	13.8	16.2	27.0	20.1	17.2	13.1	14.3	13.6
Very	14.8	18.0	8.2	9.3	4.6	8.8	21.6	14.3	11.2	7.8	4.4	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.	7.4	15.7	-9.7	-13.8	-13.8	-3.8	25.5	5.8	-4.3	-20.9	-15.4	-13.0
Mean	3.10	3.23	2.83	2.78	2.74	2.94	3.38	3.08	2.92	2.67	2.68	2.78



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

44. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
LIBERAL	28.2	45.6	40.8	28.4	23.3	24.1	22.2	36.4	23.1	32.5	23.0	25.0	31.1
Very	12.2	23.1	18.4	16.7	8.8	10.9	5.7	18.6	8.1	15.7	7.9	10.5	13.6
Somewhat	16.0	22.5	22.4	11.6	14.5	13.3	16.5	17.7	15.0	16.8	15.2	14.5	17.5
MODERATE	36.2	35.0	36.8	40.6	40.6	36.3	30.4	38.1	35.0	38.8	32.9	32.5	39.4
CONSERVATIVE	35.6	19.4	22.4	31.0	36.1	39.5	47.3	25.6	41.9	28.7	44.1	42.5	29.6
Somewhat	20.8	11.9	14.3	17.9	20.9	21.5	28.3	15.4	24.2	17.0	25.5	24.5	17.6
Very	14.8	7.5	8.1	13.1	15.2	18.0	19.0	10.2	17.7	11.7	18.6	18.0	12.0
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.	7.4	-26.2	-18.4	2.7	12.7	15.4	25.1	-10.8	18.8	-3.7	21.0	17.5	-1.5
Mean	3.10	2.58	2.71	2.99	3.19	3.23	3.38	2.81	3.28	2.92	3.32	3.25	2.97



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

44. 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 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
LIBERAL	28.2	45.1	34.5	22.1	23.7	37.3	35.3	22.7	18.4	48.3	33.8	21.5	29.9	35.5	28.3	18.5
Very	12.2	23.5	17.4	9.7	7.3	18.6	19.1	9.4	4.9	25.5	15.8	9.9	10.1	16.0	11.8	8.0
Somewhat	16.0	21.6	17.2	12.4	16.4	18.6	16.2	13.3	13.5	22.8	18.0	11.6	19.7	19.4	16.5	10.5
MODERATE	36.2	36.3	38.3	40.3	31.8	42.4	32.8	33.5	30.4	33.8	43.2	45.7	33.5	39.0	35.8	33.3
CONSERVATIVE	35.6	18.6	27.2	37.6	44.4	20.3	32.0	43.8	51.2	17.9	22.9	32.8	36.6	25.5	36.0	48.2
Somewhat	20.8	11.8	16.0	21.3	26.2	13.6	18.3	24.0	30.1	11.0	13.9	19.1	21.7	15.2	21.1	27.6
Very	14.8	6.9	11.2	16.3	18.2	6.8	13.7	19.7	21.1	6.9	9.0	13.7	14.9	10.3	14.8	20.6
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
Net Diff.	7.4	-26.5	-7.3	15.6	20.7	-16.9	-3.3	21.0	32.8	-30.3	-10.9	11.3	6.8	-10.0	7.7	29.7
Mean	3.10	2.57	2.87	3.22	3.32	2.71	2.91	3.31	3.49	2.51	2.82	3.15	3.12	2.84	3.11	3.42



Table 45 Page 501
July 27-30, 2023

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

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

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
DEMOCRAT	45.2	4.3	12.9	33.4	54.5	66.0	72.7	75.0	86.1	28.2	20.9	39.8	35.2	5.5	13.4	32.2	86.7	93.8	94.5	93.0
Always	25.2	1.2	4.9	15.4	33.2	34.3	42.6	48.8	77.8	11.0	9.1	13.5	15.2	2.8	3.1	10.3	37.4	65.8	68.0	63.0
Usually	20.0	3.1	8.1	18.0	21.4	31.7	30.1	26.2	8.3	17.2	11.8	26.3	20.0	2.7	10.3	21.9	49.3	28.0	26.5	30.0
TICKET-SPLITTER	15.8	6.7	10.7	17.3	20.9	18.7	15.7	13.8	0.0	19.9	13.0	28.9	35.2	5.0	22.4	51.2	11.2	4.1	4.5	3.5
REPUBLICAN	39.0	89.0	76.4	49.3	24.6	15.3	11.6	11.2	13.9	51.9	66.1	31.3	29.5	89.5	64.2	16.6	2.2	2.1	1.0	3.5
Usually	18.0	31.9	28.8	25.4	14.3	8.7	7.4	7.5	8.3	23.7	27.8	18.0	16.2	25.9	49.8	12.5	1.8	1.9	0.7	3.5
Always	21.0	57.1	47.6	23.9	10.3	6.6	4.2	3.8	5.6	28.2	38.3	13.3	13.3	63.6	14.3	4.1	0.4	0.2	0.3	0.0
Net Diff.	-6.2	84.7	63.4	15.9	-30.0	-50.7	-61.1	-63.8	-72.2	23.7	45.2	-8.5	-5.7	84.0	50.8	-15.6	-84.5	-91.7	-93.5	-89.4
Mean	2.90	4.40	4.06	3.24	2.47	2.22	2.00	1.91	1.56	3.41	3.74	2.91	2.92	4.45	3.62	2.78	1.78	1.43	1.39	1.48



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

45. 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	349	450	769	432	1708	1402	306	292	196	96
DEMOCRAT	45.2	48.1	42.7	44.1	47.5	46.1	44.9	52.0	39.7	41.8	35.4
Always	25.2	26.6	23.6	26.0	24.3	26.5	26.7	25.5	17.8	16.8	19.8
Usually	20.0	21.5	19.1	18.1	23.1	19.7	18.2	26.5	21.9	25.0	15.6
TICKET-SPLITTER	15.8	18.3	15.1	15.6	14.8	12.3	11.3	17.0	36.3	34.7	39.6
REPUBLICAN	39.0	33.5	42.2	40.3	37.7	41.6	43.9	31.0	24.0	23.5	25.0
Usually	18.0	14.9	21.3	17.3	18.5	18.9	19.3	16.7	13.4	12.2	15.6
Always	21.0	18.6	20.9	23.0	19.2	22.7	24.5	14.4	10.6	11.2	9.4
Net Diff.	-6.2	-14.6	-0.4	-3.8	-9.7	-4.6	-1.0	-20.9	-15.8	-18.4	-10.4
Mean	2.90	2.77	2.97	2.93	2.85	2.92	2.97	2.68	2.77	2.76	2.79



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

45. 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	603	1397	884	796	320	545	881	318	563	1119
DEMOCRAT	45.2	74.1	32.7	8.4	91.3	32.2	37.2	78.7	87.4	73.7	18.9
Always	25.2	46.8	15.9	2.9	55.9	10.3	11.9	48.0	63.5	39.3	7.2
Usually	20.0	27.4	16.8	5.4	35.4	21.9	25.3	30.6	23.9	34.5	11.6
TICKET-SPLITTER	15.8	13.9	16.6	11.3	6.5	51.2	40.0	13.5	6.9	17.2	17.6
REPUBLICAN	39.0	11.9	50.7	80.3	2.1	16.6	22.8	7.8	5.7	9.1	63.5
Usually	18.0	7.6	22.5	34.6	1.9	12.5	19.1	6.0	2.8	7.8	27.5
Always	21.0	4.3	28.1	45.7	0.3	4.1	3.7	1.8	2.8	1.2	36.0
Net Diff.	-6.2	-62.2	18.0	71.9	-89.2	-15.6	-14.5	-70.8	-81.8	-64.7	44.7
Mean	2.90	1.95	3.30	4.15	1.55	2.78	2.77	1.83	1.58	1.97	3.73



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

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

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	NET	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	819	906	721	740	539	396	296	249	325	444	290			
DEMOCRAT	45.2	7.9	82.5	4.3	91.5	36.4	3.8	91.6	38.2	4.9	91.4	34.8			
Always	25.2	2.3	49.1	1.8	59.3	9.6	2.3	56.1	9.6	1.2	61.5	9.7			
Usually	20.0	5.6	33.3	2.5	32.2	26.7	1.5	35.5	28.5	3.7	30.0	25.2			
TICKET-SPLITTER	15.8	12.0	12.4	7.4	6.1	40.4	6.3	6.1	39.8	8.6	6.1	41.0			
REPUBLICAN	39.0	80.1	5.2	88.3	2.4	23.2	89.9	2.4	22.1	86.5	2.5	24.1			
Usually	18.0	33.0	4.7	35.2	2.0	17.1	34.3	2.0	16.1	36.3	2.0	17.9			
Always	21.0	47.1	0.4	53.1	0.4	6.1	55.6	0.3	6.0	50.2	0.5	6.2			
Net Diff.	-6.2	72.2	-77.3	84.0	-89.1	-13.2	86.1	-89.2	-16.1	81.5	-89.0	-10.7			
Mean	2.90	4.17	1.74	4.35	1.52	2.83	4.39	1.55	2.80	4.30	1.50	2.86			



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

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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
DEMOCRAT	45.2	83.9	88.1	80.7	49.8	11.3	8.1	10.0	28.1	7.9	0.4	95.7	89.2	73.1	64.9	37.7	15.6
Always	25.2	54.4	71.6	41.4	22.1	4.6	6.1	5.2	12.5	2.2	0.4	66.0	52.0	44.8	26.0	8.1	3.9
Usually	20.0	29.4	16.5	39.3	27.7	6.7	2.0	4.8	15.6	5.8	0.0	29.8	37.2	28.4	39.0	29.6	11.7
TICKET-SPLITTER	15.8	6.9	3.7	9.3	28.9	12.7	5.1	9.5	15.6	16.5	3.9	2.1	9.2	19.4	26.0	48.8	27.3
REPUBLICAN	39.0	9.2	8.2	10.0	21.3	76.0	86.8	80.5	56.2	75.5	95.8	2.1	1.6	7.5	9.1	13.5	57.0
Usually	18.0	4.4	3.3	5.3	13.0	43.6	20.3	33.9	18.8	41.7	35.5	1.9	1.2	6.0	6.5	9.9	42.2
Always	21.0	4.8	4.9	4.7	8.3	32.4	66.6	46.6	37.5	33.8	60.2	0.2	0.4	1.5	2.6	3.6	14.8
Net Diff.	-6.2	-74.6	-79.8	-70.7	-28.5	64.7	78.7	70.5	28.1	67.6	95.4	-93.6	-87.6	-65.7	-55.8	-24.3	41.4
Mean	2.90	1.76	1.53	1.93	2.58	3.93	4.39	4.12	3.53	3.99	4.55	1.41	1.61	1.91	2.21	2.71	3.52



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

45. 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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
DEMOCRAT	45.2	100.0	0.0	0.0	37.1	46.4	52.6	45.6	43.9	42.7	45.8	52.7	39.1	17.6	45.7	55.5
Always	25.2	55.8	0.0	0.0	0.0	24.9	36.8	23.3	24.5	22.7	27.3	30.4	21.9	7.7	24.8	32.5
Usually	20.0	44.2	0.0	0.0	37.1	21.5	15.8	22.3	19.4	19.9	18.5	22.2	17.2	9.9	20.9	22.9
TICKET-SPLITTER	15.8	0.0	100.0	0.0	29.3	15.0	10.5	15.5	16.0	16.6	15.0	15.9	14.0	11.3	15.6	20.0
REPUBLICAN	39.0	0.0	0.0	100.0	33.5	38.6	36.8	38.9	40.1	40.8	39.2	31.4	46.9	71.1	38.8	24.5
Usually	18.0	0.0	0.0	46.3	33.5	18.1	18.4	18.0	18.8	20.3	16.6	12.6	20.4	29.6	18.3	13.6
Always	21.0	0.0	0.0	53.7	0.0	20.6	18.4	20.8	21.3	20.5	22.6	18.8	26.5	41.5	20.5	10.9
Net Diff.	-6.2	-100.0	0.0	100.0	-3.6	-7.8	-15.8	-6.7	-3.7	-1.9	-6.6	-21.3	7.9	53.5	-6.9	-30.9
Mean	2.90	1.44	3.00	4.54	2.96	2.88	2.66	2.91	2.93	2.96	2.89	2.67	3.13	3.87	2.89	2.47



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

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

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	1321	679	423	256	552	389	769	290
DEMOCRAT	45.2	45.8	44.0	44.7	43.0	40.4	40.6	49.7	48.6
Always	25.2	25.7	24.3	25.3	22.7	20.8	21.6	29.1	27.9
Usually	20.0	20.1	19.7	19.4	20.3	19.6	19.0	20.5	20.7
TICKET-SPLITTER	15.8	15.4	16.6	17.0	16.0	15.2	14.9	15.5	19.0
REPUBLICAN	39.0	38.8	39.3	38.3	41.0	44.4	44.5	34.9	32.4
Usually	18.0	16.7	20.6	19.6	22.3	16.8	22.9	16.6	17.6
Always	21.0	22.1	18.7	18.7	18.8	27.5	21.6	18.2	14.8
Net Diff.	-6.2	-7.0	-4.7	-6.4	-2.0	4.0	3.9	-14.8	-16.2
Mean	2.90	2.89	2.90	2.87	2.94	3.11	3.04	2.74	2.71



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

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
DEMOCRAT	45.2	38.2	59.8	56.1	70.8	51.2	34.6	41.8	53.4	58.2	69.2	71.6
Always	25.2	19.1	37.9	34.9	46.2	30.0	16.6	21.6	30.2	38.6	42.9	47.9
Usually	20.0	19.1	21.9	21.2	24.6	21.2	18.0	20.2	23.3	19.6	26.4	23.7
TICKET-SPLITTER	15.8	13.8	20.0	19.7	17.7	25.0	12.7	14.9	20.7	19.0	17.6	17.8
REPUBLICAN	39.0	48.0	20.2	24.2	11.5	23.8	52.7	43.3	25.9	22.9	13.2	10.7
Usually	18.0	20.6	12.8	14.1	6.9	20.0	20.8	20.4	15.5	13.1	8.8	5.9
Always	21.0	27.5	7.4	10.0	4.6	3.8	32.0	22.9	10.3	9.8	4.4	4.7
Net Diff.	-6.2	9.8	-39.6	-32.0	-59.2	-27.5	18.1	1.5	-27.6	-35.3	-56.0	-60.9
Mean	2.90	3.18	2.30	2.43	1.99	2.46	3.33	3.03	2.53	2.36	2.05	1.96



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

45. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
DEMOCRAT	45.2	56.2	55.5	48.1	37.9	45.4	39.2	52.4	40.7	48.0	41.7	40.5	49.4
Always	25.2	35.0	32.7	30.1	20.6	24.4	18.6	32.1	20.9	28.6	21.0	21.1	28.8
Usually	20.0	21.2	22.8	17.9	17.3	21.0	20.5	20.3	19.8	19.4	20.7	19.3	20.6
TICKET-SPLITTER	15.8	23.8	15.8	18.5	17.0	10.9	14.4	18.6	14.0	18.1	13.0	15.1	16.4
REPUBLICAN	39.0	20.0	28.7	33.4	45.2	43.8	46.4	28.9	45.3	33.8	45.3	44.4	34.2
Usually	18.0	11.9	12.5	14.9	20.0	20.2	22.1	13.4	20.9	15.4	21.3	19.3	16.9
Always	21.0	8.1	16.2	18.5	25.2	23.6	24.3	15.5	24.3	18.4	24.0	25.1	17.3
Net Diff.	-6.2	-36.2	-26.8	-14.6	7.3	-1.6	7.2	-23.5	4.5	-14.2	3.5	3.9	-15.2
Mean	2.90	2.37	2.57	2.74	3.12	2.98	3.13	2.60	3.08	2.76	3.07	3.08	2.73



Table 45 Page 510
July 27-30, 2023

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

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

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
DEMOCRAT	45.2	57.8	52.7	37.5	42.2	59.3	51.5	33.9	35.0	57.2	53.8	40.3	50.4	59.7	44.1	28.8
Always	25.2	36.3	32.0	20.9	20.7	33.9	34.0	15.9	14.7	37.2	30.1	24.9	27.6	35.8	24.3	13.3
Usually	20.0	21.6	20.7	16.5	21.5	25.4	17.4	18.0	20.3	20.0	23.7	15.4	22.8	23.9	19.8	15.5
TICKET-SPLITTER	15.8	24.0	15.6	17.1	12.8	22.0	15.4	16.7	13.0	24.8	15.8	17.4	12.7	13.4	17.4	15.2
REPUBLICAN	39.0	18.1	31.8	45.4	45.0	18.6	33.2	49.4	52.0	17.9	30.5	42.3	36.9	26.9	38.5	56.0
Usually	18.0	10.8	13.4	20.3	21.5	15.3	14.1	17.2	24.3	9.0	12.8	22.9	18.3	13.5	17.9	24.4
Always	21.0	7.4	18.3	25.1	23.5	3.4	19.1	32.2	27.7	9.0	17.7	19.5	18.6	13.4	20.7	31.6
Net Diff.	-6.2	-39.7	-20.9	8.0	2.8	-40.7	-18.3	15.5	16.9	-39.3	-23.3	2.0	-13.5	-32.8	-5.5	27.2
Mean	2.90	2.31	2.65	3.12	3.06	2.29	2.67	3.32	3.30	2.32	2.64	2.97	2.77	2.45	2.91	3.45



Table 46 Page 511
July 27-30, 2023

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

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

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
LESS/COLLEGE GRADUATE	66.0	69.3	67.3	65.4	66.3	67.0	64.4	57.5	63.9	67.7	66.8	67.7	75.2	66.3	67.0	72.8	65.5	61.4	64.9	56.8
Some Grade School	*	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Some High School	1.7	2.5	1.0	1.0	1.7	2.4	2.3	2.5	0.0	2.1	1.2	2.8	5.7	2.3	1.6	3.4	0.7	0.6	0.7	0.4
High School Grad.	22.1	22.7	19.4	24.9	22.4	20.6	24.1	22.5	11.1	23.9	22.6	24.0	34.3	22.2	22.1	26.9	25.9	17.0	17.2	16.7
Some College/Trade	23.4	21.5	26.2	20.7	22.9	27.7	21.3	20.0	16.7	22.2	22.8	22.4	16.2	20.2	25.9	22.2	21.9	26.6	29.9	22.5
Technical/Vocational	6.3	9.2	9.1	6.8	4.9	4.7	3.7	2.5	19.4	7.0	8.0	5.5	4.8	7.6	7.2	5.3	7.2	4.4	3.8	5.3
Associates Degree	12.6	13.5	11.7	12.0	14.3	11.6	13.0	10.0	16.7	12.5	12.1	12.7	14.3	13.9	10.3	14.7	9.7	12.7	13.4	11.9
COLLEGE GRADUATE	34.0	30.7	32.7	34.6	33.7	33.0	35.6	42.5	36.1	32.3	33.2	32.3	24.8	33.7	33.0	27.2	34.5	38.6	35.1	43.2
Bachelors Degree	21.2	19.0	20.4	20.7	20.1	20.6	25.0	26.2	25.0	20.1	20.3	20.4	17.1	19.9	22.1	17.2	21.6	24.1	20.3	29.1
Post-Graduate Degree	12.8	11.7	12.3	13.9	13.5	12.4	10.6	16.2	11.1	12.2	12.9	11.9	7.6	13.9	10.9	10.0	12.9	14.5	14.8	14.1



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

46. 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 LIKELY TO VTE	Smwht LIKELY	Not lv /Not at All
Total	2000	349	450	769	432	1708	1402	306	292	196	96
LESS/COLLEGE GRADUATE	66.0	61.9	69.6	66.4	65.0	64.0	61.7	74.5	78.1	75.5	83.3
Some Grade School	*	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0
Some High School	1.7	1.1	1.1	2.0	2.3	1.3	1.3	1.6	3.8	2.0	7.3
High School Grad.	22.1	25.5	24.0	22.5	16.7	20.7	18.5	31.0	30.1	26.0	38.5
Some College/Trade	23.4	20.3	23.6	24.3	23.8	23.2	22.8	24.8	24.3	26.5	19.8
Technical/Vocational	6.3	5.4	6.7	6.8	5.8	6.4	6.8	4.2	5.8	5.6	6.2
Associates Degree	12.6	9.5	14.0	10.9	16.4	12.4	12.3	12.7	13.7	14.8	11.5
COLLEGE GRADUATE	34.0	38.1	30.4	33.6	35.0	36.0	38.3	25.5	21.9	24.5	16.7
Bachelors Degree	21.2	23.8	19.1	19.5	24.1	22.4	23.3	18.0	14.0	14.8	12.5
Post-Graduate Degree	12.8	14.3	11.3	14.0	10.9	13.6	15.0	7.5	7.9	9.7	4.2



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

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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		UND-	ERS/		Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
LESS/COLLEGE GRADUATE	66.0	61.2	68.1	66.5	62.8	72.8	68.1	63.0	62.3	63.4	68.5
Some Grade School	*	0.0	0.1	0.0	0.0	0.3	0.2	0.1	0.0	0.2	0.0
Some High School	1.7	1.7	1.7	2.0	0.6	3.4	2.6	1.7	1.9	1.6	1.7
High School Grad.	22.1	20.4	22.8	22.2	20.1	26.9	24.8	18.7	21.4	17.2	24.8
Some College/Trade	23.4	21.7	24.1	22.3	25.0	22.2	23.5	23.7	22.0	24.7	23.1
Technical/Vocational	6.3	5.8	6.5	7.5	5.4	5.3	5.0	5.3	5.0	5.5	7.1
Associates Degree	12.6	11.6	13.0	12.6	11.7	14.7	12.1	13.4	11.9	14.2	11.9
COLLEGE GRADUATE	34.0	38.8	31.9	33.5	37.2	27.2	31.9	37.0	37.7	36.6	31.5
Bachelors Degree	21.2	22.6	20.5	20.7	23.2	17.2	20.6	22.2	20.4	23.3	20.3
Post-Graduate Degree	12.8	16.3	11.3	12.8	13.9	10.0	11.4	14.8	17.3	13.3	11.3



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

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

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	819	906	721	740	539	396	296	249	325	444	290	
LESS/COLLEGE GRADUATE	66.0	67.2	62.0	67.0	68.2	61.8	59.6	60.1	55.4	76.0	73.6	67.2	
Some Grade School	*	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	
Some High School	1.7	1.2	1.2	1.8	1.1	2.4	1.3	0.3	2.8	2.5	1.6	2.1	
High School Grad.	22.1	22.5	19.1	21.1	24.2	20.6	19.7	20.9	18.9	22.8	26.4	22.1	
Some College/Trade	23.4	22.8	23.6	23.2	24.9	21.5	19.9	21.6	16.5	27.1	27.0	25.9	
Technical/Vocational	6.3	7.6	5.5	7.4	6.1	5.2	7.8	7.1	5.2	6.8	5.4	5.2	
Associates Degree	12.6	13.1	12.5	13.6	12.0	11.9	10.9	10.1	12.0	16.9	13.3	11.7	
COLLEGE GRADUATE	34.0	32.8	38.0	33.0	31.8	38.2	40.4	39.9	44.6	24.0	26.4	32.8	
Bachelors Degree	21.2	20.8	23.4	20.8	20.7	22.3	22.7	23.3	25.7	18.5	18.9	19.3	
Post-Graduate Degree	12.8	12.1	14.6	12.2	11.1	16.0	17.7	16.6	18.9	5.5	7.4	13.4	



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

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

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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
LESS/COLLEGE GRADUATE	66.0	66.3	67.5	65.4	66.8	62.1	69.3	65.1	73.4	73.4	64.5	65.0	72.8	71.6	67.5	59.6	64.1
Some Grade School	*	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	0.3	0.0
Some High School	1.7	1.4	1.6	1.2	2.5	0.7	1.7	1.1	4.7	2.9	1.2	0.7	2.0	0.0	2.6	2.7	1.6
High School Grad.	22.1	20.6	24.7	17.4	25.2	21.1	18.9	20.2	32.8	25.2	18.5	19.4	29.6	34.3	16.9	21.9	19.5
Some College/Trade	23.4	25.7	23.9	27.1	22.5	20.6	24.7	22.3	20.3	25.9	22.8	27.4	22.4	17.9	20.8	21.3	22.7
Technical/Vocational	6.3	6.4	7.0	5.9	4.6	5.5	11.5	8.0	6.2	2.9	8.7	6.4	6.0	4.5	6.5	4.2	7.0
Associates Degree	12.6	12.2	10.3	13.7	11.9	14.1	12.5	13.5	9.4	16.5	13.3	11.1	12.8	14.9	20.8	9.3	13.3
COLLEGE GRADUATE	34.0	33.7	32.5	34.6	33.2	37.9	30.7	34.9	26.6	26.6	35.5	35.0	27.2	28.4	32.5	40.4	35.9
Bachelors Degree	21.2	21.6	21.0	22.1	21.0	23.5	17.2	20.9	17.2	19.4	21.6	23.2	18.4	13.4	16.9	23.7	21.9
Post-Graduate Degree	12.8	12.1	11.5	12.5	12.2	14.4	13.5	14.0	9.4	7.2	13.9	11.8	8.8	14.9	15.6	16.8	14.1



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

46. 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
Total	2000	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
LESS/COLLEGE GRADUATE	66.0	66.9	64.2	65.8	64.1	39.9	47.4	38.9	68.8	60.0	82.2	87.4	68.0	69.0	60.4	70.9
Some Grade School	*	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Some High School	1.7	1.8	1.6	1.7	1.5	0.9	2.6	0.7	1.5	1.2	1.9	4.3	1.8	1.4	1.0	2.4
High School Grad.	22.1	22.3	21.8	21.9	20.3	13.1	18.4	12.4	22.1	17.8	28.7	36.2	21.2	17.6	19.9	26.4
Some College/Trade	23.4	25.0	23.4	21.4	23.6	13.1	13.2	13.1	25.1	21.6	30.4	27.1	25.4	23.9	20.3	24.9
Technical/Vocational	6.3	5.4	7.0	7.1	6.1	2.8	5.3	2.5	6.8	6.5	7.3	8.2	6.8	12.0	6.3	5.5
Associates Degree	12.6	12.4	10.4	13.6	12.4	10.0	7.9	10.2	13.2	12.8	14.0	11.6	12.9	14.1	13.0	11.6
COLLEGE GRADUATE	34.0	33.1	35.8	34.2	35.9	60.1	52.6	61.1	31.2	40.0	17.8	12.6	32.0	31.0	39.6	29.1
Bachelors Degree	21.2	20.9	22.8	20.8	22.0	31.8	13.2	34.3	20.3	24.7	13.5	10.6	20.4	16.9	25.0	20.0
Post-Graduate Degree	12.8	12.2	13.0	13.5	13.9	28.3	39.5	26.9	10.9	15.2	4.3	1.9	11.6	14.1	14.6	9.1



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

46. 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.
Total	2000	1321	679	423	256	552	389	769	290
LESS/COLLEGE GRADUATE	66.0	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0
Some Grade School	*	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Some High School	1.7	2.6	0.0	0.0	0.0	2.4	0.0	2.7	0.0
High School Grad.	22.1	33.5	0.0	0.0	0.0	33.9	0.0	33.2	0.0
Some College/Trade	23.4	35.4	0.0	0.0	0.0	33.3	0.0	36.8	0.0
Technical/Vocational	6.3	9.5	0.0	0.0	0.0	11.8	0.0	7.9	0.0
Associates Degree	12.6	19.0	0.0	0.0	0.0	18.7	0.0	19.2	0.0
COLLEGE GRADUATE	34.0	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0
Bachelors Degree	21.2	0.0	62.3	100.0	0.0	0.0	57.3	0.0	69.0
Post-Graduate Degree	12.8	0.0	37.7	0.0	100.0	0.0	42.7	0.0	31.0



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

46. 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	1351	649	269	260	80	679	672	116	153	91	169
LESS/COLLEGE GRADUATE	66.0	66.3	65.5	67.3	75.8	28.8	58.3	74.4	60.3	72.5	75.8	75.7
Some Grade School	*	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Some High School	1.7	1.5	2.2	2.6	2.7	0.0	1.2	1.8	0.9	3.9	4.4	1.8
High School Grad.	22.1	21.2	24.0	21.9	30.4	10.0	17.5	24.9	25.0	19.6	35.2	27.8
Some College/Trade	23.4	24.1	21.9	21.6	26.5	11.2	20.8	27.4	14.7	26.8	23.1	28.4
Technical/Vocational	6.3	6.6	5.7	7.1	5.4	0.0	7.7	5.5	6.9	7.2	4.4	5.9
Associates Degree	12.6	13.0	11.6	14.1	10.4	7.5	11.2	14.9	12.9	15.0	8.8	11.2
COLLEGE GRADUATE	34.0	33.7	34.5	32.7	24.2	71.2	41.7	25.6	39.7	27.5	24.2	24.3
Bachelors Degree	21.2	20.2	23.1	24.2	16.9	37.5	23.0	17.4	26.7	22.2	17.6	16.6
Post-Graduate Degree	12.8	13.5	11.4	8.6	7.3	33.8	18.7	8.2	12.9	5.2	6.6	7.7



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

46. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
LESS/COLLEGE GRADUATE	66.0	83.1	68.0	67.2	72.4	71.4	51.3	70.8	63.1	71.3	59.7	58.7	72.6
Some Grade School	*	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Some High School	1.7	3.8	1.5	3.9	1.5	0.5	0.8	3.0	0.9	2.6	0.7	1.4	2.0
High School Grad.	22.1	36.9	29.4	19.7	23.9	21.0	15.0	26.7	19.2	25.9	17.5	19.9	24.1
Some College/Trade	23.4	25.6	22.8	23.0	22.4	29.4	19.4	23.5	23.3	23.2	23.6	19.6	26.7
Technical/Vocational	6.3	3.8	3.3	6.9	9.7	6.6	5.9	5.0	7.1	6.4	6.2	6.9	5.8
Associates Degree	12.6	12.5	11.0	13.7	14.8	13.8	10.3	12.5	12.6	13.2	11.7	10.9	14.0
COLLEGE GRADUATE	34.0	16.9	32.0	32.8	27.6	28.6	48.7	29.2	36.9	28.7	40.3	41.3	27.4
Bachelors Degree	21.2	13.1	26.5	20.9	18.2	15.1	27.2	21.3	21.1	20.3	22.1	23.7	18.9
Post-Graduate Degree	12.8	3.8	5.5	11.9	9.4	13.5	21.5	8.0	15.8	8.4	18.2	17.6	8.5



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

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

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
LESS/COLLEGE GRADUATE	66.0	77.5	68.6	72.1	57.1	71.2	62.2	68.7	49.0	80.0	74.4	74.7	66.5	63.6	63.0	76.3
Some Grade School	*	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.1	0.0
Some High School	1.7	3.9	2.4	1.5	0.8	6.8	1.7	1.7	0.2	2.8	3.0	1.4	1.4	1.6	1.2	3.0
High School Grad.	22.1	33.8	24.5	23.4	16.5	37.3	24.1	23.6	12.7	32.4	24.8	23.2	20.8	25.0	19.1	25.5
Some College/Trade	23.4	25.0	23.5	24.1	22.3	18.6	18.7	21.0	19.4	27.6	27.8	26.6	25.6	21.6	22.5	27.6
Technical/Vocational	6.3	3.4	5.1	9.5	5.6	3.4	6.2	10.3	5.9	3.4	4.1	8.9	5.4	3.6	6.9	8.4
Associates Degree	12.6	10.8	13.2	13.5	11.9	5.1	11.6	12.0	10.8	13.1	14.7	14.7	13.2	11.9	13.2	11.7
COLLEGE GRADUATE	34.0	22.5	31.4	27.9	42.9	28.8	37.8	31.3	51.0	20.0	25.6	25.3	33.5	36.4	37.0	23.7
Bachelors Degree	21.2	18.6	22.1	17.7	23.6	22.0	24.1	20.2	25.7	17.2	20.3	15.7	21.1	21.4	23.0	16.4
Post-Graduate Degree	12.8	3.9	9.3	10.3	19.3	6.8	13.7	11.2	25.2	2.8	5.3	9.6	12.4	15.0	13.9	7.3



Table 47 Page 521
July 27-30, 2023

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

47. 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
WEALTHY	1.9	1.8	0.6	1.2	2.2	2.6	3.7	0.0	2.8	1.8	1.1	2.2	5.7	2.5	2.5	0.6	1.1	2.1	2.7	1.3
UPPER MIDDLE CLASS	14.2	9.2	13.3	12.9	14.0	13.7	20.4	21.2	11.1	13.4	12.4	13.1	23.8	14.6	16.2	8.1	14.0	16.2	15.1	17.6
MIDDLE CLASS	44.6	51.5	47.6	42.9	45.0	48.0	39.8	28.8	33.3	45.5	46.1	48.5	26.7	46.0	45.2	42.2	48.9	42.1	43.0	41.0
LOWER MIDDLE CLASS	29.0	25.8	28.2	33.4	29.7	24.3	25.9	37.5	38.9	29.1	30.2	26.9	30.5	28.4	28.0	33.1	27.0	28.6	27.5	30.0
POOR	10.4	11.7	10.4	9.5	9.1	11.3	10.2	12.5	13.9	10.1	10.2	9.3	13.3	8.5	8.1	15.9	9.0	11.0	11.7	10.1
Mean	2.68	2.64	2.66	2.63	2.71	2.72	2.81	2.59	2.50	2.68	2.64	2.72	2.78	2.74	2.77	2.44	2.71	2.70	2.70	2.70



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

47. 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	349	450	769	432	1708	1402	306	292	196	96
WEALTHY	1.9	2.6	0.4	2.3	2.1	1.9	1.5	3.6	2.1	1.5	3.1
UPPER MIDDLE CLASS	14.2	10.6	12.9	16.6	13.9	14.6	14.7	14.1	11.6	12.8	9.4
MIDDLE CLASS	44.6	46.4	47.1	41.9	45.6	46.1	47.1	41.5	36.0	41.8	24.0
LOWER MIDDLE CLASS	29.0	28.1	30.2	29.8	26.9	27.9	28.2	26.5	35.3	31.6	42.7
POOR	10.4	12.3	9.3	9.4	11.6	9.5	8.5	14.4	15.1	12.2	20.8
Mean	2.68	2.63	2.65	2.73	2.68	2.71	2.73	2.66	2.50	2.60	2.31



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

47. WOULD YOU CONSIDER YOURSELF...?

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	603	1397	884	796	320	545	881	318	563	1119
WEALTHY	1.9	3.6	1.1	2.5	1.8	0.6	1.1	3.2	4.1	2.7	0.9
UPPER MIDDLE CLASS	14.2	18.6	12.2	15.2	15.5	8.1	10.8	17.6	19.5	16.5	11.4
MIDDLE CLASS	44.6	45.8	44.2	45.7	44.5	42.2	40.9	43.1	42.8	43.3	45.8
LOWER MIDDLE CLASS	29.0	24.2	31.0	28.3	28.0	33.1	33.8	26.2	25.8	26.5	31.1
POOR	10.4	7.8	11.5	8.4	10.3	15.9	13.4	9.9	7.9	11.0	10.7
Mean	2.68	2.86	2.61	2.75	2.70	2.44	2.52	2.78	2.86	2.73	2.61



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

47. 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	819	906	721	740	539	396	296	249	325	444	290		
WEALTHY	1.9	2.2	1.8	1.9	2.0	1.7	3.0	3.7	1.6	0.6	0.9	1.7		
UPPER MIDDLE CLASS	14.2	14.3	15.2	15.3	14.7	11.9	16.2	18.2	14.9	14.2	12.4	9.3		
MIDDLE CLASS	44.6	45.8	46.7	47.4	42.7	43.6	51.3	46.6	45.4	42.8	40.1	42.1		
LOWER MIDDLE CLASS	29.0	29.1	26.7	28.8	29.1	28.9	23.2	23.0	26.1	35.7	33.1	31.4		
POOR	10.4	8.7	9.6	6.5	11.5	13.9	6.3	8.4	12.0	6.8	13.5	15.5		
Mean	2.68	2.72	2.73	2.77	2.67	2.58	2.86	2.86	2.68	2.66	2.54	2.50		



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

47. 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
WEALTHY	1.9	3.4	5.8	1.6	0.8	1.4	2.4	1.8	10.9	0.7	1.2	2.4	0.4	6.0	2.6	1.2	2.3
UPPER MIDDLE CLASS	14.2	17.4	13.2	20.6	12.3	14.9	11.5	13.5	34.4	13.7	13.3	14.9	13.6	17.9	16.9	10.8	11.7
MIDDLE CLASS	44.6	41.1	39.1	42.7	46.7	45.1	45.6	45.3	34.4	51.1	48.1	43.3	44.0	34.3	35.1	47.0	39.8
LOWER MIDDLE CLASS	29.0	27.1	30.5	24.6	27.4	32.4	31.4	32.0	15.6	25.2	31.5	28.8	28.4	32.8	27.3	27.5	33.6
POOR	10.4	11.0	11.5	10.6	12.7	6.2	9.1	7.4	4.7	9.4	6.0	10.6	13.6	9.0	18.2	13.5	12.5
Mean	2.68	2.75	2.71	2.78	2.61	2.73	2.67	2.70	3.31	2.71	2.72	2.70	2.59	2.79	2.58	2.59	2.58



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

47. 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	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
WEALTHY	1.9	2.2	1.3	1.8	1.6	11.8	100.0	0.0	0.0	0.0	0.0	0.0	1.0	2.8	2.6	1.5
UPPER MIDDLE CLASS	14.2	14.3	13.9	14.1	14.7	88.2	0.0	100.0	0.0	0.0	0.0	0.0	13.0	10.6	17.5	12.0
MIDDLE CLASS	44.6	42.1	46.8	46.7	47.1	0.0	0.0	0.0	60.7	100.0	0.0	0.0	42.8	51.4	50.0	39.1
LOWER MIDDLE CLASS	29.0	29.3	27.5	29.1	26.9	0.0	0.0	0.0	39.3	0.0	100.0	0.0	32.8	30.3	23.6	32.0
POOR	10.4	12.1	10.4	8.3	9.7	0.0	0.0	0.0	0.0	0.0	0.0	100.0	10.5	4.9	6.3	15.5
Mean	2.68	2.65	2.68	2.72	2.71	4.12	5.00	4.00	2.61	3.00	2.00	1.00	2.61	2.76	2.86	2.52



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

47. WOULD YOU CONSIDER YOURSELF...?

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	1321	679	423	256	552	389	769	290
WEALTHY	1.9	1.4	2.9	1.2	5.9	1.4	4.9	1.3	0.3
UPPER MIDDLE CLASS	14.2	8.3	25.5	22.9	29.7	8.2	28.3	8.5	21.7
MIDDLE CLASS	44.6	40.6	52.6	52.2	53.1	44.2	54.0	38.0	50.7
LOWER MIDDLE CLASS	29.0	36.0	15.2	18.4	9.8	32.8	11.3	38.4	20.3
POOR	10.4	13.7	3.8	5.2	1.6	13.4	1.5	13.9	6.9
Mean	2.68	2.48	3.09	2.96	3.29	2.51	3.24	2.45	2.88



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

47. WOULD YOU CONSIDER YOURSELF...?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
WEALTHY	1.9	1.7	2.3	1.9	3.1	1.2	3.1	0.3	2.6	1.3	2.2	3.6
UPPER MIDDLE CLASS	14.2	14.5	13.4	12.6	14.2	12.5	17.8	11.2	13.8	11.8	9.9	16.6
MIDDLE CLASS	44.6	44.4	45.1	43.9	40.8	71.2	47.9	40.9	47.4	41.2	44.0	39.1
LOWER MIDDLE CLASS	29.0	29.2	28.5	31.2	29.2	11.2	23.3	35.1	28.4	33.3	27.5	30.2
POOR	10.4	10.2	10.6	10.4	12.7	3.8	8.0	12.5	7.8	12.4	16.5	10.7
Mean	2.68	2.68	2.68	2.64	2.66	2.96	2.85	2.52	2.75	2.56	2.54	2.72



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

47. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
WEALTHY	1.9	4.4	3.7	2.7	0.9	0.5	1.3	3.4	1.0	2.6	1.0	2.9	1.0
UPPER MIDDLE CLASS	14.2	24.4	13.2	14.6	9.1	9.8	17.5	16.2	12.9	14.0	14.3	16.5	12.1
MIDDLE CLASS	44.6	46.2	40.1	40.0	37.9	46.2	52.7	41.3	46.7	40.3	49.9	48.2	41.5
LOWER MIDDLE CLASS	29.0	17.5	33.8	31.6	33.0	33.2	22.6	29.5	28.6	30.5	27.0	23.9	33.4
POOR	10.4	7.5	9.2	11.0	19.1	10.3	5.9	9.6	10.8	12.5	7.8	8.5	12.0
Mean	2.68	3.01	2.68	2.66	2.40	2.57	2.86	2.74	2.65	2.64	2.74	2.81	2.57



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

47. 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
WEALTHY	1.9	3.9	3.4	0.8	1.2	6.8	5.4	0.9	2.0	2.8	1.5	0.7	0.3	4.1	1.0	1.2
UPPER MIDDLE CLASS	14.2	21.6	14.4	8.7	15.7	15.3	17.4	10.3	19.6	24.1	11.7	7.5	11.3	13.7	18.0	5.6
MIDDLE CLASS	44.6	47.5	37.9	42.8	49.7	55.9	41.1	46.8	52.2	44.1	35.0	39.6	46.8	40.5	48.3	41.5
LOWER MIDDLE CLASS	29.0	20.6	33.5	32.5	25.7	13.6	26.1	28.3	21.6	23.4	40.2	35.8	30.4	28.5	25.9	36.8
POOR	10.4	6.4	10.8	15.2	7.7	8.5	10.0	13.7	4.7	5.5	11.7	16.4	11.3	13.2	6.8	15.0
Mean	2.68	2.96	2.66	2.47	2.77	2.98	2.82	2.56	2.93	2.95	2.51	2.40	2.59	2.67	2.80	2.41



Table 48 Page 531
July 27-30, 2023

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

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
MAINSTREAM PROTESTANT	31.1	45.4	40.1	35.1	29.5	23.2	21.8	22.5	19.4	33.1	38.8	25.7	21.0	37.3	30.8	30.6	30.2	25.3	27.8	22.0
CATHOLIC	25.4	21.5	26.9	24.9	30.0	26.4	20.8	18.8	16.7	25.8	24.9	27.5	25.7	26.6	25.5	19.1	32.4	24.1	29.6	17.2
EVANGELICAL	7.1	16.0	12.3	7.6	6.1	3.7	3.2	0.0	2.8	9.0	10.8	6.9	3.8	13.5	10.9	3.8	3.6	1.7	1.7	1.8
JEWISH	3.4	1.8	1.0	2.9	4.4	3.2	6.0	8.8	2.8	2.4	2.0	2.6	4.8	2.5	2.2	2.5	2.5	6.4	5.8	7.0
MORMON	1.3	0.0	2.3	1.7	1.5	1.1	0.9	0.0	0.0	1.6	1.6	1.4	1.9	1.8	2.8	1.2	0.0	0.6	1.0	0.0
ISLAM	1.2	0.0	1.0	1.2	1.5	1.6	1.4	0.0	0.0	1.0	0.9	1.2	1.0	0.7	0.9	1.2	1.4	1.5	2.1	0.9
BUDDHIST	1.0	0.6	0.6	1.0	0.5	1.6	1.9	1.2	0.0	0.9	0.8	0.8	2.9	0.5	1.6	0.9	1.1	1.2	1.4	0.9
HINDU	0.4	0.0	0.0	0.2	1.0	1.1	0.0	0.0	0.0	0.4	0.1	1.0	0.0	0.2	0.3	0.6	0.7	0.6	1.0	0.0
SIKH	*	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0
OTHER RELIGION	1.5	1.2	1.9	0.5	1.2	1.8	2.3	1.2	5.6	1.4	1.1	2.0	1.0	1.4	1.6	1.6	1.1	1.7	0.7	3.1
NON-REL/SECULAR/ATHEIST	27.5	13.5	13.9	24.9	24.3	36.1	41.7	47.5	52.8	24.3	18.9	30.9	38.1	15.5	23.4	38.4	27.0	36.7	28.5	47.1



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

48. 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	349	450	769	432	1708	1402	306	292	196	96
MAINSTREAM PROTESTANT	31.1	21.5	32.0	38.0	25.7	32.4	33.0	29.4	23.6	24.5	21.9
CATHOLIC	25.4	34.7	26.7	22.0	22.7	25.9	25.0	30.1	22.3	25.0	16.7
EVANGELICAL	7.1	4.0	8.9	8.3	5.6	7.5	8.1	4.6	4.8	4.6	5.2
JEWISH	3.4	6.0	1.8	2.7	4.4	3.3	3.2	3.6	4.5	4.6	4.2
MORMON	1.3	0.9	0.9	0.8	3.0	1.3	1.1	2.0	1.4	1.5	1.0
ISLAM	1.2	2.6	0.9	0.9	0.7	1.1	0.9	2.0	1.7	1.0	3.1
BUDDHIST	1.0	1.4	0.9	0.4	1.9	0.9	1.1	0.3	1.4	1.0	2.1
HINDU	0.4	0.6	0.0	0.7	0.5	0.4	0.4	0.3	1.0	1.5	0.0
SIKH	*	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.5	0.0
OTHER RELIGION	1.5	0.9	1.3	1.7	1.9	1.5	1.4	2.3	1.4	1.0	2.1
NON-REL/SECULAR/ATHEIST	27.5	27.5	26.7	24.6	33.6	25.8	25.8	25.5	37.7	34.7	43.8



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

48. 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-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
MAINSTREAM PROTESTANT	31.1	24.0	34.1	35.0	27.0	30.6	29.9	26.9	32.1	24.0	34.4
CATHOLIC	25.4	31.0	23.0	26.2	27.0	19.1	20.4	26.8	29.6	25.2	24.3
EVANGELICAL	7.1	4.6	8.2	12.6	2.4	3.8	4.8	3.3	2.8	3.6	10.1
JEWISH	3.4	5.0	2.8	2.4	5.0	2.5	2.2	4.1	5.0	3.6	2.9
MORMON	1.3	1.2	1.4	2.1	0.4	1.2	1.7	1.1	0.6	1.4	1.4
ISLAM	1.2	1.8	0.9	0.8	1.5	1.2	0.9	1.6	3.5	0.5	0.8
BUDDHIST	1.0	1.8	0.6	0.9	1.1	0.9	1.3	1.4	0.6	1.8	0.7
HINDU	0.4	0.7	0.4	0.2	0.6	0.6	0.6	0.5	0.9	0.2	0.4
SIKH	*	0.0	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.0
OTHER RELIGION	1.5	2.2	1.2	1.5	1.5	1.6	1.8	1.7	1.3	2.0	1.3
NON-REL/SECULAR/ATHEIST	27.5	27.7	27.4	18.3	33.3	38.4	36.5	32.6	23.6	37.7	23.5



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

48. 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	819	906	721	740	539	396	296	249	325	444	290			
MAINSTREAM PROTESTANT	31.1	35.8	27.3	37.4	26.1	29.5	34.6	24.0	28.1	40.9	27.5	30.7			
CATHOLIC	25.4	27.7	26.6	25.7	27.0	22.8	27.5	29.7	21.7	23.4	25.2	23.8			
EVANGELICAL	7.1	12.0	3.3	12.8	3.6	4.3	13.6	4.1	4.0	11.7	3.4	4.5			
JEWISH	3.4	2.4	4.3	2.1	5.4	2.6	2.8	5.7	2.8	1.2	5.2	2.4			
MORMON	1.3	1.5	1.1	2.1	0.7	1.1	1.3	0.3	0.4	3.1	0.9	1.7			
ISLAM	1.2	0.7	1.2	1.0	1.4	1.1	1.0	3.0	1.2	0.9	0.2	1.0			
BUDDHIST	1.0	0.9	1.0	1.0	0.8	1.3	1.0	1.0	1.2	0.9	0.7	1.4			
HINDU	0.4	0.2	0.6	0.3	0.8	0.2	0.0	0.7	0.4	0.6	0.9	0.0			
SIKH	*	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0			
OTHER RELIGION	1.5	1.3	1.3	1.2	1.8	1.5	0.5	1.0	0.8	2.2	2.3	2.1			
NON-REL/SECULAR/ATHEIST	27.5	17.5	33.3	16.4	32.4	35.6	17.4	30.4	39.4	15.1	33.8	32.4			



Table 48 Page 535
July 27-30, 2023

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

48. 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
MAINSTREAM PROTESTANT	31.1	22.0	20.2	23.4	29.9	39.1	40.2	39.6	18.8	30.9	41.5	23.4	30.8	25.4	16.9	28.7	39.1
CATHOLIC	25.4	22.0	20.2	23.4	27.5	25.2	27.0	25.9	28.1	30.9	23.9	21.3	32.8	41.8	20.8	22.2	25.8
EVANGELICAL	7.1	3.2	3.7	2.8	4.1	10.1	17.6	13.2	3.1	5.8	15.8	3.8	3.6	3.0	0.0	3.9	7.8
JEWISH	3.4	6.4	4.5	7.8	2.6	2.6	1.0	2.0	7.8	2.2	1.4	6.1	3.2	9.0	6.5	2.4	0.8
MORMON	1.3	1.1	1.2	0.9	1.1	1.4	2.0	1.7	3.1	2.2	1.9	0.7	0.8	0.0	1.3	0.9	1.6
ISLAM	1.2	1.8	2.9	0.9	1.1	0.7	0.7	0.7	6.2	0.7	0.4	0.7	1.6	4.5	3.9	0.9	0.0
BUDDHIST	1.0	1.4	1.6	1.2	0.7	0.7	1.4	1.0	1.6	0.0	1.2	1.2	0.4	0.0	2.6	1.2	0.8
HINDU	0.4	0.9	0.8	0.9	0.3	0.2	0.3	0.3	0.0	0.0	0.4	1.2	0.4	0.0	0.0	0.3	0.0
SIKH	*	0.2	0.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.5	2.5	2.9	2.2	1.4	0.7	1.0	0.8	3.1	1.4	1.0	2.4	1.2	0.0	2.6	1.5	0.8
NON-REL/SECULAR/ATHEIST	27.5	38.7	41.6	36.4	31.3	19.2	8.8	14.9	26.6	25.9	12.5	39.2	25.2	16.4	45.5	38.0	23.4



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

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
MAINSTREAM PROTESTANT	31.1	26.9	27.5	37.4	29.8	27.1	15.8	28.6	31.9	29.8	35.2	31.4	100.0	0.0	0.0	0.0
CATHOLIC	25.4	25.7	25.0	25.3	25.8	31.8	34.2	31.4	25.4	28.4	20.7	15.5	0.0	0.0	100.0	0.0
EVANGELICAL	7.1	2.8	5.1	12.9	6.7	5.9	10.5	5.3	7.9	8.2	7.4	3.4	0.0	100.0	0.0	0.0
JEWISH	3.4	4.9	3.2	1.9	3.5	7.5	5.3	7.8	2.8	3.6	1.6	1.9	0.0	0.0	0.0	0.0
MORMON	1.3	0.9	0.9	1.9	1.0	0.9	2.6	0.7	1.6	1.2	2.1	0.0	0.0	0.0	0.0	0.0
ISLAM	1.2	1.8	0.6	0.6	1.0	2.2	10.5	1.1	1.1	1.3	0.7	0.0	0.0	0.0	0.0	0.0
BUDDHIST	1.0	1.3	0.3	0.9	1.0	0.3	0.0	0.4	1.0	1.3	0.3	2.4	0.0	0.0	0.0	0.0
HINDU	0.4	0.6	0.3	0.4	0.4	0.3	0.0	0.4	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0
SIKH	*	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.5	1.5	1.9	1.3	1.8	0.9	0.0	1.1	1.2	1.0	1.6	4.3	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	27.5	33.7	34.8	17.3	28.9	23.1	21.1	23.3	26.6	24.1	30.4	41.1	0.0	0.0	0.0	100.0



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

48. 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	1321	679	423	256	552	389	769	290
MAINSTREAM PROTESTANT	31.1	32.0	29.3	30.0	28.1	29.3	29.8	33.9	28.6
CATHOLIC	25.4	23.2	29.6	30.0	28.9	23.9	30.6	22.8	28.3
EVANGELICAL	7.1	7.4	6.5	5.7	7.8	9.1	6.7	6.2	6.2
JEWISH	3.4	2.5	5.3	3.8	7.8	2.4	5.7	2.6	4.8
MORMON	1.3	1.4	1.0	1.2	0.8	0.9	0.5	1.8	1.7
ISLAM	1.2	0.9	1.6	1.2	2.3	1.3	2.3	0.7	0.7
BUDDHIST	1.0	0.8	1.5	0.9	2.3	0.9	1.3	0.7	1.7
HINDU	0.4	0.3	0.7	0.2	1.6	0.0	0.8	0.5	0.7
SIKH	*	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0
OTHER RELIGION	1.5	1.8	0.9	0.9	0.8	0.9	0.5	2.5	1.4
NON-REL/SECULAR/ATHEIST	27.5	29.5	23.6	26.0	19.5	31.2	21.9	28.3	25.9



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

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1351	649	269	260	80	679	672	116	153	91	169
MAINSTREAM PROTESTANT	31.1	33.1	27.0	17.1	40.8	15.0	32.0	34.2	14.7	19.0	33.0	45.0
CATHOLIC	25.4	24.4	27.4	43.5	15.4	22.5	25.3	23.5	45.7	41.8	18.7	13.6
EVANGELICAL	7.1	8.2	4.8	4.1	4.6	1.2	9.3	7.1	6.0	2.6	3.3	5.3
JEWISH	3.4	3.9	2.5	3.0	1.9	0.0	3.8	4.0	4.3	2.0	2.2	1.8
MORMON	1.3	1.7	0.5	1.1	0.0	0.0	1.0	2.4	0.0	2.0	0.0	0.0
ISLAM	1.2	0.7	2.0	0.7	2.3	6.2	1.3	0.1	0.0	1.3	4.4	1.2
BUDDHIST	1.0	0.7	1.5	0.7	0.4	7.5	1.0	0.4	0.9	0.7	0.0	0.6
HINDU	0.4	0.0	1.4	0.4	0.0	10.0	0.0	0.0	0.0	0.7	0.0	0.0
SIKH	*	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0
OTHER RELIGION	1.5	1.4	1.7	1.1	2.3	1.2	0.6	2.2	0.9	1.3	2.2	2.4
NON-REL/SECULAR/ATHEIST	27.5	25.8	31.1	28.3	31.9	36.2	25.6	25.9	27.6	28.8	35.2	30.2



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

48. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
MAINSTREAM PROTESTANT	31.1	20.0	21.3	29.0	31.8	34.0	38.4	24.4	35.3	26.6	36.5	29.5	32.5
CATHOLIC	25.4	24.4	22.4	24.2	21.5	32.1	25.7	23.6	26.5	23.0	28.3	26.7	24.3
EVANGELICAL	7.1	4.4	5.1	5.7	10.3	7.4	7.6	5.2	8.3	6.7	7.5	8.1	6.2
JEWISH	3.4	3.1	4.0	3.0	1.2	2.1	5.9	3.4	3.5	2.7	4.3	3.7	3.2
MORMON	1.3	0.0	2.9	1.2	1.2	1.1	1.1	1.6	1.1	1.5	1.1	0.7	1.8
ISLAM	1.2	4.4	2.6	1.8	0.3	0.3	0.2	2.6	0.2	1.9	0.2	1.7	0.7
BUDDHIST	1.0	1.2	1.8	0.0	1.2	1.1	1.0	0.9	1.1	1.0	1.0	1.1	0.9
HINDU	0.4	1.9	0.7	0.3	0.6	0.3	0.0	0.8	0.2	0.7	0.1	0.3	0.6
SIKH	*	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0
OTHER RELIGION	1.5	0.6	1.8	1.2	3.3	1.6	0.6	1.3	1.6	1.9	1.0	0.7	2.2
NON-REL/SECULAR/ATHEIST	27.5	39.4	37.1	33.7	28.5	20.2	19.6	36.1	22.1	33.8	19.8	27.3	27.7



Table 48 Page 540
July 27-30, 2023

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

48. 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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
MAINSTREAM PROTESTANT	31.1	21.6	25.8	31.7	36.7	18.6	19.5	29.2	37.3	22.8	31.6	33.8	36.1	27.6	29.0	40.7
CATHOLIC	25.4	22.5	23.9	24.1	28.0	25.4	28.2	24.9	27.0	21.4	19.9	23.5	29.3	24.4	28.9	18.5
EVANGELICAL	7.1	3.9	5.5	9.3	7.5	1.7	6.2	12.0	7.8	4.8	4.9	7.2	7.0	4.6	6.9	10.8
JEWISH	3.4	4.4	3.4	1.3	4.7	5.1	5.0	1.7	3.9	4.1	1.9	1.0	5.6	5.3	3.2	1.6
MORMON	1.3	0.5	2.0	1.0	1.3	0.0	1.2	0.4	0.7	0.7	2.6	1.4	2.0	0.5	1.4	2.1
ISLAM	1.2	3.9	2.4	0.4	0.1	6.8	3.7	0.9	0.2	2.8	1.1	0.0	0.0	2.5	0.9	0.0
BUDDHIST	1.0	1.5	0.8	1.0	1.0	1.7	1.2	0.9	1.0	1.4	0.4	1.0	1.1	1.6	0.9	0.5
HINDU	0.4	1.5	0.6	0.6	0.0	1.7	0.8	0.0	0.0	1.4	0.4	1.0	0.0	0.9	0.4	0.0
SIKH	*	0.5	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
OTHER RELIGION	1.5	1.0	1.4	2.7	0.9	1.7	0.8	0.9	0.5	0.7	1.9	4.1	1.4	2.3	1.2	1.2
NON-REL/SECULAR/ATHEIST	27.5	38.7	34.3	27.9	19.7	35.6	33.2	29.2	21.6	40.0	35.3	27.0	17.5	30.1	27.3	24.6



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

49. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL 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	163	309	410	407	379	216	80	36	1482	882	495	105	563	321	320	278	518	291	227
URBAN AREA	28.0	16.0	19.7	23.7	27.5	38.8	37.5	32.5	30.6	24.6	20.9	28.5	38.1	19.7	24.3	28.8	30.2	37.8	40.5	34.4
SUBURBAN AREA	50.6	46.6	50.8	51.2	54.1	47.2	49.1	57.5	50.0	50.5	50.2	52.5	43.8	49.6	52.0	48.4	53.2	50.8	47.8	54.6
RURAL AREA	21.4	37.4	29.4	25.1	18.4	14.0	13.4	10.0	19.4	24.8	28.9	19.0	18.1	30.7	23.7	22.8	16.5	11.4	11.7	11.0



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

49. 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 LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	349	450	769	432	1708	1402	306	292	196	96
URBAN AREA	28.0	29.5	24.2	26.4	33.8	27.0	25.4	34.3	34.2	35.2	32.3
SUBURBAN AREA	50.6	51.3	50.4	49.9	51.4	51.0	52.0	46.4	48.3	49.0	46.9
RURAL AREA	21.4	19.2	25.3	23.7	14.8	22.0	22.6	19.3	17.5	15.8	20.8



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

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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		UND-	ERS/		Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-			PROVE
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			
		TION				DED					
Total	2000	603	1397	884	796	320	545	881	318	563	1119
URBAN AREA	28.0	36.7	24.3	21.4	35.2	28.8	29.0	36.0	41.2	33.0	21.8
SUBURBAN AREA	50.6	50.4	50.7	50.5	51.6	48.4	50.3	49.1	46.9	50.4	51.7
RURAL AREA	21.4	12.9	25.0	28.2	13.2	22.8	20.7	14.9	11.9	16.5	26.5



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

49. 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	819	906	721	740	539	396	296	249	325	444	290		
URBAN AREA	28.0	20.9	33.8	19.4	37.2	27.1	21.7	42.2	26.5	16.6	33.8	27.6		
SUBURBAN AREA	50.6	50.1	51.9	52.4	48.5	51.0	52.8	46.3	51.0	52.0	50.0	51.0		
RURAL AREA	21.4	29.1	14.3	28.2	14.3	21.9	25.5	11.5	22.5	31.4	16.2	21.4		



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

49. 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	564	243	321	723	417	296	713	64	139	518	423	250	67	77	334	128
URBAN AREA	28.0	35.3	37.0	34.0	30.3	20.4	19.6	20.1	35.9	25.2	15.8	35.2	39.2	41.8	35.1	25.7	25.8
SUBURBAN AREA	50.6	50.7	49.0	52.0	50.1	51.3	50.7	51.1	48.4	49.6	53.7	52.2	43.6	43.3	44.2	55.1	44.5
RURAL AREA	21.4	14.0	14.0	14.0	19.6	28.3	29.7	28.9	15.6	25.2	30.5	12.5	17.2	14.9	20.8	19.2	29.7



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

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

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	904	316	780	1077	321	38	283	1472	893	579	207	622	142	508	550
URBAN AREA	28.0	37.1	23.7	19.4	26.5	31.2	60.5	27.2	26.3	25.4	27.6	35.7	24.9	18.3	27.0	30.7
SUBURBAN AREA	50.6	49.3	55.7	50.0	51.7	59.8	26.3	64.3	51.0	54.8	45.3	33.3	47.1	49.3	57.5	50.2
RURAL AREA	21.4	13.6	20.6	30.6	21.8	9.0	13.2	8.5	22.7	19.8	27.1	30.9	28.0	32.4	15.6	19.1



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

49. 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	1321	679	423	256	552	389	769	290
URBAN AREA	28.0	27.0	30.0	28.4	32.8	27.7	31.9	26.5	27.6
SUBURBAN AREA	50.6	48.3	55.1	55.1	55.1	47.1	54.8	49.2	55.5
RURAL AREA	21.4	24.7	14.9	16.5	12.1	25.2	13.4	24.3	16.9



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

49. 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	1351	649	269	260	80	679	672	116	153	91	169
URBAN AREA	28.0	21.7	41.3	43.9	42.7	41.2	24.0	19.3	46.6	41.8	45.1	41.4
SUBURBAN AREA	50.6	52.4	46.8	44.6	45.4	56.2	51.3	53.6	44.0	45.1	47.3	44.4
RURAL AREA	21.4	25.9	11.9	11.5	11.9	2.5	24.7	27.1	9.5	13.1	7.7	14.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

49. 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	160	272	335	330	377	526	767	1233	1097	903	941	1059
URBAN AREA	28.0	36.9	37.1	36.1	24.5	20.7	23.0	36.6	22.7	33.0	22.0	29.4	26.8
SUBURBAN AREA	50.6	52.5	46.0	45.4	47.6	53.1	55.9	47.1	52.8	47.2	54.7	50.3	50.9
RURAL AREA	21.4	10.6	16.9	18.5	27.9	26.3	21.1	16.3	24.5	19.8	23.3	20.3	22.3



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

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	204	507	526	763	59	241	233	408	145	266	293	355	561	1012	427
URBAN AREA	28.0	35.3	38.3	23.8	22.3	37.3	47.3	23.6	21.1	34.5	30.1	23.9	23.7	100.0	0.0	0.0
SUBURBAN AREA	50.6	52.9	44.4	49.4	54.9	52.5	40.2	50.6	55.6	53.1	48.1	48.5	54.1	0.0	100.0	0.0
RURAL AREA	21.4	11.8	17.4	26.8	22.8	10.2	12.4	25.8	23.3	12.4	21.8	27.6	22.3	0.0	0.0	100.0