

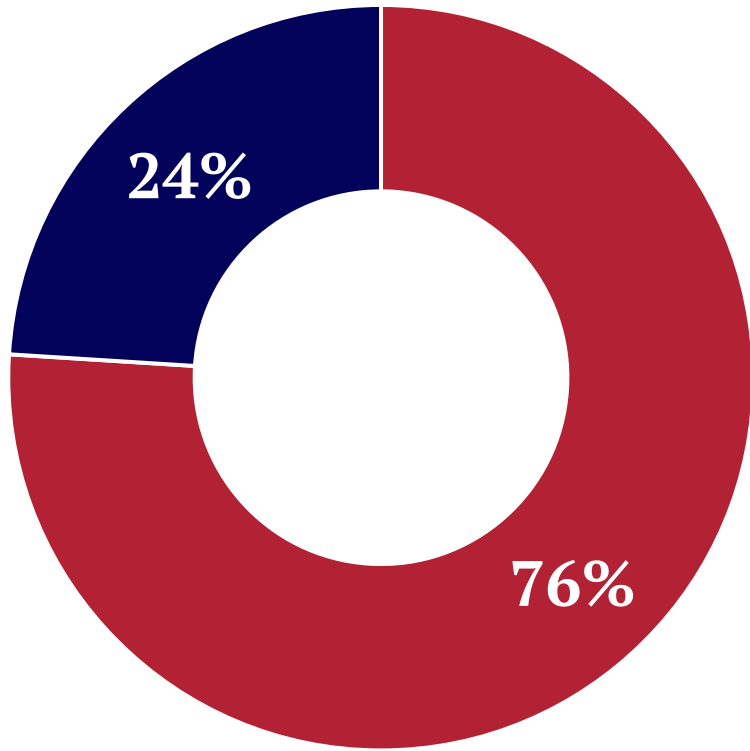
WHICH PARTY IS MOST FOCUSED ON THE ISSUES THAT MATTER?

 McLaughlin & Associates



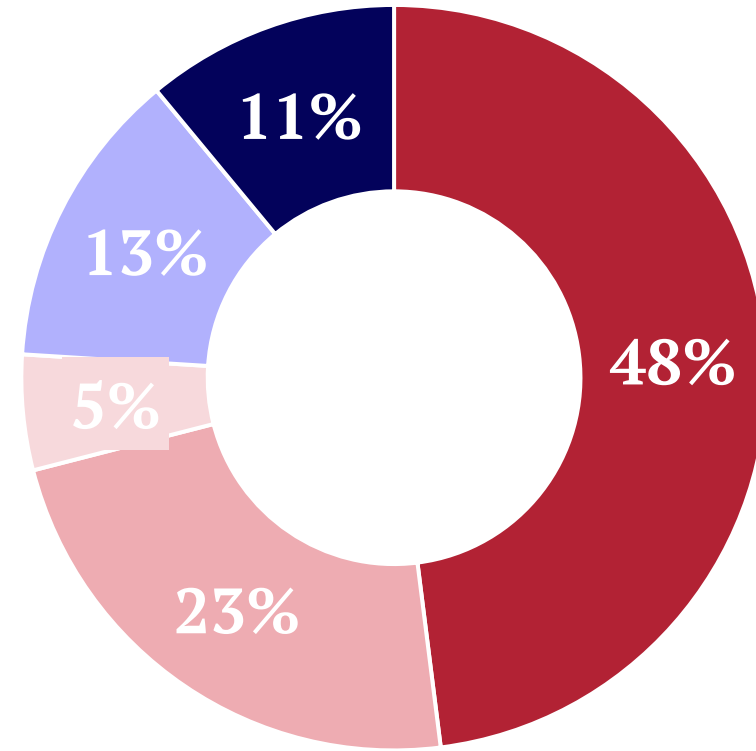
# VOTER UNIVERSE – AUGUST 17-20, 2023

Screening survey of 9 questions, asking respondents to rank agreement on 0-10 scale, identified 76% of American voters as part of America's New Majority.



■ New Majority

■ Left Minority



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

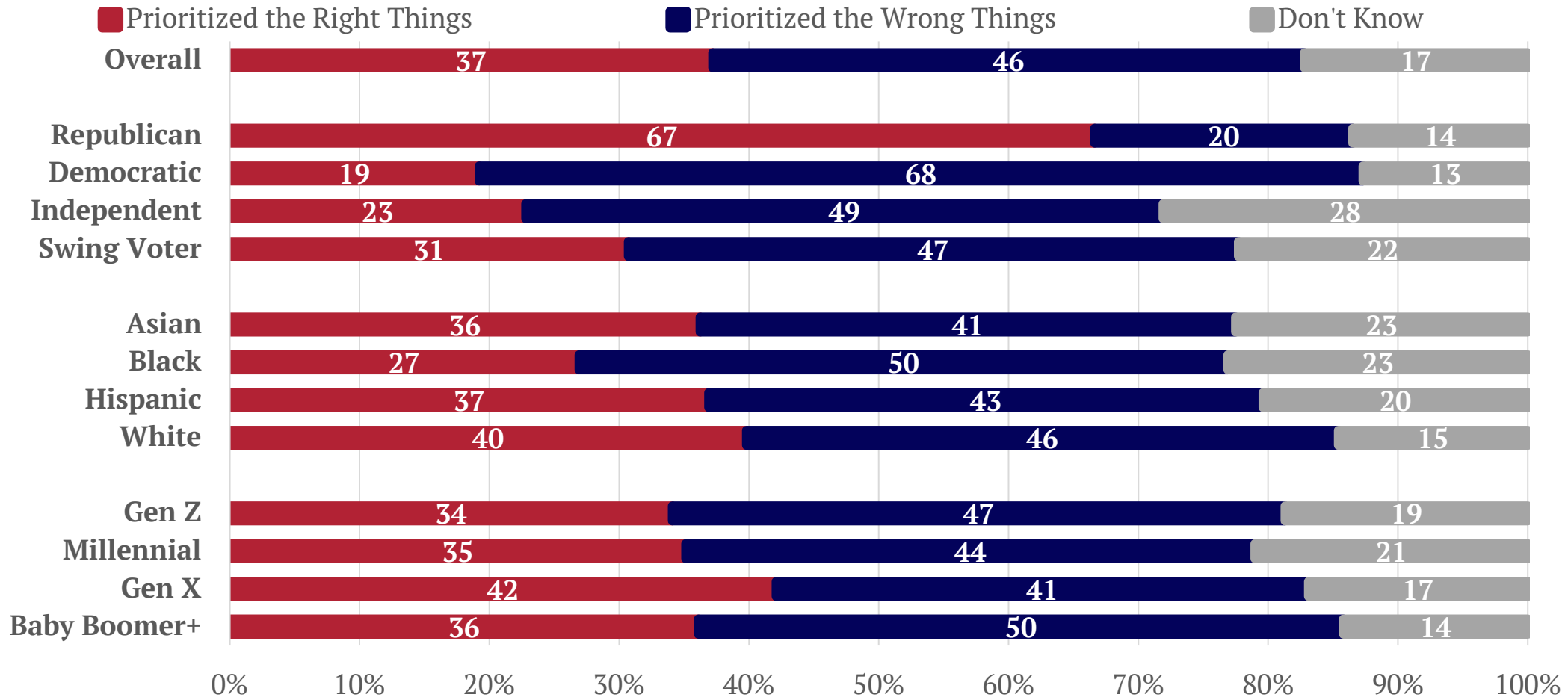


# KEY TAKEAWAYS

- A plurality of Americans say Republicans and Democrats are prioritizing the wrong things.
- Neither party has a clear advantage on which is the most focused on economic issues like inflation – the #1 issue in the country.
- Republicans are seen as more focused than Democrats on border security and crime.
- Democrats are seen as more focused than Republicans on gun violence, health care, Social Security, and Medicare.
- Undecided voters are much more likely than other groups to believe neither party are focusing on the issues.
  - Swing voters are a little more likely to believe neither party are focusing on the issues polled.

# A PLURALITY OF AMERICANS SAY THE GOP IS PRIORITIZING THE WRONG THINGS

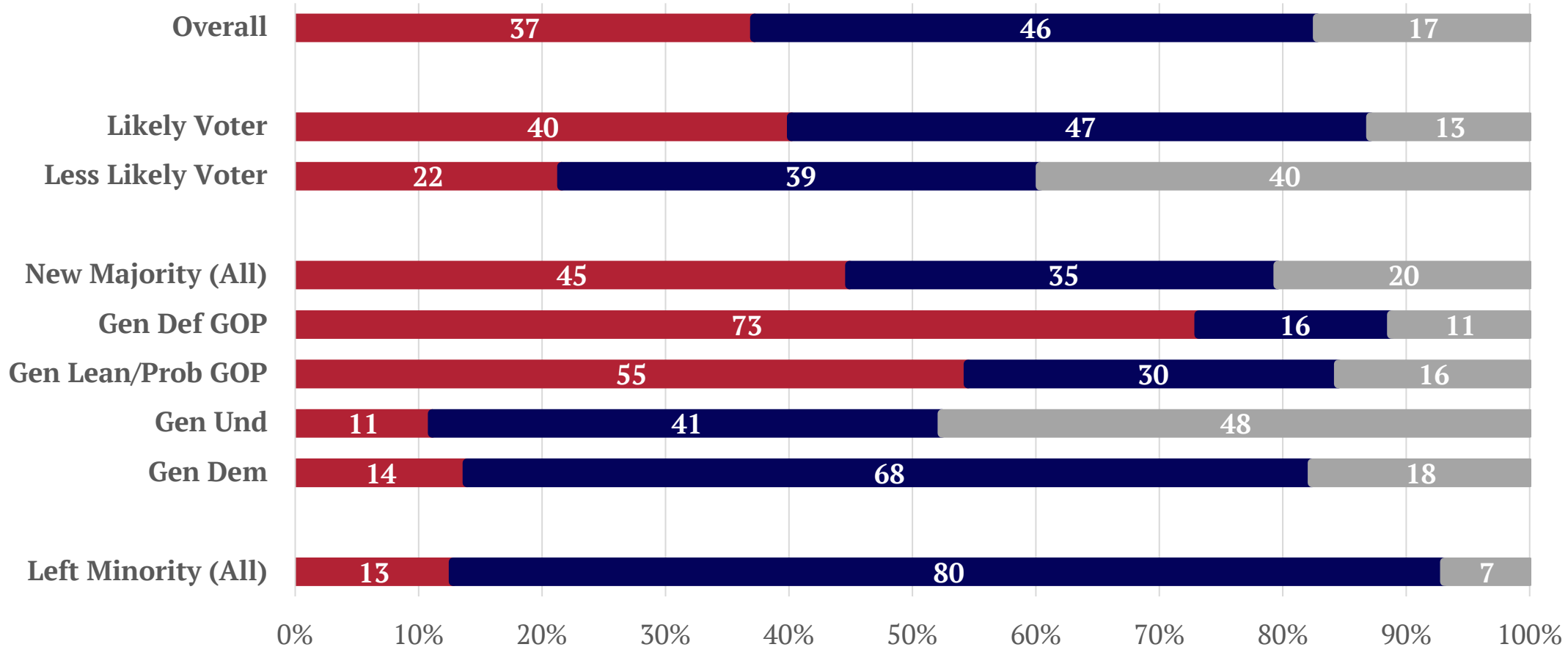
As you may know, since January 2023, Democrats have controlled the White House and U.S. Senate and Republicans have controlled the U.S. House of Representatives. Over the past eight months, would you say **REPUBLICANS** have...



# A PLURALITY OF NEW MAJORITY VOTERS SAY THE GOP IS PRIORITIZING THE *RIGHT* THINGS

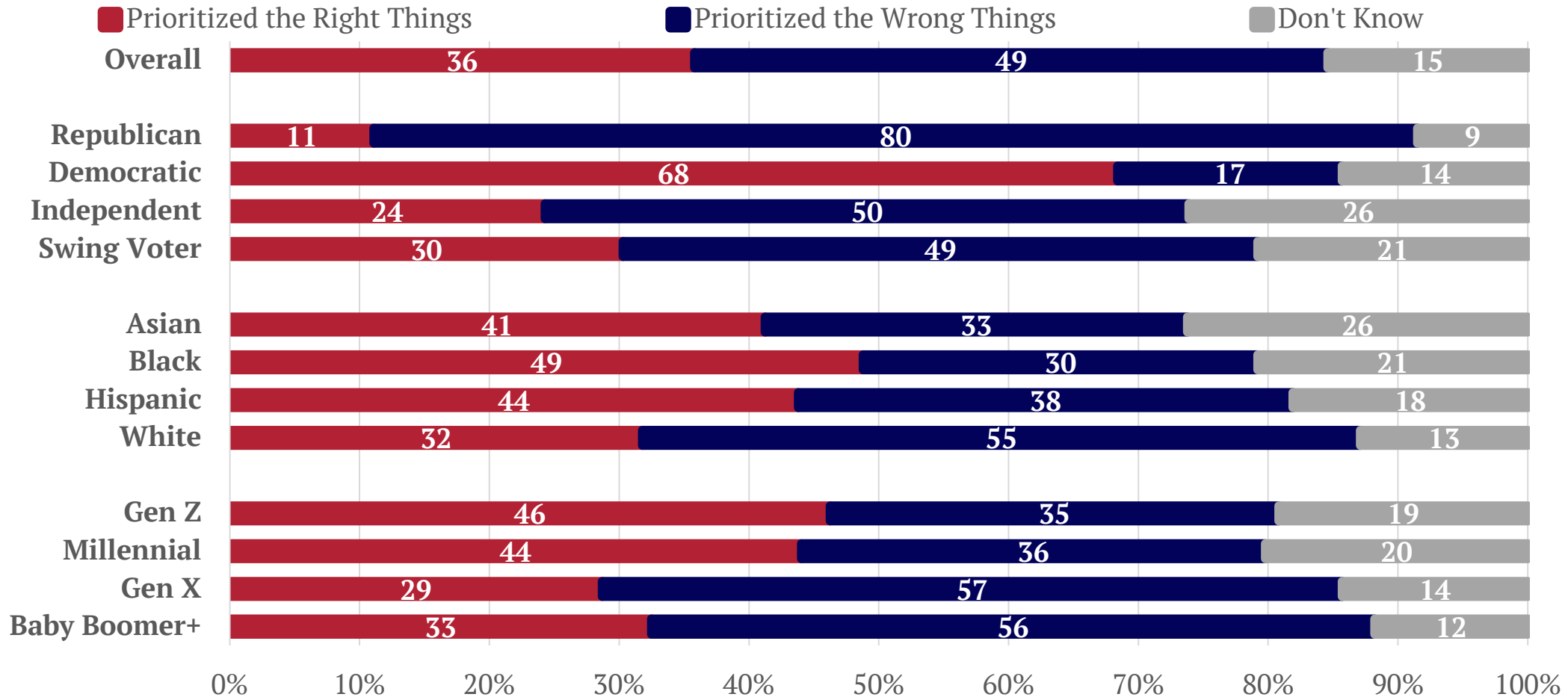
As you may know, since January 2023, Democrats have controlled the White House and U.S. Senate and Republicans have controlled the U.S. House of Representatives. Over the past eight months, would you say **REPUBLICANS** have...

■ Prioritized the Right Things      ■ Prioritized the Wrong Things      ■ Don't Know



# DEMOCRATS ARE ALSO SEEN AS PRIORITIZING THE WRONG THINGS BY A PLURALITY OF AMERICANS

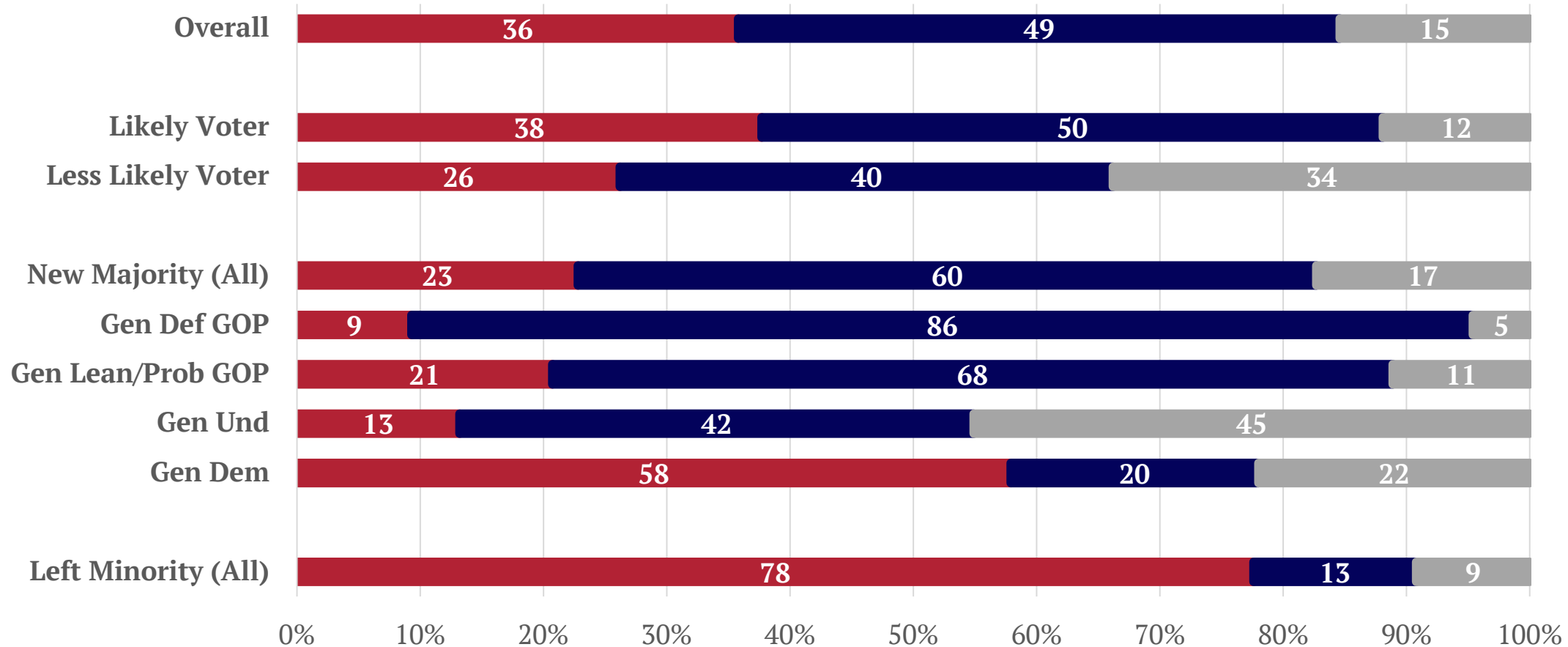
As you may know, since January 2023, Democrats have controlled the White House and U.S. Senate and Republicans have controlled the U.S. House of Representatives. Over the past eight months, would you say **DEMOCRATS** have...



# 6-IN-10 NEW MAJORITY VOTERS SAY DEMOCRATS ARE PRIORITIZING THE WRONG THINGS

As you may know, since January 2023, Democrats have controlled the White House and U.S. Senate and Republicans have controlled the U.S. House of Representatives. Over the past eight months, would you say **DEMOCRATS** have...

■ Prioritized the Right Things      ■ Prioritized the Wrong Things      ■ Don't Know



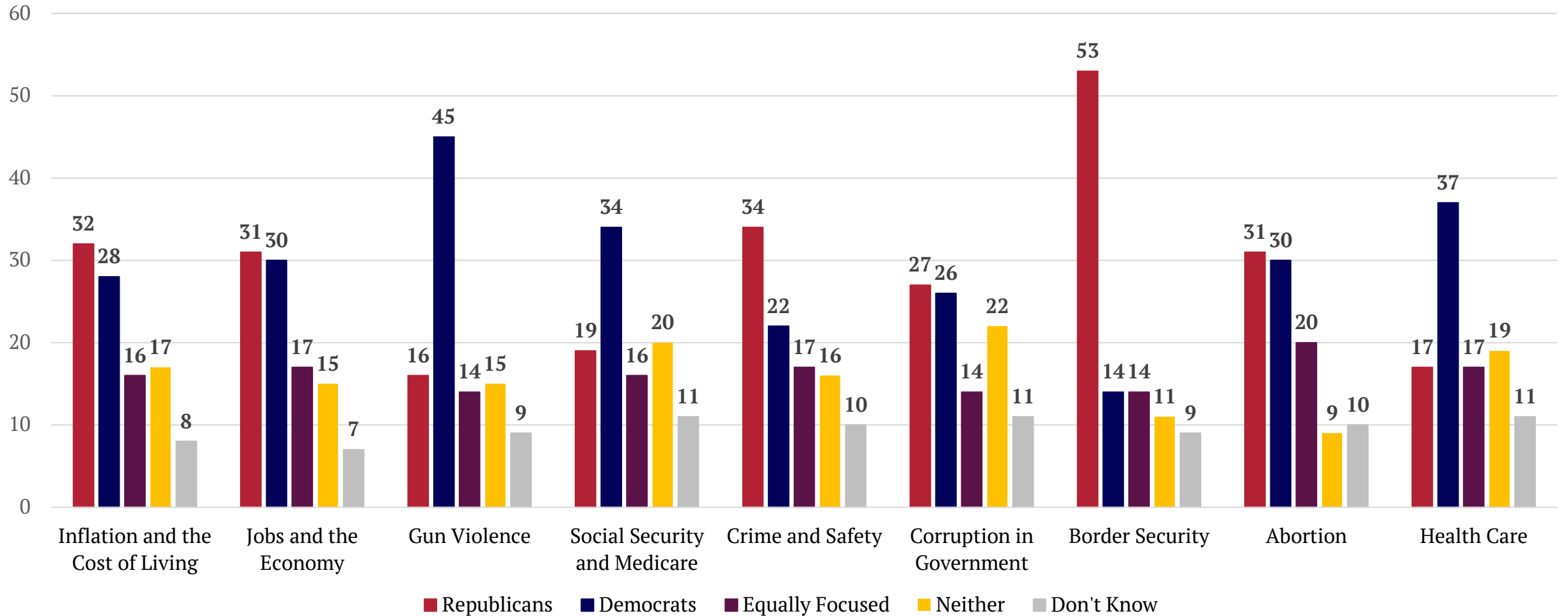
# NEITHER PARTY HAS A CLEAR ADVANTAGE ON WHICH IS MOST FOCUSED ON ECONOMIC ISSUES

| ISSUE (NET PARTY ADVANTAGE)               | AUGUST 17-20 POLL OF PARTY FOCUS<br>“Over the past 8 months, which party has focused the most on the following issues?” |                   |                      |                        |     | JULY 13-16 POLL OF TOP ISSUES<br>“Thinking about the upcoming elections in 2024 for President and Congress, what issues matter most to you?” (Selected 3 Choices) |     |     |     |       |              |
|---|---|-------------------|----------------------|------------------------|-----|---|-----|-----|-----|-------|--------------|
|   | GOP MORE FOCUSED  | DEMS MORE FOCUSED | BOTH EQUALLY FOCUSED | NEITHER FOCUSED AT ALL | D/K | ALL   | GOP | DEM | IND | SWING | NEW MAJORITY |
| Inflation/Cost of Living                  | 32  | 28                | 16                   | 17                     | 8   | 42  | 49  | 34  | 44  | 41    | 47           |
| Jobs/Economy                              | 31  | 30                | 17                   | 15                     | 8   | 23  | 23  | 21  | 26  | 24    | 24           |
| <b>Gun Violence (+29 DEM)</b>             | 16  | 45                | 14                   | 15                     | 9   | 22  | 9   | 35  | 21  | 22    | 16           |
| <b>Social Security/Medicare (+15 DEM)</b> | 19  | 34                | 16                   | 20                     | 12  | 19  | 17  | 20  | 19  | 19    | 19           |
| <b>Crime/Safety (+11 GOP)</b>             | 34  | 22                | 17                   | 16                     | 10  | 18  | 24  | 15  | 15  | 18    | 20           |
| Corruption/Gov’t                          | 27  | 26                | 14                   | 22                     | 11  | 16  | 21  | 9   | 19  | 17    | 19           |
| <b>Border Security (+39 GOP)</b>          | 53  | 14                | 14                   | 11                     | 8   | 16  | 30  | 4   | 14  | 14    | 21           |
| Abortion                                  | 31  | 30                | 20                   | 9                      | 10  | 16  | 9   | 25  | 12  | 13    | 11           |
| <b>Health Care (+19 DEM)</b>              | 17  | 37                | 17                   | 19                     | 11  | 15  | 11  | 19  | 16  | 14    | 14           |

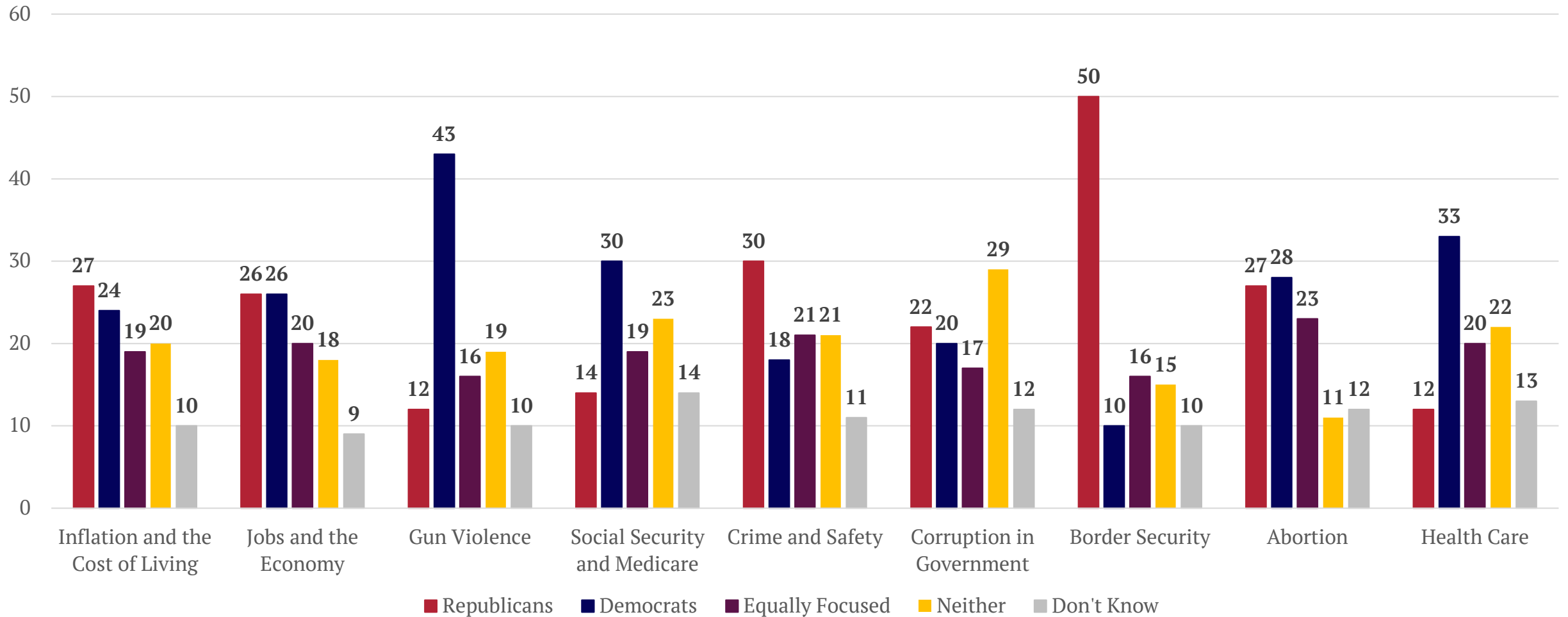




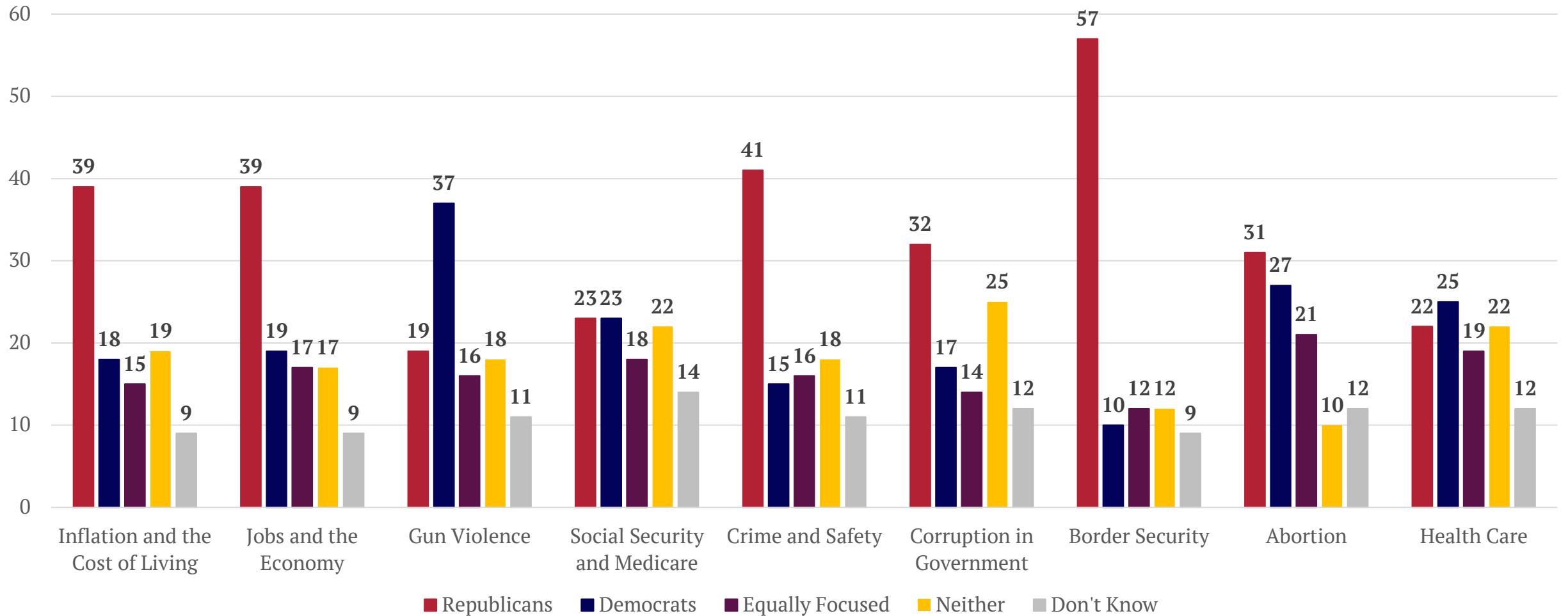
# WHICH PARTY IS MOST FOCUSED ON EACH ISSUE? (ALL VOTERS)



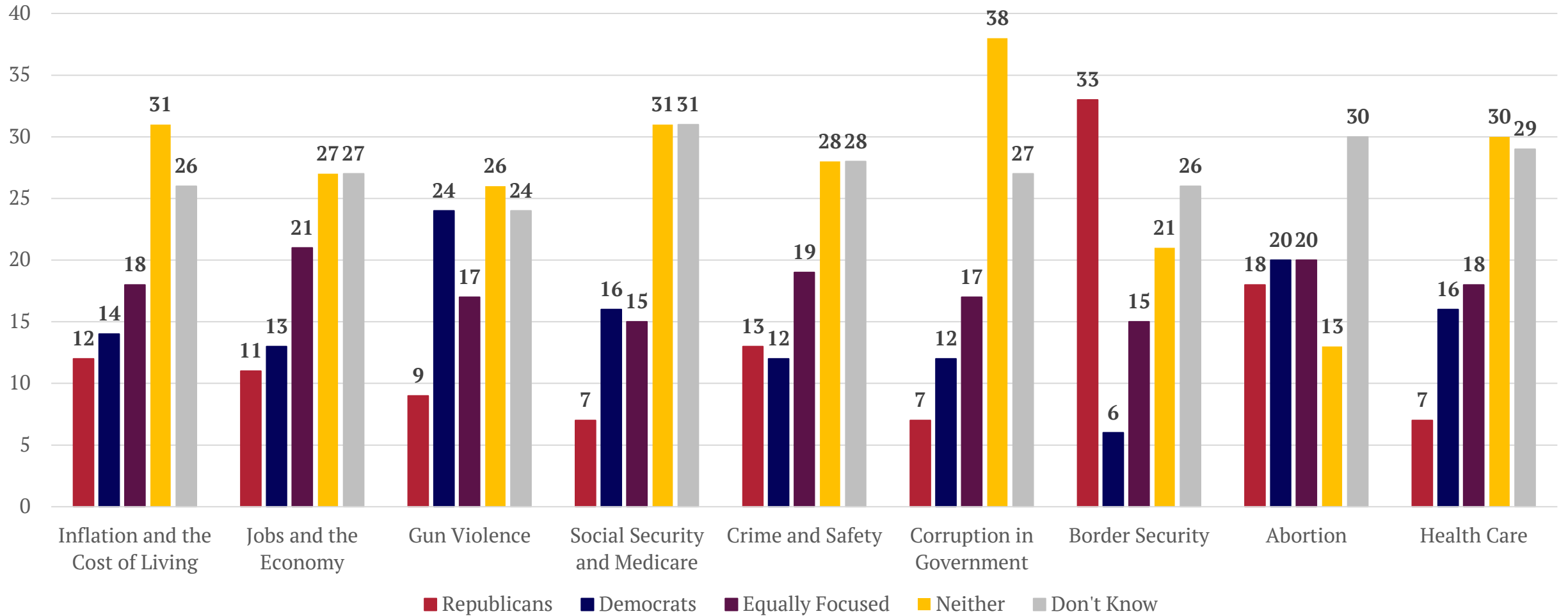
# WHICH PARTY IS MOST FOCUSED ON EACH ISSUE? (SWING VOTERS)



# WHICH PARTY IS MOST FOCUSED ON EACH ISSUE? (AMERICA'S NEW MAJORITY VOTERS)

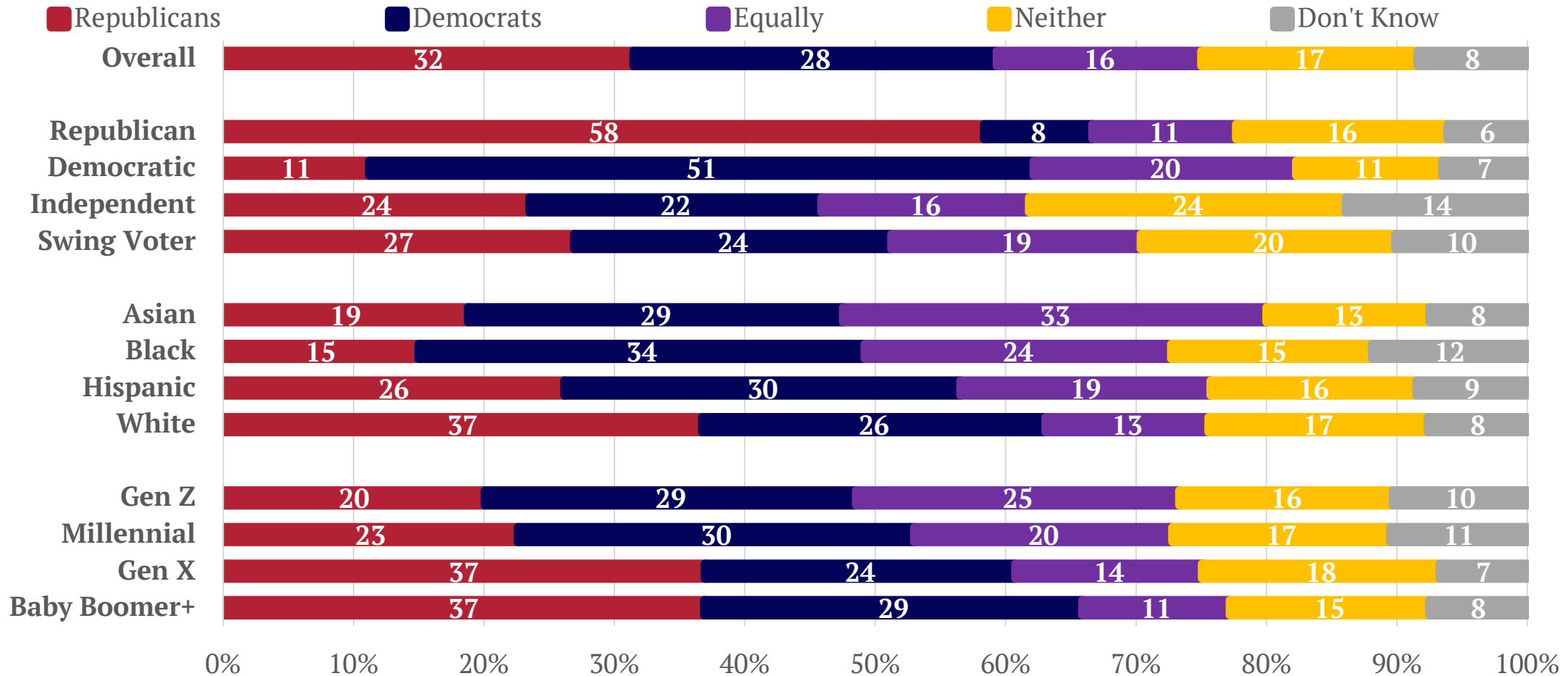


# WHICH PARTY IS MOST FOCUSED ON EACH ISSUE? (GENERIC BALLOT UNDECIDED VOTERS)



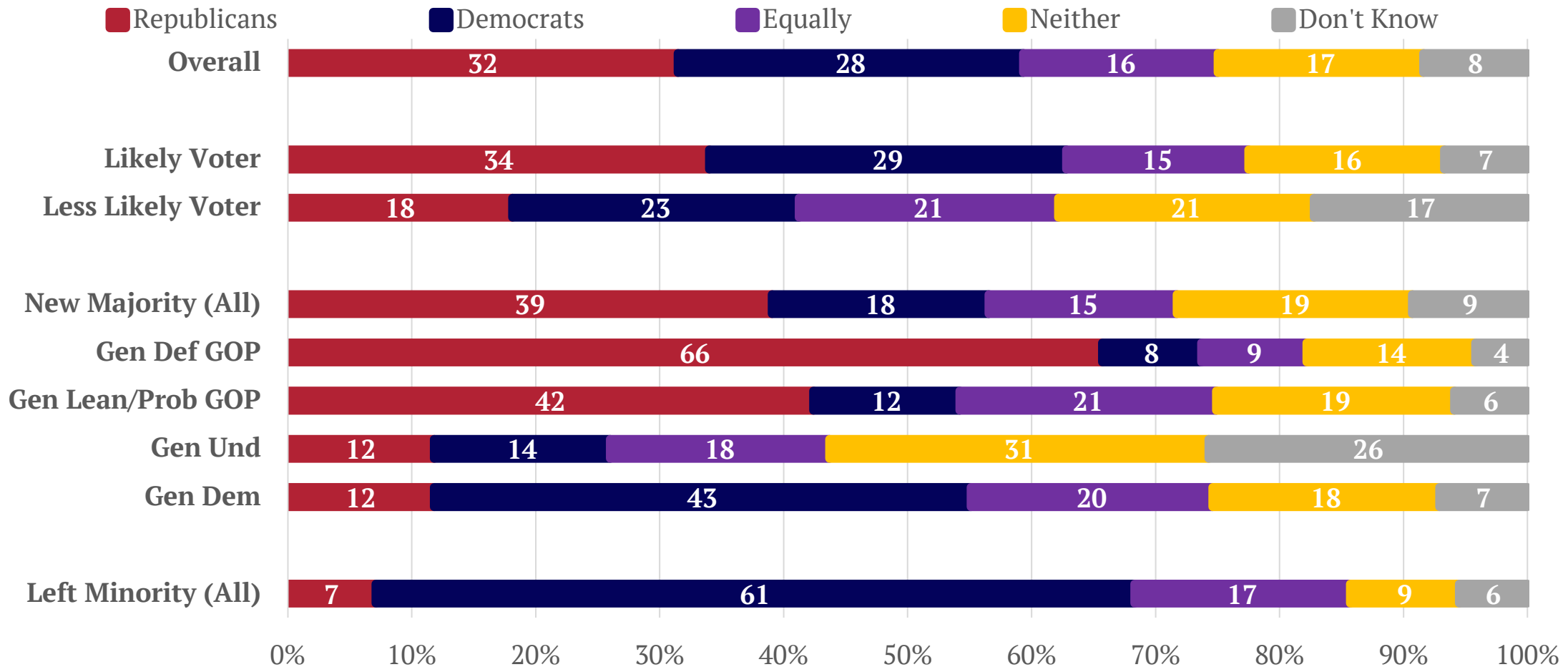
# GOP HAS SLIGHT EDGE ON WHICH PARTY IS MOST FOCUSED ON INFLATION

Over the past eight months, which party has focused the most on the following issues?  
 “Inflation and the cost of living”



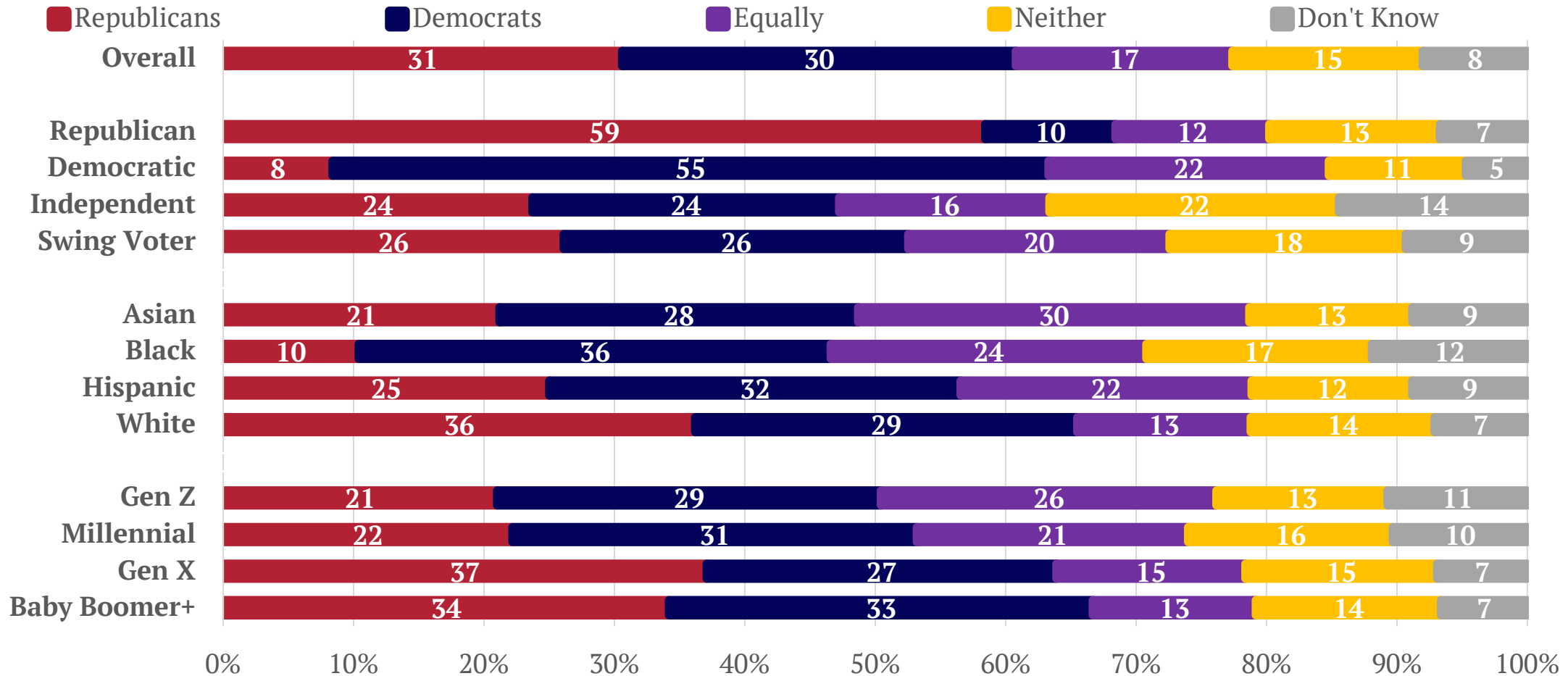
# PLURALITY OF NEW MAJORITY VOTERS SAY GOP IS MORE FOCUSED THAN DEMOCRATS ON INFLATION.

Over the past eight months, which party has focused the most on the following issues?  
 “Inflation and the cost of living”



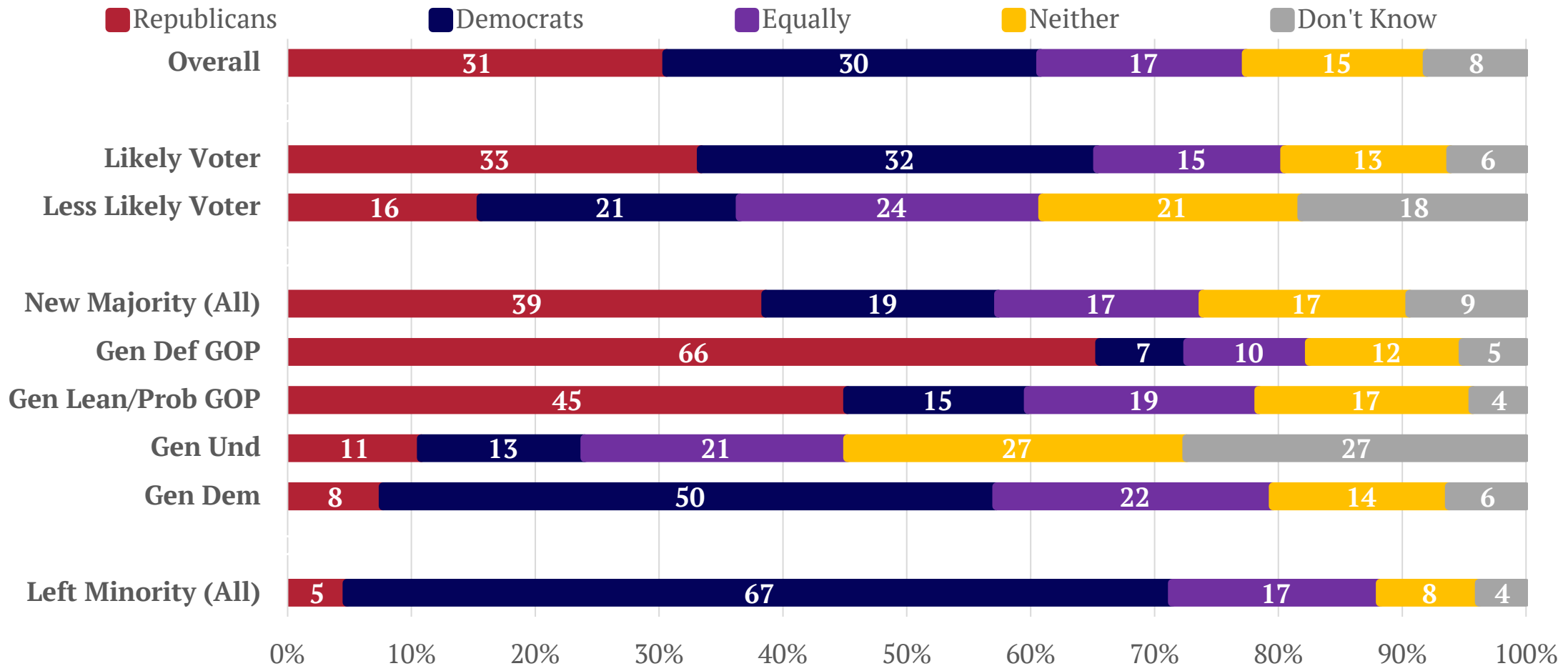
# NEITHER PARTY HAS ADVANTAGE ON WHICH IS SEEN AS MOST FOCUSED ON JOBS

Over the past eight months, which party has focused the most on the following issues?  
“Jobs and the economy”



# PLURALITY OF NEW MAJORITY VOTERS SAY GOP MORE FOCUSED THAN DEMOCRATS ON JOBS

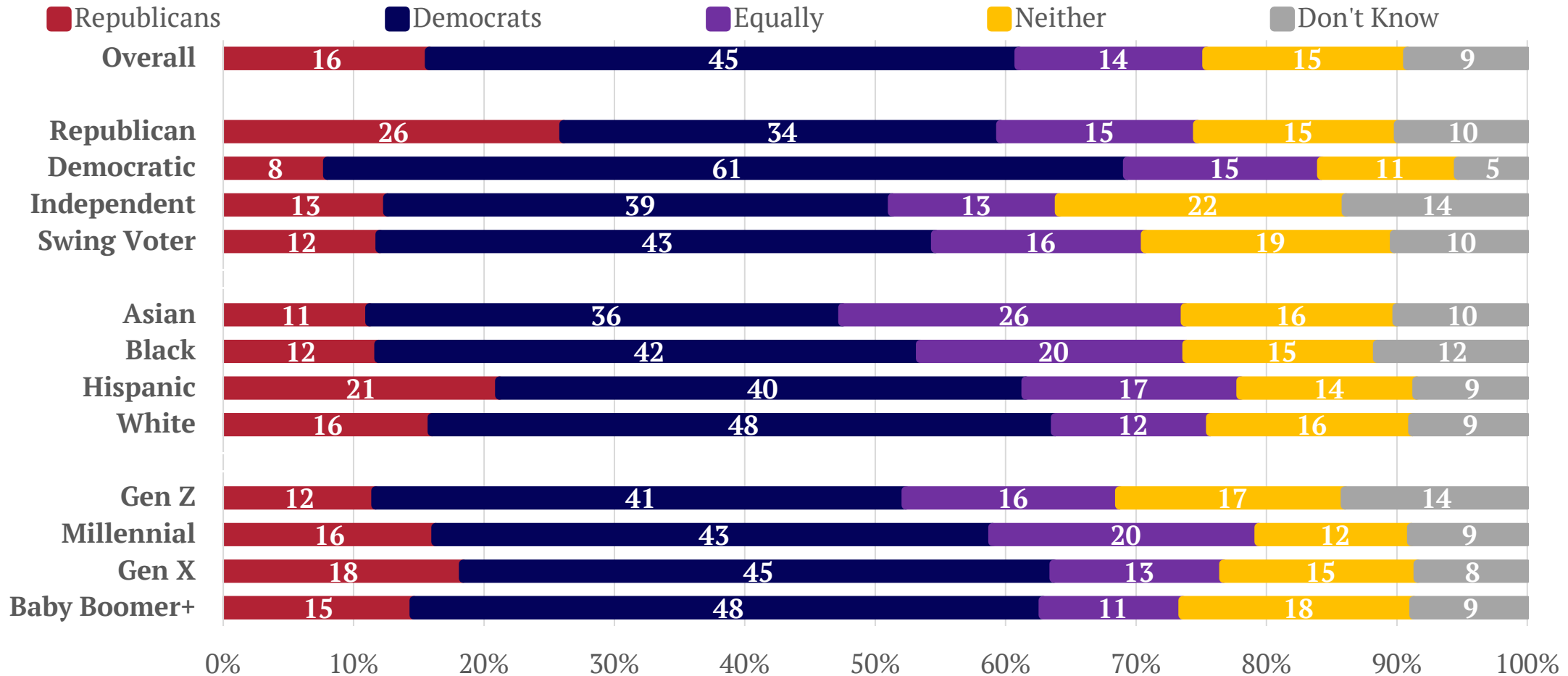
Over the past eight months, which party has focused the most on the following issues?  
“Jobs and the economy”





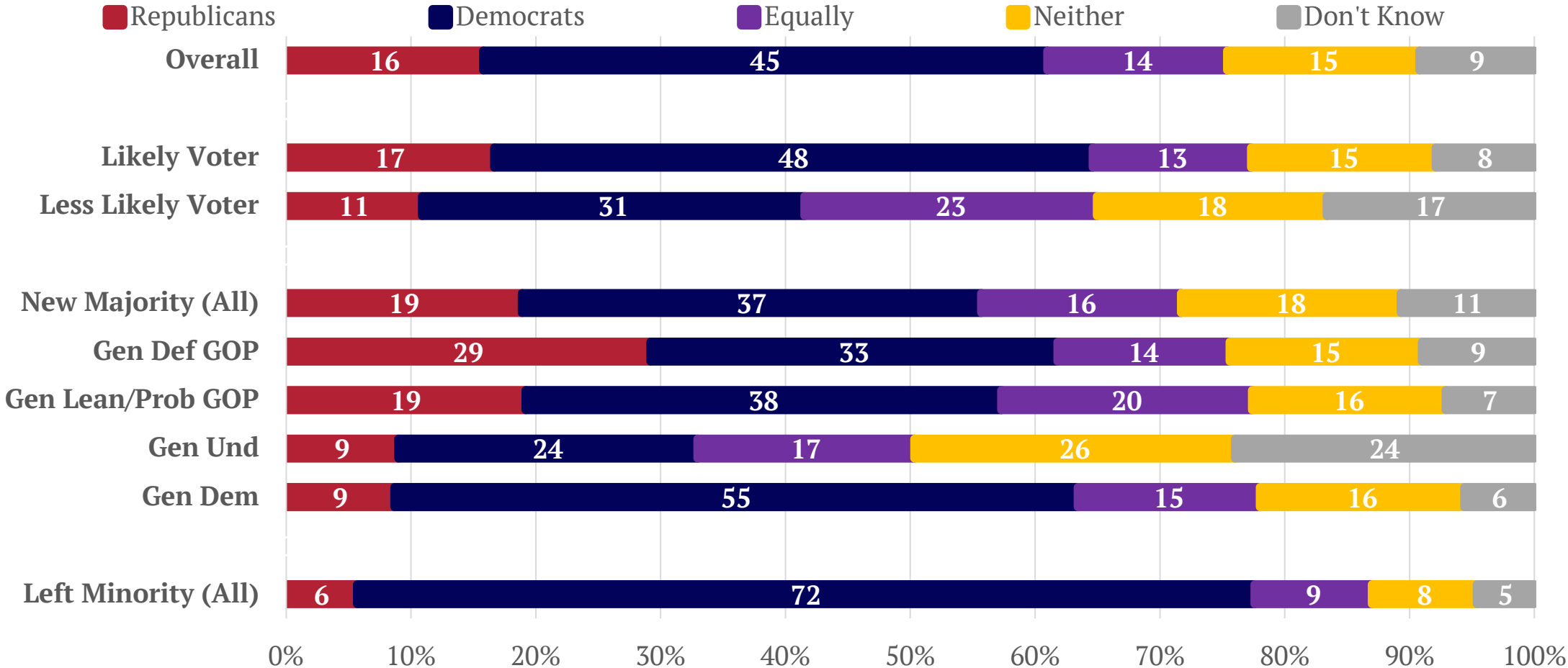
# NEARLY HALF OF AMERICANS SAY DEMOCRATS MORE FOCUSED THAN GOP ON GUN VIOLENCE

Over the past eight months, which party has focused the most on the following issues?  
“Gun violence”



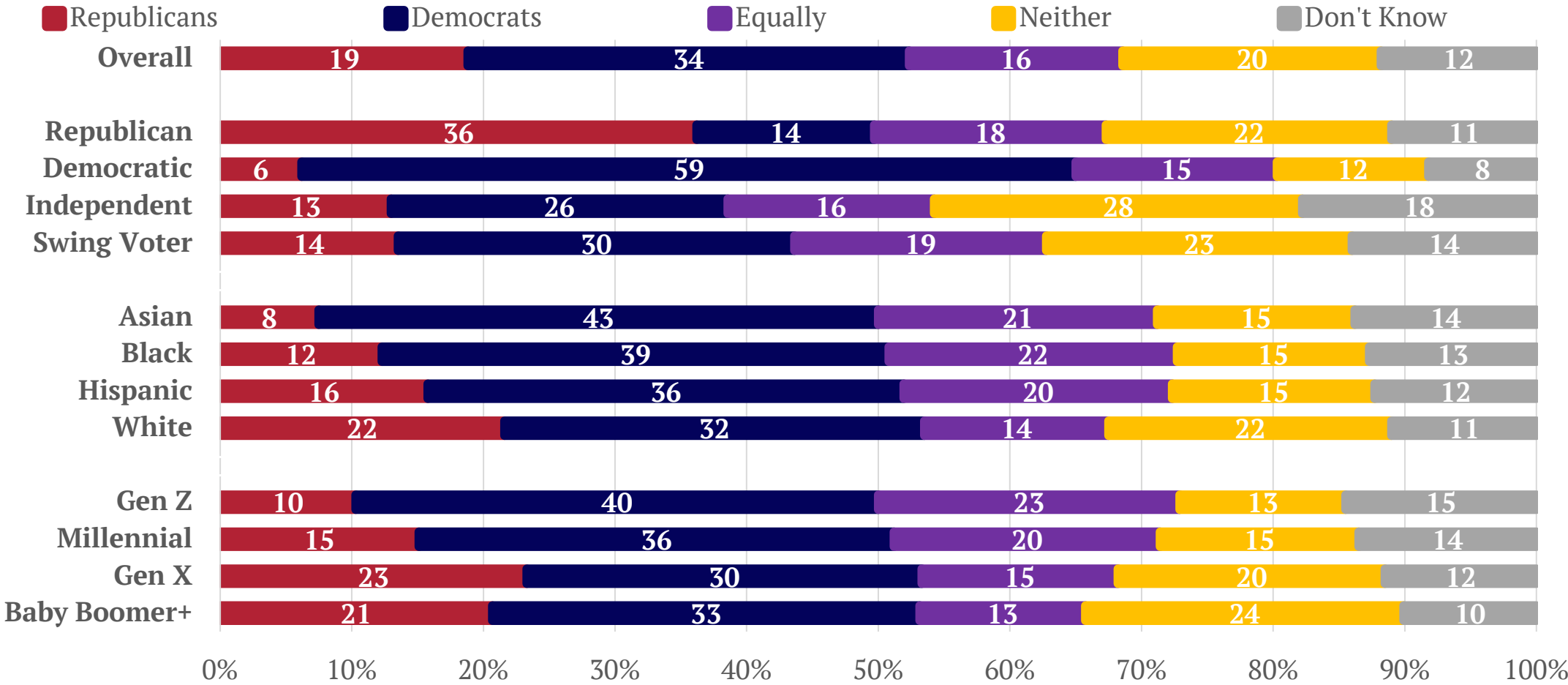
# PLURALITY OF NEW MAJORITY VOTERS SAY DEMOCRATS MORE FOCUSED THAN GOP ON GUN VIOLENCE

Over the past eight months, which party has focused the most on the following issues?  
 “Gun violence”



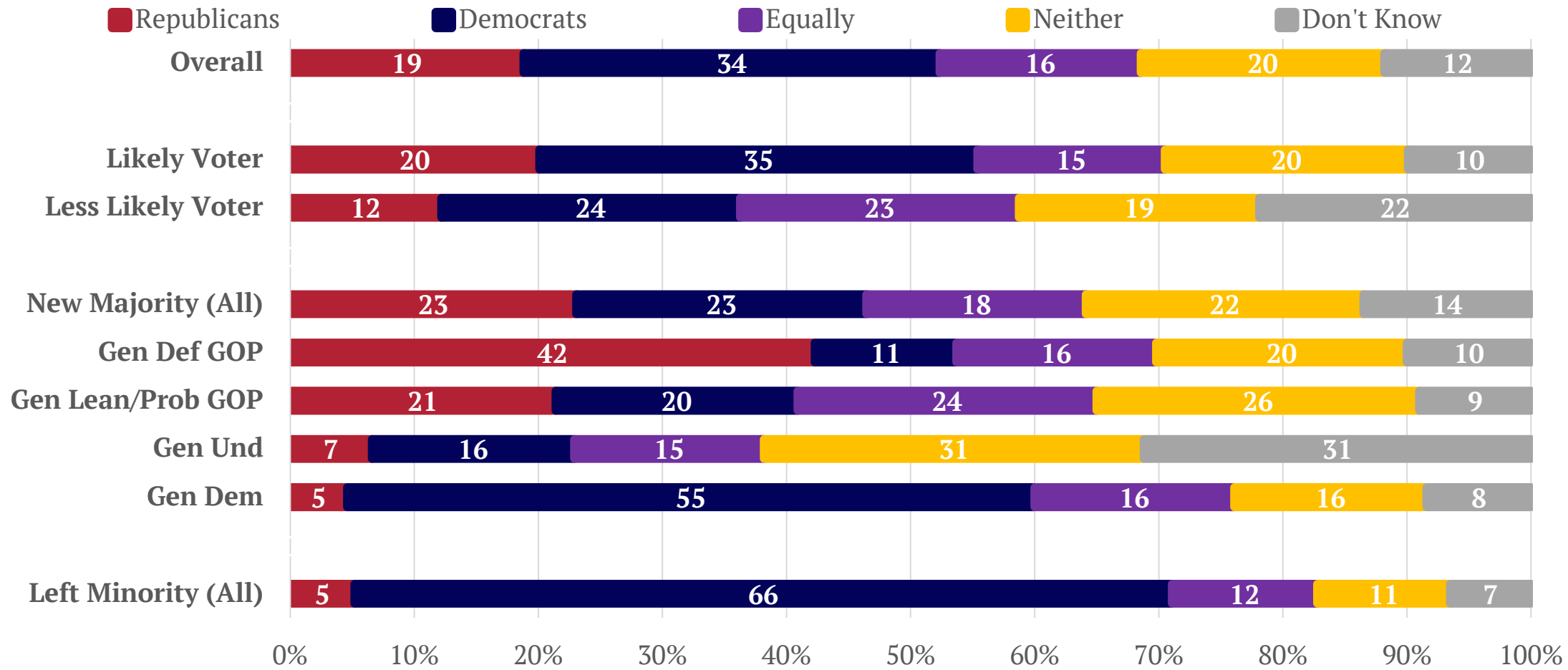
# PLURALITY SAY DEMOCRATS MORE FOCUSED THAN GOP ON SOCIAL SECURITY & MEDICARE

Over the past eight months, which party has focused the most on the following issues?  
 “Social Security and Medicare”



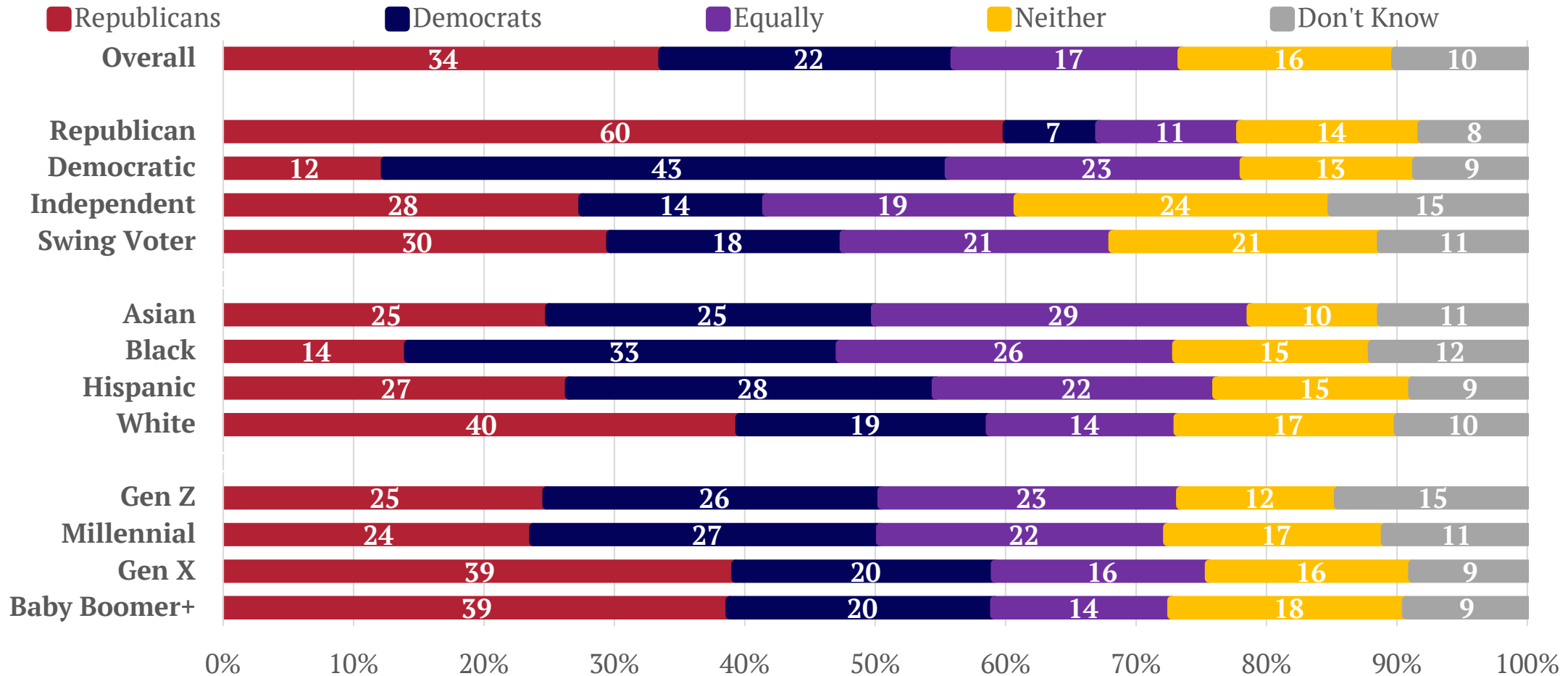
# NEW MAJORITY VOTERS SPLIT ON WHICH PARTY IS MOST FOCUSED ON SOCIAL SECURITY & MEDICARE

Over the past eight months, which party has focused the most on the following issues?  
 “Social Security and Medicare”



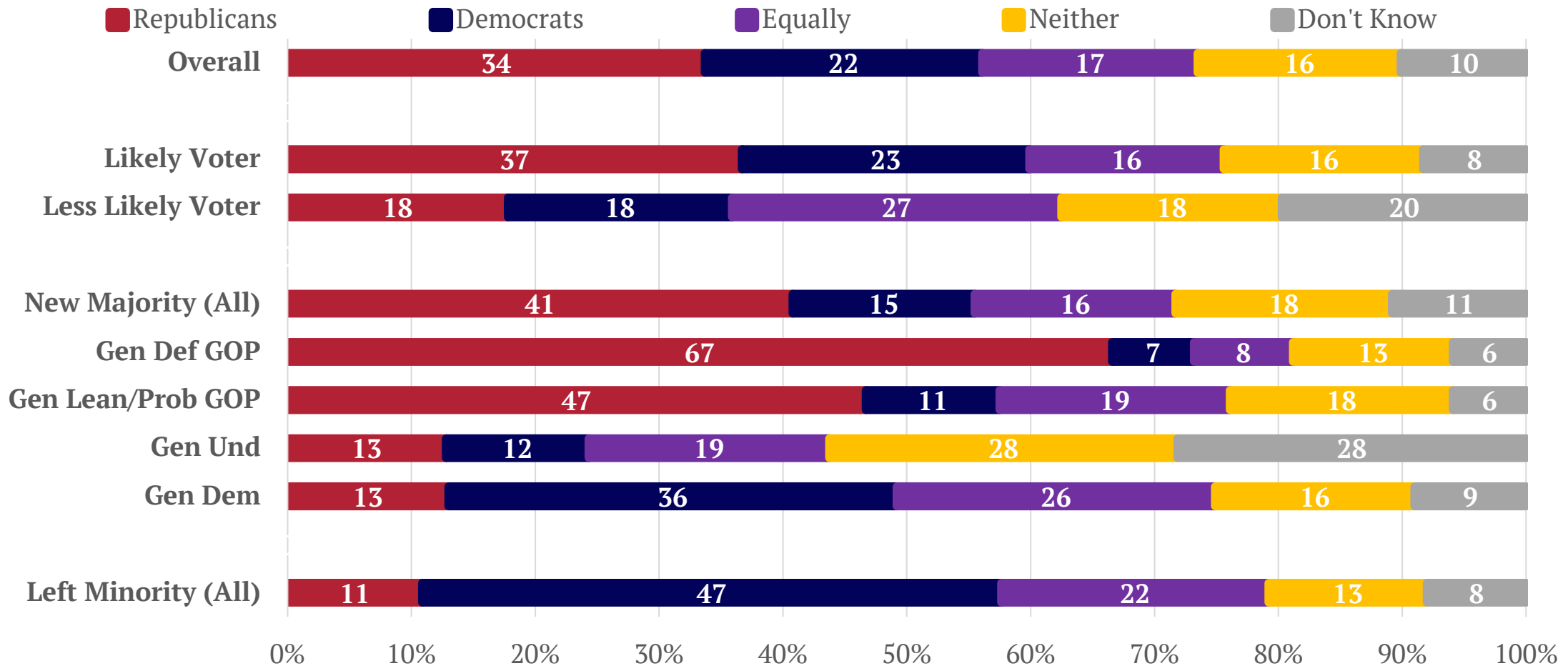
# PLURALITY SAY GOP MORE FOCUSED THAN DEMOCRATS ON CRIME AND SAFETY

Over the past eight months, which party has focused the most on the following issues?  
 "Crime and safety"



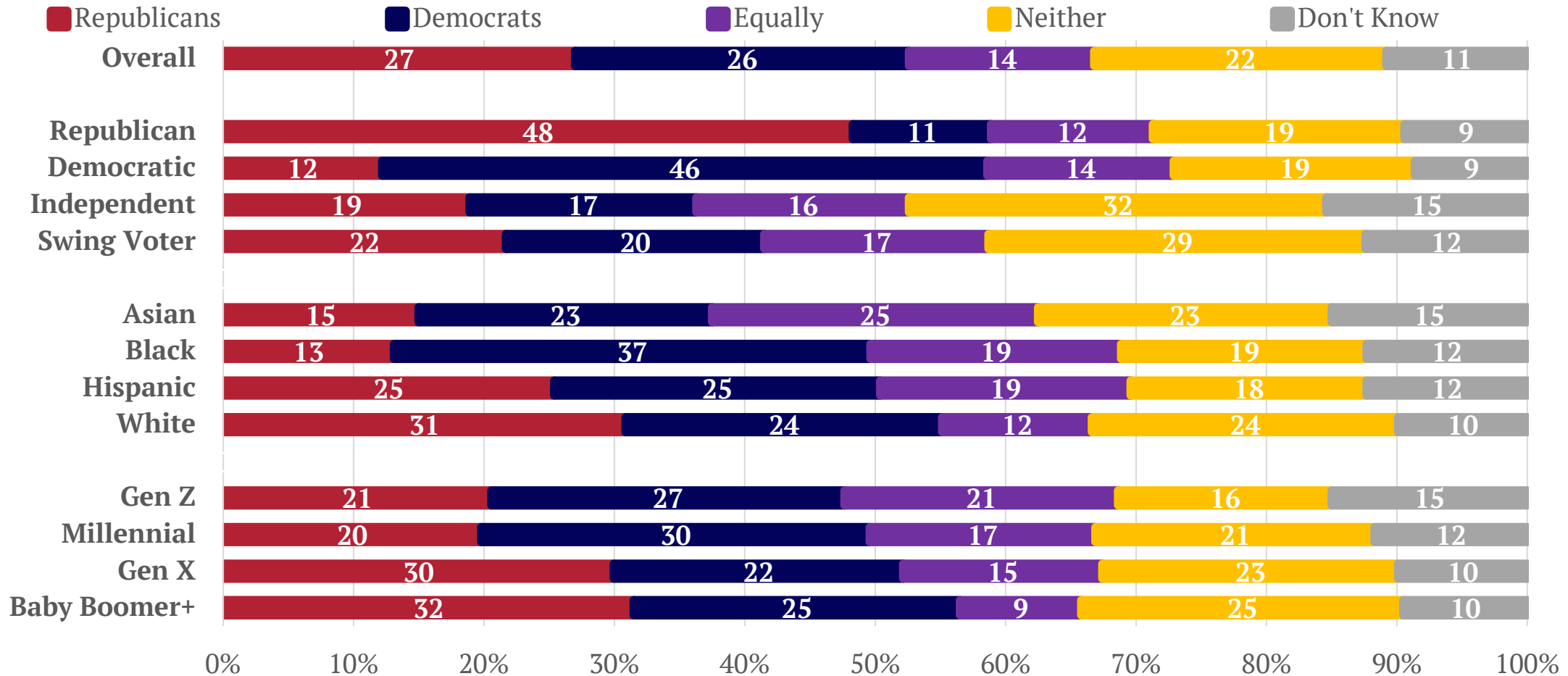
# 4-IN-10 NEW MAJORITY VOTERS SAY GOP MORE FOCUSED THAN DEMOCRATS ON CRIME AND SAFETY

Over the past eight months, which party has focused the most on the following issues?  
"Crime and safety"



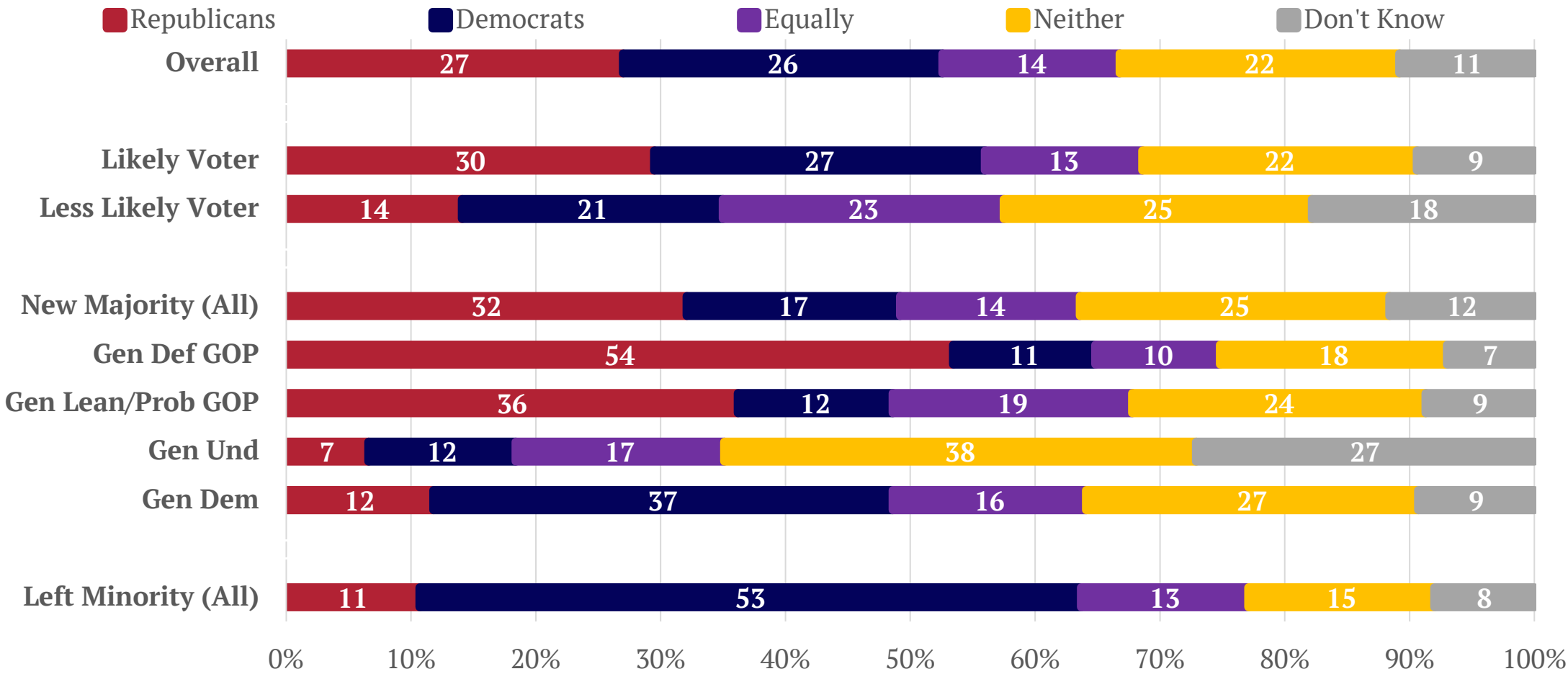
# NEITHER PARTY HAS ADVANTAGE ON WHICH IS SEEN AS MOST FOCUSED ON CORRUPTION

Over the past eight months, which party has focused the most on the following issues?  
 "Corruption in government"



# PLURALITY OF NEW MAJORITY VOTERS SAY GOP MORE FOCUSED THAN DEMOCRATS ON CORRUPTION

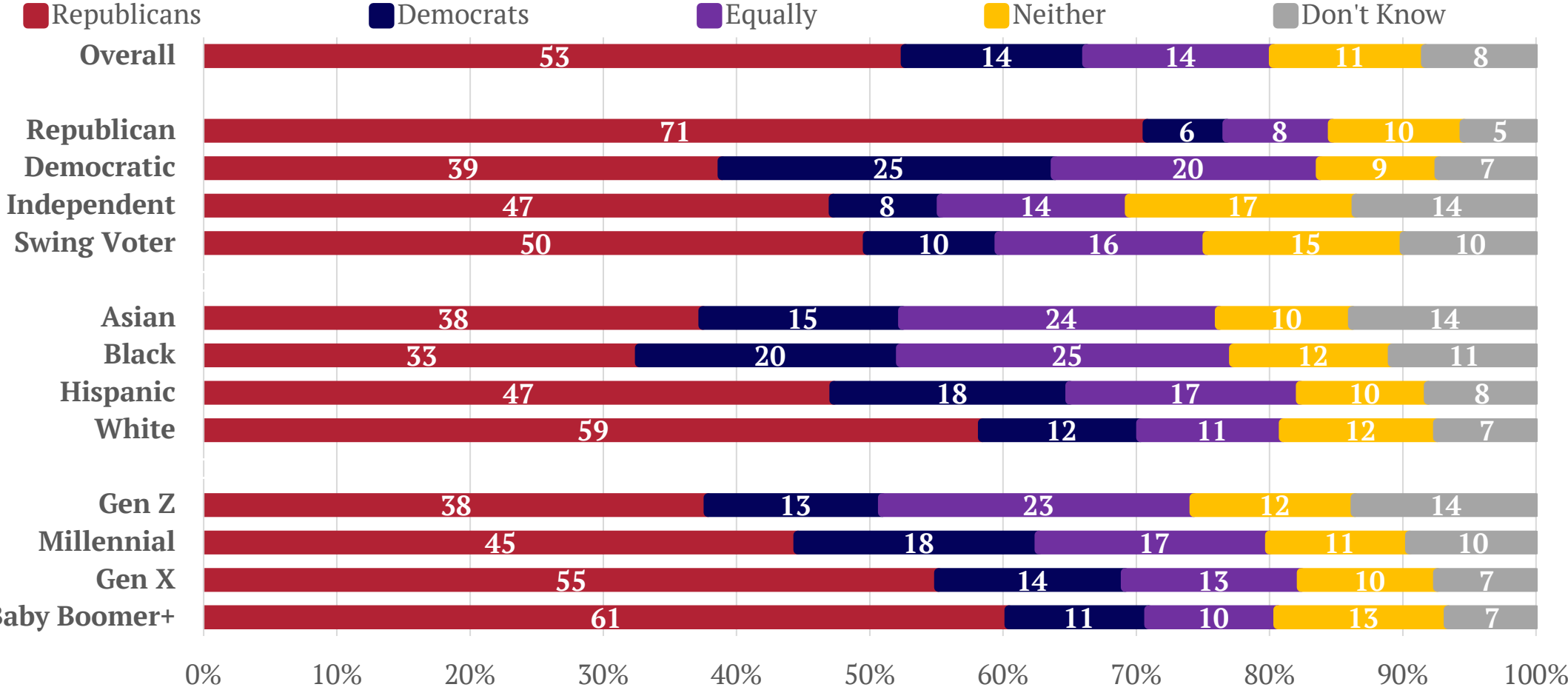
Over the past eight months, which party has focused the most on the following issues?  
 "Corruption in government"





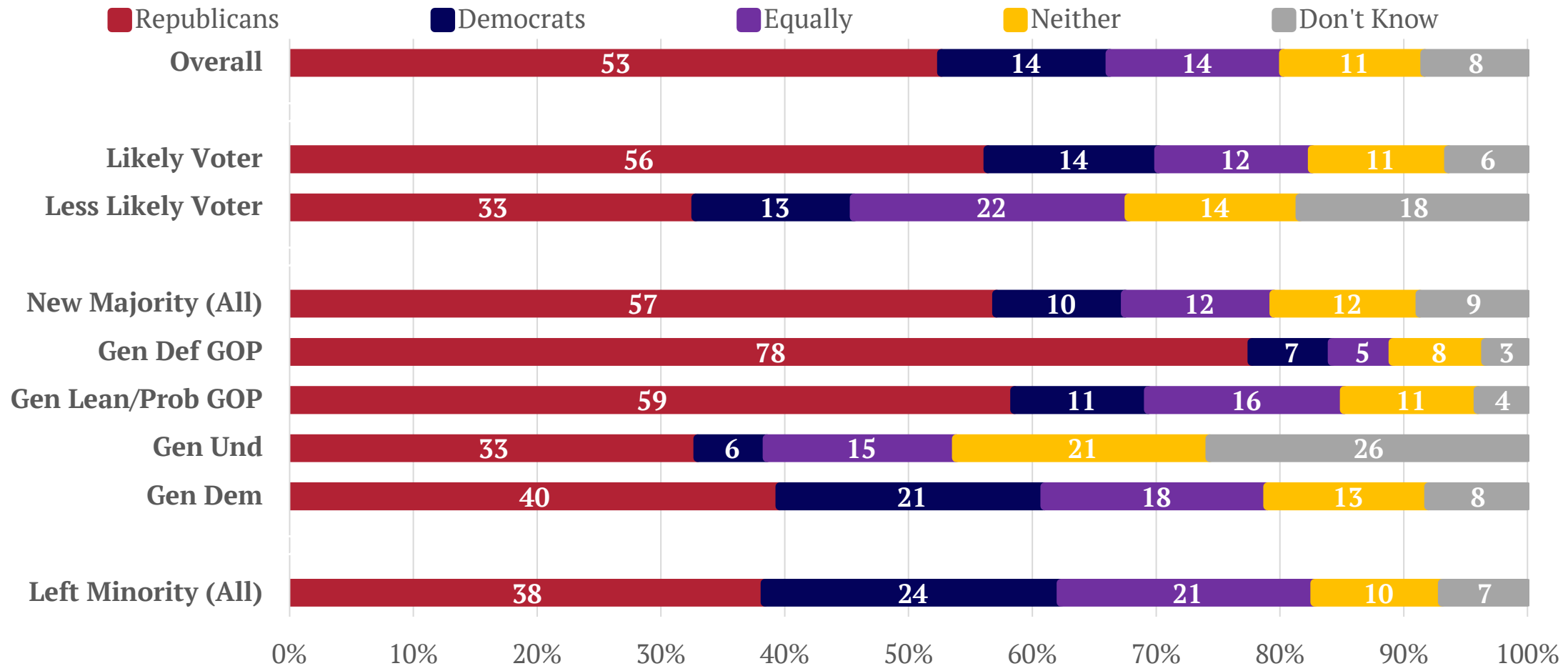
# MAJORITY OF AMERICANS SAY GOP MORE FOCUSED THAN DEMOCRATS ON BORDER SECURITY

Over the past eight months, which party has focused the most on the following issues?  
 “Border security”



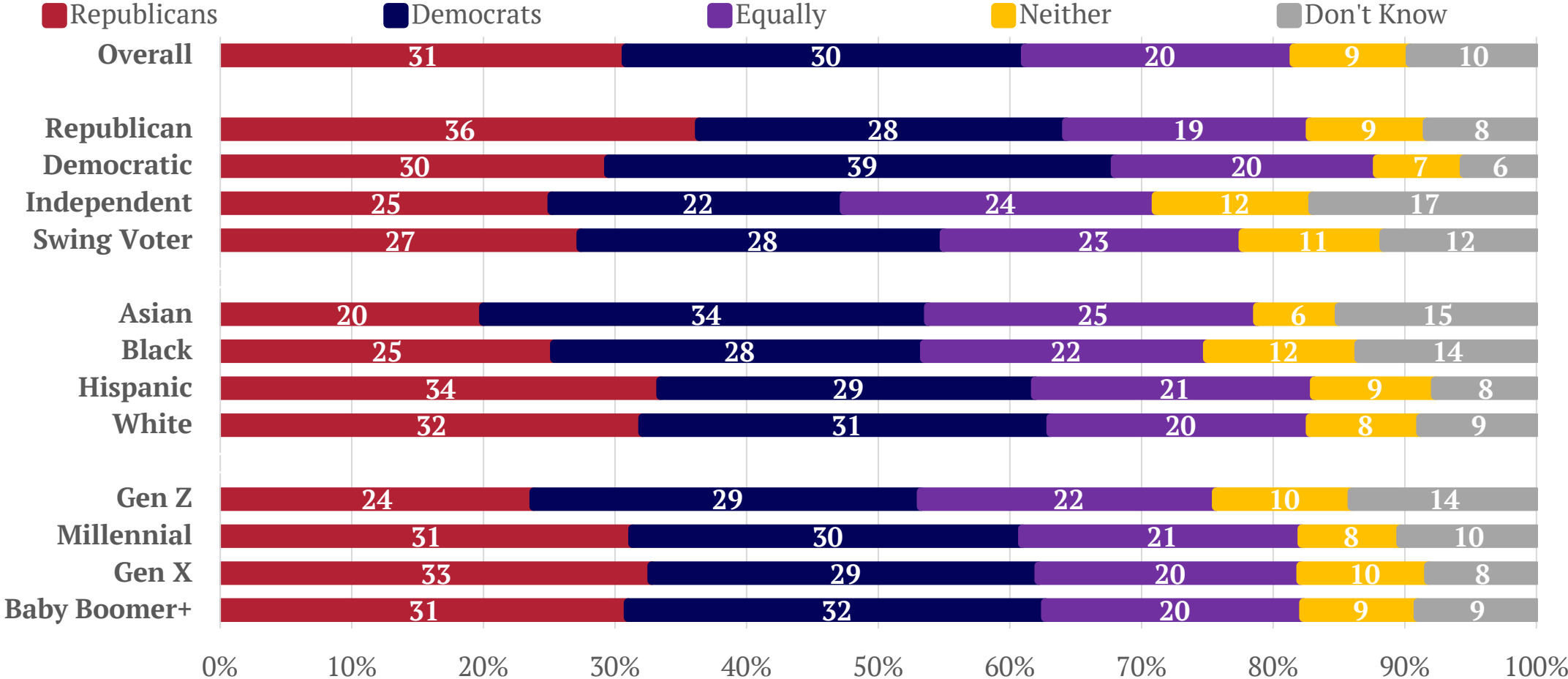
# MAJORITY OF NEW MAJORITY VOTERS SAY GOP MORE FOCUSED THAN DEMOCRATS ON BORDER SECURITY

Over the past eight months, which party has focused the most on the following issues?  
"Border security"



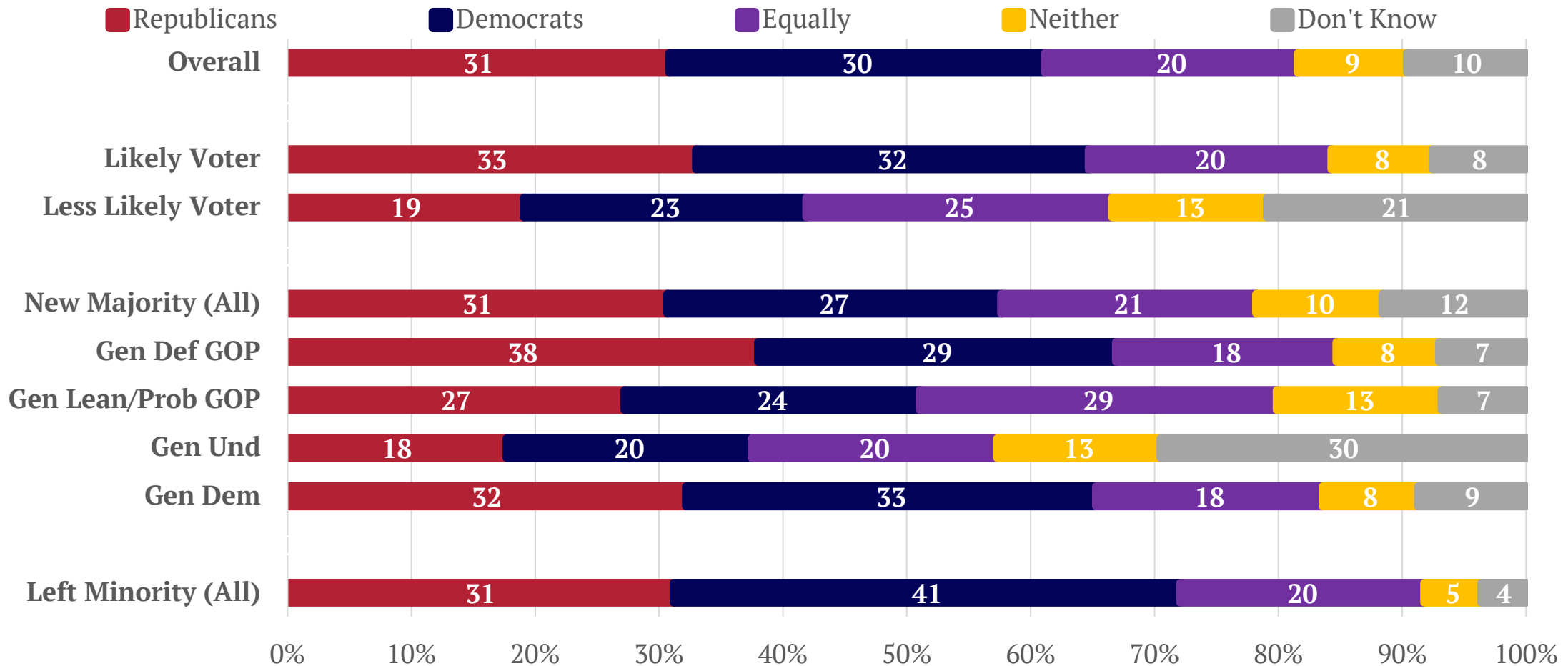
# AMERICANS EVENLY DIVIDED ON WHICH PARTY IS MOST FOCUSED ON ABORTION

Over the past eight months, which party has focused the most on the following issues?  
 "Abortion"



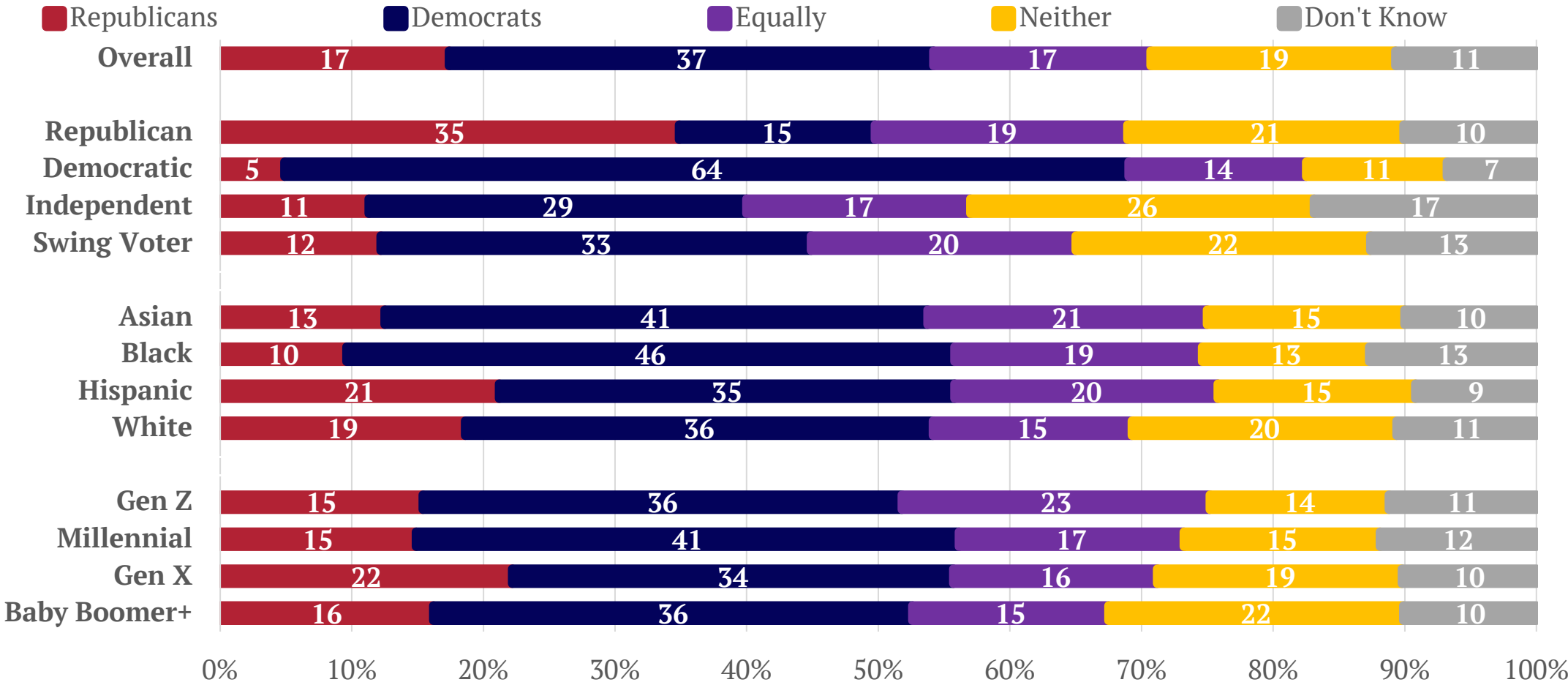
# NEW MAJORITY VOTERS EVENLY DIVIDED ON WHICH PARTY IS MOST FOCUSED ON ABORTION

Over the past eight months, which party has focused the most on the following issues?  
“Abortion”



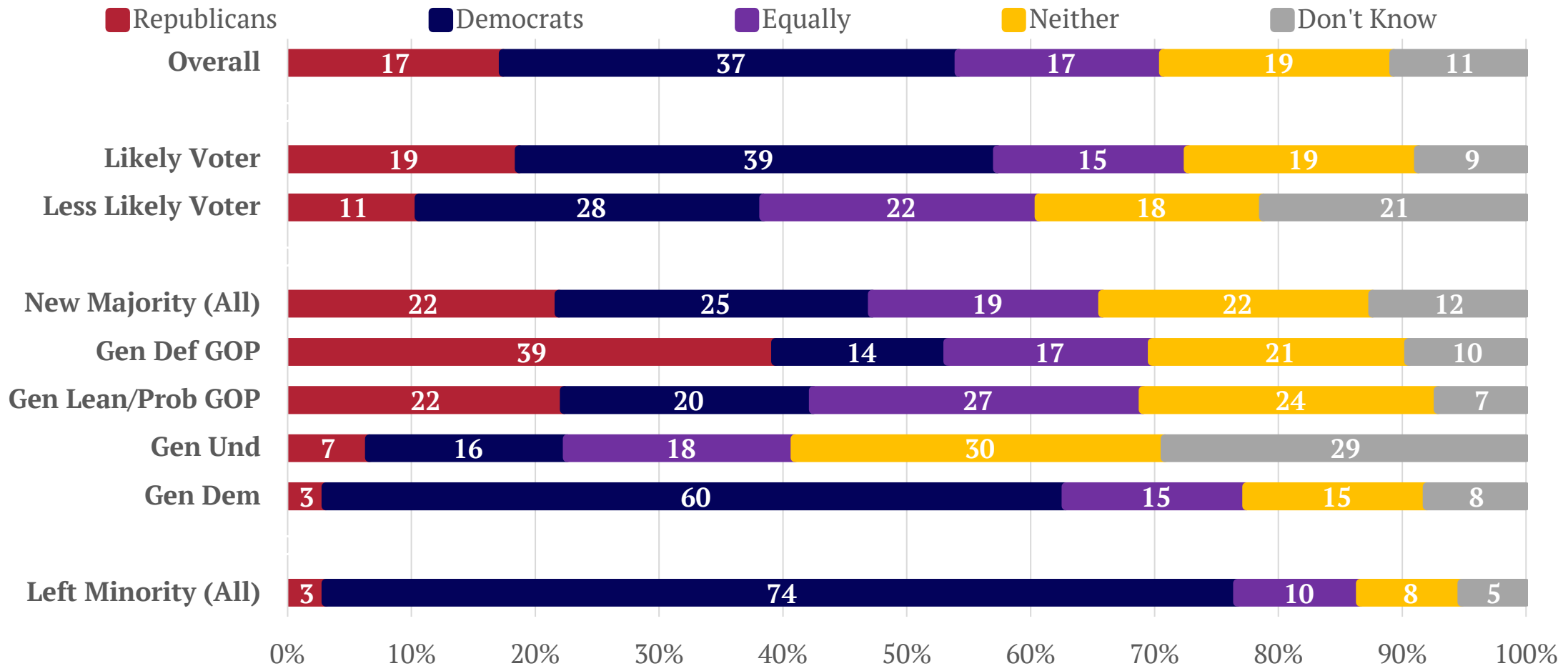
# PLURALITY SAY DEMOCRATS MORE FOCUSED THAN GOP ON HEALTH CARE

Over the past eight months, which party has focused the most on the following issues?  
"Healthcare"



# NEW MAJORITY VOTERS NARROWLY SAY DEMOCRATS MORE FOCUSED THAN GOP ON HEALTH CARE

Over the past eight months, which party has focused the most on the following issues?  
"Healthcare"



# RELATED REPORTS




LEGISLATION TO INCREASE  
TRANSPARENCY AND  
COMPETITION IN HEALTH CARE

McLaughlin & Associates



ANALYSIS: MOST IMPORTANT  
ISSUES FOR 2024

McLaughlin & Associates



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

McLaughlin & Associates

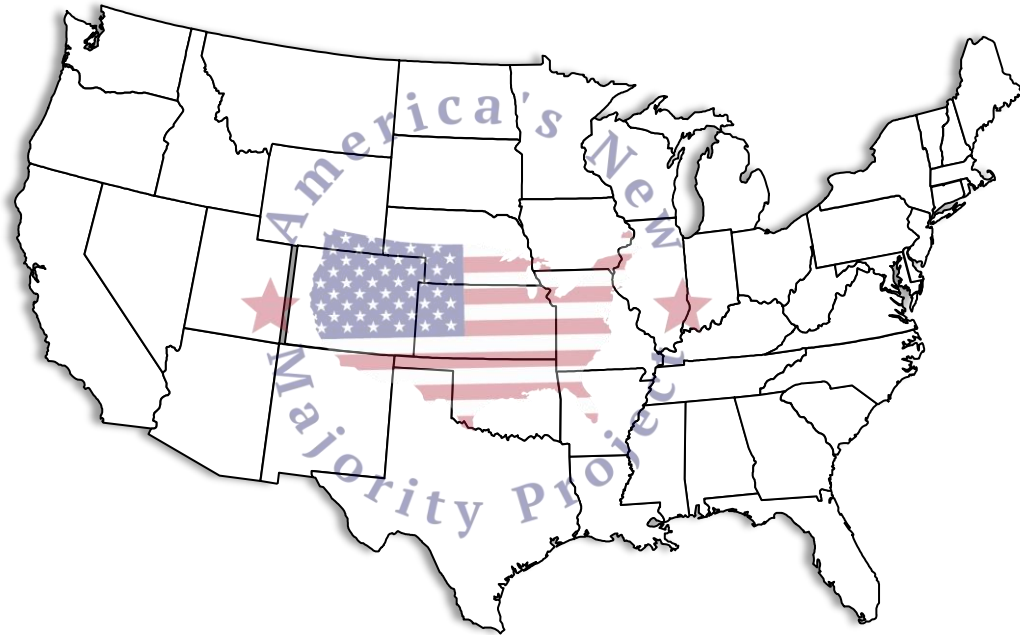


# Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between August 17-20, 2023.

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

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



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

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

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

|        |     |
|--------|-----|
| Male   | 47% |
| Female | 53% |

|             |     |
|-------------|-----|
| Democratic  | 36% |
| Republican  | 37% |
| Independent | 27% |

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

