



DRESS CODE POLITICS - HOW VOTERS FEEL ABOUT MEMBERS OF CONGRESS VOTING IN HOODED SWEATSHIRTS, SHORTS AND SANDALS.

 McLaughlin & Associates

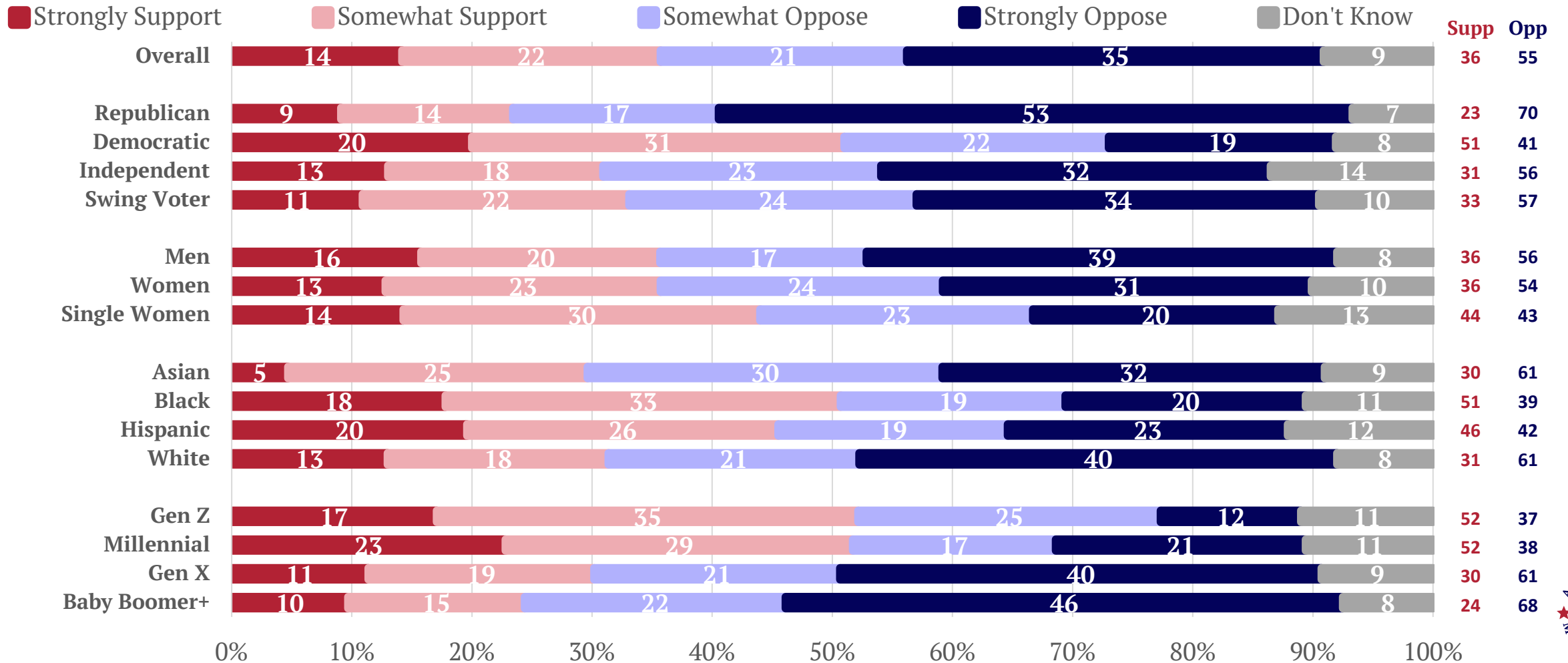


KEY TAKEAWAYS

- A plurality of voters say they have less respect for members of congress who don't dress professionally.
- Most of those remaining say they have the same amount of respect – very few say they have more respect.
- Most say members of congress who cast votes and conduct official business in casual clothing are disrespecting the voters and the American system of representative democracy.
- A Republican candidate who dresses professionally and believes there should be a dress code defeats a Democrat who opposes a dress code by 6 points more than the generic ballot.
- NOTE – The poll was taken before the Senate unanimously voted to reinstate the business attire dress code.

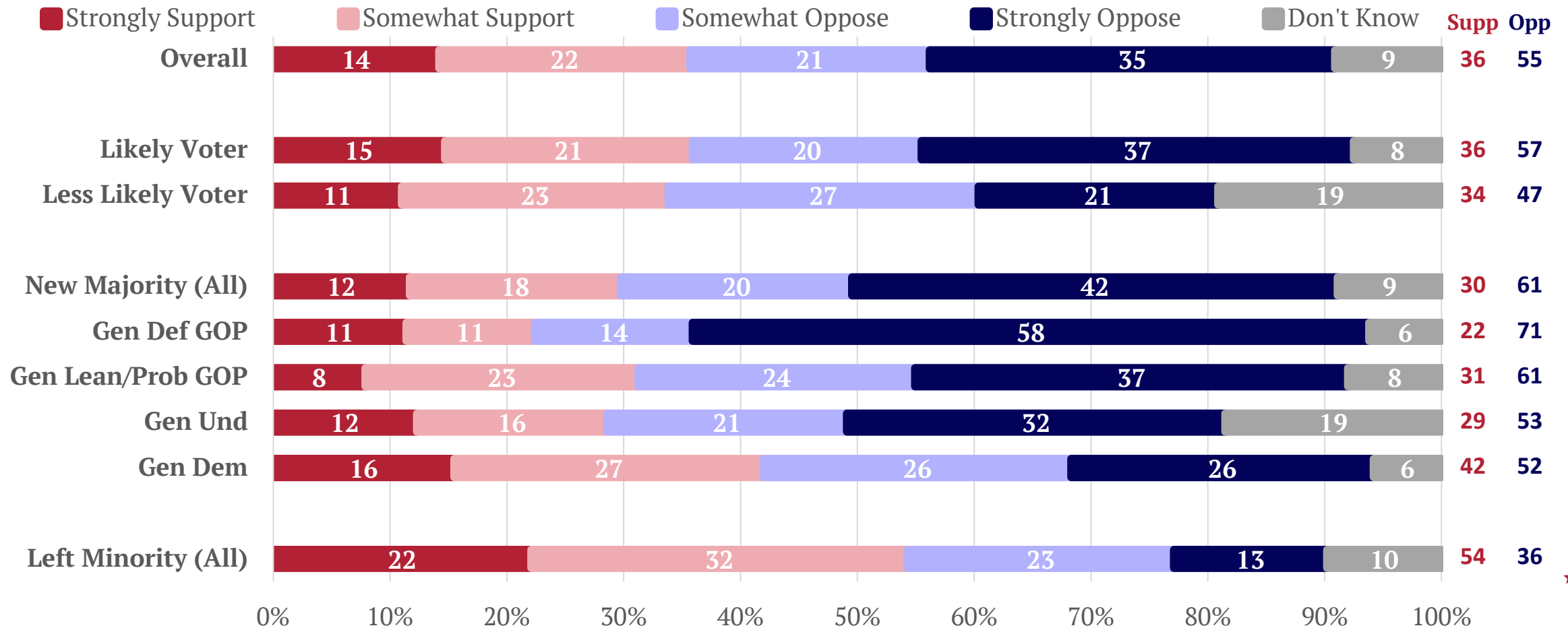
MOST OPPOSE ELIMINATION OF SENATE DRESS CODE

“The United States Senate recently eliminated its business attire dress code, allowing U.S. Senators to wear casual clothing like shorts, open-toed sandals, and hooded sweatshirts in the Senate chamber when casting votes. Do you support or oppose this change?”



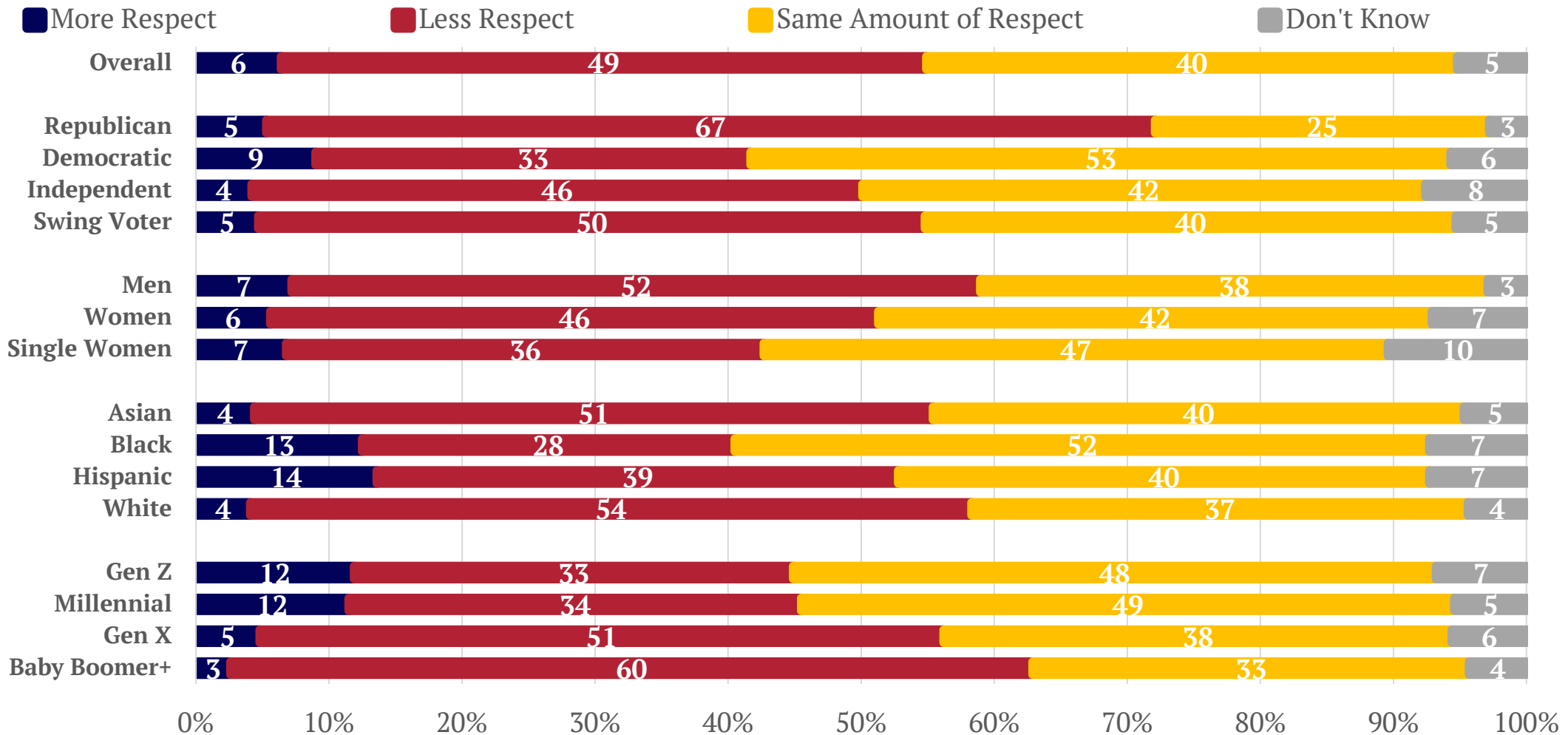
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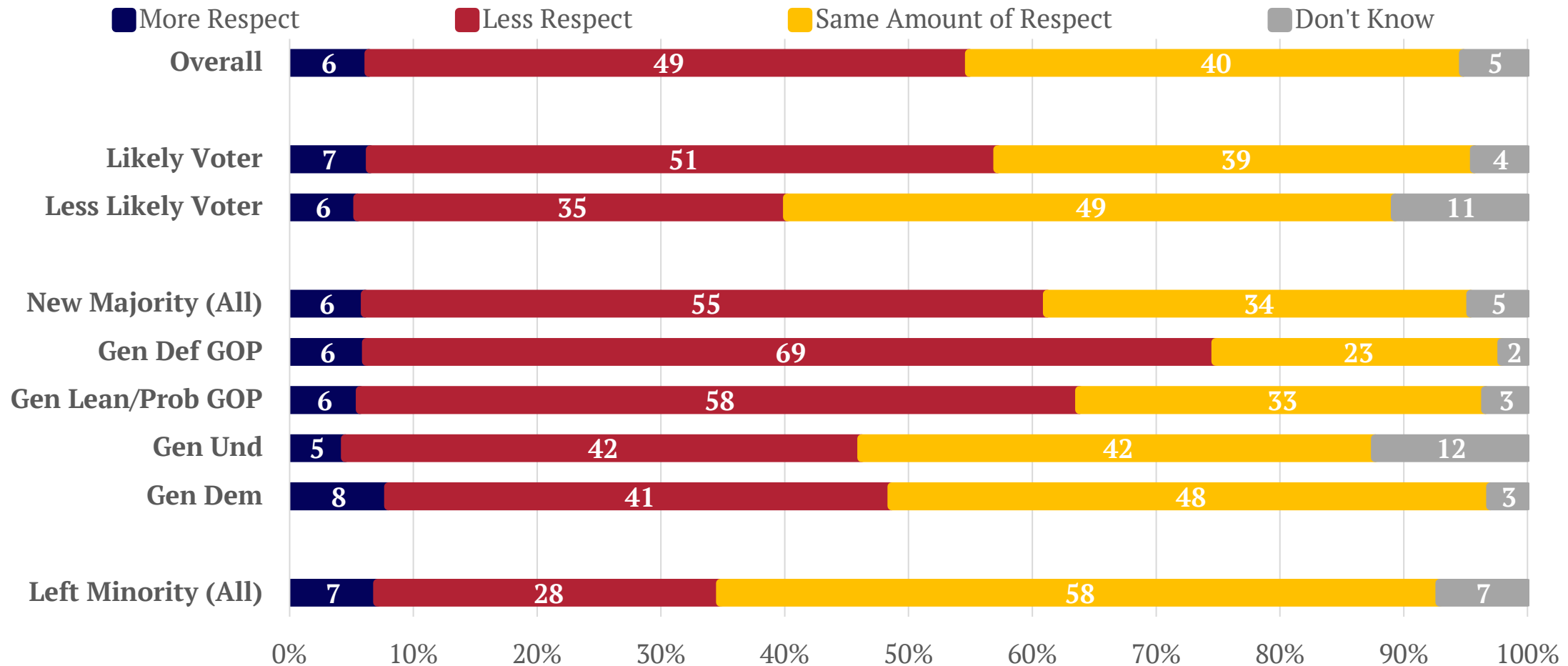
PLURALITY HAVE LESS RESPECT FOR MEMBERS OF CONGRESS WHO DON'T DRESS PROFESSIONALLY

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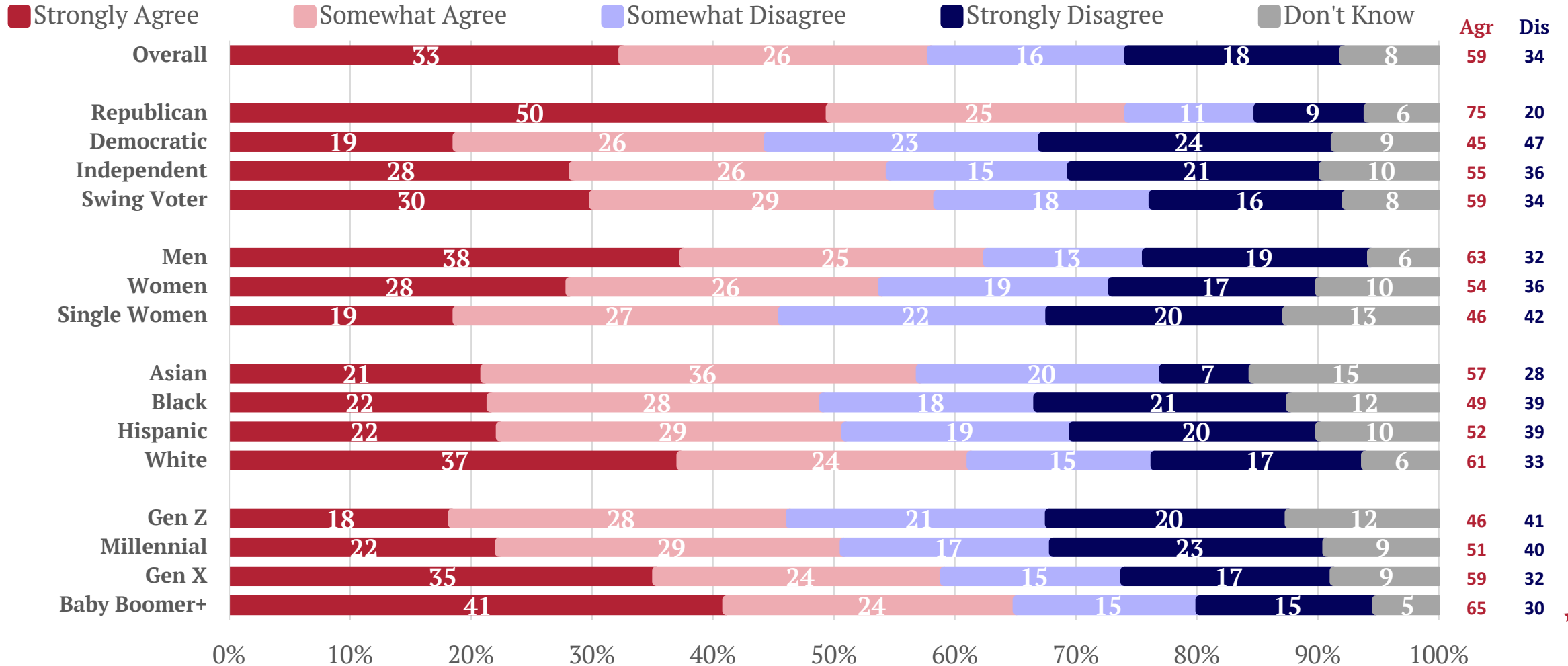
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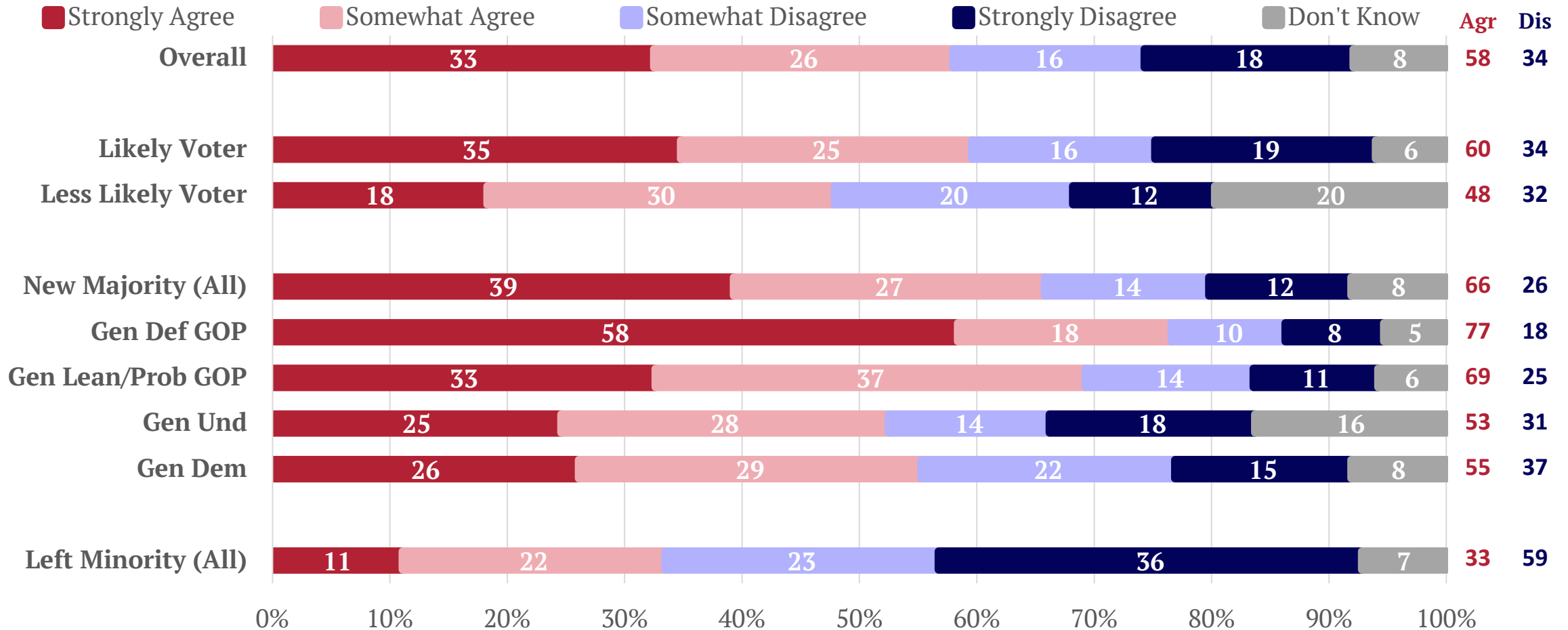
MOST AGREE MEMBERS WEARING CASUAL CLOTHING IS A SIGN OF DISRESPECT TO VOTERS

“Do you agree or disagree with the following statement? “When elected officials cast votes and conduct official business wearing casual clothing like shorts, open-toed sandals, and hooded sweatshirts, it is a sign of disrespect to the American people and for the American system of representative democracy itself.”



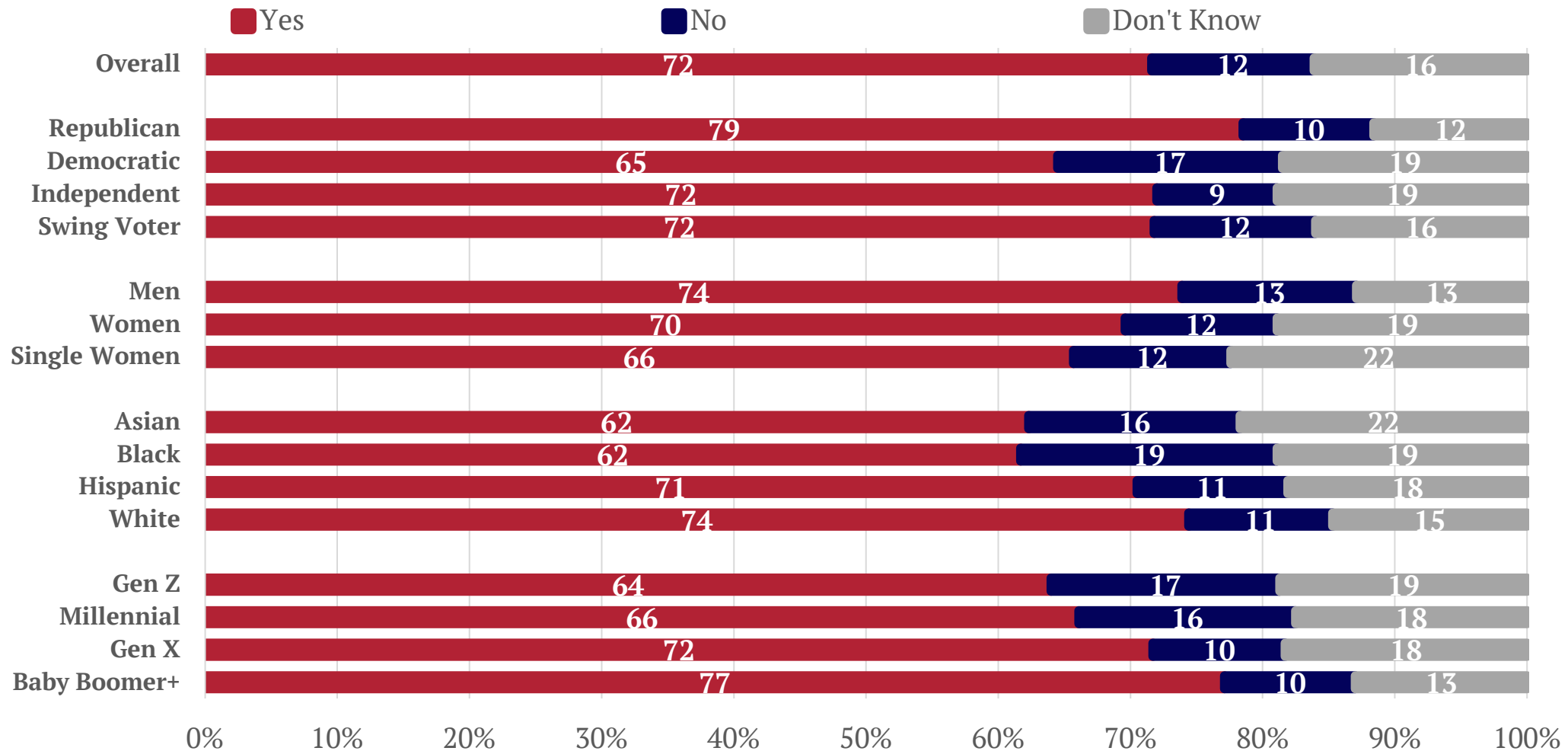
LEFT MINORITY IS ONLY GROUP THAT DISAGREES CASUAL CLOTHING IS A SIGN OF DISRESPECT

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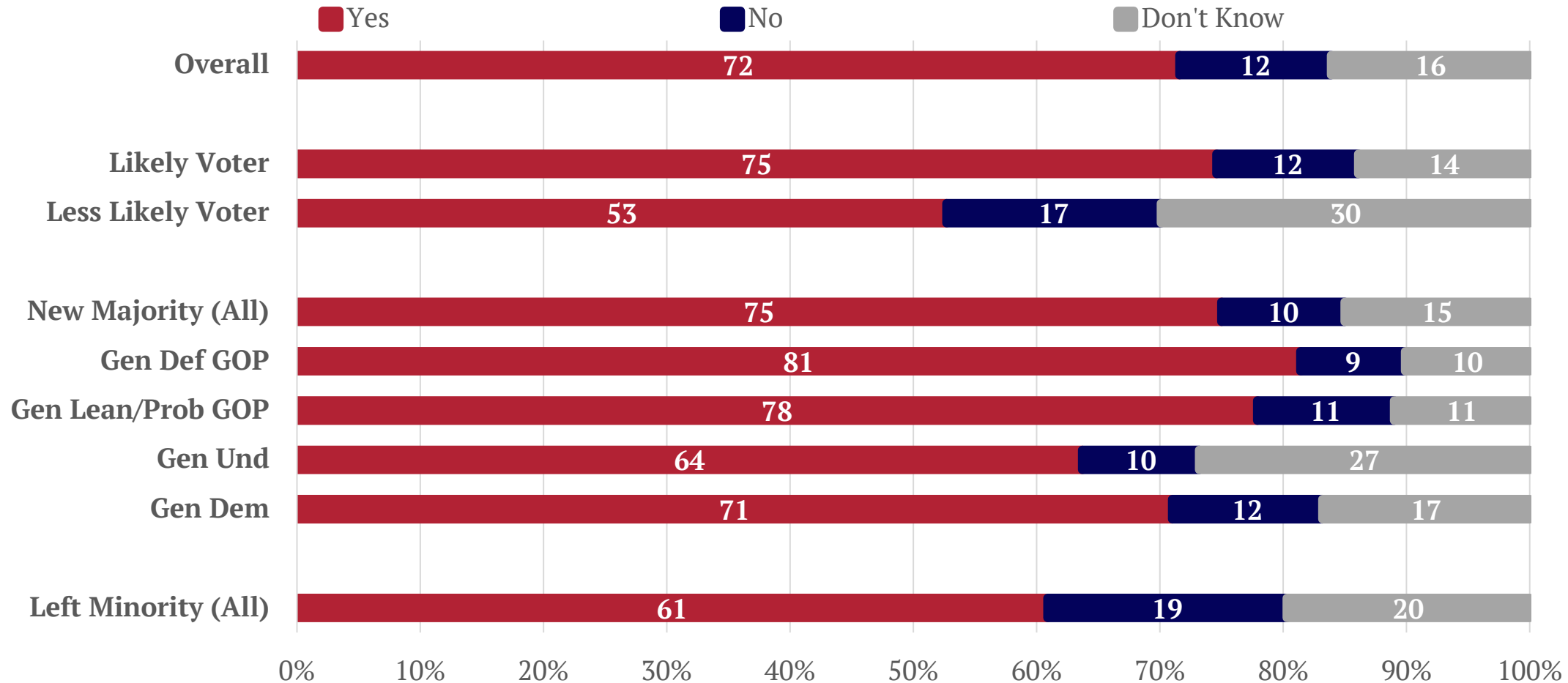
AGREEMENT THAT NEW DRESS CODE RULES AN EXAMPLE OF CONGRESSIONAL ENTITLEMENT

“The elimination of the Senate dress code only applies to U.S. Senators. Senate staff, aids, press, and outside visitors will still be required to wear business attire when in the Senate chamber. Is this another example of members of Congress expecting to live by different rules than everyone else?”



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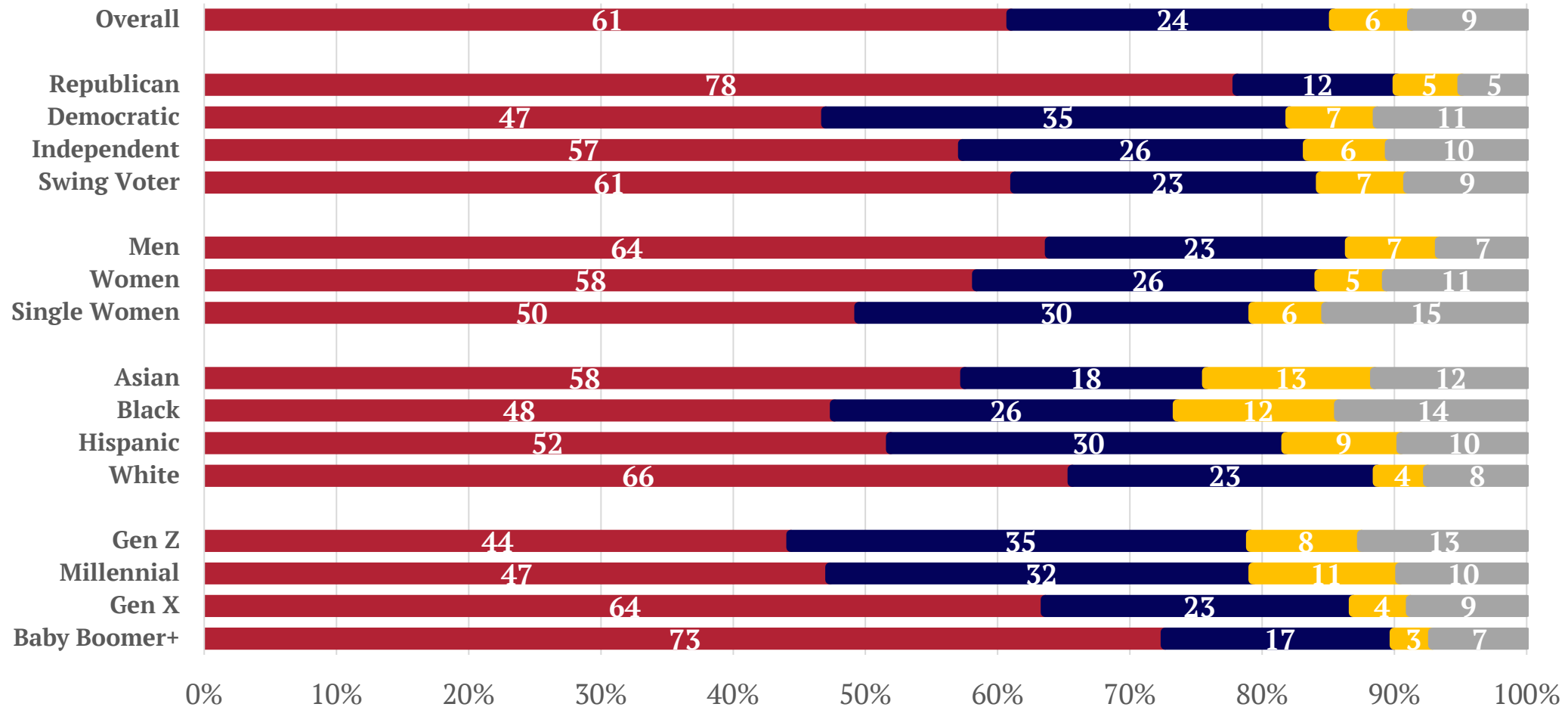


BIPARTISAN PREFERENCE FOR RESTORING DRESS CODE FOR EVERYONE

Which would you prefer for the U.S. Senate dress code in the Senate chamber?

1. Restoring and enforcing the business attire dress code for everyone. 2. Eliminating the business attire dress code for everyone, not just U.S. Senators. 3. Continuing to allow Senators to wear what they want but requiring everyone else to be in business attire.

■ Restore/Enforce Dress Code for All ■ Eliminate Dress Code for All ■ Senators Wear Anything/Dress Code for Others ■ Don't Know

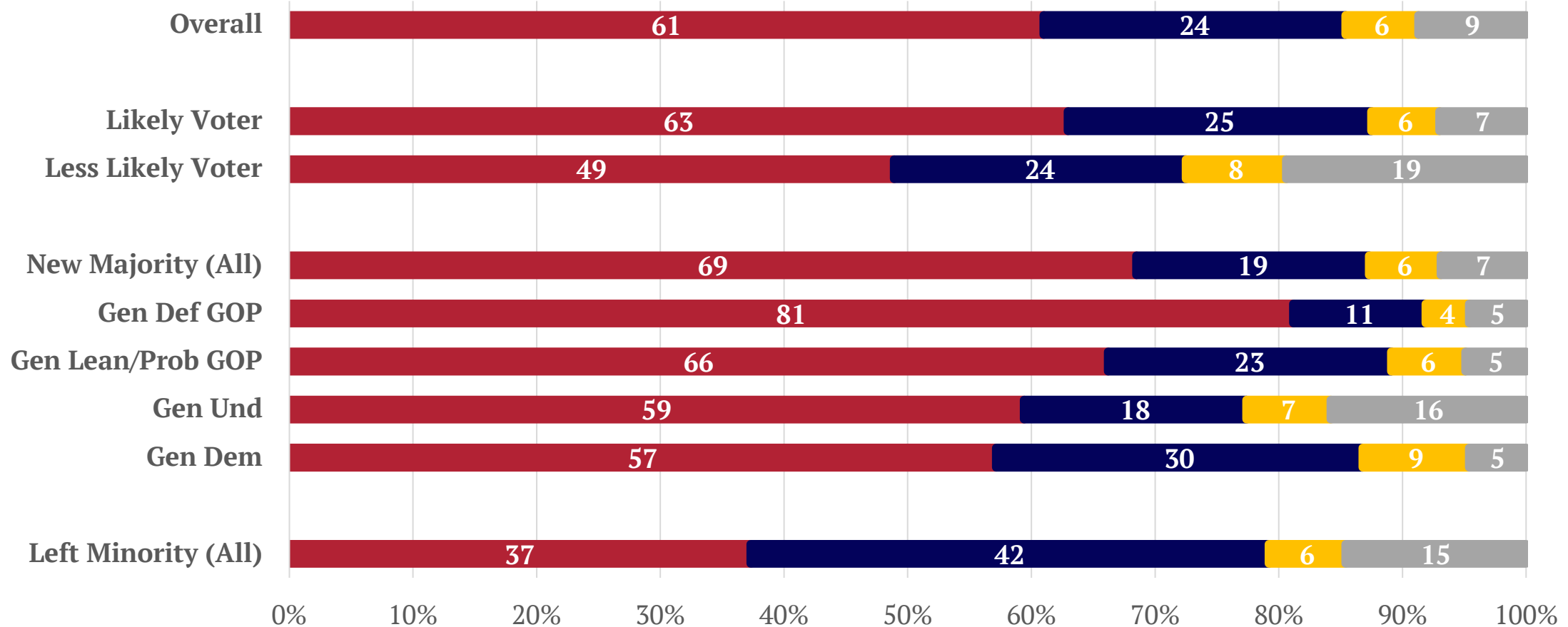


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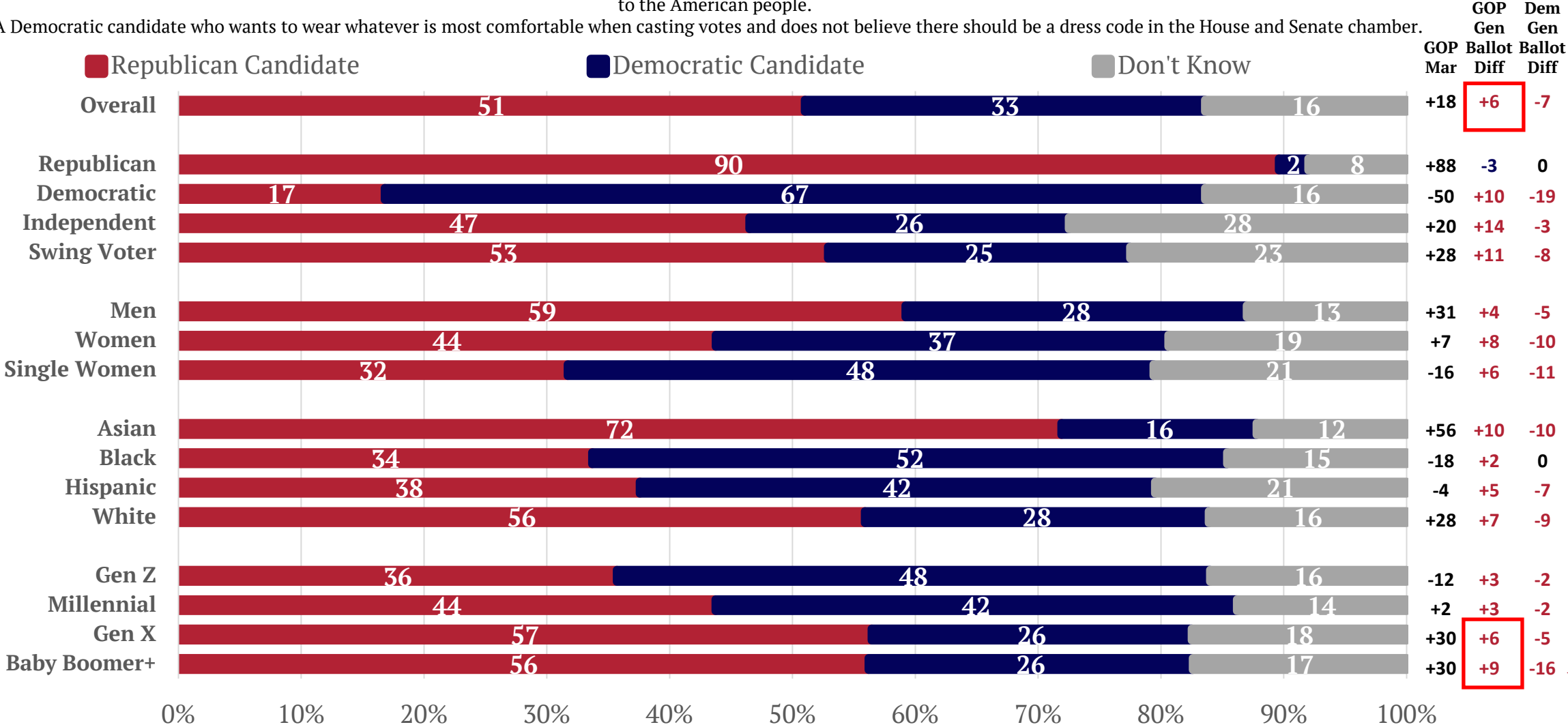
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GOP CANDIDATE WHO DRESSES PROFESSIONALLY AND SUPPORTS DRESS CODE GAINS 6 POINTS

“Which candidate for Congress would you be more likely to support?”

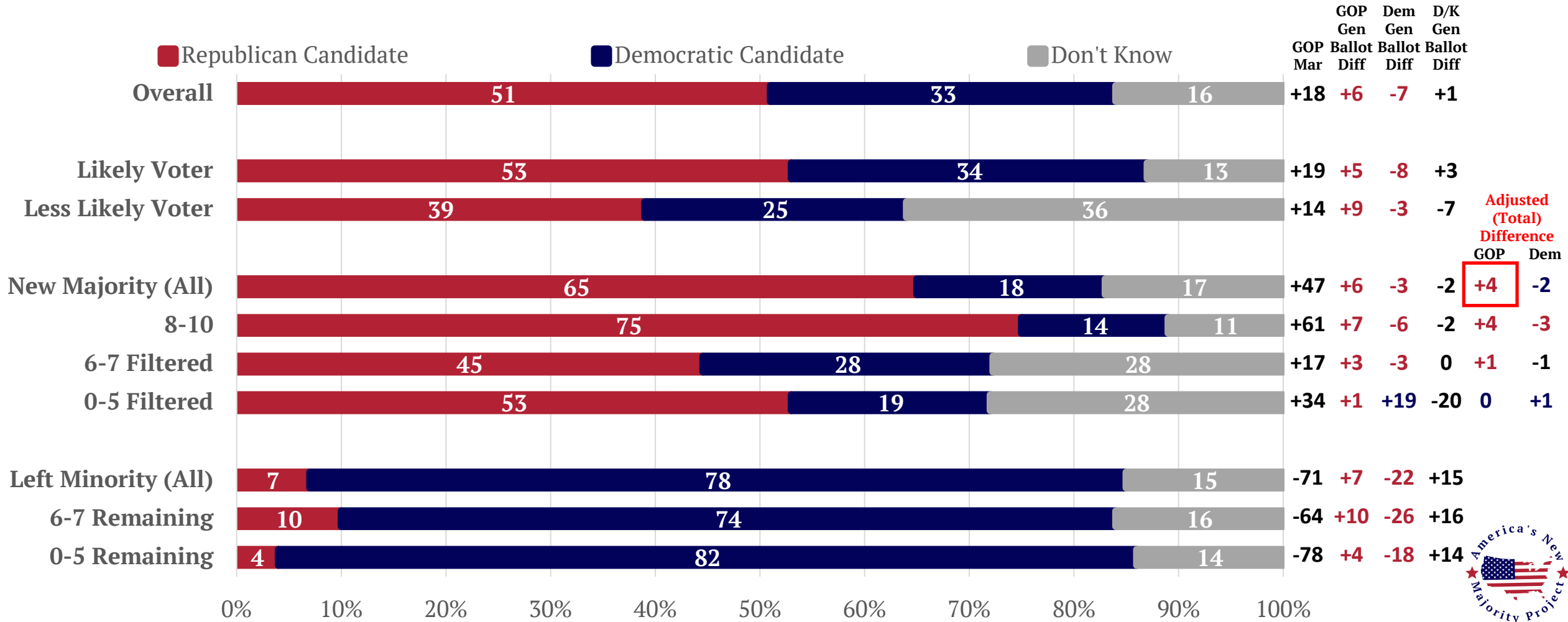
- 1. A Republican candidate, who pledges to wear business attire when casting votes and believes there should be a dress code in the House and Senate chamber as a sign of respect to the American people.
- 2. A Democratic candidate who wants to wear whatever is most comfortable when casting votes and does not believe there should be a dress code in the House and Senate chamber.



4 OF 6 POINTS GAINED BY GOP CANDIDATE FAVORING DRESS CODE COMES FROM NEW MAJORITY

“Which candidate for Congress would you be more likely to support?”

1. A Republican candidate, who pledges to wear business attire when casting votes and believes there should be a dress code in the House and Senate chamber as a sign of respect to the American people.
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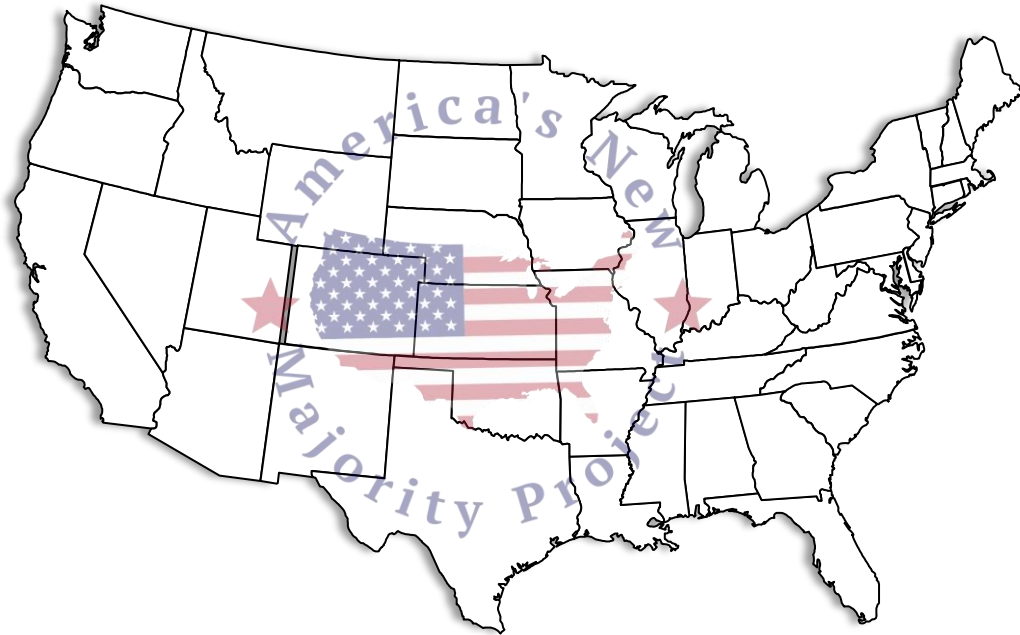


Methodology

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

