



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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
18-24	8.0	0.0	1.6	4.6	7.9	16.6	20.4	12.2	4.7	7.4	2.4	14.0	23.5	3.6	9.9	9.0	10.5	9.9	7.3	13.0
25-34	15.0	2.0	5.0	13.7	22.1	18.8	23.4	24.3	20.9	14.0	7.8	23.6	27.5	8.0	16.4	20.5	16.7	18.0	15.3	21.3
35-44	16.8	7.0	12.9	15.5	21.3	21.0	18.4	17.6	20.9	16.1	12.7	21.3	23.5	14.4	14.6	16.3	20.4	18.9	21.1	16.2
45-54	15.8	17.6	17.2	17.2	15.8	15.9	10.9	9.5	14.0	16.3	17.2	15.5	11.8	18.2	16.7	15.6	13.3	13.8	16.5	10.6
55-64	18.2	29.6	24.5	22.8	14.4	10.2	7.5	14.9	23.3	19.7	24.9	12.1	5.9	23.4	19.5	15.3	17.0	13.6	13.4	13.9
OVER 64	26.3	43.7	38.8	26.3	18.5	17.5	19.4	21.6	16.3	26.5	34.9	13.4	7.8	32.4	22.9	23.3	22.0	25.8	26.4	25.0
Mean	48.98	59.01	55.99	50.79	45.37	43.00	41.31	44.68	47.07	49.58	54.58	42.21	36.91	53.46	47.90	46.80	46.66	47.07	48.22	45.69



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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	350	450	768	432	1680	1436	244	320	204	116
18-24	8.0	9.7	6.9	9.2	5.6	5.4	3.7	15.2	21.9	21.6	22.4
25-34	15.0	17.1	11.1	16.5	14.4	12.7	10.9	23.8	26.6	27.9	24.1
35-44	16.8	15.7	16.9	19.1	13.2	16.2	15.5	20.1	19.7	19.6	19.8
45-54	15.8	12.3	18.4	15.4	16.4	15.6	15.6	15.6	16.6	15.7	18.1
55-64	18.2	19.4	19.3	17.2	18.1	19.8	20.8	14.3	10.0	8.8	12.1
OVER 64	26.3	25.7	27.3	22.5	32.4	30.3	33.6	11.1	5.3	6.4	3.4
Mean	48.98	48.17	50.34	47.30	51.20	51.09	52.67	41.79	37.91	37.80	38.11



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-	GENERIC BALLOT		LEAN-	JOB: JOE BIDEN					
	UNITS	RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
18-24	8.0	9.7	7.3	5.8	10.1	9.0	12.7	6.1	9.5	9.8	11.9	9.9	6.4	12.1	6.4
25-34	15.0	20.3	12.7	11.0	17.5	20.5	20.2	11.9	17.0	18.9	20.8	18.2	17.9	18.5	12.4
35-44	16.8	19.0	15.7	14.5	19.5	16.3	17.0	14.6	19.0	17.3	16.1	18.5	16.7	19.6	15.4
45-54	15.8	12.2	17.2	17.7	13.6	15.6	15.5	17.8	14.2	13.8	14.8	13.7	13.6	13.7	17.4
55-64	18.2	14.2	20.1	22.0	15.0	15.3	13.3	21.8	14.7	17.3	15.7	14.8	15.8	14.3	20.9
OVER 64	26.3	24.7	27.0	29.1	24.2	23.3	21.3	27.9	25.6	22.8	20.8	24.9	29.7	21.9	27.5
Mean	48.98	46.51	50.05	51.49	46.91	46.80	45.20	51.00	47.43	46.91	45.54	47.01	49.22	45.68	50.55



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
18-24	8.0	13.9	25.0	6.0	16.1	2.8	11.4	17.2	3.3
25-34	15.0	18.2	20.5	16.9	16.8	6.1	26.5	15.2	6.9
35-44	16.8	20.4	22.7	19.1	21.7	7.7	25.0	20.2	7.3
45-54	15.8	10.9	15.9	17.7	18.6	11.0	15.9	14.1	13.9
55-64	18.2	24.8	6.8	17.5	8.7	26.5	12.9	13.1	22.8
OVER 64	26.3	11.7	9.1	22.8	18.0	45.9	8.3	20.2	45.9
Mean	48.98	44.38	38.28	48.24	43.39	57.40	41.20	44.40	56.75



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282			
18-24	8.0	4.3	8.7	4.2	11.4	8.5	4.5	8.1	7.4	3.8	13.6	9.6			
25-34	15.0	10.3	16.0	9.7	19.9	15.2	9.3	21.2	15.9	10.1	18.9	14.5			
35-44	16.8	13.8	19.5	13.3	20.5	16.1	13.9	23.5	14.7	12.8	18.5	17.4			
45-54	15.8	17.6	13.8	18.8	12.2	16.7	15.2	13.7	14.7	22.6	11.1	18.4			
55-64	18.2	22.3	15.8	22.2	14.1	18.7	20.3	13.0	19.0	24.3	14.8	18.4			
OVER 64	26.3	31.7	26.1	31.8	22.0	24.8	36.8	20.5	28.3	26.4	23.1	21.6			
Mean	48.98	52.64	48.00	52.82	45.50	48.64	53.42	45.49	49.60	52.17	45.50	47.76			



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
18-24	8.0	12.8	11.7	13.6	9.0	3.9	2.2	3.1	25.4	3.4	1.8	11.1	11.4	12.5	11.3	9.7	3.9
25-34	15.0	18.5	21.7	16.1	17.8	8.1	10.3	9.1	17.5	15.0	7.3	19.2	20.1	23.4	15.5	17.3	9.4
35-44	16.8	19.1	22.9	16.1	19.8	12.0	11.2	11.7	11.1	22.4	11.0	20.1	20.5	23.4	19.7	18.2	8.6
45-54	15.8	13.3	14.2	12.7	16.6	17.0	16.6	16.8	20.6	22.4	17.5	12.6	11.8	10.9	11.3	17.6	17.2
55-64	18.2	13.8	10.8	16.1	16.7	22.3	24.7	23.4	14.3	17.7	24.5	13.5	14.6	15.6	15.5	17.9	22.7
OVER 64	26.3	22.5	18.8	25.3	20.1	36.6	35.0	35.9	11.1	19.0	38.0	23.5	21.7	14.1	26.8	19.4	38.3
Mean	48.98	45.57	43.91	46.82	46.57	54.19	54.28	54.23	41.03	48.39	55.56	45.93	45.43	42.93	47.45	46.64	54.62



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
18-24	8.0	10.3	11.9	4.0	9.7	12.3	19.6	11.0	8.0	7.6	8.6	1.5	5.4	5.8	8.5	10.1
25-34	15.0	19.3	20.3	8.1	15.7	15.7	30.4	13.2	15.5	12.9	20.3	9.6	10.0	9.4	13.3	21.1
35-44	16.8	20.9	13.2	13.5	14.8	19.8	28.3	18.4	15.1	13.4	18.2	24.2	15.3	14.6	15.9	19.6
45-54	15.8	13.2	15.2	18.7	13.8	12.3	4.3	13.6	15.6	15.4	15.9	22.7	16.1	17.0	15.9	17.8
55-64	18.2	14.5	16.8	23.0	18.4	10.4	2.2	11.8	18.5	18.3	18.8	29.3	21.7	24.6	17.1	14.4
OVER 64	26.3	21.7	22.6	32.8	27.6	29.6	15.2	32.0	27.4	32.4	18.2	12.6	31.4	28.7	29.4	17.0
Mean	48.98	45.85	46.34	53.43	48.77	47.09	37.89	48.65	49.27	50.92	46.22	49.86	52.09	51.97	49.67	44.86



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BANNER 8

	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	1320	680	441	239	537	403	783	277
18-24	8.0	10.0	4.1	5.0	2.5	9.3	2.7	10.5	6.1
25-34	15.0	16.2	12.5	15.6	6.7	17.5	11.7	15.3	13.7
35-44	16.8	16.7	16.8	16.8	16.7	16.8	17.9	16.7	15.2
45-54	15.8	17.0	13.2	14.1	11.7	15.6	13.2	18.0	13.4
55-64	18.2	18.7	17.4	16.1	19.7	17.5	17.6	19.5	17.0
OVER 64	26.3	21.3	36.0	32.4	42.7	23.3	37.0	19.9	34.7
Mean	48.98	47.33	52.19	50.56	55.21	47.49	52.83	47.22	51.25



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
18-24	8.0	1.6	21.6	23.5	22.7	16.2	1.8	1.5	14.3	33.1	19.0	25.9
25-34	15.0	6.6	32.7	31.9	37.7	21.2	6.1	7.1	33.1	30.7	35.5	39.6
35-44	16.8	12.4	26.1	21.5	28.5	28.8	12.7	12.0	24.1	18.9	32.2	25.2
45-54	15.8	19.0	8.8	10.4	5.8	11.2	16.4	21.3	11.3	9.4	9.1	2.9
55-64	18.2	23.9	6.2	7.7	3.5	10.0	22.5	25.1	10.5	4.7	4.1	2.9
OVER 64	26.3	36.5	4.7	5.0	1.9	12.5	40.6	32.9	6.8	3.1	0.0	3.6
Mean	48.98	55.25	35.66	35.92	33.33	40.93	55.87	54.72	38.64	33.07	34.17	32.60



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.2	0.0	14.4	0.0	6.5	9.3	
25-34	15.0	0.0	100.0	0.0	0.0	0.0	0.0	37.7	0.0	27.0	0.0	15.0	14.9	
35-44	16.8	0.0	0.0	100.0	0.0	0.0	0.0	42.2	0.0	30.2	0.0	17.2	16.3	
45-54	15.8	0.0	0.0	0.0	100.0	0.0	0.0	0.0	26.1	28.4	0.0	14.6	16.8	
55-64	18.2	0.0	0.0	0.0	0.0	100.0	0.0	0.0	30.3	0.0	41.0	17.6	18.9	
OVER 64	26.3	0.0	0.0	0.0	0.0	0.0	100.0	0.0	43.6	0.0	59.0	29.1	23.8	
Mean	48.98	21.00	29.50	39.50	49.50	59.50	67.00	32.01	60.16	36.98	63.93	49.78	48.27	



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
18-24	8.0	74.8	0.0	0.0	0.0	70.9	0.0	0.0	0.0	77.3	0.0	0.0	0.0	10.2	8.2	4.5
25-34	15.0	25.2	48.6	0.0	0.0	29.1	48.5	0.0	0.0	22.7	48.7	0.0	0.0	22.6	13.7	7.9
35-44	16.8	0.0	51.4	14.2	0.0	0.0	51.5	15.7	0.0	0.0	51.3	12.8	0.0	23.5	13.6	15.5
45-54	15.8	0.0	0.0	58.7	0.0	0.0	0.0	55.2	0.0	0.0	0.0	61.6	0.0	15.5	13.3	22.2
55-64	18.2	0.0	0.0	27.2	29.4	0.0	0.0	29.0	25.3	0.0	0.0	25.6	33.3	12.8	19.7	21.7
OVER 64	26.3	0.0	0.0	0.0	70.6	0.0	0.0	0.0	74.7	0.0	0.0	0.0	66.7	15.3	31.4	28.2
Mean	48.98	23.14	34.64	50.80	64.80	23.47	34.65	50.83	65.10	22.93	34.63	50.78	64.50	43.67	50.50	52.18



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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
18-24	8.0	0.0	1.6	4.6	7.9	16.6	20.4	12.2	4.7	7.4	2.4	14.0	23.5	3.6	9.9	9.0	10.5	9.9	7.3	13.0
25-29	7.0	1.5	2.4	4.8	8.6	11.5	11.9	10.8	14.0	6.4	3.2	11.7	11.8	3.6	7.1	9.0	8.4	9.0	6.5	12.0
30-40	17.0	3.5	9.2	17.7	25.9	18.2	22.4	21.6	14.0	16.5	11.4	25.3	24.5	10.5	17.0	20.5	23.5	18.4	17.6	19.4
41-55	25.0	24.6	25.3	25.5	25.7	27.4	20.4	18.9	27.9	25.2	25.2	24.9	26.5	28.4	25.1	24.3	20.4	24.3	29.1	18.5
56-65	19.0	31.7	25.3	24.1	13.9	10.8	7.5	17.6	25.6	20.2	26.2	11.3	5.9	23.8	20.1	16.3	17.3	15.1	14.9	15.3
OVER 65	24.0	38.7	36.1	23.3	18.0	15.6	17.4	18.9	14.0	24.2	31.7	12.8	7.8	30.2	20.7	20.8	19.8	23.3	24.5	21.8
Mean	49.10	58.54	55.91	50.90	45.84	43.08	41.32	45.43	47.85	49.64	54.49	42.29	38.22	53.63	48.07	47.00	46.28	47.36	48.90	45.49



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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	350	450	768	432	1680	1436	244	320	204	116
18-24	8.0	9.7	6.9	9.2	5.6	5.4	3.7	15.2	21.9	21.6	22.4
25-29	7.0	6.0	5.3	8.5	6.9	5.9	4.9	11.9	12.8	14.2	10.3
30-40	17.0	21.4	14.2	18.2	14.1	15.5	13.6	26.2	25.0	24.5	25.9
41-55	25.0	19.1	27.6	26.0	25.2	24.7	25.0	23.0	26.6	26.5	26.7
56-65	19.0	21.4	20.4	17.6	18.1	20.9	22.1	13.9	9.1	7.4	12.1
OVER 65	24.0	22.3	25.6	20.4	30.1	27.7	30.7	9.8	4.7	5.9	2.6
Mean	49.10	48.24	50.58	47.44	51.18	51.17	52.80	41.61	38.18	38.04	38.41



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IN WHAT YEAR WERE YOU BORN?

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
								(W/DJT ENDORSEMENT)								
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
18-24	8.0	9.7	7.3	5.8	10.1	9.0	12.7	6.1	9.5	9.8	11.9	9.9	6.4	12.1	6.4	
25-29	7.0	8.7	6.3	4.8	8.8	9.0	8.8	5.3	8.3	8.7	9.9	8.6	6.7	9.7	5.8	
30-40	17.0	23.7	14.1	12.8	20.5	20.5	21.1	13.2	20.1	20.1	20.5	20.9	20.9	20.8	14.0	
41-55	25.0	20.5	26.8	27.2	22.8	24.3	24.3	27.5	23.0	22.8	22.7	22.3	22.1	22.5	27.1	
56-65	19.0	14.8	20.9	22.5	16.0	16.3	13.7	22.2	15.7	18.5	16.6	15.5	16.4	15.0	21.7	
OVER 65	24.0	22.7	24.6	26.9	21.9	20.8	19.4	25.8	23.2	20.1	18.3	22.8	27.6	19.9	25.0	
Mean	49.10	46.65	50.14	51.66	46.92	47.00	45.36	51.20	47.44	47.04	45.58	47.08	49.45	45.66	50.69	



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

IN WHAT YEAR WERE YOU BORN?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
18-24	8.0	13.9	25.0	6.0	16.1	2.8	11.4	17.2	3.3
25-29	7.0	9.5	13.6	7.8	5.6	1.7	15.9	8.1	2.6
30-40	17.0	20.4	22.7	18.9	23.0	8.3	26.5	19.2	7.9
41-55	25.0	23.4	22.7	28.0	29.2	17.7	26.5	22.2	20.1
56-65	19.0	21.9	6.8	19.3	9.9	27.1	11.4	15.2	22.8
OVER 65	24.0	10.9	9.1	20.1	16.1	42.5	8.3	18.2	43.2
Mean	49.10	44.42	38.01	48.51	43.79	57.30	41.15	44.52	56.59



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282			
18-24	8.0	4.3	8.7	4.2	11.4	8.5	4.5	8.1	7.4	3.8	13.6	9.6			
25-29	7.0	5.1	7.3	4.3	9.9	6.7	3.7	11.1	7.4	4.9	9.0	6.0			
30-40	17.0	10.7	20.7	10.0	22.8	18.3	10.4	26.7	17.4	9.6	20.1	19.1			
41-55	25.0	27.4	22.6	28.9	20.7	25.7	26.1	21.8	24.8	31.9	19.9	26.6			
56-65	19.0	23.4	16.8	23.3	15.0	18.7	21.6	13.4	18.2	25.2	16.2	19.1			
OVER 65	24.0	29.1	23.8	29.3	20.3	22.0	33.6	18.9	24.8	24.6	21.2	19.5			
Mean	49.10	52.82	48.03	53.16	45.62	48.44	53.72	45.26	49.19	52.54	45.88	47.76			



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very ERAL	Smwt. ERATE	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	2000	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
18-24	8.0	12.8	11.7	13.6	9.0	3.9	2.2	3.1	25.4	3.4	1.8	11.1	11.4	12.5	11.3	9.7	3.9
25-29	7.0	10.4	10.8	10.1	7.4	3.7	4.1	3.8	7.9	4.8	3.7	10.9	8.3	9.4	9.9	7.9	1.6
30-40	17.0	19.4	25.0	15.2	22.2	8.4	10.9	9.5	15.9	18.4	6.9	20.1	25.6	29.7	18.3	21.4	10.2
41-55	25.0	22.3	23.3	21.5	26.3	27.0	24.4	25.8	27.0	38.1	26.5	21.6	19.7	18.8	22.5	26.1	26.6
56-65	19.0	14.4	11.7	16.5	17.5	23.0	25.6	24.2	14.3	19.7	25.5	14.7	15.0	17.2	12.7	18.5	22.7
OVER 65	24.0	20.7	17.5	23.1	17.5	34.0	32.8	33.5	9.5	15.6	35.7	21.6	20.1	12.5	25.4	16.4	35.2
Mean	49.10	45.56	44.11	46.67	46.63	54.43	54.57	54.49	41.01	49.13	55.82	46.02	45.54	43.32	46.91	46.37	54.81



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
18-24	8.0	10.3	11.9	4.0	9.7	12.3	19.6	11.0	8.0	7.6	8.6	1.5	5.4	5.8	8.5	10.1
25-29	7.0	9.3	9.7	3.5	7.7	7.9	13.0	7.0	7.4	6.1	9.8	2.5	3.9	4.1	6.7	10.3
30-40	17.0	23.4	17.7	9.7	16.2	19.8	39.1	16.5	15.8	14.2	18.6	21.7	13.8	11.7	15.5	20.9
41-55	25.0	22.1	24.2	28.5	22.3	20.8	10.9	22.4	24.5	23.0	27.2	35.9	25.0	26.9	24.8	28.7
56-65	19.0	15.3	16.5	24.1	19.1	10.7	2.2	12.1	19.5	19.5	19.3	28.8	23.8	24.6	16.7	14.8
OVER 65	24.0	19.7	20.0	30.3	25.0	28.6	15.2	30.9	24.9	29.5	16.5	9.6	28.2	26.9	27.8	15.2
Mean	49.10	45.88	46.30	53.70	48.79	47.24	38.05	48.79	49.42	50.86	46.75	49.66	52.25	52.22	49.63	45.14



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 8

	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	1320	680	441	239	537	403	783	277
18-24	8.0	10.0	4.1	5.0	2.5	9.3	2.7	10.5	6.1
25-29	7.0	7.4	6.2	7.7	3.3	9.3	4.2	6.1	9.0
30-40	17.0	17.0	16.9	18.4	14.2	16.8	18.9	17.2	14.1
41-55	25.0	27.3	20.4	21.3	18.8	26.6	21.3	27.8	19.1
56-65	19.0	19.5	18.1	17.7	18.8	17.9	18.1	20.6	18.1
OVER 65	24.0	18.7	34.3	29.9	42.3	20.1	34.7	17.8	33.6
Mean	49.10	47.51	52.16	50.54	55.15	47.41	52.79	47.59	51.25



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
18-24	8.0	1.6	21.6	23.5	22.7	16.2	1.8	1.5	14.3	33.1	19.0	25.9
25-29	7.0	3.2	15.0	16.9	15.8	7.5	2.7	3.7	17.3	16.5	15.7	15.8
30-40	17.0	7.5	37.2	29.6	44.2	37.5	7.6	7.4	34.6	24.4	45.5	43.2
41-55	25.0	29.2	16.1	18.5	12.3	17.5	27.5	30.6	18.8	18.1	16.5	8.6
56-65	19.0	25.1	6.1	7.7	3.1	10.0	23.4	26.5	9.8	5.5	3.3	2.9
OVER 65	24.0	33.4	4.1	3.8	1.9	11.2	36.9	30.3	5.3	2.4	0.0	3.6
Mean	49.10	55.39	35.73	35.95	33.56	40.55	55.91	54.94	38.24	33.56	34.07	33.12



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.2	0.0	14.4	0.0	6.5	9.3	
25-29	7.0	0.0	46.8	0.0	0.0	0.0	0.0	17.6	0.0	12.6	0.0	7.1	6.9	
30-40	17.0	0.0	53.2	54.0	0.0	0.0	0.0	42.8	0.0	30.7	0.0	17.7	16.4	
41-55	25.0	0.0	0.0	46.0	100.0	8.5	0.0	19.4	28.7	42.3	3.5	24.4	25.6	
56-65	19.0	0.0	0.0	0.0	0.0	91.5	8.7	0.0	31.5	0.0	42.6	18.0	19.9	
OVER 65	24.0	0.0	0.0	0.0	0.0	0.0	91.3	0.0	39.8	0.0	53.9	26.4	21.9	
Mean	49.10	21.00	31.25	40.98	48.00	59.44	66.43	33.29	59.50	37.47	63.57	49.72	48.54	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
18-24	8.0	74.8	0.0	0.0	0.0	70.9	0.0	0.0	0.0	77.3	0.0	0.0	0.0	10.2	8.2	4.5
25-29	7.0	25.2	17.1	0.0	0.0	29.1	17.6	0.0	0.0	22.7	16.6	0.0	0.0	9.9	6.5	4.5
30-40	17.0	0.0	67.5	0.0	0.0	0.0	69.5	0.0	0.0	0.0	65.7	0.0	0.0	28.1	13.6	10.7
41-55	25.0	0.0	15.5	78.6	0.0	0.0	13.0	79.8	0.0	0.0	17.7	77.5	0.0	24.8	22.4	31.7
56-65	19.0	0.0	0.0	21.4	35.6	0.0	0.0	20.2	32.4	0.0	0.0	22.5	38.6	13.1	20.1	23.9
OVER 65	24.0	0.0	0.0	0.0	64.4	0.0	0.0	0.0	67.6	0.0	0.0	0.0	61.4	13.9	29.1	24.6
Mean	49.10	22.51	35.65	50.68	64.69	22.74	35.28	50.52	64.89	22.36	35.98	50.81	64.49	43.80	50.70	52.08



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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
GENERATION Z	10.7	0.5	2.1	7.0	11.0	20.7	25.9	14.9	11.6	10.1	3.7	18.7	30.4	5.1	13.0	12.5	14.2	12.6	8.8	17.1
MILLENNIALS	25.2	6.0	12.7	23.6	36.2	32.5	31.8	35.1	30.2	23.4	15.6	36.4	37.3	15.3	24.8	29.5	31.6	30.8	31.4	30.1
GENERATION X	26.8	30.7	32.7	29.0	25.7	24.2	19.4	17.6	20.9	28.5	30.8	25.5	20.6	33.1	29.4	25.7	21.7	21.6	24.1	18.5
BABY BOOMERS	31.8	54.3	44.3	34.0	24.2	19.4	19.4	21.6	37.2	32.4	42.4	17.0	10.8	39.7	28.5	27.4	27.6	29.8	31.4	27.8
THE SILENT GENERATION	5.4	8.5	8.2	6.4	2.9	3.2	3.5	10.8	0.0	5.5	7.6	2.3	1.0	6.8	4.3	4.9	5.0	5.2	4.2	6.5
Mean	50.59	61.41	58.04	52.60	46.65	43.74	42.46	47.61	48.86	51.17	56.61	43.01	38.05	55.56	49.09	48.45	47.67	48.74	49.70	47.58



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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	350	450	768	432	1680	1436	244	320	204	116
GENERATION Z	10.7	12.3	9.1	12.5	7.9	7.6	5.4	20.5	26.9	26.0	28.4
MILLENNIALS	25.2	28.0	22.9	27.3	21.5	22.8	20.5	36.5	37.8	40.2	33.6
GENERATION X	26.8	22.6	27.8	28.0	27.3	27.4	27.6	26.2	24.1	21.6	28.4
BABY BOOMERS	31.8	31.1	36.2	27.2	35.9	35.8	39.6	13.9	10.6	11.3	9.5
THE SILENT GENERATION	5.4	6.0	4.0	4.9	7.4	6.4	7.0	2.9	0.6	1.0	0.0
Mean	50.59	49.74	51.76	48.78	53.28	52.83	54.65	42.11	38.83	38.93	38.67



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 3

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN		
	UNITS	PERCENT	RIGHT	WRONG	FOR CONGRESS	AGAINST CONGRESS	ERS/	AGAINST	FOR CONGRESS	AGAINST	ERS/	AGAINST	Strong	Smwht	DISAP-
			DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE		PROVE
			TION												
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
GENERATION Z	10.7	13.0	9.7	7.9	13.2	12.5	15.9	8.4	12.5	13.0	15.9	12.9	9.1	15.2	8.9
MILLENNIALS	25.2	32.8	21.9	18.6	31.1	29.5	30.3	19.4	30.2	29.5	29.8	30.9	27.9	32.7	20.8
GENERATION X	26.8	19.3	30.0	31.8	21.6	25.7	24.9	31.6	22.4	24.4	24.5	21.8	22.4	21.4	30.8
BABY BOOMERS	31.8	29.3	32.9	35.7	28.9	27.4	25.0	34.7	29.7	28.3	26.0	29.0	32.7	26.7	34.0
THE SILENT GENERATION	5.4	5.5	5.4	5.9	5.1	4.9	3.9	5.8	5.2	4.7	3.8	5.5	7.9	4.0	5.4
Mean	50.59	48.30	51.59	53.27	48.31	48.45	46.67	52.81	48.85	48.43	46.87	48.57	51.50	46.80	52.20



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GENERATIONS:

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
GENERATION Z	10.7	19.0	36.4	8.6	19.3	3.9	15.9	19.2	3.6
MILLENNIALS	25.2	28.5	31.8	28.7	31.7	9.4	43.2	28.3	12.2
GENERATION X	26.8	25.5	18.2	29.8	28.6	23.2	25.8	23.2	23.8
BABY BOOMERS	31.8	25.5	11.4	30.1	18.0	50.8	12.9	22.2	47.5
THE SILENT GENERATION	5.4	1.5	2.3	2.8	2.5	12.7	2.3	7.1	12.9
Mean	50.59	45.44	37.70	49.54	43.83	60.54	41.98	46.48	59.63



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GENERATIONS:

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
GENERATION Z	10.7	6.3	11.5	6.1	15.5	10.2	5.9	13.7	8.5	6.4	16.9	11.7		
MILLENNIALS	25.2	17.0	29.9	15.6	33.1	27.2	15.5	36.2	27.1	15.7	30.9	27.3		
GENERATION X	26.8	31.6	22.2	33.5	20.0	27.4	30.4	21.5	26.4	36.8	18.9	28.4		
BABY BOOMERS	31.8	38.2	30.8	38.3	26.6	30.2	40.3	23.1	32.6	36.2	29.1	28.0		
THE SILENT GENERATION	5.4	6.8	5.5	6.5	4.7	5.0	8.0	5.5	5.4	4.9	4.2	4.6		
Mean	50.59	54.68	49.44	54.90	46.83	50.00	55.76	46.50	51.03	53.97	47.06	49.06		



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

GENERATIONS:

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
GENERATION Z	10.7	17.3	14.6	19.3	11.7	5.0	3.8	4.4	31.7	6.1	2.9	15.6	15.4	15.6	14.1	11.4	4.7
MILLENNIALS	25.2	30.6	38.3	24.7	30.5	14.4	16.6	15.4	20.6	25.9	12.0	31.8	33.5	40.6	32.4	30.2	16.4
GENERATION X	26.8	21.8	21.7	21.8	27.6	30.4	29.7	30.1	28.6	40.8	32.0	20.4	19.7	18.8	23.9	27.9	28.1
BABY BOOMERS	31.8	25.4	22.5	27.5	26.7	42.4	42.2	42.3	19.0	22.4	45.3	26.8	27.6	21.9	22.5	27.9	40.6
THE SILENT GENERATION	5.4	5.0	2.9	6.6	3.5	7.9	7.8	7.8	0.0	4.8	7.8	5.5	3.9	3.1	7.0	2.6	10.2
Mean	50.59	46.61	45.01	47.83	47.99	56.52	56.47	56.50	41.48	49.95	57.99	47.26	46.75	44.30	47.32	48.06	56.64



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

GENERATIONS:

BANNER 7

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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
GENERATION Z	10.7	13.9	15.8	5.2	12.5	16.4	28.3	14.3	10.7	9.8	12.5	1.5	6.6	6.4	12.1	12.8
MILLENNIALS	25.2	34.0	26.1	15.1	24.3	26.7	45.7	23.5	24.3	20.8	30.7	29.8	20.7	20.5	21.6	33.6
GENERATION X	26.8	21.0	26.5	33.4	24.8	21.1	8.7	23.2	26.5	26.3	26.8	38.9	28.5	27.5	27.4	27.7
BABY BOOMERS	31.8	26.1	28.4	39.3	32.6	29.9	15.2	32.4	32.8	35.9	27.2	27.3	37.4	41.5	32.9	22.9
THE SILENT GENERATION	5.4	4.9	3.2	6.9	5.8	6.0	2.2	6.6	5.7	7.3	2.9	2.5	6.8	4.1	6.0	3.0
Mean	50.59	47.09	47.73	55.53	50.46	48.55	38.45	50.26	51.00	52.81	47.66	50.82	53.84	53.87	51.11	46.35



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

GENERATIONS:

BANNER 8

	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	1320	680	441	239	537	403	783	277
GENERATION Z	10.7	12.9	6.5	7.9	3.8	12.7	4.5	13.0	9.4
MILLENNIALS	25.2	26.2	23.2	25.4	19.2	27.0	23.3	25.7	23.1
GENERATION X	26.8	28.3	24.1	25.6	21.3	27.2	25.3	29.0	22.4
BABY BOOMERS	31.8	28.3	38.5	35.6	43.9	28.7	37.7	28.1	39.7
THE SILENT GENERATION	5.4	4.3	7.6	5.4	11.7	4.5	9.2	4.2	5.4
Mean	50.59	48.87	53.94	52.01	57.49	48.91	54.80	48.84	52.68



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

GENERATIONS:

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
GENERATION Z	10.7	2.9	27.2	30.0	28.5	20.0	2.7	3.1	21.8	38.6	24.0	32.4
MILLENNIALS	25.2	13.2	50.6	43.1	58.8	45.0	12.7	13.7	45.1	40.9	62.0	56.1
GENERATION X	26.8	32.9	14.1	17.3	9.2	17.5	31.1	34.4	20.3	14.2	12.4	6.5
BABY BOOMERS	31.8	43.5	6.9	8.5	3.1	13.8	44.3	42.9	12.0	4.7	1.7	4.3
THE SILENT GENERATION	5.4	7.4	1.2	1.2	0.4	3.8	9.2	5.9	0.8	1.6	0.0	0.7
Mean	50.59	57.35	36.22	36.88	33.62	41.11	58.16	56.66	39.39	34.24	34.04	33.26



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

GENERATIONS:

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
GENERATION Z	10.7	100.0	18.1	0.0	0.0	0.0	0.0	27.0	0.0	19.3	0.0	9.1	12.1
MILLENNIALS	25.2	0.0	81.9	77.3	0.0	0.0	0.0	63.5	0.0	45.4	0.0	25.4	25.0
GENERATION X	26.8	0.0	0.0	22.7	100.0	40.0	0.0	9.6	38.2	35.3	16.4	26.4	27.3
BABY BOOMERS	31.8	0.0	0.0	0.0	0.0	60.0	79.3	0.0	52.7	0.0	71.4	32.6	31.1
THE SILENT GENERATION	5.4	0.0	0.0	0.0	0.0	0.0	20.7	0.0	9.0	0.0	12.2	6.5	4.5
Mean	50.59	22.00	32.24	38.13	50.50	61.00	70.49	32.66	62.40	37.73	66.60	51.44	49.84



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

GENERATIONS:

BANNER 11

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLENNIALS	GEN X	BABY BOOMERS / SLNTG	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS / SLNTG	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS / SLNTG	URBAN	SUB-URBAN	RURAL
Total	2000	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
GENERATION Z	10.7	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	14.1	10.6	6.4
MILLENNIALS	25.2	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	39.1	21.1	17.2
GENERATION X	26.8	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	23.4	25.8	34.1
BABY BOOMERS	31.8	0.0	0.0	0.0	85.4	0.0	0.0	0.0	83.4	0.0	0.0	0.0	87.3	20.1	35.5	37.9
THE SILENT GENERATION	5.4	0.0	0.0	0.0	14.6	0.0	0.0	0.0	16.6	0.0	0.0	0.0	12.7	3.5	7.0	4.3
Mean	50.59	22.00	34.50	50.50	69.76	22.00	34.50	50.50	69.99	22.00	34.50	50.50	69.52	44.78	52.36	53.82



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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
MALE	47.0	56.3	44.3	48.0	45.8	43.9	46.8	50.0	48.8	47.7	48.3	46.0	51.0	53.5	47.4	41.3	43.3	44.7	43.3	46.3
FEMALE	53.0	43.7	55.7	52.0	54.2	56.1	53.2	50.0	51.2	52.3	51.7	54.0	49.0	46.5	52.6	58.7	56.7	55.3	56.7	53.7



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	350	450	768	432	1680	1436	244	320	204	116
MALE	47.0	47.1	46.9	47.0	47.0	48.8	49.4	44.7	37.8	39.7	34.5
FEMALE	53.0	52.9	53.1	53.0	53.0	51.2	50.6	55.3	62.2	60.3	65.5



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

3. GENDER:

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/				
								(W/DJT ENDORSEMENT)							
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
MALE	47.0	51.5	45.2	51.3	44.1	41.3	44.4	50.3	44.5	43.7	44.2	46.9	49.7	45.2	47.1
FEMALE	53.0	48.5	54.8	48.7	55.9	58.7	55.6	49.7	55.5	56.3	55.8	53.1	50.3	54.8	52.9



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

3. GENDER:

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
MALE	47.0	40.9	43.2	48.7	41.0	54.7	34.8	31.3	54.1
FEMALE	53.0	59.1	56.8	51.3	59.0	45.3	65.2	68.7	45.9



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

3. GENDER:

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282	
MALE	47.0		52.5	43.5	52.1	41.5	47.8	100.0	100.0	100.0	0.0	0.0	0.0	
FEMALE	53.0		47.5	56.5	47.9	58.5	52.2	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 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
MALE	47.0	42.4	39.6	44.6	42.7	56.0	54.1	55.1	44.4	38.1	57.1	41.2	41.7	42.2	47.9	45.5	53.9
FEMALE	53.0	57.6	60.4	55.4	57.3	44.0	45.9	44.9	55.6	61.9	42.9	58.8	58.3	57.8	52.1	54.5	46.1



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

3. GENDER:

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
MALE	47.0	42.8	51.3	50.0	49.9	60.7	56.5	61.4	45.5	48.6	39.7	36.4	39.7	51.5	52.6	45.8
FEMALE	53.0	57.2	48.7	50.0	50.1	39.3	43.5	38.6	54.5	51.4	60.3	63.6	60.3	48.5	47.4	54.2



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

3. GENDER:

BANNER 8

	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.	LESS/ COLL. GRAD.	COLL- EGE GRAD.		
Total	2000	1320	680	441	239	537	403	783	277			
MALE	47.0	40.7	59.3	58.0	61.5	100.0	100.0	0.0	0.0			
FEMALE	53.0	59.3	40.7	42.0	38.5	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 9

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
MALE	47.0	46.2	48.8	51.2	46.5	52.5	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	53.8	51.2	48.8	53.5	47.5	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 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
MALE	47.0	38.1	47.2	48.4	43.5	45.2	52.1	45.8	47.8	45.2	49.3	100.0	0.0	
FEMALE	53.0	61.9	52.8	51.6	56.5	54.8	47.9	54.2	52.2	54.8	50.7	0.0	100.0	



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

3. GENDER:

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
MALE	47.0	40.2	47.4	46.2	49.3	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	51.8	47.0	40.8
FEMALE	53.0	59.8	52.6	53.8	50.7	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	48.2	53.0	59.2



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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
NEW ENGLAND	4.8	3.0	6.3	5.6	2.9	5.7	4.5	5.4	4.7	5.3	5.4	4.9	6.9	4.2	5.6	6.2	6.2	3.1	2.7	3.7
MIDDLE ATLANTIC	12.7	10.6	10.3	14.2	14.4	13.7	12.9	13.5	4.7	12.8	11.9	14.7	12.7	10.4	15.5	10.8	16.4	12.4	13.0	11.6
EAST NORTH CENTRAL	16.1	18.1	16.6	18.5	16.1	16.2	12.4	8.1	11.6	17.6	17.7	17.9	15.7	18.0	17.6	18.8	15.8	11.3	13.0	9.3
WEST NORTH CENTRAL	6.4	5.5	7.1	5.4	6.2	7.3	5.5	6.8	11.6	5.9	6.1	5.7	4.9	4.9	7.4	4.2	7.7	8.0	8.4	7.4
SOUTH ATLANTIC	21.2	21.6	19.0	22.0	22.3	17.8	24.4	24.3	25.6	20.9	20.7	20.4	25.5	22.9	20.7	20.8	17.6	22.0	20.3	24.1
EAST SOUTH CENTRAL	6.2	7.0	8.4	7.5	4.1	5.4	6.5	2.7	2.3	6.6	7.8	4.7	4.9	8.1	7.1	4.2	5.6	4.8	4.6	5.1
WEST SOUTH CENTRAL	11.0	11.1	13.5	8.8	11.8	10.8	7.5	17.6	7.0	11.2	11.1	11.7	9.8	13.6	9.9	10.1	9.3	10.3	10.7	9.7
MOUNTAIN	7.1	12.6	8.4	5.6	7.2	5.4	7.0	2.7	2.3	7.1	8.2	5.3	4.9	8.1	5.0	8.0	6.5	7.1	8.4	5.6
PACIFIC	14.5	10.6	10.3	12.3	15.1	17.5	19.4	18.9	30.2	12.5	11.1	14.7	14.7	9.7	11.1	17.0	14.9	21.0	18.8	23.6



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	350	450	768	432	1680	1436	244	320	204	116
NEW ENGLAND	4.8	27.4	0.0	0.0	0.0	4.8	5.2	2.9	4.7	5.4	3.4
MIDDLE ATLANTIC	12.7	72.6	0.0	0.0	0.0	12.2	12.0	13.1	15.3	14.7	16.4
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	16.7	16.5	18.0	12.8	10.8	16.4
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.5	6.8	4.9	5.6	6.4	4.3
SOUTH ATLANTIC	21.2	0.0	0.0	55.2	0.0	20.6	20.2	23.0	24.4	27.0	19.8
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	6.3	6.2	7.0	5.6	6.4	4.3
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.6	0.0	10.8	10.0	15.6	11.9	9.8	15.5
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.7	8.1	4.9	4.1	4.4	3.4
PACIFIC	14.5	0.0	0.0	0.0	67.1	14.3	14.9	10.7	15.6	15.2	16.4



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4. REGION:

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
								(W/DJT ENDORSEMENT)								
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
NEW ENGLAND	4.8	3.7	5.3	4.7	4.4	6.2	6.1	4.2	4.8	7.1	5.5	4.7	3.6	5.3	4.9	
MIDDLE ATLANTIC	12.7	16.5	11.0	12.2	14.0	10.8	12.1	12.2	13.7	11.0	12.1	13.8	16.1	12.4	11.9	
EAST NORTH CENTRAL	16.1	14.3	16.8	17.9	13.1	18.8	18.0	16.6	15.0	17.7	16.8	14.4	15.2	13.9	17.5	
WEST NORTH CENTRAL	6.4	7.3	6.0	5.8	7.9	4.2	5.9	5.6	7.3	6.3	6.6	7.2	7.9	6.8	5.8	
SOUTH ATLANTIC	21.2	22.2	20.8	22.1	20.2	20.8	21.3	21.8	21.1	19.3	20.3	21.2	20.3	21.8	21.1	
EAST SOUTH CENTRAL	6.2	5.2	6.7	7.8	5.1	4.2	5.1	8.2	4.3	5.5	6.8	4.4	4.8	4.2	7.6	
WEST SOUTH CENTRAL	11.0	9.5	11.7	12.3	9.9	10.1	9.2	12.8	9.2	10.6	10.4	9.8	10.3	9.5	11.9	
MOUNTAIN	7.1	5.2	8.0	7.0	6.9	8.0	6.7	7.4	7.2	5.9	5.1	6.3	4.5	7.3	7.8	
PACIFIC	14.5	16.2	13.8	10.2	18.5	17.0	15.7	11.1	17.5	16.5	16.3	18.2	17.3	18.8	11.6	



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4. REGION:

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
NEW ENGLAND	4.8	5.1	0.0	4.8	3.7	6.6	9.1	2.0	4.6
MIDDLE ATLANTIC	12.7	14.6	18.2	12.0	20.5	16.6	12.1	5.1	10.6
EAST NORTH CENTRAL	16.1	13.9	9.1	16.5	17.4	18.2	12.1	14.1	18.2
WEST NORTH CENTRAL	6.4	10.2	0.0	5.1	6.8	5.0	4.5	12.1	7.3
SOUTH ATLANTIC	21.2	20.4	20.5	21.2	16.1	19.3	22.7	30.3	20.1
EAST SOUTH CENTRAL	6.2	6.6	6.8	7.0	9.9	3.9	3.8	6.1	5.0
WEST SOUTH CENTRAL	11.0	6.6	27.3	12.6	9.9	11.0	5.3	10.1	8.9
MOUNTAIN	7.1	6.6	4.5	7.8	3.7	7.7	7.6	3.0	8.9
PACIFIC	14.5	16.1	13.6	13.0	11.8	11.6	22.7	17.2	16.5



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4. REGION:

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
NEW ENGLAND	4.8	4.8	5.0	3.8	3.1	8.5	2.9	3.3	9.3	4.6	3.0	7.8		
MIDDLE ATLANTIC	12.7	11.5	13.2	10.8	15.9	10.7	8.8	17.6	12.8	13.0	14.8	8.9		
EAST NORTH CENTRAL	16.1	17.7	14.3	18.9	13.5	15.9	20.5	12.1	14.3	17.1	14.5	17.4		
WEST NORTH CENTRAL	6.4	6.0	7.3	5.4	7.2	6.7	5.3	7.2	7.0	5.5	7.2	6.4		
SOUTH ATLANTIC	21.2	21.9	20.6	22.6	20.3	20.6	21.6	21.2	20.5	23.8	19.6	20.6		
EAST SOUTH CENTRAL	6.2	7.8	4.9	7.4	5.7	5.4	8.0	4.6	5.4	6.7	6.5	5.3		
WEST SOUTH CENTRAL	11.0	12.1	9.4	12.1	11.1	9.4	12.8	13.0	6.2	11.3	9.7	12.4		
MOUNTAIN	7.1	8.2	6.7	7.8	4.9	9.3	8.0	4.6	8.9	7.5	5.1	9.6		
PACIFIC	14.5	10.1	18.4	11.2	18.4	13.5	12.0	16.6	15.5	10.4	19.6	11.7		



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

4. REGION:

BANNER 6

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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
NEW ENGLAND	4.8	4.1	2.9	5.1	5.1	5.5	4.4	5.0	7.9	4.8	2.9	2.6	3.1	6.2	9.9	6.7	12.5
MIDDLE ATLANTIC	12.7	13.7	15.8	12.0	13.1	12.6	10.3	11.5	11.1	12.9	10.2	14.5	17.7	18.8	11.3	9.7	13.3
EAST NORTH CENTRAL	16.1	12.9	14.2	12.0	17.3	15.4	19.7	17.4	17.5	21.1	18.4	13.5	13.4	14.1	5.6	18.5	14.8
WEST NORTH CENTRAL	6.4	6.8	7.1	6.6	5.8	7.9	5.3	6.7	4.8	2.0	6.5	7.3	7.1	6.2	5.6	6.5	7.8
SOUTH ATLANTIC	21.2	22.7	20.0	24.7	20.6	20.9	20.3	20.7	28.6	23.1	21.8	21.6	20.9	9.4	23.9	19.4	21.9
EAST SOUTH CENTRAL	6.2	5.4	5.0	5.7	5.0	6.3	10.3	8.1	4.8	5.4	8.2	5.7	3.9	12.5	4.2	5.6	5.5
WEST SOUTH CENTRAL	11.0	9.2	11.2	7.6	11.6	11.5	12.2	11.8	9.5	12.9	12.2	9.2	12.2	18.8	8.5	10.6	7.0
MOUNTAIN	7.1	5.6	4.6	6.3	7.1	8.6	7.8	8.3	4.8	4.8	9.0	5.7	3.9	3.1	5.6	10.6	7.8
PACIFIC	14.5	19.6	19.2	19.9	14.4	11.3	9.7	10.5	11.1	12.9	10.8	19.9	17.7	10.9	25.4	12.6	9.4



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

4. REGION:

BANNER 7

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	NON-RELIGIOUS
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
NEW ENGLAND	4.8	4.2	7.7	4.3	5.5	3.8	4.3	3.7	4.9	5.5	3.8	5.6	2.7	1.8	8.7	5.1
MIDDLE ATLANTIC	12.7	13.5	12.3	12.0	12.3	13.8	19.6	12.9	12.9	12.2	14.4	9.1	10.0	6.4	17.7	9.1
EAST NORTH CENTRAL	16.1	14.1	14.8	18.7	15.7	18.9	17.4	19.1	15.6	14.4	17.6	15.7	14.1	18.1	19.2	17.2
WEST NORTH CENTRAL	6.4	7.0	6.8	5.6	7.0	5.0	0.0	5.9	6.7	6.1	7.7	6.6	8.7	5.3	5.6	5.3
SOUTH ATLANTIC	21.2	20.7	19.7	22.3	20.1	20.4	17.4	21.0	21.4	21.8	20.7	20.7	24.3	23.4	14.7	21.1
EAST SOUTH CENTRAL	6.2	5.0	6.8	7.3	5.9	7.2	8.7	7.0	5.9	6.5	4.8	6.6	8.8	11.7	4.4	4.3
WEST SOUTH CENTRAL	11.0	11.2	9.4	11.4	10.5	8.8	15.2	7.7	11.3	11.5	10.9	12.1	13.8	14.0	10.1	10.3
MOUNTAIN	7.1	6.1	7.4	8.1	7.3	7.9	4.3	8.5	6.9	7.8	5.4	7.1	7.3	7.6	5.8	7.3
PACIFIC	14.5	18.2	15.2	10.2	15.5	14.2	13.0	14.3	14.3	14.0	14.8	16.7	10.4	11.7	13.9	20.2



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

4. REGION:

BANNER 8

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	1320	680	441	239	537	403	783	277
NEW ENGLAND	4.8	4.7	5.0	5.2	4.6	4.7	5.0	4.7	5.1
MIDDLE ATLANTIC	12.7	12.4	13.2	13.6	12.6	13.0	12.4	12.0	14.4
EAST NORTH CENTRAL	16.1	17.0	14.3	15.6	11.7	16.0	16.1	17.8	11.6
WEST NORTH CENTRAL	6.4	6.6	6.0	6.1	5.9	7.3	5.2	6.1	7.2
SOUTH ATLANTIC	21.2	22.0	19.6	19.3	20.1	22.2	19.9	22.0	19.1
EAST SOUTH CENTRAL	6.2	6.4	5.7	6.8	3.8	5.6	6.9	7.0	4.0
WEST SOUTH CENTRAL	11.0	11.9	9.3	8.6	10.5	11.4	10.7	12.3	7.2
MOUNTAIN	7.1	6.4	8.4	8.4	8.4	6.3	8.2	6.5	8.7
PACIFIC	14.5	12.4	18.5	16.3	22.6	13.6	15.6	11.6	22.7



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

4. REGION:

BANNER 9

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
NEW ENGLAND	4.8	5.7	3.0	2.3	2.7	7.5	5.1	6.1	3.0	1.6	3.3	2.2
MIDDLE ATLANTIC	12.7	10.4	17.5	17.7	17.3	18.8	11.0	10.0	13.5	22.0	19.8	15.1
EAST NORTH CENTRAL	16.1	17.6	12.8	9.2	14.6	15.0	17.2	18.0	8.3	10.2	16.5	12.9
WEST NORTH CENTRAL	6.4	7.6	3.9	0.8	4.6	7.5	7.8	7.4	1.5	0.0	3.3	5.8
SOUTH ATLANTIC	21.2	21.1	21.4	18.1	28.5	13.8	22.3	20.1	17.3	18.9	25.6	30.9
EAST SOUTH CENTRAL	6.2	6.5	5.5	2.3	9.6	2.5	7.2	6.0	2.3	2.4	6.6	12.2
WEST SOUTH CENTRAL	11.0	8.5	16.4	21.5	16.2	5.0	8.6	8.3	20.3	22.8	15.7	16.5
MOUNTAIN	7.1	8.5	4.2	3.5	2.7	6.2	8.6	8.3	3.8	3.1	2.5	2.9
PACIFIC	14.5	14.1	15.3	24.6	3.8	23.8	12.3	15.7	30.1	18.9	6.6	1.4



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4. REGION:

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
NEW ENGLAND	4.8	3.1	3.0	5.1	5.1	5.8	5.3	3.9	5.4	4.2	5.5	4.8	4.8	
MIDDLE ATLANTIC	12.7	18.1	17.1	11.3	8.6	12.9	11.8	14.9	11.3	13.1	12.2	12.8	12.6	
EAST NORTH CENTRAL	16.1	15.0	11.7	17.0	18.4	17.3	16.2	14.6	17.1	15.7	16.6	16.1	16.1	
WEST NORTH CENTRAL	6.4	4.4	5.0	5.7	7.9	6.6	7.2	5.2	7.2	6.0	7.0	6.4	6.4	
SOUTH ATLANTIC	21.2	24.4	23.1	22.1	20.3	19.5	20.3	22.9	20.1	22.2	20.0	21.2	21.2	
EAST SOUTH CENTRAL	6.2	6.2	7.0	5.4	8.6	6.6	4.6	6.2	6.2	6.9	5.4	6.2	6.2	
WEST SOUTH CENTRAL	11.0	13.8	12.4	16.4	8.6	10.1	8.0	14.4	8.8	12.7	8.9	11.1	10.9	
MOUNTAIN	7.1	1.9	4.7	5.7	7.6	8.5	9.7	4.5	8.8	5.4	9.2	7.1	7.1	
PACIFIC	14.5	13.1	16.1	11.3	14.9	12.9	16.9	13.5	15.2	13.9	15.3	14.5	14.5	



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4. REGION:

BANNER 11

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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
NEW ENGLAND	4.8	3.3	4.0	5.2	5.5	3.5	5.0	4.8	4.9	3.1	3.0	5.5	6.1	4.4	4.7	5.5
MIDDLE ATLANTIC	12.7	16.8	15.5	9.5	11.9	15.1	18.0	8.9	11.4	18.0	13.2	10.0	12.4	15.7	12.4	9.5
EAST NORTH CENTRAL	16.1	15.4	14.9	16.2	17.0	15.1	16.7	16.5	15.5	15.6	13.2	15.9	18.5	15.1	16.4	16.7
WEST NORTH CENTRAL	6.4	3.7	5.6	7.1	7.2	4.7	5.9	6.0	7.4	3.1	5.3	8.0	7.1	6.0	5.8	8.4
SOUTH ATLANTIC	21.2	22.9	22.2	20.9	20.3	24.4	21.3	21.0	20.4	21.9	23.0	20.8	20.1	16.1	22.7	24.1
EAST SOUTH CENTRAL	6.2	8.9	5.0	8.4	4.7	8.1	3.3	9.3	5.4	9.4	6.4	7.6	4.0	6.0	5.4	8.4
WEST SOUTH CENTRAL	11.0	13.1	14.5	10.8	8.2	15.1	12.1	10.9	9.5	11.7	16.6	10.7	6.9	12.8	9.9	11.5
MOUNTAIN	7.1	3.3	4.8	6.9	9.9	1.2	3.8	6.5	11.2	4.7	5.7	7.3	8.7	6.9	7.7	5.7
PACIFIC	14.5	12.6	13.7	15.1	15.2	12.8	13.8	16.1	14.2	12.5	13.6	14.2	16.1	17.0	14.9	10.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
EAST	17.5	13.6	16.6	19.8	17.3	19.4	17.4	18.9	9.3	18.1	17.2	19.6	19.6	14.6	21.1	17.0	22.6	15.5	15.7	15.3
MIDWEST	22.5	23.6	23.7	23.9	22.3	23.6	17.9	14.9	23.3	23.5	23.8	23.6	20.6	22.9	25.1	22.9	23.5	19.3	21.5	16.7
SOUTH	38.4	39.7	40.9	38.3	38.1	34.1	38.3	44.6	34.9	38.8	39.6	36.8	40.2	44.7	37.8	35.1	32.5	37.1	35.6	38.9
WEST	21.6	23.1	18.7	18.0	22.3	22.9	26.4	21.6	32.6	19.6	19.3	20.0	19.6	17.8	16.1	25.0	21.4	28.1	27.2	29.2



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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	350	450	768	432	1680	1436	244	320	204	116
EAST	17.5	100.0	0.0	0.0	0.0	17.0	17.2	16.0	20.0	20.1	19.8
MIDWEST	22.5	0.0	100.0	0.0	0.0	23.3	23.3	23.0	18.4	17.2	20.7
SOUTH	38.4	0.0	0.0	100.0	0.0	37.7	36.4	45.5	41.9	43.1	39.7
WEST	21.6	0.0	0.0	0.0	100.0	22.0	23.1	15.6	19.7	19.6	19.8



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

AREA:

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
							(W/DJT ENDORSEMENT)									
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
EAST	17.5	20.2	16.3	16.9	18.4	17.0	18.2	16.4	18.5	18.1	17.7	18.5	19.7	17.7	16.8	
MIDWEST	22.5	21.7	22.9	23.7	21.0	22.9	23.9	22.3	22.3	24.0	23.4	21.6	23.0	20.7	23.3	
SOUTH	38.4	36.8	39.1	42.2	35.2	35.1	35.6	42.8	34.6	35.4	37.5	35.5	35.5	35.5	40.6	
WEST	21.6	21.3	21.7	17.2	25.4	25.0	22.3	18.5	24.7	22.4	21.4	24.5	21.8	26.1	19.3	



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

AREA:

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
EAST	17.5	19.7	18.2	16.8	24.2	23.2	21.2	7.1	15.2
MIDWEST	22.5	24.1	9.1	21.6	24.2	23.2	16.7	26.3	25.4
SOUTH	38.4	33.6	54.5	40.8	36.0	34.3	31.8	46.5	34.0
WEST	21.6	22.6	18.2	20.8	15.5	19.3	30.3	20.2	25.4



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

AREA:

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
EAST	17.5	16.2	18.3	14.6	19.1	19.3	11.7	20.8	22.1	17.7	17.8	16.7		
MIDWEST	22.5	23.7	21.6	24.3	20.7	22.6	25.9	19.2	21.3	22.6	21.7	23.8		
SOUTH	38.4	41.8	35.0	42.1	37.0	35.4	42.4	38.8	32.2	41.7	35.8	38.3		
WEST	21.6	18.3	25.1	19.0	23.2	22.8	20.0	21.2	24.4	18.0	24.7	21.3		



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

AREA:

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
EAST	17.5	17.8	18.8	17.1	18.2	18.1	14.7	16.5	19.0	17.7	13.1	17.1	20.9	25.0	21.1	16.4	25.8
MIDWEST	22.5	19.8	21.2	18.7	23.0	23.3	25.0	24.1	22.2	23.1	24.9	20.9	20.5	20.3	11.3	24.9	22.7
SOUTH	38.4	37.2	36.2	38.0	37.2	38.7	42.8	40.6	42.9	41.5	42.2	36.5	37.0	40.6	36.6	35.5	34.4
WEST	21.6	25.2	23.8	26.3	21.6	19.9	17.5	18.8	15.9	17.7	19.8	25.6	21.7	14.1	31.0	23.2	17.2



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

AREA:

BANNER 7

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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
EAST	17.5	17.6	20.0	16.4	17.9	17.6	23.9	16.5	17.9	17.7	18.2	14.6	12.7	8.2	26.4	14.2
MIDWEST	22.5	21.2	21.6	24.3	22.7	23.9	17.4	25.0	22.2	20.6	25.3	22.2	22.8	23.4	24.8	22.5
SOUTH	38.4	36.9	35.8	41.1	36.5	36.5	41.3	35.7	38.7	39.9	36.4	39.4	46.9	49.1	29.2	35.8
WEST	21.6	24.3	22.6	18.2	22.8	22.0	17.4	22.8	21.2	21.8	20.1	23.7	17.7	19.3	19.6	27.5



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

AREA:

BANNER 8

	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	1320	680	441	239	537	403	783	277
EAST	17.5	17.1	18.2	18.8	17.2	17.7	17.4	16.7	19.5
MIDWEST	22.5	23.6	20.3	21.8	17.6	23.3	21.3	23.9	18.8
SOUTH	38.4	40.4	34.6	34.7	34.3	39.1	37.5	41.3	30.3
WEST	21.6	18.9	26.9	24.7	31.0	19.9	23.8	18.1	31.4



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

AREA:

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
EAST	17.5	16.1	20.5	20.0	20.0	26.2	16.1	16.1	16.5	23.6	23.1	17.3
MIDWEST	22.5	25.2	16.7	10.0	19.2	22.5	25.0	25.4	9.8	10.2	19.8	18.7
SOUTH	38.4	36.1	43.3	41.9	54.2	21.2	38.1	34.4	39.8	44.1	47.9	59.7
WEST	21.6	22.6	19.5	28.1	6.5	30.0	20.9	24.0	33.8	22.0	9.1	4.3



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

AREA:

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
EAST	17.5	21.2	20.1	16.4	13.7	18.6	17.1	18.8	16.7	17.3	17.7	17.6	17.5
MIDWEST	22.5	19.4	16.7	22.7	26.3	23.8	23.4	19.8	24.3	21.6	23.6	22.4	22.5
SOUTH	38.4	44.4	42.5	43.9	37.5	36.2	32.9	43.5	35.1	41.7	34.2	38.4	38.4
WEST	21.6	15.0	20.7	17.0	22.5	21.4	26.6	18.0	24.0	19.3	24.5	21.6	21.6



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

AREA:

BANNER 11

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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
EAST	17.5	20.1	19.4	14.7	17.4	18.6	23.0	13.7	16.3	21.1	16.2	15.6	18.5	20.1	17.1	15.0
MIDWEST	22.5	19.2	20.4	23.3	24.3	19.8	22.6	22.6	22.9	18.8	18.5	23.9	25.7	21.2	22.2	25.1
SOUTH	38.4	44.9	41.7	40.0	33.2	47.7	36.8	41.1	35.4	43.0	46.0	39.1	31.0	34.9	38.0	43.9
WEST	21.6	15.9	18.5	22.0	25.1	14.0	17.6	22.6	25.3	17.2	19.2	21.5	24.9	23.9	22.7	16.0



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/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
YES	13.0	6.5	6.3	9.9	14.6	18.5	20.4	24.3	18.6	12.4	7.8	18.1	29.4	9.7	13.6	14.9	13.9	14.9	13.0	17.1
NO	87.0	93.5	93.7	90.1	85.4	81.5	79.6	75.7	81.4	87.6	92.2	81.9	70.6	90.3	86.4	85.1	86.1	85.1	87.0	82.9



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 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	350	450	768	432	1680	1436	244	320	204	116
YES	13.0	14.9	5.8	14.2	16.9	11.6	10.5	18.0	20.3	20.6	19.8
NO	87.0	85.1	94.2	85.8	83.1	88.4	89.5	82.0	79.7	79.4	80.2



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-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/	ERS/	FOR CONGRESS		ERS/					
								(W/DJT ENDORSEMENT)							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
YES	13.0	17.0	11.3	11.1	14.5	14.9	15.3	11.9	13.8	14.2	15.5	14.8	15.2	14.6	11.5
NO	87.0	83.0	88.7	88.9	85.5	85.1	84.7	88.1	86.2	85.8	84.5	85.2	84.8	85.4	88.5



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 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
YES	13.0	17.5	27.3	13.7	12.4	6.6	15.2	16.2	10.6
NO	87.0	82.5	72.7	86.3	87.6	93.4	84.8	83.8	89.4



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	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	892	720	740	540	375	307	258	345	433	282
YES	13.0	10.0	14.3	10.7	16.5	11.3	11.2	17.9	14.0	10.1	15.5	8.9
NO	87.0	90.0	85.7	89.3	83.5	88.7	88.8	82.1	86.0	89.9	84.5	91.1



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 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
YES	13.0	17.8	20.4	15.8	12.8	10.5	8.1	9.4	27.0	13.6	7.8	15.9	16.9	18.8	21.1	9.4	10.9
NO	87.0	82.2	79.6	84.2	87.2	89.5	91.9	90.6	73.0	86.4	92.2	84.1	83.1	81.2	78.9	90.6	89.1



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 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
YES	13.0	16.3	13.5	9.2	14.0	14.8	21.7	13.6	13.3	12.7	14.6	7.6	8.1	12.3	20.4	11.9
NO	87.0	83.7	86.5	90.8	86.0	85.2	78.3	86.4	86.7	87.3	85.4	92.4	91.9	87.7	79.6	88.1



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 8

	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	1320	680	441	239	537	403	783	277
YES	13.0	14.1	10.9	11.1	10.5	16.8	10.7	12.3	11.2
NO	87.0	85.9	89.1	88.9	89.5	83.2	89.3	87.7	88.8



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 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
YES	13.0	0.0	40.6	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0
NO	87.0	100.0	59.4	0.0	100.0	100.0	100.0	100.0	0.0	0.0	100.0	100.0



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 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
YES	13.0	38.1	27.8	16.7	8.6	5.5	2.5	25.2	5.0	20.5	3.7	14.1	12.0	
NO	87.0	61.9	72.2	83.3	91.4	94.5	97.5	74.8	95.0	79.5	96.3	85.9	88.0	



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 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
YES	13.0	36.4	22.2	8.4	3.4	33.7	25.1	10.9	4.6	38.3	19.6	6.2	2.1	20.6	11.4	6.9
NO	87.0	63.6	77.8	91.6	96.6	66.3	74.9	89.1	95.4	61.7	80.4	93.8	97.9	79.4	88.6	93.1



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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

	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	260	13	24	37	61	58	41	18	8	189	74	85	30	57	44	43	45	71	34	37
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	52.3	38.5	50.0	56.8	54.1	51.7	56.1	50.0	37.5	49.2	51.4	47.1	50.0	49.1	43.2	53.5	51.1	60.6	67.6	54.1
Puerto Rican	16.5	30.8	16.7	13.5	19.7	10.3	14.6	16.7	37.5	18.5	17.6	16.5	26.7	19.3	27.3	14.0	13.3	11.3	11.8	10.8
Cuban	8.1	7.7	16.7	16.2	8.2	1.7	7.3	0.0	12.5	10.1	14.9	7.1	6.7	12.3	4.5	7.0	15.6	2.8	0.0	5.4
Dominican	6.9	0.0	4.2	5.4	4.9	12.1	4.9	11.1	12.5	6.9	4.1	9.4	6.7	8.8	4.5	4.7	8.9	7.0	5.9	8.1
Guatemalan	1.9	0.0	0.0	0.0	1.6	3.4	2.4	5.6	0.0	1.6	0.0	2.4	3.3	1.8	0.0	2.3	2.2	2.8	2.9	2.7
Salvadoran	1.5	0.0	0.0	0.0	0.0	5.2	2.4	0.0	0.0	1.6	0.0	3.5	0.0	0.0	2.3	0.0	4.4	1.4	0.0	2.7
Venezuelan	1.5	0.0	4.2	2.7	1.6	0.0	2.4	0.0	0.0	1.1	2.7	0.0	0.0	0.0	0.0	4.7	0.0	2.8	2.9	2.7
Nicaraguan	0.8	0.0	0.0	0.0	0.0	0.0	2.4	5.6	0.0	0.5	0.0	0.0	3.3	0.0	2.3	0.0	0.0	1.4	0.0	2.7
Honduran	0.4	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.7
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
Peruvian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.9	0.0	0.0	5.4	1.6	3.4	0.0	0.0	0.0	2.1	2.7	2.4	0.0	0.0	4.5	2.3	2.2	1.4	2.9	0.0
Other South American	1.2	7.7	0.0	0.0	3.3	0.0	0.0	0.0	0.0	1.6	1.4	2.4	0.0	1.8	0.0	2.3	2.2	0.0	0.0	0.0
Spaniard	4.2	15.4	8.3	0.0	3.3	5.2	2.4	5.6	0.0	4.8	5.4	4.7	3.3	7.0	6.8	4.7	0.0	2.8	2.9	2.7
Other	2.7	0.0	0.0	0.0	1.6	6.9	2.4	5.6	0.0	2.1	0.0	4.7	0.0	0.0	4.5	4.7	0.0	4.2	2.9	5.4



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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	260	52	26	109	73	195	151	44	65	42	23
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	52.3	21.2	46.2	50.5	79.5	51.8	53.6	45.5	53.8	61.9	39.1
Puerto Rican	16.5	36.5	15.4	15.6	4.1	15.4	14.6	18.2	20.0	16.7	26.1
Cuban	8.1	9.6	7.7	9.2	5.5	10.3	9.3	13.6	1.5	2.4	0.0
Dominican	6.9	21.2	0.0	6.4	0.0	6.2	6.6	4.5	9.2	7.1	13.0
Guatemalan	1.9	1.9	0.0	1.8	2.7	1.5	2.0	0.0	3.1	2.4	4.3
Salvadoran	1.5	1.9	0.0	2.8	0.0	1.5	1.3	2.3	1.5	0.0	4.3
Venezuelan	1.5	1.9	3.8	1.8	0.0	2.1	2.0	2.3	0.0	0.0	0.0
Nicaraguan	0.8	0.0	3.8	0.0	1.4	1.0	0.7	2.3	0.0	0.0	0.0
Honduran	0.4	0.0	0.0	0.9	0.0	0.0	0.0	0.0	1.5	0.0	4.3
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peruvian	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	1.9	3.8	7.7	0.9	0.0	1.5	2.0	0.0	3.1	4.8	0.0
Other South American	1.2	0.0	0.0	2.8	0.0	1.5	1.3	2.3	0.0	0.0	0.0
Spaniard	4.2	1.9	11.5	3.7	4.1	5.1	4.6	6.8	1.5	0.0	4.3
Other	2.7	0.0	3.8	3.7	2.7	2.1	2.0	2.3	4.6	4.8	4.3



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

BANNER 3

	TOTAL		DIRECTION:				GENERIC BALLOT				LEAN-		GENERIC BALLOT				LEAN-		JOB: JOE BIDEN
	UNITS	PERCENT	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-			
			DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE			
			TION																
Total	260	102	158	101	116	43	78	108	116	36	70	130	50	80	129				
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	52.3	54.9	50.6	46.5	56.9	53.5	43.6	49.1	55.2	52.8	48.6	52.3	54.0	51.2	51.9				
Puerto Rican	16.5	11.8	19.6	22.8	12.1	14.0	17.9	22.2	11.2	16.7	17.1	14.6	10.0	17.5	18.6				
Cuban	8.1	7.8	8.2	8.9	7.8	7.0	7.7	9.3	7.8	5.6	5.7	6.9	10.0	5.0	9.3				
Dominican	6.9	6.9	7.0	6.9	7.8	4.7	3.8	4.6	10.3	2.8	2.9	6.9	6.0	7.5	7.0				
Guatemalan	1.9	2.9	1.3	1.0	2.6	2.3	2.6	0.9	2.6	2.8	2.9	3.1	6.0	1.2	0.8				
Salvadoran	1.5	2.0	1.3	1.0	2.6	0.0	5.1	1.9	1.7	0.0	4.3	2.3	2.0	2.5	0.8				
Venezuelan	1.5	2.9	0.6	0.0	1.7	4.7	2.6	0.0	0.0	11.1	5.7	2.3	0.0	3.8	0.8				
Nicaraguan	0.8	2.0	0.0	1.0	0.9	0.0	1.3	0.9	0.9	0.0	0.0	1.5	4.0	0.0	0.0				
Honduran	0.4	0.0	0.6	0.0	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.8				
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				
Peruvian	0.0	0.0	0.0	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	1.9	2.0	1.9	2.0	1.7	2.3	3.8	1.9	2.6	0.0	2.9	3.1	4.0	2.5	0.8				
Other South American	1.2	1.0	1.3	1.0	0.9	2.3	2.6	0.9	1.7	0.0	2.9	0.8	0.0	1.2	1.6				
Spaniard	4.2	3.9	4.4	6.9	1.7	4.7	3.8	6.5	1.7	5.6	4.3	3.1	4.0	2.5	5.4				
Other	2.7	2.0	3.2	2.0	2.6	4.7	5.1	1.9	3.4	2.8	2.9	3.1	0.0	5.0	2.3				



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

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	260	24	12	117	20	12	20	16	32
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	52.3	41.7	41.7	55.6	40.0	91.7	45.0	56.2	50.0
Puerto Rican	16.5	12.5	16.7	17.1	35.0	8.3	25.0	18.8	3.1
Cuban	8.1	4.2	8.3	8.5	10.0	0.0	5.0	6.2	15.6
Dominican	6.9	20.8	8.3	5.1	10.0	0.0	10.0	6.2	0.0
Guatemalan	1.9	0.0	0.0	1.7	0.0	0.0	5.0	6.2	3.1
Salvadoran	1.5	8.3	8.3	0.0	0.0	0.0	5.0	0.0	0.0
Venezuelan	1.5	0.0	0.0	2.6	0.0	0.0	0.0	0.0	3.1
Nicaraguan	0.8	4.2	0.0	0.0	0.0	0.0	5.0	0.0	0.0
Honduran	0.4	0.0	0.0	0.9	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
Peruvian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.9	0.0	0.0	2.6	5.0	0.0	0.0	0.0	3.1
Other South American	1.2	0.0	0.0	0.9	0.0	0.0	0.0	0.0	3.1
Spaniard	4.2	8.3	8.3	1.7	0.0	0.0	0.0	6.2	12.5
Other	2.7	0.0	8.3	3.4	0.0	0.0	0.0	0.0	6.2



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

BANNER 5

	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	260	82	128	77	122	61	42	55	36	35	67	25
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	52.3	51.2	54.7	49.4	57.4	45.9	54.8	56.4	47.2	42.9	58.2	44.0
Puerto Rican	16.5	20.7	11.7	22.1	12.3	18.0	16.7	10.9	16.7	28.6	13.4	20.0
Cuban	8.1	6.1	9.4	9.1	5.7	11.5	11.9	9.1	16.7	5.7	3.0	4.0
Dominican	6.9	7.3	6.2	5.2	8.2	6.6	2.4	5.5	0.0	8.6	10.4	16.0
Guatemalan	1.9	1.2	2.3	0.0	3.3	1.6	0.0	1.8	2.8	0.0	4.5	0.0
Salvadoran	1.5	0.0	2.3	0.0	3.3	0.0	0.0	3.6	0.0	0.0	3.0	0.0
Venezuelan	1.5	0.0	3.1	0.0	2.5	1.6	0.0	1.8	2.8	0.0	3.0	0.0
Nicaraguan	0.8	0.0	1.6	0.0	1.6	0.0	0.0	1.8	0.0	0.0	1.5	0.0
Honduran	0.4	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	2.9	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
Peruvian	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	1.9	2.4	1.6	1.3	1.6	3.3	0.0	1.8	0.0	2.9	1.5	8.0
Other South American	1.2	1.2	1.6	1.3	0.8	1.6	2.4	1.8	2.8	0.0	0.0	0.0
Spaniard	4.2	7.3	2.3	7.8	0.8	6.6	11.9	0.0	5.6	2.9	1.5	8.0
Other	2.7	2.4	3.1	2.6	2.5	3.3	0.0	5.5	5.6	5.7	0.0	0.0



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

BANNER 6

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very LIB- ERAL	Smwt. LIB- ERAL	MOD- ERATE	Smwt. MOD- ERATE	Very MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	260	99	49	50	95	40	26	66	17	20	40	67	43	12	15	32	14
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	52.3	53.5	57.1	50.0	53.7	47.5	50.0	48.5	47.1	45.0	52.5	61.2	55.8	41.7	26.7	56.2	42.9
Puerto Rican	16.5	17.2	16.3	18.0	15.8	17.5	15.4	16.7	29.4	20.0	20.0	10.4	16.3	8.3	33.3	12.5	14.3
Cuban	8.1	7.1	6.1	8.0	7.4	12.5	7.7	10.6	5.9	15.0	7.5	6.0	4.7	8.3	13.3	6.2	21.4
Dominican	6.9	8.1	6.1	10.0	8.4	5.0	0.0	3.0	5.9	10.0	2.5	9.0	7.0	8.3	6.7	9.4	0.0
Guatemalan	1.9	2.0	2.0	2.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	3.0	4.7	0.0	0.0	3.1	0.0
Salvadoran	1.5	2.0	0.0	4.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	3.0	4.7	0.0	0.0	0.0	0.0
Venezuelan	1.5	1.0	2.0	0.0	2.1	2.5	0.0	1.5	0.0	0.0	0.0	1.5	4.7	0.0	0.0	0.0	7.1
Nicaraguan	0.8	1.0	0.0	2.0	0.0	0.0	3.8	1.5	0.0	0.0	0.0	1.5	0.0	8.3	0.0	0.0	0.0
Honduran	0.4	0.0	0.0	0.0	0.0	2.5	0.0	1.5	0.0	0.0	2.5	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
Peruvian	0.0	0.0	0.0	0.0	0.0	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	1.9	2.0	2.0	2.0	0.0	7.5	0.0	4.5	5.9	0.0	0.0	0.0	0.0	16.7	6.7	0.0	7.1
Other South American	1.2	0.0	0.0	0.0	2.1	0.0	3.8	1.5	0.0	0.0	2.5	0.0	2.3	0.0	0.0	3.1	0.0
Spaniard	4.2	4.0	6.1	2.0	2.1	5.0	11.5	7.6	5.9	5.0	10.0	1.5	0.0	0.0	13.3	3.1	7.1
Other	2.7	2.0	2.0	2.0	3.2	0.0	7.7	3.0	0.0	5.0	2.5	3.0	0.0	8.3	0.0	6.2	0.0



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

BANNER 7

	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	260	144	42	74	144	47	10	37	198	122	76	15	48	21	103	60
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	52.3	54.9	52.4	47.3	47.9	51.1	70.0	45.9	53.5	50.8	57.9	40.0	45.8	47.6	57.3	55.0
Puerto Rican	16.5	14.6	21.4	17.6	18.8	10.6	0.0	13.5	17.2	18.0	15.8	26.7	20.8	33.3	10.7	15.0
Cuban	8.1	8.3	2.4	10.8	10.4	10.6	10.0	10.8	7.6	9.8	3.9	6.7	10.4	0.0	9.7	8.3
Dominican	6.9	5.6	9.5	8.1	8.3	12.8	10.0	13.5	6.1	4.1	9.2	0.0	10.4	4.8	7.8	5.0
Guatemalan	1.9	2.8	0.0	1.4	0.7	2.1	0.0	2.7	2.0	2.5	1.3	0.0	0.0	0.0	1.0	5.0
Salvadoran	1.5	2.1	2.4	0.0	0.7	2.1	0.0	2.7	1.5	1.6	1.3	0.0	0.0	0.0	2.9	0.0
Venezuelan	1.5	2.8	0.0	0.0	2.1	2.1	0.0	2.7	1.5	1.6	1.3	0.0	2.1	0.0	1.9	1.7
Nicaraguan	0.8	1.4	0.0	0.0	0.7	2.1	10.0	0.0	0.5	0.0	1.3	0.0	2.1	4.8	0.0	0.0
Honduran	0.4	0.0	0.0	1.4	0.7	0.0	0.0	0.0	0.5	0.8	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
Peruvian	0.0	0.0	0.0	0.0	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	1.9	2.1	0.0	2.7	3.5	2.1	0.0	2.7	1.5	2.5	0.0	6.7	0.0	4.8	1.9	3.3
Other South American	1.2	1.4	0.0	1.4	0.0	0.0	0.0	0.0	1.5	1.6	1.3	0.0	0.0	0.0	1.9	0.0
Spaniard	4.2	2.1	4.8	8.1	4.2	2.1	0.0	2.7	3.5	4.1	2.6	20.0	6.2	4.8	2.9	3.3
Other	2.7	2.1	7.1	1.4	2.1	2.1	0.0	2.7	3.0	2.5	3.9	0.0	2.1	0.0	1.9	3.3



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

BANNER 8

	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	260	186	74	49	25	90	43	96	31	
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mexican	52.3	54.3	47.3	44.9	52.0	54.4	51.2	54.2	41.9	
Puerto Rican	16.5	17.7	13.5	14.3	12.0	15.6	11.6	19.8	16.1	
Cuban	8.1	7.5	9.5	10.2	8.0	11.1	14.0	4.2	3.2	
Dominican	6.9	5.9	9.5	12.2	4.0	2.2	4.7	9.4	16.1	
Guatemalan	1.9	2.2	1.4	2.0	0.0	2.2	0.0	2.1	3.2	
Salvadoran	1.5	2.2	0.0	0.0	0.0	2.2	0.0	2.1	0.0	
Venezuelan	1.5	1.1	2.7	2.0	4.0	0.0	4.7	2.1	0.0	
Nicaraguan	0.8	1.1	0.0	0.0	0.0	1.1	0.0	1.0	0.0	
Honduran	0.4	0.0	1.4	2.0	0.0	0.0	0.0	0.0	3.2	
Ecuadorian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Peruvian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other Central American	1.9	1.1	4.1	2.0	8.0	0.0	2.3	2.1	6.5	
Other South American	1.2	1.1	1.4	2.0	0.0	2.2	2.3	0.0	0.0	
Spaniard	4.2	3.8	5.4	4.1	8.0	5.6	4.7	2.1	6.5	
Other	2.7	2.2	4.1	4.1	4.0	3.3	4.7	1.0	3.2	



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

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	260	-	260	260	-	-	-	-	133	127	-	-
HISPANIC	100.0	-	100.0	100.0	-	-	-	-	100.0	100.0	-	-
Mexican	52.3	-	52.3	52.3	-	-	-	-	53.4	51.2	-	-
Puerto Rican	16.5	-	16.5	16.5	-	-	-	-	14.3	18.9	-	-
Cuban	8.1	-	8.1	8.1	-	-	-	-	12.0	3.9	-	-
Dominican	6.9	-	6.9	6.9	-	-	-	-	3.0	11.0	-	-
Guatemalan	1.9	-	1.9	1.9	-	-	-	-	1.5	2.4	-	-
Salvadoran	1.5	-	1.5	1.5	-	-	-	-	1.5	1.6	-	-
Venezuelan	1.5	-	1.5	1.5	-	-	-	-	1.5	1.6	-	-
Nicaraguan	0.8	-	0.8	0.8	-	-	-	-	0.8	0.8	-	-
Honduran	0.4	-	0.4	0.4	-	-	-	-	0.0	0.8	-	-
Ecuadorian	0.0	-	0.0	0.0	-	-	-	-	0.0	0.0	-	-
Peruvian	0.0	-	0.0	0.0	-	-	-	-	0.0	0.0	-	-
Other Central American	1.9	-	1.9	1.9	-	-	-	-	0.8	3.1	-	-
Other South American	1.2	-	1.2	1.2	-	-	-	-	2.3	0.0	-	-
Spaniard	4.2	-	4.2	4.2	-	-	-	-	5.3	3.1	-	-
Other	2.7	-	2.7	2.7	-	-	-	-	3.8	1.6	-	-



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

BANNER 10

	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	260	61	83	56	27	20	13	200	60	227	33	133	127	
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	52.3	50.8	51.8	53.6	55.6	55.0	46.2	52.0	53.3	52.4	51.5	53.4	51.2	
Puerto Rican	16.5	16.4	19.3	17.9	11.1	10.0	15.4	18.0	11.7	17.2	12.1	14.3	18.9	
Cuban	8.1	4.9	7.2	7.1	11.1	20.0	7.7	6.5	13.3	7.0	15.2	12.0	3.9	
Dominican	6.9	14.8	6.0	5.4	0.0	5.0	0.0	8.5	1.7	7.5	3.0	3.0	11.0	
Guatemalan	1.9	1.6	3.6	1.8	0.0	0.0	0.0	2.5	0.0	2.2	0.0	1.5	2.4	
Salvadoran	1.5	4.9	0.0	1.8	0.0	0.0	0.0	2.0	0.0	1.8	0.0	1.5	1.6	
Venezuelan	1.5	1.6	1.2	3.6	0.0	0.0	0.0	2.0	0.0	1.8	0.0	1.5	1.6	
Nicaraguan	0.8	0.0	1.2	1.8	0.0	0.0	0.0	1.0	0.0	0.9	0.0	0.8	0.8	
Honduran	0.4	1.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.8	
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	
Peruvian	0.0	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	1.9	1.6	2.4	0.0	3.7	0.0	7.7	1.5	3.3	1.8	3.0	0.8	3.1	
Other South American	1.2	0.0	1.2	0.0	3.7	5.0	0.0	0.5	3.3	0.9	3.0	2.3	0.0	
Spaniard	4.2	0.0	3.6	5.4	11.1	0.0	15.4	3.0	8.3	4.0	6.1	5.3	3.1	
Other	2.7	1.6	2.4	1.8	3.7	5.0	7.7	2.0	5.0	2.2	6.1	3.8	1.6	



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

BANNER 11

	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	260	78	112	45	25	29	60	27	17	49	52	18	8	113	118	29
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	52.3	50.0	54.5	51.1	52.0	51.7	53.3	51.9	58.8	49.0	55.8	50.0	37.5	49.6	53.4	58.6
Puerto Rican	16.5	15.4	19.6	13.3	12.0	20.7	15.0	11.1	5.9	12.2	25.0	16.7	25.0	18.6	13.6	20.7
Cuban	8.1	7.7	5.4	8.9	20.0	13.8	10.0	11.1	17.6	4.1	0.0	5.6	25.0	8.8	8.5	3.4
Dominican	6.9	12.8	6.2	2.2	0.0	6.9	3.3	0.0	0.0	16.3	9.6	5.6	0.0	6.2	7.6	6.9
Guatemalan	1.9	2.6	1.8	2.2	0.0	0.0	1.7	3.7	0.0	4.1	1.9	0.0	0.0	1.8	2.5	0.0
Salvadoran	1.5	3.8	0.9	0.0	0.0	3.4	1.7	0.0	0.0	4.1	0.0	0.0	0.0	0.9	1.7	3.4
Venezuelan	1.5	2.6	1.8	0.0	0.0	0.0	3.3	0.0	0.0	4.1	0.0	0.0	0.0	1.8	1.7	0.0
Nicaraguan	0.8	0.0	1.8	0.0	0.0	0.0	1.7	0.0	0.0	0.0	1.9	0.0	0.0	1.8	0.0	0.0
Honduran	0.4	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.8	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
Peruvian	0.0	0.0	0.0	0.0	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	1.9	1.3	1.8	2.2	4.0	0.0	1.7	0.0	0.0	2.0	1.9	5.6	12.5	3.5	0.8	0.0
Other South American	1.2	1.3	0.0	4.4	0.0	3.4	0.0	7.4	0.0	0.0	0.0	0.0	0.0	0.9	1.7	0.0
Spaniard	4.2	0.0	4.5	8.9	8.0	0.0	5.0	7.4	11.8	0.0	3.8	11.1	0.0	2.7	5.1	6.9
Other	2.7	1.3	1.8	6.7	4.0	0.0	3.3	7.4	5.9	2.0	0.0	5.6	0.0	3.5	2.5	0.0



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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
WHITE	68.0	91.0	86.5	72.9	60.9	50.0	47.8	55.4	72.1	69.9	82.1	53.4	31.4	82.3	69.0	59.0	57.6	62.1	61.3	63.0
HISPANIC	13.0	6.5	6.3	9.9	14.6	18.5	20.4	24.3	18.6	12.4	7.8	18.1	29.4	9.7	13.6	14.9	13.9	14.9	13.0	17.1
AFRICAN AMERICAN	13.0	1.0	4.5	10.2	16.5	23.6	23.4	12.2	9.3	11.7	6.0	19.1	30.4	4.8	11.5	17.0	19.8	17.2	20.3	13.4
ASIAN	4.0	1.0	0.8	5.1	6.0	5.4	4.5	6.8	0.0	4.1	2.5	6.8	5.9	1.7	4.6	4.9	7.1	3.8	3.8	3.7
OTHER	2.0	0.5	1.8	1.9	1.9	2.5	4.0	1.4	0.0	2.0	1.6	2.6	2.9	1.5	1.2	4.2	1.5	2.1	1.5	2.8



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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	350	450	768	432	1680	1436	244	320	204	116
WHITE	68.0	62.6	76.2	63.9	71.1	73.8	77.3	52.9	37.8	36.3	40.5
HISPANIC	13.0	14.9	5.8	14.2	16.9	11.6	10.5	18.0	20.3	20.6	19.8
AFRICAN AMERICAN	13.0	14.9	11.1	18.4	3.9	9.8	8.2	19.3	29.7	30.4	28.4
ASIAN	4.0	6.0	4.0	2.2	5.6	3.5	2.7	7.8	6.9	7.8	5.2
OTHER	2.0	1.7	2.9	1.3	2.5	1.4	1.3	2.0	5.3	4.9	6.0



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	ERS/	REPUB-	DEMO-	UNDE-	ERS/	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	(W/DJT ENDORSEMENT)	LICAN	CRATIC	CIDED	ROVE			PROVE	
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
WHITE	68.0	56.8	72.9	77.6	60.2	59.0	58.1	76.5	61.1	60.2	58.5	59.2	61.5	57.8	75.0
HISPANIC	13.0	17.0	11.3	11.1	14.5	14.9	15.3	11.9	13.8	14.2	15.5	14.8	15.2	14.6	11.5
AFRICAN AMERICAN	13.0	19.0	10.3	7.1	18.2	17.0	17.6	7.3	17.9	17.3	17.2	18.8	20.3	17.9	8.5
ASIAN	4.0	5.8	3.2	2.7	5.1	4.9	5.7	3.0	5.2	3.5	5.5	5.4	2.4	7.1	2.9
OTHER	2.0	1.3	2.3	1.4	1.9	4.2	3.3	1.3	1.9	4.7	3.3	1.8	0.6	2.6	2.1



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
WHITE	68.0	56.9	38.6	69.0	47.8	84.5	53.8	62.6	80.5
HISPANIC	13.0	17.5	27.3	13.7	12.4	6.6	15.2	16.2	10.6
AFRICAN AMERICAN	13.0	17.5	22.7	11.0	30.4	5.0	25.8	13.1	5.3
ASIAN	4.0	6.6	9.1	4.3	7.5	2.8	3.0	3.0	1.7
OTHER	2.0	1.5	2.3	2.1	1.9	1.1	2.3	5.1	2.0



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
WHITE	68.0	80.6	61.7	81.1	57.2	65.4	79.5	53.4	64.3	82.9	59.8	66.3
HISPANIC	13.0	10.0	14.3	10.7	16.5	11.3	11.2	17.9	14.0	10.1	15.5	8.9
AFRICAN AMERICAN	13.0	5.4	18.3	4.6	20.0	14.6	6.1	21.5	12.4	2.9	18.9	16.7
ASIAN	4.0	2.6	4.1	2.8	4.7	4.6	1.9	6.2	6.2	3.8	3.7	3.2
OTHER	2.0	1.5	1.6	0.8	1.6	4.1	1.3	1.0	3.1	0.3	2.1	5.0



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
WHITE	68.0	59.9	56.7	62.3	61.7	79.8	82.5	81.1	42.9	72.8	88.2	61.8	54.3	37.5	63.4	62.5	74.2
HISPANIC	13.0	17.8	20.4	15.8	12.8	10.5	8.1	9.4	27.0	13.6	7.8	15.9	16.9	18.8	21.1	9.4	10.9
AFRICAN AMERICAN	13.0	16.2	19.2	13.9	17.1	6.3	5.9	6.1	20.6	8.2	1.6	16.1	22.0	37.5	12.7	17.3	8.6
ASIAN	4.0	5.0	2.9	6.6	5.4	1.8	1.6	1.7	9.5	4.1	1.6	4.7	5.5	1.6	2.8	5.9	2.3
OTHER	2.0	1.1	0.8	1.3	3.0	1.6	1.9	1.7	0.0	1.4	0.8	1.4	1.2	4.7	0.0	5.0	3.9



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB COMBO	DEMOCRAT	TICKET SPLIT	REPUBLICAN	SWING VOTER	WELTHY/ UPPER MIDDLE	WEALTHY/ UPPER MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
WHITE	68.0	56.7	61.6	82.9	67.6	64.5	43.5	68.0	68.1	70.4	63.8	73.2	76.1	74.3	64.5	65.4
HISPANIC	13.0	16.3	13.5	9.2	14.0	14.8	21.7	13.6	13.3	12.7	14.6	7.6	8.1	12.3	20.4	11.9
AFRICAN AMERICAN	13.0	20.0	15.2	4.5	11.1	14.2	23.9	12.5	12.9	10.9	16.5	12.1	13.6	11.1	9.7	16.0
ASIAN	4.0	4.9	6.8	2.0	5.1	4.7	6.5	4.4	4.1	5.1	2.3	2.0	1.0	1.8	4.2	3.4
OTHER	2.0	2.1	2.9	1.5	2.2	1.9	4.3	1.5	1.6	0.9	2.9	5.1	1.2	0.6	1.2	3.4



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 8

	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	1320	680	441	239	537	403	783	277
WHITE	68.0	64.8	74.1	72.1	77.8	61.3	74.2	67.3	74.0
HISPANIC	13.0	14.1	10.9	11.1	10.5	16.8	10.7	12.3	11.2
AFRICAN AMERICAN	13.0	16.4	6.3	7.5	4.2	17.7	6.5	15.6	6.1
ASIAN	4.0	2.7	6.6	7.0	5.9	2.8	6.7	2.6	6.5
OTHER	2.0	2.0	2.1	2.3	1.7	1.5	2.0	2.3	2.2



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
WHITE	68.0	13.8	30.1	50.1	82.2	89.0	94.3	35.3	89.6	48.6	92.1	66.8	69.1	
HISPANIC	13.0	38.1	27.8	16.7	8.6	5.5	2.5	25.2	5.0	20.5	3.7	14.1	12.0	
AFRICAN AMERICAN	13.0	36.9	32.8	22.1	4.8	2.5	1.0	29.1	2.4	22.2	1.6	12.9	13.1	
ASIAN	4.0	8.1	5.7	6.9	2.9	2.2	1.9	6.7	2.2	5.6	2.0	4.5	3.6	
OTHER	2.0	3.1	3.7	4.2	1.6	0.8	0.4	3.8	0.8	3.2	0.6	1.7	2.3	



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
WHITE	68.0	18.7	35.7	83.2	93.0	19.8	33.5	78.6	91.6	18.0	37.7	87.2	94.4	51.6	71.0	82.1
HISPANIC	13.0	36.4	22.2	8.4	3.4	33.7	25.1	10.9	4.6	38.3	19.6	6.2	2.1	20.6	11.4	6.9
AFRICAN AMERICAN	13.0	34.6	30.4	4.5	1.2	33.7	31.4	6.0	0.5	35.2	29.4	3.1	1.9	21.5	10.4	8.4
ASIAN	4.0	7.5	7.1	2.6	1.9	9.3	7.1	3.2	2.5	6.2	7.2	2.1	1.3	3.8	5.5	0.5
OTHER	2.0	2.8	4.6	1.3	0.5	3.5	2.9	1.2	0.8	2.3	6.0	1.4	0.3	2.4	1.7	2.1



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8. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN 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	80	2	3	19	25	17	9	5	-	62	24	32	6	10	15	14	23	18	10	8
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
Indian	22.5	50.0	0.0	15.8	24.0	17.6	22.2	60.0	-	19.4	16.7	18.8	33.3	0.0	26.7	14.3	26.1	33.3	30.0	37.5
Chinese	18.8	0.0	0.0	15.8	24.0	17.6	22.2	20.0	-	19.4	12.5	25.0	16.7	10.0	6.7	42.9	17.4	16.7	10.0	25.0
Filipino	16.2	50.0	33.3	36.8	12.0	5.9	0.0	0.0	-	21.0	37.5	12.5	0.0	40.0	26.7	7.1	17.4	0.0	0.0	0.0
Pakistani	8.8	0.0	0.0	5.3	16.0	5.9	11.1	0.0	-	8.1	4.2	12.5	0.0	0.0	13.3	7.1	8.7	11.1	10.0	12.5
Vietnamese	6.2	0.0	0.0	5.3	4.0	17.6	0.0	0.0	-	6.5	4.2	9.4	0.0	10.0	6.7	0.0	8.7	5.6	10.0	0.0
Korean	6.2	0.0	0.0	10.5	4.0	11.8	0.0	0.0	-	6.5	8.3	6.2	0.0	10.0	0.0	7.1	8.7	5.6	10.0	0.0
Japanese	5.0	0.0	33.3	5.3	0.0	5.9	11.1	0.0	-	4.8	8.3	3.1	0.0	10.0	13.3	0.0	0.0	5.6	0.0	12.5
Other Southeastern Asian	3.8	0.0	0.0	0.0	0.0	11.8	11.1	0.0	-	4.8	0.0	6.2	16.7	0.0	6.7	7.1	4.3	0.0	0.0	0.0
Other Southern Asian	2.5	0.0	0.0	0.0	8.0	0.0	0.0	0.0	-	1.6	0.0	3.1	0.0	0.0	0.0	7.1	0.0	5.6	10.0	0.0
Other	10.0	0.0	33.3	5.3	8.0	5.9	22.2	20.0	-	8.1	8.3	3.1	33.3	20.0	0.0	7.1	8.7	16.7	20.0	12.5



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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	21	18	17	24	58	39	19	22	16	6
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Indian	22.5	42.9	16.7	23.5	8.3	22.4	20.5	26.3	22.7	18.8	33.3
Chinese	18.8	19.0	22.2	5.9	25.0	22.4	23.1	21.1	9.1	6.2	16.7
Filipino	16.2	4.8	27.8	11.8	20.8	17.2	15.4	21.1	13.6	18.8	0.0
Pakistani	8.8	9.5	11.1	17.6	0.0	8.6	7.7	10.5	9.1	12.5	0.0
Vietnamese	6.2	0.0	0.0	17.6	8.3	8.6	7.7	10.5	0.0	0.0	0.0
Korean	6.2	14.3	0.0	5.9	4.2	5.2	5.1	5.3	9.1	12.5	0.0
Japanese	5.0	4.8	0.0	0.0	12.5	5.2	7.7	0.0	4.5	6.2	0.0
Other Southeastern Asian	3.8	0.0	11.1	0.0	4.2	0.0	0.0	0.0	13.6	6.2	33.3
Other Southern Asian	2.5	0.0	0.0	5.9	4.2	3.4	5.1	0.0	0.0	0.0	0.0
Other	10.0	4.8	11.1	11.8	12.5	6.9	7.7	5.3	18.2	18.8	16.7



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

BANNER 3

	TOTAL		DIRECTION:				GENERIC BALLOT				LEAN-		GENERIC BALLOT				LEAN-		JOB: JOE BIDEN	
	UN	ST	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	ERS/	ERS/	PROVE	
	ITED	ATES	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE							
	TION		TION																	
Total	80	35	44	25	41	14	29	27	44	9	25	47	8	39	33					
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					
Indian	22.5	28.6	18.2	16.0	29.3	14.3	20.7	14.8	27.3	22.2	16.0	29.8	37.5	28.2	12.1					
Chinese	18.8	17.1	20.5	8.0	17.1	42.9	20.7	18.5	15.9	33.3	24.0	14.9	12.5	15.4	24.2					
Filipino	16.2	20.0	13.6	32.0	9.8	7.1	6.9	29.6	9.1	11.1	8.0	21.3	25.0	20.5	9.1					
Pakistani	8.8	11.4	6.8	8.0	9.8	7.1	13.8	7.4	11.4	0.0	12.0	8.5	12.5	7.7	9.1					
Vietnamese	6.2	2.9	9.1	8.0	7.3	0.0	6.9	11.1	4.5	0.0	8.0	2.1	12.5	0.0	12.1					
Korean	6.2	5.7	6.8	4.0	7.3	7.1	6.9	3.7	6.8	11.1	8.0	6.4	0.0	7.7	6.1					
Japanese	5.0	0.0	9.1	12.0	2.4	0.0	10.3	11.1	2.3	0.0	12.0	4.3	0.0	5.1	6.1					
Other Southeastern Asian	3.8	2.9	4.5	4.0	2.4	7.1	6.9	0.0	6.8	0.0	4.0	2.1	0.0	2.6	6.1					
Other Southern Asian	2.5	0.0	4.5	0.0	2.4	7.1	3.4	0.0	2.3	11.1	4.0	0.0	0.0	0.0	6.1					
Other	10.0	11.4	6.8	8.0	12.2	7.1	3.4	3.7	13.6	11.1	4.0	10.6	0.0	12.8	9.1					



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

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	80	9	4	37	12	5	4	3	5
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Indian	22.5	33.3	0.0	29.7	25.0	0.0	0.0	33.3	0.0
Chinese	18.8	11.1	0.0	16.2	16.7	20.0	50.0	33.3	40.0
Filipino	16.2	22.2	25.0	13.5	16.7	20.0	0.0	33.3	0.0
Pakistani	8.8	22.2	0.0	2.7	8.3	40.0	0.0	0.0	20.0
Vietnamese	6.2	0.0	0.0	8.1	8.3	0.0	25.0	0.0	0.0
Korean	6.2	0.0	25.0	2.7	8.3	20.0	0.0	0.0	20.0
Japanese	5.0	0.0	25.0	8.1	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	3.8	0.0	0.0	2.7	16.7	0.0	0.0	0.0	0.0
Other Southern Asian	2.5	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0
Other	10.0	11.1	25.0	10.8	0.0	0.0	25.0	0.0	20.0



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

BANNER 5

	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	21	37	20	35	25	7	19	16	13	16	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	
Indian	22.5	4.8	24.3	5.0	31.4	24.0	0.0	31.6	18.8	7.7	31.2	33.3			
Chinese	18.8	19.0	16.2	10.0	14.3	32.0	14.3	21.1	37.5	7.7	6.2	22.2			
Filipino	16.2	28.6	13.5	35.0	8.6	12.0	42.9	10.5	12.5	30.8	6.2	11.1			
Pakistani	8.8	9.5	5.4	5.0	11.4	8.0	0.0	15.8	6.2	7.7	6.2	11.1			
Vietnamese	6.2	9.5	8.1	10.0	2.9	8.0	0.0	0.0	6.2	15.4	6.2	11.1			
Korean	6.2	4.8	8.1	5.0	5.7	8.0	0.0	5.3	12.5	7.7	6.2	0.0			
Japanese	5.0	9.5	2.7	15.0	2.9	0.0	28.6	0.0	0.0	7.7	6.2	0.0			
Other Southeastern Asian	3.8	4.8	5.4	5.0	5.7	0.0	14.3	0.0	0.0	0.0	12.5	0.0			
Other Southern Asian	2.5	0.0	2.7	0.0	2.9	4.0	0.0	0.0	6.2	0.0	6.2	0.0			
Other	10.0	9.5	13.5	10.0	14.3	4.0	0.0	15.8	0.0	15.4	12.5	11.1			



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

BANNER 6

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very LIB- ERAL	Smwt. LIB- ERAL	MOD- ERATE	Smwt. MOD- ERATE	Very MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	80	28	7	21	40	7	5	12	6	6	8	20	14	1	2	20	3
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
Indian	22.5	32.1	42.9	28.6	17.5	14.3	20.0	16.7	0.0	0.0	12.5	40.0	21.4	0.0	50.0	20.0	33.3
Chinese	18.8	14.3	0.0	19.0	22.5	28.6	0.0	16.7	0.0	16.7	12.5	15.0	14.3	0.0	50.0	30.0	33.3
Filipino	16.2	14.3	14.3	14.3	15.0	14.3	40.0	25.0	50.0	33.3	25.0	5.0	7.1	100.0	0.0	15.0	0.0
Pakistani	8.8	3.6	14.3	0.0	15.0	0.0	0.0	0.0	0.0	16.7	0.0	5.0	21.4	0.0	0.0	10.0	0.0
Vietnamese	6.2	3.6	0.0	4.8	7.5	0.0	20.0	8.3	0.0	16.7	12.5	5.0	0.0	0.0	0.0	10.0	0.0
Korean	6.2	3.6	0.0	4.8	7.5	14.3	0.0	8.3	0.0	0.0	12.5	5.0	7.1	0.0	0.0	10.0	0.0
Japanese	5.0	7.1	0.0	9.5	0.0	14.3	20.0	16.7	16.7	0.0	25.0	5.0	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	3.8	10.7	28.6	4.8	0.0	0.0	0.0	0.0	16.7	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0
Other Southern Asian	2.5	3.6	0.0	4.8	2.5	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	5.0	0.0
Other	10.0	7.1	0.0	9.5	12.5	14.3	0.0	8.3	16.7	16.7	0.0	5.0	28.6	0.0	0.0	0.0	33.3



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

BANNER 7

	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	80	43	21	16	52	15	3	12	61	49	12	4	6	3	21	17
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
Indian	22.5	27.9	14.3	18.8	23.1	46.7	33.3	50.0	16.4	16.3	16.7	25.0	16.7	0.0	9.5	5.9
Chinese	18.8	11.6	38.1	12.5	23.1	13.3	0.0	16.7	21.3	20.4	25.0	0.0	16.7	0.0	9.5	52.9
Filipino	16.2	7.0	28.6	25.0	17.3	20.0	33.3	16.7	16.4	14.3	25.0	0.0	0.0	33.3	52.4	5.9
Pakistani	8.8	14.0	4.8	0.0	9.6	13.3	0.0	16.7	8.2	10.2	0.0	0.0	0.0	0.0	0.0	0.0
Vietnamese	6.2	7.0	0.0	12.5	7.7	0.0	0.0	0.0	6.6	4.1	16.7	25.0	0.0	33.3	14.3	0.0
Korean	6.2	7.0	4.8	6.2	5.8	0.0	0.0	0.0	6.6	8.2	0.0	25.0	16.7	33.3	9.5	5.9
Japanese	5.0	4.7	4.8	6.2	3.8	0.0	0.0	0.0	6.6	6.1	8.3	0.0	0.0	0.0	0.0	11.8
Other Southeastern Asian	3.8	4.7	0.0	6.2	0.0	0.0	0.0	0.0	3.3	2.0	8.3	25.0	16.7	0.0	0.0	0.0
Other Southern Asian	2.5	2.3	4.8	0.0	3.8	0.0	0.0	0.0	3.3	4.1	0.0	0.0	0.0	0.0	0.0	5.9
Other	10.0	14.0	0.0	12.5	5.8	6.7	33.3	0.0	11.5	14.3	0.0	0.0	33.3	0.0	4.8	11.8



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

BANNER 8

	EDUCATION LEVEL				MEN		WOMEN		
	TOTAL	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	80	35	45	31	14	15	27	20	18
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Indian	22.5	14.3	28.9	25.8	35.7	0.0	33.3	25.0	22.2
Chinese	18.8	11.4	24.4	16.1	42.9	20.0	29.6	5.0	16.7
Filipino	16.2	22.9	11.1	16.1	0.0	26.7	11.1	20.0	11.1
Pakistani	8.8	8.6	8.9	9.7	7.1	6.7	11.1	10.0	5.6
Vietnamese	6.2	5.7	6.7	6.5	7.1	6.7	0.0	5.0	16.7
Korean	6.2	5.7	6.7	9.7	0.0	13.3	3.7	0.0	11.1
Japanese	5.0	11.4	0.0	0.0	0.0	13.3	0.0	10.0	0.0
Other Southeastern Asian	3.8	8.6	0.0	0.0	0.0	6.7	0.0	10.0	0.0
Other Southern Asian	2.5	2.9	2.2	0.0	7.1	0.0	3.7	5.0	0.0
Other	10.0	8.6	11.1	16.1	0.0	6.7	7.4	10.0	16.7



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

BANNER 9

	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	-	-	-	-	-	-
Indian	22.5	-	22.5	-	-	22.5	-	-	-	-	-	-
Chinese	18.8	-	18.8	-	-	18.8	-	-	-	-	-	-
Filipino	16.2	-	16.2	-	-	16.2	-	-	-	-	-	-
Pakistani	8.8	-	8.8	-	-	8.8	-	-	-	-	-	-
Vietnamese	6.2	-	6.2	-	-	6.2	-	-	-	-	-	-
Korean	6.2	-	6.2	-	-	6.2	-	-	-	-	-	-
Japanese	5.0	-	5.0	-	-	5.0	-	-	-	-	-	-
Other Southeastern Asian	3.8	-	3.8	-	-	3.8	-	-	-	-	-	-
Other Southern Asian	2.5	-	2.5	-	-	2.5	-	-	-	-	-	-
Other	10.0	-	10.0	-	-	10.0	-	-	-	-	-	-



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 10

	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	13	17	23	9	8	10	53	27	62	18	42	38
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
Indian	22.5	30.8	17.6	21.7	11.1	37.5	20.0	22.6	22.2	21.0	27.8	21.4	23.7
Chinese	18.8	7.7	11.8	17.4	11.1	25.0	50.0	13.2	29.6	12.9	38.9	26.2	10.5
Filipino	16.2	23.1	29.4	13.0	0.0	25.0	0.0	20.8	7.4	17.7	11.1	16.7	15.8
Pakistani	8.8	15.4	11.8	13.0	0.0	0.0	0.0	13.2	0.0	11.3	0.0	9.5	7.9
Vietnamese	6.2	0.0	0.0	13.0	11.1	0.0	10.0	5.7	7.4	6.5	5.6	2.4	10.5
Korean	6.2	0.0	11.8	4.3	22.2	0.0	0.0	5.7	7.4	8.1	0.0	7.1	5.3
Japanese	5.0	0.0	5.9	0.0	11.1	0.0	20.0	1.9	11.1	3.2	11.1	4.8	5.3
Other Southeastern Asian	3.8	7.7	5.9	4.3	0.0	0.0	0.0	5.7	0.0	4.8	0.0	2.4	5.3
Other Southern Asian	2.5	0.0	0.0	4.3	11.1	0.0	0.0	1.9	3.7	3.2	0.0	2.4	2.6
Other	10.0	15.4	5.9	8.7	22.2	12.5	0.0	9.4	11.1	11.3	5.6	7.1	13.2



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 11

	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	16	36	14	14	8	17	8	9	8	19	6	5	21	57	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
Indian	22.5	31.2	19.4	14.3	28.6	25.0	23.5	12.5	22.2	37.5	15.8	16.7	40.0	14.3	26.3	0.0
Chinese	18.8	6.2	16.7	7.1	50.0	12.5	23.5	12.5	55.6	0.0	10.5	0.0	40.0	23.8	17.5	0.0
Filipino	16.2	25.0	19.4	14.3	0.0	25.0	17.6	25.0	0.0	25.0	21.1	0.0	0.0	14.3	17.5	0.0
Pakistani	8.8	18.8	11.1	0.0	0.0	12.5	17.6	0.0	0.0	25.0	5.3	0.0	0.0	19.0	5.3	0.0
Vietnamese	6.2	0.0	8.3	7.1	7.1	0.0	0.0	0.0	11.1	0.0	15.8	16.7	0.0	4.8	3.5	100.0
Korean	6.2	0.0	8.3	14.3	0.0	0.0	11.8	12.5	0.0	0.0	5.3	16.7	0.0	4.8	7.0	0.0
Japanese	5.0	0.0	2.8	7.1	14.3	0.0	0.0	12.5	11.1	0.0	5.3	0.0	20.0	4.8	5.3	0.0
Other Southeastern Asian	3.8	6.2	5.6	0.0	0.0	12.5	0.0	0.0	0.0	0.0	10.5	0.0	0.0	4.8	3.5	0.0
Other Southern Asian	2.5	0.0	2.8	7.1	0.0	0.0	0.0	12.5	0.0	0.0	5.3	0.0	0.0	0.0	3.5	0.0
Other	10.0	12.5	5.6	28.6	0.0	12.5	5.9	12.5	0.0	12.5	5.3	50.0	0.0	9.5	10.5	0.0



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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICAN	36.0	73.4	57.3	42.6	24.9	15.9	14.9	10.8	14.0	46.6	54.9	32.3	35.3	83.5	53.3	12.2	3.4	2.1	0.8	3.7
DEMOCRAT	37.0	4.0	14.5	26.5	46.8	55.7	60.2	73.0	76.7	22.3	17.0	31.5	28.4	5.4	15.2	13.5	67.8	84.1	85.1	82.9
INDEPENDENT/OTHER	27.0	22.6	28.2	30.8	28.3	28.3	24.9	16.2	9.3	31.1	28.1	36.2	36.3	11.0	31.6	74.3	28.8	13.8	14.2	13.4
Net Diff.	-1.0	69.3	42.7	16.1	-21.8	-39.8	-45.3	-62.2	-62.8	24.4	37.9	0.9	6.9	78.1	38.1	-1.4	-64.4	-82.0	-84.3	-79.2



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICAN	36.0	30.0	38.9	39.5	31.7	39.5	40.7	32.4	17.8	20.1	13.8
DEMOCRAT	37.0	40.3	34.0	35.7	39.8	37.5	37.1	39.8	34.4	34.3	34.5
INDEPENDENT/OTHER	27.0	29.7	27.1	24.9	28.5	23.0	22.2	27.9	47.8	45.6	51.7
Net Diff.	-1.0	-10.3	4.9	3.8	-8.1	2.0	3.6	-7.4	-16.6	-14.2	-20.7



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-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
								(W/DJT ENDORSEMENT)								
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
REPUBLICAN	36.0	15.0	45.0	72.8	2.6	12.2	16.2	71.9	4.2	13.0	17.9	11.2	10.0	11.9	55.4	
DEMOCRAT	37.0	67.0	24.0	8.9	77.5	13.5	23.9	9.0	73.4	16.5	25.8	65.9	76.4	59.6	14.3	
INDEPENDENT/OTHER	27.0	18.0	31.0	18.3	19.9	74.3	59.9	19.1	22.4	70.5	56.3	22.9	13.6	28.5	30.2	
Net Diff.	-1.0	-52.0	21.0	63.9	-74.9	-1.4	-7.6	62.8	-69.2	-3.5	-7.9	-54.7	-66.4	-47.7	41.1	



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	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
REPUBLICAN	36.0	19.0	25.0	43.3	30.4	65.7	15.9	18.2	25.4
DEMOCRAT	37.0	58.4	54.5	29.2	44.7	12.2	47.7	61.6	46.2
INDEPENDENT/OTHER	27.0	22.6	20.5	27.5	24.8	22.1	36.4	20.2	28.4
Net Diff.	-1.0	-39.4	-29.5	14.1	-14.3	53.6	-31.8	-43.4	-20.8



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	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	892	720	740	540	375	307	258	345	433	282
REPUBLICAN	36.0	71.6	7.5	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRAT	37.0	6.7	69.1	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	27.0	21.7	23.4	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-1.0	64.8	-61.5	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 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICAN	36.0	11.3	12.1	10.8	19.8	64.9	81.9	72.6	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRAT	37.0	75.9	79.6	73.1	34.2	10.2	7.8	9.1	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	27.0	12.8	8.3	16.1	46.0	24.9	10.3	18.2	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-1.0	-64.6	-67.5	-62.3	-14.4	54.7	74.1	63.5	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 7

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-GELICAL	CATHOLIC	NON-RELIGIOUS
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICAN	36.0	4.0	15.2	79.2	30.0	39.6	32.6	40.8	37.0	40.6	30.3	22.7	43.3	63.7	38.7	18.6
DEMOCRAT	37.0	76.5	15.2	2.1	28.0	42.5	52.2	40.8	35.6	33.1	40.2	38.9	31.7	16.4	37.1	45.1
INDEPENDENT/OTHER	27.0	19.6	69.7	18.7	42.0	17.9	15.2	18.4	27.4	26.3	29.5	38.4	25.0	19.9	24.2	36.4
Net Diff.	-1.0	-72.5	0.0	77.0	2.0	-2.8	-19.6	0.0	1.4	7.6	-10.0	-16.2	11.5	47.4	1.6	-26.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICAN	36.0	35.4	37.2	39.5	33.1	38.0	42.4	33.6	29.6
DEMOCRAT	37.0	34.5	41.9	38.8	47.7	30.5	35.5	37.2	51.3
INDEPENDENT/OTHER	27.0	30.2	20.9	21.8	19.2	31.5	22.1	29.2	19.1
Net Diff.	-1.0	0.9	-4.7	0.7	-14.6	7.4	6.9	-3.6	-21.7



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICAN	36.0	42.9	21.2	29.6	12.7	25.0	47.5	39.1	31.6	27.6	19.0	7.2
DEMOCRAT	37.0	31.1	49.5	46.9	56.9	43.8	26.1	35.4	41.4	52.8	54.5	59.0
INDEPENDENT/OTHER	27.0	26.0	29.2	23.5	30.4	31.2	26.4	25.5	27.1	19.7	26.4	33.8
Net Diff.	-1.0	11.8	-28.3	-17.3	-44.2	-18.8	21.3	3.7	-9.8	-25.2	-35.5	-51.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICAN	36.0	18.8	23.4	28.7	42.9	43.8	43.5	24.7	43.4	29.8	43.7	39.9	32.5	
DEMOCRAT	37.0	52.5	49.2	45.4	28.6	28.5	31.0	48.2	29.6	42.7	30.0	32.7	40.8	
INDEPENDENT/OTHER	27.0	28.8	27.4	26.0	28.6	27.7	25.5	27.1	26.9	27.5	26.4	27.4	26.6	
Net Diff.	-1.0	-33.8	-25.8	-16.7	14.3	15.3	12.5	-23.6	13.8	-12.8	13.7	7.2	-8.3	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICAN	36.0	20.6	22.2	44.9	43.4	25.6	24.3	46.0	49.3	17.2	20.4	43.9	37.6	24.8	37.9	45.8
DEMOCRAT	37.0	53.7	48.6	27.6	31.1	48.8	46.4	26.6	24.0	57.0	50.6	28.4	38.1	51.8	34.9	22.7
INDEPENDENT/OTHER	27.0	25.7	29.2	27.6	25.5	25.6	29.3	27.4	26.7	25.8	29.1	27.7	24.3	23.4	27.1	31.5
Net Diff.	-1.0	-33.2	-26.4	17.3	12.2	-23.3	-22.2	19.4	25.3	-39.8	-30.2	15.6	-0.5	-27.0	3.0	23.2



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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
DONALD TRUMP	41.0	87.4	68.3	46.6	27.1	17.5	15.9	9.5	11.6	52.8	63.8	33.6	38.2	87.4	58.2	27.1	7.1	3.1	3.8	2.3
JOE BIDEN	44.6	5.0	18.7	36.2	55.9	66.9	70.1	74.3	86.0	30.1	22.7	43.4	38.2	6.5	22.9	33.0	78.0	90.8	91.6	89.8
ANOTHER CANDIDATE	3.2	0.5	3.7	4.6	3.6	2.9	3.5	2.7	0.0	3.7	3.4	4.5	3.9	1.0	4.6	9.0	3.1	1.7	1.1	2.3
DIDN'T VOTE/PRES.	2.2	3.0	1.1	1.6	1.4	4.8	2.0	2.7	0.0	2.5	1.7	4.0	2.9	0.7	3.7	5.6	1.9	1.0	0.8	1.4
DIDN'T VOTE 2020	9.0	4.0	8.2	11.0	12.0	8.0	8.5	9.5	2.3	10.8	8.4	14.5	15.7	4.4	10.2	25.3	9.9	3.4	2.7	4.2
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.1	0.0	0.0	1.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.6	82.4	49.6	10.5	-28.8	-49.4	-54.2	-64.9	-74.4	22.7	41.1	-9.8	0.0	81.0	35.3	-5.9	-70.9	-87.6	-87.7	-87.5



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 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	350	450	768	432	1680	1436	244	320	204	116
DONALD TRUMP	41.0	38.0	43.1	44.5	34.7	44.5	46.2	34.8	22.2	26.5	14.7
JOE BIDEN	44.6	46.6	42.9	40.6	51.9	46.4	46.6	45.5	35.0	41.7	23.3
ANOTHER CANDIDATE	3.2	3.7	3.6	2.5	3.9	3.0	3.0	2.9	4.7	4.4	5.2
DIDN'T VOTE/PRES.	2.2	1.4	2.4	2.2	2.3	1.5	1.0	4.5	5.3	5.4	5.2
DIDN'T VOTE 2020	9.0	10.3	7.8	10.2	7.2	4.5	3.1	12.3	32.8	22.1	51.7
DON'T KNOW	*	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Net Diff.	-3.6	-8.6	0.2	3.9	-17.1	-1.9	-0.4	-10.7	-12.8	-15.2	-8.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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10. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
DONALD TRUMP	41.0	12.3	53.3	77.1	4.8	27.1	28.0	78.9	4.4	26.0	29.8	8.9	8.5	9.1	66.0
JOE BIDEN	44.6	79.3	29.7	12.3	85.6	33.0	39.9	10.4	85.5	31.9	36.6	80.4	86.4	76.8	16.6
ANOTHER CANDIDATE	3.2	1.2	4.2	2.3	2.2	9.0	9.0	2.0	2.4	10.6	8.8	2.5	0.6	3.7	3.8
DIDN'T VOTE/PRES.	2.2	1.0	2.6	1.8	1.4	5.6	4.7	1.1	1.4	8.3	6.0	1.8	1.2	2.2	2.4
DIDN'T VOTE 2020	9.0	6.0	10.3	6.5	6.0	25.3	18.2	7.5	6.3	23.2	18.8	6.3	3.0	8.2	11.1
DON'T KNOW	*	0.2	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.0
Net Diff.	-3.6	-67.0	23.7	64.8	-80.9	-5.9	-11.9	68.6	-81.0	-5.9	-6.8	-71.5	-77.9	-67.6	49.5



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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	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
DONALD TRUMP	41.0	18.2	27.3	51.7	29.8	77.3	18.2	18.2	25.7
JOE BIDEN	44.6	68.6	61.4	33.1	49.1	18.2	55.3	71.7	62.4
ANOTHER CANDIDATE	3.2	2.2	0.0	3.7	3.1	0.0	3.0	3.0	4.0
DIDN'T VOTE/PRES.	2.2	1.5	0.0	2.8	1.2	0.6	3.8	1.0	2.0
DIDN'T VOTE 2020	9.0	8.8	11.4	8.6	16.8	3.9	19.7	6.1	5.9
DON'T KNOW	*	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.6	-50.4	-34.1	18.6	-19.3	59.1	-37.1	-53.5	-36.6



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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 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	892	720	740	540	375	307	258	345	433	282
DONALD TRUMP	41.0	100.0	0.0	81.4	7.4	33.0	82.4	9.4	35.7	80.3	6.0	30.5
JOE BIDEN	44.6	0.0	100.0	9.3	83.2	38.7	9.9	81.4	39.1	8.7	84.5	38.3
ANOTHER CANDIDATE	3.2	0.0	0.0	1.9	1.5	7.4	2.7	1.3	8.9	1.2	1.6	6.0
DIDN'T VOTE/PRES.	2.2	0.0	0.0	1.4	1.6	3.9	1.1	2.0	3.5	1.7	1.4	4.3
DIDN'T VOTE 2020	9.0	0.0	0.0	6.0	6.1	17.0	4.0	5.9	12.8	8.1	6.2	20.9
DON'T KNOW	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Net Diff.	-3.6	100.0	-100.0	72.1	-75.8	-5.7	72.5	-72.0	-3.5	71.6	-78.5	-7.8



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	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
DONALD TRUMP	41.0	13.1	13.3	13.0	29.0	69.6	82.8	75.6	76.2	66.0	86.5	4.0	9.1	23.4	11.3	27.9	58.6
JOE BIDEN	44.6	77.5	77.5	77.5	49.2	18.3	8.1	13.7	17.5	19.7	5.3	88.6	77.2	71.9	64.8	41.1	18.0
ANOTHER CANDIDATE	3.2	2.3	2.5	2.2	5.0	3.1	0.9	2.1	1.6	2.7	1.8	0.9	2.8	0.0	11.3	7.6	4.7
DIDN'T VOTE/PRES.	2.2	1.6	0.8	2.2	2.7	2.4	1.6	2.0	1.6	1.4	1.4	1.7	1.6	1.6	1.4	4.1	4.7
DIDN'T VOTE 2020	9.0	5.2	5.4	5.1	14.2	6.5	6.6	6.6	3.2	10.2	5.1	4.5	9.4	3.1	11.3	19.4	14.1
DON'T KNOW	*	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
Net Diff.	-3.6	-64.4	-64.2	-64.6	-20.2	51.3	74.7	62.0	58.7	46.3	81.2	-84.6	-68.1	-48.4	-53.5	-13.2	40.6



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 7

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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
DONALD TRUMP	41.0	6.4	34.2	81.4	37.4	39.9	41.3	39.7	42.3	45.0	37.2	32.8	47.4	66.7	43.1	26.1
JOE BIDEN	44.6	82.7	34.2	6.8	43.1	50.6	52.2	50.4	43.4	41.9	46.2	43.9	40.6	22.2	46.8	53.4
ANOTHER CANDIDATE	3.2	1.8	10.0	2.2	5.2	2.2	0.0	2.6	3.4	3.5	3.1	4.0	3.7	2.3	2.0	3.8
DIDN'T VOTE/PRES.	2.2	1.8	4.2	1.7	3.0	1.6	2.2	1.5	2.3	1.8	3.3	2.0	1.4	2.3	2.4	2.6
DIDN'T VOTE 2020	9.0	7.1	17.4	7.8	11.3	5.7	4.3	5.9	8.6	7.8	10.2	17.2	7.0	6.4	5.8	14.0
DON'T KNOW	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Net Diff.	-3.6	-76.2	0.0	74.6	-5.6	-10.7	-10.9	-10.7	-1.1	3.1	-9.0	-11.1	6.8	44.4	-3.8	-27.3



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 8

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	1320	680	441	239	537	403	783	277
DONALD TRUMP	41.0	42.7	37.5	39.0	34.7	48.0	42.7	39.1	30.0
JOE BIDEN	44.6	40.8	51.9	48.5	58.2	37.8	45.9	42.9	60.6
ANOTHER CANDIDATE	3.2	3.3	3.1	3.9	1.7	3.7	4.2	3.1	1.4
DIDN'T VOTE/PRES.	2.2	2.1	2.2	2.3	2.1	1.9	2.2	2.3	2.2
DIDN'T VOTE 2020	9.0	10.9	5.3	6.3	3.3	8.6	5.0	12.5	5.8
DON'T KNOW	*	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Net Diff.	-3.6	1.9	-14.4	-9.5	-23.4	10.2	-3.2	-3.8	-30.7



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 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
DONALD TRUMP	41.0	48.5	24.8	31.5	16.9	26.2	53.2	44.5	36.8	26.0	25.6	9.4
JOE BIDEN	44.6	40.4	53.4	49.2	62.7	46.2	37.6	42.9	42.9	55.9	56.2	68.3
ANOTHER CANDIDATE	3.2	3.2	3.3	2.3	3.1	5.0	4.5	2.2	2.3	2.4	1.7	4.3
DIDN'T VOTE/PRES.	2.2	1.3	3.9	3.1	3.8	3.8	1.3	1.4	3.8	2.4	2.5	5.0
DIDN'T VOTE 2020	9.0	6.5	14.4	13.5	13.5	18.8	3.5	9.0	14.3	12.6	14.0	12.9
DON'T KNOW	*	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Net Diff.	-3.6	8.1	-28.6	-17.7	-45.8	-20.0	15.6	1.6	-6.0	-29.9	-30.6	-59.0



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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 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
DONALD TRUMP	41.0	21.9	28.1	33.7	45.7	50.1	49.4	29.2	48.7	33.9	49.7	45.7	36.7	
JOE BIDEN	44.6	48.8	47.8	51.9	39.0	38.6	44.3	49.7	41.2	46.7	42.0	41.3	47.5	
ANOTHER CANDIDATE	3.2	1.9	6.7	3.0	3.5	1.6	2.9	4.2	2.7	4.0	2.4	3.9	2.6	
DIDN'T VOTE/PRES.	2.2	3.1	3.7	2.4	1.9	1.6	1.3	3.0	1.6	2.7	1.5	2.0	2.3	
DIDN'T VOTE 2020	9.0	23.8	13.7	9.0	9.8	7.9	2.1	13.7	5.9	12.6	4.5	7.0	10.8	
DON'T KNOW	*	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1	
Net Diff.	-3.6	-26.9	-19.7	-18.2	6.7	11.5	5.1	-20.5	7.5	-12.8	7.7	4.5	-10.8	



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10. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
DONALD TRUMP	41.0	24.3	27.6	48.2	49.5	36.0	31.8	50.4	54.0	16.4	23.8	46.4	45.2	29.6	42.4	52.3
JOE BIDEN	44.6	48.1	53.0	36.9	43.5	36.0	49.4	37.9	39.5	56.2	56.2	36.0	47.4	56.2	43.3	32.7
ANOTHER CANDIDATE	3.2	2.8	5.0	3.0	2.4	3.5	5.0	3.6	3.5	2.3	4.9	2.4	1.3	2.2	3.5	4.1
DIDN'T VOTE/PRES.	2.2	3.3	3.0	2.2	1.2	2.3	2.9	2.4	1.1	3.9	3.0	2.1	1.3	2.7	2.0	1.7
DIDN'T VOTE 2020	9.0	21.0	11.5	9.7	3.4	22.1	10.9	5.6	1.9	20.3	12.1	13.1	4.8	9.3	8.7	9.3
DON'T KNOW	*	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.1	0.0
Net Diff.	-3.6	-23.8	-25.4	11.4	6.0	0.0	-17.6	12.5	14.4	-39.8	-32.5	10.4	-2.1	-26.6	-0.9	19.6



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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	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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
RIGHT DIRECTION	30.0	1.0	10.0	22.8	41.0	47.5	44.8	58.1	51.2	20.6	13.1	32.3	36.3	8.3	21.4	18.4	44.3	60.0	64.4	54.6
WRONG TRACK	69.8	99.0	89.7	76.9	58.8	52.5	54.7	40.5	48.8	79.1	86.6	67.4	62.7	91.5	78.6	81.2	55.1	39.8	35.6	44.9
DON'T KNOW	0.2	0.0	0.3	0.3	0.2	0.0	0.5	1.4	0.0	0.3	0.2	0.2	1.0	0.2	0.0	0.3	0.6	0.2	0.0	0.5
Net Diff.	-39.8	-98.0	-79.7	-54.2	-17.7	-5.1	-10.0	17.6	2.3	-58.5	-73.5	-35.1	-26.5	-83.2	-57.3	-62.8	-10.8	20.1	28.7	9.7



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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	350	450	768	432	1680	1436	244	320	204	116
RIGHT DIRECTION	30.0	34.6	28.9	28.8	29.6	30.7	29.9	35.7	26.2	30.4	19.0
WRONG TRACK	69.8	64.9	70.9	71.1	70.1	69.0	69.8	64.3	73.4	69.1	81.0
DON'T KNOW	0.2	0.6	0.2	0.1	0.2	0.2	0.3	0.0	0.3	0.5	0.0
Net Diff.	-39.8	-30.3	-42.0	-42.3	-40.5	-38.3	-40.0	-28.7	-47.2	-38.7	-62.1



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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: UNITED STATES		GENERIC BALLOT FOR CONGRESS		LEAN- ERS/	GENERIC BALLOT FOR CONGRESS (W/DJT ENDORSEMENT)		LEAN- ERS/	JOB: JOE BIDEN				
			RIGHT DIREC- TION	WRONG TRACK	REPUB- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	REPUB- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	APP- ROVE	Strong	Smwht
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
RIGHT DIRECTION	30.0	100.0	0.0	12.9	53.6	18.4	21.5	11.7	53.3	18.5	21.9	61.9	81.2	50.3	5.0
WRONG TRACK	69.8	0.0	100.0	87.0	46.0	81.2	78.3	88.2	46.4	81.1	77.9	37.7	18.2	49.5	94.8
DON'T KNOW	0.2	0.0	0.0	0.1	0.4	0.3	0.2	0.1	0.4	0.4	0.2	0.3	0.6	0.2	0.2
Net Diff.	-39.8	100.0	-100.0	-74.0	7.6	-62.8	-56.8	-76.5	6.9	-62.6	-56.1	24.2	63.0	0.7	-89.8



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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	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO
						AFFDB	ACCESS	DMCRCY	
Total	2000	137	44	857	161	181	132	99	303
RIGHT DIRECTION	30.0	48.2	52.3	19.8	40.4	13.3	37.9	55.6	40.3
WRONG TRACK	69.8	51.8	47.7	79.8	58.4	86.7	62.1	44.4	59.7
DON'T KNOW	0.2	0.0	0.0	0.4	1.2	0.0	0.0	0.0	0.0
Net Diff.	-39.8	-3.6	4.5	-60.0	-18.0	-73.5	-24.2	11.1	-19.5



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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	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	892	720	740	540	375	307	258	345	433	282
RIGHT DIRECTION	30.0	9.0	53.4	12.5	54.3	20.0	13.6	63.8	24.0	11.3	47.6	16.3
WRONG TRACK	69.8	90.8	46.4	87.2	45.3	80.0	86.4	35.8	76.0	88.1	52.0	83.7
DON'T KNOW	0.2	0.1	0.2	0.3	0.4	0.0	0.0	0.3	0.0	0.6	0.5	0.0
Net Diff.	-39.8	-81.8	7.0	-74.7	9.1	-60.0	-72.8	28.0	-51.9	-76.8	-4.4	-67.4



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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	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
RIGHT DIRECTION	30.0	51.8	57.1	47.8	31.9	12.8	8.1	10.7	42.9	24.5	5.3	57.3	50.8	48.4	26.8	21.1	13.3
WRONG TRACK	69.8	48.2	42.9	52.2	67.7	87.2	91.2	89.0	57.1	74.8	94.5	42.7	48.4	50.0	73.2	78.9	86.7
DON'T KNOW	0.2	0.0	0.0	0.0	0.4	0.0	0.6	0.3	0.0	0.7	0.2	0.0	0.8	1.6	0.0	0.0	0.0
Net Diff.	-39.8	3.6	14.2	-4.4	-35.7	-74.3	-83.1	-78.3	-14.3	-50.3	-89.2	14.7	2.4	-1.6	-46.5	-57.8	-73.4



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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	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT	REPUB-	SWING	WLTHY/	Weal-	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-	
		SPLTTR	LICAN	VOTER	UPPER	thy	Middle	LOWER	Class	Middle	Class	STREAM	GEL-	OLIC	RELI-	
		CRAT			MIDDLE		Class	MIDDLE		Class	PROT.	ICAL		GIUS		
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
RIGHT DIRECTION	30.0	52.8	23.2	7.6	26.9	47.8	71.7	43.8	27.2	26.7	28.2	22.2	25.0	15.8	33.1	31.6
WRONG TRACK	69.8	46.8	76.8	92.2	73.0	52.2	28.3	56.2	72.5	73.1	71.5	77.3	74.4	84.2	66.7	68.4
DON'T KNOW	0.2	0.3	0.0	0.2	0.1	0.0	0.0	0.0	0.3	0.2	0.4	0.5	0.7	0.0	0.2	0.0
Net Diff.	-39.8	6.0	-53.5	-84.6	-46.1	-4.4	43.5	-12.5	-45.3	-46.4	-43.3	-55.1	-49.4	-68.4	-33.5	-36.8



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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 8

	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	1320	680	441	239	537	403	783	277
RIGHT DIRECTION	30.0	26.5	36.8	31.1	47.3	30.0	36.7	24.1	36.8
WRONG TRACK	69.8	73.1	63.2	68.9	52.7	69.8	63.3	75.4	63.2
DON'T KNOW	0.2	0.4	0.0	0.0	0.0	0.2	0.0	0.5	0.0
Net Diff.	-39.8	-46.6	-26.5	-37.9	-5.4	-39.9	-26.6	-51.2	-26.4



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	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
RIGHT DIRECTION	30.0	25.1	40.5	39.2	43.8	43.8	26.9	23.5	44.4	33.9	47.1	41.0
WRONG TRACK	69.8	74.8	59.1	60.8	55.4	55.0	72.9	76.4	55.6	66.1	52.9	57.6
DON'T KNOW	0.2	0.1	0.5	0.0	0.8	1.2	0.2	0.1	0.0	0.0	0.0	1.4
Net Diff.	-39.8	-49.7	-18.6	-21.5	-11.5	-11.2	-46.0	-52.9	-11.3	-32.3	-5.8	-16.5



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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 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
RIGHT DIRECTION	30.0	36.2	40.8	34.0	23.2	23.3	28.1	37.0	25.4	33.1	26.2	32.9	27.5
WRONG TRACK	69.8	63.8	59.2	65.4	76.2	76.7	71.7	62.7	74.4	66.5	73.7	67.0	72.2
DON'T KNOW	0.2	0.0	0.0	0.6	0.6	0.0	0.2	0.3	0.2	0.4	0.1	0.1	0.4
Net Diff.	-39.8	-27.5	-18.4	-31.3	-53.0	-53.4	-43.5	-25.7	-49.0	-33.5	-47.6	-34.1	-44.7



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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 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
RIGHT DIRECTION	30.0	36.4	39.1	21.6	28.1	38.4	49.4	24.6	26.4	35.2	29.8	19.0	29.6	39.6	28.9	20.0
WRONG TRACK	69.8	63.6	60.5	78.0	71.8	61.6	50.2	75.4	73.6	64.8	69.8	80.3	70.1	60.2	70.8	79.7
DON'T KNOW	0.2	0.0	0.4	0.4	0.1	0.0	0.4	0.0	0.0	0.0	0.4	0.7	0.3	0.2	0.3	0.2
Net Diff.	-39.8	-27.1	-21.4	-56.4	-43.8	-23.3	-0.8	-50.8	-47.1	-29.7	-40.0	-61.2	-40.5	-20.6	-41.8	-59.7



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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. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
APPROVE	43.8	3.0	14.2	35.1	55.9	68.8	69.2	81.1	88.4	29.9	20.1	45.1	52.0	8.1	27.2	29.9	72.4	88.3	90.8	85.2
Strongly	16.5	0.0	6.1	11.8	20.9	22.0	26.4	44.6	48.8	8.3	7.0	8.3	20.6	5.4	5.9	4.2	19.8	42.6	44.8	39.8
Somewhat	27.4	3.0	8.2	23.3	35.0	46.8	42.8	36.5	39.5	21.6	13.0	36.8	31.4	2.7	21.4	25.7	52.6	45.7	46.0	45.4
DISAPPROVE	56.1	97.0	85.8	64.9	44.1	30.9	30.8	18.9	11.6	70.1	79.9	54.9	48.0	91.9	72.8	70.1	27.6	11.5	8.8	14.8
Somewhat	15.3	2.0	9.5	18.2	20.4	19.4	19.9	10.8	9.3	17.3	11.4	27.7	25.5	7.5	20.1	29.5	21.7	8.8	6.1	12.0
Strongly	40.8	95.0	76.3	46.6	23.7	11.5	10.9	8.1	2.3	52.7	68.6	27.2	22.5	84.4	52.6	40.6	5.9	2.7	2.7	2.8
DON'T KNOW	*	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	0.4	0.0
Net Diff.	-12.2	-94.0	-71.5	-29.8	11.8	37.9	38.3	62.2	76.7	-40.1	-59.8	-9.8	3.9	-83.7	-45.5	-40.3	44.9	76.7	82.0	70.4
Mean	2.20	1.08	1.44	2.00	2.53	2.80	2.85	3.18	3.35	1.86	1.59	2.26	2.50	1.29	1.80	1.93	2.86	3.28	3.33	3.22



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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	350	450	768	432	1680	1436	244	320	204	116
APPROVE	43.8	46.3	42.0	40.5	49.8	44.1	43.1	50.0	42.5	46.6	35.3
Strongly	16.5	18.6	16.9	15.2	16.7	17.7	18.8	11.5	10.0	9.3	11.2
Somewhat	27.4	27.7	25.1	25.3	33.1	26.4	24.3	38.5	32.5	37.3	24.1
DISAPPROVE	56.1	53.7	58.0	59.4	50.2	55.8	56.9	49.6	57.5	53.4	64.7
Somewhat	15.3	15.4	14.7	16.3	14.1	12.9	11.8	19.7	27.8	26.0	31.0
Strongly	40.8	38.3	43.3	43.1	36.1	42.9	45.1	29.9	29.7	27.5	33.6
DON'T KNOW	*	0.0	0.0	0.1	0.0	0.1	0.0	0.4	0.0	0.0	0.0
Net Diff.	-12.2	-7.4	-16.0	-18.9	-0.5	-11.7	-13.8	0.4	-15.0	-6.9	-29.3
Mean	2.20	2.27	2.16	2.13	2.30	2.19	2.17	2.32	2.23	2.28	2.13



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		ERS/		FOR CONGRESS		ERS/		(W/DJT ENDORSEMENT)				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
APPROVE	43.8	90.5	23.7	14.9	81.9	29.9	35.2	13.1	81.9	28.0	35.1	100.0	100.0	100.0	0.0	
Strongly	16.5	44.7	4.3	5.6	33.4	4.2	7.4	5.0	33.1	2.8	6.8	37.6	100.0	0.0	0.0	
Somewhat	27.4	45.8	19.4	9.3	48.5	25.7	27.8	8.2	48.7	25.2	28.3	62.4	0.0	100.0	0.0	
DISAPPROVE	56.1	9.3	76.3	85.1	18.0	70.1	64.8	86.9	18.0	72.0	64.9	0.0	0.0	0.0	100.0	
Somewhat	15.3	6.5	19.1	12.0	14.0	29.5	28.6	12.2	14.1	30.3	28.7	0.0	0.0	0.0	27.3	
Strongly	40.8	2.8	57.1	73.1	4.0	40.6	36.2	74.6	3.9	41.7	36.2	0.0	0.0	0.0	72.7	
DON'T KNOW	*	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-12.2	81.2	-52.5	-70.2	63.9	-40.3	-29.5	-73.8	63.9	-44.1	-29.8	100.0	100.0	100.0	-100.0	
Mean	2.20	3.33	1.71	1.47	3.11	1.93	2.06	1.43	3.11	1.89	2.06	3.38	4.00	3.00	1.27	



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
APPROVE	43.8	68.6	54.5	30.5	54.7	13.3	57.6	75.8	63.7
Strongly	16.5	28.5	18.2	9.1	20.5	3.9	18.2	30.3	31.7
Somewhat	27.4	40.1	36.4	21.4	34.2	9.4	39.4	45.5	32.0
DISAPPROVE	56.1	31.4	43.2	69.5	45.3	86.7	42.4	24.2	36.3
Somewhat	15.3	15.3	22.7	18.1	15.5	12.7	20.5	12.1	6.9
Strongly	40.8	16.1	20.5	51.5	29.8	74.0	22.0	12.1	29.4
DON'T KNOW	*	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-12.2	37.2	11.4	-39.1	9.3	-73.5	15.2	51.5	27.4
Mean	2.20	2.81	2.53	1.88	2.45	1.43	2.54	2.94	2.66



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
APPROVE	43.8	9.5	79.0	13.6	78.1	37.2	15.2	80.8	41.1	11.9	76.2	33.7		
Strongly	16.5	3.4	32.0	4.6	34.1	8.3	6.1	36.8	10.9	2.9	32.1	6.0		
Somewhat	27.4	6.1	47.1	9.0	44.1	28.9	9.1	44.0	30.2	9.0	44.1	27.7		
DISAPPROVE	56.1	90.5	20.9	86.4	21.8	62.8	84.8	19.2	58.9	88.1	23.6	66.3		
Somewhat	15.3	11.1	14.8	11.5	15.0	20.7	9.9	13.7	20.2	13.3	15.9	21.3		
Strongly	40.8	79.4	6.1	74.9	6.8	42.0	74.9	5.5	38.8	74.8	7.6	45.0		
DON'T KNOW	*	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0		
Net Diff.	-12.2	-81.0	58.2	-72.8	56.4	-25.6	-69.6	61.6	-17.8	-76.2	52.7	-32.6		
Mean	2.20	1.34	3.05	1.43	3.06	2.04	1.46	3.12	2.13	1.40	3.01	1.95		



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
APPROVE	43.8	76.1	82.1	71.5	47.2	18.3	10.6	14.8	41.3	25.2	6.9	84.1	72.0	62.5	59.2	38.1	22.7
Strongly	16.5	36.0	47.5	27.2	11.9	5.5	6.6	6.0	20.6	5.4	2.4	41.0	22.8	32.8	19.7	6.5	7.0
Somewhat	27.4	40.1	34.6	44.3	35.3	12.8	4.1	8.8	20.6	19.7	4.5	43.1	49.2	29.7	39.4	31.7	15.6
DISAPPROVE	56.1	23.7	17.9	28.2	52.8	81.7	89.4	85.2	58.7	74.8	93.1	15.6	28.0	37.5	40.8	61.9	77.3
Somewhat	15.3	14.2	8.3	18.7	21.0	13.6	5.9	10.1	19.0	23.1	7.3	12.6	16.9	23.4	19.7	23.2	14.8
Strongly	40.8	9.5	9.6	9.5	31.8	68.1	83.4	75.1	39.7	51.7	85.9	3.1	11.0	14.1	21.1	38.7	62.5
DON'T KNOW	*	0.2	0.0	0.3	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
Net Diff.	-12.2	52.3	64.2	43.4	-5.7	-63.4	-78.8	-70.4	-17.5	-49.7	-86.3	68.5	44.1	25.0	18.3	-23.8	-54.7
Mean	2.20	3.03	3.20	2.90	2.27	1.56	1.34	1.46	2.22	1.79	1.23	3.22	2.84	2.81	2.58	2.06	1.67



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	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
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
APPROVE	43.8	78.7	32.9	9.8	40.5	57.2	73.9	54.4	41.6	40.5	43.7	38.9	37.5	22.8	43.7	54.5
Strongly	16.5	33.6	4.8	2.2	10.1	30.5	50.0	27.2	14.0	13.3	15.3	12.6	14.9	7.6	16.9	17.4
Somewhat	27.4	45.1	28.1	7.6	30.4	26.7	23.9	27.2	27.6	27.2	28.4	26.3	22.6	15.2	26.8	37.2
DISAPPROVE	56.1	21.3	66.8	90.2	59.4	42.8	26.1	45.6	58.3	59.4	56.3	61.1	62.5	76.6	56.3	45.5
Somewhat	15.3	13.9	29.4	11.4	21.2	12.3	10.9	12.5	15.4	14.6	16.9	19.7	12.7	13.5	16.3	16.6
Strongly	40.8	7.4	37.4	78.8	38.2	30.5	15.2	33.1	42.9	44.8	39.5	41.4	49.7	63.2	40.1	28.9
DON'T KNOW	*	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.6	0.0	0.0
Net Diff.	-12.2	57.5	-33.9	-80.4	-18.9	14.5	47.8	8.8	-16.6	-18.8	-12.6	-22.2	-25.0	-53.8	-12.7	9.1
Mean	2.20	3.05	2.00	1.33	2.12	2.57	3.09	2.49	2.13	2.09	2.20	2.10	2.03	1.67	2.20	2.43



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 8

	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	1320	680	441	239	537	403	783	277
APPROVE	43.8	39.5	52.2	47.2	61.5	39.3	49.6	39.7	56.0
Strongly	16.5	14.0	21.3	16.1	31.0	14.7	21.1	13.5	21.7
Somewhat	27.4	25.5	30.9	31.1	30.5	24.6	28.5	26.2	34.3
DISAPPROVE	56.1	60.4	47.8	52.8	38.5	60.7	50.4	60.2	44.0
Somewhat	15.3	16.4	13.2	14.7	10.5	15.1	12.4	17.2	14.4
Strongly	40.8	44.0	34.6	38.1	28.0	45.6	38.0	42.9	29.6
DON'T KNOW	*	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Net Diff.	-12.2	-20.8	4.4	-5.7	23.0	-21.4	-0.7	-20.4	11.9
Mean	2.20	2.10	2.39	2.25	2.64	2.08	2.33	2.10	2.48



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
APPROVE	43.8	38.2	55.9	50.0	63.5	58.8	37.7	38.5	48.9	51.2	62.8	64.0
Strongly	16.5	14.9	19.8	19.2	25.8	10.0	15.6	14.3	21.1	17.3	25.6	25.9
Somewhat	27.4	23.2	36.1	30.8	37.7	48.8	22.1	24.2	27.8	33.9	37.2	38.1
DISAPPROVE	56.1	61.8	43.9	49.6	36.5	41.2	62.3	61.5	51.1	48.0	37.2	36.0
Somewhat	15.3	13.4	19.4	18.5	20.8	18.8	11.5	15.0	19.5	17.3	19.8	21.6
Strongly	40.8	48.5	24.5	31.2	15.8	22.5	50.8	46.4	31.6	30.7	17.4	14.4
DON'T KNOW	*	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Net Diff.	-12.2	-23.7	12.0	0.4	26.9	17.5	-24.5	-23.0	-2.3	3.1	25.6	28.1
Mean	2.20	2.05	2.51	2.38	2.73	2.46	2.03	2.06	2.38	2.38	2.71	2.76



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
APPROVE	43.8	54.4	53.5	48.4	38.1	35.6	41.4	51.5	38.8	47.7	39.1	43.7	44.0	
Strongly	16.5	13.1	19.7	16.4	14.3	14.2	18.6	17.0	16.2	16.2	16.8	17.4	15.7	
Somewhat	27.4	41.2	33.8	31.9	23.8	21.4	22.8	34.5	22.6	31.5	22.2	26.3	28.3	
DISAPPROVE	56.1	45.0	46.5	51.6	61.9	64.4	58.6	48.4	61.2	52.2	60.9	56.3	55.9	
Somewhat	15.3	26.9	17.7	19.7	16.8	13.4	8.0	20.4	11.9	19.4	10.2	13.9	16.5	
Strongly	40.8	18.1	28.8	31.9	45.1	51.0	50.6	28.0	49.3	32.8	50.7	42.3	39.4	
DON'T KNOW	*	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1	
Net Diff.	-12.2	9.4	7.0	-3.3	-23.8	-28.8	-17.1	3.1	-22.4	-4.5	-21.9	-12.6	-12.0	
Mean	2.20	2.50	2.44	2.33	2.07	1.99	2.10	2.41	2.06	2.31	2.05	2.19	2.20	



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12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
APPROVE	43.8	52.8	53.8	35.6	40.5	44.2	59.4	37.5	37.6	58.6	48.7	33.9	43.4	55.3	43.4	30.1
Strongly	16.5	14.0	18.3	13.8	18.0	10.5	23.8	17.3	15.0	16.4	13.2	10.7	20.9	22.8	15.7	10.3
Somewhat	27.4	38.8	35.5	21.8	22.6	33.7	35.6	20.2	22.6	42.2	35.5	23.2	22.5	32.5	27.7	19.8
DISAPPROVE	56.1	46.7	46.2	64.4	59.5	55.8	40.6	62.5	62.4	40.6	51.3	66.1	56.6	44.7	56.5	69.9
Somewhat	15.3	26.2	18.3	17.1	8.9	31.4	14.2	15.7	8.4	22.7	21.9	18.3	9.3	17.2	14.2	15.5
Strongly	40.8	20.6	28.0	47.3	50.6	24.4	26.4	46.8	54.0	18.0	29.4	47.8	47.4	27.6	42.3	54.4
DON'T KNOW	*	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.1	0.0
Net Diff.	-12.2	6.1	7.5	-28.9	-18.9	-11.6	18.8	-25.0	-24.8	18.0	-2.6	-32.2	-13.2	10.6	-13.2	-39.9
Mean	2.20	2.46	2.44	2.02	2.08	2.30	2.57	2.08	1.99	2.57	2.32	1.97	2.17	2.51	2.17	1.86



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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 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICAN CANDIDATE	45.6	89.9	72.8	51.5	31.4	22.3	21.9	20.3	11.6	59.9	68.0	42.8	62.7	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	29.4	78.4	53.8	30.6	14.9	7.3	10.4	9.5	4.7	38.7	49.8	18.1	29.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	10.0	8.0	12.4	13.7	9.4	9.2	5.5	5.4	4.7	13.1	12.0	14.5	16.7	0.0	61.6	0.0	0.0	0.0	0.0	0.0
Lean	6.2	3.5	6.6	7.2	7.2	5.7	6.0	5.4	2.3	8.1	6.2	10.2	16.7	0.0	38.4	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	40.0	2.5	14.8	31.6	50.1	62.4	63.2	70.3	86.0	21.2	18.8	30.6	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	25.4	1.0	8.7	17.2	30.9	37.6	43.8	54.1	76.7	6.5	10.4	0.0	0.0	0.0	0.0	0.0	30.7	85.5	94.6	74.5
Probably	9.7	1.5	4.2	10.5	12.7	15.3	11.4	13.5	4.7	9.5	6.1	18.5	0.0	0.0	0.0	0.0	44.9	10.3	5.4	16.2
Lean	5.0	0.0	1.8	4.0	6.5	9.6	8.0	2.7	4.7	5.2	2.3	12.1	0.0	0.0	0.0	0.0	24.5	4.2	0.0	9.3
UNDECIDED	14.4	7.5	12.4	16.9	18.5	15.3	14.9	9.5	2.3	18.9	13.1	26.6	37.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	5.6	87.4	58.0	19.8	-18.7	-40.1	-41.3	-50.0	-74.4	38.7	49.2	12.1	62.7	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.14	6.49	5.56	4.50	3.46	2.93	2.86	2.53	1.81	5.07	5.34	4.44	5.38	7.00	5.62	4.00	1.94	1.19	1.05	1.35



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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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICAN CANDIDATE	45.6	44.0	48.0	50.1	36.3	49.1	49.4	47.5	27.2	31.4	19.8
Definitely	29.4	24.6	30.0	34.2	24.3	32.8	35.7	15.6	11.9	11.3	12.9
Probably	10.0	12.3	10.9	10.0	6.9	10.4	8.6	20.9	7.5	8.8	5.2
Lean	6.2	7.1	7.1	5.9	5.1	5.9	5.0	11.1	7.8	11.3	1.7
DEMOCRATIC CANDIDATE	40.0	42.0	37.3	36.7	47.0	41.4	42.2	36.5	32.8	35.8	27.6
Definitely	25.4	25.4	22.4	23.4	31.7	27.6	29.2	17.6	13.8	16.7	8.6
Probably	9.7	11.1	9.6	8.6	10.6	9.3	8.6	13.9	11.6	11.8	11.2
Lean	5.0	5.4	5.3	4.7	4.6	4.5	4.4	4.9	7.5	7.4	7.8
UNDECIDED	14.4	14.0	14.7	13.2	16.7	9.5	8.4	16.0	40.0	32.8	52.6
Net Diff.	5.6	2.0	10.7	13.4	-10.6	7.7	7.2	11.1	-5.6	-4.4	-7.8
Mean	4.14	4.01	4.27	4.36	3.71	4.19	4.20	4.14	3.87	3.82	3.95



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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-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS		UNDE-	ERS/	FOR CONGRESS		UNDE-	ERS/					
								(W/DJT ENDORSEMENT)								
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
REPUBLICAN CANDIDATE	45.6	19.7	56.8	100.0	0.0	0.0	24.3	92.1	5.1	13.4	28.3	15.5	15.5	15.5	69.2	
Definitely	29.4	8.2	38.6	64.6	0.0	0.0	0.0	63.2	1.5	1.2	3.1	5.5	9.7	2.9	48.2	
Probably	10.0	7.8	10.9	21.8	0.0	0.0	0.0	19.3	1.4	4.7	7.5	6.3	3.6	7.9	12.8	
Lean	6.2	3.7	7.3	13.6	0.0	0.0	24.3	9.6	2.1	7.5	17.7	3.8	2.1	4.8	8.1	
DEMOCRATIC CANDIDATE	40.0	71.5	26.4	0.0	100.0	0.0	19.4	3.5	89.0	8.3	23.0	74.7	80.9	70.9	12.8	
Definitely	25.4	51.5	14.0	0.0	63.4	0.0	0.0	1.7	58.2	1.6	3.5	51.8	67.9	42.0	4.6	
Probably	9.7	14.2	7.8	0.0	24.2	0.0	0.0	1.3	20.5	3.9	6.0	16.0	7.3	21.2	4.8	
Lean	5.0	5.8	4.6	0.0	12.4	0.0	19.4	0.6	10.4	2.8	13.5	7.0	5.8	7.7	3.4	
UNDECIDED	14.4	8.8	16.8	0.0	0.0	100.0	56.4	4.4	5.8	78.3	48.8	9.8	3.6	13.5	18.0	
Net Diff.	5.6	-51.8	30.5	100.0	-100.0	0.0	4.9	88.5	-83.9	5.1	5.3	-59.2	-65.5	-55.4	56.3	
Mean	4.14	2.55	4.83	6.51	1.49	4.00	4.05	6.30	1.84	4.05	4.06	2.39	2.15	2.53	5.52	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO	
Total	2000	137	44	857	161	181	132	99	303	
REPUBLICAN CANDIDATE	45.6	24.1	40.9	55.2	38.5	79.6	30.3	20.2	31.0	
Definitely	29.4	13.9	18.2	35.4	21.1	60.8	13.6	9.1	21.1	
Probably	10.0	5.8	11.4	13.4	11.8	11.6	8.3	4.0	5.0	
Lean	6.2	4.4	11.4	6.4	5.6	7.2	8.3	7.1	5.0	
DEMOCRATIC CANDIDATE	40.0	59.9	45.5	30.5	44.7	10.5	50.0	68.7	57.8	
Definitely	25.4	34.3	18.2	17.3	26.1	6.1	31.1	50.5	43.2	
Probably	9.7	16.8	22.7	8.2	11.8	3.9	12.9	10.1	10.6	
Lean	5.0	8.8	4.5	5.0	6.8	0.6	6.1	8.1	4.0	
UNDECIDED	14.4	16.1	13.6	14.4	16.8	9.9	19.7	11.1	11.2	
Net Diff.	5.6	-35.8	-4.5	24.7	-6.2	69.1	-19.7	-48.5	-26.7	
Mean	4.14	3.12	3.84	4.66	3.84	5.86	3.41	2.63	3.23	



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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	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	892	720	740	540	375	307	258	345	433	282
REPUBLICAN CANDIDATE	45.6	85.8	12.6	92.2	10.9	30.9	91.7	14.0	31.4	92.8	8.8	30.5
Definitely	29.4	62.9	4.3	68.3	4.3	12.0	71.7	5.9	10.9	64.6	3.2	13.1
Probably	10.0	15.4	4.7	17.8	3.6	8.1	14.1	5.5	9.3	21.7	2.3	7.1
Lean	6.2	7.6	3.6	6.1	3.0	10.7	5.9	2.6	11.2	6.4	3.2	10.3
DEMOCRATIC CANDIDATE	40.0	4.6	76.8	2.9	83.8	29.4	4.5	81.8	32.9	1.2	85.2	26.2
Definitely	25.4	2.6	51.1	1.5	57.6	13.0	2.4	59.0	16.7	0.6	56.6	9.6
Probably	9.7	1.7	17.0	0.8	18.0	10.2	1.3	14.0	8.9	0.3	20.8	11.3
Lean	5.0	0.4	8.6	0.6	8.2	6.3	0.8	8.8	7.4	0.3	7.9	5.3
UNDECIDED	14.4	9.5	10.7	4.9	5.3	39.6	3.7	4.2	35.7	6.1	6.0	43.3
Net Diff.	5.6	81.2	-64.2	89.3	-72.8	1.5	87.2	-67.8	-1.6	91.6	-76.4	4.3
Mean	4.14	6.16	2.30	6.40	2.06	3.98	6.39	2.18	3.87	6.41	1.98	4.07



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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	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICAN CANDIDATE	45.6	20.1	17.9	21.8	31.7	74.6	87.5	80.5	95.2	78.2	95.9	9.0	12.2	18.8	19.7	26.1	50.0
Definitely	29.4	9.0	10.8	7.6	13.9	47.4	79.7	62.1	54.0	40.8	78.0	2.8	4.3	14.1	5.6	9.4	22.7
Probably	10.0	7.0	4.6	8.9	9.6	18.1	6.2	12.7	31.7	24.5	14.1	3.3	4.3	3.1	7.0	7.0	11.7
Lean	6.2	4.1	2.5	5.4	8.2	9.2	1.6	5.7	9.5	12.9	3.7	2.8	3.5	1.6	7.0	9.7	15.6
DEMOCRATIC CANDIDATE	40.0	76.1	79.6	73.4	42.3	11.5	5.9	9.0	3.2	8.8	1.2	88.9	78.7	70.3	64.8	29.6	9.4
Definitely	25.4	54.1	63.3	47.2	21.7	8.1	4.4	6.4	1.6	4.1	0.8	64.7	46.1	56.2	38.0	11.1	3.9
Probably	9.7	14.2	9.2	18.0	13.7	2.4	1.2	1.9	0.0	2.7	0.4	16.1	22.8	10.9	15.5	11.7	3.1
Lean	5.0	7.7	7.1	8.2	6.9	1.0	0.3	0.7	1.6	2.0	0.0	8.1	9.8	3.1	11.3	6.7	2.3
UNDECIDED	14.4	3.8	2.5	4.7	26.0	13.9	6.6	10.5	1.6	12.9	2.9	2.1	9.1	10.9	15.5	44.3	40.6
Net Diff.	5.6	-55.9	-61.7	-51.6	-10.6	63.1	81.6	71.5	92.1	69.4	94.7	-79.9	-66.5	-51.6	-45.1	-3.5	40.6
Mean	4.14	2.47	2.29	2.60	3.70	5.57	6.37	5.94	6.29	5.65	6.63	1.84	2.31	2.56	2.82	3.88	4.87



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICAN CANDIDATE	45.6	10.7	32.6	88.8	43.0	51.6	47.8	52.2	45.4	48.5	39.7	37.4	50.1	78.4	49.8	28.5
Definitely	29.4	4.4	8.4	65.0	17.2	31.4	30.4	31.6	29.7	32.5	24.5	24.2	35.8	55.6	32.7	14.2
Probably	10.0	3.4	11.0	16.7	15.4	12.9	13.0	12.9	9.5	10.3	8.0	8.6	10.0	14.6	10.3	6.7
Lean	6.2	2.9	13.2	7.1	10.4	7.2	4.3	7.7	6.2	5.7	7.1	4.5	4.2	8.2	6.7	7.5
DEMOCRATIC CANDIDATE	40.0	80.7	22.6	2.1	33.5	40.6	41.3	40.4	39.5	38.4	41.6	42.9	34.8	17.5	38.1	51.0
Definitely	25.4	54.2	6.8	0.9	14.5	27.4	26.1	27.6	24.7	22.8	28.4	26.8	22.2	11.1	22.4	33.0
Probably	9.7	18.1	8.7	0.9	12.7	7.9	13.0	7.0	10.2	10.2	10.2	9.1	9.0	5.8	9.3	11.9
Lean	5.0	8.4	7.1	0.4	6.3	5.3	2.2	5.9	4.6	5.4	3.1	7.1	3.6	0.6	6.3	6.1
UNDECIDED	14.4	8.6	44.8	9.1	23.5	7.9	10.9	7.4	15.1	13.1	18.8	19.7	15.1	4.1	12.1	20.6
Net Diff.	5.6	-69.9	10.0	86.7	9.4	11.0	6.5	11.8	5.9	10.2	-1.9	-5.6	15.3	60.8	11.7	-22.5
Mean	4.14	2.16	4.15	6.31	4.17	4.24	4.15	4.26	4.15	4.30	3.88	3.89	4.43	5.58	4.33	3.35



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BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICAN CANDIDATE	45.6	46.2	44.4	47.6	38.5	49.7	49.9	43.8	36.5
Definitely	29.4	29.9	28.5	29.7	26.4	32.8	34.5	28.0	19.9
Probably	10.0	9.8	10.3	11.8	7.5	10.1	9.9	9.6	10.8
Lean	6.2	6.5	5.6	6.1	4.6	6.9	5.5	6.3	5.8
DEMOCRATIC CANDIDATE	40.0	36.3	47.2	44.0	53.1	34.6	41.4	37.4	55.6
Definitely	25.4	22.7	30.6	27.0	37.2	22.7	27.5	22.6	35.0
Probably	9.7	8.9	11.2	10.9	11.7	6.7	8.7	10.5	14.8
Lean	5.0	4.7	5.4	6.1	4.2	5.2	5.2	4.3	5.8
UNDECIDED	14.4	17.5	8.4	8.4	8.4	15.6	8.7	18.8	7.9
Net Diff.	5.6	9.9	-2.8	3.6	-14.6	15.1	8.4	6.4	-19.1
Mean	4.14	4.25	3.92	4.10	3.59	4.39	4.24	4.16	3.47



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICAN CANDIDATE	45.6	52.1	31.9	38.8	25.0	31.2	57.5	47.4	38.3	39.4	30.6	20.1
Definitely	29.4	35.7	16.2	21.9	10.8	12.5	40.6	31.4	24.1	19.7	16.5	5.8
Probably	10.0	10.6	8.6	10.8	6.5	12.5	11.0	10.2	8.3	13.4	7.4	5.8
Lean	6.2	5.8	7.0	6.2	7.7	6.2	5.9	5.7	6.0	6.3	6.6	8.6
DEMOCRATIC CANDIDATE	40.0	35.4	49.7	44.6	56.2	51.2	32.8	37.7	42.1	47.2	52.1	59.7
Definitely	25.4	24.0	28.3	26.5	33.1	20.0	22.5	25.3	24.8	28.3	35.5	30.9
Probably	9.7	7.9	13.4	10.8	15.0	18.8	6.2	9.4	8.3	13.4	9.1	20.1
Lean	5.0	3.5	8.0	7.3	8.1	12.5	4.1	3.0	9.0	5.5	7.4	8.6
UNDECIDED	14.4	12.5	18.4	16.5	18.8	17.5	9.7	14.9	19.5	13.4	17.4	20.1
Net Diff.	5.6	16.6	-17.8	-5.8	-31.2	-20.0	24.7	9.7	-3.8	-7.9	-21.5	-39.6
Mean	4.14	4.43	3.53	3.85	3.16	3.59	4.66	4.23	3.95	3.75	3.39	2.96



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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	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	299	335	315	365	526	794	1206	1109	891	940	1060
REPUBLICAN CANDIDATE	45.6	33.1	33.4	39.4	51.1	55.1	50.4	35.9	52.0	40.2	52.3	49.8	41.9
Definitely	29.4	13.1	15.7	25.4	34.0	37.8	36.3	19.3	36.2	23.4	36.9	33.5	25.8
Probably	10.0	8.8	11.0	8.7	10.5	12.3	8.6	9.6	10.2	9.8	10.1	10.0	9.9
Lean	6.2	11.2	6.7	5.4	6.7	4.9	5.5	7.1	5.6	6.9	5.3	6.3	6.1
DEMOCRATIC CANDIDATE	40.0	50.6	46.8	46.6	34.6	32.9	36.9	47.5	35.1	43.8	35.2	37.6	42.2
Definitely	25.4	19.4	26.8	28.7	23.2	21.6	28.1	26.1	24.9	25.2	25.5	24.8	25.8
Probably	9.7	18.1	12.0	11.3	7.3	9.6	6.3	13.0	7.5	11.4	7.6	7.6	11.6
Lean	5.0	13.1	8.0	6.6	4.1	1.6	2.5	8.4	2.7	7.2	2.1	5.2	4.7
UNDECIDED	14.4	16.2	19.7	14.0	14.3	12.1	12.7	16.6	12.9	16.0	12.5	12.7	15.9
Net Diff.	5.6	-17.5	-13.4	-7.2	16.5	22.2	13.5	-11.6	16.9	-3.6	17.1	12.2	-0.3
Mean	4.14	3.61	3.64	3.84	4.41	4.57	4.32	3.71	4.42	3.91	4.42	4.32	3.98



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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 11

	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
Total	2000	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICAN CANDIDATE	45.6	33.6	33.7	54.0	51.0	43.0	36.0	56.5	55.9	27.3	31.7	51.9	46.3	34.3	47.3	56.1
Definitely	29.4	14.0	17.9	36.3	36.8	20.9	18.8	38.7	42.5	9.4	17.0	34.3	31.2	21.7	30.9	36.0
Probably	10.0	9.8	9.7	11.7	8.9	11.6	11.3	10.5	8.4	8.6	8.3	12.8	9.3	8.2	9.5	13.4
Lean	6.2	9.8	6.2	6.0	5.4	10.5	5.9	7.3	4.9	9.4	6.4	4.8	5.8	4.4	7.0	6.7
DEMOCRATIC CANDIDATE	40.0	49.5	49.4	32.2	36.5	41.9	47.3	34.3	32.4	54.7	51.3	30.4	40.5	51.8	39.4	26.0
Definitely	25.4	20.1	29.2	21.6	27.0	18.6	29.7	23.8	23.7	21.1	28.7	19.7	30.2	34.1	24.4	16.2
Probably	9.7	18.2	12.5	6.7	7.5	12.8	9.6	5.2	6.5	21.9	15.1	8.0	8.5	11.5	9.9	6.9
Lean	5.0	11.2	7.7	3.9	2.0	10.5	7.9	5.2	2.2	11.7	7.5	2.8	1.9	6.2	5.1	2.9
UNDECIDED	14.4	16.8	16.9	13.8	12.5	15.1	16.7	9.3	11.7	18.0	17.0	17.6	13.2	13.9	13.3	17.9
Net Diff.	5.6	-15.9	-15.7	21.8	14.5	1.2	-11.3	22.2	23.4	-27.3	-19.6	21.5	5.8	-17.5	7.9	30.1
Mean	4.14	3.64	3.59	4.56	4.35	4.05	3.69	4.57	4.63	3.36	3.50	4.55	4.09	3.54	4.21	4.76



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14. NOW, IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE WHO ENDORSED DONALD TRUMP FOR PRESIDENT OR THE DEMOCRATIC CANDIDATE WHO ENDORSED JOE BIDEN FOR 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.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICAN CANDIDATE	45.4	90.5	72.6	51.2	30.9	21.7	22.9	17.6	11.6	58.4	67.9	39.6	55.9	97.3	81.1	13.9	4.3	3.8	4.2	3.2
Definitely	30.1	77.4	55.4	31.6	15.3	8.0	11.4	9.5	2.3	39.3	50.7	18.7	28.4	90.0	16.4	4.5	0.9	0.6	0.4	0.9
Probably	9.6	9.5	11.3	11.3	10.8	8.0	5.5	5.4	4.7	12.0	10.9	13.2	15.7	5.4	41.2	4.9	0.9	1.9	3.1	0.5
Lean	5.7	3.5	5.8	8.3	4.8	5.7	6.0	2.7	4.7	7.1	6.3	7.7	11.8	1.9	23.5	4.5	2.5	1.3	0.8	1.9
DEMOCRATIC CANDIDATE	42.0	3.5	16.4	33.8	52.8	64.3	64.7	74.3	86.0	25.3	20.5	37.2	14.7	2.2	9.3	17.0	90.7	95.2	94.6	95.8
Definitely	29.1	1.5	11.1	21.7	36.7	40.1	48.3	64.9	74.4	12.1	13.2	10.9	6.9	1.7	3.4	4.9	46.1	83.4	87.4	78.7
Probably	8.6	2.0	3.7	9.7	9.6	15.0	12.4	5.4	4.7	8.7	5.7	15.5	4.9	0.5	3.7	9.0	28.2	8.4	5.4	12.0
Lean	4.2	0.0	1.6	2.4	6.5	9.2	4.0	4.1	7.0	4.5	1.6	10.9	2.9	0.0	2.2	3.1	16.4	3.4	1.9	5.1
UNDECIDED	12.7	6.0	11.1	15.0	16.3	14.0	12.4	8.1	2.3	16.3	11.6	23.2	29.4	0.5	9.6	69.1	5.0	1.0	1.1	0.9
Net Diff.	3.4	86.9	56.2	17.4	-21.8	-42.7	-41.8	-56.8	-74.4	33.1	47.4	2.3	41.2	95.1	71.8	-3.1	-86.4	-91.4	-90.4	-92.6
Mean	4.06	6.46	5.53	4.39	3.37	2.86	2.78	2.32	1.81	4.91	5.28	4.16	4.95	6.77	5.35	3.92	1.96	1.36	1.33	1.40



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14. NOW, IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE WHO ENDORSED DONALD TRUMP FOR PRESIDENT OR THE DEMOCRATIC CANDIDATE WHO ENDORSED JOE BIDEN FOR 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	350	450	768	432	1680	1436	244	320	204	116	
REPUBLICAN CANDIDATE	45.4	42.6	44.9	50.5	38.9	48.4	48.9	45.5	29.4	32.8	23.3	
Definitely	30.1	26.3	30.7	34.0	25.7	33.5	36.3	16.8	12.5	12.7	12.1	
Probably	9.6	10.0	8.9	10.4	8.3	9.7	7.7	21.7	8.8	9.8	6.9	
Lean	5.7	6.3	5.3	6.1	4.9	5.2	4.9	7.0	8.1	10.3	4.3	
DEMOCRATIC CANDIDATE	42.0	44.3	41.6	37.8	47.9	43.1	43.9	38.1	35.9	37.7	32.8	
Definitely	29.1	30.0	27.6	26.4	34.7	31.3	33.4	19.3	17.5	16.7	19.0	
Probably	8.6	10.9	9.3	7.0	8.8	8.0	7.1	13.1	11.9	14.7	6.9	
Lean	4.2	3.4	4.7	4.3	4.4	3.8	3.5	5.7	6.6	6.4	6.9	
UNDECIDED	12.7	13.1	13.6	11.7	13.2	8.5	7.2	16.4	34.7	29.4	44.0	
Net Diff.	3.4	-1.7	3.3	12.8	-9.0	5.3	4.9	7.4	-6.6	-4.9	-9.5	
Mean	4.06	3.90	4.09	4.31	3.72	4.11	4.11	4.11	3.80	3.82	3.77	



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14. NOW, IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE WHO ENDORSED DONALD TRUMP FOR PRESIDENT OR THE DEMOCRATIC CANDIDATE WHO ENDORSED JOE BIDEN FOR PRESIDENT?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		UNDE-	ERS/	FOR CONGRESS		UNDE-	ERS/				
								(W/DJT ENDORSEMENT)							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
REPUBLICAN CANDIDATE	45.4	17.7	57.3	91.6	4.0	13.9	25.8	100.0	0.0	0.0	25.2	13.6	13.6	13.5	70.2
Definitely	30.1	8.5	39.4	63.9	0.8	4.5	4.5	66.4	0.0	0.0	0.0	5.5	9.4	3.1	49.4
Probably	9.6	6.3	11.0	18.1	1.5	4.9	7.4	21.1	0.0	0.0	0.0	4.6	3.3	5.3	13.5
Lean	5.7	2.8	7.0	9.5	1.8	4.5	13.9	12.6	0.0	0.0	25.2	3.5	0.9	5.1	7.4
DEMOCRATIC CANDIDATE	42.0	74.5	27.9	4.7	93.4	17.0	30.1	0.0	100.0	0.0	18.8	78.3	84.2	74.8	13.5
Definitely	29.1	57.7	16.7	2.3	68.4	4.9	6.7	0.0	69.4	0.0	0.0	58.8	73.3	50.1	5.9
Probably	8.6	11.0	7.6	1.6	16.4	9.0	10.6	0.0	20.5	0.0	0.0	13.0	4.5	18.1	5.1
Lean	4.2	5.8	3.6	0.8	8.6	3.1	12.9	0.0	10.1	0.0	18.8	6.5	6.4	6.6	2.5
UNDECIDED	12.7	7.8	14.8	3.7	2.6	69.1	44.0	0.0	0.0	100.0	56.1	8.1	2.1	11.7	16.3
Net Diff.	3.4	-56.8	29.5	86.8	-89.4	-3.1	-4.3	100.0	-100.0	0.0	6.4	-64.8	-70.6	-61.2	56.8
Mean	4.06	2.40	4.78	6.27	1.60	3.92	3.88	6.54	1.41	4.00	4.06	2.20	2.00	2.32	5.52



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO	
Total	2000	137	44	857	161	181	132	99	303	
REPUBLICAN CANDIDATE	45.4	26.3	31.8	55.9	34.8	79.0	28.8	21.2	30.0	
Definitely	30.1	15.3	20.5	37.2	17.4	60.8	13.6	12.1	20.8	
Probably	9.6	5.8	6.8	11.8	11.8	11.0	8.3	4.0	7.3	
Lean	5.7	5.1	4.5	6.9	5.6	7.2	6.8	5.1	2.0	
DEMOCRATIC CANDIDATE	42.0	60.6	52.3	31.6	48.4	11.6	52.3	72.7	60.7	
Definitely	29.1	42.3	29.5	19.5	32.3	5.5	37.1	50.5	49.8	
Probably	8.6	10.9	18.2	8.4	9.9	5.0	9.1	12.1	7.9	
Lean	4.2	7.3	4.5	3.7	6.2	1.1	6.1	10.1	3.0	
UNDECIDED	12.7	13.1	15.9	12.5	16.8	9.4	18.9	6.1	9.2	
Net Diff.	3.4	-34.3	-20.5	24.3	-13.7	67.4	-23.5	-51.5	-30.7	
Mean	4.06	3.07	3.50	4.63	3.58	5.84	3.29	2.64	3.11	



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
REPUBLICAN CANDIDATE	45.4	87.4	10.5	90.6	11.1	32.0	89.3	13.0	31.4	91.9	9.7	32.6
Definitely	30.1	64.7	3.6	67.9	4.2	15.2	68.5	4.2	14.0	67.2	4.2	16.3
Probably	9.6	14.8	4.4	16.4	3.6	8.5	15.2	5.5	9.7	17.7	2.3	7.4
Lean	5.7	7.9	2.6	6.2	3.2	8.3	5.6	3.3	7.8	7.0	3.2	8.9
DEMOCRATIC CANDIDATE	42.0	4.5	80.4	4.9	83.2	34.8	6.1	82.4	37.6	3.5	83.8	32.3
Definitely	29.1	2.9	58.1	2.5	62.2	19.3	2.9	60.6	22.5	2.0	63.3	16.3
Probably	8.6	1.1	15.4	1.9	14.2	9.8	2.4	14.3	10.5	1.4	14.1	9.2
Lean	4.2	0.5	7.0	0.4	6.9	5.7	0.8	7.5	4.7	0.0	6.5	6.7
UNDECIDED	12.7	8.1	9.1	4.6	5.7	33.1	4.5	4.6	31.0	4.6	6.5	35.1
Net Diff.	3.4	82.9	-69.8	85.7	-72.2	-2.8	83.2	-69.4	-6.2	88.4	-74.1	0.4
Mean	4.06	6.20	2.10	6.31	2.01	3.88	6.27	2.09	3.76	6.35	1.96	3.99



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICAN CANDIDATE	45.4	17.8	15.0	19.9	34.1	73.3	85.9	79.1	82.5	80.3	94.5	7.8	15.0	17.2	19.7	28.4	48.4
Definitely	30.1	8.5	11.2	6.3	16.4	47.9	78.1	61.7	44.4	49.0	76.3	3.6	3.5	10.9	5.6	12.0	28.9
Probably	9.6	7.0	2.1	10.8	8.9	17.5	5.9	12.3	31.7	19.0	13.7	2.8	5.1	3.1	9.9	7.3	10.9
Lean	5.7	2.3	1.7	2.8	8.8	7.9	1.9	5.1	6.3	12.2	4.5	1.4	6.3	3.1	4.2	9.1	8.6
DEMOCRATIC CANDIDATE	42.0	79.0	82.9	75.9	44.1	13.6	6.6	10.4	15.9	10.9	1.8	90.0	75.2	70.3	69.0	35.2	14.8
Definitely	29.1	59.7	67.1	54.1	27.2	7.9	5.6	6.8	9.5	6.1	0.6	69.9	50.4	57.8	43.7	19.1	6.2
Probably	8.6	12.1	8.8	14.6	11.7	4.2	0.6	2.6	4.8	4.8	0.8	12.6	18.1	9.4	15.5	10.0	6.2
Lean	4.2	7.2	7.1	7.3	5.1	1.6	0.3	1.0	1.6	0.0	0.4	7.6	6.7	3.1	9.9	6.2	2.3
UNDECIDED	12.7	3.2	2.1	4.1	21.8	13.1	7.5	10.5	1.6	8.8	3.7	2.1	9.8	12.5	11.3	36.4	36.7
Net Diff.	3.4	-61.2	-67.9	-56.0	-10.0	59.7	79.4	68.7	66.7	69.4	92.7	-82.2	-60.2	-53.1	-49.3	-6.7	33.6
Mean	4.06	2.31	2.14	2.45	3.66	5.53	6.30	5.88	5.63	5.69	6.57	1.75	2.33	2.47	2.69	3.77	4.84



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICAN CANDIDATE	45.4	10.2	35.8	87.6	43.3	46.2	47.8	46.0	46.1	48.8	41.2	38.4	50.9	73.7	48.4	29.1
Definitely	30.1	4.2	11.9	65.5	19.0	29.9	32.6	29.4	30.3	32.5	26.2	28.8	37.9	55.0	31.7	14.6
Probably	9.6	3.6	12.3	15.0	14.7	10.7	8.7	11.0	9.8	10.5	8.4	6.1	9.0	11.7	10.1	8.7
Lean	5.7	2.4	11.6	7.1	9.6	5.7	6.5	5.5	6.0	5.7	6.5	3.5	4.1	7.0	6.5	5.7
DEMOCRATIC CANDIDATE	42.0	82.1	26.5	3.8	35.8	46.9	43.5	47.4	40.4	39.2	42.5	46.0	35.8	19.3	41.3	53.0
Definitely	29.1	60.9	10.6	1.4	18.8	31.8	30.4	32.0	28.2	26.2	32.0	31.3	24.6	14.0	25.4	38.5
Probably	8.6	13.9	10.6	2.0	12.5	11.0	6.5	11.8	8.0	8.4	7.1	9.6	7.5	4.1	10.7	9.7
Lean	4.2	7.4	5.2	0.5	4.5	4.1	6.5	3.7	4.2	4.6	3.4	5.1	3.7	1.2	5.2	4.7
UNDECIDED	12.7	7.7	37.7	8.6	20.9	6.9	8.7	6.6	13.5	12.1	16.3	15.7	13.2	7.0	10.3	18.0
Net Diff.	3.4	-71.9	9.4	83.7	7.6	-0.6	4.3	-1.5	5.7	9.6	-1.3	-7.6	15.1	54.4	7.1	-23.9
Mean	4.06	2.04	4.14	6.25	4.10	3.95	4.11	3.93	4.12	4.24	3.89	3.84	4.43	5.44	4.19	3.27



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BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICAN CANDIDATE	45.4	47.2	41.8	44.9	36.0	50.1	46.4	45.2	35.0
Definitely	30.1	31.3	27.8	30.4	23.0	32.0	33.3	30.8	19.9
Probably	9.6	10.0	8.7	8.8	8.4	11.5	9.2	8.9	7.9
Lean	5.7	5.9	5.3	5.7	4.6	6.5	4.0	5.5	7.2
DEMOCRATIC CANDIDATE	42.0	37.9	49.9	46.5	56.1	36.3	44.2	39.0	58.1
Definitely	29.1	25.6	35.9	31.7	43.5	24.0	31.3	26.7	42.6
Probably	8.6	8.0	9.7	11.3	6.7	7.4	9.9	8.4	9.4
Lean	4.2	4.2	4.3	3.4	5.9	4.8	3.0	3.8	6.1
UNDECIDED	12.7	14.9	8.4	8.6	7.9	13.6	9.4	15.8	6.9
Net Diff.	3.4	9.3	-8.1	-1.6	-20.1	13.8	2.2	6.3	-23.1
Mean	4.06	4.23	3.75	3.93	3.41	4.34	4.05	4.15	3.30



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICAN CANDIDATE	45.4	51.0	33.3	41.5	25.4	33.8	54.8	47.8	42.9	40.2	30.6	20.9
Definitely	30.1	36.5	16.6	24.6	9.2	12.5	40.0	33.5	25.6	23.6	11.6	7.2
Probably	9.6	9.1	10.5	11.2	10.0	12.5	10.2	8.2	12.8	9.4	9.9	10.1
Lean	5.7	5.4	6.2	5.8	6.2	8.8	4.6	6.1	4.5	7.1	9.1	3.6
DEMOCRATIC CANDIDATE	42.0	37.7	50.9	44.6	57.7	55.0	34.9	40.2	39.1	50.4	57.9	57.6
Definitely	29.1	27.7	32.0	26.5	38.5	30.0	25.3	29.8	22.6	30.7	38.0	38.8
Probably	8.6	7.2	11.6	10.8	12.3	13.8	6.8	7.5	9.0	12.6	14.0	10.8
Lean	4.2	2.8	7.3	7.3	6.9	11.2	2.7	2.9	7.5	7.1	5.8	7.9
UNDECIDED	12.7	11.2	15.8	13.8	16.9	11.2	10.4	12.0	18.0	9.4	11.6	21.6
Net Diff.	3.4	13.3	-17.7	-3.1	-32.3	-21.2	19.9	7.7	3.8	-10.2	-27.3	-36.7
Mean	4.06	4.33	3.50	3.93	3.07	3.42	4.53	4.16	4.14	3.72	3.16	2.99



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICAN CANDIDATE	45.4	34.4	36.1	39.4	51.1	54.2	48.1	37.2	50.7	41.1	50.6	48.5	42.5	
Definitely	30.1	13.8	17.1	25.4	36.8	38.1	35.9	19.9	36.8	24.7	36.8	32.6	27.9	
Probably	9.6	11.9	12.0	10.1	8.3	9.9	7.6	11.2	8.5	10.4	8.5	10.5	8.7	
Lean	5.7	8.8	7.0	3.9	6.0	6.3	4.6	6.0	5.5	6.0	5.3	5.4	5.9	
DEMOCRATIC CANDIDATE	42.0	50.0	47.8	47.5	37.8	33.7	40.9	48.1	37.9	45.2	37.9	39.7	44.0	
Definitely	29.1	23.8	28.4	31.9	27.3	26.6	32.1	29.0	29.2	28.5	29.9	27.1	30.8	
Probably	8.6	16.9	11.0	10.7	6.3	6.0	6.5	12.1	6.3	10.5	6.3	8.5	8.7	
Lean	4.2	9.4	8.4	4.8	4.1	1.1	2.3	7.1	2.4	6.2	1.8	4.0	4.4	
UNDECIDED	12.7	15.6	16.1	13.1	11.1	12.1	11.0	14.7	11.4	13.7	11.4	11.8	13.5	
Net Diff.	3.4	-15.6	-11.7	-8.1	13.3	20.5	7.2	-11.0	12.9	-4.1	12.7	8.8	-1.4	
Mean	4.06	3.59	3.67	3.78	4.34	4.47	4.16	3.70	4.30	3.88	4.29	4.22	3.93	



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BANNER 11

	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
Total	2000	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICAN CANDIDATE	45.4	35.5	34.9	53.4	49.4	45.3	35.1	54.4	54.0	28.9	34.7	52.6	45.0	35.6	46.3	55.8
Definitely	30.1	15.4	18.3	38.4	36.4	16.3	18.0	39.9	40.9	14.8	18.5	37.0	32.0	23.0	30.5	38.4
Probably	9.6	10.7	11.7	9.3	7.9	18.6	13.0	8.5	8.4	5.5	10.6	10.0	7.4	7.5	10.0	11.2
Lean	5.7	9.3	5.0	5.8	5.1	10.5	4.2	6.0	4.6	8.6	5.7	5.5	5.6	5.1	5.8	6.2
DEMOCRATIC CANDIDATE	42.0	49.1	50.2	35.0	39.3	39.5	50.2	36.3	35.1	55.5	50.2	33.9	43.4	52.6	41.6	28.9
Definitely	29.1	23.8	31.9	25.5	31.3	16.3	31.0	27.4	27.0	28.9	32.8	23.9	35.4	37.8	28.5	19.3
Probably	8.6	16.4	11.3	6.1	6.3	17.4	12.1	4.4	6.8	15.6	10.6	7.6	5.8	10.2	8.7	6.2
Lean	4.2	8.9	6.9	3.4	1.7	5.8	7.1	4.4	1.4	10.9	6.8	2.4	2.1	4.6	4.5	3.3
UNDECIDED	12.7	15.4	14.9	11.5	11.3	15.1	14.6	9.3	10.9	15.6	15.1	13.5	11.6	11.9	12.1	15.3
Net Diff.	3.4	-13.6	-15.3	18.4	10.1	5.8	-15.1	18.1	18.8	-26.6	-15.5	18.7	1.6	-17.0	4.6	27.0
Mean	4.06	3.64	3.58	4.47	4.22	4.07	3.60	4.47	4.48	3.35	3.56	4.47	3.96	3.51	4.10	4.70



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

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	2000	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216	
ECONOMY	42.8	42.7	53.8	49.9	47.5	37.3	26.9	13.5	7.0	47.6	49.9	46.4	31.4	51.4	52.6	42.7	39.9	27.7	37.2	16.2	
THREATS TO DEMOCRACY	15.2	16.1	11.6	14.5	12.2	14.6	19.9	29.7	32.6	12.3	13.7	9.8	10.8	10.9	9.3	11.8	18.3	24.3	19.5	30.1	
IMMIGRATION	9.0	27.1	14.5	9.9	4.1	3.2	3.0	1.4	2.3	11.3	15.4	4.7	3.9	18.7	10.5	6.2	3.1	1.9	1.9	1.9	
CRIME	8.0	5.0	6.1	7.0	11.3	9.2	10.4	5.4	2.3	8.1	6.2	10.6	13.7	5.8	8.7	9.4	10.5	8.0	10.0	5.6	
HEALTH CARE	6.8	0.0	3.7	4.3	7.0	11.5	13.9	12.2	11.6	5.6	3.2	9.8	8.8	3.2	4.3	7.6	9.3	10.9	7.3	15.3	
HOUSING AFFORDABILITY	6.6	2.0	5.3	3.8	8.2	8.3	11.9	9.5	7.0	6.1	4.0	8.7	13.7	3.1	6.8	9.0	8.4	8.2	7.3	9.3	
ABORTION ACCESS	5.0	1.0	2.6	3.5	5.3	6.1	6.0	13.5	25.6	3.1	2.6	3.6	4.9	1.5	3.4	3.8	5.0	10.9	9.2	13.0	
EDUCATION	2.2	0.0	1.1	2.1	1.2	4.8	3.5	6.8	0.0	2.2	1.3	3.4	4.9	1.4	3.1	2.1	2.8	2.3	1.5	3.2	
SOMETHING ELSE	4.3	6.0	1.3	5.1	3.4	5.1	4.5	8.1	11.6	3.8	3.8	3.0	7.8	4.1	1.2	7.3	2.8	5.9	6.1	5.6	



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING 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	350	450	768	432	1680	1436	244	320	204	116
ECONOMY	42.8	41.1	41.1	45.6	41.2	43.4	42.8	47.1	40.0	37.7	44.0
THREATS TO DEMOCRACY	15.2	13.1	17.1	13.4	17.8	16.8	18.2	8.2	6.6	7.8	4.3
IMMIGRATION	9.0	12.0	9.3	8.1	8.1	9.5	10.5	3.3	6.9	7.8	5.2
CRIME	8.0	11.1	8.7	7.6	5.8	7.1	6.5	10.2	13.1	12.3	14.7
HEALTH CARE	6.8	7.7	7.3	6.0	7.2	6.3	6.0	8.2	9.7	10.3	8.6
HOUSING AFFORDABILITY	6.6	8.0	4.9	5.5	9.3	5.6	5.1	8.6	11.9	11.8	12.1
ABORTION ACCESS	5.0	2.0	5.8	6.0	4.6	5.1	5.2	4.5	4.4	5.9	1.7
EDUCATION	2.2	2.3	0.9	3.1	1.9	2.1	1.5	5.7	2.8	2.9	2.6
SOMETHING ELSE	4.3	2.6	4.9	4.8	4.2	4.2	4.2	4.1	4.7	3.4	6.9



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				GENERIC BALLOT				JOB: JOE BIDEN		DISAP- PROVE	
		UNITED STATES		FOR CONGRESS	LEAN- ERS/	FOR CONGRESS	LEAN- ERS/	(W/DJT ENDORSEMENT)		Strong	Smwht				
		RIGHT DIREC- TION	WRONG TRACK	REPUB- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	REPUB- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	APP- ROVE			
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
ECONOMY	42.8	28.3	49.0	51.9	32.6	42.7	43.2	52.8	32.3	42.1	43.7	29.8	23.6	33.5	53.1
THREATS TO DEMOCRACY	15.2	20.3	13.0	10.3	21.9	11.8	11.9	10.0	21.9	11.0	9.5	22.0	29.1	17.7	9.8
IMMIGRATION	9.0	4.0	11.3	15.8	2.4	6.2	6.3	15.8	2.5	6.7	7.1	2.7	2.1	3.1	14.0
CRIME	8.0	10.8	6.7	6.8	9.0	9.4	9.2	6.2	9.3	10.6	10.2	10.0	10.0	10.1	6.5
HEALTH CARE	6.8	11.0	5.1	3.6	10.2	7.6	7.8	4.0	9.9	7.1	7.7	10.7	11.8	10.1	3.8
HOUSING AFFORDABILITY	6.6	8.3	5.9	4.4	8.2	9.0	8.8	4.2	8.2	9.8	9.3	8.7	7.3	9.5	5.0
ABORTION ACCESS	5.0	9.2	3.2	2.2	8.5	3.8	5.1	2.3	8.6	2.4	4.6	8.6	9.1	8.2	2.1
EDUCATION	2.2	3.8	1.5	2.0	2.5	2.1	2.5	1.5	2.7	2.8	2.4	2.7	2.4	2.9	1.7
SOMETHING ELSE	4.3	4.2	4.4	3.1	4.6	7.3	5.1	3.2	4.5	7.5	5.5	4.8	4.5	4.9	3.9



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
ECONOMY	42.8	54.1	31.8	51.5	33.8	43.7	51.7	36.5	43.0	51.3	31.9	44.3
THREATS TO DEMOCRACY	15.2	9.5	21.2	10.7	18.9	15.9	11.7	21.8	20.5	9.6	16.9	11.7
IMMIGRATION	9.0	17.1	3.7	16.5	3.0	7.4	18.9	3.6	6.6	13.9	2.5	8.2
CRIME	8.0	5.9	8.9	6.8	9.7	7.4	5.9	7.2	8.5	7.8	11.5	6.4
HEALTH CARE	6.8	3.1	10.5	3.6	10.8	5.7	3.2	10.4	4.7	4.1	11.1	6.7
HOUSING AFFORDABILITY	6.6	2.9	8.2	2.9	8.5	8.9	1.6	7.2	7.0	4.3	9.5	10.6
ABORTION ACCESS	5.0	2.2	8.0	2.5	8.2	3.7	2.1	5.2	2.7	2.9	10.4	4.6
EDUCATION	2.2	1.5	3.0	1.5	3.2	1.7	1.3	3.6	1.2	1.7	3.0	2.1
SOMETHING ELSE	4.3	3.8	4.7	3.9	3.8	5.6	3.5	4.6	5.8	4.3	3.2	5.3



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
ECONOMY	42.8	30.0	27.5	32.0	44.5	53.7	48.4	51.3	34.9	53.1	53.1	28.9	38.6	46.9	32.4	45.2	46.1
THREATS TO DEMOCRACY	15.2	21.2	19.6	22.5	13.1	11.3	14.1	12.5	9.5	8.2	11.6	23.2	15.0	6.2	19.7	13.8	19.5
IMMIGRATION	9.0	2.5	1.7	3.2	5.8	15.4	20.3	17.7	11.1	7.5	19.8	1.4	4.3	7.8	1.4	6.2	14.1
CRIME	8.0	9.7	8.8	10.4	7.8	7.6	6.2	7.0	17.5	9.5	4.7	9.0	8.3	20.3	7.0	6.7	9.4
HEALTH CARE	6.8	12.1	13.3	11.1	7.5	2.4	1.6	2.0	15.9	6.1	1.4	12.3	9.1	7.8	7.0	7.0	1.6
HOUSING AFFORDABILITY	6.6	7.4	8.3	6.6	9.8	3.4	1.6	2.6	4.8	6.8	1.6	6.6	12.6	4.7	14.1	9.1	5.5
ABORTION ACCESS	5.0	8.6	13.3	5.1	4.9	2.1	2.2	2.1	1.6	4.1	2.2	10.2	6.7	1.6	5.6	3.8	2.3
EDUCATION	2.2	3.4	1.7	4.7	2.4	1.0	0.9	1.0	4.8	1.4	1.2	3.1	3.9	1.6	4.2	1.8	0.0
SOMETHING ELSE	4.3	5.0	5.8	4.4	4.2	3.1	4.7	3.8	0.0	3.4	4.5	5.2	1.6	3.1	8.5	6.5	1.6



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
ECONOMY	42.8	33.0	45.8	52.5	45.1	36.8	15.2	40.4	43.7	43.1	44.8	46.0	43.5	56.1	43.3	40.3
THREATS TO DEMOCRACY	15.2	20.0	11.9	11.0	15.0	17.0	23.9	15.8	15.1	16.4	12.6	12.6	16.0	12.9	13.9	16.0
IMMIGRATION	9.0	2.9	6.1	16.9	8.4	7.5	8.7	7.4	9.6	11.3	6.5	7.1	10.7	9.4	12.1	4.5
CRIME	8.0	8.9	10.3	6.2	7.7	11.0	13.0	10.7	7.6	7.5	7.9	6.6	7.0	6.4	9.9	6.7
HEALTH CARE	6.8	10.5	7.7	2.5	6.2	8.8	17.4	7.4	6.9	5.7	9.0	3.5	7.0	4.1	6.0	7.5
HOUSING AFFORDABILITY	6.6	8.5	8.4	3.8	7.3	4.7	4.3	4.8	6.3	4.9	8.8	12.1	4.9	2.3	6.0	10.3
ABORTION ACCESS	5.0	8.1	2.6	2.4	4.3	7.9	8.7	7.7	4.3	4.7	3.6	5.1	3.9	3.5	4.2	7.5
EDUCATION	2.2	3.3	2.6	0.9	2.1	3.1	8.7	2.2	2.0	2.4	1.3	2.0	2.2	1.2	2.4	1.8
SOMETHING ELSE	4.3	4.6	4.5	3.8	4.0	3.1	0.0	3.7	4.4	4.0	5.4	5.1	4.9	4.1	2.4	5.3



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 8

	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	1320	680	441	239	537	403	783	277
ECONOMY	42.8	43.6	41.3	44.7	35.1	44.1	44.7	43.3	36.5
THREATS TO DEMOCRACY	15.2	12.3	20.6	17.2	26.8	14.3	21.6	11.0	19.1
IMMIGRATION	9.0	9.3	8.5	9.3	7.1	11.2	9.7	8.0	6.9
CRIME	8.0	8.8	6.6	6.3	7.1	7.8	6.0	9.5	7.6
HEALTH CARE	6.8	6.5	7.5	7.5	7.5	5.0	7.2	7.5	7.9
HOUSING AFFORDABILITY	6.6	8.4	3.1	4.1	1.3	6.9	2.2	9.5	4.3
ABORTION ACCESS	5.0	4.9	5.0	5.0	5.0	3.7	2.7	5.7	8.3
EDUCATION	2.2	2.0	2.6	1.8	4.2	2.2	1.7	1.8	4.0
SOMETHING ELSE	4.3	4.1	4.7	4.1	5.9	4.7	4.2	3.7	5.4



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
ECONOMY	42.8	43.5	41.6	45.0	36.2	46.2	44.4	42.6	47.4	42.5	42.1	30.9
THREATS TO DEMOCRACY	15.2	17.9	9.2	12.3	6.2	6.2	20.4	15.8	18.0	6.3	5.8	6.5
IMMIGRATION	9.0	11.2	4.4	4.6	3.5	6.2	13.4	9.4	3.8	5.5	5.0	2.2
CRIME	8.0	5.7	13.1	7.7	18.8	15.0	5.1	6.1	6.0	9.4	15.7	21.6
HEALTH CARE	6.8	5.7	9.2	9.2	9.2	11.2	4.5	6.8	8.3	10.2	7.4	10.8
HOUSING AFFORDABILITY	6.6	5.2	9.5	7.7	13.1	5.0	2.9	7.2	7.5	7.9	12.4	13.7
ABORTION ACCESS	5.0	4.6	5.8	6.2	5.0	3.8	3.0	5.9	3.8	8.7	3.3	6.5
EDUCATION	2.2	1.2	4.2	4.6	3.8	5.0	1.1	1.4	3.0	6.3	4.1	3.6
SOMETHING ELSE	4.3	4.9	3.0	2.7	4.2	1.2	5.3	4.6	2.3	3.1	4.1	4.3



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
ECONOMY	42.8	31.9	48.5	49.0	48.3	41.1	37.1	45.3	41.2	46.2	38.7	44.4	41.5	
THREATS TO DEMOCRACY	15.2	6.2	7.0	6.6	13.3	18.9	26.4	6.7	20.7	8.6	23.3	17.4	13.1	
IMMIGRATION	9.0	3.1	3.7	4.2	6.3	13.2	15.8	3.8	12.5	4.5	14.7	10.5	7.7	
CRIME	8.0	16.2	9.0	10.4	9.5	3.8	5.5	11.1	6.1	10.6	4.8	7.0	9.0	
HEALTH CARE	6.8	11.9	8.4	8.4	4.8	9.3	3.0	9.1	5.4	7.8	5.6	6.0	7.6	
HOUSING AFFORDABILITY	6.6	9.4	11.7	9.9	6.7	4.7	2.1	10.5	4.1	9.4	3.1	4.9	8.1	
ABORTION ACCESS	5.0	10.6	5.0	6.0	4.4	3.6	3.8	6.5	3.9	6.0	3.7	3.3	6.4	
EDUCATION	2.2	6.9	3.0	3.0	2.2	0.8	0.8	3.8	1.2	3.3	0.8	2.0	2.4	
SOMETHING ELSE	4.3	3.8	3.7	2.7	4.4	4.7	5.5	3.3	5.0	3.6	5.2	4.5	4.2	



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15. WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING AMERICA?

BANNER 11

	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
Total	2000	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
ECONOMY	42.8	34.6	48.8	47.5	37.9	34.9	55.2	46.4	38.1	34.4	43.0	48.4	37.6	46.4	40.1	45.1
THREATS TO DEMOCRACY	15.2	5.1	7.3	13.4	24.6	8.1	7.5	16.9	26.4	3.1	7.2	10.4	22.8	11.3	16.4	17.2
IMMIGRATION	9.0	3.3	3.4	7.8	15.4	4.7	5.0	8.5	16.9	2.3	1.9	7.3	14.0	6.2	10.5	9.3
CRIME	8.0	14.5	10.1	8.6	4.4	11.6	7.5	8.9	4.4	16.4	12.5	8.3	4.5	11.9	6.6	6.7
HEALTH CARE	6.8	12.1	7.7	6.5	5.0	9.3	7.9	6.0	3.8	14.1	7.5	6.9	6.1	5.7	7.9	5.7
HOUSING AFFORDABILITY	6.6	9.8	11.3	6.3	2.7	10.5	9.6	3.6	1.4	9.4	12.8	8.7	4.0	8.2	6.5	4.8
ABORTION ACCESS	5.0	8.9	5.6	4.3	3.9	9.3	2.9	2.4	2.7	8.6	7.9	5.9	5.0	4.0	5.4	5.0
EDUCATION	2.2	7.5	2.8	1.5	0.8	8.1	2.1	2.0	0.5	7.0	3.4	1.0	1.1	2.9	2.1	1.4
SOMETHING ELSE	4.3	4.2	3.0	4.1	5.4	3.5	2.1	5.2	5.7	4.7	3.8	3.1	5.0	3.5	4.5	4.8



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16. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	72.4	100.0	92.9	81.5	73.9	60.2	38.3	18.9	9.3	81.1	89.9	72.3	39.2	89.1	78.6	74.3	74.9	44.4	60.2	25.5
Strongly	53.0	99.0	83.4	63.0	47.5	27.4	10.9	6.8	4.7	62.0	78.7	39.1	11.8	76.9	56.7	50.3	50.5	24.5	38.3	7.9
10	31.0	94.0	53.3	30.3	18.2	9.9	3.5	2.7	4.7	37.8	52.8	14.3	5.9	54.2	24.5	31.2	26.9	9.4	15.3	2.3
9	9.0	2.5	12.7	13.7	12.7	6.1	2.0	0.0	0.0	10.0	10.9	10.0	1.0	9.8	13.6	7.3	9.0	5.9	9.6	1.4
8	13.0	2.5	17.4	19.0	16.5	11.5	5.5	4.1	0.0	14.2	14.9	14.9	4.9	12.9	18.6	11.8	14.6	9.2	13.4	4.2
7	10.9	1.0	7.4	12.1	15.6	15.3	12.4	5.4	2.3	11.0	7.9	17.2	10.8	7.5	14.9	10.1	14.2	10.7	12.3	8.8
6	8.4	0.0	2.1	6.4	10.8	17.5	14.9	6.8	2.3	8.1	3.4	16.0	16.7	4.8	7.1	13.9	10.2	9.2	9.6	8.8
NEUTRAL-5	14.8	0.0	6.1	14.2	17.5	22.6	25.4	28.4	9.3	12.0	8.0	17.4	24.5	6.8	10.8	16.7	18.6	23.7	23.8	23.6
DISAGREE	12.8	0.0	1.1	4.3	8.6	17.2	36.3	52.7	81.4	6.9	2.1	10.2	36.3	4.1	10.5	9.0	6.5	31.9	16.1	50.9
4	3.4	0.0	0.5	1.9	3.8	4.1	11.4	4.1	7.0	2.4	0.9	3.8	9.8	0.8	3.4	4.5	2.5	6.3	4.2	8.8
3	3.3	0.0	0.3	0.8	2.4	4.5	9.5	20.3	9.3	1.8	0.4	2.3	11.8	1.2	3.1	0.3	2.8	8.2	5.0	12.0
2	2.3	0.0	0.0	0.3	1.4	3.5	10.0	2.7	14.0	1.0	0.1	1.7	5.9	0.5	1.9	1.4	0.6	6.5	3.4	10.2
1	0.7	0.0	0.0	0.0	0.0	1.3	0.5	8.1	7.0	0.2	0.0	0.4	1.0	0.2	0.3	0.3	0.0	2.3	0.8	4.2
0	3.2	0.0	0.3	1.3	1.0	3.8	5.0	17.6	44.2	1.5	0.6	1.9	7.8	1.4	1.9	2.4	0.6	8.6	2.7	15.7
Mean	7.25	9.89	8.84	7.83	7.16	6.08	4.95	3.70	2.14	7.84	8.66	6.81	4.92	8.56	7.44	7.32	7.40	5.35	6.48	3.97



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16. 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 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	350	450	768	432	1680	1436	244	320	204	116
AGREE	72.4	71.4	74.4	74.6	66.9	73.1	73.6	70.1	68.4	66.2	72.4
Strongly	53.0	53.1	52.4	57.8	45.1	54.4	55.6	47.5	45.9	42.2	52.6
10	31.0	28.9	30.7	36.1	24.1	31.4	33.6	18.4	29.1	26.0	34.5
9	9.0	11.4	8.4	8.1	9.3	9.6	9.3	11.5	5.6	5.4	6.0
8	13.0	12.9	13.3	13.7	11.8	13.4	12.7	17.6	11.2	10.8	12.1
7	10.9	9.4	13.8	9.5	11.6	10.7	10.2	13.5	11.9	12.7	10.3
6	8.4	8.9	8.2	7.3	10.2	8.0	7.8	9.0	10.6	11.3	9.5
NEUTRAL-5	14.8	15.7	14.2	14.2	15.7	14.0	13.0	20.1	19.1	17.6	21.6
DISAGREE	12.8	12.9	11.3	11.2	17.4	12.9	13.4	9.8	12.5	16.2	6.0
4	3.4	2.3	3.8	2.5	5.3	3.0	3.3	1.2	5.0	6.4	2.6
3	3.3	4.9	2.7	2.9	3.5	3.6	3.4	4.9	1.6	2.5	0.0
2	2.3	1.7	1.8	2.0	3.9	2.3	2.4	1.2	2.5	2.9	1.7
1	0.7	0.9	0.7	0.4	1.2	0.7	0.8	0.4	0.6	0.5	0.9
0	3.2	3.1	2.4	3.5	3.5	3.3	3.5	2.0	2.8	3.9	0.9
Mean	7.25	7.20	7.34	7.47	6.80	7.29	7.33	7.00	7.04	6.79	7.47



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS		ERS/		FOR CONGRESS		ERS/		(W/DJT ENDORSEMENT)				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	72.4	58.0	78.5	85.4	56.8	74.3	73.2	84.6	58.5	74.4	74.2	57.1	52.7	59.8	84.3	
Strongly	53.0	37.7	59.6	69.7	35.0	50.3	47.4	69.6	36.7	48.0	49.0	35.9	38.8	34.2	66.5	
10	31.0	17.7	36.8	43.6	16.5	31.2	26.4	44.4	17.3	28.3	26.7	17.0	19.4	15.5	42.0	
9	9.0	9.7	8.7	11.2	7.1	7.3	8.8	10.3	7.0	11.0	10.8	7.5	10.0	6.0	10.2	
8	13.0	10.3	14.1	14.9	11.4	11.8	12.1	14.9	12.4	8.7	11.5	11.4	9.4	12.6	14.3	
7	10.9	11.8	10.5	10.1	12.1	10.1	12.7	9.6	11.9	12.2	12.8	11.7	7.3	14.4	10.2	
6	8.4	8.5	8.3	5.6	9.6	13.9	13.1	5.4	9.9	14.2	12.4	9.5	6.7	11.2	7.6	
NEUTRAL-5	14.8	19.2	12.9	8.2	21.6	16.7	15.7	8.8	20.9	16.1	15.5	20.5	19.7	21.0	10.2	
DISAGREE	12.8	22.8	8.6	6.4	21.6	9.0	11.2	6.6	20.6	9.4	10.4	22.3	27.6	19.2	5.4	
4	3.4	5.2	2.6	1.8	4.8	4.5	4.3	2.0	4.8	3.5	2.6	5.0	5.5	4.8	2.0	
3	3.3	6.0	2.2	1.9	6.0	0.3	2.3	2.0	5.1	2.0	3.1	5.8	4.8	6.4	1.3	
2	2.3	4.8	1.2	1.0	4.1	1.4	1.6	1.0	4.3	0.4	1.5	4.8	6.1	4.0	0.4	
1	0.7	1.3	0.4	0.2	1.4	0.3	0.4	0.3	1.2	0.4	0.4	1.0	1.8	0.5	0.4	
0	3.2	5.5	2.2	1.5	5.4	2.4	2.5	1.3	5.2	3.1	2.6	5.7	9.4	3.5	1.2	
Mean	7.25	6.26	7.67	8.16	6.18	7.32	7.14	8.16	6.27	7.24	7.21	6.19	5.99	6.31	8.08	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY	
Total	2000	137	44	857	161	181	132	99	303	
AGREE	72.4	59.1	70.5	81.1	77.6	86.7	59.1	60.6	55.8	
Strongly	53.0	32.1	43.2	61.5	53.4	74.6	41.7	38.4	39.6	
10	31.0	13.1	18.2	35.1	26.7	45.9	26.5	26.3	27.7	
9	9.0	8.0	18.2	10.7	13.7	9.4	6.8	3.0	4.0	
8	13.0	10.9	6.8	15.6	13.0	19.3	8.3	9.1	7.9	
7	10.9	11.7	13.6	11.9	11.8	7.7	8.3	14.1	9.9	
6	8.4	15.3	13.6	7.7	12.4	4.4	9.1	8.1	6.3	
NEUTRAL-5	14.8	26.3	13.6	12.3	10.6	8.8	18.9	16.2	17.8	
DISAGREE	12.8	14.6	15.9	6.7	11.8	4.4	22.0	23.2	26.4	
4	3.4	2.9	9.1	2.1	2.5	1.7	6.8	3.0	5.6	
3	3.3	6.6	2.3	1.6	1.2	1.1	7.6	6.1	6.3	
2	2.3	2.9	2.3	1.2	3.7	0.6	2.3	4.0	5.0	
1	0.7	0.7	0.0	0.2	1.2	0.6	0.8	1.0	1.7	
0	3.2	1.5	2.3	1.5	3.1	0.6	4.5	9.1	7.9	
Mean	7.25	6.34	6.93	7.80	7.27	8.34	6.56	6.30	6.25	



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	819	892	720	740	540	375	307	258	345	433	282	
AGREE	72.4	86.1	58.5	85.3	58.0	74.8	86.1	54.1	74.4	84.3	60.7	75.2	
Strongly	53.0	71.1	36.7	69.6	37.0	53.0	72.3	36.8	51.2	66.7	37.2	54.6	
10	31.0	46.2	16.9	45.1	17.2	31.1	46.1	15.0	31.4	44.1	18.7	30.9	
9	9.0	10.3	7.5	9.7	7.6	10.0	11.5	8.8	9.7	7.8	6.7	10.3	
8	13.0	14.7	12.2	14.7	12.3	11.9	14.7	13.0	10.1	14.8	11.8	13.5	
7	10.9	10.0	11.7	9.6	11.1	12.4	9.3	8.1	12.4	9.9	13.2	12.4	
6	8.4	5.0	10.2	6.1	9.9	9.4	4.5	9.1	10.9	7.8	10.4	8.2	
NEUTRAL-5	14.8	8.1	20.9	8.8	21.4	13.9	6.9	20.5	12.4	10.7	21.9	15.2	
DISAGREE	12.8	5.9	20.6	6.0	20.7	11.3	6.9	25.4	13.2	4.9	17.3	9.6	
4	3.4	1.8	4.9	1.7	4.3	4.3	1.1	4.6	5.0	2.3	4.2	3.5	
3	3.3	1.6	4.7	1.7	4.7	3.5	2.4	5.9	3.5	0.9	3.9	3.5	
2	2.3	1.0	3.9	0.8	4.5	1.3	1.1	5.9	2.3	0.6	3.5	0.4	
1	0.7	0.2	1.1	0.3	1.5	0.2	0.0	2.0	0.4	0.6	1.2	0.0	
0	3.2	1.2	5.9	1.5	5.7	2.0	2.4	7.2	1.9	0.6	4.6	2.1	
Mean	7.25	8.26	6.25	8.18	6.24	7.39	8.23	5.97	7.31	8.12	6.42	7.46	



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16. 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	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	72.4	55.6	55.0	56.0	71.4	85.6	87.8	86.6	76.2	73.5	89.8	52.1	65.4	67.2	57.7	75.1	83.6
Strongly	53.0	36.3	38.8	34.5	47.3	68.1	77.5	72.4	58.7	53.1	75.7	32.7	40.6	51.6	38.0	49.9	69.5
10	31.0	16.5	23.8	11.1	26.3	37.7	59.1	47.4	33.3	27.9	51.6	14.5	19.3	26.6	14.1	30.8	41.4
9	9.0	8.1	7.5	8.5	7.8	11.8	10.0	11.0	12.7	6.8	10.2	6.6	7.1	15.6	12.7	8.8	11.7
8	13.0	11.7	7.5	14.9	13.2	18.6	8.4	14.0	12.7	18.4	13.9	11.6	14.2	9.4	11.3	10.3	16.4
7	10.9	8.8	7.1	10.1	13.6	11.8	7.2	9.7	9.5	11.6	9.0	8.5	14.6	14.1	9.9	13.8	10.2
6	8.4	10.4	9.2	11.4	10.5	5.8	3.1	4.6	7.9	8.8	5.1	10.9	10.2	1.6	9.9	11.4	3.9
NEUTRAL-5	14.8	19.8	17.5	21.5	17.4	8.4	7.8	8.1	4.8	17.0	6.9	22.0	21.7	15.6	19.7	14.4	9.4
DISAGREE	12.8	24.6	27.5	22.5	11.2	6.0	4.4	5.3	19.0	9.5	3.3	25.8	13.0	17.2	22.5	10.6	7.0
4	3.4	4.1	3.8	4.4	4.6	1.8	0.9	1.4	1.6	5.4	0.6	4.5	4.3	3.1	4.2	4.4	3.9
3	3.3	6.3	5.4	7.0	3.0	1.6	0.9	1.3	6.3	2.0	1.0	6.2	2.8	3.1	7.0	3.5	1.6
2	2.3	5.6	5.4	5.7	1.2	1.3	0.3	0.9	6.3	0.0	0.4	5.7	2.4	4.7	4.2	0.9	0.8
1	0.7	1.4	2.1	0.9	0.5	0.5	0.0	0.3	0.0	1.4	0.0	1.9	0.4	3.1	0.0	0.3	0.0
0	3.2	7.2	10.8	4.4	1.9	0.8	2.2	1.4	4.8	0.7	1.4	7.6	3.1	3.1	7.0	1.5	0.8
Mean	7.25	6.03	6.01	6.04	7.14	8.06	8.63	8.32	7.25	7.35	8.53	5.82	6.72	7.02	6.18	7.36	8.14



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BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					POOR	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		MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506	
AGREE	72.4	58.9	71.6	87.3	71.9	70.4	78.3	69.1	72.4	73.0	71.5	74.7	74.2	88.3	76.2	63.2	
Strongly	53.0	38.5	45.5	72.0	49.3	52.8	65.2	50.7	52.8	54.8	49.0	55.6	56.0	73.7	55.6	41.9	
10	31.0	18.4	23.2	47.8	24.3	27.0	23.9	27.6	31.3	32.1	29.7	35.4	35.5	50.3	29.2	23.1	
9	9.0	8.3	10.6	9.2	10.0	10.4	23.9	8.1	8.8	9.0	8.2	8.6	7.6	11.7	9.9	7.9	
8	13.0	11.8	11.6	15.0	15.0	15.4	17.4	15.1	12.7	13.6	11.1	11.6	12.9	11.7	16.5	10.9	
7	10.9	11.1	12.9	9.9	12.0	8.8	8.7	8.8	11.1	10.5	12.3	12.6	11.0	9.9	10.5	12.1	
6	8.4	9.4	13.2	5.5	10.7	8.8	4.3	9.6	8.6	7.7	10.2	6.6	7.1	4.7	10.1	9.3	
NEUTRAL-5	14.8	20.5	17.1	7.7	16.2	11.9	6.5	12.9	15.6	15.5	15.9	13.1	15.8	8.2	13.5	16.6	
DISAGREE	12.8	20.6	11.3	5.0	11.9	17.6	15.2	18.0	11.9	11.5	12.6	12.1	10.0	3.5	10.3	20.2	
4	3.4	4.4	4.2	1.9	3.6	4.1	0.0	4.8	3.4	2.8	4.4	2.0	2.5	1.2	3.0	4.9	
3	3.3	5.4	2.3	1.4	3.0	4.4	6.5	4.0	3.2	3.2	3.1	2.5	2.7	1.8	2.4	5.1	
2	2.3	4.1	1.6	0.6	2.4	4.1	8.7	3.3	2.2	2.2	2.1	0.5	1.4	0.0	3.0	3.4	
1	0.7	1.2	0.6	0.1	0.7	0.6	0.0	0.7	0.7	0.8	0.6	0.5	0.3	0.0	0.6	1.4	
0	3.2	5.4	2.6	1.0	2.1	4.4	0.0	5.1	2.5	2.5	2.5	6.6	3.1	0.6	1.4	5.3	
Mean	7.25	6.32	7.04	8.34	7.11	7.00	7.50	6.91	7.29	7.35	7.18	7.34	7.47	8.50	7.40	6.56	



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16. 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 8

	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	1320	680	441	239	537	403	783	277
AGREE	72.4	74.7	67.8	71.2	61.5	73.0	71.7	75.9	62.1
Strongly	53.0	54.8	49.7	51.5	46.4	56.4	52.9	53.6	45.1
10	31.0	33.8	25.6	26.5	23.8	34.5	28.5	33.3	21.3
9	9.0	8.3	10.3	9.5	11.7	8.9	11.7	7.9	8.3
8	13.0	12.7	13.8	15.4	10.9	13.0	12.7	12.4	15.5
7	10.9	11.9	9.0	10.7	5.9	10.1	9.4	13.2	8.3
6	8.4	8.0	9.1	9.1	9.2	6.5	9.4	9.1	8.7
NEUTRAL-5	14.8	14.7	15.0	12.5	19.7	13.4	12.2	15.6	19.1
DISAGREE	12.8	10.6	17.2	16.3	18.8	13.6	16.1	8.6	18.8
4	3.4	3.0	4.0	4.1	3.8	3.0	3.7	3.1	4.3
3	3.3	2.7	4.6	4.1	5.4	3.9	3.7	1.8	5.8
2	2.3	1.7	3.5	2.5	5.4	2.2	4.0	1.3	2.9
1	0.7	0.5	1.0	0.9	1.3	0.9	0.5	0.3	1.8
0	3.2	2.7	4.1	4.8	2.9	3.5	4.2	2.2	4.0
Mean	7.25	7.43	6.89	7.00	6.69	7.35	7.09	7.49	6.60



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16. 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 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	72.4	72.9	71.1	71.2	71.2	66.2	74.0	72.0	72.2	70.1	66.1	75.5
Strongly	53.0	54.6	49.7	49.6	50.4	43.8	58.0	51.8	53.4	45.7	47.1	53.2
10	31.0	32.6	27.5	28.1	29.2	17.5	34.7	30.9	27.8	28.3	26.4	31.7
9	9.0	8.4	10.3	10.0	9.2	12.5	10.2	6.8	9.8	10.2	10.7	7.9
8	13.0	13.6	11.9	11.5	11.9	13.8	13.1	14.1	15.8	7.1	9.9	13.7
7	10.9	10.7	11.2	11.9	10.4	10.0	9.1	12.2	10.5	13.4	10.7	10.1
6	8.4	7.6	10.2	9.6	10.4	12.5	7.0	8.1	8.3	11.0	8.3	12.2
NEUTRAL-5	14.8	14.2	16.1	15.8	13.8	25.0	11.6	16.4	15.8	15.7	13.2	14.4
DISAGREE	12.8	12.9	12.8	13.1	15.0	8.8	14.3	11.6	12.0	14.2	20.7	10.1
4	3.4	3.3	3.4	4.6	3.1	2.5	3.0	3.6	4.5	4.7	4.1	2.2
3	3.3	3.5	3.0	2.3	3.8	2.5	4.0	3.0	2.3	2.4	4.1	3.6
2	2.3	2.2	2.5	1.9	3.1	2.5	2.7	1.8	1.5	2.4	5.0	1.4
1	0.7	0.8	0.5	0.8	0.4	0.0	1.0	0.7	0.0	1.6	0.8	0.0
0	3.2	3.1	3.4	3.5	4.6	1.2	3.7	2.6	3.8	3.1	6.6	2.9
Mean	7.25	7.31	7.11	7.13	7.05	6.90	7.37	7.26	7.23	7.03	6.71	7.35



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16. 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 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
AGREE	72.4	60.6	70.2	76.1	77.5	75.1	69.8	70.8	73.4	72.7	71.9	72.4	72.3
Strongly	53.0	38.8	46.5	52.5	56.8	55.6	57.4	47.5	56.7	50.1	56.7	54.9	51.4
10	31.0	21.9	24.7	29.0	37.8	35.1	31.7	25.9	34.3	29.3	33.1	31.9	30.2
9	9.0	6.2	10.0	10.7	5.7	9.0	10.1	9.6	8.6	8.5	9.7	10.1	8.0
8	13.0	10.6	11.7	12.8	13.3	11.5	15.6	12.0	13.8	12.4	13.9	12.9	13.2
7	10.9	10.6	13.0	13.1	11.7	9.9	8.6	12.6	9.8	12.4	9.1	9.8	11.9
6	8.4	11.2	10.7	10.4	8.9	9.6	3.8	10.7	6.9	10.2	6.2	7.8	9.0
NEUTRAL-5	14.8	21.9	16.1	11.6	12.1	12.9	16.9	15.4	14.4	14.4	15.3	12.9	16.5
DISAGREE	12.8	17.5	13.7	12.2	10.5	12.1	13.3	13.9	12.2	12.9	12.8	14.7	11.2
4	3.4	5.6	2.3	3.3	3.8	2.5	3.6	3.4	3.3	3.5	3.1	3.3	3.4
3	3.3	5.6	4.3	2.4	3.2	3.6	2.5	3.8	3.0	3.6	2.9	3.8	2.8
2	2.3	2.5	3.3	1.5	1.0	0.5	4.2	2.4	2.2	2.0	2.7	3.0	1.7
1	0.7	1.2	0.7	0.3	0.0	1.4	0.8	0.6	0.7	0.5	1.0	0.7	0.7
0	3.2	2.5	3.0	4.8	2.5	4.1	2.3	3.7	2.9	3.3	3.0	3.8	2.6
Mean	7.25	6.57	6.97	7.25	7.58	7.38	7.31	7.01	7.40	7.17	7.34	7.24	7.25



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16. 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 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	72.4	60.7	75.0	76.0	71.3	57.0	74.9	74.2	73.3	63.3	75.1	77.5	69.3	67.7	71.9	79.5
Strongly	53.0	39.3	50.6	55.1	57.2	36.0	53.6	54.0	60.8	41.4	47.9	56.1	53.7	47.8	53.3	59.2
10	31.0	20.6	27.8	34.6	33.6	19.8	25.5	35.9	36.2	21.1	29.8	33.6	31.0	26.6	30.4	38.2
9	9.0	8.9	9.9	6.9	9.9	5.8	12.1	6.9	12.0	10.9	7.9	6.9	7.9	9.3	8.6	9.5
8	13.0	9.8	12.9	13.6	13.7	10.5	15.9	11.3	12.5	9.4	10.2	15.6	14.8	11.9	14.3	11.5
7	10.9	9.8	14.5	10.2	9.3	9.3	14.6	8.9	7.4	10.2	14.3	11.4	11.1	10.6	10.4	12.6
6	8.4	11.7	9.9	10.6	4.8	11.6	6.7	11.3	5.2	11.7	12.8	10.0	4.5	9.3	8.2	7.6
NEUTRAL-5	14.8	22.4	12.9	11.9	16.0	20.9	12.1	10.5	13.1	23.4	13.6	13.1	18.8	17.0	14.7	12.2
DISAGREE	12.8	16.8	12.1	12.1	12.8	22.1	13.0	15.3	13.6	13.3	11.3	9.3	11.9	15.3	13.4	8.4
4	3.4	4.2	2.8	3.9	3.1	5.8	2.5	4.0	2.7	3.1	3.0	3.8	3.4	4.0	3.4	2.4
3	3.3	4.7	3.4	3.5	2.7	4.7	3.3	5.2	3.0	4.7	3.4	2.1	2.4	3.6	3.7	1.9
2	2.3	3.3	2.2	0.9	3.1	5.8	2.9	1.2	3.5	1.6	1.5	0.7	2.6	2.7	2.6	1.0
1	0.7	1.4	0.4	0.6	0.8	0.0	0.8	0.8	0.8	2.3	0.0	0.3	0.8	1.1	0.6	0.5
0	3.2	3.3	3.4	3.2	3.1	5.8	3.3	4.0	3.5	1.6	3.4	2.4	2.6	3.8	3.1	2.6
Mean	7.25	6.54	7.22	7.41	7.36	6.22	7.22	7.28	7.46	6.75	7.22	7.52	7.25	6.93	7.22	7.72



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

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	TOTAL	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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	81.8	100.0	94.7	88.2	85.1	76.1	51.7	47.3	37.2	85.9	93.3	80.6	42.2	90.5	83.0	79.5	86.4	68.6	82.4	51.9
Strongly	64.2	97.0	88.1	70.8	64.5	46.2	21.4	29.7	30.2	69.5	83.2	54.0	13.7	76.9	62.5	60.8	70.9	47.0	61.3	29.6
10	40.6	84.4	64.1	37.8	32.9	23.9	10.9	18.9	25.6	45.1	58.0	26.8	8.8	54.3	34.7	38.2	44.9	26.0	33.0	17.6
9	10.0	6.0	10.0	13.7	13.4	9.2	4.5	6.8	0.0	10.2	10.6	11.1	2.9	9.8	11.8	9.0	10.5	9.2	12.6	5.1
8	13.6	6.5	14.0	19.3	18.2	13.1	6.0	4.1	4.7	14.2	14.5	16.2	2.0	12.7	16.1	13.5	15.5	11.7	15.7	6.9
7	11.4	2.0	5.0	11.3	14.1	20.1	14.9	13.5	2.3	11.1	6.8	18.9	14.7	8.8	13.0	13.5	11.1	12.4	12.6	12.0
6	6.2	1.0	1.6	6.2	6.5	9.9	15.4	4.1	4.7	5.3	3.3	7.7	13.7	4.8	7.4	5.2	4.3	9.2	8.4	10.2
NEUTRAL-5	10.5	0.0	5.0	8.6	9.6	17.8	20.9	24.3	7.0	8.8	5.4	13.8	17.6	5.8	9.6	11.5	11.1	15.9	11.9	20.8
DISAGREE	7.7	0.0	0.3	3.2	5.3	6.1	27.4	28.4	55.8	5.3	1.4	5.5	40.2	3.7	7.4	9.0	2.5	15.5	5.7	27.3
4	2.6	0.0	0.0	0.5	2.6	1.3	13.4	4.1	11.6	1.8	0.2	2.3	14.7	1.5	2.2	3.1	0.9	5.0	1.5	9.3
3	1.8	0.0	0.0	0.5	0.7	1.6	7.5	12.2	4.7	1.2	0.2	1.1	10.8	0.7	2.2	2.4	0.0	3.8	1.1	6.9
2	1.3	0.0	0.0	0.3	1.0	1.3	4.5	2.7	14.0	0.9	0.1	0.9	8.8	0.3	2.2	1.4	0.3	2.5	1.5	3.7
1	0.4	0.0	0.0	0.0	0.5	0.3	0.5	2.7	4.7	0.3	0.0	0.4	2.0	0.0	0.9	0.0	0.3	0.8	0.4	1.4
0	1.6	0.0	0.3	1.9	0.5	1.6	1.5	6.8	20.9	1.1	0.8	0.9	3.9	1.2	0.0	2.1	0.9	3.4	1.1	6.0
Mean	7.93	9.71	9.13	8.18	7.96	7.28	5.85	5.84	4.65	8.23	8.88	7.59	5.15	8.62	7.85	7.77	8.32	6.96	7.80	5.94



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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	350	450	768	432	1680	1436	244	320	204	116	
AGREE	81.8	81.4	84.4	81.5	79.9	83.6	84.2	80.3	72.2	72.1	72.4	
Strongly	64.2	63.7	67.6	64.3	60.6	66.5	68.4	55.7	51.6	48.5	56.9	
10	40.6	40.6	42.7	42.6	34.7	42.2	43.9	32.0	31.9	29.9	35.3	
9	10.0	10.9	8.2	9.8	11.6	10.7	10.7	10.2	6.6	5.9	7.8	
8	13.6	12.3	16.7	12.0	14.4	13.7	13.7	13.5	13.1	12.7	13.8	
7	11.4	13.1	10.9	10.9	11.3	11.1	10.6	14.3	12.8	14.2	10.3	
6	6.2	4.6	6.0	6.2	7.9	6.0	5.2	10.2	7.8	9.3	5.2	
NEUTRAL-5	10.5	11.4	8.0	10.7	12.0	10.0	9.5	12.7	13.1	13.2	12.9	
DISAGREE	7.7	7.1	7.6	7.8	8.1	6.4	6.3	7.0	14.7	14.7	14.7	
4	2.6	2.9	3.1	2.3	2.3	1.8	1.7	2.5	6.6	5.9	7.8	
3	1.8	1.7	1.6	1.7	2.3	1.2	1.1	2.0	4.7	4.9	4.3	
2	1.3	1.4	0.7	1.7	1.2	1.2	1.2	1.6	1.6	2.5	0.0	
1	0.4	0.0	0.2	0.8	0.2	0.5	0.5	0.4	0.0	0.0	0.0	
0	1.6	1.1	2.0	1.3	2.1	1.5	1.7	0.4	1.9	1.5	2.6	
Mean	7.93	7.98	8.05	7.96	7.72	8.05	8.12	7.65	7.28	7.19	7.46	



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		ERS/		ERS/		(W/DJT ENDORSEMENT)						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	81.8	76.7	84.1	87.8	75.8	79.5	80.0	86.8	77.2	79.1	79.7	75.6	75.5	75.7	86.7	
Strongly	64.2	55.8	67.8	71.8	56.6	60.8	59.1	71.6	58.0	57.9	57.8	55.3	59.4	52.8	71.1	
10	40.6	31.7	44.4	47.4	33.6	38.2	35.2	47.4	34.7	35.4	34.2	31.5	39.4	26.7	47.7	
9	10.0	11.7	9.3	10.5	9.8	9.0	9.2	10.8	9.9	7.5	8.6	10.9	10.9	11.0	9.3	
8	13.6	12.5	14.1	13.9	13.2	13.5	14.7	13.3	13.5	15.0	15.0	12.9	9.1	15.2	14.2	
7	11.4	13.0	10.7	10.3	11.9	13.5	13.5	9.9	11.9	15.0	14.1	13.0	10.3	14.6	10.2	
6	6.2	7.8	5.6	5.7	7.2	5.2	7.4	5.3	7.3	6.3	7.7	7.3	5.8	8.2	5.4	
NEUTRAL-5	10.5	12.3	9.6	7.1	14.0	11.5	11.0	7.9	12.8	12.2	11.3	13.0	11.2	14.1	8.5	
DISAGREE	7.7	11.0	6.3	5.0	10.2	9.0	9.0	5.3	10.0	8.7	9.1	11.4	13.3	10.2	4.8	
4	2.6	3.3	2.3	1.8	3.4	3.1	3.1	2.3	2.7	3.1	3.1	3.2	2.7	3.5	2.1	
3	1.8	2.0	1.7	1.2	2.2	2.4	2.7	1.2	2.1	2.8	2.2	2.5	2.7	2.4	1.2	
2	1.3	1.8	1.1	1.0	1.6	1.4	1.2	0.7	2.3	0.4	1.5	2.2	2.7	1.8	0.6	
1	0.4	0.8	0.2	0.3	0.6	0.0	0.4	0.2	0.6	0.4	0.7	0.8	0.6	0.9	0.1	
0	1.6	3.0	1.0	0.8	2.4	2.1	1.6	0.9	2.3	2.0	1.5	2.7	4.5	1.6	0.7	
Mean	7.93	7.45	8.14	8.35	7.51	7.77	7.70	8.33	7.57	7.67	7.64	7.42	7.53	7.35	8.33	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY	
Total	2000	137	44	857	161	181	132	99	303	
AGREE	81.8	75.9	77.3	85.9	75.8	87.3	76.5	75.8	77.9	
Strongly	64.2	59.1	52.3	67.9	53.4	71.3	59.1	56.6	63.7	
10	40.6	29.9	29.5	42.5	27.3	44.8	40.9	40.4	46.5	
9	10.0	13.1	9.1	9.8	13.0	10.5	6.1	7.1	9.2	
8	13.6	16.1	13.6	15.6	13.0	16.0	12.1	9.1	7.9	
7	11.4	12.4	9.1	11.4	14.3	11.6	14.4	11.1	8.9	
6	6.2	4.4	15.9	6.5	8.1	4.4	3.0	8.1	5.3	
NEUTRAL-5	10.5	13.1	15.9	9.2	14.9	7.7	10.6	10.1	11.2	
DISAGREE	7.7	10.9	6.8	4.9	9.3	5.0	12.9	14.1	10.9	
4	2.6	4.4	6.8	1.8	2.5	1.7	2.3	3.0	3.6	
3	1.8	5.1	0.0	1.1	3.1	0.6	5.3	1.0	2.0	
2	1.3	0.0	0.0	0.9	1.2	1.7	1.5	4.0	2.0	
1	0.4	0.7	0.0	0.1	0.6	0.0	0.0	2.0	1.0	
0	1.6	0.7	0.0	1.1	1.9	1.1	3.8	4.0	2.3	
Mean	7.93	7.58	7.52	8.16	7.40	8.28	7.61	7.42	7.87	



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BANNER 5

	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
Total	2000	819	892	720	740	540	375	307	258	345	433	282
AGREE	81.8	88.8	76.1	87.8	75.7	82.2	86.9	75.9	82.9	88.7	75.5	81.6
Strongly	64.2	74.0	57.4	71.7	58.4	62.0	68.3	56.0	60.5	75.4	60.0	63.5
10	40.6	49.8	33.2	46.5	35.0	40.2	43.2	31.9	37.6	50.1	37.2	42.6
9	10.0	10.6	10.3	10.7	10.4	8.5	9.6	9.8	8.9	11.9	10.9	8.2
8	13.6	13.6	13.9	14.4	13.0	13.3	15.5	14.3	14.0	13.3	12.0	12.8
7	11.4	10.0	11.7	10.3	10.7	13.9	10.7	10.7	16.3	9.9	10.6	11.7
6	6.2	4.8	7.1	5.8	6.6	6.3	8.0	9.1	6.2	3.5	4.8	6.4
NEUTRAL-5	10.5	7.2	13.0	8.5	12.6	10.4	8.5	10.1	10.1	8.4	14.3	10.6
DISAGREE	7.7	4.0	10.9	3.8	11.8	7.4	4.5	14.0	7.0	2.9	10.2	7.8
4	2.6	1.3	3.5	1.4	3.8	2.6	1.9	3.9	1.9	0.9	3.7	3.2
3	1.8	0.9	2.2	0.8	2.4	2.2	0.5	2.6	1.6	1.2	2.3	2.8
2	1.3	0.7	2.0	0.3	2.4	1.1	0.5	3.6	1.6	0.0	1.6	0.7
1	0.4	0.1	0.8	0.1	0.7	0.4	0.0	1.0	0.8	0.3	0.5	0.0
0	1.6	1.0	2.4	1.1	2.4	1.1	1.6	2.9	1.2	0.6	2.1	1.1
Mean	7.93	8.46	7.50	8.35	7.53	7.92	8.18	7.34	7.86	8.54	7.66	7.97



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	81.8	77.2	78.8	75.9	79.4	88.0	88.1	88.0	82.5	80.3	90.6	75.6	75.6	76.6	81.7	81.8	83.6
Strongly	64.2	57.7	66.2	51.3	60.1	71.2	76.2	73.5	65.1	60.5	75.7	57.6	58.7	62.5	52.1	61.0	70.3
10	40.6	33.1	39.2	28.5	38.1	40.6	59.1	49.0	34.9	38.1	50.4	32.7	36.2	45.3	33.8	39.6	45.3
9	10.0	12.6	13.3	12.0	8.8	12.0	5.9	9.3	17.5	11.6	9.6	12.3	7.9	7.8	9.9	8.2	8.6
8	13.6	12.1	13.8	10.8	13.2	18.6	11.2	15.2	12.7	10.9	15.7	12.6	14.6	9.4	8.5	13.2	16.4
7	11.4	12.8	8.8	15.8	12.3	10.5	8.1	9.4	11.1	11.6	9.8	11.8	9.1	9.4	19.7	15.0	7.8
6	6.2	6.7	3.8	8.9	7.0	6.3	3.8	5.1	6.3	8.2	5.1	6.2	7.9	4.7	9.9	5.9	5.5
NEUTRAL-5	10.5	12.1	9.2	14.2	12.3	7.1	7.8	7.4	6.3	15.0	6.9	13.0	12.6	9.4	11.3	10.9	8.6
DISAGREE	7.7	10.8	12.1	9.8	8.4	5.0	4.1	4.6	11.1	4.8	2.5	11.4	11.8	14.1	7.0	7.3	7.8
4	2.6	2.5	2.1	2.8	3.4	2.1	1.6	1.9	3.2	1.4	1.2	2.6	5.5	4.7	1.4	2.6	3.1
3	1.8	2.0	1.7	2.2	2.3	1.6	0.6	1.1	0.0	2.0	0.6	2.4	2.4	3.1	1.4	2.3	2.3
2	1.3	2.9	2.5	3.2	0.9	0.5	0.3	0.4	1.6	0.7	0.0	3.1	1.2	3.1	2.8	0.9	0.8
1	0.4	0.9	0.8	0.9	0.4	0.0	0.0	0.0	1.6	0.0	0.0	0.7	0.8	0.0	1.4	0.3	0.0
0	1.6	2.5	5.0	0.6	1.3	0.8	1.6	1.1	4.8	0.7	0.8	2.6	2.0	3.1	0.0	1.2	1.6
Mean	7.93	7.53	7.70	7.40	7.78	8.23	8.61	8.41	7.73	7.90	8.56	7.48	7.56	7.73	7.65	7.89	8.13



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	81.8	77.5	79.4	87.5	80.7	81.8	82.6	81.6	81.1	80.7	81.8	87.4	83.2	84.8	83.9	78.5
Strongly	64.2	57.9	58.7	73.1	59.3	62.9	60.9	63.2	63.2	63.1	63.4	73.2	65.5	69.6	66.1	60.3
10	40.6	35.4	32.6	49.3	34.7	34.6	23.9	36.4	40.4	40.1	40.8	51.5	43.3	49.1	38.1	37.5
9	10.0	9.8	11.3	9.7	9.8	12.6	21.7	11.0	9.5	9.6	9.4	9.6	9.0	5.3	13.1	10.3
8	13.6	12.7	14.8	14.1	14.8	15.7	15.2	15.8	13.3	13.4	13.2	12.1	13.2	15.2	14.9	12.5
7	11.4	12.3	12.9	9.8	13.9	10.1	10.9	9.9	12.3	11.7	13.2	7.1	11.9	10.5	11.7	12.6
6	6.2	7.2	7.7	4.6	7.5	8.8	10.9	8.5	5.6	5.8	5.2	7.1	5.8	4.7	6.2	5.5
NEUTRAL-5	10.5	13.0	8.7	8.4	11.7	8.2	10.9	7.7	11.3	11.3	11.3	8.1	10.7	7.6	9.3	12.6
DISAGREE	7.7	9.5	11.9	4.1	7.7	10.1	6.5	10.7	7.6	8.0	6.9	4.5	6.1	7.6	6.7	8.9
4	2.6	2.6	5.5	1.5	3.2	1.9	0.0	2.2	3.0	3.2	2.7	0.5	2.5	3.5	3.0	2.0
3	1.8	2.0	2.9	1.1	1.7	1.6	4.3	1.1	2.1	1.7	2.9	0.0	0.7	2.9	0.6	3.0
2	1.3	2.0	1.6	0.4	1.3	3.8	2.2	4.0	0.9	1.0	0.6	0.5	1.4	0.6	1.4	1.8
1	0.4	0.7	0.6	0.0	0.5	0.3	0.0	0.4	0.5	0.7	0.0	0.0	0.3	0.6	0.2	0.4
0	1.6	2.1	1.3	1.1	1.0	2.5	0.0	2.9	1.1	1.4	0.8	3.5	1.2	0.0	1.6	1.8
Mean	7.93	7.60	7.61	8.41	7.75	7.69	7.70	7.69	7.93	7.89	7.99	8.34	8.06	8.25	8.00	7.73



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BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	81.8	82.0	81.3	82.3	79.5	82.5	81.9	81.7	80.5
Strongly	64.2	65.2	62.1	62.8	60.7	63.3	60.5	66.5	64.3
10	40.6	43.1	35.6	36.3	34.3	40.2	35.0	45.1	36.5
9	10.0	9.5	10.9	10.4	11.7	8.6	10.7	10.2	11.2
8	13.6	12.6	15.6	16.1	14.6	14.5	14.9	11.2	16.6
7	11.4	10.8	12.5	12.9	11.7	11.5	13.2	10.3	11.6
6	6.2	6.0	6.8	6.6	7.1	7.6	8.2	4.9	4.7
NEUTRAL-5	10.5	10.0	11.5	11.1	12.1	8.2	11.2	11.2	11.9
DISAGREE	7.7	8.0	7.2	6.6	8.4	9.3	6.9	7.0	7.6
4	2.6	3.0	1.9	1.8	2.1	3.4	1.5	2.7	2.5
3	1.8	2.0	1.3	0.9	2.1	1.7	1.2	2.3	1.4
2	1.3	1.3	1.3	1.4	1.3	2.2	1.2	0.6	1.4
1	0.4	0.3	0.6	0.2	1.3	0.6	0.5	0.1	0.7
0	1.6	1.4	2.1	2.3	1.7	1.5	2.5	1.3	1.4
Mean	7.93	8.00	7.79	7.84	7.69	7.87	7.75	8.09	7.85



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	81.8	84.3	76.4	78.1	73.8	80.0	83.6	85.0	82.7	73.2	76.0	71.9
Strongly	64.2	68.1	55.8	61.9	52.7	47.5	64.6	71.0	63.9	59.8	56.2	49.6
10	40.6	42.4	36.7	43.1	33.8	21.2	39.0	45.2	44.4	41.7	31.4	36.0
9	10.0	10.7	8.4	11.2	6.2	8.8	9.7	11.6	12.0	10.2	7.4	5.0
8	13.6	15.0	10.6	7.7	12.7	17.5	15.9	14.2	7.5	7.9	17.4	8.6
7	11.4	10.7	13.0	11.2	13.8	17.5	11.9	9.6	10.5	11.8	13.2	14.4
6	6.2	5.6	7.7	5.0	7.3	15.0	7.0	4.4	8.3	1.6	6.6	7.9
NEUTRAL-5	10.5	9.7	12.2	11.2	11.2	15.0	9.1	10.2	7.5	15.0	9.9	12.2
DISAGREE	7.7	6.0	11.4	10.8	15.0	5.0	7.3	4.8	9.8	11.8	14.0	15.8
4	2.6	1.5	5.0	4.6	6.5	1.2	1.9	1.1	3.8	5.5	5.0	7.9
3	1.8	1.3	2.8	2.7	3.8	1.2	1.1	1.5	3.0	2.4	1.7	5.8
2	1.3	1.0	1.9	1.2	3.5	0.0	1.4	0.7	0.8	1.6	5.8	1.4
1	0.4	0.4	0.5	0.8	0.4	0.0	0.5	0.3	0.8	0.8	0.8	0.0
0	1.6	1.8	1.2	1.5	0.8	2.5	2.4	1.2	1.5	1.6	0.8	0.7
Mean	7.93	8.09	7.58	7.86	7.37	7.28	7.90	8.25	7.99	7.72	7.39	7.35



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
AGREE	81.8	68.8	80.6	79.4	83.8	83.8	85.4	77.7	84.5	79.4	84.7	82.2	81.4	
Strongly	64.2	45.0	58.5	60.6	67.0	68.5	70.7	56.7	69.1	59.6	69.8	62.1	65.9	
10	40.6	26.9	36.8	39.4	46.0	42.5	43.0	35.9	43.6	38.8	42.8	38.0	42.8	
9	10.0	6.2	8.0	9.9	6.3	12.9	12.5	8.4	11.0	7.8	12.7	9.5	10.5	
8	13.6	11.9	13.7	11.3	14.6	13.2	15.2	12.3	14.4	13.0	14.4	14.7	12.6	
7	11.4	13.1	14.4	13.7	10.2	9.9	9.5	13.9	9.8	12.8	9.7	12.2	10.7	
6	6.2	10.6	7.7	5.1	6.7	5.5	5.1	7.2	5.6	7.0	5.3	7.9	4.8	
NEUTRAL-5	10.5	14.4	8.7	13.1	9.5	10.7	9.1	11.7	9.7	11.1	9.8	9.5	11.4	
DISAGREE	7.7	16.9	10.7	7.5	6.7	5.5	5.5	10.6	5.8	9.5	5.5	8.3	7.2	
4	2.6	6.9	5.0	1.5	1.9	1.9	1.5	3.9	1.7	3.3	1.7	2.6	2.6	
3	1.8	5.6	2.7	2.4	0.6	0.5	1.3	3.1	0.9	2.4	1.0	1.5	2.1	
2	1.3	2.5	2.0	0.9	0.6	1.4	1.1	1.6	1.1	1.4	1.2	1.8	0.8	
1	0.4	0.6	0.3	0.0	1.0	0.0	0.6	0.3	0.5	0.5	0.3	0.5	0.3	
0	1.6	1.2	0.7	2.7	2.5	1.6	1.0	1.6	1.6	1.9	1.2	1.9	1.3	
Mean	7.93	6.98	7.73	7.81	8.05	8.13	8.20	7.61	8.14	7.73	8.17	7.81	8.03	



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	81.8	71.5	80.2	82.7	85.2	72.1	81.2	82.7	85.0	71.1	79.2	82.7	85.4	79.2	81.8	85.2
Strongly	64.2	50.9	58.3	66.3	70.3	51.2	57.3	62.5	67.6	50.8	59.2	69.6	73.0	61.1	64.3	67.8
10	40.6	30.8	36.5	44.3	43.4	34.9	32.6	39.5	41.1	28.1	40.0	48.4	45.5	36.9	40.4	45.8
9	10.0	5.6	8.9	9.9	12.1	4.7	10.0	9.3	10.4	6.2	7.9	10.4	13.8	9.9	10.1	10.0
8	13.6	14.5	12.9	12.1	14.9	11.6	14.6	13.7	16.1	16.4	11.3	10.7	13.8	14.4	13.8	11.9
7	11.4	11.2	15.3	10.2	9.7	9.3	15.1	12.9	10.6	12.5	15.5	8.0	8.7	11.1	11.5	11.5
6	6.2	9.3	6.5	6.1	5.2	11.6	8.8	7.3	6.8	7.8	4.5	5.2	3.7	6.9	6.0	6.0
NEUTRAL-5	10.5	12.6	11.7	11.2	8.6	11.6	10.0	10.5	7.9	13.3	13.2	11.8	9.3	11.1	10.5	9.8
DISAGREE	7.7	15.9	8.1	6.1	6.2	16.3	8.8	6.9	7.1	15.6	7.5	5.5	5.3	9.7	7.7	5.0
4	2.6	7.5	2.6	1.7	1.9	8.1	2.5	1.2	2.2	7.0	2.6	2.1	1.6	2.9	2.5	2.4
3	1.8	4.7	2.4	0.9	1.2	3.5	2.1	0.8	1.1	5.5	2.6	1.0	1.3	2.6	1.7	1.0
2	1.3	2.3	1.6	0.6	1.3	3.5	2.5	0.8	1.6	1.6	0.8	0.3	1.1	1.8	1.5	0.2
1	0.4	0.5	0.2	0.6	0.4	0.0	0.4	0.4	0.8	0.8	0.0	0.7	0.0	0.5	0.4	0.2
0	1.6	0.9	1.4	2.4	1.3	1.2	1.3	3.6	1.4	0.8	1.5	1.4	1.3	1.8	1.6	1.2
Mean	7.93	7.21	7.74	8.04	8.18	7.27	7.64	7.84	8.04	7.18	7.83	8.22	8.31	7.71	7.93	8.22



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

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	73.6	100.0	93.1	82.8	79.4	60.5	35.3	23.0	4.7	81.4	90.5	74.0	29.4	88.5	80.2	71.9	78.0	48.8	66.3	27.8
Strongly	56.0	99.0	87.6	67.3	54.9	27.7	10.4	5.4	0.0	65.4	82.0	44.7	5.9	78.9	60.4	51.7	57.9	26.2	40.6	8.8
10	35.5	95.0	65.2	35.4	24.0	10.8	3.5	1.4	0.0	43.3	59.7	18.7	2.9	61.8	32.8	31.9	30.0	10.7	17.6	2.3
9	8.8	2.0	11.6	13.4	13.2	6.1	1.5	1.4	0.0	10.0	10.3	11.3	2.0	7.1	14.2	9.4	11.8	4.8	8.0	0.9
8	11.8	2.0	10.8	18.5	17.7	10.8	5.5	2.7	0.0	12.1	12.0	14.7	1.0	10.0	13.3	10.4	16.1	10.7	14.9	5.6
7	10.6	0.0	4.7	9.4	17.7	18.8	9.5	8.1	4.7	10.2	5.6	18.9	12.7	6.1	13.6	11.8	12.7	12.2	16.9	6.5
6	6.9	1.0	0.8	6.2	6.7	14.0	15.4	9.5	0.0	5.8	2.9	10.4	10.8	3.4	6.2	8.3	7.4	10.5	8.8	12.5
NEUTRAL-5	13.7	0.0	5.3	12.3	14.9	23.2	26.9	21.6	7.0	11.0	6.9	16.6	22.5	6.8	9.6	15.3	16.1	22.4	21.8	23.1
DISAGREE	12.7	0.0	1.6	4.8	5.8	16.2	37.8	55.4	88.4	7.7	2.5	9.4	48.0	4.8	10.2	12.8	5.9	28.7	11.9	49.1
4	3.8	0.0	0.3	1.6	1.7	6.1	17.4	8.1	7.0	2.6	0.7	3.4	16.7	0.8	4.6	4.2	2.5	7.8	3.8	12.5
3	3.0	0.0	0.0	1.1	1.7	4.5	10.9	10.8	11.6	1.9	0.4	2.6	12.7	0.7	1.9	4.2	2.2	6.5	3.4	10.2
2	1.8	0.0	0.0	0.5	1.4	1.3	5.5	10.8	9.3	0.9	0.2	1.3	4.9	0.5	0.6	2.1	0.6	4.6	1.5	8.3
1	1.1	0.0	0.3	0.0	0.0	1.3	1.5	13.5	9.3	0.4	0.1	0.0	4.9	0.3	0.9	0.3	0.0	3.4	1.5	5.6
0	3.0	0.0	1.1	1.6	1.0	3.2	2.5	12.2	51.2	1.9	1.1	2.1	8.8	2.4	2.2	2.1	0.6	6.5	1.5	12.5
Mean	7.42	9.90	9.08	7.98	7.54	6.23	5.00	3.69	1.58	7.99	8.82	7.08	4.41	8.66	7.70	7.30	7.67	5.59	6.79	4.15



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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	350	450	768	432	1680	1436	244	320	204	116
AGREE	73.6	71.7	74.7	75.7	70.4	75.8	75.4	78.3	61.9	61.8	62.1
Strongly	56.0	54.3	55.1	60.0	51.4	58.5	60.1	49.2	43.1	38.7	50.9
10	35.5	35.1	35.1	39.5	29.2	37.6	39.6	25.8	24.4	19.6	32.8
9	8.8	9.7	8.2	7.9	10.2	8.9	8.6	11.1	8.1	7.8	8.6
8	11.8	9.4	11.8	12.6	12.0	12.0	11.9	12.3	10.6	11.3	9.5
7	10.6	10.6	12.0	9.5	11.3	10.5	9.4	17.2	11.2	14.2	6.0
6	6.9	6.9	7.6	6.1	7.6	6.8	5.9	11.9	7.5	8.8	5.2
NEUTRAL-5	13.7	16.3	12.7	12.4	15.0	12.3	12.4	11.5	21.2	21.6	20.7
DISAGREE	12.7	12.0	12.7	12.0	14.6	11.9	12.2	10.2	16.9	16.7	17.2
4	3.8	3.4	4.9	3.4	3.9	3.5	3.1	5.7	5.9	5.9	6.0
3	3.0	3.7	1.8	3.1	3.5	2.5	2.4	2.9	5.6	4.9	6.9
2	1.8	2.3	1.6	1.0	2.8	1.7	1.9	0.0	2.2	2.5	1.7
1	1.1	0.6	0.9	1.2	1.6	1.2	1.4	0.4	0.3	0.5	0.0
0	3.0	2.0	3.6	3.3	2.8	3.0	3.3	1.2	2.8	2.9	2.6
Mean	7.42	7.41	7.41	7.58	7.13	7.54	7.57	7.37	6.77	6.61	7.06



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
	UNITED STATES	FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)		FOR CONGRESS	ERS/		FOR CONGRESS	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	73.6	61.5	78.9	85.5	60.6	71.9	73.2	86.2	61.5	68.5	73.1	61.1	57.9	63.1	83.4	
Strongly	56.0	38.8	63.4	72.4	39.0	51.7	51.9	73.5	39.1	49.6	53.0	38.0	40.3	36.6	70.2	
10	35.5	17.5	43.2	51.5	18.5	31.9	28.8	52.0	19.0	31.1	32.2	17.9	20.6	16.3	49.3	
9	8.8	9.5	8.5	9.6	7.6	9.4	10.6	10.1	7.5	8.3	9.5	8.4	9.7	7.7	9.1	
8	11.8	11.8	11.7	11.2	12.9	10.4	12.5	11.4	12.6	10.2	11.3	11.6	10.0	12.6	11.9	
7	10.6	15.0	8.8	8.8	12.4	11.8	12.5	8.3	12.5	13.0	12.4	13.6	10.9	15.2	8.4	
6	6.9	7.7	6.6	4.4	9.2	8.3	8.8	4.4	9.9	5.9	7.7	9.6	6.7	11.3	4.8	
NEUTRAL-5	13.7	19.2	11.3	7.8	19.9	15.3	14.1	7.6	19.0	18.1	15.0	19.2	17.6	20.1	9.4	
DISAGREE	12.7	19.3	9.9	6.7	19.5	12.8	12.7	6.2	19.5	13.4	11.9	19.7	24.5	16.8	7.2	
4	3.8	5.5	3.2	2.2	5.6	4.2	5.3	2.0	5.5	5.1	4.4	5.5	4.8	5.9	2.6	
3	3.0	4.7	2.3	1.1	4.8	4.2	3.5	1.1	4.8	3.9	3.5	5.5	6.1	5.1	1.1	
2	1.8	3.2	1.1	0.5	3.0	2.1	1.4	0.4	3.2	1.6	1.1	2.9	4.2	2.0	0.9	
1	1.1	2.3	0.6	0.5	2.0	0.3	0.6	0.7	1.9	0.0	0.4	2.2	3.3	1.5	0.3	
0	3.0	3.7	2.7	2.3	4.1	2.1	2.0	2.0	4.2	2.8	2.4	3.8	6.1	2.4	2.4	
Mean	7.42	6.47	7.82	8.32	6.43	7.30	7.29	8.38	6.44	7.20	7.37	6.42	6.27	6.52	8.19	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
AGREE	73.6	64.2	65.9	81.6	73.9	86.7	58.3	60.6	61.4
Strongly	56.0	36.5	29.5	65.6	55.3	79.6	41.7	39.4	42.2
10	35.5	15.3	13.6	42.9	32.9	58.0	22.7	19.2	27.1
9	8.8	8.8	4.5	10.6	11.2	11.0	6.8	7.1	4.3
8	11.8	12.4	11.4	12.0	11.2	10.5	12.1	13.1	10.9
7	10.6	15.3	22.7	9.7	13.0	3.3	9.8	14.1	12.5
6	6.9	12.4	13.6	6.3	5.6	3.9	6.8	7.1	6.6
NEUTRAL-5	13.7	17.5	13.6	11.8	15.5	7.7	20.5	21.2	14.5
DISAGREE	12.7	18.2	20.5	6.7	10.6	5.5	21.2	18.2	24.1
4	3.8	2.9	6.8	2.9	3.7	1.1	8.3	4.0	6.3
3	3.0	7.3	6.8	1.4	1.9	1.1	4.5	3.0	5.9
2	1.8	1.5	0.0	0.6	1.9	1.7	2.3	0.0	4.6
1	1.1	3.6	0.0	0.2	0.6	0.0	1.5	3.0	2.6
0	3.0	2.9	6.8	1.5	2.5	1.7	4.5	8.1	4.6
Mean	7.42	6.41	6.25	8.03	7.47	8.60	6.51	6.36	6.51



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
AGREE	73.6	85.7	62.3	85.4	62.2	73.5	86.9	63.5	74.4	83.8	61.2	72.7		
Strongly	56.0	73.7	39.8	72.1	41.9	54.1	71.7	43.0	55.8	72.5	41.1	52.5		
10	35.5	54.2	19.3	52.4	22.3	31.1	54.4	20.8	29.5	50.1	23.3	32.6		
9	8.8	8.7	8.2	8.5	8.0	10.4	7.5	10.4	11.6	9.6	6.2	9.2		
8	11.8	10.9	12.3	11.2	11.6	12.6	9.9	11.7	14.7	12.8	11.5	10.6		
7	10.6	7.2	13.6	9.2	11.4	11.7	10.7	11.1	11.2	7.5	11.5	12.1		
6	6.9	4.8	9.0	4.2	8.9	7.8	4.5	9.4	7.4	3.8	8.5	8.2		
NEUTRAL-5	13.7	7.9	19.2	8.2	18.8	14.1	6.9	14.0	12.4	9.6	22.2	15.6		
DISAGREE	12.7	6.3	18.5	6.4	19.1	12.4	6.1	22.5	13.2	6.7	16.6	11.7		
4	3.8	2.0	5.0	2.1	4.9	4.8	1.9	5.5	4.7	2.3	4.4	5.0		
3	3.0	1.1	4.7	0.8	4.3	4.1	1.1	3.6	5.4	0.6	4.8	2.8		
2	1.8	0.5	2.9	0.7	3.0	1.5	0.5	3.3	1.2	0.9	2.8	1.8		
1	1.1	0.5	1.9	0.3	2.6	0.2	0.3	3.6	0.4	0.3	1.8	0.0		
0	3.0	2.3	3.9	2.5	4.3	1.9	2.4	6.5	1.6	2.6	2.8	2.1		
Mean	7.42	8.38	6.52	8.32	6.56	7.39	8.39	6.43	7.40	8.26	6.64	7.38		



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	73.6	56.8	59.6	54.7	72.5	86.9	89.4	88.0	77.8	74.1	89.6	53.6	72.4	78.1	57.7	71.8	86.7
Strongly	56.0	36.2	40.4	32.9	53.0	70.7	80.3	75.1	55.6	55.8	78.8	32.7	52.4	60.9	39.4	52.2	67.2
10	35.5	19.6	23.8	16.5	28.4	47.4	65.3	55.6	36.5	31.3	60.4	16.8	27.2	39.1	21.1	28.2	44.5
9	8.8	6.7	8.3	5.4	10.5	10.2	6.9	8.7	6.3	11.6	7.8	6.9	9.1	10.9	5.6	11.1	10.9
8	11.8	9.9	8.3	11.1	14.0	13.1	8.1	10.8	12.7	12.9	10.6	9.0	16.1	10.9	12.7	12.9	11.7
7	10.6	10.3	9.6	10.8	12.5	11.3	6.2	9.0	11.1	13.6	7.6	9.5	14.2	12.5	14.1	10.9	12.5
6	6.9	10.4	9.6	11.1	7.0	5.0	2.8	4.0	11.1	4.8	3.1	11.4	5.9	4.7	4.2	8.8	7.0
NEUTRAL-5	13.7	19.8	17.1	21.8	15.8	7.9	5.3	6.7	11.1	15.6	5.7	21.6	15.7	12.5	16.9	15.8	7.8
DISAGREE	12.7	23.4	23.3	23.4	11.7	5.2	5.3	5.3	11.1	10.2	4.7	24.9	11.8	9.4	25.4	12.3	5.5
4	3.8	6.3	2.5	9.2	4.3	1.8	0.9	1.4	6.3	2.7	1.4	5.7	4.3	1.6	9.9	5.0	1.6
3	3.0	5.2	4.2	6.0	3.1	1.8	0.3	1.1	0.0	2.0	0.6	5.2	3.1	3.1	9.9	3.5	2.3
2	1.8	3.8	5.4	2.5	1.6	0.3	0.3	0.3	0.0	2.0	0.4	4.5	1.2	0.0	2.8	1.8	0.0
1	1.1	2.9	3.3	2.5	0.7	0.0	0.3	0.1	1.6	0.0	0.2	3.6	1.6	0.0	0.0	0.3	0.0
0	3.0	5.2	7.9	3.2	2.0	1.3	3.4	2.3	3.2	3.4	2.2	5.9	1.6	4.7	2.8	1.8	1.6
Mean	7.42	6.20	6.26	6.15	7.30	8.32	8.73	8.50	7.51	7.44	8.68	5.95	7.26	7.70	6.46	7.27	8.20



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	73.6	62.2	72.3	86.6	74.0	74.5	80.4	73.5	74.1	76.4	69.7	68.7	75.2	82.5	80.8	64.4
Strongly	56.0	40.6	51.3	74.8	53.4	50.9	63.0	48.9	57.4	60.4	51.9	54.0	57.6	73.1	61.7	44.3
10	35.5	20.7	28.4	54.5	30.2	30.8	28.3	31.2	36.5	37.6	34.3	35.9	38.2	53.2	38.3	25.5
9	8.8	8.4	10.3	8.7	9.7	9.7	19.6	8.1	8.8	9.6	7.5	7.1	7.1	10.5	9.7	7.9
8	11.8	11.5	12.6	11.7	13.4	10.4	15.2	9.6	12.1	13.2	10.2	11.1	12.2	9.4	13.7	10.9
7	10.6	12.7	12.6	7.7	12.4	14.5	6.5	15.8	9.8	8.8	11.5	11.1	10.5	4.7	12.3	12.1
6	6.9	8.9	8.4	4.1	8.2	9.1	10.9	8.8	6.9	7.2	6.3	3.5	7.1	4.7	6.7	8.1
NEUTRAL-5	13.7	19.3	12.3	8.1	13.7	9.1	13.0	8.5	14.0	12.1	17.6	18.7	13.8	9.4	10.7	18.0
DISAGREE	12.7	18.4	15.5	5.3	12.3	16.4	6.5	18.0	11.9	11.5	12.6	12.6	11.0	8.2	8.5	17.6
4	3.8	4.9	6.8	1.6	4.8	5.3	0.0	6.2	3.8	3.3	4.6	2.0	2.9	3.5	3.8	4.9
3	3.0	4.6	3.2	1.1	3.0	3.8	2.2	4.0	2.9	2.7	3.3	2.5	3.1	1.8	1.4	4.0
2	1.8	2.7	1.9	0.6	1.7	1.3	0.0	1.5	1.8	2.0	1.5	2.0	1.5	0.0	0.8	3.4
1	1.1	2.0	0.6	0.2	0.7	1.6	0.0	1.8	1.1	1.4	0.8	0.0	0.7	1.2	0.6	1.8
0	3.0	4.2	2.9	1.7	2.1	4.4	4.3	4.4	2.3	2.2	2.5	6.1	2.9	1.8	2.0	3.6
Mean	7.42	6.55	7.18	8.46	7.34	7.17	7.63	7.10	7.49	7.60	7.30	7.23	7.54	8.30	7.82	6.76



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

BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	73.6	73.4	74.0	76.2	69.9	74.9	77.2	72.4	69.3
Strongly	56.0	56.2	55.7	57.4	52.7	56.4	60.0	56.1	49.5
10	35.5	36.9	32.8	33.8	31.0	37.2	35.7	36.7	28.5
9	8.8	7.8	10.7	11.3	9.6	7.4	12.4	8.0	8.3
8	11.8	11.5	12.2	12.2	12.1	11.7	11.9	11.4	12.6
7	10.6	10.5	11.0	11.8	9.6	11.9	9.7	9.5	13.0
6	6.9	6.7	7.2	7.0	7.5	6.5	7.4	6.9	6.9
NEUTRAL-5	13.7	14.8	11.6	10.7	13.4	12.5	8.4	16.3	16.2
DISAGREE	12.7	11.8	14.4	13.2	16.7	12.7	14.4	11.2	14.4
4	3.8	3.8	4.0	4.1	3.8	4.1	3.5	3.6	4.7
3	3.0	2.6	3.8	3.6	4.2	2.4	4.0	2.7	3.6
2	1.8	1.9	1.5	0.9	2.5	1.7	1.5	2.0	1.4
1	1.1	0.8	1.8	1.1	2.9	1.1	1.7	0.5	1.8
0	3.0	2.8	3.4	3.4	3.3	3.4	3.7	2.4	2.9
Mean	7.42	7.46	7.33	7.46	7.08	7.46	7.49	7.46	7.09



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

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	73.6	75.7	69.1	70.0	66.9	77.5	77.4	74.3	72.2	67.7	72.7	61.9
Strongly	56.0	59.1	49.5	51.2	47.7	52.5	61.1	57.4	54.1	48.0	49.6	46.0
10	35.5	39.0	28.1	29.2	27.7	28.8	40.0	38.1	32.3	26.0	28.9	26.6
9	8.8	8.9	8.6	6.9	10.0	8.8	9.9	8.1	7.5	6.3	11.6	8.6
8	11.8	11.2	12.8	15.0	10.0	15.0	11.3	11.2	14.3	15.7	9.1	10.8
7	10.6	10.0	12.0	12.3	11.5	11.2	10.0	10.0	12.0	12.6	12.4	10.8
6	6.9	6.6	7.5	6.5	7.7	13.8	6.2	7.0	6.0	7.1	10.7	5.0
NEUTRAL-5	13.7	12.4	16.4	12.3	19.2	15.0	8.9	15.4	12.8	11.8	16.5	21.6
DISAGREE	12.7	11.8	14.5	17.7	13.8	7.5	13.7	10.2	15.0	20.5	10.7	16.5
4	3.8	2.9	5.9	7.3	5.4	1.2	3.0	2.7	6.8	7.9	4.1	6.5
3	3.0	2.9	3.1	3.5	3.8	1.2	3.5	2.5	3.0	3.9	1.7	5.8
2	1.8	2.0	1.2	1.5	1.5	0.0	1.8	2.2	1.5	1.6	1.7	1.4
1	1.1	1.1	1.1	1.9	0.4	1.2	1.6	0.7	1.5	2.4	0.0	0.7
0	3.0	2.9	3.1	3.5	2.7	3.8	3.8	2.2	2.3	4.7	3.3	2.2
Mean	7.42	7.57	7.09	7.06	7.07	7.32	7.59	7.55	7.30	6.81	7.25	6.91



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

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
AGREE	73.6	65.6	67.6	71.9	78.1	75.9	76.2	69.0	76.6	71.6	76.1	75.9	71.6	
Strongly	56.0	38.1	49.5	51.3	62.5	60.0	61.6	48.0	61.4	52.1	60.9	58.0	54.3	
10	35.5	20.6	29.1	31.6	40.6	38.6	40.9	28.5	40.1	31.9	40.0	36.6	34.5	
9	8.8	5.6	9.7	9.3	9.5	8.2	8.9	8.7	8.9	8.9	8.6	9.6	8.1	
8	11.8	11.9	10.7	10.4	12.4	13.2	11.8	10.8	12.4	11.3	12.3	11.8	11.7	
7	10.6	14.4	12.4	11.6	10.2	10.4	8.4	12.5	9.5	11.8	9.2	11.0	10.4	
6	6.9	13.1	5.7	9.0	5.4	5.5	6.3	8.6	5.8	7.7	5.9	6.9	6.9	
NEUTRAL-5	13.7	15.6	16.4	16.1	11.4	12.6	12.2	16.1	12.1	14.8	12.3	10.7	16.3	
DISAGREE	12.7	18.8	16.1	11.9	10.5	11.5	11.6	14.9	11.3	13.6	11.6	13.4	12.1	
4	3.8	9.4	5.0	3.9	3.2	3.3	2.3	5.4	2.8	4.8	2.7	3.8	3.9	
3	3.0	4.4	4.7	1.5	2.5	3.0	2.9	3.3	2.8	3.1	2.9	3.1	2.9	
2	1.8	1.2	2.3	0.9	1.0	1.4	2.9	1.5	1.9	1.4	2.2	1.6	1.9	
1	1.1	1.2	0.7	0.6	0.6	1.1	1.9	0.8	1.3	0.7	1.6	1.4	0.8	
0	3.0	2.5	3.3	5.1	3.2	2.7	1.7	3.9	2.4	3.7	2.1	3.5	2.5	
Mean	7.42	6.64	7.06	7.21	7.75	7.60	7.66	7.04	7.66	7.24	7.64	7.48	7.36	



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

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	73.6	66.4	70.4	76.5	75.7	69.8	73.2	77.4	77.9	64.1	67.9	75.8	73.5	69.2	74.8	76.4
Strongly	56.0	41.6	50.6	60.0	61.1	45.3	52.7	59.3	63.5	39.1	48.7	60.6	58.7	50.9	57.0	60.4
10	35.5	22.0	30.2	38.9	40.5	26.7	28.5	39.1	42.5	18.8	31.7	38.8	38.6	27.9	37.0	41.8
9	8.8	7.9	9.3	8.8	8.7	8.1	11.3	8.1	9.8	7.8	7.5	9.3	7.7	10.9	7.6	9.1
8	11.8	11.7	11.1	12.3	11.8	10.5	13.0	12.1	11.2	12.5	9.4	12.5	12.4	12.0	12.5	9.5
7	10.6	14.0	12.7	9.3	9.3	15.1	12.6	10.5	9.3	13.3	12.8	8.3	9.3	11.3	10.6	9.8
6	6.9	10.7	7.1	7.3	5.4	9.3	7.9	7.7	5.2	11.7	6.4	6.9	5.6	6.9	7.2	6.2
NEUTRAL-5	13.7	14.5	16.3	13.2	12.1	10.5	15.5	9.7	8.4	17.2	17.0	16.3	15.6	17.0	12.6	12.2
DISAGREE	12.7	19.2	13.3	10.2	12.2	19.8	11.3	12.9	13.6	18.8	15.1	8.0	10.8	13.9	12.6	11.5
4	3.8	8.4	4.2	3.5	2.6	11.6	3.8	3.6	2.2	6.2	4.5	3.5	2.9	4.2	4.1	2.9
3	3.0	3.7	3.2	2.2	3.2	2.3	2.5	2.8	3.8	4.7	3.8	1.7	2.6	2.6	3.2	3.1
2	1.8	2.8	1.0	0.9	2.6	2.3	0.8	0.8	2.5	3.1	1.1	1.0	2.6	2.2	1.6	1.4
1	1.1	1.4	0.6	0.7	1.6	0.0	0.4	1.6	2.2	2.3	0.8	0.0	1.1	1.3	1.3	0.5
0	3.0	2.8	4.4	2.8	2.3	3.5	3.8	4.0	3.0	2.3	4.9	1.7	1.6	3.6	2.4	3.6
Mean	7.42	6.71	7.16	7.65	7.62	6.97	7.28	7.54	7.68	6.55	7.06	7.73	7.57	7.10	7.48	7.66



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

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	76.2	100.0	97.1	90.9	78.7	62.1	39.8	18.9	4.7	84.2	95.3	73.0	33.3	90.5	83.0	75.7	81.7	50.7	69.0	28.7
Strongly	61.2	98.5	93.9	78.6	59.5	31.5	13.9	4.1	0.0	70.5	88.9	46.8	8.8	82.7	64.1	58.0	65.9	31.2	48.7	10.2
10	40.6	94.5	74.4	45.6	27.8	12.1	8.5	1.4	0.0	48.9	67.3	20.9	6.9	66.6	36.2	37.8	39.3	14.0	21.5	5.1
9	9.5	2.0	11.9	16.4	14.1	6.1	1.0	0.0	0.0	10.2	11.6	9.8	0.0	7.8	14.2	6.6	13.9	7.1	12.3	0.9
8	11.0	2.0	7.7	16.6	17.5	13.4	4.5	2.7	0.0	11.4	10.0	16.2	2.0	8.3	13.6	13.5	12.7	10.1	14.9	4.2
7	8.1	1.5	2.4	8.6	10.3	17.2	8.0	5.4	2.3	7.9	4.6	14.9	6.9	3.4	9.3	11.5	11.8	8.6	10.3	6.5
6	7.0	0.0	0.8	3.8	8.9	13.4	17.9	9.5	2.3	5.8	1.8	11.3	17.6	4.4	9.6	6.2	4.0	10.9	10.0	12.0
NEUTRAL-5	9.2	0.0	1.3	5.9	11.0	18.5	21.4	8.1	11.6	7.0	2.8	13.4	15.7	4.1	5.9	12.2	8.7	16.6	15.7	17.6
DISAGREE	14.5	0.0	1.6	3.2	10.3	19.4	38.8	73.0	83.7	8.8	1.9	13.6	51.0	5.4	11.1	12.2	9.6	32.7	15.3	53.7
4	3.6	0.0	0.8	0.5	2.4	6.1	12.4	13.5	7.0	2.5	0.5	4.3	12.7	1.2	3.4	3.1	3.4	7.1	3.4	11.6
3	3.4	0.0	0.0	0.5	1.2	4.5	13.4	17.6	18.6	1.6	0.2	1.7	14.7	1.0	1.5	2.4	2.2	9.2	4.2	15.3
2	2.4	0.0	0.3	0.3	2.4	2.9	7.5	12.2	4.7	1.4	0.2	2.3	7.8	0.8	2.5	1.4	1.2	5.5	3.1	8.3
1	1.4	0.0	0.0	0.0	1.2	1.6	3.0	13.5	7.0	0.5	0.0	0.6	3.9	0.0	0.6	1.0	0.6	4.6	2.7	6.9
0	3.6	0.0	0.5	1.9	3.1	4.5	2.5	16.2	46.5	2.8	0.9	4.7	11.8	2.4	3.1	4.2	2.2	6.3	1.9	11.6
Mean	7.56	9.89	9.44	8.52	7.45	6.20	5.07	3.15	1.88	8.15	9.17	6.92	4.31	8.83	7.75	7.48	7.93	5.65	6.90	4.14



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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	350	450	768	432	1680	1436	244	320	204	116
AGREE	76.2	77.7	80.2	75.3	72.7	77.6	78.5	72.1	69.4	69.6	69.0
Strongly	61.2	61.4	63.6	62.5	56.0	63.7	65.4	53.7	47.8	42.6	56.9
10	40.6	39.1	40.9	43.4	36.6	42.4	44.6	29.5	30.9	26.5	38.8
9	9.5	12.0	10.7	8.3	8.3	10.0	9.8	11.1	6.9	7.8	5.2
8	11.0	10.3	12.0	10.8	11.1	11.2	10.9	13.1	10.0	8.3	12.9
7	8.1	8.6	10.2	6.5	8.3	7.9	7.2	11.5	9.4	11.8	5.2
6	7.0	7.7	6.4	6.2	8.3	6.0	5.8	7.0	12.2	15.2	6.9
NEUTRAL-5	9.2	8.6	6.4	10.2	11.1	8.3	8.1	9.4	14.1	14.7	12.9
DISAGREE	14.5	13.7	13.3	14.6	16.2	14.1	13.4	18.4	16.6	15.7	18.1
4	3.6	3.1	4.0	3.6	3.5	3.3	2.8	6.6	5.0	5.4	4.3
3	3.4	4.3	2.0	3.3	4.6	3.3	3.3	3.3	4.4	4.9	3.4
2	2.4	2.3	1.8	2.3	3.0	2.2	2.1	2.9	3.1	2.5	4.3
1	1.4	1.1	0.7	1.6	2.3	1.5	1.6	1.2	0.9	0.5	1.7
0	3.6	2.9	4.9	3.8	2.8	3.8	3.6	4.5	3.1	2.5	4.3
Mean	7.56	7.62	7.70	7.60	7.30	7.66	7.75	7.12	7.01	6.91	7.18



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BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
	UNITS	RIGHT	WRONG	TRACK	REPUB-	DEMO-	UNDE-	ERS/	REPUB-	DEMO-	UNDE-	ERS/	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	(W/DJT ENDORSEMENT)	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	76.2	64.0	81.6	87.8	63.2	75.7	76.5	87.9	63.3	77.6	76.8	62.9	58.8	65.4	86.6	
Strongly	61.2	44.7	68.3	76.1	45.2	58.0	55.6	77.0	44.5	59.8	55.8	42.3	42.1	42.4	75.8	
10	40.6	23.2	48.2	55.8	24.2	37.8	33.7	56.0	24.0	40.6	34.0	22.5	26.4	20.1	54.8	
9	9.5	10.0	9.3	10.1	9.9	6.6	8.6	10.3	9.2	7.9	8.8	8.7	6.1	10.2	10.1	
8	11.0	11.5	10.8	10.2	11.1	13.5	13.3	10.7	11.3	11.4	13.0	11.2	9.7	12.1	11.0	
7	8.1	11.2	6.8	5.5	9.9	11.5	11.7	4.7	10.6	11.8	13.2	11.2	7.6	13.3	5.7	
6	7.0	8.2	6.5	6.2	8.1	6.2	9.2	6.2	8.2	5.9	7.7	9.5	9.1	9.7	5.1	
NEUTRAL-5	9.2	13.5	7.4	4.7	13.4	12.2	10.2	5.0	13.2	11.4	10.8	13.5	11.2	14.8	6.0	
DISAGREE	14.5	22.5	11.0	7.5	23.4	12.2	13.3	7.2	23.5	11.0	12.4	23.6	30.0	19.7	7.4	
4	3.6	5.3	2.8	2.0	5.6	3.1	4.5	2.0	6.1	1.2	3.1	5.6	5.2	5.9	2.0	
3	3.4	6.2	2.3	1.2	6.4	2.4	2.5	1.0	6.1	3.5	3.1	5.9	7.6	4.9	1.5	
2	2.4	4.0	1.6	1.4	3.8	1.4	1.6	1.1	3.9	1.6	1.5	4.2	5.8	3.3	0.9	
1	1.4	2.5	1.0	0.2	3.0	1.0	1.0	0.4	2.6	1.2	1.1	3.0	3.6	2.6	0.3	
0	3.6	4.5	3.2	2.6	4.6	4.2	3.7	2.6	4.8	3.5	3.5	4.9	7.9	3.1	2.7	
Mean	7.56	6.59	7.98	8.45	6.57	7.48	7.39	8.47	6.56	7.63	7.43	6.46	6.18	6.63	8.42	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
AGREE	76.2	62.0	70.5	83.0	73.9	88.4	72.7	61.6	66.7
Strongly	61.2	40.9	45.5	68.5	59.0	79.6	53.8	45.5	52.1
10	40.6	22.6	27.3	45.5	39.1	56.9	38.6	31.3	33.7
9	9.5	8.8	9.1	11.2	11.2	10.5	3.0	5.1	7.3
8	11.0	9.5	9.1	11.8	8.7	12.2	12.1	9.1	11.2
7	8.1	12.4	15.9	7.5	6.8	6.1	11.4	10.1	7.3
6	7.0	8.8	9.1	7.0	8.1	2.8	7.6	6.1	7.3
NEUTRAL-5	9.2	16.1	6.8	9.0	10.6	5.0	9.8	6.1	10.6
DISAGREE	14.5	21.9	22.7	8.1	15.5	6.6	17.4	32.3	22.8
4	3.6	7.3	6.8	2.1	5.0	1.1	6.1	9.1	3.3
3	3.4	5.8	2.3	1.5	3.7	1.1	5.3	6.1	7.6
2	2.4	4.4	4.5	1.2	1.9	1.7	1.5	6.1	3.6
1	1.4	1.5	2.3	1.1	1.2	0.0	0.8	1.0	3.3
0	3.6	2.9	6.8	2.2	3.7	2.8	3.8	10.1	5.0
Mean	7.56	6.58	6.73	8.06	7.47	8.56	7.29	6.36	6.85



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
AGREE	76.2	89.3	65.1	88.1	64.3	76.9	87.7	64.8	76.4	88.4	64.0	77.3		
Strongly	61.2	78.9	45.9	76.4	46.5	60.9	75.2	45.0	59.3	77.7	47.6	62.4		
10	40.6	58.7	24.7	56.7	24.6	41.1	55.5	21.2	36.8	58.0	27.0	45.0		
9	9.5	10.5	8.9	8.8	10.3	9.4	9.6	11.1	11.6	7.8	9.7	7.4		
8	11.0	9.6	12.3	11.0	11.6	10.4	10.1	12.7	10.9	11.9	10.9	9.9		
7	8.1	5.4	10.7	6.1	9.2	9.3	6.9	10.4	8.5	5.2	8.3	9.9		
6	7.0	5.0	8.6	5.6	8.6	6.7	5.6	9.4	8.5	5.5	8.1	5.0		
NEUTRAL-5	9.2	4.8	12.7	5.4	12.4	10.0	5.9	13.0	9.3	4.9	12.0	10.6		
DISAGREE	14.5	6.0	22.2	6.5	23.2	13.1	6.4	22.1	14.3	6.7	24.0	12.1		
4	3.6	1.2	5.2	1.5	5.1	4.3	1.6	4.2	5.8	1.4	5.8	2.8		
3	3.4	1.2	5.6	0.8	6.5	2.8	1.1	6.5	3.1	0.6	6.5	2.5		
2	2.4	0.9	3.8	1.4	4.1	1.3	0.8	2.9	1.2	2.0	4.8	1.4		
1	1.4	0.2	2.8	0.1	2.6	1.7	0.3	2.9	1.2	0.0	2.3	2.1		
0	3.6	2.4	4.8	2.6	5.0	3.1	2.7	5.5	3.1	2.6	4.6	3.2		
Mean	7.56	8.61	6.63	8.48	6.60	7.64	8.45	6.53	7.53	8.51	6.66	7.73		



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	76.2	59.4	57.1	61.1	76.0	89.3	90.6	89.9	73.0	79.6	92.4	56.2	74.0	79.7	66.2	76.0	85.2
Strongly	61.2	40.3	41.2	39.6	58.8	77.2	83.8	80.2	49.2	63.3	83.5	37.9	55.9	65.6	46.5	58.9	74.2
10	40.6	22.5	27.1	19.0	36.4	49.7	70.9	59.4	36.5	43.5	62.9	19.2	27.2	50.0	29.6	40.2	50.0
9	9.5	6.8	5.4	7.9	10.2	14.7	6.2	10.8	1.6	8.2	9.8	7.8	13.8	12.5	5.6	8.5	14.1
8	11.0	11.0	8.8	12.7	12.1	12.8	6.6	10.0	11.1	11.6	10.8	10.9	15.0	3.1	11.3	10.3	10.2
7	8.1	9.7	7.5	11.4	9.4	7.6	2.8	5.4	11.1	8.2	4.9	10.0	8.7	6.2	7.0	10.6	7.0
6	7.0	9.4	8.3	10.1	7.8	4.5	4.1	4.3	12.7	8.2	3.9	8.3	9.4	7.8	12.7	6.5	3.9
NEUTRAL-5	9.2	11.7	11.7	11.7	11.6	5.2	4.4	4.8	4.8	12.9	3.3	12.8	13.0	7.8	11.3	10.0	9.4
DISAGREE	14.5	29.0	31.2	27.2	12.4	5.5	5.0	5.3	22.2	7.5	4.3	31.0	13.0	12.5	22.5	14.1	5.5
4	3.6	6.3	6.2	6.3	4.2	1.0	0.6	0.9	7.9	1.4	0.8	5.9	4.7	1.6	7.0	5.0	0.8
3	3.4	7.6	8.3	7.0	2.6	1.8	0.3	1.1	3.2	0.7	0.6	8.5	3.5	4.7	5.6	2.6	1.6
2	2.4	5.4	3.3	7.0	1.3	1.3	0.6	1.0	6.3	0.7	1.0	6.2	1.2	1.6	0.0	1.8	0.8
1	1.4	3.2	3.8	2.8	0.8	1.0	0.3	0.7	0.0	0.0	0.2	3.6	0.8	3.1	4.2	1.2	1.6
0	3.6	6.5	9.6	4.1	3.5	0.3	3.1	1.6	4.8	4.8	1.8	6.9	2.8	1.6	5.6	3.5	0.8
Mean	7.56	6.19	6.11	6.24	7.52	8.51	8.89	8.69	7.00	7.81	8.85	5.98	7.30	7.94	6.68	7.55	8.38



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	76.2	64.9	72.6	90.1	76.1	70.8	73.9	70.2	77.3	76.9	78.0	77.3	79.3	93.6	79.4	68.6
Strongly	61.2	46.5	53.2	80.3	56.9	51.3	60.9	49.6	62.3	62.6	61.7	68.7	65.2	82.5	63.3	51.2
10	40.6	25.8	31.6	60.3	34.0	32.1	43.5	30.1	41.0	41.4	40.2	51.5	45.5	63.7	40.7	30.8
9	9.5	10.1	7.7	9.6	10.8	10.4	8.7	10.7	9.6	10.0	9.0	7.1	8.5	12.9	10.1	8.3
8	11.0	10.6	13.9	10.4	12.1	8.8	8.7	8.8	11.7	11.2	12.5	10.1	11.2	5.8	12.5	12.1
7	8.1	10.0	10.6	5.1	10.9	12.3	6.5	13.2	7.6	7.1	8.6	5.1	7.8	4.7	8.3	9.7
6	7.0	8.5	8.7	4.7	8.4	7.2	6.5	7.4	7.4	7.3	7.7	3.5	6.3	6.4	7.7	7.7
NEUTRAL-5	9.2	12.6	11.9	4.6	9.6	9.4	6.5	9.9	9.3	9.1	9.6	8.6	8.7	1.8	8.9	11.9
DISAGREE	14.5	22.5	15.5	5.3	14.3	19.8	19.6	19.9	13.4	13.9	12.5	14.1	12.1	4.7	11.7	19.6
4	3.6	5.3	6.1	0.7	4.1	4.4	4.3	4.4	3.5	3.3	3.8	3.0	2.4	1.8	3.4	5.3
3	3.4	5.9	2.9	1.0	3.5	5.0	4.3	5.1	3.2	3.5	2.5	3.0	2.2	1.2	2.8	4.7
2	2.4	3.7	1.6	1.1	2.9	4.7	6.5	4.4	2.0	2.6	1.0	1.0	2.2	0.6	2.2	2.4
1	1.4	2.8	1.0	0.1	1.2	2.5	4.3	2.2	1.4	1.2	1.7	0.0	1.5	0.0	1.0	2.4
0	3.6	4.8	3.9	2.4	2.6	3.1	0.0	3.7	3.3	3.2	3.4	7.1	3.7	1.2	2.4	4.7
Mean	7.56	6.66	7.21	8.67	7.42	7.06	7.48	6.99	7.63	7.63	7.64	7.82	7.79	8.92	7.74	6.95



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BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	76.2	78.9	71.2	75.7	62.8	79.0	74.7	78.8	66.1
Strongly	61.2	64.2	55.3	59.4	47.7	62.9	58.3	65.0	50.9
10	40.6	44.0	34.0	36.7	28.9	41.3	36.2	45.8	30.7
9	9.5	8.9	10.7	11.1	10.0	9.1	12.7	8.7	7.9
8	11.0	11.3	10.6	11.6	8.8	12.5	9.4	10.5	12.3
7	8.1	7.0	10.1	10.7	9.2	7.3	10.2	6.9	10.1
6	7.0	7.7	5.7	5.7	5.9	8.8	6.2	6.9	5.1
NEUTRAL-5	9.2	8.4	10.9	9.5	13.4	8.2	10.4	8.6	11.6
DISAGREE	14.5	12.7	17.9	14.7	23.8	12.8	14.9	12.6	22.4
4	3.6	3.3	4.1	3.9	4.6	3.4	4.0	3.3	4.3
3	3.4	2.6	5.1	3.6	7.9	2.8	4.2	2.4	6.5
2	2.4	2.0	3.1	2.0	5.0	1.5	1.7	2.3	5.1
1	1.4	1.0	2.4	1.8	3.3	1.1	1.7	0.9	3.2
0	3.6	3.9	3.2	3.4	2.9	4.1	3.2	3.7	3.2
Mean	7.56	7.73	7.21	7.48	6.72	7.66	7.46	7.79	6.86



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	76.2	79.3	69.7	73.5	65.8	70.0	79.5	79.2	75.2	71.7	70.2	61.9
Strongly	61.2	66.2	50.5	52.7	48.1	47.5	65.9	66.4	55.6	49.6	51.2	45.3
10	40.6	43.8	33.9	35.4	33.1	26.2	42.2	45.1	39.1	31.5	30.6	35.3
9	9.5	10.4	7.5	8.1	6.5	8.8	12.3	8.9	4.5	11.8	9.9	3.6
8	11.0	12.0	9.1	9.2	8.5	12.5	11.5	12.4	12.0	6.3	10.7	6.5
7	8.1	7.7	8.9	8.5	8.1	15.0	7.8	7.7	8.3	8.7	8.3	7.9
6	7.0	5.4	10.3	12.3	9.6	7.5	5.7	5.2	11.3	13.4	10.7	8.6
NEUTRAL-5	9.2	8.3	11.2	10.0	12.3	11.2	9.1	7.7	7.5	12.6	10.7	13.7
DISAGREE	14.5	12.4	19.1	16.5	21.9	18.8	11.5	13.1	17.3	15.7	19.0	24.5
4	3.6	2.3	6.4	3.1	8.8	7.5	2.4	2.2	3.0	3.1	8.3	9.4
3	3.4	3.6	3.1	4.2	1.9	3.8	3.8	3.4	5.3	3.1	0.0	3.6
2	2.4	1.8	3.4	3.5	3.8	2.5	0.8	2.7	2.3	4.7	4.1	3.6
1	1.4	1.5	1.4	0.8	1.9	1.2	1.6	1.4	0.8	0.8	0.8	2.9
0	3.6	3.2	4.7	5.0	5.4	3.8	2.9	3.4	6.0	3.9	5.8	5.0
Mean	7.56	7.81	7.03	7.16	6.84	6.95	7.83	7.79	7.24	7.08	6.99	6.71



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
AGREE	76.2	58.1	70.9	74.6	83.8	84.4	75.7	69.9	80.4	73.9	79.2	77.1	75.5
Strongly	61.2	28.8	51.5	63.3	67.6	73.2	62.9	51.9	67.2	56.4	67.1	61.0	61.3
10	40.6	18.1	33.4	40.3	48.6	50.7	39.9	33.2	45.4	37.6	44.3	39.1	41.9
9	9.5	4.4	7.4	13.7	6.0	10.4	11.0	9.4	9.5	8.5	10.8	10.6	8.5
8	11.0	6.2	10.7	9.3	13.0	12.1	12.0	9.2	12.3	10.3	12.0	11.2	10.9
7	8.1	11.9	10.4	8.4	7.3	6.3	7.2	9.8	7.0	9.1	6.8	8.5	7.7
6	7.0	17.5	9.0	3.0	8.9	4.9	5.5	8.2	6.2	8.4	5.3	7.7	6.4
NEUTRAL-5	9.2	15.6	12.0	8.7	6.0	5.2	10.8	11.3	7.9	9.8	8.5	9.1	9.3
DISAGREE	14.5	26.2	17.1	16.7	10.2	10.4	13.5	18.8	11.7	16.3	12.2	13.7	15.2
4	3.6	8.8	5.0	4.8	1.6	3.0	2.1	5.7	2.2	4.5	2.5	3.6	3.6
3	3.4	4.4	2.7	4.5	2.9	1.9	4.4	3.8	3.2	3.5	3.4	3.4	3.5
2	2.4	6.9	3.7	0.6	1.3	1.1	2.9	3.0	1.9	2.5	2.1	1.6	3.0
1	1.4	0.6	1.3	1.5	1.6	0.5	2.3	1.3	1.6	1.4	1.6	1.4	1.5
0	3.6	5.6	4.3	5.4	2.9	3.8	1.9	5.0	2.7	4.4	2.7	3.7	3.6
Mean	7.56	5.99	7.10	7.56	7.98	8.17	7.62	7.07	7.88	7.33	7.84	7.57	7.55



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	76.2	59.3	73.0	83.6	78.0	60.5	72.8	85.5	78.2	58.6	73.2	82.0	77.8	73.7	76.3	79.5
Strongly	61.2	32.7	57.7	69.1	65.9	31.4	56.5	66.9	66.8	33.6	58.9	70.9	65.1	55.5	61.1	68.7
10	40.6	19.6	36.9	48.6	43.4	25.6	30.1	46.8	43.1	15.6	43.0	50.2	43.7	36.7	40.3	46.5
9	9.5	5.1	10.5	8.6	10.7	2.3	12.6	9.7	12.0	7.0	8.7	7.6	9.5	9.5	9.2	10.3
8	11.0	7.9	10.3	11.9	11.8	3.5	13.8	10.5	11.7	10.9	7.2	13.1	11.9	9.3	11.6	11.9
7	8.1	9.8	10.1	7.3	6.8	10.5	12.6	8.5	5.4	9.4	7.9	6.2	8.2	8.8	8.7	5.7
6	7.0	16.8	5.2	7.3	5.2	18.6	3.8	10.1	6.0	15.6	6.4	4.8	4.5	9.5	6.5	5.0
NEUTRAL-5	9.2	14.0	10.7	5.6	9.5	16.3	10.0	3.6	10.6	12.5	11.3	7.3	8.5	10.8	9.2	7.4
DISAGREE	14.5	26.6	16.3	10.8	12.5	23.3	17.2	10.9	11.2	28.9	15.5	10.7	13.8	15.5	14.5	13.1
4	3.6	7.9	5.4	1.9	2.4	3.5	7.1	1.6	2.7	10.9	3.8	2.1	2.1	3.6	4.0	2.6
3	3.4	5.1	3.2	2.8	3.6	4.7	2.5	3.6	3.5	5.5	3.8	2.1	3.7	4.4	3.4	2.4
2	2.4	7.0	1.6	1.3	2.3	8.1	1.3	0.4	1.1	6.2	1.9	2.1	3.4	2.0	2.1	3.3
1	1.4	0.9	1.4	1.5	1.6	0.0	1.3	2.4	1.1	1.6	1.5	0.7	2.1	1.3	1.7	1.0
0	3.6	5.6	4.8	3.4	2.6	7.0	5.0	2.8	2.7	4.7	4.5	3.8	2.4	4.2	3.3	3.8
Mean	7.56	6.08	7.37	8.01	7.78	6.15	7.25	7.97	7.84	6.03	7.48	8.04	7.73	7.32	7.56	7.86



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

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	76.8	100.0	94.2	89.5	77.7	68.2	39.8	27.0	16.3	82.3	93.6	70.9	30.4	87.1	80.8	74.0	82.7	58.9	78.5	35.2
Strongly	60.9	99.0	90.8	78.8	54.0	37.3	15.9	9.5	4.7	68.4	87.8	41.9	9.8	79.8	61.0	56.2	65.9	36.9	55.6	14.4
10	41.2	93.5	72.6	51.7	26.1	15.0	5.0	2.7	4.7	49.1	68.8	19.1	3.9	64.5	33.7	38.9	45.5	15.9	25.3	4.6
9	9.3	3.5	11.1	15.3	11.5	7.3	4.0	1.4	0.0	9.5	11.1	7.9	2.0	8.8	13.9	6.9	8.7	8.6	13.0	3.2
8	10.4	2.0	7.1	11.8	16.3	15.0	7.0	5.4	0.0	9.8	7.9	14.9	3.9	6.5	13.3	10.4	11.8	12.4	17.2	6.5
7	9.6	1.0	2.1	7.8	15.6	16.2	13.9	9.5	7.0	8.9	4.1	17.4	13.7	5.4	12.7	10.4	9.9	12.2	13.0	11.1
6	6.2	0.0	1.3	2.9	8.2	14.6	10.0	8.1	4.7	5.1	1.7	11.5	6.9	1.9	7.1	7.3	6.8	9.9	10.0	9.7
NEUTRAL-5	8.6	0.0	2.9	4.6	10.6	13.1	20.4	17.6	9.3	7.2	2.9	13.0	19.6	5.4	6.5	10.4	8.0	13.0	9.2	17.6
DISAGREE	14.7	0.0	2.9	5.9	11.8	18.8	39.8	55.4	74.4	10.5	3.5	16.2	50.0	7.5	12.7	15.6	9.3	28.1	12.3	47.2
4	4.2	0.0	0.0	1.1	4.3	5.1	18.4	12.2	2.3	3.1	0.4	4.9	19.6	2.2	3.7	4.9	2.5	8.0	4.2	12.5
3	3.2	0.0	0.8	1.1	1.4	5.7	10.0	16.2	0.0	2.4	0.7	3.8	11.8	1.4	2.8	4.2	2.5	5.5	2.3	9.3
2	2.6	0.0	0.3	0.8	2.6	2.9	8.0	10.8	9.3	1.6	0.4	2.8	7.8	0.8	1.9	2.4	2.2	5.7	2.7	9.3
1	1.0	0.0	0.0	0.8	0.5	2.2	1.0	4.1	9.3	0.9	0.3	1.7	2.9	1.2	0.6	1.0	0.6	1.5	0.4	2.8
0	3.6	0.0	1.8	2.1	2.9	2.9	2.5	12.2	53.5	2.4	1.6	3.0	7.8	1.9	3.7	3.1	1.5	7.5	2.7	13.4
Mean	7.59	9.89	9.22	8.54	7.34	6.48	5.21	4.08	2.07	8.07	9.10	6.76	4.56	8.68	7.61	7.41	8.00	6.06	7.34	4.50



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20. 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	350	450	768	432	1680	1436	244	320	204	116
AGREE	76.8	80.3	78.9	74.1	76.4	79.6	80.4	74.6	61.9	62.3	61.2
Strongly	60.9	67.4	61.1	59.2	58.3	63.9	65.8	52.5	45.3	45.1	45.7
10	41.2	43.4	42.7	40.4	39.4	43.5	46.1	27.9	29.4	26.5	34.5
9	9.3	12.9	10.0	7.7	8.6	10.0	9.7	11.9	5.6	6.4	4.3
8	10.4	11.1	8.4	11.2	10.4	10.4	10.0	12.7	10.3	12.3	6.9
7	9.6	7.7	11.1	8.9	11.1	9.8	9.1	13.9	8.8	8.8	8.6
6	6.2	5.1	6.7	6.0	6.9	5.9	5.5	8.2	7.8	8.3	6.9
NEUTRAL-5	8.6	7.4	6.7	9.1	10.4	7.5	7.3	8.6	14.1	14.7	12.9
DISAGREE	14.7	12.3	14.4	16.8	13.2	12.9	12.3	16.8	24.1	23.0	25.9
4	4.2	4.0	4.2	5.3	2.5	3.3	2.9	5.7	9.1	9.3	8.6
3	3.2	3.7	2.2	4.0	2.1	2.6	2.3	4.1	6.2	4.9	8.6
2	2.6	0.9	3.6	2.7	2.8	2.3	2.2	3.3	4.1	3.9	4.3
1	1.0	0.9	0.4	1.0	1.9	1.1	1.0	1.2	0.9	0.5	1.7
0	3.6	2.9	4.0	3.6	3.9	3.6	3.8	2.5	3.8	4.4	2.6
Mean	7.59	7.91	7.66	7.46	7.49	7.76	7.86	7.20	6.69	6.66	6.76



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)		FOR CONGRESS	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	76.8	73.3	78.3	84.9	68.5	74.0	72.0	83.4	69.2	78.0	73.1	70.7	72.1	69.8	81.6	
Strongly	60.9	52.8	64.4	73.1	48.6	56.2	52.6	72.3	49.3	58.3	53.6	50.5	53.3	48.8	69.1	
10	41.2	28.8	46.5	53.6	27.9	38.9	34.4	53.9	28.2	38.6	35.1	27.6	29.1	26.7	51.9	
9	9.3	10.2	9.0	10.6	8.6	6.9	8.4	9.6	8.6	10.6	9.3	9.9	11.8	8.8	8.8	
8	10.4	13.8	9.0	8.9	12.1	10.4	9.8	8.8	12.5	9.1	9.3	13.0	12.4	13.3	8.4	
7	9.6	11.8	8.7	8.0	11.2	10.4	11.2	7.7	10.7	13.0	12.1	11.3	10.6	11.7	8.4	
6	6.2	8.7	5.2	3.7	8.6	7.3	8.2	3.3	9.2	6.7	7.3	8.9	8.2	9.3	4.1	
NEUTRAL-5	8.6	10.7	7.7	5.8	11.0	10.4	10.6	6.4	10.7	9.1	10.4	10.7	10.6	10.8	6.9	
DISAGREE	14.7	16.0	14.1	9.3	20.5	15.6	17.4	10.3	20.0	13.0	16.6	18.6	17.3	19.4	11.6	
4	4.2	5.7	3.7	2.7	5.8	4.9	6.1	3.1	5.8	3.1	4.4	5.1	3.6	6.0	3.6	
3	3.2	2.5	3.4	1.9	4.2	4.2	4.1	2.1	3.9	4.3	4.9	4.1	3.0	4.8	2.4	
2	2.6	2.8	2.5	1.2	4.2	2.4	2.3	1.2	4.4	1.6	2.4	3.4	2.4	4.0	1.9	
1	1.0	1.2	1.0	1.0	1.1	1.0	1.2	1.2	1.0	0.8	1.1	1.1	1.8	0.7	1.0	
0	3.6	3.8	3.5	2.5	5.1	3.1	3.7	2.6	4.9	3.1	3.8	4.8	6.4	3.8	2.8	
Mean	7.59	7.16	7.78	8.30	6.84	7.41	7.21	8.24	6.89	7.60	7.27	6.96	7.03	6.92	8.09	



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

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
AGREE	76.8	69.3	59.1	79.5	81.4	90.6	61.4	62.6	77.6
Strongly	60.9	52.6	43.2	63.6	66.5	78.5	43.2	38.4	63.0
10	41.2	30.7	18.2	42.8	45.3	66.9	31.1	20.2	40.9
9	9.3	8.0	15.9	9.9	11.2	8.3	3.0	6.1	10.2
8	10.4	13.9	9.1	10.9	9.9	3.3	9.1	12.1	11.9
7	9.6	10.9	11.4	9.9	9.3	7.2	9.1	17.2	7.6
6	6.2	5.8	4.5	6.0	5.6	5.0	9.1	7.1	6.9
NEUTRAL-5	8.6	11.7	20.5	8.1	9.3	3.3	10.6	14.1	6.6
DISAGREE	14.7	19.0	20.5	12.5	9.3	6.1	28.0	23.2	15.8
4	4.2	7.3	6.8	4.0	3.7	0.6	10.6	5.1	2.6
3	3.2	3.6	4.5	3.2	1.9	1.7	6.8	3.0	2.6
2	2.6	5.1	6.8	1.8	2.5	0.6	3.0	3.0	4.0
1	1.0	0.7	2.3	1.1	0.6	0.6	1.5	1.0	1.0
0	3.6	2.2	0.0	2.6	0.6	2.8	6.1	11.1	5.6
Mean	7.59	7.11	6.64	7.80	8.05	8.75	6.52	6.23	7.51



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
AGREE	76.8	85.0	71.0	85.6	68.8	75.9	83.7	69.1	75.6	87.5	68.6	76.2
Strongly	60.9	75.5	50.9	75.4	49.3	57.4	74.9	47.2	58.1	75.9	50.8	56.7
10	41.2	57.4	29.1	56.1	28.0	39.4	53.9	25.4	38.0	58.6	29.8	40.8
9	9.3	9.9	9.8	10.6	9.6	7.2	12.3	9.4	8.5	8.7	9.7	6.0
8	10.4	8.2	12.0	8.8	11.8	10.7	8.8	12.4	11.6	8.7	11.3	9.9
7	9.6	6.6	11.5	7.4	10.7	11.3	6.4	11.1	9.7	8.4	10.4	12.8
6	6.2	2.9	8.5	2.8	8.8	7.2	2.4	10.7	7.8	3.2	7.4	6.7
NEUTRAL-5	8.6	6.2	10.2	5.7	10.4	9.8	6.9	11.1	10.1	4.3	9.9	9.6
DISAGREE	14.7	8.8	18.8	8.8	20.8	14.3	9.3	19.9	14.3	8.1	21.5	14.2
4	4.2	2.1	5.3	2.8	5.9	3.9	3.2	5.2	4.7	2.3	6.5	3.2
3	3.2	2.1	3.5	1.4	4.5	3.7	0.5	3.3	3.9	2.3	5.3	3.5
2	2.6	1.5	3.9	1.2	4.3	2.0	2.1	4.9	1.2	0.3	3.9	2.8
1	1.0	0.9	1.2	1.0	1.2	0.9	1.1	1.0	1.2	0.9	1.4	0.7
0	3.6	2.3	4.9	2.4	4.9	3.7	2.4	5.5	3.5	2.3	4.4	3.9
Mean	7.59	8.42	6.99	8.42	6.87	7.49	8.33	6.77	7.48	8.51	6.94	7.49



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	76.8	64.2	60.8	66.8	75.5	85.6	90.9	88.0	73.0	76.2	89.8	63.3	75.2	79.7	62.0	75.4	85.2
Strongly	60.9	45.5	42.5	47.8	57.1	73.6	81.2	77.1	61.9	63.3	80.6	42.9	55.9	65.6	46.5	55.4	68.8
10	41.2	26.1	26.2	25.9	36.1	50.0	68.8	58.5	39.7	42.9	62.0	24.4	30.3	42.2	23.9	37.5	53.1
9	9.3	9.0	7.1	10.4	8.8	12.0	7.8	10.1	14.3	9.5	10.4	8.5	10.6	12.5	7.0	7.0	7.8
8	10.4	10.4	9.2	11.4	12.3	11.5	4.7	8.4	7.9	10.9	8.2	10.0	15.0	10.9	15.5	10.9	7.8
7	9.6	10.3	10.4	10.1	10.9	9.2	6.2	7.8	6.3	10.2	6.7	11.1	10.6	7.8	8.5	11.4	12.5
6	6.2	8.5	7.9	8.9	7.4	2.9	3.4	3.1	4.8	2.7	2.5	9.2	8.7	6.2	7.0	8.5	3.9
NEUTRAL-5	8.6	11.5	11.2	11.7	10.0	5.2	4.1	4.7	7.9	9.5	4.3	11.8	9.8	3.1	12.7	10.3	7.0
DISAGREE	14.7	24.3	27.9	21.5	14.6	9.2	5.0	7.3	19.0	14.3	5.9	24.9	15.0	17.2	25.4	14.4	7.8
4	4.2	6.7	5.4	7.6	4.9	2.4	0.9	1.7	11.1	4.1	1.4	6.4	5.9	3.1	4.2	4.4	2.3
3	3.2	5.0	4.2	5.7	3.5	1.6	0.9	1.3	1.6	2.7	1.0	5.2	3.9	1.6	7.0	3.5	2.3
2	2.6	4.3	5.0	3.8	2.6	1.6	0.9	1.3	1.6	3.4	0.6	5.0	2.4	7.8	2.8	2.3	0.8
1	1.0	2.2	2.5	1.9	0.5	1.3	0.0	0.7	3.2	0.7	0.8	1.9	0.0	1.6	2.8	0.9	0.0
0	3.6	6.1	10.8	2.5	3.1	2.4	2.2	2.3	1.6	3.4	2.2	6.4	2.8	3.1	8.5	3.2	2.3
Mean	7.59	6.58	6.23	6.84	7.44	8.27	8.88	8.55	7.57	7.69	8.73	6.46	7.34	7.64	6.38	7.42	8.28



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	76.8	69.7	72.9	86.0	76.9	79.9	84.8	79.0	77.6	80.1	72.8	65.7	80.6	84.2	84.5	64.2
Strongly	60.9	48.0	57.4	76.4	58.9	62.3	63.0	62.1	62.2	64.3	58.2	49.0	65.9	75.4	67.9	46.2
10	41.2	27.1	37.1	58.2	37.2	37.1	34.8	37.5	42.6	44.4	39.3	37.4	45.5	48.5	49.2	28.9
9	9.3	8.9	7.1	10.5	10.3	14.2	10.9	14.7	8.8	10.2	6.3	5.1	10.0	11.1	10.7	6.3
8	10.4	11.9	13.2	7.7	11.4	11.0	17.4	9.9	10.8	9.8	12.6	6.6	10.4	15.8	7.9	11.1
7	9.6	12.1	10.0	6.8	11.6	10.1	15.2	9.2	9.3	10.0	8.0	11.6	9.7	5.8	10.1	10.5
6	6.2	9.6	5.5	2.7	6.4	7.5	6.5	7.7	6.1	5.8	6.5	5.1	5.1	2.9	6.5	7.5
NEUTRAL-5	8.6	10.9	11.0	5.1	8.7	4.4	2.2	4.8	9.0	7.6	11.5	12.1	6.6	5.8	6.5	12.8
DISAGREE	14.7	19.5	16.1	8.9	14.4	15.7	13.0	16.2	13.5	12.3	15.7	22.2	12.7	9.9	8.9	22.9
4	4.2	5.1	7.4	2.1	4.8	5.3	2.2	5.9	4.1	3.8	4.6	3.5	3.9	5.3	3.0	5.7
3	3.2	3.5	3.9	2.5	3.8	2.5	2.2	2.6	3.0	2.7	3.6	5.1	3.1	1.8	1.6	4.5
2	2.6	4.1	2.3	1.1	2.1	2.5	2.2	2.6	2.6	2.2	3.3	3.0	2.2	1.2	1.8	4.0
1	1.0	1.5	0.6	0.7	0.9	1.6	4.3	1.1	0.9	0.6	1.3	1.5	0.8	0.0	1.2	2.0
0	3.6	5.3	1.9	2.5	2.8	3.8	2.2	4.0	2.9	2.9	2.9	9.1	2.7	1.8	1.4	6.7
Mean	7.59	6.84	7.45	8.47	7.55	7.60	7.65	7.59	7.69	7.85	7.41	6.81	7.89	8.28	8.16	6.63



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

BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	76.8	75.5	79.3	78.2	81.2	73.0	81.6	77.1	75.8
Strongly	60.9	59.4	63.8	61.2	68.6	57.0	67.0	61.0	59.2
10	41.2	41.7	40.1	40.6	39.3	39.3	41.4	43.4	38.3
9	9.3	7.9	12.1	9.5	16.7	7.6	13.9	8.0	9.4
8	10.4	9.8	11.6	11.1	12.6	10.1	11.7	9.6	11.6
7	9.6	10.0	9.0	10.0	7.1	9.3	8.2	10.5	10.1
6	6.2	6.1	6.5	7.0	5.4	6.7	6.5	5.6	6.5
NEUTRAL-5	8.6	9.3	7.1	7.5	6.3	11.0	6.7	8.2	7.6
DISAGREE	14.7	15.2	13.7	14.3	12.6	16.0	11.7	14.7	16.6
4	4.2	4.3	4.1	4.8	2.9	5.0	3.2	3.8	5.4
3	3.2	3.6	2.2	2.5	1.7	2.6	2.0	4.3	2.5
2	2.6	2.5	2.8	2.9	2.5	2.6	3.0	2.4	2.5
1	1.0	1.0	1.2	0.7	2.1	1.5	0.5	0.6	2.2
0	3.6	3.8	3.4	3.4	3.3	4.3	3.0	3.4	4.0
Mean	7.59	7.54	7.70	7.63	7.82	7.37	7.88	7.65	7.44



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	76.8	80.9	68.0	67.3	65.0	82.5	81.2	80.6	72.9	61.4	58.7	70.5
Strongly	60.9	67.4	47.2	46.9	42.3	61.2	67.8	66.9	50.4	43.3	40.5	43.9
10	41.2	46.6	29.7	31.9	23.8	37.5	46.0	47.1	34.6	29.1	19.0	28.1
9	9.3	10.7	6.4	6.9	4.6	12.5	12.4	9.2	6.8	7.1	4.1	5.0
8	10.4	10.1	11.1	8.1	13.8	11.2	9.4	10.7	9.0	7.1	17.4	10.8
7	9.6	8.7	11.7	11.5	12.7	12.5	7.8	9.4	11.3	11.8	10.7	14.4
6	6.2	4.9	9.1	8.8	10.0	8.8	5.6	4.2	11.3	6.3	7.4	12.2
NEUTRAL-5	8.6	7.6	10.5	12.7	10.0	3.8	8.0	7.4	14.3	11.0	9.9	10.1
DISAGREE	14.7	11.5	21.6	20.0	25.0	13.8	10.8	12.0	12.8	27.6	31.4	19.4
4	4.2	3.0	6.9	5.8	9.2	3.8	2.9	3.1	2.3	9.4	12.4	6.5
3	3.2	2.4	4.7	4.6	5.0	2.5	1.9	2.9	2.3	7.1	5.0	5.0
2	2.6	1.8	4.4	3.1	5.0	5.0	1.8	1.8	3.0	3.1	7.4	2.9
1	1.0	0.8	1.6	2.7	1.2	0.0	0.8	0.8	1.5	3.9	2.5	0.0
0	3.6	3.5	4.1	3.8	4.6	2.5	3.5	3.4	3.8	3.9	4.1	5.0
Mean	7.59	7.94	6.84	6.89	6.53	7.69	7.96	7.93	7.20	6.57	6.17	6.83



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

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
AGREE	76.8	53.1	63.5	69.6	75.2	86.3	90.3	64.0	85.2	67.2	88.7	76.7	76.8
Strongly	60.9	33.1	42.8	50.1	56.2	75.6	79.1	44.0	72.1	47.4	77.7	61.3	60.6
10	41.2	18.8	24.4	32.8	41.9	54.0	53.6	26.8	50.7	31.1	53.8	40.2	42.1
9	9.3	5.6	8.0	6.6	6.7	11.2	13.1	6.9	10.9	6.9	12.3	10.3	8.4
8	10.4	8.8	10.4	10.7	7.6	10.4	12.4	10.2	10.5	9.5	11.6	10.7	10.1
7	9.6	13.8	10.7	11.0	13.0	7.4	6.5	11.5	8.5	11.9	6.8	8.8	10.4
6	6.2	6.2	10.0	8.4	6.0	3.3	4.8	8.6	4.6	7.8	4.2	6.6	5.8
NEUTRAL-5	8.6	13.8	11.4	11.0	8.9	6.3	5.1	11.7	6.5	10.9	5.6	9.1	8.0
DISAGREE	14.7	33.1	25.1	19.4	15.9	7.4	4.6	24.3	8.4	21.9	5.7	14.1	15.2
4	4.2	12.5	9.7	4.5	3.2	1.1	1.3	8.1	1.7	6.7	1.2	4.3	4.2
3	3.2	8.8	3.7	4.5	4.4	1.4	0.8	5.0	1.9	4.9	1.0	2.3	3.9
2	2.6	6.2	4.0	4.5	2.2	1.1	0.8	4.7	1.2	4.0	0.9	2.8	2.5
1	1.0	2.5	1.7	0.9	1.3	0.5	0.6	1.5	0.7	1.4	0.6	1.1	1.0
0	3.6	3.1	6.0	5.1	4.8	3.3	1.1	5.0	2.7	5.0	2.0	3.7	3.6
Mean	7.59	6.02	6.51	6.97	7.43	8.38	8.62	6.61	8.24	6.84	8.52	7.59	7.59



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	76.8	52.3	68.5	77.7	88.7	48.8	69.5	74.2	89.6	54.7	67.5	80.6	87.8	69.9	79.5	79.0
Strongly	60.9	34.1	46.8	60.1	78.7	29.1	48.5	59.7	78.2	37.5	45.3	60.6	79.1	52.6	63.3	65.9
10	41.2	19.2	27.6	44.7	54.2	16.3	25.1	41.5	54.8	21.1	29.8	47.4	53.7	31.9	43.7	47.3
9	9.3	6.1	7.7	7.1	12.9	5.8	9.2	8.5	13.4	6.2	6.4	5.9	12.4	9.9	9.2	8.8
8	10.4	8.9	11.5	8.4	11.5	7.0	14.2	9.7	10.1	10.2	9.1	7.3	13.0	10.8	10.5	9.8
7	9.6	11.7	11.9	11.7	6.0	11.6	11.7	8.1	6.8	11.7	12.1	14.9	5.3	8.8	10.7	8.1
6	6.2	6.5	9.7	5.8	4.0	8.1	9.2	6.5	4.6	5.5	10.2	5.2	3.4	8.6	5.4	5.0
NEUTRAL-5	8.6	13.6	10.5	9.1	5.4	20.9	9.6	10.9	4.9	8.6	11.3	7.6	5.8	9.9	8.0	8.1
DISAGREE	14.7	34.1	21.0	13.2	5.9	30.2	20.9	14.9	5.4	36.7	21.1	11.8	6.3	20.3	12.5	12.9
4	4.2	13.1	6.7	2.4	1.3	14.0	7.5	2.4	1.1	12.5	6.0	2.4	1.6	6.0	3.7	3.3
3	3.2	7.0	3.8	4.5	0.7	3.5	2.9	4.0	0.5	9.4	4.5	4.8	0.8	3.8	3.1	2.4
2	2.6	6.5	4.4	1.7	0.9	5.8	4.6	2.4	1.1	7.0	4.2	1.0	0.8	4.0	1.9	2.4
1	1.0	2.8	1.0	0.9	0.7	3.5	0.8	1.2	0.5	2.3	1.1	0.7	0.8	2.2	0.5	1.0
0	3.6	4.7	5.2	3.7	2.3	3.5	5.0	4.8	2.2	5.5	5.3	2.8	2.4	4.2	3.3	3.8
Mean	7.59	5.95	6.80	7.67	8.54	5.87	6.82	7.46	8.57	6.01	6.78	7.85	8.51	7.02	7.79	7.84



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21. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	62.4	100.0	85.0	74.8	58.0	43.3	26.4	17.6	11.6	70.6	84.1	53.0	25.5	80.1	72.4	56.9	63.5	36.5	49.4	20.8
Strongly	44.5	96.0	73.1	51.7	36.5	15.9	7.0	13.5	7.0	53.4	69.5	30.0	10.8	67.6	50.2	39.6	43.0	16.1	23.4	7.4
10	23.3	77.4	43.8	22.8	9.8	4.1	0.0	5.4	7.0	29.2	42.6	7.9	2.9	42.8	19.8	18.8	23.2	4.4	6.5	1.9
9	8.2	11.6	13.2	10.7	8.9	3.5	0.5	1.4	0.0	9.7	11.9	7.0	1.0	10.5	12.4	8.0	6.8	3.4	5.7	0.5
8	13.0	7.0	16.1	18.2	17.7	8.3	6.5	6.8	0.0	14.5	15.0	15.1	6.9	14.3	18.0	12.8	13.0	8.4	11.1	5.1
7	10.6	4.0	9.0	15.3	12.7	13.4	8.5	0.0	2.3	10.3	10.4	11.1	5.9	6.8	13.9	9.7	13.6	11.5	16.5	5.6
6	7.4	0.0	2.9	7.8	8.9	14.0	10.9	4.1	2.3	6.9	4.2	11.9	8.8	5.8	8.4	7.6	6.8	8.8	9.6	7.9
NEUTRAL-5	12.2	0.0	9.5	12.6	13.4	15.9	20.9	13.5	4.7	11.7	8.7	15.3	22.5	8.5	12.1	17.0	12.4	13.6	13.0	14.4
DISAGREE	25.4	0.0	5.5	12.6	28.5	40.8	52.7	68.9	83.7	17.7	7.2	31.7	52.0	11.4	15.5	26.0	24.1	49.9	37.5	64.8
4	4.8	0.0	1.8	1.6	6.0	7.3	13.9	8.1	0.0	4.1	1.4	7.9	12.7	3.7	4.3	4.5	4.3	6.7	4.2	9.7
3	5.0	0.0	1.1	2.1	4.1	9.2	12.4	18.9	4.7	3.1	1.3	4.5	13.7	2.2	2.8	4.9	3.4	10.9	9.6	12.5
2	3.9	0.0	0.0	2.4	4.6	7.0	9.0	6.8	11.6	2.6	0.9	4.7	8.8	1.0	1.9	3.5	5.6	8.0	7.3	8.8
1	3.5	0.0	0.5	1.6	2.9	7.0	5.5	16.2	11.6	2.3	0.8	4.5	5.9	1.5	2.2	2.8	3.4	7.3	5.0	10.2
0	8.3	0.0	2.1	4.8	11.0	10.2	11.9	18.9	55.8	5.6	2.7	10.2	10.8	2.9	4.3	10.4	7.4	17.0	11.5	23.6
Mean	6.35	9.62	8.24	7.06	5.78	4.75	4.02	3.31	1.72	7.00	8.07	5.47	4.16	7.86	6.93	6.03	6.38	4.26	5.09	3.25



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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	350	450	768	432	1680	1436	244	320	204	116
AGREE	62.4	59.1	63.8	62.4	63.9	64.8	65.2	62.7	50.0	47.5	54.3
Strongly	44.5	45.1	45.6	45.2	41.7	47.0	48.0	41.4	31.2	25.0	42.2
10	23.3	24.6	22.0	25.1	20.4	24.7	25.9	17.6	15.9	12.3	22.4
9	8.2	8.3	11.1	6.2	8.3	8.9	9.1	8.2	4.1	3.9	4.3
8	13.0	12.3	12.4	13.8	13.0	13.4	13.0	15.6	11.2	8.8	15.5
7	10.6	8.3	11.1	10.4	12.3	10.4	10.0	12.7	11.6	15.2	5.2
6	7.4	5.7	7.1	6.8	10.0	7.4	7.2	8.6	7.2	7.4	6.9
NEUTRAL-5	12.2	14.0	11.1	12.4	11.3	11.0	10.5	13.9	18.1	18.1	18.1
DISAGREE	25.4	26.9	25.1	25.3	24.8	24.2	24.3	23.4	31.9	34.3	27.6
4	4.8	4.6	5.1	5.2	3.7	4.6	4.1	7.4	5.6	6.4	4.3
3	5.0	6.0	4.9	4.3	5.3	4.8	4.7	5.3	5.9	5.9	6.0
2	3.9	4.6	3.8	3.3	4.6	4.0	4.0	4.1	3.4	4.9	0.9
1	3.5	2.9	3.1	3.5	4.4	3.4	3.6	2.0	4.1	5.4	1.7
0	8.3	8.9	8.2	9.0	6.7	7.4	7.9	4.5	12.8	11.8	14.7
Mean	6.35	6.29	6.41	6.37	6.29	6.51	6.53	6.41	5.52	5.28	5.94



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)		FOR CONGRESS	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	62.4	51.2	67.3	77.4	47.4	56.9	58.3	77.4	48.3	55.9	57.2	50.5	46.4	53.0	71.8	
Strongly	44.5	30.3	50.5	61.4	27.0	39.6	39.5	61.5	28.1	37.8	36.4	30.4	30.9	30.2	55.5	
10	23.3	11.5	28.3	34.6	12.0	18.8	18.0	35.3	12.3	16.9	15.9	12.7	13.3	12.2	31.6	
9	8.2	6.5	8.8	11.2	4.8	8.0	8.8	11.2	4.8	8.3	8.4	6.3	7.3	5.7	9.6	
8	13.0	12.3	13.4	15.6	10.2	12.8	12.7	15.0	11.1	12.6	12.1	11.5	10.3	12.2	14.3	
7	10.6	12.3	9.9	9.3	12.4	9.7	11.4	9.2	12.2	10.6	11.7	12.0	10.3	13.0	9.5	
6	7.4	8.5	6.9	6.7	8.0	7.6	7.4	6.7	8.0	7.5	9.1	8.1	5.2	9.9	6.8	
NEUTRAL-5	12.2	13.8	11.5	9.8	13.1	17.0	16.0	10.1	12.9	16.9	16.3	13.2	12.4	13.7	11.2	
DISAGREE	25.4	35.0	21.2	12.8	39.5	26.0	25.6	12.5	38.9	27.2	26.5	36.3	41.2	33.3	16.9	
4	4.8	6.5	4.0	3.9	5.8	4.5	5.3	3.7	5.6	5.5	6.6	6.6	6.4	6.8	3.3	
3	5.0	6.0	4.5	2.4	7.9	4.9	4.5	2.3	7.6	5.5	4.0	7.3	6.7	7.7	3.1	
2	3.9	5.5	3.2	1.3	7.0	3.5	4.1	1.4	6.7	3.5	4.2	5.7	5.5	5.9	2.5	
1	3.5	5.3	2.7	1.8	5.8	2.8	3.1	1.3	6.0	3.1	3.1	5.5	6.1	5.1	2.0	
0	8.3	11.7	6.8	3.4	13.1	10.4	8.6	3.6	13.0	9.4	8.6	11.2	16.7	7.9	6.1	
Mean	6.35	5.39	6.76	7.53	5.11	6.03	6.11	7.55	5.16	5.97	5.99	5.39	5.09	5.57	7.10	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY	
Total	2000	137	44	857	161	181	132	99	303	
AGREE	62.4	53.3	63.6	67.2	54.0	82.9	50.0	41.4	59.4	
Strongly	44.5	35.8	34.1	49.1	36.0	69.6	34.8	27.3	38.9	
10	23.3	10.9	20.5	24.7	17.4	43.6	21.2	9.1	22.8	
9	8.2	7.3	6.8	8.8	6.8	12.7	5.3	7.1	7.3	
8	13.0	17.5	6.8	15.6	11.8	13.3	8.3	11.1	8.9	
7	10.6	9.5	18.2	11.2	11.8	8.8	7.6	6.1	11.2	
6	7.4	8.0	11.4	6.9	6.2	4.4	7.6	8.1	9.2	
NEUTRAL-5	12.2	15.3	9.1	12.6	12.4	9.4	18.2	15.2	7.6	
DISAGREE	25.4	31.4	27.3	20.2	33.5	7.7	31.8	43.4	33.0	
4	4.8	4.4	9.1	3.9	8.1	1.7	8.3	4.0	5.9	
3	5.0	6.6	2.3	3.6	6.8	2.8	2.3	11.1	7.6	
2	3.9	7.3	2.3	3.0	5.0	1.7	3.8	5.1	5.0	
1	3.5	5.8	6.8	2.8	3.1	0.0	3.0	6.1	5.3	
0	8.3	7.3	6.8	6.9	10.6	1.7	14.4	17.2	9.2	
Mean	6.35	5.64	6.16	6.69	5.78	8.10	5.67	4.76	5.98	



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282			
AGREE	62.4	78.0	49.3	76.8	49.1	61.7	78.4	51.8	61.6	75.1	47.1	61.7			
Strongly	44.5	62.8	28.6	60.8	28.9	44.1	64.5	31.9	43.4	56.8	26.8	44.7			
10	23.3	36.8	12.2	36.2	12.7	20.6	38.1	13.0	20.2	34.2	12.5	20.9			
9	8.2	10.9	5.9	9.9	5.3	9.8	9.9	5.5	11.2	9.9	5.1	8.5			
8	13.0	15.1	10.4	14.7	10.9	13.7	16.5	13.4	12.0	12.8	9.2	15.2			
7	10.6	9.9	11.7	9.2	10.9	12.0	7.7	11.7	12.8	10.7	10.4	11.3			
6	7.4	5.4	9.1	6.8	9.2	5.6	6.1	8.1	5.4	7.5	9.9	5.7			
NEUTRAL-5	12.2	9.3	13.6	10.6	12.6	13.7	10.7	11.4	15.1	10.4	13.4	12.4			
DISAGREE	25.4	12.7	37.1	12.6	38.4	24.6	10.9	36.8	23.3	14.5	39.5	25.9			
4	4.8	3.8	5.7	3.2	5.7	5.6	3.2	6.5	6.2	3.2	5.1	5.0			
3	5.0	2.3	7.1	2.5	7.2	5.2	2.9	6.8	6.2	2.0	7.4	4.3			
2	3.9	2.2	6.1	1.2	5.8	4.8	0.8	6.2	5.0	1.7	5.5	4.6			
1	3.5	1.3	6.1	2.1	5.8	2.2	1.3	5.2	0.0	2.9	6.2	4.3			
0	8.3	3.1	12.2	3.6	13.9	6.9	2.7	12.1	5.8	4.6	15.2	7.8			
Mean	6.35	7.62	5.25	7.52	5.18	6.39	7.71	5.39	6.50	7.30	5.03	6.29			



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

BANNER 6

	BANNER 6																		
	TOTAL	LIBERAL						MODERATE				REPUBLICAN			DEMOCRAT			INDEPENDENT	
		Very	Smwt.	MOD-ERATE	Smwt.	Very	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE			
Total	2000	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128		
AGREE	62.4	43.3	40.0	45.9	61.3	77.2	80.6	78.8	61.9	64.6	82.2	40.0	59.8	65.6	46.5	61.0	71.9		
Strongly	44.5	26.8	29.6	24.7	40.2	59.2	67.8	63.1	46.0	45.6	67.1	24.4	33.9	39.1	23.9	42.5	59.4		
10	23.3	11.2	13.3	9.5	18.5	31.7	45.6	38.0	22.2	21.8	42.2	10.0	15.0	21.9	8.5	19.6	29.7		
9	8.2	5.2	6.2	4.4	8.0	11.0	10.3	10.7	7.9	8.2	10.6	4.3	7.1	4.7	8.5	8.5	14.1		
8	13.0	10.4	10.0	10.8	13.7	16.5	11.9	14.4	15.9	15.6	14.3	10.2	11.8	12.5	7.0	14.4	15.6		
7	10.6	8.8	7.1	10.1	12.9	11.0	7.8	9.5	6.3	10.9	9.0	8.1	14.2	17.2	15.5	12.9	7.8		
6	7.4	7.7	3.3	11.1	8.2	7.1	5.0	6.1	9.5	8.2	6.1	7.6	11.8	9.4	7.0	5.6	4.7		
NEUTRAL-5	12.2	14.0	13.8	14.2	12.9	11.8	7.5	9.8	12.7	15.6	8.8	13.0	12.2	10.9	21.1	12.3	13.3		
DISAGREE	25.4	42.6	46.2	39.9	25.7	11.0	11.9	11.4	25.4	19.7	9.0	46.9	28.0	23.4	32.4	26.7	14.8		
4	4.8	5.0	2.5	7.0	6.1	2.6	3.8	3.1	7.9	4.1	2.4	5.0	6.7	6.2	2.8	6.5	4.7		
3	5.0	8.5	6.2	10.1	4.9	2.1	2.5	2.3	4.8	2.7	2.2	9.0	5.5	1.6	8.5	5.3	3.1		
2	3.9	6.7	5.4	7.6	4.4	1.8	0.3	1.1	1.6	2.7	0.8	6.9	5.1	1.6	9.9	4.7	2.3		
1	3.5	7.0	7.9	6.3	3.2	1.3	0.6	1.0	7.9	4.8	0.6	7.6	2.8	6.2	2.8	2.9	0.0		
0	8.3	15.5	24.2	8.9	7.1	3.1	4.7	3.8	3.2	5.4	3.1	18.5	7.9	7.8	8.5	7.3	4.7		
Mean	6.35	4.86	4.55	5.09	6.22	7.48	7.90	7.67	6.43	6.54	7.93	4.55	5.95	6.31	5.32	6.27	7.30		



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	62.4	48.8	60.6	78.2	63.8	64.8	67.4	64.3	62.1	63.7	59.2	61.1	65.7	74.3	66.3	53.2
Strongly	44.5	28.6	41.6	63.0	43.8	49.1	60.9	47.1	42.8	44.8	39.1	50.0	46.3	57.9	45.8	37.2
10	23.3	13.2	16.1	37.1	19.6	23.9	30.4	22.8	22.4	22.6	22.2	28.8	24.3	33.3	23.0	18.8
9	8.2	5.3	8.7	11.0	8.7	12.9	17.4	12.1	7.0	8.2	4.8	9.1	7.6	9.4	9.7	6.9
8	13.0	10.1	16.8	14.9	15.5	12.3	13.0	12.1	13.3	14.0	12.1	12.1	14.4	15.2	13.1	11.5
7	10.6	11.2	13.2	8.9	12.1	8.2	2.2	9.2	11.5	11.7	11.1	7.6	12.4	10.5	11.1	8.9
6	7.4	8.9	5.8	6.2	7.9	7.5	4.3	8.1	7.8	7.2	9.0	3.5	7.0	5.8	9.3	7.1
NEUTRAL-5	12.2	13.7	14.2	9.7	13.9	9.4	10.9	9.2	12.6	12.3	13.2	13.1	12.6	9.9	12.1	12.3
DISAGREE	25.4	37.6	25.2	12.2	22.3	25.8	21.7	26.5	25.3	24.0	27.6	25.8	21.7	15.8	21.6	34.6
4	4.8	6.1	4.5	3.3	5.7	5.7	13.0	4.4	4.7	4.7	4.8	3.5	3.7	4.7	5.8	5.1
3	5.0	7.1	6.1	2.1	4.7	6.0	2.2	6.6	4.9	4.6	5.4	4.0	3.9	2.9	3.4	7.1
2	3.9	6.0	3.9	1.6	3.9	3.8	0.0	4.4	4.3	4.2	4.6	1.0	3.1	1.8	4.0	5.5
1	3.5	5.8	2.6	1.4	2.3	4.1	0.0	4.8	3.5	3.2	4.0	2.5	3.1	2.3	2.4	5.1
0	8.3	12.6	8.1	3.7	5.6	6.3	6.5	6.2	7.9	7.4	8.8	14.6	8.0	4.1	6.2	11.7
Mean	6.35	5.25	6.19	7.62	6.47	6.55	7.20	6.44	6.30	6.42	6.08	6.37	6.54	7.31	6.60	5.66



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BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	62.4	62.2	62.9	62.1	64.4	63.3	67.5	61.4	56.3
Strongly	44.5	44.3	44.9	43.8	46.9	46.7	49.9	42.7	37.5
10	23.3	23.1	23.7	23.4	24.3	24.2	26.1	22.3	20.2
9	8.2	7.8	8.8	7.5	11.3	7.6	10.4	7.9	6.5
8	13.0	13.4	12.4	12.9	11.3	14.9	13.4	12.4	10.8
7	10.6	10.2	11.3	12.2	9.6	10.1	10.9	10.3	11.9
6	7.4	7.7	6.8	6.1	7.9	6.5	6.7	8.4	6.9
NEUTRAL-5	12.2	12.1	12.2	11.8	13.0	11.9	12.4	12.3	11.9
DISAGREE	25.4	25.7	24.9	26.1	22.6	24.8	20.1	26.3	31.8
4	4.8	5.5	3.2	3.6	2.5	6.5	3.2	4.9	3.2
3	5.0	4.9	5.0	6.1	2.9	5.0	5.2	4.9	4.7
2	3.9	3.3	5.0	5.4	4.2	4.1	3.2	2.8	7.6
1	3.5	3.2	4.1	3.6	5.0	2.2	2.2	3.8	6.9
0	8.3	8.7	7.5	7.3	7.9	6.9	6.2	10.0	9.4
Mean	6.35	6.33	6.38	6.33	6.47	6.51	6.77	6.22	5.81



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	62.4	68.8	49.1	48.8	47.3	57.5	71.7	66.3	51.9	45.7	48.8	46.0
Strongly	44.5	50.5	31.7	30.4	30.0	40.0	55.3	46.4	31.6	29.1	33.1	27.3
10	23.3	27.2	15.0	14.2	14.6	15.0	29.1	25.5	18.0	10.2	15.7	13.7
9	8.2	8.9	6.6	7.7	4.2	10.0	10.4	7.7	6.0	9.4	4.1	4.3
8	13.0	14.4	10.2	8.5	11.2	15.0	15.8	13.3	7.5	9.4	13.2	9.4
7	10.6	11.0	9.7	10.8	10.4	7.5	10.5	11.5	11.3	10.2	10.7	10.1
6	7.4	7.2	7.7	7.7	6.9	10.0	5.9	8.3	9.0	6.3	5.0	8.6
NEUTRAL-5	12.2	11.5	13.4	11.2	14.6	13.8	11.5	11.6	12.0	10.2	12.4	16.5
DISAGREE	25.4	19.7	37.5	40.0	38.1	28.8	16.9	22.1	36.1	44.1	38.8	37.4
4	4.8	3.3	7.8	9.6	8.8	1.2	3.8	2.9	9.8	9.4	9.1	8.6
3	5.0	4.8	5.3	5.8	3.8	8.8	4.6	4.9	6.0	5.5	5.8	2.2
2	3.9	3.2	5.5	6.9	3.8	7.5	2.7	3.6	5.3	8.7	6.6	1.4
1	3.5	2.6	5.3	5.4	5.0	3.8	1.3	3.8	3.8	7.1	5.8	4.3
0	8.3	5.8	13.6	12.3	16.5	7.5	4.5	7.0	11.3	13.4	11.6	20.9
Mean	6.35	6.82	5.35	5.32	5.20	5.91	7.13	6.56	5.59	5.02	5.40	5.04



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
AGREE	62.4	45.0	52.2	58.8	62.5	71.5	69.6	53.5	68.3	56.1	70.4	65.1	60.1	
Strongly	44.5	25.6	34.4	40.3	44.8	56.4	50.2	35.1	50.7	37.9	52.7	48.1	41.3	
10	23.3	10.0	14.7	22.4	24.8	32.3	25.7	17.0	27.4	19.2	28.4	25.0	21.8	
9	8.2	6.2	7.0	6.0	7.0	9.6	10.5	6.4	9.3	6.6	10.1	8.8	7.5	
8	13.0	9.4	12.7	11.9	13.0	14.5	14.1	11.7	13.9	12.1	14.3	14.3	12.0	
7	10.6	9.4	10.0	10.4	12.1	8.2	12.2	10.1	10.9	10.6	10.5	10.4	10.8	
6	7.4	10.0	7.7	8.1	5.7	6.8	7.2	8.3	6.7	7.6	7.1	6.6	8.0	
NEUTRAL-5	12.2	16.2	10.7	10.7	12.4	10.1	13.9	11.8	12.4	12.0	12.3	12.1	12.2	
DISAGREE	25.4	38.8	37.1	30.4	25.1	18.4	16.5	34.6	19.3	31.9	17.3	22.8	27.7	
4	4.8	11.9	8.7	3.0	4.4	3.8	2.3	6.9	3.3	6.2	2.9	5.1	4.4	
3	5.0	7.5	4.7	6.0	5.1	4.1	4.2	5.8	4.4	5.6	4.2	5.1	4.8	
2	3.9	4.4	4.0	5.4	4.8	3.3	2.7	4.7	3.4	4.7	2.9	3.7	4.1	
1	3.5	3.8	4.3	3.6	6.0	2.2	2.3	3.9	3.2	4.5	2.2	2.2	4.6	
0	8.3	11.2	15.4	12.5	4.8	4.9	5.1	13.4	5.0	10.9	5.1	6.6	9.8	
Mean	6.35	5.21	5.43	5.93	6.44	7.12	6.90	5.59	6.85	5.83	6.99	6.62	6.11	



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	62.4	45.8	55.4	65.7	69.7	47.7	60.7	66.9	70.8	44.5	50.6	64.7	68.5	56.8	63.6	67.1
Strongly	44.5	26.6	35.9	49.2	52.1	32.6	40.6	50.8	54.8	22.7	31.7	47.8	49.5	39.1	46.0	48.0
10	23.3	10.7	17.1	27.6	28.1	14.0	18.4	29.0	29.2	8.6	15.8	26.3	27.0	18.1	25.1	25.8
9	8.2	6.5	6.3	8.2	9.8	7.0	7.9	8.5	10.1	6.2	4.9	8.0	9.5	9.3	7.6	7.9
8	13.0	9.3	12.5	13.4	14.2	11.6	14.2	13.3	15.5	7.8	10.9	13.5	13.0	11.7	13.3	14.3
7	10.6	9.8	10.9	10.6	10.6	8.1	12.1	10.9	9.5	10.9	9.8	10.4	11.6	10.2	10.6	11.2
6	7.4	9.3	8.5	6.0	7.0	7.0	7.9	5.2	6.5	10.9	9.1	6.6	7.4	7.5	7.1	7.9
NEUTRAL-5	12.2	15.9	10.5	11.0	13.0	18.6	10.5	10.1	13.1	14.1	10.6	11.8	13.0	12.6	11.8	12.4
DISAGREE	25.4	38.3	34.1	23.3	17.3	33.7	28.9	23.0	16.1	41.4	38.9	23.5	18.5	30.7	24.6	20.5
4	4.8	9.8	6.2	4.5	2.6	12.8	6.7	4.8	2.5	7.8	5.7	4.2	2.6	5.7	4.5	4.3
3	5.0	7.9	4.6	5.0	4.3	7.0	5.4	5.2	4.4	8.6	3.8	4.8	4.2	6.0	5.1	3.1
2	3.9	5.1	4.8	4.3	2.7	4.7	4.6	4.4	2.5	5.5	4.9	4.2	2.9	3.6	4.2	3.6
1	3.5	3.7	4.0	4.5	2.4	1.2	2.1	3.6	1.6	5.5	5.7	5.2	3.2	4.2	3.4	2.9
0	8.3	11.7	14.7	5.0	5.4	8.1	10.0	4.8	5.2	14.1	18.9	5.2	5.6	11.1	7.5	6.7
Mean	6.35	5.22	5.60	6.68	6.95	5.70	6.09	6.79	7.07	4.91	5.15	6.58	6.82	5.89	6.46	6.68



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22. 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			
	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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	76.5	100.0	94.7	88.5	82.5	65.6	35.8	24.3	4.7	83.2	93.4	73.8	31.4	87.8	80.8	76.0	83.6	55.1	77.8	27.8
Strongly	60.8	99.0	90.5	76.9	59.5	33.4	13.9	9.5	0.0	69.3	87.0	45.5	13.7	79.1	63.8	58.0	66.9	33.5	53.3	9.7
10	39.4	94.0	67.3	47.5	28.5	14.0	1.5	2.7	0.0	47.1	65.1	20.9	1.0	58.7	36.2	39.2	44.0	14.5	24.9	1.9
9	9.4	3.0	11.1	14.5	12.7	7.0	3.5	5.4	0.0	9.7	10.7	9.1	2.9	10.4	10.2	7.3	10.2	8.4	12.3	3.7
8	12.0	2.0	12.1	15.0	18.2	12.4	9.0	1.4	0.0	12.4	11.1	15.5	9.8	10.0	17.3	11.5	12.7	10.7	16.1	4.2
7	9.7	0.5	3.4	8.3	15.8	18.5	10.4	5.4	0.0	8.9	4.7	17.7	6.9	5.8	9.9	11.5	11.1	12.4	15.7	8.3
6	6.0	0.5	0.8	3.2	7.2	13.7	11.4	9.5	4.7	5.1	1.7	10.6	10.8	2.9	7.1	6.6	5.6	9.2	8.8	9.7
NEUTRAL-5	10.3	0.0	3.7	5.9	10.6	17.5	29.4	16.2	0.0	8.5	3.8	15.3	21.6	5.9	9.0	13.2	8.7	15.9	10.3	22.7
DISAGREE	13.2	0.0	1.6	5.6	7.0	16.9	34.8	59.5	95.3	8.3	2.8	10.9	47.1	6.3	10.2	10.8	7.7	28.9	11.9	49.5
4	2.6	0.0	0.0	1.3	1.0	4.8	10.4	8.1	4.7	2.0	0.5	2.6	13.7	2.0	2.2	1.7	2.2	4.6	2.7	6.9
3	3.7	0.0	0.5	1.6	1.4	4.5	13.4	18.9	11.6	2.7	0.8	2.8	19.6	1.2	4.6	4.5	1.9	6.9	2.7	12.0
2	1.7	0.0	0.0	0.5	1.2	2.2	3.5	9.5	14.0	0.9	0.2	1.3	5.9	0.7	0.6	1.4	1.2	4.2	2.3	6.5
1	1.3	0.0	0.0	0.3	0.2	1.6	3.0	13.5	7.0	0.5	0.1	0.9	2.9	0.2	1.2	0.7	0.3	3.8	0.8	7.4
0	3.8	0.0	1.1	1.9	3.1	3.8	4.5	9.5	58.1	2.1	1.2	3.4	4.9	2.2	1.5	2.4	2.2	9.4	3.4	16.7
Mean	7.56	9.89	9.18	8.43	7.63	6.40	4.99	3.84	1.16	8.12	9.04	7.01	4.64	8.61	7.75	7.59	8.05	5.79	7.27	4.00



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22. 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	350	450	768	432	1680	1436	244	320	204	116
AGREE	76.5	73.1	77.6	78.0	75.5	78.8	78.8	79.1	64.4	60.3	71.6
Strongly	60.8	60.0	62.7	62.0	57.2	63.8	65.1	56.1	44.7	41.2	50.9
10	39.4	37.4	41.3	42.3	33.6	41.3	43.0	31.1	29.1	24.5	37.1
9	9.4	11.7	9.3	8.5	9.3	10.3	10.7	8.2	4.7	4.9	4.3
8	12.0	10.9	12.0	11.2	14.4	12.2	11.4	16.8	10.9	11.8	9.5
7	9.7	8.3	8.4	9.6	12.3	9.2	8.3	14.8	12.2	13.7	9.5
6	6.0	4.9	6.4	6.4	6.0	5.8	5.4	8.2	7.5	5.4	11.2
NEUTRAL-5	10.3	10.3	8.2	11.2	10.9	9.2	9.1	9.8	15.9	18.6	11.2
DISAGREE	13.2	16.6	14.2	10.8	13.7	12.0	12.1	11.1	19.7	21.1	17.2
4	2.6	4.6	2.7	2.1	2.1	2.4	2.4	2.0	4.1	5.9	0.9
3	3.7	4.0	4.2	3.3	3.7	3.2	2.7	5.7	6.6	6.9	6.0
2	1.7	1.1	1.8	2.1	1.4	1.4	1.6	0.4	3.1	3.4	2.6
1	1.3	2.0	0.9	0.7	2.3	1.1	1.1	0.8	2.5	1.5	4.3
0	3.8	4.9	4.7	2.7	4.2	3.9	4.2	2.0	3.4	3.4	3.4
Mean	7.56	7.40	7.60	7.74	7.35	7.72	7.76	7.48	6.75	6.57	7.06



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BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)								
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	76.5	68.3	80.1	85.3	66.6	76.0	75.9	84.9	67.7	75.6	75.1	66.8	66.4	67.1	84.1	
Strongly	60.8	48.5	66.1	73.7	47.0	58.0	56.8	72.8	48.2	59.4	55.6	46.5	46.7	46.4	71.9	
10	39.4	25.5	45.3	50.8	26.4	39.2	35.6	50.9	26.5	40.6	35.5	25.2	28.8	23.0	50.4	
9	9.4	9.7	9.3	10.3	9.1	7.3	7.8	10.6	8.9	6.7	6.8	8.7	7.6	9.3	10.0	
8	12.0	13.3	11.5	12.6	11.5	11.5	13.3	11.2	12.8	12.2	13.2	12.7	10.3	14.1	11.5	
7	9.7	12.5	8.5	7.2	11.9	11.5	10.6	7.3	12.0	10.6	11.7	12.8	12.1	13.2	7.3	
6	6.0	7.3	5.5	4.4	7.8	6.6	8.6	4.9	7.5	5.5	7.7	7.5	7.6	7.5	4.9	
NEUTRAL-5	10.3	13.5	8.9	7.0	13.0	13.2	12.3	7.3	12.5	13.8	13.2	13.7	13.0	14.1	7.6	
DISAGREE	13.2	18.2	11.0	7.7	20.4	10.8	11.7	7.8	19.8	10.6	11.7	19.5	20.6	18.8	8.3	
4	2.6	4.0	2.1	2.1	3.6	1.7	2.0	2.2	3.8	0.4	1.8	3.9	4.2	3.7	1.7	
3	3.7	5.0	3.2	2.4	4.9	4.5	4.7	2.2	5.1	4.3	4.2	5.7	4.5	6.4	2.1	
2	1.7	2.3	1.4	0.7	3.0	1.4	1.4	0.8	2.7	1.6	1.1	2.9	2.1	3.3	0.8	
1	1.3	2.3	0.9	0.5	2.4	0.7	1.2	0.7	1.9	1.6	1.5	1.9	3.3	1.1	0.8	
0	3.8	4.5	3.5	2.0	6.5	2.4	2.5	2.0	6.2	2.8	3.1	5.1	6.4	4.4	2.9	
Mean	7.56	6.86	7.87	8.31	6.70	7.59	7.46	8.29	6.77	7.59	7.41	6.74	6.72	6.76	8.20	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
AGREE	76.5	62.8	61.4	82.5	76.4	90.1	65.2	65.7	71.9
Strongly	60.8	40.1	45.5	67.4	59.6	81.8	47.0	43.4	55.1
10	39.4	21.2	25.0	42.7	37.9	59.1	34.1	28.3	37.0
9	9.4	5.8	11.4	10.5	11.8	11.0	2.3	7.1	9.9
8	12.0	13.1	9.1	14.2	9.9	11.6	10.6	8.1	8.3
7	9.7	14.6	11.4	9.5	9.9	5.0	12.9	14.1	8.9
6	6.0	8.0	4.5	5.6	6.8	3.3	5.3	8.1	7.9
NEUTRAL-5	10.3	15.3	9.1	9.2	11.2	6.6	12.1	8.1	12.9
DISAGREE	13.2	21.9	29.5	8.3	12.4	3.3	22.7	26.3	15.2
4	2.6	5.8	9.1	1.8	4.3	0.6	6.1	3.0	1.7
3	3.7	8.0	9.1	2.2	3.1	0.6	5.3	6.1	5.3
2	1.7	2.2	2.3	1.1	1.9	0.0	4.5	4.0	1.3
1	1.3	2.2	0.0	0.8	0.0	0.6	1.5	2.0	2.3
0	3.8	3.6	9.1	2.5	3.1	1.7	5.3	11.1	4.6
Mean	7.56	6.50	6.45	7.98	7.61	8.76	6.80	6.39	7.26



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282			
AGREE	76.5	87.1	68.2	85.8	66.2	78.1	85.9	64.2	76.4	85.8	67.7	79.8			
Strongly	60.8	75.6	48.9	74.7	47.4	60.4	73.9	46.3	59.3	75.7	48.3	61.3			
10	39.4	53.0	26.9	53.2	25.8	39.4	51.7	23.5	35.7	54.8	27.5	42.9			
9	9.4	11.1	8.9	10.3	9.1	8.7	10.9	7.2	9.3	9.6	10.4	8.2			
8	12.0	11.5	13.1	11.2	12.6	12.2	11.2	15.6	14.3	11.3	10.4	10.3			
7	9.7	7.6	11.8	6.9	11.2	11.3	8.8	9.4	10.1	4.9	12.5	12.4			
6	6.0	3.9	7.5	4.2	7.6	6.5	3.2	8.5	7.0	5.2	6.9	6.0			
NEUTRAL-5	10.3	6.5	12.6	6.8	13.4	10.7	6.1	14.0	11.6	7.5	12.9	9.9			
DISAGREE	13.2	6.5	19.3	7.4	20.4	11.1	8.0	21.8	12.0	6.7	19.4	10.3			
4	2.6	2.4	3.4	1.5	3.6	2.8	2.1	4.2	3.5	0.9	3.2	2.1			
3	3.7	1.1	5.4	2.4	5.7	2.8	2.7	5.9	3.5	2.0	5.5	2.1			
2	1.7	0.5	2.7	0.6	3.0	1.5	0.8	3.3	1.9	0.3	2.8	1.1			
1	1.3	0.5	1.9	0.6	2.4	0.7	0.3	2.9	0.4	0.9	2.1	1.1			
0	3.8	2.0	5.9	2.4	5.7	3.3	2.1	5.5	2.7	2.6	5.8	3.9			
Mean	7.56	8.45	6.81	8.37	6.71	7.65	8.35	6.55	7.54	8.39	6.82	7.76			



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	76.5	62.8	57.5	66.8	75.6	87.7	89.1	88.3	71.4	80.3	89.2	60.7	74.0	71.9	67.6	74.8	93.0
Strongly	60.8	43.3	38.8	46.8	58.5	73.8	80.6	76.9	54.0	66.0	79.8	41.2	55.1	57.8	46.5	57.8	75.0
10	39.4	24.1	24.6	23.7	34.6	50.8	63.1	56.4	36.5	39.5	59.2	22.5	28.0	39.1	22.5	37.5	53.9
9	9.4	8.6	5.8	10.8	8.9	12.3	8.4	10.5	7.9	9.5	10.8	8.5	10.2	7.8	9.9	7.6	10.9
8	12.0	10.6	8.3	12.3	15.0	10.7	9.1	10.0	9.5	17.0	9.8	10.2	16.9	10.9	14.1	12.6	10.2
7	9.7	11.5	11.2	11.7	9.8	9.9	5.9	8.1	11.1	6.8	6.5	11.1	11.0	12.5	14.1	10.3	12.5
6	6.0	7.9	7.5	8.2	7.3	3.9	2.5	3.3	6.3	7.5	2.9	8.3	7.9	1.6	7.0	6.7	5.5
NEUTRAL-5	10.3	12.6	8.8	15.5	12.7	6.3	5.6	6.0	7.9	10.9	5.5	14.0	13.0	10.9	8.5	13.2	5.5
DISAGREE	13.2	24.6	33.8	17.7	11.7	6.0	5.3	5.7	20.6	8.8	5.3	25.4	13.0	17.2	23.9	12.0	1.6
4	2.6	3.2	3.3	3.2	3.4	1.3	1.6	1.4	4.8	1.4	1.2	2.6	4.7	6.2	5.6	3.2	0.0
3	3.7	7.0	7.5	6.6	3.5	1.8	0.6	1.3	9.5	2.7	1.4	7.1	4.3	1.6	4.2	3.2	0.8
2	1.7	3.8	3.8	3.8	1.3	0.8	0.0	0.4	1.6	1.4	0.2	4.3	0.8	3.1	2.8	1.8	0.0
1	1.3	2.9	3.3	2.5	0.9	0.5	0.3	0.4	1.6	1.4	0.2	3.3	0.8	3.1	1.4	0.9	0.0
0	3.8	7.7	15.8	1.6	2.6	1.6	2.8	2.1	3.2	2.0	2.4	8.1	2.4	3.1	9.9	2.9	0.8
Mean	7.56	6.39	5.79	6.84	7.50	8.42	8.73	8.56	7.21	7.81	8.67	6.25	7.31	7.39	6.52	7.50	8.69



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	76.5	67.1	75.2	87.3	77.6	79.6	84.8	78.7	77.2	79.5	73.0	66.2	81.2	81.9	81.7	67.4
Strongly	60.8	47.5	56.5	76.9	60.3	59.7	63.0	59.2	62.1	65.0	56.7	52.5	67.4	72.5	64.3	48.2
10	39.4	26.9	33.9	55.1	37.2	34.0	45.7	32.0	40.7	44.0	34.7	37.9	44.5	49.1	41.7	30.0
9	9.4	9.0	8.1	10.3	9.8	11.9	10.9	12.1	9.5	9.7	9.2	4.5	10.9	9.4	9.7	7.7
8	12.0	11.5	14.5	11.5	13.2	13.8	6.5	15.1	11.9	11.3	12.8	10.1	12.1	14.0	12.9	10.5
7	9.7	11.9	10.6	6.9	11.4	12.3	15.2	11.8	9.2	8.4	10.5	9.6	8.0	7.6	11.3	11.9
6	6.0	7.7	8.1	3.5	6.0	7.5	6.5	7.7	6.0	6.1	5.7	4.0	5.8	1.8	6.2	7.3
NEUTRAL-5	10.3	13.1	13.5	6.0	11.5	7.5	6.5	7.7	10.6	9.5	12.6	12.6	9.7	7.0	7.9	13.0
DISAGREE	13.2	19.8	11.3	6.7	10.9	12.9	8.7	13.6	12.2	11.0	14.4	21.2	9.2	11.1	10.3	19.6
4	2.6	4.0	2.6	1.2	2.4	3.5	0.0	4.0	2.5	2.3	2.9	2.5	2.4	3.5	2.4	3.2
3	3.7	5.3	3.9	1.9	3.6	4.1	8.7	3.3	3.3	3.0	3.8	6.1	2.4	4.7	3.4	4.7
2	1.7	2.5	1.9	0.7	1.7	1.9	0.0	2.2	1.8	2.0	1.5	0.5	1.7	0.0	1.0	3.0
1	1.3	2.1	0.3	0.7	1.2	1.9	0.0	2.2	1.2	1.2	1.1	1.0	0.8	0.6	0.6	1.4
0	3.8	5.9	2.6	2.1	2.0	1.6	0.0	1.8	3.4	2.5	5.0	11.1	1.9	2.3	3.0	7.3
Mean	7.56	6.77	7.44	8.48	7.64	7.58	8.11	7.50	7.65	7.84	7.31	6.85	7.99	8.15	7.85	6.80



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

BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	76.5	75.5	78.5	78.5	78.7	73.9	79.2	76.5	77.6
Strongly	60.8	60.1	62.1	60.8	64.4	58.1	64.5	61.4	58.5
10	39.4	40.2	37.6	38.8	35.6	38.4	37.7	41.5	37.5
9	9.4	8.7	10.7	9.1	13.8	7.1	12.2	9.8	8.7
8	12.0	11.1	13.7	12.9	15.1	12.7	14.6	10.1	12.3
7	9.7	9.9	9.3	10.7	6.7	10.8	7.4	9.3	11.9
6	6.0	5.5	7.2	7.0	7.5	5.0	7.2	5.7	7.2
NEUTRAL-5	10.3	10.9	9.1	9.3	8.8	11.5	8.4	10.5	10.1
DISAGREE	13.2	13.6	12.4	12.2	12.6	14.5	12.4	13.0	12.3
4	2.6	3.0	2.1	2.3	1.7	3.9	2.2	2.3	1.8
3	3.7	3.8	3.5	4.1	2.5	3.9	4.0	3.7	2.9
2	1.7	1.6	1.9	2.3	1.3	2.0	1.7	1.3	2.2
1	1.3	0.8	2.4	0.9	5.0	0.6	2.0	0.9	2.9
0	3.8	4.5	2.5	2.7	2.1	4.1	2.5	4.9	2.5
Mean	7.56	7.54	7.61	7.63	7.58	7.44	7.67	7.60	7.52



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

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	76.5	80.7	67.7	67.3	66.5	72.5	80.4	80.9	66.9	67.7	66.1	66.9
Strongly	60.8	66.5	48.6	48.8	46.2	55.0	66.7	66.3	49.6	48.0	46.3	46.0
10	39.4	43.4	30.8	30.4	29.6	33.8	40.9	45.5	32.3	28.3	30.6	28.8
9	9.4	10.6	6.9	6.9	6.9	6.2	11.1	10.1	5.3	8.7	5.8	7.9
8	12.0	12.5	10.9	11.5	9.6	15.0	14.6	10.7	12.0	11.0	9.9	9.4
7	9.7	9.0	11.2	11.9	12.3	8.8	8.4	9.4	11.3	12.6	11.6	12.9
6	6.0	5.2	7.8	6.5	8.1	8.8	5.3	5.2	6.0	7.1	8.3	7.9
NEUTRAL-5	10.3	8.8	13.4	10.4	16.5	12.5	8.8	8.9	12.0	8.7	15.7	17.3
DISAGREE	13.2	10.5	18.9	22.3	16.9	15.0	10.8	10.2	21.1	23.6	18.2	15.8
4	2.6	1.9	4.2	3.1	5.8	5.0	2.2	1.6	4.5	1.6	5.8	5.8
3	3.7	2.5	6.2	7.7	5.4	6.2	2.1	2.9	9.0	6.3	6.6	4.3
2	1.7	1.5	2.2	2.7	2.3	0.0	1.9	1.1	1.5	3.9	2.5	2.2
1	1.3	1.1	1.7	2.3	1.2	1.2	1.3	1.0	0.8	3.9	1.7	0.7
0	3.8	3.5	4.5	6.5	2.3	2.5	3.3	3.7	5.3	7.9	1.7	2.9
Mean	7.56	7.87	6.92	6.76	6.98	7.30	7.81	7.91	6.91	6.61	6.96	6.99



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
AGREE	76.5	61.2	67.6	71.9	78.7	82.5	83.7	68.1	82.0	71.1	83.2	76.2	76.8
Strongly	60.8	38.8	49.5	55.5	61.3	68.2	71.7	49.9	67.9	53.1	70.3	60.9	60.7
10	39.4	23.1	27.1	35.2	44.8	44.1	47.3	29.7	45.7	34.0	46.0	38.1	40.5
9	9.4	6.9	9.4	8.1	7.3	9.6	12.2	8.3	10.1	8.0	11.1	9.3	9.5
8	12.0	8.8	13.0	12.2	9.2	14.5	12.2	11.8	12.1	11.1	13.1	13.5	10.7
7	9.7	13.8	10.7	9.9	10.2	10.1	7.2	11.0	8.9	10.7	8.4	9.4	10.0
6	6.0	8.8	7.4	6.6	7.3	4.1	4.8	7.3	5.2	7.3	4.5	6.0	6.1
NEUTRAL-5	10.3	16.2	14.0	12.2	8.3	7.4	8.4	13.7	8.0	12.2	8.0	10.2	10.4
DISAGREE	13.2	22.5	18.4	15.8	13.0	10.1	8.0	18.1	10.0	16.7	8.9	13.6	12.8
4	2.6	3.1	3.3	3.0	2.5	2.7	1.9	3.1	2.3	3.0	2.2	3.2	2.2
3	3.7	8.8	6.7	4.2	3.2	1.6	1.9	6.0	2.2	5.2	1.8	3.9	3.5
2	1.7	3.8	1.7	1.2	2.5	1.1	1.3	1.9	1.6	2.1	1.2	1.9	1.5
1	1.3	3.8	1.3	0.9	1.0	0.5	1.5	1.6	1.1	1.4	1.1	1.2	1.4
0	3.8	3.1	5.4	6.6	3.8	4.1	1.3	5.4	2.8	5.0	2.5	3.4	4.2
Mean	7.56	6.43	6.87	7.20	7.69	7.95	8.19	6.92	7.98	7.14	8.09	7.54	7.58



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	76.5	62.6	69.6	79.9	82.7	60.5	69.9	78.6	82.3	64.1	69.4	81.0	83.1	70.3	79.0	78.5
Strongly	60.8	42.5	52.0	62.2	70.9	40.7	53.6	58.1	72.2	43.8	50.6	65.7	69.6	52.6	63.5	64.7
10	39.4	25.7	29.8	43.2	47.0	27.9	29.3	39.1	45.5	24.2	30.2	46.7	48.4	30.8	42.6	42.5
9	9.4	8.4	7.9	8.4	11.4	5.8	7.9	6.9	12.5	10.2	7.9	9.7	10.3	8.0	8.7	12.9
8	12.0	8.4	14.3	10.6	12.5	7.0	16.3	12.1	14.2	9.4	12.5	9.3	10.8	13.7	12.2	9.3
7	9.7	12.1	9.9	11.2	7.8	10.5	9.2	13.3	6.5	13.3	10.6	9.3	9.0	10.6	9.7	8.6
6	6.0	7.9	7.7	6.5	4.0	9.3	7.1	7.3	3.5	7.0	8.3	5.9	4.5	7.1	5.8	5.3
NEUTRAL-5	10.3	16.4	12.5	8.9	8.1	19.8	13.0	8.9	7.1	14.1	12.1	9.0	9.0	11.7	9.6	10.3
DISAGREE	13.2	21.0	17.9	11.2	9.3	19.8	17.2	12.5	10.6	21.9	18.5	10.0	7.9	18.1	11.4	11.2
4	2.6	3.3	3.2	3.2	1.7	4.7	3.8	3.6	2.2	2.3	2.6	2.8	1.3	3.1	2.7	1.9
3	3.7	7.9	5.8	2.2	2.1	5.8	7.5	1.6	2.7	9.4	4.2	2.8	1.6	5.7	2.5	4.1
2	1.7	3.3	1.6	1.7	1.3	3.5	0.8	2.0	2.2	3.1	2.3	1.4	0.5	1.8	1.9	1.0
1	1.3	2.8	1.2	0.7	1.3	1.2	1.3	0.4	1.6	3.9	1.1	1.0	1.1	2.2	1.3	0.2
0	3.8	3.7	6.2	3.4	2.7	4.7	3.8	4.8	1.9	3.1	8.3	2.1	3.4	5.3	3.0	4.1
Mean	7.56	6.61	6.96	7.78	8.09	6.59	7.08	7.54	8.07	6.62	6.86	7.98	8.11	7.01	7.76	7.80



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23. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
DISAGREE	64.4	100.0	86.5	71.0	52.5	45.2	44.3	41.9	32.6	71.2	83.3	51.9	48.0	80.5	71.8	60.4	63.5	42.3	44.8	39.4
Strongly	55.8	99.5	84.4	63.8	43.6	32.5	23.4	27.0	23.3	63.5	79.5	40.4	20.6	75.9	58.8	51.7	56.0	31.4	36.0	25.9
10	46.2	98.5	78.4	48.3	32.9	20.4	13.4	21.6	18.6	53.8	70.8	28.1	13.7	68.3	45.2	47.2	41.8	22.2	26.4	17.1
9	4.3	0.5	3.4	7.2	5.0	4.1	4.0	4.1	0.0	4.2	4.3	4.3	2.9	3.6	6.8	2.1	4.6	4.6	5.4	3.7
8	5.3	0.5	2.6	8.3	5.8	8.0	6.0	1.4	4.7	5.5	4.4	8.1	3.9	4.1	6.8	2.4	9.6	4.6	4.2	5.1
7	4.2	0.5	1.1	3.2	4.3	6.7	8.0	10.8	7.0	3.8	1.8	5.7	13.7	1.9	7.4	3.8	3.7	5.2	4.6	6.0
6	4.4	0.0	1.1	4.0	4.6	6.1	12.9	4.1	2.3	3.9	2.0	5.7	13.7	2.7	5.6	4.9	3.7	5.7	4.2	7.4
NEUTRAL-5	13.0	0.0	6.6	11.5	17.0	19.4	21.9	16.2	9.3	11.3	7.2	18.1	18.6	6.8	9.0	19.8	14.2	18.4	18.0	19.0
AGREE	22.6	0.0	6.9	17.4	30.5	35.4	33.8	41.9	58.1	17.5	9.6	30.0	33.3	12.7	19.2	19.8	22.3	39.2	37.2	41.7
4	3.2	0.0	0.8	1.9	3.4	5.1	7.5	5.4	9.3	3.0	1.1	4.5	13.7	2.4	3.7	3.5	2.8	3.8	3.4	4.2
3	3.1	0.0	0.5	1.9	4.1	4.5	8.0	1.4	11.6	2.6	0.9	5.1	5.9	1.0	3.7	3.5	3.4	4.8	2.7	7.4
2	4.8	0.0	1.1	3.5	7.2	10.5	6.0	4.1	0.0	3.7	1.8	7.2	4.9	1.7	5.6	4.9	4.3	8.2	11.1	4.6
1	3.1	0.0	0.0	1.9	5.5	5.1	4.5	9.5	0.0	2.0	0.7	4.5	2.0	1.4	2.5	1.4	3.1	6.7	6.9	6.5
0	8.6	0.0	4.5	8.3	10.3	10.2	8.0	21.6	37.2	6.3	5.0	8.7	6.9	6.3	3.7	6.6	8.7	15.7	13.0	19.0
Mean	6.98	9.97	8.89	7.40	6.08	5.45	5.31	4.88	4.05	7.55	8.53	6.01	5.51	8.28	7.38	7.01	6.89	5.16	5.45	4.81



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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	350	450	768	432	1680	1436	244	320	204	116
DISAGREE	64.4	59.7	68.9	62.6	66.4	65.8	67.5	55.3	56.9	54.4	61.2
Strongly	55.8	50.6	61.8	54.2	56.9	58.2	61.1	41.0	43.4	40.7	48.3
10	46.2	39.4	52.0	46.4	45.6	48.7	51.4	32.8	33.4	30.4	38.8
9	4.3	5.1	4.2	3.4	5.3	4.4	4.7	2.9	3.8	4.4	2.6
8	5.3	6.0	5.6	4.4	6.0	5.1	5.1	5.3	6.2	5.9	6.9
7	4.2	5.1	4.4	4.0	3.2	4.0	3.4	7.8	4.7	4.9	4.3
6	4.4	4.0	2.7	4.4	6.2	3.5	3.0	6.6	8.8	8.8	8.6
NEUTRAL-5	13.0	14.6	10.7	13.0	14.1	11.8	11.1	16.4	19.1	19.1	19.0
AGREE	22.6	25.7	20.4	24.3	19.4	22.4	21.4	28.3	24.1	26.5	19.8
4	3.2	4.9	3.6	3.3	1.2	2.9	2.6	4.5	4.7	5.4	3.4
3	3.1	3.1	2.7	3.1	3.5	3.0	2.6	5.7	3.4	4.4	1.7
2	4.8	4.6	5.6	5.1	3.5	4.5	4.1	7.0	5.9	7.8	2.6
1	3.1	3.1	2.7	3.4	3.0	3.3	3.3	3.3	1.9	2.0	1.7
0	8.6	10.0	6.0	9.5	8.3	8.6	8.8	7.8	8.1	6.9	10.3
Mean	6.98	6.63	7.39	6.85	7.08	7.09	7.23	6.25	6.42	6.26	6.69



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)								
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
DISAGREE	64.4	48.0	71.5	77.4	50.9	60.4	60.3	76.5	51.7	62.6	62.0	50.4	47.9	51.9	75.2	
Strongly	55.8	36.7	64.2	69.8	41.4	51.7	49.9	69.3	42.0	53.5	51.7	38.9	37.3	39.9	69.1	
10	46.2	27.0	54.6	60.1	30.1	47.2	41.7	60.2	30.2	49.6	43.3	28.4	30.9	26.9	60.2	
9	4.3	4.2	4.4	4.7	4.6	2.1	2.7	4.4	5.1	1.2	2.6	4.6	2.7	5.7	4.1	
8	5.3	5.5	5.2	5.0	6.6	2.4	5.5	4.7	6.7	2.8	5.7	5.9	3.6	7.3	4.8	
7	4.2	4.8	3.9	3.8	4.6	3.8	6.1	3.4	4.8	4.7	5.7	4.7	4.2	4.9	3.7	
6	4.4	6.5	3.4	3.7	4.9	4.9	4.3	3.7	5.0	4.3	4.6	6.8	6.4	7.1	2.4	
NEUTRAL-5	13.0	15.0	12.0	7.6	16.8	19.8	17.8	8.2	15.9	20.9	17.9	16.0	11.5	18.6	10.7	
AGREE	22.6	37.0	16.5	15.0	32.4	19.8	21.9	15.3	32.4	16.5	20.1	33.6	40.6	29.4	14.1	
4	3.2	4.3	2.7	2.9	3.4	3.5	3.7	3.0	3.5	2.8	3.3	3.9	3.6	4.0	2.6	
3	3.1	4.5	2.5	2.0	4.2	3.5	3.5	2.1	4.1	3.5	3.3	3.5	3.0	3.8	2.8	
2	4.8	8.0	3.4	3.1	6.6	4.9	5.3	3.2	6.8	3.5	4.0	7.8	6.4	8.6	2.4	
1	3.1	6.3	1.6	1.8	5.2	1.4	2.2	2.0	4.8	1.6	2.2	5.8	7.6	4.8	1.0	
0	8.6	13.8	6.3	5.4	12.9	6.6	7.2	5.1	13.3	5.1	7.3	12.7	20.0	8.2	5.3	
Mean	6.98	5.52	7.61	7.96	5.86	7.01	6.81	7.93	5.88	7.22	6.93	5.73	5.32	5.98	7.96	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
DISAGREE	64.4	42.3	54.5	67.1	55.9	78.5	62.9	51.5	68.3
Strongly	55.8	29.2	36.4	60.8	42.2	73.5	47.0	39.4	61.4
10	46.2	24.8	27.3	49.7	36.6	65.2	39.4	31.3	49.5
9	4.3	2.2	9.1	5.3	2.5	3.3	2.3	4.0	4.6
8	5.3	2.2	0.0	5.8	3.1	5.0	5.3	4.0	7.3
7	4.2	6.6	13.6	2.6	3.7	2.8	9.1	8.1	4.3
6	4.4	6.6	4.5	3.7	9.9	2.2	6.8	4.0	2.6
NEUTRAL-5	13.0	16.1	9.1	13.2	17.4	8.8	13.6	12.1	11.9
AGREE	22.6	41.6	36.4	19.7	26.7	12.7	23.5	36.4	19.8
4	3.2	5.1	4.5	2.2	7.5	3.3	3.0	4.0	2.0
3	3.1	5.1	6.8	3.3	1.9	2.2	4.5	3.0	2.0
2	4.8	9.5	2.3	5.4	3.1	1.1	6.8	8.1	3.3
1	3.1	6.6	11.4	2.6	3.1	2.2	1.5	4.0	3.0
0	8.6	15.3	11.4	6.3	11.2	3.9	7.6	17.2	9.6
Mean	6.98	5.12	5.77	7.29	6.31	8.23	6.70	5.69	7.23



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
DISAGREE	64.4	77.0	52.4	77.2	49.2	68.0	77.9	50.5	67.1	76.5	48.3	68.8
Strongly	55.8	70.8	41.9	71.0	39.9	57.6	71.5	39.4	56.6	70.4	40.2	58.5
10	46.2	62.4	31.3	61.1	30.0	48.7	63.2	28.7	48.1	58.8	30.9	49.3
9	4.3	3.9	4.6	4.4	4.5	3.9	3.5	5.5	5.0	5.5	3.7	2.8
8	5.3	4.5	6.1	5.4	5.4	5.0	4.8	5.2	3.5	6.1	5.5	6.4
7	4.2	3.3	5.2	3.1	4.9	4.6	3.5	6.5	5.0	2.6	3.7	4.3
6	4.4	2.9	5.3	3.2	4.5	5.7	2.9	4.6	5.4	3.5	4.4	6.0
NEUTRAL-5	13.0	8.8	15.6	8.3	15.9	15.2	7.7	11.4	18.2	9.0	19.2	12.4
AGREE	22.6	14.2	32.1	14.4	34.9	16.9	14.4	38.1	14.7	14.5	32.6	18.8
4	3.2	2.8	3.3	3.2	3.6	2.4	3.2	3.9	2.3	3.2	3.5	2.5
3	3.1	2.3	4.3	1.9	4.5	2.8	2.7	4.9	1.9	1.2	4.2	3.5
2	4.8	2.8	6.7	3.6	6.9	3.3	4.3	8.1	3.5	2.9	6.0	3.2
1	3.1	1.7	5.0	1.2	5.5	2.2	1.1	5.5	1.9	1.4	5.5	2.5
0	8.6	4.5	12.8	4.4	14.3	6.1	3.2	15.6	5.0	5.8	13.4	7.1
Mean	6.98	8.05	5.92	8.04	5.71	7.32	8.13	5.60	7.37	7.94	5.79	7.27



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
DISAGREE	64.4	49.8	42.1	55.7	59.6	79.6	82.5	80.9	54.0	58.5	85.5	48.3	48.4	57.8	54.9	68.3	74.2
Strongly	55.8	38.7	32.1	43.7	49.7	72.8	79.7	75.9	34.9	47.6	82.2	38.6	40.6	45.3	42.3	57.5	66.4
10	46.2	27.0	24.6	28.8	41.1	61.0	74.1	67.0	23.8	39.5	72.0	27.3	33.1	35.9	28.2	47.8	62.5
9	4.3	5.6	3.3	7.3	3.6	5.2	2.5	4.0	3.2	3.4	4.9	5.5	3.1	3.1	8.5	4.1	0.8
8	5.3	6.1	4.2	7.6	5.0	6.5	3.1	5.0	7.9	4.8	5.3	5.9	4.3	6.2	5.6	5.6	3.1
7	4.2	4.9	4.6	5.1	5.5	2.6	1.6	2.1	7.9	6.1	1.6	4.5	5.5	4.7	4.2	5.3	3.1
6	4.4	6.3	5.4	7.0	4.3	4.2	1.2	2.8	11.1	4.8	1.8	5.2	2.4	7.8	8.5	5.6	4.7
NEUTRAL-5	13.0	12.8	11.2	13.9	19.1	7.3	5.9	6.7	6.3	18.4	5.7	13.5	22.8	4.7	14.1	16.7	11.7
AGREE	22.6	37.4	46.7	30.4	21.3	13.1	11.6	12.4	39.7	23.1	8.8	38.2	28.7	37.5	31.0	15.0	14.1
4	3.2	4.3	5.0	3.8	3.2	2.1	2.2	2.1	12.7	4.1	1.8	3.3	3.9	4.7	2.8	2.3	2.3
3	3.1	4.0	2.9	4.7	3.5	2.6	1.2	2.0	6.3	3.4	1.0	3.8	5.5	4.7	2.8	2.1	4.7
2	4.8	6.1	7.1	5.4	5.7	3.4	1.9	2.7	4.8	7.5	2.4	6.6	7.5	6.2	4.2	3.5	2.3
1	3.1	5.8	5.4	6.0	2.3	1.3	2.5	1.9	3.2	1.4	1.0	5.7	4.3	9.4	8.5	1.2	1.6
0	8.6	17.3	26.2	10.4	6.6	3.7	3.8	3.7	12.7	6.8	2.7	18.7	7.5	12.5	12.7	5.9	3.1
Mean	6.98	5.52	4.78	6.07	6.81	8.14	8.55	8.33	5.67	6.69	8.72	5.43	6.12	5.95	5.90	7.37	7.95



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506		
DISAGREE	64.4	50.9	61.9	80.0	67.1	59.1	41.3	62.1	65.2	67.6	60.9	66.2	75.4	82.5	63.1	52.6		
Strongly	55.8	41.1	51.9	73.6	56.4	50.0	28.3	53.7	56.5	58.6	52.5	60.6	67.6	76.6	54.2	43.3		
10	46.2	31.1	41.0	64.9	44.3	38.7	23.9	41.2	47.1	49.1	43.5	52.0	57.4	70.2	45.6	32.8		
9	4.3	4.3	4.8	4.1	5.5	5.7	0.0	6.6	4.0	4.3	3.4	4.5	4.4	3.5	3.4	4.3		
8	5.3	5.7	6.1	4.6	6.5	5.7	4.3	5.9	5.4	5.3	5.6	4.0	5.8	2.9	5.2	6.1		
7	4.2	4.8	4.5	3.3	5.5	4.1	6.5	3.7	4.4	4.7	3.8	2.5	4.2	2.9	4.4	4.0		
6	4.4	5.1	5.5	3.1	5.2	5.0	6.5	4.8	4.4	4.3	4.6	3.0	3.6	2.9	4.6	5.3		
NEUTRAL-5	13.0	15.5	18.7	8.1	14.4	10.4	6.5	11.0	13.8	13.5	14.4	11.1	10.0	5.3	13.5	17.8		
AGREE	22.6	33.6	19.4	11.9	18.6	30.5	52.2	26.8	21.0	18.9	24.7	22.7	14.6	12.3	23.4	29.6		
4	3.2	3.4	3.9	2.6	2.8	3.5	4.3	3.3	3.2	2.5	4.4	2.5	2.0	3.5	3.4	3.8		
3	3.1	4.3	3.9	1.5	4.0	3.5	4.3	3.3	3.2	2.8	4.0	1.5	2.2	0.6	4.0	4.0		
2	4.8	6.7	4.2	2.9	4.1	7.2	8.7	7.0	4.4	4.1	5.0	3.5	2.9	3.5	6.7	5.3		
1	3.1	5.4	1.0	1.4	2.2	4.7	10.9	3.7	2.8	2.8	2.9	2.5	2.9	1.2	2.8	3.6		
0	8.6	13.8	6.5	3.6	5.4	11.6	23.9	9.6	7.3	6.8	8.4	12.6	4.6	3.5	6.5	13.0		
Mean	6.98	5.82	6.97	8.27	7.20	6.37	4.50	6.69	7.10	7.27	6.79	7.09	7.84	8.45	6.95	6.06		



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BANNER 8

	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	1320	680	441	239	537	403	783	277
DISAGREE	64.4	65.3	62.5	65.1	57.7	66.7	65.0	64.4	58.8
Strongly	55.8	56.0	55.6	58.3	50.6	56.4	57.6	55.7	52.7
10	46.2	47.3	44.3	45.8	41.4	49.2	45.9	46.0	41.9
9	4.3	3.4	6.0	6.3	5.4	3.0	6.7	3.7	5.1
8	5.3	5.3	5.3	6.1	3.8	4.3	5.0	6.0	5.8
7	4.2	4.6	3.2	3.2	3.3	6.5	2.7	3.3	4.0
6	4.4	4.7	3.7	3.6	3.8	3.7	4.7	5.4	2.2
NEUTRAL-5	13.0	13.3	12.5	12.5	12.6	11.7	11.9	14.3	13.4
AGREE	22.6	21.4	25.0	22.4	29.7	21.6	23.1	21.3	27.8
4	3.2	3.5	2.5	3.2	1.3	3.5	2.7	3.4	2.2
3	3.1	3.3	2.8	2.0	4.2	3.9	2.2	2.8	3.6
2	4.8	4.4	5.4	5.4	5.4	5.6	5.0	3.6	6.1
1	3.1	2.7	4.0	3.6	4.6	2.2	3.5	2.9	4.7
0	8.6	7.7	10.3	8.2	14.2	6.3	9.7	8.6	11.2
Mean	6.98	7.08	6.80	7.04	6.35	7.19	6.97	7.00	6.55



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
DISAGREE	64.4	70.7	50.8	54.2	48.5	41.2	72.5	69.3	57.1	51.2	50.4	46.8
Strongly	55.8	64.0	38.4	41.2	36.2	30.0	65.3	63.0	43.6	38.6	38.8	33.8
10	46.2	53.4	31.1	33.8	28.5	23.8	55.4	51.6	37.6	29.9	29.8	27.3
9	4.3	5.0	2.8	1.2	3.8	3.8	4.9	5.1	1.5	0.8	5.0	2.9
8	5.3	5.7	4.5	6.2	3.8	2.5	4.9	6.3	4.5	7.9	4.1	3.6
7	4.2	3.5	5.6	6.9	5.0	5.0	3.8	3.1	7.5	6.3	5.8	4.3
6	4.4	3.2	6.7	6.2	7.3	6.2	3.3	3.1	6.0	6.3	5.8	8.6
NEUTRAL-5	13.0	12.0	15.2	13.8	15.8	17.5	10.7	13.1	9.8	18.1	16.5	15.1
AGREE	22.6	17.3	34.1	31.9	35.8	41.2	16.9	17.6	33.1	30.7	33.1	38.1
4	3.2	2.6	4.4	3.8	4.6	6.2	2.5	2.6	3.0	4.7	5.0	4.3
3	3.1	2.1	5.2	4.2	4.6	10.0	2.2	2.0	6.0	2.4	1.7	7.2
2	4.8	3.5	7.5	6.9	9.2	7.5	3.2	3.7	7.5	6.3	13.2	5.8
1	3.1	2.2	5.0	4.2	6.5	3.8	1.9	2.5	5.3	3.1	5.8	7.2
0	8.6	6.9	12.0	12.7	10.8	13.8	7.0	6.8	11.3	14.2	7.4	13.7
Mean	6.98	7.53	5.81	5.99	5.65	5.25	7.63	7.45	6.14	5.83	5.90	5.43



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
DISAGREE	64.4	54.4	44.5	57.3	66.3	72.6	76.2	51.9	72.6	56.0	74.7	66.0	62.9
Strongly	55.8	36.2	33.4	47.2	57.1	67.7	71.1	39.8	66.4	44.7	69.7	56.9	54.9
10	46.2	28.8	27.8	40.0	45.1	58.1	58.6	33.1	54.9	36.5	58.4	47.8	44.9
9	4.3	2.5	1.3	3.0	3.8	4.9	7.2	2.3	5.6	2.7	6.3	4.6	4.1
8	5.3	5.0	4.3	4.2	8.3	4.7	5.3	4.4	5.9	5.5	5.1	4.6	5.9
7	4.2	8.8	6.0	4.5	4.4	1.9	2.9	5.9	3.0	5.5	2.5	4.9	3.5
6	4.4	9.4	5.0	5.7	4.8	3.0	2.3	6.2	3.2	5.8	2.6	4.1	4.5
NEUTRAL-5	13.0	18.8	16.1	11.3	11.7	12.9	11.4	14.6	11.9	13.8	12.0	11.8	14.1
AGREE	22.6	26.9	39.5	31.3	21.9	14.5	12.4	33.5	15.5	30.2	13.2	22.2	23.0
4	3.2	3.1	5.7	4.5	4.8	1.1	1.3	4.7	2.2	4.7	1.2	3.2	3.1
3	3.1	6.2	6.0	2.1	4.1	2.2	1.1	4.4	2.2	4.3	1.6	3.2	3.0
2	4.8	4.4	8.4	8.1	5.1	2.2	2.3	7.4	3.0	6.8	2.2	5.3	4.2
1	3.1	1.9	5.4	5.1	1.9	2.2	2.3	4.5	2.2	3.8	2.2	2.8	3.4
0	8.6	11.2	14.0	11.6	6.0	6.8	5.3	12.5	6.0	10.6	5.9	7.8	9.2
Mean	6.98	6.03	5.40	6.28	7.13	7.76	7.99	5.90	7.70	6.25	7.90	7.09	6.88



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
DISAGREE	64.4	52.8	50.2	68.9	74.0	61.6	48.1	67.3	77.7	46.9	52.1	70.2	70.4	56.6	66.0	70.4
Strongly	55.8	36.0	39.5	60.3	69.4	41.9	36.8	59.7	71.7	32.0	41.9	60.9	67.2	46.2	57.5	64.4
10	46.2	28.0	33.3	48.2	58.8	34.9	31.4	47.6	61.6	23.4	35.1	48.8	56.1	37.4	47.5	54.7
9	4.3	1.9	2.6	5.0	5.6	2.3	2.9	5.2	5.7	1.6	2.3	4.8	5.6	3.8	4.5	4.3
8	5.3	6.1	3.6	7.1	5.0	4.7	2.5	6.9	4.4	7.0	4.5	7.3	5.6	4.9	5.4	5.5
7	4.2	8.9	4.8	4.1	2.4	11.6	6.7	3.2	3.3	7.0	3.0	4.8	1.6	4.7	4.6	2.1
6	4.4	7.9	6.0	4.5	2.1	8.1	4.6	4.4	2.7	7.8	7.2	4.5	1.6	5.7	3.9	3.8
NEUTRAL-5	13.0	19.6	13.3	11.4	12.1	18.6	12.1	10.9	10.6	20.3	14.3	11.8	13.5	12.8	14.0	10.7
AGREE	22.6	27.6	36.5	19.7	14.0	19.8	39.7	21.8	11.7	32.8	33.6	18.0	16.1	30.7	19.9	18.9
4	3.2	4.7	4.2	3.9	1.5	2.3	5.4	5.2	0.5	6.2	3.0	2.8	2.4	5.1	2.4	2.4
3	3.1	6.1	4.0	3.0	1.7	7.0	3.8	3.6	1.6	5.5	4.2	2.4	1.9	3.5	2.8	3.3
2	4.8	3.7	9.1	4.3	2.4	2.3	12.1	4.0	2.5	4.7	6.4	4.5	2.4	6.6	4.3	3.6
1	3.1	3.7	5.2	2.0	2.3	1.2	6.7	1.6	1.4	5.5	3.8	2.4	3.2	3.8	2.8	2.9
0	8.6	9.3	14.1	6.5	6.0	7.0	11.7	7.3	5.7	10.9	16.2	5.9	6.3	11.7	7.6	6.7
Mean	6.98	6.02	5.73	7.32	7.87	6.66	5.59	7.23	8.08	5.59	5.85	7.39	7.66	6.27	7.15	7.50



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

24. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
DISAGREE	66.0	100.0	92.3	80.2	54.4	44.6	36.8	27.0	23.3	74.2	89.2	51.5	39.2	86.4	73.4	64.6	61.3	39.6	47.9	29.6
Strongly	54.0	99.5	88.7	70.8	39.1	22.0	16.4	13.5	16.3	63.9	83.9	32.8	20.6	81.2	57.9	54.2	47.1	22.4	29.9	13.4
10	40.6	98.0	77.3	47.7	21.1	12.7	4.5	6.8	9.3	50.4	70.0	19.6	8.8	71.8	41.2	39.2	30.3	9.4	13.8	4.2
9	6.2	1.5	7.1	10.7	7.4	5.1	2.0	4.1	2.3	6.8	7.4	6.2	4.9	5.4	8.7	6.2	8.0	4.4	6.9	1.4
8	7.2	0.0	4.2	12.3	10.6	4.1	10.0	2.7	4.7	6.7	6.5	7.0	6.9	3.9	8.0	8.7	8.7	8.6	9.2	7.9
7	6.5	0.0	2.1	4.6	9.4	13.1	10.9	4.1	0.0	5.6	2.6	10.9	9.8	3.1	9.0	6.2	6.5	9.2	11.1	6.9
6	5.4	0.5	1.6	4.8	6.0	9.6	9.5	9.5	7.0	4.7	2.6	7.9	8.8	2.2	6.5	4.2	7.7	8.0	6.9	9.3
NEUTRAL-5	12.4	0.0	3.4	9.4	15.3	19.4	29.4	13.5	11.6	9.9	5.0	17.2	21.6	4.6	9.0	17.0	14.2	20.1	16.9	24.1
AGREE	21.7	0.0	4.2	10.5	30.2	36.0	33.8	59.5	65.1	15.9	5.8	31.3	39.2	9.0	17.6	18.4	24.5	40.3	35.2	46.3
4	5.7	0.0	1.6	1.9	8.2	5.7	17.9	17.6	0.0	3.9	1.4	6.4	16.7	2.2	3.7	6.6	5.0	11.3	8.4	14.8
3	4.4	0.0	0.5	1.9	5.3	11.1	6.0	12.2	4.7	3.5	0.9	8.1	6.9	1.2	3.1	6.6	5.6	7.3	7.3	7.4
2	4.3	0.0	0.5	2.7	6.5	7.6	3.5	14.9	11.6	3.5	1.3	7.2	6.9	2.2	4.3	2.1	6.2	6.9	6.5	7.4
1	2.4	0.0	0.3	1.3	4.1	3.8	3.0	4.1	9.3	1.6	0.6	3.2	2.9	1.4	3.4	0.0	1.5	5.0	5.4	4.6
0	4.8	0.0	1.3	2.7	6.2	7.6	3.5	10.8	39.5	3.3	1.6	6.4	5.9	2.0	3.1	3.1	6.2	9.6	7.7	12.0
Mean	7.07	9.96	9.22	8.00	6.06	5.28	5.22	4.19	2.98	7.71	8.90	5.84	5.21	8.74	7.37	7.22	6.59	5.02	5.51	4.43



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

24. 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	350	450	768	432	1680	1436	244	320	204	116
DISAGREE	66.0	68.3	68.2	64.8	63.7	68.0	69.6	58.6	55.0	54.9	55.2
Strongly	54.0	56.6	55.8	52.6	52.5	56.8	59.6	40.6	39.1	38.7	39.7
10	40.6	42.3	41.6	40.4	38.7	42.9	45.7	26.2	28.8	27.5	31.0
9	6.2	6.9	6.9	5.3	6.7	6.7	6.5	7.8	3.8	3.9	3.4
8	7.2	7.4	7.3	6.9	7.2	7.3	7.4	6.6	6.6	7.4	5.2
7	6.5	4.9	7.6	6.8	6.2	6.1	5.5	9.4	8.8	7.8	10.3
6	5.4	6.9	4.9	5.5	4.9	5.1	4.5	8.6	7.2	8.3	5.2
NEUTRAL-5	12.4	11.1	11.1	12.5	14.4	11.2	10.8	13.5	18.4	17.6	19.8
AGREE	21.7	20.6	20.7	22.7	22.0	20.8	19.6	27.9	26.6	27.5	25.0
4	5.7	5.4	5.6	5.7	6.0	5.4	5.2	7.0	7.2	6.9	7.8
3	4.4	3.4	4.7	5.5	3.2	4.2	3.8	6.1	5.9	5.4	6.9
2	4.3	4.6	4.0	4.2	4.6	4.1	3.9	5.3	5.3	6.4	3.4
1	2.4	2.6	1.8	2.1	3.5	2.3	1.9	4.5	3.1	3.4	2.6
0	4.8	4.6	4.7	5.2	4.6	4.8	4.8	4.9	5.0	5.4	4.3
Mean	7.07	7.19	7.20	6.99	6.96	7.21	7.36	6.32	6.31	6.22	6.47



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

24. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)		FOR CONGRESS	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
DISAGREE	66.0	47.0	74.2	81.8	48.4	64.6	63.4	82.9	48.4	63.4	61.8	46.6	43.9	48.3	81.0	
Strongly	54.0	30.5	64.2	72.9	32.4	54.2	49.1	74.1	33.1	51.2	47.9	30.9	28.5	32.4	72.0	
10	40.6	17.3	50.7	61.0	17.9	39.2	35.4	61.6	18.6	38.2	34.4	17.0	19.7	15.4	59.0	
9	6.2	5.8	6.4	6.6	5.9	6.2	6.1	6.6	6.3	4.7	5.5	5.5	3.9	6.4	6.9	
8	7.2	7.3	7.1	5.4	8.6	8.7	7.6	5.8	8.2	8.3	7.9	8.4	4.8	10.6	6.1	
7	6.5	8.2	5.8	5.2	8.1	6.2	8.6	5.3	8.1	5.5	6.6	7.6	8.2	7.3	5.6	
6	5.4	8.3	4.2	3.7	7.9	4.2	5.7	3.5	7.2	6.7	7.3	8.1	7.3	8.6	3.4	
NEUTRAL-5	12.4	17.7	10.0	6.1	17.8	17.0	14.1	5.8	17.8	17.7	16.6	18.9	15.8	20.8	7.2	
AGREE	21.7	35.3	15.8	12.1	33.9	18.4	22.5	11.2	33.8	18.9	21.6	34.4	40.3	30.9	11.8	
4	5.7	7.7	4.9	2.7	8.8	6.6	6.3	2.6	8.9	5.9	5.1	8.1	6.7	9.0	3.8	
3	4.4	7.2	3.3	1.9	6.6	6.6	6.3	1.5	6.7	7.5	6.4	7.2	8.2	6.6	2.3	
2	4.3	7.2	3.1	3.0	6.6	2.1	4.9	3.0	6.4	2.0	4.6	6.8	7.0	6.8	2.3	
1	2.4	5.5	1.1	2.1	3.6	0.0	1.0	1.9	3.6	0.4	1.3	4.4	5.5	3.8	0.8	
0	4.8	7.8	3.5	2.4	8.2	3.1	4.1	2.2	8.2	3.1	4.2	7.9	13.0	4.8	2.5	
Mean	7.07	5.52	7.73	8.26	5.65	7.22	6.89	8.33	5.69	7.08	6.81	5.55	5.22	5.76	8.24	



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24. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
DISAGREE	66.0	46.0	40.9	70.9	56.5	90.6	56.8	48.5	63.7
Strongly	54.0	27.0	34.1	59.9	44.7	86.2	40.9	35.4	49.2
10	40.6	16.8	22.7	45.9	28.6	78.5	30.3	23.2	35.3
9	6.2	5.1	2.3	6.5	9.9	5.5	2.3	3.0	5.9
8	7.2	5.1	9.1	7.5	6.2	2.2	8.3	9.1	7.9
7	6.5	10.2	2.3	6.2	6.2	1.7	9.1	4.0	8.9
6	5.4	8.8	4.5	4.9	5.6	2.8	6.8	9.1	5.6
NEUTRAL-5	12.4	18.2	18.2	10.7	15.5	3.3	16.7	16.2	14.2
AGREE	21.7	35.8	40.9	18.3	28.0	6.1	26.5	35.4	22.1
4	5.7	9.5	4.5	5.0	6.8	1.1	7.6	7.1	7.9
3	4.4	5.8	6.8	4.4	5.0	0.6	6.1	6.1	2.6
2	4.3	8.0	4.5	3.9	3.7	0.6	5.3	10.1	4.3
1	2.4	2.9	11.4	1.9	3.7	1.7	1.5	5.1	1.3
0	4.8	9.5	13.6	3.2	8.7	2.2	6.1	7.1	5.9
Mean	7.07	5.45	5.14	7.46	6.33	9.06	6.39	5.68	6.86



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24. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 5

	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	2000	819	892	720	740	540	375	307	258	345	433	282					
DISAGREE	66.0	84.1	50.1	83.5	45.9	70.0	82.4	45.0	69.4	84.6	46.7	70.6					
Strongly	54.0	77.4	33.9	75.0	31.5	56.9	75.7	33.2	53.5	74.2	30.3	59.9					
10	40.6	65.0	20.2	62.4	18.4	42.0	64.5	18.6	39.5	60.0	18.2	44.3					
9	6.2	6.6	5.7	7.1	5.1	6.7	6.4	7.2	6.2	7.8	3.7	7.1					
8	7.2	5.9	8.0	5.6	8.0	8.1	4.8	7.5	7.8	6.4	8.3	8.5					
7	6.5	4.2	8.4	5.1	6.9	7.8	4.5	4.6	7.8	5.8	8.5	7.8					
6	5.4	2.6	7.8	3.3	7.6	5.4	2.1	7.2	8.1	4.6	7.9	2.8					
NEUTRAL-5	12.4	5.0	17.7	6.8	17.2	13.1	6.4	16.6	11.2	7.2	17.6	14.9					
AGREE	21.7	10.9	32.2	9.7	36.9	16.9	11.2	38.4	19.4	8.1	35.8	14.5					
4	5.7	2.9	8.4	2.6	9.3	4.8	2.9	8.5	5.4	2.3	9.9	4.3					
3	4.4	1.6	7.0	1.4	6.4	5.9	1.3	7.2	6.6	1.4	5.8	5.3					
2	4.3	2.7	5.8	2.8	6.9	2.8	3.7	8.5	3.9	1.7	5.8	1.8					
1	2.4	1.8	3.5	1.4	4.6	0.7	1.3	5.2	1.2	1.4	4.2	0.4					
0	4.8	1.8	7.5	1.5	9.7	2.6	1.9	9.1	2.3	1.2	10.2	2.8					
Mean	7.07	8.49	5.81	8.43	5.48	7.41	8.42	5.46	7.23	8.45	5.50	7.58					



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very LIB	Smwt. LIB	MOD- ERATE	Smwt. MOD	Very MOD	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
DISAGREE	66.0	42.3	37.1	46.2	65.1	84.6	86.9	85.6	50.8	72.1	90.8	40.3	53.5	53.1	46.5	70.7	81.2
Strongly	54.0	26.3	25.0	27.2	51.1	75.7	83.1	79.1	33.3	57.8	85.1	24.9	38.6	46.9	28.2	57.5	71.1
10	40.6	14.6	16.2	13.3	36.0	58.9	74.7	66.1	23.8	42.2	72.9	12.8	23.6	34.4	16.9	42.5	54.7
9	6.2	5.2	4.6	5.7	5.9	10.2	4.1	7.4	1.6	7.5	7.6	5.7	5.1	1.6	5.6	5.9	9.4
8	7.2	6.5	4.2	8.2	9.2	6.5	4.4	5.6	7.9	8.2	4.5	6.4	9.8	10.9	5.6	9.1	7.0
7	6.5	8.8	3.8	12.7	7.4	5.0	2.2	3.7	9.5	9.5	3.3	8.5	5.5	1.6	9.9	7.9	6.2
6	5.4	7.2	8.3	6.3	6.6	3.9	1.6	2.8	7.9	4.8	2.4	6.9	9.4	4.7	8.5	5.3	3.9
NEUTRAL-5	12.4	18.9	15.4	21.5	14.8	6.8	1.9	4.6	15.9	12.2	4.1	18.0	18.1	7.8	26.8	13.5	4.7
AGREE	21.7	38.8	47.5	32.3	20.1	8.6	11.2	9.8	33.3	15.6	5.1	41.7	28.3	39.1	26.8	15.8	14.1
4	5.7	9.2	7.1	10.8	6.3	3.1	1.2	2.3	3.2	6.1	1.6	10.4	8.7	4.7	7.0	4.7	3.9
3	4.4	6.5	7.5	5.7	5.1	1.3	3.1	2.1	6.3	2.7	0.4	6.4	6.3	6.2	7.0	5.3	7.0
2	4.3	7.4	7.9	7.0	3.8	2.6	2.2	2.4	6.3	4.1	2.0	8.1	5.1	6.2	4.2	2.6	2.3
1	2.4	5.0	8.3	2.5	1.8	1.0	0.9	1.0	7.9	1.4	0.6	5.2	3.1	6.2	1.4	0.9	0.0
0	4.8	10.8	16.7	6.3	3.1	0.5	3.8	2.0	9.5	1.4	0.6	11.6	5.1	15.6	7.0	2.3	0.8
Mean	7.07	5.20	4.65	5.61	7.02	8.48	8.72	8.59	5.62	7.53	9.04	5.04	6.14	5.80	5.77	7.46	8.20



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24. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					POOR	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		MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506	
DISAGREE	66.0	46.3	67.1	87.1	67.8	60.1	39.1	63.6	66.5	69.1	61.7	71.2	73.9	80.7	66.5	55.5	
Strongly	54.0	31.4	55.5	78.2	54.5	45.3	28.3	48.2	54.9	58.1	49.0	61.1	63.3	72.5	55.4	40.9	
10	40.6	18.4	37.4	66.1	37.5	31.8	21.7	33.5	41.5	44.3	36.4	48.0	47.2	56.1	43.8	28.7	
9	6.2	5.5	8.4	6.2	8.1	6.6	6.5	6.6	6.2	6.2	6.1	6.1	8.5	8.2	5.0	5.3	
8	7.2	7.5	9.7	5.8	8.9	6.9	0.0	8.1	7.2	7.6	6.5	7.1	7.6	8.2	6.5	6.9	
7	6.5	7.8	5.5	5.5	7.0	6.9	4.3	7.4	6.3	6.0	6.9	7.1	7.0	3.5	5.8	7.5	
6	5.4	7.0	6.1	3.5	6.3	7.9	6.5	8.1	5.3	5.0	5.7	3.0	3.6	4.7	5.4	7.1	
NEUTRAL-5	12.4	18.8	13.9	4.7	13.0	11.3	15.2	10.7	12.8	11.3	15.5	10.6	10.4	7.0	10.3	18.4	
AGREE	21.7	35.0	19.0	8.2	19.1	28.6	45.7	25.7	20.7	19.5	22.8	18.2	15.8	12.3	23.2	26.1	
4	5.7	8.5	6.8	2.2	5.5	6.0	6.5	5.9	6.0	5.2	7.5	3.0	5.6	2.3	4.6	7.5	
3	4.4	7.1	5.5	1.1	4.6	6.0	2.2	6.6	4.2	4.6	3.6	3.5	3.7	1.8	4.8	4.7	
2	4.3	6.6	3.2	2.2	4.4	5.7	13.0	4.4	4.2	4.4	3.8	3.0	2.4	4.1	5.8	4.9	
1	2.4	4.2	1.0	1.0	1.9	5.0	13.0	3.7	1.9	1.8	2.1	2.0	0.5	1.2	3.2	3.0	
0	4.8	8.6	2.6	1.6	2.7	6.0	10.9	5.1	4.4	3.6	5.7	6.6	3.6	2.9	5.0	5.9	
Mean	7.07	5.57	7.23	8.64	7.18	6.43	4.93	6.68	7.15	7.33	6.82	7.42	7.70	8.12	7.07	6.34	



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24. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 8

	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	1320	680	441	239	537	403	783	277
DISAGREE	66.0	67.4	63.1	65.8	58.2	67.6	65.3	67.3	59.9
Strongly	54.0	55.9	50.3	51.9	47.3	57.4	53.6	54.9	45.5
10	40.6	42.4	37.1	38.8	33.9	45.3	39.2	40.5	33.9
9	6.2	6.9	5.0	4.5	5.9	6.7	6.5	7.0	2.9
8	7.2	6.6	8.2	8.6	7.5	5.4	7.9	7.4	8.7
7	6.5	6.4	6.6	6.8	6.3	6.1	4.5	6.6	9.7
6	5.4	5.1	6.2	7.0	4.6	4.1	7.2	5.7	4.7
NEUTRAL-5	12.4	12.5	12.1	10.9	14.2	12.1	9.7	12.8	15.5
AGREE	21.7	20.1	24.9	23.4	27.6	20.3	25.1	19.9	24.5
4	5.7	5.6	5.9	6.8	4.2	5.4	5.5	5.7	6.5
3	4.4	3.8	5.7	5.4	6.3	3.7	6.0	3.8	5.4
2	4.3	3.9	5.0	4.8	5.4	5.0	5.7	3.2	4.0
1	2.4	1.7	3.7	2.9	5.0	1.5	4.0	1.9	3.2
0	4.8	5.0	4.6	3.4	6.7	4.7	4.0	5.2	5.4
Mean	7.07	7.20	6.80	6.98	6.46	7.28	6.92	7.15	6.62



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

24. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
DISAGREE	66.0	74.3	48.1	45.4	45.8	61.2	75.0	73.8	45.9	44.9	52.1	40.3
Strongly	54.0	63.7	33.4	28.8	32.3	45.0	65.6	62.0	30.1	27.6	41.3	24.5
10	40.6	49.7	21.2	18.5	18.8	27.5	52.2	47.5	22.6	14.2	24.0	14.4
9	6.2	6.5	5.8	3.8	7.7	7.5	6.4	6.6	3.0	4.7	11.6	4.3
8	7.2	7.5	6.4	6.5	5.8	10.0	7.0	7.9	4.5	8.7	5.8	5.8
7	6.5	6.4	6.7	6.9	6.2	8.8	4.6	7.9	9.0	4.7	4.1	7.9
6	5.4	4.3	8.0	9.6	7.3	7.5	4.8	3.8	6.8	12.6	6.6	7.9
NEUTRAL-5	12.4	10.4	16.6	15.4	18.1	12.5	9.1	11.5	10.5	20.5	17.4	18.7
AGREE	21.7	15.3	35.3	39.2	36.2	26.2	15.9	14.8	43.6	34.6	30.6	41.0
4	5.7	4.9	7.3	6.9	9.2	3.8	4.8	5.1	7.5	6.3	6.6	11.5
3	4.4	3.2	7.2	7.3	6.9	6.2	3.2	3.1	9.0	5.5	5.8	7.9
2	4.3	2.6	8.0	10.8	5.8	8.8	3.2	2.0	14.3	7.1	5.8	5.8
1	2.4	1.5	4.4	5.0	3.8	6.2	1.9	1.1	4.5	5.5	3.3	4.3
0	4.8	3.2	8.4	9.2	10.4	1.2	2.9	3.4	8.3	10.2	9.1	11.5
Mean	7.07	7.73	5.65	5.31	5.54	6.49	7.79	7.68	5.35	5.26	6.04	5.11



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
DISAGREE	66.0	43.8	47.8	54.0	71.4	78.4	78.7	49.6	76.7	55.8	78.6	66.6	65.4
Strongly	54.0	23.1	32.4	44.8	58.1	70.4	67.7	35.8	66.0	42.1	68.8	55.7	52.5
10	40.6	13.8	22.4	32.2	45.7	56.7	50.2	24.8	51.0	30.7	52.9	42.7	38.8
9	6.2	3.8	4.3	6.0	4.4	7.4	8.6	4.9	7.1	4.8	8.1	6.6	5.9
8	7.2	5.6	5.7	6.6	7.9	6.3	8.9	6.0	7.9	6.6	7.9	6.5	7.7
7	6.5	10.6	7.7	5.7	6.7	3.8	6.8	7.4	5.9	7.2	5.6	5.4	7.5
6	5.4	10.0	7.7	3.6	6.7	4.1	4.2	6.4	4.8	6.5	4.2	5.4	5.5
NEUTRAL-5	12.4	20.0	14.7	15.2	9.8	7.9	11.4	16.0	10.0	14.2	10.0	11.1	13.5
AGREE	21.7	36.2	37.5	30.7	18.7	13.7	9.9	34.4	13.3	29.9	11.4	22.3	21.1
4	5.7	8.8	8.0	6.3	5.7	5.2	3.4	7.4	4.6	6.9	4.2	5.4	5.9
3	4.4	6.9	7.0	5.4	5.4	3.0	2.1	6.3	3.2	6.0	2.5	4.7	4.2
2	4.3	6.2	9.4	6.9	3.5	1.9	1.3	7.7	2.1	6.5	1.6	5.3	3.4
1	2.4	5.6	4.3	3.0	1.9	1.4	1.0	4.0	1.3	3.4	1.1	2.6	2.3
0	4.8	8.8	8.7	9.3	2.2	2.2	2.1	8.9	2.2	7.0	2.1	4.4	5.3
Mean	7.07	5.24	5.59	6.24	7.44	8.10	8.04	5.79	7.90	6.26	8.07	7.13	7.01



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24. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
DISAGREE	66.0	42.1	50.6	72.6	78.4	48.8	49.4	70.6	79.3	37.5	51.7	74.4	77.5	56.2	68.7	71.8
Strongly	54.0	24.8	37.1	60.9	68.9	31.4	36.4	60.5	70.8	20.3	37.7	61.2	66.9	43.4	57.2	59.9
10	40.6	15.4	25.4	48.6	52.3	19.8	24.3	50.0	55.0	12.5	26.4	47.4	49.7	31.8	42.7	47.0
9	6.2	4.7	5.0	6.0	7.8	7.0	5.9	6.0	7.4	3.1	4.2	5.9	8.2	5.5	6.9	5.7
8	7.2	4.7	6.7	6.3	8.7	4.7	6.3	4.4	8.4	4.7	7.2	8.0	9.0	6.2	7.6	7.2
7	6.5	8.4	7.5	6.1	5.5	7.0	7.5	4.8	4.1	9.4	7.5	7.3	6.9	6.6	6.5	6.4
6	5.4	8.9	6.0	5.6	4.0	10.5	5.4	5.2	4.4	7.8	6.4	5.9	3.7	6.2	5.0	5.5
NEUTRAL-5	12.4	19.6	15.3	9.1	10.6	18.6	13.8	8.1	9.5	20.3	16.6	10.0	11.6	13.5	11.9	11.9
AGREE	21.7	38.3	34.1	18.2	11.0	32.6	36.8	21.4	11.2	42.2	31.7	15.6	10.8	30.3	19.4	16.2
4	5.7	9.3	6.7	5.8	3.9	8.1	4.6	8.1	3.5	10.2	8.7	3.8	4.2	7.8	5.5	3.3
3	4.4	7.5	6.5	4.5	2.1	4.7	8.8	3.6	2.7	9.4	4.5	5.2	1.6	6.6	3.1	5.0
2	4.3	6.5	8.3	3.4	1.6	7.0	10.5	4.4	2.2	6.2	6.4	2.4	1.1	5.8	3.7	3.8
1	2.4	5.6	3.6	1.7	1.2	2.3	5.0	2.0	1.4	7.8	2.3	1.4	1.1	4.2	2.0	1.0
0	4.8	9.3	8.9	3.0	2.1	10.5	7.9	3.2	1.4	8.6	9.8	2.8	2.9	5.8	5.0	3.1
Mean	7.07	5.22	5.84	7.57	8.06	5.65	5.71	7.50	8.15	4.94	5.97	7.64	7.97	6.34	7.26	7.54



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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
PATIENTS SHLD HAVE POWER	7.93	9.71	9.13	8.18	7.96	7.28	5.85	5.84	4.65	8.23	8.88	7.59	5.15	8.62	7.85	7.77	8.32	6.96	7.80	5.94
TOUGH PENALTIES/CRIMINALS	7.59	9.89	9.22	8.54	7.34	6.48	5.21	4.08	2.07	8.07	9.10	6.76	4.56	8.68	7.61	7.41	8.00	6.06	7.34	4.50
WORK FOR WELFARE BENEFITS	7.56	9.89	9.18	8.43	7.63	6.40	4.99	3.84	1.16	8.12	9.04	7.01	4.64	8.61	7.75	7.59	8.05	5.79	7.27	4.00
PARENT'S SAY/EDUCATION	7.56	9.89	9.44	8.52	7.45	6.20	5.07	3.15	1.88	8.15	9.17	6.92	4.31	8.83	7.75	7.48	7.93	5.65	6.90	4.14
CUT SPENDING	7.42	9.90	9.08	7.98	7.54	6.23	5.00	3.69	1.58	7.99	8.82	7.08	4.41	8.66	7.70	7.30	7.67	5.59	6.79	4.15
GET GOVT OUT OF THE WAY	7.25	9.89	8.84	7.83	7.16	6.08	4.95	3.70	2.14	7.84	8.66	6.81	4.92	8.56	7.44	7.32	7.40	5.35	6.48	3.97
ILLGL IMMIGRATION IS GOOD	7.07	9.96	9.22	8.00	6.06	5.28	5.22	4.19	2.98	7.71	8.90	5.84	5.21	8.74	7.37	7.22	6.59	5.02	5.51	4.43
CENSOR THE BIBLE	6.98	9.97	8.89	7.40	6.08	5.45	5.31	4.88	4.05	7.55	8.53	6.01	5.51	8.28	7.38	7.01	6.89	5.16	5.45	4.81
DISCRIMINATION/NOT CAUSE	6.35	9.62	8.24	7.06	5.78	4.75	4.02	3.31	1.72	7.00	8.07	5.47	4.16	7.86	6.93	6.03	6.38	4.26	5.09	3.25



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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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	350	450	768	432	1680	1436	244	320	204	116
PATIENTS SHLD HAVE POWER	7.93	7.98	8.05	7.96	7.72	8.05	8.12	7.65	7.28	7.19	7.46
TOUGH PENALTIES/CRIMINALS	7.59	7.91	7.66	7.46	7.49	7.76	7.86	7.20	6.69	6.66	6.76
WORK FOR WELFARE BENEFITS	7.56	7.40	7.60	7.74	7.35	7.72	7.76	7.48	6.75	6.57	7.06
PARENT'S SAY/EDUCATION	7.56	7.62	7.70	7.60	7.30	7.66	7.75	7.12	7.01	6.91	7.18
CUT SPENDING	7.42	7.41	7.41	7.58	7.13	7.54	7.57	7.37	6.77	6.61	7.06
GET GOVT OUT OF THE WAY	7.25	7.20	7.34	7.47	6.80	7.29	7.33	7.00	7.04	6.79	7.47
ILLGL IMMIGRATION IS GOOD	7.07	7.19	7.20	6.99	6.96	7.21	7.36	6.32	6.31	6.22	6.47
CENSOR THE BIBLE	6.98	6.63	7.39	6.85	7.08	7.09	7.23	6.25	6.42	6.26	6.69
DISCRIMINATION/NOT CAUSE	6.35	6.29	6.41	6.37	6.29	6.51	6.53	6.41	5.52	5.28	5.94



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

SUMMARY MEANS:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
	UNITS	RIGHT	WRONG	REPU-	DEMO-	UNDE-	ERS/	REPU-	DEMO-	UNDE-	ERS/	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	(W/DJT	LICAN	CRATIC	CIDED	ROVE			PROVE	
		TION					ENDORSEMENT)								
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
PATIENTS SHLD HAVE POWER	7.93	7.45	8.14	8.35	7.51	7.77	7.70	8.33	7.57	7.67	7.64	7.42	7.53	7.35	8.33
TOUGH PENALTIES/CRIMINALS	7.59	7.16	7.78	8.30	6.84	7.41	7.21	8.24	6.89	7.60	7.27	6.96	7.03	6.92	8.09
WORK FOR WELFARE BENEFITS	7.56	6.86	7.87	8.31	6.70	7.59	7.46	8.29	6.77	7.59	7.41	6.74	6.72	6.76	8.20
PARENT'S SAY/EDUCATION	7.56	6.59	7.98	8.45	6.57	7.48	7.39	8.47	6.56	7.63	7.43	6.46	6.18	6.63	8.42
CUT SPENDING	7.42	6.47	7.82	8.32	6.43	7.30	7.29	8.38	6.44	7.20	7.37	6.42	6.27	6.52	8.19
GET GOVT OUT OF THE WAY	7.25	6.26	7.67	8.16	6.18	7.32	7.14	8.16	6.27	7.24	7.21	6.19	5.99	6.31	8.08
ILLGL IMMIGRATION IS GOOD	7.07	5.52	7.73	8.26	5.65	7.22	6.89	8.33	5.69	7.08	6.81	5.55	5.22	5.76	8.24
CENSOR THE BIBLE	6.98	5.52	7.61	7.96	5.86	7.01	6.81	7.93	5.88	7.22	6.93	5.73	5.32	5.98	7.96
DISCRIMINATION/NOT CAUSE	6.35	5.39	6.76	7.53	5.11	6.03	6.11	7.55	5.16	5.97	5.99	5.39	5.09	5.57	7.10



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

SUMMARY MEANS:

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
PATIENTS SHLD HAVE POWER	7.93	7.58	7.52	8.16	7.40	8.28	7.61	7.42	7.87
TOUGH PENALTIES/CRIMINALS	7.59	7.11	6.64	7.80	8.05	8.75	6.52	6.23	7.51
WORK FOR WELFARE BENEFITS	7.56	6.50	6.45	7.98	7.61	8.76	6.80	6.39	7.26
PARENT'S SAY/EDUCATION	7.56	6.58	6.73	8.06	7.47	8.56	7.29	6.36	6.85
CUT SPENDING	7.42	6.41	6.25	8.03	7.47	8.60	6.51	6.36	6.51
GET GOVT OUT OF THE WAY	7.25	6.34	6.93	7.80	7.27	8.34	6.56	6.30	6.25
ILLGL IMMIGRATION IS GOOD	7.07	5.45	5.14	7.46	6.33	9.06	6.39	5.68	6.86
CENSOR THE BIBLE	6.98	5.12	5.77	7.29	6.31	8.23	6.70	5.69	7.23
DISCRIMINATION/NOT CAUSE	6.35	5.64	6.16	6.69	5.78	8.10	5.67	4.76	5.98



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SUMMARY MEANS:

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
PATIENTS SHLD HAVE POWER	7.93	8.46	7.50	8.35	7.53	7.92	8.18	7.34	7.86	8.54	7.66	7.97		
TOUGH PENALTIES/CRIMINALS	7.59	8.42	6.99	8.42	6.87	7.49	8.33	6.77	7.48	8.51	6.94	7.49		
WORK FOR WELFARE BENEFITS	7.56	8.45	6.81	8.37	6.71	7.65	8.35	6.55	7.54	8.39	6.82	7.76		
PARENT'S SAY/EDUCATION	7.56	8.61	6.63	8.48	6.60	7.64	8.45	6.53	7.53	8.51	6.66	7.73		
CUT SPENDING	7.42	8.38	6.52	8.32	6.56	7.39	8.39	6.43	7.40	8.26	6.64	7.38		
GET GOVT OUT OF THE WAY	7.25	8.26	6.25	8.18	6.24	7.39	8.23	5.97	7.31	8.12	6.42	7.46		
ILLGL IMMIGRATION IS GOOD	7.07	8.49	5.81	8.43	5.48	7.41	8.42	5.46	7.23	8.45	5.50	7.58		
CENSOR THE BIBLE	6.98	8.05	5.92	8.04	5.71	7.32	8.13	5.60	7.37	7.94	5.79	7.27		
DISCRIMINATION/NOT CAUSE	6.35	7.62	5.25	7.52	5.18	6.39	7.71	5.39	6.50	7.30	5.03	6.29		



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

SUMMARY MEANS:

BANNER 6

	BANNER 6																
	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	CONSER VATIVE
Total	2000	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
PATIENTS SHLD HAVE POWER	7.93	7.53	7.70	7.40	7.78	8.23	8.61	8.41	7.73	7.90	8.56	7.48	7.56	7.73	7.65	7.89	8.13
TOUGH PENALTIES/CRIMINALS	7.59	6.58	6.23	6.84	7.44	8.27	8.88	8.55	7.57	7.69	8.73	6.46	7.34	7.64	6.38	7.42	8.28
WORK FOR WELFARE BENEFITS	7.56	6.39	5.79	6.84	7.50	8.42	8.73	8.56	7.21	7.81	8.67	6.25	7.31	7.39	6.52	7.50	8.69
PARENT'S SAY/EDUCATION	7.56	6.19	6.11	6.24	7.52	8.51	8.89	8.69	7.00	7.81	8.85	5.98	7.30	7.94	6.68	7.55	8.38
CUT SPENDING	7.42	6.20	6.26	6.15	7.30	8.32	8.73	8.50	7.51	7.44	8.68	5.95	7.26	7.70	6.46	7.27	8.20
GET GOVT OUT OF THE WAY	7.25	6.03	6.01	6.04	7.14	8.06	8.63	8.32	7.25	7.35	8.53	5.82	6.72	7.02	6.18	7.36	8.14
ILLGL IMMIGRATION IS GOOD	7.07	5.20	4.65	5.61	7.02	8.48	8.72	8.59	5.62	7.53	9.04	5.04	6.14	5.80	5.77	7.46	8.20
CENSOR THE BIBLE	6.98	5.52	4.78	6.07	6.81	8.14	8.55	8.33	5.67	6.69	8.72	5.43	6.12	5.95	5.90	7.37	7.95
DISCRIMINATION/NOT CAUSE	6.35	4.86	4.55	5.09	6.22	7.48	7.90	7.67	6.43	6.54	7.93	4.55	5.95	6.31	5.32	6.27	7.30



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

SUMMARY MEANS:

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
PATIENTS SHLD HAVE POWER	7.93	7.60	7.61	8.41	7.75	7.69	7.70	7.69	7.93	7.89	7.99	8.34	8.06	8.25	8.00	7.73
TOUGH PENALTIES/CRIMINALS	7.59	6.84	7.45	8.47	7.55	7.60	7.65	7.59	7.69	7.85	7.41	6.81	7.89	8.28	8.16	6.63
WORK FOR WELFARE BENEFITS	7.56	6.77	7.44	8.48	7.64	7.58	8.11	7.50	7.65	7.84	7.31	6.85	7.99	8.15	7.85	6.80
PARENT'S SAY/EDUCATION	7.56	6.66	7.21	8.67	7.42	7.06	7.48	6.99	7.63	7.63	7.64	7.82	7.79	8.92	7.74	6.95
CUT SPENDING	7.42	6.55	7.18	8.46	7.34	7.17	7.63	7.10	7.49	7.60	7.30	7.23	7.54	8.30	7.82	6.76
GET GOVT OUT OF THE WAY	7.25	6.32	7.04	8.34	7.11	7.00	7.50	6.91	7.29	7.35	7.18	7.34	7.47	8.50	7.40	6.56
ILLGL IMMIGRATION IS GOOD	7.07	5.57	7.23	8.64	7.18	6.43	4.93	6.68	7.15	7.33	6.82	7.42	7.70	8.12	7.07	6.34
CENSOR THE BIBLE	6.98	5.82	6.97	8.27	7.20	6.37	4.50	6.69	7.10	7.27	6.79	7.09	7.84	8.45	6.95	6.06
DISCRIMINATION/NOT CAUSE	6.35	5.25	6.19	7.62	6.47	6.55	7.20	6.44	6.30	6.42	6.08	6.37	6.54	7.31	6.60	5.66



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

SUMMARY MEANS:

BANNER 8

	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	1320	680	441	239	537	403	783	277
PATIENTS SHLD HAVE POWER	7.93	8.00	7.79	7.84	7.69	7.87	7.75	8.09	7.85
TOUGH PENALTIES/CRIMINALS	7.59	7.54	7.70	7.63	7.82	7.37	7.88	7.65	7.44
WORK FOR WELFARE BENEFITS	7.56	7.54	7.61	7.63	7.58	7.44	7.67	7.60	7.52
PARENT'S SAY/EDUCATION	7.56	7.73	7.21	7.48	6.72	7.66	7.46	7.79	6.86
CUT SPENDING	7.42	7.46	7.33	7.46	7.08	7.46	7.49	7.46	7.09
GET GOVT OUT OF THE WAY	7.25	7.43	6.89	7.00	6.69	7.35	7.09	7.49	6.60
ILLGL IMMIGRATION IS GOOD	7.07	7.20	6.80	6.98	6.46	7.28	6.92	7.15	6.62
CENSOR THE BIBLE	6.98	7.08	6.80	7.04	6.35	7.19	6.97	7.00	6.55
DISCRIMINATION/NOT CAUSE	6.35	6.33	6.38	6.33	6.47	6.51	6.77	6.22	5.81



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

SUMMARY MEANS:

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
PATIENTS SHLD HAVE POWER	7.93	8.09	7.58	7.86	7.37	7.28	7.90	8.25	7.99	7.72	7.39	7.35
TOUGH PENALTIES/CRIMINALS	7.59	7.94	6.84	6.89	6.53	7.69	7.96	7.93	7.20	6.57	6.17	6.83
WORK FOR WELFARE BENEFITS	7.56	7.87	6.92	6.76	6.98	7.30	7.81	7.91	6.91	6.61	6.96	6.99
PARENT'S SAY/EDUCATION	7.56	7.81	7.03	7.16	6.84	6.95	7.83	7.79	7.24	7.08	6.99	6.71
CUT SPENDING	7.42	7.57	7.09	7.06	7.07	7.32	7.59	7.55	7.30	6.81	7.25	6.91
GET GOVT OUT OF THE WAY	7.25	7.31	7.11	7.13	7.05	6.90	7.37	7.26	7.23	7.03	6.71	7.35
ILLGL IMMIGRATION IS GOOD	7.07	7.73	5.65	5.31	5.54	6.49	7.79	7.68	5.35	5.26	6.04	5.11
CENSOR THE BIBLE	6.98	7.53	5.81	5.99	5.65	5.25	7.63	7.45	6.14	5.83	5.90	5.43
DISCRIMINATION/NOT CAUSE	6.35	6.82	5.35	5.32	5.20	5.91	7.13	6.56	5.59	5.02	5.40	5.04



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

SUMMARY MEANS:

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
PATIENTS SHLD HAVE POWER	7.93	6.98	7.73	7.81	8.05	8.13	8.20	7.61	8.14	7.73	8.17	7.81	8.03	
TOUGH PENALTIES/CRIMINALS	7.59	6.02	6.51	6.97	7.43	8.38	8.62	6.61	8.24	6.84	8.52	7.59	7.59	
WORK FOR WELFARE BENEFITS	7.56	6.43	6.87	7.20	7.69	7.95	8.19	6.92	7.98	7.14	8.09	7.54	7.58	
PARENT'S SAY/EDUCATION	7.56	5.99	7.10	7.56	7.98	8.17	7.62	7.07	7.88	7.33	7.84	7.57	7.55	
CUT SPENDING	7.42	6.64	7.06	7.21	7.75	7.60	7.66	7.04	7.66	7.24	7.64	7.48	7.36	
GET GOVT OUT OF THE WAY	7.25	6.57	6.97	7.25	7.58	7.38	7.31	7.01	7.40	7.17	7.34	7.24	7.25	
ILLGL IMMIGRATION IS GOOD	7.07	5.24	5.59	6.24	7.44	8.10	8.04	5.79	7.90	6.26	8.07	7.13	7.01	
CENSOR THE BIBLE	6.98	6.03	5.40	6.28	7.13	7.76	7.99	5.90	7.70	6.25	7.90	7.09	6.88	
DISCRIMINATION/NOT CAUSE	6.35	5.21	5.43	5.93	6.44	7.12	6.90	5.59	6.85	5.83	6.99	6.62	6.11	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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SUMMARY MEANS:

BANNER 11

	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		NIALS		BMMRS		NIALS		BMMRS				
		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG				
Total	2000	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
PATIENTS SHLD HAVE POWER	7.93	7.21	7.74	8.04	8.18	7.27	7.64	7.84	8.04	7.18	7.83	8.22	8.31	7.71	7.93	8.22
TOUGH PENALTIES/CRIMINALS	7.59	5.95	6.80	7.67	8.54	5.87	6.82	7.46	8.57	6.01	6.78	7.85	8.51	7.02	7.79	7.84
WORK FOR WELFARE BENEFITS	7.56	6.61	6.96	7.78	8.09	6.59	7.08	7.54	8.07	6.62	6.86	7.98	8.11	7.01	7.76	7.80
PARENT'S SAY/EDUCATION	7.56	6.08	7.37	8.01	7.78	6.15	7.25	7.97	7.84	6.03	7.48	8.04	7.73	7.32	7.56	7.86
CUT SPENDING	7.42	6.71	7.16	7.65	7.62	6.97	7.28	7.54	7.68	6.55	7.06	7.73	7.57	7.10	7.48	7.66
GET GOVT OUT OF THE WAY	7.25	6.54	7.22	7.41	7.36	6.22	7.22	7.28	7.46	6.75	7.22	7.52	7.25	6.93	7.22	7.72
ILLGL IMMIGRATION IS GOOD	7.07	5.22	5.84	7.57	8.06	5.65	5.71	7.50	8.15	4.94	5.97	7.64	7.97	6.34	7.26	7.54
CENSOR THE BIBLE	6.98	6.02	5.73	7.32	7.87	6.66	5.59	7.23	8.08	5.59	5.85	7.39	7.66	6.27	7.15	7.50
DISCRIMINATION/NOT CAUSE	6.35	5.22	5.60	6.68	6.95	5.70	6.09	6.79	7.07	4.91	5.15	6.58	6.82	5.89	6.46	6.68



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
10	10.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.1	20.9	0.0	0.0	26.5	7.1	5.2	1.5	0.0	0.0	0.0
9	19.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	24.9	39.9	0.0	0.0	34.6	22.3	16.3	17.3	0.0	0.0	0.0
8	18.6	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	24.5	39.2	0.0	0.0	19.4	24.1	21.9	36.5	0.0	0.0	0.0
7	20.8	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	18.3	0.0	59.4	0.0	10.5	21.4	26.7	22.0	28.9	52.9	0.0
6	15.7	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	12.5	0.0	40.6	0.0	3.9	14.6	16.7	22.6	25.8	47.1	0.0
NEUTRAL-5	10.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	4.9	0.0	0.0	72.5	3.6	7.1	10.4	0.0	26.6	0.0	58.8
4	3.7	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1.4	0.0	0.0	21.6	1.2	2.5	2.4	0.0	10.9	0.0	24.1
3	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	58.1	0.3	0.0	0.0	4.9	0.3	0.9	0.0	0.0	4.2	0.0	9.3
2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.9	0.1	0.0	0.0	1.0	0.0	0.0	0.3	0.0	2.3	0.0	5.1
1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	2.3
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	0.0	0.0	0.0	0.0	0.2	0.0	0.5
Mean	7.30	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.42	7.85	8.82	6.59	4.66	8.52	7.50	7.24	7.53	5.52	6.53	4.31



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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	350	450	768	432	1680	1436	244	320	204	116
10	10.0	7.7	10.4	10.3	10.6	11.4	12.8	2.9	2.5	1.5	4.3
9	19.0	18.0	20.0	20.2	16.4	20.7	22.0	13.1	9.7	7.4	13.8
8	18.6	21.1	19.8	18.6	15.5	19.0	19.1	18.9	16.6	16.7	16.4
7	20.8	20.6	20.7	20.7	21.5	20.3	18.8	29.1	23.8	23.0	25.0
6	15.7	17.4	16.4	13.9	16.7	14.1	13.0	20.9	24.1	27.0	19.0
NEUTRAL-5	10.0	10.0	8.0	10.0	12.3	8.4	8.1	10.2	18.8	19.1	18.1
4	3.7	4.0	2.4	4.3	3.7	3.8	3.7	4.5	3.1	2.9	3.4
3	1.2	1.1	0.9	1.0	2.1	1.2	1.5	0.0	1.2	2.0	0.0
2	0.6	0.0	0.7	0.9	0.5	0.7	0.7	0.4	0.3	0.5	0.0
1	0.2	0.0	0.4	0.0	0.7	0.3	0.3	0.0	0.0	0.0	0.0
0	*	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Mean	7.30	7.26	7.40	7.34	7.13	7.42	7.49	6.97	6.66	6.51	6.91



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ANMP SCALE:

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
	UNITS	RIGHT	WRONG	TRACK	REPUB-	DEMO-	UNDE-	ERS/	REPUB-	DEMO-	UNDE-	ERS/	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
10	10.0	0.3	14.1	19.6	0.6	5.2	4.3	19.8	0.8	4.7	4.2	0.7	0.0	1.1	17.2	
9	19.0	6.3	24.4	30.3	7.0	16.3	15.5	30.3	7.4	16.5	15.5	6.2	7.0	5.7	29.0	
8	18.6	14.2	20.6	21.1	14.8	21.9	20.5	21.1	15.0	22.0	21.2	14.9	13.3	15.9	21.6	
7	20.8	28.5	17.6	14.4	26.1	26.7	26.2	14.2	26.2	26.8	25.4	26.6	26.4	26.7	16.4	
6	15.7	24.8	11.8	7.7	24.5	16.7	18.8	7.5	24.1	17.3	20.1	24.6	20.9	26.9	8.6	
NEUTRAL-5	10.0	15.0	7.9	4.8	15.9	10.4	11.4	5.1	15.5	9.8	9.9	15.8	16.1	15.7	5.5	
4	3.7	7.2	2.2	1.6	6.5	2.4	2.5	1.4	6.6	2.4	2.4	6.8	10.0	4.9	1.2	
3	1.2	2.3	0.8	0.5	2.5	0.0	0.2	0.6	2.4	0.0	0.4	2.4	4.2	1.3	0.4	
2	0.6	1.0	0.4	0.0	1.4	0.3	0.4	0.0	1.3	0.4	0.4	1.3	1.2	1.3	0.1	
1	0.2	0.2	0.3	0.0	0.6	0.0	0.2	0.0	0.6	0.0	0.4	0.6	0.6	0.5	0.0	
0	*	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.0	0.0	
Mean	7.30	6.35	7.71	8.16	6.33	7.24	7.11	8.17	6.37	7.23	7.11	6.32	6.15	6.43	8.06	



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ANMP SCALE:

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
10	10.0	0.0	0.0	9.9	6.2	29.8	3.0	2.0	10.6
9	19.0	10.2	9.1	23.8	14.3	30.4	15.2	10.1	14.5
8	18.6	11.7	18.2	21.7	16.1	20.4	10.6	13.1	17.8
7	20.8	21.2	11.4	23.1	29.2	9.4	25.8	22.2	16.8
6	15.7	26.3	34.1	13.7	18.0	5.5	19.7	19.2	15.2
NEUTRAL-5	10.0	20.4	15.9	6.3	13.0	3.3	18.2	12.1	13.2
4	3.7	6.6	11.4	1.2	2.5	0.6	5.3	10.1	7.3
3	1.2	2.9	0.0	0.4	0.0	0.6	1.5	5.1	2.6
2	0.6	0.7	0.0	0.0	0.6	0.0	0.8	5.1	0.3
1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.3
0	*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Mean	7.30	6.30	6.36	7.68	7.09	8.55	6.68	6.14	6.93



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

ANMP SCALE:

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
10	10.0	21.2	1.1	20.3	1.1	8.3	22.1	1.0	10.1	18.3	1.2	6.7
9	19.0	31.6	8.0	30.1	7.4	19.8	29.1	5.5	16.3	31.3	8.8	23.0
8	18.6	21.2	15.1	22.1	13.4	21.3	21.9	15.3	19.4	22.3	12.0	23.0
7	20.8	13.8	26.1	14.4	26.4	21.9	13.3	27.4	22.1	15.7	25.6	21.6
6	15.7	6.7	23.5	6.9	23.6	16.5	6.7	20.2	19.8	7.2	26.1	13.5
NEUTRAL-5	10.0	3.9	15.8	4.2	16.4	9.3	4.8	16.3	10.1	3.5	16.4	8.5
4	3.7	0.9	6.2	1.1	7.3	2.2	1.1	9.1	1.9	1.2	6.0	2.5
3	1.2	0.5	2.4	0.7	2.6	0.2	0.8	2.3	0.4	0.6	2.8	0.0
2	0.6	0.1	1.1	0.1	1.1	0.6	0.3	1.3	0.0	0.0	0.9	1.1
1	0.2	0.0	0.6	0.0	0.7	0.0	0.0	1.3	0.0	0.0	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	7.30	8.29	6.42	8.21	6.33	7.41	8.22	6.23	7.35	8.20	6.39	7.46



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP SCALE:

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
10	10.0	0.7	0.4	0.9	4.2	16.5	31.6	23.4	4.8	5.4	26.5	0.0	2.0	4.7	1.4	5.3	20.3
9	19.0	5.8	6.2	5.4	16.3	32.2	32.2	32.2	11.1	19.0	35.7	4.3	11.0	14.1	9.9	19.1	27.3
8	18.6	11.5	9.2	13.3	21.2	24.1	18.8	21.7	20.6	27.2	20.8	9.2	16.1	29.7	16.9	22.3	21.1
7	20.8	22.7	22.5	22.8	27.1	15.7	9.4	12.8	22.2	21.8	11.4	23.9	32.7	17.2	15.5	25.2	16.4
6	15.7	24.8	21.2	27.5	19.1	5.8	3.8	4.8	22.2	15.6	2.5	25.8	21.7	17.2	21.1	18.8	7.8
NEUTRAL-5	10.0	19.2	17.5	20.6	9.2	4.5	2.8	3.7	12.7	7.5	2.2	19.4	13.0	9.4	23.9	7.0	7.0
4	3.7	8.8	11.2	7.0	2.6	0.8	0.9	0.9	1.6	2.7	0.6	10.2	3.1	4.7	7.0	2.1	0.0
3	1.2	4.0	6.7	1.9	0.0	0.5	0.3	0.4	4.8	0.0	0.4	4.3	0.0	1.6	1.4	0.0	0.0
2	0.6	1.4	2.9	0.3	0.4	0.0	0.3	0.1	0.0	0.7	0.0	1.4	0.4	1.6	2.8	0.3	0.0
1	0.2	0.9	1.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	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	7.30	6.06	5.79	6.26	7.19	8.19	8.63	8.39	6.86	7.39	8.61	5.90	6.85	7.08	6.31	7.36	8.15



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ANMP SCALE:

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
10	10.0	1.2	3.9	21.8	7.0	8.5	4.3	9.2	10.6	12.4	7.5	7.1	12.6	21.1	10.7	4.5
9	19.0	7.0	16.5	33.0	18.1	15.7	6.5	17.3	19.5	20.7	17.2	20.2	24.1	33.3	20.4	10.3
8	18.6	15.3	21.6	21.2	21.9	15.7	19.6	15.1	18.5	18.6	18.4	24.2	20.0	17.5	21.4	15.4
7	20.8	26.0	24.5	13.8	22.2	21.4	30.4	19.9	20.6	19.4	22.6	22.2	18.7	14.0	20.4	24.3
6	15.7	23.6	19.0	5.7	17.4	18.6	26.1	17.3	15.5	13.8	18.6	12.6	14.6	7.0	14.9	19.6
NEUTRAL-5	10.0	16.3	11.0	2.9	10.0	12.6	8.7	13.2	10.2	10.3	10.2	4.5	6.1	4.7	8.5	15.4
4	3.7	6.3	2.9	1.1	2.5	4.7	4.3	4.8	3.5	3.4	3.6	3.5	2.5	1.2	2.4	6.1
3	1.2	2.4	0.3	0.4	0.6	2.2	0.0	2.6	0.9	0.8	1.0	2.5	0.8	1.2	1.0	2.2
2	0.6	1.2	0.0	0.1	0.3	0.6	0.0	0.7	0.5	0.3	0.8	1.5	0.3	0.0	0.2	1.2
1	0.2	0.5	0.3	0.0	0.1	0.0	0.0	0.0	0.2	0.2	0.2	1.0	0.2	0.0	0.0	0.8
0	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2
Mean	7.30	6.39	7.13	8.36	7.30	7.03	6.89	7.05	7.36	7.46	7.17	7.26	7.65	8.23	7.50	6.60



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ANMP SCALE:

BANNER 8

	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	1320	680	441	239	537	403	783	277
10	10.0	10.4	9.1	10.2	7.1	13.6	9.7	8.2	8.3
9	19.0	19.4	18.1	19.5	15.5	15.6	20.8	22.0	14.1
8	18.6	19.9	16.2	16.8	15.1	19.2	18.9	20.4	12.3
7	20.8	20.3	21.9	20.6	24.3	18.8	22.3	21.3	21.3
6	15.7	15.2	16.8	15.9	18.4	16.6	12.2	14.2	23.5
NEUTRAL-5	10.0	9.9	10.3	10.4	10.0	10.8	8.9	9.3	12.3
4	3.7	3.1	4.9	3.9	6.7	3.4	4.7	2.9	5.1
3	1.2	0.9	1.9	1.6	2.5	0.9	1.5	0.9	2.5
2	0.6	0.6	0.6	0.7	0.4	0.6	0.5	0.6	0.7
1	0.2	0.3	0.1	0.2	0.0	0.6	0.2	0.1	0.0
0	*	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.0
Mean	7.30	7.37	7.15	7.25	6.97	7.33	7.34	7.40	6.88



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ANMP SCALE:

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
10	10.0	13.3	2.8	5.0	0.8	2.5	15.6	11.3	7.5	2.4	1.7	0.0
9	19.0	24.1	8.0	9.2	6.5	3.8	23.2	24.9	9.0	9.4	5.8	7.2
8	18.6	20.0	15.8	14.2	14.6	23.8	20.9	19.3	15.0	13.4	15.7	13.7
7	20.8	18.7	25.5	23.5	26.5	31.2	17.4	19.8	23.3	23.6	25.6	27.3
6	15.7	11.5	24.5	22.3	28.5	21.2	9.4	13.4	21.1	23.6	31.4	25.9
NEUTRAL-5	10.0	7.1	16.4	15.8	18.1	11.2	7.2	7.0	15.0	16.5	16.5	19.4
4	3.7	3.0	5.2	6.9	3.5	6.2	3.7	2.5	7.5	6.3	1.7	5.0
3	1.2	1.2	1.4	2.3	1.2	0.0	1.1	1.2	1.5	3.1	1.7	0.7
2	0.6	0.7	0.5	0.8	0.4	0.0	0.8	0.5	0.0	1.6	0.0	0.7
1	0.2	0.4	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0
0	*	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Mean	7.30	7.63	6.59	6.60	6.48	6.76	7.66	7.60	6.76	6.43	6.56	6.42



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

ANMP SCALE:

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
10	10.0	0.0	1.3	4.2	11.1	16.2	16.5	2.3	15.0	4.8	16.4	11.9	8.2	
9	19.0	3.8	6.4	14.6	20.6	25.5	27.9	9.3	25.3	12.5	26.9	17.9	19.9	
8	18.6	10.6	17.1	17.3	20.3	23.3	18.6	15.9	20.5	17.1	20.5	19.0	18.3	
7	20.8	20.6	30.8	26.6	21.0	16.4	14.6	27.0	16.8	25.2	15.4	20.3	21.3	
6	15.7	32.5	19.7	19.7	15.9	8.8	10.5	22.3	11.4	20.5	9.8	14.7	16.6	
NEUTRAL-5	10.0	25.6	15.7	11.0	7.0	4.1	7.4	15.7	6.3	13.3	6.1	10.0	10.1	
4	3.7	5.6	6.0	3.9	2.2	3.0	3.0	5.0	2.8	4.2	3.0	3.9	3.5	
3	1.2	1.2	1.7	0.6	1.3	1.9	1.0	1.1	1.3	1.2	1.3	1.2	1.3	
2	0.6	0.0	1.3	1.2	0.0	0.5	0.4	1.0	0.3	0.7	0.4	0.5	0.7	
1	0.2	0.0	0.0	0.6	0.6	0.3	0.0	0.3	0.2	0.4	0.1	0.4	0.1	
0	*	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	
Mean	7.30	6.12	6.51	6.92	7.50	7.85	7.84	6.60	7.75	6.86	7.84	7.33	7.26	



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ANMP SCALE:

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
10	10.0	0.5	2.4	11.4	16.8	0.0	2.9	12.5	20.2	0.8	1.9	10.4	13.5	5.1	11.9	11.5
9	19.0	3.7	9.5	23.1	26.7	5.8	6.7	20.6	26.2	2.3	12.1	25.3	27.2	13.3	19.4	25.3
8	18.6	12.1	17.5	20.1	20.3	16.3	17.6	19.0	20.7	9.4	17.4	21.1	19.8	14.8	18.9	23.2
7	20.8	21.5	30.0	19.9	15.2	17.4	33.5	20.6	12.3	24.2	26.8	19.4	18.0	27.4	19.3	16.2
6	15.7	30.4	20.2	14.2	9.5	32.6	19.7	13.7	7.9	28.9	20.8	14.5	11.1	18.6	15.7	11.9
NEUTRAL-5	10.0	24.3	12.7	7.3	6.2	24.4	13.0	8.1	6.0	24.2	12.5	6.6	6.3	12.8	9.9	6.9
4	3.7	5.1	5.2	2.4	3.2	2.3	5.4	2.8	4.1	7.0	4.9	2.1	2.4	4.4	3.6	3.1
3	1.2	1.9	1.0	0.7	1.6	1.2	0.4	1.2	1.6	2.3	1.5	0.3	1.6	2.9	0.5	1.0
2	0.6	0.5	1.2	0.2	0.5	0.0	0.4	0.0	1.1	0.8	1.9	0.3	0.0	0.4	0.6	1.0
1	0.2	0.0	0.2	0.7	0.0	0.0	0.0	1.6	0.0	0.0	0.4	0.0	0.0	0.2	0.4	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	0.0	0.2	0.0	0.0
Mean	7.30	6.17	6.70	7.56	7.83	6.35	6.71	7.45	7.89	6.05	6.69	7.66	7.78	6.84	7.40	7.64



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25. 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...

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		
Total	2000	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
PRIORITIZED/RIGHT THINGS	37.2	68.3	54.4	37.3	31.4	22.6	21.4	17.6	14.0	44.9	50.6	34.3	41.2	73.2	54.5	11.1	13.9	12.8	15.7	9.3
PRIORITIZED/WRONG THINGS	45.6	23.1	29.0	41.6	48.0	57.6	64.2	74.3	83.7	34.7	32.7	39.1	33.3	15.6	30.0	41.3	68.4	80.3	75.5	86.1
DON'T KNOW	17.2	8.5	16.6	21.2	20.6	19.7	14.4	8.1	2.3	20.4	16.7	26.6	25.5	11.2	15.5	47.6	17.6	6.9	8.8	4.6
Net Diff.	-8.4	45.2	25.3	-4.3	-16.5	-35.0	-42.8	-56.8	-69.8	10.2	17.9	-4.9	7.8	57.6	24.5	-30.2	-54.5	-67.5	-59.8	-76.9



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25. 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...

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	350	450	768	432	1680	1436	244	320	204	116
PRIORITIZED/RIGHT THINGS	37.2	39.4	37.3	38.7	32.9	40.2	40.2	40.6	21.6	25.5	14.7
PRIORITIZED/WRONG THINGS	45.6	42.9	46.0	44.1	50.0	46.9	48.5	37.3	38.8	36.8	42.2
DON'T KNOW	17.2	17.7	16.7	17.2	17.1	12.9	11.3	22.1	39.7	37.7	43.1
Net Diff.	-8.4	-3.4	-8.7	-5.5	-17.1	-6.7	-8.4	3.3	-17.2	-11.3	-27.6



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

25. 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...

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/		FOR CONGRESS		ERS/		(W/DJT ENDORSEMENT)					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
		DIREC-	TRACK	LICAN	CRATIC	CIED	CIED	LICAN	CRATIC	CIED	CIED	ROVE			PROVE		
		TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122		
PRIORITIZED/RIGHT THINGS	37.2	27.5	41.5	66.6	13.2	11.1	20.9	66.9	13.5	9.8	23.6	20.6	25.5	17.7	50.3		
PRIORITIZED/WRONG THINGS	45.6	60.2	39.4	20.7	75.5	41.3	43.6	19.4	76.0	38.6	39.1	65.6	67.9	64.2	30.0		
DON'T KNOW	17.2	12.3	19.1	12.7	11.2	47.6	35.4	13.7	10.5	51.6	37.3	13.8	6.7	18.1	19.7		
Net Diff.	-8.4	-32.7	2.2	45.8	-62.2	-30.2	-22.7	47.5	-62.6	-28.7	-15.5	-44.9	-42.4	-46.4	20.2		



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
PRIORITIZED/RIGHT THINGS	37.2	21.9	38.6	45.0	41.0	55.8	23.5	19.2	26.1
PRIORITIZED/WRONG THINGS	45.6	56.2	45.5	37.6	39.8	24.3	52.3	69.7	65.0
DON'T KNOW	17.2	21.9	15.9	17.4	19.3	19.9	24.2	11.1	8.9
Net Diff.	-8.4	-34.3	-6.8	7.5	1.2	31.5	-28.8	-50.5	-38.9



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	819	892	720	740	540	375	307	258	345	433	282	
PRIORITIZED/RIGHT THINGS	37.2	64.7	16.4	66.7	19.2	22.8	66.4	27.4	24.0	67.0	13.4	21.6	
PRIORITIZED/WRONG THINGS	45.6	20.6	70.2	19.9	68.1	49.1	24.0	64.2	54.3	15.4	70.9	44.3	
DON'T KNOW	17.2	14.7	13.5	13.5	12.7	28.1	9.6	8.5	21.7	17.7	15.7	34.0	
Net Diff.	-8.4	44.1	-53.8	46.8	-48.9	-26.3	42.4	-36.8	-30.2	51.6	-57.5	-22.7	



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
PRIORITIZED/RIGHT THINGS	37.2	21.8	24.6	19.6	27.1	53.9	67.8	60.3	74.6	53.1	69.6	15.6	20.9	35.9	11.3	20.5	35.2
PRIORITIZED/WRONG THINGS	45.6	70.5	70.8	70.3	47.2	28.0	19.7	24.2	19.0	24.5	18.6	77.0	59.8	42.2	77.5	47.5	37.5
DON'T KNOW	17.2	7.7	4.6	10.1	25.7	18.1	12.5	15.5	6.3	22.4	11.8	7.3	19.3	21.9	11.3	32.0	27.3
Net Diff.	-8.4	-48.7	-46.2	-50.6	-20.1	25.9	48.1	36.0	55.6	28.6	51.0	-61.4	-39.0	-6.2	-66.2	-27.0	-2.3



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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BANNER 7

	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 Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
PRIORITIZED/RIGHT THINGS	37.2	17.3	25.5	63.6	30.7	48.4	54.3	47.4	36.1	38.3	32.2	27.8	38.0	60.8	43.3	21.9
PRIORITIZED/WRONG THINGS	45.6	69.1	43.9	20.5	47.0	41.8	34.8	43.0	45.8	45.3	46.6	50.5	44.0	27.5	42.5	55.9
DON'T KNOW	17.2	13.6	30.6	15.9	22.3	9.7	10.9	9.6	18.1	16.4	21.3	21.7	18.0	11.7	14.3	22.1
Net Diff.	-8.4	-51.8	-18.4	43.2	-16.3	6.6	19.6	4.4	-9.6	-7.1	-14.4	-22.7	-5.9	33.3	0.8	-34.0



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BANNER 8

	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	1320	680	441	239	537	403	783	277
PRIORITIZED/RIGHT THINGS	37.2	37.6	36.6	37.6	34.7	41.5	42.7	34.9	27.8
PRIORITIZED/WRONG THINGS	45.6	42.3	52.1	50.3	55.2	43.2	48.4	41.6	57.4
DON'T KNOW	17.2	20.2	11.3	12.0	10.0	15.3	8.9	23.5	14.8
Net Diff.	-8.4	-4.7	-15.4	-12.7	-20.5	-1.7	-5.7	-6.8	-29.6



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BANNER 9

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
PRIORITIZED/RIGHT THINGS	37.2	39.8	31.9	36.9	26.9	36.2	44.3	35.9	41.4	32.3	35.5	19.4
PRIORITIZED/WRONG THINGS	45.6	45.6	45.6	42.7	50.0	41.2	46.3	44.9	42.9	42.5	46.3	53.2
DON'T KNOW	17.2	14.6	22.5	20.4	23.1	22.5	9.4	19.1	15.8	25.2	18.2	27.3
Net Diff.	-8.4	-5.8	-13.8	-5.8	-23.1	-5.0	-2.1	-9.0	-1.5	-10.2	-10.7	-33.8



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
PRIORITIZED/RIGHT THINGS	37.2	35.0	32.8	40.3	39.4	39.7	35.6	36.4	37.8	37.2	37.3	42.0	33.0
PRIORITIZED/WRONG THINGS	45.6	45.6	45.8	40.9	43.2	42.7	51.9	43.7	46.8	43.6	48.1	45.4	45.8
DON'T KNOW	17.2	19.4	21.4	18.8	17.5	17.5	12.5	19.9	15.3	19.2	14.6	12.6	21.2
Net Diff.	-8.4	-10.6	-13.0	-0.6	-3.8	-3.0	-16.3	-7.3	-9.0	-6.3	-10.9	-3.4	-12.7



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BANNER 11

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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
PRIORITIZED/RIGHT THINGS	37.2	34.1	35.1	42.1	36.1	43.0	43.9	44.8	38.7	28.1	27.2	39.8	33.6	35.9	36.0	42.0
PRIORITIZED/WRONG THINGS	45.6	47.2	43.8	41.0	49.7	45.3	37.7	44.0	51.5	48.4	49.4	38.4	47.9	47.3	47.1	39.6
DON'T KNOW	17.2	18.7	21.0	16.9	14.2	11.6	18.4	11.3	9.8	23.4	23.4	21.8	18.5	16.8	16.8	18.4
Net Diff.	-8.4	-13.1	-8.7	1.1	-13.6	-2.3	6.3	0.8	-12.8	-20.3	-22.3	1.4	-14.3	-11.3	-11.1	2.4



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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
PRIORITIZED/RIGHT THINGS	35.8	2.5	13.2	27.6	47.0	54.1	52.7	74.3	74.4	22.8	16.6	32.6	35.3	9.3	20.7	13.2	57.9	77.6	81.6	72.7
PRIORITIZED/WRONG THINGS	48.8	94.0	77.6	55.0	31.4	23.9	30.3	16.2	23.3	59.9	72.1	39.4	40.2	86.1	68.1	41.7	20.1	13.2	8.0	19.4
DON'T KNOW	15.4	3.5	9.2	17.4	21.6	22.0	16.9	9.5	2.3	17.3	11.3	28.1	24.5	4.6	11.1	45.1	22.0	9.2	10.3	7.9
Net Diff.	-12.9	-91.5	-64.4	-27.3	15.6	30.3	22.4	58.1	51.2	-37.1	-55.5	-6.8	-4.9	-76.7	-47.4	-28.5	37.8	64.4	73.6	53.2



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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	350	450	768	432	1680	1436	244	320	204	116
PRIORITIZED/RIGHT THINGS	35.8	37.1	34.0	34.9	38.4	37.7	37.5	38.9	26.2	30.4	19.0
PRIORITIZED/WRONG THINGS	48.8	48.6	52.7	49.3	43.8	50.4	52.5	38.1	40.0	41.7	37.1
DON'T KNOW	15.4	14.3	13.3	15.8	17.8	11.9	10.0	23.0	33.8	27.9	44.0
Net Diff.	-12.9	-11.4	-18.7	-14.5	-5.3	-12.7	-15.0	0.8	-13.8	-11.3	-18.1



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-		GENERIC BALLOT				LEAN-		JOB: JOE BIDEN	
		UNITED STATES		FOR CONGRESS	ERS/		FOR CONGRESS	ERS/		(W/DJT ENDORSEMENT)							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
		TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122		
PRIORITIZED/RIGHT THINGS	35.8	75.7	18.7	13.4	69.6	13.2	21.5	11.9	69.6	9.8	19.6	71.6	89.1	61.1	7.9		
PRIORITIZED/WRONG THINGS	48.8	12.0	64.7	79.7	16.0	41.7	44.8	80.3	16.6	42.5	46.1	13.5	7.0	17.4	76.4		
DON'T KNOW	15.4	12.3	16.6	6.9	14.4	45.1	33.7	7.8	13.8	47.6	34.2	14.9	3.9	21.6	15.7		
Net Diff.	-12.9	63.7	-45.9	-66.3	53.6	-28.5	-23.3	-68.4	53.0	-32.7	-26.5	58.2	82.1	43.7	-68.4		



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
PRIORITIZED/RIGHT THINGS	35.8	52.6	59.1	25.8	38.5	11.0	37.9	65.7	57.1
PRIORITIZED/WRONG THINGS	48.8	27.0	25.0	59.5	42.2	76.8	39.4	19.2	32.3
DON'T KNOW	15.4	20.4	15.9	14.7	19.3	12.2	22.7	15.2	10.6
Net Diff.	-12.9	25.5	34.1	-33.7	-3.7	-65.7	-1.5	46.5	24.8



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282	
PRIORITIZED/RIGHT THINGS	35.8	9.8	64.1	11.1	68.4	24.3	12.5	71.7	28.3	9.6	66.1	20.6	
PRIORITIZED/WRONG THINGS	48.8	81.2	20.7	80.4	17.3	49.6	82.4	19.2	52.3	78.3	15.9	47.2	
DON'T KNOW	15.4	9.0	15.1	8.5	14.3	26.1	5.1	9.1	19.4	12.2	18.0	32.3	
Net Diff.	-12.9	-71.4	43.4	-69.3	51.1	-25.4	-69.9	52.4	-24.0	-68.7	50.1	-26.6	



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
PRIORITIZED/RIGHT THINGS	35.8	68.5	75.4	63.3	34.2	13.1	10.0	11.7	38.1	17.7	5.9	77.5	55.9	57.8	42.3	25.2	11.7
PRIORITIZED/WRONG THINGS	48.8	20.9	16.7	24.1	41.6	75.7	81.6	78.3	55.6	62.6	88.6	12.1	24.8	21.9	42.3	45.2	65.6
DON'T KNOW	15.4	10.6	7.9	12.7	24.1	11.3	8.4	10.0	6.3	19.7	5.5	10.4	19.3	20.3	15.5	29.6	22.7
Net Diff.	-12.9	47.7	58.8	39.2	-7.4	-62.6	-71.6	-66.7	-17.5	-44.9	-82.7	65.4	31.1	35.9	0.0	-19.9	-53.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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26. 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...

BANNER 7

	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 Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
PRIORITIZED/RIGHT THINGS	35.8	68.1	19.0	6.9	30.3	50.6	73.9	46.7	33.3	32.2	35.2	31.3	29.5	19.3	37.3	40.7
PRIORITIZED/WRONG THINGS	48.8	17.6	48.1	83.1	48.9	39.9	17.4	43.8	51.1	53.3	46.9	45.5	54.2	70.8	50.0	40.1
DON'T KNOW	15.4	14.3	32.9	9.9	20.8	9.4	8.7	9.6	15.6	14.4	17.8	23.2	16.3	9.9	12.7	19.2
Net Diff.	-12.9	50.5	-29.0	-76.2	-18.6	10.7	56.5	2.9	-17.8	-21.1	-11.7	-14.1	-24.6	-51.5	-12.7	0.6



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BANNER 8

	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	1320	680	441	239	537	403	783	277
PRIORITIZED/RIGHT THINGS	35.8	31.9	43.5	38.3	53.1	32.6	40.9	31.4	47.3
PRIORITIZED/WRONG THINGS	48.8	50.4	45.6	50.3	36.8	54.7	51.9	47.4	36.5
DON'T KNOW	15.4	17.7	10.9	11.3	10.0	12.7	7.2	21.2	16.2
Net Diff.	-12.9	-18.5	-2.1	-12.0	16.3	-22.2	-10.9	-16.0	10.8



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BANNER 9

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
PRIORITIZED/RIGHT THINGS	35.8	31.8	44.4	43.8	48.8	41.2	31.8	31.8	45.1	42.5	49.6	48.2
PRIORITIZED/WRONG THINGS	48.8	55.3	34.8	38.1	30.4	32.5	61.3	50.1	41.4	34.6	33.9	27.3
DON'T KNOW	15.4	12.9	20.8	18.1	20.8	26.2	6.8	18.0	13.5	22.8	16.5	24.5
Net Diff.	-12.9	-23.5	9.5	5.8	18.5	8.8	-29.5	-18.3	3.8	7.9	15.7	20.9



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
PRIORITIZED/RIGHT THINGS	35.8	45.0	46.8	38.5	29.5	28.2	34.2	42.9	31.2	39.1	31.8	36.2	35.6
PRIORITIZED/WRONG THINGS	48.8	36.9	34.8	41.5	54.3	58.1	55.1	38.0	55.8	42.7	56.3	53.5	44.5
DON'T KNOW	15.4	18.1	18.4	20.0	16.2	13.7	10.6	19.0	13.0	18.2	11.9	10.3	19.9
Net Diff.	-12.9	8.1	12.0	-3.0	-24.8	-29.9	-20.9	4.9	-24.6	-3.5	-24.6	-17.3	-9.0



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BANNER 11

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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
PRIORITIZED/RIGHT THINGS	35.8	46.3	44.0	28.7	32.5	45.3	45.6	33.1	30.0	46.9	42.6	24.9	34.9	46.9	35.0	23.4
PRIORITIZED/WRONG THINGS	48.8	34.6	35.7	57.0	55.7	40.7	36.8	59.7	63.2	30.5	34.7	54.7	48.4	37.2	50.1	60.4
DON'T KNOW	15.4	19.2	20.2	14.3	11.8	14.0	17.6	7.3	6.8	22.7	22.6	20.4	16.7	15.9	14.8	16.2
Net Diff.	-12.9	11.7	8.3	-28.3	-23.2	4.7	8.8	-26.6	-33.2	16.4	7.9	-29.8	-13.5	9.7	-15.1	-37.0



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27. OVER THE PAST EIGHT MONTHS, WHICH PARTY HAS FOCUSED THE MOST ON THE FOLLOWING ISSUES?

INFLATION AND THE COST OF LIVING

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	31.5	68.8	52.2	32.2	22.5	15.3	11.4	9.5	7.0	39.1	47.8	26.2	17.6	65.7	42.4	11.8	11.8	7.1	7.3	6.9
DEMOCRATS	27.9	4.5	13.7	20.4	35.3	39.2	41.8	52.7	65.1	17.5	14.4	22.3	23.5	8.0	11.8	14.2	43.3	61.2	63.2	58.8
BOTH EQUALLY FOCUSED	15.7	5.0	8.7	16.4	18.2	20.4	22.4	23.0	18.6	15.2	10.9	20.6	29.4	8.5	20.7	17.7	19.5	17.4	16.5	18.5
NEITHER FOCUSED AT ALL	16.6	19.1	19.3	20.6	13.2	15.3	15.9	8.1	4.7	19.0	19.8	17.4	18.6	13.6	19.2	30.6	18.3	8.8	8.0	9.7
DON'T KNOW	8.4	2.5	6.1	10.5	10.8	9.9	8.5	6.8	4.7	9.3	7.0	13.4	10.8	4.2	5.9	25.7	7.1	5.5	5.0	6.0
Net Diff.	3.6	64.3	38.5	11.8	-12.7	-23.9	-30.3	-43.2	-58.1	21.7	33.4	3.8	-5.9	57.7	30.7	-2.4	-31.6	-54.1	-55.9	-51.9



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INFLATION AND THE COST OF LIVING

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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	31.5	30.3	33.8	32.3	28.7	34.0	35.6	25.0	18.1	22.1	11.2
DEMOCRATS	27.9	28.0	24.7	26.3	34.0	28.8	29.4	25.4	23.1	24.0	21.6
BOTH EQUALLY FOCUSED	15.7	17.7	16.7	16.3	12.0	14.7	13.8	20.1	20.9	22.5	18.1
NEITHER FOCUSED AT ALL	16.6	16.9	16.7	16.3	16.7	15.8	15.6	16.8	20.6	17.2	26.7
DON'T KNOW	8.4	7.1	8.2	8.9	8.6	6.7	5.6	12.7	17.2	14.2	22.4
Net Diff.	3.6	2.3	9.1	6.0	-5.3	5.2	6.2	-0.4	-5.0	-2.0	-10.3



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INFLATION AND THE COST OF LIVING

BANNER 3

	TOTAL		DIRECTION: UNITED STATES				GENERIC BALLOT LEAN- FOR CONGRESS ERS/				GENERIC BALLOT LEAN- FOR CONGRESS ERS/				JOB: JOE BIDEN	
			RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
			DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
			TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
REPUBLICANS	31.5	12.3	39.8	57.5	9.0	11.8	19.0	57.3	8.8	14.2	20.3	11.1	12.7	10.1	47.5	
DEMOCRATS	27.9	51.2	17.8	9.3	54.0	14.2	18.6	8.7	52.8	14.2	18.1	50.3	62.1	43.1	10.4	
BOTH EQUALLY FOCUSED	15.7	20.8	13.5	12.8	18.2	17.7	18.6	13.5	18.6	14.2	19.2	20.1	17.6	21.6	12.3	
NEITHER FOCUSED AT ALL	16.6	8.3	20.1	15.6	12.6	30.6	26.0	15.8	13.0	31.1	25.4	11.1	5.5	14.4	20.9	
DON'T KNOW	8.4	7.3	8.7	4.8	6.1	25.7	17.8	4.7	6.8	26.4	17.0	7.5	2.1	10.8	8.9	
Net Diff.	3.6	-38.8	22.0	48.1	-45.0	-2.4	0.4	48.6	-44.0	0.0	2.2	-39.2	-49.4	-33.1	37.1	



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27. OVER THE PAST EIGHT MONTHS, WHICH PARTY HAS FOCUSED THE MOST ON THE FOLLOWING ISSUES?

INFLATION AND THE COST OF LIVING

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
REPUBLICANS	31.5	10.9	29.5	39.8	25.5	52.5	16.7	13.1	23.4
DEMOCRATS	27.9	39.4	27.3	19.8	30.4	9.9	34.1	55.6	43.6
BOTH EQUALLY FOCUSED	15.7	21.9	20.5	15.2	19.3	9.9	14.4	15.2	15.5
NEITHER FOCUSED AT ALL	16.6	14.6	13.6	17.9	15.5	19.9	22.7	8.1	12.2
DON'T KNOW	8.4	13.1	9.1	7.4	9.3	7.7	12.1	8.1	5.3
Net Diff.	3.6	-28.5	2.3	20.0	-5.0	42.5	-17.4	-42.4	-20.1



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INFLATION AND THE COST OF LIVING

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282			
REPUBLICANS	31.5	57.3	10.3	58.3	11.2	23.5	62.4	14.0	25.6	53.9	9.2	21.6			
DEMOCRATS	27.9	7.9	49.0	8.3	50.9	22.4	7.2	47.9	27.1	9.6	53.1	18.1			
BOTH EQUALLY FOCUSED	15.7	11.5	18.9	11.0	20.1	15.9	10.7	24.4	11.2	11.3	17.1	20.2			
NEITHER FOCUSED AT ALL	16.6	17.0	14.3	16.2	11.2	24.3	15.7	10.1	24.4	16.8	12.0	24.1			
DON'T KNOW	8.4	6.3	7.4	6.1	6.5	13.9	4.0	3.6	11.6	8.4	8.5	16.0			
Net Diff.	3.6	49.3	-38.7	50.0	-39.7	1.1	55.2	-33.9	-1.6	44.3	-43.9	3.5			



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INFLATION AND THE COST OF LIVING

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	31.5	15.1	17.5	13.3	20.4	50.3	63.4	56.3	47.6	33.3	66.9	10.2	12.6	12.5	15.5	20.5	35.9
DEMOCRATS	27.9	50.4	55.0	46.8	27.6	12.3	8.1	10.4	17.5	13.6	5.7	57.1	42.9	42.2	39.4	22.3	13.3
BOTH EQUALLY FOCUSED	15.7	18.7	14.6	21.8	19.1	11.0	8.1	9.7	20.6	21.1	6.9	18.5	22.4	21.9	18.3	15.8	14.8
NEITHER FOCUSED AT ALL	16.6	11.2	8.8	13.0	20.4	18.3	15.0	16.8	9.5	19.7	16.1	9.5	14.2	10.9	22.5	25.2	22.7
DON'T KNOW	8.4	4.7	4.2	5.1	12.5	8.1	5.3	6.8	4.8	12.2	4.5	4.7	7.9	12.5	4.2	16.1	13.3
Net Diff.	3.6	-35.3	-37.5	-33.5	-7.3	38.0	55.3	45.9	30.2	19.7	61.2	-46.9	-30.3	-29.7	-23.9	-1.8	22.7



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INFLATION AND THE COST OF LIVING

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TICKET	REPUBLICAN	SWING	WELTHY/WEALTHY	WEALTHY	UPPER MIDDLE	MIDDLE	MIDDLE	LOWER MIDDLE	POOR	MAINSTREAM	EVANGELICAL	CATHOLIC	NON-RELIGIOUS	
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	31.5	10.3	23.9	57.7	26.9	33.3	30.4	33.8	31.3	33.8	26.8	29.8	32.4	52.6	33.9	22.9
DEMOCRATS	27.9	50.0	17.7	7.6	24.3	33.0	37.0	32.4	27.3	26.9	28.0	24.2	24.6	14.0	28.0	34.4
BOTH EQUALLY FOCUSED	15.7	18.9	21.0	10.2	19.1	17.6	21.7	16.9	15.6	14.7	17.2	13.6	14.3	11.7	16.1	16.6
NEITHER FOCUSED AT ALL	16.6	14.1	21.0	17.5	19.5	12.6	6.5	13.6	16.8	15.7	19.0	20.7	19.0	16.4	14.3	16.6
DON'T KNOW	8.4	6.7	16.5	7.1	10.1	3.5	4.3	3.3	9.0	8.9	9.0	11.6	9.7	5.3	7.7	9.5
Net Diff.	3.6	-39.7	6.1	50.1	2.6	0.3	-6.5	1.5	4.0	6.9	-1.1	5.6	7.8	38.6	6.0	-11.5



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INFLATION AND THE COST OF LIVING

BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICANS	31.5	31.4	31.6	32.9	29.3	35.6	37.7	28.6	22.7
DEMOCRATS	27.9	25.8	31.9	31.1	33.5	24.0	28.5	27.1	36.8
BOTH EQUALLY FOCUSED	15.7	15.2	16.6	15.0	19.7	14.5	16.4	15.7	17.0
NEITHER FOCUSED AT ALL	16.6	17.6	14.6	15.9	12.1	16.9	15.4	18.0	13.4
DON'T KNOW	8.4	9.9	5.3	5.2	5.4	8.9	2.0	10.6	10.1
Net Diff.	3.6	5.6	-0.3	1.8	-4.2	11.5	9.2	1.5	-14.1



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INFLATION AND THE COST OF LIVING

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICANS	31.5	36.7	20.5	26.2	15.0	18.8	41.7	32.4	31.6	20.5	19.8	10.8
DEMOCRATS	27.9	26.3	31.2	30.4	34.2	28.8	23.9	28.4	27.8	33.1	34.7	33.8
BOTH EQUALLY FOCUSED	15.7	12.5	22.5	19.2	23.5	32.5	12.1	12.8	17.3	21.3	23.1	23.7
NEITHER FOCUSED AT ALL	16.6	16.8	15.9	15.8	15.4	12.5	17.4	16.4	16.5	15.0	11.6	18.7
DON'T KNOW	8.4	7.6	9.8	8.5	11.9	7.5	4.9	10.0	6.8	10.2	10.7	12.9
Net Diff.	3.6	10.4	-10.8	-4.2	-19.2	-10.0	17.8	4.0	3.8	-12.6	-14.9	-23.0



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

27. OVER THE PAST EIGHT MONTHS, WHICH PARTY HAS FOCUSED THE MOST ON THE FOLLOWING ISSUES?

INFLATION AND THE COST OF LIVING

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	31.5	17.5	23.7	26.0	34.3	38.6	37.1	23.4	36.8	26.5	37.7	36.5	27.1	
DEMOCRATS	27.9	32.5	29.1	27.5	23.5	25.5	30.4	29.1	27.1	27.5	28.4	26.0	29.6	
BOTH EQUALLY FOCUSED	15.7	24.4	21.7	18.5	14.6	12.9	10.5	20.9	12.3	19.1	11.4	15.3	16.0	
NEITHER FOCUSED AT ALL	16.6	15.6	17.1	16.4	20.3	14.0	16.2	16.5	16.6	17.6	15.3	16.3	16.8	
DON'T KNOW	8.4	10.0	8.4	11.6	7.3	9.0	5.9	10.1	7.2	9.3	7.2	6.0	10.5	
Net Diff.	3.6	-15.0	-5.4	-1.5	10.8	13.2	6.7	-5.7	9.7	-1.0	9.3	10.5	-2.5	



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

27. OVER THE PAST EIGHT MONTHS, WHICH PARTY HAS FOCUSED THE MOST ON THE FOLLOWING ISSUES?

INFLATION AND THE COST OF LIVING

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	31.5	20.1	22.6	36.9	36.9	27.9	25.9	42.7	41.1	14.8	19.6	31.8	32.8	23.5	32.2	40.1
DEMOCRATS	27.9	28.5	30.4	23.8	29.0	25.6	27.2	23.4	27.0	30.5	33.2	24.2	31.0	34.9	26.6	22.0
BOTH EQUALLY FOCUSED	15.7	24.8	19.8	14.3	11.3	24.4	23.0	10.9	11.2	25.0	17.0	17.3	11.4	21.0	14.1	12.6
NEITHER FOCUSED AT ALL	16.6	16.4	16.7	18.2	15.3	12.8	14.2	18.1	17.2	18.8	18.9	18.3	13.5	13.0	18.2	17.2
DON'T KNOW	8.4	10.3	10.5	6.7	7.5	9.3	9.6	4.8	3.5	10.9	11.3	8.3	11.4	7.7	8.8	8.1
Net Diff.	3.6	-8.4	-7.7	13.0	7.9	2.3	-1.3	19.4	14.2	-15.6	-13.6	7.6	1.9	-11.3	5.6	18.1



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

28. JOBS AND 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	30.6	71.9	51.7	31.9	19.4	13.4	9.5	12.2	4.7	38.6	48.2	24.0	16.7	65.5	45.2	10.8	7.7	4.8	3.8	6.0
DEMOCRATS	30.2	3.0	14.2	24.4	38.4	41.1	48.8	51.4	67.4	18.8	15.9	24.7	19.6	7.1	14.6	13.2	49.5	66.7	66.3	67.1
BOTH EQUALLY FOCUSED	16.6	4.5	11.3	18.2	19.7	22.6	19.4	16.2	16.3	16.5	12.6	21.7	28.4	9.8	18.6	21.2	22.3	16.8	19.5	13.4
NEITHER FOCUSED AT ALL	14.6	17.1	16.1	15.8	12.9	13.4	14.9	12.2	7.0	16.7	16.2	16.6	21.6	12.4	17.3	27.4	14.2	8.0	6.9	9.3
DON'T KNOW	8.0	3.5	6.6	9.7	9.6	9.6	7.5	8.1	4.7	9.4	7.2	13.0	13.7	5.1	4.3	27.4	6.2	3.8	3.4	4.2
Net Diff.	0.3	68.8	37.5	7.5	-18.9	-27.7	-39.3	-39.2	-62.8	19.8	32.3	-0.6	-2.9	58.4	30.7	-2.4	-41.8	-61.8	-62.5	-61.1



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

28. JOBS AND THE ECONOMY

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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	30.6	31.4	30.7	32.6	26.2	33.4	34.9	24.6	15.6	17.2	12.9
DEMOCRATS	30.2	30.9	28.7	28.3	35.0	32.0	32.4	29.9	20.9	22.5	18.1
BOTH EQUALLY FOCUSED	16.6	16.9	17.6	15.8	16.7	15.1	14.2	20.1	24.4	27.9	18.1
NEITHER FOCUSED AT ALL	14.6	14.3	15.1	14.3	14.8	13.4	13.3	13.9	20.9	18.1	25.9
DON'T KNOW	8.0	6.6	8.0	9.1	7.4	6.1	5.2	11.5	18.1	14.2	25.0
Net Diff.	0.3	0.6	2.0	4.3	-8.8	1.4	2.5	-5.3	-5.3	-5.4	-5.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

28. JOBS AND THE ECONOMY

BANNER 3

	TOTAL		DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN		
	UNITE	STATES	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	ERS/	FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-
	DIREC-	TRAC	LICAN	CRATIC	LICAN	CRATIC	LICAN	CRATIC	LICAN	CRATIC	LICAN	CRATIC	ROVE	PROVE	TION
	TION	TRACK	LICAN	CRATIC	LICAN	CRATIC	LICAN	CRATIC	LICAN	CRATIC	LICAN	CRATIC	ROVE	PROVE	TION
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
REPUBLICANS	30.6	9.8	39.4	58.3	6.0	10.8	16.8	57.6	6.7	13.0	19.2	8.2	8.2	8.2	48.0
DEMOCRATS	30.2	58.8	17.9	9.8	59.8	13.2	19.0	9.3	59.1	9.8	17.0	57.1	71.8	48.3	9.3
BOTH EQUALLY FOCUSED	16.6	19.5	15.3	12.9	19.0	21.2	20.0	13.8	19.0	18.5	21.0	21.1	14.2	25.2	13.0
NEITHER FOCUSED AT ALL	14.6	6.5	18.1	14.1	10.5	27.4	26.8	14.2	10.1	30.7	24.9	8.2	4.2	10.6	19.6
DON'T KNOW	8.0	5.3	9.2	4.8	4.8	27.4	17.4	5.2	5.1	28.0	17.9	5.4	1.5	7.7	10.1
Net Diff.	0.3	-49.0	21.5	48.6	-53.8	-2.4	-2.2	48.3	-52.4	3.1	2.2	-48.9	-63.6	-40.0	38.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

28. JOBS AND THE ECONOMY

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO
						AFFDB	ACCESS	DMCRCY	
Total	2000	137	44	857	161	181	132	99	303
REPUBLICANS	30.6	11.7	22.7	39.4	21.7	50.3	15.9	12.1	22.4
DEMOCRATS	30.2	45.3	27.3	20.3	35.4	11.6	36.4	57.6	50.5
BOTH EQUALLY FOCUSED	16.6	16.8	25.0	15.9	19.9	12.7	22.7	18.2	13.5
NEITHER FOCUSED AT ALL	14.6	13.9	6.8	16.8	13.0	18.2	18.2	6.1	9.6
DON'T KNOW	8.0	12.4	18.2	7.6	9.9	7.2	6.8	6.1	4.0
Net Diff.	0.3	-33.6	-4.5	19.1	-13.7	38.7	-20.5	-45.5	-28.1



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

28. JOBS AND THE ECONOMY

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
REPUBLICANS	30.6	57.6	8.1	58.5	8.4	23.7	61.6	12.1	24.8	55.1	5.8	22.7
DEMOCRATS	30.2	8.2	54.8	10.0	54.9	23.5	11.2	55.0	27.5	8.7	54.7	19.9
BOTH EQUALLY FOCUSED	16.6	11.7	20.4	11.8	21.5	16.1	10.9	22.1	17.1	12.8	21.0	15.2
NEITHER FOCUSED AT ALL	14.6	15.4	11.3	13.1	10.5	22.2	12.0	7.5	21.3	14.2	12.7	23.0
DON'T KNOW	8.0	7.1	5.4	6.7	4.7	14.4	4.3	3.3	9.3	9.3	5.8	19.1
Net Diff.	0.3	49.5	-46.7	48.5	-46.5	0.2	50.4	-43.0	-2.7	46.4	-49.0	2.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

28. JOBS AND THE ECONOMY

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	30.6	11.3	12.5	10.4	20.6	49.7	64.1	56.3	41.3	38.8	66.3	7.1	8.7	15.6	9.9	21.7	36.7
DEMOCRATS	30.2	57.0	64.6	51.3	30.1	11.5	6.6	9.3	34.9	17.0	4.9	61.4	48.0	39.1	50.7	22.3	11.7
BOTH EQUALLY FOCUSED	16.6	17.4	13.8	20.3	19.8	13.9	10.6	12.4	14.3	17.0	10.0	19.2	24.4	25.0	9.9	17.6	15.6
NEITHER FOCUSED AT ALL	14.6	10.6	5.8	14.2	17.4	16.5	12.8	14.8	4.8	13.6	13.9	9.2	11.8	14.1	23.9	23.2	18.8
DON'T KNOW	8.0	3.6	3.3	3.8	12.1	8.4	5.9	7.3	4.8	13.6	4.9	3.1	7.1	6.2	5.6	15.2	17.2
Net Diff.	0.3	-45.7	-52.1	-40.8	-9.4	38.2	57.5	47.0	6.3	21.8	61.4	-54.3	-39.4	-23.4	-40.8	-0.6	25.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

28. JOBS AND THE ECONOMY

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	30.6	7.7	24.8	57.8	26.1	29.9	21.7	31.2	31.7	33.8	27.8	23.2	32.9	50.3	34.3	20.0
DEMOCRATS	30.2	54.6	19.7	7.6	26.4	39.3	54.3	36.8	29.0	28.5	30.1	24.7	25.5	14.6	31.9	35.6
BOTH EQUALLY FOCUSED	16.6	19.7	19.7	11.9	20.0	16.0	15.2	16.2	16.4	16.0	17.0	18.7	16.1	14.0	16.1	17.8
NEITHER FOCUSED AT ALL	14.6	12.1	21.0	14.9	18.1	9.7	2.2	11.0	14.9	13.4	17.6	20.2	16.3	15.8	11.3	16.6
DON'T KNOW	8.0	5.9	14.8	7.8	9.3	5.0	6.5	4.8	8.0	8.3	7.5	13.1	9.2	5.3	6.3	10.1
Net Diff.	0.3	-46.9	5.2	50.2	-0.3	-9.4	-32.6	-5.5	2.6	5.3	-2.3	-1.5	7.5	35.7	2.4	-15.6



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28. JOBS AND THE ECONOMY

BANNER 8

	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	1320	680	441	239	537	403	783	277	
REPUBLICANS	30.6	31.1	29.6	33.3	22.6	35.2	35.5	28.2	20.9	
DEMOCRATS	30.2	26.6	37.4	33.8	43.9	26.3	35.0	26.8	40.8	
BOTH EQUALLY FOCUSED	16.6	16.5	16.6	16.8	16.3	16.0	16.6	16.9	16.6	
NEITHER FOCUSED AT ALL	14.6	16.2	11.5	10.9	12.6	14.9	10.7	17.1	12.6	
DON'T KNOW	8.0	9.6	5.0	5.2	4.6	7.6	2.2	11.0	9.0	
Net Diff.	0.3	4.5	-7.8	-0.5	-21.3	8.9	0.5	1.4	-19.9	



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28. JOBS AND THE ECONOMY

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICANS	30.6	36.2	18.6	25.0	10.4	21.2	42.2	31.0	25.6	24.4	16.5	5.0
DEMOCRATS	30.2	29.3	32.3	31.5	36.2	27.5	28.7	29.8	28.6	34.6	38.8	33.8
BOTH EQUALLY FOCUSED	16.6	13.3	23.4	22.3	24.2	30.0	11.6	14.8	25.6	18.9	24.8	23.7
NEITHER FOCUSED AT ALL	14.6	14.1	15.6	12.3	17.3	12.5	13.5	14.6	14.3	10.2	9.1	24.5
DON'T KNOW	8.0	7.1	10.0	8.8	11.9	8.8	4.0	9.8	6.0	11.8	10.7	12.9
Net Diff.	0.3	6.9	-13.8	-6.5	-25.8	-6.2	13.5	1.2	-3.0	-10.2	-22.3	-28.8



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28. JOBS AND THE ECONOMY

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	30.6	20.6	22.1	26.6	33.0	38.9	33.7	23.7	35.1	26.3	35.8	35.3	26.3	
DEMOCRATS	30.2	28.1	30.8	31.0	27.3	27.9	33.5	30.4	30.2	29.5	31.2	30.0	30.5	
BOTH EQUALLY FOCUSED	16.6	25.0	21.7	19.4	14.6	13.4	12.5	21.4	13.3	19.5	12.9	16.3	16.8	
NEITHER FOCUSED AT ALL	14.6	15.6	16.1	13.1	16.8	12.6	14.4	14.7	14.5	15.3	13.7	13.1	15.9	
DON'T KNOW	8.0	10.6	9.4	9.9	8.3	7.1	5.9	9.8	6.9	9.4	6.4	5.3	10.5	
Net Diff.	0.3	-7.5	-8.7	-4.5	5.7	11.0	0.2	-6.7	4.9	-3.2	4.6	5.3	-4.2	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

28. JOBS AND THE ECONOMY

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	30.6	21.0	22.2	37.1	34.2	29.1	25.5	41.1	39.2	15.6	19.2	33.6	29.4	22.4	32.0	37.5
DEMOCRATS	30.2	29.4	31.0	26.8	32.5	32.6	29.3	29.0	30.5	27.3	32.5	24.9	34.4	37.8	29.2	22.9
BOTH EQUALLY FOCUSED	16.6	25.7	20.8	14.5	12.5	24.4	23.8	12.5	12.0	26.6	18.1	16.3	13.0	20.4	15.7	13.6
NEITHER FOCUSED AT ALL	14.6	13.1	15.7	14.7	14.2	7.0	11.7	12.5	15.8	17.2	19.2	16.6	12.7	12.4	14.1	18.6
DON'T KNOW	8.0	10.7	10.3	6.9	6.6	7.0	9.6	4.8	2.5	13.3	10.9	8.7	10.6	6.9	8.9	7.4
Net Diff.	0.3	-8.4	-8.7	10.2	1.7	-3.5	-3.8	12.1	8.7	-11.7	-13.2	8.7	-5.0	-15.3	2.8	14.6



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29. GUN VIOLENCE

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	15.8	30.7	21.1	17.2	12.9	10.5	7.0	6.8	9.3	18.9	21.6	14.7	13.7	29.2	19.2	9.0	8.7	5.7	6.9	4.2
DEMOCRATS	45.2	30.7	40.1	41.0	45.1	53.2	50.7	64.9	76.7	36.8	38.5	36.6	22.5	32.6	38.1	24.0	54.8	71.9	70.1	74.1
BOTH EQUALLY FOCUSED	14.4	10.1	10.8	15.0	18.5	15.0	19.4	8.1	4.7	16.0	12.3	20.2	30.4	13.8	20.1	17.4	14.6	9.4	11.1	7.4
NEITHER FOCUSED AT ALL	15.4	21.6	19.3	17.2	12.2	11.8	13.9	13.5	4.7	17.6	18.9	14.9	17.6	15.4	15.5	25.7	16.4	8.4	6.9	10.2
DON'T KNOW	9.2	7.0	8.7	9.7	11.3	9.6	9.0	6.8	4.7	10.7	8.7	13.6	15.7	9.0	7.1	24.0	5.6	4.6	5.0	4.2
Net Diff.	-29.4	0.0	-19.0	-23.9	-32.1	-42.7	-43.8	-58.1	-67.4	-17.9	-16.9	-21.9	-8.8	-3.4	-18.9	-14.9	-46.1	-66.2	-63.2	-69.9



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

29. GUN VIOLENCE

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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	15.8	15.4	12.7	18.9	13.7	16.7	17.3	12.7	10.9	14.7	4.3
DEMOCRATS	45.2	44.6	47.8	40.6	51.2	48.0	49.0	41.8	30.6	30.9	30.2
BOTH EQUALLY FOCUSED	14.4	15.1	14.9	14.7	12.7	12.7	12.0	16.4	23.4	22.5	25.0
NEITHER FOCUSED AT ALL	15.4	17.1	14.2	16.5	13.2	14.8	14.7	15.6	18.4	17.2	20.7
DON'T KNOW	9.2	7.7	10.4	9.2	9.3	7.9	6.9	13.5	16.6	14.7	19.8
Net Diff.	-29.4	-29.1	-35.1	-21.7	-37.5	-31.3	-31.7	-29.1	-19.7	-16.2	-25.9



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

29. GUN VIOLENCE

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)								
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
REPUBLICANS	15.8	8.7	18.9	25.7	6.9	9.0	9.0	26.2	6.9	7.5	9.1	8.0	7.3	8.4	21.8	
DEMOCRATS	45.2	59.7	38.9	34.5	65.0	24.0	34.6	32.7	65.4	22.8	33.6	59.6	70.0	53.4	34.0	
BOTH EQUALLY FOCUSED	14.4	15.7	13.9	16.0	11.5	17.4	16.4	16.3	11.7	16.5	16.1	14.9	13.6	15.7	14.0	
NEITHER FOCUSED AT ALL	15.4	9.2	18.1	15.5	11.6	25.7	23.3	16.1	10.6	28.7	24.9	11.2	6.4	14.1	18.7	
DON'T KNOW	9.2	6.8	10.2	8.3	5.0	24.0	16.6	8.6	5.4	24.4	16.3	6.3	2.7	8.4	11.5	
Net Diff.	-29.4	-51.0	-20.1	-8.9	-58.1	-14.9	-25.6	-6.5	-58.5	-15.4	-24.5	-51.7	-62.7	-45.0	-12.1	



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

29. GUN VIOLENCE

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO	
							AFFDB	ACCESS	DMCRCY	
Total	2000	137	44	857	161	181	132	99	303	
REPUBLICANS	15.8	10.2	15.9	18.8	12.4	26.5	9.1	10.1	11.6	
DEMOCRATS	45.2	49.6	27.3	40.5	43.5	29.8	48.5	64.6	60.7	
BOTH EQUALLY FOCUSED	14.4	11.7	27.3	16.1	19.9	12.7	15.2	8.1	10.9	
NEITHER FOCUSED AT ALL	15.4	16.1	20.5	14.9	15.5	19.3	18.2	9.1	12.5	
DON'T KNOW	9.2	12.4	9.1	9.7	8.7	11.6	9.1	8.1	4.3	
Net Diff.	-29.4	-39.4	-11.4	-21.7	-31.1	-3.3	-39.4	-54.5	-49.2	



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

29. GUN VIOLENCE

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
REPUBLICANS	15.8	25.9	8.6	26.1	8.0	12.6	27.2	8.5	12.0	24.9	7.6	13.1
DEMOCRATS	45.2	31.1	60.5	33.5	61.4	38.7	34.9	62.5	44.2	31.9	60.5	33.7
BOTH EQUALLY FOCUSED	14.4	16.1	12.1	15.1	14.9	12.8	14.9	15.6	13.6	15.4	14.3	12.1
NEITHER FOCUSED AT ALL	15.4	17.0	12.3	15.4	10.5	22.0	14.9	9.8	20.5	15.9	11.1	23.4
DON'T KNOW	9.2	9.9	6.4	9.9	5.3	13.9	8.0	3.6	9.7	11.9	6.5	17.7
Net Diff.	-29.4	-5.3	-51.9	-7.4	-53.4	-26.1	-7.7	-54.1	-32.2	-7.0	-52.9	-20.6



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

29. GUN VIOLENCE

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	15.8	11.0	14.2	8.5	12.7	17.5	29.1	22.8	34.9	19.7	26.9	7.1	8.7	10.9	12.7	12.6	12.5
DEMOCRATS	45.2	62.9	67.1	59.8	41.0	38.0	32.8	35.6	28.6	27.9	35.7	71.1	49.2	45.3	45.1	40.5	30.5
BOTH EQUALLY FOCUSED	14.4	12.4	10.4	13.9	15.8	14.1	15.0	14.5	25.4	18.4	12.9	10.9	19.7	21.9	9.9	11.7	17.2
NEITHER FOCUSED AT ALL	15.4	9.9	5.4	13.3	17.8	19.4	14.7	17.2	6.3	15.6	16.5	8.1	15.0	9.4	23.9	20.8	24.2
DON'T KNOW	9.2	3.8	2.9	4.4	12.8	11.0	8.4	9.8	4.8	18.4	8.0	2.8	7.5	12.5	8.5	14.4	15.6
Net Diff.	-29.4	-52.0	-52.9	-51.3	-28.3	-20.4	-3.8	-12.8	6.3	-8.2	-8.8	-64.0	-40.6	-34.4	-32.4	-27.9	-18.0



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

29. GUN VIOLENCE

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	15.8	8.5	11.6	25.3	12.0	14.5	19.6	13.6	15.6	16.5	14.0	18.7	18.0	24.0	18.1	9.5
DEMOCRATS	45.2	60.5	33.2	33.0	42.6	53.5	47.8	54.4	43.4	44.3	41.8	45.5	42.8	35.7	41.9	51.4
BOTH EQUALLY FOCUSED	14.4	13.1	20.0	13.6	16.1	15.7	21.7	14.7	14.6	12.6	18.2	11.1	11.7	20.5	15.9	14.8
NEITHER FOCUSED AT ALL	15.4	12.0	18.7	17.9	19.1	11.3	8.7	11.8	16.8	17.2	16.1	11.6	16.5	11.7	17.1	14.0
DON'T KNOW	9.2	5.9	16.5	10.2	10.2	5.0	2.2	5.5	9.6	9.5	10.0	13.1	11.0	8.2	7.1	10.3
Net Diff.	-29.4	-52.0	-21.6	-7.7	-30.6	-39.0	-28.3	-40.8	-27.8	-27.8	-27.8	-26.8	-24.8	-11.7	-23.8	-41.9



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

29. GUN VIOLENCE

BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICANS	15.8	18.0	11.5	12.9	8.8	19.6	13.4	16.9	8.7
DEMOCRATS	45.2	39.5	56.3	55.6	57.7	39.5	55.8	39.5	57.0
BOTH EQUALLY FOCUSED	14.4	15.7	11.9	10.9	13.8	15.8	13.4	15.6	9.7
NEITHER FOCUSED AT ALL	15.4	15.9	14.4	14.5	14.2	15.6	13.6	16.1	15.5
DON'T KNOW	9.2	11.0	5.9	6.1	5.4	9.5	3.7	12.0	9.0
Net Diff.	-29.4	-21.5	-44.9	-42.6	-49.0	-19.9	-42.4	-22.6	-48.4



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

29. GUN VIOLENCE

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICANS	15.8	16.0	15.3	21.2	11.9	11.2	17.2	14.9	21.8	20.5	14.0	10.1
DEMOCRATS	45.2	47.8	39.7	40.4	41.5	36.2	49.2	46.6	37.6	43.3	47.9	36.0
BOTH EQUALLY FOCUSED	14.4	11.9	19.7	16.5	20.4	26.2	11.9	11.9	18.8	14.2	19.8	20.9
NEITHER FOCUSED AT ALL	15.4	15.5	15.2	13.5	14.6	16.2	15.4	15.6	15.0	11.8	9.1	19.4
DON'T KNOW	9.2	8.8	10.2	8.5	11.5	10.0	6.2	11.1	6.8	10.2	9.1	13.7
Net Diff.	-29.4	-31.8	-24.4	-19.2	-29.6	-25.0	-32.0	-31.7	-15.8	-22.8	-33.9	-25.9



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

29. GUN VIOLENCE

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	15.8	11.9	13.4	19.1	16.5	19.2	13.3	15.5	15.9	15.8	15.7	16.9	14.7	
DEMOCRATS	45.2	39.4	45.2	40.6	47.3	42.7	50.4	42.1	47.3	43.6	47.3	46.5	44.1	
BOTH EQUALLY FOCUSED	14.4	16.9	20.1	19.7	11.1	13.4	9.7	19.3	11.2	17.0	11.2	14.8	14.1	
NEITHER FOCUSED AT ALL	15.4	16.2	12.7	11.3	17.1	13.4	19.6	12.8	17.1	14.1	17.1	14.8	15.9	
DON'T KNOW	9.2	15.6	8.7	9.3	7.9	11.2	7.0	10.3	8.5	9.6	8.8	7.0	11.2	
Net Diff.	-29.4	-27.5	-31.8	-21.5	-30.8	-23.6	-37.1	-26.6	-31.3	-27.8	-31.5	-29.6	-29.3	



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

29. GUN VIOLENCE

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	15.8	11.7	16.3	18.4	14.6	14.0	17.2	19.4	15.8	10.2	15.5	17.6	13.5	17.3	13.2	20.0
DEMOCRATS	45.2	40.7	42.7	45.3	48.2	39.5	43.1	48.0	49.3	41.4	42.3	42.9	47.1	44.2	48.0	39.6
BOTH EQUALLY FOCUSED	14.4	16.4	20.4	13.0	10.7	20.9	20.5	13.3	10.6	13.3	20.4	12.8	10.8	17.5	12.7	14.6
NEITHER FOCUSED AT ALL	15.4	17.3	11.7	14.9	17.7	14.0	10.9	12.9	18.8	19.5	12.5	16.6	16.7	13.1	17.0	14.3
DON'T KNOW	9.2	14.0	8.9	8.4	8.7	11.6	8.4	6.5	5.4	15.6	9.4	10.0	11.9	7.8	9.1	11.5
Net Diff.	-29.4	-29.0	-26.4	-26.8	-33.6	-25.6	-25.9	-28.6	-33.5	-31.2	-26.8	-25.3	-33.6	-26.8	-34.8	-19.6



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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30. SOCIAL SECURITY AND MEDICARE

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		
Total	2000	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216	
REPUBLICANS	18.8	41.2	28.8	18.0	13.2	11.5	7.0	13.5	9.3	23.1	27.1	16.2	17.6	42.3	21.4	6.6	4.6	5.2	5.7	4.6	
DEMOCRATS	33.5	3.5	18.2	30.8	40.0	45.2	46.8	63.5	67.4	23.4	20.1	29.6	25.5	11.4	19.5	16.3	55.4	65.8	65.1	66.7	
BOTH EQUALLY FOCUSED	16.2	16.6	14.5	17.2	16.8	16.2	21.4	8.1	7.0	17.7	16.0	18.7	28.4	16.1	24.1	15.3	16.1	11.7	12.6	10.6	
NEITHER FOCUSED AT ALL	19.6	31.2	26.4	21.4	17.7	12.4	13.9	6.8	9.3	22.4	25.4	18.3	12.7	20.2	26.0	30.6	15.5	10.7	10.3	11.1	
DON'T KNOW	11.8	7.5	12.1	12.6	12.2	14.6	10.9	8.1	7.0	13.5	11.4	17.2	15.7	10.0	9.0	31.2	8.4	6.5	6.1	6.9	
Net Diff.	-14.6	37.7	10.6	-12.9	-26.9	-33.8	-39.8	-50.0	-58.1	-0.3	7.0	-13.4	-7.8	30.9	1.9	-9.7	-50.8	-60.6	-59.4	-62.0	



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

30. 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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	18.8	16.9	16.9	21.7	17.4	20.1	21.3	13.1	12.2	15.7	6.0
DEMOCRATS	33.5	36.0	30.7	31.6	37.7	35.3	34.8	38.1	24.1	25.5	21.6
BOTH EQUALLY FOCUSED	16.2	18.6	17.6	15.6	14.1	15.1	14.8	16.8	22.5	22.5	22.4
NEITHER FOCUSED AT ALL	19.6	18.6	21.3	20.1	17.8	19.6	20.3	16.0	19.4	16.7	24.1
DON'T KNOW	11.8	10.0	13.6	10.9	13.0	9.9	8.8	16.0	21.9	19.6	25.9
Net Diff.	-14.6	-19.1	-13.8	-9.9	-20.4	-15.2	-13.5	-25.0	-11.9	-9.8	-15.5



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	ERS/	REPUB-	DEMO-	UNDE-	ERS/	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	(W/DJT	LICAN	CRATIC	CIDED	ROVE			PROVE	
		TION					ENDORSEMENT)								
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
REPUBLICANS	18.8	9.0	23.2	34.9	5.0	6.6	10.0	34.1	6.1	6.7	8.2	7.5	9.1	6.6	27.7
DEMOCRATS	33.5	57.7	23.0	14.3	61.6	16.3	22.9	14.0	60.0	15.7	24.3	57.1	65.5	52.1	15.1
BOTH EQUALLY FOCUSED	16.2	15.7	16.5	19.0	13.5	15.3	17.6	19.7	13.1	14.2	17.0	16.3	15.2	17.0	16.2
NEITHER FOCUSED AT ALL	19.6	8.5	24.4	22.3	12.6	30.6	28.0	22.6	12.4	32.7	29.8	10.3	7.0	12.2	26.9
DON'T KNOW	11.8	9.2	12.9	9.6	7.2	31.2	21.5	9.6	8.5	30.7	20.8	8.8	3.3	12.1	14.1
Net Diff.	-14.6	-48.7	0.1	20.6	-56.6	-9.7	-12.9	20.1	-53.9	-9.1	-16.1	-49.6	-56.4	-45.5	12.7



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
REPUBLICANS	18.8	8.0	15.9	22.2	15.5	33.1	7.6	8.1	18.5
DEMOCRATS	33.5	43.1	34.1	26.1	39.1	15.5	40.9	59.6	46.2
BOTH EQUALLY FOCUSED	16.2	17.5	22.7	16.5	16.8	16.0	23.5	13.1	12.2
NEITHER FOCUSED AT ALL	19.6	16.1	6.8	23.6	15.5	23.8	15.2	10.1	16.8
DON'T KNOW	11.8	15.3	20.5	11.7	13.0	11.6	12.9	9.1	6.3
Net Diff.	-14.6	-35.0	-18.2	-4.0	-23.6	17.7	-33.3	-51.5	-27.7



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
REPUBLICANS	18.8	35.2	6.2	36.2	6.2	13.0	36.8	8.8	14.7	35.7	4.4	11.3
DEMOCRATS	33.5	11.6	56.1	13.5	58.8	25.6	14.1	59.9	27.9	12.8	58.0	23.4
BOTH EQUALLY FOCUSED	16.2	17.8	14.0	17.6	15.3	15.7	17.9	16.3	16.7	17.4	14.5	14.9
NEITHER FOCUSED AT ALL	19.6	23.9	14.7	21.7	11.5	28.0	23.7	10.4	27.5	19.4	12.2	28.4
DON'T KNOW	11.8	11.5	9.1	11.0	8.2	17.8	7.5	4.6	13.2	14.8	10.9	22.0
Net Diff.	-14.6	23.6	-49.9	22.8	-52.6	-12.6	22.7	-51.1	-13.2	22.9	-53.6	-12.1



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	18.8	10.1	11.7	8.9	12.4	23.3	43.8	32.6	33.3	24.5	40.0	6.4	5.1	9.4	11.3	12.6	14.8
DEMOCRATS	33.5	59.2	65.8	54.1	31.0	20.7	10.0	15.8	25.4	17.0	11.0	65.2	49.2	54.7	53.5	23.5	15.6
BOTH EQUALLY FOCUSED	16.2	12.2	10.0	13.9	19.3	17.3	15.0	16.2	22.2	22.4	15.7	11.1	20.9	20.3	9.9	16.7	16.4
NEITHER FOCUSED AT ALL	19.6	11.5	7.9	14.2	21.3	26.4	21.6	24.2	11.1	18.4	23.9	10.7	14.2	6.2	16.9	27.9	34.4
DON'T KNOW	11.8	7.0	4.6	8.9	16.0	12.3	9.7	11.1	7.9	17.7	9.4	6.6	10.6	9.4	8.5	19.4	18.8
Net Diff.	-14.6	-49.1	-54.2	-45.3	-18.6	2.6	33.8	16.8	7.9	7.5	29.0	-58.8	-44.1	-45.3	-42.3	-10.9	-0.8



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	18.8	6.1	13.9	34.7	13.5	16.0	26.1	14.3	19.3	20.9	16.3	20.2	20.5	32.7	20.4	11.5
DEMOCRATS	33.5	57.2	24.5	10.9	30.1	40.3	50.0	38.6	31.9	30.2	35.1	34.3	28.5	17.0	32.5	41.1
BOTH EQUALLY FOCUSED	16.2	14.0	20.0	17.2	19.1	19.5	10.9	21.0	16.4	16.4	16.3	10.1	14.3	18.1	18.3	15.2
NEITHER FOCUSED AT ALL	19.6	13.9	23.2	24.4	23.2	17.3	6.5	19.1	19.8	19.6	20.1	21.7	22.9	22.2	19.6	17.8
DON'T KNOW	11.8	8.7	18.4	12.7	14.0	6.9	6.5	7.0	12.6	12.8	12.3	13.6	13.8	9.9	9.1	14.4
Net Diff.	-14.6	-51.1	-10.6	23.8	-16.6	-24.2	-23.9	-24.3	-12.7	-9.4	-18.8	-14.1	-8.0	15.8	-12.1	-29.6



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 8

	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	1320	680	441	239	537	403	783	277	
REPUBLICANS	18.8	20.0	16.6	17.0	15.9	22.9	19.9	18.0	11.9	
DEMOCRATS	33.5	31.4	37.5	36.3	39.7	30.5	36.0	32.1	39.7	
BOTH EQUALLY FOCUSED	16.2	16.1	16.5	17.7	14.2	17.3	16.6	15.3	16.2	
NEITHER FOCUSED AT ALL	19.6	19.5	19.7	20.0	19.2	20.1	20.8	19.2	18.1	
DON'T KNOW	11.8	12.9	9.7	9.1	10.9	9.1	6.7	15.5	14.1	
Net Diff.	-14.6	-11.4	-20.9	-19.3	-23.8	-7.6	-16.1	-14.0	-27.8	



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 9

	TOTAL		RACE					WHITE		HISPANIC		BLACK	
			WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139	
REPUBLICANS	18.8	21.6	13.0	15.8	12.3	7.5	24.2	19.4	18.0	13.4	19.0	6.5	
DEMOCRATS	33.5	31.9	36.9	36.2	38.5	42.5	31.2	32.5	35.3	37.0	35.5	41.0	
BOTH EQUALLY FOCUSED	16.2	14.0	21.1	20.4	21.9	21.2	14.6	13.4	20.3	20.5	21.5	22.3	
NEITHER FOCUSED AT ALL	19.6	21.5	15.5	15.4	14.6	15.0	23.1	20.2	17.3	13.4	14.0	15.1	
DON'T KNOW	11.8	11.0	13.6	12.3	12.7	13.8	6.8	14.5	9.0	15.7	9.9	15.1	
Net Diff.	-14.6	-10.3	-23.9	-20.4	-26.2	-35.0	-7.0	-13.1	-17.3	-23.6	-16.5	-34.5	



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	18.8	8.1	16.1	17.9	24.1	21.6	19.2	15.2	21.2	17.8	20.2	21.6	16.4	
DEMOCRATS	33.5	36.9	39.1	33.1	30.2	29.0	34.6	36.1	31.8	34.4	32.3	32.9	34.1	
BOTH EQUALLY FOCUSED	16.2	25.0	20.4	18.8	12.7	15.1	12.5	20.7	13.3	18.4	13.6	17.0	15.6	
NEITHER FOCUSED AT ALL	19.6	14.4	14.0	14.6	21.3	21.9	24.9	14.4	23.1	16.3	23.7	20.4	18.9	
DON'T KNOW	11.8	15.6	10.4	15.5	11.7	12.3	8.7	13.6	10.6	13.1	10.2	8.1	15.1	
Net Diff.	-14.6	-28.8	-23.1	-15.2	-6.0	-7.4	-15.4	-20.9	-10.5	-16.7	-12.1	-11.3	-17.6	



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

30. SOCIAL SECURITY AND MEDICARE

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	18.8	10.3	15.1	23.3	20.7	17.4	18.8	27.8	20.2	5.5	11.7	19.4	21.2	17.2	16.7	26.3
DEMOCRATS	33.5	39.7	36.1	30.0	32.5	36.0	35.6	29.4	32.7	42.2	36.6	30.4	32.3	40.7	32.8	25.8
BOTH EQUALLY FOCUSED	16.2	22.9	20.2	14.9	12.6	25.6	22.6	14.9	12.8	21.1	18.1	14.9	12.4	17.2	16.9	13.4
NEITHER FOCUSED AT ALL	19.6	12.6	15.1	20.3	24.2	10.5	13.0	20.6	27.5	14.1	17.0	20.1	20.9	15.1	21.6	20.5
DON'T KNOW	11.8	14.5	13.5	11.5	10.1	10.5	10.0	7.3	6.8	17.2	16.6	15.2	13.2	9.9	11.9	14.1
Net Diff.	-14.6	-29.4	-21.0	-6.7	-11.8	-18.6	-16.7	-1.6	-12.5	-36.7	-24.9	-11.1	-11.1	-23.5	-16.1	0.5



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

31. CRIME AND SAFETY

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	33.7	73.9	53.0	35.9	22.1	16.9	12.9	13.5	25.6	40.8	50.7	25.5	19.6	66.6	46.7	12.8	13.0	10.9	9.6	12.5
DEMOCRATS	22.4	3.0	12.1	17.7	27.6	31.5	35.8	32.4	44.2	14.7	12.4	18.1	20.6	6.6	10.8	11.5	36.2	46.8	49.4	43.5
BOTH EQUALLY FOCUSED	17.4	2.5	11.3	17.2	22.8	23.6	23.9	23.0	7.0	16.2	11.8	23.0	25.5	8.0	18.6	19.4	25.7	21.6	23.4	19.4
NEITHER FOCUSED AT ALL	16.4	15.6	15.6	21.4	14.9	14.3	16.4	17.6	11.6	17.5	17.9	16.6	18.6	12.9	18.0	28.1	16.1	12.8	11.1	14.8
DON'T KNOW	10.1	5.0	7.9	7.8	12.7	13.7	10.9	13.5	11.6	10.8	7.3	16.8	15.7	5.9	5.9	28.1	9.0	8.0	6.5	9.7
Net Diff.	11.4	70.9	40.9	18.2	-5.5	-14.6	-22.9	-18.9	-18.6	26.1	38.3	7.4	-1.0	59.9	35.9	1.4	-23.2	-35.8	-39.8	-31.0



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

31. CRIME AND SAFETY

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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	33.7	34.0	32.4	34.5	33.3	36.7	39.3	21.7	17.8	20.1	13.8
DEMOCRATS	22.4	24.6	23.3	21.7	20.6	23.2	22.8	25.0	18.1	21.1	12.9
BOTH EQUALLY FOCUSED	17.4	14.9	15.6	19.1	18.5	15.7	14.8	21.3	26.6	27.9	24.1
NEITHER FOCUSED AT ALL	16.4	18.0	17.3	14.8	16.9	16.1	16.2	16.0	17.8	15.7	21.6
DON'T KNOW	10.1	8.6	11.3	9.8	10.6	8.3	7.0	16.0	19.7	15.2	27.6
Net Diff.	11.4	9.4	9.1	12.8	12.7	13.6	16.4	-3.3	-0.3	-1.0	0.9



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

31. CRIME AND SAFETY

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
REPUBLICANS	33.7	13.5	42.4	59.5	11.8	12.8	19.2	59.3	11.4	15.7	21.6	12.9	9.7	14.8	50.0
DEMOCRATS	22.4	41.8	13.9	8.1	42.5	11.5	15.5	7.8	41.8	9.8	13.7	39.8	54.8	30.7	8.7
BOTH EQUALLY FOCUSED	17.4	26.5	13.6	11.7	23.2	19.4	20.5	12.5	22.5	18.5	20.8	25.7	22.1	27.8	11.1
NEITHER FOCUSED AT ALL	16.4	10.0	19.2	14.7	14.1	28.1	25.6	14.1	15.3	28.3	25.4	12.7	10.0	14.3	19.3
DON'T KNOW	10.1	8.2	10.9	5.9	8.4	28.1	19.2	6.3	8.9	27.6	18.5	9.0	3.3	12.4	10.9
Net Diff.	11.4	-28.3	28.5	51.4	-30.8	1.4	3.7	51.5	-30.4	5.9	7.9	-26.9	-45.2	-15.9	41.3



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

31. CRIME AND SAFETY

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
REPUBLICANS	33.7	17.5	27.3	40.0	26.1	55.2	18.2	21.2	29.7
DEMOCRATS	22.4	32.8	22.7	17.5	32.3	5.0	27.3	37.4	30.7
BOTH EQUALLY FOCUSED	17.4	19.0	18.2	16.7	18.6	10.5	25.0	15.2	17.8
NEITHER FOCUSED AT ALL	16.4	14.6	13.6	16.2	12.4	22.1	18.9	14.1	15.5
DON'T KNOW	10.1	16.1	18.2	9.6	10.6	7.2	10.6	12.1	6.3
Net Diff.	11.4	-15.3	4.5	22.5	-6.2	50.3	-9.1	-16.2	-1.0



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

31. CRIME AND SAFETY

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
REPUBLICANS	33.7	59.6	12.9	60.1	12.4	27.6	65.1	16.0	32.9	54.8	9.9	22.7
DEMOCRATS	22.4	7.3	38.7	7.1	43.2	14.1	6.4	39.7	15.9	7.8	45.7	12.4
BOTH EQUALLY FOCUSED	17.4	10.7	23.0	10.8	22.6	19.3	10.7	26.7	17.4	11.0	19.6	20.9
NEITHER FOCUSED AT ALL	16.4	14.4	16.5	13.9	13.2	24.1	12.8	13.0	22.9	15.1	13.4	25.2
DON'T KNOW	10.1	7.9	9.0	8.1	8.5	15.0	5.1	4.6	10.9	11.3	11.3	18.8
Net Diff.	11.4	52.3	-25.8	53.1	-30.8	13.5	58.7	-23.8	17.1	47.0	-35.8	10.3



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

31. CRIME AND SAFETY

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	33.7	17.3	17.1	17.4	22.8	51.0	66.9	58.3	42.9	37.4	68.8	13.5	10.6	12.5	16.9	25.5	39.1
DEMOCRATS	22.4	41.5	47.5	37.0	20.4	11.8	6.2	9.3	25.4	8.2	4.5	47.6	36.2	42.2	19.7	13.8	11.7
BOTH EQUALLY FOCUSED	17.4	19.2	14.6	22.8	22.8	11.8	8.8	10.4	20.6	19.0	7.3	18.2	28.7	26.6	23.9	19.9	14.8
NEITHER FOCUSED AT ALL	16.4	14.0	12.9	14.9	19.8	16.0	13.1	14.7	4.8	17.0	14.1	12.6	15.7	7.8	31.0	24.0	20.3
DON'T KNOW	10.1	7.9	7.9	7.9	14.3	9.4	5.0	7.4	6.3	18.4	5.3	8.1	8.7	10.9	8.5	16.7	14.1
Net Diff.	11.4	-24.3	-30.4	-19.6	2.4	39.3	60.6	49.0	17.5	29.3	64.3	-34.1	-25.6	-29.7	-2.8	11.7	27.3



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

31. CRIME AND SAFETY

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	33.7	12.3	26.1	60.0	29.7	34.6	37.0	34.2	34.4	38.6	26.6	27.3	34.8	55.6	35.9	24.7
DEMOCRATS	22.4	40.4	16.5	4.8	17.9	27.7	32.6	26.8	21.5	19.9	24.5	20.2	20.2	11.7	23.2	24.7
BOTH EQUALLY FOCUSED	17.4	22.9	21.3	10.0	20.6	17.3	15.2	17.6	17.4	17.0	18.0	18.2	16.0	12.9	19.4	19.0
NEITHER FOCUSED AT ALL	16.4	15.8	20.0	15.6	20.6	15.1	8.7	16.2	16.1	14.3	19.3	20.7	17.5	11.1	13.9	18.8
DON'T KNOW	10.1	8.6	16.1	9.4	11.2	5.3	6.5	5.1	10.6	10.2	11.5	13.6	11.5	8.8	7.5	12.8
Net Diff.	11.4	-28.1	9.7	55.2	11.9	6.9	4.3	7.4	12.9	18.7	2.1	7.1	14.6	43.9	12.7	0.0



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

31. CRIME AND SAFETY

BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICANS	33.7	32.2	36.6	39.5	31.4	38.4	42.7	28.0	27.8
DEMOCRATS	22.4	22.1	22.8	21.5	25.1	18.8	21.3	24.4	24.9
BOTH EQUALLY FOCUSED	17.4	17.7	16.9	14.5	21.3	18.6	16.6	17.1	17.3
NEITHER FOCUSED AT ALL	16.4	16.2	16.8	17.5	15.5	15.3	16.1	16.9	17.7
DON'T KNOW	10.1	11.7	6.9	7.0	6.7	8.9	3.2	13.7	12.3
Net Diff.	11.4	10.1	13.8	17.9	6.3	19.6	21.3	3.6	2.9



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

31. CRIME AND SAFETY

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICANS	33.7	39.6	21.2	26.5	14.2	25.0	48.1	32.2	29.3	23.6	18.2	10.8
DEMOCRATS	22.4	19.2	29.1	28.1	33.1	25.0	16.6	21.4	23.3	33.1	32.2	33.8
BOTH EQUALLY FOCUSED	17.4	14.4	23.9	21.5	25.8	28.8	13.5	15.2	24.1	18.9	26.4	25.2
NEITHER FOCUSED AT ALL	16.4	16.9	15.3	15.0	15.0	10.0	16.4	17.3	16.5	13.4	13.2	16.5
DON'T KNOW	10.1	9.9	10.5	8.8	11.9	11.2	5.4	13.8	6.8	11.0	9.9	13.7
Net Diff.	11.4	20.4	-7.8	-1.5	-18.8	0.0	31.5	10.8	6.0	-9.4	-14.0	-23.0



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

31. CRIME AND SAFETY

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
REPUBLICANS	33.7	23.1	24.7	28.4	36.5	40.0	39.4	25.9	38.8	28.9	39.6	40.2	27.9
DEMOCRATS	22.4	28.1	27.1	24.2	21.0	17.8	20.7	26.1	19.9	24.6	19.5	19.9	24.5
BOTH EQUALLY FOCUSED	17.4	23.1	22.1	20.9	16.2	14.8	13.5	21.8	14.6	20.2	14.0	17.8	17.2
NEITHER FOCUSED AT ALL	16.4	10.6	16.7	14.9	17.1	15.9	18.8	14.7	17.5	15.4	17.6	15.6	17.1
DON'T KNOW	10.1	15.0	9.4	11.6	9.2	11.5	7.6	11.5	9.2	10.8	9.2	6.5	13.3
Net Diff.	11.4	-5.0	-2.3	4.2	15.6	22.2	18.6	-0.1	18.9	4.3	20.1	20.3	3.4



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

31. CRIME AND SAFETY

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	33.7	24.8	23.8	39.3	38.9	29.1	25.1	48.0	47.4	21.9	22.6	31.8	30.7	27.4	35.0	38.7
DEMOCRATS	22.4	25.7	26.6	19.9	20.3	20.9	24.3	18.1	18.0	28.9	28.7	21.5	22.5	30.3	19.8	18.1
BOTH EQUALLY FOCUSED	17.4	22.9	22.0	16.4	13.6	27.9	26.4	16.1	10.9	19.5	18.1	16.6	16.1	22.1	16.3	14.3
NEITHER FOCUSED AT ALL	16.4	12.1	16.7	15.6	18.0	10.5	14.2	14.1	18.8	13.3	18.9	17.0	17.2	12.2	17.8	18.4
DON'T KNOW	10.1	14.5	10.9	8.8	9.3	11.6	10.0	3.6	4.9	16.4	11.7	13.1	13.5	8.0	11.0	10.5
Net Diff.	11.4	-0.9	-2.8	19.4	18.7	8.1	0.8	29.8	29.4	-7.0	-6.0	10.4	8.2	-2.9	15.2	20.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

32. CORRUPTION IN 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	27.0	63.3	42.2	26.5	17.3	14.0	11.9	14.9	9.3	32.1	40.5	18.7	15.7	53.5	36.2	6.6	11.8	10.7	10.7	10.6
DEMOCRATS	25.6	8.5	11.6	24.1	27.6	36.6	36.8	37.8	69.8	17.1	15.9	18.7	20.6	11.4	12.4	11.8	36.8	53.0	54.4	51.4
BOTH EQUALLY FOCUSED	14.2	6.5	10.6	13.1	18.7	16.9	19.4	9.5	9.3	14.4	10.7	18.9	27.5	10.0	19.2	16.7	15.5	13.4	16.1	10.2
NEITHER FOCUSED AT ALL	22.4	17.6	27.2	25.5	21.6	20.7	20.9	20.3	9.3	24.8	24.5	26.4	20.6	18.2	23.5	37.8	26.6	14.9	11.9	18.5
DON'T KNOW	10.8	4.0	8.4	10.7	14.9	11.8	10.9	17.6	2.3	11.6	8.4	17.2	15.7	7.0	8.7	27.1	9.3	8.0	6.9	9.3
Net Diff.	1.4	54.8	30.6	2.4	-10.3	-22.6	-24.9	-23.0	-60.5	15.0	24.6	0.0	-4.9	42.1	23.8	-5.2	-25.1	-42.3	-43.7	-40.7



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

32. CORRUPTION IN 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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	27.0	24.6	27.8	29.6	23.6	29.5	30.7	22.1	14.1	15.2	12.1
DEMOCRATS	25.6	29.1	24.0	24.0	27.5	26.5	27.2	23.0	20.9	24.5	14.7
BOTH EQUALLY FOCUSED	14.2	12.6	14.7	14.6	14.1	12.6	11.9	16.4	22.5	23.5	20.7
NEITHER FOCUSED AT ALL	22.4	24.0	22.2	21.4	23.4	22.0	22.1	21.3	24.7	21.1	31.0
DON'T KNOW	10.8	9.7	11.3	10.5	11.3	9.4	8.1	17.2	17.8	15.7	21.6
Net Diff.	1.4	-4.6	3.8	5.6	-3.9	2.9	3.6	-0.8	-6.9	-9.3	-2.6



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

32. CORRUPTION IN GOVERNMENT

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
REPUBLICANS	27.0	13.0	33.1	47.4	11.1	6.6	12.3	47.1	11.4	6.7	13.5	12.5	12.4	12.6	38.3
DEMOCRATS	25.6	44.3	17.5	11.7	46.5	11.8	16.4	11.4	46.1	9.1	13.7	43.0	54.8	35.8	12.1
BOTH EQUALLY FOCUSED	14.2	18.5	12.3	13.3	14.2	16.7	17.0	13.1	15.0	15.0	15.9	16.3	17.0	15.9	12.5
NEITHER FOCUSED AT ALL	22.4	14.0	26.1	20.1	19.6	37.8	35.4	20.7	19.0	40.2	37.5	18.0	10.6	22.5	25.9
DON'T KNOW	10.8	10.2	11.0	7.6	8.5	27.1	18.8	7.7	8.5	29.1	19.4	10.1	5.2	13.2	11.1
Net Diff.	1.4	-31.3	15.6	35.6	-35.4	-5.2	-4.1	35.7	-34.7	-2.4	-0.2	-30.4	-42.4	-23.2	26.2



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

32. CORRUPTION IN GOVERNMENT

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	AFFDB	ACCESS
Total	2000	137	44	857	161	181	132	99	303	
REPUBLICANS	27.0	13.1	13.6	32.0	24.8	45.9	12.9	16.2	22.1	
DEMOCRATS	25.6	34.3	31.8	20.0	25.5	7.7	29.5	43.4	40.3	
BOTH EQUALLY FOCUSED	14.2	12.4	22.7	14.8	15.5	12.7	22.7	14.1	10.9	
NEITHER FOCUSED AT ALL	22.4	24.1	15.9	23.8	19.9	21.5	23.5	15.2	20.1	
DON'T KNOW	10.8	16.1	15.9	9.5	14.3	12.2	11.4	11.1	6.6	
Net Diff.	1.4	-21.2	-18.2	12.0	-0.6	38.1	-16.7	-27.3	-18.2	



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

32. CORRUPTION IN GOVERNMENT

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
REPUBLICANS	27.0	47.4	11.8	48.3	12.2	18.9	49.6	12.7	19.4	47.0	11.8	18.4
DEMOCRATS	25.6	11.5	42.0	10.6	46.4	17.4	10.7	45.9	20.5	10.4	46.7	14.5
BOTH EQUALLY FOCUSED	14.2	12.3	14.9	12.4	14.3	16.3	11.5	15.6	14.3	13.3	13.4	18.1
NEITHER FOCUSED AT ALL	22.4	20.0	21.3	19.3	18.5	32.0	21.3	19.9	35.7	17.1	17.6	28.7
DON'T KNOW	10.8	8.8	10.0	9.4	8.6	15.4	6.9	5.9	10.1	12.2	10.6	20.2
Net Diff.	1.4	35.9	-30.3	37.8	-34.2	1.5	38.9	-33.2	-1.2	36.5	-34.9	3.9



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

32. CORRUPTION IN GOVERNMENT

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	27.0	15.1	16.7	13.9	17.7	37.7	56.6	46.3	33.3	31.3	55.1	12.1	11.4	15.6	16.9	16.4	26.6
DEMOCRATS	25.6	45.9	52.9	40.5	22.5	15.2	10.3	13.0	15.9	14.3	8.8	53.8	35.8	39.1	25.4	16.1	16.4
BOTH EQUALLY FOCUSED	14.2	14.0	12.1	15.5	17.9	11.5	8.8	10.3	31.7	18.4	8.2	11.1	19.3	15.6	15.5	16.7	15.6
NEITHER FOCUSED AT ALL	22.4	18.0	13.3	21.5	26.4	25.4	17.5	21.8	11.1	17.0	21.0	16.6	22.0	17.2	32.4	33.7	27.3
DON'T KNOW	10.8	7.0	5.0	8.5	15.5	10.2	6.9	8.7	7.9	19.0	6.9	6.4	11.4	12.5	9.9	17.0	14.1
Net Diff.	1.4	-30.8	-36.2	-26.6	-4.9	22.5	46.2	33.3	17.5	17.0	46.3	-41.7	-24.4	-23.4	-8.5	0.3	10.2



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32. CORRUPTION IN GOVERNMENT

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	27.0	11.4	16.5	48.1	21.7	28.0	39.1	26.1	27.7	30.4	22.8	20.2	27.2	48.5	30.2	17.8
DEMOCRATS	25.6	43.3	15.5	10.2	19.8	29.6	28.3	29.8	24.7	23.2	27.4	26.8	23.1	15.2	27.4	29.1
BOTH EQUALLY FOCUSED	14.2	15.7	17.4	11.2	17.2	15.4	15.2	15.4	14.1	13.8	14.6	12.6	11.2	12.3	16.7	14.0
NEITHER FOCUSED AT ALL	22.4	19.9	32.9	21.2	28.9	19.8	6.5	22.1	22.2	21.0	24.3	28.8	25.1	15.8	18.5	27.3
DON'T KNOW	10.8	9.6	17.7	9.3	12.4	7.2	10.9	6.6	11.4	11.6	10.9	11.6	13.4	8.2	7.3	11.9
Net Diff.	1.4	-31.9	1.0	38.0	1.8	-1.6	10.9	-3.7	3.0	7.2	-4.6	-6.6	4.1	33.3	2.8	-11.3



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32. CORRUPTION IN GOVERNMENT

BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICANS	27.0	26.4	28.2	29.3	26.4	28.5	30.3	24.9	25.3
DEMOCRATS	25.6	24.9	27.1	24.7	31.4	23.6	26.6	25.8	27.8
BOTH EQUALLY FOCUSED	14.2	15.0	12.5	11.3	14.6	14.2	12.9	15.6	11.9
NEITHER FOCUSED AT ALL	22.4	22.0	23.2	25.4	19.2	24.6	25.1	20.3	20.6
DON'T KNOW	10.8	11.7	9.0	9.3	8.4	9.1	5.2	13.4	14.4
Net Diff.	1.4	1.4	1.2	4.5	-5.0	4.8	3.7	-0.9	-2.5



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32. CORRUPTION IN GOVERNMENT

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICANS	27.0	30.9	18.8	25.4	13.1	15.0	33.1	29.0	27.1	23.6	17.4	9.4
DEMOCRATS	25.6	24.3	28.4	25.0	36.5	22.5	23.4	25.1	20.3	29.9	39.7	33.8
BOTH EQUALLY FOCUSED	14.2	11.5	19.8	19.2	19.2	25.0	10.7	12.2	19.5	18.9	17.4	20.9
NEITHER FOCUSED AT ALL	22.4	23.5	20.3	18.1	18.8	22.5	27.2	20.2	20.3	15.7	16.5	20.9
DON'T KNOW	10.8	9.9	12.7	12.3	12.3	15.0	5.6	13.5	12.8	11.8	9.1	15.1
Net Diff.	1.4	6.5	-9.7	0.4	-23.5	-7.5	9.7	3.8	6.8	-6.3	-22.3	-24.5



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

32. CORRUPTION IN GOVERNMENT

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	27.0	20.6	21.7	21.5	27.3	31.8	31.9	21.4	30.7	23.1	31.9	29.3	25.0	
DEMOCRATS	25.6	26.2	27.8	28.7	21.9	23.6	26.0	27.8	24.2	26.1	25.0	24.9	26.3	
BOTH EQUALLY FOCUSED	14.2	20.0	20.4	16.4	16.5	11.5	7.8	18.6	11.2	18.0	9.3	13.6	14.6	
NEITHER FOCUSED AT ALL	22.4	16.9	20.4	20.0	23.8	23.6	25.3	19.5	24.4	20.7	24.6	24.8	20.4	
DON'T KNOW	10.8	16.2	9.7	13.4	10.5	9.6	8.9	12.6	9.5	12.0	9.2	7.4	13.7	
Net Diff.	1.4	-5.6	-6.0	-7.2	5.4	8.2	5.9	-6.4	6.5	-3.1	6.8	4.4	-1.3	



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

32. CORRUPTION IN GOVERNMENT

BANNER 11

	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		NIALS		BMMRS		NIALS		BMMRS		URBAN		
					/SLNTG				/SLNTG				/SLNTG			
Total	2000	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	27.0	20.6	19.8	30.0	31.5	23.3	22.2	30.2	34.6	18.8	17.7	29.8	28.6	22.4	27.3	32.2
DEMOCRATS	25.6	27.1	29.8	22.2	25.0	29.1	29.7	23.4	21.8	25.8	29.8	21.1	28.0	31.8	25.1	19.1
BOTH EQUALLY FOCUSED	14.2	21.0	17.3	15.3	9.3	23.3	16.7	15.3	8.2	19.5	17.7	15.2	10.3	17.7	12.5	13.6
NEITHER FOCUSED AT ALL	22.4	16.4	21.4	22.7	24.7	15.1	19.7	24.6	30.5	17.2	23.0	21.1	19.0	17.5	24.3	24.3
DON'T KNOW	10.8	15.0	11.7	9.9	9.5	9.3	11.7	6.5	4.9	18.8	11.7	12.8	14.0	10.6	10.8	10.7
Net Diff.	1.4	-6.5	-9.9	7.8	6.6	-5.8	-7.5	6.9	12.8	-7.0	-12.1	8.7	0.5	-9.3	2.2	13.1



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

33. BORDER SECURITY

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	52.6	81.9	70.4	52.5	45.1	38.5	38.8	33.8	34.9	57.1	65.8	45.3	30.4	77.8	58.5	33.0	39.6	38.4	36.8	40.3
DEMOCRATS	13.6	3.5	7.4	12.6	16.5	15.9	17.9	23.0	41.9	10.4	8.6	12.3	17.6	6.5	10.8	5.6	21.4	23.9	23.4	24.5
BOTH EQUALLY FOCUSED	14.0	1.0	6.9	12.3	18.5	21.3	22.9	18.9	4.7	12.0	7.8	17.7	24.5	4.9	15.8	15.3	18.0	20.5	23.4	17.1
NEITHER FOCUSED AT ALL	11.4	11.6	10.0	13.4	9.8	12.4	12.4	12.2	9.3	11.8	11.7	11.5	14.7	7.5	10.8	20.5	13.0	10.3	10.0	10.6
DON'T KNOW	8.3	2.0	5.3	9.1	10.1	11.8	8.0	12.2	9.3	8.7	6.1	13.2	12.7	3.4	4.0	25.7	8.0	6.9	6.5	7.4
Net Diff.	39.0	78.4	63.1	39.9	28.5	22.6	20.9	10.8	-7.0	46.7	57.2	33.0	12.7	71.3	47.7	27.4	18.3	14.5	13.4	15.7



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

33. BORDER SECURITY

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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	52.6	50.6	54.0	53.8	50.9	56.4	59.3	39.3	32.8	33.3	31.9
DEMOCRATS	13.6	17.7	11.3	13.5	12.7	13.8	13.5	15.2	12.8	15.2	8.6
BOTH EQUALLY FOCUSED	14.0	13.7	13.1	13.9	15.3	12.4	11.1	20.5	22.2	25.0	17.2
NEITHER FOCUSED AT ALL	11.4	11.7	12.9	10.5	11.3	11.0	10.8	12.3	13.8	12.7	15.5
DON'T KNOW	8.3	6.3	8.7	8.2	9.7	6.4	5.3	12.7	18.4	13.7	26.7
Net Diff.	39.0	32.9	42.7	40.2	38.2	42.7	45.8	24.2	20.0	18.1	23.3



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

33. BORDER SECURITY

BANNER 3

	TOTAL		DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
			UNITED STATES		FOR CONGRESS		ERS/		FOR CONGRESS		ERS/					
								(W/DJT ENDORSEMENT)								
			RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
			DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
			TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
REPUBLICANS	52.6	31.0	62.1	70.9	38.9	33.0	40.7	70.2	38.1	37.8	43.0	35.1	29.4	38.6	66.4	
DEMOCRATS	13.6	27.5	7.5	8.0	22.9	5.6	9.6	7.3	23.2	4.3	9.3	23.9	37.9	15.5	5.5	
BOTH EQUALLY FOCUSED	14.0	23.8	9.8	8.8	19.5	15.3	16.0	9.3	19.8	11.8	14.8	22.8	18.2	25.6	7.1	
NEITHER FOCUSED AT ALL	11.4	10.0	12.1	8.7	11.4	20.5	16.6	8.8	11.3	21.3	15.9	9.9	8.8	10.6	12.7	
DON'T KNOW	8.3	7.7	8.5	3.6	7.4	25.7	17.0	4.4	7.5	24.8	17.0	8.2	5.8	9.7	8.3	
Net Diff.	39.0	3.5	54.6	62.9	16.0	27.4	31.1	63.0	14.9	33.5	33.8	11.2	-8.5	23.0	60.9	



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

33. BORDER SECURITY

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
REPUBLICANS	52.6	39.4	34.1	58.7	37.9	70.2	43.2	42.4	49.5
DEMOCRATS	13.6	16.8	18.2	11.8	24.8	5.0	16.7	22.2	15.2
BOTH EQUALLY FOCUSED	14.0	19.0	27.3	12.3	16.8	8.3	16.7	15.2	14.2
NEITHER FOCUSED AT ALL	11.4	11.7	11.4	10.2	11.2	11.6	13.6	8.1	15.2
DON'T KNOW	8.3	13.1	9.1	7.1	9.3	5.0	9.8	12.1	5.9
Net Diff.	39.0	22.6	15.9	46.9	13.0	65.2	26.5	20.2	34.3



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

33. BORDER SECURITY

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LICAN	CRAT		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	819	892	720	740	540	375	307	258	345	433	282	
REPUBLICANS	52.6	70.5	39.8	70.8	38.9	47.2	75.7	40.1	49.6	65.5	38.1	45.0	
DEMOCRATS	13.6	6.2	21.6	6.0	25.0	8.1	4.5	26.1	8.5	7.5	24.2	7.8	
BOTH EQUALLY FOCUSED	14.0	7.2	19.6	7.9	19.9	14.1	7.2	20.5	14.0	8.7	19.4	14.2	
NEITHER FOCUSED AT ALL	11.4	10.1	11.2	9.9	8.9	17.0	8.8	8.5	18.2	11.0	9.2	16.0	
DON'T KNOW	8.3	6.0	7.7	5.4	7.3	13.5	3.7	4.9	9.7	7.2	9.0	17.0	
Net Diff.	39.0	64.2	18.2	64.9	13.9	39.1	71.2	14.0	41.1	58.0	13.9	37.2	



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

33. BORDER SECURITY

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	52.6	42.3	41.7	42.7	43.9	67.8	72.8	70.1	42.9	54.4	79.0	42.2	36.2	28.1	42.3	45.2	55.5
DEMOCRATS	13.6	24.6	34.2	17.4	11.6	7.3	6.6	7.0	25.4	5.4	3.7	25.1	23.2	31.2	21.1	5.6	7.8
BOTH EQUALLY FOCUSED	14.0	16.9	14.2	19.0	18.7	8.6	4.4	6.7	19.0	17.0	3.9	16.8	24.0	23.4	15.5	15.5	9.4
NEITHER FOCUSED AT ALL	11.4	10.4	5.0	14.6	13.3	9.4	11.2	10.3	11.1	10.9	9.4	9.2	8.7	7.8	16.9	17.9	14.8
DON'T KNOW	8.3	5.8	5.0	6.3	12.4	6.8	5.0	6.0	1.6	12.2	3.9	6.6	7.9	9.4	4.2	15.8	12.5
Net Diff.	39.0	17.6	7.5	25.3	32.3	60.5	66.2	63.1	17.5	49.0	75.3	17.1	13.0	-3.1	21.1	39.6	47.7



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

33. BORDER SECURITY

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	52.6	38.2	43.5	72.0	49.8	49.4	37.0	51.5	53.7	54.9	51.5	50.0	54.0	62.0	54.2	49.4
DEMOCRATS	13.6	23.9	6.5	5.1	9.9	17.0	32.6	14.3	12.8	12.9	12.6	14.1	11.5	12.9	15.3	13.6
BOTH EQUALLY FOCUSED	14.0	19.5	17.7	6.6	15.6	16.4	13.0	16.9	13.9	14.0	13.6	11.1	11.7	9.9	15.1	14.0
NEITHER FOCUSED AT ALL	11.4	10.6	18.1	9.8	14.8	11.3	8.7	11.8	11.3	10.3	13.0	13.1	12.7	8.8	9.5	12.8
DON'T KNOW	8.3	7.8	14.2	6.6	9.9	6.0	8.7	5.5	8.4	7.9	9.2	11.6	10.0	6.4	6.0	10.1
Net Diff.	39.0	14.4	37.1	66.9	39.8	32.4	4.3	37.1	40.9	42.0	38.9	35.9	42.4	49.1	38.9	35.8



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33. BORDER SECURITY

BANNER 8

	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	1320	680	441	239	537	403	783	277	
REPUBLICANS	52.6	51.1	55.7	58.3	51.0	54.7	59.8	48.5	49.8	
DEMOCRATS	13.6	14.2	12.5	10.9	15.5	12.7	12.7	15.2	12.3	
BOTH EQUALLY FOCUSED	14.0	14.2	13.5	12.9	14.6	13.6	13.2	14.7	14.1	
NEITHER FOCUSED AT ALL	11.4	11.4	11.6	11.8	11.3	11.9	10.4	11.0	13.4	
DON'T KNOW	8.3	9.2	6.6	6.1	7.5	7.1	4.0	10.6	10.5	
Net Diff.	39.0	36.9	43.2	47.4	35.6	42.1	47.1	33.3	37.5	



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33. BORDER SECURITY

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICANS	52.6	58.5	40.3	47.3	32.7	37.5	63.5	54.1	45.9	48.8	43.0	23.7
DEMOCRATS	13.6	11.9	17.2	17.7	19.6	15.0	11.1	12.6	16.5	18.9	18.2	20.9
BOTH EQUALLY FOCUSED	14.0	10.7	21.1	17.3	25.0	23.8	9.9	11.3	18.8	15.7	20.7	28.8
NEITHER FOCUSED AT ALL	11.4	11.6	11.1	9.6	11.9	10.0	11.1	12.0	11.3	7.9	10.7	12.9
DON'T KNOW	8.3	7.4	10.3	8.1	10.8	13.8	4.3	10.0	7.5	8.7	7.4	13.7
Net Diff.	39.0	46.5	23.1	29.6	13.1	22.5	52.4	41.5	29.3	29.9	24.8	2.9



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33. BORDER SECURITY

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	52.6	38.8	42.1	47.8	50.8	63.6	59.5	43.8	58.5	45.8	61.2	56.9	48.9	
DEMOCRATS	13.6	11.2	17.4	17.9	14.0	10.4	11.4	16.4	11.8	15.7	11.0	12.7	14.4	
BOTH EQUALLY FOCUSED	14.0	23.1	20.7	14.3	15.6	9.9	9.1	18.5	11.0	17.7	9.4	13.4	14.5	
NEITHER FOCUSED AT ALL	11.4	13.1	11.4	9.3	11.4	7.9	14.8	10.8	11.9	11.0	12.0	11.3	11.6	
DON'T KNOW	8.3	13.8	8.4	10.7	8.3	8.2	5.1	10.5	6.9	9.8	6.4	5.7	10.6	
Net Diff.	39.0	27.5	24.7	29.9	36.8	53.2	48.1	27.5	46.7	30.1	50.2	44.3	34.4	



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33. BORDER SECURITY

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	52.6	37.9	44.6	55.1	60.5	43.0	44.4	58.1	67.6	34.4	44.9	52.6	53.7	43.8	55.8	56.6
DEMOCRATS	13.6	13.1	18.1	14.0	10.5	14.0	18.8	11.7	9.0	12.5	17.4	15.9	11.9	20.8	10.6	11.5
BOTH EQUALLY FOCUSED	14.0	23.4	17.3	13.2	9.7	17.4	20.5	14.1	7.4	27.3	14.3	12.5	11.9	18.8	12.8	10.7
NEITHER FOCUSED AT ALL	11.4	12.1	10.5	10.2	12.8	12.8	8.4	12.1	12.3	11.7	12.5	8.7	13.2	9.1	12.2	12.6
DON'T KNOW	8.3	13.6	9.5	7.4	6.6	12.8	7.9	4.0	3.8	14.1	10.9	10.4	9.3	7.5	8.6	8.6
Net Diff.	39.0	24.8	26.6	41.2	50.1	29.1	25.5	46.4	58.6	21.9	27.5	36.7	41.8	23.0	45.1	45.1



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34. ABORTION

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	30.8	39.7	33.2	30.3	26.9	27.4	31.3	29.7	34.9	30.7	33.4	27.4	19.6	38.0	27.2	17.7	32.2	31.2	26.4	37.0
DEMOCRATS	30.3	29.6	29.8	25.7	29.3	34.7	26.9	40.5	53.5	27.0	28.2	25.3	23.5	28.9	23.8	19.8	33.1	40.9	42.9	38.4
BOTH EQUALLY FOCUSED	20.4	18.1	17.2	23.1	23.3	21.0	22.9	13.5	4.7	20.6	19.7	22.1	22.5	17.8	28.8	19.8	18.3	19.7	22.6	16.2
NEITHER FOCUSED AT ALL	8.8	9.0	10.0	9.7	9.1	6.7	10.4	5.4	2.3	10.2	9.7	10.0	15.7	8.3	13.3	13.2	7.7	4.6	4.6	4.6
DON'T KNOW	9.6	3.5	9.8	11.3	11.5	10.2	8.5	10.8	4.7	11.6	9.0	15.1	18.6	7.0	6.8	29.5	8.7	3.6	3.4	3.7
Net Diff.	0.5	10.1	3.4	4.6	-2.4	-7.3	4.5	-10.8	-18.6	3.7	5.3	2.1	-3.9	9.2	3.4	-2.1	-0.9	-9.6	-16.5	-1.4



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

34. ABORTION

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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	30.8	28.9	28.9	32.3	31.7	33.0	34.2	26.2	19.1	20.6	16.4
DEMOCRATS	30.3	31.1	34.0	27.3	31.0	31.7	32.3	28.3	22.8	25.5	18.1
BOTH EQUALLY FOCUSED	20.4	22.3	20.7	19.9	19.4	19.6	19.2	22.1	24.7	27.9	19.0
NEITHER FOCUSED AT ALL	8.8	8.0	7.1	10.4	8.6	8.2	7.7	10.7	12.5	8.8	19.0
DON'T KNOW	9.6	9.7	9.3	10.0	9.3	7.5	6.6	12.7	20.9	17.2	27.6
Net Diff.	0.5	-2.3	-5.1	4.9	0.7	1.3	1.9	-2.0	-3.8	-4.9	-1.7



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

34. ABORTION

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
REPUBLICANS	30.8	26.8	32.6	34.2	31.6	17.7	21.7	33.8	31.6	17.3	22.7	29.4	24.2	32.5	31.9
DEMOCRATS	30.3	38.7	26.6	27.1	37.8	19.8	23.3	27.8	37.4	15.7	21.9	36.6	46.4	30.7	25.4
BOTH EQUALLY FOCUSED	20.4	21.0	20.1	21.7	19.1	19.8	23.5	20.6	19.3	23.2	23.4	21.1	21.2	21.0	19.9
NEITHER FOCUSED AT ALL	8.8	6.0	10.1	10.1	5.9	13.2	13.1	9.8	6.2	14.2	12.4	6.0	5.2	6.6	11.1
DON'T KNOW	9.6	7.5	10.5	6.9	5.6	29.5	18.4	7.9	5.5	29.5	19.6	6.8	3.0	9.1	11.8
Net Diff.	0.5	-11.8	6.0	7.1	-6.1	-2.1	-1.6	6.1	-5.8	1.6	0.9	-7.2	-22.1	1.8	6.5



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

34. ABORTION

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO	
						AFFDB	ACCESS	DMCRCY		
Total	2000	137	44	857	161	181	132	99	303	
REPUBLICANS	30.8	26.3	31.8	32.0	28.0	33.7	25.8	23.2	33.0	
DEMOCRATS	30.3	32.8	29.5	28.9	31.1	24.9	27.3	45.5	34.7	
BOTH EQUALLY FOCUSED	20.4	20.4	20.5	19.6	19.9	18.2	24.2	20.2	21.5	
NEITHER FOCUSED AT ALL	8.8	5.1	9.1	9.8	9.3	15.5	9.8	5.1	5.3	
DON'T KNOW	9.6	15.3	9.1	9.7	11.8	7.7	12.9	6.1	5.6	
Net Diff.	0.5	-6.6	2.3	3.0	-3.1	8.8	-1.5	-22.2	-1.7	



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

34. ABORTION

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
REPUBLICANS	30.8	34.3	30.6	36.4	29.5	25.2	41.1	32.6	22.5	31.3	27.3	27.7
DEMOCRATS	30.3	26.6	35.1	27.9	38.5	22.2	25.3	41.4	24.4	30.7	36.5	20.2
BOTH EQUALLY FOCUSED	20.4	20.1	20.2	18.5	19.9	23.7	20.0	16.6	27.5	16.8	22.2	20.2
NEITHER FOCUSED AT ALL	8.8	10.0	7.2	8.9	6.6	11.9	7.7	5.5	12.0	10.1	7.4	11.7
DON'T KNOW	9.6	8.9	7.0	8.3	5.5	17.0	5.9	3.9	13.6	11.0	6.7	20.2
Net Diff.	0.5	7.7	-4.5	8.5	-9.1	3.0	15.7	-8.8	-1.9	0.6	-9.2	7.4



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

34. ABORTION

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	30.8	34.9	36.2	33.9	25.5	27.0	40.6	33.2	42.9	29.9	37.5	33.2	25.6	20.3	38.0	23.5	22.7
DEMOCRATS	30.3	37.1	41.7	33.5	27.1	30.1	26.2	28.3	25.4	25.9	28.8	41.9	32.3	40.6	18.3	23.8	20.3
BOTH EQUALLY FOCUSED	20.4	17.8	16.2	19.0	21.7	23.0	18.8	21.1	19.0	16.3	19.0	17.3	23.2	23.4	19.7	22.9	28.1
NEITHER FOCUSED AT ALL	8.8	6.8	3.8	9.2	10.4	10.2	7.2	8.8	7.9	10.9	8.4	5.0	9.1	7.8	16.9	11.1	10.9
DON'T KNOW	9.6	3.4	2.1	4.4	15.4	9.7	7.2	8.5	4.8	17.0	6.3	2.6	9.8	7.8	7.0	18.8	18.0
Net Diff.	0.5	-2.2	-5.4	0.3	-1.6	-3.1	14.4	4.8	17.5	4.1	8.6	-8.8	-6.7	-20.3	19.7	-0.3	2.3



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

34. ABORTION

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	30.8	30.8	21.9	34.2	27.4	28.0	10.9	30.9	31.5	32.3	30.1	29.8	31.7	40.4	29.8	29.1
DEMOCRATS	30.3	35.6	23.2	27.2	27.6	35.5	47.8	33.5	29.4	30.5	27.4	28.8	30.1	24.0	32.1	30.6
BOTH EQUALLY FOCUSED	20.4	19.8	23.2	20.0	22.7	23.6	28.3	22.8	19.9	17.9	23.6	19.2	16.8	21.6	22.8	20.4
NEITHER FOCUSED AT ALL	8.8	7.1	12.6	9.3	10.7	6.3	2.2	7.0	9.4	9.1	9.8	9.1	9.7	7.6	8.7	8.9
DON'T KNOW	9.6	6.7	19.0	9.3	11.6	6.6	10.9	5.9	9.8	10.2	9.2	13.1	11.7	6.4	6.5	11.1
Net Diff.	0.5	-4.9	-1.3	7.1	-0.2	-7.5	-37.0	-2.6	2.2	1.9	2.7	1.0	1.7	16.4	-2.4	-1.6



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

34. ABORTION

BANNER 8

	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	1320	680	441	239	537	403	783	277
REPUBLICANS	30.8	29.8	32.6	34.2	29.7	31.5	35.5	28.7	28.5
DEMOCRATS	30.3	28.9	33.1	31.7	35.6	29.4	31.5	28.5	35.4
BOTH EQUALLY FOCUSED	20.4	19.6	21.9	21.5	22.6	19.4	23.1	19.8	20.2
NEITHER FOCUSED AT ALL	8.8	10.0	6.6	7.0	5.9	9.7	6.2	10.2	7.2
DON'T KNOW	9.6	11.7	5.7	5.4	6.3	10.1	3.7	12.8	8.7
Net Diff.	0.5	1.0	-0.4	2.5	-5.9	2.0	4.0	0.3	-6.9



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

34. ABORTION

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
REPUBLICANS	30.8	32.1	28.1	33.5	25.4	20.0	34.4	30.1	35.3	31.5	31.4	20.1
DEMOCRATS	30.3	31.0	28.8	28.5	28.1	33.8	30.6	31.4	24.8	32.3	34.7	22.3
BOTH EQUALLY FOCUSED	20.4	19.7	21.9	21.2	21.5	25.0	21.5	18.2	20.3	22.0	14.9	27.3
NEITHER FOCUSED AT ALL	8.8	8.4	9.8	9.2	11.5	6.2	7.5	9.2	10.5	7.9	9.9	12.9
DON'T KNOW	9.6	8.8	11.4	7.7	13.5	15.0	6.1	11.2	9.0	6.3	9.1	17.3
Net Diff.	0.5	1.0	-0.6	5.0	-2.7	-13.8	3.8	-1.4	10.5	-0.8	-3.3	-2.2



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

34. ABORTION

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	30.8	23.8	27.1	32.5	31.1	32.9	32.3	28.7	32.2	29.4	32.5	33.2	28.7	
DEMOCRATS	30.3	26.9	31.8	29.9	28.9	28.8	32.7	30.0	30.5	29.7	31.1	30.3	30.3	
BOTH EQUALLY FOCUSED	20.4	23.8	22.4	20.9	19.0	20.3	18.8	22.0	19.3	21.2	19.4	21.0	19.9	
NEITHER FOCUSED AT ALL	8.8	10.0	8.4	7.5	12.1	6.0	9.7	8.3	9.2	9.4	8.2	8.2	9.4	
DON'T KNOW	9.6	15.6	10.4	9.3	8.9	12.1	6.5	11.0	8.8	10.4	8.8	7.3	11.7	
Net Diff.	0.5	-3.1	-4.7	2.7	2.2	4.1	-0.4	-1.3	1.7	-0.3	1.5	2.9	-1.6	



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

34. ABORTION

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	30.8	23.8	31.3	32.8	31.0	24.4	28.0	40.3	33.8	23.4	34.3	26.3	28.3	31.6	29.6	32.7
DEMOCRATS	30.3	29.4	29.6	29.4	31.7	33.7	30.1	24.6	33.5	26.6	29.1	33.6	29.9	31.0	31.0	27.7
BOTH EQUALLY FOCUSED	20.4	22.4	21.2	19.9	19.6	15.1	24.7	21.8	19.3	27.3	18.1	18.3	19.8	22.3	19.7	19.8
NEITHER FOCUSED AT ALL	8.8	10.3	7.5	9.7	8.7	11.6	6.3	7.7	9.0	9.4	8.7	11.4	8.5	7.5	9.5	9.1
DON'T KNOW	9.6	14.0	10.3	8.2	9.0	15.1	10.9	5.6	4.4	13.3	9.8	10.4	13.5	7.7	10.3	10.7
Net Diff.	0.5	-5.6	1.8	3.4	-0.7	-9.3	-2.1	15.7	0.3	-3.1	5.3	-7.3	-1.6	0.5	-1.4	5.0



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35. HEALTH CARE

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
REPUBLICANS	17.4	38.2	26.4	16.9	12.5	10.2	9.0	6.8	4.7	21.9	25.1	16.0	18.6	39.4	22.3	6.6	3.1	3.1	3.4	2.8
DEMOCRATS	36.8	8.0	19.8	31.4	45.3	49.7	51.7	62.2	79.1	25.3	21.9	33.4	20.6	13.9	20.1	16.0	59.8	73.6	72.0	75.5
BOTH EQUALLY FOCUSED	16.5	15.6	19.0	19.3	14.4	15.9	16.4	12.2	7.0	18.6	18.4	16.2	31.4	16.5	26.6	18.4	14.6	9.9	13.0	6.0
NEITHER FOCUSED AT ALL	18.6	29.1	24.0	21.4	15.6	11.5	14.4	13.5	4.7	21.8	24.1	18.1	17.6	20.7	23.8	29.9	14.6	8.2	6.1	10.6
DON'T KNOW	10.7	9.0	10.8	11.0	12.2	12.7	8.5	5.4	4.7	12.4	10.5	16.4	11.8	9.5	7.1	29.2	8.0	5.2	5.4	5.1
Net Diff.	-19.4	30.2	6.6	-14.5	-32.9	-39.5	-42.8	-55.4	-74.4	-3.5	3.3	-17.4	-2.0	25.5	2.2	-9.4	-56.7	-70.4	-68.6	-72.7



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

35. HEALTH CARE

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	350	450	768	432	1680	1436	244	320	204	116
REPUBLICANS	17.4	16.6	15.6	20.6	14.4	18.7	19.5	13.9	10.6	11.8	8.6
DEMOCRATS	36.8	38.9	35.3	35.7	38.9	38.6	39.4	33.6	27.8	31.9	20.7
BOTH EQUALLY FOCUSED	16.5	16.9	16.4	16.3	16.7	15.4	14.6	20.1	22.2	25.5	16.4
NEITHER FOCUSED AT ALL	18.6	17.4	20.9	18.1	17.8	18.6	18.7	18.0	18.1	13.7	25.9
DON'T KNOW	10.7	10.3	11.8	9.4	12.3	8.7	7.7	14.3	21.2	17.2	28.4
Net Diff.	-19.4	-22.3	-19.8	-15.1	-24.5	-19.9	-19.9	-19.7	-17.2	-20.1	-12.1



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

35. HEALTH CARE

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		UNDE-	ERS/	FOR CONGRESS		UNDE-	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
REPUBLICANS	17.4	7.2	21.8	33.3	3.1	6.6	7.6	33.4	3.8	5.1	7.7	6.2	7.0	5.7	26.2
DEMOCRATS	36.8	63.3	25.4	16.1	68.0	16.0	25.0	14.7	67.5	15.0	24.1	62.0	74.2	54.7	17.2
BOTH EQUALLY FOCUSED	16.5	15.7	16.9	20.1	11.8	18.4	20.4	20.8	11.1	18.9	21.2	15.2	11.5	17.4	17.6
NEITHER FOCUSED AT ALL	18.6	6.8	23.7	21.8	10.8	29.9	27.2	21.9	10.6	32.7	27.6	8.8	5.8	10.6	26.2
DON'T KNOW	10.7	7.0	12.3	8.7	6.4	29.2	19.8	9.2	7.0	28.3	19.4	7.9	1.5	11.7	12.8
Net Diff.	-19.4	-56.2	-3.6	17.2	-64.9	-9.4	-17.4	18.7	-63.6	-9.8	-16.3	-55.9	-67.3	-49.0	9.0



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

35. HEALTH CARE

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
REPUBLICANS	17.4	10.9	22.7	21.8	14.9	26.5	7.6	9.1	12.9
DEMOCRATS	36.8	48.2	29.5	29.2	36.6	18.2	49.2	60.6	53.1
BOTH EQUALLY FOCUSED	16.5	10.9	20.5	17.0	22.4	17.7	18.9	14.1	13.5
NEITHER FOCUSED AT ALL	18.6	13.1	15.9	21.2	15.5	26.0	15.2	7.1	15.8
DON'T KNOW	10.7	16.8	11.4	10.7	10.6	11.6	9.1	9.1	4.6
Net Diff.	-19.4	-37.2	-6.8	-7.4	-21.7	8.3	-41.7	-51.5	-40.3



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35. HEALTH CARE

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282			
REPUBLICANS	17.4	33.6	4.9	34.9	4.9	11.3	33.1	7.2	12.4	36.8	3.2	10.3			
DEMOCRATS	36.8	14.2	60.8	14.9	64.2	28.7	17.3	65.8	31.4	12.2	63.0	26.2			
BOTH EQUALLY FOCUSED	16.5	19.8	13.6	19.2	13.5	17.0	19.5	14.3	15.1	18.8	12.9	18.8			
NEITHER FOCUSED AT ALL	18.6	22.1	12.6	21.0	10.7	26.1	22.7	9.8	27.5	19.1	11.3	24.8			
DON'T KNOW	10.7	10.4	8.2	10.1	6.8	16.9	7.5	2.9	13.6	13.0	9.5	19.9			
Net Diff.	-19.4	19.4	-55.8	20.0	-59.3	-17.4	15.7	-58.6	-19.0	24.6	-59.8	-16.0			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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35. HEALTH CARE

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
REPUBLICANS	17.4	9.9	10.0	9.8	11.7	18.8	41.9	29.3	42.9	27.2	36.1	4.5	3.5	12.5	12.7	11.1	10.9
DEMOCRATS	36.8	62.6	69.6	57.3	37.1	19.6	12.2	16.2	23.8	22.4	11.6	70.9	57.5	46.9	47.9	28.2	19.5
BOTH EQUALLY FOCUSED	16.5	9.9	9.2	10.4	17.4	25.4	15.3	20.8	19.0	16.3	20.0	8.8	18.9	23.4	8.5	16.7	22.7
NEITHER FOCUSED AT ALL	18.6	12.4	8.3	15.5	19.0	23.8	21.9	22.9	7.9	17.7	23.5	11.4	9.8	9.4	22.5	26.4	27.3
DON'T KNOW	10.7	5.2	2.9	7.0	14.8	12.3	8.8	10.7	6.3	16.3	8.8	4.5	10.2	7.8	8.5	17.6	19.5
Net Diff.	-19.4	-52.7	-59.6	-47.5	-25.3	-0.8	29.7	13.1	19.0	4.8	24.5	-66.4	-53.9	-34.4	-35.2	-17.0	-8.6



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. HEALTH CARE

BANNER 7

	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 Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
REPUBLICANS	17.4	5.0	12.3	33.0	12.2	16.0	21.7	15.1	17.6	18.4	16.1	18.2	18.7	29.8	19.6	10.7
DEMOCRATS	36.8	63.3	24.2	12.7	32.7	41.2	43.5	40.8	35.9	35.1	37.4	36.9	32.6	20.5	35.5	45.1
BOTH EQUALLY FOCUSED	16.5	12.4	19.7	19.7	20.1	20.4	17.4	21.0	16.6	17.0	15.7	9.6	15.3	21.6	20.2	12.6
NEITHER FOCUSED AT ALL	18.6	11.8	25.8	23.2	22.4	15.7	6.5	17.3	18.5	17.8	19.9	23.2	21.1	19.3	16.5	18.8
DON'T KNOW	10.7	7.5	18.1	11.4	12.6	6.6	10.9	5.9	11.4	11.6	10.9	12.1	12.4	8.8	8.1	12.8
Net Diff.	-19.4	-58.4	-11.9	20.3	-20.4	-25.2	-21.7	-25.7	-18.3	-16.7	-21.3	-18.7	-13.9	9.4	-15.9	-34.4



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. HEALTH CARE

BANNER 8

	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	1320	680	441	239	537	403	783	277	
REPUBLICANS	17.4	18.8	14.7	15.0	14.2	20.7	16.6	17.5	11.9	
DEMOCRATS	36.8	33.6	43.2	40.4	48.5	33.0	42.4	34.0	44.4	
BOTH EQUALLY FOCUSED	16.5	17.0	15.6	17.7	11.7	17.1	15.9	16.9	15.2	
NEITHER FOCUSED AT ALL	18.6	18.7	18.2	18.6	17.6	19.6	20.1	18.1	15.5	
DON'T KNOW	10.7	12.0	8.2	8.4	7.9	9.7	5.0	13.5	13.0	
Net Diff.	-19.4	-14.8	-28.5	-25.4	-34.3	-12.3	-25.8	-16.5	-32.5	



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35. HEALTH CARE

BANNER 9

	TOTAL		RACE					WHITE		HISPANIC		BLACK	
			WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139	
REPUBLICANS	17.4	18.6	14.8	21.2	9.6	12.5	20.1	17.3	21.8	20.5	13.2	6.5	
DEMOCRATS	36.8	35.5	39.7	34.6	46.2	41.2	34.4	36.5	36.1	33.1	50.4	42.4	
BOTH EQUALLY FOCUSED	16.5	15.1	19.4	20.0	18.8	21.2	16.6	13.9	18.0	22.0	13.2	23.7	
NEITHER FOCUSED AT ALL	18.6	20.1	15.2	15.0	12.7	15.0	22.1	18.4	16.5	13.4	12.4	12.9	
DON'T KNOW	10.7	10.6	10.9	9.2	12.7	10.0	6.8	13.8	7.5	11.0	10.7	14.4	
Net Diff.	-19.4	-16.9	-24.8	-13.5	-36.5	-28.8	-14.3	-19.1	-14.3	-12.6	-37.2	-36.0	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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35. HEALTH CARE

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
REPUBLICANS	17.4	15.6	14.7	16.7	20.6	20.3	16.0	15.7	18.5	17.1	17.7	18.9	16.0	
DEMOCRATS	36.8	36.2	41.8	38.2	33.7	32.1	38.6	39.2	35.3	37.6	35.9	37.0	36.7	
BOTH EQUALLY FOCUSED	16.5	23.1	19.1	16.7	14.9	15.9	14.3	18.9	14.9	17.8	14.9	16.6	16.4	
NEITHER FOCUSED AT ALL	18.6	12.5	15.7	14.6	19.7	20.5	22.4	14.6	21.1	16.1	21.7	19.8	17.5	
DON'T KNOW	10.7	12.5	8.7	13.7	11.1	11.2	8.7	11.6	10.1	11.5	9.8	7.7	13.4	
Net Diff.	-19.4	-20.6	-27.1	-21.5	-13.0	-11.8	-22.6	-23.4	-16.8	-20.5	-18.2	-18.1	-20.7	



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35. HEALTH CARE

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
REPUBLICANS	17.4	15.4	14.9	22.2	16.2	18.6	16.3	25.8	16.1	13.3	13.6	19.0	16.4	16.6	15.5	23.2
DEMOCRATS	36.8	36.4	41.3	33.5	36.4	38.4	43.5	32.7	35.4	35.2	39.2	34.3	37.3	44.7	35.9	28.9
BOTH EQUALLY FOCUSED	16.5	23.4	17.1	15.5	14.9	20.9	16.7	16.5	15.5	25.0	17.4	14.5	14.3	17.7	16.7	14.6
NEITHER FOCUSED AT ALL	18.6	13.6	14.9	18.6	22.4	14.0	12.6	18.5	26.7	13.3	17.0	18.7	18.3	13.0	20.3	21.5
DON'T KNOW	10.7	11.2	11.9	10.2	10.1	8.1	10.9	6.5	6.3	13.3	12.8	13.5	13.8	8.0	11.6	11.9
Net Diff.	-19.4	-21.0	-26.4	-11.4	-20.1	-19.8	-27.2	-6.9	-19.3	-21.9	-25.7	-15.2	-20.9	-28.1	-20.4	-5.7



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36. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? THERE'S A LOT OF DISAGREEMENT OVER ABORTION POLICY AND HOW TO HELP WOMEN IN DIFFICULT SITUATIONS. HOWEVER, WE CAN ALL AGREE THAT REDUCING THE NUMBER OF ABORTIONS IS A GOOD THING TO DO.

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	59.6	87.9	79.7	64.1	58.3	42.4	34.3	32.4	14.0	66.1	75.3	55.3	30.4	79.3	67.2	51.4	54.2	38.6	44.4	31.5
Strongly	45.1	84.9	69.4	49.1	40.8	25.5	10.4	16.2	9.3	52.4	64.7	36.2	12.7	68.3	49.5	37.5	39.6	21.8	30.7	11.1
10	29.2	74.9	51.7	27.9	20.4	11.1	2.5	8.1	9.3	35.3	47.2	17.7	4.9	52.5	27.2	22.9	22.9	9.9	14.2	4.6
9	6.4	4.0	5.5	9.7	9.1	6.4	2.0	2.7	0.0	6.8	6.8	8.1	1.0	6.5	11.1	3.1	6.5	5.2	7.7	2.3
8	9.4	6.0	12.1	11.5	11.3	8.0	6.0	5.4	0.0	10.3	10.6	10.4	6.9	9.3	11.1	11.5	10.2	6.7	8.8	4.2
7	7.8	2.0	6.1	7.0	10.1	10.5	10.9	5.4	4.7	7.3	5.6	10.6	7.8	6.3	8.4	7.6	7.7	9.4	9.6	9.3
6	6.6	1.0	4.2	8.0	7.4	6.4	12.9	10.8	0.0	6.4	5.0	8.5	9.8	4.8	9.3	6.2	6.8	7.3	4.2	11.1
NEUTRAL-5	16.0	4.5	8.7	16.1	17.5	21.7	27.9	20.3	14.0	14.4	10.7	20.0	22.5	8.5	15.2	25.0	14.9	21.2	18.0	25.0
DISAGREE	24.4	7.5	11.6	19.8	24.2	36.0	37.8	47.3	72.1	19.5	14.0	24.7	47.1	12.2	17.6	23.6	31.0	40.3	37.5	43.5
4	4.4	0.5	2.1	2.4	4.8	7.6	8.5	8.1	7.0	4.1	1.9	6.0	16.7	3.1	5.0	4.5	5.0	5.2	6.1	4.2
3	3.6	0.5	0.8	2.7	4.6	5.7	7.0	6.8	7.0	2.9	1.5	4.7	7.8	1.9	3.4	4.5	2.8	6.1	5.7	6.5
2	4.0	0.0	2.1	3.5	2.9	7.3	7.0	6.8	9.3	3.3	2.2	4.9	6.9	1.4	3.4	4.2	6.2	5.9	4.6	7.4
1	2.6	0.5	0.8	2.1	2.4	3.5	5.0	8.1	4.7	1.8	1.3	1.9	6.9	1.2	2.5	1.4	2.8	4.8	4.6	5.1
0	9.9	6.0	5.8	9.1	9.6	11.8	10.4	17.6	44.2	7.3	7.2	7.2	8.8	4.8	3.4	9.0	14.2	18.2	16.5	20.4
Mean	6.39	8.80	7.91	6.62	6.20	5.18	4.58	4.27	2.67	6.92	7.59	6.08	4.50	7.94	6.91	6.06	5.82	4.71	5.19	4.13



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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	350	450	768	432	1680	1436	244	320	204	116
AGREE	59.6	54.6	59.8	63.3	56.7	61.2	61.4	60.2	50.6	47.5	56.0
Strongly	45.1	40.3	47.1	47.1	43.3	47.2	48.3	41.0	34.1	30.9	39.7
10	29.2	23.4	32.4	32.9	23.8	30.8	32.9	18.4	20.6	18.1	25.0
9	6.4	6.3	5.6	6.5	7.4	7.0	6.8	7.8	3.8	3.9	3.4
8	9.4	10.6	9.1	7.7	12.0	9.4	8.5	14.8	9.7	8.8	11.2
7	7.8	8.9	6.4	8.7	6.7	7.7	7.2	10.7	8.1	8.3	7.8
6	6.6	5.4	6.2	7.4	6.7	6.3	5.9	8.6	8.4	8.3	8.6
NEUTRAL-5	16.0	20.6	14.9	14.5	16.2	14.9	14.1	19.3	21.9	26.0	14.7
DISAGREE	24.4	24.9	25.3	22.3	27.1	23.9	24.4	20.5	27.5	26.5	29.3
4	4.4	4.0	5.1	3.9	4.9	3.9	4.2	2.0	7.2	5.9	9.5
3	3.6	4.0	4.2	3.3	3.5	3.3	2.9	5.7	5.6	5.9	5.2
2	4.0	5.1	3.6	3.6	3.9	3.9	4.0	2.9	4.4	4.9	3.4
1	2.6	2.3	3.6	1.4	3.7	2.8	2.6	3.7	1.2	1.0	1.7
0	9.9	9.4	8.9	10.0	11.1	10.1	10.7	6.1	9.1	8.8	9.5
Mean	6.39	6.13	6.48	6.61	6.11	6.49	6.52	6.30	5.90	5.77	6.12



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36. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? THERE'S A LOT OF DISAGREEMENT OVER ABORTION POLICY AND HOW TO HELP WOMEN IN DIFFICULT SITUATIONS. HOWEVER, WE CAN ALL AGREE THAT REDUCING THE NUMBER OF ABORTIONS IS A GOOD THING TO DO.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/		ERS/	FOR CONGRESS		(W/DJT ENDORSEMENT)						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	59.6	46.5	65.2	75.0	44.9	51.4	53.4	75.1	45.2	51.6	53.6	46.9	44.8	48.1	69.5	
Strongly	45.1	31.2	51.1	61.6	29.0	37.5	37.4	61.6	30.4	34.6	35.5	30.9	31.8	30.3	56.2	
10	29.2	14.7	35.5	43.5	15.1	22.9	21.7	42.7	16.0	24.8	23.0	16.1	15.5	16.5	39.5	
9	6.4	6.8	6.2	8.1	5.8	3.1	4.5	7.9	6.7	0.4	2.2	6.6	8.5	5.5	6.3	
8	9.4	9.7	9.4	10.0	8.1	11.5	11.2	11.0	7.7	9.4	10.4	8.2	7.9	8.4	10.4	
7	7.8	8.2	7.6	7.0	8.8	7.6	7.8	7.3	7.9	9.4	10.6	8.4	6.7	9.5	7.3	
6	6.6	7.2	6.5	6.4	7.1	6.2	8.2	6.2	6.9	7.5	7.5	7.5	6.4	8.2	6.0	
NEUTRAL-5	16.0	19.0	14.7	10.9	18.6	25.0	21.5	10.8	18.8	25.2	20.5	18.0	18.2	17.9	14.4	
DISAGREE	24.4	34.5	20.1	14.1	36.5	23.6	25.0	14.1	36.0	23.2	25.8	35.1	37.0	34.0	16.0	
4	4.4	6.2	3.7	3.7	5.1	4.5	4.9	3.7	5.1	4.3	4.9	5.5	6.1	5.1	3.6	
3	3.6	4.7	3.2	2.4	4.8	4.5	3.9	2.5	4.5	4.7	4.6	4.4	3.3	5.1	3.0	
2	4.0	6.0	3.1	2.1	6.0	4.2	5.3	2.0	6.1	3.9	4.9	6.2	4.5	7.1	2.2	
1	2.6	4.2	1.9	1.6	4.0	1.4	1.6	1.7	4.2	0.4	2.0	4.3	3.9	4.6	1.2	
0	9.9	13.5	8.3	4.3	16.6	9.0	9.4	4.2	16.1	9.8	9.5	14.7	19.1	12.1	6.1	
Mean	6.39	5.36	6.84	7.58	5.16	6.06	6.02	7.57	5.23	6.04	5.99	5.32	5.17	5.41	7.23	



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36. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? THERE'S A LOT OF DISAGREEMENT OVER ABORTION POLICY AND HOW TO HELP WOMEN IN DIFFICULT SITUATIONS. HOWEVER, WE CAN ALL AGREE THAT REDUCING THE NUMBER OF ABORTIONS IS A GOOD THING TO DO.

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	ABOR- TION	THREAT S TO	
Total	2000	137	44	857	161	181	132	99	303	
AGREE	59.6	48.9	68.2	65.6	60.2	70.2	50.0	43.4	51.8	
Strongly	45.1	31.4	47.7	51.1	41.6	58.6	34.8	31.3	38.9	
10	29.2	13.1	22.7	32.2	26.7	43.1	22.7	21.2	29.0	
9	6.4	8.8	13.6	8.2	3.1	3.3	4.5	6.1	5.3	
8	9.4	9.5	11.4	10.7	11.8	12.2	7.6	4.0	4.6	
7	7.8	8.0	11.4	8.2	12.4	6.1	6.1	9.1	5.9	
6	6.6	9.5	9.1	6.3	6.2	5.5	9.1	3.0	6.9	
NEUTRAL-5	16.0	17.5	9.1	15.5	17.4	14.4	16.7	11.1	19.1	
DISAGREE	24.4	33.6	22.7	18.9	22.4	15.5	33.3	45.5	29.0	
4	4.4	2.9	11.4	3.2	6.8	3.3	9.1	5.1	4.3	
3	3.6	5.1	0.0	3.0	4.3	3.3	5.3	7.1	3.0	
2	4.0	8.0	0.0	3.2	1.9	2.2	5.3	6.1	5.0	
1	2.6	2.2	4.5	2.3	1.9	1.1	3.8	3.0	3.6	
0	9.9	15.3	6.8	7.2	7.5	5.5	9.8	24.2	13.2	
Mean	6.39	5.32	6.70	6.84	6.47	7.34	5.76	4.93	5.93	



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	819	892	720	740	540	375	307	258	345	433	282	
AGREE	59.6	75.1	47.1	75.4	47.2	55.4	76.0	49.5	51.6	74.8	45.5	58.9	
Strongly	45.1	62.3	31.2	63.1	31.4	40.0	63.5	32.2	37.2	62.6	30.7	42.6	
10	29.2	43.8	16.5	44.2	16.1	27.2	45.6	14.0	25.6	42.6	17.6	28.7	
9	6.4	7.9	5.9	7.9	6.6	4.3	8.8	8.5	3.9	7.0	5.3	4.6	
8	9.4	10.5	8.7	11.0	8.6	8.5	9.1	9.8	7.8	13.0	7.9	9.2	
7	7.8	7.8	8.4	7.5	8.6	7.0	6.7	8.5	5.8	8.4	8.8	8.2	
6	6.6	5.0	7.5	4.9	7.2	8.3	5.9	8.8	8.5	3.8	6.0	8.2	
NEUTRAL-5	16.0	11.1	18.4	10.3	18.5	20.2	11.2	19.9	23.6	9.3	17.6	17.0	
DISAGREE	24.4	13.8	34.5	14.3	34.3	24.4	12.8	30.6	24.8	15.9	37.0	24.1	
4	4.4	3.4	4.9	3.9	4.7	4.6	4.3	4.6	4.7	3.5	4.8	4.6	
3	3.6	2.3	4.7	2.4	5.1	3.3	1.6	4.2	3.1	3.2	5.8	3.5	
2	4.0	2.1	6.2	1.9	5.4	4.6	2.9	2.9	5.4	0.9	7.2	3.9	
1	2.6	1.7	3.7	1.8	4.2	1.3	0.8	4.6	1.2	2.9	3.9	1.4	
0	9.9	4.3	15.0	4.3	14.9	10.6	3.2	14.3	10.5	5.5	15.2	10.6	
Mean	6.39	7.61	5.34	7.62	5.35	6.18	7.74	5.47	6.03	7.49	5.26	6.32	



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36. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? THERE'S A LOT OF DISAGREEMENT OVER ABORTION POLICY AND HOW TO HELP WOMEN IN DIFFICULT SITUATIONS. HOWEVER, WE CAN ALL AGREE THAT REDUCING THE NUMBER OF ABORTIONS IS A GOOD THING TO DO.

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	59.6	44.1	45.0	43.4	55.0	72.5	81.6	76.6	68.3	61.9	80.2	41.2	52.4	65.6	39.4	54.0	68.0
Strongly	45.1	29.7	32.1	27.8	38.5	56.3	73.8	64.2	47.6	46.3	69.8	27.3	33.1	51.6	28.2	39.3	48.4
10	29.2	14.4	18.8	11.1	22.9	36.9	60.3	47.6	33.3	21.8	52.0	11.8	19.3	31.2	12.7	26.1	38.3
9	6.4	7.2	7.1	7.3	5.7	7.9	5.3	6.7	9.5	8.2	7.6	7.1	5.9	6.2	5.6	4.4	3.1
8	9.4	8.1	6.2	9.5	10.0	11.5	8.1	10.0	4.8	16.3	10.2	8.3	7.9	14.1	9.9	8.8	7.0
7	7.8	7.9	7.9	7.9	8.4	9.7	4.1	7.1	12.7	9.5	6.3	7.8	9.1	12.5	4.2	7.3	7.8
6	6.6	6.5	5.0	7.6	8.1	6.5	3.8	5.3	7.9	6.1	4.1	6.2	10.2	1.6	7.0	7.3	11.7
NEUTRAL-5	16.0	17.4	14.2	19.9	19.5	14.1	7.5	11.1	6.3	16.3	9.0	19.0	17.7	18.8	18.3	22.3	15.6
DISAGREE	24.4	38.5	40.8	36.7	25.5	13.4	10.9	12.3	25.4	21.8	10.8	39.8	29.9	15.6	42.3	23.8	16.4
4	4.4	6.1	5.8	6.3	5.3	1.6	2.8	2.1	11.1	4.8	2.7	5.5	4.7	0.0	5.6	5.9	0.8
3	3.6	4.5	4.2	4.7	4.3	3.4	0.9	2.3	4.8	4.1	1.6	4.5	6.3	4.7	4.2	2.9	3.9
2	4.0	5.2	5.4	5.1	5.0	2.4	1.2	1.9	1.6	4.1	1.4	5.7	5.9	1.6	5.6	4.7	3.9
1	2.6	5.6	3.8	7.0	1.8	1.3	0.6	1.0	6.3	2.7	1.0	5.9	2.4	0.0	2.8	0.9	1.6
0	9.9	17.1	21.7	13.6	9.2	4.7	5.3	5.0	1.6	6.1	4.1	18.2	10.6	9.4	23.9	9.4	6.2
Mean	6.39	5.09	5.08	5.09	6.10	7.32	8.22	7.73	6.94	6.49	8.03	4.88	5.74	6.89	4.69	6.20	6.95



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BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING-VOTER	WLTHY-UPPER	Weal-MIDDLE	Upper-Middle	MIDDLE-LOWER	Middle-Class	Lower-Middle	POOR-Class	MAIN-STREAM	EVAN-GEL-
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	59.6	46.8	49.7	77.3	58.3	61.3	73.9	59.2	59.6	62.7	54.0	56.1	63.3	80.7	64.1	47.6
Strongly	45.1	31.4	33.5	64.5	41.8	45.9	65.2	42.6	45.2	47.2	41.6	42.9	49.9	73.1	49.8	28.9
10	29.2	17.4	20.0	45.7	24.2	26.4	32.6	25.4	29.3	30.9	26.4	32.8	34.6	52.6	29.8	18.6
9	6.4	5.7	5.5	7.7	6.6	11.6	15.2	11.0	5.7	5.5	5.9	4.0	5.8	8.8	8.5	3.8
8	9.4	8.4	8.1	11.2	11.0	7.9	17.4	6.2	10.2	10.8	9.2	6.1	9.5	11.7	11.5	6.5
7	7.8	8.5	7.4	7.2	8.4	9.4	4.3	10.3	7.7	8.2	6.7	6.1	8.8	4.1	8.3	7.7
6	6.6	6.9	8.7	5.6	8.2	6.0	4.3	6.2	6.7	7.3	5.7	7.1	4.6	3.5	6.0	11.1
NEUTRAL-5	16.0	18.6	22.6	10.7	18.5	11.9	6.5	12.9	17.5	15.4	21.3	11.6	15.4	9.4	13.3	20.0
DISAGREE	24.4	34.6	27.7	12.0	23.2	26.7	19.6	27.9	22.9	21.9	24.7	32.3	21.2	9.9	22.6	32.4
4	4.4	5.0	6.8	2.9	4.5	5.7	2.2	6.2	4.1	3.8	4.6	4.5	3.6	3.5	5.2	4.7
3	3.6	4.6	4.5	2.2	4.6	6.3	6.5	6.2	3.2	3.0	3.4	3.0	2.9	1.2	3.6	4.7
2	4.0	5.2	6.1	1.7	4.8	3.8	4.3	3.7	4.2	4.0	4.6	2.5	5.1	0.6	3.6	3.8
1	2.6	4.2	1.9	1.0	2.6	2.2	4.3	1.8	2.7	2.4	3.3	2.0	2.5	1.8	2.8	2.6
0	9.9	15.6	8.4	4.2	6.8	8.8	2.2	9.9	8.8	8.7	8.8	20.2	7.1	2.9	7.5	16.6
Mean	6.39	5.34	5.86	7.75	6.33	6.45	7.33	6.30	6.44	6.58	6.20	5.90	6.77	8.16	6.68	5.35



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BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	59.6	58.4	61.8	61.9	61.5	56.6	66.0	59.6	55.6
Strongly	45.1	44.2	46.8	45.8	48.5	42.5	50.9	45.5	40.8
10	29.2	29.2	29.1	27.7	31.8	27.9	32.3	30.1	24.5
9	6.4	5.5	8.2	8.2	8.4	6.1	8.9	5.1	7.2
8	9.4	9.5	9.4	10.0	8.4	8.4	9.7	10.2	9.0
7	7.8	7.0	9.3	10.4	7.1	6.3	7.9	7.5	11.2
6	6.6	7.1	5.7	5.7	5.9	7.8	7.2	6.6	3.6
NEUTRAL-5	16.0	16.8	14.4	15.0	13.4	19.4	14.9	15.1	13.7
DISAGREE	24.4	24.8	23.8	23.1	25.1	24.0	19.1	25.3	30.7
4	4.4	4.8	3.7	3.2	4.6	5.8	2.7	4.1	5.1
3	3.6	4.2	2.5	2.0	3.3	3.4	2.2	4.9	2.9
2	4.0	3.4	5.0	5.0	5.0	3.2	4.2	3.6	6.1
1	2.6	2.6	2.5	2.9	1.7	2.8	1.2	2.4	4.3
0	9.9	9.8	10.1	10.0	10.5	8.9	8.7	10.3	12.3
Mean	6.39	6.35	6.47	6.44	6.52	6.32	6.81	6.38	5.97



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	59.6	62.4	53.4	49.6	54.6	61.2	64.2	60.9	52.6	46.5	52.9	56.1
Strongly	45.1	49.3	36.2	35.8	33.1	45.0	50.8	48.0	39.8	31.5	32.2	33.8
10	29.2	32.8	21.6	22.3	20.4	18.8	33.6	32.1	24.1	20.5	22.3	18.7
9	6.4	6.8	5.6	5.0	6.2	8.8	7.8	6.0	6.0	3.9	5.8	6.5
8	9.4	9.6	9.1	8.5	6.5	17.5	9.4	9.8	9.8	7.1	4.1	8.6
7	7.8	7.5	8.4	6.5	11.2	7.5	6.7	8.2	6.0	7.1	9.9	12.2
6	6.6	5.7	8.8	7.3	10.4	8.8	6.7	4.8	6.8	7.9	10.7	10.1
NEUTRAL-5	16.0	15.3	17.5	15.8	18.8	16.2	15.4	15.2	18.8	12.6	21.5	16.5
DISAGREE	24.4	22.3	29.1	34.6	26.5	22.5	20.4	23.9	28.6	40.9	25.6	27.3
4	4.4	3.6	6.1	6.2	7.3	3.8	3.8	3.4	5.3	7.1	7.4	7.2
3	3.6	2.9	5.3	6.5	3.8	6.2	2.5	3.1	4.5	8.7	3.3	4.3
2	4.0	4.2	3.4	4.2	3.5	2.5	3.8	4.5	3.0	5.5	3.3	3.6
1	2.6	2.1	3.6	5.0	2.3	5.0	1.3	2.7	5.3	4.7	3.3	1.4
0	9.9	9.6	10.6	12.7	9.6	5.0	8.9	10.1	10.5	15.0	8.3	10.8
Mean	6.39	6.63	5.89	5.62	5.96	6.36	6.77	6.51	5.95	5.27	5.99	5.94



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
AGREE	59.6	44.4	54.2	58.5	62.2	64.4	62.9	54.0	63.2	56.4	63.5	60.6	58.6	
Strongly	45.1	26.2	35.5	44.8	47.0	53.4	49.6	37.5	50.1	40.2	51.2	46.1	44.2	
10	29.2	11.9	20.7	28.4	31.1	36.2	33.8	22.2	33.8	24.7	34.8	29.8	28.7	
9	6.4	4.4	5.0	7.2	6.7	7.7	6.5	5.8	6.9	6.0	7.0	7.3	5.7	
8	9.4	10.0	9.7	9.3	9.2	9.6	9.3	9.6	9.4	9.5	9.4	8.9	9.9	
7	7.8	8.8	7.7	8.1	8.6	7.4	7.2	8.1	7.6	8.2	7.3	7.0	8.5	
6	6.6	9.4	11.0	5.7	6.7	3.6	6.1	8.4	5.5	7.9	5.1	7.6	5.8	
NEUTRAL-5	16.0	21.2	16.7	17.9	14.0	15.3	14.4	18.1	14.6	17.0	14.8	17.4	14.7	
DISAGREE	24.4	34.4	29.1	23.6	23.8	20.3	22.6	27.8	22.2	26.7	21.7	21.9	26.7	
4	4.4	8.8	6.4	4.2	2.9	2.2	4.6	5.9	3.4	5.0	3.6	4.5	4.3	
3	3.6	8.8	5.4	3.9	3.2	2.5	2.1	5.4	2.5	4.8	2.2	2.9	4.3	
2	4.0	3.8	3.0	2.7	2.9	3.8	6.1	3.0	4.6	3.0	5.2	3.6	4.2	
1	2.6	4.4	2.3	2.7	3.2	3.0	1.3	2.9	2.3	3.0	2.0	2.1	2.9	
0	9.9	8.8	12.0	10.1	11.7	8.8	8.6	10.6	9.5	10.9	8.6	8.8	10.8	
Mean	6.39	5.35	5.84	6.39	6.44	6.84	6.68	5.97	6.67	6.10	6.75	6.53	6.27	



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	59.6	45.8	56.0	62.0	64.2	44.2	58.6	62.1	64.9	46.9	53.6	61.9	63.5	53.3	59.8	67.1
Strongly	45.1	27.6	40.1	47.5	51.8	26.7	43.5	48.4	50.7	28.1	37.0	46.7	52.9	38.5	45.3	53.2
10	29.2	11.2	24.6	32.6	35.0	12.8	25.1	34.7	33.5	10.2	24.2	30.8	36.5	22.6	29.5	37.0
9	6.4	5.6	6.0	6.1	7.2	4.7	8.8	6.9	7.4	6.2	3.4	5.5	7.1	6.4	6.8	5.7
8	9.4	10.7	9.5	8.8	9.5	9.3	9.6	6.9	9.8	11.7	9.4	10.4	9.3	9.5	9.0	10.5
7	7.8	8.9	7.1	8.8	7.2	7.0	7.1	6.9	7.1	10.2	7.2	10.4	7.4	8.9	7.8	6.2
6	6.6	9.3	8.7	5.8	5.1	10.5	7.9	6.9	7.1	8.6	9.4	4.8	3.2	5.8	6.7	7.6
NEUTRAL-5	16.0	18.7	17.7	15.3	14.6	19.8	21.3	18.1	13.9	18.0	14.3	12.8	15.3	18.4	15.3	14.6
DISAGREE	24.4	35.5	26.4	22.7	21.2	36.0	20.1	19.8	21.3	35.2	32.1	25.3	21.2	28.3	24.9	18.4
4	4.4	8.4	4.8	3.5	3.6	8.1	6.3	3.2	3.3	8.6	3.4	3.8	4.0	5.7	4.1	3.6
3	3.6	8.4	5.0	2.0	2.6	10.5	3.8	0.4	2.2	7.0	6.0	3.5	2.9	5.5	3.3	2.1
2	4.0	4.2	2.8	3.2	5.2	2.3	1.7	3.6	5.2	5.5	3.8	2.8	5.3	3.8	4.0	4.1
1	2.6	4.2	2.8	3.0	1.6	4.7	2.1	1.6	1.9	3.9	3.4	4.2	1.3	3.6	2.3	1.7
0	9.9	10.3	11.1	11.0	8.2	10.5	6.3	10.9	8.7	10.2	15.5	11.1	7.7	9.7	11.2	6.9
Mean	6.39	5.32	6.09	6.53	6.81	5.28	6.53	6.66	6.73	5.34	5.69	6.42	6.88	6.00	6.36	6.98



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

37. ANY ABORTION POLICY MUST HAVE BROAD PUBLIC SUPPORT BEFORE BEING ENACTED INTO LAW.

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	60.0	58.3	61.7	63.3	62.8	63.1	49.3	51.4	41.9	59.3	61.6	59.4	37.3	55.5	57.9	56.2	70.3	62.5	69.3	54.2
Strongly	43.0	49.7	47.2	44.8	48.9	37.9	29.4	28.4	27.9	42.5	46.8	40.4	11.8	40.4	39.0	41.0	51.1	44.7	51.0	37.0
10	23.2	32.7	27.7	24.9	23.7	19.4	10.0	13.5	23.3	23.8	27.7	20.6	2.0	21.6	18.9	24.7	31.9	21.2	24.1	17.6
9	7.4	4.0	6.1	8.6	8.6	8.3	7.0	8.1	4.7	6.6	6.6	7.0	3.9	6.6	6.2	6.6	6.8	9.9	11.1	8.3
8	12.5	13.1	13.5	11.3	16.5	10.2	12.4	6.8	0.0	12.1	12.5	12.8	5.9	12.2	13.9	9.7	12.4	13.6	15.7	11.1
7	9.0	4.5	6.9	12.9	7.0	12.4	7.0	16.2	4.7	8.9	8.7	9.6	6.9	7.1	9.9	9.7	10.2	9.2	8.8	9.7
6	8.1	4.0	7.7	5.6	7.0	12.7	12.9	6.8	9.3	7.9	6.1	9.4	18.6	8.0	9.0	5.6	9.0	8.6	9.6	7.4
NEUTRAL-5	18.7	17.6	17.4	20.4	19.4	16.6	22.4	21.6	7.0	20.0	18.6	21.5	26.5	19.7	20.1	26.4	14.9	14.5	12.3	17.1
DISAGREE	21.2	24.1	20.8	16.4	17.7	20.4	28.4	27.0	51.2	20.7	19.8	19.1	36.3	24.8	22.0	17.4	14.9	23.1	18.4	28.7
4	4.8	1.0	4.0	3.5	5.5	6.4	7.5	9.5	2.3	5.1	3.2	7.0	13.7	4.6	6.2	6.2	3.7	4.0	3.8	4.2
3	3.8	1.5	3.2	2.7	4.6	3.2	8.5	4.1	7.0	3.3	2.6	3.8	6.9	3.2	5.0	1.7	3.1	5.7	4.2	7.4
2	3.2	2.5	2.9	2.4	1.7	4.1	5.5	4.1	9.3	2.6	2.6	2.1	4.9	3.4	4.6	1.4	0.3	4.8	3.8	6.0
1	1.4	0.5	1.3	1.3	1.4	1.6	1.5	1.4	2.3	1.2	1.2	1.3	2.0	1.7	0.9	1.0	0.9	1.7	1.9	1.4
0	8.1	18.6	9.5	6.4	4.6	5.1	5.5	8.1	30.2	8.5	10.2	4.9	8.8	11.9	5.3	6.9	6.8	6.9	4.6	9.7
Mean	6.41	6.25	6.53	6.71	6.76	6.41	5.68	5.84	4.49	6.40	6.54	6.47	4.81	6.06	6.30	6.51	7.05	6.42	6.85	5.90



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	2000	350	450	768	432	1680	1436	244	320	204	116
AGREE	60.0	58.3	58.0	60.9	62.0	61.4	61.4	61.1	53.1	51.5	56.0
Strongly	43.0	41.4	40.4	44.8	43.8	44.7	46.1	36.5	34.1	31.4	38.8
10	23.2	20.9	20.9	26.8	20.8	23.8	24.4	20.1	20.0	15.7	27.6
9	7.4	8.0	7.1	6.1	9.3	7.8	8.2	5.3	5.0	5.9	3.4
8	12.5	12.6	12.4	11.8	13.7	13.2	13.5	11.1	9.1	9.8	7.8
7	9.0	9.1	8.7	8.5	10.0	9.0	8.1	14.3	8.4	7.4	10.3
6	8.1	7.7	8.9	7.7	8.3	7.6	7.2	10.2	10.6	12.7	6.9
NEUTRAL-5	18.7	19.4	16.7	18.9	19.9	18.1	17.9	19.3	21.9	22.5	20.7
DISAGREE	21.2	22.3	25.3	20.2	18.1	20.5	20.7	19.7	25.0	26.0	23.3
4	4.8	6.9	6.7	3.9	2.8	4.2	3.8	7.0	7.8	7.4	8.6
3	3.8	3.7	5.1	3.8	2.8	3.4	3.2	4.5	6.2	7.4	4.3
2	3.2	2.6	3.6	3.0	3.5	3.0	3.1	2.5	3.8	4.4	2.6
1	1.4	2.0	1.8	0.8	1.4	1.3	1.4	0.8	1.6	1.5	1.7
0	8.1	7.1	8.2	8.7	7.6	8.6	9.2	4.9	5.6	5.4	6.0
Mean	6.41	6.34	6.21	6.52	6.48	6.47	6.48	6.43	6.09	5.91	6.41



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BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
	UNITED STATES	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	60.0	63.0	58.8	56.4	65.6	56.2	56.6	57.2	65.4	52.4	55.6	64.1	67.6	62.0	57.0	
Strongly	43.0	47.3	41.2	39.9	47.2	41.0	38.9	40.5	47.1	38.6	38.2	46.5	53.6	42.2	40.3	
10	23.2	23.3	23.2	20.6	25.5	24.7	23.1	21.2	25.5	22.4	22.5	24.2	30.0	20.7	22.4	
9	7.4	9.5	6.4	6.5	8.6	6.6	5.7	6.3	8.9	5.9	4.6	9.1	10.9	8.0	6.0	
8	12.5	14.5	11.7	12.8	13.1	9.7	10.2	13.0	12.6	10.2	11.0	13.2	12.7	13.5	11.9	
7	9.0	7.8	9.4	8.1	9.6	9.7	10.4	8.4	9.9	7.9	9.5	9.2	7.3	10.4	8.7	
6	8.1	7.8	8.2	8.3	8.8	5.6	7.2	8.4	8.5	5.9	7.9	8.3	6.7	9.3	7.9	
NEUTRAL-5	18.7	15.8	19.9	19.8	14.6	26.4	23.7	19.7	15.0	27.2	23.6	15.8	11.2	18.6	20.9	
DISAGREE	21.2	21.2	21.4	23.8	19.8	17.4	19.8	23.0	19.5	20.5	20.8	20.1	21.2	19.4	22.2	
4	4.8	4.7	4.9	5.2	3.9	6.2	6.5	5.0	4.2	6.3	5.7	4.1	4.2	4.0	5.3	
3	3.8	5.0	3.4	3.8	4.6	1.7	2.7	4.2	3.9	2.4	3.5	4.8	4.8	4.8	3.1	
2	3.2	3.8	2.9	3.8	3.0	1.4	2.5	3.2	3.5	2.0	3.3	3.4	4.2	2.9	2.9	
1	1.4	1.7	1.2	1.4	1.4	1.0	1.0	1.4	1.2	1.6	0.9	1.4	1.2	1.5	1.3	
0	8.1	6.0	9.0	9.5	6.9	6.9	7.0	9.3	6.8	8.3	7.3	6.4	6.7	6.2	9.4	
Mean	6.41	6.59	6.33	6.14	6.67	6.51	6.38	6.20	6.68	6.24	6.28	6.62	6.88	6.47	6.24	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
AGREE	60.0	53.3	56.8	59.4	65.8	58.0	55.3	59.6	67.7
Strongly	43.0	29.9	38.6	42.4	41.0	43.1	39.4	44.4	54.5
10	23.2	13.9	18.2	22.4	21.7	21.5	28.8	23.2	30.0
9	7.4	5.8	9.1	6.9	8.7	5.0	3.8	12.1	10.6
8	12.5	10.2	11.4	13.1	10.6	16.6	6.8	9.1	13.9
7	9.0	9.5	11.4	8.8	15.5	8.8	9.8	8.1	5.6
6	8.1	13.9	6.8	8.3	9.3	6.1	6.1	7.1	7.6
NEUTRAL-5	18.7	19.7	15.9	20.9	13.7	19.9	15.2	14.1	15.8
DISAGREE	21.2	27.0	27.3	19.7	20.5	22.1	29.5	26.3	16.5
4	4.8	6.6	11.4	4.0	6.2	4.4	10.6	2.0	3.3
3	3.8	4.4	2.3	4.0	2.5	3.3	8.3	4.0	2.6
2	3.2	5.8	6.8	2.7	4.3	1.1	3.0	5.1	2.6
1	1.4	2.2	0.0	1.2	1.9	2.2	0.8	1.0	1.3
0	8.1	8.0	6.8	7.9	5.6	11.0	6.8	14.1	6.6
Mean	6.41	5.74	6.20	6.40	6.56	6.23	6.32	6.15	6.98



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282	
AGREE	60.0	56.5	64.1	56.8	63.9	59.1	57.6	66.1	60.1	55.9	62.4	58.2	
Strongly	43.0	39.9	46.9	40.0	45.8	43.1	41.6	46.9	45.3	38.3	45.0	41.1	
10	23.2	21.0	24.8	20.4	24.6	24.8	17.3	21.8	25.6	23.8	26.6	24.1	
9	7.4	6.5	8.9	6.4	8.6	6.9	7.5	10.7	7.8	5.2	7.2	6.0	
8	12.5	12.5	13.2	13.2	12.6	11.5	16.8	14.3	12.0	9.3	11.3	11.0	
7	9.0	9.0	8.9	8.1	9.6	9.3	8.0	10.1	8.1	8.1	9.2	10.3	
6	8.1	7.6	8.4	8.8	8.5	6.7	8.0	9.1	6.6	9.6	8.1	6.7	
NEUTRAL-5	18.7	20.3	16.5	19.7	15.5	21.7	19.7	14.0	22.9	19.7	16.6	20.6	
DISAGREE	21.2	23.2	19.4	23.5	20.5	19.3	22.7	19.9	17.1	24.3	21.0	21.3	
4	4.8	5.3	4.1	4.6	4.7	5.2	4.0	5.2	4.3	5.2	4.4	6.0	
3	3.8	3.9	3.9	4.2	4.2	3.0	4.8	3.3	3.1	3.5	4.8	2.8	
2	3.2	3.1	3.8	3.3	3.1	3.0	2.4	2.9	3.1	4.3	3.2	2.8	
1	1.4	1.6	1.3	1.4	1.6	0.9	1.1	1.6	1.2	1.7	1.6	0.7	
0	8.1	9.4	6.2	10.0	6.9	7.2	10.4	6.8	5.4	9.6	6.9	8.9	
Mean	6.41	6.18	6.65	6.14	6.60	6.51	6.14	6.63	6.66	6.13	6.57	6.38	



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	60.0	65.5	64.2	66.5	58.8	58.9	55.0	57.1	63.5	60.5	54.9	66.8	57.5	70.3	59.2	58.9	59.4
Strongly	43.0	49.1	52.5	46.5	41.0	39.0	41.9	40.3	49.2	42.2	38.2	49.8	36.6	56.2	45.1	43.7	40.6
10	23.2	26.6	30.8	23.4	24.0	17.8	21.6	19.5	28.6	23.8	18.4	26.3	21.7	25.0	26.8	25.8	21.1
9	7.4	10.3	11.2	9.5	6.1	6.0	6.9	6.4	7.9	7.5	5.9	11.1	4.3	9.4	7.0	6.7	7.0
8	12.5	12.2	10.4	13.6	10.9	15.2	13.4	14.4	12.7	10.9	13.9	12.3	10.6	21.9	11.3	11.1	12.5
7	9.0	9.0	6.7	10.8	9.4	10.7	5.6	8.4	6.3	9.5	7.8	9.7	10.6	4.7	7.0	8.5	12.5
6	8.1	7.4	5.0	9.2	8.4	9.2	7.5	8.4	7.9	8.8	8.8	7.3	10.2	9.4	7.0	6.7	6.2
NEUTRAL-5	18.7	13.1	12.9	13.3	20.9	22.5	18.8	20.8	15.9	18.4	20.6	12.1	20.5	18.8	16.9	22.3	22.7
DISAGREE	21.2	21.4	22.9	20.3	20.4	18.6	26.2	22.1	20.6	21.1	24.5	21.1	22.0	10.9	23.9	18.8	18.0
4	4.8	5.0	4.6	5.4	5.9	2.1	5.0	3.4	4.8	5.4	4.3	4.5	6.3	0.0	8.5	5.9	1.6
3	3.8	2.9	3.8	2.2	4.7	5.2	1.9	3.7	3.2	5.4	3.9	2.6	7.5	1.6	4.2	2.3	3.9
2	3.2	4.3	4.2	4.4	2.0	4.7	1.9	3.4	7.9	3.4	2.7	3.8	1.2	6.2	4.2	2.1	4.7
1	1.4	1.6	0.8	2.2	0.9	1.3	1.9	1.6	1.6	0.0	1.8	1.9	1.6	0.0	0.0	0.9	1.6
0	8.1	7.6	9.6	6.0	6.7	5.2	15.6	10.0	3.2	6.8	11.8	8.3	5.5	3.1	7.0	7.6	6.2
Mean	6.41	6.68	6.73	6.65	6.45	6.31	5.94	6.14	6.76	6.49	5.96	6.70	6.30	7.09	6.52	6.55	6.41



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	60.0	64.7	57.1	56.1	59.5	64.5	69.6	63.6	58.6	57.6	60.3	64.1	60.4	53.2	60.7	61.7
Strongly	43.0	46.7	40.3	40.0	40.3	45.0	54.3	43.4	41.6	40.7	43.3	50.0	43.8	37.4	44.0	43.9
10	23.2	25.2	24.2	20.5	20.7	18.6	19.6	18.4	21.8	19.9	25.3	40.9	26.8	19.3	20.2	24.3
9	7.4	9.0	6.1	6.0	6.7	11.0	13.0	10.7	6.9	7.1	6.7	4.5	6.3	4.7	8.3	8.1
8	12.5	12.4	10.0	13.5	12.9	15.4	21.7	14.3	12.9	13.8	11.3	4.5	10.7	13.5	15.5	11.5
7	9.0	9.5	9.4	8.2	9.6	9.4	8.7	9.6	8.6	8.1	9.4	11.1	9.0	8.8	8.7	9.1
6	8.1	8.5	7.4	7.9	9.5	10.1	6.5	10.7	8.4	8.7	7.7	3.0	7.6	7.0	7.9	8.7
NEUTRAL-5	18.7	15.5	24.8	19.9	19.9	16.4	10.9	17.3	19.5	19.3	19.9	16.2	20.5	20.5	17.1	18.2
DISAGREE	21.2	19.8	18.1	24.1	20.6	19.2	19.6	19.1	21.9	23.1	19.7	19.7	19.0	26.3	22.2	20.2
4	4.8	4.3	7.1	4.5	5.7	4.1	4.3	4.0	4.9	5.3	4.2	5.1	3.9	2.9	5.6	5.3
3	3.8	3.8	2.3	4.5	3.9	3.5	2.2	3.7	4.3	4.0	5.0	1.0	3.7	1.8	5.6	3.0
2	3.2	3.3	2.3	3.3	3.4	4.4	4.3	4.4	3.2	3.6	2.3	1.0	2.9	6.4	2.0	3.2
1	1.4	1.4	1.0	1.5	1.4	1.9	2.2	1.8	1.2	1.5	0.8	1.5	0.7	1.8	1.2	2.0
0	8.1	7.0	5.5	10.3	6.2	5.3	6.5	5.1	8.3	8.7	7.5	11.1	7.8	13.5	7.9	6.7
Mean	6.41	6.65	6.52	6.10	6.38	6.53	6.76	6.50	6.32	6.20	6.52	6.90	6.55	5.80	6.39	6.53



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37. ANY ABORTION POLICY MUST HAVE BROAD PUBLIC SUPPORT BEFORE BEING ENACTED INTO LAW.

BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	60.0	59.2	61.8	62.1	61.1	58.7	64.3	59.5	58.1
Strongly	43.0	42.0	44.9	43.3	47.7	41.9	47.6	42.1	40.8
10	23.2	25.2	19.1	18.1	20.9	22.0	19.9	27.5	18.1
9	7.4	6.1	9.9	8.4	12.6	7.3	10.4	5.2	9.0
8	12.5	10.8	15.9	16.8	14.2	12.7	17.4	9.5	13.7
7	9.0	9.5	7.8	8.6	6.3	9.7	7.4	9.5	8.3
6	8.1	7.6	9.1	10.2	7.1	7.1	9.2	7.9	9.0
NEUTRAL-5	18.7	19.2	17.8	17.9	17.6	19.0	18.4	19.3	17.0
DISAGREE	21.2	21.7	20.4	20.0	21.3	22.3	17.4	21.2	24.9
4	4.8	5.1	4.3	4.5	3.8	4.7	4.2	5.4	4.3
3	3.8	4.3	2.9	2.3	4.2	5.0	2.2	3.8	4.0
2	3.2	2.6	4.3	4.1	4.6	2.8	2.7	2.4	6.5
1	1.4	1.3	1.5	1.8	0.8	1.3	1.2	1.3	1.8
0	8.1	8.4	7.5	7.3	7.9	8.6	6.9	8.3	8.3
Mean	6.41	6.41	6.41	6.37	6.48	6.32	6.61	6.46	6.13



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	60.0	61.1	57.8	53.8	62.3	62.5	62.1	60.2	56.4	51.2	62.8	61.9
Strongly	43.0	44.7	39.4	38.1	41.5	40.0	47.0	42.8	41.4	34.6	40.5	42.4
10	23.2	22.9	23.6	23.8	23.8	22.5	20.2	25.3	24.1	23.6	23.1	24.5
9	7.4	8.2	5.6	4.2	7.3	5.0	9.7	6.8	4.5	3.9	9.9	5.0
8	12.5	13.6	10.2	10.0	10.4	12.5	17.0	10.7	12.8	7.1	7.4	12.9
7	9.0	9.3	8.3	7.7	8.8	11.2	8.6	9.8	7.5	7.9	10.7	7.2
6	8.1	7.1	10.2	8.1	11.9	11.2	6.5	7.7	7.5	8.7	11.6	12.2
NEUTRAL-5	18.7	18.8	18.6	20.0	17.3	17.5	19.4	18.2	20.3	19.7	14.0	20.1
DISAGREE	21.2	20.1	23.6	26.2	20.4	20.0	18.5	21.6	23.3	29.1	23.1	18.0
4	4.8	4.0	6.4	5.0	6.5	10.0	3.2	4.8	6.0	3.9	7.4	5.8
3	3.8	3.5	4.5	6.2	4.6	0.0	3.8	3.3	3.8	8.7	5.0	4.3
2	3.2	3.2	3.1	3.5	3.1	2.5	2.5	3.7	0.8	6.3	5.8	0.7
1	1.4	1.5	1.1	0.8	1.2	1.2	1.1	1.8	0.8	0.8	1.7	0.7
0	8.1	7.9	8.4	10.8	5.0	6.2	7.8	8.1	12.0	9.4	3.3	6.5
Mean	6.41	6.48	6.26	6.05	6.55	6.50	6.53	6.43	6.20	5.89	6.53	6.56



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
AGREE	60.0	51.2	58.9	57.0	62.5	59.2	64.4	56.5	62.4	58.3	62.3	61.1	59.2
Strongly	43.0	31.9	39.5	41.2	46.0	43.3	47.5	38.7	45.9	40.8	45.8	44.4	41.8
10	23.2	18.8	23.7	23.3	27.9	22.5	21.7	22.5	23.5	24.1	22.0	21.1	25.0
9	7.4	5.6	4.7	6.0	7.0	8.2	9.9	5.4	8.6	5.9	9.2	8.6	6.2
8	12.5	7.5	11.0	11.9	11.1	12.6	16.0	10.7	13.7	10.8	14.6	14.7	10.6
7	9.0	6.2	10.0	8.1	10.2	7.4	10.1	8.4	9.3	8.9	9.0	8.7	9.2
6	8.1	13.1	9.4	7.8	6.3	8.5	6.8	9.4	7.2	8.6	7.5	8.0	8.2
NEUTRAL-5	18.7	21.2	17.7	20.9	18.7	20.3	16.0	19.8	18.0	19.5	17.7	18.7	18.7
DISAGREE	21.2	27.5	23.4	22.1	18.7	20.5	19.6	23.7	19.7	22.3	20.0	20.2	22.2
4	4.8	6.2	7.4	6.0	3.8	3.8	3.4	6.5	3.6	5.8	3.6	4.5	5.1
3	3.8	3.8	6.7	2.7	3.8	2.7	3.8	4.4	3.5	4.2	3.4	3.8	3.9
2	3.2	8.1	1.7	1.8	3.5	3.8	2.7	3.0	3.2	3.2	3.1	2.8	3.5
1	1.4	2.5	1.0	0.9	0.6	1.4	1.9	1.3	1.4	1.1	1.7	1.3	1.4
0	8.1	6.9	6.7	10.7	7.0	8.8	7.8	8.4	7.9	8.0	8.2	7.9	8.3
Mean	6.41	5.82	6.37	6.26	6.68	6.36	6.57	6.21	6.54	6.35	6.49	6.44	6.38



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37. ANY ABORTION POLICY MUST HAVE BROAD PUBLIC SUPPORT BEFORE BEING ENACTED INTO LAW.

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	60.0	52.3	59.1	61.1	62.1	51.2	63.2	60.1	62.7	53.1	55.5	61.9	61.6	60.4	60.5	58.5
Strongly	43.0	32.2	41.7	44.1	46.2	32.6	42.7	45.2	47.7	32.0	40.8	43.3	44.7	43.6	43.3	41.5
10	23.2	20.6	23.6	25.9	21.6	22.1	23.0	22.6	18.5	19.5	24.2	28.7	24.6	23.9	22.2	24.6
9	7.4	4.7	5.8	6.7	9.7	7.0	6.3	9.7	9.8	3.1	5.3	4.2	9.5	7.5	7.2	7.6
8	12.5	7.0	12.3	11.5	14.9	3.5	13.4	12.9	19.3	9.4	11.3	10.4	10.6	12.2	13.9	9.3
7	9.0	7.9	8.9	9.9	8.6	9.3	10.5	7.3	8.4	7.0	7.5	12.1	8.7	8.2	9.0	9.8
6	8.1	12.1	8.5	7.1	7.4	9.3	10.0	7.7	6.5	14.1	7.2	6.6	8.2	8.6	8.2	7.2
NEUTRAL-5	18.7	20.1	18.8	19.7	17.4	18.6	17.6	19.0	19.3	21.1	20.0	20.4	15.6	16.6	19.5	19.6
DISAGREE	21.2	27.6	22.0	19.2	20.4	30.2	19.2	21.0	18.0	25.8	24.5	17.6	22.8	23.0	20.0	22.0
4	4.8	6.5	6.7	4.3	3.4	5.8	7.1	4.4	2.5	7.0	6.4	4.2	4.2	5.7	4.3	5.0
3	3.8	6.1	3.8	3.7	3.4	8.1	4.2	4.8	1.9	4.7	3.4	2.8	4.8	4.6	3.6	3.6
2	3.2	6.5	2.0	2.6	3.4	7.0	0.8	4.0	2.2	6.2	3.0	1.4	4.5	3.1	3.3	2.9
1	1.4	1.9	1.0	0.9	1.7	2.3	0.8	0.4	1.9	1.6	1.1	1.4	1.6	0.5	1.5	2.1
0	8.1	6.5	8.5	7.6	8.6	7.0	6.3	7.3	9.5	6.2	10.6	8.0	7.7	9.1	7.5	8.4
Mean	6.41	5.92	6.38	6.56	6.46	5.90	6.59	6.48	6.45	5.94	6.18	6.63	6.47	6.39	6.43	6.37



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38. WE NEED POLICIES THAT SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THERE ARE 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	68.4	82.4	78.4	72.1	70.7	65.6	41.8	44.6	44.2	71.6	76.8	68.9	35.3	75.2	69.7	62.8	74.6	58.1	67.8	46.3
Strongly	50.4	72.4	65.4	56.0	50.1	38.9	20.4	24.3	37.2	54.5	63.2	44.3	20.6	61.0	49.5	47.2	54.2	37.1	47.1	25.0
10	30.6	56.8	44.1	30.6	27.8	18.2	9.0	17.6	32.6	34.1	41.4	24.3	10.8	41.4	23.5	31.6	33.4	19.5	22.6	15.7
9	8.7	9.0	8.2	12.3	10.6	8.0	3.5	4.1	0.0	9.4	10.0	9.6	2.9	8.7	13.0	6.6	9.6	6.5	9.2	3.2
8	11.0	6.5	13.2	13.1	11.8	12.7	8.0	2.7	4.7	11.0	11.8	10.4	6.9	10.9	13.0	9.0	11.1	11.1	15.3	6.0
7	10.8	5.0	7.7	9.7	13.7	17.2	10.9	6.8	7.0	10.4	7.9	16.6	4.9	8.5	13.9	9.4	11.1	12.2	12.6	11.6
6	7.2	5.0	5.3	6.4	7.0	9.6	10.4	13.5	0.0	6.7	5.7	8.1	9.8	5.8	6.2	6.2	9.3	8.8	8.0	9.7
NEUTRAL-5	15.1	11.1	11.9	14.2	14.1	15.3	25.4	27.0	9.3	14.1	12.6	14.3	26.5	12.4	13.9	21.5	10.5	18.4	15.3	22.2
DISAGREE	16.6	6.5	9.8	13.7	15.1	19.1	32.8	28.4	46.5	14.4	10.6	16.8	38.2	12.4	16.4	15.6	14.9	23.5	16.9	31.5
4	4.4	0.0	2.6	2.7	3.1	7.6	12.9	4.1	7.0	4.4	2.1	6.6	15.7	3.1	6.5	5.9	3.4	4.6	2.3	7.4
3	2.8	0.0	1.1	1.3	3.4	2.9	7.0	8.1	7.0	2.2	0.9	3.2	9.8	1.9	2.8	2.4	2.2	4.4	3.1	6.0
2	2.5	0.0	1.8	2.4	2.4	2.5	5.0	5.4	4.7	2.0	1.7	1.9	4.9	1.9	1.9	2.1	2.2	4.2	3.4	5.1
1	1.6	0.0	1.1	1.9	1.0	1.6	2.5	8.1	2.3	1.3	1.2	1.3	2.9	1.5	1.9	0.7	0.9	2.5	1.1	4.2
0	5.2	6.5	3.2	5.4	5.3	4.5	5.5	2.7	25.6	4.5	4.7	3.8	4.9	4.1	3.4	4.5	6.2	7.8	6.9	8.8
Mean	7.00	8.22	7.83	7.20	7.04	6.55	5.36	5.57	5.19	7.26	7.67	6.89	5.20	7.58	7.01	6.94	7.22	6.15	6.71	5.47



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38. WE NEED POLICIES THAT SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THERE ARE 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	350	450	768	432	1680	1436	244	320	204	116
AGREE	68.4	66.9	68.4	70.3	66.0	70.2	69.8	72.1	58.8	60.3	56.0
Strongly	50.4	47.7	51.6	51.7	48.8	52.3	53.1	48.0	40.0	38.2	43.1
10	30.6	26.3	29.1	35.2	27.5	31.4	32.5	24.6	26.6	23.0	32.8
9	8.7	9.7	9.8	7.6	8.8	9.3	9.3	9.4	5.6	5.9	5.2
8	11.0	11.7	12.7	9.0	12.5	11.7	11.3	13.9	7.8	9.3	5.2
7	10.8	11.4	10.0	11.2	10.4	10.7	9.7	16.4	11.2	14.7	5.2
6	7.2	7.7	6.9	7.4	6.7	7.1	7.0	7.8	7.5	7.4	7.8
NEUTRAL-5	15.1	16.0	13.3	14.6	17.1	13.9	14.3	11.5	21.6	21.6	21.6
DISAGREE	16.6	17.1	18.2	15.1	16.9	16.0	15.9	16.4	19.7	18.1	22.4
4	4.4	6.0	5.6	3.6	3.5	3.5	3.0	6.1	9.7	10.3	8.6
3	2.8	3.7	3.1	2.5	2.1	2.7	2.6	3.7	2.8	2.0	4.3
2	2.5	1.7	2.7	2.0	3.9	2.6	2.6	2.5	2.2	2.0	2.6
1	1.6	1.1	1.3	2.1	1.4	1.7	1.6	2.0	1.2	0.5	2.6
0	5.2	4.6	5.6	4.9	6.0	5.5	6.1	2.0	3.8	3.4	4.3
Mean	7.00	6.90	6.97	7.15	6.83	7.07	7.07	7.04	6.63	6.64	6.61



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38. WE NEED POLICIES THAT SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THERE ARE FEWER ABORTIONS IN AMERICA.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		ERS/		FOR CONGRESS		ERS/		(W/DJT ENDORSEMENT)				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	68.4	64.8	69.8	73.2	64.8	62.8	65.6	74.1	63.9	62.6	66.0	63.1	63.0	63.1	72.5	
Strongly	50.4	45.0	52.7	56.9	44.0	47.2	47.2	58.1	43.0	46.9	46.4	44.2	45.5	43.5	55.1	
10	30.6	23.5	33.7	35.1	25.1	31.6	29.4	35.8	24.4	32.3	28.5	24.7	25.5	24.3	35.2	
9	8.7	9.8	8.2	10.2	7.8	6.6	6.5	10.7	7.9	4.3	5.7	8.4	10.0	7.5	8.9	
8	11.0	11.7	10.8	11.6	11.1	9.0	11.4	11.6	10.7	10.2	12.1	11.1	10.0	11.7	11.0	
7	10.8	11.5	10.5	10.4	11.8	9.4	10.8	10.1	11.8	9.8	11.7	11.3	10.3	11.9	10.4	
6	7.2	8.3	6.7	5.9	9.0	6.2	7.6	5.8	9.1	5.9	7.9	7.5	7.3	7.7	7.0	
NEUTRAL-5	15.1	13.7	15.7	12.9	15.2	21.5	17.6	12.9	15.6	21.3	16.6	15.7	14.2	16.6	14.6	
DISAGREE	16.6	21.5	14.5	13.8	20.0	15.6	16.8	13.0	20.5	16.1	17.4	21.2	22.7	20.3	12.9	
4	4.4	6.0	3.8	4.3	4.1	5.9	5.9	4.0	4.9	4.7	6.0	5.9	6.4	5.7	3.3	
3	2.8	3.8	2.3	2.2	3.5	2.4	3.1	1.9	3.5	3.5	3.1	4.1	3.3	4.6	1.7	
2	2.5	3.2	2.2	1.9	3.4	2.1	1.8	1.9	3.3	2.0	2.6	3.2	3.0	3.3	2.0	
1	1.6	2.0	1.4	1.6	1.9	0.7	1.2	1.4	1.9	1.2	1.1	2.1	1.5	2.4	1.2	
0	5.2	6.5	4.7	3.8	7.1	4.5	4.9	3.9	6.9	4.7	4.6	5.9	8.5	4.4	4.7	
Mean	7.00	6.60	7.17	7.38	6.58	6.94	6.89	7.44	6.54	6.89	6.85	6.59	6.55	6.62	7.31	



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38. WE NEED POLICIES THAT SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THERE ARE FEWER ABORTIONS IN AMERICA.

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
AGREE	68.4	65.7	63.6	70.2	68.9	69.6	66.7	66.7	65.3
Strongly	50.4	40.9	40.9	53.0	51.6	49.7	51.5	55.6	46.5
10	30.6	22.6	13.6	31.4	29.2	30.9	36.4	36.4	31.7
9	8.7	8.8	11.4	10.2	11.2	4.4	5.3	10.1	5.9
8	11.0	9.5	15.9	11.4	11.2	14.4	9.8	9.1	8.9
7	10.8	14.6	20.5	10.4	9.3	12.2	6.8	5.1	12.2
6	7.2	10.2	2.3	6.9	8.1	7.7	8.3	6.1	6.6
NEUTRAL-5	15.1	19.0	15.9	16.0	13.0	12.7	14.4	11.1	15.8
DISAGREE	16.6	15.3	20.5	13.8	18.0	17.7	18.9	22.2	18.8
4	4.4	2.2	6.8	4.1	8.7	4.4	7.6	6.1	2.3
3	2.8	3.6	2.3	2.1	3.1	1.7	3.8	3.0	3.6
2	2.5	3.6	4.5	1.9	1.9	2.2	1.5	1.0	4.3
1	1.6	1.5	0.0	1.6	1.2	1.1	2.3	2.0	1.7
0	5.2	4.4	6.8	4.1	3.1	8.3	3.8	10.1	6.9
Mean	7.00	6.68	6.45	7.19	7.10	6.87	7.07	6.92	6.76



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38. WE NEED POLICIES THAT SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THERE ARE FEWER ABORTIONS IN AMERICA.

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
AGREE	68.4	74.4	63.9	72.9	64.5	67.6	73.1	63.8	66.7	72.8	64.9	68.4
Strongly	50.4	58.2	44.5	57.8	43.2	50.2	55.7	40.7	47.7	60.0	45.0	52.5
10	30.6	35.2	25.6	35.4	25.4	31.3	34.4	20.8	26.0	36.5	28.6	36.2
9	8.7	10.1	8.1	10.3	8.1	7.4	8.8	10.1	7.8	11.9	6.7	7.1
8	11.0	12.9	10.9	12.1	9.7	11.5	12.5	9.8	14.0	11.6	9.7	9.2
7	10.8	10.1	11.1	10.3	12.4	9.3	11.7	14.3	9.7	8.7	11.1	8.9
6	7.2	6.0	8.3	4.9	8.8	8.1	5.6	8.8	9.3	4.1	8.8	7.1
NEUTRAL-5	15.1	13.9	15.5	13.6	14.9	17.4	13.9	13.7	18.2	13.3	15.7	16.7
DISAGREE	16.6	11.7	20.6	13.5	20.7	15.0	13.1	22.5	15.1	13.9	19.4	14.9
4	4.4	3.9	4.5	4.3	4.2	5.0	4.5	4.2	4.3	4.1	4.2	5.7
3	2.8	1.6	4.1	1.8	3.2	3.3	1.3	3.6	4.7	2.3	3.0	2.1
2	2.5	1.5	3.7	1.7	3.6	2.0	1.6	3.9	2.3	1.7	3.5	1.8
1	1.6	1.1	1.8	1.9	1.9	0.7	0.8	3.3	0.8	3.2	0.9	0.7
0	5.2	3.7	6.5	3.8	7.7	3.9	4.8	7.5	3.1	2.6	7.9	4.6
Mean	7.00	7.47	6.60	7.40	6.55	7.07	7.35	6.38	6.92	7.47	6.67	7.21



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very ERAL	Smwt. ERATE	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	2000	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	68.4	62.9	61.7	63.9	65.4	74.3	77.5	75.8	57.1	64.6	77.3	64.0	63.8	70.3	62.0	66.9	72.7
Strongly	50.4	44.4	44.6	44.3	46.6	52.6	66.6	59.0	44.4	53.1	60.8	43.6	39.4	56.2	49.3	49.3	53.1
10	30.6	24.8	28.8	21.8	29.2	29.8	44.7	36.6	27.0	31.3	37.6	23.9	24.8	37.5	28.2	31.7	32.0
9	8.7	9.9	9.2	10.4	7.7	8.9	8.8	8.8	9.5	13.6	9.4	9.7	5.1	9.4	11.3	7.0	6.2
8	11.0	9.7	6.7	12.0	9.7	13.9	13.1	13.5	7.9	8.2	13.7	10.0	9.4	9.4	9.9	10.6	14.8
7	10.8	11.2	10.4	11.7	10.6	14.4	6.2	10.7	7.9	8.8	11.0	12.8	13.0	7.8	4.2	9.7	10.9
6	7.2	7.4	6.7	7.9	8.1	7.3	4.7	6.1	4.8	2.7	5.5	7.6	11.4	6.2	8.5	7.9	8.6
NEUTRAL-5	15.1	13.7	12.1	14.9	18.6	14.4	10.3	12.5	12.7	18.4	12.4	13.5	18.1	10.9	15.5	19.1	14.1
DISAGREE	16.6	23.4	26.2	21.2	16.0	11.3	12.2	11.7	30.2	17.0	10.4	22.5	18.1	18.8	22.5	14.1	13.3
4	4.4	5.4	5.8	5.1	4.4	4.5	2.8	3.7	14.3	4.8	2.9	4.3	3.9	4.7	4.2	4.7	6.2
3	2.8	4.3	4.2	4.4	2.8	1.3	1.6	1.4	4.8	2.0	1.4	3.6	3.1	1.6	8.5	2.9	1.6
2	2.5	3.4	3.3	3.5	3.0	1.8	0.6	1.3	3.2	4.1	0.8	3.8	2.8	6.2	1.4	2.6	0.8
1	1.6	2.2	2.1	2.2	1.2	1.3	1.9	1.6	1.6	2.7	1.8	2.1	1.2	3.1	2.8	0.6	0.0
0	5.2	8.1	10.8	6.0	4.6	2.4	5.3	3.7	6.3	3.4	3.5	8.8	7.1	3.1	5.6	3.2	4.7
Mean	7.00	6.49	6.41	6.55	6.89	7.33	7.73	7.51	6.46	7.07	7.62	6.46	6.52	7.20	6.68	7.09	7.25



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38. WE NEED POLICIES THAT SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THERE ARE FEWER ABORTIONS IN AMERICA.

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	68.4	65.3	63.9	73.4	66.9	71.1	76.1	70.2	68.2	68.4	67.8	65.2	71.6	79.5	69.0	61.7
Strongly	50.4	45.1	47.7	57.1	46.9	54.1	63.0	52.6	49.5	49.4	49.8	50.5	55.3	63.7	49.6	43.1
10	30.6	26.8	28.1	35.7	26.2	28.0	32.6	27.2	30.2	30.2	30.1	37.9	36.0	42.1	27.8	25.3
9	8.7	7.7	9.7	9.4	9.0	13.5	19.6	12.5	8.1	8.4	7.5	5.6	8.8	10.5	10.1	6.5
8	11.0	10.6	10.0	11.9	11.7	12.6	10.9	12.9	11.3	10.7	12.3	7.1	10.5	11.1	11.7	11.3
7	10.8	11.7	8.4	10.8	12.9	9.4	8.7	9.6	11.4	12.1	10.2	8.6	10.5	8.8	12.1	10.3
6	7.2	8.5	7.7	5.6	7.0	7.5	4.3	8.1	7.3	7.0	7.9	6.1	5.8	7.0	7.3	8.3
NEUTRAL-5	15.1	14.5	17.4	14.9	16.5	10.7	10.9	10.7	16.2	15.7	17.2	13.6	14.3	11.1	14.1	18.8
DISAGREE	16.6	20.2	18.7	11.7	16.6	18.2	13.0	19.1	15.6	15.9	14.9	21.2	14.1	9.4	16.9	19.6
4	4.4	4.5	7.1	3.3	5.5	6.9	10.9	6.2	4.0	4.3	3.4	4.0	3.4	2.9	6.0	4.7
3	2.8	3.7	2.6	1.7	3.2	3.1	0.0	3.7	2.8	3.4	1.5	2.0	2.5	1.2	2.8	2.8
2	2.5	3.2	2.9	1.6	2.5	1.9	2.2	1.8	2.8	2.2	3.8	1.5	2.7	0.0	3.0	3.0
1	1.6	1.8	1.3	1.5	1.3	1.9	0.0	2.2	1.4	1.5	1.3	2.5	1.0	1.8	1.4	2.2
0	5.2	7.0	4.8	3.5	4.1	4.4	0.0	5.1	4.6	4.6	4.8	11.1	4.4	3.5	3.8	6.9
Mean	7.00	6.65	6.83	7.44	6.90	7.10	7.78	6.98	7.00	7.02	6.98	6.78	7.31	7.81	7.01	6.53



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BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	68.4	66.3	72.4	70.7	75.3	64.2	73.7	67.7	70.4
Strongly	50.4	49.7	51.6	49.4	55.6	45.6	52.6	52.5	50.2
10	30.6	32.2	27.5	25.2	31.8	26.4	29.3	36.1	24.9
9	8.7	7.8	10.4	10.0	11.3	7.8	10.4	7.8	10.5
8	11.0	9.7	13.7	14.3	12.6	11.4	12.9	8.6	14.8
7	10.8	9.5	13.2	12.7	14.2	11.4	12.9	8.3	13.7
6	7.2	7.0	7.5	8.6	5.4	7.3	8.2	6.9	6.5
NEUTRAL-5	15.1	16.7	12.1	12.5	11.3	17.5	11.7	16.1	12.6
DISAGREE	16.6	17.0	15.6	16.8	13.4	18.2	14.6	16.2	17.0
4	4.4	5.3	2.8	3.4	1.7	6.0	2.2	4.9	3.6
3	2.8	2.7	2.9	2.7	3.3	3.0	3.0	2.4	2.9
2	2.5	2.0	3.4	3.6	2.9	2.4	2.7	1.8	4.3
1	1.6	1.4	1.9	2.0	1.7	1.5	1.7	1.4	2.2
0	5.2	5.6	4.6	5.0	3.8	5.4	5.0	5.7	4.0
Mean	7.00	6.97	7.05	6.90	7.33	6.75	7.13	7.12	6.94



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38. WE NEED POLICIES THAT SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THERE ARE FEWER ABORTIONS IN AMERICA.

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	68.4	69.1	66.7	65.8	65.8	78.8	68.9	69.3	68.4	63.0	64.5	66.9
Strongly	50.4	51.5	48.0	46.9	48.8	52.5	49.7	53.0	48.9	44.9	44.6	52.5
10	30.6	30.2	31.4	33.8	30.4	27.5	27.1	32.9	36.1	31.5	23.1	36.7
9	8.7	9.2	7.7	5.8	9.6	10.0	9.2	9.2	5.3	6.3	11.6	7.9
8	11.0	12.1	8.9	7.3	8.8	15.0	13.4	10.9	7.5	7.1	9.9	7.9
7	10.8	11.0	10.3	10.8	7.3	20.0	11.9	10.2	11.3	10.2	9.1	5.8
6	7.2	6.6	8.4	8.1	9.6	6.2	7.3	6.0	8.3	7.9	10.7	8.6
NEUTRAL-5	15.1	14.7	15.9	16.9	14.2	15.0	14.5	14.9	18.0	15.7	13.2	15.1
DISAGREE	16.6	16.2	17.3	17.3	20.0	6.2	16.6	15.8	13.5	21.3	22.3	18.0
4	4.4	3.2	7.0	4.6	9.2	5.0	3.2	3.3	4.5	4.7	8.3	10.1
3	2.8	2.5	3.3	3.1	4.2	1.2	2.7	2.3	2.3	3.9	5.0	3.6
2	2.5	2.7	2.0	2.3	2.3	0.0	2.7	2.7	0.8	3.9	4.1	0.7
1	1.6	1.6	1.6	3.1	0.8	0.0	1.4	1.8	3.0	3.1	1.7	0.0
0	5.2	6.1	3.4	4.2	3.5	0.0	6.5	5.7	3.0	5.5	3.3	3.6
Mean	7.00	6.99	7.00	6.93	6.96	7.61	6.89	7.09	7.17	6.68	6.67	7.22



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
AGREE	68.4	58.1	66.6	69.9	71.4	70.4	68.3	66.2	69.7	67.7	69.1	68.3	68.4	
Strongly	50.4	41.9	48.5	52.8	52.4	51.2	50.6	49.0	51.2	50.0	50.8	48.6	51.9	
10	30.6	25.0	31.4	33.7	31.7	33.7	27.0	31.1	30.3	31.3	29.7	27.7	33.2	
9	8.7	6.2	8.4	9.3	8.9	7.1	10.3	8.3	9.0	8.5	9.0	8.9	8.5	
8	11.0	10.6	8.7	9.9	11.7	10.4	13.3	9.6	12.0	10.2	12.1	12.0	10.2	
7	10.8	11.2	8.4	8.1	13.7	11.2	11.8	8.8	12.1	10.2	11.6	12.0	9.7	
6	7.2	5.0	9.7	9.0	5.4	7.9	5.9	8.4	6.4	7.6	6.7	7.7	6.8	
NEUTRAL-5	15.1	18.8	16.1	16.4	12.4	15.6	13.9	16.8	14.0	15.5	14.6	15.0	15.2	
DISAGREE	16.6	23.1	17.4	13.7	16.2	14.0	17.9	17.0	16.3	16.8	16.3	16.7	16.4	
4	4.4	8.1	7.0	4.5	4.4	2.5	3.2	6.2	3.3	5.7	2.9	4.4	4.5	
3	2.8	5.0	3.3	1.8	1.9	2.5	3.0	3.0	2.6	2.7	2.8	3.0	2.5	
2	2.5	3.1	1.3	2.4	3.5	1.6	3.0	2.1	2.7	2.5	2.5	2.6	2.5	
1	1.6	2.5	1.3	0.9	1.6	1.1	2.3	1.4	1.7	1.4	1.8	1.6	1.6	
0	5.2	4.4	4.3	4.2	4.8	6.3	6.3	4.3	5.9	4.4	6.3	5.2	5.3	
Mean	7.00	6.50	6.98	7.21	7.13	7.10	6.87	6.98	7.01	7.02	6.96	6.91	7.07	



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	68.4	57.9	69.2	70.9	68.9	54.7	68.2	71.8	69.2	60.2	70.2	70.2	68.5	67.5	68.7	68.5
Strongly	50.4	42.1	51.6	52.1	50.6	34.9	49.4	51.2	49.6	46.9	53.6	52.9	51.6	48.5	49.9	53.9
10	30.6	26.2	32.1	33.7	28.6	20.9	26.4	31.5	27.5	29.7	37.4	35.6	29.6	28.6	31.3	31.5
9	8.7	6.5	9.3	8.8	8.9	7.0	10.9	9.7	7.6	6.2	7.9	8.0	10.1	9.7	7.8	9.5
8	11.0	9.3	10.1	9.7	13.2	7.0	12.1	10.1	14.4	10.9	8.3	9.3	11.9	10.2	10.7	12.9
7	10.8	9.8	8.1	13.6	10.9	12.8	9.2	13.7	12.5	7.8	7.2	13.5	9.3	11.1	11.5	8.6
6	7.2	6.1	9.5	5.2	7.4	7.0	9.6	6.9	7.1	5.5	9.4	3.8	7.7	7.8	7.4	6.0
NEUTRAL-5	15.1	20.6	14.9	14.0	14.5	20.9	16.3	13.7	13.6	20.3	13.6	14.2	15.3	15.0	15.2	15.0
DISAGREE	16.6	21.5	15.9	15.1	16.6	24.4	15.5	14.5	17.2	19.5	16.2	15.6	16.1	17.5	16.1	16.5
4	4.4	8.4	5.6	3.7	3.1	5.8	6.7	2.4	3.8	10.2	4.5	4.8	2.4	5.7	4.0	4.1
3	2.8	4.7	2.4	2.2	2.8	7.0	2.9	2.0	2.7	3.1	1.9	2.4	2.9	3.5	2.6	2.1
2	2.5	2.3	1.8	3.2	2.6	3.5	1.3	4.0	2.2	1.6	2.3	2.4	2.9	2.4	2.7	2.1
1	1.6	2.3	1.2	1.3	1.9	2.3	1.3	1.2	1.9	2.3	1.1	1.4	1.9	1.8	1.2	2.4
0	5.2	3.7	5.0	4.7	6.3	5.8	3.3	4.8	6.5	2.3	6.4	4.5	6.1	4.2	5.6	5.7
Mean	7.00	6.58	7.09	7.19	6.92	6.17	7.02	7.13	6.87	6.85	7.15	7.24	6.96	6.95	7.00	7.05



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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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
AGREE	45.7	54.8	49.3	49.6	47.5	45.5	29.4	31.1	23.3	47.5	50.6	44.7	31.4	50.4	49.8	39.6	46.7	40.0	50.2	27.8
Strongly	28.6	43.2	38.3	32.2	27.3	21.3	10.0	16.2	18.6	30.7	36.9	23.0	8.8	37.2	28.5	19.1	31.6	21.8	28.0	14.4
10	13.9	28.1	19.3	14.7	11.5	9.6	2.0	8.1	14.0	15.1	19.3	9.1	2.9	19.5	10.2	10.4	16.1	10.1	13.4	6.0
9	5.4	7.0	5.0	7.5	7.0	2.9	2.5	2.7	2.3	5.6	6.4	4.7	2.0	7.3	7.7	0.7	4.6	4.6	6.1	2.8
8	9.4	8.0	14.0	9.9	8.9	8.9	5.5	5.4	2.3	10.0	11.1	9.1	3.9	10.4	10.5	8.0	10.8	7.1	8.4	5.6
7	8.6	5.5	7.1	8.8	11.3	10.5	8.0	5.4	4.7	8.5	7.5	11.5	4.9	7.0	10.8	9.0	8.7	9.0	10.0	7.9
6	8.4	6.0	4.0	8.6	8.9	13.7	11.4	9.5	0.0	8.2	6.2	10.2	17.6	6.3	10.5	11.5	6.5	9.2	12.3	5.6
NEUTRAL-5	26.8	21.6	28.5	27.6	30.0	22.6	29.9	23.0	20.9	28.0	26.7	30.0	30.4	27.8	24.5	35.4	25.1	23.1	21.1	25.5
DISAGREE	27.5	23.6	22.2	22.8	22.5	31.8	40.8	45.9	55.8	24.6	22.7	25.3	38.2	21.7	25.7	25.0	28.2	36.9	28.7	46.8
4	5.4	3.0	2.4	3.8	5.8	6.7	13.4	9.5	2.3	5.5	3.0	7.7	18.6	3.4	7.4	6.9	6.2	5.2	3.4	7.4
3	3.6	1.0	1.3	3.2	4.1	6.4	6.0	2.7	7.0	3.2	2.0	4.9	6.9	2.2	5.0	2.8	3.7	5.0	5.4	4.6
2	3.6	1.0	3.4	1.9	3.6	6.4	5.0	6.8	2.3	3.1	2.3	4.7	2.9	2.7	3.4	2.4	4.0	5.5	5.0	6.0
1	2.2	2.0	1.3	1.9	1.7	2.9	3.5	4.1	4.7	2.0	1.7	2.1	3.9	1.4	2.5	1.4	3.1	2.9	2.3	3.7
0	12.6	16.6	13.7	12.1	7.4	9.6	12.9	23.0	39.5	10.8	13.7	6.0	5.9	12.1	7.4	11.5	11.1	18.2	12.6	25.0
Mean	5.49	6.11	5.87	5.76	5.75	5.23	4.45	4.22	3.56	5.70	5.88	5.55	4.75	5.96	5.71	5.26	5.62	4.83	5.48	4.05



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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	350	450	768	432	1680	1436	244	320	204	116
AGREE	45.7	47.1	44.7	48.3	41.0	46.7	46.0	50.8	40.3	37.3	45.7
Strongly	28.6	31.4	27.3	31.1	23.1	30.3	30.8	27.0	19.7	16.2	25.9
10	13.9	17.1	12.2	15.8	9.7	14.5	15.1	10.7	10.9	8.3	15.5
9	5.4	4.3	6.2	5.9	4.4	5.9	5.6	7.4	2.5	2.0	3.4
8	9.4	10.0	8.9	9.5	9.0	9.9	10.1	9.0	6.2	5.9	6.9
7	8.6	8.9	8.0	8.2	10.0	8.3	8.1	9.8	10.3	9.3	12.1
6	8.4	6.9	9.3	9.0	7.9	8.1	7.1	13.9	10.3	11.8	7.8
NEUTRAL-5	26.8	29.1	27.1	25.3	27.3	25.7	25.1	29.1	32.8	35.8	27.6
DISAGREE	27.5	23.7	28.2	26.4	31.7	27.6	28.9	20.1	26.9	27.0	26.7
4	5.4	6.0	4.7	5.1	6.5	4.8	4.7	5.7	8.8	8.8	8.6
3	3.6	4.6	4.7	2.9	3.2	3.2	3.1	4.1	5.9	6.4	5.2
2	3.6	3.4	5.1	2.6	4.2	3.8	3.8	3.3	3.1	4.4	0.9
1	2.2	1.7	1.6	1.7	4.2	2.2	2.4	1.2	2.2	2.5	1.7
0	12.6	8.0	12.2	14.2	13.7	13.6	15.0	5.7	6.9	4.9	10.3
Mean	5.49	5.85	5.41	5.60	5.11	5.51	5.45	5.86	5.41	5.28	5.64



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)								
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	45.7	48.3	44.6	50.2	42.8	39.6	40.3	50.4	43.4	36.6	39.3	44.1	46.7	42.6	47.0	
Strongly	28.6	30.0	28.0	34.1	25.8	19.1	20.4	33.7	26.2	18.1	20.5	27.0	31.2	24.5	29.9	
10	13.9	12.7	14.4	16.2	12.5	10.4	10.0	15.9	13.0	9.8	8.8	12.9	16.1	11.0	14.7	
9	5.4	7.5	4.4	7.5	4.6	0.7	2.3	7.4	4.3	1.6	2.0	5.8	5.5	6.0	5.0	
8	9.4	9.8	9.2	10.4	8.6	8.0	8.0	10.5	8.9	6.7	9.7	8.3	9.7	7.5	10.2	
7	8.6	9.0	8.5	8.3	8.9	9.0	9.8	8.9	8.5	8.3	8.6	8.0	7.6	8.2	9.2	
6	8.4	9.3	8.0	7.8	8.1	11.5	10.2	7.7	8.7	10.2	10.2	9.1	7.9	9.9	7.9	
NEUTRAL-5	26.8	20.5	29.4	26.6	23.9	35.4	31.9	27.1	22.6	39.4	34.9	22.6	19.1	24.7	30.1	
DISAGREE	27.5	31.2	26.0	23.1	33.4	25.0	27.8	22.5	34.0	24.0	25.8	33.3	34.2	32.7	22.9	
4	5.4	5.8	5.3	4.8	5.6	6.9	9.2	5.2	5.5	6.3	6.8	6.2	4.2	7.3	4.9	
3	3.6	4.2	3.4	3.2	4.5	2.8	4.5	2.6	4.9	3.1	4.4	4.7	4.8	4.6	2.9	
2	3.6	4.8	3.2	3.0	4.9	2.4	2.5	2.8	5.1	2.0	3.1	4.4	5.2	4.0	3.0	
1	2.2	2.8	1.9	1.8	3.0	1.4	2.0	1.8	2.9	1.6	2.0	3.2	3.3	3.1	1.4	
0	12.6	13.5	12.2	10.4	15.4	11.5	9.6	10.1	15.6	11.0	9.5	14.8	16.7	13.7	10.7	
Mean	5.49	5.43	5.52	5.88	5.15	5.26	5.32	5.89	5.14	5.22	5.28	5.22	5.28	5.18	5.71	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE								
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY	
Total	2000	137	44	857	161	181	132	99	303	
AGREE	45.7	45.3	61.4	47.3	52.8	51.4	42.4	46.5	35.3	
Strongly	28.6	26.3	31.8	30.3	27.3	34.8	22.7	34.3	24.1	
10	13.9	11.7	13.6	14.9	10.6	18.2	9.8	17.2	13.5	
9	5.4	6.6	11.4	6.0	5.6	4.4	3.8	5.1	3.3	
8	9.4	8.0	6.8	9.5	11.2	12.2	9.1	12.1	7.3	
7	8.6	8.8	13.6	9.5	12.4	6.6	12.9	5.1	4.3	
6	8.4	10.2	15.9	7.5	13.0	9.9	6.8	7.1	6.9	
NEUTRAL-5	26.8	29.2	6.8	29.2	28.0	26.0	29.5	22.2	20.8	
DISAGREE	27.5	25.5	31.8	23.6	19.3	22.7	28.0	31.3	43.9	
4	5.4	5.8	13.6	5.1	8.7	4.4	4.5	3.0	5.3	
3	3.6	4.4	4.5	2.8	3.7	2.8	7.6	3.0	4.3	
2	3.6	5.1	4.5	3.3	1.2	3.3	4.5	5.1	5.3	
1	2.2	2.2	2.3	1.6	0.0	2.2	0.8	2.0	5.3	
0	12.6	8.0	6.8	10.7	5.6	9.9	10.6	18.2	23.8	
Mean	5.49	5.58	5.98	5.72	5.99	5.90	5.35	5.36	4.49	



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BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
AGREE	45.7	48.8	44.2	48.9	44.5	43.1	51.7	51.5	44.6	45.8	39.5	41.8
Strongly	28.6	33.6	26.5	33.3	28.1	23.0	36.3	32.2	23.3	30.1	25.2	22.7
10	13.9	15.1	13.6	14.9	14.2	12.2	15.7	16.3	11.6	13.9	12.7	12.8
9	5.4	7.0	4.6	7.1	4.7	3.9	7.7	5.9	3.9	6.4	3.9	3.9
8	9.4	11.5	8.3	11.4	9.2	6.9	12.8	10.1	7.8	9.9	8.5	6.0
7	8.6	7.9	9.1	7.9	8.5	9.8	8.5	10.7	9.3	7.2	6.9	10.3
6	8.4	7.3	8.6	7.6	7.8	10.4	6.9	8.5	12.0	8.4	7.4	8.9
NEUTRAL-5	26.8	28.7	23.4	27.8	23.5	30.0	26.4	22.1	30.2	29.3	24.5	29.8
DISAGREE	27.5	22.5	32.4	23.3	32.0	26.9	21.9	26.4	25.2	24.9	36.0	28.4
4	5.4	4.5	5.7	4.7	4.9	7.2	3.7	3.6	7.8	5.8	5.8	6.7
3	3.6	2.6	4.9	3.2	4.6	3.0	4.3	3.6	3.9	2.0	5.3	2.1
2	3.6	2.7	4.6	3.2	5.3	2.0	2.1	5.2	2.3	4.3	5.3	1.8
1	2.2	1.8	2.8	1.7	2.8	2.0	1.1	1.3	2.3	2.3	3.9	1.8
0	12.6	10.9	14.3	10.6	14.5	12.6	10.7	12.7	8.9	10.4	15.7	16.0
Mean	5.49	5.82	5.26	5.80	5.29	5.37	5.96	5.70	5.51	5.63	5.00	5.24



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	45.7	47.1	50.0	44.9	42.7	47.9	47.5	47.7	60.3	51.7	46.7	45.5	39.4	57.8	45.1	41.3	46.9
Strongly	28.6	29.3	37.5	23.1	24.0	28.8	37.8	32.9	36.5	33.3	32.9	29.4	23.6	37.5	22.5	20.2	30.5
10	13.9	14.7	20.0	10.8	11.3	11.8	20.9	16.0	17.5	12.9	15.1	14.5	10.6	26.6	14.1	11.1	14.1
9	5.4	5.2	6.7	4.1	4.4	6.3	6.6	6.4	12.7	8.8	5.9	4.5	4.3	7.8	2.8	2.6	7.8
8	9.4	9.4	10.8	8.2	8.2	10.7	10.3	10.5	6.3	11.6	12.0	10.4	8.7	3.1	5.6	6.5	8.6
7	8.6	8.6	7.1	9.8	8.9	11.0	5.3	8.4	12.7	7.5	7.5	7.6	8.3	15.6	11.3	10.0	8.6
6	8.4	9.2	5.4	12.0	9.8	8.1	4.4	6.4	11.1	10.9	6.3	8.5	7.5	4.7	11.3	11.1	7.8
NEUTRAL-5	26.8	17.4	16.7	18.0	31.8	30.1	27.5	28.9	17.5	32.7	27.6	18.0	31.9	26.6	14.1	31.4	35.2
DISAGREE	27.5	35.4	33.3	37.0	25.5	22.0	25.0	23.4	22.2	15.6	25.7	36.5	28.7	15.6	40.8	27.3	18.0
4	5.4	4.9	3.8	5.7	6.1	6.0	4.4	5.3	3.2	2.0	5.7	4.5	6.7	0.0	8.5	7.3	6.2
3	3.6	4.1	2.5	5.4	4.0	3.7	1.9	2.8	3.2	4.8	2.7	4.0	5.9	3.1	5.6	2.3	3.1
2	3.6	5.8	5.0	6.3	2.7	2.9	3.1	3.0	4.8	1.4	3.5	6.6	3.1	4.7	1.4	2.9	0.0
1	2.2	3.1	2.9	3.2	2.2	1.3	1.9	1.6	1.6	1.4	1.8	2.6	3.1	3.1	7.0	1.8	0.0
0	12.6	17.6	19.2	16.5	10.5	8.1	13.8	10.7	9.5	6.1	12.0	18.7	9.8	4.7	18.3	12.9	8.6
Mean	5.49	5.18	5.48	4.96	5.43	5.79	5.83	5.81	6.16	6.09	5.67	5.09	5.31	6.53	4.89	5.24	5.97



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39. THE RETURN OF ABORTION POLICY TO ELECTED OFFICIALS WHO ARE ACCOUNTABLE TO THE PEOPLE IS AN OPPORTUNITY TO COME TO PUBLIC CONSENSUS ON A DIFFICULT ISSUE THAT HAS DIVIDED AMERICA FOR DECADES.

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	45.7	44.6	42.3	48.3	44.2	50.9	60.9	49.3	44.5	46.5	40.8	46.5	42.8	50.3	52.2	40.3
Strongly	28.6	27.3	21.6	32.8	25.0	32.7	47.8	30.1	27.1	29.4	22.8	33.3	28.7	34.5	32.3	22.3
10	13.9	14.0	11.3	14.8	10.8	13.8	28.3	11.4	12.7	13.3	11.7	22.7	15.1	17.0	13.3	12.1
9	5.4	4.6	3.9	6.7	5.0	8.5	8.7	8.5	4.8	6.0	2.5	4.5	5.1	4.1	7.1	3.8
8	9.4	8.6	6.5	11.3	9.2	10.4	10.9	10.3	9.6	10.1	8.6	6.1	8.5	13.5	11.9	6.5
7	8.6	8.8	10.3	7.8	9.3	8.8	6.5	9.2	8.8	8.7	9.0	7.1	6.3	9.9	10.3	9.1
6	8.4	8.5	10.3	7.7	9.9	9.4	6.5	9.9	8.6	8.3	9.0	6.1	7.8	5.8	9.5	8.9
NEUTRAL-5	26.8	23.4	31.6	28.7	27.5	18.9	21.7	18.4	28.6	24.9	35.2	26.3	27.5	26.9	26.0	28.9
DISAGREE	27.5	32.0	26.1	23.1	28.3	30.2	17.4	32.4	27.0	28.6	23.9	27.3	29.7	22.8	21.8	30.8
4	5.4	5.1	8.1	4.8	6.4	3.8	6.5	3.3	5.6	6.4	4.0	7.1	4.2	4.1	5.2	6.9
3	3.6	4.8	1.3	3.3	4.4	4.7	0.0	5.5	3.4	3.4	3.3	4.0	4.4	1.8	3.6	3.4
2	3.6	4.6	3.2	2.7	3.6	4.1	0.0	4.8	3.8	4.1	3.3	2.0	4.6	2.9	3.0	3.6
1	2.2	3.2	1.9	1.2	2.9	4.4	4.3	4.4	2.0	2.0	1.9	0.5	3.2	1.2	1.6	2.0
0	12.6	14.4	11.6	10.9	11.0	13.2	6.5	14.3	12.3	12.7	11.5	13.6	13.2	12.9	8.5	15.0
Mean	5.49	5.28	5.36	5.79	5.38	5.52	6.72	5.32	5.45	5.50	5.36	5.79	5.36	5.82	5.91	5.15



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BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	45.7	45.9	45.3	44.9	46.0	49.2	50.4	43.7	37.9
Strongly	28.6	28.0	29.9	27.2	34.7	30.9	32.0	25.9	26.7
10	13.9	14.8	12.1	9.5	16.7	15.1	14.4	14.7	8.7
9	5.4	4.6	6.8	8.2	4.2	4.7	7.9	4.6	5.1
8	9.4	8.5	11.0	9.5	13.8	11.2	9.7	6.6	13.0
7	8.6	9.1	7.8	9.5	4.6	9.9	8.9	8.6	6.1
6	8.4	8.9	7.6	8.2	6.7	8.4	9.4	9.2	5.1
NEUTRAL-5	26.8	28.8	22.9	24.5	20.1	28.1	23.3	29.2	22.4
DISAGREE	27.5	25.3	31.8	30.6	33.9	22.7	26.3	27.1	39.7
4	5.4	5.6	5.1	5.2	5.0	4.8	4.7	6.1	5.8
3	3.6	3.8	3.4	3.2	3.8	4.8	2.7	3.1	4.3
2	3.6	3.0	4.9	4.8	5.0	2.6	4.0	3.3	6.1
1	2.2	2.0	2.5	2.5	2.5	2.0	0.7	2.0	5.1
0	12.6	10.8	15.9	15.0	17.6	8.4	14.1	12.5	18.4
Mean	5.49	5.61	5.28	5.25	5.32	5.83	5.64	5.45	4.75



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	45.7	42.6	52.3	53.8	53.1	53.8	47.6	38.3	57.1	50.4	53.7	52.5
Strongly	28.6	27.6	30.6	32.3	30.8	28.8	31.8	24.0	35.3	29.1	28.9	32.4
10	13.9	12.6	16.7	20.0	15.4	8.8	14.3	11.1	21.1	18.9	12.4	18.0
9	5.4	5.6	4.8	2.7	6.5	8.8	6.7	4.6	2.3	3.1	7.4	5.8
8	9.4	9.5	9.1	9.6	8.8	11.2	10.8	8.3	12.0	7.1	9.1	8.6
7	8.6	8.1	9.8	10.8	9.2	11.2	8.6	7.7	12.8	8.7	9.9	8.6
6	8.4	6.8	11.9	10.8	13.1	13.8	7.2	6.6	9.0	12.6	14.9	11.5
NEUTRAL-5	26.8	26.9	26.6	24.6	26.2	25.0	25.2	28.4	24.1	25.2	27.3	25.2
DISAGREE	27.5	30.5	21.1	21.5	20.8	21.2	27.2	33.3	18.8	24.4	19.0	22.3
4	5.4	4.9	6.7	6.9	8.1	3.8	4.5	5.2	7.5	6.3	5.0	10.8
3	3.6	3.1	4.8	4.6	5.8	5.0	3.3	2.9	3.8	5.5	7.4	4.3
2	3.6	4.3	2.2	2.3	2.3	2.5	3.7	4.9	0.8	3.9	3.3	1.4
1	2.2	2.6	1.2	0.4	1.5	2.5	1.9	3.3	0.0	0.8	0.8	2.2
0	12.6	15.6	6.1	7.3	3.1	7.5	13.9	17.1	6.8	7.9	2.5	3.6
Mean	5.49	5.24	6.03	6.11	6.13	5.80	5.56	4.97	6.34	5.87	6.08	6.17



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
AGREE	45.7	41.9	53.5	51.3	43.8	43.0	41.8	50.3	42.7	48.4	42.3	49.7	42.2	
Strongly	28.6	20.6	32.1	32.2	27.9	27.1	28.1	29.8	27.8	29.3	27.7	31.4	26.1	
10	13.9	10.0	16.1	17.0	13.3	14.2	12.0	15.2	13.0	14.7	12.9	14.8	13.1	
9	5.4	3.1	6.0	7.5	3.8	4.7	5.7	6.0	4.9	5.4	5.3	6.1	4.7	
8	9.4	7.5	10.0	7.8	10.8	8.2	10.5	8.6	9.9	9.2	9.5	10.5	8.3	
7	8.6	8.8	10.7	10.1	7.6	9.0	6.8	10.1	7.7	9.4	7.7	9.5	7.9	
6	8.4	12.5	10.7	9.0	8.3	6.8	6.8	10.3	7.2	9.7	6.8	8.8	8.1	
NEUTRAL-5	26.8	30.6	26.1	26.0	27.9	29.0	24.3	27.0	26.7	27.2	26.3	26.1	27.5	
DISAGREE	27.5	27.5	20.4	22.7	28.3	27.9	33.8	22.8	30.6	24.3	31.4	24.3	30.4	
4	5.4	6.9	7.7	6.0	4.8	5.5	3.8	6.8	4.6	6.2	4.5	4.8	6.0	
3	3.6	8.8	3.3	2.4	2.5	3.0	4.2	4.0	3.4	3.6	3.7	3.9	3.4	
2	3.6	3.8	2.7	2.7	3.8	4.1	4.4	2.9	4.1	3.2	4.3	3.2	4.1	
1	2.2	2.5	1.7	0.9	1.0	1.6	4.4	1.5	2.7	1.4	3.3	1.5	2.8	
0	12.6	5.6	5.0	10.7	16.2	13.7	17.1	7.6	15.8	10.0	15.7	10.9	14.1	
Mean	5.49	5.41	6.12	5.91	5.32	5.41	5.06	5.89	5.23	5.73	5.20	5.75	5.27	



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	45.7	45.8	54.2	44.1	41.1	39.5	59.4	49.2	46.0	50.0	49.4	39.8	36.2	49.1	43.7	46.3
Strongly	28.6	24.3	32.7	27.6	27.8	23.3	33.9	31.5	31.6	25.0	31.7	24.2	24.1	30.3	27.9	28.2
10	13.9	11.2	17.1	13.4	12.9	8.1	16.3	16.1	14.4	13.3	17.7	11.1	11.4	15.1	12.7	15.3
9	5.4	4.2	6.7	4.3	5.5	4.7	8.8	3.6	6.3	3.9	4.9	4.8	4.8	6.4	4.6	5.7
8	9.4	8.9	8.9	9.9	9.4	10.5	8.8	11.7	10.9	7.8	9.1	8.3	7.9	8.8	10.6	7.2
7	8.6	9.8	11.1	8.0	7.1	9.3	13.8	8.5	7.4	10.2	8.7	7.6	6.9	10.0	7.7	9.1
6	8.4	11.7	10.3	8.6	6.2	7.0	11.7	9.3	7.1	14.8	9.1	8.0	5.3	8.8	8.0	9.1
NEUTRAL-5	26.8	29.0	24.6	28.5	26.4	32.6	26.4	25.8	24.5	26.6	23.0	30.8	28.3	26.5	27.8	24.8
DISAGREE	27.5	25.2	21.2	27.4	32.5	27.9	14.2	25.0	29.4	23.4	27.5	29.4	35.4	24.5	28.6	28.9
4	5.4	6.5	6.5	5.8	4.2	4.7	6.7	5.2	3.3	7.8	6.4	6.2	5.0	4.7	5.5	6.2
3	3.6	7.5	3.0	2.2	4.0	9.3	2.5	3.2	4.1	6.2	3.4	1.4	4.0	4.2	3.5	3.3
2	3.6	3.3	2.8	3.5	4.4	3.5	2.1	3.2	3.8	3.1	3.4	3.8	5.0	4.0	4.0	2.4
1	2.2	2.3	1.4	0.7	3.8	3.5	0.4	0.4	2.5	1.6	2.3	1.0	5.0	1.8	1.8	3.6
0	12.6	5.6	7.5	15.1	16.1	7.0	2.5	12.9	15.8	4.7	12.1	17.0	16.4	9.7	13.7	13.4
Mean	5.49	5.62	6.08	5.39	5.14	5.34	6.50	5.69	5.40	5.81	5.69	5.13	4.89	5.76	5.37	5.47



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40. ABORTION IS A DIFFICULT ISSUE BECAUSE TWO LIVES ARE INVOLVED. OUR GOAL SHOULD BE TO HELP WOMEN IN DIFFICULT SITUATIONS SO THAT THERE ARE FEWER ABORTIONS. ULTIMATELY, WE WOULD LIKE TO REACH A POINT WHERE ABORTION IS UNTHINKABLE, EXCEPT IN MEDICAL EMERGENCIES.

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	VT	GOP	DEM	FLTD			
Total	2000	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216	
AGREE	57.8	86.4	74.7	64.9	57.6	46.2	30.3	10.8	14.0	65.2	73.3	56.4	30.4	78.1	63.2	53.1	54.5	34.4	46.0	20.4	
Strongly	45.0	81.9	67.8	51.7	40.3	27.1	11.9	5.4	11.6	52.7	64.5	37.2	13.7	67.6	49.5	36.1	43.3	20.3	29.9	8.8	
10	27.7	67.8	45.6	29.5	20.4	11.1	5.0	2.7	9.3	33.4	44.0	18.3	3.9	47.5	23.8	22.2	26.9	9.6	13.0	5.6	
9	7.4	8.0	9.2	10.2	7.9	6.7	2.0	1.4	0.0	8.3	9.4	7.2	2.9	7.8	10.2	6.2	9.0	4.6	7.7	0.9	
8	9.8	6.0	12.9	12.1	12.0	9.2	5.0	1.4	2.3	11.0	11.1	11.7	6.9	12.2	15.5	7.6	7.4	6.1	9.2	2.3	
7	7.3	3.5	5.0	8.0	12.2	7.3	7.0	2.7	0.0	7.1	5.9	10.2	3.9	6.5	7.4	8.7	6.5	8.0	10.0	5.6	
6	5.6	1.0	1.8	5.1	5.0	11.8	11.4	2.7	2.3	5.4	2.9	8.9	12.7	4.1	6.2	8.3	4.6	6.1	6.1	6.0	
NEUTRAL-5	13.1	5.5	8.2	11.0	15.8	16.6	23.4	17.6	2.3	11.8	8.7	16.4	19.6	7.5	13.3	16.3	14.2	17.2	15.7	19.0	
DISAGREE	29.0	8.0	17.2	24.1	26.6	37.3	46.3	71.6	83.7	23.0	18.0	27.2	50.0	14.4	23.5	30.6	31.3	48.4	38.3	60.6	
4	4.7	1.5	2.4	4.8	4.3	4.8	10.0	10.8	7.0	4.9	3.2	5.3	19.6	4.6	4.3	7.6	3.7	4.0	3.1	5.1	
3	4.6	1.5	1.8	4.3	3.4	7.3	9.5	9.5	9.3	3.5	2.7	3.8	8.8	2.2	5.0	3.5	4.3	8.4	7.3	9.7	
2	5.3	0.0	2.6	3.5	5.3	8.6	8.0	14.9	16.3	4.0	2.4	6.2	8.8	2.4	6.2	5.9	3.1	9.4	7.7	11.6	
1	2.4	0.0	1.3	1.3	1.7	5.7	4.5	5.4	2.3	1.9	1.1	3.0	4.9	0.7	1.2	3.8	3.1	4.2	4.2	4.2	
0	12.0	5.0	9.0	10.2	12.0	10.8	14.4	31.1	48.8	8.7	8.6	8.9	7.8	4.6	6.8	9.7	17.0	22.4	16.1	30.1	
Mean	6.18	8.68	7.52	6.65	6.06	5.14	4.30	2.80	2.28	6.78	7.42	5.97	4.50	7.81	6.56	5.89	5.91	4.29	5.11	3.29	



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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	350	450	768	432	1680	1436	244	320	204	116	
AGREE	57.8	56.0	57.3	60.7	54.9	58.7	58.8	58.2	53.4	51.5	56.9	
Strongly	45.0	43.4	43.8	49.7	38.9	46.6	47.7	40.2	36.2	33.3	41.4	
10	27.7	24.3	28.9	31.4	22.7	28.9	30.2	21.7	21.2	18.1	26.7	
9	7.4	7.4	6.7	7.7	7.6	7.6	7.7	7.0	6.6	6.4	6.9	
8	9.8	11.7	8.2	10.7	8.6	10.1	9.9	11.5	8.4	8.8	7.8	
7	7.3	7.7	7.3	6.0	9.3	7.3	6.6	11.5	7.2	6.4	8.6	
6	5.6	4.9	6.2	4.9	6.7	4.8	4.5	6.6	10.0	11.8	6.9	
NEUTRAL-5	13.1	15.4	11.8	13.2	12.5	12.4	12.1	14.3	16.6	19.1	12.1	
DISAGREE	29.0	28.6	30.9	26.2	32.6	28.9	29.1	27.5	30.0	29.4	31.0	
4	4.7	6.0	5.3	4.6	3.2	3.9	3.8	4.5	8.8	8.3	9.5	
3	4.6	4.3	4.9	3.9	6.0	4.3	4.2	4.9	6.2	6.9	5.2	
2	5.3	5.1	6.0	4.3	6.5	5.5	5.1	7.8	4.4	4.9	3.4	
1	2.4	2.0	1.8	2.9	2.8	2.3	2.2	2.9	3.1	2.9	3.4	
0	12.0	11.1	12.9	10.5	14.1	12.8	13.7	7.4	7.5	6.4	9.5	
Mean	6.18	6.13	6.12	6.47	5.78	6.22	6.24	6.14	5.98	5.87	6.17	



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BANNER 3

	TOTAL	DIRECTION: UNITED STATES			GENERIC BALLOT FOR CONGRESS			LEAN- ERS/	GENERIC BALLOT FOR CONGRESS			LEAN- ERS/	JOB: JOE BIDEN			
		RIGHT DIREC- TION	WRONG TRACK	REPUB- LICAN	DEMO- CRATIC	UNDE- CIED	UNDE- CIED	REPUB- LICAN	DEMO- CRATIC	UNDE- CIED	UNDE- CIED	APP- ROVE	Strong	Smwht	DISAP- PROVE	
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
AGREE	57.8	48.3	62.0	72.8	42.5	53.1	54.2	73.1	42.4	54.3	53.2	45.3	42.4	47.0	67.6	
Strongly	45.0	34.2	49.6	61.2	29.6	36.1	37.4	60.9	30.2	37.0	36.9	31.8	30.6	32.5	55.2	
10	27.7	17.7	32.0	39.1	16.6	22.2	21.5	38.8	16.7	24.4	20.8	17.0	17.0	17.0	36.0	
9	7.4	6.7	7.7	8.7	6.4	6.2	7.0	9.3	6.1	5.1	7.1	7.0	6.7	7.1	7.8	
8	9.8	9.8	9.8	13.4	6.6	7.6	8.8	12.8	7.4	7.5	9.1	7.9	7.0	8.4	11.4	
7	7.3	7.7	7.2	6.8	7.4	8.7	9.4	7.3	6.8	9.1	9.1	7.0	4.8	8.2	7.6	
6	5.6	6.5	5.2	4.8	5.5	8.3	7.4	5.0	5.5	8.3	7.3	6.5	7.0	6.2	4.9	
NEUTRAL-5	13.1	12.7	13.2	9.5	16.0	16.3	14.7	9.4	15.6	18.1	16.6	14.8	12.1	16.5	11.8	
DISAGREE	29.0	39.0	24.8	17.7	41.5	30.6	31.1	17.5	42.0	27.6	30.2	39.9	45.5	36.6	20.6	
4	4.7	5.8	4.2	4.5	3.9	7.6	6.5	4.5	4.6	5.5	6.2	5.7	7.6	4.6	3.9	
3	4.6	6.7	3.8	3.2	6.8	3.5	4.3	3.2	6.6	3.5	4.2	5.9	6.4	5.7	3.7	
2	5.3	6.8	4.7	3.7	6.9	5.9	5.9	3.5	7.0	5.9	5.7	6.6	6.7	6.6	4.3	
1	2.4	3.0	2.2	0.9	3.8	3.8	3.5	1.1	3.8	2.8	2.6	3.2	3.6	2.9	1.9	
0	12.0	16.7	10.0	5.4	20.2	9.7	11.0	5.2	19.9	9.8	11.5	18.5	21.2	16.8	6.9	
Mean	6.18	5.31	6.56	7.37	4.94	5.89	5.87	7.37	4.95	6.01	5.85	5.14	4.88	5.30	6.99	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
AGREE	57.8	47.4	65.9	64.3	59.6	69.1	47.0	41.4	46.9
Strongly	45.0	30.7	38.6	50.6	45.3	61.3	34.8	34.3	35.3
10	27.7	14.6	31.8	31.2	28.6	39.2	22.0	20.2	23.1
9	7.4	7.3	2.3	7.9	10.6	4.4	5.3	8.1	6.3
8	9.8	8.8	4.5	11.6	6.2	17.7	7.6	6.1	5.9
7	7.3	6.6	15.9	8.2	9.9	3.9	7.6	3.0	6.3
6	5.6	10.2	11.4	5.5	4.3	3.9	4.5	4.0	5.3
NEUTRAL-5	13.1	16.1	9.1	12.6	15.5	13.8	12.9	11.1	14.2
DISAGREE	29.0	36.5	25.0	23.1	24.8	17.1	40.2	47.5	38.9
4	4.7	8.8	4.5	4.2	6.2	3.9	7.6	5.1	2.0
3	4.6	1.5	4.5	3.4	8.1	1.7	5.3	5.1	8.9
2	5.3	6.6	4.5	4.6	3.7	4.4	6.1	7.1	6.3
1	2.4	3.6	2.3	2.2	1.9	0.6	3.8	4.0	3.0
0	12.0	16.1	9.1	8.8	5.0	6.6	17.4	26.3	18.8
Mean	6.18	5.26	6.43	6.67	6.62	7.23	5.35	4.78	5.32



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	819	892	720	740	540	375	307	258	345	433	282	
AGREE	57.8	73.3	44.4	73.5	45.8	53.5	75.2	48.9	51.9	71.6	43.6	55.0	
Strongly	45.0	61.1	31.3	61.2	32.7	40.0	61.9	33.2	37.2	60.6	32.3	42.6	
10	27.7	38.6	17.4	39.7	18.2	24.6	40.0	17.6	21.3	39.4	18.7	27.7	
9	7.4	9.6	6.2	9.2	6.5	6.3	9.1	5.5	6.2	9.3	7.2	6.4	
8	9.8	12.8	7.7	12.4	8.0	9.1	12.8	10.1	9.7	11.9	6.5	8.5	
7	7.3	7.0	7.4	7.4	6.8	8.0	8.0	7.5	8.1	6.7	6.2	7.8	
6	5.6	5.3	5.7	4.9	6.4	5.6	5.3	8.1	6.6	4.3	5.1	4.6	
NEUTRAL-5	13.1	10.4	15.1	9.2	15.1	15.6	8.8	15.0	17.1	9.6	15.2	14.2	
DISAGREE	29.0	16.4	40.5	17.4	39.1	30.9	16.0	36.2	31.0	18.8	41.1	30.9	
4	4.7	3.7	4.8	4.4	4.3	5.6	3.7	4.2	6.6	5.2	4.4	4.6	
3	4.6	2.6	6.8	2.8	6.4	4.8	2.7	6.2	4.3	2.9	6.5	5.3	
2	5.3	3.8	7.4	3.5	6.6	5.9	3.5	7.2	6.6	3.5	6.2	5.3	
1	2.4	1.0	3.5	1.0	3.6	2.8	0.8	3.3	3.1	1.2	3.9	2.5	
0	12.0	5.4	17.9	5.7	18.1	11.9	5.3	15.3	10.5	6.1	20.1	13.1	
Mean	6.18	7.38	5.11	7.39	5.19	5.94	7.47	5.36	5.84	7.31	5.07	6.03	



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BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
AGREE	57.8	42.6	42.9	42.4	52.4	71.5	80.6	75.6	68.3	61.9	77.5	39.3	50.8	68.8	39.4	49.6	71.9
Strongly	45.0	29.7	31.2	28.5	38.9	57.1	70.9	63.4	58.7	45.6	66.1	25.1	39.0	57.8	31.0	36.1	55.5
10	27.7	16.9	19.6	14.9	22.9	34.0	50.0	41.3	36.5	23.8	44.7	14.2	22.0	29.7	15.5	23.2	33.6
9	7.4	6.1	4.6	7.3	6.3	8.9	10.3	9.5	9.5	10.2	8.8	5.9	6.3	10.9	4.2	4.7	11.7
8	9.8	6.7	7.1	6.3	9.7	14.1	10.6	12.5	12.7	11.6	12.5	5.0	10.6	17.2	11.3	8.2	10.2
7	7.3	5.8	5.4	6.0	7.7	8.9	7.2	8.1	1.6	8.8	7.6	6.6	6.7	7.8	4.2	7.9	10.2
6	5.6	7.2	6.2	7.9	5.8	5.5	2.5	4.1	7.9	7.5	3.7	7.6	5.1	3.1	4.2	5.6	6.2
NEUTRAL-5	13.1	12.1	11.7	12.3	17.9	10.7	6.6	8.8	7.9	13.6	8.0	13.3	18.9	12.5	8.5	19.1	10.2
DISAGREE	29.0	45.3	45.4	45.3	29.6	17.8	12.8	15.5	23.8	24.5	14.5	47.4	30.3	18.8	52.1	31.4	18.0
4	4.7	3.8	3.3	4.1	6.1	5.0	2.8	4.0	3.2	6.8	3.9	3.1	6.3	4.7	8.5	5.6	3.9
3	4.6	7.0	4.2	9.2	5.4	2.4	1.6	2.0	7.9	2.7	2.2	6.9	6.7	1.6	7.0	5.6	1.6
2	5.3	7.4	6.2	8.2	5.5	3.9	2.8	3.4	6.3	3.4	3.1	7.8	5.1	4.7	5.6	6.7	3.9
1	2.4	4.3	2.1	6.0	2.7	1.3	0.0	0.7	1.6	4.1	0.0	4.3	3.1	1.6	7.0	1.8	3.1
0	12.0	22.8	29.6	17.7	10.0	5.2	5.6	5.4	4.8	7.5	5.3	25.4	9.1	6.2	23.9	11.7	5.5
Mean	6.18	4.76	4.68	4.83	5.96	7.19	7.98	7.55	7.02	6.44	7.71	4.46	5.93	7.03	4.54	5.78	7.13



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
AGREE	57.8	45.5	51.3	73.9	55.7	58.8	69.6	57.0	58.4	60.5	54.6	52.0	62.3	78.9	62.1	42.5
Strongly	45.0	32.6	35.5	62.2	41.0	46.9	60.9	44.5	44.7	45.7	42.7	43.9	50.9	70.2	48.8	28.3
10	27.7	19.1	19.4	40.3	22.9	23.0	32.6	21.3	27.8	29.4	24.9	34.3	34.0	46.8	28.6	15.8
9	7.4	6.0	7.1	9.1	7.9	12.9	13.0	12.9	6.7	6.4	7.1	4.0	7.5	11.1	8.3	4.7
8	9.8	7.5	9.0	12.8	10.2	11.0	15.2	10.3	10.2	9.9	10.7	5.6	9.5	12.3	11.9	7.7
7	7.3	6.4	10.6	6.9	8.6	6.9	4.3	7.4	7.5	7.7	7.3	6.1	7.1	4.7	8.3	6.7
6	5.6	6.4	5.2	4.8	6.1	5.0	4.3	5.1	6.2	7.1	4.6	2.0	4.2	4.1	5.0	7.5
NEUTRAL-5	13.1	14.8	19.0	8.9	15.2	10.7	8.7	11.0	13.8	12.9	15.5	11.6	13.8	7.0	13.3	15.0
DISAGREE	29.0	39.7	29.7	17.1	29.2	30.5	21.7	32.0	27.8	26.6	29.9	36.4	23.9	14.0	24.6	42.5
4	4.7	4.6	5.5	4.5	5.2	4.4	4.3	4.4	4.9	4.5	5.6	4.0	2.9	5.8	5.0	5.9
3	4.6	6.2	4.2	3.1	5.4	4.7	6.5	4.4	4.5	4.4	4.8	5.6	3.9	1.8	4.0	6.5
2	5.3	6.8	6.5	3.2	6.0	6.0	4.3	6.2	5.4	5.2	5.7	3.5	4.4	2.9	5.2	6.9
1	2.4	3.7	2.3	1.1	2.7	4.4	4.3	4.4	1.9	1.7	2.3	3.5	2.9	0.0	2.2	3.6
0	12.0	18.3	11.3	5.2	9.8	11.0	2.2	12.5	11.1	10.9	11.5	19.7	9.8	3.5	8.3	19.6
Mean	6.18	5.17	5.80	7.44	6.06	6.14	7.15	5.97	6.24	6.35	6.05	5.80	6.62	7.93	6.55	4.90



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BANNER 8

	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	1320	680	441	239	537	403	783	277
AGREE	57.8	58.2	57.2	57.1	57.3	58.1	63.0	58.2	48.7
Strongly	45.0	45.5	43.8	44.2	43.1	43.6	48.6	46.9	36.8
10	27.7	29.0	25.1	24.7	25.9	26.4	29.0	30.8	19.5
9	7.4	7.1	7.9	7.9	7.9	6.1	8.4	7.8	7.2
8	9.8	9.4	10.7	11.6	9.2	11.0	11.2	8.3	10.1
7	7.3	6.7	8.5	8.8	7.9	7.4	8.4	6.1	8.7
6	5.6	6.0	4.9	4.1	6.3	7.1	6.0	5.2	3.2
NEUTRAL-5	13.1	13.6	12.2	12.2	12.1	14.2	11.7	13.2	13.0
DISAGREE	29.0	28.3	30.6	30.6	30.5	27.7	25.3	28.6	38.3
4	4.7	5.2	3.7	3.6	3.8	5.8	3.2	4.9	4.3
3	4.6	4.5	5.0	5.0	5.0	4.3	4.2	4.6	6.1
2	5.3	4.6	6.6	6.8	6.3	5.0	6.2	4.3	7.2
1	2.4	2.5	2.4	2.9	1.3	2.4	2.0	2.6	2.9
0	12.0	11.4	12.9	12.2	14.2	10.2	9.7	12.3	17.7
Mean	6.18	6.26	6.04	6.05	6.03	6.21	6.49	6.29	5.39



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
AGREE	57.8	58.2	57.2	55.4	56.5	66.2	61.8	55.1	57.9	52.8	53.7	59.0
Strongly	45.0	46.5	41.6	39.6	40.8	48.8	48.7	44.7	42.1	37.0	37.2	43.9
10	27.7	28.7	25.6	26.5	24.2	25.0	29.0	28.4	27.1	26.0	23.1	25.2
9	7.4	7.4	7.5	5.8	8.5	10.0	6.7	7.9	7.5	3.9	7.4	9.4
8	9.8	10.5	8.4	7.3	8.1	13.8	13.1	8.3	7.5	7.1	6.6	9.4
7	7.3	7.1	7.7	8.5	7.3	7.5	7.5	6.8	9.8	7.1	7.4	7.2
6	5.6	4.5	8.0	7.3	8.5	10.0	5.6	3.6	6.0	8.7	9.1	7.9
NEUTRAL-5	13.1	12.4	14.5	12.7	16.5	13.8	11.6	13.1	14.3	11.0	16.5	16.5
DISAGREE	29.0	29.4	28.3	31.9	26.9	20.0	26.6	31.8	27.8	36.2	29.8	24.5
4	4.7	3.6	7.0	8.5	8.5	1.2	3.0	4.1	8.3	8.7	10.7	6.5
3	4.6	4.8	4.4	4.6	3.5	7.5	4.6	4.9	3.0	6.3	2.5	4.3
2	5.3	5.5	4.8	4.6	4.2	6.2	5.9	5.2	3.8	5.5	6.6	2.2
1	2.4	2.4	2.5	2.7	2.3	2.5	1.9	2.9	3.0	2.4	2.5	2.2
0	12.0	13.1	9.5	11.5	8.5	2.5	11.1	14.8	9.8	13.4	7.4	9.4
Mean	6.18	6.18	6.19	6.02	6.23	6.74	6.38	6.01	6.27	5.76	6.07	6.37



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
AGREE	57.8	46.2	58.2	58.8	57.8	58.9	59.9	56.0	59.0	56.5	59.5	60.2	55.8
Strongly	45.0	30.0	40.5	46.3	45.4	51.0	46.8	40.8	47.7	42.1	48.5	45.7	44.2
10	27.7	18.1	24.7	29.3	27.3	32.9	27.9	25.3	29.3	25.9	30.0	27.6	27.8
9	7.4	6.2	6.0	8.1	6.0	8.2	8.4	6.9	7.7	6.7	8.3	7.1	7.6
8	9.8	5.6	9.7	9.0	12.1	9.9	10.5	8.6	10.7	9.6	10.2	11.1	8.8
7	7.3	8.1	8.7	8.7	6.0	5.5	7.4	8.6	6.5	7.8	6.6	7.9	6.8
6	5.6	8.1	9.0	3.9	6.3	2.5	5.7	6.7	4.9	6.6	4.4	6.6	4.7
NEUTRAL-5	13.1	15.0	13.0	15.2	9.5	15.1	12.0	14.4	12.3	13.0	13.2	13.1	13.1
DISAGREE	29.0	38.8	28.8	26.0	32.7	26.0	28.1	29.6	28.7	30.5	27.3	26.7	31.1
4	4.7	9.4	6.4	3.6	6.3	2.5	3.6	5.8	4.0	6.0	3.1	4.7	4.7
3	4.6	6.2	5.0	3.6	6.7	2.2	5.1	4.7	4.6	5.2	3.9	4.3	5.0
2	5.3	8.8	4.0	4.2	4.4	6.8	5.1	5.0	5.5	4.9	5.8	5.5	5.1
1	2.4	4.4	1.7	2.4	2.9	1.9	2.5	2.5	2.4	2.6	2.2	2.2	2.6
0	12.0	10.0	11.7	12.2	12.4	12.6	11.8	11.6	12.2	11.8	12.1	10.0	13.7
Mean	6.18	5.41	6.10	6.33	6.09	6.42	6.27	6.06	6.27	6.06	6.33	6.33	6.05



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40. ABORTION IS A DIFFICULT ISSUE BECAUSE TWO LIVES ARE INVOLVED. OUR GOAL SHOULD BE TO HELP WOMEN IN DIFFICULT SITUATIONS SO THAT THERE ARE FEWER ABORTIONS. ULTIMATELY, WE WOULD LIKE TO REACH A POINT WHERE ABORTION IS UNTHINKABLE, EXCEPT IN MEDICAL EMERGENCIES.

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
AGREE	57.8	48.6	58.7	59.0	59.1	45.3	62.8	62.9	60.2	50.8	55.1	55.7	57.9	56.4	56.9	62.1
Strongly	45.0	31.3	43.8	47.7	47.7	27.9	44.4	50.8	47.4	33.6	43.4	45.0	47.9	42.5	43.9	50.8
10	27.7	19.6	27.0	29.2	29.4	18.6	25.9	30.2	28.9	20.3	27.9	28.4	29.9	26.1	26.6	32.5
9	7.4	5.1	7.1	7.3	8.3	2.3	7.9	6.5	8.2	7.0	6.4	8.0	8.5	7.5	7.1	8.1
8	9.8	6.5	9.7	11.2	9.9	7.0	10.5	14.1	10.4	6.2	9.1	8.7	9.5	8.9	10.2	10.3
7	7.3	8.9	8.7	6.1	6.7	8.1	10.9	5.6	7.4	9.4	6.8	6.6	6.1	7.1	7.3	7.6
6	5.6	8.4	6.2	5.2	4.7	9.3	7.5	6.5	5.4	7.8	4.9	4.2	4.0	6.8	5.8	3.6
NEUTRAL-5	13.1	13.1	14.7	10.8	13.7	15.1	15.1	11.7	12.3	11.7	14.3	10.0	15.1	13.5	13.2	12.4
DISAGREE	29.0	38.3	26.6	30.2	27.2	39.5	22.2	25.4	27.5	37.5	30.6	34.3	27.0	30.1	29.9	25.5
4	4.7	10.3	4.6	4.8	3.1	9.3	7.1	4.4	2.2	10.9	2.3	5.2	4.0	6.4	4.1	4.1
3	4.6	5.1	4.0	5.6	4.3	5.8	2.9	4.8	4.4	4.7	4.9	6.2	4.2	4.7	5.0	3.6
2	5.3	8.4	4.4	4.5	5.6	9.3	3.8	4.8	6.3	7.8	4.9	4.2	5.0	5.1	5.8	4.3
1	2.4	3.3	2.2	2.8	2.1	3.5	1.3	2.0	2.7	3.1	3.0	3.5	1.6	2.6	1.9	3.6
0	12.0	11.2	11.5	12.5	12.1	11.6	7.1	9.3	12.0	10.9	15.5	15.2	12.2	11.3	13.1	10.0
Mean	6.18	5.50	6.24	6.23	6.31	5.28	6.57	6.54	6.28	5.64	5.95	5.97	6.33	6.10	6.08	6.56



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41. ABORTIONS ARE BEAUTIFUL AND WE SHOULD NEVER STOP CELEBRATING THEM.

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
DISAGREE	71.1	95.5	86.3	78.3	64.5	54.8	51.7	60.8	53.5	75.2	85.1	59.8	54.9	84.9	72.4	69.1	65.9	57.9	61.3	53.7
Strongly	63.0	95.5	83.9	70.8	55.4	45.2	33.3	43.2	39.5	68.2	81.2	50.2	30.4	80.1	64.7	60.4	57.0	46.5	52.5	39.4
10	52.4	94.5	77.8	59.8	42.7	29.3	18.9	27.0	30.2	58.6	74.2	36.8	13.7	73.7	52.3	49.7	45.5	32.3	37.2	26.4
9	4.9	0.0	3.2	6.7	5.8	7.6	3.0	8.1	2.3	4.4	3.9	6.4	0.0	3.4	5.0	5.6	4.6	6.5	6.9	6.0
8	5.8	1.0	2.9	4.3	7.0	8.3	11.4	8.1	7.0	5.2	3.0	7.0	16.7	3.1	7.4	5.2	6.8	7.8	8.4	6.9
7	4.4	0.0	1.6	4.3	5.3	4.8	7.5	10.8	11.6	3.9	2.3	5.7	10.8	3.7	3.4	4.9	4.0	5.7	3.8	7.9
6	3.7	0.0	0.8	3.2	3.8	4.8	10.9	6.8	2.3	3.1	1.6	3.8	13.7	1.0	4.3	3.8	5.0	5.7	5.0	6.5
NEUTRAL-5	11.0	2.5	6.9	8.0	11.0	16.2	22.9	17.6	9.3	9.4	6.4	13.2	19.6	4.6	7.4	16.0	14.2	16.4	13.4	19.9
AGREE	17.8	2.0	6.9	13.7	24.5	29.0	25.4	21.6	37.2	15.4	8.5	27.0	25.5	10.5	20.1	14.9	19.8	25.8	25.3	26.4
4	3.8	0.0	1.6	1.3	3.4	7.6	10.0	5.4	4.7	3.2	1.2	5.7	10.8	2.2	5.0	4.2	2.5	5.5	4.2	6.9
3	3.6	0.0	0.8	2.4	5.8	6.7	4.5	6.8	2.3	3.2	1.3	6.6	5.9	1.5	4.0	3.5	5.3	4.8	5.4	4.2
2	3.5	0.0	1.3	1.9	5.8	7.0	4.0	2.7	4.7	2.6	1.3	5.5	1.0	1.0	4.0	2.8	3.7	6.5	7.7	5.1
1	2.2	0.5	0.3	1.9	4.1	2.2	4.0	1.4	4.7	2.0	0.9	3.4	5.9	2.2	3.7	1.4	0.6	2.7	3.1	2.3
0	4.8	1.5	2.9	6.2	5.5	5.4	3.0	5.4	20.9	4.3	3.9	5.7	2.0	3.6	3.4	3.1	7.7	6.3	5.0	7.9
Mean	7.57	9.66	8.92	8.00	6.96	6.38	6.05	6.61	5.60	7.90	8.71	6.68	5.95	8.65	7.58	7.59	7.14	6.51	6.76	6.20



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41. ABORTIONS ARE BEAUTIFUL AND WE SHOULD NEVER STOP CELEBRATING THEM.

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	350	450	768	432	1680	1436	244	320	204	116
DISAGREE	71.1	67.1	74.2	70.4	72.2	73.3	74.2	68.0	59.4	59.3	59.5
Strongly	63.0	58.6	64.0	63.8	64.4	66.4	68.0	57.0	45.6	43.1	50.0
10	52.4	47.1	55.8	52.7	52.3	55.7	57.5	45.1	34.7	30.9	41.4
9	4.9	6.0	4.2	4.7	5.1	5.1	5.3	3.7	4.1	3.9	4.3
8	5.8	5.4	4.0	6.4	6.9	5.6	5.2	8.2	6.9	8.3	4.3
7	4.4	3.7	5.3	3.9	4.6	3.9	3.8	4.9	6.6	8.8	2.6
6	3.7	4.9	4.9	2.7	3.2	3.0	2.5	6.1	7.2	7.4	6.9
NEUTRAL-5	11.0	12.6	8.2	11.8	11.3	9.8	9.9	9.4	17.5	20.1	12.9
AGREE	17.8	20.3	17.6	17.7	16.4	16.8	15.9	22.5	23.1	20.6	27.6
4	3.8	5.1	4.9	2.7	3.2	3.3	3.2	4.1	5.9	5.9	6.0
3	3.6	2.3	3.1	4.8	3.0	3.3	3.1	4.9	5.0	3.4	7.8
2	3.5	3.7	3.6	2.9	4.4	3.5	3.3	4.5	3.8	3.9	3.4
1	2.2	4.3	1.1	2.3	1.4	2.0	1.7	3.7	3.4	2.9	4.3
0	4.8	4.9	4.9	4.9	4.4	4.8	4.7	5.3	5.0	4.4	6.0
Mean	7.57	7.26	7.73	7.57	7.65	7.74	7.85	7.12	6.65	6.62	6.70



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)		FOR CONGRESS	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
DISAGREE	71.1	55.8	77.8	80.5	61.1	69.1	66.3	79.8	61.9	70.5	66.7	58.4	54.8	60.5	81.0	
Strongly	63.0	44.0	71.3	74.7	50.8	60.4	56.9	74.1	51.6	61.4	56.7	48.1	42.7	51.4	74.7	
10	52.4	32.3	61.0	66.1	37.6	49.7	45.8	66.0	37.8	51.6	46.4	34.9	33.9	35.5	66.0	
9	4.9	4.5	5.1	3.9	5.8	5.6	5.3	3.7	6.6	3.5	4.2	5.2	4.8	5.5	4.6	
8	5.8	7.2	5.2	4.6	7.4	5.2	5.9	4.3	7.3	6.3	6.2	8.0	3.9	10.4	4.1	
7	4.4	6.0	3.7	3.6	5.0	4.9	4.9	3.4	5.1	5.1	5.7	5.1	6.7	4.2	3.7	
6	3.7	5.8	2.8	2.2	5.4	3.8	4.5	2.3	5.1	3.9	4.2	5.1	5.5	4.9	2.6	
NEUTRAL-5	11.0	15.2	9.2	5.6	15.5	16.0	14.5	6.1	14.7	16.9	15.2	14.1	13.9	14.3	8.6	
AGREE	17.8	29.0	13.0	13.9	23.4	14.9	19.2	14.1	23.5	12.6	18.1	27.5	31.2	25.2	10.3	
4	3.8	5.0	3.2	3.2	4.2	4.2	4.5	3.1	4.8	2.8	4.0	5.2	4.5	5.7	2.6	
3	3.6	6.0	2.6	2.4	5.0	3.5	4.7	2.9	4.4	3.5	5.1	5.7	6.1	5.5	2.0	
2	3.5	6.8	2.0	2.1	5.4	2.8	3.9	2.4	5.1	2.0	3.3	5.9	6.7	5.5	1.6	
1	2.2	4.2	1.4	2.7	1.9	1.4	1.4	2.4	2.1	1.6	1.3	3.5	4.2	3.1	1.2	
0	4.8	7.0	3.8	3.5	6.9	3.1	4.7	3.3	7.0	2.8	4.4	7.1	9.7	5.5	3.0	
Mean	7.57	6.30	8.12	8.27	6.76	7.59	7.27	8.25	6.80	7.69	7.31	6.51	6.18	6.71	8.40	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
DISAGREE	71.1	49.6	52.3	75.5	63.4	80.7	66.7	59.6	76.2
Strongly	63.0	37.2	47.7	68.7	50.9	75.7	53.8	54.5	67.7
10	52.4	27.0	31.8	58.6	39.1	69.6	40.9	41.4	55.4
9	4.9	3.6	4.5	4.8	5.6	3.3	2.3	8.1	5.6
8	5.8	6.6	11.4	5.4	6.2	2.8	10.6	5.1	6.6
7	4.4	5.8	0.0	4.0	7.5	3.9	5.3	2.0	4.3
6	3.7	6.6	4.5	2.8	5.0	1.1	7.6	3.0	4.3
NEUTRAL-5	11.0	20.4	9.1	9.0	9.9	7.7	10.6	13.1	14.2
AGREE	17.8	29.9	38.6	15.5	26.7	11.6	22.7	27.3	9.6
4	3.8	9.5	13.6	3.2	6.2	2.2	6.8	2.0	1.0
3	3.6	5.8	11.4	2.9	4.3	2.8	5.3	8.1	1.3
2	3.5	4.4	2.3	3.4	3.7	2.8	4.5	7.1	2.0
1	2.2	2.9	6.8	2.0	4.3	0.6	2.3	2.0	1.3
0	4.8	7.3	4.5	4.1	8.1	3.3	3.8	8.1	4.0
Mean	7.57	6.05	6.23	7.91	6.73	8.44	7.05	6.74	7.98



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BANNER 5

	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	2000	819	892	720	740	540	375	307	258	345	433	282					
DISAGREE	71.1	81.8	62.0	82.4	61.2	69.6	80.3	59.3	69.4	84.6	62.6	69.9					
Strongly	63.0	76.3	52.1	76.4	50.8	62.0	75.7	48.5	62.0	77.1	52.4	62.1					
10	52.4	69.0	38.2	68.3	36.5	52.8	68.3	33.9	53.1	68.4	38.3	52.5					
9	4.9	3.4	6.5	4.6	6.1	3.7	4.5	4.6	3.9	4.6	7.2	3.5					
8	5.8	3.9	7.4	3.5	8.2	5.6	2.9	10.1	5.0	4.1	6.9	6.0					
7	4.4	3.4	5.2	3.9	5.0	4.1	3.2	4.6	3.9	4.6	5.3	4.3					
6	3.7	2.1	4.7	2.1	5.4	3.5	1.3	6.2	3.5	2.9	4.8	3.5					
NEUTRAL-5	11.0	6.2	14.5	5.6	13.4	15.2	6.7	14.7	15.1	4.3	12.5	15.2					
AGREE	17.8	12.0	23.5	12.1	25.4	15.2	13.1	26.1	15.5	11.0	24.9	14.9					
4	3.8	2.3	5.2	2.6	5.0	3.5	2.9	4.2	3.5	2.3	5.5	3.5					
3	3.6	2.2	4.5	2.5	5.4	2.6	2.7	6.5	1.6	2.3	4.6	3.5					
2	3.5	2.1	5.2	1.8	5.3	3.3	1.3	5.9	5.0	2.3	4.8	1.8					
1	2.2	2.1	2.6	2.1	2.6	1.9	2.9	2.6	2.3	1.2	2.5	1.4					
0	4.8	3.3	6.2	3.1	7.2	3.9	3.2	6.8	3.1	2.9	7.4	4.6					
Mean	7.57	8.42	6.84	8.44	6.69	7.61	8.36	6.54	7.61	8.52	6.80	7.62					



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very LIB- ERAL	Smwt. LIB- ERAL	MOD- ERATE LIB- ERAL	Smwt. MOD- ERATE LIB- ERAL	Very MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL	LIB- ERAL	MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL	LIB- ERAL	MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL	LIB- ERAL	MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL
Total	2000	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
DISAGREE	71.1	58.8	51.7	64.2	68.2	83.0	85.0	83.9	60.3	73.5	87.6	58.3	67.3	56.2	60.6	66.6	82.8
Strongly	63.0	49.3	42.9	54.1	58.5	76.4	81.6	78.8	50.8	62.6	83.5	49.8	54.7	42.2	45.1	59.5	78.1
10	52.4	35.1	34.2	35.8	46.8	67.5	77.2	71.9	39.7	51.0	76.9	34.8	39.8	34.4	32.4	50.1	71.1
9	4.9	5.9	4.6	7.0	5.3	5.0	2.2	3.7	3.2	6.8	4.1	6.9	5.9	1.6	2.8	4.1	3.1
8	5.8	8.3	4.2	11.4	6.5	3.9	2.2	3.1	7.9	4.8	2.5	8.1	9.1	6.2	9.9	5.3	3.9
7	4.4	4.9	5.0	4.7	4.9	4.5	2.2	3.4	1.6	6.8	3.3	4.5	5.1	7.8	9.9	3.8	1.6
6	3.7	4.7	3.8	5.4	4.9	2.1	1.2	1.7	7.9	4.1	0.8	4.0	7.5	6.2	5.6	3.2	3.1
NEUTRAL-5	11.0	12.2	14.2	10.8	14.7	8.1	4.1	6.3	0.0	10.2	4.9	13.5	14.2	9.4	15.5	17.0	10.2
AGREE	17.8	29.0	34.2	25.0	17.1	8.9	10.9	9.8	39.7	16.3	7.5	28.2	18.5	34.4	23.9	16.4	7.0
4	3.8	5.9	5.0	6.6	3.4	3.1	1.6	2.4	6.3	1.4	2.5	6.2	3.1	4.7	4.2	4.4	0.8
3	3.6	5.2	5.0	5.4	4.4	1.3	1.6	1.4	6.3	5.4	1.2	5.2	5.9	4.7	4.2	2.9	0.8
2	3.5	6.1	7.1	5.4	3.6	1.3	1.2	1.3	9.5	2.7	0.6	5.5	5.1	4.7	7.0	2.9	2.3
1	2.2	4.0	5.0	3.2	1.2	1.8	1.9	1.9	11.1	1.4	1.2	2.6	2.0	4.7	5.6	0.6	3.1
0	4.8	7.7	12.1	4.4	4.4	1.3	4.7	2.8	6.3	5.4	2.0	8.8	2.4	15.6	2.8	5.6	0.0
Mean	7.57	6.49	5.99	6.87	7.39	8.57	8.68	8.62	6.22	7.61	8.95	6.52	7.17	5.94	6.58	7.45	8.64



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

41. ABORTIONS ARE BEAUTIFUL AND WE SHOULD NEVER STOP CELEBRATING THEM.

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
DISAGREE	71.1	61.4	62.6	85.0	73.1	62.9	41.3	66.5	72.8	73.9	70.7	71.7	79.6	84.2	71.6	64.0
Strongly	63.0	50.7	54.8	79.8	63.6	52.5	32.6	55.9	65.0	66.5	62.3	65.2	73.5	77.8	63.5	54.5
10	52.4	37.7	43.9	71.7	50.8	42.8	28.3	45.2	53.4	54.9	50.8	59.6	61.3	73.7	53.0	42.3
9	4.9	5.8	4.5	4.1	5.4	5.3	2.2	5.9	5.1	4.6	6.1	2.5	6.5	2.9	4.6	4.9
8	5.8	7.2	6.5	4.0	7.3	4.4	2.2	4.8	6.5	7.1	5.4	3.0	5.8	1.2	6.0	7.3
7	4.4	4.9	4.2	3.8	4.8	5.7	2.2	6.2	4.1	3.6	5.0	4.0	3.6	4.7	4.2	5.3
6	3.7	5.9	3.5	1.4	4.8	4.7	6.5	4.4	3.6	3.7	3.4	2.5	2.5	1.8	4.0	4.2
NEUTRAL-5	11.0	13.7	18.1	5.5	11.4	10.1	13.0	9.6	11.2	11.2	11.1	11.6	9.3	6.4	9.7	12.8
AGREE	17.8	24.9	19.4	9.6	15.5	27.0	45.7	23.9	16.0	14.9	18.2	16.7	11.0	9.4	18.7	23.1
4	3.8	4.6	5.2	2.2	4.0	4.1	4.3	4.0	3.9	3.7	4.2	2.0	3.4	0.6	4.0	3.4
3	3.6	4.8	5.5	1.6	4.0	5.7	6.5	5.5	3.2	3.4	2.7	3.5	2.5	1.2	4.4	4.0
2	3.5	5.4	2.6	1.7	3.2	5.3	8.7	4.8	3.1	2.8	3.6	3.5	1.9	2.9	3.6	5.3
1	2.2	2.7	2.3	1.6	1.7	5.0	10.9	4.0	1.6	1.6	1.7	2.0	1.0	1.2	2.2	3.6
0	4.8	7.4	3.9	2.4	2.7	6.9	15.2	5.5	4.2	3.3	5.9	5.6	2.2	3.5	4.6	6.9
Mean	7.57	6.71	7.16	8.67	7.70	6.78	5.04	7.08	7.72	7.83	7.51	7.72	8.30	8.61	7.58	6.92



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41. ABORTIONS ARE BEAUTIFUL AND WE SHOULD NEVER STOP CELEBRATING THEM.

BANNER 8

	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	1320	680	441	239	537	403	783	277
DISAGREE	71.1	71.3	70.7	71.7	69.0	69.8	71.2	72.3	70.0
Strongly	63.0	63.3	62.6	63.9	60.3	62.9	63.3	63.5	61.7
10	52.4	53.3	50.4	50.6	50.2	53.6	51.9	53.1	48.4
9	4.9	4.1	6.5	6.8	5.9	3.7	5.2	4.3	8.3
8	5.8	5.8	5.7	6.6	4.2	5.6	6.2	6.0	5.1
7	4.4	4.2	4.7	3.6	6.7	3.4	4.5	4.7	5.1
6	3.7	3.9	3.4	4.1	2.1	3.5	3.5	4.1	3.2
NEUTRAL-5	11.0	10.8	11.5	10.9	12.6	11.4	11.9	10.5	10.8
AGREE	17.8	17.9	17.8	17.5	18.4	18.8	16.9	17.2	19.1
4	3.8	4.1	3.1	3.6	2.1	4.5	2.2	3.8	4.3
3	3.6	3.6	3.5	3.9	2.9	3.9	3.2	3.4	4.0
2	3.5	3.5	3.5	3.4	3.8	4.1	3.5	3.1	3.6
1	2.2	2.0	2.6	1.8	4.2	2.2	3.2	1.8	1.8
0	4.8	4.7	5.0	4.8	5.4	4.1	4.7	5.1	5.4
Mean	7.57	7.60	7.52	7.59	7.39	7.56	7.56	7.62	7.46



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
DISAGREE	71.1	77.7	57.0	60.8	54.2	50.0	76.1	79.1	66.2	55.1	56.2	52.5
Strongly	63.0	71.5	45.0	47.7	41.5	41.2	70.5	72.4	54.1	40.9	43.8	39.6
10	52.4	60.9	34.2	36.9	30.8	28.8	60.8	60.9	44.4	29.1	31.4	30.2
9	4.9	5.4	3.9	2.3	4.6	6.2	4.6	6.0	1.5	3.1	5.0	4.3
8	5.8	5.3	6.9	8.5	6.2	6.2	5.1	5.5	8.3	8.7	7.4	5.0
7	4.4	3.8	5.6	7.7	4.6	3.8	3.2	4.2	5.3	10.2	6.6	2.9
6	3.7	2.4	6.4	5.4	8.1	5.0	2.4	2.5	6.8	3.9	5.8	10.1
NEUTRAL-5	11.0	9.3	14.7	13.5	15.0	13.8	10.0	8.7	14.3	12.6	12.4	17.3
AGREE	17.8	12.9	28.3	25.8	30.8	36.2	13.9	12.2	19.5	32.3	31.4	30.2
4	3.8	2.7	5.9	3.8	8.5	6.2	2.5	2.9	1.5	6.3	8.3	8.6
3	3.6	2.6	5.8	6.5	4.6	8.8	2.4	2.7	5.3	7.9	5.8	3.6
2	3.5	2.3	6.1	5.0	6.9	8.8	2.9	1.8	5.3	4.7	6.6	7.2
1	2.2	1.4	3.9	2.3	5.4	6.2	1.9	1.0	1.5	3.1	6.6	4.3
0	4.8	4.0	6.6	8.1	5.4	6.2	4.1	3.8	6.0	10.2	4.1	6.5
Mean	7.57	8.12	6.41	6.58	6.21	5.94	8.02	8.19	7.06	6.09	6.31	6.12



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41. ABORTIONS ARE BEAUTIFUL AND WE SHOULD NEVER STOP CELEBRATING THEM.

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
DISAGREE	71.1	53.1	52.2	64.5	76.5	78.9	82.9	57.6	80.0	62.9	81.3	70.4	71.7
Strongly	63.0	36.9	38.8	57.9	72.4	72.9	75.7	46.5	74.0	53.8	74.5	63.1	63.0
10	52.4	23.1	29.4	48.7	62.5	63.8	62.5	36.3	62.9	43.7	63.1	52.9	51.9
9	4.9	3.8	3.0	3.9	4.1	4.9	7.4	3.5	5.8	3.7	6.4	4.4	5.4
8	5.8	10.0	6.4	5.4	5.7	4.1	5.7	6.7	5.2	6.4	5.1	5.9	5.8
7	4.4	6.9	6.7	2.4	3.2	3.3	4.9	4.9	4.0	4.4	4.3	3.8	4.8
6	3.7	9.4	6.7	4.2	1.0	2.7	2.3	6.2	2.1	4.7	2.5	3.5	3.9
NEUTRAL-5	11.0	18.1	13.0	11.9	8.3	10.1	9.5	13.6	9.4	12.1	9.8	11.6	10.6
AGREE	17.8	28.8	34.8	23.6	15.2	11.0	7.6	28.8	10.6	25.0	9.0	18.0	17.7
4	3.8	5.6	6.0	6.0	2.9	2.7	1.7	5.9	2.3	5.0	2.1	3.5	4.0
3	3.6	6.9	6.7	4.5	3.8	2.2	1.1	5.8	2.2	5.2	1.6	3.6	3.6
2	3.5	4.4	6.0	5.4	2.9	2.2	1.9	5.4	2.2	4.7	2.0	3.8	3.2
1	2.2	3.1	5.7	1.8	1.9	1.9	0.6	3.5	1.3	3.1	1.1	2.7	1.8
0	4.8	8.8	10.4	6.0	3.8	1.9	2.3	8.2	2.6	6.9	2.1	4.4	5.2
Mean	7.57	5.95	5.86	7.16	8.08	8.30	8.48	6.43	8.32	6.90	8.41	7.56	7.58



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41. ABORTIONS ARE BEAUTIFUL AND WE SHOULD NEVER STOP CELEBRATING THEM.

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
DISAGREE	71.1	50.0	58.9	75.4	82.3	57.0	56.1	73.0	81.2	45.3	61.5	77.5	83.3	59.1	74.2	79.0
Strongly	63.0	33.6	48.8	71.3	75.2	43.0	46.9	69.0	74.4	27.3	50.6	73.4	75.9	50.0	66.0	72.8
10	52.4	21.0	38.7	62.2	63.5	26.7	38.5	59.7	63.8	17.2	38.9	64.4	63.2	40.7	54.3	62.8
9	4.9	2.8	4.2	3.9	6.7	2.3	3.8	3.6	5.7	3.1	4.5	4.2	7.7	4.6	5.4	4.1
8	5.8	9.8	6.0	5.2	5.0	14.0	4.6	5.6	4.9	7.0	7.2	4.8	5.0	4.7	6.3	6.0
7	4.4	7.0	4.8	2.6	4.6	5.8	4.2	2.4	4.1	7.8	5.3	2.8	5.0	5.3	4.4	3.1
6	3.7	9.3	5.4	1.5	2.6	8.1	5.0	1.6	2.7	10.2	5.7	1.4	2.4	3.8	3.9	3.1
NEUTRAL-5	11.0	15.4	13.1	10.2	9.0	15.1	12.1	12.1	10.1	15.6	14.0	8.7	7.9	12.6	10.7	9.8
AGREE	17.8	34.6	28.0	14.3	8.7	27.9	31.8	14.9	8.7	39.1	24.5	13.8	8.7	28.3	15.0	11.2
4	3.8	7.5	5.4	3.2	2.0	4.7	6.3	2.4	2.2	9.4	4.5	3.8	1.9	6.9	3.0	1.4
3	3.6	8.9	5.2	3.5	1.1	7.0	6.7	4.0	0.5	10.2	3.8	3.1	1.6	5.5	3.3	1.9
2	3.5	4.2	6.0	2.8	2.1	2.3	6.3	4.0	2.5	5.5	5.7	1.7	1.9	5.5	3.0	2.1
1	2.2	2.8	4.4	1.5	1.1	3.5	5.4	1.6	1.4	2.3	3.4	1.4	0.8	3.6	1.6	1.7
0	4.8	11.2	7.1	3.4	2.4	10.5	7.1	2.8	2.2	11.7	7.2	3.8	2.6	6.8	4.1	4.1
Mean	7.57	5.64	6.56	8.08	8.44	6.13	6.39	7.93	8.40	5.31	6.72	8.20	8.47	6.68	7.79	8.19



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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
CELEBRATE ABORTIONS	7.57	9.66	8.92	8.00	6.96	6.38	6.05	6.61	5.60	7.90	8.71	6.68	5.95	8.65	7.58	7.59	7.14	6.51	6.76	6.20
FEWER ABORTIONS	7.00	8.22	7.83	7.20	7.04	6.55	5.36	5.57	5.19	7.26	7.67	6.89	5.20	7.58	7.01	6.94	7.22	6.15	6.71	5.47
BROAD SUPPORT REQUIRED	6.41	6.25	6.53	6.71	6.76	6.41	5.68	5.84	4.49	6.40	6.54	6.47	4.81	6.06	6.30	6.51	7.05	6.42	6.85	5.90
REDUCING ABORTIONS/GOOD	6.39	8.80	7.91	6.62	6.20	5.18	4.58	4.27	2.67	6.92	7.59	6.08	4.50	7.94	6.91	6.06	5.82	4.71	5.19	4.13
MAKE ABORTION UNTHINKABLE	6.18	8.68	7.52	6.65	6.06	5.14	4.30	2.80	2.28	6.78	7.42	5.97	4.50	7.81	6.56	5.89	5.91	4.29	5.11	3.29
COME TO CONSENSUS	5.49	6.11	5.87	5.76	5.75	5.23	4.45	4.22	3.56	5.70	5.88	5.55	4.75	5.96	5.71	5.26	5.62	4.83	5.48	4.05



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	350	450	768	432	1680	1436	244	320	204	116
CELEBRATE ABORTIONS	7.57	7.26	7.73	7.57	7.65	7.74	7.85	7.12	6.65	6.62	6.70
FEWER ABORTIONS	7.00	6.90	6.97	7.15	6.83	7.07	7.07	7.04	6.63	6.64	6.61
BROAD SUPPORT REQUIRED	6.41	6.34	6.21	6.52	6.48	6.47	6.48	6.43	6.09	5.91	6.41
REDUCING ABORTIONS/GOOD	6.39	6.13	6.48	6.61	6.11	6.49	6.52	6.30	5.90	5.77	6.12
MAKE ABORTION UNTHINKABLE	6.18	6.13	6.12	6.47	5.78	6.22	6.24	6.14	5.98	5.87	6.17
COME TO CONSENSUS	5.49	5.85	5.41	5.60	5.11	5.51	5.45	5.86	5.41	5.28	5.64



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

SUMMARY MEANS:

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
							(W/DJT ENDORSEMENT)									
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
CELEBRATE ABORTIONS	7.57	6.30	8.12	8.27	6.76	7.59	7.27	8.25	6.80	7.69	7.31	6.51	6.18	6.71	8.40	
FEWER ABORTIONS	7.00	6.60	7.17	7.38	6.58	6.94	6.89	7.44	6.54	6.89	6.85	6.59	6.55	6.62	7.31	
BROAD SUPPORT REQUIRED	6.41	6.59	6.33	6.14	6.67	6.51	6.38	6.20	6.68	6.24	6.28	6.62	6.88	6.47	6.24	
REDUCING ABORTIONS/GOOD	6.39	5.36	6.84	7.58	5.16	6.06	6.02	7.57	5.23	6.04	5.99	5.32	5.17	5.41	7.23	
MAKE ABORTION UNTHINKABLE	6.18	5.31	6.56	7.37	4.94	5.89	5.87	7.37	4.95	6.01	5.85	5.14	4.88	5.30	6.99	
COME TO CONSENSUS	5.49	5.43	5.52	5.88	5.15	5.26	5.32	5.89	5.14	5.22	5.28	5.22	5.28	5.18	5.71	



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

SUMMARY MEANS:

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
CELEBRATE ABORTIONS	7.57	6.05	6.23	7.91	6.73	8.44	7.05	6.74	7.98
FEWER ABORTIONS	7.00	6.68	6.45	7.19	7.10	6.87	7.07	6.92	6.76
BROAD SUPPORT REQUIRED	6.41	5.74	6.20	6.40	6.56	6.23	6.32	6.15	6.98
REDUCING ABORTIONS/GOOD	6.39	5.32	6.70	6.84	6.47	7.34	5.76	4.93	5.93
MAKE ABORTION UNTHINKABLE	6.18	5.26	6.43	6.67	6.62	7.23	5.35	4.78	5.32
COME TO CONSENSUS	5.49	5.58	5.98	5.72	5.99	5.90	5.35	5.36	4.49



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

SUMMARY MEANS:

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
CELEBRATE ABORTIONS	7.57	8.42	6.84	8.44	6.69	7.61	8.36	6.54	7.61	8.52	6.80	7.62		
FEWER ABORTIONS	7.00	7.47	6.60	7.40	6.55	7.07	7.35	6.38	6.92	7.47	6.67	7.21		
BROAD SUPPORT REQUIRED	6.41	6.18	6.65	6.14	6.60	6.51	6.14	6.63	6.66	6.13	6.57	6.38		
REDUCING ABORTIONS/GOOD	6.39	7.61	5.34	7.62	5.35	6.18	7.74	5.47	6.03	7.49	5.26	6.32		
MAKE ABORTION UNTHINKABLE	6.18	7.38	5.11	7.39	5.19	5.94	7.47	5.36	5.84	7.31	5.07	6.03		
COME TO CONSENSUS	5.49	5.82	5.26	5.80	5.29	5.37	5.96	5.70	5.51	5.63	5.00	5.24		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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SUMMARY MEANS:

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
CELEBRATE ABORTIONS	7.57	6.49	5.99	6.87	7.39	8.57	8.68	8.62	6.22	7.61	8.95	6.52	7.17	5.94	6.58	7.45	8.64
FEWER ABORTIONS	7.00	6.49	6.41	6.55	6.89	7.33	7.73	7.51	6.46	7.07	7.62	6.46	6.52	7.20	6.68	7.09	7.25
BROAD SUPPORT REQUIRED	6.41	6.68	6.73	6.65	6.45	6.31	5.94	6.14	6.76	6.49	5.96	6.70	6.30	7.09	6.52	6.55	6.41
REDUCING ABORTIONS/GOOD	6.39	5.09	5.08	5.09	6.10	7.32	8.22	7.73	6.94	6.49	8.03	4.88	5.74	6.89	4.69	6.20	6.95
MAKE ABORTION UNTHINKABLE	6.18	4.76	4.68	4.83	5.96	7.19	7.98	7.55	7.02	6.44	7.71	4.46	5.93	7.03	4.54	5.78	7.13
COME TO CONSENSUS	5.49	5.18	5.48	4.96	5.43	5.79	5.83	5.81	6.16	6.09	5.67	5.09	5.31	6.53	4.89	5.24	5.97



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

SUMMARY MEANS:

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
CELEBRATE ABORTIONS	7.57	6.71	7.16	8.67	7.70	6.78	5.04	7.08	7.72	7.83	7.51	7.72	8.30	8.61	7.58	6.92
FEWER ABORTIONS	7.00	6.65	6.83	7.44	6.90	7.10	7.78	6.98	7.00	7.02	6.98	6.78	7.31	7.81	7.01	6.53
BROAD SUPPORT REQUIRED	6.41	6.65	6.52	6.10	6.38	6.53	6.76	6.50	6.32	6.20	6.52	6.90	6.55	5.80	6.39	6.53
REDUCING ABORTIONS/GOOD	6.39	5.34	5.86	7.75	6.33	6.45	7.33	6.30	6.44	6.58	6.20	5.90	6.77	8.16	6.68	5.35
MAKE ABORTION UNTHINKABLE	6.18	5.17	5.80	7.44	6.06	6.14	7.15	5.97	6.24	6.35	6.05	5.80	6.62	7.93	6.55	4.90
COME TO CONSENSUS	5.49	5.28	5.36	5.79	5.38	5.52	6.72	5.32	5.45	5.50	5.36	5.79	5.36	5.82	5.91	5.15



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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SUMMARY MEANS:

BANNER 8

	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	1320	680	441	239	537	403	783	277
CELEBRATE ABORTIONS	7.57	7.60	7.52	7.59	7.39	7.56	7.56	7.62	7.46
FEWER ABORTIONS	7.00	6.97	7.05	6.90	7.33	6.75	7.13	7.12	6.94
BROAD SUPPORT REQUIRED	6.41	6.41	6.41	6.37	6.48	6.32	6.61	6.46	6.13
REDUCING ABORTIONS/GOOD	6.39	6.35	6.47	6.44	6.52	6.32	6.81	6.38	5.97
MAKE ABORTION UNTHINKABLE	6.18	6.26	6.04	6.05	6.03	6.21	6.49	6.29	5.39
COME TO CONSENSUS	5.49	5.61	5.28	5.25	5.32	5.83	5.64	5.45	4.75



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

SUMMARY MEANS:

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
CELEBRATE ABORTIONS	7.57	8.12	6.41	6.58	6.21	5.94	8.02	8.19	7.06	6.09	6.31	6.12
FEWER ABORTIONS	7.00	6.99	7.00	6.93	6.96	7.61	6.89	7.09	7.17	6.68	6.67	7.22
BROAD SUPPORT REQUIRED	6.41	6.48	6.26	6.05	6.55	6.50	6.53	6.43	6.20	5.89	6.53	6.56
REDUCING ABORTIONS/GOOD	6.39	6.63	5.89	5.62	5.96	6.36	6.77	6.51	5.95	5.27	5.99	5.94
MAKE ABORTION UNTHINKABLE	6.18	6.18	6.19	6.02	6.23	6.74	6.38	6.01	6.27	5.76	6.07	6.37
COME TO CONSENSUS	5.49	5.24	6.03	6.11	6.13	5.80	5.56	4.97	6.34	5.87	6.08	6.17



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SUMMARY MEANS:

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
CELEBRATE ABORTIONS	7.57	5.95	5.86	7.16	8.08	8.30	8.48	6.43	8.32	6.90	8.41	7.56	7.58	
FEWER ABORTIONS	7.00	6.50	6.98	7.21	7.13	7.10	6.87	6.98	7.01	7.02	6.96	6.91	7.07	
BROAD SUPPORT REQUIRED	6.41	5.82	6.37	6.26	6.68	6.36	6.57	6.21	6.54	6.35	6.49	6.44	6.38	
REDUCING ABORTIONS/GOOD	6.39	5.35	5.84	6.39	6.44	6.84	6.68	5.97	6.67	6.10	6.75	6.53	6.27	
MAKE ABORTION UNTHINKABLE	6.18	5.41	6.10	6.33	6.09	6.42	6.27	6.06	6.27	6.06	6.33	6.33	6.05	
COME TO CONSENSUS	5.49	5.41	6.12	5.91	5.32	5.41	5.06	5.89	5.23	5.73	5.20	5.75	5.27	



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SUMMARY MEANS:

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
CELEBRATE ABORTIONS	7.57	5.64	6.56	8.08	8.44	6.13	6.39	7.93	8.40	5.31	6.72	8.20	8.47	6.68	7.79	8.19
FEWER ABORTIONS	7.00	6.58	7.09	7.19	6.92	6.17	7.02	7.13	6.87	6.85	7.15	7.24	6.96	6.95	7.00	7.05
BROAD SUPPORT REQUIRED	6.41	5.92	6.38	6.56	6.46	5.90	6.59	6.48	6.45	5.94	6.18	6.63	6.47	6.39	6.43	6.37
REDUCING ABORTIONS/GOOD	6.39	5.32	6.09	6.53	6.81	5.28	6.53	6.66	6.73	5.34	5.69	6.42	6.88	6.00	6.36	6.98
MAKE ABORTION UNTHINKABLE	6.18	5.50	6.24	6.23	6.31	5.28	6.57	6.54	6.28	5.64	5.95	5.97	6.33	6.10	6.08	6.56
COME TO CONSENSUS	5.49	5.62	6.08	5.39	5.14	5.34	6.50	5.69	5.40	5.81	5.69	5.13	4.89	5.76	5.37	5.47



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

42. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
LIKELY VOTER	84.0	96.0	91.8	85.8	81.8	75.5	70.1	86.5	88.4	82.3	90.3	72.1	54.9	93.5	84.8	55.6	83.3	89.3	91.6	86.6
Definitely Voting	71.8	92.5	83.4	73.5	64.7	59.2	57.7	71.6	86.0	69.1	81.4	51.3	36.3	87.1	60.7	42.0	68.7	80.5	82.4	78.2
Very Likely	12.2	3.5	8.4	12.3	17.0	16.2	12.4	14.9	2.3	13.3	8.9	20.9	18.6	6.5	24.1	13.5	14.6	8.8	9.2	8.3
LESS LIKELY TO VOTE	16.0	4.0	8.2	14.2	18.2	24.5	29.9	13.5	11.6	17.7	9.7	27.9	45.1	6.5	15.2	44.4	16.7	10.7	8.4	13.4
Somewhat Likely	10.2	1.5	4.0	9.1	11.3	17.5	19.4	8.1	11.6	10.8	5.5	17.7	29.4	3.9	12.7	23.3	10.5	8.2	7.3	9.3
Not That Likely	2.9	1.0	1.8	2.4	3.6	3.2	5.5	5.4	0.0	3.3	1.9	5.1	7.8	1.7	1.5	7.3	4.3	1.7	0.4	3.2
Not at All	2.9	1.5	2.4	2.7	3.4	3.8	5.0	0.0	0.0	3.5	2.3	5.1	7.8	0.8	0.9	13.9	1.9	0.8	0.8	0.9
Mean	3.47	3.84	3.69	3.51	3.36	3.24	3.12	3.53	3.74	3.41	3.65	3.08	2.68	3.77	3.42	2.62	3.44	3.66	3.72	3.60



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42. 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	350	450	768	432	1680	1436	244	320	204	116
LIKELY VOTER	84.0	81.7	86.9	82.6	85.4	100.0	100.0	100.0	0.0	0.0	0.0
Definitely Voting	71.8	70.6	74.4	68.1	76.6	85.5	100.0	0.0	0.0	0.0	0.0
Very Likely	12.2	11.1	12.4	14.5	8.8	14.5	0.0	100.0	0.0	0.0	0.0
LESS LIKELY TO VOTE	16.0	18.3	13.1	17.4	14.6	0.0	0.0	0.0	100.0	100.0	100.0
Somewhat Likely	10.2	11.7	7.8	11.5	9.3	0.0	0.0	0.0	63.8	100.0	0.0
Not That Likely	2.9	4.0	2.4	3.4	1.6	0.0	0.0	0.0	18.1	0.0	50.0
Not at All	2.9	2.6	2.9	2.6	3.7	0.0	0.0	0.0	18.1	0.0	50.0
Mean	3.47	3.43	3.53	3.42	3.53	3.85	4.00	3.00	1.46	2.00	0.50



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42. 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-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITE	STATES	FOR	CONGRESS	ERS/	(W/DJT	FOR	CONGRESS	ERS/	ROVE	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
LIKELY VOTER	84.0	86.0	83.2	90.5	86.9	55.6	65.4	89.6	86.3	56.3	65.1	84.5	90.3	81.0	83.6
Definitely Voting	71.8	71.5	71.9	77.7	75.8	42.0	50.1	77.4	75.2	40.6	49.4	70.6	81.8	63.8	72.8
Very Likely	12.2	14.5	11.3	12.7	11.1	13.5	15.3	12.2	11.1	15.7	15.7	13.9	8.5	17.2	10.8
LESS LIKELY TO VOTE	16.0	14.0	16.8	9.5	13.1	44.4	34.6	10.4	13.7	43.7	34.9	15.5	9.7	19.0	16.4
Somewhat Likely	10.2	10.3	10.1	7.0	9.1	23.3	20.5	7.4	9.2	23.6	20.8	10.8	5.8	13.9	9.7
Not That Likely	2.9	1.8	3.4	1.6	2.8	7.3	5.3	2.2	3.1	4.7	4.9	3.0	2.4	3.3	2.9
Not at All	2.9	1.8	3.4	0.9	1.2	13.9	8.8	0.8	1.4	15.4	9.3	1.7	1.5	1.8	3.8
Mean	3.47	3.52	3.45	3.65	3.57	2.62	2.93	3.63	3.56	2.61	2.91	3.49	3.67	3.38	3.46



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42. 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	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING	LABOR- TION	THREAT S TO
						AFFDB	ACCESS	DMCRCY	
Total	2000	137	44	857	161	181	132	99	303
LIKELY VOTER	84.0	77.4	79.5	85.1	73.9	87.8	71.2	85.9	93.1
Definitely Voting	71.8	62.8	47.7	71.6	58.4	83.4	55.3	74.7	86.5
Very Likely	12.2	14.6	31.8	13.4	15.5	4.4	15.9	11.1	6.6
LESS LIKELY TO VOTE	16.0	22.6	20.5	14.9	26.1	12.2	28.8	14.1	6.9
Somewhat Likely	10.2	15.3	13.6	9.0	15.5	8.8	18.2	12.1	5.3
Not That Likely	2.9	4.4	2.3	3.5	5.6	1.7	3.0	0.0	0.0
Not at All	2.9	2.9	4.5	2.5	5.0	1.7	7.6	2.0	1.7
Mean	3.47	3.30	3.16	3.48	3.17	3.66	3.08	3.57	3.76



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42. 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	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	892	720	740	540	375	307	258	345	433	282
LIKELY VOTER	84.0	91.3	87.4	92.1	85.1	71.7	93.9	87.3	77.1	90.1	83.6	66.7
Definitely Voting	71.8	81.0	75.0	81.1	72.0	59.1	85.1	73.0	64.7	76.8	71.4	53.9
Very Likely	12.2	10.4	12.4	11.0	13.1	12.6	8.8	14.3	12.4	13.3	12.2	12.8
LESS LIKELY TO VOTE	16.0	8.7	12.6	7.9	14.9	28.3	6.1	12.7	22.9	9.9	16.4	33.3
Somewhat Likely	10.2	6.6	9.5	5.7	9.5	17.2	4.3	10.1	13.2	7.2	9.0	20.9
Not That Likely	2.9	1.0	1.9	1.7	3.1	4.3	1.6	2.0	4.3	1.7	3.9	4.3
Not at All	2.9	1.1	1.1	0.6	2.3	6.9	0.3	0.7	5.4	0.9	3.5	8.2
Mean	3.47	3.69	3.58	3.70	3.49	3.13	3.77	3.57	3.27	3.63	3.44	3.00



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

42. 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	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
LIKELY VOTER	84.0	87.4	92.9	83.2	75.5	88.7	92.2	90.3	84.1	85.7	94.9	89.1	79.9	79.7	80.3	67.7	77.3
Definitely Voting	71.8	75.7	85.8	68.0	59.3	78.0	86.6	81.9	66.7	65.3	87.5	79.1	61.8	65.6	63.4	54.8	68.0
Very Likely	12.2	11.7	7.1	15.2	16.2	10.7	5.6	8.4	17.5	20.4	7.5	10.0	18.1	14.1	16.9	12.9	9.4
LESS LIKELY TO VOTE	16.0	12.6	7.1	16.8	24.5	11.3	7.8	9.7	15.9	14.3	5.1	10.9	20.1	20.3	19.7	32.3	22.7
Somewhat Likely	10.2	7.9	3.8	11.1	15.9	7.6	4.1	6.0	11.1	10.9	3.5	6.6	13.4	12.5	12.7	19.9	12.5
Not That Likely	2.9	3.1	1.2	4.4	4.0	2.4	0.6	1.6	4.8	2.0	1.2	2.4	3.5	6.2	5.6	5.3	0.8
Not at All	2.9	1.6	2.1	1.3	4.6	1.3	3.1	2.1	0.0	1.4	0.4	1.9	3.1	1.6	1.4	7.0	9.4
Mean	3.47	3.57	3.73	3.44	3.22	3.62	3.72	3.66	3.46	3.46	3.80	3.62	3.32	3.36	3.35	3.03	3.26



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BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
LIKELY VOTER	84.0	84.7	68.7	89.1	80.4	86.8	89.1	86.4	84.1	87.3	78.2	78.8	87.8	88.9	85.9	78.7
Definitely Voting	71.8	72.3	51.6	79.0	64.6	73.9	65.2	75.4	72.0	75.3	66.1	66.7	77.6	76.6	72.4	67.0
Very Likely	12.2	12.4	17.1	10.0	15.7	12.9	23.9	11.0	12.1	12.1	12.1	12.1	10.2	12.3	13.5	11.7
LESS LIKELY TO VOTE	16.0	15.3	31.3	10.9	19.6	13.2	10.9	13.6	15.9	12.7	21.8	21.2	12.2	11.1	14.1	21.3
Somewhat Likely	10.2	10.1	19.7	6.7	12.2	7.5	2.2	8.5	10.6	8.1	15.1	11.6	6.8	8.8	10.1	12.8
Not That Likely	2.9	2.8	5.5	2.0	3.9	3.1	4.3	2.9	2.9	2.4	3.8	2.5	2.2	1.2	2.0	4.5
Not at All	2.9	2.4	6.1	2.2	3.5	2.5	4.3	2.2	2.4	2.2	2.9	7.1	3.2	1.2	2.0	4.0
Mean	3.47	3.49	3.03	3.62	3.34	3.53	3.41	3.54	3.48	3.56	3.35	3.29	3.57	3.62	3.52	3.33



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BANNER 8

	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	1320	680	441	239	537	403	783	277
LIKELY VOTER	84.0	79.5	92.8	91.4	95.4	81.9	94.0	77.8	91.0
Definitely Voting	71.8	66.7	81.8	80.0	84.9	70.2	82.6	64.2	80.5
Very Likely	12.2	12.8	11.0	11.3	10.5	11.7	11.4	13.5	10.5
LESS LIKELY TO VOTE	16.0	20.5	7.2	8.6	4.6	18.1	6.0	22.2	9.0
Somewhat Likely	10.2	13.3	4.1	5.7	1.3	12.3	3.7	14.0	4.7
Not That Likely	2.9	3.4	1.9	2.3	1.3	3.2	1.5	3.6	2.5
Not at All	2.9	3.8	1.2	0.7	2.1	2.6	0.7	4.6	1.8
Mean	3.47	3.35	3.70	3.68	3.75	3.44	3.74	3.29	3.65



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BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
LIKELY VOTER	84.0	91.1	68.9	75.0	63.5	72.5	95.1	87.7	77.4	72.4	67.8	59.7
Definitely Voting	71.8	81.6	50.9	58.1	45.4	48.8	86.0	77.9	60.2	55.9	50.4	41.0
Very Likely	12.2	9.5	18.0	16.9	18.1	23.8	9.1	9.8	17.3	16.5	17.4	18.7
LESS LIKELY TO VOTE	16.0	8.9	31.1	25.0	36.5	27.5	4.9	12.3	22.6	27.6	32.2	40.3
Somewhat Likely	10.2	5.4	20.3	16.2	23.8	20.0	3.0	7.5	13.5	18.9	23.1	24.5
Not That Likely	2.9	1.8	5.2	6.2	4.6	5.0	1.4	2.2	5.3	7.1	3.3	5.8
Not at All	2.9	1.6	5.6	2.7	8.1	2.5	0.5	2.6	3.8	1.6	5.8	10.1
Mean	3.47	3.68	3.03	3.22	2.88	3.11	3.79	3.58	3.25	3.18	3.03	2.75



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BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
LIKELY VOTER	84.0	56.2	71.6	81.2	83.2	91.2	96.8	72.5	91.5	75.6	94.5	87.1	81.2	
Definitely Voting	71.8	33.1	52.2	66.6	71.1	81.6	91.6	54.4	83.3	59.2	87.5	75.5	68.5	
Very Likely	12.2	23.1	19.4	14.6	12.1	9.6	5.1	18.1	8.3	16.4	7.0	11.6	12.7	
LESS LIKELY TO VOTE	16.0	43.8	28.4	18.8	16.8	8.8	3.2	27.5	8.5	24.4	5.5	12.9	18.8	
Somewhat Likely	10.2	27.5	19.1	11.9	10.2	4.9	2.5	17.8	5.2	15.6	3.5	8.6	11.6	
Not That Likely	2.9	9.4	4.3	3.6	2.2	2.2	0.6	5.0	1.5	4.2	1.2	2.4	3.3	
Not at All	2.9	6.9	5.0	3.3	4.4	1.6	0.2	4.7	1.7	4.6	0.8	1.8	3.9	
Mean	3.47	2.66	3.09	3.38	3.43	3.67	3.87	3.13	3.70	3.21	3.79	3.57	3.39	



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BANNER 11

	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
Total	2000	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
LIKELY VOTER	84.0	59.8	76.0	85.7	95.2	65.1	74.1	92.7	97.0	56.2	77.7	79.6	93.4	79.9	85.7	85.2
Definitely Voting	71.8	36.4	58.3	73.7	89.7	36.0	56.9	82.3	92.4	36.7	59.6	66.4	87.0	68.6	73.1	72.8
Very Likely	12.2	23.4	17.7	11.9	5.5	29.1	17.2	10.5	4.6	19.5	18.1	13.1	6.3	11.3	12.6	12.4
LESS LIKELY TO VOTE	16.0	40.2	24.0	14.3	4.8	34.9	25.9	7.3	3.0	43.8	22.3	20.4	6.6	20.1	14.3	14.8
Somewhat Likely	10.2	24.8	16.3	8.2	3.4	22.1	18.8	4.4	1.6	26.6	14.0	11.4	5.0	13.7	8.4	10.0
Not That Likely	2.9	7.9	4.0	2.6	0.9	5.8	4.6	1.2	1.1	9.4	3.4	3.8	0.8	3.1	3.3	1.7
Not at All	2.9	7.5	3.8	3.5	0.5	7.0	2.5	1.6	0.3	7.8	4.9	5.2	0.8	3.3	2.6	3.1
Mean	3.47	2.73	3.23	3.50	3.83	2.81	3.21	3.71	3.88	2.68	3.24	3.32	3.78	3.39	3.50	3.50



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43. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
LIBERAL	27.8	2.0	8.4	17.2	30.2	43.9	53.2	66.2	83.7	16.2	10.5	23.8	33.3	8.5	19.2	7.3	35.0	65.0	58.2	73.1
Very	12.0	0.5	4.0	5.9	12.9	16.2	20.9	36.5	65.1	5.8	4.0	8.5	9.8	4.4	5.3	2.1	12.1	31.9	24.9	40.3
Somewhat	15.8	1.5	4.5	11.3	17.3	27.7	32.3	29.7	18.6	10.4	6.5	15.3	23.5	4.1	13.9	5.2	22.9	33.1	33.3	32.9
MODERATE	37.1	15.6	31.9	42.1	48.2	45.2	33.8	25.7	7.0	40.0	32.5	53.8	46.1	17.5	40.9	67.0	56.0	27.9	34.5	19.9
CONSERVATIVE	35.1	82.4	59.6	40.8	21.6	10.8	12.9	8.1	9.3	43.9	57.0	22.3	20.6	74.0	39.9	25.7	9.0	7.1	7.3	6.9
Somewhat	19.1	31.7	32.5	24.7	14.4	7.0	8.5	4.1	4.7	23.7	29.2	15.3	10.8	30.7	32.2	18.4	7.1	4.4	3.8	5.1
Very	16.0	50.8	27.2	16.1	7.2	3.8	4.5	4.1	4.7	20.2	27.8	7.0	9.8	43.3	7.7	7.3	1.9	2.7	3.4	1.9
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.3	80.4	51.2	23.6	-8.6	-33.1	-40.3	-58.1	-74.4	27.7	46.5	-1.5	-12.7	65.5	20.7	18.4	-26.0	-57.9	-51.0	-66.2
Mean	3.11	4.31	3.74	3.34	2.86	2.54	2.43	2.09	1.65	3.42	3.70	2.97	2.87	4.04	3.23	3.24	2.64	2.13	2.28	1.95



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43. 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	350	450	768	432	1680	1436	244	320	204	116
LIBERAL	27.8	28.3	24.4	27.0	32.4	28.9	29.3	26.6	21.9	21.6	22.4
Very	12.0	12.9	11.3	11.3	13.2	13.3	14.3	7.0	5.3	4.4	6.9
Somewhat	15.8	15.4	13.1	15.6	19.2	15.7	15.0	19.7	16.6	17.2	15.5
MODERATE	37.1	38.6	38.0	35.9	37.0	33.3	30.6	49.2	56.9	57.8	55.2
CONSERVATIVE	35.1	33.1	37.6	37.1	30.6	37.7	40.0	24.2	21.2	20.6	22.4
Somewhat	19.1	19.7	19.8	19.3	17.6	20.2	20.8	16.8	13.4	14.2	12.1
Very	16.0	13.4	17.8	17.8	13.0	17.6	19.3	7.4	7.8	6.4	10.3
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.	7.3	4.9	13.1	10.2	-1.9	8.8	10.7	-2.5	-0.6	-1.0	0.0
Mean	3.11	3.05	3.20	3.17	2.98	3.13	3.16	2.98	3.02	3.01	3.03



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BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN		
		UNITED STATES	WRONG TRACK	RIGHT	FOR CONGRESS	DEMO-	UNDE-	ERS/	FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-
								(W/DJT ENDORSEMENT)							
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
LIBERAL	27.8	48.0	19.2	12.3	52.9	7.3	17.0	10.9	52.3	7.1	15.7	48.2	60.6	40.8	11.8
Very	12.0	22.8	7.4	4.7	23.9	2.1	5.7	4.0	23.7	2.0	5.7	22.5	34.5	15.2	3.8
Somewhat	15.8	25.2	11.8	7.6	29.0	5.2	11.4	6.9	28.6	5.1	9.9	25.8	26.1	25.6	7.9
MODERATE	37.1	39.5	36.0	25.8	39.2	67.0	59.7	27.9	39.0	63.8	58.5	39.9	26.7	47.9	34.9
CONSERVATIVE	35.1	12.5	44.8	62.0	7.9	25.7	23.3	61.2	8.7	29.1	25.8	11.9	12.7	11.3	53.3
Somewhat	19.1	8.2	23.9	31.2	5.5	18.4	18.0	30.9	6.2	19.7	19.0	8.0	6.4	9.0	27.8
Very	16.0	4.3	20.9	30.7	2.4	7.3	5.3	30.3	2.5	9.4	6.8	3.9	6.4	2.4	25.5
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
Net Diff.	7.3	-35.5	25.6	49.7	-45.0	18.4	6.3	50.3	-43.6	22.0	10.2	-36.4	-47.9	-29.4	41.5
Mean	3.11	2.46	3.39	3.76	2.34	3.24	3.06	3.77	2.35	3.30	3.11	2.45	2.24	2.58	3.63



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
LIBERAL	27.8	48.9	43.2	19.5	33.5	7.7	31.1	48.5	38.9
Very	12.0	23.4	9.1	7.7	13.0	2.2	15.2	32.3	15.5
Somewhat	15.8	25.5	34.1	11.8	20.5	5.5	15.9	16.2	23.4
MODERATE	37.1	40.9	40.9	38.5	36.0	23.8	55.3	36.4	32.0
CONSERVATIVE	35.1	10.2	15.9	42.0	30.4	68.5	13.6	15.2	29.0
Somewhat	19.1	6.6	9.1	23.9	18.0	32.6	9.8	8.1	14.2
Very	16.0	3.6	6.8	18.1	12.4	35.9	3.8	7.1	14.9
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.3	-38.7	-27.3	22.5	-3.1	60.8	-17.4	-33.3	-9.9
Mean	3.11	2.42	2.70	3.33	2.96	3.94	2.71	2.41	2.89



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43. 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			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	892	720	740	540	375	307	258	345	433	282			
LIBERAL	27.8	8.9	48.3	8.8	57.0	13.1	7.5	56.7	13.2	10.1	57.3	13.1			
Very	12.0	3.9	20.9	4.0	25.8	3.7	3.7	23.8	3.1	4.3	27.3	4.3			
Somewhat	15.8	5.0	27.5	4.7	31.2	9.4	3.7	32.9	10.1	5.8	30.0	8.9			
MODERATE	37.1	26.3	40.9	20.4	34.3	63.1	14.9	34.5	60.1	26.4	34.2	66.0			
CONSERVATIVE	35.1	64.8	10.8	70.8	8.6	23.7	77.6	8.8	26.7	63.5	8.5	20.9			
Somewhat	19.1	32.5	7.8	34.4	5.3	17.6	39.2	4.9	20.2	29.3	5.5	15.2			
Very	16.0	32.4	2.9	36.4	3.4	6.1	38.4	3.9	6.6	34.2	3.0	5.7			
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.	7.3	55.9	-37.6	62.1	-48.4	10.6	70.1	-47.9	13.6	53.3	-48.7	7.8			
Mean	3.11	3.84	2.45	3.94	2.29	3.13	4.05	2.32	3.17	3.83	2.27	3.09			



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43. 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	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
LIBERAL	27.8	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	12.0	43.2	100.0	0.0	0.0	0.0	0.0	0.0	46.0	0.0	0.0	45.3	0.0	0.0	28.2	0.0	0.0
Somewhat	15.8	56.8	0.0	100.0	0.0	0.0	0.0	0.0	54.0	0.0	0.0	54.7	0.0	0.0	71.8	0.0	0.0
MODERATE	37.1	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	35.1	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	19.1	0.0	0.0	0.0	0.0	100.0	0.0	54.4	0.0	0.0	48.6	0.0	0.0	60.9	0.0	0.0	74.2
Very	16.0	0.0	0.0	0.0	0.0	0.0	100.0	45.6	0.0	0.0	51.4	0.0	0.0	39.1	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.	7.3	-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	3.11	1.57	1.00	2.00	3.00	4.00	5.00	4.46	1.54	3.00	4.51	1.55	3.00	4.39	1.72	3.00	4.26



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43. 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	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO		Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-
		DEMO-	TCKT	REPUB-	SWING	WLTHY/	Weal-	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-
		CRAT	SPLTTR	LICAN	VOTER	UPPER	thy	Middle	/LOWER	Class	Middle	Class	STREAM	GEL-	OLIC	RELI-
					MIDDLE	MIDDLE		Class	MIDDLE		Class	PROT.	ICAL		GIOS	
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
LIBERAL	27.8	52.9	12.6	6.1	20.0	38.4	45.7	37.1	25.5	23.4	29.5	27.8	21.1	11.1	24.6	40.1
Very	12.0	24.0	2.9	2.4	3.5	18.9	32.6	16.5	10.2	8.6	13.2	14.1	7.5	2.3	10.5	19.6
Somewhat	15.8	29.0	9.7	3.7	16.5	19.5	13.0	20.6	15.3	14.8	16.3	13.6	13.6	8.8	14.1	20.6
MODERATE	37.1	38.6	67.7	23.7	50.7	27.4	30.4	26.8	38.4	38.6	38.1	42.9	37.9	21.6	36.5	42.9
CONSERVATIVE	35.1	8.5	19.7	70.2	29.3	34.3	23.9	36.0	36.1	38.0	32.4	29.3	41.1	67.3	38.9	17.0
Somewhat	19.1	5.5	16.1	35.1	21.7	20.4	15.2	21.3	19.5	20.5	17.6	14.1	22.1	25.1	23.2	11.1
Very	16.0	2.9	3.5	35.1	7.6	13.8	8.7	14.7	16.6	17.6	14.8	15.2	19.0	42.1	15.7	5.9
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	0.0	0.0	0.0	0.0
Net Diff.	7.3	-44.5	7.1	64.1	9.2	-4.1	-21.7	-1.1	10.5	14.7	2.9	1.5	20.0	56.1	14.3	-23.1
Mean	3.11	2.35	3.08	3.97	3.13	2.91	2.54	2.97	3.17	3.24	3.04	3.03	3.32	3.96	3.19	2.63



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43. 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	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	1320	680	441	239	537	403	783	277
LIBERAL	27.8	24.6	34.0	29.5	42.3	22.3	28.8	26.2	41.5
Very	12.0	10.8	14.4	11.8	19.2	8.9	11.7	12.0	18.4
Somewhat	15.8	13.9	19.6	17.7	23.0	13.4	17.1	14.2	23.1
MODERATE	37.1	41.6	28.4	31.3	23.0	38.7	27.0	43.6	30.3
CONSERVATIVE	35.1	33.8	37.6	39.2	34.7	38.9	44.2	30.3	28.2
Somewhat	19.1	18.4	20.4	20.2	20.9	22.5	23.1	15.6	16.6
Very	16.0	15.4	17.2	19.0	13.8	16.4	21.1	14.7	11.6
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.3	9.2	3.7	9.8	-7.5	16.6	15.4	4.1	-13.4
Mean	3.11	3.14	3.06	3.17	2.87	3.24	3.25	3.07	2.80



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43. 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	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
LIBERAL	27.8	24.5	34.8	38.1	34.6	35.0	20.9	27.6	32.3	44.1	38.8	30.9
Very	12.0	10.0	16.2	18.8	17.7	8.8	8.3	11.5	14.3	23.6	17.4	18.0
Somewhat	15.8	14.5	18.6	19.2	16.9	26.2	12.6	16.1	18.0	20.5	21.5	12.9
MODERATE	37.1	33.7	44.4	36.5	48.8	50.0	29.1	37.6	36.8	36.2	44.6	52.5
CONSERVATIVE	35.1	41.8	20.8	25.4	16.5	15.0	50.0	34.8	30.8	19.7	16.5	16.5
Somewhat	19.1	22.4	12.0	15.4	9.2	8.8	27.1	18.4	18.8	11.8	9.9	8.6
Very	16.0	19.4	8.8	10.0	7.3	6.2	22.9	16.4	12.0	7.9	6.6	7.9
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.	7.3	17.4	-14.1	-12.7	-18.1	-20.0	29.1	7.2	-1.5	-24.4	-22.3	-14.4
Mean	3.11	3.27	2.78	2.78	2.72	2.78	3.44	3.12	2.96	2.60	2.67	2.76



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43. 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	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	299	335	315	365	526	794	1206	1109	891	940	1060
LIBERAL	27.8	44.4	34.4	31.6	23.5	21.1	23.8	35.3	22.9	31.9	22.7	25.1	30.2
Very	12.0	17.5	17.4	16.4	10.8	7.1	8.6	17.0	8.7	15.2	8.0	10.1	13.7
Somewhat	15.8	26.9	17.1	15.2	12.7	14.0	15.2	18.3	14.2	16.7	14.7	15.0	16.5
MODERATE	37.1	41.9	44.1	43.9	39.0	34.0	28.3	43.6	32.8	42.3	30.6	33.7	40.1
CONSERVATIVE	35.1	13.8	21.4	24.5	37.5	44.9	47.9	21.2	44.3	25.8	46.7	41.2	29.7
Somewhat	19.1	9.4	10.4	13.7	20.6	23.3	26.6	11.6	24.0	14.2	25.3	22.8	15.8
Very	16.0	4.4	11.0	10.7	16.8	21.6	21.3	9.6	20.2	11.6	21.4	18.4	13.9
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	0.0
Net Diff.	7.3	-30.6	-13.0	-7.2	14.0	23.8	24.1	-14.1	21.4	-6.1	24.0	16.1	-0.5
Mean	3.11	2.56	2.81	2.87	3.20	3.38	3.37	2.78	3.33	2.90	3.37	3.24	3.00



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BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
LIBERAL	27.8	44.9	33.7	22.5	22.7	39.5	32.6	23.4	18.0	48.4	34.7	21.8	27.2	37.8	26.8	17.2
Very	12.0	16.4	18.3	9.7	8.2	10.5	16.3	9.7	6.3	20.3	20.0	9.7	10.1	18.8	10.6	6.4
Somewhat	15.8	28.5	15.5	12.8	14.5	29.1	16.3	13.7	11.7	28.1	14.7	12.1	17.2	19.0	16.2	10.7
MODERATE	37.1	40.7	44.8	38.2	30.1	41.9	42.3	32.3	27.2	39.8	47.2	43.3	32.8	37.8	36.5	37.7
CONSERVATIVE	35.1	14.5	21.4	39.3	47.2	18.6	25.1	44.4	54.8	11.7	18.1	34.9	39.9	24.5	36.7	45.1
Somewhat	19.1	8.9	10.9	21.6	25.8	9.3	13.0	24.6	31.1	8.6	9.1	19.0	20.6	11.9	21.0	23.9
Very	16.0	5.6	10.5	17.7	21.5	9.3	12.1	19.8	23.7	3.1	9.1	15.9	19.3	12.6	15.7	21.2
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.3	-30.4	-12.3	16.8	24.6	-20.9	-7.5	21.0	36.8	-36.7	-16.6	13.1	12.7	-13.3	9.9	27.9
Mean	3.11	2.59	2.80	3.25	3.38	2.78	2.88	3.31	3.54	2.46	2.72	3.19	3.22	2.80	3.15	3.43



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44. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
DEMOCRAT	44.2	5.5	16.4	36.2	55.2	66.6	71.6	75.7	86.0	28.8	21.9	40.4	39.2	6.6	17.3	26.4	82.7	93.5	95.4	91.2
Always	26.2	2.0	10.0	17.2	32.9	37.9	41.8	62.2	74.4	13.3	11.1	16.0	20.6	3.9	5.6	10.1	40.9	67.5	69.3	65.3
Usually	18.0	3.5	6.3	19.0	22.3	28.7	29.9	13.5	11.6	15.5	10.7	24.5	18.6	2.7	11.8	16.3	41.8	26.0	26.1	25.9
TICKET-SPLITTER	15.5	6.0	13.5	18.0	18.2	18.8	16.9	12.2	4.7	18.7	13.7	26.4	30.4	4.4	23.2	48.3	13.9	5.2	4.2	6.5
REPUBLICAN	40.3	88.4	70.2	45.8	26.6	14.6	11.4	12.2	9.3	52.5	64.5	33.2	30.4	89.0	59.4	25.3	3.4	1.3	0.4	2.3
Usually	18.0	26.6	29.3	23.3	14.1	9.6	4.5	9.5	7.0	23.2	26.4	18.7	13.7	22.9	47.1	19.4	3.1	1.3	0.4	2.3
Always	22.4	61.8	40.9	22.5	12.5	5.1	7.0	2.7	2.3	29.3	38.1	14.5	16.7	66.0	12.4	5.9	0.3	0.0	0.0	0.0
Net Diff.	-3.9	82.9	53.8	9.7	-28.5	-51.9	-60.2	-63.5	-76.7	23.8	42.6	-7.2	-8.8	82.3	42.1	-1.0	-79.3	-92.2	-95.0	-88.9
Mean	2.92	4.43	3.85	3.15	2.51	2.15	2.05	1.77	1.51	3.40	3.70	2.91	2.87	4.44	3.49	2.95	1.80	1.40	1.36	1.46



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44. 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	350	450	768	432	1680	1436	244	320	204	116
DEMOCRAT	44.2	44.6	41.6	42.4	49.8	44.6	44.5	45.1	42.2	43.6	39.7
Always	26.2	26.6	24.9	25.7	28.2	26.4	27.3	20.9	25.3	25.0	25.9
Usually	18.0	18.0	16.7	16.8	21.5	18.2	17.2	24.2	16.9	18.6	13.8
TICKET-SPLITTER	15.5	17.7	14.9	14.5	16.2	12.7	11.1	21.7	30.3	29.9	31.0
REPUBLICAN	40.3	37.7	43.6	43.1	34.0	42.7	44.4	33.2	27.5	26.5	29.3
Usually	18.0	16.9	20.4	17.7	16.7	18.3	18.0	20.5	15.9	13.2	20.7
Always	22.4	20.9	23.1	25.4	17.4	24.4	26.4	12.7	11.6	13.2	8.6
Net Diff.	-3.9	-6.9	2.0	0.7	-15.7	-1.8	-0.1	-11.9	-14.7	-17.2	-10.3
Mean	2.92	2.87	3.00	3.00	2.73	2.96	2.99	2.80	2.72	2.71	2.72



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BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES	FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)	ERS/	FOR CONGRESS	ERS/	ROVE	Strong	Smwht	DISAP-	PROVE	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-				
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION														
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
DEMOCRAT	44.2	77.8	29.7	10.4	89.1	26.4	34.4	9.9	86.5	26.8	34.0	79.4	90.0	72.9	16.8	
Always	26.2	51.2	15.3	4.5	56.8	10.1	13.9	3.7	55.7	9.1	14.6	50.6	67.6	40.4	7.1	
Usually	18.0	26.7	14.3	5.9	32.4	16.3	20.5	6.2	30.9	17.7	19.4	28.7	22.4	32.5	9.6	
TICKET-SPLITTER	15.5	12.0	17.1	11.1	8.8	48.3	39.5	12.2	9.8	46.1	37.3	11.6	4.5	15.9	18.4	
REPUBLICAN	40.3	10.2	53.3	78.5	2.1	25.3	26.0	77.8	3.7	27.2	28.7	9.0	5.5	11.2	64.8	
Usually	18.0	7.5	22.4	31.5	2.0	19.4	20.9	30.8	3.2	20.9	22.7	7.2	4.5	8.8	26.4	
Always	22.4	2.7	30.8	47.0	0.1	5.9	5.1	47.1	0.5	6.3	6.0	1.8	0.9	2.4	38.4	
Net Diff.	-3.9	-67.7	23.6	68.1	-87.0	-1.0	-8.4	67.9	-82.8	0.4	-5.3	-70.4	-84.5	-61.8	48.0	
Mean	2.92	1.84	3.39	4.11	1.56	2.95	2.83	4.11	1.62	2.98	2.86	1.81	1.49	2.00	3.79	



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BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
DEMOCRAT	44.2	67.9	65.9	34.1	49.1	14.4	56.8	72.7	58.4
Always	26.2	44.5	38.6	18.9	35.4	7.2	34.1	47.5	32.0
Usually	18.0	23.4	27.3	15.2	13.7	7.2	22.7	25.3	26.4
TICKET-SPLITTER	15.5	17.5	18.2	16.6	19.9	10.5	19.7	8.1	12.2
REPUBLICAN	40.3	14.6	15.9	49.4	31.1	75.1	23.5	19.2	29.4
Usually	18.0	5.8	4.5	22.4	15.5	29.8	14.4	11.1	12.2
Always	22.4	8.8	11.4	27.0	15.5	45.3	9.1	8.1	17.2
Net Diff.	-3.9	-53.3	-50.0	15.3	-18.0	60.8	-33.3	-53.5	-29.0
Mean	2.92	2.11	2.23	3.23	2.62	3.99	2.42	2.07	2.56



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
DEMOCRAT	44.2	7.0	82.0	4.9	91.4	32.0	5.3	89.6	32.2	4.3	92.6	31.9		
Always	26.2	3.2	49.9	1.5	60.7	11.9	2.4	55.4	11.6	0.6	64.4	12.1		
Usually	18.0	3.8	32.1	3.3	30.7	20.2	2.9	34.2	20.5	3.8	28.2	19.9		
TICKET-SPLITTER	15.5	12.9	11.9	6.5	6.4	40.0	6.4	7.8	43.0	6.7	5.3	37.2		
REPUBLICAN	40.3	80.1	6.2	88.6	2.3	28.0	88.3	2.6	24.8	89.0	2.1	30.9		
Usually	18.0	30.3	5.7	33.1	1.9	19.8	34.7	2.3	18.6	31.3	1.6	20.9		
Always	22.4	49.8	0.4	55.6	0.4	8.1	53.6	0.3	6.2	57.7	0.5	9.9		
Net Diff.	-3.9	73.1	-75.8	83.8	-89.1	-4.1	82.9	-87.0	-7.4	84.6	-90.5	-1.1		
Mean	2.92	4.20	1.75	4.38	1.51	2.92	4.34	1.58	2.87	4.42	1.45	2.97		



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
DEMOCRAT	44.2	84.2	88.3	81.0	46.0	12.8	8.1	10.7	23.8	10.2	1.0	96.0	86.2	81.2	67.6	31.4	14.1
Always	26.2	58.3	78.8	42.7	20.8	7.3	5.6	6.6	12.7	2.0	0.0	68.2	47.6	62.5	39.4	8.8	4.7
Usually	18.0	25.9	9.6	38.3	25.2	5.5	2.5	4.1	11.1	8.2	1.0	27.7	38.6	18.8	28.2	22.6	9.4
TICKET-SPLITTER	15.5	7.0	3.8	9.5	28.3	13.1	3.4	8.7	17.5	13.6	3.1	3.1	10.6	10.9	21.1	47.8	29.7
REPUBLICAN	40.3	8.8	7.9	9.5	25.7	74.1	88.4	80.6	58.7	76.2	95.9	0.9	3.1	7.8	11.3	20.8	56.2
Usually	18.0	4.1	1.7	6.0	16.8	39.8	18.4	30.1	22.2	42.2	31.8	0.9	3.1	3.1	7.0	16.1	36.7
Always	22.4	4.7	6.2	3.5	8.9	34.3	70.0	50.6	36.5	34.0	64.1	0.0	0.0	4.7	4.2	4.7	19.5
Net Diff.	-3.9	-75.4	-80.4	-71.5	-20.2	61.3	80.3	69.9	34.9	66.0	94.9	-95.0	-83.1	-73.4	-56.3	-10.6	42.2
Mean	2.92	1.71	1.47	1.89	2.68	3.88	4.45	4.14	3.59	3.98	4.59	1.37	1.69	1.69	2.08	2.85	3.57



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

44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
DEMOCRAT	44.2	100.0	0.0	0.0	35.0	49.4	71.7	45.6	42.7	40.1	47.3	47.5	38.0	21.6	42.7	55.3
Always	26.2	59.3	0.0	0.0	0.0	31.4	50.0	28.3	23.8	21.1	28.7	35.9	21.7	10.5	23.2	35.8
Usually	18.0	40.7	0.0	0.0	35.0	17.9	21.7	17.3	18.9	19.0	18.6	11.6	16.3	11.1	19.4	19.6
TICKET-SPLITTER	15.5	0.0	100.0	0.0	30.1	10.4	8.7	10.7	16.0	15.4	17.2	19.7	12.2	9.4	14.1	21.3
REPUBLICAN	40.3	0.0	0.0	100.0	34.9	40.3	19.6	43.8	41.3	44.5	35.4	32.8	49.7	69.0	43.3	23.3
Usually	18.0	0.0	0.0	44.5	34.9	21.4	6.5	23.9	17.8	19.6	14.4	13.6	21.6	21.6	20.0	13.0
Always	22.4	0.0	0.0	55.5	0.0	18.9	13.0	19.9	23.5	24.8	21.1	19.2	28.2	47.4	23.2	10.3
Net Diff.	-3.9	-100.0	0.0	100.0	-0.1	-9.1	-52.2	-1.8	-1.3	4.4	-11.9	-14.6	11.7	47.4	0.6	-32.0
Mean	2.92	1.41	3.00	4.55	3.00	2.78	2.11	2.90	2.98	3.08	2.80	2.69	3.18	3.84	3.01	2.42



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 8

	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	1320	680	441	239	537	403	783	277
DEMOCRAT	44.2	41.7	49.1	44.7	57.3	38.2	42.9	44.1	58.1
Always	26.2	25.3	27.9	23.6	36.0	20.7	24.3	28.5	33.2
Usually	18.0	16.4	21.2	21.1	21.3	17.5	18.6	15.6	24.9
TICKET-SPLITTER	15.5	17.0	12.5	14.3	9.2	18.8	14.4	15.8	9.7
REPUBLICAN	40.3	41.3	38.4	41.0	33.5	43.0	42.7	40.1	32.1
Usually	18.0	18.1	17.6	17.7	17.6	20.3	18.9	16.6	15.9
Always	22.4	23.2	20.7	23.4	15.9	22.7	23.8	23.5	16.2
Net Diff.	-3.9	-0.4	-10.7	-3.6	-23.8	4.8	-0.2	-4.0	-26.0
Mean	2.92	2.98	2.82	2.96	2.56	3.07	2.99	2.91	2.57



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
DEMOCRAT	44.2	36.8	59.8	55.4	68.1	53.8	32.3	40.7	51.1	59.8	64.5	71.2
Always	26.2	21.1	37.0	30.4	50.0	22.5	17.8	23.9	27.1	33.9	39.7	59.0
Usually	18.0	15.7	22.8	25.0	18.1	31.2	14.5	16.8	24.1	26.0	24.8	12.2
TICKET-SPLITTER	15.5	14.0	18.6	16.2	18.1	26.2	15.0	13.3	18.8	13.4	17.4	18.7
REPUBLICAN	40.3	49.1	21.6	28.5	13.8	20.0	52.7	46.0	30.1	26.8	18.2	10.1
Usually	18.0	21.4	10.6	14.2	7.7	7.5	23.7	19.4	15.8	12.6	9.9	5.8
Always	22.4	27.7	10.9	14.2	6.2	12.5	29.0	26.6	14.3	14.2	8.3	4.3
Net Diff.	-3.9	12.3	-38.3	-26.9	-54.2	-33.8	20.4	5.3	-21.1	-33.1	-46.3	-61.2
Mean	2.92	3.19	2.36	2.57	2.02	2.56	3.32	3.08	2.66	2.47	2.22	1.84



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
DEMOCRAT	44.2	56.9	57.2	55.2	37.1	35.1	36.5	56.3	36.2	50.9	35.9	40.2	47.7
Always	26.2	29.4	36.1	35.2	24.8	20.0	19.0	34.4	20.8	31.7	19.4	22.2	29.7
Usually	18.0	27.5	21.1	20.0	12.4	15.1	17.5	21.9	15.4	19.2	16.5	18.0	18.0
TICKET-SPLITTER	15.5	23.1	21.1	12.2	14.9	14.2	13.3	17.8	14.0	17.0	13.7	16.9	14.2
REPUBLICAN	40.3	20.0	21.7	32.5	47.9	50.7	50.2	25.9	49.8	32.2	50.4	42.9	38.0
Usually	18.0	11.9	12.0	13.1	17.8	22.5	23.2	12.5	21.6	14.0	22.9	19.7	16.4
Always	22.4	8.1	9.7	19.4	30.2	28.2	27.0	13.5	28.2	18.2	27.5	23.2	21.6
Net Diff.	-3.9	-36.9	-35.5	-22.7	10.8	15.6	13.7	-30.4	13.5	-18.7	14.5	2.7	-9.7
Mean	2.92	2.42	2.38	2.61	3.16	3.24	3.22	2.49	3.21	2.68	3.23	3.04	2.82



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44. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
DEMOCRAT	44.2	57.5	59.7	34.6	36.8	52.3	57.3	35.1	29.7	60.9	61.9	34.3	43.7	60.4	41.5	29.6
Always	26.2	30.4	37.9	22.9	19.5	19.8	34.7	24.2	13.4	37.5	40.8	21.8	25.4	40.7	23.0	15.0
Usually	18.0	27.1	21.8	11.7	17.3	32.6	22.6	10.9	16.3	23.4	21.1	12.5	18.3	19.7	18.5	14.6
TICKET-SPLITTER	15.5	22.9	16.1	15.3	13.2	24.4	17.2	14.9	16.3	21.9	15.1	15.6	10.1	12.4	15.8	18.9
REPUBLICAN	40.3	19.6	24.2	50.1	50.1	23.3	25.5	50.0	54.0	17.2	23.0	50.2	46.3	27.2	42.7	51.6
Usually	18.0	10.3	11.7	20.5	22.6	11.6	12.6	22.6	24.3	9.4	10.9	18.7	20.9	13.0	19.3	21.2
Always	22.4	9.3	12.5	29.6	27.5	11.6	13.0	27.4	29.7	7.8	12.1	31.5	25.4	14.2	23.4	30.3
Net Diff.	-3.9	-37.9	-35.5	15.5	13.3	-29.1	-31.8	14.9	24.3	-43.8	-38.9	15.9	2.6	-33.2	1.2	22.0
Mean	2.92	2.41	2.39	3.22	3.21	2.63	2.46	3.18	3.41	2.27	2.32	3.26	3.03	2.40	3.02	3.37



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45. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
LESS/COLLEGE GRADUATE	66.0	68.8	67.5	70.5	64.3	63.7	65.2	55.4	55.8	69.5	69.0	68.9	77.5	67.1	66.6	80.2	67.5	54.7	55.2	54.2
Some Grade School	0.4	0.0	0.0	0.3	0.7	0.3	1.0	0.0	0.0	0.4	0.1	0.6	2.0	0.5	0.3	0.3	0.3	0.2	0.4	0.0
Some High School	2.9	1.0	1.6	3.5	3.6	3.8	3.5	4.1	0.0	3.2	2.2	4.3	7.8	2.7	2.8	5.6	2.5	1.9	2.7	0.9
High School Grad.	23.2	20.1	20.1	25.5	23.3	26.8	26.4	18.9	14.0	24.6	22.2	27.4	34.3	22.8	23.8	29.5	24.5	18.9	19.9	17.6
Some College/Trade	22.6	24.6	25.6	26.5	22.5	16.2	19.9	14.9	25.6	23.1	25.8	19.6	14.7	22.9	23.2	22.2	24.1	21.0	20.3	21.8
Technical/Vocational	6.4	11.6	8.4	5.4	5.5	4.5	6.0	5.4	0.0	7.3	7.9	6.2	6.9	8.1	6.8	10.1	3.7	3.6	3.1	4.2
Associates Degree	10.5	11.6	11.9	9.4	8.6	12.1	8.5	12.2	16.3	10.9	10.8	10.9	11.8	10.0	9.6	12.5	12.4	9.2	8.8	9.7
COLLEGE GRADUATE	34.0	31.2	32.5	29.5	35.7	36.3	34.8	44.6	44.2	30.5	31.0	31.1	22.5	32.9	33.4	19.8	32.5	45.3	44.8	45.8
Bachelors Degree	22.0	22.6	22.7	19.8	21.8	22.3	22.9	23.0	27.9	20.5	21.6	19.8	13.7	22.2	24.5	12.8	20.1	27.0	26.1	28.2
Post-Graduate Degree	12.0	8.5	9.8	9.7	13.9	14.0	11.9	21.6	16.3	10.0	9.5	11.3	8.8	10.7	9.0	6.9	12.4	18.2	18.8	17.6



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45. 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	350	450	768	432	1680	1436	244	320	204	116
LESS/COLLEGE GRADUATE	66.0	64.6	69.3	69.4	57.6	62.4	61.3	69.3	84.7	86.3	81.9
Some Grade School	0.4	0.9	0.0	0.4	0.2	0.2	0.1	0.8	0.9	1.0	0.9
Some High School	2.9	2.6	4.0	3.0	1.9	2.4	2.3	2.9	5.6	3.9	8.6
High School Grad.	23.2	28.0	24.9	24.5	15.5	20.1	19.5	23.8	39.7	37.3	44.0
Some College/Trade	22.6	16.3	24.2	23.6	24.3	22.3	22.1	23.4	24.4	29.9	14.7
Technical/Vocational	6.4	4.9	7.6	6.6	6.0	6.5	6.3	7.8	5.9	5.9	6.0
Associates Degree	10.5	12.0	8.7	11.3	9.7	11.0	11.0	10.7	8.1	8.3	7.8
COLLEGE GRADUATE	34.0	35.4	30.7	30.6	42.4	37.6	38.7	30.7	15.3	13.7	18.1
Bachelors Degree	22.0	23.7	21.3	19.9	25.2	24.0	24.6	20.5	11.9	12.3	11.2
Post-Graduate Degree	12.0	11.7	9.3	10.7	17.1	13.6	14.1	10.2	3.4	1.5	6.9



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	CRATIC	UNDE-	ERS/	FOR CONGRESS	CRATIC	UNDE-	ERS/	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
LESS/COLLEGE GRADUATE	66.0	58.3	69.2	66.9	59.9	80.2	74.2	68.7	59.6	77.6	73.1	59.5	56.1	61.6	71.0
Some Grade School	0.4	0.3	0.4	0.4	0.2	0.3	0.4	0.3	0.4	0.4	0.4	0.3	0.3	0.4	0.4
Some High School	2.9	3.5	2.7	2.7	2.1	5.6	4.3	2.9	2.4	4.7	4.2	3.4	3.3	3.5	2.5
High School Grad.	23.2	21.0	24.0	23.1	21.1	29.5	27.2	23.4	21.5	28.7	26.0	21.3	23.3	20.1	24.8
Some College/Trade	22.6	19.2	24.1	23.0	22.2	22.2	23.1	23.7	20.9	24.4	24.7	20.4	17.0	22.5	24.2
Technical/Vocational	6.4	4.5	7.2	7.7	3.6	10.1	8.0	7.9	3.9	9.1	7.7	4.1	3.6	4.4	8.2
Associates Degree	10.5	9.8	10.8	9.9	10.5	12.5	11.2	10.5	10.6	10.2	9.9	9.9	8.5	10.8	11.0
COLLEGE GRADUATE	34.0	41.7	30.8	33.1	40.1	19.8	25.8	31.3	40.4	22.4	26.9	40.5	43.9	38.4	29.0
Bachelors Degree	22.0	22.8	21.8	23.0	24.2	12.8	17.8	21.8	24.4	15.0	17.2	23.7	21.5	25.0	20.8
Post-Graduate Degree	12.0	18.8	9.0	10.1	15.9	6.9	8.0	9.5	16.0	7.5	9.7	16.8	22.4	13.3	8.2



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
LESS/COLLEGE GRADUATE	66.0	62.8	59.1	67.2	72.0	68.0	84.1	65.7	53.8
Some Grade School	0.4	0.0	2.3	0.4	0.6	0.0	0.8	0.0	0.3
Some High School	2.9	3.6	2.3	2.6	5.6	2.2	7.6	3.0	1.0
High School Grad.	23.2	25.5	27.3	22.6	31.7	23.8	31.1	21.2	14.9
Some College/Trade	22.6	15.3	13.6	23.1	23.6	23.2	31.1	25.3	20.1
Technical/Vocational	6.4	5.8	4.5	6.7	1.9	9.4	6.8	5.1	6.9
Associates Degree	10.5	12.4	9.1	11.9	8.7	9.4	6.8	11.1	10.6
COLLEGE GRADUATE	34.0	37.2	40.9	32.8	28.0	32.0	15.9	34.3	46.2
Bachelors Degree	22.0	24.1	18.2	23.0	17.4	22.7	13.6	22.2	25.1
Post-Graduate Degree	12.0	13.1	22.7	9.8	10.6	9.4	2.3	12.1	21.1



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 5

	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	
Total	2000	819	892	720	740	540	375	307	258	345	433	282	
LESS/COLLEGE GRADUATE	66.0	68.9	60.4	64.9	61.5	73.7	54.4	53.4	65.5	76.2	67.2	81.2	
Some Grade School	0.4	0.4	0.3	0.4	0.3	0.4	0.5	0.3	0.8	0.3	0.2	0.0	
Some High School	2.9	2.2	2.8	2.8	2.8	3.1	2.4	2.0	2.3	3.2	3.5	3.9	
High School Grad.	23.2	23.2	20.3	21.9	23.1	25.2	17.1	18.9	20.2	27.2	26.1	29.8	
Some College/Trade	22.6	24.2	21.1	23.2	20.3	25.0	21.1	18.2	25.2	25.5	21.7	24.8	
Technical/Vocational	6.4	7.6	4.9	7.2	3.9	8.7	5.6	3.6	7.0	9.0	4.2	10.3	
Associates Degree	10.5	11.4	11.0	9.3	11.1	11.3	7.7	10.4	10.1	11.0	11.5	12.4	
COLLEGE GRADUATE	34.0	31.1	39.6	35.1	38.5	26.3	45.6	46.6	34.5	23.8	32.8	18.8	
Bachelors Degree	22.0	21.0	24.0	24.2	23.1	17.8	29.3	27.0	24.4	18.6	20.3	11.7	
Post-Graduate Degree	12.0	10.1	15.6	11.0	15.4	8.5	16.3	19.5	10.1	5.2	12.5	7.1	



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very ERAL	Smwt. ERATE	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	2000	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
LESS/COLLEGE GRADUATE	66.0	58.5	59.2	57.9	74.0	63.6	63.4	63.5	69.8	80.3	59.8	55.9	67.7	73.4	63.4	76.0	73.4
Some Grade School	0.4	0.5	0.8	0.3	0.3	0.3	0.3	0.3	1.6	0.7	0.2	0.2	0.0	1.6	1.4	0.3	0.0
Some High School	2.9	2.7	2.5	2.8	3.6	2.1	2.5	2.3	6.3	4.1	2.0	2.6	2.8	4.7	0.0	4.1	2.3
High School Grad.	23.2	20.7	21.7	19.9	26.7	21.2	22.2	21.7	34.9	23.8	19.8	18.5	29.1	29.7	21.1	26.1	25.0
Some College/Trade	22.6	20.3	21.2	19.6	24.8	21.5	22.8	22.1	22.2	27.2	22.2	19.0	22.0	21.9	26.8	25.8	21.9
Technical/Vocational	6.4	4.1	5.0	3.5	7.5	7.1	6.9	7.0	0.0	10.9	7.1	4.3	4.3	0.0	7.0	8.5	10.2
Associates Degree	10.5	10.1	7.9	11.7	11.1	11.5	8.8	10.3	4.8	13.6	8.6	11.4	9.4	15.6	7.0	11.1	14.1
COLLEGE GRADUATE	34.0	41.5	40.8	42.1	26.0	36.4	36.6	36.5	30.2	19.7	40.2	44.1	32.3	26.6	36.6	24.0	26.6
Bachelors Degree	22.0	23.4	21.7	24.7	18.6	23.3	26.2	24.6	19.0	14.3	27.6	24.2	23.2	15.6	22.5	17.0	17.2
Post-Graduate Degree	12.0	18.2	19.2	17.4	7.4	13.1	10.3	11.8	11.1	5.4	12.5	19.9	9.1	10.9	14.1	7.0	9.4



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
LESS/COLLEGE GRADUATE	66.0	62.2	72.6	67.6	66.1	37.7	45.7	36.4	69.1	62.6	81.0	88.4	70.6	59.6	64.5	72.1
Some Grade School	0.4	0.5	0.3	0.2	0.3	0.0	0.0	0.0	0.3	0.2	0.6	1.0	0.3	0.0	0.6	0.2
Some High School	2.9	3.1	1.6	3.2	2.3	2.2	4.3	1.8	2.8	1.2	5.7	4.5	2.9	2.9	3.2	3.6
High School Grad.	23.2	23.0	26.5	22.3	20.9	11.3	23.9	9.2	25.2	21.0	33.0	27.8	22.6	17.5	24.2	27.7
Some College/Trade	22.6	21.2	22.9	24.1	22.9	13.2	13.0	13.2	22.8	22.0	24.3	35.9	24.3	23.4	21.4	23.9
Technical/Vocational	6.4	4.3	10.0	7.3	7.6	3.5	4.3	3.3	6.7	6.8	6.7	8.6	7.6	6.4	5.6	6.5
Associates Degree	10.5	10.3	11.3	10.4	12.1	7.5	0.0	8.8	11.1	11.3	10.7	10.6	12.9	9.4	9.5	10.3
COLLEGE GRADUATE	34.0	37.8	27.4	32.4	33.9	62.3	54.3	63.6	30.9	37.4	19.0	11.6	29.4	40.4	35.5	27.9
Bachelors Degree	22.0	22.3	20.3	22.5	22.7	35.5	21.7	37.9	21.0	24.6	14.2	8.6	18.2	28.1	25.2	18.4
Post-Graduate Degree	12.0	15.5	7.1	9.9	11.2	26.7	32.6	25.7	10.0	12.8	4.8	3.0	11.2	12.3	10.3	9.5



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 8

	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	1320	680	441	239	537	403	783	277	
LESS/COLLEGE GRADUATE	66.0	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	
Some Grade School	0.4	0.5	0.0	0.0	0.0	0.9	0.0	0.3	0.0	
Some High School	2.9	4.4	0.0	0.0	0.0	3.9	0.0	4.7	0.0	
High School Grad.	23.2	35.2	0.0	0.0	0.0	32.4	0.0	37.2	0.0	
Some College/Trade	22.6	34.2	0.0	0.0	0.0	37.2	0.0	32.2	0.0	
Technical/Vocational	6.4	9.7	0.0	0.0	0.0	9.3	0.0	10.0	0.0	
Associates Degree	10.5	15.9	0.0	0.0	0.0	16.2	0.0	15.7	0.0	
COLLEGE GRADUATE	34.0	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	
Bachelors Degree	22.0	0.0	64.9	100.0	0.0	0.0	63.5	0.0	66.8	
Post-Graduate Degree	12.0	0.0	35.1	0.0	100.0	0.0	36.5	0.0	33.2	



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
LESS/COLLEGE GRADUATE	66.0	62.9	72.5	71.5	83.5	43.8	52.4	72.0	67.7	75.6	78.5	87.8
Some Grade School	0.4	0.1	0.9	0.8	1.2	1.2	0.2	0.0	0.8	0.8	2.5	0.0
Some High School	2.9	2.1	4.5	3.8	5.8	2.5	1.4	2.7	4.5	3.1	4.1	7.2
High School Grad.	23.2	19.3	31.7	28.8	40.8	11.2	14.5	23.4	27.8	29.9	32.2	48.2
Some College/Trade	22.6	23.4	20.9	22.3	20.8	17.5	21.3	25.1	20.3	24.4	24.8	17.3
Technical/Vocational	6.4	7.4	4.2	5.8	4.2	1.2	5.9	8.7	4.5	7.1	5.0	3.6
Associates Degree	10.5	10.7	10.2	10.0	10.8	10.0	9.1	12.0	9.8	10.2	9.9	11.5
COLLEGE GRADUATE	34.0	37.1	27.5	28.5	16.5	56.2	47.6	28.0	32.3	24.4	21.5	12.2
Bachelors Degree	22.0	23.4	19.2	18.8	12.7	38.8	29.6	18.0	19.5	18.1	16.5	9.4
Post-Graduate Degree	12.0	13.7	8.3	9.6	3.8	17.5	18.0	10.0	12.8	6.3	5.0	2.9



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
LESS/COLLEGE GRADUATE	66.0	82.5	71.6	66.0	71.4	67.7	53.4	71.4	62.4	71.4	59.3	57.1	73.9
Some Grade School	0.4	0.6	0.7	0.9	0.0	0.3	0.0	0.8	0.1	0.5	0.1	0.5	0.2
Some High School	2.9	4.4	4.3	4.5	3.2	2.5	0.8	4.4	1.9	4.1	1.5	2.2	3.5
High School Grad.	23.2	36.2	33.1	22.1	23.2	21.4	15.8	29.1	19.4	27.4	18.1	18.5	27.5
Some College/Trade	22.6	25.0	20.7	22.7	23.2	23.3	22.1	22.4	22.7	22.6	22.6	21.3	23.8
Technical/Vocational	6.4	3.1	4.0	7.8	11.1	6.3	5.1	5.4	7.0	7.0	5.6	5.3	7.4
Associates Degree	10.5	13.1	8.7	8.1	10.8	14.0	9.7	9.3	11.3	9.7	11.4	9.3	11.6
COLLEGE GRADUATE	34.0	17.5	28.4	34.0	28.6	32.3	46.6	28.6	37.6	28.6	40.7	42.9	26.1
Bachelors Degree	22.0	13.8	23.1	22.1	19.7	19.5	27.2	20.8	22.9	20.5	24.0	27.2	17.5
Post-Graduate Degree	12.0	3.8	5.4	11.9	8.9	12.9	19.4	7.8	14.7	8.1	16.7	15.6	8.7



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45. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
LESS/COLLEGE GRADUATE	66.0	79.4	68.7	69.5	57.9	79.1	60.7	58.9	48.5	79.7	75.8	78.5	66.9	67.2	61.1	76.6
Some Grade School	0.4	0.5	1.0	0.2	0.0	1.2	1.7	0.0	0.0	0.0	0.4	0.3	0.0	0.5	0.4	0.0
Some High School	2.9	4.2	4.0	3.7	1.2	4.7	3.8	2.4	0.5	3.9	4.2	4.8	1.9	4.2	1.8	3.8
High School Grad.	23.2	37.9	27.4	20.5	18.3	34.9	24.7	16.1	12.3	39.8	29.8	24.2	24.1	26.5	20.3	26.3
Some College/Trade	22.6	22.9	22.8	23.3	21.9	24.4	20.5	21.8	20.7	21.9	24.9	24.6	23.0	21.9	21.7	25.8
Technical/Vocational	6.4	2.3	6.2	9.1	5.8	2.3	4.2	8.5	4.6	2.3	7.9	9.7	6.9	4.7	6.0	9.5
Associates Degree	10.5	11.7	7.3	12.7	10.7	11.6	5.9	10.1	10.4	11.7	8.7	14.9	11.1	9.3	10.8	11.2
COLLEGE GRADUATE	34.0	20.6	31.3	30.5	42.1	20.9	39.3	41.1	51.5	20.3	24.2	21.5	33.1	32.8	38.9	23.4
Bachelors Degree	22.0	16.4	22.2	21.0	24.3	17.4	25.9	26.6	30.8	15.6	18.9	16.3	18.0	20.3	25.3	16.5
Post-Graduate Degree	12.0	4.2	9.1	9.5	17.9	3.5	13.4	14.5	20.7	4.7	5.3	5.2	15.1	12.6	13.6	6.9



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46. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
WEALTHY	2.3	1.0	0.8	2.4	3.4	3.8	2.0	2.7	0.0	2.4	1.5	3.8	3.9	2.4	2.5	1.7	2.8	2.1	3.1	0.9
UPPER MIDDLE CLASS	13.6	12.6	12.4	11.0	12.9	15.0	17.9	17.6	20.9	12.9	11.9	13.6	19.6	14.6	17.3	6.9	10.8	15.7	14.2	17.6
MIDDLE CLASS	48.1	59.8	52.5	48.0	44.8	42.4	49.3	44.6	30.2	49.3	52.3	43.8	47.1	53.1	47.7	43.8	48.9	44.2	43.7	44.9
LOWER MIDDLE CLASS	26.1	19.6	23.7	25.7	28.3	30.9	26.4	25.7	23.3	25.4	23.7	29.6	22.5	21.7	24.5	34.0	25.4	28.3	29.1	27.3
POOR	9.9	7.0	10.6	12.9	10.6	8.0	4.5	9.5	25.6	10.0	10.7	9.1	6.9	8.1	8.0	13.5	12.1	9.6	10.0	9.3
Mean	2.72	2.81	2.69	2.64	2.70	2.76	2.87	2.78	2.47	2.72	2.70	2.73	2.91	2.81	2.82	2.49	2.67	2.72	2.71	2.74



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46. 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	350	450	768	432	1680	1436	244	320	204	116
WEALTHY	2.3	3.1	1.8	2.5	1.9	2.4	2.1	4.5	1.6	0.5	3.4
UPPER MIDDLE CLASS	13.6	12.9	15.1	12.6	14.4	14.0	14.3	12.3	11.6	11.3	12.1
MIDDLE CLASS	48.1	48.6	44.0	50.0	48.6	50.0	50.4	47.5	38.1	38.2	37.9
LOWER MIDDLE CLASS	26.1	27.1	29.3	24.7	24.3	24.3	24.0	25.8	35.6	38.7	30.2
POOR	9.9	8.3	9.8	10.2	10.9	9.3	9.2	9.8	13.1	11.3	16.4
Mean	2.72	2.75	2.70	2.73	2.72	2.76	2.76	2.76	2.53	2.51	2.56



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46. WOULD YOU CONSIDER YOURSELF...?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/	FOR CONGRESS	ERS/	(W/DJT ENDORSEMENT)							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION													
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122
WEALTHY	2.3	5.5	0.9	2.4	2.4	1.7	1.6	2.4	2.4	1.6	2.2	3.9	7.0	2.0	1.1
UPPER MIDDLE CLASS	13.6	19.8	11.0	15.6	13.8	6.9	11.2	13.8	15.4	7.1	9.5	16.9	22.4	13.5	11.1
MIDDLE CLASS	48.1	42.8	50.4	51.2	46.1	43.8	45.6	51.7	44.9	45.7	47.5	44.5	38.8	47.9	50.9
LOWER MIDDLE CLASS	26.1	24.5	26.7	22.7	27.1	34.0	29.5	23.7	26.5	33.5	30.2	26.0	24.2	27.1	26.2
POOR	9.9	7.3	11.0	8.1	10.6	13.5	12.1	8.4	10.8	12.2	10.6	8.8	7.6	9.5	10.8
Mean	2.72	2.92	2.64	2.81	2.70	2.49	2.60	2.78	2.72	2.52	2.62	2.81	2.97	2.71	2.65



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

46. WOULD YOU CONSIDER YOURSELF...?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
WEALTHY	2.3	5.8	9.1	0.8	3.7	2.2	1.5	4.0	3.6
UPPER MIDDLE CLASS	13.6	14.6	13.6	12.8	18.0	11.0	9.8	21.2	14.2
MIDDLE CLASS	48.1	40.1	52.3	48.4	44.7	60.2	35.6	45.5	52.1
LOWER MIDDLE CLASS	26.1	34.3	15.9	27.3	25.5	18.8	34.8	19.2	21.8
POOR	9.9	5.1	9.1	10.6	8.1	7.7	18.2	10.1	8.3
Mean	2.72	2.82	2.98	2.66	2.84	2.81	2.42	2.90	2.83



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

46. WOULD YOU CONSIDER YOURSELF...?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
WEALTHY	2.3	2.3	2.7	2.1	3.2	1.3	2.9	4.6	0.4	1.2	2.3	2.1		
UPPER MIDDLE CLASS	13.6	13.2	15.4	15.4	15.0	9.3	21.3	19.5	10.5	9.0	11.8	8.2		
MIDDLE CLASS	48.1	52.9	45.2	54.3	43.0	46.9	51.7	43.6	54.3	57.1	42.5	40.1		
LOWER MIDDLE CLASS	26.1	23.7	27.0	21.9	28.4	28.5	18.9	24.1	24.0	25.2	31.4	32.6		
POOR	9.9	7.9	9.8	6.2	10.4	14.1	5.1	8.1	10.9	7.5	12.0	17.0		
Mean	2.72	2.78	2.74	2.85	2.72	2.55	2.98	2.88	2.66	2.71	2.61	2.46		



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. WOULD YOU CONSIDER YOURSELF...?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
WEALTHY	2.3	3.8	6.2	1.9	1.9	1.8	1.2	1.6	11.1	1.4	1.2	3.3	2.8	4.7	0.0	1.5	1.6
UPPER MIDDLE CLASS	13.6	18.2	18.8	17.7	9.8	15.2	12.5	14.0	22.2	15.0	14.7	19.0	9.1	12.5	9.9	8.2	11.7
MIDDLE CLASS	48.1	40.5	34.6	44.9	50.0	51.6	52.8	52.1	44.4	54.4	55.5	39.6	50.4	35.9	42.3	47.8	46.9
LOWER MIDDLE CLASS	26.1	27.7	28.8	26.9	26.8	24.1	24.1	24.1	15.9	24.5	22.0	29.1	25.2	35.9	29.6	29.0	26.6
POOR	9.9	9.9	11.7	8.5	11.5	7.3	9.4	8.3	6.3	4.8	6.7	9.0	12.6	10.9	18.3	13.5	13.3
Mean	2.72	2.78	2.79	2.78	2.64	2.80	2.72	2.76	3.16	2.84	2.82	2.78	2.64	2.64	2.44	2.55	2.62



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. WOULD YOU CONSIDER YOURSELF...?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB COMBO	DEMOCRAT	TICKET SPLIT	REPUBLICAN	SWING VOTER	WEALTHY/ UPPER MIDDLE	WEALTHY	Upper Middle Class	MIDDLE /LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
WEALTHY	2.3	3.7	1.3	1.1	1.7	14.5	100.0	0.0	0.0	0.0	0.0	0.0	1.2	0.6	2.4	2.0
UPPER MIDDLE CLASS	13.6	14.0	9.4	14.8	13.7	85.5	0.0	100.0	0.0	0.0	0.0	0.0	11.4	14.0	16.5	10.3
MIDDLE CLASS	48.1	43.7	47.7	53.1	50.5	0.0	0.0	0.0	64.8	100.0	0.0	0.0	48.4	51.5	51.2	43.5
LOWER MIDDLE CLASS	26.1	27.9	29.0	23.0	25.5	0.0	0.0	0.0	35.2	0.0	100.0	0.0	28.0	25.7	24.8	30.0
POOR	9.9	10.6	12.6	8.1	8.6	0.0	0.0	0.0	0.0	0.0	0.0	100.0	11.0	8.2	5.2	14.2
Mean	2.72	2.72	2.58	2.78	2.74	4.14	5.00	4.00	2.65	3.00	2.00	1.00	2.64	2.73	2.86	2.56



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46. WOULD YOU CONSIDER YOURSELF...?

BANNER 8

	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	1320	680	441	239	537	403	783	277
WEALTHY	2.3	1.6	3.7	2.3	6.3	2.0	3.7	1.3	3.6
UPPER MIDDLE CLASS	13.6	7.5	25.4	23.4	29.3	9.3	29.0	6.3	20.2
MIDDLE CLASS	48.1	45.6	52.9	53.7	51.5	48.6	51.4	43.6	55.2
LOWER MIDDLE CLASS	26.1	32.0	14.6	16.8	10.5	29.2	12.4	34.0	17.7
POOR	9.9	13.3	3.4	3.9	2.5	10.8	3.5	14.9	3.2
Mean	2.72	2.52	3.11	3.03	3.26	2.63	3.17	2.45	3.03



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46. WOULD YOU CONSIDER YOURSELF...?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
WEALTHY	2.3	1.5	4.1	3.8	4.2	3.8	2.4	0.7	4.5	3.1	2.5	5.8
UPPER MIDDLE CLASS	13.6	13.6	13.6	14.2	13.1	15.0	18.6	9.3	14.3	14.2	16.5	10.1
MIDDLE CLASS	48.1	49.8	44.5	46.9	40.4	61.2	51.6	48.2	48.1	45.7	41.3	39.6
LOWER MIDDLE CLASS	26.1	24.5	29.5	29.2	33.1	15.0	19.3	29.0	27.8	30.7	31.4	34.5
POOR	9.9	10.7	8.3	5.8	9.2	5.0	8.1	12.8	5.3	6.3	8.3	10.1
Mean	2.72	2.71	2.76	2.81	2.70	2.98	2.88	2.56	2.85	2.77	2.74	2.67



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46. WOULD YOU CONSIDER YOURSELF...?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
WEALTHY	2.3	5.6	4.7	3.9	0.6	0.3	1.3	4.5	0.8	3.4	0.9	2.8	1.9
UPPER MIDDLE CLASS	13.6	18.8	12.0	14.9	11.7	8.8	16.5	14.6	12.9	13.8	13.4	17.8	9.9
MIDDLE CLASS	48.1	45.6	41.5	38.5	47.0	48.2	59.3	41.1	52.7	42.7	54.8	49.8	46.6
LOWER MIDDLE CLASS	26.1	28.1	35.5	28.4	26.3	26.8	18.1	31.0	22.9	29.7	21.7	22.0	29.7
POOR	9.9	1.9	6.4	14.3	14.3	15.9	4.8	8.8	10.6	10.4	9.3	7.7	11.9
Mean	2.72	2.98	2.73	2.66	2.58	2.51	2.92	2.75	2.70	2.70	2.75	2.86	2.60



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46. WOULD YOU CONSIDER YOURSELF...?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
WEALTHY	2.3	6.1	4.2	0.7	1.1	4.7	5.9	1.2	1.4	7.0	2.6	0.3	0.8	3.6	1.9	1.4
UPPER MIDDLE CLASS	13.6	18.2	12.7	11.7	14.2	20.9	16.3	16.9	18.5	16.4	9.4	7.3	10.1	14.2	15.8	7.4
MIDDLE CLASS	48.1	43.9	39.7	47.1	55.7	43.0	40.6	47.2	59.1	44.5	38.9	47.1	52.4	40.5	53.1	45.6
LOWER MIDDLE CLASS	26.1	30.4	31.7	26.1	21.1	29.1	28.0	25.0	14.4	31.2	35.1	27.0	27.5	30.1	22.4	30.1
POOR	9.9	1.4	11.7	14.3	7.9	2.3	9.2	9.7	6.5	0.8	14.0	18.3	9.3	11.5	6.8	15.5
Mean	2.72	2.97	2.66	2.58	2.79	2.97	2.82	2.75	2.94	2.98	2.52	2.44	2.66	2.68	2.84	2.49



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47. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
MAINSTREAM PROTESTANT	29.4	37.2	37.5	31.6	26.4	27.4	17.9	20.3	18.6	31.2	35.1	25.3	21.6	35.8	26.0	30.9	28.2	23.9	29.5	17.1
CATHOLIC	25.2	27.1	27.2	29.0	24.7	23.9	21.4	16.2	14.0	27.2	27.9	26.0	27.5	28.0	26.6	21.2	31.9	18.7	21.5	15.3
EVANGELICAL	8.6	18.1	15.0	8.0	5.8	3.8	4.0	2.7	4.7	10.4	12.9	5.7	7.8	16.1	12.1	2.4	5.3	2.7	3.4	1.9
JEWISH	4.0	2.0	4.0	4.3	3.6	3.2	5.5	8.1	7.0	3.2	3.7	2.1	3.9	3.2	5.3	2.4	1.9	6.5	5.7	7.4
ISLAM	2.4	0.0	0.3	1.3	3.6	3.8	6.0	2.7	0.0	1.8	0.6	3.6	4.9	0.8	2.5	0.7	4.0	4.0	3.8	4.2
BUDDHIST	1.4	0.0	0.5	1.1	2.2	2.2	2.0	2.7	0.0	1.2	0.6	2.3	2.0	1.0	1.2	1.0	1.9	1.9	1.9	1.9
MORMON	0.9	2.0	0.3	0.5	1.2	1.0	1.0	1.4	0.0	0.8	0.7	0.9	1.0	1.4	0.9	0.3	0.0	1.3	1.5	0.9
HINDU	0.8	0.5	0.0	0.5	1.0	1.3	0.5	4.1	0.0	0.7	0.3	1.3	2.0	0.0	1.2	0.3	1.9	0.8	0.8	0.9
SIKH	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.2	0.4	0.0
OTHER RELIGION	2.0	1.5	1.6	2.7	2.2	1.3	3.0	0.0	4.7	2.2	2.0	2.1	3.9	1.4	1.5	4.5	2.2	1.5	1.1	1.9
NON-REL/SECULAR/ATHEIST	25.3	11.6	13.7	20.9	29.5	31.5	38.8	41.9	51.2	21.1	16.1	30.4	25.5	12.2	22.3	36.1	22.9	38.6	30.3	48.6



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47. 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	350	450	768	432	1680	1436	244	320	204	116
MAINSTREAM PROTESTANT	29.4	21.4	29.8	35.9	24.1	30.8	31.8	24.6	22.5	19.6	27.6
CATHOLIC	25.2	38.0	27.8	19.1	22.9	25.8	25.4	27.9	22.2	25.0	17.2
EVANGELICAL	8.6	4.0	8.9	10.9	7.6	9.0	9.1	8.6	5.9	7.4	3.4
JEWISH	4.0	6.3	2.0	3.5	5.1	4.3	4.8	1.6	2.2	2.0	2.6
ISLAM	2.4	4.6	1.8	2.3	1.2	2.0	1.5	4.9	4.1	5.9	0.9
BUDDHIST	1.4	0.6	1.1	1.6	2.1	1.1	0.9	2.5	2.8	2.0	4.3
MORMON	0.9	0.3	0.2	0.8	2.3	0.8	0.8	0.8	1.2	1.0	1.7
HINDU	0.8	2.0	0.9	0.3	0.5	0.6	0.4	1.6	1.6	1.5	1.7
SIKH	0.1	0.3	0.0	0.1	0.0	0.1	0.1	0.0	0.3	0.5	0.0
OTHER RELIGION	2.0	2.0	2.2	1.8	2.1	1.7	1.5	3.3	3.4	3.4	3.4
NON-REL/SECULAR/ATHEIST	25.3	20.6	25.3	23.6	32.2	23.7	23.6	24.2	33.8	31.9	37.1



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
								(W/DJT ENDORSEMENT)								
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
MAINSTREAM PROTESTANT	29.4	24.5	31.4	32.3	25.6	30.9	26.4	33.1	25.1	30.7	27.4	25.2	26.7	24.3	32.8	
CATHOLIC	25.2	27.8	24.1	27.5	24.0	21.2	24.9	26.9	24.8	20.5	24.5	25.1	25.8	24.7	25.3	
EVANGELICAL	8.6	4.5	10.3	14.7	3.8	2.4	4.3	13.9	3.9	4.7	5.7	4.4	3.9	4.8	11.7	
JEWISH	4.0	5.8	3.2	3.9	4.6	2.4	2.5	4.4	4.4	1.2	2.4	4.7	8.5	2.4	3.5	
ISLAM	2.4	5.3	1.1	1.4	4.0	0.7	1.8	1.4	3.9	0.4	1.8	3.9	4.8	3.3	1.2	
BUDDHIST	1.4	1.8	1.2	1.1	1.9	1.0	1.6	1.1	1.9	0.8	1.8	1.7	1.8	1.6	1.2	
MORMON	0.9	0.8	0.9	1.2	0.8	0.3	0.6	1.2	0.8	0.0	0.7	0.6	0.3	0.7	1.2	
HINDU	0.8	1.5	0.4	0.4	1.2	0.3	0.8	0.3	1.3	0.4	0.7	1.3	0.6	1.6	0.4	
SIKH	0.1	0.2	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	
OTHER RELIGION	2.0	1.0	2.4	1.4	1.8	4.5	3.3	1.3	1.7	5.5	3.3	1.7	0.9	2.2	2.2	
NON-REL/SECULAR/ATHEIST	25.3	26.7	24.8	15.8	32.2	36.1	33.9	16.2	31.9	35.8	31.8	31.5	26.7	34.4	20.5	



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
MAINSTREAM PROTESTANT	29.4	29.9	29.5	29.9	25.5	34.8	22.0	23.2	31.0
CATHOLIC	25.2	21.9	27.3	25.4	31.1	33.7	22.7	21.2	23.1
EVANGELICAL	8.6	5.1	4.5	11.2	6.8	8.8	3.0	6.1	7.3
JEWISH	4.0	5.8	2.3	3.0	3.7	4.4	3.8	5.1	5.9
ISLAM	2.4	3.6	11.4	1.6	4.3	2.2	4.5	2.0	1.0
BUDDHIST	1.4	0.7	4.5	1.6	2.5	0.0	1.5	0.0	1.0
MORMON	0.9	0.7	0.0	0.6	1.2	1.1	0.8	0.0	2.0
HINDU	0.8	2.2	0.0	0.9	1.9	0.0	0.0	1.0	0.0
SIKH	0.1	0.7	0.0	0.0	0.0	0.0	0.8	0.0	0.0
OTHER RELIGION	2.0	1.5	0.0	1.9	1.9	2.2	1.5	3.0	2.0
NON-REL/SECULAR/ATHEIST	25.3	27.7	20.5	23.8	21.1	12.7	39.4	38.4	26.7



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
MAINSTREAM PROTESTANT	29.4	34.1	26.8	35.4	25.3	27.2	32.8	19.9	19.4	38.3	29.1	34.4
CATHOLIC	25.2	26.5	26.5	27.1	25.3	22.6	28.5	28.7	27.1	25.5	22.9	18.4
EVANGELICAL	8.6	13.9	4.3	15.1	3.8	6.3	16.0	3.9	6.2	14.2	3.7	6.4
JEWISH	4.0	4.5	4.1	3.8	5.5	2.2	5.3	6.5	2.3	2.0	4.8	2.1
ISLAM	2.4	1.1	3.6	1.0	4.6	1.1	0.0	7.5	1.2	2.0	2.5	1.1
BUDDHIST	1.4	1.0	1.7	1.1	1.6	1.5	1.3	1.3	1.9	0.9	1.8	1.1
MORMON	0.9	1.2	0.7	1.2	0.7	0.7	0.3	1.0	1.2	2.3	0.5	0.4
HINDU	0.8	0.2	0.7	0.3	1.2	0.7	0.3	1.6	0.8	0.3	0.9	0.7
SIKH	0.1	0.2	0.0	0.1	0.1	0.0	0.0	0.3	0.0	0.3	0.0	0.0
OTHER RELIGION	2.0	1.1	1.5	1.8	1.1	3.5	2.1	1.3	2.7	1.4	0.9	4.3
NON-REL/SECULAR/ATHEIST	25.3	16.1	30.3	13.1	30.8	34.1	13.3	28.0	37.2	12.8	32.8	31.2



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
MAINSTREAM PROTESTANT	29.4	22.3	18.3	25.3	30.1	34.0	35.0	34.5	15.9	36.1	37.6	23.7	27.6	26.6	19.7	29.3	25.8
CATHOLIC	25.2	22.3	22.1	22.5	24.8	30.6	24.7	27.9	36.5	30.6	24.9	21.8	29.9	29.7	12.7	18.5	39.1
EVANGELICAL	8.6	3.4	1.7	4.7	5.0	11.3	22.5	16.4	7.9	4.8	19.0	2.4	4.3	10.9	5.6	5.6	8.6
JEWISH	4.0	5.8	5.4	6.0	3.1	4.5	2.5	3.6	3.2	2.7	4.1	6.6	4.3	3.1	2.8	2.3	1.6
ISLAM	2.4	3.6	4.6	2.8	2.8	0.5	1.2	0.9	3.2	2.7	0.2	3.8	5.5	6.2	2.8	0.9	0.8
BUDDHIST	1.4	2.2	2.9	1.6	1.3	1.0	0.6	0.9	1.6	1.4	1.0	2.1	0.8	1.6	2.8	1.8	0.0
MORMON	0.9	0.9	0.0	1.6	0.5	1.0	1.6	1.3	1.6	0.7	1.4	0.7	0.0	3.1	1.4	0.9	0.0
HINDU	0.8	1.3	1.2	1.3	0.8	0.3	0.3	0.3	1.6	0.0	0.2	1.4	1.2	0.0	0.0	0.9	0.8
SIKH	0.1	0.4	0.4	0.3	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	2.0	1.4	2.1	0.9	2.3	2.1	2.2	2.1	1.6	2.7	1.6	0.9	0.8	3.1	4.2	3.2	3.9
NON-REL/SECULAR/ATHEIST	25.3	36.5	41.2	32.9	29.2	14.7	9.4	12.3	25.4	18.4	10.0	36.3	25.6	15.6	47.9	36.7	19.5



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB 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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
MAINSTREAM PROTESTANT	29.4	25.3	23.2	36.4	28.7	23.3	15.2	24.6	30.3	29.6	31.6	32.8	100.0	0.0	0.0	0.0
CATHOLIC	25.2	24.3	22.9	27.0	26.2	29.9	26.1	30.5	25.8	26.8	23.9	13.1	0.0	0.0	100.0	0.0
EVANGELICAL	8.6	4.2	5.2	14.6	7.0	7.9	2.2	8.8	8.9	9.1	8.4	7.1	0.0	100.0	0.0	0.0
JEWISH	4.0	4.6	3.9	3.3	4.0	8.2	10.9	7.7	3.4	3.7	2.9	1.5	0.0	0.0	0.0	0.0
ISLAM	2.4	4.3	2.3	0.2	1.7	5.7	17.4	3.7	1.9	2.5	0.8	0.5	0.0	0.0	0.0	0.0
BUDDHIST	1.4	2.0	1.3	0.7	1.4	1.6	4.3	1.1	1.1	1.2	1.0	3.0	0.0	0.0	0.0	0.0
MORMON	0.9	0.5	1.6	1.1	1.0	1.3	0.0	1.5	0.9	1.2	0.2	0.5	0.0	0.0	0.0	0.0
HINDU	0.8	1.0	1.0	0.4	0.9	1.9	2.2	1.8	0.6	0.7	0.4	0.0	0.0	0.0	0.0	0.0
SIKH	0.1	0.0	0.6	0.0	0.2	0.3	0.0	0.4	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	2.0	2.0	3.2	1.5	2.4	0.6	0.0	0.7	1.9	2.1	1.5	5.1	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	25.3	31.7	34.8	14.6	26.5	19.5	21.7	19.1	25.1	22.9	29.1	36.4	0.0	0.0	0.0	100.0



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 8

	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	1320	680	441	239	537	403	783	277
MAINSTREAM PROTESTANT	29.4	31.5	25.4	24.3	27.6	25.7	23.8	35.5	27.8
CATHOLIC	25.2	24.6	26.3	28.8	21.8	28.3	28.0	22.1	23.8
EVANGELICAL	8.6	7.7	10.1	10.9	8.8	8.0	11.2	7.5	8.7
JEWISH	4.0	2.1	7.6	6.1	10.5	2.4	8.2	1.9	6.9
ISLAM	2.4	1.7	3.5	2.5	5.4	1.5	4.5	1.9	2.2
BUDDHIST	1.4	1.6	1.0	0.9	1.3	1.9	1.0	1.4	1.1
MORMON	0.9	0.8	1.0	0.9	1.3	0.9	0.5	0.8	1.8
HINDU	0.8	0.3	1.6	1.4	2.1	0.2	1.7	0.4	1.4
SIKH	0.1	0.2	0.0	0.0	0.0	0.2	0.0	0.1	0.0
OTHER RELIGION	2.0	1.7	2.5	3.2	1.3	1.3	3.0	2.0	1.8
NON-REL/SECULAR/ATHEIST	25.3	27.7	20.7	21.1	20.1	29.6	18.1	26.3	24.5



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
MAINSTREAM PROTESTANT	29.4	32.9	22.0	18.5	30.8	7.5	29.0	36.3	16.5	20.5	22.3	38.1
CATHOLIC	25.2	23.9	28.0	39.6	18.8	26.2	25.6	22.4	45.9	33.1	24.0	14.4
EVANGELICAL	8.6	9.3	6.9	8.1	7.3	3.8	10.5	8.3	7.5	8.7	9.1	5.8
JEWISH	4.0	4.9	2.0	2.7	2.3	0.0	6.5	3.6	2.3	3.1	1.7	2.9
ISLAM	2.4	0.9	5.5	3.5	4.6	13.8	1.8	0.1	2.3	4.7	4.1	5.0
BUDDHIST	1.4	0.8	2.7	2.3	1.5	8.8	0.8	0.8	3.0	1.6	0.8	2.2
MORMON	0.9	1.0	0.8	0.8	0.8	0.0	0.5	1.4	1.5	0.0	1.7	0.0
HINDU	0.8	0.0	2.3	0.0	0.0	18.8	0.0	0.0	0.0	0.0	0.0	0.0
SIKH	0.1	0.1	0.2	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.8	0.0
OTHER RELIGION	2.0	1.8	2.3	1.5	2.3	0.0	1.9	1.8	1.5	1.6	1.7	2.9
NON-REL/SECULAR/ATHEIST	25.3	24.3	27.3	23.1	31.2	21.2	23.4	25.1	19.5	26.8	33.9	28.8



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060
MAINSTREAM PROTESTANT	29.4	20.0	19.7	26.9	30.2	35.1	35.2	22.8	33.8	24.9	35.1	24.9	33.5
CATHOLIC	25.2	26.9	22.4	23.9	25.4	23.6	28.1	23.9	26.0	24.3	26.3	28.2	22.5
EVANGELICAL	8.6	6.2	5.4	7.5	9.2	11.5	9.3	6.4	10.0	7.2	10.2	9.4	7.8
JEWISH	4.0	1.2	3.3	1.8	0.6	4.1	8.6	2.3	5.1	1.8	6.7	4.9	3.2
ISLAM	2.4	6.2	6.0	3.9	1.6	0.3	0.0	5.2	0.5	4.1	0.1	2.8	2.0
BUDDHIST	1.4	2.5	3.3	2.1	0.6	0.3	0.8	2.6	0.6	2.1	0.6	1.5	1.3
MORMON	0.9	1.2	1.0	0.9	1.6	0.5	0.6	1.0	0.8	1.2	0.6	0.7	1.0
HINDU	0.8	2.5	1.0	0.9	0.3	0.8	0.2	1.3	0.4	1.0	0.4	0.9	0.7
SIKH	0.1	0.0	0.3	0.0	0.0	0.3	0.0	0.1	0.1	0.1	0.1	0.1	0.1
OTHER RELIGION	2.0	1.2	1.7	2.7	1.9	3.6	1.0	2.0	2.0	2.0	2.0	2.0	2.0
NON-REL/SECULAR/ATHEIST	25.3	31.9	35.8	29.6	28.6	20.0	16.3	32.4	20.6	31.3	17.8	24.7	25.8



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47. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
MAINSTREAM PROTESTANT	29.4	18.2	24.2	31.3	34.9	14.0	18.8	19.0	35.4	21.1	29.1	41.9	34.4	22.6	28.4	41.1
CATHOLIC	25.2	28.5	21.6	25.7	26.3	39.5	27.2	29.0	25.6	21.1	16.6	22.8	27.0	29.0	26.6	16.7
EVANGELICAL	8.6	5.1	6.9	8.8	10.5	3.5	7.5	13.3	9.3	6.2	6.4	4.8	11.6	6.6	7.6	13.4
JEWISH	4.0	1.4	2.0	2.6	7.1	1.2	1.3	4.8	8.2	1.6	2.6	0.7	6.1	2.7	5.8	1.2
ISLAM	2.4	7.9	4.4	1.3	0.1	7.0	6.7	1.2	0.3	8.6	2.3	1.4	0.0	5.3	1.5	0.5
BUDDHIST	1.4	3.3	2.6	0.6	0.7	2.3	2.5	1.2	0.8	3.9	2.6	0.0	0.5	2.4	1.5	0.0
MORMON	0.9	1.4	1.0	0.9	0.7	2.3	0.8	0.8	0.3	0.8	1.1	1.0	1.1	0.5	1.1	1.0
HINDU	0.8	2.3	1.0	0.4	0.4	3.5	1.3	0.4	0.3	1.6	0.8	0.3	0.5	0.5	1.2	0.0
SIKH	0.1	0.0	0.2	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.2
OTHER RELIGION	2.0	1.4	2.4	2.4	1.6	2.3	1.3	3.6	1.4	0.8	3.4	1.4	1.9	2.4	1.6	2.4
NON-REL/SECULAR/ATHEIST	25.3	30.4	33.7	26.1	17.6	24.4	32.2	26.6	18.5	34.4	35.1	25.6	16.7	27.9	24.6	23.6



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48. 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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
URBAN AREA	27.4	14.1	19.3	21.7	36.0	32.5	34.8	32.4	46.5	24.1	19.1	31.3	37.3	20.2	21.4	26.4	31.9	37.9	40.2	35.2
SUBURBAN AREA	51.6	61.8	52.8	52.3	47.7	51.6	50.7	50.0	34.9	52.2	54.5	49.4	44.1	54.2	52.6	47.6	52.3	49.9	49.4	50.5
RURAL AREA	21.0	24.1	28.0	26.0	16.3	15.9	14.4	17.6	18.6	23.7	26.4	19.4	18.6	25.6	26.0	26.0	15.8	12.2	10.3	14.4



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48. 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	350	450	768	432	1680	1436	244	320	204	116
URBAN AREA	27.4	31.4	25.8	24.9	30.3	26.1	26.2	25.4	34.4	36.8	30.2
SUBURBAN AREA	51.6	50.6	50.9	51.2	54.2	52.7	52.6	53.3	46.2	42.6	52.6
RURAL AREA	21.0	18.0	23.3	24.0	15.5	21.2	21.2	21.3	19.4	20.6	17.2



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48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
								(W/DJT ENDORSEMENT)								
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
URBAN AREA	27.4	36.2	23.7	20.6	35.5	26.4	26.2	21.5	34.3	25.6	26.0	34.5	37.9	32.5	21.8	
SUBURBAN AREA	51.6	49.8	52.4	53.6	50.9	47.6	51.3	52.7	51.3	49.2	51.0	51.1	49.1	52.3	52.0	
RURAL AREA	21.0	14.0	23.9	25.8	13.6	26.0	22.5	25.8	14.4	25.2	23.0	14.4	13.0	15.2	26.1	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	LABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
URBAN AREA	27.4	22.6	36.4	29.6	40.4	18.8	34.1	22.2	20.5
SUBURBAN AREA	51.6	59.9	50.0	48.3	42.2	59.7	50.8	56.6	55.8
RURAL AREA	21.0	17.5	13.6	22.1	17.4	21.5	15.2	21.2	23.8



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

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282		
URBAN AREA	27.4	19.8	34.5	18.9	38.4	23.7	19.2	46.3	27.1	18.6	32.8	20.6		
SUBURBAN AREA	51.6	53.5	50.1	54.4	48.8	51.9	57.3	45.0	51.2	51.3	51.5	52.5		
RURAL AREA	21.0	26.7	15.4	26.7	12.8	24.4	23.5	8.8	21.7	30.1	15.7	27.0		



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

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
URBAN AREA	27.4	37.2	42.9	32.9	27.9	17.0	21.6	19.1	34.9	22.4	15.9	38.9	37.0	40.6	29.6	23.5	21.1
SUBURBAN AREA	51.6	49.8	45.8	52.8	50.8	56.8	50.6	54.0	44.4	49.0	57.3	50.7	47.6	40.6	49.3	54.0	47.7
RURAL AREA	21.0	12.9	11.2	14.2	21.3	26.2	27.8	26.9	20.6	28.6	26.9	10.4	15.4	18.8	21.1	22.6	31.2



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

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 7

TOTAL	VOTE BEHAVIOR				CONSIDER YOURSELF							RELIGION				
	VB	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-GELICAL	CATH-OLIC
Total	2000	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
URBAN AREA	27.4	37.4	21.9	18.5	24.0	30.8	43.5	28.7	26.1	23.1	31.6	31.8	21.1	21.1	31.5	30.2
SUBURBAN AREA	51.6	48.5	52.6	54.7	53.7	57.5	43.5	59.9	52.6	57.1	44.3	35.4	49.7	46.2	54.6	50.2
RURAL AREA	21.0	14.0	25.5	26.8	22.3	11.6	13.0	11.4	21.4	19.9	24.1	32.8	29.2	32.7	13.9	19.6



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 8

	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	1320	680	441	239	537	403	783	277
URBAN AREA	27.4	27.9	26.5	25.2	28.9	31.7	28.3	25.3	23.8
SUBURBAN AREA	51.6	47.8	59.1	59.2	59.0	46.2	58.8	48.9	59.6
RURAL AREA	21.0	24.3	14.4	15.6	12.1	22.2	12.9	25.8	16.6



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

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 9

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
URBAN AREA	27.4	20.8	41.4	43.5	45.4	26.2	21.8	19.9	49.6	37.0	50.4	41.0
SUBURBAN AREA	51.6	53.9	46.9	45.4	41.2	71.2	54.8	53.1	39.8	51.2	42.1	40.3
RURAL AREA	21.0	25.3	11.7	11.2	13.5	2.5	23.4	26.9	10.5	11.8	7.4	18.7



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

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
URBAN AREA	27.4	35.0	41.5	38.5	27.0	19.2	16.0	38.9	19.8	35.5	17.3	30.2	24.9	
SUBURBAN AREA	51.6	53.1	47.5	42.1	43.5	55.9	61.6	46.3	55.1	45.5	59.3	51.6	51.7	
RURAL AREA	21.0	11.9	11.0	19.4	29.5	24.9	22.4	14.7	25.0	18.9	23.5	18.2	23.4	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

48. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
URBAN AREA	27.4	36.0	42.5	23.8	17.3	37.2	51.5	27.4	16.6	35.2	34.3	20.8	18.0	100.0	0.0	0.0
SUBURBAN AREA	51.6	51.4	43.3	49.5	58.9	50.0	39.3	49.2	61.6	52.3	46.8	49.8	56.3	0.0	100.0	0.0
RURAL AREA	21.0	12.6	14.3	26.6	23.8	12.8	9.2	23.4	21.8	12.5	18.9	29.4	25.7	0.0	0.0	100.0



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

49. WHAT IS YOUR MARITAL STATUS?

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	199	379	373	417	314	201	74	43	1523	951	470	102	589	323	288	323	477	261	216
SINGLE	31.9	10.6	17.2	26.3	40.3	45.9	44.3	47.3	41.9	29.3	19.3	45.3	48.0	19.7	29.4	41.7	35.6	40.3	37.9	43.1
MARRIED	50.1	66.8	61.7	56.6	43.6	36.6	40.8	33.8	46.5	52.8	60.8	38.9	42.2	62.8	50.5	38.2	49.8	41.5	43.7	38.9
SEPARATED/DIVORCED	13.2	16.6	13.7	13.1	12.2	12.7	11.4	16.2	9.3	12.9	14.1	11.9	6.9	12.1	15.2	14.6	10.8	14.0	13.4	14.8
WIDOWED	4.8	6.0	7.4	4.0	3.8	4.8	3.5	2.7	2.3	5.0	5.8	3.8	2.9	5.4	5.0	5.6	3.7	4.2	5.0	3.2



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

49. WHAT IS YOUR MARITAL STATUS?

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	350	450	768	432	1680	1436	244	320	204	116
SINGLE	31.9	36.9	28.4	32.9	29.6	28.0	26.0	40.2	52.2	51.5	53.4
MARRIED	50.1	47.1	54.7	49.3	49.1	54.3	56.3	42.6	28.1	29.4	25.9
SEPARATED/DIVORCED	13.2	10.3	12.7	13.5	15.5	12.8	12.7	13.5	15.3	13.7	18.1
WIDOWED	4.8	5.7	4.2	4.2	5.8	4.9	5.1	3.7	4.4	5.4	2.6



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

49. WHAT IS YOUR MARITAL STATUS?

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT				LEAN-	GENERIC BALLOT				LEAN-	JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS				ERS/	FOR CONGRESS			ERS/					
								(W/DJT ENDORSEMENT)								
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-		
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
	TION															
Total	2000	600	1395	912	800	288	511	907	839	254	453	877	330	547	1122	
SINGLE	31.9	35.2	30.5	23.1	38.4	41.7	42.5	24.8	37.4	39.0	40.2	36.0	33.3	37.7	28.7	
MARRIED	50.1	49.0	50.6	58.4	44.9	38.2	39.9	56.8	45.4	41.7	41.3	45.5	50.0	42.8	53.7	
SEPARATED/DIVORCED	13.2	11.5	14.0	13.2	12.8	14.6	12.5	13.1	12.6	15.4	14.1	13.7	11.8	14.8	12.8	
WIDOWED	4.8	4.3	4.9	5.3	4.0	5.6	5.1	5.3	4.5	3.9	4.4	4.8	4.8	4.8	4.8	



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

49. WHAT IS YOUR MARITAL STATUS?

BANNER 4

	TOTAL	MOST IMPORTANT ISSUE							
		HEALTH CARE	EDUC- ATION	ECON- OMY	CRIME	IMMIGR- ATION	HOUS- ING AFFDB	ABOR- TION ACCESS	THREAT S TO DMCRCY
Total	2000	137	44	857	161	181	132	99	303
SINGLE	31.9	40.9	43.2	31.6	44.1	13.3	47.7	38.4	21.5
MARRIED	50.1	47.4	40.9	51.6	42.2	63.5	29.5	46.5	55.8
SEPARATED/DIVORCED	13.2	8.8	11.4	12.8	9.3	13.8	21.2	12.1	15.8
WIDOWED	4.8	2.9	4.5	4.0	4.3	9.4	1.5	3.0	6.9



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

49. WHAT IS YOUR MARITAL STATUS?

BANNER 5

	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	892	720	740	540	375	307	258	345	433	282
SINGLE	31.9	20.5	36.3	20.1	39.7	36.9	22.9	44.6	38.4	17.1	36.3	35.5
MARRIED	50.1	60.3	46.9	61.5	44.1	43.1	61.6	44.6	46.1	61.4	43.6	40.4
SEPARATED/DIVORCED	13.2	13.6	12.4	12.8	12.3	15.0	13.1	8.5	12.4	12.5	15.0	17.4
WIDOWED	4.8	5.6	4.4	5.6	3.9	5.0	2.4	2.3	3.1	9.0	5.1	6.7



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

49. WHAT IS YOUR MARITAL STATUS?

BANNER 6

	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	556	240	316	742	382	320	702	63	147	510	422	254	64	71	341	128
SINGLE	31.9	38.8	40.4	37.7	37.3	21.5	19.7	20.7	31.7	25.2	17.3	38.9	41.7	37.5	45.1	39.3	25.8
MARRIED	50.1	44.1	45.0	43.4	43.8	57.9	65.9	61.5	50.8	53.1	65.3	44.5	42.5	46.9	35.2	40.8	53.9
SEPARATED/DIVORCED	13.2	12.8	11.7	13.6	14.3	14.4	10.0	12.4	9.5	16.3	12.2	12.6	12.2	10.9	16.9	15.0	14.1
WIDOWED	4.8	4.3	2.9	5.4	4.6	6.3	4.4	5.4	7.9	5.4	5.3	4.0	3.5	4.7	2.8	5.0	6.2



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

49. WHAT IS YOUR MARITAL STATUS?

BANNER 7

	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	884	310	806	1029	318	46	272	1484	962	522	198	589	171	504	506
SINGLE	31.9	39.7	40.6	20.0	31.9	25.5	32.6	24.3	31.7	26.7	40.8	43.9	25.8	23.4	29.6	44.9
MARRIED	50.1	44.0	41.6	60.0	49.9	63.8	60.9	64.3	50.9	57.7	38.5	21.7	52.6	55.6	55.0	38.9
SEPARATED/DIVORCED	13.2	12.3	13.9	13.9	13.4	6.3	4.3	6.6	13.1	11.7	15.5	25.3	16.5	14.6	9.9	12.5
WIDOWED	4.8	4.0	3.9	6.1	4.9	4.4	2.2	4.8	4.3	3.8	5.2	9.1	5.1	6.4	5.6	3.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

49. WHAT IS YOUR MARITAL STATUS?

BANNER 8

	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	1320	680	441	239	537	403	783	277
SINGLE	31.9	36.1	23.7	27.4	16.7	41.9	24.1	32.2	23.1
MARRIED	50.1	44.4	61.2	57.6	67.8	42.3	64.5	45.8	56.3
SEPARATED/DIVORCED	13.2	14.5	10.6	10.9	10.0	14.2	7.7	14.8	14.8
WIDOWED	4.8	4.9	4.6	4.1	5.4	1.7	3.7	7.2	5.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

49. WHAT IS YOUR MARITAL STATUS?

BANNER 9

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1360	640	260	260	80	628	732	133	127	121	139
SINGLE	31.9	19.9	57.5	48.5	71.5	45.0	22.5	17.6	51.9	44.9	70.2	72.7
MARRIED	50.1	58.8	31.6	39.6	19.2	47.5	61.6	56.4	37.6	41.7	20.7	18.0
SEPARATED/DIVORCED	13.2	15.1	9.1	9.6	7.7	7.5	12.7	17.2	9.0	10.2	8.3	7.2
WIDOWED	4.8	6.2	1.9	2.3	1.5	0.0	3.2	8.7	1.5	3.1	0.8	2.2



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

49. WHAT IS YOUR MARITAL STATUS?

BANNER 10

	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	299	335	315	365	526	794	1206	1109	891	940	1060	
SINGLE	31.9	75.6	62.2	44.2	24.8	17.3	8.0	57.3	15.2	48.1	11.8	34.3	29.8	
MARRIED	50.1	18.8	32.4	43.6	53.0	53.4	69.8	34.4	60.4	39.7	63.1	51.8	48.6	
SEPARATED/DIVORCED	13.2	4.4	5.0	11.0	18.4	23.8	11.4	7.4	17.0	10.6	16.5	11.4	14.8	
WIDOWED	4.8	1.2	0.3	1.2	3.8	5.5	10.8	0.9	7.4	1.7	8.6	2.6	6.8	



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49. WHAT IS YOUR MARITAL STATUS?

BANNER 11

	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	214	504	537	745	86	239	248	367	128	265	289	378	548	1033	419
SINGLE	31.9	74.8	53.2	24.6	10.5	77.9	58.2	28.2	12.5	72.7	48.7	21.5	8.5	42.0	29.8	23.9
MARRIED	50.1	21.0	37.7	52.0	65.5	18.6	36.0	49.6	71.4	22.7	39.2	54.0	59.8	41.8	52.3	55.6
SEPARATED/DIVORCED	13.2	3.3	8.5	19.4	14.8	2.3	5.4	20.6	11.2	3.9	11.3	18.3	18.3	11.9	12.9	15.8
WIDOWED	4.8	0.9	0.6	4.1	9.3	1.2	0.4	1.6	4.9	0.8	0.8	6.2	13.5	4.4	5.0	4.8