



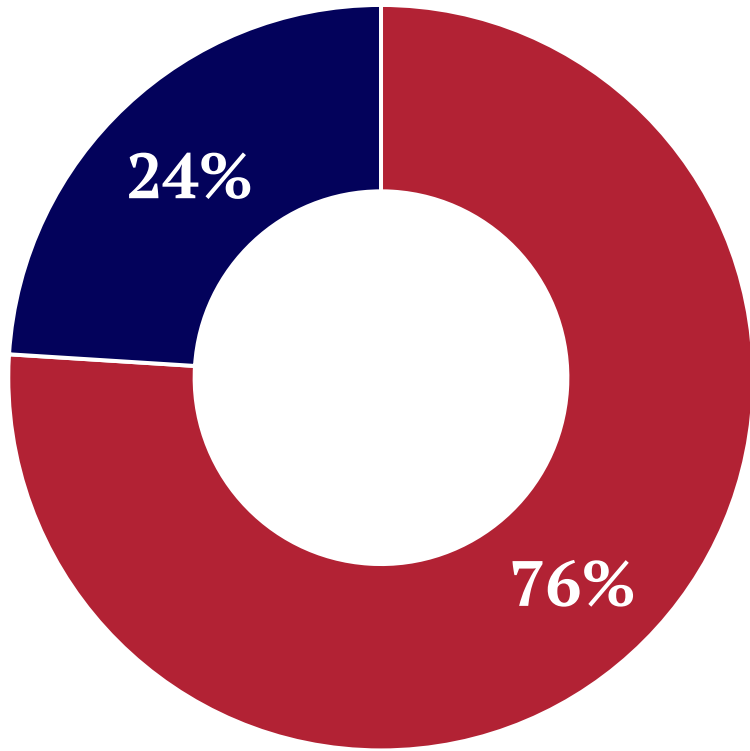
STATE OF PLAY – SEPTEMBER
21-24, 2023

 McLaughlin & Associates

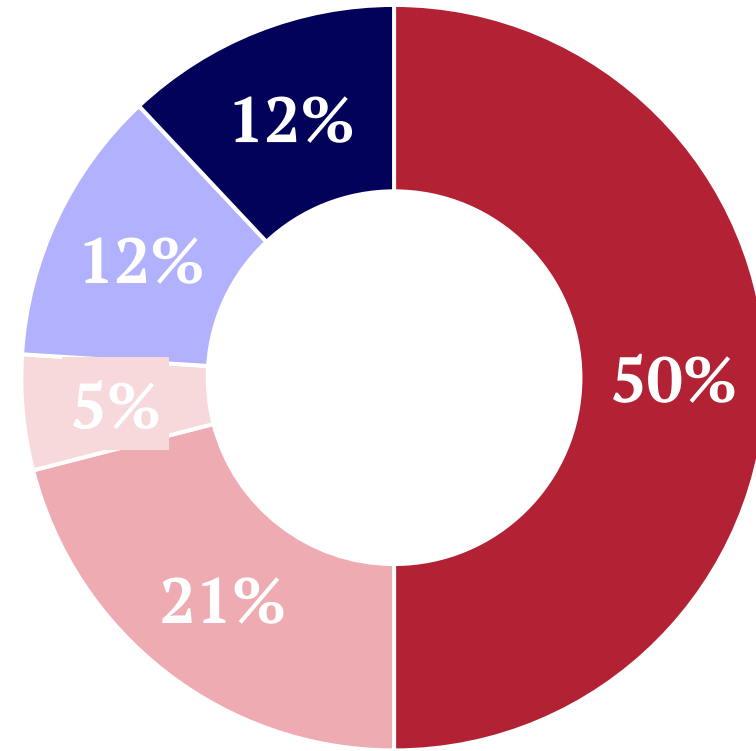


VOTER UNIVERSE – SEPTEMBER 22-24, 2023

Voter groupings determined by their agreement with a series of statements, generic ballot preference, and approval of President Joe Biden.



■ New Majority ■ Left Minority



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

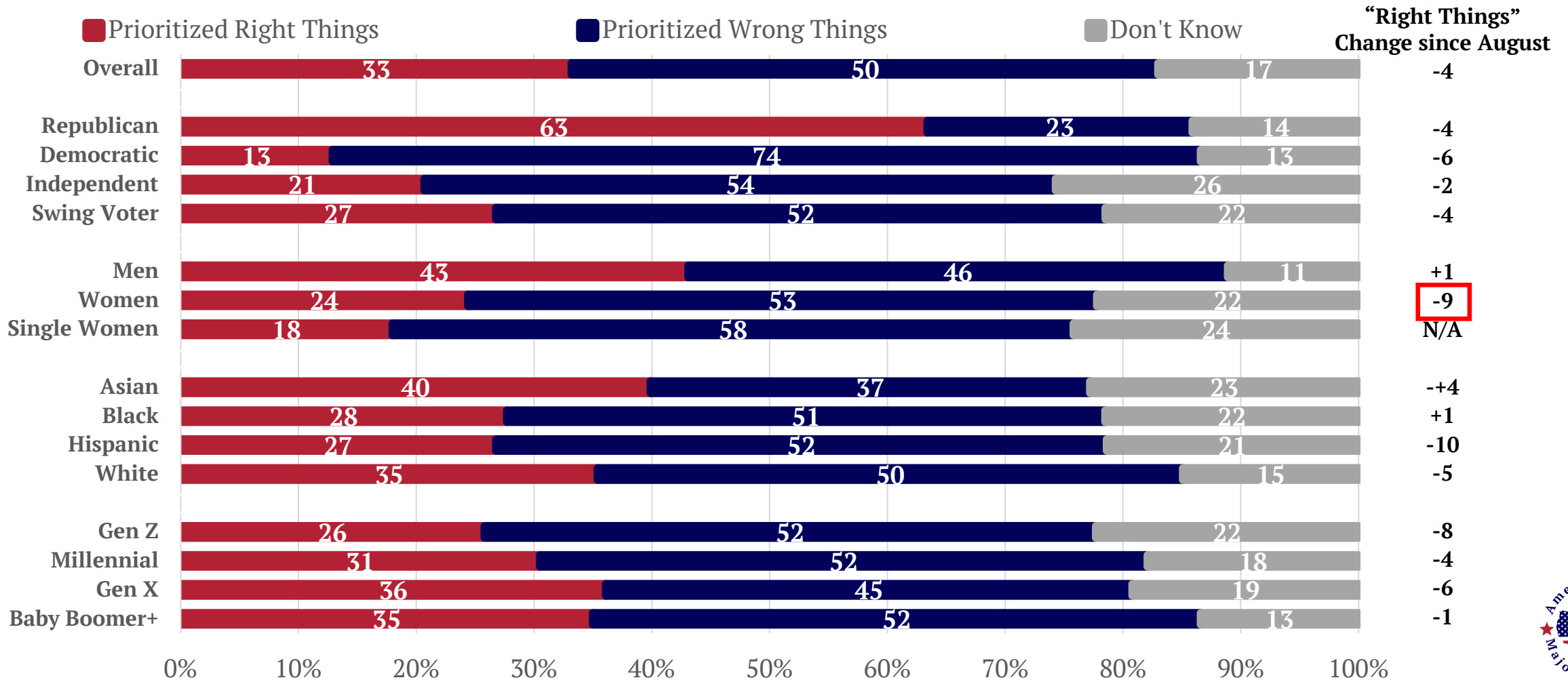


KEY TAKEAWAYS

- Americans continue to say Republicans and Democrats are prioritizing the wrong things.
- The number of Americans who say Republicans are prioritizing the right things has dropped 4 points since August.
- This is largely due to a 9-point drop among women.
- The rising cost of living/inflation is by far the most important issue to voters.
- Those who picked rising cost of living/inflation as one of their top 3 most important issues say food prices are most in need of being addressed.
- Biden approval remains low and 7 in 10 voters say the U.S. is on the wrong track.
- The generic ballot remains steady with Republicans up 5 points.

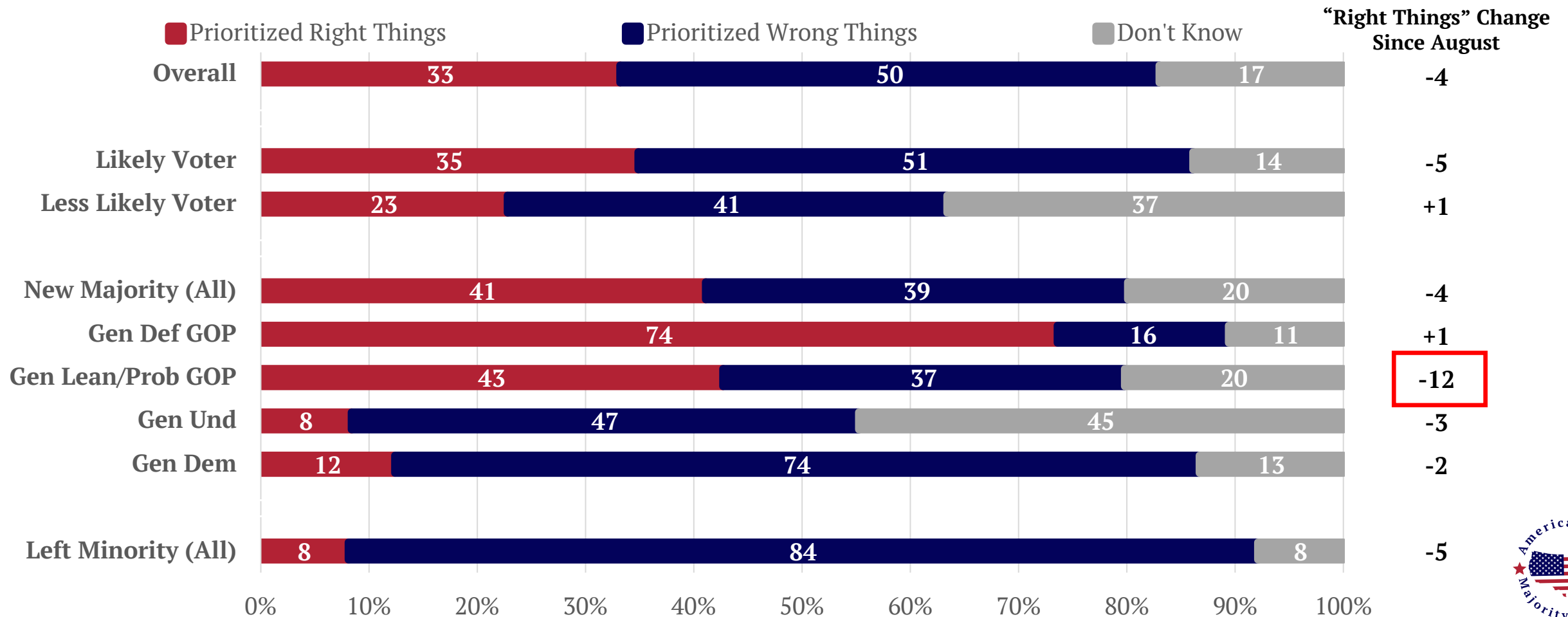
4-POINT DROP IN VOTERS WHO SAY REPUBLICANS PRIORITIZING THE RIGHT THINGS

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



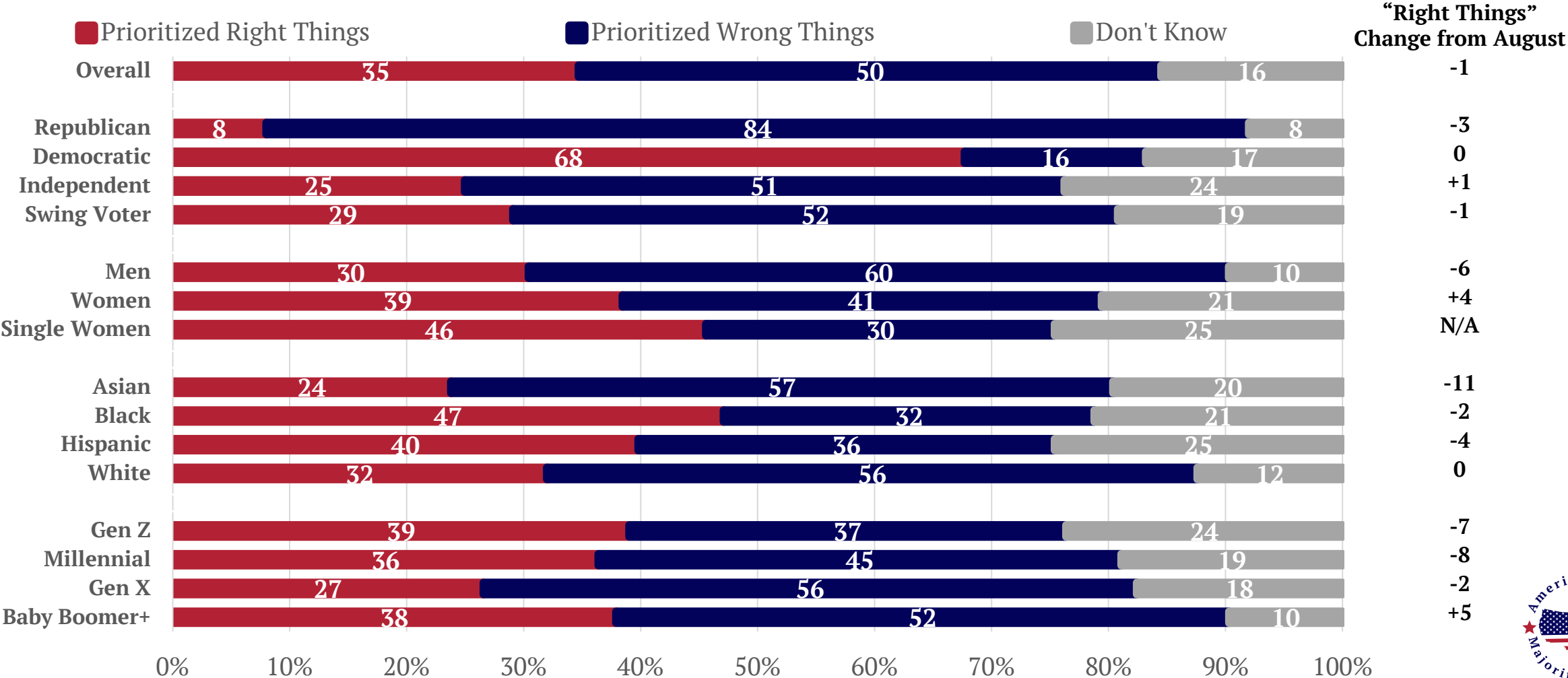
LARGEST DROP OCCURS WITH REPUBLICAN LEANING NEW MAJORITY VOTERS

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. Since then, would you say **REPUBLICANS** have...



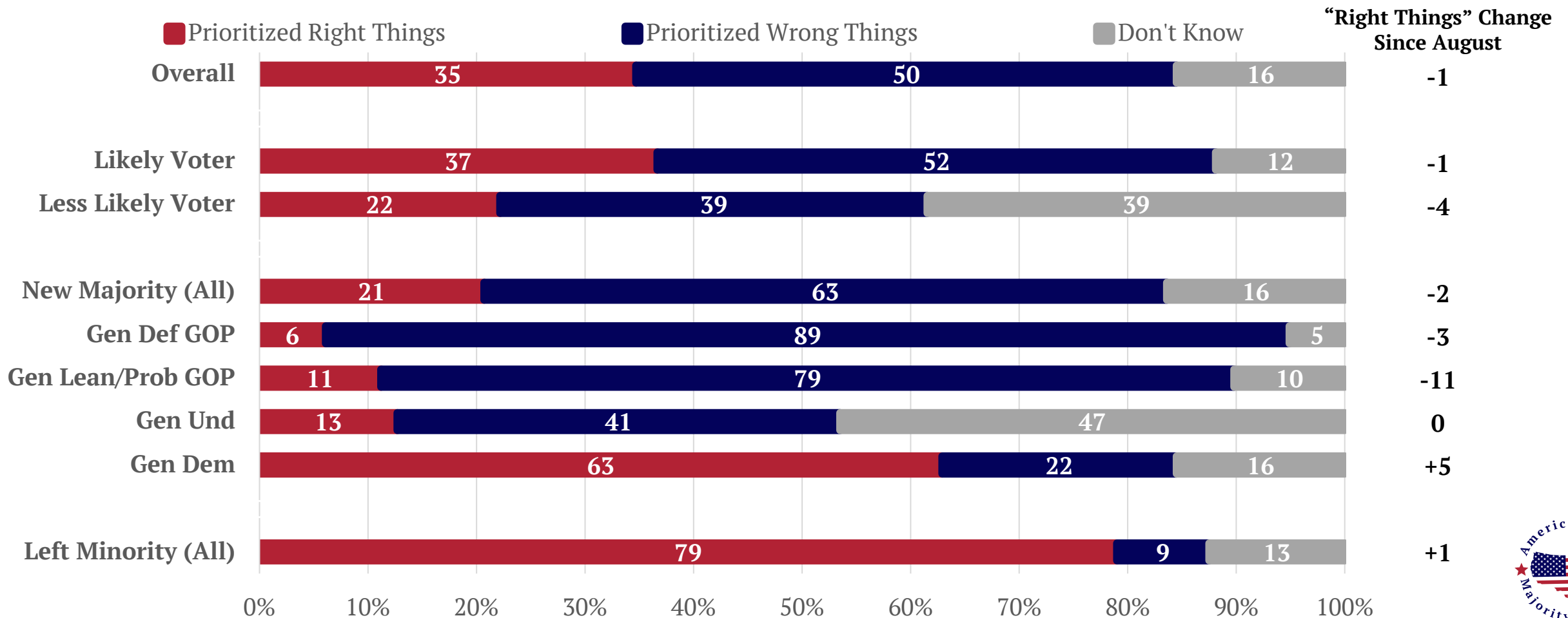
STEADY NUMBER OF VOTERS SAYING DEMOCRATS PRIORITIZING RIGHT THINGS

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



JUST 2 IN 10 NEW MAJORITY VOTERS SAY DEMOCRATS PRIORITIZING THE RIGHT THINGS

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



RISING COST OF LIVING/INFLATION CONTINUES TO BE THE MOST IMPORTANT ISSUE TO VOTERS

“Thinking about the upcoming elections in 2024 for president and congress, which issues matter most to you? (Choose 3)”

	Overall		GOP	DEM	IND	Swing Voter		Men	Women	Single Women		Asian	Black	Hisp.	White		Gen Z	Mill	Gen X	Baby Boomers+
Rising cost of living/Inflation	60		66	53	61	62		58	61	60		55	59	64	59		55	63	68	53
Immigration/Border	29		52	10	26	29		36	24	14		33	15	16	34		9	18	31	41
Jobs/Econ. Growth	27		28	25	29	30		30	25	28		44	39	31	23		31	38	34	14
S.S./Medicare	24		22	27	23	24		25	24	20		17	23	21	26		12	13	25	35
Taxes/Gov't Spending	24		33	15	24	25		27	21	16		30	18	21	25		22	25	24	23
Gun Control	24		9	39	22	23		18	28	35		24	30	29	22		35	22	21	23
Crime/Public Safety	23		26	19	25	25		25	22	20		31	28	23	22		21	25	20	25
Clim. Change /Environment	23		9	38	21	23		20	25	27		17	20	27	23		32	21	28	25
Corruption/Gov't	22		28	13	27	21		26	19	17		14	23	22	22		20	24	21	21
Abortion	18		8	33	13	14		11	25	31		10	18	19	19		28	20	15	17
Nat'l Security	12		17	7	15	15		14	11	7		18	10	9	13		6	12	13	14
Equality	12		2	21	12	10		9	14	22		6	17	17	10		25	17	8	7
Other	1		1	2	3	2		2	2	3		0	1	3	2		4	1	2	1



RISING COST OF LIVING IS TOP 3 ISSUE TO ALL GROUPS BUT OTHER TOP ISSUES VARY WIDELY

“Thinking about the upcoming elections in 2024 for president and congress, which issues matter most to you? (Choose 3)”

	Overall	Likely Voter	Less Likely Voter	New Majority (All)	Gen Def GOP	Gen Lean/Prob GOP	Gen Und	Gen Dem	Left Minority (All)
Rising cost of living/Inflation	60	59	63	64	66	66	64	62	45
Immigration/Border Sec.	29	31	18	37	58	38	21	17	4
Jobs/Economic Growth	27	27	30	29	24	34	31	31	21
Social Security/Medicare	24	24	26	24	21	21	25	30	26
Taxes/Gov't Spending	24	23	26	27	30	37	25	14	13
Gun Control	24	23	28	17	8	12	24	31	45
Crime/Public Safety	23	23	25	27	28	28	26	24	13
Climate Change/Environ.	23	24	19	15	6	13	19	30	48
Corruption in Gov't	22	22	23	25	32	21	23	18	13
Abortion	18	19	15	11	8	8	14	18	41
National Security	12	13	12	15	16	17	15	10	5
Equality	12	11	14	7	2	5	10	15	23
Other	2	2	1	1	1	1	4	1	3



INFLATION VOTERS SAY FOOD, ENERGY, HOUSING COSTS MOST IN NEED OF BEING ADDRESSED

IF RISING COSTS OF LIVING/INFLATION MATTERS MOST

“Which of the following rising costs of living are most in need of being addressed? (Choose 2)”

	Overall		GOP	DEM	IND	Swing Voter		Men	Women	Single Women		Asian	Black	Hisp.	White		Gen Z	Millennial	Gen X	Baby Boomers+
Food	63		68	56	65	63		61	65	61		46	60	63	66		48	59	64	70
Energy	46		57	32	45	46		52	40	25		45	23	33	52		20	31	48	62
Housing	43		29	56	45	42		38	47	59		40	59	60	36		64	55	41	28
Healthcare	32		30	34	31	34		31	32	33		44	31	23	33		35	31	31	32
Education	6		5	10	4	6		5	7	8		14	10	6	5		12	9	7	3
Transportation	5		6	4	4	5		7	4	6		5	8	6	4		8	6	5	3
Childcare	4		2	6	3	4		3	4	7		3	7	4	3		10	6	2	1
Clothing	2		2	1	1	1		2	1	1		3	1	4	1		1	3	1	1
Other	1		0	1	1	1		1	1	0		0	1	1	1		1	0	1	0



HOUSING COSTS A HIGHER PRIORITY FOR LEFT LEANING VOTERS

IF RISING COSTS OF LIVING/INFLATION MATTERS MOST

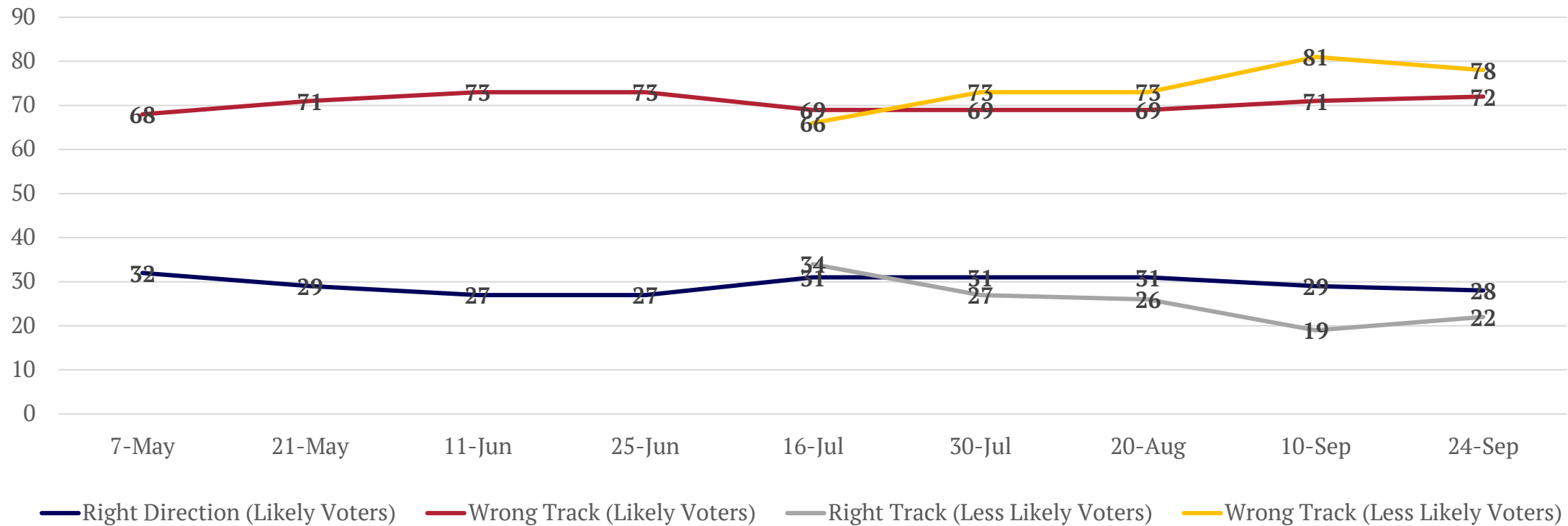
“Which of the following rising costs of living are most in need of being addressed? (Choose 2)”

	Overall	Likely Voter	Less Likely Voter	New Majority (All)	Gen Def GOP	Gen Lean/Prob GOP	Gen Und	Gen Dem	Left Minority (All)
Food	63	62	69	66	75	56	68	57	52
Energy	46	48	33	50	63	50	36	39	25
Housing	43	42	49	39	25	42	47	54	60
Healthcare	32	32	30	30	24	33	35	33	40
Education	6	7	4	5	4	7	4	8	11
Transportation	5	5	5	6	6	6	5	5	3
Childcare	4	3	7	3	2	4	3	5	6
Clothing	2	1	3	1	1	2	1	1	3
Other	1	1	1	1	0	0	2	0	2



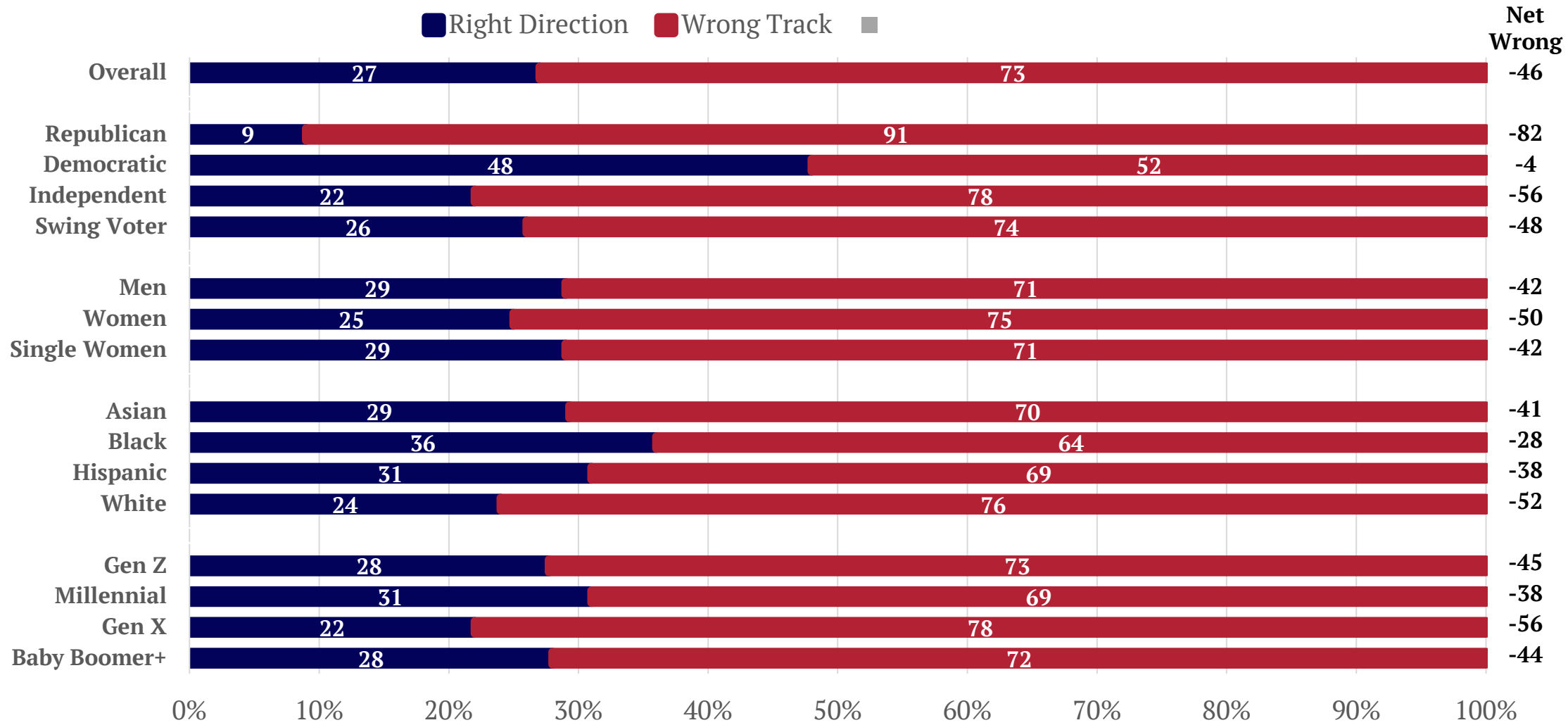
WRONG TRACK SENTIMENT REMAINS HIGH

“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?”



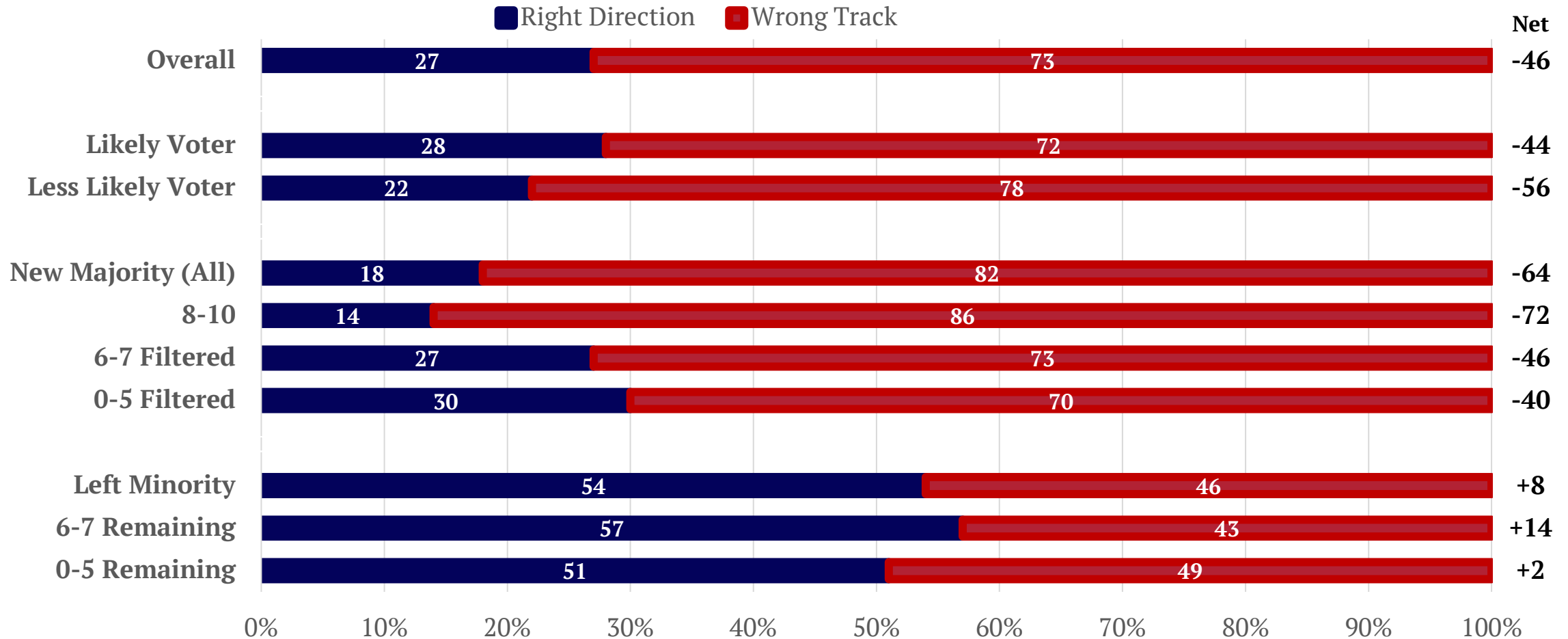
EVERY MEASURED VOTER DEMOGRAPHIC BELIEVES THE COUNTRY IS ON THE WRONG TRACK

“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?”



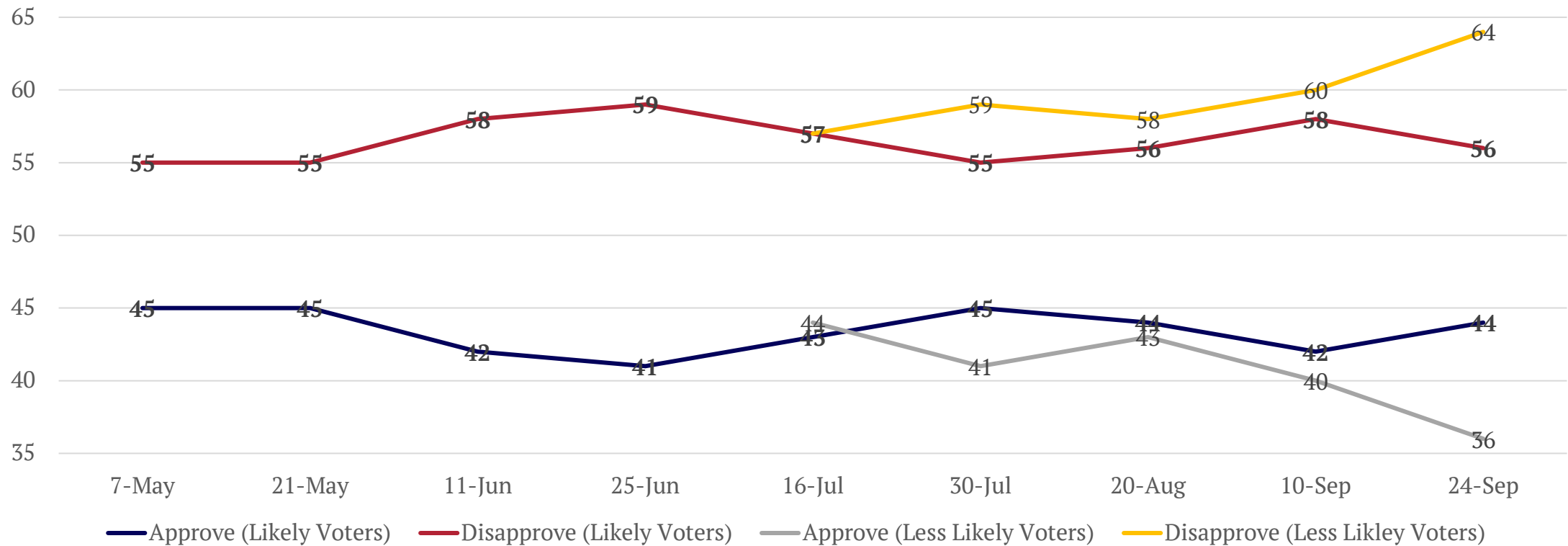
LEFT MINORITY IS ONLY GROUP WITH MAJORITY SAYING COUNTRY IS MOVING IN RIGHT DIRECTION

“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?”



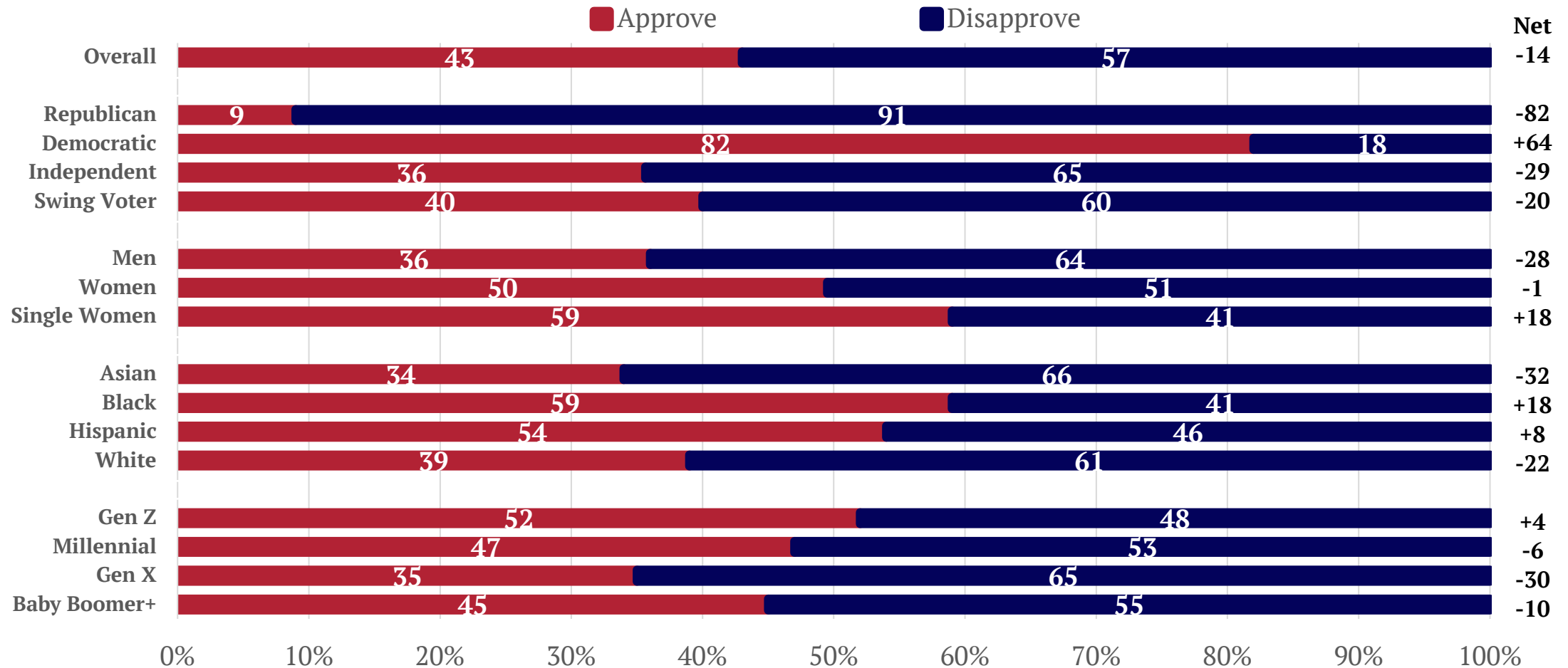
BIDEN APPROVAL REMAINS BELOW 45

“Do you approve or disapprove of the job Joe Biden is doing as President?”



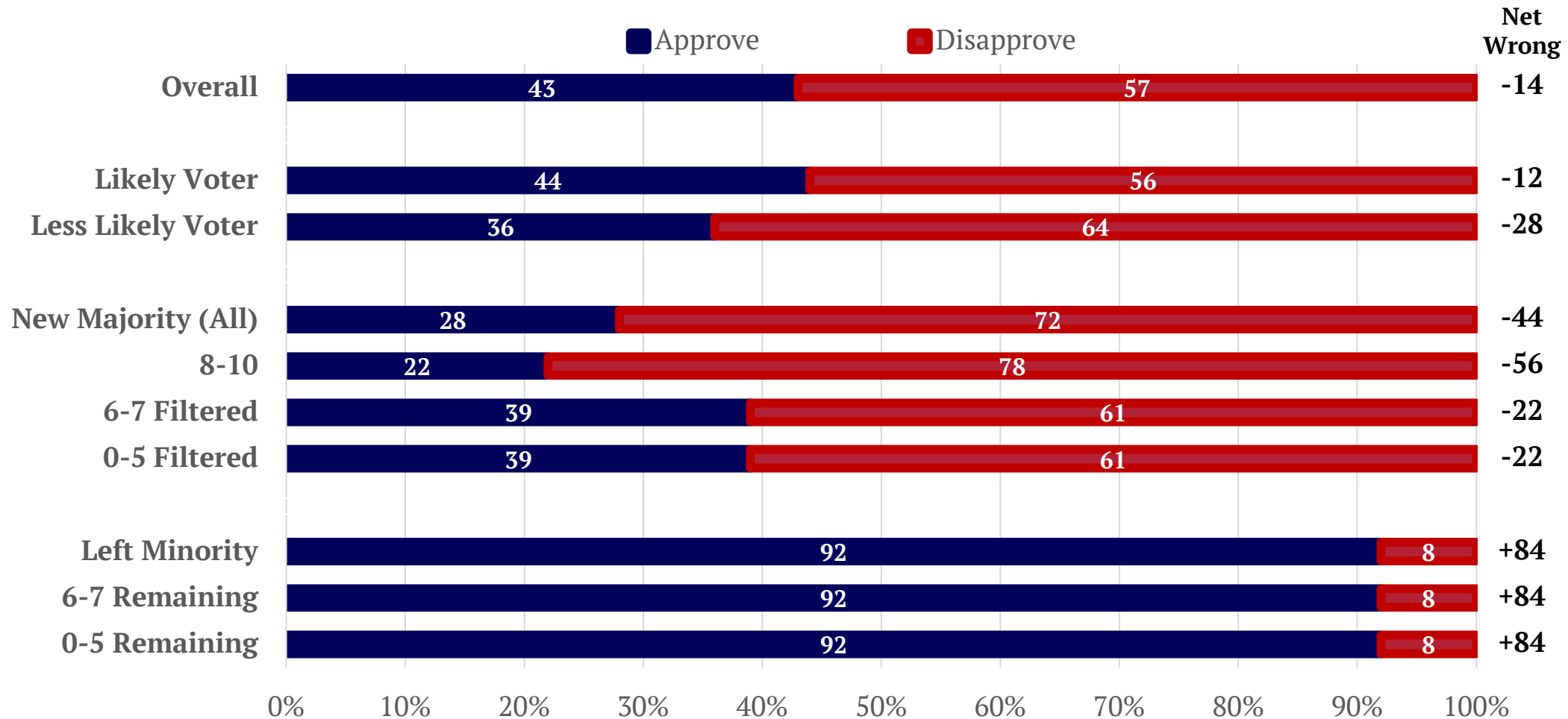
6 IN 10 SWING VOTERS DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT

“Do you approve or disapprove of the job Joe Biden is doing as President?”



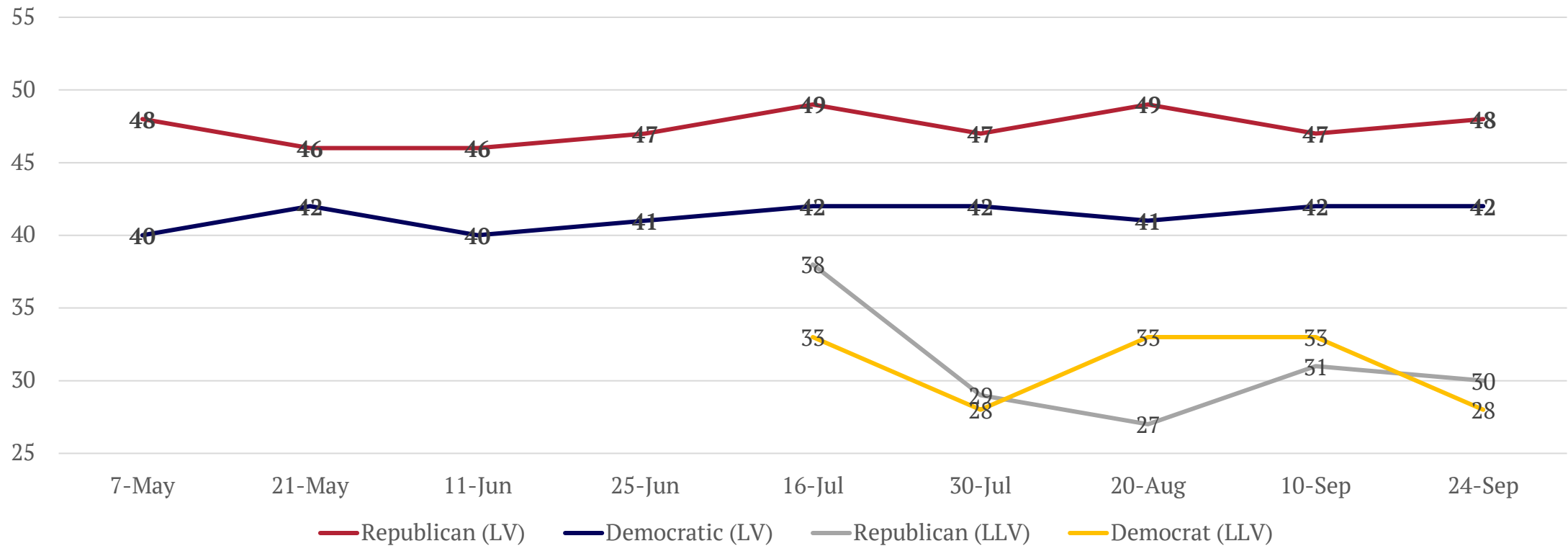
MORE THAN 7 IN 10 NEW MAJORITY VOTERS DISAPPROVE OF JOE BIDEN

“Do you approve or disapprove of the job Joe Biden is doing as President?”



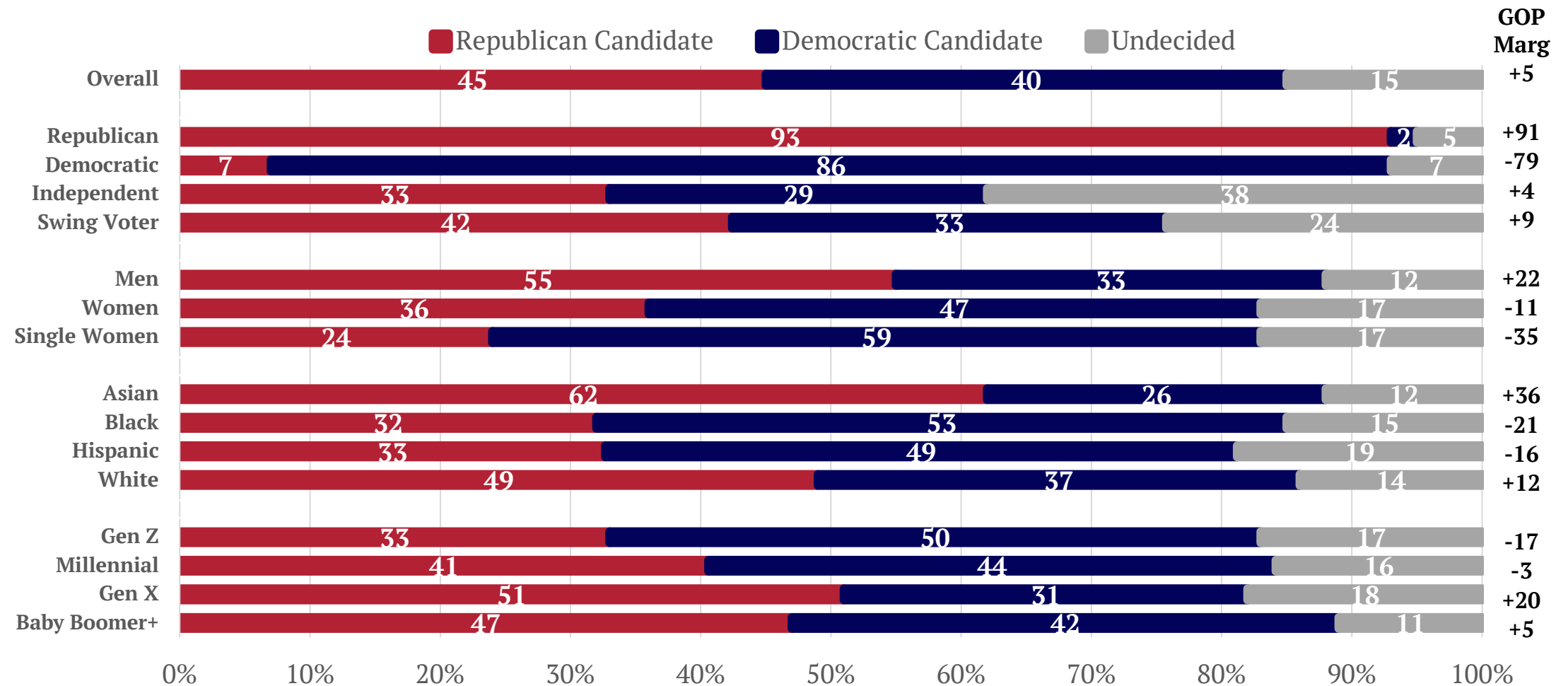
GENERIC BALLOT REMAINS STEADY

“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



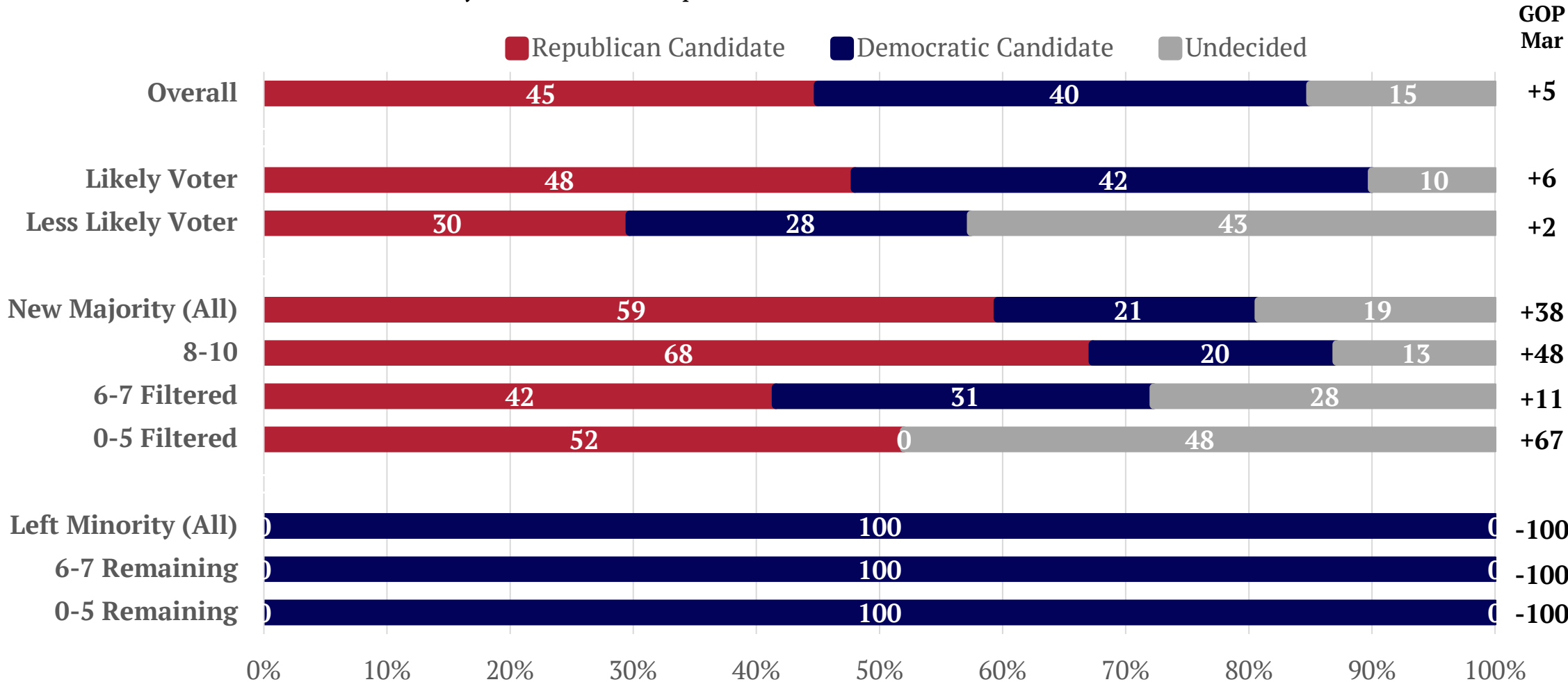
REPUBLICANS MAINTAIN 9 POINT LEAD WITH SWING VOTERS

“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



REPUBLICANS LEAD WITH NEW MAJORITY VOTERS BY 38 POINTS

“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”

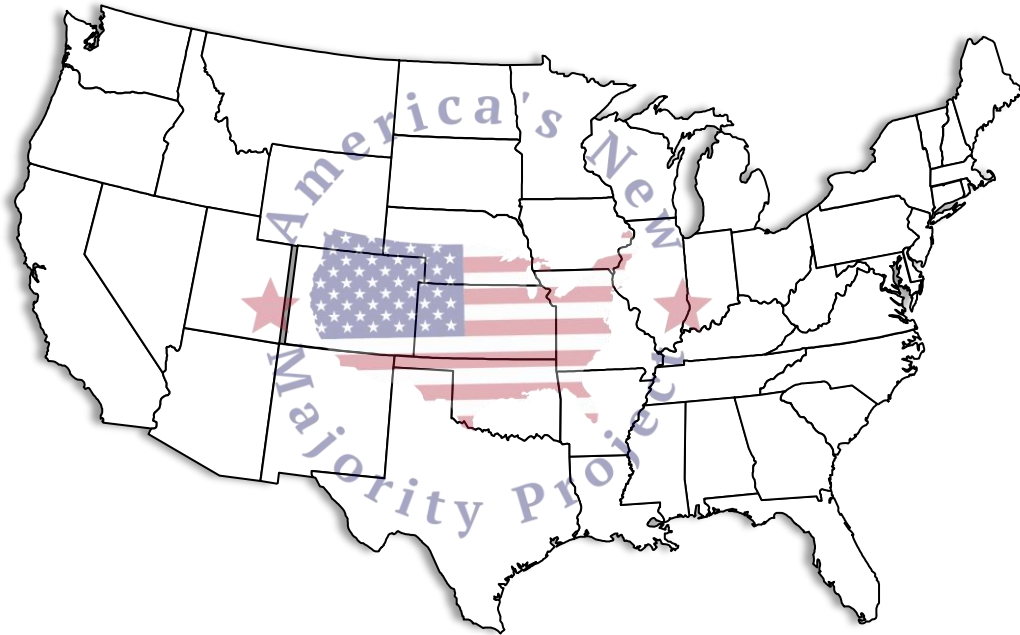


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between September 22-24, 2023.

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

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



New England	5	18-29	15	Male	47
Middle Atlantic	13	30-40	17	Female	53
East North Central	16	41-55	25	Democratic	36
West North Central	6	56-65	19	Republican	37
South Atlantic	21	66+	24	Independent	27
East South Central	6	White	68	Less/4yr College	66
West South Central	11	Hispanic	13	Bachelor's/P.G	34
Mountain	7	Black	13		
Pacific	15	Asian	4		
		Other	2		

