



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
18-24	7.9	0.8	3.8	5.1	8.6	12.4	17.6	11.4	14.0	7.2	3.6	10.6	28.1	3.7	11.1	10.0	7.7	9.9	9.7	10.2
25-34	13.3	4.2	8.2	14.0	14.3	17.8	21.3	19.8	12.8	13.2	9.5	19.3	23.7	8.3	16.4	17.1	15.7	13.9	10.1	17.5
35-44	17.2	15.0	17.7	17.5	21.1	17.7	14.6	15.3	8.5	19.1	17.0	23.6	21.7	17.1	19.3	17.6	24.2	11.4	12.7	10.2
45-54	16.8	18.2	16.0	19.6	18.9	15.7	10.7	11.9	17.9	16.7	17.9	16.0	8.6	16.2	14.7	19.3	17.4	16.9	19.9	14.0
55-64	18.8	30.6	20.2	20.2	14.1	15.9	16.1	9.0	19.3	19.4	22.7	13.4	10.8	22.5	18.1	16.5	17.3	17.1	17.4	16.7
OVER 64	26.0	31.1	34.0	23.5	23.1	20.6	19.8	32.5	27.5	24.4	29.2	17.1	7.1	32.3	20.4	19.5	17.7	30.8	30.2	31.4
Mean	49.29	55.42	52.97	49.61	47.54	45.84	43.85	47.33	48.83	49.10	52.25	44.59	36.87	52.98	46.52	46.53	46.57	49.85	50.49	49.24



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1723	1430	292	277	178	100
18-24	7.9	8.9	6.3	8.7	7.4	6.5	4.8	14.6	16.7	16.6	16.8
25-34	13.3	12.2	9.9	14.0	16.7	11.2	9.6	18.8	26.8	27.2	26.1
35-44	17.2	13.3	14.9	19.5	18.7	16.5	15.4	21.5	21.8	21.6	22.2
45-54	16.8	15.7	11.7	19.7	17.8	17.3	17.1	18.6	13.4	14.4	11.7
55-64	18.8	25.5	14.7	18.7	17.7	19.6	20.1	17.0	13.8	14.6	12.4
OVER 64	26.0	24.4	42.5	19.4	21.8	29.0	32.9	9.5	7.5	5.7	10.8
Mean	49.29	50.01	53.15	47.56	47.75	50.80	52.43	42.79	39.91	39.64	40.40



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
18-24	7.9	11.7	6.4	6.1	9.1	10.0	11.2	9.4	7.6	10.7	6.8
25-34	13.3	14.6	12.8	11.0	14.6	17.1	17.6	14.0	9.4	17.1	12.9
35-44	17.2	18.3	16.8	17.8	16.4	17.6	19.5	15.9	13.0	17.8	18.2
45-54	16.8	16.0	17.1	15.7	17.1	19.3	17.7	17.6	15.4	19.2	16.2
55-64	18.8	14.0	20.7	21.0	17.2	16.5	15.3	16.6	18.7	15.3	20.4
OVER 64	26.0	25.4	26.2	28.4	25.7	19.5	18.7	26.4	35.9	20.0	25.6
Mean	49.29	47.25	50.07	50.85	48.56	46.53	45.67	48.71	52.30	46.28	49.69



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269			
18-24	7.9	4.6	8.6	4.2	11.1	8.5	5.2	9.4	6.5	3.1	12.2	10.5			
25-34	13.3	10.2	14.2	11.0	16.7	11.8	11.5	14.3	13.3	10.4	18.4	10.3			
35-44	17.2	18.2	15.3	18.3	16.2	17.1	17.8	18.9	14.1	18.8	14.4	20.2			
45-54	16.8	16.6	18.1	14.7	16.8	19.6	13.7	20.5	21.4	15.7	14.2	17.8			
55-64	18.8	21.4	17.4	20.4	16.3	20.1	19.3	13.4	15.4	21.5	18.3	24.7			
OVER 64	26.0	29.0	26.4	31.5	22.8	22.9	32.6	23.3	29.3	30.4	22.5	16.5			
Mean	49.29	51.51	49.04	51.84	46.99	49.02	51.59	47.48	50.25	52.11	46.65	47.78			



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

1. IN WHAT YEAR WERE YOU BORN?

BANNER 5

	BANNER 5																
	IDEOLGY																
TOTAL	LIBERAL						REPUBLICAN						DEMOCRAT			INDEPENDENT	
	Very	Smwt.	MOD-ERATE	Smwt.	Very	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	CONSERVATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
18-24	7.9	10.9	12.9	9.5	9.8	3.6	2.7	3.2	17.0	6.5	1.8	10.2	11.8	14.3	9.9	10.0	2.9
25-34	13.3	16.6	19.9	14.5	15.0	8.2	9.4	8.7	16.9	18.8	7.8	16.8	16.0	19.3	15.6	12.6	6.7
35-44	17.2	15.6	18.9	13.4	18.1	14.8	21.0	17.6	25.7	19.2	17.0	14.1	18.5	21.9	15.5	17.4	17.4
45-54	16.8	17.9	17.3	18.4	17.6	15.2	14.6	14.9	20.7	13.8	14.1	17.1	16.2	17.4	20.3	20.4	16.7
55-64	18.8	15.7	13.2	17.4	18.7	22.3	20.4	21.5	11.1	20.7	21.5	16.7	16.8	12.2	14.4	19.1	27.0
OVER 64	26.0	23.2	17.9	26.8	20.8	35.9	31.9	34.1	8.6	21.0	37.8	25.2	20.8	14.9	24.3	20.6	29.4
Mean	49.29	47.15	44.41	49.00	47.39	53.87	52.36	53.19	41.32	47.72	54.49	47.92	46.42	43.20	47.70	47.91	53.43



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BANNER 6

	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		Class	MIDDLE		Class		PROT.	ICAL		GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
18-24	7.9	9.6	12.9	4.1	9.4	13.6	15.3	13.4	6.7	6.7	6.7	8.6	4.8	6.9	7.1	11.1
25-34	13.3	15.9	15.5	9.6	13.1	14.2	14.9	14.1	13.0	12.4	14.0	14.7	9.8	12.1	10.8	18.8
35-44	17.2	17.5	18.0	16.5	16.7	19.5	32.0	17.5	16.4	15.7	17.6	19.9	13.5	16.9	19.7	17.5
45-54	16.8	16.8	19.2	15.8	16.9	14.8	18.9	14.1	16.7	15.2	19.1	20.6	17.2	17.2	14.8	19.5
55-64	18.8	16.4	16.1	22.4	18.1	11.8	2.0	13.3	19.5	17.4	23.1	23.6	22.2	24.2	18.3	16.2
OVER 64	26.0	23.6	18.3	31.5	25.8	26.1	16.8	27.6	27.7	32.7	19.5	12.6	32.5	22.7	29.3	17.0
Mean	49.29	47.60	45.74	52.52	48.88	46.58	42.09	47.29	50.16	51.03	48.73	46.69	52.73	49.79	50.30	45.42



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
18-24	7.9	9.6	4.6	6.4	1.3	9.3	3.0	9.9	6.2
25-34	13.3	13.5	13.0	14.1	11.0	15.7	8.4	11.8	18.0
35-44	17.2	17.1	17.5	16.4	19.5	16.6	17.9	17.5	17.1
45-54	16.8	17.8	14.9	14.6	15.4	19.5	15.7	16.4	13.9
55-64	18.8	20.6	15.3	17.4	11.7	17.6	14.2	22.9	16.6
OVER 64	26.0	21.5	34.7	31.2	41.0	21.3	40.7	21.6	28.1
Mean	49.29	48.16	51.46	50.42	53.30	47.54	53.70	48.66	49.00



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
18-24	7.9	4.2	15.7	14.5	20.4	12.4	2.8	5.5	13.1	15.9	20.9	20.0
25-34	13.3	9.4	21.6	24.9	22.2	11.3	9.0	9.8	18.8	31.1	28.6	16.8
35-44	17.2	14.0	24.0	28.3	18.5	30.9	12.6	15.2	32.1	24.4	21.4	16.0
45-54	16.8	16.6	17.2	18.8	15.9	16.7	17.3	15.9	23.3	14.1	14.7	17.0
55-64	18.8	21.1	14.0	9.8	15.2	20.1	19.0	22.8	9.4	10.2	9.6	19.9
OVER 64	26.0	34.7	7.5	3.8	7.8	8.6	39.3	30.7	3.4	4.2	4.8	10.3
Mean	49.29	53.20	41.03	39.21	40.29	44.13	54.45	52.11	40.33	38.04	37.47	42.65





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BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
18-24	7.9	100.0	0.0	0.0	0.0	0.0	0.0	20.5	0.0	14.3	0.0	6.9	8.8
25-34	13.3	0.0	100.0	0.0	0.0	0.0	0.0	34.7	0.0	24.1	0.0	12.9	13.7
35-44	17.2	0.0	0.0	100.0	0.0	0.0	0.0	44.8	0.0	31.2	0.0	17.1	17.3
45-54	16.8	0.0	0.0	0.0	100.0	0.0	0.0	0.0	27.3	30.4	0.0	18.1	15.6
55-64	18.8	0.0	0.0	0.0	0.0	100.0	0.0	0.0	30.5	0.0	42.0	16.3	21.0
OVER 64	26.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	42.2	0.0	58.0	28.7	23.6
Mean	49.29	21.00	29.50	39.50	49.50	59.50	67.00	32.23	59.94	37.48	63.85	49.88	48.76



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
18-24	7.9	74.2	0.0	0.0	0.0	72.1	0.0	0.0	0.0	75.8	0.0	0.0	0.0	11.7	6.5	6.5
25-34	13.3	25.8	43.7	0.0	0.0	27.9	42.1	0.0	0.0	24.2	45.2	0.0	0.0	18.0	11.6	11.6
35-44	17.2	0.0	56.3	13.2	0.0	0.0	57.9	10.6	0.0	0.0	54.8	15.6	0.0	22.9	14.7	16.1
45-54	16.8	0.0	0.0	61.6	0.0	0.0	0.0	65.0	0.0	0.0	0.0	58.5	0.0	15.7	16.3	19.2
55-64	18.8	0.0	0.0	25.2	31.5	0.0	0.0	24.3	25.0	0.0	0.0	25.9	37.3	15.4	19.4	21.5
OVER 64	26.0	0.0	0.0	0.0	68.5	0.0	0.0	0.0	75.0	0.0	0.0	0.0	62.7	16.2	31.5	25.1
Mean	49.29	23.19	35.13	50.70	64.64	23.37	35.29	50.87	65.13	23.06	34.98	50.54	64.20	44.65	51.33	50.26



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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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
18-24	7.9	0.8	3.8	5.1	8.6	12.4	17.6	11.4	14.0	7.2	3.6	10.6	28.1	3.7	11.1	10.0	7.7	9.9	9.7	10.2
25-29	6.5	2.3	3.6	6.0	5.6	8.7	13.6	12.7	6.5	5.8	4.2	7.7	14.4	4.0	7.1	5.8	8.1	8.5	5.8	11.0
30-40	17.1	9.4	16.0	21.1	19.0	20.1	14.9	16.5	12.2	19.1	16.4	24.7	23.5	15.7	23.1	19.6	21.5	10.9	10.6	11.2
41-55	25.2	25.7	23.4	26.2	30.7	24.6	20.6	20.5	20.5	25.4	25.1	27.9	18.8	23.5	20.8	29.5	29.4	24.6	28.1	21.3
56-65	19.5	32.1	22.7	19.5	16.2	14.6	16.8	8.1	19.3	20.1	23.7	14.1	9.2	23.0	19.2	18.9	16.5	17.7	17.9	17.6
OVER 65	23.8	29.6	30.5	22.2	19.9	19.7	16.6	30.8	27.5	22.3	27.0	15.1	5.9	30.1	18.7	16.0	16.8	28.3	27.8	28.8
Mean	49.24	55.70	52.76	49.27	47.85	45.78	43.72	46.96	48.90	49.08	52.11	44.93	36.60	52.71	46.46	46.93	46.67	49.71	50.31	49.14



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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	1723	1430	292	277	178	100
18-24	7.9	8.9	6.3	8.7	7.4	6.5	4.8	14.6	16.7	16.6	16.8
25-29	6.5	6.9	4.8	6.8	7.4	5.7	5.1	8.4	11.7	11.4	12.1
30-40	17.1	14.0	14.4	18.9	19.3	15.5	13.9	23.4	27.1	27.7	26.1
41-55	25.2	22.4	18.3	29.4	27.2	25.5	24.9	28.1	23.5	24.5	21.8
56-65	19.5	26.1	15.5	18.9	19.5	20.5	21.2	16.8	13.5	14.1	12.4
OVER 65	23.8	21.7	40.7	17.4	19.3	26.4	30.0	8.7	7.5	5.7	10.8
Mean	49.24	49.69	53.10	47.44	48.03	50.62	52.18	43.01	40.64	40.37	41.13



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
18-24	7.9	11.7	6.4	6.1	9.1	10.0	11.2	9.4	7.6	10.7	6.8
25-29	6.5	7.6	6.1	5.0	8.3	5.8	7.9	7.7	5.5	9.1	5.7
30-40	17.1	17.8	16.8	18.2	15.0	19.6	20.8	15.0	11.6	17.4	18.6
41-55	25.2	25.4	25.1	22.6	26.5	29.5	26.7	26.3	23.4	28.3	24.4
56-65	19.5	14.0	21.7	21.7	17.2	18.9	17.7	17.3	17.2	17.4	21.1
OVER 65	23.8	23.6	23.8	26.3	23.8	16.0	15.8	24.2	34.7	17.2	23.4
Mean	49.24	47.17	50.04	50.65	48.52	46.93	45.84	48.65	52.03	46.38	49.64



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269			
18-24	7.9	4.6	8.6	4.2	11.1	8.5	5.2	9.4	6.5	3.1	12.2	10.5			
25-29	6.5	4.1	7.3	3.9	9.2	6.3	3.7	8.0	8.0	4.1	10.0	4.5			
30-40	17.1	17.9	15.2	19.2	17.0	14.4	21.5	17.8	14.0	16.8	16.5	14.8			
41-55	25.2	24.4	26.7	22.2	25.1	29.3	18.5	30.7	28.2	26.0	21.3	30.4			
56-65	19.5	22.4	17.8	20.6	16.5	22.2	20.1	11.7	18.7	21.0	19.8	25.8			
OVER 65	23.8	26.5	24.5	30.0	21.1	19.3	31.1	22.4	24.5	28.9	20.2	14.0			
Mean	49.24	51.39	49.03	51.84	46.93	48.94	51.46	47.18	49.73	52.23	46.76	48.14			



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

IN WHAT YEAR WERE YOU BORN?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
18-24	7.9	10.9	12.9	9.5	9.8	3.6	2.7	3.2	17.0	6.5	1.8	10.2	11.8	14.3	9.9	10.0	2.9
25-29	6.5	10.0	11.8	8.7	6.2	3.2	4.9	4.0	9.6	4.0	3.1	10.1	7.6	9.6	9.7	6.2	4.3
30-40	17.1	16.1	19.5	13.8	18.4	13.9	19.9	16.6	24.3	26.1	16.3	15.3	17.8	24.8	13.2	15.3	12.7
41-55	25.2	25.7	26.2	25.4	28.0	22.1	21.1	21.6	29.3	25.1	20.4	24.4	26.6	24.2	29.8	30.3	25.6
56-65	19.5	16.1	12.4	18.6	18.8	24.5	21.5	23.2	11.1	17.4	22.8	16.8	17.1	12.2	16.2	20.6	31.5
OVER 65	23.8	21.3	17.2	24.0	18.8	32.7	29.8	31.4	8.6	21.0	35.6	23.2	19.1	14.9	21.2	17.6	23.0
Mean	49.24	46.93	44.32	48.69	47.59	53.83	52.01	53.01	41.24	48.19	54.34	47.65	46.68	43.26	47.63	47.95	52.97



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

IN WHAT YEAR WERE YOU BORN?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
18-24	7.9	9.6	12.9	4.1	9.4	13.6	15.3	13.4	6.7	6.7	6.7	8.6	4.8	6.9	7.1	11.1
25-29	6.5	8.6	6.8	4.0	5.8	7.9	9.5	7.7	6.2	5.8	6.9	6.3	3.6	6.4	4.8	10.4
30-40	17.1	17.3	18.3	16.5	16.6	19.0	29.0	17.4	16.2	16.8	15.3	20.9	13.6	15.8	19.8	17.1
41-55	25.2	26.0	28.3	23.1	25.6	22.2	27.4	21.4	25.1	22.0	30.3	30.2	25.3	26.6	21.8	29.5
56-65	19.5	16.5	18.5	23.2	19.4	12.2	2.0	13.9	20.4	18.3	24.0	23.2	23.1	22.8	18.4	17.7
OVER 65	23.8	21.9	15.3	29.1	23.3	25.0	16.8	26.3	25.3	30.4	16.8	10.8	29.6	21.4	28.1	14.3
Mean	49.24	47.57	45.93	52.35	48.95	46.46	41.55	47.23	50.13	50.86	48.94	46.61	52.67	49.66	50.16	45.55





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

IN WHAT YEAR WERE YOU BORN?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/  COLL.  GRAD	COLL-  EGE  GRAD.	Bchl r  Degree	Post-  Grad./  Prof.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.
Total	2000	1319	681	435	246	583	357	736	324
18-24	7.9	9.6	4.6	6.4	1.3	9.3	3.0	9.9	6.2
25-29	6.5	6.2	7.1	7.7	6.0	7.6	4.2	5.1	10.3
30-40	17.1	17.6	16.1	15.1	17.9	18.7	17.3	16.8	14.8
41-55	25.2	25.8	24.1	24.6	23.2	26.3	23.4	25.3	24.9
56-65	19.5	22.1	14.4	16.1	11.5	19.8	12.4	24.0	16.6
OVER 65	23.8	18.7	33.7	30.1	40.0	18.3	39.6	19.0	27.2
Mean	49.24	48.13	51.39	50.44	53.09	47.41	53.13	48.70	49.48



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

IN WHAT YEAR WERE YOU BORN?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
18-24	7.9	4.2	15.7	14.5	20.4	12.4	2.8	5.5	13.1	15.9	20.9	20.0
25-29	6.5	5.1	9.5	8.9	10.5	7.6	4.1	6.0	6.2	11.7	17.8	4.4
30-40	17.1	11.3	29.3	37.4	25.1	23.7	12.0	10.7	39.6	35.2	27.8	22.8
41-55	25.2	25.3	24.9	26.5	22.2	28.8	24.9	25.7	28.4	24.5	20.0	24.1
56-65	19.5	22.3	13.5	8.9	15.4	18.8	20.4	24.0	9.4	8.5	8.7	21.0
OVER 65	23.8	31.8	7.0	3.8	6.4	8.6	35.9	28.1	3.4	4.2	4.8	7.7
Mean	49.24	53.16	40.97	39.19	40.17	43.96	54.22	52.23	39.84	38.52	37.00	42.83





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

IN WHAT YEAR WERE YOU BORN?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
18-24	7.9	74.2	0.0	0.0	0.0	72.1	0.0	0.0	0.0	75.8	0.0	0.0	0.0	11.7	6.5	6.5
25-29	6.5	25.8	15.5	0.0	0.0	27.9	14.9	0.0	0.0	24.2	16.0	0.0	0.0	9.8	5.6	4.5
30-40	17.1	0.0	70.6	0.0	0.0	0.0	74.6	0.0	0.0	0.0	67.1	0.0	0.0	23.6	14.3	15.5
41-55	25.2	0.0	13.9	80.3	0.0	0.0	10.5	81.4	0.0	0.0	16.8	79.2	0.0	24.4	24.4	28.2
56-65	19.5	0.0	0.0	19.7	37.2	0.0	0.0	18.6	31.0	0.0	0.0	20.8	42.9	15.8	20.1	22.7
OVER 65	23.8	0.0	0.0	0.0	62.8	0.0	0.0	0.0	69.0	0.0	0.0	0.0	57.1	14.6	29.1	22.6
Mean	49.24	22.55	35.56	50.47	64.58	22.67	35.17	50.32	64.99	22.45	35.91	50.60	64.21	44.47	51.26	50.42



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
GENERATION Z	10.6	2.0	5.1	8.2	10.2	18.2	21.2	16.7	15.2	10.1	5.6	14.9	33.4	5.7	14.2	12.9	11.7	12.4	11.7	13.1
MILLENNIALS	24.2	14.2	21.2	25.7	28.7	26.7	28.5	25.2	18.8	25.6	21.3	33.6	35.6	20.1	30.8	27.7	29.2	20.0	18.0	21.8
GENERATION X	27.2	30.9	26.7	30.3	29.2	26.4	19.2	20.9	24.7	27.8	29.1	26.7	19.3	28.2	21.6	30.4	30.3	25.6	30.1	21.2
BABY BOOMERS	34.1	48.0	42.6	32.9	27.9	24.6	29.2	34.0	35.4	33.1	40.1	22.0	10.1	40.9	30.4	25.7	27.8	37.2	34.1	40.3
THE SILENT GENERATION	3.8	5.0	4.3	2.8	4.0	4.1	1.9	3.3	5.8	3.4	3.9	2.8	1.6	5.1	3.0	3.3	1.0	4.8	6.1	3.6
Mean	50.68	57.53	54.38	50.64	49.05	46.59	45.56	48.63	51.07	50.34	53.68	45.54	37.54	54.30	47.73	47.85	47.62	51.71	52.06	51.38



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	1723	1430	292	277	178	100
GENERATION Z	10.6	12.1	8.5	11.3	10.6	8.8	6.9	18.2	22.0	22.8	20.6
MILLENNIALS	24.2	20.4	19.3	27.0	27.5	22.0	19.7	33.3	37.8	35.6	41.6
GENERATION X	27.2	29.5	20.4	30.2	27.2	27.4	27.5	27.1	26.1	28.0	22.7
BABY BOOMERS	34.1	33.2	47.1	28.7	31.1	37.4	41.0	19.7	13.7	13.6	13.8
THE SILENT GENERATION	3.8	4.8	4.8	2.8	3.6	4.3	4.9	1.6	0.5	0.0	1.4
Mean	50.68	51.04	54.64	48.82	49.58	52.29	54.00	43.89	40.74	40.69	40.82



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

GENERATIONS:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	CRATIC	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN		CIED	CIED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
GENERATION Z	10.6	14.5	9.2	8.5	12.2	12.9	14.7	11.9	10.6	12.7	9.8
MILLENNIALS	24.2	25.4	23.8	23.6	23.6	27.7	29.7	23.3	15.9	28.3	24.9
GENERATION X	27.2	26.7	27.4	26.0	27.4	30.4	26.6	28.1	25.7	29.7	26.6
BABY BOOMERS	34.1	30.3	35.6	37.5	33.5	25.7	26.2	32.8	41.5	26.9	35.0
THE SILENT GENERATION	3.8	3.2	4.0	4.4	3.3	3.3	2.7	3.9	6.2	2.4	3.7
Mean	50.68	48.56	51.50	52.14	50.11	47.85	46.94	50.29	54.02	47.77	50.95



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

GENERATIONS:

BANNER 4

	TOTAL   2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
GENERATION Z	10.6	6.7	11.2	6.2	15.0	10.6	7.2	12.8	9.3	5.2	16.5	11.9
MILLENNIALS	24.2	23.1	23.2	23.7	25.1	23.6	24.8	25.7	22.3	22.6	24.8	24.9
GENERATION X	27.2	27.3	28.2	24.5	26.8	31.4	22.4	31.6	30.9	26.7	23.5	31.8
BABY BOOMERS	34.1	38.4	33.5	40.5	30.4	30.8	38.5	26.4	32.6	42.6	33.1	29.0
THE SILENT GENERATION	3.8	4.5	3.8	5.1	2.7	3.6	7.2	3.5	4.8	2.9	2.2	2.3
Mean	50.68	52.93	50.58	53.51	48.33	50.15	53.34	48.39	51.41	53.68	48.28	48.88





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

GENERATIONS:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
GENERATION Z	10.6	15.0	18.2	12.8	12.4	4.9	5.2	5.0	19.8	8.8	3.7	14.7	15.2	15.7	12.3	12.1	4.6
MILLENNIALS	24.2	25.3	30.5	21.7	26.0	18.3	25.1	21.3	36.8	30.6	19.9	23.5	25.5	34.6	25.9	24.3	19.8
GENERATION X	27.2	27.6	26.1	28.6	28.6	26.4	24.0	25.3	28.6	24.8	23.9	26.7	27.0	26.8	31.6	31.5	30.6
BABY BOOMERS	34.1	28.8	22.4	33.1	30.1	45.9	39.6	43.1	12.6	32.0	46.7	31.8	30.7	20.1	25.8	28.9	40.6
THE SILENT GENERATION	3.8	3.3	2.8	3.7	2.8	4.6	6.1	5.3	2.2	3.8	5.8	3.3	1.6	2.7	4.4	3.1	4.4
Mean	50.68	48.22	45.17	50.28	48.89	55.56	53.75	54.75	41.84	49.83	56.16	49.10	47.94	44.82	48.64	49.13	54.43



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

GENERATIONS:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
GENERATION Z	10.6	12.8	16.0	6.2	11.8	16.5	20.0	15.9	9.3	8.8	10.1	11.9	6.8	8.1	9.5	14.9
MILLENNIALS	24.2	25.8	27.4	21.2	23.6	26.5	33.9	25.4	23.2	23.3	23.1	28.2	18.1	24.7	25.2	28.4
GENERATION X	27.2	27.2	29.6	26.3	27.4	22.0	29.4	20.8	27.5	24.1	33.0	33.4	28.2	28.0	25.7	28.2
BABY BOOMERS	34.1	30.4	25.3	41.6	33.3	30.1	10.6	33.1	36.0	38.5	32.1	25.7	39.8	35.9	36.1	27.5
THE SILENT GENERATION	3.8	3.7	1.7	4.6	3.8	5.0	6.3	4.8	3.9	5.3	1.7	0.8	7.1	3.3	3.5	1.0
Mean	50.68	49.15	46.49	53.99	50.31	48.28	43.09	49.10	51.59	52.57	50.01	47.32	54.74	51.51	51.12	46.82



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

GENERATIONS:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/  COLL.  GRAD	COLL-  EGE  GRAD.	Bchlr  Degree	Post-  Grad./  Prof.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.
Total	2000	1319	681	435	246	583	357	736	324
GENERATION Z	10.6	12.3	7.3	9.8	3.0	12.7	4.6	12.1	10.4
MILLENNIALS	24.2	24.7	23.2	22.7	24.0	26.2	21.4	23.6	25.1
GENERATION X	27.2	27.8	26.1	26.9	24.5	29.0	25.8	26.9	26.3
BABY BOOMERS	34.1	32.1	38.1	36.6	40.7	27.7	41.4	35.6	34.4
THE SILENT GENERATION	3.8	3.0	5.3	3.9	7.8	4.4	6.7	1.9	3.8
Mean	50.68	49.53	52.93	51.62	55.25	48.86	54.98	50.05	50.67



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

GENERATIONS:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
GENERATION Z	10.6	6.5	19.4	18.9	23.7	15.7	4.7	8.1	15.1	22.8	28.1	20.0
MILLENNIALS	24.2	17.4	38.6	45.0	35.0	32.9	16.3	18.3	46.7	43.3	40.9	30.0
GENERATION X	27.2	28.1	25.5	27.3	23.1	31.6	28.3	27.8	29.1	25.5	21.7	24.3
BABY BOOMERS	34.1	43.1	15.3	7.6	17.3	19.7	43.2	42.9	7.8	7.4	9.3	24.0
THE SILENT GENERATION	3.8	5.0	1.2	1.1	1.0	0.0	7.4	2.9	1.2	1.0	0.0	1.8
Mean	50.68	54.87	41.84	39.59	41.48	44.20	56.31	53.63	40.45	38.70	37.58	44.75



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

GENERATIONS:

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
GENERATION Z	10.6	100.0	20.6	0.0	0.0	0.0	0.0	27.7	0.0	19.3	0.0	9.6	11.6
MILLENNIALS	24.2	0.0	79.4	79.1	0.0	0.0	0.0	63.0	0.0	43.8	0.0	24.4	24.1
GENERATION X	27.2	0.0	0.0	20.9	100.0	36.5	0.0	9.3	38.4	36.9	15.3	27.8	26.7
BABY BOOMERS	34.1	0.0	0.0	0.0	0.0	63.5	85.4	0.0	55.5	0.0	76.2	32.9	35.2
THE SILENT GENERATION	3.8	0.0	0.0	0.0	0.0	0.0	14.6	0.0	6.2	0.0	8.5	5.3	2.4
Mean	50.68	22.00	31.93	37.84	50.50	61.62	69.75	32.53	62.02	37.99	66.34	51.19	50.24



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

GENERATIONS:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
GENERATION Z	10.6	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	15.8	8.8	8.4
MILLENNIALS	24.2	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	32.2	20.4	23.3
GENERATION X	27.2	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	26.3	26.4	30.4
BABY BOOMERS	34.1	0.0	0.0	0.0	90.0	0.0	0.0	0.0	86.1	0.0	0.0	0.0	93.5	23.1	39.8	34.3
THE SILENT GENERATION	3.8	0.0	0.0	0.0	10.0	0.0	0.0	0.0	13.9	0.0	0.0	0.0	6.5	2.5	4.6	3.5
Mean	50.68	22.00	34.50	50.50	69.20	22.00	34.50	50.50	69.66	22.00	34.50	50.50	68.78	45.63	53.05	51.41



























AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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/ UNDEAN LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>MALE</b>	47.0	56.0	52.5	49.0	44.4	40.2	33.3	47.3	57.2	48.5	52.0	43.3	35.5	52.3	50.0	40.5	47.2	42.6	41.3	43.8
<b>FEMALE</b>	53.0	44.0	47.5	51.0	55.6	59.8	66.7	52.7	42.8	51.5	48.0	56.7	64.5	47.7	50.0	59.5	52.8	57.4	58.7	56.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	1723	1430	292	277	178	100
MALE	47.0	46.8	47.0	47.1	47.0	47.9	48.2	46.4	41.7	42.9	39.5
FEMALE	53.0	53.2	53.0	52.9	53.0	52.1	51.8	53.6	58.3	57.1	60.5



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

3. GENDER:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE		PROVE	
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
MALE	47.0	54.4	44.1	51.5	44.4	40.5	43.1	46.1	48.4	44.5	47.7
FEMALE	53.0	45.6	55.9	48.5	55.6	59.5	56.9	53.9	51.6	55.5	52.3



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

3. GENDER:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269		
MALE	47.0	51.4	43.5	50.9	41.0	50.1	100.0	100.0	100.0	0.0	0.0	0.0		
FEMALE	53.0	48.6	56.5	49.1	59.0	49.9	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 REGISTERED VOTERS

3. GENDER:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
<b>Total</b>	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
<b>MALE</b>	47.0	43.8	44.6	43.3	44.3	51.8	53.8	52.7	57.7	37.3	54.2	41.1	39.3	45.9	47.4	50.9	49.8
<b>FEMALE</b>	53.0	56.2	55.4	56.7	55.7	48.2	46.2	47.3	42.3	62.7	45.8	58.9	60.7	54.1	52.6	49.1	50.2



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

3. GENDER:

BANNER 6

TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION				
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
MALE	47.0	42.5	51.5	50.3	51.2	57.0	72.6	54.6	45.9	47.2	43.6	40.5	41.7	49.1	51.4	46.2
FEMALE	53.0	57.5	48.5	49.7	48.8	43.0	27.4	45.4	54.1	52.8	56.4	59.5	58.3	50.9	48.6	53.8



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

3. GENDER:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/  COLL.  GRAD	COLL-  EGE  GRAD.	Bchlr  Degree 	Post-  Grad./  Prof.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.
Total	2000	1319	681	435	246	583	357	736	324
MALE	47.0	44.2	52.5	50.3	56.2	100.0	100.0	0.0	0.0
FEMALE	53.0	55.8	47.5	49.7	43.8	0.0	0.0	100.0	100.0



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

3. GENDER:

BANNER 8

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
MALE	47.0	46.6	47.8	50.8	45.6	51.0	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	53.4	52.2	49.2	54.4	49.0	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 REGISTERED VOTERS

3. GENDER:

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
<b>MALE</b>	47.0	41.2	45.6	46.6	50.7	40.8	51.9	45.1	48.2	46.8	47.2	100.0	0.0
<b>FEMALE</b>	53.0	58.8	54.4	53.4	49.3	59.2	48.1	54.9	51.8	53.2	52.8	0.0	100.0



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

3. GENDER:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
MALE	47.0	42.4	47.3	48.0	47.4	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	50.5	45.5	46.2
FEMALE	53.0	57.6	52.7	52.0	52.6	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	49.5	54.5	53.8



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
NEW ENGLAND	4.8	4.5	4.4	3.5	3.1	6.9	6.0	6.2	9.9	4.4	4.1	4.5	7.2	3.7	5.7	6.7	2.4	6.0	5.2	6.7
MIDDLE ATLANTIC	12.7	9.6	15.0	12.1	14.0	13.8	8.3	15.3	12.2	12.1	12.6	11.2	10.7	10.4	15.6	9.8	14.1	14.6	18.5	10.8
EAST NORTH CENTRAL	16.1	14.4	14.3	18.9	15.5	18.4	14.1	16.2	15.4	15.6	16.1	15.0	12.7	17.3	16.4	13.5	13.4	17.7	19.8	15.7
WEST NORTH CENTRAL	6.4	7.9	5.4	7.5	7.7	4.6	6.0	4.8	4.2	6.1	6.8	5.7	0.9	6.4	6.2	5.6	6.0	7.3	7.4	7.2
SOUTH ATLANTIC	21.2	21.5	22.4	20.9	22.5	19.3	22.4	21.5	12.8	22.2	21.6	22.7	25.4	22.8	18.9	24.0	22.2	18.3	18.4	18.2
EAST SOUTH CENTRAL	6.2	5.4	10.2	4.1	5.4	5.2	7.4	6.2	4.5	6.8	6.7	6.7	8.1	7.9	7.8	5.7	4.7	4.5	3.0	6.0
WEST SOUTH CENTRAL	11.0	16.0	9.7	12.0	12.4	10.3	8.7	2.7	7.9	12.5	12.1	14.0	10.6	11.3	12.3	13.6	14.0	6.4	7.1	5.7
MOUNTAIN	7.1	8.6	8.2	6.8	6.9	5.5	6.3	8.3	6.4	7.7	7.7	7.3	9.3	8.1	8.7	6.4	7.3	5.2	4.6	5.8
PACIFIC	14.5	12.1	10.3	14.3	12.4	16.1	20.8	18.7	26.6	12.7	12.3	12.9	15.2	12.0	8.4	14.7	15.9	20.0	15.9	23.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	1723	1430	292	277	178	100
NEW ENGLAND	4.8	27.4	0.0	0.0	0.0	4.7	4.3	6.8	5.2	5.2	5.3
MIDDLE ATLANTIC	12.7	72.6	0.0	0.0	0.0	12.8	12.1	16.3	12.2	13.0	10.8
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	16.6	17.5	12.0	13.1	12.3	14.5
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.9	7.0	6.3	3.4	3.7	2.9
SOUTH ATLANTIC	21.2	0.0	0.0	55.2	0.0	20.9	21.0	20.2	23.0	21.8	25.2
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	5.8	5.4	7.8	8.5	9.5	6.7
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.6	0.0	10.4	10.6	9.6	14.5	12.4	18.3
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.2	7.3	6.7	6.5	7.5	4.7
PACIFIC	14.5	0.0	0.0	0.0	67.1	14.7	14.8	14.2	13.5	14.6	11.6



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

4. REGION:

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
	UNITE	STATES	FOR	CONGRESS	ERS/						
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157
NEW ENGLAND	4.8	4.8	4.8	4.4	4.6	6.7	5.3	5.1	5.3	4.9	4.6
MIDDLE ATLANTIC	12.7	12.9	12.6	12.1	14.4	9.8	12.3	13.1	11.5	14.1	12.4
EAST NORTH CENTRAL	16.1	17.8	15.4	17.0	16.0	13.5	14.2	16.1	19.2	14.0	16.1
WEST NORTH CENTRAL	6.4	7.3	6.1	6.3	6.8	5.6	5.8	6.9	5.1	8.1	6.0
SOUTH ATLANTIC	21.2	19.7	21.8	21.5	19.8	24.0	23.8	20.7	21.6	20.1	21.6
EAST SOUTH CENTRAL	6.2	5.7	6.4	7.9	4.6	5.7	5.6	5.4	5.6	5.3	6.8
WEST SOUTH CENTRAL	11.0	11.0	11.0	11.6	9.4	13.6	12.3	10.0	8.0	11.4	11.7
MOUNTAIN	7.1	4.4	8.2	8.3	6.0	6.4	8.2	5.0	4.7	5.3	8.6
PACIFIC	14.5	16.5	13.6	10.8	18.4	14.7	12.6	17.6	18.9	16.7	12.2



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

4. REGION:

BANNER 4

	TOTAL   2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
NEW ENGLAND	4.8	4.0	5.7	2.6	5.0	7.4	3.5	4.8	5.8	1.8	5.1	9.0
MIDDLE ATLANTIC	12.7	11.8	14.2	12.3	15.2	9.8	14.3	13.4	10.4	10.3	16.5	9.1
EAST NORTH CENTRAL	16.1	17.2	15.4	17.4	16.7	13.6	17.2	16.8	13.5	17.6	16.6	13.7
WEST NORTH CENTRAL	6.4	6.2	7.1	6.3	6.4	6.6	6.4	5.3	8.1	6.1	7.2	5.1
SOUTH ATLANTIC	21.2	21.9	20.4	22.6	18.4	23.2	21.2	20.3	22.7	24.1	17.0	23.7
EAST SOUTH CENTRAL	6.2	7.6	4.6	8.0	5.5	4.7	5.7	7.3	5.2	10.4	4.3	4.3
WEST SOUTH CENTRAL	11.0	12.0	9.1	11.8	10.6	10.4	12.2	11.0	9.6	11.3	10.4	11.3
MOUNTAIN	7.1	8.4	5.8	7.8	4.4	9.8	7.9	3.7	10.1	7.8	4.9	9.5
PACIFIC	14.5	11.0	17.6	11.1	17.8	14.5	11.7	17.4	14.7	10.5	18.0	14.3



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

4. REGION:

BANNER 5

TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT				
	LIB- ERAL	Very 	Smwt. 	MOD- ERATE	Smwt. 	Very 	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
NEW ENGLAND	4.8	4.9	6.8	3.6	6.4	4.0	1.7	3.0	3.0	4.7	2.0	5.5	4.6	2.8	2.8	8.3	7.8
MIDDLE ATLANTIC	12.7	14.8	15.3	14.4	11.6	13.7	10.2	12.2	16.9	11.0	12.1	14.8	15.0	18.5	12.7	9.6	8.3
EAST NORTH CENTRAL	16.1	14.4	12.9	15.4	15.8	19.0	16.5	17.9	9.5	17.4	18.4	15.6	18.9	15.5	11.7	12.8	17.1
WEST NORTH CENTRAL	6.4	7.1	5.8	8.0	5.6	6.2	7.3	6.7	7.8	4.8	6.5	7.6	4.4	5.9	3.6	6.9	7.7
SOUTH ATLANTIC	21.2	18.7	18.3	19.0	23.7	20.9	20.1	20.5	24.4	27.0	21.0	16.7	21.1	18.9	25.2	24.0	19.3
EAST SOUTH CENTRAL	6.2	6.3	2.9	8.6	5.0	5.9	9.4	7.5	10.4	7.6	7.8	5.9	4.4	7.5	5.4	4.2	6.1
WEST SOUTH CENTRAL	11.0	9.7	10.3	9.3	11.2	11.4	12.4	11.9	10.8	9.1	12.8	9.8	12.5	9.2	8.2	11.3	9.4
MOUNTAIN	7.1	5.1	6.3	4.4	7.4	7.6	9.3	8.4	5.5	8.8	7.8	4.6	4.1	4.0	7.7	9.2	13.3
PACIFIC	14.5	19.0	21.4	17.4	13.3	11.3	13.0	12.1	11.8	9.5	11.6	19.4	15.0	17.6	22.8	13.8	11.0



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

4. REGION:

BANNER 6

TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	COMBO	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	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
NEW ENGLAND	4.8	4.9	5.0	4.6	5.5	4.2	0.0	4.9	4.9	5.2	4.5	4.8	2.7	0.0	7.8	4.6
MIDDLE ATLANTIC	12.7	14.1	10.6	11.9	13.1	14.2	20.2	13.2	13.0	13.0	12.9	8.3	7.8	10.2	16.6	13.4
EAST NORTH CENTRAL	16.1	15.7	15.0	17.0	16.7	14.1	11.1	14.6	16.3	17.1	15.0	17.6	17.0	16.9	18.4	13.4
WEST NORTH CENTRAL	6.4	6.4	5.3	6.8	5.8	4.7	2.4	5.0	6.3	6.0	6.7	10.0	8.1	6.1	6.0	6.0
SOUTH ATLANTIC	21.2	20.1	23.3	21.7	21.0	18.8	22.0	18.3	21.5	19.9	24.0	22.7	25.6	22.7	16.7	22.5
EAST SOUTH CENTRAL	6.2	5.0	5.8	7.7	5.5	6.2	13.0	5.1	6.2	6.3	6.0	6.3	9.1	9.7	2.0	6.3
WEST SOUTH CENTRAL	11.0	9.6	12.3	12.1	11.1	8.8	1.5	10.0	11.1	11.6	10.4	13.3	13.1	12.6	10.8	8.2
MOUNTAIN	7.1	6.0	6.8	8.5	8.0	5.3	4.1	5.5	7.5	7.7	7.3	6.4	6.0	6.4	6.9	8.3
PACIFIC	14.5	18.2	16.0	9.8	13.3	23.7	25.7	23.4	13.2	13.2	13.2	10.5	10.6	15.3	14.8	17.1





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

4. REGION:

BANNER 7

TOTAL	EDUCATION LEVEL					MEN		WOMEN	
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	
Total	2000	1319	681	435	246	583	357	736	324
NEW ENGLAND	4.8	4.0	6.4	6.5	6.1	3.5	6.4	4.4	6.3
MIDDLE ATLANTIC	12.7	12.6	12.8	14.1	10.5	13.0	12.7	12.4	13.0
EAST NORTH CENTRAL	16.1	14.8	18.7	18.8	18.5	15.0	17.7	14.6	19.8
WEST NORTH CENTRAL	6.4	6.7	5.8	5.4	6.6	7.0	5.7	6.4	6.0
SOUTH ATLANTIC	21.2	23.3	17.2	16.8	17.9	23.5	17.8	23.1	16.5
EAST SOUTH CENTRAL	6.2	6.4	5.8	6.5	4.6	5.5	6.9	7.1	4.5
WEST SOUTH CENTRAL	11.0	11.9	9.3	8.4	10.9	11.5	10.3	12.2	8.2
MOUNTAIN	7.1	7.8	5.7	5.6	5.9	7.9	6.1	7.8	5.3
PACIFIC	14.5	12.5	18.3	17.9	19.0	13.2	16.4	12.0	20.4



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

4. REGION:

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
NEW ENGLAND	4.8	6.4	1.4	2.0	0.8	2.3	6.4	6.4	0.7	3.3	0.5	1.0
MIDDLE ATLANTIC	12.7	12.8	12.5	13.8	12.5	11.0	11.6	13.8	16.0	11.6	16.1	9.6
EAST NORTH CENTRAL	16.1	18.1	11.8	8.9	15.1	9.8	18.6	17.8	5.5	12.5	15.4	14.8
WEST NORTH CENTRAL	6.4	7.7	3.7	1.1	4.0	6.5	7.3	7.9	2.2	0.0	6.5	1.9
SOUTH ATLANTIC	21.2	20.0	23.7	18.0	35.8	8.7	21.9	18.4	12.2	24.0	33.7	37.6
EAST SOUTH CENTRAL	6.2	6.6	5.4	2.5	8.8	4.4	7.3	6.0	3.1	1.9	5.2	11.7
WEST SOUTH CENTRAL	11.0	8.9	15.4	18.7	13.1	12.0	8.6	9.2	22.3	14.9	10.9	14.8
MOUNTAIN	7.1	7.1	7.1	9.1	3.1	9.3	6.9	7.3	10.5	7.7	3.3	2.9
PACIFIC	14.5	12.4	19.0	25.8	6.9	35.8	11.3	13.3	27.4	24.0	8.3	5.7



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

4. REGION:

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
NEW ENGLAND	4.8	1.4	3.5	3.2	4.3	6.2	6.9	2.9	6.0	3.3	6.6	4.6	5.0
MIDDLE ATLANTIC	12.7	18.3	12.5	10.3	12.1	17.5	9.6	12.8	12.7	12.5	12.9	12.9	12.6
EAST NORTH CENTRAL	16.1	14.5	12.7	13.0	6.2	11.8	29.9	13.2	17.9	11.1	22.3	16.0	16.2
WEST NORTH CENTRAL	6.4	3.5	4.0	6.4	9.5	5.8	6.9	5.0	7.3	6.3	6.5	6.5	6.3
SOUTH ATLANTIC	21.2	25.3	22.7	21.5	25.6	20.9	16.4	22.7	20.3	23.5	18.3	21.4	21.1
EAST SOUTH CENTRAL	6.2	7.1	6.8	6.0	7.9	4.6	5.8	6.5	6.0	6.9	5.3	6.0	6.3
WEST SOUTH CENTRAL	11.0	9.7	10.8	16.1	11.6	12.8	6.5	12.9	9.8	12.5	9.1	11.1	10.9
MOUNTAIN	7.1	5.8	8.6	8.3	4.9	7.4	7.2	7.9	6.6	7.0	7.3	7.2	7.0
PACIFIC	14.5	14.5	18.4	15.2	18.0	12.9	10.9	16.2	13.5	16.7	11.7	14.4	14.6



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

4. REGION:

BANNER 10

TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE			
	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL	
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
NEW ENGLAND	4.8	3.3	3.0	4.5	6.6	2.1	1.6	3.7	7.8	4.2	4.2	5.3	5.5	3.0	6.1	4.0
MIDDLE ATLANTIC	12.7	16.5	11.8	14.4	11.0	21.4	12.7	13.1	10.6	12.9	10.9	15.7	11.3	15.9	12.3	9.5
EAST NORTH CENTRAL	16.1	14.0	13.6	8.1	24.0	12.5	13.0	9.3	23.6	15.1	14.2	7.0	24.4	13.1	16.8	18.2
WEST NORTH CENTRAL	6.4	3.9	4.3	8.8	6.7	6.2	1.6	9.5	7.5	2.2	6.7	8.1	6.0	6.8	5.2	8.9
SOUTH ATLANTIC	21.2	23.9	22.0	23.7	18.1	23.2	22.7	24.2	18.0	24.4	21.4	23.3	18.2	15.9	23.9	21.4
EAST SOUTH CENTRAL	6.2	7.1	6.6	6.9	5.2	4.5	4.9	8.5	5.4	9.1	8.1	5.5	5.0	5.5	4.5	11.1
WEST SOUTH CENTRAL	11.0	9.6	14.2	12.0	8.6	6.2	16.7	11.9	8.2	12.2	12.0	12.1	9.0	13.3	9.4	12.0
MOUNTAIN	7.1	7.8	7.7	5.4	7.8	8.6	6.0	5.9	8.5	7.1	9.2	4.9	7.1	8.5	7.0	5.6
PACIFIC	14.5	13.8	16.8	16.2	12.0	15.2	20.8	14.0	10.4	12.7	13.3	18.2	13.4	18.0	14.8	9.3



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

AREA:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
EAST	17.5	14.1	19.4	15.6	17.2	20.6	14.3	21.5	22.1	16.5	16.7	15.7	17.8	14.1	21.3	16.5	16.5	20.6	23.8	17.5
MIDWEST	22.5	22.2	19.8	26.4	23.2	23.0	20.1	21.1	19.6	21.7	22.9	20.7	13.6	23.7	22.6	19.1	19.4	25.0	27.2	22.9
SOUTH	38.4	42.9	42.3	36.9	40.4	34.8	38.5	30.4	25.3	41.5	40.4	43.4	44.1	42.1	39.0	43.3	40.9	29.2	28.5	29.8
WEST	21.6	20.8	18.5	21.1	19.3	21.6	27.1	27.0	33.0	20.4	20.0	20.2	24.5	20.1	17.1	21.2	23.2	25.3	20.5	29.8



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

AREA:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1723	1430	292	277	178	100
EAST	17.5	100.0	0.0	0.0	0.0	17.5	16.4	23.1	17.4	18.1	16.2
MIDWEST	22.5	0.0	100.0	0.0	0.0	23.5	24.5	18.3	16.5	16.0	17.4
SOUTH	38.4	0.0	0.0	100.0	0.0	37.2	37.1	37.7	46.1	43.8	50.1
WEST	21.6	0.0	0.0	0.0	100.0	21.9	22.1	20.9	20.0	22.0	16.3



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

AREA:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
EAST	17.5	17.7	17.4	16.5	19.0	16.5	17.5	18.2	16.8	19.1	17.0
MIDWEST	22.5	25.1	21.5	23.4	22.8	19.1	20.0	23.0	24.3	22.1	22.2
SOUTH	38.4	36.4	39.2	41.0	33.8	43.3	41.7	36.2	35.3	36.8	40.0
WEST	21.6	20.8	21.8	19.1	24.5	21.2	20.8	22.7	23.7	22.0	20.8



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

AREA:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269		
EAST	17.5	15.8	19.9	15.0	20.2	17.2	17.7	18.2	16.2	12.1	21.6	18.2		
MIDWEST	22.5	23.4	22.4	23.7	23.1	20.1	23.6	22.2	21.5	23.8	23.7	18.7		
SOUTH	38.4	41.5	34.1	42.4	34.5	38.4	39.1	38.5	37.5	45.8	31.8	39.3		
WEST	21.6	19.3	23.5	19.0	22.2	24.3	19.6	21.1	24.8	18.3	22.9	23.8		





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

AREA:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
EAST	17.5	19.6	22.1	18.0	18.0	17.7	11.9	15.1	19.9	15.7	14.1	20.4	19.6	21.3	15.5	17.9	16.1
MIDWEST	22.5	21.5	18.7	23.4	21.4	25.2	23.8	24.6	17.3	22.2	25.0	23.2	23.3	21.4	15.3	19.7	24.8
SOUTH	38.4	34.7	31.5	36.9	39.9	38.2	41.9	39.9	45.6	43.7	41.5	32.4	38.0	35.6	38.7	39.4	34.8
WEST	21.6	24.1	27.7	21.7	20.7	18.9	22.3	20.4	17.3	18.3	19.4	24.0	19.1	21.6	30.5	22.9	24.3



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

AREA:

BANNER 6

TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY-UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE-LOWER	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GEL-ICAL	CATH-OLIC	NON-RELI-GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
EAST	17.5	19.0	15.6	16.5	18.6	18.4	20.2	18.1	17.9	18.2	17.4	13.2	10.5	10.2	24.4	18.1
MIDWEST	22.5	22.1	20.3	23.8	22.5	18.8	13.5	19.6	22.6	23.1	21.7	27.6	25.1	23.0	24.3	19.5
SOUTH	38.4	34.7	41.3	41.5	37.6	33.8	36.4	33.4	38.8	37.8	40.4	42.3	47.8	45.1	29.5	37.1
WEST	21.6	24.2	22.8	18.3	21.3	29.0	29.8	28.9	20.7	20.9	20.5	16.9	16.7	21.7	21.7	25.4



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

AREA:

BANNER 7

TOTAL	EDUCATION LEVEL				MEN		WOMEN		
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	
Total	2000	1319	681	435	246	583	357	736	324
EAST	17.5	16.6	19.2	20.6	16.7	16.4	19.1	16.8	19.3
MIDWEST	22.5	21.5	24.5	24.2	25.1	22.0	23.4	21.0	25.8
SOUTH	38.4	41.6	32.3	31.7	33.3	40.5	35.0	42.4	29.2
WEST	21.6	20.4	24.0	23.5	24.9	21.0	22.5	19.8	25.7



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

AREA:

BANNER 8

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
EAST	17.5	19.2	13.9	15.8	13.3	13.3	18.0	20.2	16.7	14.9	16.6	10.6
MIDWEST	22.5	25.8	15.5	10.0	19.1	16.3	25.9	25.7	7.7	12.5	21.9	16.7
SOUTH	38.4	35.5	44.5	39.2	57.7	25.2	37.9	33.5	37.6	40.9	49.9	64.2
WEST	21.6	19.5	26.1	34.9	9.9	45.2	18.2	20.6	38.0	31.7	11.6	8.6



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

AREA:

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
EAST	17.5	19.7	16.0	13.5	16.4	23.7	16.4	15.7	18.7	15.9	19.5	17.4	17.6	
MIDWEST	22.5	18.0	16.7	19.4	15.6	17.6	36.8	18.2	25.2	17.4	28.8	22.5	22.5	
SOUTH	38.4	42.1	40.2	43.6	45.1	38.3	28.7	42.1	36.1	43.0	32.7	38.5	38.3	
WEST	21.6	20.2	27.0	23.5	22.9	20.3	18.1	24.0	20.1	23.7	19.0	21.6	21.6	



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

AREA:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
EAST	17.5	19.8	14.7	19.0	17.6	23.5	14.3	16.8	18.4	17.2	15.1	21.0	16.8	19.0	18.4	13.5
MIDWEST	22.5	17.9	17.9	16.9	30.8	18.8	14.6	18.8	31.2	17.3	20.9	15.0	30.4	19.9	21.9	27.1
SOUTH	38.4	40.7	42.8	42.6	31.9	33.9	44.3	44.5	31.5	45.7	41.5	40.8	32.3	34.7	37.8	44.5
WEST	21.6	21.5	24.5	21.6	19.8	23.9	26.8	19.9	18.9	19.8	22.5	23.2	20.5	26.5	21.8	14.9



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
YES	13.1	9.3	11.9	11.7	15.1	12.1	18.9	12.1	18.5	13.3	11.2	15.0	26.6	8.9	14.6	15.0	18.8	12.5	11.6	13.4
NO	86.9	90.7	88.1	88.3	84.9	87.9	81.1	87.9	81.5	86.7	88.8	85.0	73.4	91.1	85.4	85.0	81.2	87.5	88.4	86.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	1723	1430	292	277	178	100
YES	13.1	11.9	5.8	13.4	21.2	12.3	10.9	19.1	18.3	18.5	18.0
NO	86.9	88.1	94.2	86.6	78.8	87.7	89.1	80.9	81.7	81.5	82.0





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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
-----											
Total	2000	564	1435	891	818	292	499	841	339	502	1157
YES	13.1	14.5	12.6	10.8	15.0	15.0	18.2	13.7	12.1	14.8	12.7
NO	86.9	85.5	87.4	89.2	85.0	85.0	81.8	86.3	87.9	85.2	87.3



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
YES	13.1	9.3	15.5	8.6	16.0	15.1	11.8	15.1	16.3	5.3	16.6	14.0
NO	86.9	90.7	84.5	91.4	84.0	84.9	88.2	84.9	83.7	94.7	83.4	86.0



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
YES	13.1	14.9	16.7	13.6	16.0	8.3	8.4	8.4	16.6	7.4	7.9	13.7	19.8	16.9	19.6	17.3	5.2
NO	86.9	85.1	83.3	86.4	84.0	91.7	91.6	91.6	83.4	92.6	92.1	86.3	80.2	83.1	80.4	82.7	94.8



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
YES	13.1	16.1	16.8	8.3	13.6	14.5	16.1	14.2	13.2	13.3	13.0	10.2	7.6	10.9	21.3	11.1
NO	86.9	83.9	83.2	91.7	86.4	85.5	83.9	85.8	86.8	86.7	87.0	89.8	92.4	89.1	78.7	88.9



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
YES	13.1	12.3	14.6	15.3	13.4	14.4	13.7	10.6	15.7
NO	86.9	87.7	85.4	84.7	86.6	85.6	86.3	89.4	84.3



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
YES	13.1	0.0	40.7	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0
NO	86.9	100.0	59.3	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 REGISTERED VOTERS

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
<b>YES</b>	13.1	24.0	24.4	21.6	14.6	6.8	1.9	23.1	6.9	20.5	4.0	14.1	12.2	
<b>NO</b>	86.9	76.0	75.6	78.4	85.4	93.2	98.1	76.9	93.1	79.5	96.0	85.9	87.8	



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
<b>Total</b>	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
<b>YES</b>	13.1	23.2	24.4	13.2	3.0	22.3	27.1	14.8	3.3	24.0	21.9	11.6	2.7	19.2	12.3	7.2
<b>NO</b>	86.9	76.8	75.6	86.8	97.0	77.7	72.9	85.2	96.7	76.0	78.1	88.4	97.3	80.8	87.7	92.8





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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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6. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
											TOTAL	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	262	22	43	45	55	35	38	10	13	200	110	62	27	53	43	44	60	62	28	34	
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	49.9	61.7	51.2	46.2	50.9	35.8	47.9	47.8	80.6	51.0	51.3	47.7	57.0	60.2	41.6	51.0	49.5	46.6	39.0	53.0	
Puerto Rican	17.0	4.3	15.2	25.4	19.8	26.6	7.4	0.0	19.4	16.5	17.2	19.7	7.0	15.2	15.2	13.0	21.2	18.4	28.6	10.0	
Dominican	6.0	0.0	5.9	5.4	8.9	8.2	5.0	9.9	0.0	6.9	4.5	9.5	10.7	3.6	10.1	6.7	7.7	3.0	6.6	0.0	
Cuban	5.9	12.3	8.4	8.0	2.7	4.4	5.1	5.2	0.0	7.0	9.0	4.9	3.8	8.0	7.7	6.9	5.8	2.3	0.0	4.2	
Peruvian	1.7	0.0	5.9	0.0	1.6	2.8	0.0	0.0	0.0	1.7	2.3	1.5	0.0	1.7	0.0	5.8	0.0	1.6	3.5	0.0	
Guatemalan	1.6	0.0	1.9	2.4	0.0	0.0	6.4	0.0	0.0	1.4	1.7	0.0	3.1	1.6	1.9	0.0	1.8	2.5	0.0	4.6	
Salvadoran	1.4	4.4	2.3	0.0	0.0	2.4	0.0	8.1	0.0	1.4	1.8	1.4	0.0	1.6	2.3	0.0	1.6	1.4	0.0	2.5	
Honduran	1.2	0.0	0.0	0.0	2.7	0.0	4.6	0.0	0.0	0.9	0.0	0.0	6.3	0.0	0.0	4.0	0.0	2.4	5.2	0.0	
Ecuadorian	1.1	0.0	0.0	0.0	1.8	0.0	2.6	8.1	0.0	0.5	0.0	1.6	0.0	0.0	0.0	2.3	0.0	2.9	0.0	5.3	
Venezuelan	1.1	0.0	0.0	0.0	0.0	4.8	0.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	5.9	3.3	
Nicaraguan	0.7	0.0	0.0	1.9	1.8	0.0	0.0	0.0	0.0	0.9	0.8	1.6	0.0	1.6	0.0	0.0	1.6	0.0	0.0	0.0	
Other Central American	1.4	4.2	0.0	1.4	2.0	0.0	2.9	0.0	0.0	0.8	1.4	0.0	0.0	0.0	3.6	0.0	0.0	3.5	3.9	3.2	
Other South American	2.0	0.0	3.6	0.0	3.0	2.7	2.5	0.0	0.0	2.1	1.4	4.2	0.0	0.0	0.0	0.0	6.9	1.6	0.0	2.8	
Spaniard	5.9	8.3	3.1	7.9	4.9	5.2	11.5	0.0	0.0	5.9	6.1	5.6	6.1	4.4	12.7	7.4	1.4	6.0	3.8	7.8	
Other	3.1	4.9	2.5	1.4	0.0	7.2	4.3	10.2	0.0	3.0	2.5	2.5	6.0	2.0	4.9	2.9	2.5	3.4	3.6	3.1	



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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	262	42	26	103	91	211	155	56	51	33	18
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	49.9	8.1	71.0	46.9	66.3	51.4	52.6	48.2	43.7	46.8	38.0
Puerto Rican	17.0	29.6	7.7	22.9	7.3	17.4	17.2	17.9	15.5	15.8	14.9
Dominican	6.0	22.3	0.0	5.3	1.1	4.1	4.0	4.5	13.7	16.2	8.9
Cuban	5.9	9.4	0.0	9.3	2.1	6.9	6.2	8.7	1.9	0.0	5.4
Peruvian	1.7	3.7	0.0	1.0	2.0	0.9	0.6	1.7	5.0	0.0	14.2
Guatemalan	1.6	1.9	0.0	0.8	2.9	2.0	2.8	0.0	0.0	0.0	0.0
Salvadoran	1.4	0.0	6.9	1.0	0.9	1.7	1.7	1.7	0.0	0.0	0.0
Honduran	1.2	7.7	0.0	0.0	0.0	0.7	0.9	0.0	3.4	0.0	9.7
Ecuadorian	1.1	4.5	0.0	0.9	0.0	0.9	1.2	0.0	2.0	3.0	0.0
Venezuelan	1.1	0.0	0.0	2.7	0.0	1.3	1.8	0.0	0.0	0.0	0.0
Nicaraguan	0.7	0.0	0.0	0.8	1.1	0.9	0.0	3.3	0.0	0.0	0.0
Other Central American	1.4	0.0	4.1	0.6	2.2	1.5	2.0	0.0	1.3	2.0	0.0
Other South American	2.0	0.0	0.0	3.1	2.1	2.4	2.7	1.7	0.0	0.0	0.0
Spaniard	5.9	6.6	6.4	3.5	8.3	4.6	2.8	9.5	11.6	13.1	8.9
Other	3.1	6.2	3.8	1.0	3.8	3.3	3.6	2.7	2.0	3.0	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	262	82	180	96	122	44	91	115	41	74	147
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	49.9	55.3	47.5	51.9	48.0	51.0	45.7	51.3	42.4	56.2	48.9
Puerto Rican	17.0	12.6	19.0	15.2	19.8	13.0	11.3	15.6	19.7	13.3	18.1
Dominican	6.0	5.1	6.4	6.5	5.3	6.7	7.6	5.9	5.5	6.1	6.1
Cuban	5.9	3.7	6.9	7.9	4.0	6.9	7.8	4.2	0.0	6.6	7.2
Peruvian	1.7	1.3	1.9	0.9	0.8	5.8	2.8	0.8	0.0	1.3	2.3
Guatemalan	1.6	3.2	0.9	1.7	2.2	0.0	0.9	2.3	6.5	0.0	1.1
Salvadoran	1.4	0.0	2.0	1.9	1.5	0.0	2.0	0.0	0.0	0.0	2.5
Honduran	1.2	1.8	1.0	0.0	1.2	4.0	1.9	2.8	0.0	4.3	0.0
Ecuadorian	1.1	2.2	0.6	0.0	1.5	2.3	2.0	1.7	4.8	0.0	0.6
Venezuelan	1.1	0.0	1.6	0.0	2.3	0.0	0.0	1.0	2.7	0.0	1.1
Nicaraguan	0.7	0.0	1.0	0.9	0.8	0.0	1.1	0.0	0.0	0.0	1.2
Other Central American	1.4	0.0	2.1	1.6	1.8	0.0	0.7	1.9	2.6	1.5	1.1
Other South American	2.0	3.9	1.1	0.0	4.2	0.0	1.2	2.8	6.5	0.8	1.3
Spaniard	5.9	7.0	5.5	8.1	3.8	7.4	9.5	5.2	4.2	5.7	6.6
Other	3.1	3.8	2.7	3.3	2.9	2.9	5.4	4.6	5.0	4.3	1.9



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

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT		
Total	262	79	143	62	119	82	43	46	44	19	73	38			
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	49.9	54.4	50.6	55.0	47.5	49.8	57.1	52.8	53.3	50.0	44.1	45.6			
Puerto Rican	17.0	14.6	18.6	14.3	16.9	19.2	14.0	15.4	12.2	14.9	17.8	27.5			
Dominican	6.0	2.4	6.2	3.0	8.9	4.0	2.2	3.2	1.4	5.0	12.6	7.0			
Cuban	5.9	7.4	4.1	9.6	4.0	5.8	9.8	5.1	5.9	9.1	3.4	5.7			
Peruvian	1.7	1.1	1.7	1.5	1.3	2.4	2.1	0.0	4.5	0.0	2.1	0.0			
Guatemalan	1.6	2.1	1.8	2.7	2.2	0.0	3.8	5.8	0.0	0.0	0.0	0.0			
Salvadoran	1.4	2.3	0.7	1.4	0.7	2.4	0.0	1.9	4.4	4.6	0.0	0.0			
Honduran	1.2	0.0	2.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	4.4	0.0			
Ecuadorian	1.1	0.0	1.3	1.6	1.6	0.0	2.3	0.0	0.0	0.0	2.5	0.0			
Venezuelan	1.1	0.0	2.0	0.0	1.4	1.4	0.0	0.0	0.0	0.0	2.3	3.0			
Nicaraguan	0.7	1.1	0.0	1.4	0.0	1.2	2.0	0.0	0.0	0.0	0.0	2.6			
Other Central American	1.4	2.0	1.5	1.5	0.9	2.1	0.0	2.4	2.5	4.9	0.0	1.7			
Other South American	2.0	0.0	2.9	0.0	3.5	1.1	0.0	5.5	2.1	0.0	2.2	0.0			
Spaniard	5.9	8.6	3.9	6.4	6.2	5.2	4.2	5.8	5.0	11.5	6.5	5.3			
Other	3.1	4.0	2.5	1.7	2.1	5.4	2.5	2.2	8.6	0.0	2.1	1.7			



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

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	262	85	38	46	121	31	26	57	11	12	40	59	49	11	15	61	6
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	49.9	43.7	47.6	40.3	49.1	54.8	68.9	61.2	42.9	53.4	58.7	46.0	45.3	64.3	35.3	51.3	72.4
Puerto Rican	17.0	22.4	36.7	10.5	15.3	16.9	7.0	12.4	23.3	16.4	11.2	21.9	11.3	14.7	23.8	18.4	16.4
Dominican	6.0	5.3	3.3	7.0	9.3	0.0	0.0	0.0	8.7	8.1	0.0	6.1	14.5	0.0	0.0	5.3	0.0
Cuban	5.9	5.4	0.0	9.9	4.8	10.6	7.1	9.0	15.9	0.0	10.7	4.9	2.2	7.7	0.0	7.8	0.0
Peruvian	1.7	1.2	0.0	2.1	1.6	0.0	5.9	2.7	0.0	7.8	0.0	0.0	0.0	13.3	6.4	1.7	0.0
Guatemalan	1.6	3.1	0.0	5.7	0.7	2.6	0.0	1.4	0.0	7.3	2.0	4.5	0.0	0.0	0.0	0.0	0.0
Salvadoran	1.4	1.0	0.0	1.8	1.6	0.0	3.3	1.5	0.0	0.0	2.2	1.5	0.0	0.0	0.0	3.2	0.0
Honduran	1.2	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0
Ecuadorian	1.1	0.0	0.0	0.0	1.5	3.1	0.0	1.7	0.0	0.0	2.5	0.0	3.8	0.0	0.0	0.0	0.0
Venezuelan	1.1	3.3	4.4	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	7.3	0.0	0.0
Nicaraguan	0.7	0.0	0.0	0.0	0.8	2.8	0.0	1.5	0.0	0.0	2.2	0.0	0.0	0.0	0.0	1.6	0.0
Other Central American	1.4	2.6	2.8	2.3	0.0	2.1	3.6	2.8	0.0	0.0	2.3	1.9	0.0	0.0	7.1	0.0	11.2
Other South American	2.0	1.1	2.5	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6	6.6	0.0	0.0	1.5	0.0
Spaniard	5.9	5.5	0.0	10.1	7.2	7.1	0.0	3.9	9.1	7.0	5.6	4.5	9.7	0.0	6.7	5.3	0.0
Other	3.1	5.4	2.6	7.8	2.0	0.0	4.2	1.9	0.0	0.0	2.7	4.3	0.0	0.0	13.5	3.9	0.0



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

BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	262	145	51	67	146	43	7	37	199	124	75	20	43	17	115	63	
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	49.9	47.9	50.4	54.0	52.4	61.2	67.4	60.1	48.1	43.7	55.4	44.1	43.3	37.6	57.9	44.2	
Puerto Rican	17.0	18.1	12.0	18.5	11.9	12.8	17.4	12.0	18.0	16.5	20.3	16.4	11.9	28.9	8.3	27.7	
Dominican	6.0	8.4	3.8	2.3	7.1	4.4	0.0	5.2	6.6	8.7	3.3	3.0	7.0	5.7	7.2	4.0	
Cuban	5.9	4.7	6.5	8.0	8.4	6.7	0.0	7.9	5.4	5.7	5.0	9.1	9.3	10.7	3.9	6.7	
Peruvian	1.7	1.7	2.0	1.3	2.4	2.4	0.0	2.8	0.5	0.8	0.0	12.1	0.0	0.0	3.1	1.4	
Guatemalan	1.6	1.8	0.0	2.5	1.6	1.9	0.0	2.2	1.8	2.1	1.1	0.0	1.9	0.0	3.0	0.0	
Salvadoran	1.4	0.6	3.8	1.3	1.3	0.0	0.0	0.0	1.8	2.9	0.0	0.0	4.5	5.0	0.7	0.0	
Honduran	1.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.6	0.0	0.0	0.0	0.0	2.8	0.0	
Ecuadorian	1.1	1.3	1.9	0.0	1.4	2.3	0.0	2.7	0.9	1.5	0.0	0.0	0.0	0.0	0.9	1.3	
Venezuelan	1.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.3	0.0	0.0	0.0	0.0	0.0	4.5	
Nicaraguan	0.7	0.7	0.0	1.3	0.0	0.0	0.0	0.0	0.9	0.7	1.3	0.0	0.0	0.0	1.6	0.0	
Other Central American	1.4	1.5	0.0	2.3	0.4	0.0	0.0	0.0	1.3	2.1	0.0	5.4	4.6	0.0	0.9	1.0	
Other South American	2.0	2.9	1.8	0.0	1.7	0.0	0.0	0.0	2.6	3.3	1.4	0.0	2.2	0.0	2.7	1.7	
Spaniard	5.9	2.6	14.2	6.9	8.3	3.7	0.0	4.3	6.0	6.3	5.6	10.0	14.0	0.0	4.6	3.3	
Other	3.1	3.6	3.4	1.6	3.1	4.7	15.3	2.8	3.0	0.9	6.6	0.0	1.5	12.1	2.4	4.1	



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

BANNER 7

	TOTAL		EDUCATION LEVEL			MEN		WOMEN	
			LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.
Total	262	162	100	67	33	84	49	78	51
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	49.9	51.5	47.5	38.8	64.9	50.7	60.7	52.3	34.8
Puerto Rican	17.0	17.6	16.0	18.0	11.9	15.7	10.7	19.7	21.0
Dominican	6.0	6.2	5.6	5.7	5.3	3.6	0.0	9.1	10.9
Cuban	5.9	5.5	6.6	6.7	6.4	6.7	7.3	4.1	6.0
Peruvian	1.7	1.8	1.5	2.3	0.0	3.4	0.0	0.0	3.0
Guatemalan	1.6	1.6	1.7	2.5	0.0	3.2	3.4	0.0	0.0
Salvadoran	1.4	1.1	1.8	2.7	0.0	2.2	2.0	0.0	1.7
Honduran	1.2	2.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0
Ecuadorian	1.1	1.2	0.8	1.3	0.0	1.2	0.0	1.3	1.7
Venezuelan	1.1	0.0	2.8	1.7	5.1	0.0	0.0	0.0	5.5
Nicaraguan	0.7	1.1	0.0	0.0	0.0	1.0	0.0	1.2	0.0
Other Central American	1.4	0.0	3.8	5.6	0.0	0.0	4.5	0.0	3.1
Other South American	2.0	0.0	5.1	7.7	0.0	0.0	7.1	0.0	3.2
Spaniard	5.9	7.0	4.2	3.1	6.4	6.7	2.2	7.4	6.1
Other	3.1	3.4	2.6	3.9	0.0	5.7	2.2	0.8	3.0



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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	262	-	262	262	-	-	-	-	133	129	-	-
HISPANIC	100.0	-	100.0	100.0	-	-	-	-	100.0	100.0	-	-
Mexican	49.9	-	49.9	49.9	-	-	-	-	54.4	45.4	-	-
Puerto Rican	17.0	-	17.0	17.0	-	-	-	-	13.9	20.2	-	-
Dominican	6.0	-	6.0	6.0	-	-	-	-	2.3	9.8	-	-
Cuban	5.9	-	5.9	5.9	-	-	-	-	6.9	4.9	-	-
Peruvian	1.7	-	1.7	1.7	-	-	-	-	2.2	1.2	-	-
Guatemalan	1.6	-	1.6	1.6	-	-	-	-	3.2	0.0	-	-
Salvadoran	1.4	-	1.4	1.4	-	-	-	-	2.1	0.7	-	-
Honduran	1.2	-	1.2	1.2	-	-	-	-	0.0	2.5	-	-
Ecuadorian	1.1	-	1.1	1.1	-	-	-	-	0.7	1.4	-	-
Venezuelan	1.1	-	1.1	1.1	-	-	-	-	0.0	2.2	-	-
Nicaraguan	0.7	-	0.7	0.7	-	-	-	-	0.6	0.7	-	-
Other Central American	1.4	-	1.4	1.4	-	-	-	-	1.6	1.2	-	-
Other South American	2.0	-	2.0	2.0	-	-	-	-	2.6	1.3	-	-
Spaniard	5.9	-	5.9	5.9	-	-	-	-	5.0	6.9	-	-
Other	3.1	-	3.1	3.1	-	-	-	-	4.4	1.7	-	-





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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	262	38	65	74	49	26	10	177	85	226	36	133	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
Mexican	49.9	39.1	45.0	56.3	50.7	59.6	47.7	48.5	53.1	49.0	56.3	54.4	45.4
Puerto Rican	17.0	22.7	16.9	17.8	15.1	14.5	5.5	18.5	13.8	17.8	12.0	13.9	20.2
Dominican	6.0	17.6	3.3	2.9	4.4	10.2	0.0	6.2	5.6	5.8	7.4	2.3	9.8
Cuban	5.9	4.8	3.9	9.2	3.8	7.2	5.4	6.3	5.0	5.8	6.7	6.9	4.9
Peruvian	1.7	2.7	3.7	0.0	2.0	0.0	0.0	1.9	1.2	1.9	0.0	2.2	1.2
Guatemalan	1.6	0.0	2.4	0.0	5.5	0.0	0.0	0.9	3.2	1.9	0.0	3.2	0.0
Salvadoran	1.4	2.6	1.3	0.0	3.7	0.0	0.0	1.0	2.2	1.6	0.0	2.1	0.7
Honduran	1.2	0.0	4.9	0.0	0.0	0.0	0.0	1.8	0.0	1.4	0.0	0.0	2.5
Ecuadorian	1.1	2.6	1.3	0.0	2.0	0.0	0.0	1.0	1.2	1.2	0.0	0.7	1.4
Venezuelan	1.1	0.0	2.6	0.0	0.0	0.0	11.3	0.9	1.3	0.7	3.2	0.0	2.2
Nicaraguan	0.7	0.0	0.0	1.2	2.0	0.0	0.0	0.5	1.1	0.8	0.0	0.6	0.7
Other Central American	1.4	0.0	0.0	3.6	0.0	4.2	0.0	1.5	1.3	1.2	3.1	1.6	1.2
Other South American	2.0	2.5	3.9	1.4	0.0	0.0	5.6	2.6	0.7	2.0	1.6	2.6	1.3
Spaniard	5.9	2.6	5.9	6.9	8.7	0.0	13.6	5.6	6.6	6.3	3.8	5.0	6.9
Other	3.1	2.8	4.8	0.9	2.1	4.2	10.8	2.7	3.7	2.6	6.1	4.4	1.7



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	262	49	118	72	23	20	62	39	12	29	56	33	11	104	127	31
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	49.9	37.3	52.2	55.8	47.1	23.6	57.4	64.3	57.9	46.6	46.5	45.8	35.3	52.5	49.1	44.6
Puerto Rican	17.0	23.0	17.3	13.7	12.7	23.9	11.8	11.6	15.1	22.3	23.5	16.2	10.1	15.3	17.6	20.0
Dominican	6.0	13.5	3.6	4.9	5.5	4.6	3.3	0.0	0.0	19.6	3.9	10.7	11.6	6.0	6.3	4.9
Cuban	5.9	7.2	4.9	6.2	7.3	9.1	7.7	6.6	0.0	5.8	1.7	5.8	15.4	2.6	7.9	8.8
Peruvian	1.7	2.1	2.0	1.4	0.0	5.1	1.4	2.5	0.0	0.0	2.7	0.0	0.0	1.0	2.7	0.0
Guatemalan	1.6	0.0	1.3	3.8	0.0	0.0	2.5	7.0	0.0	0.0	0.0	0.0	0.0	3.4	0.6	0.0
Salvadoran	1.4	3.7	0.0	2.5	0.0	9.1	0.0	2.5	0.0	0.0	0.0	2.6	0.0	0.8	2.2	0.0
Honduran	1.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	1.4	1.4	0.0
Ecuadorian	1.1	2.0	0.7	1.4	0.0	4.8	0.0	0.0	0.0	0.0	1.5	3.0	0.0	2.7	0.0	0.0
Venezuelan	1.1	0.0	1.4	0.0	4.9	0.0	0.0	0.0	0.0	0.0	3.0	0.0	10.2	1.1	1.3	0.0
Nicaraguan	0.7	0.0	0.7	1.3	0.0	0.0	1.4	0.0	0.0	0.0	0.0	2.9	0.0	0.0	1.4	0.0
Other Central American	1.4	0.0	2.2	0.0	4.7	0.0	1.8	0.0	9.0	0.0	2.8	0.0	0.0	0.0	2.2	3.0
Other South American	2.0	3.8	1.3	1.5	2.4	9.5	2.5	0.0	0.0	0.0	0.0	3.3	5.1	2.4	2.0	0.0
Spaniard	5.9	5.4	6.2	6.0	5.9	4.8	7.5	2.8	0.0	5.7	4.8	9.7	12.3	5.7	3.0	18.8
Other	3.1	2.2	3.2	1.4	9.4	5.3	2.6	2.6	17.9	0.0	3.9	0.0	0.0	5.1	2.2	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			
	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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
WHITE	67.8	83.6	75.9	71.9	62.4	59.1	52.6	56.2	73.1	69.8	76.2	60.7	44.8	84.2	68.5	59.4	53.5	62.0	61.3	62.7
HISPANIC	13.1	9.3	11.9	11.7	15.1	12.1	18.9	12.1	18.5	13.3	11.2	15.0	26.6	8.9	14.6	15.0	18.8	12.5	11.6	13.4
AFRICAN AMERICAN	13.0	3.2	8.4	12.8	14.1	18.7	22.4	19.8	7.2	11.6	8.8	15.0	24.4	2.9	13.0	18.3	20.3	17.3	18.2	16.4
ASIAN	4.0	1.9	2.4	2.8	6.4	6.0	3.8	7.7	1.2	3.7	2.4	6.7	3.3	2.5	2.7	4.5	5.8	5.0	5.4	4.6
OTHER	2.0	2.0	1.5	0.8	2.0	4.1	2.3	4.3	0.0	1.7	1.4	2.7	0.9	1.5	1.2	2.7	1.5	3.2	3.4	2.9



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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	1723	1430	292	277	178	100
WHITE	67.8	74.4	77.8	62.8	61.2	71.2	74.3	56.1	47.2	44.9	51.2
HISPANIC	13.1	11.9	5.8	13.4	21.2	12.3	10.9	19.1	18.3	18.5	18.0
AFRICAN AMERICAN	13.0	9.9	11.0	19.5	6.0	11.2	10.0	17.3	24.2	26.4	20.1
ASIAN	4.0	3.0	2.9	2.6	8.4	3.4	2.8	6.4	7.5	8.2	6.3
OTHER	2.0	0.8	2.4	1.7	3.3	1.9	2.1	1.0	2.9	2.0	4.4



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
WHITE	67.8	59.0	71.3	79.0	58.7	59.4	58.1	59.8	63.2	57.4	73.7
HISPANIC	13.1	14.5	12.6	10.8	15.0	15.0	18.2	13.7	12.1	14.8	12.7
AFRICAN AMERICAN	13.0	20.1	10.2	6.2	18.5	18.3	16.2	19.8	19.9	19.7	8.1
ASIAN	4.0	4.8	3.7	2.6	5.3	4.5	4.9	4.4	3.2	5.3	3.7
OTHER	2.0	1.7	2.2	1.4	2.5	2.7	2.6	2.3	1.6	2.8	1.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
WHITE	67.8	82.5	58.4	84.1	56.8	61.4	80.0	58.2	60.3	88.3	55.8	62.5
HISPANIC	13.1	9.3	15.5	8.6	16.0	15.1	11.8	15.1	16.3	5.3	16.6	14.0
AFRICAN AMERICAN	13.0	4.7	18.7	4.4	20.5	14.2	5.2	21.0	13.2	3.5	20.2	15.2
ASIAN	4.0	2.2	5.1	2.0	4.5	6.0	2.3	4.2	7.3	1.7	4.7	4.7
OTHER	2.0	1.4	2.5	1.0	2.2	3.3	0.8	1.4	3.0	1.2	2.7	3.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
WHITE	67.8	62.4	59.9	64.1	59.7	80.8	82.3	81.5	62.9	82.1	87.4	64.1	46.1	49.0	52.4	59.3	74.3
HISPANIC	13.1	14.9	16.7	13.6	16.0	8.3	8.4	8.4	16.6	7.4	7.9	13.7	19.8	16.9	19.6	17.3	5.2
AFRICAN AMERICAN	13.0	16.2	17.7	15.2	16.3	7.3	5.9	6.7	19.2	6.0	2.0	15.3	25.9	34.0	18.9	14.1	11.2
ASIAN	4.0	4.4	2.7	5.5	5.3	2.2	2.3	2.2	0.0	3.3	1.9	4.8	5.2	0.0	5.5	6.3	5.3
OTHER	2.0	2.2	3.0	1.6	2.6	1.5	1.1	1.3	1.3	1.3	0.8	2.1	3.0	0.0	3.7	3.0	4.1



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 6

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB COMBO	DEMOCRAT	TICKET SPLIT	REPUBLICAN	SWING VOTER	WEALTHY/ UPPER MIDDLE	WEALTHY/ MIDDLE	UPPER MIDDLE	MIDDLE CLASS	LOWER MIDDLE	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON- RELIGIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
WHITE	67.8	55.8	62.1	83.5	66.5	66.6	63.7	67.1	67.6	67.0	68.4	72.0	71.0	69.7	66.9	66.7
HISPANIC	13.1	16.1	16.8	8.3	13.6	14.5	16.1	14.2	13.2	13.3	13.0	10.2	7.6	10.9	21.3	11.1
AFRICAN AMERICAN	13.0	20.3	13.9	4.5	12.3	12.5	11.0	12.7	13.1	12.5	14.1	12.8	18.5	15.8	6.0	13.5
ASIAN	4.0	5.1	5.6	2.2	5.3	5.1	6.3	4.9	4.2	4.9	3.0	0.8	1.3	1.9	4.0	5.9
OTHER	2.0	2.8	1.7	1.4	2.3	1.3	2.8	1.1	1.9	2.2	1.5	4.2	1.5	1.6	1.8	2.9





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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/  COLL.  GRAD	COLL-  EGE  GRAD.	Bchl r  Degree	Post-  Grad./  Prof.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.
Total	2000	1319	681	435	246	583	357	736	324
WHITE	67.8	70.0	63.7	62.6	65.8	67.2	67.5	72.2	59.5
HISPANIC	13.1	12.3	14.6	15.3	13.4	14.4	13.7	10.6	15.7
AFRICAN AMERICAN	13.0	13.8	11.5	12.6	9.6	14.3	9.8	13.3	13.4
ASIAN	4.0	1.9	8.1	7.9	8.4	2.3	7.7	1.6	8.6
OTHER	2.0	2.1	2.0	1.6	2.7	1.8	1.3	2.2	2.9





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
WHITE	67.8	36.1	48.0	55.2	67.0	76.1	90.7	48.8	79.8	54.3	84.6	67.3	68.4
HISPANIC	13.1	24.0	24.4	21.6	14.6	6.8	1.9	23.1	6.9	20.5	4.0	14.1	12.2
AFRICAN AMERICAN	13.0	33.6	21.6	13.9	12.4	10.5	3.9	20.6	8.2	18.1	6.7	12.6	13.3
ASIAN	4.0	6.3	3.4	7.2	4.0	4.3	1.3	5.7	3.0	5.2	2.6	4.3	3.7
OTHER	2.0	0.0	2.5	2.2	2.0	2.3	2.2	1.8	2.2	1.9	2.2	1.6	2.4



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
WHITE	67.8	41.5	48.7	69.9	86.0	32.8	45.1	68.5	89.2	47.9	51.9	71.3	83.1	52.1	70.4	81.7
HISPANIC	13.1	23.2	24.4	13.2	3.0	22.3	27.1	14.8	3.3	24.0	21.9	11.6	2.7	19.2	12.3	7.2
AFRICAN AMERICAN	13.0	28.9	18.8	11.0	6.3	36.9	21.2	9.8	3.1	23.0	16.6	12.1	9.1	22.2	10.5	7.2
ASIAN	4.0	5.9	5.4	4.6	2.1	8.0	4.9	5.0	2.5	4.4	5.9	4.3	1.7	4.6	4.7	1.6
OTHER	2.0	0.4	2.8	1.3	2.6	0.0	1.6	1.8	1.9	0.7	3.8	0.7	3.3	1.8	2.1	2.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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	5	9	11	23	18	8	7	1	55	24	27	3	15	8	13	19	25	13	12
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	100.0
Chinese	24.2	29.2	11.6	43.8	27.3	16.5	19.1	24.1	0.0	29.7	29.4	30.3	26.3	25.9	35.1	30.1	30.1	12.2	6.7	18.4
Filipino	17.9	24.1	29.0	16.3	9.8	24.0	11.8	22.7	0.0	19.7	22.4	16.5	26.5	40.5	21.7	11.8	7.6	13.9	14.8	12.8
Indian	16.1	0.0	11.9	13.5	8.3	20.2	43.7	23.7	0.0	15.8	10.4	16.5	47.3	6.3	32.3	13.0	18.4	17.0	7.1	28.1
Japanese	13.6	22.8	22.5	8.5	21.3	0.0	11.3	16.8	0.0	11.5	16.3	8.7	0.0	6.9	10.9	22.8	7.4	18.1	19.3	16.8
Vietnamese	8.9	0.0	0.0	0.0	22.6	0.0	14.1	12.8	0.0	3.3	0.0	6.5	0.0	5.3	0.0	0.0	5.3	21.5	26.0	16.4
Korean	7.1	0.0	11.3	0.0	8.2	16.2	0.0	0.0	0.0	5.1	4.1	6.7	0.0	0.0	0.0	7.4	9.9	11.6	21.9	0.0
Pakistani	1.8	0.0	0.0	0.0	0.0	8.3	0.0	0.0	0.0	2.6	0.0	5.3	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0
Other Southeastern Asian	5.5	0.0	0.0	17.8	0.0	9.0	0.0	0.0	100.0	6.4	7.9	5.8	0.0	0.0	0.0	7.4	13.5	3.5	0.0	7.5
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	4.8	23.8	13.7	0.0	2.4	5.7	0.0	0.0	0.0	6.0	9.5	3.6	0.0	15.1	0.0	7.5	0.0	2.3	4.3	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	80	11	13	20	36	59	40	19	21	15	6
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	24.2	26.4	34.7	18.8	22.8	29.1	24.1	40.0	10.2	14.6	0.0
Filipino	17.9	26.3	6.9	21.2	17.6	21.2	19.1	25.6	8.6	6.2	14.0
Indian	16.1	17.3	44.3	10.3	8.9	10.4	13.6	3.5	32.5	19.8	62.2
Japanese	13.6	13.0	6.6	5.5	20.7	10.4	15.3	0.0	22.5	32.2	0.0
Vietnamese	8.9	8.0	0.0	12.0	10.8	10.7	9.7	12.8	4.1	0.0	13.6
Korean	7.1	9.1	7.5	13.6	2.8	6.3	6.7	5.2	9.7	13.8	0.0
Pakistani	1.8	0.0	0.0	7.2	0.0	2.5	0.0	7.7	0.0	0.0	0.0
Other Southeastern Asian	5.5	0.0	0.0	0.0	12.1	4.7	4.5	5.2	7.6	6.4	10.3
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.8	0.0	0.0	11.4	4.3	4.8	7.1	0.0	4.8	6.8	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	80	27	53	23	44	13	24	37	11	26	43
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	24.2	20.3	26.2	29.0	19.9	30.1	34.5	15.3	20.0	13.4	31.9
Filipino	17.9	22.7	15.5	34.0	11.2	11.8	6.4	14.0	8.9	16.1	21.3
Indian	16.1	25.2	11.6	15.2	17.6	13.0	19.6	27.1	32.0	25.2	6.6
Japanese	13.6	8.8	16.0	8.3	13.5	22.8	20.6	13.9	11.7	14.8	13.3
Vietnamese	8.9	7.0	10.0	3.5	14.5	0.0	4.1	8.0	27.4	0.0	9.8
Korean	7.1	7.0	7.2	0.0	10.8	7.4	4.1	10.4	0.0	14.7	4.3
Pakistani	1.8	5.4	0.0	0.0	3.3	0.0	0.0	3.9	0.0	5.5	0.0
Other Southeastern Asian	5.5	0.0	8.3	0.0	7.8	7.4	6.7	7.4	0.0	10.4	3.8
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.8	3.7	5.4	9.9	1.3	7.5	4.1	0.0	0.0	0.0	9.0



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

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

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	80	18	47	14	33	32	8	13	20	6	21	13			
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	24.2	26.6	23.1	33.2	14.0	30.7	36.0	17.1	25.4	29.4	12.1	38.9			
Filipino	17.9	28.3	14.4	46.9	14.7	8.3	49.7	18.8	8.7	43.0	12.2	7.6			
Indian	16.1	15.4	13.1	0.0	23.1	16.2	0.0	15.9	23.2	0.0	27.5	5.3			
Japanese	13.6	12.8	13.4	6.0	14.4	16.0	0.0	10.9	11.0	14.2	16.6	23.9			
Vietnamese	8.9	4.4	13.6	5.6	16.2	3.0	0.0	21.4	0.0	13.3	12.9	7.8			
Korean	7.1	0.0	10.1	0.0	11.5	5.8	0.0	0.0	9.5	0.0	18.7	0.0			
Pakistani	1.8	0.0	3.1	0.0	4.4	0.0	0.0	11.4	0.0	0.0	0.0	0.0			
Other Southeastern Asian	5.5	0.0	5.9	0.0	0.0	13.5	0.0	0.0	22.2	0.0	0.0	0.0			
Other Southern Asian	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	4.8	12.5	3.3	8.3	1.7	6.5	14.3	4.4	0.0	0.0	0.0	16.6			





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 5

	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	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	80	25	6	19	40	8	7	15	-	5	9	21	13	-	4	22	6			
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0			
Chinese	24.2	22.4	14.0	25.2	19.7	33.1	46.6	39.3	-	15.6	43.0	22.7	0.0	-	20.9	31.8	33.4			
Filipino	17.9	10.1	24.0	5.3	20.7	43.0	0.0	23.3	-	84.4	26.1	12.2	18.8	-	0.0	7.0	19.0			
Indian	16.1	29.5	14.5	34.5	14.0	0.0	0.0	0.0	-	0.0	0.0	27.9	15.3	-	37.1	16.5	0.0			
Japanese	13.6	8.7	0.0	11.6	16.9	10.5	15.2	12.7	-	0.0	9.3	10.5	20.8	-	0.0	18.6	18.0			
Vietnamese	8.9	18.2	33.5	13.0	4.6	0.0	11.7	5.3	-	0.0	8.7	22.0	6.7	-	0.0	4.4	0.0			
Korean	7.1	4.0	0.0	5.3	11.8	0.0	0.0	0.0	-	0.0	0.0	4.8	22.4	-	0.0	8.5	0.0			
Pakistani	1.8	0.0	0.0	0.0	3.6	0.0	0.0	0.0	-	0.0	0.0	0.0	11.4	-	0.0	0.0	0.0			
Other Southeastern Asian	5.5	7.3	14.0	5.0	4.8	0.0	9.3	4.3	-	0.0	0.0	0.0	0.0	-	42.0	8.6	11.0			
Other Southern Asian	0.0	0.0	0.0	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	4.8	0.0	0.0	0.0	3.9	13.4	17.3	15.2	-	0.0	12.9	0.0	4.4	-	0.0	4.5	18.7			



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

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	80	45	17	18	56	15	3	13	63	46	17	2	8	3	21	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	100.0
Chinese	24.2	23.1	24.1	27.2	25.4	45.3	62.6	41.7	18.3	19.2	15.8	59.4	46.2	0.0	9.5	38.6
Filipino	17.9	14.5	9.3	34.7	16.5	11.7	0.0	14.1	19.8	18.5	23.5	0.0	11.6	31.6	50.2	5.1
Indian	16.1	16.8	25.7	5.5	14.6	12.5	37.4	7.5	17.4	19.6	11.6	0.0	0.0	0.0	11.0	9.6
Japanese	13.6	12.5	24.6	5.9	15.5	16.5	0.0	19.9	13.2	11.8	16.9	0.0	13.2	0.0	0.0	26.3
Vietnamese	8.9	12.1	5.1	4.5	7.5	7.2	0.0	8.6	9.6	11.0	5.8	0.0	0.0	0.0	11.8	6.3
Korean	7.1	8.4	5.3	5.6	10.1	6.8	0.0	8.2	7.4	8.0	5.8	0.0	13.1	32.4	12.9	2.9
Pakistani	1.8	3.2	0.0	0.0	0.0	0.0	0.0	0.0	2.3	3.1	0.0	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	5.5	6.1	5.9	3.6	6.6	0.0	0.0	0.0	5.9	6.2	5.1	40.6	0.0	0.0	0.0	11.2
Other Southern Asian	0.0	0.0	0.0	0.0	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	4.8	3.4	0.0	12.9	3.7	0.0	0.0	0.0	6.1	2.6	15.5	0.0	15.9	36.0	4.6	0.0



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

BANNER 7

	TOTAL		EDUCATION LEVEL				MEN		WOMEN	
	PERCENT	NUMBER	LESS/ COLLEGE GRAD	COLLEGE GRAD	Bachelor Degree	Post-Grad/Prof	LESS/ COLLEGE GRAD	COLLEGE GRAD	LESS/ COLLEGE GRAD	COLLEGE GRAD
Total	80	25	55	34	21	13	27	11	28	
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	24.2	24.8	23.9	19.6	31.1	24.7	25.1	24.9	22.8	
Filipino	17.9	29.7	12.6	14.8	8.9	27.8	16.5	31.9	8.7	
Indian	16.1	11.7	18.1	20.0	15.0	7.6	20.4	16.5	15.9	
Japanese	13.6	17.9	11.6	12.5	10.2	10.4	7.9	26.6	15.3	
Vietnamese	8.9	3.4	11.4	12.3	10.0	6.4	6.8	0.0	16.0	
Korean	7.1	7.6	6.9	8.6	4.1	14.1	0.0	0.0	13.8	
Pakistani	1.8	0.0	2.6	4.2	0.0	0.0	5.3	0.0	0.0	
Other Southeastern Asian	5.5	0.0	7.9	8.0	7.8	0.0	15.9	0.0	0.0	
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other	4.8	4.8	4.8	0.0	12.8	9.0	2.0	0.0	7.6	



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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	80	-	80	-	-	80	-	-	-	-	-	-
ASIAN	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-
Chinese	24.2	-	24.2	-	-	24.2	-	-	-	-	-	-
Filipino	17.9	-	17.9	-	-	17.9	-	-	-	-	-	-
Indian	16.1	-	16.1	-	-	16.1	-	-	-	-	-	-
Japanese	13.6	-	13.6	-	-	13.6	-	-	-	-	-	-
Vietnamese	8.9	-	8.9	-	-	8.9	-	-	-	-	-	-
Korean	7.1	-	7.1	-	-	7.1	-	-	-	-	-	-
Pakistani	1.8	-	1.8	-	-	1.8	-	-	-	-	-	-
Other Southeastern Asian	5.5	-	5.5	-	-	5.5	-	-	-	-	-	-
Other Southern Asian	0.0	-	0.0	-	-	0.0	-	-	-	-	-	-
Other	4.8	-	4.8	-	-	4.8	-	-	-	-	-	-



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

BANNER 9

	AGE							AGE COMBOS					GENDER	
	TOTAL	18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	80	10	9	25	13	16	7	44	36	57	23	41	39	
<b>ASIAN</b>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	24.2	36.1	8.8	16.5	21.0	32.1	42.6	19.4	30.0	19.7	35.3	25.0	23.4	
Filipino	17.9	8.8	51.4	16.3	14.6	10.6	16.1	21.9	13.1	20.2	12.2	20.2	15.5	
Indian	16.1	29.2	20.6	19.5	7.0	14.9	0.0	21.9	9.2	18.4	10.4	16.2	16.1	
Japanese	13.6	8.7	0.0	9.1	14.4	29.4	15.9	7.1	21.3	8.8	25.3	8.7	18.6	
Vietnamese	8.9	17.1	0.0	10.3	21.8	0.0	0.0	9.7	8.0	12.6	0.0	6.7	11.3	
Korean	7.1	0.0	9.5	12.1	6.7	6.1	0.0	8.8	5.2	8.3	4.3	4.6	9.8	
Pakistani	1.8	0.0	0.0	5.9	0.0	0.0	0.0	3.3	0.0	2.5	0.0	3.6	0.0	
Other Southeastern Asian	5.5	0.0	9.7	6.4	14.4	0.0	0.0	5.6	5.3	7.7	0.0	10.7	0.0	
Other Southern Asian	0.0	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	4.8	0.0	0.0	4.0	0.0	6.8	25.4	2.3	7.9	1.7	12.4	4.3	5.3	



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	80	13	26	25	16	7	11	13	9	5	15	12	7	25	48	7
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	24.2	28.5	18.5	19.2	38.4	12.1	21.4	21.7	44.5	50.7	16.3	16.5	30.1	33.1	16.6	45.6
Filipino	17.9	14.1	26.5	13.8	13.1	24.5	25.4	18.9	12.2	0.0	27.3	8.2	14.3	8.7	25.2	0.0
Indian	16.1	30.2	14.4	15.6	8.6	40.0	6.2	22.9	0.0	17.0	20.5	7.8	20.3	18.9	17.0	0.0
Japanese	13.6	6.9	8.5	12.7	28.7	0.0	12.3	0.0	23.9	16.2	5.7	26.5	35.3	5.1	17.6	16.2
Vietnamese	8.9	13.5	9.7	11.5	0.0	23.5	0.0	7.8	0.0	0.0	16.9	15.6	0.0	13.8	7.7	0.0
Korean	7.1	6.8	7.6	11.3	0.0	0.0	0.0	14.3	0.0	16.1	13.2	8.2	0.0	3.9	8.1	12.6
Pakistani	1.8	0.0	5.5	0.0	0.0	0.0	12.9	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0
Other Southeastern Asian	5.5	0.0	9.3	7.6	0.0	0.0	21.8	14.5	0.0	0.0	0.0	0.0	0.0	3.7	5.8	9.4
Other Southern Asian	0.0	0.0	0.0	0.0	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	4.8	0.0	0.0	8.3	11.1	0.0	0.0	0.0	19.3	0.0	0.0	17.3	0.0	7.0	2.1	16.1



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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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
REPUBLICAN	36.0	65.4	59.6	39.1	30.7	16.4	8.7	15.3	9.3	47.1	53.0	37.0	31.1	84.8	55.0	12.6	1.1	2.4	2.8	2.0
DEMOCRATIC	37.0	9.3	16.4	31.3	42.1	52.0	65.7	56.9	73.8	22.1	20.5	25.2	25.5	2.9	14.0	13.5	73.3	82.0	82.7	81.3
INDEPENDENT/OTHER	27.0	25.3	24.0	29.6	27.3	31.5	25.6	27.8	16.9	30.8	26.5	37.8	43.3	12.4	31.0	73.9	25.6	15.6	14.5	16.8
Net Diff.	-1.0	56.1	43.2	7.8	-11.4	-35.6	-57.1	-41.6	-64.5	25.0	32.5	11.8	5.6	81.9	41.1	-0.9	-72.1	-79.6	-80.0	-79.3



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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	1723	1430	292	277	178	100
REPUBLICAN	36.0	30.8	37.9	39.7	31.6	38.3	40.9	25.4	21.8	23.3	19.0
DEMOCRATIC	37.0	42.7	38.0	33.3	38.0	38.1	38.3	37.2	29.9	36.7	17.7
INDEPENDENT/OTHER	27.0	26.5	24.2	27.0	30.4	23.6	20.8	37.3	48.3	40.0	63.3
Net Diff.	-1.0	-11.9	-0.1	6.4	-6.3	0.1	2.6	-11.8	-8.1	-13.4	1.3





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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
REPUBLICAN	36.0	13.6	44.9	75.0	1.9	12.6	18.5	8.5	5.4	10.6	56.0
DEMOCRATIC	37.0	67.5	25.0	6.5	78.6	13.5	20.5	70.5	82.1	62.7	12.7
INDEPENDENT/OTHER	27.0	18.9	30.1	18.5	19.5	73.9	60.9	21.0	12.5	26.7	31.3
Net Diff.	-1.0	-53.9	19.8	68.5	-76.7	-0.9	-2.0	-62.0	-76.6	-52.1	43.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
REPUBLICAN	36.0	74.4	4.8	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRATIC	37.0	4.7	71.3	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	27.0	20.9	23.9	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-1.0	69.8	-66.6	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
REPUBLICAN	36.0	11.3	8.7	13.0	20.8	68.7	79.8	73.7	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC	37.0	75.0	82.8	69.7	32.6	10.3	9.5	9.9	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	27.0	13.8	8.6	17.3	46.6	21.0	10.7	16.4	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-1.0	-63.7	-74.1	-56.7	-11.8	58.4	70.3	63.7	100.0	100.0	100.0	-100.0	-100.0	-100.0	0.0	0.0	0.0



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 6

TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
REPUBLICAN	36.0	3.3	16.9	79.9	29.8	33.2	32.4	33.4	37.1	37.3	36.7	32.0	45.5	58.2	39.4	20.5
DEMOCRATIC	37.0	76.8	12.3	1.6	27.9	49.2	52.5	48.7	34.6	36.3	32.0	36.7	29.4	17.9	36.9	45.8
INDEPENDENT/OTHER	27.0	19.9	70.8	18.4	42.3	17.5	15.1	17.9	28.3	26.4	31.3	31.3	25.1	23.8	23.7	33.8
Net Diff.	-1.0	-73.5	4.6	78.3	1.8	-16.0	-20.1	-15.3	2.4	1.0	4.7	-4.6	16.1	40.3	2.5	-25.3



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
REPUBLICAN	36.0	41.7	24.9	24.6	25.4	43.4	31.6	40.3	17.5
DEMOCRATIC	37.0	27.6	55.2	53.4	58.4	22.9	47.5	31.3	63.7
INDEPENDENT/OTHER	27.0	30.7	19.8	22.0	16.1	33.7	20.9	28.3	18.7
Net Diff.	-1.0	14.1	-30.3	-28.8	-33.0	20.6	-15.9	9.0	-46.2



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
REPUBLICAN	36.0	44.6	17.8	23.6	12.1	18.0	46.3	43.1	32.4	14.5	16.1	8.8
DEMOCRATIC	37.0	31.0	49.7	45.3	58.4	41.5	27.9	33.7	34.5	56.4	53.8	62.3
INDEPENDENT/OTHER	27.0	24.4	32.4	31.2	29.5	40.5	25.8	23.2	33.1	29.1	30.1	29.0
Net Diff.	-1.0	13.6	-31.9	-21.7	-46.3	-23.6	18.4	9.5	-2.2	-41.8	-37.6	-53.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
REPUBLICAN	36.0	19.0	29.7	38.2	31.4	39.1	43.7	31.3	38.9	31.3	41.7	39.0	33.4	
DEMOCRATIC	37.0	51.9	46.5	34.9	37.0	32.1	32.5	42.4	33.6	40.8	32.3	32.2	41.2	
INDEPENDENT/OTHER	27.0	29.1	23.9	26.9	31.5	28.8	23.8	26.3	27.4	27.9	25.9	28.8	25.4	
Net Diff.	-1.0	-32.9	-16.8	3.3	-5.6	6.9	11.2	-11.1	5.3	-9.4	9.4	6.7	-7.8	



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
REPUBLICAN	36.0	21.1	35.3	32.4	43.2	29.1	39.6	31.4	46.5	15.1	31.3	33.4	40.3	26.8	36.3	46.9
DEMOCRATIC	37.0	52.0	38.4	36.5	32.3	43.0	34.0	36.6	25.2	58.7	42.4	36.3	38.6	51.5	35.2	22.9
INDEPENDENT/OTHER	27.0	26.9	26.3	31.1	24.5	27.9	26.4	32.0	28.2	26.2	26.3	30.3	21.1	21.7	28.5	30.2
Net Diff.	-1.0	-31.0	-3.1	-4.0	11.0	-14.0	5.7	-5.3	21.3	-43.5	-11.1	-2.9	1.7	-24.7	1.1	23.9





AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
DONALD TRUMP	42.4	82.7	69.8	47.9	33.6	16.4	12.4	14.3	8.5	55.6	64.4	39.5	35.8	90.8	68.4	25.6	5.7	2.6	2.8	2.5
JOE BIDEN	46.4	10.5	19.8	41.3	54.0	71.1	71.3	78.3	81.9	30.6	25.9	42.0	30.4	5.1	19.3	35.8	83.7	94.0	94.9	93.2
ANOTHER CANDIDATE	3.1	3.1	2.5	3.6	2.6	2.6	4.8	3.3	2.9	3.8	3.1	3.9	10.4	0.4	6.3	7.9	4.2	1.0	0.4	1.5
DIDN'T VOTE/PRES.	0.8	0.4	0.6	1.2	0.5	1.1	1.1	1.0	0.0	0.9	0.8	1.2	1.1	0.0	1.3	2.8	0.7	0.4	0.0	0.8
DIDN'T VOTE 2020	7.2	3.2	7.3	6.0	9.4	8.8	9.9	3.0	6.7	9.0	5.8	13.4	21.3	3.7	4.3	27.9	5.7	2.0	1.9	2.0
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.1	0.0	0.0	0.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.9	72.2	50.0	6.7	-20.4	-54.7	-58.9	-64.0	-73.4	25.0	38.5	-2.4	5.4	85.6	49.1	-10.3	-78.0	-91.4	-92.2	-90.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	1723	1430	292	277	178	100
DONALD TRUMP	42.4	38.3	44.1	45.9	37.9	45.0	46.6	37.1	26.5	29.6	21.1
JOE BIDEN	46.4	52.8	46.2	41.2	50.4	48.4	48.5	47.7	33.9	39.5	23.9
ANOTHER CANDIDATE	3.1	2.8	2.1	3.1	4.3	2.8	2.6	3.8	4.9	5.0	4.7
DIDN'T VOTE/PRES.	0.8	0.0	1.2	0.7	1.2	0.6	0.5	1.1	2.3	3.6	0.0
DIDN'T VOTE 2020	7.2	5.8	6.3	9.0	6.1	3.2	1.8	10.2	32.1	22.4	49.4
DON'T KNOW	*	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.0
Net Diff.	-3.9	-14.6	-2.2	4.7	-12.5	-3.4	-1.9	-10.6	-7.4	-9.9	-2.8



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

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

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS			ERS/					
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157
DONALD TRUMP	42.4	14.9	53.3	83.4	3.8	25.6	28.8	8.6	6.3	10.1	67.1
JOE BIDEN	46.4	78.1	33.9	9.8	90.0	35.8	40.7	85.1	91.6	80.7	18.3
ANOTHER CANDIDATE	3.1	2.1	3.5	2.3	2.2	7.9	7.9	1.4	0.7	1.9	4.3
DIDN'T VOTE/PRES.	0.8	0.6	0.9	0.4	0.5	2.8	2.4	0.6	0.0	1.1	0.9
DIDN'T VOTE 2020	7.2	4.4	8.3	3.9	3.4	27.9	20.0	4.2	1.4	6.0	9.3
DON'T KNOW	*	0.0	0.1	0.1	0.0	0.0	0.2	0.1	0.0	0.2	0.0
Net Diff.	-3.9	-63.2	19.4	73.6	-86.2	-10.3	-11.9	-76.5	-85.3	-70.5	48.8



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

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

BANNER 4

	TOTAL   2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	ANOTHER	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
DONALD TRUMP	42.4	100.0	0.0	87.8	5.4	32.8	88.7	6.8	33.7	86.8	4.4	31.9
JOE BIDEN	46.4	0.0	100.0	6.1	89.4	41.1	6.0	88.4	42.0	6.2	90.1	40.2
ANOTHER CANDIDATE	3.1	0.0	0.0	1.3	1.7	7.4	1.7	2.1	10.6	0.9	1.4	4.3
DIDN'T VOTE/PRES.	0.8	0.0	0.0	0.6	0.1	1.9	0.2	0.0	1.5	1.0	0.3	2.4
DIDN'T VOTE 2020	7.2	0.0	0.0	4.2	3.4	16.6	3.3	2.8	12.3	5.0	3.8	20.9
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4
Net Diff.	-3.9	100.0	-100.0	81.7	-84.0	-8.3	82.7	-81.6	-8.3	80.6	-85.7	-8.3



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

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

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
DONALD TRUMP	42.4	13.2	13.5	13.0	31.4	74.3	85.5	79.3	80.6	76.3	92.3	3.4	7.0	12.2	11.6	28.4	61.6
JOE BIDEN	46.4	82.4	82.6	82.3	49.0	16.6	8.9	13.1	18.1	12.0	2.7	94.1	83.2	82.5	71.7	41.6	17.8
ANOTHER CANDIDATE	3.1	1.4	0.7	1.9	5.8	1.7	1.2	1.5	0.0	2.2	1.2	1.1	2.8	1.4	4.6	9.6	2.7
DIDN'T VOTE/PRES.	0.8	0.0	0.0	0.0	1.5	1.0	0.3	0.7	0.0	1.2	0.5	0.0	0.0	1.6	0.0	2.6	1.0
DIDN'T VOTE 2020	7.2	2.9	3.2	2.8	12.1	6.5	4.0	5.4	1.3	8.3	3.2	1.5	6.9	2.3	12.1	17.5	16.9
DON'T KNOW	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Net Diff.	-3.9	-69.3	-69.1	-69.3	-17.6	57.7	76.6	66.1	62.5	64.3	89.6	-90.7	-76.1	-70.3	-60.1	-13.2	43.7



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

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

BANNER 6

TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
					COMBO											
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
DONALD TRUMP	42.4	6.1	32.7	86.9	39.2	34.6	47.2	32.6	43.8	43.2	44.7	44.2	54.3	67.9	45.3	25.0
JOE BIDEN	46.4	87.1	34.6	5.1	44.2	57.2	48.9	58.6	45.3	47.8	41.1	38.6	37.9	21.4	45.8	58.9
ANOTHER CANDIDATE	3.1	1.9	9.6	2.0	4.9	2.4	0.0	2.8	3.1	2.8	3.6	4.1	2.5	2.3	2.3	4.2
DIDN'T VOTE/PRES.	0.8	0.4	2.4	0.6	1.5	1.1	0.0	1.2	0.8	0.4	1.5	0.3	0.6	0.7	0.0	1.4
DIDN'T VOTE 2020	7.2	4.5	20.3	5.4	10.0	4.7	3.9	4.8	7.0	5.7	9.2	12.8	4.6	7.8	6.6	10.3
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	0.0	0.0	0.2
Net Diff.	-3.9	-81.0	-1.9	81.8	-5.0	-22.6	-1.7	-25.9	-1.5	-4.6	3.6	5.6	16.4	46.5	-0.5	-33.9



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

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

BANNER 7

TOTAL	EDUCATION LEVEL					MEN		WOMEN	
	LESS/  COLL.  GRAD	COLL-  EGE  GRAD.	Bchlr  Degree	Post-  Grad./  Prof.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	
Total	2000	1319	681	435	246	583	357	736	324
DONALD TRUMP	42.4	50.0	27.9	28.1	27.4	53.5	35.0	47.2	20.1
JOE BIDEN	46.4	36.0	66.5	66.1	67.0	33.6	58.1	37.9	75.7
ANOTHER CANDIDATE	3.1	3.1	3.1	2.7	4.0	4.2	4.7	2.2	1.4
DIDN'T VOTE/PRES.	0.8	1.0	0.5	0.5	0.5	0.8	0.0	1.1	1.0
DIDN'T VOTE 2020	7.2	10.0	1.9	2.4	1.1	7.9	2.2	11.6	1.6
DON'T KNOW	*	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.3
Net Diff.	-3.9	13.9	-38.6	-38.0	-39.6	19.9	-23.2	9.3	-55.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
DONALD TRUMP	42.4	51.6	23.1	30.0	15.4	22.9	54.3	49.2	37.9	21.9	22.8	9.1
JOE BIDEN	46.4	39.9	60.1	54.8	66.6	58.6	38.6	41.0	46.5	63.3	59.0	72.9
ANOTHER CANDIDATE	3.1	2.3	4.7	4.6	4.7	6.0	3.2	1.6	6.2	3.0	6.7	3.1
DIDN'T VOTE/PRES.	0.8	0.7	0.9	0.0	1.4	2.7	0.5	0.9	0.0	0.0	1.4	1.5
DIDN'T VOTE 2020	7.2	5.4	11.0	10.6	11.5	9.9	3.3	7.3	9.4	11.8	10.1	12.7
DON'T KNOW	*	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Net Diff.	-3.9	11.7	-37.0	-24.7	-51.2	-35.7	15.7	8.2	-8.6	-41.3	-36.1	-63.8





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
DONALD TRUMP	42.4	25.0	32.6	44.9	42.0	48.3	47.3	36.5	46.1	38.2	47.7	46.4	38.9
JOE BIDEN	46.4	50.6	49.4	41.3	49.9	42.9	47.2	46.0	46.6	47.2	45.4	42.9	49.4
ANOTHER CANDIDATE	3.1	3.7	4.6	4.0	3.1	2.7	1.8	4.1	2.5	3.8	2.2	4.4	2.0
DIDN'T VOTE/PRES.	0.8	3.4	1.0	0.6	0.3	0.8	0.4	1.3	0.5	1.0	0.5	0.5	1.0
DIDN'T VOTE 2020	7.2	16.7	12.4	9.3	4.7	5.3	3.3	11.9	4.3	9.7	4.2	5.7	8.6
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.	-3.9	-25.7	-16.7	3.6	-7.9	5.4	0.1	-9.5	-0.5	-9.0	2.3	3.5	-10.6



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
DONALD TRUMP	42.4	26.8	40.5	42.6	48.0	34.5	46.2	40.9	53.6	21.1	35.3	44.2	42.9	31.3	41.7	58.5
JOE BIDEN	46.4	49.0	44.5	48.1	45.7	40.0	39.4	50.4	40.5	55.5	49.0	45.9	50.4	55.3	48.2	30.7
ANOTHER CANDIDATE	3.1	4.5	4.0	3.1	2.2	8.3	5.2	4.0	3.1	1.6	2.8	2.2	1.4	3.9	2.9	2.7
DIDN'T VOTE/PRES.	0.8	2.5	0.8	0.6	0.5	1.3	0.7	0.3	0.3	3.5	0.8	0.8	0.7	0.5	0.8	1.2
DIDN'T VOTE 2020	7.2	16.8	10.3	5.7	3.6	15.8	8.5	4.3	2.4	17.5	12.0	7.0	4.7	9.0	6.4	7.0
DON'T KNOW	*	0.4	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.	-3.9	-22.1	-4.0	-5.4	2.3	-5.5	6.8	-9.5	13.2	-34.4	-13.7	-1.7	-7.5	-24.0	-6.5	27.7



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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 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
RIGHT DIRECTION	28.2	7.7	14.6	25.4	28.5	41.2	43.7	56.4	49.6	19.6	17.1	21.8	34.4	8.4	18.2	16.0	45.0	54.2	55.1	53.4
WRONG TRACK	71.7	92.3	85.4	74.6	71.5	58.8	55.7	43.6	50.4	80.3	82.9	78.2	64.4	91.6	81.8	83.6	55.0	45.8	44.9	46.6
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.1	0.0	0.0	1.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Net Diff.	-43.5	-84.6	-70.8	-49.2	-43.1	-17.6	-12.0	12.9	-0.8	-60.7	-65.7	-56.4	-30.0	-83.1	-63.6	-67.7	-9.9	8.5	10.1	6.9



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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1723	1430	292	277	178	100
RIGHT DIRECTION	28.2	28.5	31.4	26.7	27.2	28.9	28.7	29.5	24.2	29.3	15.1
WRONG TRACK	71.7	71.5	68.6	73.3	72.5	71.1	71.3	70.5	75.4	70.0	84.9
DON'T KNOW	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.7	0.0
Net Diff.	-43.5	-43.0	-37.1	-46.5	-45.3	-42.3	-42.5	-40.9	-51.2	-40.8	-69.9



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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
RIGHT DIRECTION	28.2	100.0	0.0	11.6	50.6	16.0	19.7	59.8	76.1	48.9	5.3
WRONG TRACK	71.7	0.0	100.0	88.4	49.4	83.6	80.0	40.2	23.9	51.1	94.7
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0
Net Diff.	-43.5	100.0	-100.0	-76.7	1.3	-67.7	-60.3	19.7	52.2	-2.3	-89.5



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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
RIGHT DIRECTION	28.2	9.9	47.5	10.6	51.5	19.8	14.6	62.2	23.9	6.5	44.0	15.6
WRONG TRACK	71.7	90.1	52.5	89.4	48.5	80.0	85.4	37.8	76.1	93.5	56.0	83.9
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4
Net Diff.	-43.5	-80.2	-5.0	-78.7	2.9	-60.2	-70.8	24.3	-52.1	-87.0	-11.9	-68.3



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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
RIGHT DIRECTION	28.2	48.5	48.7	48.4	27.4	13.4	10.3	12.0	42.5	10.7	6.5	52.4	48.4	56.5	32.1	20.2	9.8
WRONG TRACK	71.7	51.5	51.3	51.6	72.4	86.6	89.7	88.0	57.5	89.3	93.5	47.6	51.6	43.5	67.9	79.4	90.2
DON'T KNOW	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Net Diff.	-43.5	-3.0	-2.7	-3.2	-45.0	-73.2	-79.4	-76.0	-15.0	-78.6	-87.0	4.9	-3.2	12.9	-35.8	-59.2	-80.5



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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
RIGHT DIRECTION	28.2	48.3	23.4	7.4	25.5	48.0	74.8	43.8	26.0	30.4	19.0	14.8	21.1	16.2	31.1	29.2
WRONG TRACK	71.7	51.7	76.2	92.6	74.4	52.0	25.2	56.2	73.9	69.5	81.0	85.2	78.9	83.8	68.9	70.5
DON'T KNOW	0.1	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Net Diff.	-43.5	-3.3	-52.8	-85.1	-48.9	-3.9	49.6	-12.4	-47.8	-39.1	-62.0	-70.3	-57.8	-67.7	-37.7	-41.3





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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
RIGHT DIRECTION	28.2	22.3	39.6	36.6	45.0	26.1	43.3	19.3	35.7
WRONG TRACK	71.7	77.6	60.4	63.4	55.0	73.9	56.7	80.5	64.3
DON'T KNOW	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Net Diff.	-43.5	-55.3	-20.7	-26.8	-9.9	-47.7	-13.5	-61.2	-28.7



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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
RIGHT DIRECTION	28.2	24.5	36.0	31.2	43.5	33.7	28.6	21.0	41.5	20.5	45.4	42.0
WRONG TRACK	71.7	75.4	64.0	68.8	56.5	66.3	71.4	78.8	58.5	79.5	54.6	58.0
DON'T KNOW	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Net Diff.	-43.5	-50.8	-28.0	-37.6	-13.0	-32.6	-42.9	-57.8	-17.0	-58.9	-9.3	-16.0



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

11. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
RIGHT DIRECTION	28.2	41.7	31.0	30.0	27.0	21.0	27.6	32.7	25.4	31.0	24.8	32.6	24.3
WRONG TRACK	71.7	58.3	69.0	70.0	73.0	79.0	72.2	67.3	74.5	69.0	75.1	67.4	75.6
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.1
Net Diff.	-43.5	-16.7	-38.1	-40.0	-46.1	-58.0	-44.7	-34.5	-49.1	-38.0	-50.3	-34.7	-51.3





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

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
APPROVE	42.1	8.5	16.1	36.1	47.3	64.2	72.1	79.5	72.5	26.9	22.0	34.5	43.2	7.8	18.7	27.7	69.3	87.8	89.3	86.5
Strongly	17.0	4.5	7.2	14.4	17.5	25.4	23.7	34.5	45.6	7.9	9.3	4.7	7.5	3.4	3.0	4.3	24.2	44.3	48.8	40.0
Somewhat	25.1	3.9	8.9	21.8	29.8	38.9	48.4	45.0	26.9	19.0	12.7	29.9	35.7	4.4	15.7	23.4	45.1	43.6	40.5	46.5
DISAPPROVE	57.9	91.5	83.9	63.9	52.7	35.8	27.3	20.5	27.5	73.0	78.0	65.5	55.7	92.2	81.3	71.9	30.7	12.2	10.7	13.5
Somewhat	18.4	8.1	18.0	22.5	23.9	19.9	17.0	9.4	13.0	21.5	17.4	30.2	26.3	8.6	30.1	34.6	25.6	9.0	8.4	9.5
Strongly	39.5	83.4	65.9	41.4	28.8	15.9	10.3	11.1	14.4	51.5	60.6	35.3	29.4	83.5	51.2	37.3	5.0	3.2	2.3	4.0
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.1	0.0	0.0	1.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Net Diff.	-15.8	-83.1	-67.8	-27.7	-5.5	28.4	44.8	58.9	45.1	-46.1	-55.9	-31.0	-12.5	-84.4	-62.7	-44.2	38.7	75.7	78.6	72.9
Mean	2.20	1.30	1.57	2.09	2.36	2.74	2.86	3.03	3.04	1.83	1.71	2.04	2.22	1.28	1.70	1.95	2.89	3.29	3.36	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	1723	1430	292	277	178	100
APPROVE	42.1	43.6	43.0	39.6	44.1	43.0	43.2	41.9	36.5	40.9	28.6
Strongly	17.0	16.3	18.3	15.6	18.6	19.0	21.0	8.9	4.6	4.6	4.5
Somewhat	25.1	27.3	24.7	24.1	25.5	24.0	22.2	33.0	31.9	36.3	24.1
DISAPPROVE	57.9	56.4	57.0	60.4	55.6	57.0	56.8	58.1	63.1	58.4	71.4
Somewhat	18.4	22.0	15.9	18.4	17.9	16.2	14.0	27.0	31.9	29.0	37.1
Strongly	39.5	34.4	41.1	41.9	37.7	40.8	42.8	31.1	31.1	29.4	34.3
DON'T KNOW	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.7	0.0
Net Diff.	-15.8	-12.7	-14.0	-20.7	-11.5	-14.1	-13.6	-16.2	-26.6	-17.4	-42.8
Mean	2.20	2.26	2.20	2.13	2.25	2.21	2.21	2.20	2.10	2.16	1.99



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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-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
APPROVE	42.1	89.2	23.6	11.4	80.6	27.7	29.7	100.0	100.0	100.0	0.0
Strongly	17.0	45.7	5.7	3.2	36.4	4.3	5.2	40.3	100.0	0.0	0.0
Somewhat	25.1	43.5	17.9	8.1	44.2	23.4	24.5	59.7	0.0	100.0	0.0
DISAPPROVE	57.9	10.8	76.4	88.6	19.4	71.9	70.1	0.0	0.0	0.0	100.0
Somewhat	18.4	7.8	22.6	15.7	15.5	34.6	36.3	0.0	0.0	0.0	31.7
Strongly	39.5	3.0	53.9	72.9	3.9	37.3	33.8	0.0	0.0	0.0	68.3
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0
Net Diff.	-15.8	78.4	-52.9	-77.2	61.2	-44.2	-40.4	100.0	100.0	100.0	-100.0
Mean	2.20	3.32	1.75	1.42	3.13	1.95	2.01	3.40	4.00	3.00	1.32



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

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269		
APPROVE	42.1	8.5	77.2	10.0	80.2	32.7	12.1	82.4	34.6	7.7	78.6	30.8		
Strongly	17.0	2.5	33.5	2.6	37.6	7.9	3.2	42.7	8.6	1.9	34.1	7.1		
Somewhat	25.1	6.0	43.6	7.4	42.5	24.8	8.9	39.7	26.0	5.8	44.5	23.7		
DISAPPROVE	57.9	91.5	22.8	90.0	19.8	67.1	87.9	17.6	65.4	92.3	21.4	68.8		
Somewhat	18.4	15.1	17.2	14.6	14.3	29.0	13.5	10.5	24.6	15.7	16.8	33.5		
Strongly	39.5	76.4	5.6	75.4	5.6	38.1	74.4	7.1	40.9	76.5	4.5	35.3		
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4		
Net Diff.	-15.8	-82.9	54.3	-80.1	60.3	-34.4	-75.8	64.8	-30.9	-84.6	57.2	-38.0		
Mean	2.20	1.35	3.05	1.37	3.12	2.02	1.41	3.18	2.02	1.33	3.08	2.03		





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

BANNER 5

	BANNER 5																
	12. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?																
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	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
APPROVE	42.1	75.9	78.8	74.0	43.1	14.5	10.0	12.5	43.9	15.5	3.9	83.7	74.6	78.0	59.8	33.3	11.6
Strongly	17.0	37.1	46.9	30.4	11.6	4.8	7.4	5.9	10.7	1.2	1.9	43.5	26.6	40.5	23.8	5.8	3.0
Somewhat	25.1	38.8	31.9	43.5	31.4	9.7	2.6	6.6	33.2	14.2	1.9	40.2	48.0	37.5	36.0	27.5	8.5
DISAPPROVE	57.9	24.1	21.2	26.0	56.8	85.5	90.0	87.5	56.1	84.5	96.1	16.3	25.4	22.0	40.2	66.3	88.4
Somewhat	18.4	14.7	9.6	18.1	25.1	19.0	8.0	14.1	13.2	23.0	12.2	13.0	17.0	12.2	25.1	31.6	23.6
Strongly	39.5	9.4	11.6	7.9	31.7	66.5	82.0	73.4	42.9	61.6	83.9	3.3	8.4	9.9	15.1	34.7	64.8
DON'T KNOW	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Net Diff.	-15.8	51.9	57.7	47.9	-13.7	-71.0	-80.0	-75.0	-12.2	-69.1	-92.3	67.4	49.2	56.0	19.6	-33.0	-76.9
Mean	2.20	3.04	3.14	2.96	2.23	1.53	1.35	1.45	2.12	1.55	1.22	3.24	2.93	3.09	2.69	2.04	1.50



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

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
APPROVE	42.1	77.1	31.6	6.6	37.9	60.1	75.2	57.7	39.2	42.8	33.3	36.7	34.3	23.5	41.7	50.7
Strongly	17.0	34.7	5.6	1.4	9.7	30.9	53.1	27.3	14.9	17.0	11.5	11.8	13.7	10.0	17.4	17.4
Somewhat	25.1	42.5	26.1	5.3	28.2	29.2	22.1	30.3	24.3	25.9	21.8	24.9	20.7	13.5	24.3	33.3
DISAPPROVE	57.9	22.9	68.0	93.4	62.0	39.9	24.8	42.3	60.7	57.0	66.7	63.3	65.7	76.5	58.3	49.1
Somewhat	18.4	16.2	33.9	15.0	26.8	17.6	11.9	18.5	19.2	18.0	21.4	12.8	16.7	9.7	18.4	21.7
Strongly	39.5	6.7	34.1	78.4	35.2	22.4	12.8	23.9	41.5	39.1	45.3	50.5	48.9	66.8	39.8	27.5
DON'T KNOW	0.1	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Net Diff.	-15.8	54.3	-36.4	-86.7	-24.2	20.1	50.4	15.3	-21.5	-14.2	-33.4	-26.6	-31.3	-53.0	-16.6	1.5
Mean	2.20	3.05	2.03	1.30	2.12	2.69	3.16	2.61	2.13	2.21	1.99	1.98	1.99	1.67	2.19	2.41



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

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

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
APPROVE	42.1	33.9	57.8	55.3	62.4	33.0	54.7	34.7	61.3
Strongly	17.0	11.1	28.3	26.9	30.9	11.1	27.9	11.1	28.8
Somewhat	25.1	22.8	29.5	28.4	31.5	21.9	26.8	23.6	32.4
DISAPPROVE	57.9	66.0	42.2	44.7	37.6	67.0	45.3	65.1	38.7
Somewhat	18.4	19.3	16.6	17.5	14.9	17.1	13.5	21.0	20.0
Strongly	39.5	46.7	25.6	27.3	22.7	49.9	31.8	44.1	18.7
DON'T KNOW	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Net Diff.	-15.8	-32.1	15.7	10.5	24.8	-34.1	9.5	-30.5	22.5
Mean	2.20	1.98	2.61	2.55	2.71	1.94	2.51	2.02	2.71



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
APPROVE	42.1	37.1	52.6	44.0	64.1	46.5	36.9	37.2	46.2	41.7	57.7	69.4
Strongly	17.0	15.8	19.4	15.7	26.0	13.5	16.7	15.0	16.9	14.4	24.9	26.9
Somewhat	25.1	21.2	33.2	28.3	38.1	33.0	20.2	22.1	29.3	27.3	32.8	42.5
DISAPPROVE	57.9	62.9	47.4	56.0	35.9	53.5	63.1	62.7	53.8	58.3	42.3	30.6
Somewhat	18.4	15.3	24.8	25.2	21.4	35.4	13.8	16.7	15.3	35.4	20.4	22.3
Strongly	39.5	47.5	22.6	30.8	14.5	18.2	49.3	45.9	38.5	22.9	21.9	8.3
DON'T KNOW	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Net Diff.	-15.8	-25.8	5.3	-12.0	28.1	-7.0	-26.1	-25.5	-7.6	-16.6	15.4	38.8
Mean	2.20	2.05	2.49	2.29	2.76	2.42	2.04	2.06	2.25	2.33	2.61	2.88



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
APPROVE	42.1	50.2	44.2	38.8	44.2	37.3	42.7	43.0	41.5	43.4	40.4	41.2	42.8	
Strongly	17.0	16.4	11.9	12.8	15.6	16.9	23.4	13.3	19.3	14.0	20.7	17.5	16.5	
Somewhat	25.1	33.8	32.3	26.0	28.6	20.4	19.3	29.8	22.2	29.4	19.8	23.8	26.3	
DISAPPROVE	57.9	49.8	55.8	61.2	55.8	62.7	57.0	57.0	58.4	56.6	59.4	58.8	57.1	
Somewhat	18.4	29.1	24.5	24.0	13.9	18.4	11.1	25.2	14.1	21.8	14.2	15.7	20.7	
Strongly	39.5	20.7	31.3	37.2	41.8	44.3	45.9	31.8	44.3	34.8	45.3	43.0	36.4	
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.1	
Net Diff.	-15.8	0.4	-11.6	-22.4	-11.6	-25.5	-14.3	-14.0	-17.0	-13.2	-19.0	-17.5	-14.3	
Mean	2.20	2.46	2.25	2.14	2.18	2.10	2.20	2.25	2.16	2.23	2.16	2.16	2.23	



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
APPROVE	42.1	46.9	40.5	43.4	40.8	48.4	42.4	46.1	35.1	45.8	38.7	40.9	45.9	55.4	40.5	28.8
Strongly	17.0	17.0	11.1	16.0	21.3	25.9	13.0	18.2	17.6	10.4	9.4	14.0	24.7	24.5	15.4	11.2
Somewhat	25.1	29.9	29.3	27.4	19.4	22.5	29.4	27.9	17.5	35.4	29.3	26.9	21.1	30.9	25.2	17.6
DISAPPROVE	57.9	53.1	59.5	56.6	59.1	51.6	57.6	53.9	64.9	54.2	61.3	59.1	53.8	44.6	59.3	71.2
Somewhat	18.4	29.0	24.6	15.9	13.1	20.9	18.8	14.1	13.7	35.0	29.9	17.6	12.7	18.2	19.4	16.1
Strongly	39.5	24.1	34.9	40.6	45.9	30.7	38.8	39.7	51.2	19.2	31.4	41.5	41.2	26.3	40.0	55.1
DON'T KNOW	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0
Net Diff.	-15.8	-6.2	-19.0	-13.2	-18.3	-3.2	-15.1	-7.7	-29.8	-8.5	-22.5	-18.2	-8.0	10.8	-18.8	-42.4
Mean	2.20	2.40	2.17	2.19	2.16	2.44	2.17	2.25	2.01	2.37	2.17	2.13	2.29	2.54	2.16	1.85



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

13. IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
REPUBLICAN CANDIDATE	44.5	84.2	68.6	50.8	34.8	20.7	17.0	18.0	11.0	59.3	65.4	45.4	55.7	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	29.9	66.7	53.6	30.8	19.5	10.7	4.9	7.7	8.2	39.8	47.9	24.8	21.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	8.6	12.8	9.3	12.7	7.5	4.7	6.2	6.4	1.4	11.5	11.5	9.9	18.4	0.0	59.0	0.0	0.0	0.0	0.0	0.0
Lean	6.0	4.7	5.7	7.4	7.8	5.4	5.9	3.8	1.4	8.0	6.1	10.7	15.7	0.0	41.0	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	40.9	7.9	17.7	34.4	47.1	60.6	66.5	76.6	77.8	21.3	21.8	25.4	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	28.4	5.2	11.3	20.4	28.7	44.7	48.8	60.2	71.4	8.8	13.4	0.0	0.0	0.0	0.0	0.0	41.2	87.5	96.7	78.7
Probably	8.2	1.7	4.4	9.7	10.9	10.7	13.7	8.2	1.0	8.0	5.8	15.2	0.0	0.0	0.0	0.0	37.5	8.7	3.3	13.9
Lean	4.4	0.9	2.0	4.3	7.4	5.2	4.0	8.1	5.4	4.5	2.6	10.2	0.0	0.0	0.0	0.0	21.3	3.8	0.0	7.4
UNDECIDED	14.6	7.9	13.8	14.8	18.1	18.7	16.5	5.4	11.2	19.4	12.7	29.2	44.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	3.6	76.3	50.9	16.4	-12.2	-39.8	-49.5	-58.6	-66.8	38.0	43.6	19.9	55.7	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.07	6.10	5.41	4.40	3.66	2.86	2.55	2.35	2.07	5.03	5.18	4.64	5.17	7.00	5.59	4.00	1.80	1.16	1.03	1.29



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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 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	1723	1430	292	277	178	100
REPUBLICAN CANDIDATE	44.5	42.0	46.2	47.6	39.4	47.0	47.9	42.7	29.2	33.2	22.2
Definitely	29.9	24.1	31.5	32.7	27.8	33.0	36.6	15.5	10.4	10.1	10.8
Probably	8.6	10.2	9.2	8.3	7.4	8.8	7.3	16.1	8.0	7.9	8.2
Lean	6.0	7.7	5.5	6.5	4.2	5.2	4.0	11.1	10.9	15.2	3.1
DEMOCRATIC CANDIDATE	40.9	44.3	41.4	36.0	46.3	42.9	44.1	37.1	28.5	32.9	20.5
Definitely	28.4	32.7	29.9	23.7	31.6	30.9	33.1	20.3	12.4	14.5	8.7
Probably	8.2	8.0	7.2	8.2	9.2	7.7	7.0	11.0	11.1	16.0	2.4
Lean	4.4	3.6	4.3	4.1	5.5	4.3	3.9	5.9	5.0	2.4	9.5
UNDECIDED	14.6	13.7	12.4	16.4	14.3	10.1	8.1	20.2	42.3	33.9	57.3
Net Diff.	3.6	-2.3	4.8	11.6	-6.9	4.1	3.8	5.6	0.8	0.3	1.6
Mean	4.07	3.83	4.10	4.30	3.84	4.09	4.11	4.01	3.94	3.83	4.12





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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-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIED	CIED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
REPUBLICAN CANDIDATE	44.5	18.4	54.9	100.0	0.0	0.0	24.1	12.1	8.5	14.4	68.2
Definitely	29.9	8.9	38.1	67.1	0.0	0.0	0.0	5.6	6.0	5.3	47.6
Probably	8.6	5.6	9.9	19.4	0.0	0.0	0.0	3.5	1.9	4.6	12.4
Lean	6.0	3.9	6.9	13.5	0.0	0.0	24.1	3.0	0.6	4.5	8.2
DEMOCRATIC CANDIDATE	40.9	73.4	28.1	0.0	100.0	0.0	17.4	78.3	87.8	72.0	13.7
Definitely	28.4	57.8	16.8	0.0	69.4	0.0	0.0	60.8	80.3	47.6	4.8
Probably	8.2	10.3	7.4	0.0	20.0	0.0	0.0	12.5	4.1	18.1	5.0
Lean	4.4	5.3	4.0	0.0	10.6	0.0	17.4	5.0	3.3	6.2	3.9
UNDECIDED	14.6	8.3	17.0	0.0	0.0	100.0	58.5	9.6	3.7	13.6	18.1
Net Diff.	3.6	-55.0	26.7	100.0	-100.0	0.0	6.6	-66.3	-79.2	-57.5	54.5
Mean	4.07	2.43	4.72	6.54	1.41	4.00	4.07	2.14	1.70	2.44	5.47



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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 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
REPUBLICAN CANDIDATE	44.5	87.5	9.4	92.8	7.9	30.5	94.1	9.2	31.9	91.3	6.9	29.1
Definitely	29.9	63.9	3.3	70.4	2.3	13.7	70.9	2.7	16.5	69.8	2.1	10.8
Probably	8.6	15.7	2.8	15.0	2.9	8.1	16.7	2.9	6.6	13.3	2.8	9.6
Lean	6.0	7.9	3.3	7.4	2.7	8.8	6.5	3.6	8.8	8.3	2.0	8.7
DEMOCRATIC CANDIDATE	40.9	3.7	79.3	2.1	86.8	29.6	2.3	87.7	32.9	2.0	86.3	26.3
Definitely	28.4	2.2	57.6	1.2	65.9	13.1	1.3	66.1	15.4	1.1	65.8	10.6
Probably	8.2	1.3	14.4	0.5	15.1	8.9	0.5	16.4	9.7	0.6	14.2	8.2
Lean	4.4	0.2	7.3	0.4	5.9	7.6	0.5	5.2	7.7	0.3	6.3	7.4
UNDECIDED	14.6	8.8	11.3	5.1	5.3	39.9	3.6	3.1	35.3	6.6	6.8	44.6
Net Diff.	3.6	83.8	-69.9	90.6	-79.0	0.9	91.8	-78.4	-1.0	89.3	-79.4	2.8
Mean	4.07	6.22	2.10	6.43	1.82	4.01	6.47	1.81	3.98	6.39	1.82	4.05



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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	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	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
REPUBLICAN CANDIDATE	44.5	14.1	13.8	14.3	33.8	78.5	86.5	82.1	80.2	87.1	96.1	4.8	10.4	18.1	10.8	26.3	57.6
Definitely	29.9	8.8	11.1	7.2	16.3	49.8	78.5	62.7	58.3	54.8	76.8	2.5	1.7	3.4	2.6	9.3	35.2
Probably	8.6	3.7	2.3	4.7	7.3	20.8	6.1	14.2	19.2	14.5	14.7	1.2	3.2	12.0	4.9	7.0	13.6
Lean	6.0	1.6	0.4	2.3	10.1	7.9	1.9	5.2	2.7	17.8	4.7	1.1	5.5	2.7	3.3	9.9	8.8
DEMOCRATIC CANDIDATE	40.9	81.2	84.7	78.8	38.9	10.8	7.3	9.2	9.4	2.7	1.1	93.3	80.0	70.9	74.1	26.3	8.6
Definitely	28.4	62.8	73.6	55.6	21.6	7.3	6.4	6.9	6.0	1.5	0.5	75.2	51.8	58.6	42.0	9.4	4.2
Probably	8.2	12.3	6.4	16.3	11.3	1.9	0.4	1.2	3.3	0.5	0.2	12.1	22.0	8.7	20.7	8.7	1.5
Lean	4.4	6.1	4.7	7.0	6.0	1.6	0.5	1.1	0.0	0.6	0.3	6.0	6.2	3.7	11.4	8.2	2.9
UNDECIDED	14.6	4.7	1.5	6.9	27.4	10.7	6.2	8.7	10.4	10.2	2.8	1.9	9.6	11.0	15.2	47.4	33.8
Net Diff.	3.6	-67.1	-70.8	-64.5	-5.1	67.7	79.1	72.8	70.8	84.4	95.1	-88.5	-69.6	-52.8	-63.3	*	49.0
Mean	4.07	2.16	2.00	2.27	3.80	5.72	6.29	5.97	5.91	6.05	6.62	1.55	2.12	2.40	2.42	3.98	5.23



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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 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
REPUBLICAN CANDIDATE	44.5	7.9	30.4	91.0	42.2	38.8	48.3	37.2	46.4	47.1	45.4	38.6	53.8	71.3	49.6	26.9
Definitely	29.9	2.9	10.1	67.6	19.1	25.0	34.3	23.6	30.9	30.8	30.9	29.7	38.0	53.7	34.0	14.7
Probably	8.6	2.9	7.9	15.4	12.7	8.3	9.5	8.1	9.1	9.9	7.8	5.5	9.9	10.4	9.9	5.9
Lean	6.0	2.2	12.4	7.9	10.5	5.4	4.4	5.5	6.5	6.3	6.7	3.4	5.9	7.1	5.7	6.4
DEMOCRATIC CANDIDATE	40.9	83.0	19.3	1.8	33.5	54.1	46.1	55.3	38.6	40.6	35.4	38.2	33.1	18.0	36.6	55.2
Definitely	28.4	60.0	7.0	0.9	16.4	39.5	43.9	38.8	26.2	28.6	22.3	28.1	23.8	11.1	25.7	37.6
Probably	8.2	15.6	6.5	0.4	11.8	10.3	0.0	11.9	7.7	7.9	7.4	8.4	6.3	4.3	7.6	11.0
Lean	4.4	7.3	5.8	0.5	5.3	4.2	2.2	4.5	4.7	4.1	5.8	1.7	3.1	2.5	3.3	6.6
UNDECIDED	14.6	9.1	50.4	7.2	24.3	7.2	5.6	7.4	14.9	12.3	19.2	23.1	13.0	10.8	13.8	17.9
Net Diff.	3.6	-75.0	11.1	89.2	8.7	-15.3	2.2	-18.1	7.8	6.5	10.0	0.4	20.7	53.3	13.0	-28.2
Mean	4.07	1.98	4.19	6.38	4.15	3.54	3.93	3.48	4.19	4.13	4.28	4.01	4.53	5.45	4.32	3.21



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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 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL.	COLL- EGE	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL.	COLL- EGE	LESS/ COLL.	COLL- EGE
		GRAD	GRAD.		GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1319	681	435	246	583	357	736	324
REPUBLICAN CANDIDATE	44.5	50.7	32.6	33.3	31.5	54.3	39.9	47.8	24.7
Definitely	29.9	34.0	21.8	21.6	22.2	35.7	29.2	32.7	13.6
Probably	8.6	10.2	5.6	6.3	4.4	11.6	5.8	9.1	5.4
Lean	6.0	6.4	5.2	5.5	4.8	7.0	4.9	5.9	5.6
DEMOCRATIC CANDIDATE	40.9	31.4	59.3	57.1	63.1	29.4	53.6	33.0	65.5
Definitely	28.4	19.9	44.7	41.9	49.6	18.6	38.8	21.0	51.1
Probably	8.2	7.6	9.3	10.7	6.9	7.1	10.1	8.0	8.4
Lean	4.4	3.8	5.3	4.6	6.7	3.7	4.7	3.9	6.0
UNDECIDED	14.6	17.9	8.1	9.6	5.4	16.3	6.5	19.2	9.8
Net Diff.	3.6	19.3	-26.6	-23.8	-31.7	24.9	-13.7	14.8	-40.9
Mean	4.07	4.50	3.24	3.31	3.11	4.64	3.63	4.39	2.81



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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 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
REPUBLICAN CANDIDATE	44.5	51.9	29.0	36.5	21.3	28.9	55.5	48.7	44.9	27.9	24.7	18.6
Definitely	29.9	37.1	14.7	20.2	6.7	19.0	39.6	34.9	28.0	12.2	9.1	4.6
Probably	8.6	9.5	6.9	5.8	9.2	3.4	10.6	8.5	6.5	5.1	8.8	9.6
Lean	6.0	5.3	7.5	10.5	5.5	6.5	5.4	5.3	10.4	10.7	6.7	4.4
DEMOCRATIC CANDIDATE	40.9	35.4	52.5	46.7	58.1	54.6	33.8	36.7	42.1	51.5	56.1	59.9
Definitely	28.4	25.6	34.2	29.6	40.4	29.1	23.8	27.1	30.7	28.4	37.2	43.0
Probably	8.2	6.5	11.7	9.8	12.6	18.2	6.1	6.9	7.0	12.6	15.3	10.4
Lean	4.4	3.3	6.6	7.4	5.1	7.3	3.9	2.7	4.4	10.4	3.6	6.4
UNDECIDED	14.6	12.8	18.4	16.7	20.5	16.6	10.7	14.6	13.0	20.6	19.3	21.6
Net Diff.	3.6	16.5	-23.5	-10.2	-36.8	-25.7	21.7	12.0	2.8	-23.5	-31.4	-41.3
Mean	4.07	4.42	3.33	3.67	2.92	3.39	4.58	4.29	3.97	3.36	3.06	2.81



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

13. IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
REPUBLICAN CANDIDATE	44.5	34.5	36.7	46.1	41.6	49.8	48.7	40.4	47.1	40.8	49.2	48.8	40.7	
Definitely	29.9	14.0	18.6	29.6	28.8	35.7	37.1	22.6	34.4	24.5	36.5	33.2	26.9	
Probably	8.6	10.0	10.8	8.9	6.4	9.8	7.5	9.8	7.9	8.8	8.5	9.4	8.0	
Lean	6.0	10.5	7.2	7.5	6.4	4.3	4.0	8.0	4.7	7.5	4.1	6.2	5.8	
DEMOCRATIC CANDIDATE	40.9	47.0	44.7	39.0	41.7	37.4	40.4	42.6	39.8	42.3	39.1	38.6	42.9	
Definitely	28.4	26.7	25.7	23.8	31.6	26.8	32.3	25.0	30.4	27.0	30.0	26.3	30.2	
Probably	8.2	14.1	12.0	9.4	6.9	7.2	5.1	11.3	6.2	10.0	6.0	8.2	8.1	
Lean	4.4	6.2	7.0	5.8	3.1	3.3	3.0	6.3	3.1	5.3	3.1	4.1	4.6	
UNDECIDED	14.6	18.5	18.7	14.9	16.7	12.8	10.9	17.0	13.1	16.9	11.7	12.6	16.4	
Net Diff.	3.6	-12.5	-8.0	7.0	-0.1	12.5	8.3	-2.2	7.3	-1.5	10.0	10.2	-2.2	
Mean	4.07	3.58	3.77	4.18	3.94	4.33	4.20	3.91	4.17	3.92	4.26	4.25	3.91	



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

13. IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
REPUBLICAN CANDIDATE	44.5	35.6	43.5	42.5	49.1	39.4	49.0	43.4	55.0	32.8	38.5	41.8	43.8	34.4	44.8	56.7
Definitely	29.9	16.0	24.8	30.9	36.2	23.8	29.2	31.8	39.3	10.3	20.9	30.1	33.5	23.6	29.5	38.7
Probably	8.6	9.2	11.0	6.7	8.4	9.4	12.1	5.6	10.4	9.0	10.1	7.6	6.7	5.7	9.6	10.1
Lean	6.0	10.4	7.6	5.0	4.5	6.2	7.8	5.9	5.4	13.5	7.5	4.0	3.7	5.1	5.7	7.9
DEMOCRATIC CANDIDATE	40.9	46.7	39.8	41.2	39.7	42.1	37.8	44.0	34.4	50.1	41.6	38.6	44.5	53.0	40.6	26.1
Definitely	28.4	27.3	23.6	29.5	30.9	21.4	23.1	31.3	25.8	31.7	23.9	27.7	35.5	37.6	27.7	18.2
Probably	8.2	13.0	10.0	8.5	5.4	16.6	9.4	9.0	4.9	10.4	10.5	8.1	5.9	9.7	8.2	6.3
Lean	4.4	6.4	6.3	3.2	3.4	4.1	5.3	3.6	3.7	8.0	7.2	2.8	3.1	5.7	4.8	1.6
UNDECIDED	14.6	17.7	16.7	16.3	11.1	18.5	13.2	12.7	10.6	17.1	19.9	19.6	11.6	12.6	14.5	17.2
Net Diff.	3.6	-11.1	3.6	1.3	9.4	-2.7	11.2	-0.6	20.6	-17.3	-3.2	3.1	-0.7	-18.6	4.2	30.6
Mean	4.07	3.63	4.07	4.02	4.23	3.95	4.26	3.97	4.53	3.39	3.90	4.07	3.96	3.49	4.09	4.75





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14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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	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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255	
AGREE	80.7	100.0	93.6	88.0	84.8	72.2	58.3	46.6	29.8	84.7	93.0	76.8	36.5	87.1	80.5	77.6	90.4	68.9	83.1	55.3	
Strongly	65.6	98.6	86.5	74.8	61.9	50.6	30.6	27.6	21.7	71.1	84.9	52.5	13.7	77.5	60.4	62.6	76.8	48.7	64.3	33.9	
10	40.4	90.3	59.4	37.2	30.7	23.5	12.9	18.3	16.6	45.6	58.2	25.2	6.0	54.0	36.3	39.9	43.6	24.9	31.5	18.6	
9	10.6	5.1	12.9	16.0	11.8	9.1	8.2	3.9	2.9	10.5	12.2	8.4	2.7	10.2	9.8	7.4	14.6	10.9	14.3	7.6	
8	14.5	3.2	14.2	21.6	19.4	18.0	9.4	5.4	2.2	15.0	14.5	18.9	5.1	13.3	14.3	15.2	18.7	13.0	18.5	7.8	
7	9.2	1.4	5.9	9.2	14.1	13.4	12.7	8.0	1.0	8.6	6.1	14.6	8.6	6.0	13.9	9.6	7.6	10.9	12.3	9.5	
6	6.0	0.0	1.1	4.0	8.8	8.2	15.1	11.0	7.2	4.9	2.0	9.7	14.2	3.6	6.2	5.4	5.9	9.3	6.5	11.9	
NEUTRAL-5	10.0	0.0	5.3	8.1	7.5	16.7	22.2	16.8	21.4	8.5	5.1	13.5	20.9	6.4	12.3	12.4	5.4	14.7	8.4	20.7	
DISAGREE	9.2	0.0	1.1	3.9	7.8	11.1	19.4	36.6	48.8	6.9	1.9	9.7	42.6	6.5	7.2	10.1	4.2	16.4	8.4	24.0	
4	2.7	0.0	0.4	2.3	1.1	4.3	7.5	8.4	7.2	2.4	1.0	3.0	12.3	2.6	2.0	1.8	2.8	3.8	1.7	5.8	
3	2.3	0.0	0.4	0.7	2.1	2.6	5.6	10.1	9.2	1.5	0.4	2.5	7.9	1.4	1.9	3.0	0.0	4.6	2.0	7.2	
2	1.5	0.0	0.0	0.3	2.8	1.6	2.1	5.6	7.7	1.0	0.1	2.1	5.3	0.7	1.1	2.2	0.3	3.1	2.6	3.5	
1	0.8	0.0	0.3	0.3	0.5	0.0	1.0	5.6	8.1	0.3	0.2	0.0	2.2	0.2	0.4	0.4	0.3	2.4	0.7	4.0	
0	1.9	0.0	0.0	0.4	1.3	2.5	3.3	6.8	16.6	1.7	0.2	2.1	14.9	1.6	1.9	2.7	0.8	2.5	1.5	3.5	
Mean	7.88	9.84	9.02	8.30	7.74	7.16	6.21	5.48	4.46	8.19	8.94	7.30	4.60	8.50	7.78	7.70	8.44	6.93	7.78	6.13	



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14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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BANNER 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	1723	1430	292	277	178	100	
AGREE	80.7	83.2	81.8	80.5	78.0	82.0	81.9	82.2	73.1	71.5	76.1	
Strongly	65.6	66.7	64.5	66.0	64.9	68.0	68.9	63.5	50.6	48.8	53.8	
10	40.4	38.7	38.2	43.9	38.1	41.8	43.7	32.6	31.9	29.9	35.6	
9	10.6	10.2	11.6	8.9	12.8	11.3	11.1	12.0	6.4	6.5	6.4	
8	14.5	17.8	14.7	13.2	14.0	14.9	14.1	18.9	12.2	12.5	11.8	
7	9.2	10.9	10.6	8.6	7.3	8.7	8.5	9.9	12.0	11.9	12.3	
6	6.0	5.6	6.7	5.9	5.8	5.3	4.6	8.8	10.5	10.7	10.0	
NEUTRAL-5	10.0	9.0	10.0	9.4	12.1	9.2	9.0	10.0	15.2	15.6	14.6	
DISAGREE	9.2	7.9	8.2	10.1	9.9	8.8	9.1	7.7	11.7	13.0	9.3	
4	2.7	3.1	2.2	2.9	2.6	2.7	2.6	3.2	2.6	3.4	1.1	
3	2.3	1.6	1.9	2.5	2.9	2.0	2.2	1.0	4.2	6.2	0.6	
2	1.5	1.1	1.7	1.6	1.6	1.5	1.7	0.7	1.7	0.9	3.2	
1	0.8	0.9	0.3	1.1	0.8	0.7	0.8	0.2	1.4	0.5	2.8	
0	1.9	1.1	2.2	2.0	2.1	1.9	1.8	2.6	1.9	2.0	1.6	
Mean	7.88	7.96	7.87	7.91	7.77	7.98	8.03	7.75	7.26	7.17	7.42	



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14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMOS/	ERS/			Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
AGREE	80.7	71.0	84.5	84.9	77.3	77.6	78.2	74.1	74.5	73.8	85.5	
Strongly	65.6	53.7	70.2	71.9	59.7	62.6	61.3	56.6	63.8	51.7	72.0	
10	40.4	28.5	45.1	48.2	32.2	39.9	36.9	30.5	37.3	25.8	47.6	
9	10.6	11.8	10.2	10.1	12.3	7.4	8.6	12.5	13.0	12.2	9.2	
8	14.5	13.5	14.9	13.6	15.2	15.2	15.8	13.6	13.4	13.7	15.2	
7	9.2	9.0	9.2	8.6	9.6	9.6	10.7	10.1	7.2	12.1	8.5	
6	6.0	8.3	5.1	4.4	8.0	5.4	6.3	7.4	3.5	10.0	5.0	
NEUTRAL-5	10.0	14.1	8.4	8.3	11.1	12.4	12.6	13.0	10.4	14.8	7.9	
DISAGREE	9.2	14.8	7.0	6.8	11.6	10.1	9.2	12.9	15.1	11.4	6.6	
4	2.7	4.8	1.9	2.4	3.4	1.8	2.8	3.6	4.2	3.2	2.1	
3	2.3	3.5	1.8	1.6	2.8	3.0	2.1	3.5	3.9	3.3	1.4	
2	1.5	2.9	1.0	0.9	2.0	2.2	2.0	2.0	2.5	1.6	1.2	
1	0.8	1.2	0.6	0.2	1.6	0.4	0.6	1.3	1.1	1.4	0.5	
0	1.9	2.4	1.7	1.7	1.8	2.7	1.7	2.5	3.4	1.8	1.5	
Mean	7.88	7.19	8.15	8.26	7.53	7.70	7.70	7.37	7.56	7.24	8.25	



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14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
				REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
AGREE	80.7	85.7	76.9	86.3	77.1	78.3	83.7	77.7	77.1	89.1	76.6	79.5
Strongly	65.6	73.9	59.2	72.9	59.6	63.8	68.2	58.6	62.0	77.8	60.4	65.7
10	40.4	50.4	32.2	47.8	31.8	42.4	42.4	29.2	39.5	53.3	33.6	45.4
9	10.6	10.1	11.6	10.9	11.7	8.7	12.3	13.4	9.2	9.5	10.6	8.1
8	14.5	13.4	15.5	14.2	16.1	12.7	13.5	16.0	13.2	15.0	16.2	12.2
7	9.2	8.3	10.1	9.3	8.9	9.4	11.0	9.7	11.4	7.5	8.4	7.4
6	6.0	3.5	7.5	4.1	8.5	5.0	4.6	9.4	3.7	3.7	7.9	6.3
NEUTRAL-5	10.0	8.3	11.8	6.2	12.1	12.3	7.3	12.0	13.3	5.1	12.2	11.3
DISAGREE	9.2	6.0	11.3	7.4	10.8	9.5	9.0	10.3	9.7	5.8	11.2	9.3
4	2.7	2.0	3.2	2.2	3.4	2.5	2.8	3.0	2.5	1.5	3.7	2.5
3	2.3	1.2	3.1	1.8	3.2	1.7	2.6	3.5	1.7	1.0	3.1	1.6
2	1.5	0.8	2.0	1.1	1.8	1.7	1.3	1.5	1.8	1.0	2.0	1.6
1	0.8	0.2	1.2	0.4	0.8	1.3	0.2	1.3	1.4	0.6	0.5	1.3
0	1.9	1.7	1.9	2.0	1.5	2.3	2.1	1.0	2.2	1.8	1.9	2.4
Mean	7.88	8.36	7.52	8.27	7.54	7.81	8.05	7.51	7.73	8.51	7.56	7.90



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

14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
AGREE	80.7	75.0	74.4	75.4	78.9	87.0	88.3	87.5	80.3	81.5	88.6	75.6	78.3	81.8	67.4	78.2	86.1
Strongly	65.6	57.7	62.0	54.9	61.3	73.7	80.8	76.9	63.0	62.2	77.6	58.4	59.2	69.5	50.0	62.4	78.3
10	40.4	32.4	39.4	27.7	37.2	45.1	57.7	50.8	40.5	38.0	51.8	32.0	29.3	39.5	27.9	42.4	52.9
9	10.6	10.8	10.2	11.3	9.9	10.8	11.7	11.2	9.4	7.7	12.1	10.9	13.7	9.5	11.6	8.2	8.2
8	14.5	14.5	12.4	15.9	14.2	17.8	11.4	14.9	13.2	16.4	13.7	15.4	16.2	20.4	10.4	11.8	17.2
7	9.2	8.3	5.7	10.0	11.0	9.4	6.0	7.9	9.5	12.6	8.2	8.3	10.1	8.2	6.8	11.0	6.3
6	6.0	9.0	6.7	10.6	6.6	3.8	1.5	2.8	7.7	6.7	2.9	8.9	9.1	4.2	10.7	4.9	1.5
NEUTRAL-5	10.0	11.8	13.4	10.8	12.4	5.4	6.7	5.9	5.0	8.8	5.6	12.7	11.8	9.3	12.5	14.3	5.6
DISAGREE	9.2	13.2	12.2	13.8	8.7	7.7	5.1	6.5	14.7	9.7	5.8	11.7	9.9	8.9	20.1	7.5	8.3
4	2.7	3.8	2.2	5.0	2.8	2.1	1.1	1.7	2.8	3.4	1.7	3.5	3.4	2.8	6.4	2.1	1.0
3	2.3	3.6	3.4	3.8	2.0	1.9	0.8	1.4	4.5	1.7	1.4	3.0	3.6	3.7	6.4	1.1	0.0
2	1.5	2.1	1.6	2.4	1.2	1.8	0.9	1.4	3.1	0.0	1.2	2.1	0.9	2.4	0.8	1.9	1.8
1	0.8	1.7	2.5	1.1	0.6	0.6	0.0	0.3	1.5	1.2	0.0	1.3	0.2	0.0	3.8	0.6	2.0
0	1.9	2.0	2.6	1.5	2.1	1.2	2.2	1.7	2.8	3.3	1.4	1.7	1.7	0.0	2.7	1.8	3.6
Mean	7.88	7.41	7.56	7.30	7.74	8.25	8.66	8.44	7.65	7.74	8.52	7.46	7.56	8.00	6.91	7.86	8.31



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14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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BANNER 6

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING-VOTER	WLTHY-UPPER	Weal-thy	Upper-Middle	MIDDLE-LOWER	Middle-Class	Lower-Middle	POOR	MAIN-STREAM	EVAN-GEL-
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
AGREE	80.7	76.4	78.8	86.3	80.3	78.4	66.8	80.2	80.9	79.0	84.0	82.8	82.4	82.9	83.0	77.2
Strongly	65.6	59.2	61.7	74.2	62.7	61.3	47.4	63.5	65.8	63.7	69.4	69.9	69.4	70.5	67.8	60.2
10	40.4	32.1	39.5	50.1	36.5	29.0	19.1	30.6	41.6	40.4	43.6	48.9	46.4	44.9	38.3	36.4
9	10.6	11.9	9.7	9.5	10.4	15.5	21.6	14.5	9.8	9.6	10.1	9.6	8.1	9.3	15.3	9.9
8	14.5	15.2	12.5	14.5	15.8	16.8	6.7	18.4	14.5	13.7	15.8	11.5	15.0	16.2	14.2	14.0
7	9.2	9.7	10.5	8.1	10.8	11.3	11.5	11.3	8.9	9.2	8.4	7.9	8.0	6.6	10.5	9.0
6	6.0	7.6	6.5	4.1	6.8	5.8	7.9	5.4	6.2	6.1	6.3	5.0	4.9	5.9	4.7	7.9
NEUTRAL-5	10.0	11.4	12.7	7.5	10.5	9.7	13.6	9.1	10.2	11.2	8.5	9.5	10.9	7.8	8.3	11.4
DISAGREE	9.2	12.2	8.5	6.2	9.3	11.9	19.7	10.7	8.9	9.8	7.5	7.7	6.8	9.2	8.7	11.5
4	2.7	3.6	1.7	2.1	2.9	5.5	9.4	4.9	2.5	2.9	1.8	0.5	1.7	3.6	2.2	3.7
3	2.3	4.0	0.6	1.0	2.7	0.9	0.0	1.0	2.6	2.8	2.1	2.1	1.4	2.1	3.5	2.5
2	1.5	1.6	3.3	0.8	1.4	2.6	0.0	3.0	1.3	1.3	1.3	1.7	1.1	0.4	1.4	1.5
1	0.8	1.4	0.7	0.2	0.8	0.9	2.4	0.7	0.7	0.7	0.6	1.9	0.7	0.7	0.4	1.3
0	1.9	1.7	2.1	2.0	1.5	2.0	7.9	1.1	1.9	2.1	1.6	1.5	1.9	2.5	1.2	2.4
Mean	7.88	7.50	7.75	8.35	7.76	7.57	6.74	7.70	7.91	7.80	8.08	8.13	8.10	8.06	8.00	7.59



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14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
AGREE	80.7	82.0	78.2	78.5	77.6	81.3	77.5	82.6	79.0
Strongly	65.6	68.6	59.7	59.3	60.6	65.2	60.2	71.2	59.3
10	40.4	44.1	33.3	32.7	34.2	41.2	31.0	46.4	35.8
9	10.6	9.6	12.5	13.2	11.2	10.6	13.6	8.9	11.2
8	14.5	14.8	14.0	13.3	15.2	13.4	15.6	15.9	12.3
7	9.2	8.5	10.4	10.6	10.0	10.9	10.4	6.7	10.5
6	6.0	5.0	8.0	8.7	7.0	5.3	6.9	4.7	9.3
NEUTRAL-5	10.0	9.4	11.2	11.1	11.4	9.5	12.3	9.4	10.0
DISAGREE	9.2	8.5	10.6	10.4	11.0	9.2	10.3	8.0	11.0
4	2.7	2.4	3.3	3.9	2.3	2.5	3.3	2.3	3.4
3	2.3	2.0	2.9	3.2	2.5	2.1	3.5	1.9	2.3
2	1.5	1.2	2.1	1.4	3.3	1.6	1.3	1.0	2.9
1	0.8	0.9	0.7	0.9	0.5	1.0	0.7	0.7	0.7
0	1.9	2.1	1.6	1.1	2.5	2.0	1.5	2.1	1.7
Mean	7.88	8.02	7.61	7.63	7.57	7.90	7.59	8.11	7.63



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
AGREE	80.7	83.2	75.5	75.1	74.9	78.2	80.1	85.9	77.7	72.4	79.3	71.2
Strongly	65.6	69.3	57.7	60.1	57.8	44.9	65.0	73.0	61.4	58.8	61.7	54.6
10	40.4	43.5	34.0	37.5	35.2	21.3	38.7	47.6	39.7	35.3	34.5	35.9
9	10.6	11.3	9.1	9.5	8.0	7.9	11.7	10.9	10.7	8.2	12.7	4.1
8	14.5	14.5	14.6	13.1	14.5	15.7	14.5	14.5	11.0	15.3	14.5	14.5
7	9.2	9.0	9.5	8.3	7.6	21.6	9.9	8.2	9.7	6.8	11.1	4.7
6	6.0	4.9	8.3	6.7	9.5	11.7	5.2	4.7	6.6	6.8	6.5	12.0
NEUTRAL-5	10.0	8.8	12.7	12.0	13.1	12.9	10.6	7.2	11.3	12.8	10.2	15.5
DISAGREE	9.2	8.0	11.8	12.9	12.0	9.0	9.3	6.9	11.0	14.8	10.5	13.2
4	2.7	2.2	3.8	4.5	3.7	2.1	2.6	1.9	3.6	5.4	2.6	4.7
3	2.3	1.8	3.3	3.7	2.8	3.0	2.2	1.5	4.2	3.1	2.6	3.0
2	1.5	1.2	2.1	2.4	2.5	0.7	1.3	1.2	1.9	3.0	2.4	2.7
1	0.8	0.9	0.7	1.2	0.4	0.0	1.4	0.4	0.0	2.5	0.0	0.8
0	1.9	1.8	2.0	1.0	2.5	3.2	1.9	1.8	1.3	0.8	3.0	2.1
Mean	7.88	8.07	7.48	7.59	7.45	7.14	7.84	8.27	7.76	7.41	7.66	7.29





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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
AGREE	80.7	74.2	76.8	81.6	83.3	83.4	80.6	78.4	82.2	79.9	81.7	79.9	81.5	
Strongly	65.6	50.3	55.6	65.5	69.3	73.4	67.3	58.9	69.7	62.1	69.9	63.3	67.6	
10	40.4	28.3	35.5	38.6	45.1	47.2	40.0	35.4	43.6	38.3	43.0	37.3	43.2	
9	10.6	8.3	8.4	11.5	11.3	10.8	11.2	9.8	11.1	10.3	11.0	11.7	9.6	
8	14.5	13.7	11.6	15.4	12.9	15.4	16.1	13.7	15.0	13.5	15.8	14.2	14.8	
7	9.2	10.5	10.9	9.8	9.3	6.2	9.5	10.3	8.4	10.0	8.1	10.7	7.8	
6	6.0	13.4	10.3	6.3	4.7	3.8	3.7	9.2	4.0	7.8	3.8	5.9	6.1	
NEUTRAL-5	10.0	10.6	10.4	9.8	10.9	8.5	10.3	10.2	10.0	10.4	9.6	10.5	9.6	
DISAGREE	9.2	15.2	12.8	8.6	5.7	8.1	9.1	11.4	7.9	9.7	8.7	9.6	8.9	
4	2.7	3.8	3.9	3.3	1.2	1.7	3.1	3.6	2.2	2.9	2.5	2.8	2.7	
3	2.3	3.8	2.8	1.9	1.6	3.0	1.8	2.6	2.1	2.3	2.3	2.6	2.0	
2	1.5	3.1	2.1	0.8	0.9	1.4	1.7	1.7	1.4	1.5	1.6	1.5	1.5	
1	0.8	2.7	0.7	1.0	0.3	0.9	0.4	1.2	0.5	1.0	0.6	0.9	0.7	
0	1.9	1.8	3.3	1.7	1.6	1.1	2.1	2.3	1.7	2.1	1.7	1.8	2.0	
Mean	7.88	7.10	7.43	7.89	8.16	8.20	7.92	7.57	8.07	7.75	8.04	7.78	7.96	



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14. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?  
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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
AGREE	80.7	76.1	79.3	82.4	81.7	75.5	78.8	80.5	81.2	76.5	79.8	84.1	82.2	77.6	80.7	84.7
Strongly	65.6	50.6	62.4	68.7	69.5	51.4	59.6	64.9	67.5	50.1	64.9	72.3	71.2	60.4	65.7	71.8
10	40.4	30.8	36.8	44.5	42.5	32.0	33.1	39.2	40.0	29.8	40.1	49.4	44.8	32.6	42.0	46.6
9	10.6	7.5	10.9	11.4	10.7	7.7	12.0	13.5	11.4	7.3	9.9	9.5	10.2	12.1	10.1	10.0
8	14.5	12.4	14.7	12.8	16.2	11.7	14.5	12.1	16.2	12.9	14.9	13.5	16.2	15.7	13.6	15.3
7	9.2	12.1	8.8	9.2	8.5	12.5	9.9	11.7	9.9	11.8	7.9	6.9	7.3	9.8	9.5	7.7
6	6.0	13.4	8.1	4.5	3.7	11.6	9.3	3.9	3.7	14.7	7.0	5.0	3.7	7.4	5.6	5.2
NEUTRAL-5	10.0	9.2	10.9	10.1	9.7	8.7	11.1	11.9	9.6	9.5	10.6	8.3	9.8	12.2	10.2	6.8
DISAGREE	9.2	14.7	9.8	7.6	8.5	15.8	10.1	7.6	9.2	13.9	9.5	7.5	8.0	10.2	9.0	8.5
4	2.7	4.5	2.9	1.9	2.7	6.3	2.2	0.8	3.7	3.1	3.4	2.9	1.8	3.6	2.7	1.7
3	2.3	3.2	2.3	2.4	1.9	1.0	3.1	3.4	2.1	4.9	1.6	1.5	1.7	1.7	2.8	1.9
2	1.5	2.8	1.3	1.2	1.5	3.1	1.9	1.0	1.2	2.5	0.8	1.5	1.8	1.7	1.5	1.4
1	0.8	2.0	0.9	0.6	0.6	2.2	0.7	0.8	0.8	1.8	1.0	0.4	0.4	1.0	0.7	1.0
0	1.9	2.2	2.5	1.4	1.8	3.1	2.1	1.6	1.4	1.5	2.7	1.2	2.2	2.2	1.5	2.5
Mean	7.88	7.20	7.70	8.10	8.02	7.20	7.58	7.92	7.96	7.20	7.81	8.26	8.08	7.58	7.93	8.13



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15. 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
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>AGREE</b>	75.9	100.0	97.9	90.9	81.4	59.7	40.3	22.8	4.5	87.1	95.7	79.7	34.1	92.2	84.2	75.6	90.6	42.2	58.1	27.0
<b>Strongly</b>	58.6	99.5	93.8	75.2	52.1	27.9	13.6	4.8	3.6	71.4	87.9	46.5	12.7	83.1	63.9	56.5	70.1	20.0	32.4	8.2
10	37.2	95.5	68.2	36.0	22.9	10.2	5.7	2.2	3.6	46.9	62.3	20.0	6.8	60.6	40.1	36.6	36.8	7.9	12.5	3.5
9	10.0	3.8	14.6	22.7	8.2	5.1	2.4	0.8	0.0	12.2	15.1	7.9	0.9	13.2	11.1	6.8	16.1	3.3	4.9	1.8
8	11.5	0.2	10.9	16.5	21.0	12.7	5.5	1.8	0.0	12.4	10.5	18.7	5.0	9.3	12.7	13.1	17.2	8.8	15.0	2.9
7	9.9	0.5	3.0	11.4	17.8	16.6	11.8	6.3	0.0	9.8	5.6	19.6	11.1	5.8	13.3	11.7	12.4	10.1	13.4	7.0
6	7.4	0.0	1.2	4.3	11.5	15.2	14.9	11.8	0.9	5.8	2.1	13.6	10.2	3.2	7.0	7.4	8.0	12.1	12.4	11.9
<b>NEUTRAL-5</b>	11.9	0.0	1.7	7.5	12.9	25.5	28.2	23.1	7.2	7.2	3.5	13.1	18.2	4.0	7.3	12.7	7.9	26.2	27.8	24.8
<b>DISAGREE</b>	12.2	0.0	0.4	1.6	5.7	14.8	31.5	54.0	88.3	5.8	0.8	7.2	47.7	3.8	8.6	11.7	1.5	31.6	14.1	48.2
4	2.9	0.0	0.0	0.5	1.7	4.6	10.5	14.0	4.6	1.7	0.2	2.4	13.4	0.9	3.3	3.0	0.5	6.6	4.1	8.9
3	2.7	0.0	0.0	0.3	1.2	3.8	9.0	12.7	11.2	1.1	0.1	1.7	8.7	0.6	2.1	2.0	0.4	7.4	3.5	11.0
2	2.2	0.0	0.0	0.5	0.6	1.9	6.3	14.2	13.3	0.9	0.2	0.7	9.1	0.8	1.3	1.8	0.0	6.0	2.0	9.8
1	0.8	0.0	0.0	0.2	0.6	1.1	1.4	5.2	4.7	0.3	0.1	0.5	1.0	0.1	0.0	0.4	0.6	2.6	1.3	3.7
0	3.6	0.0	0.4	0.2	1.6	3.4	4.2	7.9	54.5	1.8	0.2	2.0	15.6	1.3	1.9	4.5	0.0	9.1	3.2	14.7
<b>Mean</b>	7.51	9.94	9.38	8.43	7.41	6.18	5.19	4.01	1.61	8.29	9.14	7.21	4.45	8.87	7.96	7.44	8.29	5.16	6.28	4.10



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
<b>Total</b>	2000	350	450	768	432	1723	1430	292	277	178	100
<b>AGREE</b>	75.9	78.4	72.5	77.8	74.0	76.8	75.9	80.8	70.6	68.4	74.3
<b>Strongly</b>	58.6	56.4	55.7	64.0	53.9	60.3	61.3	55.2	48.4	45.8	52.9
10	37.2	33.3	35.6	41.2	34.9	39.1	41.2	28.5	25.5	22.8	30.3
9	10.0	9.7	10.2	10.5	9.0	10.2	10.1	10.8	8.6	8.7	8.5
8	11.5	13.4	10.0	12.3	10.0	11.0	10.1	15.8	14.2	14.3	14.0
7	9.9	12.2	10.8	7.6	11.2	9.4	8.3	14.9	12.7	13.2	12.0
6	7.4	9.9	6.0	6.2	8.9	7.0	6.3	10.7	9.5	9.4	9.5
<b>NEUTRAL-5</b>	11.9	9.7	14.2	11.3	12.3	11.5	12.1	9.0	14.1	14.7	13.1
<b>DISAGREE</b>	12.2	11.8	13.3	10.9	13.7	11.7	12.0	10.1	15.3	16.9	12.5
4	2.9	3.3	2.5	2.9	3.0	2.6	2.5	2.9	5.0	5.4	4.5
3	2.7	1.6	4.3	2.4	2.4	2.5	2.8	1.1	3.7	4.6	2.0
2	2.2	1.2	2.5	1.6	3.7	2.1	2.2	1.7	2.6	2.4	3.0
1	0.8	1.5	0.6	0.7	0.9	0.7	0.6	1.1	1.8	2.8	0.0
0	3.6	4.2	3.3	3.4	3.7	3.8	3.9	3.3	2.2	1.8	3.1
<b>Mean</b>	7.51	7.42	7.38	7.74	7.31	7.59	7.63	7.43	7.01	6.86	7.28



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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
AGREE	75.9	61.3	81.7	89.5	61.1	75.6	76.1	61.1	54.0	66.0	86.7	
Strongly	58.6	40.0	66.0	76.8	39.6	56.5	55.0	38.7	38.7	38.7	73.2	
10	37.2	19.4	44.2	53.9	19.2	36.6	34.2	18.5	18.1	18.8	50.8	
9	10.0	10.3	9.9	12.5	8.3	6.8	7.7	9.7	11.8	8.2	10.2	
8	11.5	10.3	11.9	10.4	12.1	13.1	13.0	10.6	8.7	11.8	12.2	
7	9.9	10.9	9.5	8.3	11.0	11.7	12.6	12.0	7.9	14.7	8.4	
6	7.4	10.4	6.2	4.5	10.5	7.4	8.5	10.5	7.5	12.5	5.1	
NEUTRAL-5	11.9	18.2	9.3	5.1	19.0	12.7	12.4	19.0	21.2	17.5	6.7	
DISAGREE	12.2	20.5	8.9	5.4	19.8	11.7	11.6	19.9	24.8	16.5	6.6	
4	2.9	3.8	2.6	1.7	4.2	3.0	2.6	4.2	3.8	4.5	1.9	
3	2.7	4.6	1.9	1.1	4.6	2.0	2.8	4.5	5.8	3.5	1.4	
2	2.2	3.9	1.5	1.0	3.6	1.8	1.7	4.0	5.0	3.3	0.9	
1	0.8	1.7	0.5	0.1	1.8	0.4	0.6	1.7	1.6	1.8	0.2	
0	3.6	6.5	2.4	1.5	5.5	4.5	3.9	5.5	8.6	3.4	2.2	
Mean	7.51	6.37	7.96	8.57	6.39	7.44	7.39	6.38	6.08	6.58	8.34	



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BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269	
AGREE	75.9	90.6	62.7	90.5	61.9	75.7	92.2	62.6	77.4	88.7	61.3	74.1	
Strongly	58.6	79.3	40.2	78.6	40.9	56.3	78.9	42.8	56.4	78.3	39.6	56.1	
10	37.2	56.7	19.6	54.5	20.0	37.6	55.8	19.9	36.6	53.1	20.1	38.6	
9	10.0	11.8	8.4	13.4	8.7	7.2	14.3	8.9	6.9	12.5	8.5	7.4	
8	11.5	10.8	12.2	10.7	12.2	11.5	8.8	13.9	12.9	12.7	11.0	10.1	
7	9.9	7.4	11.9	7.7	11.2	11.1	7.2	11.0	11.1	8.1	11.3	11.1	
6	7.4	3.9	10.5	4.2	9.8	8.4	6.0	8.8	9.8	2.3	10.4	6.9	
NEUTRAL-5	11.9	5.1	18.1	5.0	17.4	13.5	2.7	16.4	10.8	7.5	18.1	16.2	
DISAGREE	12.2	4.2	19.2	4.5	20.7	10.8	5.1	21.0	11.8	3.8	20.5	9.7	
4	2.9	1.1	4.4	1.2	4.8	2.5	1.4	3.1	2.0	1.0	6.0	3.0	
3	2.7	1.0	4.3	0.4	5.1	2.5	0.8	5.7	2.8	0.0	4.6	2.2	
2	2.2	0.7	3.7	0.9	3.8	1.7	1.2	3.1	2.7	0.6	4.2	0.8	
1	0.8	0.2	1.5	0.3	1.7	0.4	0.0	3.1	0.8	0.5	0.8	0.0	
0	3.6	1.2	5.3	1.7	5.3	3.7	1.7	5.9	3.6	1.7	4.9	3.8	
Mean	7.51	8.70	6.46	8.64	6.44	7.49	8.68	6.42	7.45	8.59	6.45	7.53	



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

BANNER 5

	BANNER 5																
	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	CONSER- VATIVE LIB- ERAL
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
AGREE	75.9	56.0	53.7	57.6	77.8	88.3	93.1	90.5	82.3	85.6	93.0	52.6	73.3	78.6	53.0	77.5	86.1
Strongly	58.6	36.3	38.3	35.0	56.6	74.4	86.2	79.7	67.4	64.5	84.5	33.1	48.5	63.2	28.9	58.7	67.8
10	37.2	18.1	22.4	15.2	33.4	49.3	67.5	57.4	40.7	38.6	61.3	15.8	21.9	40.2	12.3	39.1	50.7
9	10.0	7.4	9.5	6.0	10.2	14.1	9.0	11.8	17.9	11.0	13.6	6.3	12.3	11.3	5.2	8.4	4.5
8	11.5	10.8	6.3	13.8	13.0	11.0	9.7	10.4	8.8	14.9	9.7	11.0	14.3	11.8	11.3	11.2	12.6
7	9.9	9.6	6.3	11.8	12.5	9.4	4.7	7.3	7.1	13.6	5.9	10.5	13.5	7.3	6.6	11.3	13.7
6	7.4	10.1	9.1	10.8	8.8	4.5	2.3	3.5	7.8	7.6	2.6	9.1	11.3	8.2	17.5	7.5	4.6
NEUTRAL-5	11.9	19.2	16.7	20.9	12.9	5.9	3.3	4.7	6.5	10.3	3.2	20.9	13.5	9.8	20.4	13.6	8.4
DISAGREE	12.2	24.8	29.6	21.5	9.3	5.8	3.6	4.8	11.2	4.1	3.8	26.5	13.2	11.6	26.6	8.9	5.6
4	2.9	4.8	6.0	3.9	3.0	1.7	0.6	1.2	4.0	1.2	0.9	5.1	4.4	4.2	3.3	2.8	0.9
3	2.7	5.9	4.6	6.7	2.1	1.2	0.0	0.7	0.0	0.0	0.6	6.7	3.3	1.3	6.4	2.1	0.8
2	2.2	4.8	4.5	5.0	1.4	1.2	0.6	0.9	4.5	1.2	0.4	4.4	2.3	5.1	7.1	0.8	1.0
1	0.8	1.9	1.7	2.0	0.7	0.2	0.0	0.1	1.5	0.0	0.2	2.3	1.2	0.0	0.0	0.6	0.0
0	3.6	7.5	12.8	3.9	2.2	1.5	2.3	1.8	1.3	1.7	1.7	8.0	1.9	1.0	9.7	2.6	2.8
Mean	7.51	6.06	5.91	6.16	7.56	8.43	9.00	8.69	7.94	8.03	8.92	5.86	7.08	7.77	5.61	7.68	8.22



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

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
AGREE	75.9	62.3	76.0	91.1	78.5	73.2	70.8	73.6	76.7	75.6	78.5	74.0	78.6	85.8	82.4	66.4
Strongly	58.6	39.7	58.7	79.9	58.0	52.2	54.0	51.9	60.8	59.8	62.5	51.6	64.5	74.8	66.0	44.5
10	37.2	19.8	36.3	57.0	33.8	26.8	28.3	26.6	39.5	38.0	42.0	35.0	42.2	53.7	41.2	26.5
9	10.0	8.0	10.7	12.0	10.4	15.4	10.3	16.2	9.3	9.4	9.2	6.6	11.2	7.8	12.0	7.3
8	11.5	11.9	11.7	10.9	13.7	10.0	15.4	9.1	12.0	12.3	11.4	10.0	11.2	13.3	12.9	10.7
7	9.9	11.9	11.0	7.2	12.1	11.5	12.7	11.3	9.3	8.5	10.5	12.0	9.0	5.5	9.4	11.5
6	7.4	10.8	6.4	3.9	8.5	9.5	4.1	10.3	6.6	7.3	5.4	10.3	5.1	5.5	6.9	10.4
NEUTRAL-5	11.9	17.5	13.3	5.1	10.6	10.4	9.5	10.5	11.7	12.0	11.2	15.8	12.9	5.2	9.3	15.8
DISAGREE	12.2	20.2	10.6	3.8	10.9	16.4	19.8	15.9	11.6	12.4	10.3	10.3	8.4	8.9	8.3	17.7
4	2.9	4.5	2.6	1.2	3.1	1.9	2.5	1.8	3.3	3.1	3.4	1.8	2.7	0.4	2.0	4.3
3	2.7	4.9	2.9	0.1	3.0	4.6	9.9	3.8	2.3	2.4	2.2	2.6	2.3	2.2	2.3	3.0
2	2.2	3.7	2.2	0.4	1.7	3.3	0.0	3.9	2.0	2.7	0.8	2.3	0.8	2.7	1.1	4.1
1	0.8	1.4	0.5	0.3	0.7	2.0	2.8	1.9	0.7	0.7	0.6	0.3	0.6	1.9	0.5	0.8
0	3.6	5.6	2.3	1.8	2.4	4.5	4.7	4.5	3.4	3.5	3.3	3.3	2.1	1.7	2.4	5.6
Mean	7.51	6.42	7.59	8.71	7.55	7.06	7.02	7.07	7.62	7.53	7.78	7.34	7.90	8.27	7.94	6.74





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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN	WOMEN				
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324		
AGREE	75.9	79.6	68.8	71.2	64.4	81.0	74.0	78.4	63.0		
Strongly	58.6	63.3	49.6	49.9	49.1	64.6	54.5	62.2	44.2		
10	37.2	41.7	28.5	29.4	26.9	43.2	31.4	40.4	25.3		
9	10.0	10.1	9.7	9.2	10.6	9.4	12.1	10.6	7.1		
8	11.5	11.5	11.4	11.4	11.6	12.0	11.1	11.1	11.8		
7	9.9	9.5	10.7	12.8	6.9	8.8	10.8	10.0	10.6		
6	7.4	6.8	8.5	8.5	8.5	7.6	8.7	6.2	8.2		
NEUTRAL-5	11.9	10.9	13.8	15.0	11.8	9.7	9.1	11.9	19.0		
DISAGREE	12.2	9.5	17.4	13.8	23.8	9.3	16.9	9.7	18.0		
4	2.9	2.8	3.1	2.3	4.5	2.3	1.8	3.2	4.5		
3	2.7	2.0	3.9	3.3	5.1	2.0	4.5	2.0	3.4		
2	2.2	1.4	3.7	3.9	3.2	1.4	3.6	1.4	3.8		
1	0.8	0.6	1.2	0.9	1.8	0.9	1.8	0.5	0.6		
0	3.6	2.6	5.5	3.3	9.2	2.7	5.2	2.6	5.8		
Mean	7.51	7.82	6.91	7.11	6.56	7.88	7.14	7.78	6.66		



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
<b>Total</b>	2000	1357	643	262	260	80	632	725	133	129	119	141
<b>AGREE</b>	75.9	77.4	72.6	73.2	71.0	81.6	79.5	75.7	72.5	73.9	76.9	66.1
<b>Strongly</b>	58.6	61.4	52.7	52.2	51.0	62.9	63.5	59.6	54.6	49.8	51.0	51.0
10	37.2	40.3	30.6	34.4	28.5	25.1	43.2	37.8	34.0	34.9	25.2	31.3
9	10.0	10.1	9.7	8.6	12.1	7.9	10.1	10.1	10.3	6.9	13.1	11.3
8	11.5	11.0	12.4	9.2	10.3	29.9	10.3	11.7	10.3	8.0	12.7	8.4
7	9.9	9.4	10.9	11.1	12.3	7.8	8.6	10.1	9.8	12.6	15.8	9.3
6	7.4	6.6	9.0	9.9	7.7	11.0	7.4	6.0	8.2	11.5	10.1	5.8
<b>NEUTRAL-5</b>	11.9	11.7	12.4	11.3	14.4	7.7	9.2	13.9	10.3	12.2	11.7	16.6
<b>DISAGREE</b>	12.2	10.9	15.0	15.6	14.6	10.6	11.3	10.5	17.1	13.9	11.4	17.3
4	2.9	2.7	3.4	2.3	4.5	5.1	1.8	3.4	2.6	2.0	3.0	5.7
3	2.7	2.3	3.6	3.6	2.9	3.0	3.0	1.6	3.3	4.0	1.7	3.9
2	2.2	1.8	2.9	3.2	3.1	1.4	2.1	1.6	3.6	2.8	2.7	3.5
1	0.8	0.6	1.3	1.9	0.4	1.2	0.7	0.5	3.8	0.0	0.0	0.7
0	3.6	3.5	3.7	4.5	3.7	0.0	3.8	3.2	3.8	5.2	4.0	3.6
<b>Mean</b>	7.51	7.68	7.16	7.17	7.15	7.53	7.76	7.61	7.15	7.18	7.24	7.07



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

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
<b>AGREE</b>	75.9	72.7	74.2	81.6	79.1	75.2	72.4	77.2	75.1	77.8	73.6	78.4	73.7	
<b>Strongly</b>	58.6	45.7	51.1	65.0	57.9	63.7	59.1	56.2	60.2	56.7	61.0	60.8	56.7	
10	37.2	26.5	31.3	38.4	38.4	41.9	38.4	33.5	39.5	35.0	39.9	38.7	35.8	
9	10.0	9.4	8.6	12.1	10.4	8.1	10.5	10.3	9.8	10.3	9.5	10.4	9.6	
8	11.5	9.8	11.1	14.5	9.1	13.6	10.2	12.4	10.9	11.4	11.6	11.6	11.4	
7	9.9	15.3	11.6	11.0	11.8	6.8	7.6	12.1	8.5	12.0	7.3	9.6	10.2	
6	7.4	11.7	11.6	5.6	9.4	4.7	5.7	8.9	6.4	9.1	5.3	8.0	6.8	
<b>NEUTRAL-5</b>	11.9	10.7	14.0	7.7	11.9	13.1	13.2	10.5	12.8	10.9	13.1	9.5	14.1	
<b>DISAGREE</b>	12.2	16.6	11.7	10.7	9.0	11.7	14.5	12.3	12.1	11.3	13.3	12.2	12.2	
4	2.9	1.8	4.2	3.6	2.9	2.8	2.2	3.4	2.6	3.3	2.4	2.1	3.6	
3	2.7	4.9	2.7	2.5	1.6	2.4	3.1	3.0	2.5	2.6	2.8	3.0	2.4	
2	2.2	5.7	1.3	1.2	1.3	2.1	2.9	2.2	2.2	1.9	2.6	2.2	2.1	
1	0.8	1.2	1.0	0.7	0.9	0.0	1.3	0.9	0.8	0.9	0.8	1.2	0.5	
0	3.6	3.1	2.7	2.7	2.3	4.4	5.0	2.8	4.1	2.6	4.8	3.6	3.5	
<b>Mean</b>	7.51	6.93	7.29	7.83	7.69	7.65	7.38	7.46	7.55	7.53	7.50	7.60	7.44	



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
AGREE	75.9	74.6	78.2	78.2	73.2	77.0	80.3	79.8	76.5	72.8	76.3	76.8	70.2	73.7	75.8	79.0
Strongly	58.6	48.4	58.8	59.4	60.9	54.7	59.7	59.1	64.3	43.8	58.0	59.7	57.8	54.8	58.3	64.4
10	37.2	27.2	36.1	37.6	40.4	27.8	34.7	38.5	44.2	26.7	37.4	36.7	37.0	31.0	37.8	43.4
9	10.0	9.6	10.4	9.9	9.9	11.8	10.5	10.8	9.8	7.9	10.4	9.0	9.9	9.5	10.4	9.6
8	11.5	11.7	12.3	12.0	10.6	15.0	14.6	9.8	10.2	9.2	10.2	13.9	10.9	14.3	10.1	11.3
7	9.9	15.6	10.7	11.5	6.6	12.8	10.3	12.1	6.4	17.7	10.9	11.0	6.8	10.4	10.3	8.3
6	7.4	10.5	8.7	7.3	5.7	9.5	10.3	8.6	5.8	11.3	7.4	6.1	5.5	8.4	7.2	6.3
NEUTRAL-5	11.9	11.0	10.3	12.4	12.8	7.7	6.2	12.1	10.0	13.5	13.9	12.7	15.3	14.2	11.5	9.9
DISAGREE	12.2	14.4	11.5	9.4	14.0	15.4	13.4	8.1	13.5	13.7	9.8	10.5	14.5	12.1	12.7	11.2
4	2.9	2.6	3.3	2.7	2.9	5.0	3.1	1.5	1.3	0.8	3.5	3.9	4.3	2.9	3.1	2.4
3	2.7	3.6	2.8	2.3	2.7	3.2	3.4	1.6	3.5	3.9	2.2	2.8	1.9	3.1	2.9	1.7
2	2.2	4.3	1.6	1.0	2.9	2.1	2.2	1.2	3.0	5.8	1.0	0.8	2.7	2.5	2.1	2.0
1	0.8	0.9	1.0	0.6	0.9	1.0	1.3	1.2	1.2	0.8	0.7	0.0	0.6	0.4	0.7	1.6
0	3.6	3.1	2.8	2.8	4.7	4.0	3.4	2.6	4.4	2.4	2.3	3.0	5.0	3.2	3.8	3.5
Mean	7.51	7.09	7.57	7.67	7.48	7.24	7.51	7.71	7.65	6.98	7.63	7.63	7.33	7.31	7.51	7.77



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

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>AGREE</b>	78.3	100.0	96.7	93.3	83.9	63.5	44.0	31.7	13.9	87.9	96.2	79.5	42.0	91.8	87.3	79.1	89.1	49.2	66.9	32.3
<b>Strongly</b>	61.1	99.0	91.7	80.3	53.8	35.1	16.9	8.1	4.7	73.3	89.0	49.3	18.9	83.2	67.5	61.3	71.3	24.0	39.0	9.7
10	40.7	92.3	69.8	48.1	25.4	14.4	7.0	4.2	3.8	50.8	66.8	21.9	12.5	64.4	41.2	40.8	43.2	10.3	18.0	2.9
9	9.2	3.9	13.7	17.9	10.3	4.3	3.1	0.0	0.0	11.0	13.0	8.5	1.9	10.1	12.6	6.7	15.2	3.8	6.2	1.6
8	11.1	2.7	8.1	14.4	18.1	16.4	6.8	3.9	1.0	11.5	9.3	18.9	4.5	8.7	13.8	13.8	12.8	9.9	14.8	5.2
7	10.1	1.0	3.4	9.5	18.5	15.8	13.6	7.9	5.6	9.0	5.2	18.0	9.5	5.3	9.8	11.9	12.6	13.5	15.9	11.1
6	7.1	0.0	1.7	3.5	11.7	12.6	13.5	15.7	3.5	5.6	2.0	12.1	13.6	3.4	10.0	6.0	5.2	11.7	12.0	11.5
<b>NEUTRAL-5</b>	10.5	0.0	2.5	5.3	8.8	23.4	27.5	13.6	17.4	6.4	3.0	11.2	20.2	3.5	7.0	12.0	6.4	22.7	22.4	22.9
<b>DISAGREE</b>	11.3	0.0	0.7	1.4	7.2	13.1	28.5	54.7	68.8	5.7	0.8	9.4	37.8	4.7	5.8	8.9	4.5	28.2	10.7	44.8
4	3.1	0.0	0.3	0.7	1.5	6.0	7.2	18.0	6.0	2.3	0.4	4.2	12.9	1.6	2.4	3.4	2.3	5.4	2.4	8.3
3	3.0	0.0	0.4	0.0	1.3	2.0	11.1	15.0	16.8	0.9	0.2	1.0	7.3	0.4	0.9	2.0	0.7	9.3	2.7	15.5
2	1.9	0.0	0.0	0.0	1.6	2.0	6.0	11.0	7.7	0.8	0.0	0.9	8.5	0.5	0.8	2.2	0.2	5.3	3.3	7.2
1	1.0	0.0	0.0	0.0	1.3	1.1	0.0	2.0	13.5	0.3	0.0	0.8	0.6	0.1	0.3	0.2	0.5	3.0	1.9	4.1
0	2.4	0.0	0.0	0.7	1.5	2.0	4.1	8.8	24.8	1.5	0.3	2.5	8.6	2.1	1.3	1.1	0.8	5.2	0.5	9.6
<b>Mean</b>	7.71	9.88	9.36	8.73	7.49	6.52	5.40	4.32	2.96	8.41	9.24	7.24	5.18	8.88	8.12	7.81	8.36	5.57	6.75	4.45



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
<b>Total</b>	2000	350	450	768	432	1723	1430	292	277	178	100
<b>AGREE</b>	78.3	75.8	77.9	80.5	76.6	78.8	78.6	79.3	75.1	76.2	73.2
<b>Strongly</b>	61.1	59.3	60.5	64.6	56.8	62.6	63.7	57.6	51.3	50.6	52.5
10	40.7	36.6	39.7	42.8	41.3	42.4	43.9	34.9	30.3	27.4	35.4
9	9.2	9.0	8.8	10.9	6.9	9.5	9.4	9.9	7.4	7.1	7.9
8	11.1	13.7	12.0	10.9	8.6	10.7	10.3	12.9	13.6	16.0	9.2
7	10.1	9.3	10.5	10.1	10.4	9.2	8.4	12.7	15.9	17.4	13.3
6	7.1	7.2	6.9	5.9	9.3	7.0	6.5	9.0	7.9	8.3	7.4
<b>NEUTRAL-5</b>	10.5	10.1	10.3	10.5	10.8	10.2	10.1	10.6	12.1	9.8	16.2
<b>DISAGREE</b>	11.3	14.1	11.7	9.0	12.6	11.0	11.3	10.0	12.8	14.0	10.5
4	3.1	2.6	2.9	3.2	3.4	2.9	2.7	4.1	3.8	3.7	4.0
3	3.0	3.0	3.0	2.4	3.9	2.9	3.1	1.7	3.6	4.4	2.0
2	1.9	2.8	3.0	1.1	1.5	1.8	1.7	2.2	2.8	3.1	2.2
1	1.0	1.9	0.9	0.5	0.9	1.0	1.2	0.3	0.5	0.8	0.0
0	2.4	3.7	2.0	1.8	2.9	2.4	2.6	1.8	2.1	2.0	2.2
<b>Mean</b>	7.71	7.43	7.66	7.94	7.56	7.77	7.80	7.63	7.30	7.21	7.44



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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
AGREE	78.3	64.8	83.6	90.3	64.8	79.1	78.3	63.9	62.5	64.8	88.8	
Strongly	61.1	43.4	68.1	78.0	42.5	61.3	58.1	40.1	42.5	38.5	76.3	
10	40.7	24.3	47.2	56.8	23.2	40.8	34.3	20.8	23.6	18.9	55.2	
9	9.2	9.5	9.1	10.9	8.3	6.7	8.9	9.0	10.8	7.7	9.4	
8	11.1	9.5	11.8	10.4	11.0	13.8	14.9	10.3	8.1	11.8	11.7	
7	10.1	11.5	9.6	6.7	13.1	11.9	11.7	13.0	12.6	13.3	8.0	
6	7.1	9.9	6.0	5.6	9.2	6.0	8.6	10.8	7.4	13.0	4.4	
NEUTRAL-5	10.5	16.1	8.2	4.6	16.3	12.0	11.8	17.6	15.7	18.9	5.2	
DISAGREE	11.3	19.1	8.2	5.1	18.9	8.9	9.9	18.5	21.8	16.3	6.1	
4	3.1	5.0	2.3	1.9	4.2	3.4	4.7	4.5	3.2	5.3	2.0	
3	3.0	4.6	2.3	0.6	5.9	2.0	2.4	5.2	5.8	4.8	1.3	
2	1.9	4.0	1.1	0.6	3.3	2.2	1.5	3.8	4.7	3.2	0.6	
1	1.0	2.3	0.4	0.2	2.0	0.2	0.4	1.9	3.5	0.8	0.3	
0	2.4	3.2	2.0	1.8	3.5	1.1	0.9	3.1	4.7	2.1	1.8	
Mean	7.71	6.70	8.10	8.63	6.66	7.81	7.64	6.58	6.52	6.63	8.52	



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

BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269	
AGREE	78.3	91.9	66.1	89.9	65.8	79.8	90.7	73.1	79.0	89.0	60.7	80.6	
Strongly	61.1	80.9	43.2	77.4	46.0	59.8	77.9	53.0	60.7	77.0	41.1	59.0	
10	40.7	59.8	23.7	56.6	25.5	40.4	56.3	32.3	40.4	56.8	20.7	40.4	
9	9.2	10.8	7.8	11.0	8.9	7.4	10.7	8.4	7.2	11.2	9.2	7.6	
8	11.1	10.4	11.7	9.9	11.7	12.1	10.9	12.3	13.1	8.9	11.2	11.0	
7	10.1	7.0	12.3	7.9	10.9	12.1	8.1	12.8	11.5	7.6	9.5	12.6	
6	7.1	4.0	10.5	4.6	9.0	7.9	4.7	7.4	6.8	4.5	10.0	9.0	
NEUTRAL-5	10.5	3.7	16.4	4.7	15.6	11.2	3.3	12.1	12.9	6.1	17.9	9.4	
DISAGREE	11.3	4.3	17.6	5.4	18.6	9.0	5.9	14.7	8.1	4.9	21.3	10.0	
4	3.1	1.8	4.1	1.9	4.0	3.3	1.8	1.1	2.6	2.0	5.9	4.1	
3	3.0	0.3	5.2	0.6	5.5	2.7	1.2	5.8	2.7	0.0	5.2	2.7	
2	1.9	0.3	3.3	0.6	3.6	1.4	0.8	2.9	0.8	0.5	4.0	2.0	
1	1.0	0.2	1.7	0.3	2.2	0.2	0.3	2.4	0.4	0.2	2.1	0.0	
0	2.4	1.8	3.3	2.0	3.4	1.4	2.0	2.4	1.6	2.1	4.1	1.1	
Mean	7.71	8.78	6.72	8.61	6.77	7.79	8.61	7.21	7.80	8.60	6.46	7.78	





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

BANNER 5

	TOTAL																
	LIBERAL							MODERATE					CONSERVATIVE			INDEPENDENT	
	Very	Smwt.	MOD-ERATE	Smwt.	Very	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	INDEPENDENT	CONSERVATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
AGREE	78.3	62.4	58.4	65.1	79.7	88.4	92.0	90.0	80.5	85.3	92.5	58.9	75.5	74.4	66.6	80.1	88.2
Strongly	61.1	40.5	40.5	40.6	59.9	75.5	84.6	79.6	62.8	65.5	83.1	37.8	55.4	63.9	37.3	60.5	73.5
10	40.7	22.4	25.7	20.2	38.7	53.1	64.8	58.3	38.6	47.5	61.7	20.5	30.6	38.3	19.7	40.3	55.2
9	9.2	7.6	6.9	8.0	8.6	12.9	9.3	11.3	13.3	4.8	12.6	6.8	10.9	14.8	7.2	8.7	3.3
8	11.1	10.5	7.8	12.3	12.7	9.5	10.6	10.0	10.9	13.2	8.8	10.5	13.9	10.8	10.4	11.5	15.0
7	10.1	12.3	9.9	13.9	11.3	8.5	5.0	6.9	9.1	12.3	6.3	11.5	10.4	8.7	19.3	11.6	8.5
6	7.1	9.6	8.0	10.6	8.4	4.4	2.5	3.5	8.6	7.5	3.2	9.6	9.7	1.9	10.0	8.0	6.1
NEUTRAL-5	10.5	17.4	17.6	17.3	11.2	4.4	3.0	3.8	11.9	6.6	3.2	18.9	11.9	8.0	14.3	12.8	3.9
DISAGREE	11.3	20.2	24.0	17.6	9.1	7.2	4.9	6.2	7.6	8.1	4.3	22.3	12.6	17.5	19.1	7.1	7.9
4	3.1	4.3	3.3	4.9	3.2	3.0	0.3	1.8	4.7	3.4	1.1	3.8	4.1	4.5	6.5	2.5	3.6
3	3.0	6.7	7.7	6.0	1.7	1.9	0.3	1.2	0.0	0.5	0.7	7.6	2.3	3.5	7.1	1.9	2.0
2	1.9	3.0	2.8	3.1	2.1	1.3	0.3	0.8	0.0	1.8	0.4	3.8	2.9	4.2	0.8	1.8	0.8
1	1.0	2.3	2.8	2.0	0.3	0.0	1.2	0.5	0.0	0.0	0.4	2.9	0.9	2.7	1.2	0.0	0.0
0	2.4	3.9	7.5	1.5	1.7	1.1	2.8	1.8	2.9	2.4	1.8	4.1	2.5	2.6	3.5	0.9	1.5
Mean	7.71	6.53	6.32	6.67	7.74	8.51	8.84	8.66	7.86	8.07	8.87	6.31	7.36	7.54	6.62	7.86	8.40



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

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

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
AGREE	78.3	67.1	79.0	90.4	78.7	73.0	76.5	72.5	79.2	77.1	82.6	78.8	83.1	83.6	82.3	68.8
Strongly	61.1	44.9	61.1	79.1	59.5	52.0	56.6	51.3	62.5	60.1	66.5	63.5	67.4	66.2	68.1	48.4
10	40.7	24.2	42.3	58.6	37.1	26.1	35.1	24.7	42.5	40.4	46.0	48.7	45.6	51.6	45.7	31.0
9	9.2	8.8	8.3	10.0	9.1	12.2	13.5	12.0	9.3	9.2	9.4	4.2	10.3	7.7	11.2	6.5
8	11.1	11.9	10.5	10.6	13.3	13.7	8.0	14.6	10.7	10.4	11.1	10.7	11.5	6.9	11.2	11.0
7	10.1	12.4	11.2	7.1	11.6	11.3	7.9	11.9	9.8	9.5	10.4	10.3	7.8	13.9	7.7	12.4
6	7.1	9.8	6.8	4.2	7.5	9.7	12.1	9.3	6.9	7.6	5.7	4.9	7.8	3.4	6.6	8.0
NEUTRAL-5	10.5	14.6	13.9	4.6	11.2	13.2	7.4	14.1	10.1	10.4	9.6	9.1	8.1	6.8	9.5	15.5
DISAGREE	11.3	18.3	7.0	5.0	10.2	13.8	16.1	13.4	10.7	12.5	7.8	12.1	8.8	9.6	8.2	15.7
4	3.1	4.5	2.5	1.7	3.5	3.4	2.4	3.5	3.1	4.0	1.6	2.2	3.2	1.2	2.4	3.9
3	3.0	5.4	1.9	0.6	2.5	4.2	4.8	4.1	2.8	3.0	2.4	2.5	1.9	1.3	1.8	5.1
2	1.9	3.4	1.4	0.5	1.8	2.4	4.5	2.1	1.6	1.9	1.2	3.6	1.4	3.3	1.3	2.6
1	1.0	1.9	0.0	0.2	0.4	1.4	1.6	1.3	0.8	1.0	0.5	1.5	0.7	1.5	0.6	1.1
0	2.4	3.0	1.3	2.1	2.0	2.4	2.8	2.4	2.4	2.6	2.1	2.3	1.7	2.4	2.1	2.9
Mean	7.71	6.78	7.88	8.67	7.67	7.16	7.35	7.13	7.80	7.64	8.05	7.82	8.05	8.10	8.06	7.05



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchl r Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
AGREE	78.3	80.9	73.2	73.7	72.4	83.6	78.5	78.7	67.3
Strongly	61.1	65.7	52.1	51.5	53.2	69.6	57.3	62.6	46.5
10	40.7	45.3	31.8	32.3	31.0	48.5	36.7	42.7	26.5
9	9.2	9.9	8.0	7.8	8.2	9.8	7.6	10.0	8.3
8	11.1	10.5	12.3	11.4	14.0	11.3	13.0	9.9	11.6
7	10.1	9.4	11.4	13.0	8.6	9.8	12.0	9.2	10.7
6	7.1	5.8	9.7	9.1	10.6	4.3	9.2	6.9	10.1
NEUTRAL-5	10.5	10.1	11.2	11.7	10.2	8.9	8.9	11.0	13.7
DISAGREE	11.3	9.1	15.6	14.6	17.4	7.4	12.6	10.3	18.9
4	3.1	2.8	3.5	3.4	3.8	1.6	2.2	3.8	5.1
3	3.0	2.4	4.2	3.9	4.6	2.5	4.1	2.2	4.2
2	1.9	1.4	3.0	2.7	3.5	1.0	2.2	1.7	3.8
1	1.0	0.4	2.0	0.9	3.9	0.4	1.9	0.4	2.1
0	2.4	2.1	2.9	3.6	1.6	1.9	2.2	2.3	3.7
Mean	7.71	7.98	7.17	7.21	7.10	8.18	7.50	7.82	6.80



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

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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
AGREE	78.3	80.0	74.6	78.9	70.2	78.0	83.6	76.8	79.5	78.3	77.4	64.2
Strongly	61.1	64.1	54.6	60.3	51.4	43.7	67.8	60.9	66.9	53.6	53.2	49.9
10	40.7	44.0	33.7	40.6	31.2	17.4	47.5	40.9	45.5	35.5	32.4	30.1
9	9.2	8.9	9.8	11.5	9.1	7.6	8.3	9.5	11.2	11.7	9.1	9.0
8	11.1	11.2	11.0	8.3	11.2	18.7	12.0	10.5	10.1	6.4	11.6	10.8
7	10.1	9.8	10.8	8.7	11.8	18.4	10.3	9.3	5.6	11.9	15.4	8.8
6	7.1	6.1	9.2	9.8	7.0	15.9	5.6	6.6	7.0	12.7	8.8	5.4
NEUTRAL-5	10.5	9.5	12.5	9.8	15.7	9.4	8.2	10.6	9.7	9.9	10.0	20.5
DISAGREE	11.3	10.5	12.9	11.3	14.0	12.6	8.1	12.6	10.8	11.8	12.6	15.2
4	3.1	2.3	4.6	4.3	3.9	6.4	1.3	3.3	1.8	7.0	1.6	5.9
3	3.0	2.8	3.3	3.8	3.6	2.5	2.2	3.3	6.5	0.9	4.5	2.8
2	1.9	1.8	2.1	1.0	3.4	0.0	1.3	2.3	0.7	1.2	2.8	3.9
1	1.0	0.9	1.1	0.9	1.2	0.0	1.2	0.6	0.0	1.9	1.3	1.2
0	2.4	2.6	1.8	1.3	1.9	3.7	2.1	3.1	1.8	0.8	2.3	1.5
Mean	7.71	7.85	7.41	7.76	7.21	6.96	8.08	7.64	7.95	7.56	7.37	7.07



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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16. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
<b>AGREE</b>	78.3	67.0	79.8	80.5	80.2	81.5	75.8	77.5	78.7	78.3	78.2	81.7	75.2	
<b>Strongly</b>	61.1	42.0	56.9	63.5	66.3	66.6	60.0	56.8	63.7	59.7	62.7	64.9	57.6	
10	40.7	21.3	38.3	40.9	45.8	47.6	39.5	36.0	43.7	38.9	42.9	44.0	37.8	
9	9.2	8.1	6.8	11.4	10.1	8.1	9.6	9.1	9.3	9.4	9.0	9.0	9.5	
8	11.1	12.5	11.9	11.2	10.4	10.9	10.9	11.7	10.8	11.3	10.9	12.0	10.4	
7	10.1	13.8	16.5	7.2	9.2	9.0	9.0	11.8	9.1	11.0	9.0	10.6	9.7	
6	7.1	11.2	6.4	9.8	4.7	5.9	6.8	8.9	6.0	7.6	6.4	6.2	7.9	
<b>NEUTRAL-5</b>	10.5	11.7	9.8	8.6	11.5	10.0	11.3	9.7	11.0	10.2	10.8	8.9	11.8	
<b>DISAGREE</b>	11.3	21.3	10.4	10.9	8.3	8.5	12.9	12.9	10.3	11.5	11.1	9.4	13.0	
4	3.1	8.8	4.0	2.5	1.8	1.3	3.3	4.3	2.3	3.5	2.5	1.8	4.2	
3	3.0	7.4	3.1	1.7	3.6	1.4	3.1	3.3	2.7	3.4	2.4	3.1	2.8	
2	1.9	0.6	1.8	2.0	0.9	2.4	2.7	1.6	2.1	1.4	2.6	1.5	2.3	
1	1.0	0.0	0.0	1.7	0.5	1.1	1.4	0.8	1.1	0.7	1.3	1.0	0.9	
0	2.4	4.4	1.5	3.1	1.5	2.2	2.4	2.8	2.1	2.4	2.3	2.0	2.7	
<b>Mean</b>	7.71	6.68	7.70	7.74	8.02	8.00	7.58	7.51	7.83	7.67	7.76	7.93	7.51	



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
<b>Total</b>	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
<b>AGREE</b>	78.3	69.5	80.4	81.0	77.4	75.4	85.0	83.5	79.8	65.2	76.2	78.8	75.1	78.8	76.6	81.5
<b>Strongly</b>	61.1	45.8	61.6	65.5	61.8	53.0	67.1	68.2	64.1	40.5	56.6	63.0	59.8	58.0	59.7	68.1
10	40.7	24.2	40.4	46.4	41.4	31.5	45.3	49.0	42.7	18.8	36.1	44.0	40.2	36.5	39.1	49.7
9	9.2	8.7	9.2	9.6	9.1	7.5	8.2	10.4	8.8	9.6	10.1	8.8	9.5	9.6	8.9	9.4
8	11.1	12.9	12.0	9.5	11.3	14.0	13.6	8.8	12.6	12.0	10.5	10.1	10.1	11.8	11.7	9.0
7	10.1	13.3	11.1	9.5	9.0	16.0	11.9	9.9	8.9	11.4	10.3	9.1	9.1	11.9	9.6	9.1
6	7.1	10.4	7.7	6.1	6.5	6.4	6.0	5.3	6.8	13.3	9.2	6.8	6.3	8.9	7.3	4.3
<b>NEUTRAL-5</b>	10.5	12.1	9.4	9.7	11.2	6.0	6.9	10.5	9.8	16.5	11.7	9.0	12.5	10.8	11.1	8.4
<b>DISAGREE</b>	11.3	18.4	10.2	9.3	11.4	18.6	8.1	6.0	10.3	18.2	12.1	12.2	12.4	10.4	12.3	10.1
4	3.1	6.5	3.5	2.1	2.5	3.1	2.1	1.4	1.6	9.0	4.8	2.7	3.3	3.0	3.3	2.7
3	3.0	7.7	1.3	2.8	2.9	10.3	1.3	1.9	3.3	5.8	1.3	3.6	2.4	2.6	3.5	2.2
2	1.9	0.5	2.0	1.8	2.4	1.1	1.4	0.5	2.3	0.0	2.5	3.0	2.5	1.2	2.2	2.3
1	1.0	0.0	1.0	0.7	1.4	0.0	1.5	0.7	1.1	0.0	0.6	0.7	1.6	1.3	1.0	0.5
0	2.4	3.7	2.4	1.9	2.4	4.0	1.9	1.5	2.0	3.5	2.9	2.2	2.7	2.3	2.4	2.5
<b>Mean</b>	7.71	6.90	7.76	7.99	7.69	7.20	8.06	8.21	7.82	6.67	7.50	7.78	7.59	7.61	7.60	8.08



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

BANNER 1

	TOTAL		ANMP SCORE							NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>AGREE</b>	75.4	100.0	96.0	89.6	77.8	62.7	42.3	26.2	3.2	83.8	94.5	72.6	26.2	85.9	80.5	73.7	92.0	50.0	68.4	32.6
<b>Strongly</b>	59.1	98.6	92.5	73.7	53.1	31.5	15.7	12.0	0.0	69.7	86.6	43.3	12.8	76.7	63.8	59.7	71.2	27.0	43.6	11.3
10	38.9	90.3	71.4	44.7	22.3	12.3	4.9	3.4	0.0	48.4	65.6	17.8	6.2	57.2	42.2	38.6	46.6	10.0	17.9	2.5
9	9.1	5.6	13.1	15.7	11.3	5.2	1.3	1.7	0.0	10.4	12.3	8.2	0.8	10.4	11.1	8.3	11.8	5.1	9.2	1.3
8	11.1	2.7	8.0	13.2	19.5	14.0	9.5	6.9	0.0	10.9	8.8	17.3	5.8	9.1	10.6	12.8	12.8	11.9	16.6	7.5
7	9.6	1.4	2.6	11.9	15.3	15.9	11.9	7.5	1.4	8.4	6.0	14.6	7.0	5.5	9.9	8.5	12.3	13.3	17.3	9.5
6	6.7	0.0	0.8	4.0	9.4	15.3	14.7	6.7	1.9	5.7	1.9	14.6	6.3	3.7	6.8	5.6	8.5	9.7	7.5	11.8
<b>NEUTRAL-5</b>	10.0	0.0	2.4	7.1	11.8	16.7	23.9	23.7	5.0	7.2	3.6	12.4	20.5	5.8	10.2	11.1	3.6	18.4	16.6	20.0
<b>DISAGREE</b>	14.6	0.0	1.6	3.2	10.4	20.7	33.8	50.1	91.7	9.0	1.9	15.0	53.3	8.3	9.3	15.2	4.4	31.6	14.9	47.4
4	3.5	0.0	0.0	1.1	3.9	6.1	10.8	10.4	4.1	2.6	0.4	5.0	14.3	1.9	4.4	3.5	1.6	6.0	4.6	7.4
3	2.8	0.0	0.0	0.2	1.5	4.8	8.1	13.0	10.7	1.6	0.1	2.9	11.4	1.1	1.2	3.7	1.1	6.2	3.1	9.1
2	2.2	0.0	0.0	0.2	0.5	2.4	5.2	10.7	19.3	0.9	0.1	1.3	7.2	0.6	1.4	1.4	0.7	5.9	1.5	10.1
1	1.0	0.0	0.0	0.7	0.6	2.0	1.4	2.6	4.9	0.5	0.3	0.9	1.1	0.5	0.9	0.7	0.0	2.4	1.9	2.9
0	5.2	0.0	1.6	1.0	3.8	5.3	8.3	13.5	52.8	3.3	1.0	4.8	19.4	4.2	1.5	5.9	1.0	11.1	3.9	17.9
<b>Mean</b>	7.44	9.85	9.31	8.44	7.25	6.14	5.07	4.20	1.38	8.12	9.10	6.75	4.12	8.41	7.92	7.39	8.41	5.41	6.76	4.14



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17. 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
<b>Total</b>	2000	350	450	768	432	1723	1430	292	277	178	100
<b>AGREE</b>	75.4	73.3	75.0	77.6	73.6	76.8	77.7	71.9	66.9	64.6	71.1
<b>Strongly</b>	59.1	58.4	59.1	60.3	57.5	61.6	64.4	48.0	43.4	40.2	49.2
10	38.9	37.4	38.9	39.6	38.7	40.9	44.1	25.1	26.3	24.0	30.3
9	9.1	9.5	10.0	8.2	9.4	9.4	9.3	9.8	7.1	5.7	9.5
8	11.1	11.5	10.2	12.5	9.4	11.3	10.9	13.1	10.1	10.5	9.4
7	9.6	8.9	9.6	10.0	9.4	9.1	8.2	13.2	13.0	14.4	10.5
6	6.7	5.9	6.3	7.3	6.7	6.1	5.1	10.8	10.5	10.0	11.4
<b>NEUTRAL-5</b>	10.0	12.5	10.9	8.6	9.4	9.1	8.3	13.0	15.2	17.6	11.0
<b>DISAGREE</b>	14.6	14.2	14.1	13.8	17.0	14.1	13.9	15.0	17.8	17.8	17.9
4	3.5	2.8	4.3	3.6	2.9	3.0	2.8	4.3	6.1	5.2	7.7
3	2.8	3.9	2.5	2.6	2.5	2.6	2.4	3.7	3.6	3.6	3.5
2	2.2	0.7	2.2	2.0	3.6	2.0	1.8	2.9	3.2	4.9	0.0
1	1.0	1.3	0.9	1.0	0.8	0.9	0.9	0.9	1.3	1.1	1.6
0	5.2	5.5	4.2	4.6	7.3	5.5	6.0	3.3	3.7	2.9	5.1
<b>Mean</b>	7.44	7.38	7.50	7.54	7.26	7.55	7.66	7.01	6.80	6.67	7.04





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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
AGREE	75.4	68.4	78.2	84.1	66.5	73.7	75.3	66.5	63.2	68.8	81.9	
Strongly	59.1	48.9	63.2	72.5	44.3	59.7	58.3	44.9	46.5	43.9	69.4	
10	38.9	27.8	43.3	52.3	24.3	38.6	37.0	24.8	26.7	23.5	49.2	
9	9.1	9.3	9.0	10.6	7.7	8.3	9.5	8.6	9.7	7.9	9.5	
8	11.1	11.8	10.9	9.6	12.3	12.8	11.8	11.6	10.1	12.6	10.8	
7	9.6	10.0	9.5	7.0	12.9	8.5	11.1	12.3	10.9	13.3	7.6	
6	6.7	9.5	5.6	4.7	9.2	5.6	6.0	9.3	5.9	11.6	4.8	
NEUTRAL-5	10.0	13.4	8.6	7.2	12.6	11.1	10.5	13.0	12.4	13.5	7.7	
DISAGREE	14.6	18.2	13.2	8.6	20.9	15.2	14.2	20.4	24.4	17.8	10.4	
4	3.5	4.4	3.1	2.7	4.3	3.5	4.1	5.1	4.5	5.5	2.3	
3	2.8	3.7	2.4	1.1	4.2	3.7	3.2	3.9	4.6	3.4	1.9	
2	2.2	3.9	1.5	0.9	3.9	1.4	1.9	3.6	5.4	2.4	1.1	
1	1.0	0.7	1.1	0.6	1.5	0.7	0.4	0.9	1.4	0.6	1.0	
0	5.2	5.6	5.1	3.3	7.1	5.9	4.6	6.9	8.5	5.8	4.1	
Mean	7.44	6.87	7.67	8.25	6.59	7.39	7.46	6.65	6.52	6.74	8.02	



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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	849	928	720	740	540	366	303	271	354	437	269
<b>AGREE</b>	75.4	84.5	68.6	86.2	66.3	73.5	89.2	68.0	72.6	83.0	65.1	74.4
<b>Strongly</b>	59.1	74.7	46.2	75.0	45.1	57.0	77.6	46.4	56.5	72.3	44.2	57.6
10	38.9	53.8	25.8	52.5	24.7	40.0	55.8	22.9	38.7	49.1	26.0	41.3
9	9.1	11.0	7.8	12.7	8.1	5.7	10.9	11.0	6.2	14.6	6.1	5.1
8	11.1	9.9	12.7	9.8	12.3	11.3	11.0	12.6	11.5	8.6	12.1	11.2
7	9.6	5.9	12.9	6.2	11.8	11.2	7.4	10.7	11.3	4.8	12.7	11.1
6	6.7	3.9	9.5	5.0	9.3	5.3	4.2	10.9	4.8	5.9	8.2	5.8
<b>NEUTRAL-5</b>	10.0	7.1	11.6	6.6	11.0	13.0	4.2	9.1	13.1	9.1	12.4	12.9
<b>DISAGREE</b>	14.6	8.4	19.8	7.2	22.7	13.5	6.6	22.9	14.2	7.8	22.5	12.8
4	3.5	2.4	4.2	1.9	5.4	2.8	2.0	4.4	2.7	1.9	6.2	3.0
3	2.8	1.3	3.9	1.0	4.2	3.2	1.0	2.5	2.8	1.0	5.3	3.6
2	2.2	0.5	3.6	0.5	4.0	1.9	0.8	6.1	1.8	0.3	2.6	1.9
1	1.0	0.5	1.4	0.5	1.8	0.4	0.2	1.5	0.0	0.8	2.1	0.8
0	5.2	3.6	6.7	3.2	7.2	5.3	2.6	8.5	7.0	3.8	6.4	3.5
<b>Mean</b>	7.44	8.32	6.71	8.37	6.57	7.42	8.54	6.52	7.32	8.18	6.60	7.52



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
AGREE	75.4	60.6	50.6	67.3	75.4	87.0	89.0	87.9	75.1	77.2	90.4	59.5	72.8	85.4	54.3	76.3	78.1
Strongly	59.1	39.3	36.2	41.4	55.8	76.3	83.3	79.4	60.8	55.6	82.9	36.5	52.0	75.0	37.0	58.5	66.4
10	38.9	18.9	21.1	17.4	36.2	53.1	65.3	58.6	28.0	35.9	60.9	17.4	30.4	51.0	19.9	40.4	52.9
9	9.1	7.5	6.8	7.9	7.5	13.6	10.6	12.3	16.2	7.8	13.8	7.3	7.7	14.8	1.7	7.1	3.9
8	11.1	12.9	8.3	16.0	12.1	9.6	7.4	8.6	16.6	11.8	8.3	11.9	13.9	9.2	15.4	11.0	9.6
7	9.6	11.8	8.7	14.0	11.7	6.1	4.5	5.4	7.4	10.8	4.5	12.8	10.6	10.4	10.6	12.9	6.3
6	6.7	9.4	5.7	11.9	7.9	4.6	1.1	3.1	6.9	10.9	3.0	10.3	10.2	0.0	6.7	5.0	5.4
NEUTRAL-5	10.0	13.5	13.5	13.5	11.6	5.9	4.3	5.2	12.6	10.6	4.6	13.0	9.3	4.9	16.8	13.7	8.0
DISAGREE	14.6	26.0	36.0	19.2	13.0	7.0	6.7	6.9	12.3	12.2	4.9	27.5	17.9	9.7	28.9	10.0	13.9
4	3.5	5.0	6.2	4.2	3.8	3.0	0.3	1.8	6.6	3.4	0.9	4.7	6.7	5.8	5.4	2.0	3.7
3	2.8	5.1	5.4	4.9	2.8	1.0	0.6	0.8	0.0	2.9	0.6	5.4	3.2	0.0	7.7	2.4	2.4
2	2.2	4.4	6.6	3.0	1.8	0.9	0.3	0.6	1.4	0.6	0.4	4.9	2.8	2.4	4.2	1.6	0.9
1	1.0	2.1	2.7	1.7	0.6	0.2	0.6	0.4	0.0	0.7	0.5	2.6	1.1	0.0	1.4	0.3	0.0
0	5.2	9.3	14.9	5.5	4.0	1.8	4.9	3.2	4.3	4.6	2.6	9.9	4.1	1.5	10.1	3.7	6.9
Mean	7.44	6.13	5.58	6.50	7.41	8.48	8.72	8.59	7.44	7.42	8.78	5.97	7.09	8.42	5.91	7.63	7.81



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
AGREE	75.4	66.0	74.6	86.3	78.7	77.6	68.0	79.1	76.7	78.7	73.5	62.0	80.8	77.4	81.5	63.3
Strongly	59.1	44.4	56.4	76.6	60.0	58.6	54.9	59.2	60.5	61.4	58.9	49.2	65.9	68.2	67.3	43.1
10	38.9	24.2	39.8	55.0	37.7	31.2	35.7	30.5	41.2	41.1	41.3	32.4	46.5	52.5	44.5	24.1
9	9.1	7.9	6.2	11.5	9.1	12.2	13.0	12.1	8.9	9.8	7.5	5.6	10.1	7.2	11.8	6.3
8	11.1	12.3	10.4	10.1	13.2	15.2	6.3	16.6	10.3	10.5	10.0	11.3	9.4	8.5	11.0	12.6
7	9.6	12.5	11.5	5.7	10.7	11.1	7.8	11.6	9.5	9.6	9.4	7.9	9.6	5.3	8.6	12.1
6	6.7	9.1	6.7	4.0	8.0	7.8	5.2	8.2	6.7	7.6	5.2	4.9	5.2	3.9	5.5	8.0
NEUTRAL-5	10.0	12.2	13.7	6.1	10.0	7.8	5.3	8.2	9.6	8.0	12.2	16.1	8.0	7.0	10.4	13.1
DISAGREE	14.6	21.8	11.7	7.7	11.3	14.6	26.8	12.7	13.7	13.3	14.3	21.9	11.2	15.7	8.1	23.7
4	3.5	5.1	3.0	1.8	3.7	2.7	2.9	2.7	3.5	3.0	4.3	4.6	2.2	4.5	2.6	5.2
3	2.8	4.1	3.3	1.1	2.8	2.6	2.5	2.6	3.0	3.2	2.6	1.6	1.6	3.9	1.0	4.7
2	2.2	4.0	0.9	0.6	1.5	4.4	12.8	3.0	1.6	1.9	1.1	3.2	1.6	1.6	1.4	3.2
1	1.0	1.6	0.5	0.5	0.2	1.0	3.9	0.5	0.9	0.9	0.9	1.9	1.4	1.1	0.2	1.4
0	5.2	7.0	4.0	3.7	3.1	4.1	4.7	4.0	4.8	4.3	5.5	10.6	4.4	4.5	2.9	9.2
Mean	7.44	6.57	7.50	8.41	7.64	7.36	6.84	7.44	7.57	7.63	7.47	6.61	7.87	7.87	8.01	6.40



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
<b>Total</b>	2000	1319	681	435	246	583	357	736	324
<b>AGREE</b>	75.4	75.8	74.5	75.0	73.6	77.2	78.2	74.7	70.5
<b>Strongly</b>	59.1	62.0	53.5	53.9	52.8	64.5	56.6	60.0	50.1
10	38.9	42.3	32.3	33.4	30.2	44.1	34.0	40.8	30.3
9	9.1	9.3	8.8	9.3	7.9	9.9	9.1	8.8	8.4
8	11.1	10.5	12.5	11.2	14.7	10.5	13.5	10.4	11.4
7	9.6	8.1	12.6	12.3	13.2	7.1	13.6	8.8	11.5
6	6.7	5.8	8.4	8.9	7.5	5.7	8.0	5.9	8.9
<b>NEUTRAL-5</b>	10.0	10.9	8.2	9.7	5.6	9.6	6.2	11.9	10.4
<b>DISAGREE</b>	14.6	13.3	17.3	15.3	20.8	13.1	15.6	13.4	19.2
4	3.5	3.6	3.3	3.3	3.3	3.2	2.4	3.8	4.2
3	2.8	2.1	4.0	3.3	5.3	1.2	3.3	2.9	4.8
2	2.2	1.3	3.8	3.9	3.6	1.8	4.4	1.0	3.1
1	1.0	0.9	1.2	0.3	2.6	0.6	0.6	1.1	1.8
0	5.2	5.4	5.0	4.4	6.1	6.3	4.9	4.6	5.2
<b>Mean</b>	7.44	7.60	7.15	7.26	6.96	7.66	7.33	7.54	6.95



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
AGREE	75.4	78.7	68.5	72.4	61.4	78.3	81.3	76.3	74.5	70.2	61.3	61.6
Strongly	59.1	64.2	48.4	55.1	43.0	42.1	67.5	61.3	58.4	51.7	40.8	44.8
10	38.9	42.5	31.2	37.9	27.1	26.2	46.0	39.5	35.7	40.1	21.2	32.0
9	9.1	9.9	7.3	6.5	7.2	6.2	9.6	10.2	10.7	2.2	8.3	6.2
8	11.1	11.8	9.9	10.7	8.7	9.7	11.9	11.6	12.1	9.4	11.2	6.7
7	9.6	8.0	12.9	11.0	13.4	21.9	7.8	8.3	9.5	12.5	15.1	12.0
6	6.7	6.4	7.2	6.3	5.1	14.3	6.0	6.8	6.5	6.0	5.4	4.8
NEUTRAL-5	10.0	9.0	12.0	9.1	15.2	9.3	6.7	11.0	9.3	8.9	16.8	13.8
DISAGREE	14.6	12.3	19.5	18.5	23.4	12.4	12.0	12.6	16.2	20.9	21.9	24.6
4	3.5	2.2	6.1	5.3	8.8	1.1	2.2	2.3	3.2	7.5	7.2	10.2
3	2.8	2.7	2.8	2.1	3.1	3.4	1.6	3.7	1.8	2.4	2.2	3.8
2	2.2	1.3	3.9	4.9	3.6	1.3	2.1	0.7	4.4	5.4	4.2	3.1
1	1.0	0.8	1.4	1.5	1.0	3.1	0.6	1.0	0.7	2.4	0.8	1.1
0	5.2	5.2	5.3	4.7	6.9	3.5	5.6	4.9	6.2	3.1	7.5	6.3
Mean	7.44	7.69	6.93	7.22	6.58	7.01	7.84	7.56	7.29	7.15	6.44	6.70



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
<b>AGREE</b>	75.4	62.3	65.1	77.5	75.3	76.3	82.6	70.1	78.7	71.7	80.0	77.6	73.4	
<b>Strongly</b>	59.1	37.3	41.8	63.9	59.5	62.9	68.5	50.8	64.3	53.4	66.1	61.5	57.0	
10	38.9	19.5	27.2	38.4	38.8	46.9	45.2	30.6	44.0	33.1	45.9	40.3	37.6	
9	9.1	7.4	6.0	9.8	8.6	8.5	11.4	8.0	9.8	8.2	10.2	9.6	8.7	
8	11.1	10.4	8.6	15.6	12.0	7.5	11.8	12.1	10.5	12.1	10.0	11.6	10.7	
7	9.6	16.1	12.0	9.0	9.6	7.4	8.5	11.5	8.4	10.9	8.0	9.6	9.6	
6	6.7	8.8	11.3	4.7	6.3	6.0	5.7	7.8	6.0	7.4	5.8	6.5	6.8	
<b>NEUTRAL-5</b>	10.0	11.4	12.3	9.0	11.8	10.7	7.3	10.6	9.6	11.0	8.7	8.3	11.4	
<b>DISAGREE</b>	14.6	26.3	22.6	13.5	12.9	13.0	10.1	19.3	11.7	17.3	11.3	14.1	15.1	
4	3.5	10.0	6.0	3.2	1.6	2.9	2.0	5.6	2.2	4.4	2.4	2.9	3.9	
3	2.8	4.4	3.9	3.1	3.3	2.2	1.6	3.6	2.2	3.5	1.8	2.0	3.4	
2	2.2	5.1	4.2	1.8	0.7	2.1	1.5	3.3	1.4	2.5	1.7	2.8	1.6	
1	1.0	1.7	1.0	1.5	1.2	0.3	0.7	1.4	0.7	1.3	0.5	0.6	1.3	
0	5.2	5.0	7.4	4.1	6.0	5.5	4.3	5.4	5.1	5.6	4.8	5.8	4.8	
<b>Mean</b>	7.44	6.33	6.54	7.60	7.45	7.70	7.96	6.97	7.74	7.12	7.85	7.54	7.36	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
AGREE	75.4	62.8	72.1	76.5	80.2	63.9	74.4	79.1	82.0	62.0	70.1	74.2	78.6	73.2	75.7	77.5
Strongly	59.1	38.6	53.3	60.7	67.4	47.9	52.4	63.2	69.4	31.8	54.2	58.4	65.5	51.4	61.6	63.0
10	38.9	22.4	33.5	39.5	46.5	24.5	30.4	42.5	48.8	20.8	36.2	36.7	44.4	29.7	40.6	46.2
9	9.1	7.3	8.3	8.3	10.7	12.9	9.8	9.4	8.7	3.1	6.9	7.3	12.5	9.6	9.2	8.2
8	11.1	9.0	11.6	12.9	10.2	10.4	12.1	11.3	11.9	7.9	11.1	14.3	8.7	12.1	11.7	8.6
7	9.6	14.5	10.8	9.4	7.7	9.6	13.5	8.8	7.6	18.1	8.3	9.9	7.7	13.7	7.8	8.8
6	6.7	9.6	8.1	6.5	5.1	6.4	8.5	7.1	4.9	12.1	7.6	5.9	5.3	8.1	6.3	5.7
NEUTRAL-5	10.0	11.0	10.4	10.9	8.7	8.7	9.8	8.4	7.3	12.7	11.0	13.2	10.1	10.6	9.7	9.8
DISAGREE	14.6	26.2	17.4	12.6	11.1	27.4	15.8	12.5	10.7	25.3	18.9	12.7	11.3	16.2	14.6	12.7
4	3.5	8.3	4.8	2.5	2.0	7.5	4.1	2.3	1.5	8.9	5.4	2.7	2.4	3.4	3.4	3.6
3	2.8	5.1	3.1	2.6	2.0	2.0	2.7	2.3	1.3	7.4	3.5	2.9	2.6	2.4	3.1	2.5
2	2.2	6.0	2.0	1.4	1.8	8.5	1.8	2.1	2.4	4.2	2.1	0.7	1.2	3.6	1.9	1.0
1	1.0	1.3	1.6	1.0	0.5	1.0	1.1	0.0	0.6	1.5	2.0	1.8	0.4	1.4	1.0	0.5
0	5.2	5.5	6.0	5.1	4.8	8.3	6.1	5.7	5.0	3.4	5.9	4.6	4.7	5.3	5.2	5.2
Mean	7.44	6.37	7.12	7.53	7.89	6.48	7.14	7.67	7.97	6.29	7.10	7.41	7.82	7.07	7.52	7.74





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18. ABORTION IS A DIFFICULT ISSUE BECAUSE TWO LIVES ARE INVOLVED. OUR GOAL SHOULD BE TO SUPPORT WOMEN IN DIFFICULT SITUATIONS SO THAT THERE ARE FEWER ABORTIONS IN AMERICA. 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255	
AGREE	53.4	100.0	75.9	62.3	46.3	37.2	13.2	10.1	3.2	62.9	76.4	42.0	16.2	70.2	63.0	45.7	64.5	25.0	42.7	8.2	
Strongly	40.5	97.2	65.0	47.7	25.1	17.9	5.8	4.0	0.0	49.5	66.0	20.3	7.4	59.3	46.2	32.8	49.3	13.5	24.6	2.9	
10	24.6	82.1	40.5	21.0	10.3	8.0	2.4	2.0	0.0	30.8	42.9	8.4	3.6	39.5	25.2	21.1	28.4	5.8	10.8	1.1	
9	6.9	8.8	11.3	13.2	4.0	2.3	1.4	1.3	0.0	8.6	11.4	3.2	2.2	9.2	9.3	3.8	11.1	1.9	3.2	0.7	
8	9.1	6.4	13.2	13.5	10.8	7.6	2.0	0.7	0.0	10.2	11.7	8.7	1.7	10.6	11.8	8.0	9.8	5.7	10.6	1.2	
7	7.1	2.8	7.2	9.2	10.5	10.4	1.7	0.7	1.9	7.4	6.9	10.5	0.0	6.1	9.3	6.4	9.0	6.2	10.5	2.1	
6	5.8	0.0	3.7	5.4	10.7	8.9	5.6	5.4	1.4	6.0	3.5	11.3	8.8	4.8	7.5	6.5	6.2	5.3	7.6	3.1	
NEUTRAL-5	13.9	0.0	15.4	13.4	18.4	17.0	21.3	9.0	5.8	14.5	10.9	21.4	20.6	13.6	13.5	19.0	12.9	12.4	11.7	13.1	
DISAGREE	32.6	0.0	8.7	24.3	35.2	45.8	65.5	80.9	91.0	22.7	12.7	36.6	63.2	16.2	23.5	35.3	22.6	62.6	45.6	78.7	
4	3.5	0.0	1.9	4.5	3.3	3.9	8.4	4.8	0.9	3.7	2.5	3.8	14.9	2.7	5.6	5.4	2.1	2.9	3.3	2.5	
3	4.1	0.0	1.6	3.4	3.9	4.9	11.7	7.4	6.1	3.2	1.9	4.5	10.7	2.2	4.0	4.0	3.6	6.6	4.1	9.1	
2	4.6	0.0	0.7	1.9	5.1	9.7	11.3	9.2	6.3	2.9	1.0	5.9	8.3	2.0	3.2	4.6	2.6	9.9	9.4	10.4	
1	3.0	0.0	0.0	2.5	3.7	6.2	5.7	3.2	6.9	2.0	1.0	4.7	1.2	0.6	3.2	3.1	2.5	6.1	5.1	7.0	
0	17.5	0.0	4.5	12.0	19.2	21.1	28.4	56.2	70.8	11.0	6.3	17.8	28.1	8.7	7.5	18.2	11.7	37.1	23.8	49.7	
Mean	5.73	9.70	7.76	6.35	4.94	4.29	3.02	1.83	0.92	6.58	7.68	4.75	3.34	7.24	6.51	5.33	6.54	3.16	4.48	1.91	



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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	1723	1430	292	277	178	100	
AGREE	53.4	50.7	56.3	54.3	51.0	53.6	53.6	54.0	52.2	51.4	53.6	
Strongly	40.5	37.1	42.6	43.8	35.4	41.7	42.8	36.4	33.5	29.2	41.2	
10	24.6	23.4	24.2	28.3	19.3	25.6	26.8	19.4	18.3	14.0	26.0	
9	6.9	5.2	7.6	7.2	7.1	6.9	7.0	6.9	6.6	6.2	7.3	
8	9.1	8.4	10.8	8.4	9.0	9.1	8.9	10.1	8.6	8.9	7.9	
7	7.1	7.4	7.7	6.2	7.8	6.7	6.2	9.2	9.5	11.8	5.5	
6	5.8	6.3	6.0	4.3	7.8	5.3	4.6	8.4	9.2	10.5	6.9	
NEUTRAL-5	13.9	16.5	12.8	15.0	11.2	13.0	12.6	14.9	20.0	20.1	19.9	
DISAGREE	32.6	32.8	30.8	30.6	37.8	33.4	33.9	31.2	27.7	28.5	26.5	
4	3.5	3.6	3.4	3.7	3.1	3.3	3.1	4.1	4.9	3.5	7.4	
3	4.1	4.9	3.9	4.6	2.6	3.8	3.5	5.1	5.6	7.9	1.6	
2	4.6	4.0	4.7	4.5	5.1	4.8	4.4	6.9	3.2	4.2	1.3	
1	3.0	3.0	3.0	2.6	3.7	3.4	2.8	6.5	0.7	1.1	0.0	
0	17.5	17.3	15.8	15.2	23.3	18.1	20.1	8.5	13.3	11.8	16.1	
Mean	5.73	5.60	5.89	5.99	5.20	5.72	5.71	5.78	5.77	5.61	6.06	



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMOS/		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
AGREE	53.4	47.8	55.7	67.9	40.5	45.7	48.9	42.8	46.7	40.2	61.2	
Strongly	40.5	33.3	43.4	55.0	27.5	32.8	33.1	29.5	34.3	26.2	48.6	
10	24.6	17.3	27.4	34.8	14.7	21.1	20.5	15.4	19.9	12.3	31.3	
9	6.9	7.7	6.6	9.2	5.5	3.8	5.6	6.3	5.0	7.3	7.3	
8	9.1	8.2	9.4	11.0	7.3	8.0	7.0	7.7	9.3	6.6	10.0	
7	7.1	8.5	6.6	7.2	7.3	6.4	8.0	6.7	6.3	6.9	7.4	
6	5.8	6.0	5.7	5.7	5.6	6.5	7.8	6.7	6.0	7.1	5.2	
NEUTRAL-5	13.9	12.7	14.4	13.5	12.6	19.0	16.8	13.6	9.4	16.4	14.2	
DISAGREE	32.6	39.5	29.9	18.6	46.9	35.3	34.3	43.6	44.0	43.4	24.5	
4	3.5	4.3	3.2	3.7	2.6	5.4	5.6	3.2	2.9	3.4	3.7	
3	4.1	5.5	3.5	2.8	5.5	4.0	3.8	5.2	4.4	5.8	3.2	
2	4.6	6.4	3.9	2.4	7.1	4.6	4.4	6.7	7.2	6.3	3.1	
1	3.0	3.6	2.8	1.5	4.7	3.1	3.6	4.9	4.3	5.3	1.7	
0	17.5	19.7	16.5	8.3	27.1	18.2	16.9	23.7	25.2	22.7	12.8	
Mean	5.73	5.18	5.95	7.00	4.49	5.33	5.44	4.74	4.90	4.63	6.45	



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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
				REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
AGREE	53.4	69.5	39.9	68.7	41.9	48.9	72.1	45.4	49.1	65.2	39.4	48.6
Strongly	40.5	56.3	27.6	54.8	29.2	37.1	58.1	32.2	39.2	51.3	27.2	34.9
10	24.6	35.8	14.6	34.2	15.5	24.2	35.1	17.9	23.6	33.2	13.9	24.9
9	6.9	9.0	5.4	9.4	6.1	4.7	10.5	7.2	4.6	8.3	5.3	4.8
8	9.1	11.4	7.6	11.2	7.7	8.2	12.6	7.2	11.0	9.8	8.0	5.3
7	7.1	7.5	6.8	7.9	6.9	6.3	7.8	8.8	5.0	8.1	5.6	7.5
6	5.8	5.6	5.5	6.0	5.8	5.5	6.2	4.4	4.9	5.8	6.7	6.2
NEUTRAL-5	13.9	11.8	14.8	12.1	13.4	17.1	11.9	16.0	17.5	12.2	11.7	16.7
DISAGREE	32.6	18.7	45.4	19.2	44.7	34.0	15.9	38.6	33.4	22.5	48.9	34.7
4	3.5	3.5	3.2	3.1	3.3	4.2	1.5	2.3	4.2	4.8	4.0	4.1
3	4.1	2.6	5.0	2.5	5.3	4.4	2.3	6.4	4.7	2.8	4.5	4.0
2	4.6	2.1	6.9	2.4	6.6	4.7	2.8	5.5	6.5	2.0	7.4	3.0
1	3.0	1.7	4.2	1.3	3.9	4.1	1.2	2.4	3.3	1.4	5.0	4.9
0	17.5	8.9	26.1	9.8	25.5	16.7	8.1	22.1	14.8	11.5	27.9	18.6
Mean	5.73	7.04	4.55	6.94	4.67	5.56	7.17	5.10	5.64	6.71	4.38	5.47



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
AGREE	53.4	36.1	38.5	34.4	51.9	67.8	72.2	69.8	73.9	51.7	73.4	31.7	54.3	61.4	29.0	50.3	58.5
Strongly	40.5	25.0	28.7	22.4	37.1	53.7	62.0	57.4	59.4	34.5	60.5	21.5	37.9	46.7	15.6	37.7	50.1
10	24.6	12.5	19.5	7.8	22.3	30.6	45.3	37.2	31.8	23.9	37.7	10.4	18.7	36.4	8.5	24.2	35.5
9	6.9	5.3	3.4	6.6	5.6	10.1	9.2	9.7	13.2	3.5	10.8	4.8	7.8	7.6	1.7	4.9	6.1
8	9.1	7.1	5.8	7.9	9.2	13.0	7.5	10.5	14.4	7.2	12.0	6.3	11.4	2.7	5.4	8.6	8.5
7	7.1	5.7	3.5	7.2	7.8	10.0	4.4	7.5	6.9	9.1	7.7	5.3	9.0	9.2	6.9	6.4	5.5
6	5.8	5.4	6.2	4.8	7.0	4.0	5.8	4.8	7.6	8.1	5.2	4.8	7.4	5.5	6.5	6.2	2.9
NEUTRAL-5	13.9	12.2	12.8	11.9	17.2	12.1	11.3	11.8	3.9	18.7	11.1	13.2	13.0	16.6	13.9	19.5	11.9
DISAGREE	32.6	51.7	48.8	53.7	30.9	20.1	16.5	18.5	22.2	29.6	15.5	55.1	32.7	22.0	57.2	30.3	29.5
4	3.5	2.9	1.0	4.2	4.1	3.3	3.2	3.3	3.8	5.1	2.4	2.7	3.3	7.7	3.4	4.3	4.3
3	4.1	5.6	2.3	7.8	4.1	4.2	0.9	2.7	0.0	4.5	2.2	6.5	4.4	0.9	4.9	3.7	6.1
2	4.6	8.4	4.5	11.0	3.5	3.8	1.3	2.7	6.5	2.4	1.9	8.1	4.7	4.2	11.5	3.1	5.2
1	3.0	5.3	3.5	6.6	2.5	2.2	1.0	1.6	0.0	2.0	1.2	6.1	1.2	0.0	5.7	3.7	4.3
0	17.5	29.5	37.5	24.1	16.7	6.6	10.0	8.1	11.9	15.6	7.7	31.8	19.1	9.1	31.6	15.6	9.6
Mean	5.73	4.14	4.21	4.09	5.68	6.92	7.37	7.12	6.93	5.74	7.32	3.83	5.58	6.76	3.57	5.72	6.44



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
AGREE	53.4	42.2	49.5	67.5	50.6	55.5	65.4	53.9	54.3	54.1	54.5	43.8	61.4	71.0	60.9	35.0
Strongly	40.5	29.0	34.0	56.0	37.1	35.7	43.1	34.5	42.5	41.5	44.3	32.6	48.0	64.3	46.8	22.7
10	24.6	15.1	21.4	36.3	21.2	20.0	28.9	18.6	26.0	24.6	28.3	20.5	29.9	44.9	26.9	12.5
9	6.9	6.1	4.6	8.7	6.4	7.4	9.3	7.1	7.0	7.6	6.2	5.0	8.0	8.1	9.5	3.9
8	9.1	7.8	7.9	10.9	9.5	8.2	4.9	8.7	9.5	9.3	9.7	7.1	10.2	11.3	10.4	6.2
7	7.1	6.7	9.4	6.6	7.0	9.9	7.7	10.3	6.7	7.3	5.7	5.9	7.3	4.4	7.8	6.8
6	5.8	6.5	6.1	4.9	6.5	9.9	14.6	9.1	5.0	5.4	4.6	5.3	6.0	2.3	6.2	5.5
NEUTRAL-5	13.9	12.6	20.4	13.1	16.1	10.1	14.3	9.5	14.3	14.0	14.7	17.1	12.5	7.3	16.6	15.6
DISAGREE	32.6	45.2	30.1	19.5	33.4	34.4	20.3	36.6	31.4	31.8	30.8	39.1	26.1	21.7	22.5	49.5
4	3.5	3.1	6.2	2.9	4.4	4.3	5.3	4.1	3.2	3.3	2.9	4.7	2.8	3.9	2.8	5.0
3	4.1	5.4	3.9	2.7	4.6	3.4	0.0	4.0	4.2	4.1	4.2	4.3	4.4	1.1	3.9	4.6
2	4.6	6.9	1.8	3.1	4.9	5.1	5.7	5.0	4.2	3.8	4.9	6.9	2.6	7.4	2.8	6.9
1	3.0	4.4	2.7	1.6	3.2	5.9	0.0	6.8	2.4	2.1	2.7	3.6	2.1	1.2	2.6	4.5
0	17.5	25.4	15.6	9.2	16.3	15.7	9.4	16.7	17.5	18.5	16.0	19.6	14.2	8.2	10.3	28.5
Mean	5.73	4.64	5.66	6.97	5.58	5.56	6.57	5.40	5.84	5.77	5.95	5.14	6.34	7.28	6.44	4.21



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL-							
		COLL.  EGE  Degree Grad./ COLL.  EGE  COLL.  EGE							
		GRAD  GRAD.    Prof.  GRAD.  GRAD.  GRAD.  GRAD.							
		-----	-----	-----	-----	-----	-----	-----	-----
Total	2000	1319	681	435	246	583	357	736	324
AGREE	53.4	55.1	50.2	51.8	47.3	58.0	55.0	52.8	44.8
Strongly	40.5	43.3	35.2	34.9	35.6	47.3	39.4	40.2	30.5
10	24.6	26.9	20.1	19.2	21.7	27.6	24.0	26.3	15.9
9	6.9	7.2	6.4	6.5	6.0	9.0	5.7	5.8	7.1
8	9.1	9.3	8.7	9.1	7.8	10.8	9.8	8.1	7.4
7	7.1	6.3	8.6	9.4	7.1	6.4	8.8	6.3	8.4
6	5.8	5.5	6.5	7.5	4.6	4.3	6.9	6.4	6.0
NEUTRAL-5	13.9	15.2	11.6	9.7	14.9	15.8	13.2	14.7	9.7
DISAGREE	32.6	29.7	38.2	38.5	37.8	26.2	31.7	32.5	45.4
4	3.5	4.0	2.5	3.5	0.6	2.9	1.9	4.8	3.1
3	4.1	3.6	4.9	6.7	1.8	4.0	4.8	3.3	5.1
2	4.6	4.3	5.2	4.1	7.0	4.5	5.0	4.1	5.4
1	3.0	2.8	3.4	3.9	2.4	2.2	2.2	3.3	4.7
0	17.5	15.0	22.3	20.1	26.0	12.5	17.9	17.0	27.1
Mean	5.73	5.99	5.23	5.30	5.10	6.27	5.72	5.76	4.69



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
AGREE	53.4	52.5	55.4	60.1	51.0	57.2	54.8	50.5	64.3	55.8	58.7	44.5
Strongly	40.5	41.5	38.5	43.8	35.8	29.8	44.3	39.0	48.4	39.0	41.6	31.0
10	24.6	25.1	23.4	29.6	20.4	15.6	26.6	23.8	30.2	28.9	22.3	18.9
9	6.9	7.0	6.6	8.6	5.2	2.5	7.6	6.5	9.6	7.5	5.5	5.0
8	9.1	9.4	8.4	5.7	10.1	11.6	10.2	8.6	8.6	2.7	13.7	7.1
7	7.1	6.2	8.9	6.8	8.1	17.8	6.1	6.3	8.8	4.8	9.5	7.0
6	5.8	4.8	7.9	9.5	7.0	9.6	4.3	5.2	7.1	12.0	7.7	6.5
NEUTRAL-5	13.9	13.3	15.3	14.6	17.1	13.0	15.0	11.9	13.0	16.3	15.0	18.8
DISAGREE	32.6	34.2	29.4	25.2	32.0	29.8	30.2	37.6	22.7	27.9	26.2	36.7
4	3.5	3.5	3.4	3.7	3.5	3.7	2.4	4.5	3.2	4.2	2.9	4.0
3	4.1	3.9	4.5	5.2	5.2	2.0	4.0	3.8	5.4	4.9	6.3	4.2
2	4.6	4.4	5.0	3.9	5.2	4.3	5.0	4.0	5.4	2.4	2.4	7.6
1	3.0	3.6	1.9	1.3	2.5	1.3	2.5	4.5	0.8	2.0	2.4	2.5
0	17.5	18.8	14.7	11.1	15.6	18.5	16.4	20.8	7.9	14.3	12.2	18.4
Mean	5.73	5.66	5.87	6.36	5.60	5.50	5.93	5.43	6.67	6.03	6.08	5.19





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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
AGREE	53.4	49.3	46.9	61.1	52.2	55.3	52.4	53.8	53.2	53.3	53.6	56.9	50.4	
Strongly	40.5	34.4	34.4	41.3	41.7	46.5	40.0	37.5	42.4	38.8	42.7	44.3	37.2	
10	24.6	20.1	18.5	26.4	27.4	31.0	21.4	22.4	25.9	23.9	25.4	26.2	23.1	
9	6.9	4.4	7.1	5.7	6.7	6.8	8.6	5.9	7.5	6.2	7.8	7.7	6.2	
8	9.1	9.9	8.8	9.2	7.6	8.7	10.1	9.2	9.0	8.7	9.5	10.4	7.9	
7	7.1	6.1	6.0	9.8	5.7	6.4	7.6	7.7	6.7	7.1	7.1	7.3	6.9	
6	5.8	8.8	6.5	9.9	4.8	2.5	4.8	8.5	4.1	7.4	3.8	5.3	6.3	
NEUTRAL-5	13.9	13.2	14.3	13.1	16.0	14.6	12.8	13.6	14.2	14.3	13.5	14.8	13.2	
DISAGREE	32.6	37.5	38.8	25.8	31.9	30.1	34.8	32.7	32.6	32.5	32.8	28.3	36.5	
4	3.5	4.3	5.3	3.9	2.7	2.7	3.1	4.5	2.9	3.9	2.9	2.5	4.3	
3	4.1	8.0	6.1	3.4	1.7	5.1	3.0	5.3	3.3	4.2	3.9	4.3	3.8	
2	4.6	3.9	5.9	3.5	4.8	4.1	5.1	4.4	4.7	4.5	4.7	4.7	4.5	
1	3.0	2.5	2.6	1.5	4.9	2.2	3.8	2.1	3.6	2.9	3.1	2.2	3.8	
0	17.5	18.7	18.9	13.5	17.8	16.1	19.8	16.4	18.1	16.8	18.2	14.5	20.1	
Mean	5.73	5.33	5.26	6.17	5.74	6.09	5.53	5.68	5.76	5.70	5.76	6.06	5.43	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
AGREE	53.4	49.3	55.0	52.5	54.3	59.8	59.6	57.0	54.3	41.5	50.8	48.4	54.2	57.1	50.8	55.1
Strongly	40.5	34.3	38.1	41.9	42.9	39.9	41.1	47.6	45.1	30.2	35.4	36.6	40.9	41.1	37.9	46.3
10	24.6	21.0	22.0	28.3	24.5	25.0	21.9	32.2	24.9	18.1	22.1	24.8	24.1	22.8	23.4	29.7
9	6.9	5.0	6.2	6.5	8.2	6.4	6.9	8.0	8.3	3.9	5.5	5.2	8.1	7.7	6.4	7.2
8	9.1	8.3	10.0	7.0	10.2	8.5	12.4	7.3	11.9	8.1	7.8	6.7	8.7	10.6	8.1	9.4
7	7.1	6.3	8.6	5.7	7.3	10.6	10.7	5.7	5.5	3.1	6.8	5.8	8.9	8.1	7.8	4.3
6	5.8	8.7	8.3	4.9	4.0	9.3	7.8	3.8	3.7	8.3	8.6	6.0	4.4	8.0	5.2	4.5
NEUTRAL-5	13.9	13.4	14.0	17.2	11.7	11.7	14.7	17.1	14.1	14.6	13.4	17.3	9.6	14.8	14.0	12.7
DISAGREE	32.6	37.4	31.0	30.3	34.0	28.5	25.7	25.9	31.6	43.9	35.8	34.2	36.2	28.1	35.1	32.2
4	3.5	5.3	3.9	2.9	3.1	4.1	3.7	1.3	2.3	6.2	4.1	4.4	3.8	3.1	3.6	3.6
3	4.1	6.8	4.6	3.2	3.5	4.1	4.8	4.5	4.0	8.7	4.4	2.1	3.1	2.7	4.9	3.8
2	4.6	5.2	4.0	4.0	5.3	3.5	4.0	3.5	6.4	6.5	3.9	4.5	4.3	4.2	4.6	5.2
1	3.0	1.8	1.8	4.2	3.3	1.2	1.2	3.1	2.3	2.3	2.3	5.2	4.1	2.5	3.5	2.4
0	17.5	18.2	16.8	15.8	18.9	15.6	12.0	13.5	16.6	20.1	21.0	17.9	20.9	15.7	18.5	17.2
Mean	5.73	5.38	5.74	5.88	5.71	6.01	6.13	6.29	5.87	4.92	5.39	5.49	5.57	5.91	5.54	5.96



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

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
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>AGREE</b>	74.5	100.0	92.7	88.3	79.0	60.8	43.0	19.1	10.4	81.2	92.8	67.8	24.0	87.8	78.9	65.6	85.2	54.3	76.1	33.6
<b>Strongly</b>	56.1	99.5	86.2	69.9	49.3	29.0	15.0	6.0	4.4	65.5	83.1	37.6	9.0	79.2	61.2	45.6	62.1	27.6	44.7	11.5
10	33.4	93.7	63.2	30.2	15.5	10.0	5.0	1.5	2.2	41.6	57.7	12.7	1.9	58.2	33.0	26.2	32.5	8.9	13.7	4.3
9	8.9	4.2	11.0	18.5	10.6	4.5	1.8	1.2	0.0	10.0	12.3	6.7	1.0	9.7	11.4	6.5	12.4	5.6	9.9	1.4
8	13.8	1.5	12.0	21.2	23.2	14.4	8.3	3.2	2.2	14.0	13.0	18.2	6.1	11.4	16.9	12.8	17.2	13.2	21.0	5.8
7	11.3	0.5	5.3	13.3	20.2	16.7	11.7	7.7	2.4	10.8	7.3	19.7	8.3	6.2	8.9	15.2	16.9	12.9	16.9	9.1
6	7.1	0.0	1.2	5.0	9.5	15.1	16.2	5.5	3.6	4.9	2.4	10.5	6.6	2.3	8.8	4.8	6.2	13.7	14.5	13.0
<b>NEUTRAL-5</b>	13.7	0.0	4.8	8.5	13.4	24.6	32.6	30.4	17.6	11.2	5.1	20.1	34.2	5.8	13.9	20.3	10.6	21.4	15.5	27.1
<b>DISAGREE</b>	11.8	0.0	2.4	3.3	7.5	14.7	24.5	50.5	72.0	7.6	2.2	12.1	41.9	6.4	7.3	14.1	4.2	24.3	8.4	39.4
4	3.4	0.0	1.3	0.8	4.1	5.8	6.4	15.4	2.6	2.8	0.8	5.9	9.3	1.6	2.9	6.0	1.9	5.2	3.1	7.2
3	2.5	0.0	0.0	0.7	1.2	3.2	7.7	12.2	9.9	1.5	0.3	2.5	9.2	1.2	1.5	2.2	1.3	5.4	1.4	9.2
2	1.8	0.0	0.0	0.3	0.8	2.0	6.6	7.5	9.5	1.2	0.1	1.5	10.6	0.7	1.5	2.8	0.6	3.6	1.1	6.1
1	0.6	0.0	0.0	0.2	0.0	0.0	0.3	2.0	13.0	0.2	0.1	0.0	1.5	0.1	0.0	0.5	0.0	2.0	0.0	3.9
0	3.5	0.0	1.2	1.2	1.5	3.7	3.5	13.4	37.1	2.0	0.9	2.3	11.2	2.8	1.3	2.6	0.5	8.0	2.7	13.0
<b>Mean</b>	7.40	9.91	9.01	8.10	7.23	6.23	5.36	4.06	2.38	7.96	8.87	6.68	4.33	8.58	7.70	6.97	7.95	5.71	6.97	4.51



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

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	
<b>Total</b>	2000	350	450	768	432	1723	1430	292	277	178	100	
<b>AGREE</b>	74.5	72.9	75.8	75.7	72.2	77.3	78.7	70.4	57.3	57.9	56.2	
<b>Strongly</b>	56.1	54.2	56.8	57.8	53.9	59.8	62.1	48.4	33.2	31.1	37.0	
10	33.4	29.3	33.6	35.9	32.3	36.1	38.8	22.7	17.3	15.6	20.1	
9	8.9	7.9	7.7	8.7	11.2	9.5	9.6	9.2	4.9	4.0	6.5	
8	13.8	17.0	15.4	13.3	10.4	14.2	13.7	16.5	11.1	11.5	10.3	
7	11.3	12.7	12.9	10.4	10.0	10.8	10.2	13.8	14.4	14.7	13.8	
6	7.1	6.0	6.2	7.4	8.3	6.7	6.4	8.2	9.7	12.1	5.4	
<b>NEUTRAL-5</b>	13.7	13.3	14.1	14.3	12.7	11.6	10.3	17.8	27.0	28.9	23.6	
<b>DISAGREE</b>	11.8	13.8	10.1	10.0	15.1	11.1	11.0	11.8	15.7	13.1	20.3	
4	3.4	2.7	2.9	3.7	3.9	2.7	2.5	3.7	7.3	5.9	9.9	
3	2.5	3.8	2.7	1.4	3.2	2.4	2.4	2.9	2.7	2.8	2.4	
2	1.8	2.2	1.5	1.7	2.0	1.7	1.5	2.5	2.6	1.8	4.1	
1	0.6	1.7	0.4	0.3	0.5	0.7	0.7	0.3	0.3	0.5	0.0	
0	3.5	3.5	2.5	2.9	5.5	3.6	3.8	2.4	2.8	2.2	3.9	
<b>Mean</b>	7.40	7.20	7.50	7.55	7.20	7.56	7.66	7.05	6.42	6.40	6.45	



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
AGREE	74.5	67.5	77.3	84.9	66.4	65.6	67.4	65.4	65.0	65.7	81.2	
Strongly	56.1	44.8	60.6	73.3	41.1	45.6	46.9	41.2	46.6	37.6	67.0	
10	33.4	20.5	38.6	49.9	18.1	26.2	25.0	17.7	20.5	15.9	44.9	
9	8.9	9.0	8.9	10.2	8.3	6.5	7.1	8.3	11.8	6.0	9.3	
8	13.8	15.3	13.2	13.2	14.8	12.8	14.8	15.2	14.3	15.7	12.8	
7	11.3	14.0	10.2	7.1	14.5	15.2	14.1	14.4	9.7	17.6	9.0	
6	7.1	8.7	6.5	4.5	10.8	4.8	6.5	9.7	8.6	10.5	5.2	
NEUTRAL-5	13.7	15.3	13.1	8.4	17.2	20.3	18.9	16.9	14.6	18.4	11.4	
DISAGREE	11.8	17.3	9.6	6.7	16.4	14.1	13.7	17.7	20.4	15.9	7.5	
4	3.4	4.5	2.9	2.0	3.9	6.0	5.8	4.5	4.5	4.5	2.6	
3	2.5	3.4	2.1	1.3	3.8	2.2	2.4	3.9	3.4	4.1	1.5	
2	1.8	2.7	1.5	0.9	2.5	2.8	2.9	2.7	2.5	2.9	1.2	
1	0.6	1.4	0.3	0.1	1.2	0.5	0.4	1.3	2.0	0.8	0.2	
0	3.5	5.2	2.8	2.3	5.0	2.6	2.1	5.4	7.9	3.6	2.1	
Mean	7.40	6.70	7.68	8.29	6.59	6.97	7.01	6.54	6.54	6.54	8.03	



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

BANNER 4

	TOTAL   2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	849	928	720	740	540	366	303	271	354	437	269
<b>AGREE</b>	74.5	85.9	67.0	85.7	64.5	73.3	89.0	70.4	78.6	82.3	60.4	67.9
<b>Strongly</b>	56.1	75.8	41.2	74.7	40.1	53.3	79.5	47.4	59.6	69.7	35.1	46.9
10	33.4	53.0	17.4	49.0	18.4	33.4	54.2	21.6	40.0	43.6	16.2	26.8
9	8.9	10.2	8.3	11.1	8.1	7.0	9.9	10.3	6.3	12.3	6.5	7.8
8	13.8	12.6	15.5	14.6	13.7	12.8	15.3	15.5	13.3	13.8	12.4	12.4
7	11.3	6.7	15.4	7.9	13.6	12.7	7.3	13.3	13.2	8.5	13.7	12.3
6	7.1	3.4	10.4	3.2	10.8	7.2	2.1	9.7	5.8	4.2	11.6	8.7
<b>NEUTRAL-5</b>	13.7	7.1	17.5	8.2	18.4	14.7	6.4	14.3	10.6	10.1	21.2	18.8
<b>DISAGREE</b>	11.8	7.0	15.5	6.1	17.1	12.1	4.7	15.3	10.8	7.5	18.3	13.3
4	3.4	2.5	3.9	1.8	4.0	4.5	1.8	3.2	2.8	1.8	4.6	6.3
3	2.5	1.1	3.7	1.4	4.1	1.7	1.0	2.5	1.8	1.8	5.2	1.6
2	1.8	0.8	2.4	0.5	2.8	2.3	0.5	2.4	2.2	0.5	3.0	2.5
1	0.6	0.1	1.1	0.1	1.3	0.4	0.0	1.5	0.7	0.2	1.2	0.0
0	3.5	2.5	4.4	2.3	4.9	3.1	1.4	5.6	3.3	3.2	4.4	2.9
<b>Mean</b>	7.40	8.40	6.63	8.34	6.53	7.34	8.61	6.82	7.65	8.06	6.33	7.04



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

BANNER 5

	BANNER 5																
	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	CONSER- VATIVE LIB- ERAL
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
AGREE	74.5	61.3	56.7	64.4	71.9	90.0	86.8	88.6	72.5	73.4	91.3	60.2	67.7	79.9	57.7	74.1	81.7
Strongly	56.1	39.2	41.0	37.9	48.9	76.4	80.7	78.3	57.8	51.3	84.1	36.8	42.3	53.5	36.9	52.5	67.2
10	33.4	16.0	20.9	12.8	26.7	49.5	63.0	55.5	20.4	28.5	59.0	15.3	17.9	39.5	16.4	32.2	49.4
9	8.9	8.3	9.8	7.3	8.4	11.6	7.8	9.9	15.0	8.9	11.3	8.3	8.5	4.5	2.3	8.1	7.0
8	13.8	14.9	10.4	17.9	13.8	15.2	9.9	12.9	22.5	13.9	13.8	13.1	15.9	9.5	18.2	12.3	10.8
7	11.3	12.2	6.0	16.5	13.8	9.9	5.2	7.8	13.3	14.7	5.1	13.1	12.7	19.7	6.8	14.1	12.6
6	7.1	9.8	9.7	10.0	9.2	3.8	0.9	2.5	1.4	7.4	2.1	10.4	12.8	6.7	14.0	7.4	1.9
NEUTRAL-5	13.7	18.5	15.3	20.6	16.9	6.2	6.3	6.3	14.5	17.4	4.5	18.8	19.3	12.5	19.8	14.9	10.3
DISAGREE	11.8	20.3	28.0	15.0	11.3	3.8	6.9	5.2	13.0	9.2	4.2	20.9	12.9	7.6	22.5	11.0	8.0
4	3.4	4.0	4.0	3.9	4.6	0.7	2.5	1.5	2.9	3.8	1.1	3.6	5.8	0.0	6.5	4.1	4.6
3	2.5	4.7	6.4	3.5	2.2	1.0	0.9	1.0	2.6	1.8	1.1	4.7	4.1	0.0	6.0	1.0	1.0
2	1.8	3.2	4.9	2.0	1.6	1.2	0.7	1.0	1.4	1.1	0.2	3.3	0.9	6.1	3.8	2.3	1.5
1	0.6	1.8	2.1	1.6	0.2	0.2	0.0	0.1	0.0	0.0	0.2	2.1	0.3	0.0	1.2	0.3	0.0
0	3.5	6.7	10.6	4.1	2.7	0.7	2.7	1.6	6.0	2.5	1.7	7.1	1.9	1.5	5.0	3.4	0.9
Mean	7.40	6.29	6.03	6.46	7.17	8.53	8.67	8.59	7.15	7.33	8.81	6.19	6.82	7.64	6.14	7.35	8.19



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
AGREE	74.5	65.3	71.7	85.9	75.3	75.2	70.3	76.0	75.8	76.0	75.5	63.3	79.6	84.4	78.8	63.0
Strongly	56.1	40.3	51.8	75.5	54.6	54.9	49.0	55.8	57.0	57.0	56.9	51.4	62.0	73.5	61.1	42.2
10	33.4	17.2	30.4	52.8	29.9	26.8	33.1	25.9	35.1	34.0	36.9	30.6	39.2	50.1	35.0	23.3
9	8.9	8.4	7.2	10.0	9.3	10.5	3.1	11.7	8.6	9.4	7.1	9.0	9.6	8.1	10.0	7.7
8	13.8	14.6	14.1	12.7	15.4	17.5	12.8	18.3	13.3	13.6	12.8	11.8	13.2	15.2	16.1	11.2
7	11.3	14.3	12.0	7.7	12.8	9.6	15.7	8.7	12.2	12.8	11.1	7.2	11.2	8.2	11.3	12.3
6	7.1	10.7	7.9	2.7	8.0	10.7	5.7	11.5	6.7	6.2	7.5	4.7	6.4	2.7	6.3	8.5
NEUTRAL-5	13.7	18.1	14.9	8.3	13.8	11.6	9.8	11.8	12.9	12.3	13.9	23.5	13.3	10.2	11.5	17.6
DISAGREE	11.8	16.6	13.4	5.8	10.9	13.2	19.9	12.2	11.3	11.7	10.6	13.2	7.1	5.4	9.7	19.4
4	3.4	4.2	5.1	1.8	3.8	2.0	5.3	1.5	3.7	3.9	3.3	3.0	2.5	2.7	2.9	4.4
3	2.5	3.9	2.1	1.0	2.5	1.6	0.0	1.9	2.6	2.3	3.1	2.6	0.9	1.2	2.6	4.2
2	1.8	2.6	3.2	0.5	1.9	4.3	5.2	4.1	1.3	1.6	0.8	1.8	1.1	0.9	1.2	3.3
1	0.6	1.2	0.3	0.1	0.4	0.2	0.0	0.3	0.7	0.9	0.4	0.7	0.5	0.0	0.2	1.0
0	3.5	4.8	2.6	2.4	2.4	5.1	9.4	4.4	2.9	2.9	3.0	5.1	2.1	0.7	2.8	6.4
Mean	7.40	6.55	7.22	8.43	7.38	7.14	6.85	7.19	7.50	7.49	7.53	7.02	7.83	8.37	7.66	6.55





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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
<b>Total</b>	2000	1319	681	435	246	583	357	736	324
<b>AGREE</b>	74.5	74.9	73.8	74.0	73.4	80.5	79.1	70.4	67.9
<b>Strongly</b>	56.1	57.2	53.9	53.4	54.9	63.5	63.3	52.2	43.7
10	33.4	36.2	28.1	28.0	28.3	43.1	33.9	30.8	21.7
9	8.9	8.1	10.4	11.8	7.9	7.7	11.2	8.4	9.5
8	13.8	12.9	15.4	13.6	18.6	12.7	18.2	13.1	12.4
7	11.3	11.2	11.5	13.3	8.1	11.6	9.8	10.9	13.2
6	7.1	6.4	8.4	7.3	10.3	5.4	6.0	7.2	11.0
<b>NEUTRAL-5</b>	13.7	14.5	12.3	13.7	10.0	11.0	8.8	17.2	16.3
<b>DISAGREE</b>	11.8	10.7	13.9	12.3	16.6	8.4	12.1	12.4	15.8
4	3.4	3.6	2.9	3.7	1.4	2.8	2.2	4.3	3.6
3	2.5	2.0	3.4	2.8	4.3	0.9	3.0	2.9	3.8
2	1.8	1.2	3.0	2.5	3.8	0.8	2.9	1.6	3.1
1	0.6	0.4	1.0	0.7	1.5	0.6	0.9	0.3	1.1
0	3.5	3.4	3.7	2.6	5.6	3.4	3.2	3.3	4.2
<b>Mean</b>	7.40	7.51	7.19	7.29	7.01	7.87	7.58	7.23	6.76



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
AGREE	74.5	77.3	68.6	70.3	65.8	72.8	82.9	72.5	78.4	62.0	71.5	61.1
Strongly	56.1	61.1	45.6	50.7	41.7	40.5	68.4	54.6	60.2	40.9	50.4	34.4
10	33.4	37.5	24.8	28.4	21.7	18.6	44.3	31.6	35.5	21.1	27.2	17.1
9	8.9	9.3	7.9	6.5	8.2	10.4	9.4	9.2	6.5	6.6	10.2	6.6
8	13.8	14.2	12.9	15.8	11.7	11.5	14.7	13.8	18.2	13.2	13.0	10.7
7	11.3	10.8	12.4	10.1	12.3	17.8	9.7	11.7	11.6	8.5	12.5	12.1
6	7.1	5.5	10.5	9.6	11.8	14.5	4.7	6.2	6.6	12.6	8.6	14.5
NEUTRAL-5	13.7	11.7	18.1	16.6	21.8	9.1	8.4	14.5	11.1	22.3	15.3	27.3
DISAGREE	11.8	11.0	13.3	13.0	12.4	18.0	8.8	13.0	10.5	15.7	13.2	11.6
4	3.4	3.0	4.2	3.4	3.8	5.2	1.9	4.0	2.6	4.4	5.5	2.4
3	2.5	2.0	3.4	4.1	1.5	7.0	1.2	2.8	3.2	5.1	1.5	1.5
2	1.8	1.4	2.7	2.0	3.4	3.8	1.1	1.7	1.3	2.8	2.7	4.0
1	0.6	0.8	0.3	0.2	0.6	0.0	0.9	0.7	0.0	0.4	0.8	0.4
0	3.5	3.8	2.8	3.2	3.1	2.0	3.7	3.9	3.4	3.1	2.7	3.3
Mean	7.40	7.61	6.96	7.10	6.78	6.79	7.98	7.29	7.58	6.61	7.16	6.47



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
<b>AGREE</b>	74.5	51.8	66.3	75.9	76.4	79.2	80.0	67.6	78.8	70.3	79.7	80.0	69.6	
<b>Strongly</b>	56.1	26.8	42.6	58.9	57.4	63.4	64.0	46.7	62.0	49.9	63.7	63.4	49.6	
10	33.4	15.6	22.9	33.1	34.0	39.4	39.8	26.0	38.1	28.4	39.6	39.6	28.0	
9	8.9	3.2	7.7	9.4	9.3	9.9	9.9	7.5	9.7	8.1	9.9	9.0	8.8	
8	13.8	8.0	12.0	16.4	14.1	14.1	14.3	13.2	14.2	13.4	14.2	14.8	12.9	
7	11.3	14.0	13.5	10.1	12.8	8.9	10.8	12.1	10.8	12.3	10.0	10.9	11.6	
6	7.1	10.9	10.2	6.8	6.2	7.0	5.2	8.8	6.0	8.0	5.9	5.6	8.4	
<b>NEUTRAL-5</b>	13.7	20.2	21.7	15.4	12.5	10.5	9.7	18.6	10.7	16.7	10.1	10.2	16.9	
<b>DISAGREE</b>	11.8	28.0	12.0	8.8	11.1	10.3	10.2	13.8	10.5	13.0	10.2	9.8	13.5	
4	3.4	7.0	3.8	3.4	4.7	1.8	2.3	4.3	2.8	4.4	2.1	2.5	4.1	
3	2.5	7.0	2.9	2.8	1.0	1.5	2.3	3.7	1.7	2.9	2.0	1.7	3.2	
2	1.8	4.5	3.3	0.5	1.8	1.4	1.5	2.3	1.5	2.1	1.4	1.6	2.0	
1	0.6	1.2	0.0	0.0	0.6	1.1	0.9	0.2	0.9	0.3	1.0	0.7	0.6	
0	3.5	8.3	2.0	2.1	3.0	4.4	3.3	3.3	3.6	3.2	3.8	3.3	3.6	
<b>Mean</b>	7.40	5.74	6.89	7.59	7.52	7.68	7.77	6.96	7.67	7.13	7.73	7.76	7.08	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
<b>Total</b>	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
<b>AGREE</b>	74.5	51.2	72.9	77.6	79.8	62.7	80.2	79.0	84.9	42.8	66.4	76.3	75.3	70.9	75.2	77.4
<b>Strongly</b>	56.1	30.5	51.2	59.0	64.3	41.8	58.7	64.2	71.3	22.2	44.6	54.3	58.0	49.1	57.6	61.5
10	33.4	17.8	29.1	32.8	41.1	23.6	35.4	37.4	47.8	13.6	23.4	28.5	35.1	25.2	34.7	40.8
9	8.9	4.1	8.5	9.3	10.2	6.7	7.3	10.9	9.4	2.2	9.5	7.8	11.0	8.9	8.8	9.0
8	13.8	8.5	13.7	17.0	13.0	11.5	15.9	15.9	14.1	6.3	11.7	18.0	12.0	15.0	14.0	11.8
7	11.3	11.7	12.6	11.7	10.1	13.8	14.9	9.4	8.8	10.3	10.6	13.7	11.2	14.3	10.5	9.3
6	7.1	9.0	9.1	6.9	5.4	7.2	6.7	5.4	4.7	10.4	11.2	8.3	6.1	7.5	7.1	6.6
<b>NEUTRAL-5</b>	13.7	23.6	17.2	11.8	10.2	17.8	12.9	10.4	6.4	27.9	21.1	13.1	13.6	15.0	13.6	12.3
<b>DISAGREE</b>	11.8	25.1	9.9	10.6	10.0	19.5	6.9	10.6	8.8	29.3	12.5	10.7	11.2	14.1	11.2	10.3
4	3.4	6.5	3.7	3.9	1.9	5.5	2.2	3.1	1.6	7.3	5.1	4.7	2.1	4.1	3.1	3.1
3	2.5	5.6	3.0	1.1	2.2	3.5	1.7	0.7	2.0	7.2	4.1	1.6	2.4	2.5	2.9	1.3
2	1.8	4.6	1.4	1.8	1.4	3.1	1.4	1.5	1.4	5.8	1.4	2.0	1.3	2.3	1.6	1.8
1	0.6	0.9	0.0	0.6	1.0	1.0	0.0	0.8	1.0	0.8	0.0	0.3	1.0	0.4	0.8	0.5
0	3.5	7.5	1.8	3.2	3.6	6.4	1.6	4.4	2.9	8.2	2.0	2.1	4.3	4.8	2.7	3.6
<b>Mean</b>	7.40	5.91	7.32	7.52	7.79	6.56	7.73	7.68	8.13	5.44	6.95	7.38	7.47	7.01	7.49	7.69



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20. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>DISAGREE</b>	67.7	100.0	88.4	73.0	67.6	50.3	39.3	30.6	22.2	75.3	85.2	60.7	38.7	86.3	73.6	69.6	61.6	44.9	58.5	31.9
<b>Strongly</b>	55.7	99.1	84.3	64.8	47.8	28.5	18.9	16.2	17.1	65.5	80.3	41.1	20.8	80.6	65.0	55.0	47.1	26.1	36.0	16.7
10	43.6	98.2	75.5	47.2	30.0	14.8	6.7	10.7	9.0	54.2	70.0	26.4	13.3	73.0	50.4	41.7	33.9	11.8	17.8	6.1
9	5.1	0.4	4.6	9.1	8.2	3.0	3.4	2.6	3.3	5.3	5.4	6.0	2.0	3.4	7.1	6.6	6.0	4.6	5.6	3.7
8	6.9	0.5	4.1	8.4	9.7	10.6	8.8	2.9	4.8	6.0	4.9	8.7	5.6	4.2	7.5	6.7	7.2	9.7	12.6	7.0
7	5.9	0.9	2.3	5.0	12.3	8.3	5.9	6.8	1.4	5.3	3.0	11.1	4.2	2.9	4.0	8.5	8.1	7.6	9.6	5.7
6	6.2	0.0	1.8	3.2	7.5	13.6	14.5	7.6	3.8	4.5	1.9	8.6	13.6	2.8	4.5	6.1	6.4	11.2	13.0	9.5
<b>NEUTRAL-5</b>	12.7	0.0	5.4	8.1	10.7	23.4	31.7	21.7	20.6	10.1	5.1	17.3	29.5	4.9	10.1	16.3	14.3	20.6	14.8	26.1
<b>AGREE</b>	19.5	0.0	6.2	18.9	21.7	26.2	29.0	47.7	57.2	14.6	9.7	22.0	31.9	8.8	16.3	14.1	24.2	34.5	26.7	42.0
4	4.0	0.0	1.1	4.0	3.6	6.7	9.5	7.4	4.3	3.2	1.9	5.2	6.9	0.0	5.1	3.7	6.8	6.6	4.7	8.4
3	4.6	0.0	1.0	2.8	6.4	7.9	5.0	18.5	7.7	2.9	1.4	6.0	3.7	1.4	3.5	3.4	4.5	9.9	8.8	10.9
2	4.1	0.0	1.2	3.7	4.1	5.4	8.0	12.9	9.3	3.0	1.9	4.4	9.1	1.9	4.1	3.2	4.1	7.4	5.1	9.5
1	2.2	0.0	0.9	3.6	2.8	2.1	2.3	1.1	6.2	1.9	1.7	2.3	1.8	2.0	1.4	0.8	3.2	3.0	2.8	3.2
0	4.6	0.0	2.1	4.9	4.9	4.2	4.2	7.8	29.6	3.6	2.7	4.2	10.4	3.6	2.2	3.1	5.5	7.6	5.2	9.9
<b>Mean</b>	7.20	9.96	8.95	7.52	6.80	5.80	5.26	4.67	3.58	7.82	8.63	6.53	5.12	8.66	7.74	7.40	6.69	5.34	6.06	4.66



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

20. 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	1723	1430	292	277	178	100
DISAGREE	67.7	69.6	69.0	68.3	64.1	69.4	70.9	61.7	57.6	55.5	61.4
Strongly	55.7	56.4	58.0	57.2	49.9	57.8	59.9	47.6	42.3	39.6	47.0
10	43.6	44.5	45.0	45.2	38.6	45.8	48.9	31.0	29.9	26.2	36.6
9	5.1	3.8	5.1	5.5	5.7	5.0	4.4	7.7	6.1	5.6	6.9
8	6.9	8.0	7.9	6.5	5.7	7.0	6.6	8.9	6.2	7.7	3.5
7	5.9	5.7	5.2	6.0	6.4	5.6	5.4	6.4	7.5	7.7	7.3
6	6.2	7.5	5.7	5.0	7.7	5.9	5.6	7.7	7.8	8.2	7.1
NEUTRAL-5	12.7	12.8	11.6	13.5	12.6	11.3	10.6	14.5	21.7	24.0	17.7
AGREE	19.5	17.7	19.5	18.3	23.4	19.3	18.5	23.7	20.7	20.5	20.9
4	4.0	2.9	3.2	3.9	5.9	3.7	3.9	2.6	5.9	6.2	5.2
3	4.6	5.1	4.9	3.5	5.7	4.4	3.8	7.7	5.6	5.4	5.9
2	4.1	3.3	5.2	3.4	4.9	4.0	3.5	6.2	5.0	4.6	5.8
1	2.2	1.6	1.8	2.6	2.2	2.3	2.3	2.3	1.1	1.4	0.6
0	4.6	4.7	4.3	4.8	4.7	4.9	4.9	4.8	3.2	3.0	3.4
Mean	7.20	7.28	7.28	7.29	6.89	7.29	7.43	6.63	6.64	6.49	6.89



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
DISAGREE	67.7	48.4	75.4	82.1	51.4	69.6	66.9	50.1	46.4	52.6	80.6	
Strongly	55.7	32.5	64.8	75.5	34.3	55.0	52.4	33.3	29.8	35.7	72.0	
10	43.6	21.6	52.3	65.5	20.4	41.7	37.2	20.6	18.8	21.7	60.4	
9	5.1	4.2	5.5	4.6	5.2	6.6	6.9	4.7	4.8	4.7	5.4	
8	6.9	6.7	7.0	5.3	8.7	6.7	8.3	8.0	6.2	9.2	6.1	
7	5.9	6.5	5.6	3.3	7.8	8.5	8.3	7.5	7.6	7.5	4.7	
6	6.2	9.5	4.9	3.3	9.3	6.1	6.2	9.3	9.0	9.5	4.0	
NEUTRAL-5	12.7	18.9	10.2	6.6	18.1	16.3	15.2	18.9	18.0	19.6	8.1	
AGREE	19.5	32.7	14.4	11.3	30.5	14.1	17.9	30.9	35.6	27.7	11.3	
4	4.0	6.5	3.0	1.7	6.7	3.7	4.7	6.6	6.5	6.7	2.1	
3	4.6	6.6	3.8	2.1	7.8	3.4	5.0	6.9	6.5	7.2	2.9	
2	4.1	8.0	2.6	2.6	6.1	3.2	2.9	7.4	8.3	6.9	1.7	
1	2.2	3.8	1.5	1.8	3.1	0.8	1.6	3.3	4.3	2.7	1.3	
0	4.6	7.8	3.4	3.1	6.8	3.1	3.7	6.7	10.1	4.3	3.1	
Mean	7.20	5.69	7.79	8.36	5.87	7.40	7.13	5.81	5.44	6.06	8.21	



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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
DISAGREE	67.7	84.2	52.7	82.8	51.0	70.6	82.0	49.2	70.7	83.5	52.4	70.5
Strongly	55.7	77.4	36.0	76.7	34.3	56.8	77.5	36.0	59.1	75.9	33.1	54.6
10	43.6	68.6	21.5	66.5	20.7	44.6	67.3	22.0	47.3	65.7	19.7	41.8
9	5.1	4.4	5.7	4.7	4.8	6.2	4.3	5.6	5.9	5.2	4.2	6.4
8	6.9	4.4	8.9	5.5	8.9	6.1	6.0	8.4	5.9	5.0	9.2	6.4
7	5.9	3.6	8.3	3.6	7.7	6.5	2.0	6.3	6.5	5.2	8.7	6.5
6	6.2	3.1	8.5	2.5	9.0	7.3	2.5	6.8	5.2	2.5	10.6	9.4
NEUTRAL-5	12.7	5.6	18.8	6.0	17.9	14.6	4.4	15.8	15.9	7.6	19.4	13.2
AGREE	19.5	10.3	28.5	11.3	31.0	14.8	13.6	35.0	13.3	8.9	28.2	16.3
4	4.0	1.5	6.2	1.0	7.5	3.2	0.4	7.8	2.9	1.7	7.3	3.5
3	4.6	1.5	7.3	2.4	6.7	4.6	3.2	7.7	4.1	1.7	5.9	5.2
2	4.1	2.0	6.5	2.5	6.3	3.3	3.2	8.6	3.1	1.7	4.7	3.5
1	2.2	1.6	2.6	2.0	2.7	1.5	2.4	3.1	1.4	1.6	2.5	1.7
0	4.6	3.6	5.9	3.3	7.8	2.1	4.4	7.7	1.9	2.2	7.8	2.3
Mean	7.20	8.49	6.02	8.40	5.84	7.47	8.30	5.77	7.61	8.49	5.89	7.33





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BANNER 5

	BANNER 5																
	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	CONSER- VATIVE LIB- ERAL
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
DISAGREE	67.7	48.8	42.7	52.9	66.5	84.9	85.3	85.1	55.5	73.1	89.3	46.8	59.5	47.3	54.1	68.4	89.2
Strongly	55.7	32.6	29.9	34.4	50.9	78.8	82.3	80.3	48.6	60.5	85.4	29.8	40.1	41.9	34.9	54.2	80.8
10	43.6	20.5	22.0	19.5	37.4	66.4	74.3	70.0	38.6	49.7	75.4	17.8	23.4	29.0	20.7	41.7	70.6
9	5.1	4.4	3.1	5.2	5.9	5.4	4.3	4.9	2.7	5.7	4.7	4.2	5.1	7.0	6.5	6.5	4.8
8	6.9	7.7	4.8	9.7	7.6	6.9	3.7	5.4	7.2	5.1	5.4	7.8	11.6	5.9	7.7	6.0	5.5
7	5.9	7.6	4.7	9.6	7.3	3.8	1.5	2.8	4.2	6.5	2.5	8.2	8.3	2.6	7.6	7.1	3.9
6	6.2	8.5	8.0	8.9	8.2	2.4	1.5	2.0	2.7	6.1	1.3	8.9	11.1	2.7	11.6	7.2	4.5
NEUTRAL-5	12.7	18.2	15.4	20.0	15.3	5.8	4.8	5.3	9.7	12.6	3.4	19.4	15.0	19.2	18.1	16.7	5.5
AGREE	19.5	33.0	42.0	27.0	18.2	9.3	9.9	9.6	34.8	14.3	7.3	33.8	25.5	33.5	27.7	14.9	5.3
4	4.0	6.7	6.8	6.6	4.5	1.6	0.9	1.3	0.0	1.7	1.0	8.0	7.8	3.3	4.9	3.4	1.5
3	4.6	8.3	8.1	8.5	4.6	2.2	0.6	1.5	7.3	4.5	1.2	7.7	4.9	6.4	12.3	4.4	0.0
2	4.1	6.6	8.8	5.1	4.4	1.8	1.6	1.7	10.5	3.4	1.2	6.5	6.4	4.8	3.7	3.5	2.4
1	2.2	3.3	4.0	2.8	1.8	1.7	1.6	1.7	9.0	0.5	1.6	2.5	2.8	4.0	2.8	1.6	0.6
0	4.6	8.2	14.3	4.1	3.0	1.9	5.2	3.4	8.0	4.1	2.4	9.0	3.6	15.0	4.0	2.1	0.8
Mean	7.20	5.70	5.18	6.05	7.07	8.56	8.65	8.60	6.15	7.62	8.93	5.56	6.34	5.77	6.07	7.34	8.86



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
DISAGREE	67.7	51.6	65.7	86.6	67.9	57.7	44.0	59.9	69.5	69.1	70.0	69.8	75.3	75.5	68.3	60.5
Strongly	55.7	34.2	53.2	80.7	54.9	43.6	37.0	44.6	57.5	57.6	57.2	60.2	65.3	68.9	59.6	42.4
10	43.6	20.4	42.7	70.1	41.5	31.7	37.0	30.8	45.5	44.4	47.4	47.1	53.0	60.6	46.3	30.2
9	5.1	5.4	5.0	4.9	5.8	4.0	0.0	4.6	5.6	6.1	4.8	3.5	5.4	2.0	5.9	5.2
8	6.9	8.5	5.5	5.7	7.6	7.9	0.0	9.2	6.4	7.1	5.1	9.6	7.0	6.4	7.4	7.0
7	5.9	8.2	6.2	3.2	6.5	7.5	2.8	8.2	5.7	5.2	6.4	5.2	5.2	4.8	4.1	8.1
6	6.2	9.3	6.3	2.7	6.5	6.7	4.2	7.1	6.3	6.3	6.4	4.3	4.8	1.7	4.6	10.0
NEUTRAL-5	12.7	18.0	17.0	5.2	14.0	11.5	7.2	12.1	13.2	12.9	13.8	10.8	12.4	7.2	12.0	15.8
AGREE	19.5	30.4	17.4	8.2	18.1	30.8	48.8	28.0	17.3	18.0	16.2	19.4	12.4	17.3	19.7	23.7
4	4.0	6.6	4.7	0.9	4.3	5.6	5.3	5.7	3.7	4.0	3.3	3.8	3.4	2.6	4.2	5.1
3	4.6	7.2	4.9	1.6	5.0	5.1	9.7	4.4	4.6	4.7	4.4	4.0	1.9	5.8	4.6	6.1
2	4.1	6.6	3.8	1.5	4.1	7.7	11.5	7.1	3.6	4.2	2.7	2.3	2.4	0.6	5.1	4.6
1	2.2	3.1	1.0	1.6	1.9	3.4	1.5	3.6	1.9	1.7	2.1	2.8	1.3	1.8	1.7	2.8
0	4.6	6.9	3.0	2.6	2.8	9.0	20.8	7.2	3.5	3.4	3.6	6.6	3.5	6.6	4.0	5.1
Mean	7.20	5.87	7.24	8.68	7.25	6.22	5.26	6.37	7.38	7.35	7.43	7.30	7.86	7.85	7.34	6.51



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
DISAGREE	67.7	71.5	60.5	59.8	61.8	71.0	63.5	71.8	57.2
Strongly	55.7	59.3	48.6	48.4	49.0	62.8	52.4	56.5	44.5
10	43.6	48.4	34.3	34.5	33.8	51.9	38.9	45.7	29.2
9	5.1	5.2	5.1	5.7	4.0	5.4	4.8	4.9	5.4
8	6.9	5.7	9.3	8.2	11.2	5.5	8.7	5.9	9.9
7	5.9	5.8	6.0	5.9	6.2	3.8	6.2	7.4	5.8
6	6.2	6.4	5.8	5.5	6.5	4.5	5.0	7.9	6.8
NEUTRAL-5	12.7	12.0	14.1	14.2	13.8	12.0	10.4	12.0	18.1
AGREE	19.5	16.5	25.4	26.0	24.4	17.0	26.1	16.1	24.7
4	4.0	3.5	4.9	5.2	4.4	2.7	4.8	4.2	5.2
3	4.6	4.2	5.4	6.2	3.8	4.6	5.5	3.9	5.2
2	4.1	3.1	6.1	5.4	7.4	3.2	7.7	3.0	4.4
1	2.2	2.2	2.2	1.8	2.8	2.4	2.4	2.0	2.0
0	4.6	3.5	6.8	7.3	6.0	4.1	5.8	3.0	7.9
Mean	7.20	7.51	6.61	6.60	6.62	7.58	6.80	7.45	6.40



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
DISAGREE	67.7	75.7	50.9	48.0	51.1	55.0	76.3	75.1	53.7	42.2	48.5	53.2
Strongly	55.7	64.3	37.4	36.4	35.9	41.0	68.7	60.5	44.0	28.6	31.9	39.3
10	43.6	52.1	25.8	24.6	25.0	27.7	56.8	48.0	32.5	16.4	20.5	28.7
9	5.1	5.2	5.1	4.5	5.3	5.1	5.2	5.2	4.9	4.1	4.3	6.1
8	6.9	7.1	6.6	7.3	5.6	8.3	6.7	7.4	6.5	8.1	7.1	4.4
7	5.9	5.5	6.6	5.3	8.1	5.9	3.2	7.6	5.1	5.4	10.8	5.9
6	6.2	5.8	7.0	6.4	7.0	8.0	4.4	7.0	4.6	8.2	5.8	8.1
NEUTRAL-5	12.7	10.0	18.5	20.4	18.0	17.3	7.7	12.0	18.0	22.9	17.2	18.7
AGREE	19.5	14.3	30.5	31.5	30.9	27.7	16.0	12.9	28.3	34.9	34.3	28.0
4	4.0	2.7	6.7	5.7	7.3	8.8	2.4	3.0	4.7	6.7	6.1	8.3
3	4.6	3.7	6.5	5.2	6.8	6.0	3.3	4.1	6.3	4.1	11.2	3.1
2	4.1	2.8	6.8	6.5	7.1	7.7	4.0	1.9	7.3	5.8	6.6	7.5
1	2.2	1.9	2.8	4.1	2.5	1.2	2.4	1.4	3.9	4.2	1.7	3.2
0	4.6	3.2	7.6	10.0	7.1	4.0	4.0	2.5	6.0	14.1	8.7	5.9
Mean	7.20	7.77	5.99	5.78	5.98	6.35	7.85	7.70	6.32	5.22	5.70	6.22



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

20. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
<b>DISAGREE</b>	67.7	41.3	50.3	61.6	68.5	80.4	79.1	53.5	76.6	58.1	79.7	68.2	67.4
<b>Strongly</b>	55.7	21.9	35.3	48.4	56.7	71.2	69.3	38.4	66.4	44.0	70.1	58.8	52.9
10	43.6	15.1	24.5	39.1	44.0	57.4	55.0	29.1	52.7	33.6	56.0	46.9	40.7
9	5.1	1.8	4.0	3.5	7.1	6.1	5.9	3.3	6.3	4.5	6.0	5.2	5.1
8	6.9	5.0	6.9	5.8	5.7	7.7	8.5	6.0	7.5	5.9	8.2	6.7	7.1
7	5.9	8.8	5.6	7.7	7.3	4.2	4.3	7.2	5.1	7.2	4.2	4.7	6.9
6	6.2	10.6	9.4	5.6	4.4	5.1	5.6	7.9	5.1	6.9	5.4	4.7	7.5
<b>NEUTRAL-5</b>	12.7	22.5	17.9	14.0	14.0	6.7	9.8	17.1	10.0	16.1	8.5	11.4	13.9
<b>AGREE</b>	19.5	36.2	31.8	24.4	17.5	12.9	11.0	29.4	13.4	25.8	11.8	20.4	18.7
4	4.0	8.7	7.4	3.8	3.1	3.2	2.2	6.1	2.7	5.2	2.6	3.5	4.5
3	4.6	8.5	6.1	5.4	5.2	2.7	3.2	6.3	3.6	5.9	3.0	4.9	4.3
2	4.1	8.0	5.1	5.9	4.3	2.4	2.4	6.1	2.9	5.5	2.4	4.9	3.4
1	2.2	2.4	2.7	4.2	1.5	1.6	1.3	3.3	1.4	2.8	1.4	2.4	2.0
0	4.6	8.5	10.5	5.2	3.4	3.1	2.0	7.7	2.7	6.4	2.4	4.7	4.5
<b>Mean</b>	7.20	5.24	5.81	6.73	7.35	8.10	8.07	6.10	7.88	6.48	8.08	7.28	7.12



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

20. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	URBAN	SUB-  URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
DISAGREE	67.7	41.3	57.4	69.5	80.5	36.6	61.6	65.9	81.9	44.7	53.7	72.9	79.1	59.2	69.2	75.0
Strongly	55.7	24.6	43.0	58.3	70.6	24.8	47.7	58.0	75.1	24.5	38.7	58.6	66.6	45.5	56.8	65.9
10	43.6	17.8	33.4	45.8	55.8	20.7	35.4	45.7	61.8	15.7	31.7	45.8	50.5	34.1	44.5	53.7
9	5.1	1.8	3.6	6.1	6.3	0.0	4.5	7.2	5.5	3.2	2.9	5.1	7.0	5.7	4.4	6.2
8	6.9	5.0	5.9	6.4	8.4	4.1	7.9	5.1	7.8	5.6	4.1	7.7	9.0	5.7	7.9	6.0
7	5.9	7.0	7.1	6.0	4.7	2.2	7.2	4.9	3.6	10.5	7.1	7.0	5.7	7.1	5.6	5.1
6	6.2	9.7	7.3	5.2	5.2	9.6	6.8	3.1	3.3	9.7	7.8	7.2	6.9	6.7	6.8	4.0
NEUTRAL-5	12.7	23.2	15.0	12.3	8.7	26.4	9.6	12.4	8.1	20.8	19.9	12.2	9.1	14.2	13.1	10.1
AGREE	19.5	35.6	27.5	18.2	10.9	37.1	28.8	21.7	9.9	34.4	26.4	14.9	11.8	26.6	17.7	14.9
4	4.0	9.5	5.2	3.0	2.5	7.4	4.4	4.2	1.4	11.1	5.9	1.8	3.4	5.7	4.1	1.8
3	4.6	7.6	5.4	4.8	3.1	10.5	5.8	4.7	3.1	5.5	5.0	5.0	3.1	6.0	4.6	2.9
2	4.1	6.8	6.1	4.4	2.0	8.4	8.0	5.1	1.9	5.6	4.3	3.7	2.0	5.3	3.9	3.0
1	2.2	2.2	3.2	2.5	1.3	1.0	3.6	2.8	1.6	3.1	2.9	2.1	1.0	3.4	1.7	1.7
0	4.6	9.4	7.7	3.5	2.1	9.7	6.9	4.8	2.0	9.2	8.3	2.3	2.2	6.2	3.4	5.5
Mean	7.20	5.34	6.36	7.37	8.14	5.24	6.50	7.21	8.35	5.42	6.23	7.51	7.95	6.53	7.33	7.75



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

SUMMARY MEANS:

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
HEALTHCARE POWER	7.88	9.84	9.02	8.30	7.74	7.16	6.21	5.48	4.46	8.19	8.94	7.30	4.60	8.50	7.78	7.70	8.44	6.93	7.78	6.13
OWN INTERESTS ABOVE OTHER	7.71	9.88	9.36	8.73	7.49	6.52	5.40	4.32	2.96	8.41	9.24	7.24	5.18	8.88	8.12	7.81	8.36	5.57	6.75	4.45
CUT SPENDING	7.51	9.94	9.38	8.43	7.41	6.18	5.19	4.01	1.61	8.29	9.14	7.21	4.45	8.87	7.96	7.44	8.29	5.16	6.28	4.10
WORK FOR BENEFITS	7.44	9.85	9.31	8.44	7.25	6.14	5.07	4.20	1.38	8.12	9.10	6.75	4.12	8.41	7.92	7.39	8.41	5.41	6.76	4.14
ENERGY INDEPENDENCE	7.40	9.91	9.01	8.10	7.23	6.23	5.36	4.06	2.38	7.96	8.87	6.68	4.33	8.58	7.70	6.97	7.95	5.71	6.97	4.51
ILLEGAL IMMIGRATION/GOOD	7.20	9.96	8.95	7.52	6.80	5.80	5.26	4.67	3.58	7.82	8.63	6.53	5.12	8.66	7.74	7.40	6.69	5.34	6.06	4.66
ABORTION	5.73	9.70	7.76	6.35	4.94	4.29	3.02	1.83	0.92	6.58	7.68	4.75	3.34	7.24	6.51	5.33	6.54	3.16	4.48	1.91



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
NATIONAL SURVEY: 2,000 REGISTERED 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	1723	1430	292	277	178	100
HEALTHCARE POWER	7.88	7.96	7.87	7.91	7.77	7.98	8.03	7.75	7.26	7.17	7.42
OWN INTERESTS ABOVE OTHER	7.71	7.43	7.66	7.94	7.56	7.77	7.80	7.63	7.30	7.21	7.44
CUT SPENDING	7.51	7.42	7.38	7.74	7.31	7.59	7.63	7.43	7.01	6.86	7.28
WORK FOR BENEFITS	7.44	7.38	7.50	7.54	7.26	7.55	7.66	7.01	6.80	6.67	7.04
ENERGY INDEPENDENCE	7.40	7.20	7.50	7.55	7.20	7.56	7.66	7.05	6.42	6.40	6.45
ILLEGAL IMMIGRATION/GOOD	7.20	7.28	7.28	7.29	6.89	7.29	7.43	6.63	6.64	6.49	6.89
ABORTION	5.73	5.60	5.89	5.99	5.20	5.72	5.71	5.78	5.77	5.61	6.06





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

SUMMARY MEANS:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
HEALTHCARE POWER	7.88	7.19	8.15	8.26	7.53	7.70	7.70	7.37	7.56	7.24	8.25
OWN INTERESTS ABOVE OTHER	7.71	6.70	8.10	8.63	6.66	7.81	7.64	6.58	6.52	6.63	8.52
CUT SPENDING	7.51	6.37	7.96	8.57	6.39	7.44	7.39	6.38	6.08	6.58	8.34
WORK FOR BENEFITS	7.44	6.87	7.67	8.25	6.59	7.39	7.46	6.65	6.52	6.74	8.02
ENERGY INDEPENDENCE	7.40	6.70	7.68	8.29	6.59	6.97	7.01	6.54	6.54	6.54	8.03
ILLEGAL IMMIGRATION/GOOD	7.20	5.69	7.79	8.36	5.87	7.40	7.13	5.81	5.44	6.06	8.21
ABORTION	5.73	5.18	5.95	7.00	4.49	5.33	5.44	4.74	4.90	4.63	6.45



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

SUMMARY MEANS:

BANNER 4

	TOTAL   2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
HEALTHCARE POWER	7.88	8.36	7.52	8.27	7.54	7.81	8.05	7.51	7.73	8.51	7.56	7.90
OWN INTERESTS ABOVE OTHER	7.71	8.78	6.72	8.61	6.77	7.79	8.61	7.21	7.80	8.60	6.46	7.78
CUT SPENDING	7.51	8.70	6.46	8.64	6.44	7.49	8.68	6.42	7.45	8.59	6.45	7.53
WORK FOR BENEFITS	7.44	8.32	6.71	8.37	6.57	7.42	8.54	6.52	7.32	8.18	6.60	7.52
ENERGY INDEPENDENCE	7.40	8.40	6.63	8.34	6.53	7.34	8.61	6.82	7.65	8.06	6.33	7.04
ILLEGAL IMMIGRATION/GOOD	7.20	8.49	6.02	8.40	5.84	7.47	8.30	5.77	7.61	8.49	5.89	7.33
ABORTION	5.73	7.04	4.55	6.94	4.67	5.56	7.17	5.10	5.64	6.71	4.38	5.47



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

SUMMARY MEANS:

BANNER 5

	TOTAL			IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE		
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111	
HEALTHCARE POWER	7.88	7.41	7.56	7.30	7.74	8.25	8.66	8.44	7.65	7.74	8.52	7.46	7.56	8.00	6.91	7.86	8.31	
OWN INTERESTS ABOVE OTHER	7.71	6.53	6.32	6.67	7.74	8.51	8.84	8.66	7.86	8.07	8.87	6.31	7.36	7.54	6.62	7.86	8.40	
CUT SPENDING	7.51	6.06	5.91	6.16	7.56	8.43	9.00	8.69	7.94	8.03	8.92	5.86	7.08	7.77	5.61	7.68	8.22	
WORK FOR BENEFITS	7.44	6.13	5.58	6.50	7.41	8.48	8.72	8.59	7.44	7.42	8.78	5.97	7.09	8.42	5.91	7.63	7.81	
ENERGY INDEPENDENCE	7.40	6.29	6.03	6.46	7.17	8.53	8.67	8.59	7.15	7.33	8.81	6.19	6.82	7.64	6.14	7.35	8.19	
ILLEGAL IMMIGRATION/GOOD	7.20	5.70	5.18	6.05	7.07	8.56	8.65	8.60	6.15	7.62	8.93	5.56	6.34	5.77	6.07	7.34	8.86	
ABORTION	5.73	4.14	4.21	4.09	5.68	6.92	7.37	7.12	6.93	5.74	7.32	3.83	5.58	6.76	3.57	5.72	6.44	



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

SUMMARY MEANS:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
HEALTHCARE POWER	7.88	7.50	7.75	8.35	7.76	7.57	6.74	7.70	7.91	7.80	8.08	8.13	8.10	8.06	8.00	7.59
OWN INTERESTS ABOVE OTHER	7.71	6.78	7.88	8.67	7.67	7.16	7.35	7.13	7.80	7.64	8.05	7.82	8.05	8.10	8.06	7.05
CUT SPENDING	7.51	6.42	7.59	8.71	7.55	7.06	7.02	7.07	7.62	7.53	7.78	7.34	7.90	8.27	7.94	6.74
WORK FOR BENEFITS	7.44	6.57	7.50	8.41	7.64	7.36	6.84	7.44	7.57	7.63	7.47	6.61	7.87	7.87	8.01	6.40
ENERGY INDEPENDENCE	7.40	6.55	7.22	8.43	7.38	7.14	6.85	7.19	7.50	7.49	7.53	7.02	7.83	8.37	7.66	6.55
ILLEGAL IMMIGRATION/GOOD	7.20	5.87	7.24	8.68	7.25	6.22	5.26	6.37	7.38	7.35	7.43	7.30	7.86	7.85	7.34	6.51
ABORTION	5.73	4.64	5.66	6.97	5.58	5.56	6.57	5.40	5.84	5.77	5.95	5.14	6.34	7.28	6.44	4.21



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

SUMMARY MEANS:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
HEALTHCARE POWER	7.88	8.02	7.61	7.63	7.57	7.90	7.59	8.11	7.63
OWN INTERESTS ABOVE OTHER	7.71	7.98	7.17	7.21	7.10	8.18	7.50	7.82	6.80
CUT SPENDING	7.51	7.82	6.91	7.11	6.56	7.88	7.14	7.78	6.66
WORK FOR BENEFITS	7.44	7.60	7.15	7.26	6.96	7.66	7.33	7.54	6.95
ENERGY INDEPENDENCE	7.40	7.51	7.19	7.29	7.01	7.87	7.58	7.23	6.76
ILLEGAL IMMIGRATION/GOOD	7.20	7.51	6.61	6.60	6.62	7.58	6.80	7.45	6.40
ABORTION	5.73	5.99	5.23	5.30	5.10	6.27	5.72	5.76	4.69



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

SUMMARY MEANS:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
HEALTHCARE POWER	7.88	8.07	7.48	7.59	7.45	7.14	7.84	8.27	7.76	7.41	7.66	7.29
OWN INTERESTS ABOVE OTHER	7.71	7.85	7.41	7.76	7.21	6.96	8.08	7.64	7.95	7.56	7.37	7.07
CUT SPENDING	7.51	7.68	7.16	7.17	7.15	7.53	7.76	7.61	7.15	7.18	7.24	7.07
WORK FOR BENEFITS	7.44	7.69	6.93	7.22	6.58	7.01	7.84	7.56	7.29	7.15	6.44	6.70
ENERGY INDEPENDENCE	7.40	7.61	6.96	7.10	6.78	6.79	7.98	7.29	7.58	6.61	7.16	6.47
ILLEGAL IMMIGRATION/GOOD	7.20	7.77	5.99	5.78	5.98	6.35	7.85	7.70	6.32	5.22	5.70	6.22
ABORTION	5.73	5.66	5.87	6.36	5.60	5.50	5.93	5.43	6.67	6.03	6.08	5.19



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

SUMMARY MEANS:

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
HEALTHCARE POWER	7.88	7.10	7.43	7.89	8.16	8.20	7.92	7.57	8.07	7.75	8.04	7.78	7.96	
OWN INTERESTS ABOVE OTHER	7.71	6.68	7.70	7.74	8.02	8.00	7.58	7.51	7.83	7.67	7.76	7.93	7.51	
CUT SPENDING	7.51	6.93	7.29	7.83	7.69	7.65	7.38	7.46	7.55	7.53	7.50	7.60	7.44	
WORK FOR BENEFITS	7.44	6.33	6.54	7.60	7.45	7.70	7.96	6.97	7.74	7.12	7.85	7.54	7.36	
ENERGY INDEPENDENCE	7.40	5.74	6.89	7.59	7.52	7.68	7.77	6.96	7.67	7.13	7.73	7.76	7.08	
ILLEGAL IMMIGRATION/GOOD	7.20	5.24	5.81	6.73	7.35	8.10	8.07	6.10	7.88	6.48	8.08	7.28	7.12	
ABORTION	5.73	5.33	5.26	6.17	5.74	6.09	5.53	5.68	5.76	5.70	5.76	6.06	5.43	



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
HEALTHCARE POWER	7.88	7.20	7.70	8.10	8.02	7.20	7.58	7.92	7.96	7.20	7.81	8.26	8.08	7.58	7.93	8.13
OWN INTERESTS ABOVE OTHER	7.71	6.90	7.76	7.99	7.69	7.20	8.06	8.21	7.82	6.67	7.50	7.78	7.59	7.61	7.60	8.08
CUT SPENDING	7.51	7.09	7.57	7.67	7.48	7.24	7.51	7.71	7.65	6.98	7.63	7.63	7.33	7.31	7.51	7.77
WORK FOR BENEFITS	7.44	6.37	7.12	7.53	7.89	6.48	7.14	7.67	7.97	6.29	7.10	7.41	7.82	7.07	7.52	7.74
ENERGY INDEPENDENCE	7.40	5.91	7.32	7.52	7.79	6.56	7.73	7.68	8.13	5.44	6.95	7.38	7.47	7.01	7.49	7.69
ILLEGAL IMMIGRATION/GOOD	7.20	5.34	6.36	7.37	8.14	5.24	6.50	7.21	8.35	5.42	6.23	7.51	7.95	6.53	7.33	7.75
ABORTION	5.73	5.38	5.74	5.88	5.71	6.01	6.13	6.29	5.87	4.92	5.39	5.49	5.57	5.91	5.54	5.96





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	
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
10	11.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9	24.1	0.0	0.0	26.6	14.2	6.4	5.9	0.0	0.0	0.0
9	18.3	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	24.3	37.0	0.0	0.0	32.8	18.6	17.3	20.2	0.0	0.0	0.0
8	19.2	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	25.6	38.9	0.0	0.0	19.8	26.3	19.5	41.3	0.0	0.0	0.0
7	18.1	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	16.9	0.0	62.0	0.0	11.8	18.9	22.4	19.7	21.5	44.2	0.0
6	14.6	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	10.4	0.0	38.0	0.0	5.2	10.0	18.7	12.9	27.2	55.8	0.0
NEUTRAL-5	10.1	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	4.5	0.0	0.0	65.2	1.7	8.3	11.4	0.0	26.9	0.0	52.5
4	4.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1.4	0.0	0.0	19.7	1.1	3.0	1.6	0.0	13.4	0.0	26.0
3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	60.7	0.8	0.0	0.0	11.4	0.6	0.3	2.5	0.0	6.2	0.0	12.1
2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.6	*	0.0	0.0	0.6	0.0	0.0	0.2	0.0	3.2	0.0	6.3
1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.3	0.1	0.0	0.0	1.8	0.1	0.3	0.0	0.0	1.1	0.0	2.1
0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.1	0.0	0.0	1.3	0.2	0.0	0.0	0.0	0.5	0.0	1.0
<b>Mean</b>	7.28	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.39	7.94	8.85	6.62	4.42	8.48	7.67	7.16	7.86	5.28	6.44	4.18



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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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	1723	1430	292	277	178	100	
10	11.9	9.6	11.8	13.3	11.4	13.1	14.5	6.3	4.6	3.4	6.7	
9	18.3	20.3	16.0	20.1	15.6	19.4	20.9	11.8	11.4	10.2	13.7	
8	19.2	17.1	22.6	18.5	18.7	19.6	19.3	21.0	17.0	17.0	16.8	
7	18.1	17.7	18.6	19.0	16.2	17.4	15.7	25.4	22.6	24.0	20.1	
6	14.6	17.2	14.9	13.2	14.6	13.6	12.5	19.0	20.6	19.7	22.2	
NEUTRAL-5	10.1	8.2	9.0	10.1	12.6	9.2	8.6	12.0	15.3	16.5	13.2	
4	4.3	5.3	4.1	3.4	5.4	4.1	4.5	2.4	5.8	5.4	6.6	
3	2.1	2.5	2.5	1.1	3.2	2.1	2.2	1.8	2.4	3.4	0.6	
2	0.8	0.9	0.5	0.8	1.1	1.0	1.1	0.3	0.0	0.0	0.0	
1	0.4	0.7	0.0	0.1	0.9	0.4	0.4	0.0	0.3	0.5	0.0	
0	0.2	0.3	0.0	0.3	0.1	0.2	0.3	0.0	0.0	0.0	0.0	
Mean	7.28	7.16	7.32	7.44	7.03	7.36	7.43	7.04	6.74	6.62	6.94	



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

ANMP SCALE:

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
10	11.9	3.3	15.3	22.5	2.3	6.4	6.4	2.4	3.2	1.9	18.8	
9	18.3	9.4	21.8	28.1	7.9	17.3	15.7	7.0	7.7	6.5	26.5	
8	19.2	17.3	20.0	21.9	16.2	19.5	20.4	16.5	16.3	16.7	21.2	
7	18.1	18.3	18.0	14.2	20.8	22.4	24.2	20.3	18.7	21.4	16.5	
6	14.6	21.3	11.9	6.8	21.6	18.7	17.1	22.3	21.8	22.6	9.0	
NEUTRAL-5	10.1	15.6	7.8	3.8	16.4	11.4	10.7	17.3	14.1	19.4	4.7	
4	4.3	8.7	2.6	1.8	8.1	1.6	3.0	8.2	8.8	7.8	1.5	
3	2.1	3.4	1.6	0.5	3.8	2.5	1.8	3.7	5.5	2.5	1.0	
2	0.8	1.9	0.4	0.0	2.0	0.2	0.4	1.7	2.8	1.0	0.2	
1	0.4	0.4	0.3	0.2	0.7	0.0	0.3	0.3	0.4	0.3	0.4	
0	0.2	0.4	0.1	0.2	0.3	0.0	0.0	0.3	0.7	0.0	0.1	
Mean	7.28	6.39	7.63	8.22	6.29	7.16	7.12	6.29	6.21	6.34	8.00	



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

ANMP SCALE:

BANNER 4

	TOTAL   2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	849	928	720	740	540	366	303	271	354	437	269
10	11.9	23.2	2.7	21.6	3.0	11.1	24.5	4.1	11.5	18.7	2.2	10.8
9	18.3	30.0	7.8	30.2	8.1	16.3	29.3	10.5	19.4	31.2	6.4	13.1
8	19.2	21.7	17.1	20.9	16.2	21.1	21.2	16.5	22.5	20.6	16.1	19.7
7	18.1	14.3	21.1	15.4	20.6	18.3	13.2	23.9	14.7	17.7	18.3	21.8
6	14.6	5.6	22.3	6.6	20.5	17.0	6.1	17.6	15.5	7.3	22.5	18.6
<b>NEUTRAL-5</b>	10.1	2.9	15.5	2.4	17.9	9.5	2.8	12.7	6.8	2.1	21.4	12.3
4	4.3	1.5	7.3	1.8	6.7	4.5	1.8	5.7	6.3	1.9	7.3	2.7
3	2.1	0.3	3.8	0.4	4.1	1.8	0.5	4.5	2.6	0.3	3.8	1.1
2	0.8	0.0	1.7	0.0	2.1	0.2	0.0	3.4	0.4	0.0	1.2	0.0
1	0.4	0.2	0.5	0.4	0.5	0.2	0.7	0.5	0.4	0.0	0.5	0.0
0	0.2	0.2	0.3	0.2	0.3	0.0	0.0	0.6	0.0	0.4	0.1	0.0
<b>Mean</b>	7.28	8.32	6.37	8.24	6.33	7.28	8.30	6.48	7.34	8.18	6.23	7.23



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

ANMP SCALE:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
10	11.9	2.3	4.6	0.7	6.6	20.6	32.3	25.8	4.1	8.0	28.2	2.1	1.8	12.8	1.5	9.4	23.4
9	18.3	5.5	6.9	4.6	15.7	32.0	31.7	31.8	16.3	19.1	35.5	3.9	13.0	17.3	5.8	16.1	24.2
8	19.2	15.0	12.6	16.7	22.2	21.3	17.0	19.4	30.7	22.1	19.2	13.7	20.3	17.8	9.7	23.6	21.0
7	18.1	18.3	16.0	19.9	22.6	15.0	10.1	12.8	26.8	24.3	11.1	18.3	24.1	22.2	11.5	20.9	14.7
6	14.6	21.9	16.4	25.7	18.0	4.8	4.3	4.6	9.0	16.9	3.1	22.2	19.8	12.4	31.4	17.2	6.4
NEUTRAL-5	10.1	16.8	16.0	17.4	11.0	4.1	2.3	3.3	4.3	5.8	1.1	18.9	17.7	12.3	16.0	8.7	7.6
4	4.3	10.6	10.0	10.9	2.9	0.7	0.6	0.7	8.8	3.2	0.5	9.5	2.8	2.8	17.7	2.9	0.0
3	2.1	5.6	9.4	3.0	0.5	1.2	0.9	1.1	0.0	0.0	0.5	6.5	0.3	2.4	5.0	0.9	2.7
2	0.8	2.8	5.7	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.3	0.0	1.2	0.0	0.0
1	0.4	0.7	1.3	0.2	0.3	0.2	0.3	0.2	0.0	0.6	0.3	0.9	0.0	0.0	0.0	0.3	0.0
0	0.2	0.4	1.1	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.3	0.6	0.0	0.0	0.0	0.0	0.0
Mean	7.28	6.02	5.80	6.17	7.21	8.26	8.58	8.40	7.32	7.43	8.62	5.87	6.86	7.35	5.83	7.36	8.07



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ANMP SCALE:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY/UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
10	11.9	2.2	9.0	23.9	9.7	8.2	8.5	8.1	13.2	11.9	15.3	7.7	16.5	21.8	14.0	3.6
9	18.3	8.6	14.4	30.6	16.6	13.1	15.8	12.7	19.5	20.2	18.4	16.7	21.9	23.5	21.0	12.1
8	19.2	15.8	24.7	21.0	20.8	20.5	13.3	21.6	19.2	19.6	18.7	17.2	20.9	21.2	22.0	16.1
7	18.1	20.7	22.2	13.6	21.5	16.1	18.3	15.7	17.9	17.7	18.2	22.4	16.1	15.7	19.9	18.4
6	14.6	22.4	14.2	5.9	15.5	18.5	12.9	19.4	13.4	13.0	14.2	17.4	12.1	9.3	10.8	20.1
NEUTRAL-5	10.1	16.3	10.7	2.8	10.5	13.6	12.1	13.9	9.6	9.1	10.4	8.5	8.4	5.2	8.4	14.1
4	4.3	7.6	3.1	1.2	3.8	5.3	12.1	4.2	4.0	5.1	2.2	5.5	3.0	2.8	2.5	7.8
3	2.1	3.7	1.6	0.6	1.3	3.2	3.9	3.1	1.8	2.4	0.8	3.3	0.8	0.0	1.0	4.0
2	0.8	1.8	0.0	0.0	0.1	1.3	3.1	1.1	0.7	0.5	1.0	1.3	0.1	0.0	0.1	2.6
1	0.4	0.5	0.2	0.2	0.2	0.2	0.0	0.3	0.4	0.2	0.9	0.0	0.3	0.6	0.0	0.7
0	0.2	0.3	0.0	0.2	0.2	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.2	0.5
Mean	7.28	6.33	7.28	8.34	7.27	6.89	6.66	6.92	7.38	7.33	7.47	7.03	7.71	8.02	7.65	6.43



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ANMP SCALE:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
10	11.9	13.3	9.2	8.6	10.2	16.0	11.2	11.2	7.0
9	18.3	20.1	14.8	16.6	11.6	21.4	18.8	19.1	10.3
8	19.2	20.6	16.6	16.3	17.1	21.5	17.7	19.9	15.3
7	18.1	18.5	17.3	17.4	17.2	16.9	17.3	19.7	17.3
6	14.6	12.9	17.8	18.4	16.8	11.2	14.6	14.3	21.4
NEUTRAL-5	10.1	9.8	10.6	10.7	10.5	7.1	7.2	11.9	14.3
4	4.3	2.6	7.8	7.7	8.0	2.7	7.1	2.4	8.6
3	2.1	1.3	3.8	2.2	6.5	1.6	3.6	1.0	4.0
2	0.8	0.4	1.6	1.7	1.6	0.8	1.8	0.1	1.4
1	0.4	0.4	0.3	0.3	0.3	0.6	0.4	0.2	0.2
0	0.2	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2
Mean	7.28	7.50	6.85	6.92	6.72	7.63	7.11	7.39	6.56



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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ANMP SCALE:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
<b>Total</b>	2000	1357	643	262	260	80	632	725	133	129	119	141
10	11.9	14.7	6.1	8.4	2.9	5.8	17.1	12.5	12.7	4.0	2.4	3.3
9	18.3	20.4	13.7	16.5	11.8	10.9	22.1	19.0	21.6	11.3	12.0	11.6
8	19.2	20.4	16.8	17.2	18.9	13.5	21.5	19.4	14.7	19.8	23.7	14.8
7	18.1	16.6	21.2	20.9	19.6	28.8	15.5	17.6	17.8	24.1	22.0	17.6
6	14.6	12.7	18.5	13.4	21.0	21.9	9.9	15.2	9.5	17.4	21.3	20.6
<b>NEUTRAL-5</b>	10.1	7.8	14.8	14.5	17.3	9.6	5.5	9.8	15.5	13.5	8.6	24.6
4	4.3	3.6	5.9	4.0	6.6	8.3	3.8	3.4	3.6	4.4	7.0	6.3
3	2.1	2.2	2.1	4.1	0.7	1.1	2.4	1.9	4.0	4.2	0.8	0.7
2	0.8	1.1	0.3	0.0	0.8	0.0	1.5	0.7	0.0	0.0	1.3	0.4
1	0.4	0.3	0.5	0.9	0.4	0.0	0.5	0.1	0.6	1.2	0.8	0.0
0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0
<b>Mean</b>	7.28	7.49	6.83	6.99	6.66	6.82	7.63	7.36	7.26	6.72	6.81	6.54





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

ANMP SCALE:

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
10	11.9	1.2	3.8	10.4	12.9	19.4	14.2	6.2	15.5	8.3	16.4	14.2	9.9	
9	18.3	8.9	11.2	18.8	17.4	19.7	23.9	14.1	20.9	15.1	22.1	20.4	16.4	
8	19.2	12.5	20.2	19.6	22.4	20.7	17.4	18.3	19.8	19.6	18.8	20.0	18.5	
7	18.1	19.6	19.4	22.1	20.3	13.6	16.1	20.7	16.5	20.6	15.0	17.1	19.0	
6	14.6	22.8	19.5	15.0	13.6	12.3	11.6	18.1	12.3	16.8	11.9	12.5	16.4	
<b>NEUTRAL-5</b>	10.1	22.4	16.1	8.5	6.4	8.6	7.7	14.0	7.6	11.7	8.1	7.1	12.7	
4	4.3	6.3	6.5	3.9	3.1	2.1	5.4	5.3	3.8	4.6	4.0	4.4	4.3	
3	2.1	4.3	1.7	1.3	1.7	2.3	2.5	2.1	2.2	1.9	2.4	2.4	1.9	
2	0.8	1.4	0.9	0.0	1.7	0.8	0.6	0.6	1.0	0.9	0.7	1.2	0.5	
1	0.4	0.6	0.7	0.5	0.0	0.6	0.1	0.6	0.2	0.4	0.3	0.5	0.2	
0	0.2	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.3	0.1	0.3	0.2	0.2	
<b>Mean</b>	7.28	6.20	6.67	7.37	7.43	7.66	7.47	6.89	7.52	7.05	7.55	7.44	7.13	



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

ANMP SCALE:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
10	11.9	2.2	7.0	13.5	16.6	3.1	7.9	15.7	19.9	1.6	6.1	11.5	13.7	6.5	13.0	16.3
9	18.3	8.8	16.0	17.9	22.6	13.3	17.7	21.1	23.4	5.5	14.5	15.0	21.9	16.7	18.3	20.2
8	19.2	14.9	20.4	21.4	18.1	18.1	19.9	21.5	19.6	12.5	20.9	21.4	16.8	18.3	18.7	21.6
7	18.1	17.3	21.5	19.4	15.2	18.2	25.4	13.9	13.9	16.7	17.9	24.5	16.4	21.7	17.3	15.4
6	14.6	24.9	16.1	14.1	11.1	21.3	13.9	14.5	7.8	27.5	18.0	13.7	14.0	16.8	14.8	11.1
NEUTRAL-5	10.1	20.1	11.8	7.1	8.2	11.4	9.4	5.7	5.7	26.4	14.0	8.4	10.6	11.9	10.0	7.8
4	4.3	6.8	4.5	3.3	4.3	8.4	3.4	3.3	4.8	5.7	5.5	3.4	3.8	4.7	4.1	4.5
3	2.1	3.2	1.7	1.9	2.3	3.1	1.2	2.2	3.0	3.2	2.1	1.7	1.6	1.3	2.4	2.5
2	0.8	1.0	0.5	1.1	0.8	1.1	0.7	1.7	1.1	0.9	0.4	0.4	0.5	1.5	0.6	0.6
1	0.4	0.9	0.5	0.0	0.4	2.0	0.4	0.0	0.6	0.0	0.6	0.0	0.2	0.6	0.4	0.0
0	0.2	0.0	0.0	0.2	0.4	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.5	0.0	0.4	0.0
Mean	7.28	6.31	7.07	7.45	7.55	6.54	7.25	7.55	7.70	6.13	6.92	7.36	7.42	7.00	7.30	7.58



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255	
RISING COSTS OF LIVING	21.8	27.2	30.5	24.8	18.9	17.7	17.7	8.3	1.6	25.1	27.5	22.6	11.6	26.6	25.5	28.0	19.2	11.8	11.1	12.6	
JOB'S AND ECONOMIC GROWTH	6.8	5.4	9.8	5.4	8.4	7.3	5.3	5.2	0.0	7.1	7.0	7.8	4.8	7.4	4.9	6.9	8.8	6.0	8.0	4.0	
GUN CONTROL	6.7	0.3	3.0	6.6	7.0	10.0	9.3	17.4	11.7	4.9	3.7	6.7	8.3	1.8	4.6	4.6	11.0	12.1	11.1	13.1	
THREATS TO DEMOCRACY	6.2	2.0	1.3	2.7	7.0	9.9	10.1	16.1	23.2	2.6	2.0	4.0	2.9	2.4	1.6	1.7	4.9	17.2	15.6	18.7	
BORDER SECURITY	6.0	17.1	10.1	5.5	3.4	1.1	1.7	0.0	2.4	7.6	10.0	2.9	3.6	14.5	6.2	2.4	0.9	1.0	1.4	0.5	
SOCIAL SECURITY/MEDICARE	5.6	3.6	4.4	7.5	5.0	6.9	8.0	4.4	1.4	5.0	5.4	4.2	3.9	3.0	6.4	5.5	6.8	7.5	8.6	6.6	
CORRUPTION IN GOVERNMENT	5.6	9.8	2.7	8.4	5.9	4.7	3.9	3.3	1.4	6.4	6.6	6.2	5.6	5.7	8.3	8.3	4.5	3.1	3.9	2.4	
CLIMATE CHANGE	5.3	2.4	1.5	4.8	6.7	7.7	7.0	12.7	6.0	3.3	3.0	4.3	1.9	1.3	2.7	3.4	7.2	11.4	12.1	10.7	
NAT. SECURITY/TERRORISM	5.1	11.0	5.1	5.5	5.3	1.6	3.2	3.0	3.6	5.7	6.7	3.1	6.4	8.6	6.3	3.7	1.5	3.2	4.6	2.0	
GOV'T SPENDING/NAT. DEBT	4.9	6.2	7.8	5.5	6.3	1.2	2.0	1.1	3.2	6.3	6.5	5.7	6.1	7.0	6.6	6.3	4.5	0.7	1.2	0.3	
ABORTION	4.4	0.9	2.0	1.3	2.7	6.9	9.0	8.2	24.9	2.3	1.5	3.5	5.4	1.5	0.6	3.7	4.0	10.6	6.4	14.6	
CRIME AND PUBLIC SAFETY	3.8	1.4	4.8	4.0	5.7	3.0	3.9	1.9	1.3	4.4	3.7	5.6	7.2	2.9	5.8	5.1	5.6	1.9	2.7	1.1	
HEALTHCARE	3.6	0.4	3.4	4.6	4.1	3.6	5.7	3.1	1.4	3.5	3.1	3.5	6.0	2.4	5.0	3.4	3.9	4.0	4.5	3.5	
IMMIGRATION REFORM	3.4	4.0	5.9	4.1	2.7	1.4	2.7	1.3	0.0	4.4	4.7	3.4	5.5	6.8	4.1	1.2	3.2	0.2	0.0	0.4	
RAISING WAGES	2.6	1.0	2.0	2.8	2.7	5.2	0.8	2.1	4.4	3.0	2.1	5.2	3.4	1.5	3.4	4.7	3.9	1.4	1.6	1.2	
FIGHTING WOKE IDEOLOGY	2.4	4.8	3.0	2.9	2.6	1.1	0.8	1.1	0.0	3.1	3.4	2.8	0.9	4.5	3.4	1.5	1.5	0.5	0.4	0.6	



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

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	
RACIAL JUSTICE	1.7	0.5	0.4	1.1	1.7	3.2	1.9	4.4	5.9	1.5	0.7	2.9	3.5	0.3	0.8	2.8	3.1	2.4	1.6	3.2
EDUCATION	1.6	0.0	0.7	1.2	1.0	3.2	4.5	1.0	3.0	1.7	0.7	2.1	9.7	0.6	1.2	3.8	2.3	1.3	1.8	0.8
LGBTQ RIGHTS	1.4	0.7	0.4	0.5	1.8	2.3	1.7	2.5	4.4	0.9	0.5	1.8	0.7	0.0	0.0	1.4	2.9	2.8	2.5	3.1
TAXES	1.2	1.1	1.3	0.9	0.9	2.0	0.8	3.0	0.0	1.3	1.1	1.6	2.5	1.1	2.5	1.5	0.4	0.9	1.1	0.7



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

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	1723	1430	292	277	178	100
RISING COSTS OF LIVING	21.8	18.3	20.3	23.2	23.7	21.5	21.3	22.3	23.6	25.9	19.3
JOBS AND ECONOMIC GROWTH	6.8	9.9	5.5	7.2	5.1	6.2	5.8	8.1	10.5	10.5	10.5
GUN CONTROL	6.7	8.6	6.2	6.3	6.3	6.8	6.9	6.5	5.9	7.0	3.9
THREATS TO DEMOCRACY	6.2	5.8	7.8	5.2	6.9	7.1	8.2	1.6	0.9	1.5	0.0
BORDER SECURITY	6.0	4.9	7.0	6.3	5.1	6.6	7.3	3.3	2.0	2.3	1.5
SOCIAL SECURITY/MEDICARE	5.6	5.2	8.6	4.3	5.2	5.8	5.1	8.9	4.7	2.8	8.3
CORRUPTION IN GOVERNMENT	5.6	5.1	4.7	5.5	7.3	5.4	5.1	6.7	6.9	5.2	9.8
CLIMATE CHANGE	5.3	5.2	4.5	5.3	6.1	5.8	6.3	3.1	2.3	1.5	3.7
NAT. SECURITY/TERRORISM	5.1	5.2	4.2	6.0	4.3	5.1	5.3	4.6	4.7	5.3	3.6
GOV'T SPENDING/NAT. DEBT	4.9	5.8	5.9	4.4	4.0	5.0	5.3	3.9	4.1	3.6	5.0
ABORTION	4.4	4.6	4.4	3.9	4.9	4.5	4.6	4.2	3.5	4.3	2.0
CRIME AND PUBLIC SAFETY	3.8	5.0	4.2	3.3	3.3	3.5	2.9	6.1	5.8	5.3	6.7
HEALTHCARE	3.6	4.8	3.3	4.0	2.2	3.1	3.0	3.8	6.3	5.3	8.1
IMMIGRATION REFORM	3.4	3.7	4.8	1.9	4.2	3.8	3.9	3.1	0.8	1.2	0.0
RAISING WAGES	2.6	2.2	1.3	3.7	2.3	1.9	1.6	3.3	6.9	7.6	5.7
FIGHTING WOKE IDEOLOGY	2.4	1.2	2.9	2.6	2.7	2.5	2.8	1.4	1.8	1.7	1.8



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

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
RACIAL JUSTICE	1.7	1.5	0.4	2.4	2.0	1.6	1.5	2.2	2.5	1.9	3.5
EDUCATION	1.6	1.6	1.3	1.7	1.6	1.5	1.2	2.9	2.4	2.2	2.7
LGBTQ RIGHTS	1.4	0.5	1.3	1.5	1.9	1.3	1.1	2.4	1.9	2.3	1.0
TAXES	1.2	1.0	1.4	1.2	1.2	1.0	0.8	1.6	2.7	2.6	2.8



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
RISING COSTS OF LIVING	21.8	11.6	25.8	26.2	14.7	28.0	26.7	12.3	6.0	16.5	28.7
JOBS AND ECONOMIC GROWTH	6.8	8.0	6.3	6.5	7.1	6.9	6.3	7.0	7.7	6.5	6.7
GUN CONTROL	6.7	10.7	5.1	2.7	11.7	4.6	5.4	12.1	12.4	11.9	2.7
THREATS TO DEMOCRACY	6.2	10.3	4.7	2.1	12.4	1.7	2.7	12.0	18.0	7.9	2.1
BORDER SECURITY	6.0	0.9	8.0	11.7	0.9	2.4	2.7	0.9	0.4	1.2	9.7
SOCIAL SECURITY/MEDICARE	5.6	8.7	4.4	4.2	7.2	5.5	4.9	7.7	7.0	8.1	4.1
CORRUPTION IN GOVERNMENT	5.6	3.1	6.6	6.5	3.6	8.3	8.2	3.6	4.4	3.1	7.1
CLIMATE CHANGE	5.3	11.2	2.9	1.8	9.8	3.4	4.5	9.6	13.5	7.0	2.1
NAT. SECURITY/TERRORISM	5.1	3.1	5.8	7.9	2.5	3.7	4.2	2.7	3.1	2.4	6.7
GOV'T SPENDING/NAT. DEBT	4.9	3.0	5.6	6.9	2.2	6.3	5.6	3.1	2.2	3.7	6.2
ABORTION	4.4	5.4	4.0	1.2	8.0	3.7	3.1	6.8	6.6	7.0	2.6
CRIME AND PUBLIC SAFETY	3.8	5.3	3.2	3.8	3.3	5.1	6.5	4.1	4.3	4.0	3.6
HEALTHCARE	3.6	4.2	3.3	3.3	4.0	3.4	3.4	4.4	3.8	4.8	3.0
IMMIGRATION REFORM	3.4	2.2	3.8	5.9	1.4	1.2	1.4	1.4	1.4	1.3	4.8
RAISING WAGES	2.6	2.3	2.7	2.1	2.3	4.7	4.0	2.3	1.3	2.9	2.8
FIGHTING WOKE IDEOLOGY	2.4	1.6	2.7	4.1	0.9	1.5	1.6	1.4	1.9	1.1	3.2



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIED	CIED	ROVE			PROVE	
		TION										
RACIAL JUSTICE	1.7	1.5	1.8	0.5	2.7	2.8	2.9	2.4	1.7	2.8	1.3	
EDUCATION	1.6	2.8	1.1	0.8	1.7	3.8	3.0	2.7	1.2	3.7	0.8	
LGBTQ RIGHTS	1.4	2.4	1.0	0.0	2.9	1.4	1.4	2.5	2.1	2.7	0.6	
TAXES	1.2	1.7	1.0	1.6	0.7	1.5	1.4	1.2	1.0	1.3	1.2	





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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
RISING COSTS OF LIVING	21.8	27.2	15.4	27.3	15.3	23.3	23.3	13.3	21.4	31.5	16.7	25.2
JOBS AND ECONOMIC GROWTH	6.8	6.3	7.0	6.1	7.3	7.1	6.9	8.9	7.8	5.3	6.2	6.4
GUN CONTROL	6.7	1.9	11.6	2.3	12.6	4.4	1.4	10.8	3.9	3.2	13.8	4.9
THREATS TO DEMOCRACY	6.2	1.6	11.7	1.9	11.1	5.3	1.6	12.3	6.6	2.3	10.3	4.0
BORDER SECURITY	6.0	12.4	1.0	11.4	1.5	4.8	12.5	2.3	5.5	10.3	0.9	4.1
SOCIAL SECURITY/MEDICARE	5.6	4.5	6.9	5.0	6.0	5.9	6.5	5.6	6.5	3.5	6.2	5.4
CORRUPTION IN GOVERNMENT	5.6	6.5	4.2	6.5	2.8	8.3	6.5	1.4	6.2	6.4	3.8	10.5
CLIMATE CHANGE	5.3	1.3	9.6	1.2	8.6	6.3	1.5	9.4	7.7	0.8	8.0	4.9
NAT. SECURITY/TERRORISM	5.1	7.9	2.8	8.4	2.9	3.7	6.1	3.5	3.6	10.8	2.5	3.7
GOV'T SPENDING/NAT. DEBT	4.9	6.8	2.8	7.6	2.4	4.6	9.3	2.6	3.4	5.9	2.3	5.9
ABORTION	4.4	1.5	7.1	1.6	7.7	3.5	1.1	4.2	3.7	2.2	10.1	3.3
CRIME AND PUBLIC SAFETY	3.8	3.6	3.6	3.2	3.3	5.2	3.6	4.0	5.2	2.9	2.9	5.2
HEALTHCARE	3.6	3.4	3.5	3.2	3.7	3.9	2.8	2.4	3.5	3.7	4.7	4.3
IMMIGRATION REFORM	3.4	5.7	1.5	5.9	1.8	2.2	7.4	2.1	2.9	4.4	1.5	1.4
RAISING WAGES	2.6	2.1	2.4	2.1	2.6	3.3	2.5	3.2	2.9	1.6	2.2	3.6
FIGHTING WOKE IDEOLOGY	2.4	4.5	0.7	3.9	1.1	2.3	3.6	1.8	3.1	4.2	0.6	1.5



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 4

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN			
	TOTAL	%	TRUMP	BIDEN	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT
RACIAL JUSTICE	1.7	0.4	3.0	0.3	3.0	1.9	0.3	3.0	1.8	0.3	3.0	2.0				
EDUCATION	1.6	0.9	1.9	0.4	2.8	1.5	0.8	3.3	1.4	0.0	2.5	1.6				
LGBTQ RIGHTS	1.4	0.1	2.5	0.1	2.6	1.4	0.2	4.8	1.2	0.0	1.1	1.5				
TAXES	1.2	1.4	0.8	1.5	1.0	1.2	2.2	1.3	1.6	0.7	0.8	0.7				



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
RISING COSTS OF LIVING	21.8	14.4	12.4	15.8	22.3	29.7	24.7	27.4	12.9	26.6	29.4	14.2	17.1	16.3	17.1	24.0	25.4
JOB AND ECONOMIC GROWTH	6.8	6.8	8.2	5.8	7.0	6.9	6.3	6.6	9.9	7.0	5.3	6.8	6.8	12.3	4.1	7.2	8.9
GUN CONTROL	6.7	11.6	10.1	12.6	7.5	2.0	1.2	1.7	9.9	4.2	0.7	13.2	13.2	5.9	3.9	4.9	3.4
THREATS TO DEMOCRACY	6.2	13.1	12.7	13.4	4.8	2.3	1.7	2.0	0.0	2.7	1.9	14.9	7.0	2.5	14.3	4.3	2.0
BORDER SECURITY	6.0	1.2	0.9	1.4	3.7	10.8	14.5	12.4	1.4	3.5	15.2	0.8	3.0	0.0	3.1	4.4	7.4
SOCIAL SECURITY/MEDICARE	5.6	5.8	4.5	6.7	6.4	6.3	2.6	4.7	7.8	7.9	3.8	5.6	5.3	10.5	5.3	6.4	5.0
CORRUPTION IN GOVERNMENT	5.6	3.5	6.0	1.8	6.6	7.0	5.4	6.3	10.7	6.9	5.8	1.8	3.7	5.9	6.7	8.6	8.7
CLIMATE CHANGE	5.3	9.5	8.9	9.9	6.1	0.6	1.3	0.9	7.1	1.2	0.4	10.1	7.2	3.8	8.0	7.4	1.4
NAT. SECURITY/TERRORISM	5.1	1.6	0.7	2.2	4.5	7.0	10.7	8.6	3.3	9.2	8.8	1.6	3.1	10.1	0.0	3.4	7.1
GOV'T SPENDING/NAT. DEBT	4.9	2.1	2.6	1.8	5.8	5.7	6.9	6.2	7.1	8.3	7.5	1.4	3.3	5.8	2.0	6.4	1.0
ABORTION	4.4	9.3	9.9	8.9	2.7	1.4	2.9	2.1	0.0	2.2	1.7	10.9	3.5	2.5	8.4	2.3	3.7
CRIME AND PUBLIC SAFETY	3.8	3.0	2.0	3.6	5.2	3.4	2.5	3.0	4.6	6.7	2.0	2.5	3.5	8.3	4.3	5.8	4.1
HEALTHCARE	3.6	4.2	5.0	3.7	3.4	4.0	2.3	3.3	6.2	3.3	2.8	3.7	4.4	1.4	5.5	2.6	6.6
IMMIGRATION REFORM	3.4	1.6	2.3	1.2	2.0	6.0	6.9	6.4	1.4	2.7	7.5	1.5	2.0	2.3	2.0	1.6	4.0
RAISING WAGES	2.6	2.2	1.8	2.4	3.6	2.0	1.6	1.8	6.2	2.4	1.4	1.4	4.3	3.8	3.0	3.6	2.4
FIGHTING WOKE IDEOLOGY	2.4	1.4	1.5	1.4	1.8	2.7	5.7	4.0	4.5	2.2	4.4	1.2	1.1	0.0	0.0	2.0	4.8



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
RACIAL JUSTICE	1.7	2.5	3.9	1.5	2.5	0.3	0.2	0.2	0.0	1.2	0.0	2.7	4.4	0.0	3.3	1.7	1.5
EDUCATION	1.6	2.4	2.4	2.4	1.4	0.7	1.8	1.2	1.3	0.0	0.4	2.5	2.6	5.8	2.3	1.1	2.0
LGBTQ RIGHTS	1.4	3.0	4.3	2.2	1.4	0.0	0.0	0.0	1.2	0.0	0.0	3.1	2.4	0.0	4.0	1.2	0.0
TAXES	1.2	0.9	0.0	1.5	1.5	1.2	1.0	1.1	4.4	1.8	1.0	0.0	2.2	2.7	2.7	1.0	0.6



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
RISING COSTS OF LIVING	21.8	15.9	22.0	28.3	22.5	10.2	5.2	11.0	23.6	21.8	26.5	25.6	26.0	24.8	22.0	18.6
JOB'S AND ECONOMIC GROWTH	6.8	6.6	8.4	6.4	6.6	7.6	5.5	7.9	6.5	6.1	7.2	7.9	6.5	6.2	6.9	7.1
GUN CONTROL	6.7	11.1	6.7	1.8	5.7	8.2	7.0	8.4	6.5	6.9	5.9	5.3	6.2	4.2	5.7	9.0
THREATS TO DEMOCRACY	6.2	11.2	2.7	2.0	5.8	9.5	5.0	10.2	5.6	6.9	3.6	6.2	5.3	4.4	5.0	7.7
BORDER SECURITY	6.0	0.7	4.2	12.5	5.1	4.7	0.0	5.4	6.3	6.6	5.8	5.3	8.0	9.0	7.3	3.0
SOCIAL SECURITY/MEDICARE	5.6	6.8	6.0	4.2	6.2	4.1	2.5	4.3	5.8	6.3	5.1	6.4	5.3	3.4	6.4	5.9
CORRUPTION IN GOVERNMENT	5.6	3.5	10.1	6.3	6.6	4.7	9.4	4.0	5.7	5.5	6.1	6.4	4.7	10.0	3.6	6.9
CLIMATE CHANGE	5.3	8.8	5.9	1.1	5.0	9.1	15.4	8.1	4.8	5.2	4.0	3.4	4.3	1.2	5.3	5.8
NAT. SECURITY/TERRORISM	5.1	2.7	2.4	8.7	4.5	4.0	4.3	3.9	5.5	5.2	6.1	3.1	6.4	7.0	5.8	2.5
GOV'T SPENDING/NAT. DEBT	4.9	2.7	6.2	6.8	5.6	6.0	10.0	5.4	4.9	5.2	4.6	2.9	6.8	4.3	5.0	3.9
ABORTION	4.4	7.1	2.9	1.8	3.6	7.2	3.1	7.9	3.8	4.4	2.8	4.7	2.5	5.7	2.7	7.1
CRIME AND PUBLIC SAFETY	3.8	3.7	6.9	2.7	5.0	5.1	9.5	4.4	3.7	4.3	2.7	2.6	2.4	3.5	6.0	3.6
HEALTHCARE	3.6	4.4	2.2	3.2	3.4	3.1	2.5	3.1	3.5	2.9	4.3	5.3	2.5	3.2	3.9	4.7
IMMIGRATION REFORM	3.4	1.6	2.0	5.8	3.0	3.3	6.8	2.7	3.2	3.4	2.8	5.0	3.4	5.5	4.9	1.2
RAISING WAGES	2.6	3.1	3.1	1.8	3.4	2.1	0.0	2.4	2.7	1.6	4.4	2.9	2.2	1.1	2.3	3.4
FIGHTING WOKE IDEOLOGY	2.4	0.8	2.2	4.4	2.6	2.7	0.0	3.1	2.5	2.5	2.5	1.5	3.3	3.7	2.5	0.8



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
RACIAL JUSTICE	1.7	3.3	0.8	0.3	1.4	3.0	0.0	3.4	1.7	1.4	2.1	0.3	1.6	0.6	1.0	3.0
EDUCATION	1.6	1.9	2.9	0.7	1.7	2.0	2.4	1.9	1.5	1.8	1.0	1.9	0.5	1.2	1.7	1.8
LGBTQ RIGHTS	1.4	2.8	0.6	0.1	1.0	1.3	5.1	0.7	1.2	0.7	2.0	2.8	0.6	0.0	0.9	3.1
TAXES	1.2	1.1	1.8	1.1	1.4	2.3	6.3	1.7	1.1	1.3	0.8	0.5	1.2	1.0	1.0	0.9



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
RISING COSTS OF LIVING	21.8	24.0	17.5	17.4	17.6	22.4	14.9	25.3	20.3
JOBS AND ECONOMIC GROWTH	6.8	6.7	7.1	8.1	5.2	7.7	7.9	5.8	6.2
GUN CONTROL	6.7	5.8	8.3	8.7	7.7	4.3	6.7	7.0	10.2
THREATS TO DEMOCRACY	6.2	3.7	11.3	9.5	14.3	4.3	10.0	3.1	12.6
BORDER SECURITY	6.0	6.8	4.3	4.0	4.7	8.4	5.2	5.6	3.2
SOCIAL SECURITY/MEDICARE	5.6	5.9	5.2	4.7	5.9	6.7	5.5	5.2	4.8
CORRUPTION IN GOVERNMENT	5.6	6.8	3.4	3.8	2.6	5.5	3.5	7.7	3.3
CLIMATE CHANGE	5.3	3.6	8.6	7.4	10.7	4.1	8.7	3.2	8.4
NAT. SECURITY/TERRORISM	5.1	5.9	3.5	2.8	4.8	5.0	3.7	6.6	3.3
GOV'T SPENDING/NAT. DEBT	4.9	4.6	5.4	7.1	2.4	4.7	6.7	4.6	4.0
ABORTION	4.4	3.3	6.4	6.5	6.2	2.2	3.8	4.2	9.2
CRIME AND PUBLIC SAFETY	3.8	4.0	3.3	3.7	2.7	4.7	3.4	3.6	3.3
HEALTHCARE	3.6	3.8	3.1	3.3	2.7	2.7	3.0	4.7	3.2
IMMIGRATION REFORM	3.4	3.4	3.2	2.9	3.8	4.0	5.0	3.0	1.2
RAISING WAGES	2.6	3.2	1.3	1.9	0.4	4.1	0.8	2.6	2.0
FIGHTING WOKE IDEOLOGY	2.4	2.4	2.6	2.4	2.8	2.5	3.5	2.2	1.5



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
RACIAL JUSTICE	1.7	1.8	1.6	1.8	1.2	1.1	2.3	2.3	0.9
EDUCATION	1.6	1.5	1.8	1.2	2.7	1.8	1.8	1.3	1.8
LGBTQ RIGHTS	1.4	1.4	1.2	1.5	0.8	1.9	2.1	1.1	0.4
TAXES	1.2	1.3	1.0	1.1	0.7	1.8	1.6	0.9	0.4





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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
RISING COSTS OF LIVING	21.8	22.4	20.6	21.9	18.8	18.4	19.4	25.0	22.1	21.6	17.7	19.7
JOBS AND ECONOMIC GROWTH	6.8	5.3	10.0	8.9	10.8	14.1	6.4	4.4	14.1	3.5	7.9	13.2
GUN CONTROL	6.7	6.0	8.1	8.3	8.5	6.9	4.9	7.0	4.7	12.0	6.7	9.9
THREATS TO DEMOCRACY	6.2	7.0	4.7	4.0	3.8	8.2	7.2	6.8	4.4	3.5	3.5	4.0
BORDER SECURITY	6.0	7.0	3.8	5.5	3.5	0.0	9.1	5.1	3.5	7.6	3.8	3.2
SOCIAL SECURITY/MEDICARE	5.6	6.0	4.8	3.2	5.4	5.4	7.2	4.9	4.8	1.5	4.5	6.2
CORRUPTION IN GOVERNMENT	5.6	5.8	5.2	6.3	5.1	1.4	4.9	6.6	5.4	7.1	5.5	4.8
CLIMATE CHANGE	5.3	5.6	4.7	4.5	4.9	5.0	5.7	5.5	6.1	2.9	7.6	2.6
NAT. SECURITY/TERRORISM	5.1	6.4	2.3	2.7	1.5	3.3	5.3	7.3	2.7	2.7	2.0	1.0
GOV'T SPENDING/NAT. DEBT	4.9	5.4	3.8	3.9	3.4	4.1	6.1	4.9	4.6	3.3	3.2	3.6
ABORTION	4.4	5.2	2.7	3.4	2.4	2.1	3.1	7.0	1.3	5.5	3.1	1.7
CRIME AND PUBLIC SAFETY	3.8	2.7	6.2	5.6	5.2	10.9	2.7	2.6	5.8	5.4	6.2	4.3
HEALTHCARE	3.6	3.7	3.4	3.9	3.3	3.6	3.0	4.3	3.6	4.1	0.8	5.5
IMMIGRATION REFORM	3.4	3.6	2.9	3.5	2.6	1.8	4.7	2.6	5.0	2.0	1.8	3.3
RAISING WAGES	2.6	1.6	4.7	3.5	5.4	6.7	1.9	1.4	1.3	5.7	7.3	3.9
FIGHTING WOKE IDEOLOGY	2.4	2.8	1.7	2.0	1.6	2.4	3.5	2.1	2.6	1.3	0.5	2.5



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BANNER 8

	RACE											
	TOTAL	WHITE					HISPANIC			BLACK		
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
RACIAL JUSTICE	1.7	0.3	4.8	2.1	8.7	1.1	0.4	0.1	0.0	4.3	9.5	8.0
EDUCATION	1.6	1.1	2.6	3.3	1.6	3.1	1.5	0.8	3.2	3.4	2.1	1.3
LGBTQ RIGHTS	1.4	1.3	1.6	2.9	1.1	0.0	1.6	1.0	4.2	1.6	2.4	0.0
TAXES	1.2	1.1	1.5	0.7	2.5	1.3	1.5	0.7	0.6	0.8	3.9	1.4



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
RISING COSTS OF LIVING	21.8	15.8	24.3	29.3	24.8	24.7	13.3	24.8	19.9	24.8	18.1	19.5	23.8
JOBS AND ECONOMIC GROWTH	6.8	6.8	8.9	9.9	9.6	5.6	2.8	8.9	5.5	9.1	4.0	7.8	5.9
GUN CONTROL	6.7	12.6	5.8	8.0	4.9	4.9	6.9	8.2	5.7	7.2	6.1	5.2	8.0
THREATS TO DEMOCRACY	6.2	1.9	1.5	2.6	6.4	6.8	11.9	2.1	8.8	3.4	9.8	6.5	6.0
BORDER SECURITY	6.0	1.9	1.7	3.7	6.2	7.7	9.4	2.7	8.0	3.7	8.7	7.2	4.9
SOCIAL SECURITY/MEDICARE	5.6	2.5	2.0	2.8	3.8	7.7	10.0	2.5	7.6	2.9	9.0	6.2	5.1
CORRUPTION IN GOVERNMENT	5.6	5.0	5.8	4.2	8.7	6.9	3.7	4.9	6.0	6.1	5.0	4.8	6.4
CLIMATE CHANGE	5.3	3.8	5.2	4.5	4.5	5.3	6.8	4.6	5.7	4.5	6.2	5.8	4.8
NAT. SECURITY/TERRORISM	5.1	1.8	5.1	3.0	2.8	5.8	8.3	3.5	6.1	3.3	7.3	4.5	5.6
GOV'T SPENDING/NAT. DEBT	4.9	2.6	3.2	3.8	4.1	3.7	8.6	3.3	5.9	3.6	6.5	5.4	4.4
ABORTION	4.4	6.4	8.5	2.6	3.9	3.3	3.8	5.4	3.7	5.0	3.6	2.8	5.7
CRIME AND PUBLIC SAFETY	3.8	8.1	4.9	4.2	3.2	3.5	2.2	5.3	2.9	4.6	2.8	4.2	3.5
HEALTHCARE	3.6	3.7	3.6	3.1	4.3	4.3	2.9	3.4	3.7	3.7	3.5	2.8	4.2
IMMIGRATION REFORM	3.4	1.9	1.9	2.5	3.1	3.3	5.3	2.2	4.1	2.5	4.5	4.4	2.5
RAISING WAGES	2.6	7.4	5.8	4.8	1.8	0.6	0.0	5.7	0.7	4.5	0.2	2.8	2.4
FIGHTING WOKE IDEOLOGY	2.4	3.2	2.2	3.5	1.9	1.6	2.5	3.0	2.1	2.7	2.1	2.9	2.0



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
RACIAL JUSTICE	1.7	4.7	4.3	1.5	2.1	0.7	0.1	3.1	0.8	2.8	0.4	1.6	1.9	
EDUCATION	1.6	2.9	2.9	2.6	1.4	1.3	0.1	2.8	0.8	2.4	0.6	1.8	1.4	
LGBTQ RIGHTS	1.4	5.0	1.2	2.1	1.0	1.0	0.4	2.4	0.7	2.0	0.6	2.0	0.8	
TAXES	1.2	1.8	1.0	1.2	1.5	1.4	0.9	1.2	1.2	1.3	1.1	1.7	0.7	



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
RISING COSTS OF LIVING	21.8	18.2	27.0	26.1	16.3	15.8	26.2	21.6	14.7	19.9	27.8	30.3	17.8	16.7	24.5	21.8
JOBS AND ECONOMIC GROWTH	6.8	6.9	9.7	9.3	3.2	10.7	10.0	8.9	4.9	4.0	9.4	9.7	1.7	8.9	4.9	8.8
GUN CONTROL	6.7	9.8	7.4	5.7	6.0	4.3	5.4	5.1	5.4	13.8	9.2	6.4	6.6	8.5	6.9	3.9
THREATS TO DEMOCRACY	6.2	2.3	2.0	5.3	10.7	4.3	1.8	5.5	10.7	0.8	2.2	5.2	10.7	5.3	7.0	5.6
BORDER SECURITY	6.0	2.3	2.1	6.6	9.0	4.3	2.1	7.8	10.8	0.8	2.1	5.5	7.4	3.3	6.6	7.8
SOCIAL SECURITY/MEDICARE	5.6	1.8	2.9	4.2	9.5	3.3	3.0	5.1	9.7	0.8	2.7	3.3	9.2	4.6	5.0	8.4
CORRUPTION IN GOVERNMENT	5.6	6.4	4.8	6.7	5.1	5.4	3.6	6.4	4.2	7.1	5.9	7.0	5.9	4.2	5.1	8.7
CLIMATE CHANGE	5.3	4.6	4.6	5.2	6.0	4.3	6.1	7.2	5.0	4.8	3.3	3.3	6.8	7.3	5.2	3.0
NAT. SECURITY/TERRORISM	5.1	2.6	4.0	3.1	7.9	3.0	6.0	2.7	5.3	2.3	2.2	3.4	10.3	5.1	4.9	5.3
GOV'T SPENDING/NAT. DEBT	4.9	2.4	3.6	3.7	7.2	1.1	3.3	4.8	8.4	3.4	3.9	2.7	6.2	3.6	5.9	4.0
ABORTION	4.4	7.9	4.8	3.3	3.9	4.2	2.4	1.7	3.5	10.6	6.8	4.7	4.3	3.8	4.6	4.5
CRIME AND PUBLIC SAFETY	3.8	6.9	4.5	3.2	2.9	6.3	6.5	3.8	2.4	7.3	2.7	2.7	3.3	5.7	2.8	3.9
HEALTHCARE	3.6	5.0	2.8	4.4	3.1	3.2	2.6	3.9	2.1	6.2	3.0	4.8	4.0	5.0	3.3	2.5
IMMIGRATION REFORM	3.4	1.9	2.5	2.8	4.8	3.3	2.2	3.6	6.7	0.8	2.7	2.0	3.1	4.2	2.9	3.3
RAISING WAGES	2.6	6.3	6.0	1.7	0.0	10.5	5.3	1.9	0.0	3.2	6.7	1.5	0.0	3.4	2.5	1.8
FIGHTING WOKE IDEOLOGY	2.4	2.8	3.0	1.8	2.4	4.4	3.6	1.4	3.1	1.6	2.4	2.3	1.7	2.0	2.7	2.3



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21. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE MOST IMPORTANT TO YOU?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS		URBAN		
				/SLNTG				/SLNTG				/SLNTG				
RACIAL JUSTICE	1.7	3.5	3.0	2.0	0.3	2.1	2.7	2.1	0.4	4.6	3.2	1.9	0.1	3.0	1.4	0.8
EDUCATION	1.6	3.0	2.6	2.0	0.3	2.0	3.2	2.6	0.2	3.8	2.2	1.4	0.3	1.8	1.6	1.4
LGBTQ RIGHTS	1.4	4.2	1.3	1.5	0.6	4.2	1.9	2.3	1.2	4.1	0.6	0.8	0.0	2.3	1.2	0.7
TAXES	1.2	1.4	1.4	1.4	0.9	3.2	1.8	1.5	1.4	0.0	1.0	1.3	0.4	1.1	1.2	1.5



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
RISING COSTS OF LIVING	13.2	13.2	15.4	13.0	14.0	11.6	12.5	12.2	10.3	14.0	13.9	13.1	18.4	14.6	13.9	11.3	15.4	11.0	12.7	9.4
JOBS AND ECONOMIC GROWTH	7.0	4.9	6.3	6.3	10.6	8.5	5.7	5.2	2.7	7.6	6.0	10.8	9.8	5.2	10.5	10.4	6.7	5.3	7.7	3.1
GUN CONTROL	6.7	2.3	2.8	3.3	6.7	11.7	12.5	16.4	11.9	4.2	2.9	6.4	8.0	1.7	3.0	7.9	6.7	14.4	13.3	15.5
GOV'T SPENDING/NAT. DEBT	6.5	10.1	8.7	9.8	5.5	3.7	2.0	0.0	2.4	8.1	9.5	6.0	3.4	10.1	9.0	5.4	6.0	1.6	2.5	0.8
CORRUPTION IN GOVERNMENT	6.3	10.8	9.1	6.1	2.5	6.4	3.6	5.3	4.2	7.4	8.3	5.0	7.4	10.5	6.8	5.7	3.5	2.9	3.1	2.8
NAT. SECURITY/TERRORISM	6.2	5.8	7.8	6.6	7.0	6.6	3.3	3.7	1.8	6.9	6.9	7.4	6.0	8.6	5.1	7.7	4.9	3.8	5.9	1.9
SOCIAL SECURITY/MEDICARE	5.9	4.7	5.5	8.5	4.6	5.6	6.3	5.8	5.6	5.6	6.5	4.1	3.4	4.6	5.8	5.0	7.8	7.0	6.8	7.2
HEALTHCARE	5.8	2.8	3.3	8.3	4.3	6.4	9.4	7.8	7.8	4.9	5.1	4.4	5.2	3.2	5.0	5.1	7.9	8.4	6.7	10.1
BORDER SECURITY	5.8	15.9	9.5	5.9	3.4	1.7	0.9	0.9	0.0	7.6	9.7	4.1	1.6	12.1	6.5	4.0	3.4	0.3	0.2	0.4
CRIME AND PUBLIC SAFETY	5.3	4.7	4.9	6.9	8.3	4.2	2.3	3.6	1.3	5.7	5.6	6.3	3.7	5.6	5.5	4.4	7.1	4.3	6.8	1.9
CLIMATE CHANGE	4.9	0.8	2.5	5.4	3.6	5.1	9.3	7.9	19.5	3.0	3.2	2.3	3.4	1.4	3.2	2.3	6.2	10.9	7.7	14.0
ABORTION	4.7	2.1	2.1	2.5	5.5	6.1	5.5	17.7	9.7	2.7	2.3	3.4	4.7	1.3	2.6	3.1	5.3	10.5	9.8	11.2
RAISING WAGES	3.8	1.2	2.3	3.3	5.8	5.7	5.3	2.7	1.4	4.0	2.4	7.2	6.5	2.3	3.1	8.0	4.4	3.1	3.4	2.9
IMMIGRATION REFORM	3.6	5.5	4.1	4.3	4.5	1.9	1.9	0.0	2.1	4.1	4.5	3.7	0.8	4.9	4.3	4.0	2.2	2.2	2.6	1.8
THREATS TO DEMOCRACY	3.5	2.9	3.2	3.0	3.8	2.6	5.4	5.7	4.6	2.9	3.0	2.9	1.0	2.4	2.1	3.6	3.9	5.5	3.8	7.1
FIGHTING WOKE IDEOLOGY	3.2	7.2	5.4	2.0	3.3	1.1	1.1	0.0	2.3	4.1	4.5	3.7	2.3	7.0	3.3	3.0	0.5	0.3	0.0	0.5



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

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		
TAXES	2.7	3.7	2.8	2.3	2.1	3.0	3.8	1.3	1.4	3.3	2.9	3.2	7.5	3.1	3.6	4.6	2.0	1.0	1.3	0.7
RACIAL JUSTICE	1.8	0.4	0.7	0.8	2.0	3.1	3.0	1.9	8.9	1.4	0.7	3.2	1.0	0.0	2.0	2.4	2.4	3.2	1.2	5.0
EDUCATION	1.7	0.8	2.2	1.1	0.2	3.5	3.5	1.1	0.0	1.5	1.4	1.6	1.8	1.0	2.8	1.3	1.6	2.1	1.8	2.4
LGBTQ RIGHTS	1.4	0.2	1.3	0.5	2.1	1.5	2.7	0.8	2.2	1.1	0.8	1.2	4.0	0.5	1.6	0.8	2.0	2.1	2.9	1.4





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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

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	1723	1430	292	277	178	100
RISING COSTS OF LIVING	13.2	12.8	11.9	14.7	12.5	13.1	13.2	12.7	14.1	17.3	8.4
JOBS AND ECONOMIC GROWTH	7.0	6.0	5.9	7.8	7.5	6.3	5.7	9.5	11.1	12.4	9.0
GUN CONTROL	6.7	8.1	6.3	5.1	9.1	6.8	7.1	5.3	6.7	6.6	6.8
GOV'T SPENDING/NAT. DEBT	6.5	3.9	8.5	5.9	7.4	7.0	7.0	6.7	3.5	3.4	3.6
CORRUPTION IN GOVERNMENT	6.3	2.3	7.5	6.9	7.0	6.5	6.6	5.5	5.1	4.2	6.6
NAT. SECURITY/TERRORISM	6.2	5.3	6.9	5.9	6.5	6.3	6.7	3.9	5.6	3.0	10.0
SOCIAL SECURITY/MEDICARE	5.9	9.6	5.6	5.6	4.1	6.0	6.2	5.0	5.9	7.7	2.7
HEALTHCARE	5.8	6.7	6.1	5.5	5.3	5.9	5.9	5.5	5.4	6.3	3.8
BORDER SECURITY	5.8	6.7	6.5	5.7	4.3	6.1	6.2	5.6	3.7	1.2	8.4
CRIME AND PUBLIC SAFETY	5.3	3.8	5.8	5.2	6.4	5.3	5.1	6.3	5.7	4.2	8.3
CLIMATE CHANGE	4.9	7.0	4.2	4.1	5.5	5.3	5.3	5.5	2.6	2.9	2.0
ABORTION	4.7	2.8	6.4	4.3	5.1	5.0	5.1	4.7	2.6	3.3	1.3
RAISING WAGES	3.8	3.4	2.5	5.4	2.6	3.0	2.6	5.0	8.8	7.8	10.5
IMMIGRATION REFORM	3.6	4.9	4.5	3.0	2.6	3.5	3.7	2.7	3.8	2.7	5.9
THREATS TO DEMOCRACY	3.5	4.2	4.3	2.6	3.8	3.7	4.1	1.7	2.7	3.3	1.6
FIGHTING WOKE IDEOLOGY	3.2	3.4	1.7	3.5	4.0	3.4	3.5	2.8	1.9	2.3	1.0



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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
TAXES	2.7	3.2	2.2	2.9	2.4	2.6	2.3	4.0	3.3	3.1	3.8
RACIAL JUSTICE	1.8	2.3	2.6	1.4	1.3	1.7	1.4	3.4	2.6	2.6	2.5
EDUCATION	1.7	1.4	0.4	2.3	2.1	1.4	1.5	1.2	3.0	3.5	2.0
LGBTQ RIGHTS	1.4	2.4	0.2	2.0	0.5	1.2	0.9	2.9	2.0	2.3	1.6



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIED	CIED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
RISING COSTS OF LIVING	13.2	12.0	13.7	14.4	12.7	11.3	12.0	11.2	9.8	12.2	14.7	
JOBS AND ECONOMIC GROWTH	7.0	7.4	6.9	7.0	5.9	10.4	10.1	6.3	5.7	6.7	7.5	
GUN CONTROL	6.7	9.2	5.8	2.1	11.4	7.9	7.0	11.7	10.3	12.6	3.2	
GOV'T SPENDING/NAT. DEBT	6.5	3.1	7.8	9.7	3.3	5.4	6.4	3.1	2.3	3.7	8.9	
CORRUPTION IN GOVERNMENT	6.3	3.8	7.2	9.3	3.2	5.7	4.6	3.9	3.0	4.5	8.0	
NAT. SECURITY/TERRORISM	6.2	5.2	6.5	7.4	4.3	7.7	7.3	4.7	5.0	4.4	7.3	
SOCIAL SECURITY/MEDICARE	5.9	6.8	5.6	5.0	7.3	5.0	5.9	7.3	10.5	5.1	5.0	
HEALTHCARE	5.8	7.6	5.0	3.8	8.2	5.1	5.2	7.4	7.6	7.3	4.5	
BORDER SECURITY	5.8	2.1	7.2	10.3	1.5	4.0	4.3	1.6	1.9	1.5	8.8	
CRIME AND PUBLIC SAFETY	5.3	5.8	5.2	5.6	5.4	4.4	4.3	5.0	5.3	4.8	5.6	
CLIMATE CHANGE	4.9	9.1	3.3	2.0	9.1	2.3	3.4	9.0	10.3	8.2	2.0	
ABORTION	4.7	7.2	3.7	1.7	8.5	3.1	4.1	7.3	9.3	6.0	2.7	
RAISING WAGES	3.8	3.5	3.9	2.6	3.6	8.0	6.3	3.3	2.1	4.0	4.2	
IMMIGRATION REFORM	3.6	1.9	4.3	4.7	2.2	4.0	3.8	2.5	1.8	3.0	4.4	
THREATS TO DEMOCRACY	3.5	4.7	3.0	2.3	4.9	3.6	3.0	5.1	7.1	3.8	2.4	
FIGHTING WOKE IDEOLOGY	3.2	0.3	4.3	5.8	0.4	3.0	2.5	1.1	0.0	1.8	4.7	



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
TAXES	2.7	2.7	2.7	3.3	1.4	4.6	4.0	2.3	2.2	2.4	3.0	
RACIAL JUSTICE	1.8	2.4	1.6	0.6	2.9	2.4	3.0	2.8	2.3	3.2	1.1	
EDUCATION	1.7	3.5	0.9	1.6	1.9	1.3	1.5	2.0	2.4	1.8	1.4	
LGBTQ RIGHTS	1.4	1.6	1.3	0.8	2.1	0.8	1.1	2.3	1.4	2.9	0.7	



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
RISING COSTS OF LIVING	13.2	13.5	12.2	15.0	11.8	12.9	16.2	11.2	11.2	13.8	12.1	14.6
JOBS AND ECONOMIC GROWTH	7.0	6.4	6.5	6.7	6.8	7.7	8.6	9.0	5.7	4.7	5.3	9.7
GUN CONTROL	6.7	2.0	11.1	2.2	11.7	6.0	1.4	11.5	5.5	3.1	11.8	6.5
GOV'T SPENDING/NAT. DEBT	6.5	9.9	3.7	9.9	3.4	6.3	10.1	3.2	8.2	9.6	3.4	4.4
CORRUPTION IN GOVERNMENT	6.3	9.9	3.4	9.3	3.4	6.3	7.6	4.0	6.6	11.0	2.9	5.9
NAT. SECURITY/TERRORISM	6.2	7.4	4.3	8.0	3.8	6.9	8.3	4.7	7.0	7.7	3.2	6.8
SOCIAL SECURITY/MEDICARE	5.9	4.8	7.4	5.1	7.7	4.7	4.2	8.3	3.8	6.0	7.3	5.6
HEALTHCARE	5.8	4.7	7.4	4.1	8.0	5.1	2.5	8.4	5.1	5.7	7.7	5.1
BORDER SECURITY	5.8	10.4	1.6	10.0	1.5	6.0	10.9	1.7	7.0	9.2	1.3	5.0
CRIME AND PUBLIC SAFETY	5.3	5.2	5.5	5.3	5.5	5.3	5.3	3.7	6.3	5.2	6.7	4.2
CLIMATE CHANGE	4.9	1.9	8.2	1.8	8.6	4.1	1.7	9.2	5.6	1.9	8.2	2.6
ABORTION	4.7	1.7	7.6	2.3	7.9	3.4	1.2	6.1	2.9	3.5	9.1	4.0
RAISING WAGES	3.8	3.1	3.3	2.7	3.0	6.3	2.2	3.3	5.3	3.3	2.8	7.3
IMMIGRATION REFORM	3.6	4.8	2.6	4.5	2.1	4.4	5.6	2.5	5.3	3.3	1.8	3.6
THREATS TO DEMOCRACY	3.5	2.2	5.1	2.4	4.4	3.9	3.3	3.9	5.1	1.4	4.7	2.6
FIGHTING WOKE IDEOLOGY	3.2	5.7	0.9	5.3	0.9	3.5	6.0	1.0	4.4	4.5	0.9	2.6



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BANNER 4

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
	RANK	SCORE	TRUMP	BIDEN	REPUBLICAN		DEMOCRAT		INDEPENDENT	REPUBLICAN		DEMOCRAT		INDEPENDENT	
					LICAN	CRAT	LICAN	CRAT		LICAN	CRAT				
TAXES	2.7	3.6	1.9	3.3	2.0	2.9	3.2	1.4	2.8	3.4	2.4	3.0			
RACIAL JUSTICE	1.8	0.2	3.3	0.3	3.1	2.2	0.2	2.0	0.4	0.3	3.9	3.9			
EDUCATION	1.7	1.4	2.0	1.7	2.2	0.9	1.5	2.4	0.7	1.8	2.1	1.1			
LGBTQ RIGHTS	1.4	0.9	1.9	0.4	2.3	1.3	0.0	2.4	1.3	0.7	2.3	1.4			



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
RISING COSTS OF LIVING	13.2	11.7	11.2	12.0	14.3	15.2	11.1	13.3	17.6	17.4	13.9	10.7	13.2	12.9	12.1	13.7	10.9
JOB AND ECONOMIC GROWTH	7.0	6.0	5.1	6.6	7.7	8.1	5.7	7.0	8.6	6.2	6.6	5.3	8.3	10.9	7.8	8.0	6.7
GUN CONTROL	6.7	12.1	15.5	9.8	6.7	2.5	2.1	2.3	5.5	5.7	0.7	13.8	9.0	8.3	8.1	5.6	5.8
GOV'T SPENDING/NAT. DEBT	6.5	2.9	2.5	3.1	5.6	10.6	10.5	10.6	5.7	6.1	11.6	2.6	4.6	3.8	2.1	6.0	10.0
CORRUPTION IN GOVERNMENT	6.3	3.7	4.3	3.3	5.1	8.5	11.2	9.7	5.8	7.5	10.3	3.1	3.9	3.3	5.3	5.0	10.9
NAT. SECURITY/TERRORISM	6.2	4.6	5.2	4.2	6.5	5.4	9.2	7.1	10.7	6.4	8.2	3.2	5.3	2.3	7.2	7.4	5.1
SOCIAL SECURITY/MEDICARE	5.9	7.4	6.2	8.2	5.7	5.8	4.1	5.0	7.8	4.2	5.0	7.0	8.2	10.4	9.0	4.6	2.1
HEALTHCARE	5.8	7.6	7.3	7.9	6.0	5.6	2.1	4.0	1.2	6.5	3.7	9.1	6.5	6.4	5.0	5.5	4.0
BORDER SECURITY	5.8	1.2	1.3	1.1	4.6	10.2	11.7	10.9	4.1	4.3	12.6	0.7	2.2	3.3	1.5	6.4	7.9
CRIME AND PUBLIC SAFETY	5.3	3.8	2.5	4.6	6.4	5.3	5.8	5.5	6.7	4.9	5.2	3.5	9.2	4.4	3.1	5.1	7.4
CLIMATE CHANGE	4.9	10.0	12.7	8.2	4.2	2.0	0.8	1.5	5.1	2.8	1.1	12.1	4.0	3.6	2.9	5.0	2.1
ABORTION	4.7	8.6	9.7	7.9	3.8	1.1	3.9	2.3	3.1	3.4	1.9	9.4	5.3	7.8	8.7	3.0	1.2
RAISING WAGES	3.8	2.9	0.8	4.4	5.8	2.6	2.0	2.4	5.4	6.3	1.2	2.0	5.1	1.5	5.7	5.9	7.9
IMMIGRATION REFORM	3.6	1.6	0.7	2.2	4.8	4.1	3.7	3.9	0.0	6.9	4.3	2.1	2.4	1.3	0.0	5.5	4.0
THREATS TO DEMOCRACY	3.5	4.2	4.4	4.1	3.5	2.6	3.5	3.0	1.5	1.0	2.9	4.2	4.4	5.4	6.5	4.0	1.7
FIGHTING WOKE IDEOLOGY	3.2	1.1	1.2	1.0	1.9	5.9	6.9	6.3	2.7	2.3	6.5	0.5	1.2	2.4	2.6	2.3	8.0



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
TAXES	2.7	2.4	1.7	2.8	2.7	1.9	4.3	3.0	1.4	3.5	3.5	2.5	1.2	1.4	2.6	3.3	1.8
RACIAL JUSTICE	1.8	3.3	3.1	3.5	1.7	0.8	0.5	0.7	1.7	0.5	0.0	3.4	1.9	5.3	4.0	2.1	1.0
EDUCATION	1.7	2.3	1.5	2.9	1.6	1.6	0.7	1.2	2.7	3.5	0.9	2.5	1.3	3.9	1.3	0.8	0.8
LGBTQ RIGHTS	1.4	2.6	2.9	2.4	1.4	0.3	0.3	0.3	2.7	0.6	0.0	2.2	2.7	1.4	4.5	0.8	0.9





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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
RISING COSTS OF LIVING	13.2	12.5	12.3	14.5	13.5	9.1	4.8	9.7	13.6	12.3	15.7	16.7	12.1	14.6	14.3	14.9
JOBS AND ECONOMIC GROWTH	7.0	6.9	8.0	6.8	7.6	6.7	0.0	7.7	7.0	6.4	8.1	7.3	7.2	5.3	8.6	5.6
GUN CONTROL	6.7	11.0	7.1	1.9	7.3	8.0	2.5	8.9	6.8	7.9	5.1	4.2	4.4	2.1	6.1	10.2
GOV'T SPENDING/NAT. DEBT	6.5	3.5	5.7	10.1	7.1	4.1	3.5	4.2	7.2	7.2	7.2	4.6	8.1	9.9	6.1	5.2
CORRUPTION IN GOVERNMENT	6.3	3.7	4.3	9.9	6.0	4.6	5.1	4.6	6.8	6.2	7.8	4.5	7.5	8.6	5.0	4.9
NAT. SECURITY/TERRORISM	6.2	4.6	6.3	7.9	6.7	10.3	10.5	10.3	5.4	5.5	5.3	5.6	7.0	4.6	7.2	4.4
SOCIAL SECURITY/MEDICARE	5.9	7.5	5.5	4.4	5.6	4.1	4.8	3.9	6.2	6.0	6.5	7.2	5.1	5.1	6.8	5.9
HEALTHCARE	5.8	7.4	5.3	4.2	5.8	5.4	4.3	5.6	6.2	6.2	6.1	3.4	6.3	5.1	4.1	6.7
BORDER SECURITY	5.8	1.4	6.7	10.3	4.9	6.0	10.7	5.2	5.5	5.2	5.9	7.8	7.7	4.5	7.1	3.5
CRIME AND PUBLIC SAFETY	5.3	5.6	4.5	5.4	5.2	3.1	6.2	2.6	5.8	6.8	4.3	4.9	5.9	6.2	5.8	4.3
CLIMATE CHANGE	4.9	7.6	6.3	1.4	4.4	8.1	11.0	7.7	4.5	5.4	3.0	3.5	3.4	1.6	4.4	8.3
ABORTION	4.7	7.6	4.0	1.7	4.1	8.0	10.5	7.6	4.3	4.5	4.0	2.5	4.0	3.8	1.6	8.0
RAISING WAGES	3.8	3.9	5.8	2.9	3.9	2.6	2.3	2.6	3.3	2.1	5.3	9.3	3.5	2.9	3.7	4.5
IMMIGRATION REFORM	3.6	1.8	5.1	5.0	3.6	3.8	0.0	4.4	3.6	3.4	4.0	2.9	2.9	5.6	4.9	2.5
THREATS TO DEMOCRACY	3.5	4.8	3.1	2.2	3.9	6.1	6.7	6.0	3.2	3.5	2.8	1.9	4.9	3.0	3.9	2.0
FIGHTING WOKE IDEOLOGY	3.2	1.1	2.7	5.7	2.7	2.0	2.1	2.0	3.3	3.6	2.9	3.9	3.7	9.1	2.7	1.7



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
TAXES	2.7	2.2	3.0	3.2	2.7	2.0	4.9	1.5	2.8	3.1	2.2	3.1	1.5	4.9	3.3	3.0
RACIAL JUSTICE	1.8	3.1	0.8	0.7	1.9	0.9	2.4	0.6	1.9	2.0	1.7	2.7	2.1	0.6	1.4	1.8
EDUCATION	1.7	1.9	1.6	1.3	1.8	3.1	5.3	2.7	1.5	1.5	1.3	1.0	1.8	2.6	1.9	0.4
LGBTQ RIGHTS	1.4	2.0	1.7	0.6	1.4	2.2	2.3	2.2	1.0	1.1	0.9	2.9	1.0	0.0	1.0	2.2



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
RISING COSTS OF LIVING	13.2	14.0	11.8	14.1	7.6	13.7	12.3	14.3	11.2
JOBS AND ECONOMIC GROWTH	7.0	7.0	7.0	6.2	8.3	8.4	7.0	5.9	6.9
GUN CONTROL	6.7	5.1	9.9	10.4	9.0	4.5	8.0	5.6	11.9
GOV'T SPENDING/NAT. DEBT	6.5	7.0	5.5	5.7	5.1	7.0	7.9	7.0	2.8
CORRUPTION IN GOVERNMENT	6.3	7.1	4.6	4.9	4.0	6.4	5.7	7.7	3.3
NAT. SECURITY/TERRORISM	6.2	5.5	7.4	7.4	7.6	5.4	8.9	5.6	5.8
SOCIAL SECURITY/MEDICARE	5.9	5.9	6.0	5.0	7.8	4.7	6.5	6.8	5.5
HEALTHCARE	5.8	5.7	5.9	5.6	6.4	4.3	6.5	6.9	5.2
BORDER SECURITY	5.8	6.8	3.8	3.6	4.1	8.2	4.5	5.7	3.0
CRIME AND PUBLIC SAFETY	5.3	5.6	4.9	5.5	3.8	6.1	3.5	5.2	6.4
CLIMATE CHANGE	4.9	3.6	7.6	6.2	10.3	4.0	7.3	3.2	8.0
ABORTION	4.7	4.0	6.1	5.5	7.1	2.6	4.5	5.1	7.8
RAISING WAGES	3.8	4.9	1.7	2.3	0.7	4.6	1.5	5.1	1.9
IMMIGRATION REFORM	3.6	3.3	4.1	4.3	3.9	4.6	4.5	2.3	3.8
THREATS TO DEMOCRACY	3.5	2.8	4.8	3.9	6.4	4.0	4.1	1.9	5.6
FIGHTING WOKE IDEOLOGY	3.2	3.5	2.5	2.3	2.7	4.5	2.9	2.8	2.0



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
TAXES	2.7	3.5	1.2	1.6	0.5	3.5	0.8	3.5	1.6
RACIAL JUSTICE	1.8	1.5	2.5	2.5	2.6	0.9	0.7	1.9	4.5
EDUCATION	1.7	1.7	1.5	2.2	0.3	1.6	1.5	1.8	1.6
LGBTQ RIGHTS	1.4	1.4	1.2	1.0	1.7	1.0	1.3	1.7	1.1



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
RISING COSTS OF LIVING	13.2	13.3	13.2	15.2	13.2	12.3	12.4	14.1	15.5	14.9	17.1	9.9
JOBS AND ECONOMIC GROWTH	7.0	6.1	8.9	8.4	9.0	10.2	7.0	5.4	8.9	8.0	10.1	8.1
GUN CONTROL	6.7	6.1	8.0	5.4	8.9	12.5	5.4	6.8	4.6	6.3	7.6	10.1
GOV'T SPENDING/NAT. DEBT	6.5	7.2	5.0	4.1	5.4	6.5	8.2	6.3	4.6	3.5	5.9	4.9
CORRUPTION IN GOVERNMENT	6.3	6.8	5.0	6.8	4.0	2.4	6.9	6.7	5.7	7.9	2.6	5.1
NAT. SECURITY/TERRORISM	6.2	7.2	4.0	3.7	3.6	5.4	7.7	6.8	5.3	1.9	4.8	2.6
SOCIAL SECURITY/MEDICARE	5.9	6.6	4.6	3.3	7.5	2.0	6.4	6.7	2.4	4.1	5.8	8.9
HEALTHCARE	5.8	6.1	5.2	6.5	3.9	4.7	4.8	7.2	8.8	4.1	2.2	5.3
BORDER SECURITY	5.8	6.7	3.8	3.5	1.7	5.4	7.6	6.0	5.1	1.8	1.1	2.1
CRIME AND PUBLIC SAFETY	5.3	4.7	6.7	4.3	9.2	9.0	4.9	4.6	3.9	4.7	8.4	9.8
CLIMATE CHANGE	4.9	5.2	4.4	5.5	3.8	2.6	6.0	4.6	5.4	5.6	2.0	5.3
ABORTION	4.7	4.2	5.7	7.4	3.0	4.9	2.8	5.4	5.6	9.3	3.6	2.6
RAISING WAGES	3.8	3.0	5.5	5.0	5.9	4.8	2.2	3.7	6.8	3.2	5.2	6.6
IMMIGRATION REFORM	3.6	3.8	3.2	3.0	2.1	7.5	4.6	3.1	4.2	1.9	3.1	1.3
THREATS TO DEMOCRACY	3.5	3.5	3.5	3.2	3.7	3.0	4.3	2.9	2.2	4.3	4.7	2.8
FIGHTING WOKE IDEOLOGY	3.2	3.6	2.2	3.2	1.6	0.0	4.2	3.1	3.9	2.5	3.5	0.0



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
TAXES	2.7	2.5	3.1	3.9	2.6	2.1	2.2	2.8	2.7	5.1	4.0	1.5
RACIAL JUSTICE	1.8	0.7	4.1	4.8	4.9	0.0	0.6	0.9	1.1	8.6	2.4	6.9
EDUCATION	1.7	1.2	2.6	2.4	3.0	3.4	1.0	1.4	3.3	1.4	2.2	3.7
LGBTQ RIGHTS	1.4	1.3	1.5	0.4	3.0	1.1	0.9	1.6	0.0	0.8	3.5	2.6



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22. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
RISING COSTS OF LIVING	13.2	9.5	15.0	15.6	14.1	14.4	10.5	14.1	12.7	14.1	12.2	13.2	13.3	
JOBS AND ECONOMIC GROWTH	7.0	8.6	8.6	10.9	8.8	6.4	2.4	9.6	5.4	9.4	4.1	7.9	6.2	
GUN CONTROL	6.7	9.5	8.2	3.7	8.5	6.3	6.3	6.5	6.9	7.1	6.3	5.9	7.5	
GOV'T SPENDING/NAT. DEBT	6.5	1.3	3.4	6.9	5.4	9.3	8.1	4.5	7.7	4.8	8.6	7.3	5.7	
CORRUPTION IN GOVERNMENT	6.3	4.5	4.8	8.9	6.8	4.9	6.5	6.6	6.1	6.6	5.8	6.1	6.4	
NAT. SECURITY/TERRORISM	6.2	3.8	3.7	5.9	7.3	5.5	8.2	4.7	7.1	5.5	7.0	6.8	5.6	
SOCIAL SECURITY/MEDICARE	5.9	3.8	3.5	2.6	2.8	7.2	11.2	3.2	7.7	3.0	9.5	5.4	6.4	
HEALTHCARE	5.8	5.0	6.3	4.7	5.3	9.2	4.4	5.3	6.1	5.3	6.4	5.1	6.4	
BORDER SECURITY	5.8	2.4	1.2	3.8	5.8	8.0	8.9	2.6	7.8	3.5	8.5	6.8	4.9	
CRIME AND PUBLIC SAFETY	5.3	4.9	6.4	5.5	4.9	3.9	6.1	5.7	5.1	5.4	5.2	5.1	5.6	
CLIMATE CHANGE	4.9	5.0	4.3	3.4	4.1	4.8	7.0	4.0	5.5	4.1	6.1	5.2	4.7	
ABORTION	4.7	11.1	5.3	5.7	4.2	1.3	4.4	6.7	3.4	5.9	3.1	3.3	5.9	
RAISING WAGES	3.8	5.0	6.8	6.7	5.3	1.5	0.6	6.4	2.2	6.1	1.0	3.4	4.1	
IMMIGRATION REFORM	3.6	0.6	2.6	2.5	3.5	3.9	5.6	2.1	4.5	2.5	4.9	4.5	2.8	
THREATS TO DEMOCRACY	3.5	3.1	1.8	1.3	4.1	3.8	5.4	1.9	4.6	2.5	4.7	4.0	3.1	
FIGHTING WOKE IDEOLOGY	3.2	1.3	4.4	3.5	3.0	4.8	1.9	3.3	3.1	3.2	3.1	3.9	2.5	



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
TAXES	2.7	4.3	4.5	3.8	2.9	1.9	1.0	4.2	1.8	3.8	1.4	2.5	2.9	
RACIAL JUSTICE	1.8	6.3	2.4	1.5	1.2	1.2	1.2	2.8	1.2	2.3	1.2	0.8	2.7	
EDUCATION	1.7	4.4	5.0	2.1	1.5	0.0	0.1	3.6	0.5	2.9	0.1	1.6	1.7	
LGBTQ RIGHTS	1.4	5.6	2.0	0.9	0.6	1.7	0.2	2.2	0.8	1.7	0.9	1.1	1.5	





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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
RISING COSTS OF LIVING	13.2	10.2	16.1	14.0	11.7	11.8	17.5	11.8	11.7	8.9	14.9	16.0	11.8	12.3	12.6	15.9
JOBS AND ECONOMIC GROWTH	7.0	8.1	10.6	7.9	3.8	7.4	12.0	9.8	4.0	8.6	9.3	6.1	3.6	7.7	6.7	6.9
GUN CONTROL	6.7	10.2	4.9	7.9	6.1	8.8	3.5	9.5	4.0	11.2	6.1	6.5	8.1	6.0	7.8	5.0
GOV'T SPENDING/NAT. DEBT	6.5	3.1	4.8	6.4	8.5	3.2	5.4	8.1	9.1	3.1	4.3	4.9	8.0	4.9	7.1	6.9
CORRUPTION IN GOVERNMENT	6.3	3.7	7.6	6.7	5.8	1.1	8.8	6.6	5.3	5.7	6.6	6.8	6.2	6.6	5.5	7.7
NAT. SECURITY/TERRORISM	6.2	3.7	4.6	6.9	7.3	2.0	7.1	6.6	7.9	4.9	2.4	7.2	6.8	5.1	6.4	6.9
SOCIAL SECURITY/MEDICARE	5.9	3.2	3.1	3.7	10.1	4.4	3.2	2.7	9.1	2.4	3.1	4.7	11.0	7.8	5.7	4.1
HEALTHCARE	5.8	5.0	5.6	6.2	5.8	5.1	5.9	5.7	4.3	4.9	5.4	6.6	7.2	6.1	5.5	6.0
BORDER SECURITY	5.8	2.2	2.8	6.0	8.5	3.0	2.8	7.3	9.9	1.5	2.8	4.8	7.3	5.9	5.6	6.0
CRIME AND PUBLIC SAFETY	5.3	5.3	5.9	5.4	5.0	6.4	4.2	4.9	5.5	4.5	7.4	5.8	4.5	6.9	5.0	4.2
CLIMATE CHANGE	4.9	5.0	3.5	4.1	6.4	6.3	1.8	3.8	8.2	4.0	5.1	4.5	4.8	5.4	4.7	4.9
ABORTION	4.7	9.6	5.7	3.2	3.7	5.2	4.3	1.7	3.3	12.9	7.0	4.6	4.0	5.0	5.4	2.4
RAISING WAGES	3.8	5.9	6.4	4.6	1.0	10.4	5.4	3.4	0.4	2.5	7.2	5.7	1.5	4.2	3.6	3.7
IMMIGRATION REFORM	3.6	0.9	2.2	4.0	5.0	1.1	2.6	4.3	6.8	0.8	1.7	3.7	3.3	3.0	3.9	3.6
THREATS TO DEMOCRACY	3.5	2.3	1.3	4.1	4.9	3.3	1.4	4.5	5.6	1.6	1.2	3.7	4.3	2.5	4.3	3.0
FIGHTING WOKE IDEOLOGY	3.2	2.4	4.1	2.9	3.0	3.4	4.8	4.3	3.2	1.6	3.4	1.6	2.9	2.2	3.0	4.9



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
														URBAN		
TAXES	2.7	4.0	4.2	3.0	1.2	5.3	3.9	2.3	1.0	3.1	4.4	3.6	1.3	2.3	2.8	2.9
RACIAL JUSTICE	1.8	5.1	2.0	1.3	1.2	2.0	0.6	0.7	0.7	7.4	3.1	1.9	1.6	2.1	1.4	2.4
EDUCATION	1.7	5.4	3.1	1.1	0.1	5.4	3.0	1.2	0.0	5.4	3.2	1.0	0.2	2.2	1.5	1.4
LGBTQ RIGHTS	1.4	4.6	1.5	0.6	0.9	4.2	1.8	0.8	0.2	4.9	1.3	0.4	1.5	1.5	1.4	0.9



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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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
RISING COSTS OF LIVING	9.0	10.6	7.9	8.4	9.5	10.3	8.4	7.9	8.6	8.8	8.7	9.5	7.3	10.0	7.3	8.8	8.2	9.6	10.5	8.8
CORRUPTION IN GOVERNMENT	7.2	10.1	10.3	5.7	6.0	8.3	4.4	2.0	4.9	8.1	8.5	7.6	6.2	9.7	5.8	8.7	6.5	4.5	6.1	3.0
SOCIAL SECURITY/MEDICARE	6.7	4.2	6.3	9.0	7.4	6.6	4.5	6.1	9.3	6.5	6.8	6.1	5.5	4.5	5.6	9.8	8.2	7.3	8.8	5.9
CRIME AND PUBLIC SAFETY	6.7	11.2	5.5	5.5	7.0	8.3	6.3	1.7	3.8	7.1	6.9	7.2	8.3	8.1	8.8	5.8	4.7	5.7	8.2	3.2
HEALTHCARE	6.6	1.9	7.1	6.3	8.7	7.7	6.0	9.2	5.6	6.4	5.5	8.1	7.8	5.0	5.5	8.2	8.1	7.3	8.5	6.2
GOV'T SPENDING/NAT. DEBT	6.6	11.7	9.4	9.0	4.6	2.9	2.6	3.2	3.3	7.9	9.8	3.7	6.8	10.3	10.5	4.5	4.2	2.7	4.1	1.3
JOBS AND ECONOMIC GROWTH	6.5	6.5	7.4	6.2	8.2	5.9	6.0	2.2	4.8	7.5	6.7	9.0	9.2	6.8	8.1	8.7	7.1	3.6	4.2	3.1
GUN CONTROL	6.2	1.5	3.4	5.1	8.2	7.2	12.4	9.6	7.2	4.5	3.6	5.7	9.0	2.2	3.9	4.2	9.7	11.4	11.4	11.5
BORDER SECURITY	5.9	9.8	10.6	8.1	4.3	0.9	2.3	2.1	0.0	7.3	9.4	3.5	2.7	10.8	5.8	6.0	3.5	1.5	1.6	1.5
CLIMATE CHANGE	5.3	2.2	2.0	4.4	6.3	7.0	5.3	9.7	20.7	3.9	3.0	6.7	1.7	2.0	1.9	5.4	7.8	9.6	6.4	12.5
NAT. SECURITY/TERRORISM	5.2	7.0	5.5	5.4	5.4	4.4	4.4	3.8	3.0	5.6	5.8	5.7	3.5	6.8	7.5	3.3	3.7	3.9	3.7	4.2
RAISING WAGES	4.0	1.2	2.6	5.1	5.6	4.4	6.6	3.0	0.0	4.3	3.2	5.9	8.3	2.6	3.9	7.3	5.3	3.2	3.7	2.8
TAXES	3.8	4.4	4.5	5.2	3.1	3.1	2.4	3.8	0.0	4.5	4.7	4.2	3.3	3.6	5.4	3.8	6.0	1.6	1.3	1.8
IMMIGRATION REFORM	3.6	6.7	5.4	2.7	2.4	2.7	2.2	2.6	2.9	4.0	4.7	2.5	2.8	5.0	4.8	2.2	2.8	2.4	2.5	2.3
ABORTION	3.3	2.0	1.7	3.5	3.0	4.8	5.1	5.9	2.8	2.3	2.4	2.3	1.3	2.3	3.1	0.8	3.0	6.4	6.5	6.3
THREATS TO DEMOCRACY	3.3	2.8	1.9	2.0	2.5	4.6	3.9	11.1	6.4	2.4	2.2	2.7	3.3	2.3	2.2	2.3	3.0	6.0	4.6	7.3



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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	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5	
									N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD		
FIGHTING WOKE IDEOLOGY	3.3	4.2	4.8	5.7	2.2	1.2	1.0	0.0	3.4	4.1	5.0	2.3	2.9	6.1	5.0	3.1	0.6	0.7	0.8	0.6
RACIAL JUSTICE	2.6	0.6	1.4	0.6	2.0	3.7	9.6	7.1	0.8	1.6	0.9	2.7	4.5	0.3	2.2	2.7	2.6	5.7	2.9	8.4
EDUCATION	2.4	1.6	1.9	1.0	2.7	4.4	3.4	3.9	2.2	2.2	1.5	3.4	4.2	1.3	1.7	3.8	2.9	3.2	3.5	2.9
LGBTQ RIGHTS	1.6	0.0	0.6	1.1	1.0	1.4	3.2	4.9	10.4	0.9	0.7	1.4	1.6	0.5	0.9	0.6	2.0	3.7	0.8	6.4



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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	1723	1430	292	277	178	100
RISING COSTS OF LIVING	9.0	7.1	8.5	11.1	7.5	8.6	9.0	6.7	11.5	12.7	9.4
CORRUPTION IN GOVERNMENT	7.2	5.9	8.7	5.8	9.2	7.2	7.0	8.0	7.3	6.8	8.2
SOCIAL SECURITY/MEDICARE	6.7	7.9	6.3	5.7	8.0	6.6	6.6	7.0	7.3	7.5	7.0
CRIME AND PUBLIC SAFETY	6.7	5.4	7.3	7.0	6.6	7.1	7.2	6.4	4.6	3.6	6.3
HEALTHCARE	6.6	7.7	5.6	6.6	6.7	6.2	5.6	9.2	9.1	7.1	12.6
GOV'T SPENDING/NAT. DEBT	6.6	6.8	8.4	5.7	6.2	6.9	7.0	6.8	4.6	4.6	4.6
JOBS AND ECONOMIC GROWTH	6.5	5.6	4.4	8.5	6.0	6.2	6.5	4.7	8.5	9.1	7.4
GUN CONTROL	6.2	5.1	6.8	6.7	5.7	6.3	6.5	5.2	6.0	4.9	7.9
BORDER SECURITY	5.9	6.6	6.7	5.2	5.7	6.0	6.0	5.8	5.3	4.6	6.4
CLIMATE CHANGE	5.3	6.6	4.6	5.0	5.5	5.4	5.5	5.0	4.7	4.3	5.4
NAT. SECURITY/TERRORISM	5.2	7.6	5.0	4.3	5.0	5.4	5.4	5.5	4.0	5.7	1.0
RAISING WAGES	4.0	2.8	4.2	5.3	2.7	3.3	2.9	5.5	8.4	9.3	6.9
TAXES	3.8	3.4	4.0	3.9	3.5	3.7	3.2	6.2	4.1	2.8	6.3
IMMIGRATION REFORM	3.6	5.5	3.4	3.0	3.2	3.9	4.1	2.9	1.8	1.8	1.6
ABORTION	3.3	4.4	3.9	2.5	3.3	3.6	3.8	2.5	1.6	1.5	1.6
THREATS TO DEMOCRACY	3.3	2.4	3.3	3.3	4.0	3.6	4.0	1.8	1.2	0.9	1.9



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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
FIGHTING WOKE IDEOLOGY	3.3	2.8	3.9	3.0	3.6	3.5	3.5	3.1	2.2	2.5	1.7
RACIAL JUSTICE	2.6	1.9	1.9	3.3	2.8	2.4	2.4	2.6	3.9	5.0	2.0
EDUCATION	2.4	2.4	0.9	2.9	3.2	2.4	2.3	2.6	2.8	3.2	1.9
LGBTQ RIGHTS	1.6	2.0	2.1	1.2	1.4	1.7	1.5	2.5	1.2	1.9	0.0



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23. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	CRATIC	CEIDED	CEIDED	ROVE			PROVE
		DIREC-	TRACK	LICAN							
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
RISING COSTS OF LIVING	9.0	6.4	10.1	9.1	9.1	8.8	8.8	8.0	4.4	10.4	9.8
CORRUPTION IN GOVERNMENT	7.2	5.9	7.7	8.4	5.3	8.7	7.5	6.0	5.5	6.3	8.1
SOCIAL SECURITY/MEDICARE	6.7	8.0	6.2	4.9	7.7	9.8	7.3	7.9	10.4	6.1	5.9
CRIME AND PUBLIC SAFETY	6.7	5.7	7.1	8.3	5.3	5.8	6.7	5.3	4.6	5.8	7.7
HEALTHCARE	6.6	8.9	5.7	5.2	7.6	8.2	7.9	8.1	7.8	8.3	5.6
GOV'T SPENDING/NAT. DEBT	6.6	3.1	8.0	10.3	3.3	4.5	5.9	3.6	2.4	4.5	8.8
JOBS AND ECONOMIC GROWTH	6.5	4.5	7.3	7.2	5.0	8.7	8.3	5.1	4.0	5.8	7.6
GUN CONTROL	6.2	11.1	4.2	2.7	10.8	4.2	4.0	10.6	14.1	8.2	3.0
BORDER SECURITY	5.9	3.2	7.0	9.1	2.3	6.0	4.9	2.0	2.1	2.0	8.7
CLIMATE CHANGE	5.3	6.7	4.7	2.0	8.9	5.4	5.0	7.2	9.9	5.4	4.0
NAT. SECURITY/TERRORISM	5.2	4.8	5.4	7.1	3.9	3.3	4.7	4.5	4.2	4.7	5.7
RAISING WAGES	4.0	3.3	4.3	3.0	4.0	7.3	6.4	3.9	2.8	4.6	4.2
TAXES	3.8	3.2	4.0	4.2	3.3	3.8	4.0	3.8	1.3	5.5	3.7
IMMIGRATION REFORM	3.6	3.1	3.7	5.0	2.6	2.2	2.8	2.4	3.2	1.8	4.4
ABORTION	3.3	3.8	3.1	2.6	5.1	0.8	2.1	5.0	3.3	6.1	2.1
THREATS TO DEMOCRACY	3.3	5.8	2.3	2.2	4.8	2.3	2.7	5.0	7.3	3.4	2.1



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23. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
FIGHTING WOKE IDEOLOGY	3.3	1.6	3.9	5.7	0.7	3.1	3.6	1.1	1.4	0.9	4.9
RACIAL JUSTICE	2.6	4.4	2.0	0.9	4.5	2.7	2.9	4.5	3.7	5.0	1.3
EDUCATION	2.4	4.2	1.8	1.4	3.1	3.8	2.8	3.6	4.6	3.0	1.6
LGBTQ RIGHTS	1.6	2.2	1.4	0.7	3.0	0.6	1.5	2.6	3.1	2.2	0.9





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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
RISING COSTS OF LIVING	9.0	9.7	8.9	7.6	8.8	11.2	6.1	6.7	12.6	9.2	10.3	9.7
CORRUPTION IN GOVERNMENT	7.2	8.6	5.5	9.6	5.3	6.5	9.0	5.5	8.5	10.4	5.1	4.4
SOCIAL SECURITY/MEDICARE	6.7	4.4	8.9	4.7	8.1	7.6	5.2	9.9	7.0	4.2	6.9	8.2
CRIME AND PUBLIC SAFETY	6.7	8.2	5.2	8.9	5.0	6.1	11.9	4.8	5.3	5.8	5.2	6.9
HEALTHCARE	6.6	4.8	8.0	4.9	7.8	7.3	3.7	8.1	5.6	6.2	7.6	9.0
GOV'T SPENDING/NAT. DEBT	6.6	10.0	3.3	10.2	2.7	7.3	8.5	3.3	8.2	11.9	2.2	6.4
JOBS AND ECONOMIC GROWTH	6.5	7.0	5.7	7.1	5.7	6.9	8.5	6.9	6.5	5.6	4.9	7.3
GUN CONTROL	6.2	2.1	10.0	2.1	10.2	6.4	3.3	8.9	6.7	0.9	11.0	6.0
BORDER SECURITY	5.9	9.9	2.7	10.2	1.8	5.6	12.1	2.9	6.1	8.3	1.1	5.1
CLIMATE CHANGE	5.3	1.5	8.7	2.1	8.9	4.7	2.2	8.4	4.1	1.9	9.3	5.2
NAT. SECURITY/TERRORISM	5.2	6.7	4.3	6.6	3.9	5.2	4.9	3.7	6.1	8.3	4.0	4.2
RAISING WAGES	4.0	4.0	4.0	3.0	5.2	3.9	2.6	2.8	3.1	3.5	6.8	4.7
TAXES	3.8	3.9	3.1	4.3	2.8	4.4	4.2	3.4	2.3	4.3	2.4	6.5
IMMIGRATION REFORM	3.6	5.3	2.2	5.5	2.1	3.0	6.0	2.6	3.0	4.9	1.7	3.0
ABORTION	3.3	2.4	4.5	2.6	4.4	2.7	1.7	4.1	2.7	3.5	4.7	2.8
THREATS TO DEMOCRACY	3.3	2.2	4.5	2.3	4.4	3.0	1.9	5.3	3.0	2.8	3.8	3.1



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BANNER 4

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN			
	RANK	SCORE	TRUMP	BIDEN	REPUBLICAN		DEMOCRAT		INDEPENDENT		REPUBLICAN		DEMOCRAT		INDEPENDENT	
					LICAN	CRAT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
FIGHTING WOKE IDEOLOGY	3.3	5.9	0.9	5.5	0.9	3.5	5.6	1.3	4.3	5.4	0.6	2.7				
RACIAL JUSTICE	2.6	0.9	3.4	0.5	5.5	1.7	0.4	5.1	1.3	0.5	5.7	2.0				
EDUCATION	2.4	1.9	3.1	1.8	2.9	2.7	1.8	2.7	2.6	1.8	3.1	2.7				
LGBTQ RIGHTS	1.6	0.4	3.0	0.5	3.5	0.5	0.5	3.5	1.0	0.5	3.4	0.0				



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
RISING COSTS OF LIVING	9.0	6.9	6.1	7.5	10.4	8.5	10.1	9.2	7.0	9.5	7.1	6.5	10.9	16.4	9.2	10.5	14.5
CORRUPTION IN GOVERNMENT	7.2	4.4	3.9	4.7	8.3	7.9	9.0	8.4	6.9	10.9	9.6	3.9	7.9	5.3	5.0	7.4	4.7
SOCIAL SECURITY/MEDICARE	6.7	8.2	7.8	8.5	6.3	4.8	7.5	6.0	5.9	0.5	5.8	8.3	7.5	8.5	9.2	8.0	5.3
CRIME AND PUBLIC SAFETY	6.7	4.1	2.8	5.0	5.9	10.8	8.5	9.8	5.7	6.4	10.1	3.8	6.8	6.5	4.9	4.9	10.5
HEALTHCARE	6.6	8.9	5.4	11.3	7.1	4.2	4.2	4.2	9.5	7.2	3.6	8.9	5.7	7.9	8.4	8.0	4.4
GOV'T SPENDING/NAT. DEBT	6.6	3.7	2.0	4.9	5.8	9.3	10.7	9.9	10.2	12.0	9.6	2.6	1.6	6.6	4.4	6.0	13.5
JOBS AND ECONOMIC GROWTH	6.5	3.2	4.2	2.5	8.3	6.9	7.9	7.4	2.9	8.0	7.3	3.5	9.5	6.2	1.9	7.6	8.2
GUN CONTROL	6.2	11.2	11.9	10.7	6.5	2.2	1.3	1.8	7.0	3.2	1.2	11.9	8.4	5.0	10.5	6.6	2.7
BORDER SECURITY	5.9	1.7	1.6	1.7	5.0	9.5	11.6	10.4	7.6	8.3	11.2	0.9	2.8	4.4	1.2	5.0	10.6
CLIMATE CHANGE	5.3	10.2	11.9	9.1	4.9	1.7	1.5	1.6	4.5	2.7	1.6	11.0	7.1	2.7	10.6	4.5	1.1
NAT. SECURITY/TERRORISM	5.2	3.4	2.7	3.8	5.5	8.8	3.4	6.4	4.6	9.3	5.9	3.1	4.2	8.2	3.9	4.7	7.5
RAISING WAGES	4.0	4.2	5.0	3.7	5.5	2.4	2.0	2.2	2.9	6.4	2.0	4.3	6.6	5.5	5.1	4.4	1.4
TAXES	3.8	2.5	2.2	2.7	3.9	4.6	4.6	4.6	7.6	3.0	4.2	1.7	3.6	6.9	3.0	4.5	4.9
IMMIGRATION REFORM	3.6	2.7	2.1	3.2	2.2	7.2	4.0	5.8	5.7	1.6	6.6	2.2	1.8	2.8	3.2	2.8	3.7
ABORTION	3.3	5.3	6.7	4.4	2.9	0.9	3.4	2.0	1.6	3.7	2.4	5.7	3.1	1.6	6.5	2.5	0.8
THREATS TO DEMOCRACY	3.3	5.6	5.4	5.8	2.4	2.0	2.8	2.4	0.0	1.8	2.8	6.4	2.1	0.0	5.6	2.8	2.0



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
FIGHTING WOKE IDEOLOGY	3.3	1.3	2.0	0.8	2.7	5.8	5.3	5.5	3.1	2.5	6.8	1.1	0.8	0.0	1.2	4.2	3.3
RACIAL JUSTICE	2.6	5.6	5.8	5.5	2.2	0.7	0.5	0.6	1.4	0.6	0.3	6.6	3.8	4.1	3.4	1.8	0.0
EDUCATION	2.4	2.2	3.3	1.5	3.5	1.8	1.2	1.5	1.6	1.7	1.8	2.4	4.3	1.5	2.0	3.7	0.0
LGBTQ RIGHTS	1.6	4.5	7.2	2.7	0.7	0.0	0.4	0.2	4.4	0.5	0.0	5.2	1.4	0.0	0.8	0.3	1.0



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
RISING COSTS OF LIVING	9.0	8.8	10.1	8.8	8.7	5.1	7.6	4.7	9.3	8.7	10.2	13.1	9.8	8.8	7.4	10.3
CORRUPTION IN GOVERNMENT	7.2	6.0	4.5	9.6	6.4	7.2	2.5	7.9	7.0	6.8	7.5	8.3	7.6	7.6	8.0	6.2
SOCIAL SECURITY/MEDICARE	6.7	8.1	8.0	4.8	6.2	8.6	7.3	8.7	6.1	5.3	7.6	8.5	8.0	3.0	6.8	6.0
CRIME AND PUBLIC SAFETY	6.7	5.3	5.4	8.8	7.2	5.9	6.6	5.8	7.3	7.0	7.8	3.1	7.6	7.7	7.2	4.2
HEALTHCARE	6.6	8.0	7.9	4.6	7.6	6.2	12.2	5.3	6.7	6.5	6.9	6.7	6.4	2.5	6.7	8.5
GOV'T SPENDING/NAT. DEBT	6.6	3.4	5.9	10.5	7.0	7.2	5.1	7.6	6.6	6.4	7.0	5.6	5.5	8.1	7.3	6.7
JOBS AND ECONOMIC GROWTH	6.5	5.4	7.7	7.4	6.7	5.5	6.8	5.3	6.6	7.2	5.7	7.5	6.5	8.7	7.1	6.2
GUN CONTROL	6.2	10.2	5.1	2.2	6.2	9.4	8.1	9.6	5.5	6.4	3.9	7.5	5.6	5.1	5.8	7.1
BORDER SECURITY	5.9	2.3	5.6	10.0	6.0	4.7	5.7	4.6	6.2	5.9	6.5	5.5	6.9	10.1	7.1	2.8
CLIMATE CHANGE	5.3	8.4	5.8	1.6	5.3	5.1	1.5	5.7	5.2	5.4	5.0	6.2	4.3	2.5	5.1	7.5
NAT. SECURITY/TERRORISM	5.2	3.5	6.5	6.7	5.3	3.0	5.1	2.7	5.6	5.3	6.1	5.4	4.4	9.9	5.8	4.5
RAISING WAGES	4.0	4.5	5.4	3.0	4.2	2.6	7.1	1.9	4.5	3.9	5.4	3.0	3.9	3.7	2.6	5.8
TAXES	3.8	3.3	4.1	4.2	4.0	2.3	2.4	2.3	4.4	3.8	5.3	1.3	4.6	2.5	3.1	3.2
IMMIGRATION REFORM	3.6	2.3	3.2	5.2	3.8	3.3	1.5	3.6	3.6	3.6	3.6	3.4	3.3	5.3	4.1	3.1
ABORTION	3.3	4.4	2.8	2.3	3.1	3.9	0.0	4.5	3.1	3.6	2.4	3.7	3.3	1.5	3.0	3.9
THREATS TO DEMOCRACY	3.3	4.5	2.0	2.4	2.8	5.0	6.4	4.8	3.2	4.2	1.7	1.2	3.0	2.7	3.0	3.8



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
FIGHTING WOKE IDEOLOGY	3.3	1.0	3.4	5.8	3.4	5.0	4.6	5.0	3.1	3.1	3.1	2.1	3.4	5.3	3.9	2.2
RACIAL JUSTICE	2.6	4.8	2.1	0.4	2.1	4.0	6.8	3.5	2.1	2.5	1.5	4.7	3.2	1.5	2.8	2.5
EDUCATION	2.4	3.1	3.4	1.4	2.9	2.7	2.5	2.7	2.7	3.0	2.1	0.5	2.6	2.1	2.3	2.4
LGBTQ RIGHTS	1.6	2.8	1.1	0.5	1.1	3.4	0.0	3.9	1.1	1.5	0.5	2.8	0.1	1.4	0.9	3.1



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1319	681	435	246	583	357	736	324
RISING COSTS OF LIVING	9.0	10.0	7.2	8.0	5.7	10.0	5.2	10.0	9.3
CORRUPTION IN GOVERNMENT	7.2	7.3	6.9	7.5	5.9	8.4	6.6	6.4	7.3
SOCIAL SECURITY/MEDICARE	6.7	6.1	7.9	9.0	6.0	6.1	9.0	6.1	6.8
CRIME AND PUBLIC SAFETY	6.7	6.9	6.3	6.0	6.8	8.2	6.9	5.9	5.6
HEALTHCARE	6.6	6.6	6.6	7.1	5.5	5.7	5.7	7.4	7.5
GOV'T SPENDING/NAT. DEBT	6.6	6.7	6.4	6.2	6.8	6.6	7.0	6.8	5.8
JOBS AND ECONOMIC GROWTH	6.5	6.4	6.9	7.2	6.4	6.5	8.9	6.3	4.6
GUN CONTROL	6.2	5.6	7.5	5.7	10.7	6.0	6.2	5.3	8.9
BORDER SECURITY	5.9	6.5	4.7	4.3	5.5	7.5	7.2	5.7	2.0
CLIMATE CHANGE	5.3	4.0	7.9	8.6	6.7	3.4	7.0	4.4	8.9
NAT. SECURITY/TERRORISM	5.2	5.7	4.3	3.8	5.2	5.5	3.8	5.8	4.8
RAISING WAGES	4.0	4.9	2.3	3.0	1.2	3.7	1.3	5.9	3.5
TAXES	3.8	4.7	1.9	2.5	0.9	4.6	1.4	4.8	2.5
IMMIGRATION REFORM	3.6	3.8	3.2	4.0	1.8	4.3	3.8	3.4	2.6
ABORTION	3.3	2.9	4.1	3.2	5.5	2.7	2.8	3.1	5.4
THREATS TO DEMOCRACY	3.3	2.9	4.1	3.8	4.7	2.7	4.3	3.0	4.0



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
FIGHTING WOKE IDEOLOGY	3.3	3.3	3.3	2.3	5.1	3.1	5.1	3.4	1.2
RACIAL JUSTICE	2.6	2.5	3.0	3.1	2.8	2.0	2.4	2.8	3.5
EDUCATION	2.4	2.1	3.2	2.8	3.7	1.5	3.6	2.5	2.7
LGBTQ RIGHTS	1.6	1.2	2.4	2.0	3.1	1.5	1.8	0.9	3.2





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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
RISING COSTS OF LIVING	9.0	9.0	9.2	8.3	8.7	8.9	8.8	9.1	4.6	12.1	5.9	11.1
CORRUPTION IN GOVERNMENT	7.2	8.1	5.3	6.3	3.7	3.3	8.0	8.1	8.9	3.6	4.0	3.4
SOCIAL SECURITY/MEDICARE	6.7	7.4	5.3	5.9	4.0	9.0	8.3	6.6	6.4	5.4	3.2	4.8
CRIME AND PUBLIC SAFETY	6.7	6.8	6.6	6.8	7.8	4.5	7.7	5.9	9.4	4.1	8.8	7.0
HEALTHCARE	6.6	6.8	6.3	6.7	4.4	10.4	5.5	7.8	6.0	7.4	4.7	4.1
GOV'T SPENDING/NAT. DEBT	6.6	8.0	3.7	3.3	4.0	2.3	8.5	7.5	3.6	2.9	3.0	4.8
JOBS AND ECONOMIC GROWTH	6.5	5.6	8.5	9.8	9.2	4.7	6.4	4.9	9.1	10.6	11.9	6.8
GUN CONTROL	6.2	5.5	7.8	6.8	10.0	3.5	5.4	5.6	8.7	4.9	6.2	13.1
BORDER SECURITY	5.9	6.9	3.7	3.7	2.5	7.6	8.2	5.8	5.9	1.5	3.1	2.0
CLIMATE CHANGE	5.3	5.1	5.9	5.0	6.4	7.2	4.8	5.3	4.8	5.2	5.8	7.0
NAT. SECURITY/TERRORISM	5.2	5.6	4.4	3.7	4.5	7.3	5.3	5.9	3.5	4.0	4.2	4.7
RAISING WAGES	4.0	3.1	6.0	6.0	7.2	5.3	2.2	3.9	2.4	9.6	7.8	6.8
TAXES	3.8	3.4	4.4	4.9	3.9	3.7	2.9	3.9	5.9	4.0	2.7	4.9
IMMIGRATION REFORM	3.6	3.7	3.3	4.0	2.7	2.6	4.4	3.1	3.0	5.0	3.6	2.0
ABORTION	3.3	3.1	3.8	4.2	3.8	3.6	2.1	3.9	2.8	5.6	4.5	3.1
THREATS TO DEMOCRACY	3.3	3.6	2.7	3.0	1.8	6.5	3.4	3.7	2.8	3.1	2.4	1.2



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23. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
FIGHTING WOKE IDEOLOGY	3.3	4.0	1.8	2.2	0.6	3.3	4.4	3.6	3.5	0.8	1.3	0.0
RACIAL JUSTICE	2.6	1.4	5.2	2.5	8.3	1.9	0.9	2.0	1.4	3.6	9.9	7.0
EDUCATION	2.4	1.8	3.8	4.3	4.1	3.3	1.8	1.8	4.1	4.4	2.6	5.4
LGBTQ RIGHTS	1.6	1.3	2.3	2.8	2.5	1.1	0.9	1.7	3.3	2.2	4.5	0.8



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23. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
RISING COSTS OF LIVING	9.0	9.7	10.4	7.5	12.6	6.6	8.7	8.9	9.1	10.0	7.8	8.2	9.8
CORRUPTION IN GOVERNMENT	7.2	6.3	6.0	7.8	4.1	8.0	9.0	6.9	7.4	6.0	8.6	7.7	6.7
SOCIAL SECURITY/MEDICARE	6.7	1.8	4.5	4.6	5.3	11.7	8.1	4.0	8.4	4.4	9.6	7.2	6.3
CRIME AND PUBLIC SAFETY	6.7	5.7	4.8	6.1	6.8	8.1	7.3	5.6	7.4	5.9	7.6	7.7	5.8
HEALTHCARE	6.6	10.9	7.0	9.5	4.3	5.6	5.4	8.9	5.2	7.5	5.5	5.7	7.5
GOV'T SPENDING/NAT. DEBT	6.6	1.2	3.7	7.3	9.4	6.5	7.6	4.8	7.8	6.2	7.1	6.7	6.5
JOBS AND ECONOMIC GROWTH	6.5	6.6	9.9	9.4	7.7	5.5	2.9	9.0	5.0	8.6	4.0	7.4	5.8
GUN CONTROL	6.2	10.8	5.1	3.7	4.4	6.5	8.1	5.7	6.6	5.3	7.4	6.1	6.4
BORDER SECURITY	5.9	0.6	3.2	4.5	7.3	6.8	8.2	3.3	7.5	4.5	7.6	7.4	4.5
CLIMATE CHANGE	5.3	6.9	5.5	5.5	4.6	5.5	4.9	5.8	5.0	5.4	5.2	4.8	5.8
NAT. SECURITY/TERRORISM	5.2	3.0	3.3	4.2	4.7	8.7	5.3	3.6	6.2	4.0	6.7	4.9	5.5
RAISING WAGES	4.0	6.9	8.1	6.3	4.9	2.4	0.3	7.0	2.2	6.4	1.2	2.8	5.2
TAXES	3.8	6.0	4.1	4.7	3.8	3.1	2.7	4.8	3.1	4.5	2.9	3.4	4.1
IMMIGRATION REFORM	3.6	2.5	3.8	1.5	3.1	3.8	5.3	2.5	4.2	2.7	4.7	4.1	3.1
ABORTION	3.3	3.7	3.3	2.0	3.9	2.4	4.3	2.8	3.6	3.1	3.5	2.7	3.8
THREATS TO DEMOCRACY	3.3	2.4	2.6	2.8	3.1	2.6	4.9	2.6	3.7	2.8	3.9	3.3	3.3



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23. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
FIGHTING WOKE IDEOLOGY	3.3	2.5	3.3	3.5	4.0	3.5	2.7	3.2	3.3	3.5	3.1	3.9	2.8	
RACIAL JUSTICE	2.6	5.5	4.9	3.7	1.6	1.1	1.7	4.5	1.5	3.6	1.5	2.2	3.0	
EDUCATION	2.4	2.5	3.3	3.8	3.7	0.5	1.7	3.4	1.9	3.5	1.2	2.3	2.6	
LGBTQ RIGHTS	1.6	4.5	3.3	1.6	0.8	1.1	0.7	2.8	0.9	2.2	0.9	1.6	1.6	



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23. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
RISING COSTS OF LIVING	9.0	10.7	8.7	10.1	8.1	6.6	6.2	11.6	7.3	13.6	10.9	8.6	8.7	9.9	7.8	11.1
CORRUPTION IN GOVERNMENT	7.2	6.0	6.7	5.9	8.7	6.5	8.7	6.5	8.3	5.7	4.8	5.5	9.1	7.6	7.5	6.0
SOCIAL SECURITY/MEDICARE	6.7	1.8	4.2	6.8	9.7	2.1	4.6	7.3	10.1	1.6	3.9	6.3	9.3	5.7	7.5	6.4
CRIME AND PUBLIC SAFETY	6.7	6.0	5.5	7.5	7.1	6.3	5.7	8.0	9.1	5.8	5.4	7.2	5.2	6.8	6.9	6.1
HEALTHCARE	6.6	9.4	8.9	5.2	5.4	7.7	7.1	4.4	5.2	10.7	10.5	6.0	5.5	7.4	5.7	7.8
GOV'T SPENDING/NAT. DEBT	6.6	1.3	5.8	7.5	8.0	3.2	5.2	6.7	8.7	0.0	6.3	8.3	7.3	3.1	8.1	7.6
JOBS AND ECONOMIC GROWTH	6.5	6.1	10.4	8.0	3.1	7.4	12.8	7.2	4.1	5.2	8.2	8.8	2.3	6.7	6.3	6.9
GUN CONTROL	6.2	9.8	4.3	4.7	7.6	8.7	6.1	5.9	5.5	10.6	2.6	3.7	9.4	8.2	5.4	5.7
BORDER SECURITY	5.9	2.2	3.2	6.8	8.0	2.9	4.8	6.3	11.0	1.6	1.8	7.3	5.3	5.2	5.6	7.5
CLIMATE CHANGE	5.3	8.6	4.4	5.0	5.2	8.5	3.6	5.5	4.0	8.6	5.1	4.6	6.2	5.4	5.4	4.9
NAT. SECURITY/TERRORISM	5.2	3.6	3.7	5.2	6.7	4.1	4.5	5.7	4.7	3.2	3.0	4.7	8.5	5.0	4.7	6.7
RAISING WAGES	4.0	6.0	7.2	5.4	0.5	3.3	5.6	3.1	0.6	7.9	8.7	7.5	0.4	4.3	4.2	3.5
TAXES	3.8	4.5	5.1	4.1	2.5	6.1	2.7	4.2	2.5	3.2	7.3	3.9	2.4	2.8	3.7	5.1
IMMIGRATION REFORM	3.6	2.2	3.0	2.6	5.0	1.1	2.9	2.8	6.4	3.1	3.0	2.4	3.8	3.2	3.9	3.3
ABORTION	3.3	3.2	3.1	3.1	3.6	4.2	1.9	2.4	3.1	2.5	4.1	3.8	4.1	3.5	3.2	3.4
THREATS TO DEMOCRACY	3.3	3.1	2.4	3.1	4.0	3.0	2.8	4.3	3.0	3.2	1.9	2.1	5.0	3.1	3.7	2.7



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23. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS		URBAN		
FIGHTING WOKE IDEOLOGY	3.3	3.1	3.2	3.7	3.1	6.2	4.3	4.6	2.5	0.9	2.2	2.9	3.6	3.6	3.3	2.7
RACIAL JUSTICE	2.6	5.4	4.3	1.4	1.7	6.3	4.2	0.4	1.1	4.6	4.3	2.3	2.2	2.8	3.3	1.0
EDUCATION	2.4	2.4	3.7	3.0	1.3	3.4	2.7	2.7	1.5	1.6	4.6	3.2	1.1	3.5	2.6	0.7
LGBTQ RIGHTS	1.6	4.7	2.4	0.7	0.9	2.1	3.4	0.3	1.3	6.5	1.5	1.1	0.5	2.4	1.4	1.1



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ISSUE COMBO:

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
RISING COSTS OF LIVING	44.1	51.0	53.8	46.2	42.4	39.6	38.7	28.4	20.5	47.9	50.2	45.2	37.3	51.2	46.7	48.1	42.7	32.4	34.2	30.7
JOBS AND ECONOMIC GROWTH	20.4	16.8	23.5	17.9	27.2	21.8	17.1	12.6	7.5	22.2	19.7	27.6	23.8	19.4	23.5	25.9	22.6	14.9	19.9	10.2
GUN CONTROL	19.7	4.1	9.2	15.0	22.0	29.0	34.2	43.5	30.8	13.6	10.2	18.8	25.3	5.7	11.6	16.8	27.4	37.9	35.7	40.0
CORRUPTION IN GOVERNMENT	19.1	30.7	22.1	20.2	14.4	19.5	11.9	10.7	10.6	21.9	23.4	18.8	19.1	25.9	20.9	22.7	14.5	10.6	13.1	8.2
SOCIAL SECURITY/MEDICARE	18.3	12.6	16.2	25.0	17.1	19.1	18.8	16.3	16.3	17.1	18.8	14.3	12.8	12.2	17.9	20.4	22.8	21.8	24.1	19.7
GOV'T SPENDING/NAT. DEBT	18.0	28.0	25.9	24.2	16.4	7.8	6.5	4.4	8.9	22.3	25.7	15.5	16.3	27.3	26.2	16.2	14.7	5.1	7.7	2.5
BORDER SECURITY	17.6	42.8	30.2	19.5	11.0	3.7	4.9	3.0	2.4	22.5	29.1	10.4	8.0	37.3	18.5	12.5	7.7	2.8	3.2	2.3
NAT. SECURITY/TERRORISM	16.4	23.7	18.4	17.5	17.8	12.6	10.9	10.4	8.4	18.3	19.3	16.2	15.9	24.0	19.0	14.7	10.1	11.0	14.2	8.0
HEALTHCARE	16.0	5.1	13.7	19.2	17.1	17.7	21.0	20.1	14.7	14.8	13.8	16.0	19.0	10.6	15.5	16.8	19.9	19.7	19.6	19.8
CRIME AND PUBLIC SAFETY	15.9	17.3	15.2	16.4	21.0	15.5	12.5	7.2	6.4	17.2	16.2	19.1	19.2	16.6	20.1	15.2	17.4	11.8	17.7	6.3
CLIMATE CHANGE	15.5	5.4	5.9	14.6	16.6	19.8	21.6	30.3	46.3	10.1	9.2	13.2	7.0	4.8	7.9	11.2	21.2	31.9	26.2	37.3
THREATS TO DEMOCRACY	13.1	7.7	6.4	7.8	13.3	17.1	19.4	32.8	34.2	7.9	7.2	9.7	7.2	7.0	5.8	7.6	11.8	28.6	24.0	33.0
ABORTION	12.4	4.9	5.8	7.3	11.2	17.9	19.6	31.8	37.5	7.4	6.2	9.2	11.4	5.1	6.4	7.5	12.4	27.5	22.7	32.0
IMMIGRATION REFORM	10.5	16.3	15.4	11.0	9.6	5.9	6.8	3.9	5.0	12.4	13.9	9.6	9.1	16.8	13.2	7.4	8.2	4.8	5.2	4.4
RAISING WAGES	10.4	3.4	6.9	11.2	14.1	15.3	12.7	7.8	5.9	11.3	7.7	18.2	18.2	6.4	10.4	20.0	13.6	7.7	8.6	6.9
FIGHTING WOKE IDEOLOGY	8.9	16.2	13.2	10.6	8.1	3.4	2.9	1.1	5.7	11.3	12.9	8.8	6.1	17.6	11.8	7.6	2.6	1.5	1.2	1.8



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ISSUE COMBO:

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						
TAXES	7.7	9.2	8.6	8.4	6.1	8.0	6.9	8.1	1.4	9.1	8.7	8.9	13.4	7.8	11.5	9.9	8.4	3.4	3.6	3.2
RACIAL JUSTICE	6.2	1.5	2.5	2.4	5.7	10.1	14.4	13.4	15.7	4.5	2.2	8.8	9.0	0.6	5.0	7.9	8.2	11.3	5.7	16.6
EDUCATION	5.7	2.3	4.8	3.4	3.9	11.0	11.4	6.0	5.2	5.4	3.6	7.1	15.8	2.9	5.6	8.9	6.8	6.6	7.1	6.1
LGBTQ RIGHTS	4.3	1.0	2.4	2.2	4.9	5.2	7.6	8.2	17.0	2.9	2.0	4.4	6.2	1.0	2.5	2.8	6.9	8.6	6.2	10.9





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ISSUE COMBO:

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	1723	1430	292	277	178	100
RISING COSTS OF LIVING	44.1	38.1	40.7	49.0	43.6	43.2	43.6	41.6	49.2	56.0	37.1
JOBS AND ECONOMIC GROWTH	20.4	21.4	15.8	23.5	18.6	18.8	18.0	22.3	30.2	32.0	26.8
GUN CONTROL	19.7	21.8	19.3	18.1	21.1	19.8	20.4	17.0	18.5	18.5	18.6
CORRUPTION IN GOVERNMENT	19.1	13.2	20.9	18.1	23.5	19.0	18.8	20.1	19.2	16.2	24.6
SOCIAL SECURITY/MEDICARE	18.3	22.7	20.4	15.6	17.4	18.4	17.8	20.9	18.0	18.0	17.9
GOV'T SPENDING/NAT. DEBT	18.0	16.5	22.7	16.1	17.7	18.9	19.2	17.3	12.1	11.5	13.2
BORDER SECURITY	17.6	18.2	20.2	17.2	15.1	18.7	19.5	14.7	11.0	8.0	16.3
NAT. SECURITY/TERRORISM	16.4	18.1	16.1	16.3	15.8	16.8	17.4	13.9	14.3	14.1	14.7
HEALTHCARE	16.0	19.2	15.1	16.1	14.2	15.2	14.6	18.5	20.7	18.7	24.5
CRIME AND PUBLIC SAFETY	15.9	14.1	17.3	15.6	16.3	15.8	15.2	18.9	16.1	13.1	21.3
CLIMATE CHANGE	15.5	18.8	13.3	14.5	17.1	16.5	17.1	13.7	9.6	8.7	11.0
THREATS TO DEMOCRACY	13.1	12.4	15.4	11.1	14.7	14.4	16.3	5.1	4.9	5.7	3.4
ABORTION	12.4	11.9	14.7	10.7	13.2	13.1	13.5	11.4	7.6	9.1	4.9
IMMIGRATION REFORM	10.5	14.1	12.7	7.9	10.0	11.2	11.7	8.7	6.4	5.7	7.5
RAISING WAGES	10.4	8.5	8.0	14.4	7.6	8.2	7.1	13.7	24.1	24.6	23.1
FIGHTING WOKE IDEOLOGY	8.9	7.4	8.5	9.0	10.2	9.4	9.8	7.3	5.8	6.5	4.5



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ISSUE COMBO:

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
TAXES	7.7	7.6	7.6	8.1	7.1	7.3	6.3	11.8	10.1	8.5	12.9
RACIAL JUSTICE	6.2	5.7	5.0	7.1	6.1	5.7	5.2	8.2	9.0	9.5	8.1
EDUCATION	5.7	5.4	2.7	6.9	6.9	5.3	5.0	6.7	8.1	9.0	6.7
LGBTQ RIGHTS	4.3	5.0	3.6	4.8	3.8	4.2	3.5	7.8	5.1	6.5	2.7



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ISSUE COMBO:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	UNDE-	UNDE-	APP-			DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CEIDED	CEIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
RISING COSTS OF LIVING	44.1	30.0	49.6	49.7	36.5	48.1	47.5	31.5	20.3	39.1	53.2	
JOBS AND ECONOMIC GROWTH	20.4	19.9	20.5	20.7	17.9	25.9	24.7	18.4	17.4	19.0	21.8	
GUN CONTROL	19.7	31.0	15.1	7.6	33.8	16.8	16.4	34.3	36.8	32.7	8.9	
CORRUPTION IN GOVERNMENT	19.1	12.9	21.5	24.2	12.1	22.7	20.3	13.4	12.8	13.9	23.2	
SOCIAL SECURITY/MEDICARE	18.3	23.5	16.3	14.0	22.2	20.4	18.2	22.8	27.9	19.3	15.1	
GOV'T SPENDING/NAT. DEBT	18.0	9.2	21.5	27.0	8.8	16.2	17.9	9.9	6.9	11.8	23.9	
BORDER SECURITY	17.6	6.2	22.1	31.1	4.7	12.5	11.9	4.5	4.3	4.7	27.1	
NAT. SECURITY/TERRORISM	16.4	13.1	17.7	22.4	10.6	14.7	16.2	11.8	12.2	11.5	19.7	
HEALTHCARE	16.0	20.7	14.1	12.2	19.8	16.8	16.5	19.9	19.1	20.4	13.1	
CRIME AND PUBLIC SAFETY	15.9	16.8	15.5	17.7	14.0	15.2	17.5	14.5	14.3	14.6	16.9	
CLIMATE CHANGE	15.5	27.1	11.0	5.8	27.7	11.2	13.0	25.8	33.6	20.6	8.1	
THREATS TO DEMOCRACY	13.1	20.8	10.0	6.6	22.0	7.6	8.5	22.1	32.4	15.1	6.5	
ABORTION	12.4	16.3	10.8	5.5	21.6	7.5	9.3	19.2	19.2	19.2	7.4	
IMMIGRATION REFORM	10.5	7.3	11.8	15.6	6.1	7.4	8.0	6.3	6.5	6.2	13.6	
RAISING WAGES	10.4	9.1	11.0	7.7	10.0	20.0	16.7	9.4	6.3	11.5	11.2	
FIGHTING WOKE IDEOLOGY	8.9	3.5	11.0	15.7	1.9	7.6	7.7	3.6	3.2	3.8	12.8	



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ISSUE COMBO:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIED	CIED	ROVE			PROVE	
		TION										
TAXES	7.7	7.6	7.7	9.0	5.4	9.9	9.3	7.3	4.5	9.2	7.9	
RACIAL JUSTICE	6.2	8.3	5.4	2.0	10.1	7.9	8.9	9.7	7.7	11.0	3.7	
EDUCATION	5.7	10.4	3.8	3.8	6.7	8.9	7.3	8.4	8.2	8.5	3.7	
LGBTQ RIGHTS	4.3	6.2	3.6	1.5	8.0	2.8	4.0	7.3	6.5	7.8	2.2	



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ISSUE COMBO:

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
RISING COSTS OF LIVING	44.1	50.4	36.5	50.0	35.9	47.3	45.6	31.3	45.1	54.5	39.1	49.6
JOBS AND ECONOMIC GROWTH	20.4	19.8	19.2	19.9	19.8	21.7	24.0	24.8	20.0	15.6	16.4	23.5
GUN CONTROL	19.7	6.0	32.8	6.6	34.4	16.8	6.2	31.2	16.1	7.1	36.6	17.5
CORRUPTION IN GOVERNMENT	19.1	25.1	13.1	25.4	11.5	21.1	23.0	11.0	21.3	27.8	11.8	20.8
SOCIAL SECURITY/MEDICARE	18.3	13.7	23.2	14.8	21.8	18.3	15.9	23.7	17.3	13.7	20.4	19.2
GOV'T SPENDING/NAT. DEBT	18.0	26.7	9.7	27.7	8.4	18.2	27.9	9.2	19.8	27.4	7.9	16.6
BORDER SECURITY	17.6	32.7	5.3	31.7	4.8	16.4	35.5	6.9	18.6	27.8	3.3	14.2
NAT. SECURITY/TERRORISM	16.4	22.0	11.5	23.0	10.6	15.7	19.3	11.9	16.7	26.8	9.7	14.7
HEALTHCARE	16.0	12.9	18.9	12.2	19.5	16.3	8.9	18.9	14.1	15.6	19.9	18.4
CRIME AND PUBLIC SAFETY	15.9	17.1	14.4	17.4	13.8	16.6	20.8	12.4	16.9	13.9	14.8	16.2
CLIMATE CHANGE	15.5	4.7	26.5	5.0	26.1	15.0	5.4	27.1	17.3	4.6	25.5	12.7
THREATS TO DEMOCRACY	13.1	6.0	21.2	6.6	19.9	12.2	6.8	21.6	14.7	6.5	18.8	9.7
ABORTION	12.4	5.6	19.2	6.5	20.0	9.7	3.9	14.4	9.3	9.2	23.9	10.1
IMMIGRATION REFORM	10.5	15.8	6.3	15.8	6.0	9.6	19.1	7.2	11.2	12.5	5.1	8.1
RAISING WAGES	10.4	9.1	9.7	7.8	10.8	13.5	7.2	9.3	11.3	8.5	11.8	15.6
FIGHTING WOKE IDEOLOGY	8.9	16.1	2.5	14.7	2.9	9.3	15.2	4.1	11.8	14.2	2.1	6.8



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ISSUE COMBO:

BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
TAXES	7.7	9.0	5.8	9.1	5.7	8.5	9.6	6.0	6.7	8.5	5.6	10.2	
RACIAL JUSTICE	6.2	1.6	9.8	1.0	11.6	5.7	0.9	10.0	3.5	1.1	12.7	7.9	
EDUCATION	5.7	4.3	7.0	3.8	8.0	5.0	4.1	8.4	4.7	3.6	7.6	5.4	
LGBTQ RIGHTS	4.3	1.5	7.3	1.0	8.4	3.2	0.7	10.7	3.5	1.3	6.9	2.9	



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ISSUE COMBO:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
RISING COSTS OF LIVING	44.1	33.1	29.7	35.3	47.0	53.4	45.9	50.0	37.6	53.5	50.4	31.4	41.2	45.6	38.5	48.2	50.8
JOB AND ECONOMIC GROWTH	20.4	16.0	17.5	15.0	23.1	21.9	19.9	21.0	21.3	21.3	19.3	15.6	24.6	29.4	13.8	22.8	23.8
GUN CONTROL	19.7	34.9	37.5	33.0	20.6	6.7	4.6	5.8	22.4	13.0	2.6	39.0	30.6	19.3	22.4	17.1	11.9
CORRUPTION IN GOVERNMENT	19.1	11.5	14.2	9.7	20.1	23.3	25.5	24.3	23.5	25.3	25.6	8.7	15.4	14.4	17.0	21.0	24.2
SOCIAL SECURITY/MEDICARE	18.3	21.4	18.5	23.3	18.3	16.9	14.2	15.7	21.5	12.6	14.6	21.0	21.1	29.5	23.5	19.0	12.4
GOV'T SPENDING/NAT. DEBT	18.0	8.7	7.1	9.8	17.1	25.6	28.1	26.7	23.0	26.4	28.6	6.6	9.4	16.3	8.5	18.4	24.5
BORDER SECURITY	17.6	4.1	3.8	4.3	13.3	30.4	37.7	33.7	13.1	16.2	39.0	2.4	8.1	7.7	5.8	15.8	25.9
NAT. SECURITY/TERRORISM	16.4	9.5	8.6	10.2	16.5	21.3	23.2	22.2	18.7	24.9	22.9	7.9	12.6	20.5	11.1	15.5	19.7
HEALTHCARE	16.0	20.8	17.7	22.9	16.4	13.8	8.6	11.4	16.9	17.0	10.1	21.7	16.6	15.7	18.9	16.1	15.0
CRIME AND PUBLIC SAFETY	15.9	10.9	7.3	13.3	17.5	19.4	16.8	18.2	16.9	18.0	17.3	9.7	19.5	19.2	12.2	15.8	22.0
CLIMATE CHANGE	15.5	29.7	33.5	27.1	15.2	4.3	3.5	4.0	16.7	6.6	3.0	33.2	18.3	10.0	21.5	16.9	4.7
THREATS TO DEMOCRACY	13.1	23.0	22.5	23.3	10.7	6.9	8.0	7.4	1.5	5.4	7.7	25.6	13.4	8.0	26.4	11.1	5.7
ABORTION	12.4	23.2	26.3	21.1	9.4	3.4	10.2	6.5	4.7	9.2	5.9	25.9	11.9	11.9	23.6	7.8	5.8
IMMIGRATION REFORM	10.5	5.9	5.1	6.5	9.0	17.2	14.7	16.1	7.1	11.3	18.4	5.9	6.1	6.4	5.3	9.9	11.7
RAISING WAGES	10.4	9.3	7.6	10.5	14.9	7.0	5.7	6.4	14.5	15.2	4.7	7.8	16.0	10.8	13.8	14.0	11.6
FIGHTING WOKE IDEOLOGY	8.9	3.8	4.7	3.2	6.4	14.3	17.9	15.9	10.3	7.0	17.7	2.8	3.1	2.4	3.7	8.4	16.0



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ISSUE COMBO:

BANNER 5

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
TAXES	7.7	5.8	3.9	7.0	8.1	7.7	10.0	8.7	13.4	8.3	8.7	4.1	7.0	11.0	8.4	8.8	7.3
RACIAL JUSTICE	6.2	11.4	12.8	10.5	6.4	1.8	1.2	1.6	3.1	2.4	0.3	12.7	10.1	9.4	10.8	5.6	2.4
EDUCATION	5.7	6.9	7.2	6.7	6.4	4.1	3.7	3.9	5.6	5.3	3.2	7.3	8.2	11.2	5.6	5.6	2.8
LGBTQ RIGHTS	4.3	10.2	14.5	7.2	3.4	0.3	0.7	0.4	8.3	1.1	0.0	10.6	6.5	1.4	9.3	2.3	1.9





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ISSUE COMBO:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
RISING COSTS OF LIVING	44.1	37.2	44.5	51.7	44.7	24.3	17.7	25.4	46.5	42.8	52.5	55.4	48.0	48.2	43.8	43.7
JOBS AND ECONOMIC GROWTH	20.4	18.9	24.1	20.5	20.9	19.8	12.3	20.9	20.2	19.6	21.0	22.7	20.2	20.2	22.6	18.8
GUN CONTROL	19.7	32.3	18.9	5.8	19.2	25.6	17.7	26.8	18.8	21.2	14.9	17.0	16.2	11.4	17.6	26.3
CORRUPTION IN GOVERNMENT	19.1	13.2	18.9	25.8	18.9	16.5	17.1	16.4	19.6	18.5	21.3	19.1	19.9	26.2	16.6	18.0
SOCIAL SECURITY/MEDICARE	18.3	22.3	19.5	13.3	18.0	16.7	14.6	17.0	18.1	17.5	19.1	22.2	18.4	11.5	19.9	17.8
GOV'T SPENDING/NAT. DEBT	18.0	9.7	17.8	27.4	19.7	17.4	18.5	17.2	18.8	18.7	18.8	13.0	20.4	22.4	18.4	15.7
BORDER SECURITY	17.6	4.4	16.5	32.8	16.0	15.4	16.4	15.2	17.9	17.8	18.1	18.7	22.6	23.6	21.5	9.3
NAT. SECURITY/TERRORISM	16.4	10.8	15.2	23.3	16.5	17.3	20.0	16.9	16.6	16.0	17.5	14.0	17.8	21.5	18.8	11.4
HEALTHCARE	16.0	19.7	15.5	12.0	16.7	14.7	18.9	14.0	16.3	15.7	17.3	15.4	15.2	10.9	14.8	19.9
CRIME AND PUBLIC SAFETY	15.9	14.6	16.8	16.9	17.5	14.1	22.3	12.8	16.9	18.1	14.9	10.6	15.9	17.4	19.0	12.1
CLIMATE CHANGE	15.5	24.9	18.1	4.1	14.7	22.3	28.0	21.5	14.5	16.0	12.0	13.2	12.0	5.3	14.8	21.5
THREATS TO DEMOCRACY	13.1	20.5	7.9	6.7	12.6	20.5	18.1	20.9	12.1	14.6	8.0	9.3	13.2	10.1	11.9	13.5
ABORTION	12.4	19.1	9.7	5.8	10.7	19.1	13.6	20.0	11.2	12.5	9.1	10.8	9.8	10.9	7.3	19.0
IMMIGRATION REFORM	10.5	5.7	10.3	16.0	10.4	10.4	8.3	10.8	10.4	10.5	10.4	11.3	9.6	16.4	13.9	6.9
RAISING WAGES	10.4	11.5	14.2	7.8	11.5	7.2	9.4	6.9	10.5	7.6	15.1	15.2	9.6	7.7	8.6	13.8
FIGHTING WOKE IDEOLOGY	8.9	2.9	8.3	15.8	8.7	9.7	6.8	10.1	8.9	9.1	8.5	7.6	10.4	18.2	9.1	4.7



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ISSUE COMBO:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
TAXES	7.7	6.6	8.9	8.4	8.0	6.6	13.5	5.5	8.2	8.2	8.3	4.9	7.3	8.3	7.5	7.1
RACIAL JUSTICE	6.2	11.2	3.7	1.5	5.5	7.8	9.2	7.6	5.7	6.0	5.2	7.8	6.9	2.7	5.2	7.4
EDUCATION	5.7	6.9	7.9	3.5	6.4	7.8	10.2	7.4	5.6	6.3	4.4	3.4	5.0	5.8	5.9	4.7
LGBTQ RIGHTS	4.3	7.5	3.4	1.1	3.4	6.8	7.4	6.8	3.3	3.3	3.4	8.5	1.7	1.4	2.8	8.4



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ISSUE COMBO:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
RISING COSTS OF LIVING	44.1	48.0	36.4	39.5	30.9	46.0	32.4	49.6	40.8
JOBS AND ECONOMIC GROWTH	20.4	20.1	20.9	21.5	19.9	22.7	23.8	18.0	17.7
GUN CONTROL	19.7	16.5	25.7	24.7	27.4	14.8	20.9	17.9	31.0
CORRUPTION IN GOVERNMENT	19.1	21.2	14.9	16.3	12.5	20.4	15.8	21.9	13.9
SOCIAL SECURITY/MEDICARE	18.3	17.9	19.1	18.8	19.7	17.5	20.9	18.2	17.1
GOV'T SPENDING/NAT. DEBT	18.0	18.3	17.3	19.0	14.3	18.2	21.6	18.4	12.5
BORDER SECURITY	17.6	20.1	12.8	11.9	14.3	24.1	17.0	16.9	8.2
NAT. SECURITY/TERRORISM	16.4	17.1	15.2	13.9	17.6	15.9	16.5	18.0	13.8
HEALTHCARE	16.0	16.2	15.5	16.0	14.7	12.7	15.2	19.0	15.9
CRIME AND PUBLIC SAFETY	15.9	16.6	14.5	15.2	13.4	18.9	13.8	14.7	15.3
CLIMATE CHANGE	15.5	11.1	24.1	22.1	27.7	11.4	23.0	10.8	25.3
THREATS TO DEMOCRACY	13.1	9.4	20.2	17.2	25.4	11.1	18.4	8.0	22.2
ABORTION	12.4	10.2	16.5	15.2	18.8	7.5	11.1	12.4	22.5
IMMIGRATION REFORM	10.5	10.5	10.6	11.1	9.6	12.8	13.3	8.7	7.6
RAISING WAGES	10.4	13.1	5.4	7.2	2.2	12.4	3.6	13.5	7.4
FIGHTING WOKE IDEOLOGY	8.9	9.2	8.3	7.0	10.6	10.2	11.5	8.4	4.8



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ISSUE COMBO:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
TAXES	7.7	9.5	4.1	5.2	2.1	10.0	3.8	9.2	4.4
RACIAL JUSTICE	6.2	5.7	7.1	7.4	6.6	4.1	5.5	7.0	9.0
EDUCATION	5.7	5.3	6.5	6.3	6.7	4.9	6.9	5.6	6.0
LGBTQ RIGHTS	4.3	4.0	4.9	4.6	5.5	4.5	5.2	3.7	4.6



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

ISSUE COMBO:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
RISING COSTS OF LIVING	44.1	44.6	42.9	45.4	40.7	39.7	40.6	48.1	42.2	48.6	40.7	40.7
JOBS AND ECONOMIC GROWTH	20.4	17.1	27.3	27.1	29.0	29.0	19.8	14.7	32.1	22.0	29.9	28.1
GUN CONTROL	19.7	17.7	23.9	20.5	27.4	22.9	15.7	19.4	18.0	23.2	20.5	33.1
CORRUPTION IN GOVERNMENT	19.1	20.7	15.5	19.3	12.8	7.1	19.9	21.5	20.0	18.6	12.2	13.3
SOCIAL SECURITY/MEDICARE	18.3	20.0	14.8	12.4	16.9	16.4	21.9	18.3	13.6	11.1	13.4	19.9
GOV'T SPENDING/NAT. DEBT	18.0	20.6	12.4	11.3	12.7	13.0	22.8	18.7	12.8	9.8	12.1	13.3
BORDER SECURITY	17.6	20.6	11.2	12.8	7.7	13.0	24.9	16.9	14.6	10.9	8.0	7.4
NAT. SECURITY/TERRORISM	16.4	19.2	10.7	10.1	9.6	16.1	18.2	20.0	11.4	8.6	11.1	8.3
HEALTHCARE	16.0	16.5	14.9	17.1	11.7	18.6	13.3	19.4	18.5	15.6	7.8	14.9
CRIME AND PUBLIC SAFETY	15.9	14.1	19.5	16.7	22.2	24.5	15.3	13.1	19.1	14.2	23.5	21.1
CLIMATE CHANGE	15.5	15.8	15.0	15.0	15.1	14.8	16.4	15.3	16.3	13.7	15.3	14.9
THREATS TO DEMOCRACY	13.1	14.1	10.9	10.2	9.2	17.7	14.9	13.3	9.4	10.9	10.7	8.0
ABORTION	12.4	12.4	12.2	15.0	9.2	10.7	8.1	16.3	9.6	20.4	11.2	7.5
IMMIGRATION REFORM	10.5	11.0	9.5	10.6	7.4	11.9	13.7	8.7	12.2	8.9	8.5	6.6
RAISING WAGES	10.4	7.7	16.1	14.5	18.6	16.8	6.3	9.0	10.5	18.6	20.3	17.2
FIGHTING WOKE IDEOLOGY	8.9	10.3	5.8	7.4	3.8	5.7	12.1	8.8	10.0	4.6	5.4	2.5



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ISSUE COMBO:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
TAXES	7.7	7.1	8.9	9.5	9.1	7.2	6.7	7.3	9.1	9.8	10.6	7.8
RACIAL JUSTICE	6.2	2.4	14.1	9.4	21.9	3.1	1.8	3.0	2.5	16.4	21.8	21.9
EDUCATION	5.7	4.1	9.0	9.9	8.7	9.8	4.3	4.0	10.6	9.2	6.8	10.3
LGBTQ RIGHTS	4.3	3.8	5.4	6.1	6.5	2.2	3.4	4.3	7.5	4.6	10.4	3.3



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ISSUE COMBO:

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
RISING COSTS OF LIVING	44.1	35.0	49.7	52.4	51.5	45.7	32.5	47.9	41.7	49.0	38.0	40.9	46.9
JOB AND ECONOMIC GROWTH	20.4	22.0	27.4	30.2	26.1	17.4	8.2	27.5	15.9	27.1	12.1	23.1	17.9
GUN CONTROL	19.7	33.0	19.1	15.5	17.8	17.6	21.4	20.3	19.2	19.6	19.8	17.1	21.9
CORRUPTION IN GOVERNMENT	19.1	15.8	16.7	21.0	19.5	19.7	19.2	18.4	19.5	18.8	19.4	18.6	19.4
SOCIAL SECURITY/MEDICARE	18.3	8.1	10.1	10.0	12.0	26.6	29.2	9.6	23.7	10.3	28.1	18.8	17.9
GOV'T SPENDING/NAT. DEBT	18.0	5.1	10.2	18.0	18.8	19.6	24.2	12.6	21.3	14.5	22.3	19.5	16.6
BORDER SECURITY	17.6	4.8	6.1	12.0	19.3	22.5	26.5	8.5	23.3	11.8	24.8	21.4	14.3
NAT. SECURITY/TERRORISM	16.4	8.6	12.1	13.1	14.7	19.9	21.8	11.8	19.3	12.7	21.0	16.2	16.7
HEALTHCARE	16.0	19.7	16.9	17.3	13.8	19.0	12.7	17.7	14.9	16.5	15.3	13.6	18.1
CRIME AND PUBLIC SAFETY	15.9	18.8	16.1	15.8	14.9	15.6	15.7	16.5	15.4	16.0	15.6	17.0	14.9
CLIMATE CHANGE	15.5	15.7	15.0	13.4	13.2	15.6	18.7	14.4	16.2	14.0	17.4	15.8	15.3
THREATS TO DEMOCRACY	13.1	7.4	5.8	6.8	13.6	13.3	22.2	6.6	17.1	8.7	18.4	13.8	12.4
ABORTION	12.4	21.3	17.0	10.4	12.0	7.0	12.6	14.9	10.7	14.1	10.3	8.8	15.5
IMMIGRATION REFORM	10.5	5.0	8.3	6.5	9.7	11.0	16.2	6.8	12.8	7.7	14.0	13.0	8.3
RAISING WAGES	10.4	19.3	20.7	17.8	12.0	4.5	0.9	19.1	5.0	16.9	2.4	9.1	11.7
FIGHTING WOKE IDEOLOGY	8.9	7.0	9.9	10.5	9.0	9.9	7.1	9.6	8.5	9.4	8.3	10.7	7.3



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ISSUE COMBO:

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
TAXES	7.7	12.2	9.5	9.7	8.2	6.4	4.6	10.2	6.1	9.6	5.3	7.6	7.7	
RACIAL JUSTICE	6.2	16.5	11.6	6.7	5.0	3.0	3.0	10.4	3.6	8.7	3.0	4.6	7.6	
EDUCATION	5.7	9.9	11.2	8.5	6.6	1.8	1.9	9.7	3.2	8.8	1.9	5.7	5.7	
LGBTQ RIGHTS	4.3	15.1	6.5	4.6	2.5	3.7	1.4	7.4	2.4	5.9	2.4	4.7	4.0	





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ISSUE COMBO:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
RISING COSTS OF LIVING	44.1	39.0	51.9	50.2	36.1	34.2	50.0	45.1	33.7	42.5	53.6	54.9	38.3	38.9	44.9	48.8
JOBS AND ECONOMIC GROWTH	20.4	21.1	30.6	25.2	10.1	25.5	34.9	25.8	13.0	17.9	26.8	24.5	7.6	23.4	17.8	22.6
GUN CONTROL	19.7	29.7	16.5	18.4	19.7	21.9	15.0	20.4	14.8	35.5	17.9	16.5	24.1	22.8	20.1	14.6
CORRUPTION IN GOVERNMENT	19.1	16.1	19.1	19.4	19.6	13.1	21.2	19.5	17.8	18.4	17.3	19.3	21.2	18.4	18.0	22.4
SOCIAL SECURITY/MEDICARE	18.3	6.9	10.2	14.7	29.2	9.7	10.8	15.1	28.9	4.8	9.8	14.3	29.6	18.1	18.1	18.9
GOV'T SPENDING/NAT. DEBT	18.0	6.9	14.2	17.7	23.7	7.4	13.9	19.6	26.1	6.5	14.5	16.0	21.5	11.6	21.1	18.5
BORDER SECURITY	17.6	6.6	8.1	19.4	25.5	10.2	9.7	21.4	31.6	3.9	6.7	17.6	19.9	14.4	17.8	21.3
NAT. SECURITY/TERRORISM	16.4	9.9	12.3	15.2	21.9	9.2	17.5	15.1	17.8	10.4	7.5	15.3	25.6	15.3	16.0	19.0
HEALTHCARE	16.0	19.4	17.4	15.8	14.3	16.1	15.6	14.0	11.5	21.8	18.9	17.4	16.8	18.5	14.5	16.3
CRIME AND PUBLIC SAFETY	15.9	18.2	15.9	16.1	15.0	19.0	16.4	16.7	17.1	17.6	15.5	15.6	13.0	19.4	14.6	14.2
CLIMATE CHANGE	15.5	18.2	12.6	14.3	17.6	19.1	11.6	16.5	17.3	17.4	13.5	12.4	17.8	18.0	15.4	12.8
THREATS TO DEMOCRACY	13.1	7.7	5.7	12.5	19.6	10.7	6.0	14.3	19.3	5.6	5.4	10.9	19.9	10.9	14.9	11.3
ABORTION	12.4	20.7	13.6	9.6	11.2	13.7	8.6	5.9	9.9	25.9	18.0	13.1	12.4	12.3	13.2	10.3
IMMIGRATION REFORM	10.5	5.0	7.6	9.3	14.8	5.5	7.7	10.7	19.8	4.7	7.4	8.1	10.2	10.5	10.7	10.2
RAISING WAGES	10.4	18.2	19.7	11.7	1.5	24.2	16.4	8.4	1.0	13.7	22.6	14.6	1.9	12.0	10.3	8.9
FIGHTING WOKE IDEOLOGY	8.9	8.3	10.2	8.5	8.5	14.0	12.7	10.3	8.8	4.1	8.0	6.8	8.3	7.9	9.0	9.9



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	URBAN	SUB-  URBAN	RURAL
TAXES	7.7	9.9	10.7	8.5	4.5	14.7	8.5	8.1	4.9	6.3	12.6	8.9	4.2	6.2	7.7	9.5
RACIAL JUSTICE	6.2	14.0	9.2	4.7	3.2	10.4	7.5	3.3	2.3	16.6	10.7	6.1	3.9	7.9	6.1	4.3
EDUCATION	5.7	10.8	9.4	6.0	1.6	10.9	8.9	6.5	1.7	10.8	9.9	5.6	1.6	7.4	5.7	3.5
LGBTQ RIGHTS	4.3	13.4	5.2	2.8	2.3	10.5	7.2	3.4	2.7	15.5	3.4	2.3	2.1	6.3	4.0	2.7



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24. 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 10 MONTHS, WOULD YOU SAY REPUBLICANS HAVE...

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
FOCUSED ON RIGHT THINGS	30.9	52.1	48.3	33.1	26.8	17.5	12.3	14.2	6.8	38.1	43.3	28.9	25.2	65.0	38.6	11.7	11.7	9.1	12.1	6.2
FOCUSED ON WRONG THINGS	53.9	37.4	35.0	48.9	56.9	69.1	67.7	80.1	84.7	43.2	41.0	48.9	41.1	24.8	44.9	44.8	74.3	86.3	85.1	87.4
DON'T KNOW	15.2	10.6	16.6	18.0	16.3	13.4	20.0	5.8	8.6	18.7	15.7	22.2	33.7	10.2	16.6	43.5	14.0	4.7	2.8	6.4
Net Diff.	-23.0	14.7	13.3	-15.8	-30.1	-51.6	-55.4	-65.9	-77.9	-5.0	2.3	-20.0	-15.9	40.1	-6.3	-33.1	-62.6	-77.2	-73.0	-81.2



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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	1723	1430	292	277	178	100
FOCUSED ON RIGHT THINGS	30.9	30.5	32.0	31.8	28.5	32.4	32.7	30.8	21.7	24.6	16.4
FOCUSED ON WRONG THINGS	53.9	57.1	56.0	51.5	53.3	55.6	57.1	48.2	43.3	46.7	37.1
DON'T KNOW	15.2	12.4	12.0	16.7	18.2	12.0	10.2	21.0	35.0	28.6	46.5
Net Diff.	-23.0	-26.6	-24.1	-19.7	-24.8	-23.2	-24.4	-17.3	-21.6	-22.1	-20.7



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
FOCUSED ON RIGHT THINGS	30.9	24.7	33.4	56.3	10.1	11.7	16.3	15.9	19.7	13.3	41.9
FOCUSED ON WRONG THINGS	53.9	66.0	49.2	31.4	81.6	44.8	51.9	73.9	76.1	72.4	39.4
DON'T KNOW	15.2	9.3	17.5	12.3	8.3	43.5	31.9	10.2	4.2	14.3	18.8
Net Diff.	-23.0	-41.3	-15.8	24.9	-71.5	-33.1	-35.6	-58.1	-56.5	-59.1	2.5



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BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269	
FOCUSED ON RIGHT THINGS	30.9	54.3	12.3	57.3	13.4	19.7	56.1	20.0	18.0	58.5	8.8	21.3	
FOCUSED ON WRONG THINGS	53.9	31.2	76.7	29.7	76.6	55.0	36.5	72.7	63.1	22.7	79.3	46.8	
DON'T KNOW	15.2	14.5	11.0	13.0	10.0	25.3	7.3	7.3	18.9	18.8	11.9	31.9	
Net Diff.	-23.0	23.2	-64.4	27.6	-63.2	-35.3	19.6	-52.7	-45.1	35.9	-70.4	-25.5	



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
FOCUSED ON RIGHT THINGS	30.9	15.0	17.4	13.4	22.7	49.0	58.8	53.4	54.8	46.8	60.9	9.8	14.6	31.7	10.5	17.6	32.7
FOCUSED ON WRONG THINGS	53.9	78.4	78.9	78.0	55.3	35.5	27.0	31.7	40.1	32.0	27.7	84.3	70.2	50.9	77.5	55.3	38.2
DON'T KNOW	15.2	6.6	3.7	8.6	22.0	15.5	14.2	14.9	5.1	21.2	11.4	5.9	15.2	17.3	12.0	27.1	29.1
Net Diff.	-23.0	-63.4	-61.5	-64.6	-32.6	13.5	31.7	21.7	14.7	14.8	33.2	-74.4	-55.6	-19.2	-67.0	-37.7	-5.6



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BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
FOCUSED ON RIGHT THINGS	30.9	13.1	18.6	55.5	25.5	35.5	43.4	34.2	30.9	33.2	27.3	23.5	38.3	35.3	36.8	17.4
FOCUSED ON WRONG THINGS	53.9	77.0	47.3	30.4	55.0	55.6	49.6	56.5	53.4	53.3	53.6	54.8	47.7	50.0	47.5	65.0
DON'T KNOW	15.2	9.9	34.0	14.1	19.5	9.0	7.0	9.3	15.6	13.5	19.1	21.7	13.9	14.7	15.7	17.6
Net Diff.	-23.0	-63.9	-28.7	25.1	-29.6	-20.1	-6.3	-22.2	-22.5	-20.1	-26.3	-31.3	-9.4	-14.7	-10.7	-47.6





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24. 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 10 MONTHS, WOULD YOU SAY REPUBLICANS HAVE...

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
Total	2000	1319	681	435	246	583	357	736	324
FOCUSED ON RIGHT THINGS	30.9	34.1	24.7	22.7	28.1	36.4	28.7	32.3	20.2
FOCUSED ON WRONG THINGS	53.9	46.9	67.5	67.0	68.3	49.5	66.2	44.8	68.8
DON'T KNOW	15.2	19.0	7.9	10.3	3.6	14.1	5.1	22.9	11.0
Net Diff.	-23.0	-12.8	-42.8	-44.2	-40.3	-13.1	-37.5	-12.5	-48.6



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BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
FOCUSED ON RIGHT THINGS	30.9	33.9	24.7	24.9	22.9	29.1	35.5	32.4	32.6	17.0	25.7	20.6
FOCUSED ON WRONG THINGS	53.9	51.7	58.5	58.0	59.9	53.7	55.5	48.4	53.3	62.8	62.3	58.0
DON'T KNOW	15.2	14.4	16.9	17.1	17.1	17.2	9.0	19.2	14.1	20.2	12.0	21.4
Net Diff.	-23.0	-17.9	-33.8	-33.1	-37.0	-24.6	-20.0	-16.0	-20.7	-45.8	-36.6	-37.3



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
FOCUSED ON RIGHT THINGS	30.9	30.0	29.5	36.0	29.0	29.0	31.1	32.5	29.9	31.4	30.2	33.5	28.6	
FOCUSED ON WRONG THINGS	53.9	50.2	52.2	45.4	54.7	55.8	59.5	48.7	57.1	50.5	58.0	55.9	52.1	
DON'T KNOW	15.2	19.7	18.3	18.7	16.3	15.2	9.3	18.8	13.0	18.0	11.8	10.6	19.3	
Net Diff.	-23.0	-20.2	-22.6	-9.4	-25.7	-26.9	-28.4	-16.2	-27.2	-19.1	-27.8	-22.4	-23.5	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
FOCUSED ON RIGHT THINGS	30.9	29.3	33.2	29.4	31.0	34.2	39.4	29.3	32.6	25.7	27.7	29.4	29.5	30.5	29.6	34.6
FOCUSED ON WRONG THINGS	53.9	51.7	47.7	54.8	57.8	48.6	47.2	59.2	60.8	53.9	48.3	50.6	55.1	54.1	55.9	48.8
DON'T KNOW	15.2	19.0	19.0	15.9	11.3	17.2	13.4	11.4	6.7	20.4	24.1	20.0	15.4	15.4	14.5	16.7
Net Diff.	-23.0	-22.4	-14.5	-25.4	-26.8	-14.4	-7.7	-29.9	-28.2	-28.2	-20.6	-21.2	-25.6	-23.6	-26.3	-14.2



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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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
FOCUSED ON RIGHT THINGS	35.4	9.7	14.8	31.3	40.5	51.2	52.3	66.9	71.8	21.4	20.0	23.5	25.9	8.0	15.4	13.3	59.2	77.7	82.3	73.4
FOCUSED ON WRONG THINGS	50.0	83.3	75.6	54.2	40.9	29.7	23.8	23.4	18.9	62.0	69.1	51.7	35.5	87.8	69.3	41.9	25.7	13.5	9.2	17.6
DON'T KNOW	14.7	7.0	9.6	14.5	18.6	19.1	23.8	9.7	9.3	16.6	10.8	24.9	38.6	4.3	15.3	44.8	15.1	8.8	8.5	9.0
Net Diff.	-14.6	-73.6	-60.8	-22.9	-0.3	21.5	28.5	43.6	52.9	-40.7	-49.1	-28.2	-9.5	-79.8	-53.9	-28.6	33.5	64.2	73.1	55.8



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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	1723	1430	292	277	178	100
FOCUSED ON RIGHT THINGS	35.4	36.9	37.1	32.8	36.9	37.4	38.0	34.5	22.6	26.7	15.4
FOCUSED ON WRONG THINGS	50.0	47.8	50.7	52.9	45.7	51.6	53.1	44.2	40.1	42.2	36.3
DON'T KNOW	14.7	15.3	12.2	14.3	17.3	11.0	8.9	21.3	37.3	31.1	48.3
Net Diff.	-14.6	-11.0	-13.6	-20.1	-8.8	-14.1	-15.0	-9.7	-17.5	-15.5	-20.9



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
FOCUSED ON RIGHT THINGS	35.4	76.0	19.4	10.4	70.5	13.3	18.6	70.8	90.3	57.6	9.7
FOCUSED ON WRONG THINGS	50.0	13.3	64.4	81.7	18.3	41.9	47.5	15.7	6.4	21.9	74.9
DON'T KNOW	14.7	10.7	16.1	7.9	11.3	44.8	33.9	13.6	3.3	20.5	15.4
Net Diff.	-14.6	62.7	-45.0	-71.3	52.2	-28.6	-28.8	55.1	83.8	35.6	-65.2



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BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269	
FOCUSED ON RIGHT THINGS	35.4	9.0	63.2	8.9	68.6	25.2	11.3	75.4	28.0	6.3	63.9	22.4	
FOCUSED ON WRONG THINGS	50.0	81.6	21.6	83.2	17.9	49.6	85.1	16.8	54.5	81.3	18.6	44.6	
DON'T KNOW	14.7	9.4	15.2	7.9	13.5	25.3	3.5	7.8	17.5	12.4	17.4	33.0	
Net Diff.	-14.6	-72.6	41.5	-74.4	50.7	-24.4	-73.8	58.5	-26.5	-75.0	45.3	-22.3	





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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
FOCUSED ON RIGHT THINGS	35.4	69.3	74.7	65.6	32.1	10.9	10.2	10.6	34.3	13.0	4.3	77.7	54.9	60.7	51.8	24.6	8.3
FOCUSED ON WRONG THINGS	50.0	21.0	17.6	23.4	45.6	77.7	80.8	79.1	60.3	74.0	89.1	13.1	25.0	22.6	32.5	47.4	68.3
DON'T KNOW	14.7	9.7	7.8	11.0	22.3	11.4	9.1	10.4	5.4	13.0	6.6	9.2	20.0	16.7	15.7	28.0	23.4
Net Diff.	-14.6	48.2	57.1	42.2	-13.6	-66.8	-70.6	-68.5	-26.0	-60.9	-84.8	64.6	29.9	38.1	19.3	-22.9	-60.0



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
FOCUSED ON RIGHT THINGS	35.4	65.2	22.7	6.6	29.7	53.2	65.5	51.3	32.9	37.6	25.2	27.4	28.8	20.7	35.1	41.4
FOCUSED ON WRONG THINGS	50.0	20.8	45.7	84.4	51.2	37.6	22.7	39.9	53.0	51.1	56.0	45.5	58.0	69.2	51.2	39.6
DON'T KNOW	14.7	14.0	31.6	9.0	19.1	9.2	11.8	8.8	14.1	11.3	18.8	27.1	13.1	10.1	13.7	19.0
Net Diff.	-14.6	44.5	-23.0	-77.7	-21.5	15.7	42.8	11.4	-20.1	-13.5	-30.7	-18.1	-29.2	-48.4	-16.1	1.8



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL-	COLL.  EGE  Degree Grad./ COLL.  EGE  COLL.  EGE	GRAD  GRAD.    Prof.  GRAD.  GRAD.  GRAD.  GRAD.					
		-----	-----	-----	-----	-----	-----	-----	-----
Total	2000	1319	681	435	246	583	357	736	324
FOCUSED ON RIGHT THINGS	35.4	25.9	53.7	50.6	59.0	27.2	52.5	25.0	55.0
FOCUSED ON WRONG THINGS	50.0	55.9	38.4	39.7	36.3	60.5	44.1	52.3	32.2
DON'T KNOW	14.7	18.1	7.9	9.7	4.7	12.3	3.4	22.8	12.8
Net Diff.	-14.6	-30.0	15.2	10.9	22.8	-33.4	8.4	-27.3	22.7



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BANNER 8

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
FOCUSED ON RIGHT THINGS	35.4	31.0	44.7	35.9	51.7	51.7	32.4	29.7	40.8	30.9	51.3	52.0
FOCUSED ON WRONG THINGS	50.0	55.4	38.4	45.6	31.9	35.2	60.5	51.0	47.1	44.0	37.0	27.6
DON'T KNOW	14.7	13.6	16.9	18.5	16.5	13.1	7.1	19.3	12.1	25.1	11.7	20.4
Net Diff.	-14.6	-24.5	6.3	-9.6	19.8	16.5	-28.1	-21.3	-6.3	-13.1	14.4	24.4



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
FOCUSED ON RIGHT THINGS	35.4	45.7	31.3	31.9	34.3	32.2	39.6	34.5	35.9	34.5	36.5	36.8	34.1	
FOCUSED ON WRONG THINGS	50.0	31.6	47.6	51.0	48.3	55.2	53.4	45.8	52.6	46.6	54.1	54.3	46.1	
DON'T KNOW	14.7	22.8	21.1	17.1	17.3	12.6	7.0	19.7	11.5	19.0	9.4	8.9	19.7	
Net Diff.	-14.6	14.1	-16.3	-19.1	-14.0	-22.9	-13.8	-11.3	-16.6	-12.1	-17.6	-17.5	-12.0	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
FOCUSED ON RIGHT THINGS	35.4	41.8	31.7	33.4	37.4	44.6	34.5	39.6	34.2	39.7	29.1	27.7	40.2	45.0	34.3	25.8
FOCUSED ON WRONG THINGS	50.0	36.0	49.8	49.5	54.3	37.0	54.1	49.0	62.6	35.3	45.9	50.1	46.9	39.7	51.0	60.5
DON'T KNOW	14.7	22.2	18.6	17.0	8.4	18.3	11.4	11.4	3.3	25.0	25.0	22.3	12.9	15.4	14.7	13.7
Net Diff.	-14.6	5.8	-18.1	-16.1	-16.9	7.6	-19.6	-9.4	-28.4	4.4	-16.8	-22.4	-6.6	5.3	-16.7	-34.7



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26. PRESIDENT BIDEN RECENTLY REQUESTED CONGRESS PASS A \$105 BILLION DOLLAR SPENDING BILL THAT INCLUDES MONEY FOR FIVE SECURITY ISSUES: AID TO ISRAEL; AID TO UKRAINE; HUMANITARIAN AID TO GAZA; ADDITIONAL SECURITY AT THE MEXICAN BORDER; AND AID TO TAIWAN. WHICH OF THE FOLLOWING DO YOU THINK CONGRESS SHOULD DO?

1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
VOTE ON ONE SPENDING BILL	31.0	13.9	22.0	25.9	29.1	42.0	46.9	56.1	49.9	24.1	21.6	26.5	38.6	18.3	23.4	22.9	36.6	51.7	49.0	54.2
VOTE SEPARATELY	60.1	82.5	70.1	64.9	59.8	50.2	37.8	41.1	37.6	66.3	71.1	60.9	42.8	74.5	70.1	57.3	55.8	41.5	46.4	36.8
DON'T KNOW	8.9	3.6	7.9	9.2	11.1	7.8	15.4	2.8	12.5	9.6	7.4	12.6	18.6	7.1	6.5	19.8	7.6	6.8	4.6	9.0
Net Diff.	-29.2	-68.6	-48.1	-39.0	-30.6	-8.2	9.1	14.9	12.3	-42.2	-49.5	-34.3	-4.3	-56.2	-46.7	-34.4	-19.1	10.2	2.6	17.4



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

26. PRESIDENT BIDEN RECENTLY REQUESTED CONGRESS PASS A \$105 BILLION DOLLAR SPENDING BILL THAT INCLUDES MONEY FOR FIVE SECURITY ISSUES: AID TO ISRAEL; AID TO UKRAINE; HUMANITARIAN AID TO GAZA; ADDITIONAL SECURITY AT THE MEXICAN BORDER; AND AID TO TAIWAN. WHICH OF THE FOLLOWING DO YOU THINK CONGRESS SHOULD DO?

1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

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	1723	1430	292	277	178	100
VOTE ON ONE SPENDING BILL	31.0	32.1	32.2	30.1	30.2	32.3	33.0	28.8	22.9	22.7	23.4
VOTE SEPARATELY	60.1	56.7	61.3	60.8	60.6	61.3	61.5	60.1	53.2	56.9	46.5
DON'T KNOW	8.9	11.2	6.4	9.1	9.2	6.5	5.5	11.2	23.9	20.4	30.1
Net Diff.	-29.2	-24.6	-29.1	-30.7	-30.4	-29.0	-28.5	-31.3	-30.3	-34.3	-23.2





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1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
VOTE ON ONE SPENDING BILL	31.0	51.7	22.8	20.0	45.8	22.9	24.1	47.6	57.5	41.0	18.9	
VOTE SEPARATELY	60.1	39.9	68.2	73.1	47.1	57.3	61.5	43.8	37.5	48.1	72.1	
DON'T KNOW	8.9	8.5	9.0	6.9	7.1	19.8	14.5	8.5	5.0	10.9	9.1	
Net Diff.	-29.2	11.8	-45.3	-53.1	-1.3	-34.4	-37.4	3.8	19.9	-7.0	-53.2	



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1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
VOTE ON ONE SPENDING BILL	31.0	20.3	42.8	20.8	43.0	28.0	23.3	45.6	35.5	18.2	41.2	20.4
VOTE SEPARATELY	60.1	72.9	48.9	71.8	48.1	61.1	72.9	46.6	55.7	70.7	49.2	66.5
DON'T KNOW	8.9	6.9	8.3	7.4	8.9	10.9	3.9	7.8	8.8	11.1	9.6	13.0
Net Diff.	-29.2	-52.6	-6.1	-51.0	-5.1	-33.1	-49.6	-1.0	-20.2	-52.5	-8.0	-46.1



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1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
VOTE ON ONE SPENDING BILL	31.0	43.8	45.4	42.7	31.2	18.9	21.2	19.9	30.2	27.2	17.6	45.9	38.3	41.9	43.7	27.9	17.1
VOTE SEPARATELY	60.1	47.6	46.4	48.5	58.4	74.5	70.2	72.6	61.1	63.4	75.8	45.1	53.7	47.2	50.6	59.5	73.6
DON'T KNOW	8.9	8.6	8.2	8.8	10.4	6.6	8.6	7.5	8.8	9.3	6.6	9.1	8.0	10.8	5.7	12.6	9.2
Net Diff.	-29.2	-3.8	-1.0	-5.7	-27.3	-55.7	-49.0	-52.7	-30.9	-36.2	-58.2	0.8	-15.3	-5.3	-6.8	-31.6	-56.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

BANNER 6

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY-UPPER MIDDLE	Weal-thy MIDDLE	Upper Middle Class	MIDDLE-LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
VOTE ON ONE SPENDING BILL	31.0	43.8	25.2	18.7	28.8	39.6	49.2	38.1	29.7	31.4	26.9	27.7	29.3	24.4	28.6	34.8
VOTE SEPARATELY	60.1	47.8	59.7	74.2	63.1	54.4	44.2	56.0	62.0	61.2	63.4	54.4	63.1	70.6	62.4	53.3
DON'T KNOW	8.9	8.5	15.1	7.1	8.1	6.0	6.6	5.9	8.3	7.4	9.7	17.9	7.6	5.0	9.0	11.9
Net Diff.	-29.2	-4.0	-34.4	-55.5	-34.3	-14.8	4.9	-17.9	-32.4	-29.9	-36.5	-26.6	-33.8	-46.2	-33.8	-18.5



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
VOTE ON ONE SPENDING BILL	31.0	28.8	35.1	30.1	43.9	31.7	37.7	26.5	32.3
VOTE SEPARATELY	60.1	60.4	59.7	63.3	53.4	59.8	58.8	60.8	60.7
DON'T KNOW	8.9	10.8	5.2	6.5	2.7	8.5	3.5	12.7	7.0
Net Diff.	-29.2	-31.6	-24.6	-33.2	-9.4	-28.1	-21.1	-34.3	-28.5



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1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
VOTE ON ONE SPENDING BILL	31.0	28.6	36.0	28.5	44.7	29.3	32.6	25.0	31.6	25.2	43.7	45.6
VOTE SEPARATELY	60.1	62.8	54.5	59.7	45.8	63.9	61.8	63.7	58.1	61.4	47.5	44.3
DON'T KNOW	8.9	8.6	9.5	11.8	9.5	6.8	5.5	11.3	10.2	13.4	8.8	10.1
Net Diff.	-29.2	-34.3	-18.5	-31.3	-1.1	-34.6	-29.2	-38.7	-26.5	-36.2	-3.8	1.2



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1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
VOTE ON ONE SPENDING BILL	31.0	33.5	31.0	29.2	28.3	25.8	36.8	30.7	31.1	30.0	32.2	34.0	28.3
VOTE SEPARATELY	60.1	57.2	57.5	58.4	62.4	65.3	58.4	57.8	61.6	59.2	61.3	59.4	60.8
DON'T KNOW	8.9	9.3	11.6	12.4	9.3	8.9	4.8	11.5	7.3	10.8	6.5	6.6	11.0
Net Diff.	-29.2	-23.7	-26.5	-29.2	-34.1	-39.6	-21.6	-27.1	-30.5	-29.3	-29.1	-25.4	-32.5



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1. VOTE ON ONE SPENDING BILL, ADDRESSING ALL FIVE ISSUES TOGETHER.
2. VOTE SEPARATELY ON FIVE BILLS THAT ADDRESS EACH ISSUE INDIVIDUALLY.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
VOTE ON ONE SPENDING BILL	31.0	34.1	29.6	26.5	34.1	37.5	33.6	28.7	37.2	31.6	26.1	24.4	31.3	36.0	29.5	28.0
VOTE SEPARATELY	60.1	55.1	58.4	63.5	60.3	53.1	56.9	63.2	59.9	56.5	59.7	63.8	60.6	53.3	62.3	63.6
DON'T KNOW	8.9	10.8	12.0	10.0	5.6	9.4	9.5	8.1	2.9	11.8	14.2	11.8	8.0	10.6	8.2	8.4
Net Diff.	-29.2	-20.9	-28.8	-37.0	-26.2	-15.6	-23.4	-34.4	-22.7	-24.9	-33.6	-39.4	-29.3	-17.3	-32.8	-35.7





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
SUPPORT	49.2	59.5	52.4	44.3	47.9	44.6	46.5	55.4	51.1	46.5	51.0	39.6	31.4	54.2	42.9	35.1	46.0	57.5	58.0	56.9
Strongly	22.0	38.0	25.8	18.1	18.6	16.9	15.2	22.7	27.0	21.1	25.8	11.7	13.3	28.8	16.5	11.6	19.4	24.9	28.2	21.7
Somewhat	27.2	21.5	26.6	26.2	29.4	27.7	31.3	32.7	24.2	25.5	25.2	27.9	18.1	25.4	26.4	23.5	26.6	32.6	29.8	35.2
OPPOSE	42.4	38.6	41.5	48.7	41.1	43.3	42.9	36.3	34.8	45.5	43.6	48.3	52.2	42.0	51.3	46.6	45.7	33.1	31.5	34.6
Somewhat	20.4	15.0	17.0	24.8	18.4	25.3	24.8	19.5	9.9	21.5	19.6	23.5	32.3	15.9	33.8	21.1	21.3	16.9	18.0	15.9
Strongly	22.0	23.6	24.5	23.8	22.8	17.9	18.1	16.8	24.9	23.9	24.0	24.8	19.9	26.1	17.5	25.4	24.4	16.2	13.5	18.8
DON'T KNOW	8.4	1.9	6.1	7.0	10.9	12.2	10.6	8.3	14.1	8.0	5.4	12.1	16.5	3.9	5.8	18.4	8.3	9.4	10.5	8.4
Net Diff.	6.8	20.9	10.9	-4.4	6.8	1.3	3.6	19.1	16.3	1.0	7.4	-8.7	-20.8	12.2	-8.4	-11.5	0.3	24.3	26.5	22.3
Mean	2.54	2.75	2.57	2.42	2.49	2.50	2.49	2.67	2.62	2.47	2.56	2.30	2.30	2.59	2.44	2.26	2.45	2.73	2.81	2.65



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27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

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	1723	1430	292	277	178	100
SUPPORT	49.2	45.3	50.9	49.3	50.5	52.8	56.2	36.3	26.9	26.5	27.6
Strongly	22.0	20.2	23.1	22.9	20.8	24.7	27.8	9.3	5.3	2.9	9.5
Somewhat	27.2	25.2	27.8	26.4	29.7	28.1	28.4	27.0	21.6	23.6	18.1
OPPOSE	42.4	45.0	42.2	41.3	42.4	40.5	37.6	54.5	54.3	58.4	46.9
Somewhat	20.4	20.3	20.7	21.2	18.8	18.7	16.5	29.7	30.6	35.0	22.7
Strongly	22.0	24.7	21.5	20.2	23.6	21.7	21.1	24.8	23.7	23.4	24.3
DON'T KNOW	8.4	9.6	6.9	9.3	7.2	6.7	6.2	9.2	18.8	15.1	25.5
Net Diff.	6.8	0.3	8.7	8.0	8.1	12.3	18.6	-18.2	-27.4	-31.9	-19.4
Mean	2.54	2.45	2.56	2.57	2.51	2.60	2.67	2.23	2.10	2.07	2.17



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27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	UNDE-	UNDE-	APP-			PROVE
		DIREC-	TRACK	LICAN		CIED	CIED	ROVE			
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
SUPPORT	49.2	61.7	44.4	50.4	53.0	35.1	37.2	57.3	71.7	47.6	43.4
Strongly	22.0	27.7	19.8	24.7	22.7	11.6	13.1	24.6	44.9	11.0	20.1
Somewhat	27.2	34.0	24.6	25.7	30.2	23.5	24.1	32.7	26.9	36.6	23.3
OPPOSE	42.4	30.5	47.1	45.0	38.1	46.6	49.1	33.4	21.5	41.5	49.0
Somewhat	20.4	17.6	21.5	21.7	18.6	21.1	25.6	20.0	13.0	24.7	20.7
Strongly	22.0	12.9	25.6	23.3	19.4	25.4	23.6	13.4	8.5	16.8	28.3
DON'T KNOW	8.4	7.9	8.5	4.5	9.0	18.4	13.7	9.3	6.8	11.0	7.6
Net Diff.	6.8	31.2	-2.7	5.4	14.9	-11.5	-11.9	23.9	50.2	6.1	-5.6
Mean	2.54	2.83	2.42	2.54	2.62	2.26	2.31	2.76	3.16	2.47	2.38



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27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269		
SUPPORT	49.2	51.0	52.7	51.6	52.1	42.2	56.7	60.0	49.2	46.3	46.5	35.2		
Strongly	22.0	25.7	21.4	24.6	22.9	17.3	31.7	27.8	21.9	17.2	19.5	12.8		
Somewhat	27.2	25.3	31.3	27.0	29.1	24.9	25.0	32.2	27.3	29.1	27.0	22.5		
OPPOSE	42.4	43.9	38.1	43.8	38.8	45.4	39.8	32.6	41.8	47.9	43.1	49.1		
Somewhat	20.4	20.1	19.7	19.3	19.6	22.9	16.5	16.3	21.2	22.3	21.9	24.5		
Strongly	22.0	23.7	18.4	24.5	19.2	22.6	23.3	16.3	20.6	25.6	21.3	24.6		
DON'T KNOW	8.4	5.1	9.2	4.6	9.1	12.4	3.5	7.3	9.0	5.8	10.3	15.7		
Net Diff.	6.8	7.1	14.5	7.8	13.2	-3.2	16.9	27.4	7.4	-1.7	3.4	-13.9		
Mean	2.54	2.56	2.61	2.54	2.61	2.42	2.67	2.77	2.56	2.40	2.50	2.28		



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

27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
SUPPORT	49.2	53.5	51.9	54.5	39.7	51.8	61.8	56.2	41.2	38.2	57.1	56.6	43.6	53.6	46.3	37.6	53.9
Strongly	22.0	23.3	29.9	18.8	15.0	23.8	34.7	28.7	10.4	14.0	29.7	25.7	16.4	29.0	20.6	14.5	23.7
Somewhat	27.2	30.2	22.0	35.8	24.7	28.0	27.1	27.6	30.8	24.3	27.4	31.0	27.2	24.7	25.7	23.0	30.2
OPPOSE	42.4	37.9	39.8	36.7	50.3	42.5	31.2	37.4	53.9	56.3	38.6	33.9	48.1	36.3	46.8	49.1	32.8
Somewhat	20.4	17.7	13.0	20.8	27.3	20.8	7.8	15.0	24.8	33.8	14.1	16.0	26.0	19.3	21.2	25.3	16.4
Strongly	22.0	20.2	26.8	15.8	23.0	21.7	23.4	22.4	29.0	22.5	24.5	17.9	22.1	17.1	25.6	23.8	16.4
DON'T KNOW	8.4	8.6	8.3	8.8	10.0	5.8	7.1	6.4	4.9	5.4	4.3	9.5	8.2	10.0	6.9	13.3	13.2
Net Diff.	6.8	15.6	12.2	17.9	-10.6	9.3	30.6	18.8	-12.7	-18.1	18.5	22.7	-4.5	17.3	-0.5	-11.5	21.1
Mean	2.54	2.62	2.60	2.63	2.35	2.57	2.79	2.67	2.24	2.31	2.65	2.71	2.41	2.73	2.44	2.33	2.71



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

27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
SUPPORT	49.2	51.5	33.1	52.8	44.5	62.9	81.7	59.9	48.5	50.6	45.2	33.8	54.7	60.8	48.2	39.0
Strongly	22.0	21.9	12.0	25.9	17.0	32.6	52.7	29.4	20.9	23.1	17.2	14.8	23.7	32.6	22.3	13.7
Somewhat	27.2	29.6	21.1	26.9	27.5	30.3	28.9	30.5	27.7	27.5	28.0	19.0	30.9	28.2	25.8	25.3
OPPOSE	42.4	39.6	51.6	42.1	46.8	33.6	15.3	36.5	43.4	41.0	47.4	47.9	37.6	32.7	44.5	50.1
Somewhat	20.4	19.3	28.6	18.6	26.1	17.4	12.9	18.1	21.2	20.4	22.6	18.4	21.2	13.8	18.2	24.2
Strongly	22.0	20.3	23.0	23.6	20.7	16.2	2.4	18.4	22.2	20.6	24.8	29.5	16.4	18.9	26.3	25.9
DON'T KNOW	8.4	8.9	15.4	5.1	8.7	3.5	3.0	3.6	8.0	8.4	7.4	18.3	7.7	6.5	7.4	11.0
Net Diff.	6.8	11.9	-18.5	10.7	-2.3	29.3	66.4	23.5	5.1	9.6	-2.3	-14.1	17.1	28.0	3.7	-11.1
Mean	2.54	2.58	2.26	2.58	2.45	2.82	3.36	2.74	2.51	2.58	2.41	2.23	2.67	2.80	2.48	2.30



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

27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
SUPPORT	49.2	44.6	58.3	54.0	65.9	49.8	65.2	40.5	50.6
Strongly	22.0	18.2	29.3	27.6	32.3	23.1	35.0	14.4	23.0
Somewhat	27.2	26.3	28.9	26.3	33.5	26.7	30.1	26.1	27.6
OPPOSE	42.4	45.8	35.8	40.6	27.5	41.9	31.8	48.9	40.3
Somewhat	20.4	21.8	17.7	19.9	13.8	19.3	15.3	23.7	20.4
Strongly	22.0	24.0	18.1	20.6	13.7	22.6	16.5	25.2	19.9
DON'T KNOW	8.4	9.6	5.9	5.5	6.7	8.3	3.1	10.7	9.0
Net Diff.	6.8	-1.2	22.4	13.4	38.4	7.9	33.4	-8.4	10.3
Mean	2.54	2.43	2.74	2.64	2.91	2.55	2.86	2.33	2.59



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
SUPPORT	49.2	53.5	40.3	38.4	37.4	45.0	60.6	47.2	49.1	27.5	41.0	34.3
Strongly	22.0	25.1	15.5	15.4	13.6	15.5	32.4	18.8	18.8	11.8	16.1	11.5
Somewhat	27.2	28.4	24.8	23.1	23.8	29.5	28.3	28.4	30.3	15.7	24.9	22.9
OPPOSE	42.4	38.5	50.6	54.8	50.1	45.5	33.8	42.6	44.4	65.6	48.7	51.3
Somewhat	20.4	18.9	23.5	20.4	27.0	26.9	15.0	22.4	19.7	21.1	26.2	27.7
Strongly	22.0	19.6	27.1	34.4	23.1	18.6	18.9	20.3	24.7	44.4	22.5	23.7
DON'T KNOW	8.4	8.0	9.1	6.7	12.5	9.5	5.6	10.1	6.5	7.0	10.3	14.3
Net Diff.	6.8	14.9	-10.3	-16.4	-12.8	-0.4	26.8	4.6	4.6	-38.1	-7.7	-17.0
Mean	2.54	2.64	2.32	2.21	2.32	2.46	2.78	2.51	2.46	1.94	2.39	2.26





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

27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
SUPPORT	49.2	31.8	33.9	44.1	42.4	53.2	67.3	38.0	56.2	39.4	61.4	55.6	43.6	
Strongly	22.0	12.0	12.7	16.8	16.2	25.7	34.3	14.4	26.7	15.0	30.7	27.6	17.0	
Somewhat	27.2	19.8	21.1	27.3	26.2	27.5	33.1	23.6	29.5	24.4	30.7	28.0	26.5	
OPPOSE	42.4	58.0	55.2	48.3	47.0	38.3	27.1	52.7	36.0	51.0	31.8	38.1	46.2	
Somewhat	20.4	31.7	24.3	21.2	23.0	17.1	15.1	24.5	17.8	24.0	15.9	17.8	22.7	
Strongly	22.0	26.4	30.8	27.1	24.1	21.2	12.0	28.2	18.1	27.0	15.9	20.3	23.6	
DON'T KNOW	8.4	10.2	11.0	7.5	10.6	8.5	5.5	9.3	7.8	9.7	6.8	6.3	10.2	
Net Diff.	6.8	-26.2	-21.3	-4.2	-4.6	14.9	40.2	-14.7	20.3	-11.6	29.6	17.6	-2.7	
Mean	2.54	2.19	2.18	2.37	2.39	2.63	2.95	2.27	2.70	2.30	2.82	2.67	2.41	



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27. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING \$14.3 BILLION DOLLARS IN AID TO ISRAEL TO ASSIST IN THEIR WAR AGAINST HAMAS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
SUPPORT	49.2	31.5	39.9	43.5	64.3	37.5	45.2	50.1	70.8	27.1	35.1	37.4	58.4	49.1	50.2	47.1
Strongly	22.0	13.7	14.2	18.0	32.2	15.1	19.1	20.9	41.1	12.7	9.7	15.2	24.3	20.5	23.4	20.7
Somewhat	27.2	17.8	25.7	25.5	32.1	22.5	26.1	29.1	29.8	14.4	25.4	22.2	34.1	28.6	26.8	26.4
OPPOSE	42.4	57.5	50.7	47.5	29.2	52.0	47.1	43.3	25.0	61.5	54.0	51.3	33.0	41.6	41.9	44.5
Somewhat	20.4	31.0	22.0	22.6	14.8	29.4	19.4	19.9	12.3	32.1	24.3	25.0	17.1	20.1	20.5	20.5
Strongly	22.0	26.5	28.7	24.9	14.4	22.6	27.6	23.4	12.7	29.4	29.7	26.3	15.9	21.6	21.5	23.9
DON'T KNOW	8.4	11.0	9.4	9.0	6.5	10.5	7.7	6.6	4.2	11.5	10.9	11.3	8.6	9.3	7.9	8.4
Net Diff.	6.8	-25.9	-10.9	-3.9	35.1	-14.4	-1.8	6.8	45.8	-34.4	-19.0	-13.8	25.4	7.4	8.3	2.6
Mean	2.54	2.21	2.28	2.40	2.88	2.34	2.40	2.51	3.04	2.12	2.17	2.30	2.73	2.53	2.57	2.48



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28. IF THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255	
CUT SPENDING ELSEWHERE	56.4	83.2	71.7	60.7	53.3	42.4	36.9	31.5	23.2	63.2	70.2	52.9	37.7	74.3	61.1	46.7	59.6	35.8	40.8	31.0	
BORROWING MONEY	17.5	4.7	8.3	12.5	18.9	23.2	25.6	44.9	47.6	13.0	9.1	18.3	29.4	8.9	15.0	13.1	18.5	31.0	25.0	36.7	
DON'T KNOW	26.1	12.1	20.1	26.7	27.8	34.4	37.4	23.6	29.2	23.8	20.8	28.7	32.9	16.8	23.8	40.2	21.9	33.2	34.1	32.3	
Net Diff.	38.9	78.4	63.4	48.2	34.4	19.2	11.3	-13.4	-24.4	50.2	61.1	34.6	8.4	65.3	46.1	33.5	41.1	4.7	15.8	-5.7	



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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	1723	1430	292	277	178	100
CUT SPENDING ELSEWHERE	56.4	52.8	55.5	59.3	55.1	58.1	59.2	53.2	45.5	46.4	44.0
BORROWING MONEY	17.5	18.6	17.5	16.7	17.9	17.3	17.3	17.6	18.6	24.8	7.5
DON'T KNOW	26.1	28.7	27.0	24.0	27.0	24.5	23.6	29.2	35.9	28.9	48.5
Net Diff.	38.9	34.2	38.0	42.5	37.2	40.8	41.9	35.7	27.0	21.6	36.6



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITE	STATES	FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
CUT SPENDING ELSEWHERE	56.4	44.7	61.1	70.0	45.1	46.7	51.3	44.7	39.0	48.6	65.0
BORROWING MONEY	17.5	30.9	12.2	11.0	26.1	13.1	14.1	26.7	34.0	21.7	10.8
DON'T KNOW	26.1	24.4	26.7	19.1	28.8	40.2	34.6	28.6	27.0	29.7	24.2
Net Diff.	38.9	13.8	48.8	59.0	19.0	33.5	37.3	18.0	5.0	26.9	54.1



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2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
CUT SPENDING ELSEWHERE	56.4	70.0	46.3	72.2	44.0	52.2	76.9	43.4	58.1	67.4	44.5	46.3
BORROWING MONEY	17.5	10.7	24.3	10.5	25.8	15.3	12.0	32.1	19.3	9.0	21.5	11.3
DON'T KNOW	26.1	19.3	29.4	17.2	30.1	32.5	11.1	24.5	22.6	23.6	34.0	42.4
Net Diff.	38.9	59.3	22.0	61.7	18.2	36.9	64.8	11.3	38.8	58.4	23.0	35.0



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28. IF THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
CUT SPENDING ELSEWHERE	56.4	42.0	36.2	45.9	52.1	70.2	77.1	73.3	59.5	59.0	78.0	41.1	46.3	54.5	32.6	53.1	63.4
BORROWING MONEY	17.5	29.7	34.3	26.6	15.6	10.1	8.2	9.3	25.7	14.7	7.3	29.9	18.9	25.0	31.6	13.8	8.7
DON'T KNOW	26.1	28.3	29.5	27.6	32.3	19.7	14.7	17.4	14.8	26.3	14.7	29.0	34.8	20.4	35.8	33.2	27.9
Net Diff.	38.9	12.3	1.9	19.3	36.5	60.1	68.8	64.0	33.7	44.3	70.7	11.2	27.4	29.5	1.0	39.3	54.8



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1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
CUT SPENDING ELSEWHERE	56.4	43.6	52.2	72.4	57.0	55.2	50.9	55.9	58.2	59.7	55.7	44.2	62.1	75.0	60.3	43.8
BORROWING MONEY	17.5	25.1	15.9	9.6	17.2	29.2	40.8	27.3	15.6	16.4	14.3	14.4	13.4	11.9	18.3	19.1
DON'T KNOW	26.1	31.3	31.9	18.1	25.8	15.6	8.3	16.8	26.2	23.9	30.0	41.4	24.5	13.1	21.4	37.1
Net Diff.	38.9	18.5	36.4	62.8	39.8	26.0	10.1	28.5	42.6	43.4	41.4	29.8	48.7	63.1	42.0	24.8





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

28. IF THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL-							
		COLL.  EGE  Degree Grad./ COLL.  EGE  COLL.  EGE							
		GRAD  GRAD.    Prof.  GRAD.  GRAD.  GRAD.  GRAD.							
-----									
Total	2000	1319	681	435	246	583	357	736	324
CUT SPENDING ELSEWHERE	56.4	57.3	54.7	56.5	51.5	60.6	60.9	54.7	47.8
BORROWING MONEY	17.5	15.5	21.3	19.9	23.7	18.9	23.3	12.8	19.0
DON'T KNOW	26.1	27.2	24.1	23.6	24.9	20.5	15.8	32.5	33.2
Net Diff.	38.9	41.8	33.4	36.5	27.8	41.6	37.5	41.9	28.8



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

28. IF THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
CUT SPENDING ELSEWHERE	56.4	59.9	49.1	47.4	48.2	57.8	62.6	57.5	55.7	38.9	56.3	41.5
BORROWING MONEY	17.5	15.5	21.8	22.2	24.9	16.2	19.5	12.0	22.1	22.2	24.4	25.2
DON'T KNOW	26.1	24.7	29.2	30.4	26.9	26.0	17.9	30.6	22.2	38.8	19.3	33.3
Net Diff.	38.9	44.4	27.3	25.3	23.4	41.6	43.2	45.5	33.6	16.7	31.8	16.3



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

28. IF THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
CUT SPENDING ELSEWHERE	56.4	50.1	49.4	55.9	58.0	57.2	60.6	52.5	58.9	54.1	59.2	60.7	52.6	
BORROWING MONEY	17.5	27.1	22.9	17.8	15.5	11.0	17.6	21.5	15.0	19.6	14.8	20.6	14.7	
DON'T KNOW	26.1	22.8	27.7	26.3	26.5	31.7	21.8	26.1	26.1	26.2	26.0	18.7	32.7	
Net Diff.	38.9	23.0	26.5	38.1	42.5	46.2	43.0	31.0	43.9	34.5	44.4	40.1	37.9	



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

28. IF THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
CUT SPENDING ELSEWHERE	56.4	51.3	52.5	57.2	59.7	54.1	57.3	60.1	64.9	49.2	48.3	54.5	55.1	50.3	58.6	59.0
BORROWING MONEY	17.5	25.7	20.0	15.8	14.8	29.7	23.8	19.7	16.9	22.7	16.6	12.2	12.8	22.3	16.0	15.0
DON'T KNOW	26.1	23.0	27.5	27.0	25.5	16.2	18.9	20.2	18.2	28.1	35.1	33.3	32.1	27.4	25.5	26.0
Net Diff.	38.9	25.6	32.5	41.4	45.0	24.4	33.4	40.4	48.0	26.5	31.7	42.3	42.2	28.0	42.6	43.9



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

29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
BORROW THE MONEY	30.5	22.0	22.2	25.7	30.7	35.9	38.5	58.6	47.1	24.7	23.5	24.9	34.5	24.7	26.8	17.1	29.6	48.1	46.8	49.4
NOT PASS ANY AID	49.1	63.4	56.2	55.0	48.9	40.4	35.3	26.7	36.2	54.9	57.5	52.6	40.1	58.3	57.8	49.6	50.9	31.5	32.4	30.7
DON'T KNOW	20.4	14.6	21.6	19.3	20.4	23.6	26.2	14.6	16.8	20.4	19.0	22.5	25.3	17.0	15.4	33.3	19.6	20.4	20.8	20.0
Net Diff.	-18.6	-41.4	-33.9	-29.3	-18.2	-4.5	3.3	31.9	10.9	-30.3	-33.9	-27.7	-5.6	-33.7	-30.9	-32.5	-21.3	16.6	14.4	18.7



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

29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

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	1723	1430	292	277	178	100
BORROW THE MONEY	30.5	34.2	31.2	29.3	29.0	32.0	32.8	28.4	21.0	23.5	16.4
NOT PASS ANY AID	49.1	46.3	51.2	48.5	50.4	49.5	48.6	54.2	46.6	47.8	44.4
DON'T KNOW	20.4	19.5	17.6	22.2	20.7	18.5	18.7	17.4	32.5	28.7	39.2
Net Diff.	-18.6	-12.1	-20.0	-19.2	-21.4	-17.5	-15.8	-25.8	-25.6	-24.3	-28.0



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

29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
BORROW THE MONEY	30.5	48.6	23.4	25.4	40.9	17.1	19.6	44.8	55.7	37.4	20.1	
NOT PASS ANY AID	49.1	33.8	55.2	58.2	39.1	49.6	53.0	34.6	26.5	40.1	59.7	
DON'T KNOW	20.4	17.6	21.4	16.5	20.1	33.3	27.4	20.6	17.7	22.5	20.2	
Net Diff.	-18.6	14.8	-31.8	-32.8	1.8	-32.5	-33.4	10.1	29.2	-2.8	-39.5	



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

29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
BORROW THE MONEY	30.5	25.0	39.4	26.3	40.1	22.8	32.1	45.5	26.8	20.4	36.4	18.8
NOT PASS ANY AID	49.1	57.6	40.1	56.7	39.3	52.4	56.2	37.6	55.0	57.3	40.5	49.7
DON'T KNOW	20.4	17.4	20.6	16.9	20.5	24.8	11.7	16.8	18.1	22.4	23.1	31.5
Net Diff.	-18.6	-32.6	-0.7	-30.4	0.8	-29.6	-24.1	7.9	-28.2	-36.9	-4.1	-30.9





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

29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
BORROW THE MONEY	30.5	45.0	44.9	45.1	24.1	23.5	27.5	25.3	41.6	23.4	25.3	46.9	30.7	31.4	37.5	19.9	21.8
NOT PASS ANY AID	49.1	36.8	39.9	34.7	52.8	56.2	54.2	55.3	48.6	60.5	56.6	34.2	46.4	46.0	41.2	54.0	55.3
DON'T KNOW	20.4	18.2	15.2	20.2	23.0	20.2	18.2	19.3	9.8	16.2	18.1	18.9	22.9	22.6	21.4	26.2	22.9
Net Diff.	-18.6	8.2	5.0	10.5	-28.7	-32.7	-26.7	-30.0	-6.9	-37.1	-31.3	12.7	-15.6	-14.6	-3.7	-34.1	-33.5



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

29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
BORROW THE MONEY	30.5	40.2	19.1	23.9	27.9	44.9	73.6	40.3	28.5	31.6	23.5	23.7	28.9	32.5	27.5	30.2
NOT PASS ANY AID	49.1	39.6	53.2	58.2	52.8	40.4	18.3	43.9	50.9	47.9	55.9	48.3	48.2	50.6	54.2	47.5
DON'T KNOW	20.4	20.2	27.7	17.8	19.3	14.8	8.1	15.8	20.5	20.5	20.6	28.0	22.9	16.9	18.2	22.3
Net Diff.	-18.6	0.5	-34.2	-34.3	-25.0	4.5	55.3	-3.5	-22.4	-16.3	-32.3	-24.5	-19.3	-18.2	-26.7	-17.3



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29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
BORROW THE MONEY	30.5	26.4	38.5	34.1	46.3	30.2	42.6	23.3	34.0
NOT PASS ANY AID	49.1	50.8	45.7	48.9	40.2	51.6	47.1	50.3	44.2
DON'T KNOW	20.4	22.8	15.7	17.0	13.5	18.3	10.2	26.4	21.8
Net Diff.	-18.6	-24.5	-7.2	-14.8	6.1	-21.4	-4.5	-26.9	-10.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
BORROW THE MONEY	30.5	30.6	30.4	29.1	30.6	29.0	36.4	25.5	32.9	25.2	33.1	28.6
NOT PASS ANY AID	49.1	48.1	51.1	56.3	46.6	50.4	48.4	47.9	53.3	59.5	50.2	43.5
DON'T KNOW	20.4	21.3	18.5	14.5	22.8	20.6	15.2	26.6	13.8	15.3	16.8	27.8
Net Diff.	-18.6	-17.6	-20.8	-27.2	-15.9	-21.5	-12.0	-22.5	-20.4	-34.2	-17.1	-14.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
BORROW THE MONEY	30.5	30.6	27.2	29.0	23.4	28.3	39.3	28.7	31.6	27.1	34.7	34.9	26.6	
NOT PASS ANY AID	49.1	50.0	55.1	53.2	52.1	48.4	41.7	53.2	46.6	52.9	44.5	49.9	48.4	
DON'T KNOW	20.4	19.5	17.6	17.8	24.5	23.3	19.0	18.1	21.8	20.0	20.8	15.2	25.0	
Net Diff.	-18.6	-19.4	-27.9	-24.2	-28.6	-20.1	-2.4	-24.5	-14.9	-25.8	-9.8	-15.0	-21.9	



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29. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$14.3 BILLION DOLLARS IN AID TO ISRAEL, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO ISRAEL AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO ISRAEL AT ALL

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
BORROW THE MONEY	30.5	30.5	29.4	23.3	36.3	36.4	35.5	24.9	41.5	26.1	24.0	21.9	31.7	33.3	29.7	28.8
NOT PASS ANY AID	49.1	50.8	53.6	53.1	42.9	48.8	52.7	55.8	44.1	52.2	54.4	50.7	41.9	46.3	49.8	51.0
DON'T KNOW	20.4	18.7	17.0	23.6	20.7	14.7	11.9	19.4	14.4	21.7	21.6	27.5	26.4	20.4	20.5	20.2
Net Diff.	-18.6	-20.2	-24.2	-29.8	-6.6	-12.4	-17.2	-30.9	-2.6	-26.0	-30.5	-28.8	-10.2	-13.0	-20.1	-22.2



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
SUPPORT	43.4	17.0	28.6	42.3	47.7	54.8	55.6	71.5	77.3	34.2	31.1	41.4	34.1	28.2	34.0	31.2	48.2	71.4	66.8	75.7
Strongly	18.0	5.7	9.8	14.1	18.4	22.9	23.0	44.0	55.5	10.7	10.5	11.2	10.3	9.6	7.5	7.5	18.3	40.2	36.0	44.3
Somewhat	25.4	11.3	18.9	28.2	29.3	31.8	32.6	27.5	21.8	23.5	20.7	30.2	23.8	18.6	26.4	23.7	29.8	31.1	30.8	31.5
OPPOSE	49.0	81.9	63.7	51.5	43.5	34.5	33.0	19.6	16.8	58.0	63.3	47.0	50.6	67.6	60.6	49.8	45.2	21.7	26.7	16.8
Somewhat	21.1	28.0	23.0	24.3	19.5	18.6	16.2	16.9	7.2	23.5	24.7	20.2	25.1	21.0	32.3	20.2	23.3	13.7	17.2	10.3
Strongly	27.9	53.9	40.7	27.2	24.0	15.9	16.8	2.8	9.5	34.5	38.6	26.8	25.5	46.6	28.2	29.7	21.9	8.0	9.5	6.5
DON'T KNOW	7.6	1.1	7.7	6.2	8.8	10.7	11.4	8.8	5.9	7.8	5.5	11.5	15.3	4.2	5.5	19.0	6.6	7.0	6.5	7.4
Net Diff.	-5.5	-64.9	-35.1	-9.2	4.2	20.3	22.6	51.9	60.5	-23.8	-32.2	-5.6	-16.5	-39.4	-26.6	-18.7	3.0	49.7	40.1	58.9
Mean	2.36	1.69	1.98	2.31	2.46	2.69	2.70	3.24	3.31	2.11	2.03	2.29	2.22	1.91	2.14	2.11	2.48	3.11	3.00	3.23



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

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	1723	1430	292	277	178	100
SUPPORT	43.4	43.6	47.3	38.8	47.4	46.1	48.0	36.4	27.1	29.1	23.4
Strongly	18.0	17.3	21.1	14.5	21.7	20.2	22.9	7.1	4.3	4.1	4.6
Somewhat	25.4	26.3	26.2	24.3	25.8	25.8	25.1	29.3	22.8	25.0	18.9
OPPOSE	49.0	48.5	46.9	52.4	45.5	48.1	47.0	53.8	54.1	59.1	45.2
Somewhat	21.1	22.3	20.6	23.0	17.1	20.1	18.6	27.1	27.3	32.4	18.1
Strongly	27.9	26.2	26.2	29.3	28.4	28.1	28.3	26.7	26.8	26.7	27.1
DON'T KNOW	7.6	7.9	5.8	8.8	7.1	5.8	5.0	9.8	18.8	11.8	31.4
Net Diff.	-5.5	-4.9	0.5	-13.5	2.0	-2.1	1.1	-17.4	-27.0	-30.0	-21.7
Mean	2.36	2.38	2.45	2.26	2.44	2.41	2.45	2.19	2.06	2.07	2.01





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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	CRATIC	CEDED	CEDED	ROVE			PROVE
		DIREC-	TRACK	LICAN							
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
SUPPORT	43.4	67.7	33.9	30.1	62.3	31.2	34.6	66.9	80.2	58.0	26.4
Strongly	18.0	34.2	11.7	8.9	31.7	7.5	9.7	34.0	53.8	20.6	6.4
Somewhat	25.4	33.6	22.2	21.2	30.6	23.7	24.9	33.0	26.4	37.4	19.9
OPPOSE	49.0	25.7	58.2	65.3	30.9	49.8	51.4	26.3	14.3	34.4	65.5
Somewhat	21.1	15.0	23.5	24.7	17.5	20.2	24.6	16.2	7.6	22.0	24.7
Strongly	27.9	10.7	34.7	40.6	13.4	29.7	26.8	10.1	6.7	12.4	40.8
DON'T KNOW	7.6	6.6	8.0	4.6	6.8	19.0	14.0	6.8	5.5	7.6	8.1
Net Diff.	-5.5	42.1	-24.3	-35.2	31.4	-18.7	-16.8	40.7	65.9	23.6	-39.1
Mean	2.36	2.98	2.12	1.98	2.86	2.11	2.20	2.97	3.35	2.72	1.91



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
SUPPORT	43.4	27.8	61.3	30.6	60.1	37.7	35.8	64.0	42.9	25.1	57.4	32.5
Strongly	18.0	8.0	29.5	8.5	30.6	13.5	11.3	34.3	18.9	5.7	28.0	8.0
Somewhat	25.4	19.8	31.8	22.0	29.5	24.3	24.5	29.7	24.1	19.5	29.4	24.5
OPPOSE	49.0	67.2	30.9	65.0	32.1	50.8	62.6	30.0	48.6	67.4	33.5	53.0
Somewhat	21.1	25.6	16.5	23.7	17.7	22.1	21.7	15.4	22.8	25.9	19.3	21.4
Strongly	27.9	41.7	14.4	41.2	14.3	28.7	40.9	14.6	25.8	41.5	14.2	31.5
DON'T KNOW	7.6	5.0	7.8	4.5	7.8	11.5	1.6	6.0	8.5	7.5	9.1	14.5
Net Diff.	-5.5	-39.5	30.4	-34.4	28.0	-13.1	-26.8	34.0	-5.7	-42.3	23.9	-20.5
Mean	2.36	1.94	2.83	1.98	2.83	2.25	2.06	2.89	2.39	1.88	2.78	2.11



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
SUPPORT	43.4	66.9	71.6	63.8	39.2	28.8	27.8	28.3	54.4	35.3	26.0	70.7	45.8	44.7	56.4	36.3	29.0
Strongly	18.0	33.9	44.6	26.7	14.2	8.5	9.4	8.9	15.1	9.7	7.3	39.0	18.7	20.4	21.6	13.0	9.1
Somewhat	25.4	33.0	26.9	37.1	25.0	20.2	18.5	19.5	39.4	25.6	18.7	31.7	27.1	24.3	34.8	23.3	19.9
OPPOSE	49.0	27.9	24.5	30.2	50.3	65.3	65.0	65.2	44.4	58.8	69.5	23.8	43.6	42.5	36.8	51.2	59.4
Somewhat	21.1	15.9	10.3	19.7	23.4	27.2	17.5	22.9	16.0	26.3	23.9	16.2	20.8	16.1	14.3	23.9	22.2
Strongly	27.9	12.0	14.2	10.5	26.9	38.1	47.5	42.3	28.4	32.5	45.6	7.6	22.8	26.4	22.5	27.3	37.2
DON'T KNOW	7.6	5.2	3.9	6.0	10.5	5.9	7.1	6.5	1.2	5.9	4.5	5.5	10.6	12.8	6.8	12.5	11.6
Net Diff.	-5.5	39.0	47.0	33.6	-11.1	-36.5	-37.2	-36.8	10.0	-23.5	-43.5	46.9	2.2	2.2	19.6	-14.9	-30.4
Mean	2.36	2.94	3.06	2.85	2.30	1.99	1.89	1.95	2.42	2.13	1.87	3.08	2.47	2.44	2.60	2.25	2.01



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
SUPPORT	43.4	60.1	32.9	28.6	42.0	61.0	67.4	60.0	41.6	43.8	38.0	31.0	38.3	36.1	42.7	47.7
Strongly	18.0	29.2	12.5	7.6	14.7	29.4	39.7	27.8	16.4	18.3	13.3	13.2	14.6	14.7	15.7	21.5
Somewhat	25.4	31.0	20.4	21.0	27.3	31.6	27.7	32.2	25.2	25.5	24.6	17.8	23.7	21.4	26.9	26.2
OPPOSE	49.0	32.5	51.7	66.4	50.1	35.1	26.8	36.4	51.3	49.5	54.4	51.8	54.1	59.1	51.1	42.0
Somewhat	21.1	17.5	23.7	24.1	25.5	15.4	13.3	15.7	23.0	23.6	21.9	15.2	24.7	20.8	21.8	18.8
Strongly	27.9	15.0	28.0	42.3	24.7	19.7	13.5	20.7	28.4	25.8	32.5	36.6	29.4	38.4	29.2	23.2
DON'T KNOW	7.6	7.3	15.4	5.0	7.9	3.9	5.8	3.6	7.1	6.7	7.7	17.3	7.6	4.8	6.3	10.4
Net Diff.	-5.5	27.6	-18.8	-37.8	-8.1	25.9	40.7	23.6	-9.8	-5.7	-16.4	-20.8	-15.8	-23.0	-8.4	5.7
Mean	2.36	2.80	2.21	1.94	2.35	2.74	2.99	2.70	2.32	2.39	2.20	2.09	2.25	2.13	2.31	2.51



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1319	681	435	246	583	357	736	324
SUPPORT	43.4	36.1	57.5	52.4	66.5	39.3	59.4	33.6	55.5
Strongly	18.0	13.1	27.6	23.6	34.8	15.2	30.2	11.4	24.8
Somewhat	25.4	23.1	29.9	28.9	31.7	24.1	29.2	22.2	30.7
OPPOSE	49.0	54.0	39.2	43.7	31.3	54.0	38.4	54.0	40.2
Somewhat	21.1	23.0	17.3	20.5	11.7	22.7	15.5	23.2	19.3
Strongly	27.9	31.0	21.9	23.2	19.6	31.2	22.9	30.7	20.9
DON'T KNOW	7.6	9.9	3.2	3.8	2.2	6.7	2.2	12.4	4.3
Net Diff.	-5.5	-17.8	18.3	8.7	35.2	-14.7	21.0	-20.4	15.3
Mean	2.36	2.20	2.65	2.55	2.83	2.25	2.68	2.16	2.62



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
SUPPORT	43.4	44.4	41.3	39.2	38.7	46.3	48.4	41.0	48.2	29.9	39.7	37.8
Strongly	18.0	19.4	15.0	14.6	13.2	16.1	22.5	16.8	17.7	11.4	17.5	9.7
Somewhat	25.4	25.0	26.3	24.6	25.4	30.2	25.9	24.2	30.5	18.5	22.2	28.1
OPPOSE	49.0	48.3	50.3	55.2	49.9	44.1	47.4	49.1	47.6	63.1	52.4	47.7
Somewhat	21.1	20.5	22.4	21.7	23.4	29.2	19.1	21.7	17.2	26.3	26.6	20.8
Strongly	27.9	27.8	28.0	33.5	26.4	14.8	28.3	27.5	30.3	36.9	25.9	26.9
DON'T KNOW	7.6	7.2	8.4	5.6	11.5	9.6	4.2	9.9	4.2	7.0	7.9	14.5
Net Diff.	-5.5	-3.9	-9.1	-16.0	-11.2	2.2	1.1	-8.2	0.6	-33.2	-12.7	-9.9
Mean	2.36	2.39	2.31	2.21	2.29	2.53	2.45	2.34	2.37	2.05	2.34	2.24



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
SUPPORT	43.4	48.5	37.5	40.4	34.3	38.1	56.6	41.1	44.9	39.0	48.9	46.9	40.3	
Strongly	18.0	19.2	9.6	14.2	14.9	14.9	28.8	13.6	20.8	14.0	23.0	20.9	15.5	
Somewhat	25.4	29.3	27.9	26.2	19.4	23.2	27.8	27.4	24.1	25.0	25.9	26.1	24.8	
OPPOSE	49.0	39.5	52.7	52.3	55.8	54.0	39.7	49.8	48.5	51.6	45.7	48.1	49.8	
Somewhat	21.1	23.3	22.8	21.5	23.8	20.2	18.1	22.3	20.3	22.8	19.0	20.0	22.0	
Strongly	27.9	16.2	29.9	30.8	32.0	33.8	21.6	27.5	28.2	28.8	26.7	28.1	27.7	
DON'T KNOW	7.6	12.1	9.8	7.3	10.0	7.9	3.7	9.1	6.7	9.4	5.4	5.0	9.9	
Net Diff.	-5.5	9.0	-15.1	-11.8	-21.5	-15.9	16.9	-8.7	-3.6	-12.6	3.1	-1.1	-9.5	
Mean	2.36	2.59	2.19	2.26	2.19	2.21	2.66	2.30	2.40	2.27	2.48	2.42	2.31	



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

30. DO YOU SUPPORT OR OPPOSE CONGRESS AUTHORIZING AN ADDITIONAL \$61.4 BILLION DOLLARS TO ASSIST UKRAINE IN THEIR DEFENSE AGAINST THE RUSSIAN INVASION?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
SUPPORT	43.4	45.4	39.9	34.7	51.3	45.0	46.0	37.5	54.9	45.8	34.4	32.2	48.1	48.5	43.2	37.6
Strongly	18.0	18.5	12.1	14.0	24.5	21.4	14.4	17.2	27.6	16.4	10.1	11.1	21.8	19.9	17.8	16.3
Somewhat	25.4	26.9	27.8	20.7	26.8	23.6	31.7	20.3	27.3	29.3	24.3	21.1	26.4	28.7	25.4	21.3
OPPOSE	49.0	43.0	51.1	56.6	43.8	43.3	50.7	55.1	42.4	42.7	51.5	58.0	45.0	43.0	49.9	54.1
Somewhat	21.1	23.1	21.3	23.0	19.0	20.2	19.5	22.5	18.4	25.3	22.9	23.4	19.5	18.2	22.9	20.3
Strongly	27.9	19.8	29.8	33.7	24.8	23.1	31.1	32.7	24.0	17.4	28.6	34.6	25.5	24.8	27.1	33.8
DON'T KNOW	7.6	11.6	9.0	8.6	4.9	11.7	3.3	7.4	2.7	11.5	14.1	9.8	6.9	8.5	6.9	8.3
Net Diff.	-5.5	2.5	-11.2	-21.9	7.6	1.7	-4.7	-17.6	12.4	3.0	-17.1	-25.8	3.2	5.5	-6.8	-16.6
Mean	2.36	2.50	2.24	2.17	2.54	2.49	2.30	2.24	2.60	2.51	2.19	2.10	2.48	2.48	2.36	2.22





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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255	
CUT SPENDING ELSEWHERE	54.7	79.8	65.7	57.2	53.3	41.6	39.9	37.0	25.7	60.5	65.8	52.7	41.3	70.8	61.1	42.9	56.8	37.3	40.3	34.4	
BORROWING MONEY	20.4	4.4	9.5	15.0	21.9	31.8	26.0	44.5	59.1	14.5	10.4	21.2	26.1	10.1	15.9	14.1	21.6	38.2	35.0	41.3	
DON'T KNOW	24.9	15.8	24.8	27.8	24.8	26.6	34.2	18.5	15.2	25.0	23.8	26.1	32.5	19.1	23.0	43.0	21.6	24.5	24.7	24.3	
Net Diff.	34.4	75.4	56.2	42.2	31.4	9.8	13.9	-7.4	-33.4	46.1	55.4	31.4	15.2	60.7	45.3	28.8	35.2	-0.9	5.4	-6.9	



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

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	1723	1430	292	277	178	100
CUT SPENDING ELSEWHERE	54.7	47.2	56.0	57.7	54.2	56.3	57.4	50.5	45.4	44.4	47.2
BORROWING MONEY	20.4	25.3	20.5	18.1	20.2	20.8	20.9	20.3	17.9	24.3	6.6
DON'T KNOW	24.9	27.4	23.4	24.2	25.6	23.0	21.7	29.1	36.7	31.3	46.2
Net Diff.	34.4	21.9	35.5	39.6	34.0	35.5	36.6	30.2	27.4	20.0	40.6



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
CUT SPENDING ELSEWHERE	54.7	43.3	59.3	67.6	44.9	42.9	50.1	44.2	38.2	48.2	62.5
BORROWING MONEY	20.4	35.9	14.3	12.0	31.7	14.1	15.5	32.5	42.3	26.0	11.6
DON'T KNOW	24.9	20.7	26.4	20.4	23.3	43.0	34.5	23.3	19.6	25.8	25.9
Net Diff.	34.4	7.4	45.0	55.6	13.2	28.8	34.6	11.6	-4.1	22.3	50.9



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269	
CUT SPENDING ELSEWHERE	54.7	67.4	44.6	68.5	43.8	51.4	73.8	40.6	54.5	63.0	46.0	48.3	
BORROWING MONEY	20.4	11.0	30.4	12.0	31.1	16.7	13.5	36.8	20.5	10.5	27.2	12.9	
DON'T KNOW	24.9	21.6	25.0	19.4	25.1	31.9	12.7	22.6	25.0	26.4	26.8	38.7	
Net Diff.	34.4	56.4	14.2	56.5	12.6	34.7	60.3	3.8	34.0	52.5	18.8	35.4	



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
CUT SPENDING ELSEWHERE	54.7	43.9	38.8	47.4	51.0	64.6	72.2	68.0	60.5	58.6	72.7	41.8	46.6	46.4	42.0	50.8	60.1
BORROWING MONEY	20.4	33.6	38.5	30.4	18.6	12.2	9.8	11.2	26.2	17.0	8.7	35.6	24.0	28.9	29.0	15.6	11.4
DON'T KNOW	24.9	22.5	22.8	22.3	30.3	23.2	18.0	20.9	13.3	24.5	18.6	22.7	29.4	24.7	28.9	33.6	28.4
Net Diff.	34.4	10.3	0.3	17.0	32.4	52.3	62.4	56.8	34.3	41.6	64.0	6.2	22.6	17.4	13.0	35.1	48.7



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
CUT SPENDING ELSEWHERE	54.7	43.4	51.6	68.7	56.2	49.2	58.6	47.8	57.4	59.6	53.9	42.3	58.1	72.2	59.2	45.1
BORROWING MONEY	20.4	30.6	16.8	10.2	19.8	34.4	38.2	33.8	18.3	18.5	17.9	15.4	14.4	13.1	20.4	25.2
DON'T KNOW	24.9	26.0	31.5	21.1	24.0	16.4	3.3	18.5	24.3	21.9	28.3	42.3	27.6	14.7	20.4	29.7
Net Diff.	34.4	12.8	34.8	58.4	36.4	14.9	20.4	14.0	39.2	41.1	36.0	26.9	43.7	59.1	38.8	19.9



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/  COLL.  GRAD	COLL-  EGE  GRAD.	Bchlr  Degree 	Post-  Grad./  Prof.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.
Total	2000	1319	681	435	246	583	357	736	324
CUT SPENDING ELSEWHERE	54.7	55.5	53.3	54.5	51.0	58.0	56.8	53.5	49.4
BORROWING MONEY	20.4	17.0	26.9	24.7	30.7	19.7	28.5	14.9	25.1
DON'T KNOW	24.9	27.5	19.8	20.7	18.3	22.3	14.7	31.6	25.5
Net Diff.	34.4	38.5	26.4	29.8	20.3	38.3	28.3	38.6	24.2



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?
1. CUTTING SPENDING ELSEWHERE
  2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
CUT SPENDING ELSEWHERE	54.7	57.4	49.2	52.6	43.5	58.7	60.1	55.0	57.1	47.9	45.9	41.5
BORROWING MONEY	20.4	18.1	25.2	23.9	28.1	20.8	21.5	15.1	22.7	25.1	31.9	25.0
DON'T KNOW	24.9	24.5	25.6	23.5	28.4	20.5	18.4	29.9	20.2	26.9	22.2	33.6
Net Diff.	34.4	39.3	23.9	28.7	15.4	37.9	38.7	39.9	34.4	22.8	14.0	16.5





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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?
1. CUTTING SPENDING ELSEWHERE
  2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
CUT SPENDING ELSEWHERE	54.7	41.3	50.8	56.2	56.0	54.0	59.6	51.3	56.9	52.7	57.3	57.6	52.3	
BORROWING MONEY	20.4	34.2	24.7	19.6	16.1	14.5	21.5	24.4	17.9	21.9	18.5	23.0	18.0	
DON'T KNOW	24.9	24.5	24.4	24.2	27.9	31.5	19.0	24.4	25.2	25.4	24.2	19.4	29.7	
Net Diff.	34.4	7.1	26.1	36.6	39.9	39.5	38.1	26.9	39.0	30.8	38.7	34.5	34.2	



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

31. IF THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE IS AUTHORIZED, WHAT IS THE BEST WAY FOR CONGRESS TO PAY FOR IT?  
1. CUTTING SPENDING ELSEWHERE  
2. BORROWING MONEY AND ADDING TO THE NATIONAL DEBT

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
CUT SPENDING ELSEWHERE	54.7	46.4	52.6	55.3	58.1	48.2	51.0	59.1	62.9	45.0	53.9	51.7	53.8	49.0	57.3	55.9
BORROWING MONEY	20.4	30.1	22.5	17.2	18.5	33.8	27.1	20.8	19.3	27.5	18.4	13.9	17.8	24.8	19.8	16.3
DON'T KNOW	24.9	23.5	25.0	27.5	23.3	18.0	21.9	20.0	17.8	27.5	27.7	34.4	28.4	26.2	22.9	27.8
Net Diff.	34.4	16.2	30.1	38.0	39.6	14.5	23.9	38.3	43.6	17.5	35.6	37.8	36.0	24.2	37.5	39.6



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

32. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO UKRAINE AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
BORROWING MONEY	30.2	7.7	14.3	23.0	33.2	45.4	42.6	66.6	70.2	21.3	16.1	30.8	33.4	15.9	21.9	17.9	34.0	57.1	51.9	62.1
NOT PASS ANY AID	49.8	83.5	65.6	56.8	45.2	31.6	30.0	16.0	13.7	58.8	66.5	46.1	36.6	69.4	59.5	48.0	48.4	22.5	27.3	18.0
DON'T KNOW	20.0	8.9	20.1	20.2	21.6	23.0	27.4	17.4	16.1	19.8	17.4	23.1	30.1	14.7	18.7	34.1	17.6	20.3	20.8	19.8
Net Diff.	-19.6	-75.8	-51.3	-33.7	-12.0	13.8	12.7	50.6	56.5	-37.5	-50.4	-15.3	-3.2	-53.5	-37.6	-30.1	-14.4	34.6	24.6	44.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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32. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO UKRAINE AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

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	1723	1430	292	277	178	100
BORROWING MONEY	30.2	32.7	32.5	25.0	35.2	31.5	32.6	26.0	22.3	25.8	16.0
NOT PASS ANY AID	49.8	47.2	48.4	53.8	46.4	50.3	49.8	52.8	46.7	48.7	43.3
DON'T KNOW	20.0	20.2	19.2	21.2	18.5	18.2	17.6	21.2	31.0	25.5	40.7
Net Diff.	-19.6	-14.5	-15.9	-28.8	-11.2	-18.8	-17.2	-26.8	-24.4	-22.8	-27.2



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

32. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO UKRAINE AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
BORROWING MONEY	30.2	53.2	21.2	17.9	48.1	17.9	22.1	52.0	60.9	46.0	14.4	
NOT PASS ANY AID	49.8	28.8	58.1	66.1	32.7	48.0	49.8	27.8	22.2	31.7	65.8	
DON'T KNOW	20.0	18.0	20.7	16.0	19.2	34.1	28.1	20.2	16.9	22.4	19.7	
Net Diff.	-19.6	24.3	-36.9	-48.3	15.4	-30.1	-27.7	24.2	38.8	14.3	-51.4	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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32. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO UKRAINE AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
BORROWING MONEY	30.2	15.5	47.2	17.7	46.1	25.1	21.9	46.3	29.9	13.4	46.0	20.4
NOT PASS ANY AID	49.8	67.8	32.2	65.8	33.3	51.1	67.5	38.6	51.3	64.0	29.7	50.9
DON'T KNOW	20.0	16.7	20.6	16.5	20.5	23.7	10.7	15.1	18.8	22.6	24.3	28.7
Net Diff.	-19.6	-52.3	15.0	-48.1	12.8	-26.0	-45.6	7.7	-21.4	-50.6	16.3	-30.5



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32. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO UKRAINE AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
BORROWING MONEY	30.2	51.2	57.0	47.3	27.3	17.5	13.7	15.8	37.7	25.1	12.8	55.1	33.8	34.0	40.9	23.8	18.4
NOT PASS ANY AID	49.8	29.8	27.4	31.4	50.2	63.2	70.1	66.3	54.6	55.6	70.4	25.3	43.6	47.0	33.7	52.3	59.6
DON'T KNOW	20.0	19.0	15.6	21.3	22.5	19.3	16.2	17.9	7.7	19.2	16.8	19.6	22.7	18.9	25.4	23.9	22.0
Net Diff.	-19.6	21.4	29.7	15.8	-22.8	-45.7	-56.3	-50.4	-16.9	-30.5	-57.6	29.8	-9.8	-13.0	7.2	-28.5	-41.2



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

32. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO UKRAINE AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
BORROWING MONEY	30.2	45.7	22.5	15.7	29.5	48.9	72.4	45.3	28.0	30.5	24.0	18.9	24.5	21.0	27.2	36.4
NOT PASS ANY AID	49.8	33.7	51.8	67.1	50.6	39.3	19.1	42.5	51.9	50.0	55.1	49.6	53.7	64.1	55.6	40.0
DON'T KNOW	20.0	20.5	25.6	17.2	19.9	11.7	8.5	12.3	20.1	19.6	20.9	31.5	21.7	14.9	17.2	23.6
Net Diff.	-19.6	12.0	-29.3	-51.4	-21.1	9.6	53.2	2.8	-23.9	-19.5	-31.1	-30.7	-29.2	-43.1	-28.4	-3.6





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

32. IF CONGRESS AND THE PRESIDENT CANNOT COME TO AN AGREEMENT ON WHAT SPENDING SHOULD BE CUT TO PAY FOR THE \$61.4 BILLION DOLLARS IN AID TO UKRAINE, WOULD YOU PREFER THAT CONGRESS BORROW THE MONEY AND ADD TO THE NATIONAL DEBT TO PAY FOR IT, OR NOT PASS ANY AID TO UKRAINE AT ALL?

1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
BORROWING MONEY	30.2	24.1	42.2	36.8	51.6	25.3	43.1	23.1	41.1
NOT PASS ANY AID	49.8	53.3	43.1	47.2	36.0	58.4	45.5	49.2	40.5
DON'T KNOW	20.0	22.7	14.7	16.1	12.4	16.3	11.4	27.7	18.4
Net Diff.	-19.6	-29.2	-1.0	-10.4	15.6	-33.1	-2.5	-26.1	0.7



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1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
BORROWING MONEY	30.2	29.6	31.6	30.4	29.4	39.1	33.4	26.2	30.0	30.7	30.2	28.7
NOT PASS ANY AID	49.8	49.4	50.6	55.8	47.6	44.3	52.4	46.9	59.3	52.2	51.2	44.5
DON'T KNOW	20.0	21.0	17.8	13.8	23.0	16.6	14.3	26.9	10.7	17.1	18.6	26.8
Net Diff.	-19.6	-19.9	-19.0	-25.5	-18.2	-5.1	-19.0	-20.6	-29.4	-21.4	-21.0	-15.8



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1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
BORROWING MONEY	30.2	38.7	28.3	28.3	24.5	23.1	38.8	30.4	30.1	28.6	32.2	32.0	28.6	
NOT PASS ANY AID	49.8	37.9	55.4	51.8	55.7	53.5	42.8	50.2	49.6	51.9	47.3	53.5	46.5	
DON'T KNOW	20.0	23.4	16.3	19.9	19.8	23.4	18.4	19.4	20.3	19.5	20.5	14.4	24.9	
Net Diff.	-19.6	0.8	-27.0	-23.5	-31.3	-30.3	-4.1	-19.7	-19.5	-23.2	-15.1	-21.5	-17.9	



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1. BORROW THE MONEY AND ADD TO THE NATIONAL DEBT
2. NOT PASS ANY AID TO UKRAINE AT ALL

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
BORROWING MONEY	30.2	35.7	28.7	24.8	33.6	29.1	32.0	25.5	37.6	40.6	25.8	24.2	29.9	34.9	29.9	25.0
NOT PASS ANY AID	49.8	42.6	52.8	55.5	45.8	56.1	54.4	59.5	48.0	32.6	51.4	51.9	43.9	44.6	50.4	55.0
DON'T KNOW	20.0	21.7	18.5	19.7	20.6	14.8	13.6	15.1	14.4	26.8	22.8	23.9	26.2	20.5	19.7	20.0
Net Diff.	-19.6	-6.9	-24.1	-30.8	-12.3	-27.1	-22.3	-34.0	-10.4	8.0	-25.7	-27.8	-13.9	-9.7	-20.5	-29.9



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

33. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO SAYS ADDITIONAL AID TO FOREIGN COUNTRIES SHOULD BE PAID FOR WITH SPENDING CUTS ELSEWHERE.
2. A DEMOCRATIC CANDIDATE WHO SAYS ADDITIONAL AID SHOULD BE PAID FOR BY BORROWING MORE MONEY AND ADDING TO THE NATIONAL DEBT.

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
REPUBLICAN CANDIDATE	49.5	87.8	71.9	55.4	43.5	30.9	18.3	14.4	12.4	63.5	69.3	55.0	41.8	92.3	79.0	32.8	23.6	7.3	8.8	5.8
DEMOCRATIC CANDIDATE	33.5	5.9	12.3	23.5	35.7	52.7	58.9	74.1	76.9	17.4	15.1	20.3	27.1	3.7	10.3	11.4	54.7	82.1	82.3	81.9
DON'T KNOW	17.0	6.3	15.8	21.1	20.7	16.3	22.8	11.5	10.7	19.1	15.6	24.6	31.1	4.0	10.6	55.8	21.7	10.6	8.8	12.3
Net Diff.	16.1	81.8	59.7	31.9	7.8	-21.8	-40.6	-59.7	-64.6	46.2	54.2	34.7	14.7	88.6	68.7	21.4	-31.1	-74.9	-73.5	-76.2



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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	1723	1430	292	277	178	100
REPUBLICAN CANDIDATE	49.5	46.3	49.3	53.2	45.9	51.0	51.8	47.3	40.3	45.3	31.2
DEMOCRATIC CANDIDATE	33.5	38.2	34.6	28.5	37.3	34.9	35.7	31.0	24.5	26.5	21.0
DON'T KNOW	17.0	15.5	16.1	18.3	16.8	14.1	12.5	21.7	35.2	28.2	47.8
Net Diff.	16.1	8.1	14.7	24.7	8.6	16.1	16.1	16.3	15.8	18.8	10.2



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIED	CIED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
REPUBLICAN CANDIDATE	49.5	20.4	61.0	87.9	13.7	32.8	41.4	16.7	11.0	20.6	73.4	
DEMOCRATIC CANDIDATE	33.5	64.6	21.3	5.9	71.4	11.4	18.7	65.5	82.9	53.8	10.2	
DON'T KNOW	17.0	15.0	17.7	6.2	14.9	55.8	39.8	17.8	6.2	25.6	16.4	
Net Diff.	16.1	-44.2	39.8	82.1	-57.7	21.4	22.7	-48.8	-71.9	-33.2	63.2	



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BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269	
REPUBLICAN CANDIDATE	49.5	84.9	18.3	89.0	15.9	42.9	90.0	15.5	43.5	88.0	16.2	42.3	
DEMOCRATIC CANDIDATE	33.5	5.7	62.9	3.9	68.3	25.2	4.5	71.9	28.2	3.3	65.8	22.1	
DON'T KNOW	17.0	9.4	18.8	7.1	15.8	31.9	5.5	12.6	28.3	8.7	18.0	35.6	
Net Diff.	16.1	79.2	-44.7	85.1	-52.4	17.8	85.5	-56.4	15.3	84.7	-49.6	20.2	





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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
REPUBLICAN CANDIDATE	49.5	18.6	13.6	22.0	44.6	79.3	83.2	81.1	74.0	85.3	92.1	10.3	23.5	24.3	18.7	41.1	65.7
DEMOCRATIC CANDIDATE	33.5	69.4	78.0	63.7	28.7	8.1	9.1	8.5	18.1	4.4	1.9	77.8	54.6	57.5	65.7	21.3	8.6
DON'T KNOW	17.0	12.0	8.4	14.4	26.8	12.5	7.7	10.4	7.9	10.3	5.9	11.9	21.9	18.2	15.6	37.5	25.7
Net Diff.	16.1	-50.9	-64.4	-41.7	15.9	71.2	74.1	72.5	55.9	80.8	90.2	-67.6	-31.1	-33.3	-47.0	19.8	57.1



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BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
REPUBLICAN CANDIDATE	49.5	16.7	41.2	89.6	51.4	43.0	41.2	43.3	51.5	50.5	53.0	44.4	60.9	75.6	51.2	33.7
DEMOCRATIC CANDIDATE	33.5	65.8	17.2	3.3	25.9	49.9	51.8	49.6	30.6	32.2	28.0	30.7	25.0	16.6	31.4	42.8
DON'T KNOW	17.0	17.5	41.7	7.1	22.7	7.1	7.0	7.2	17.9	17.3	19.0	24.8	14.1	7.8	17.3	23.5
Net Diff.	16.1	-49.1	24.0	86.2	25.5	-6.9	-10.6	-6.3	20.9	18.4	25.0	13.7	35.9	59.0	19.8	-9.1



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BANNER 7

	TOTAL		EDUCATION LEVEL				MEN		WOMEN	
	N	%	Less Coll. Grad.	Coll. Degree	Bachelor's Grad.	Post-Prof. Grad.	Less Coll. Grad.	Coll. Degree	Less Coll. Grad.	Coll. Degree
Total	2000		1319	681	435	246	583	357	736	324
REPUBLICAN CANDIDATE	49.5		56.0	37.1	38.1	35.3	58.7	42.7	53.8	30.9
DEMOCRATIC CANDIDATE	33.5		25.3	49.3	47.4	52.8	25.4	45.5	25.2	53.5
DON'T KNOW	17.0		18.8	13.6	14.5	11.9	15.9	11.8	21.0	15.6
Net Diff.	16.1		30.7	-12.2	-9.3	-17.5	33.2	-2.8	28.6	-22.7



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
REPUBLICAN CANDIDATE	49.5	55.4	37.2	40.3	32.5	40.1	57.1	53.8	49.0	31.4	33.1	32.0
DEMOCRATIC CANDIDATE	33.5	29.0	42.9	40.5	45.5	40.0	29.5	28.5	37.9	43.2	48.9	42.6
DON'T KNOW	17.0	15.6	19.9	19.2	22.0	20.0	13.4	17.6	13.2	25.4	18.0	25.3
Net Diff.	16.1	26.4	-5.7	-0.2	-13.0	0.1	27.6	25.3	11.1	-11.8	-15.9	-10.6



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
REPUBLICAN CANDIDATE	49.5	43.2	45.4	49.6	47.5	53.7	51.8	46.8	51.2	47.0	52.6	52.6	46.8
DEMOCRATIC CANDIDATE	33.5	40.3	39.9	28.6	32.9	28.0	35.6	35.0	32.5	34.3	32.4	33.1	33.8
DON'T KNOW	17.0	16.5	14.7	21.8	19.6	18.2	12.6	18.2	16.2	18.6	15.0	14.3	19.4
Net Diff.	16.1	2.9	5.5	21.0	14.6	25.7	16.2	11.9	18.7	12.7	20.2	19.5	13.0



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
REPUBLICAN CANDIDATE	49.5	43.4	48.8	48.1	52.8	47.1	51.5	48.5	57.7	40.7	46.4	47.7	48.3	39.5	49.4	62.6
DEMOCRATIC CANDIDATE	33.5	40.4	32.3	32.7	32.8	36.8	32.1	37.6	29.4	43.1	32.6	28.1	35.8	45.7	31.9	21.8
DON'T KNOW	17.0	16.1	18.9	19.2	14.4	16.1	16.5	13.9	12.9	16.2	21.0	24.2	15.8	14.8	18.7	15.6
Net Diff.	16.1	3.0	16.4	15.4	19.9	10.3	19.4	10.9	28.2	-2.4	13.8	19.5	12.5	-6.2	17.5	40.8



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

34. WHICH WOULD BE A BETTER OUTCOME FOR THE UNITED STATES?

1. WE STOP SPENDING TENS OF BILLIONS OF DOLLARS A YEAR TO HELP UKRAINE, WHICH ALLOWS RUSSIA TO WIN AND OCCUPY UKRAINE.
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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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
STOP UKRAINE SPENDING	34.4	56.5	49.3	36.8	30.8	22.5	18.1	14.6	8.9	41.4	46.2	33.6	26.6	51.8	45.6	25.8	32.3	13.4	16.1	11.0
ADDITIONAL SPENDING	42.6	23.0	25.7	37.2	47.4	55.0	54.9	75.0	74.3	33.4	29.5	40.1	43.6	28.3	32.5	28.2	48.5	70.3	68.8	71.7
DON'T KNOW	23.0	20.4	25.0	26.0	21.8	22.5	26.9	10.3	16.8	25.2	24.3	26.3	29.8	19.9	21.9	46.0	19.2	16.3	15.2	17.3
Net Diff.	-8.1	33.5	23.6	-0.4	-16.6	-32.5	-36.8	-60.4	-65.4	8.0	16.6	-6.6	-17.0	23.6	13.0	-2.5	-16.2	-56.8	-52.7	-60.7



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	1723	1430	292	277	178	100
STOP UKRAINE SPENDING	34.4	33.4	32.6	37.2	32.3	34.3	33.3	39.4	35.3	38.1	30.3
ADDITIONAL SPENDING	42.6	42.3	46.2	38.6	46.2	45.0	46.6	37.4	27.5	29.0	24.8
DON'T KNOW	23.0	24.3	21.2	24.2	21.6	20.7	20.2	23.2	37.2	33.0	44.9
Net Diff.	-8.1	-8.9	-13.6	-1.4	-13.9	-10.7	-13.3	2.0	7.8	9.1	5.4





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BANNER 3

TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
	UNITED STATES			FOR CONGRESS			ERS/				
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157
STOP UKRAINE SPENDING	34.4	20.5	39.9	49.8	20.8	25.8	29.2	18.0	12.8	21.5	46.4
ADDITIONAL SPENDING	42.6	64.6	34.0	29.7	61.7	28.2	33.7	64.4	79.0	54.6	26.7
DON'T KNOW	23.0	14.9	26.1	20.6	17.4	46.0	37.1	17.6	8.2	23.9	26.9
Net Diff.	-8.1	-44.0	6.0	20.1	-40.9	-2.5	-4.5	-46.4	-66.3	-33.0	19.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 4

	TOTAL   2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
STOP UKRAINE SPENDING	34.4	49.4	20.6	48.7	21.0	33.8	49.5	23.0	32.5	47.9	19.6	35.1
ADDITIONAL SPENDING	42.6	27.7	60.2	29.7	60.3	35.5	35.9	64.2	43.8	23.3	57.5	27.1
DON'T KNOW	23.0	22.9	19.1	21.6	18.8	30.7	14.6	12.8	23.7	28.8	22.9	37.8
Net Diff.	-8.1	21.7	-39.6	19.0	-39.3	-1.7	13.6	-41.2	-11.3	24.7	-38.0	7.9



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

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BANNER 5

	TOTAL			IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE		
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111	
STOP UKRAINE SPENDING	34.4	19.2	17.8	20.2	35.5	44.7	47.8	46.1	44.7	45.5	50.3	15.5	29.3	25.5	18.4	35.3	39.8	
ADDITIONAL SPENDING	42.6	64.5	66.3	63.4	37.9	29.8	28.7	29.3	41.2	33.8	26.9	68.0	49.6	49.8	64.6	31.5	27.6	
DON'T KNOW	23.0	16.2	15.9	16.5	26.7	25.6	23.4	24.6	14.1	20.7	22.8	16.4	21.1	24.8	17.0	33.2	32.6	
Net Diff.	-8.1	-45.3	-48.4	-43.2	-2.4	14.9	19.1	16.8	3.5	11.7	23.3	-52.5	-20.3	-24.3	-46.2	3.8	12.2	



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

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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
STOP UKRAINE SPENDING	34.4	21.6	33.1	49.4	34.3	25.7	23.0	26.1	36.0	34.6	38.3	35.5	36.8	45.1	35.4	29.4
ADDITIONAL SPENDING	42.6	59.4	33.2	27.3	41.1	58.0	69.3	56.2	40.8	44.0	35.6	32.6	38.5	37.2	40.6	46.2
DON'T KNOW	23.0	19.1	33.7	23.4	24.6	16.3	7.7	17.7	23.2	21.4	26.1	31.9	24.7	17.7	24.0	24.4
Net Diff.	-8.1	-37.8	-0.1	22.1	-6.8	-32.3	-46.2	-30.1	-4.8	-9.4	2.7	2.9	-1.7	7.9	-5.1	-16.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
STOP UKRAINE SPENDING	34.4	37.8	28.0	28.3	27.5	38.9	31.5	36.9	24.2
ADDITIONAL SPENDING	42.6	36.0	55.3	52.2	60.9	41.3	57.1	31.8	53.4
DON'T KNOW	23.0	26.3	16.7	19.5	11.7	19.8	11.4	31.4	22.4
Net Diff.	-8.1	1.8	-27.3	-23.9	-33.4	-2.4	-25.6	5.1	-29.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 8

	RACE											
	TOTAL		WHITE			HISPANIC			BLACK			
	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
STOP UKRAINE SPENDING	34.4	32.6	38.3	44.2	36.4	34.5	33.4	31.9	46.1	42.4	41.7	31.9
ADDITIONAL SPENDING	42.6	44.2	39.2	35.9	38.6	45.1	50.4	38.7	40.5	31.2	38.9	38.3
DON'T KNOW	23.0	23.2	22.5	19.9	25.0	20.3	16.2	29.4	13.5	26.5	19.4	29.8
Net Diff.	-8.1	-11.6	-0.9	8.4	-2.2	-10.6	-17.0	-6.8	5.6	11.2	2.8	-6.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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BANNER 9

	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	158	267	344	336	376	520	769	1231	1105	895	940	1060	
STOP UKRAINE SPENDING	34.4	29.7	41.6	42.7	38.9	35.9	22.8	39.6	31.2	39.4	28.3	36.1	33.0	
ADDITIONAL SPENDING	42.6	49.7	35.1	34.5	36.5	38.4	56.5	37.8	45.5	37.4	48.9	47.3	38.4	
DON'T KNOW	23.0	20.6	23.3	22.8	24.6	25.7	20.7	22.5	23.3	23.2	22.8	16.6	28.6	
Net Diff.	-8.1	-20.0	6.4	8.2	2.4	-2.5	-33.7	1.8	-14.3	2.0	-20.6	-11.2	-5.4	



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BANNER 10

	TOTAL				GENERATIONS				MEN				WOMEN				AREA TYPE		
					GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
					/SLNTG				/SLNTG				/SLNTG						
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428			
STOP UKRAINE SPENDING	34.4	31.2	43.9	37.4	27.1	39.3	43.5	41.2	26.8	25.3	44.2	34.0	27.4	33.9	34.2	35.6			
ADDITIONAL SPENDING	42.6	48.2	32.5	37.7	51.0	46.9	38.7	42.9	56.2	49.2	26.9	32.9	46.3	44.2	42.7	40.1			
DON'T KNOW	23.0	20.6	23.6	24.9	21.9	13.9	17.8	16.0	17.0	25.5	28.9	33.1	26.3	21.9	23.1	24.2			
Net Diff.	-8.1	-17.0	11.4	-0.2	-23.8	-7.6	4.8	-1.7	-29.4	-23.9	17.3	1.1	-18.8	-10.3	-8.5	-4.5			





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

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

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. VOTE	PROB/ LEAN	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	GOP	VT GOP		DEM		FLTD	
Total	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
YES, PROTECTED	52.1	53.2	49.5	51.6	44.8	51.1	55.7	64.9	80.6	48.0	51.2	41.3	44.3	50.6	48.1	35.2	54.8	64.5	58.4	70.4
NO, NOT PROTECTED	25.6	33.5	29.0	23.8	29.3	20.0	21.1	22.2	13.1	28.0	28.0	26.7	32.7	32.6	30.0	24.7	20.8	18.4	22.5	14.6
DON'T KNOW	22.3	13.3	21.5	24.7	25.9	28.9	23.1	12.9	6.4	24.0	20.8	32.0	23.0	16.9	22.0	40.1	24.4	17.1	19.1	15.1
Net Diff.	26.5	19.7	20.6	27.8	15.4	31.2	34.6	42.7	67.5	20.0	23.2	14.5	11.6	18.0	18.1	10.5	34.1	46.1	35.9	55.8



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OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

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	1723	1430	292	277	178	100
YES, PROTECTED	52.1	50.7	53.6	49.6	56.1	54.8	57.3	42.9	35.3	38.4	29.7
NO, NOT PROTECTED	25.6	24.4	24.3	27.8	24.2	25.4	25.8	23.8	26.7	26.4	27.2
DON'T KNOW	22.3	24.9	22.1	22.6	19.7	19.7	17.0	33.3	38.0	35.2	43.0
Net Diff.	26.5	26.4	29.4	21.8	31.9	29.4	31.5	19.1	8.6	12.0	2.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
YES, PROTECTED	52.1	58.1	49.7	49.8	60.7	35.2	41.9	57.5	65.9	51.9	48.1	
NO, NOT PROTECTED	25.6	21.3	27.3	31.7	19.3	24.7	24.3	21.2	19.4	22.5	28.8	
DON'T KNOW	22.3	20.6	23.0	18.5	19.9	40.1	33.8	21.2	14.7	25.6	23.0	
Net Diff.	26.5	36.8	22.4	18.0	41.4	10.5	17.6	36.3	46.5	29.4	19.3	



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

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OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
YES, PROTECTED	52.1	48.7	57.5	48.2	57.1	50.6	56.5	62.0	60.9	39.5	53.7	40.1
NO, NOT PROTECTED	25.6	31.4	20.6	31.4	22.0	22.9	31.7	22.2	18.9	31.0	21.9	26.8
DON'T KNOW	22.3	19.8	21.9	20.5	20.8	26.6	11.8	15.7	20.2	29.4	24.4	33.1
Net Diff.	26.5	17.3	36.9	16.8	35.1	27.7	24.8	39.8	42.0	8.5	31.8	13.3



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

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
YES, PROTECTED	52.1	65.3	69.9	62.2	44.9	49.9	47.9	49.0	48.5	38.2	51.2	68.6	45.2	27.8	61.3	47.8	51.8
NO, NOT PROTECTED	25.6	18.4	18.5	18.4	27.0	28.4	32.4	30.2	34.4	34.0	30.2	16.1	27.2	41.4	18.2	23.7	23.5
DON'T KNOW	22.3	16.3	11.6	19.4	28.1	21.7	19.8	20.8	17.1	27.8	18.6	15.3	27.7	30.9	20.5	28.5	24.7
Net Diff.	26.5	46.9	51.4	43.9	18.0	21.5	15.5	18.8	14.1	4.2	21.1	52.5	18.0	-13.6	43.2	24.1	28.2



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

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
YES, PROTECTED	52.1	56.8	44.2	49.8	53.5	59.5	62.1	59.1	51.7	52.8	49.8	44.3	49.5	46.8	48.9	57.0
NO, NOT PROTECTED	25.6	21.3	25.3	30.6	24.0	25.2	24.4	25.3	25.8	26.1	25.4	24.9	28.0	35.5	28.3	18.8
DON'T KNOW	22.3	21.9	30.5	19.6	22.5	15.3	13.5	15.6	22.5	21.1	24.8	30.8	22.5	17.7	22.8	24.2
Net Diff.	26.5	35.5	18.9	19.3	29.4	34.4	37.7	33.8	25.9	26.7	24.4	19.4	21.5	11.3	20.7	38.3



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

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
YES, PROTECTED	52.1	46.7	62.6	58.2	70.5	54.6	67.6	40.4	57.1
NO, NOT PROTECTED	25.6	27.1	22.8	25.5	18.0	27.1	21.5	27.1	24.1
DON'T KNOW	22.3	26.2	14.6	16.3	11.5	18.3	10.8	32.5	18.7
Net Diff.	26.5	19.6	39.9	32.7	52.6	27.5	46.1	13.3	33.0



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

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
YES, PROTECTED	52.1	53.1	50.0	54.2	44.6	49.7	61.5	45.8	59.6	48.6	52.0	38.4
NO, NOT PROTECTED	25.6	25.6	25.6	24.6	27.7	19.1	26.8	24.6	19.9	29.4	22.8	31.8
DON'T KNOW	22.3	21.3	24.4	21.2	27.7	31.1	11.7	29.6	20.5	22.0	25.1	29.8
Net Diff.	26.5	27.5	24.5	29.5	16.8	30.6	34.6	21.2	39.6	19.1	29.2	6.5





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

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
YES, PROTECTED	52.1	52.4	48.8	46.1	54.5	50.7	57.2	48.3	54.5	50.2	54.5	59.5	45.5
NO, NOT PROTECTED	25.6	26.1	24.5	28.4	21.9	27.0	25.7	26.5	25.1	25.1	26.2	25.0	26.2
DON'T KNOW	22.3	21.6	26.7	25.5	23.6	22.3	17.1	25.1	20.5	24.7	19.3	15.5	28.3
Net Diff.	26.5	26.3	24.4	17.8	32.6	23.7	31.5	21.8	29.4	25.1	28.3	34.6	19.3



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

35. RECENT ANTI-ISRAEL PROTESTS IN THE UNITED STATES HAVE LED TO DISCUSSIONS ABOUT ANTISEMITISM AND WHAT ACTIVITIES SHOULD BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT. IN YOUR OPINION, SHOULD THE FOLLOWING ACTIVITIES BE PROTECTED AS FREE SPEECH UNDER THE FIRST AMENDMENT?

OPPOSING ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
YES, PROTECTED	52.1	52.8	45.7	53.1	55.3	52.2	55.5	62.7	61.7	53.2	36.9	44.2	49.6	49.6	54.4	49.9
NO, NOT PROTECTED	25.6	22.7	28.0	24.5	25.7	21.5	27.6	21.3	26.8	23.7	28.4	27.5	24.7	26.2	25.1	26.1
DON'T KNOW	22.3	24.5	26.3	22.4	18.9	26.3	17.0	16.1	11.4	23.1	34.7	28.3	25.7	24.2	20.5	24.0
Net Diff.	26.5	30.1	17.7	28.6	29.6	30.8	27.9	41.4	34.9	29.6	8.6	16.8	24.9	23.4	29.3	23.8



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
YES, PROTECTED	36.1	42.7	33.2	33.8	33.2	38.3	31.9	41.8	50.9	34.3	35.7	32.1	30.0	36.7	33.2	28.4	36.4	41.3	41.3	41.2
NO, NOT PROTECTED	44.6	48.5	49.5	46.3	44.4	37.3	46.0	41.4	27.7	45.8	48.0	41.0	44.1	49.7	48.4	36.5	44.8	40.9	41.6	40.2
DON'T KNOW	19.3	8.8	17.2	19.9	22.5	24.3	22.1	16.8	21.4	19.8	16.2	26.9	25.9	13.6	18.5	35.1	18.7	17.9	17.1	18.6
Net Diff.	-8.5	-5.7	-16.3	-12.5	-11.2	1.0	-14.1	0.3	23.2	-11.5	-12.3	-8.9	-14.0	-13.0	-15.2	-8.0	-8.4	0.4	-0.3	1.1



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

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	1723	1430	292	277	178	100
YES, PROTECTED	36.1	33.2	36.4	34.4	41.0	38.3	38.8	36.2	21.9	22.1	21.7
NO, NOT PROTECTED	44.6	45.6	45.7	45.6	40.7	45.1	46.9	36.6	41.1	46.2	32.1
DON'T KNOW	19.3	21.1	17.9	20.0	18.3	16.5	14.3	27.2	36.9	31.7	46.3
Net Diff.	-8.5	-12.4	-9.3	-11.2	0.3	-6.8	-8.1	-0.4	-19.2	-24.1	-10.4



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
YES, PROTECTED	36.1	41.1	34.0	35.5	39.4	28.4	30.6	38.2	43.9	34.3	34.5	
NO, NOT PROTECTED	44.6	41.9	45.7	49.2	42.4	36.5	41.0	43.6	43.3	43.9	45.3	
DON'T KNOW	19.3	17.0	20.3	15.2	18.2	35.1	28.4	18.2	12.8	21.8	20.2	
Net Diff.	-8.5	-0.8	-11.6	-13.7	-3.0	-8.0	-10.4	-5.5	0.6	-9.6	-10.9	



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
YES, PROTECTED	36.1	34.7	38.6	33.3	37.5	37.8	37.4	47.3	48.1	29.1	30.6	27.5
NO, NOT PROTECTED	44.6	49.3	42.3	51.0	43.4	37.6	52.6	35.8	32.4	49.4	48.7	42.8
DON'T KNOW	19.3	16.0	19.0	15.6	19.1	24.6	10.0	16.9	19.5	21.5	20.7	29.7
Net Diff.	-8.5	-14.6	-3.7	-17.7	-6.0	0.2	-15.2	11.6	15.6	-20.3	-18.1	-15.3



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
YES, PROTECTED	36.1	42.5	42.0	42.9	33.0	32.1	36.6	34.1	34.9	31.1	33.8	44.1	27.9	30.4	40.3	37.4	37.5
NO, NOT PROTECTED	44.6	41.2	40.6	41.6	43.2	49.5	48.4	49.0	53.7	47.8	51.7	39.6	49.9	44.1	39.6	36.5	39.7
DON'T KNOW	19.3	16.3	17.5	15.5	23.8	18.5	15.1	16.9	11.4	21.1	14.5	16.3	22.2	25.6	20.1	26.2	22.8
Net Diff.	-8.5	1.3	1.4	1.3	-10.2	-17.4	-11.8	-14.9	-18.8	-16.7	-17.9	4.5	-22.1	-13.7	0.7	0.9	-2.2



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
YES, PROTECTED	36.1	37.5	34.2	35.2	38.7	42.7	53.3	41.0	35.7	36.9	33.7	29.1	33.8	30.7	34.6	39.8
NO, NOT PROTECTED	44.6	43.4	38.3	48.3	42.0	42.7	32.8	44.2	45.9	45.8	46.1	37.2	47.6	52.2	45.9	38.1
DON'T KNOW	19.3	19.1	27.5	16.5	19.3	14.6	13.8	14.8	18.4	17.3	20.2	33.7	18.6	17.1	19.5	22.1
Net Diff.	-8.5	-5.9	-4.1	-13.1	-3.3	*	20.5	-3.2	-10.3	-9.0	-12.4	-8.1	-13.8	-21.5	-11.3	1.7





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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
YES, PROTECTED	36.1	32.5	42.9	40.5	47.2	39.9	49.9	26.7	35.2
NO, NOT PROTECTED	44.6	45.2	43.4	45.1	40.5	42.5	39.5	47.3	47.8
DON'T KNOW	19.3	22.3	13.6	14.4	12.3	17.6	10.6	26.0	17.0
Net Diff.	-8.5	-12.6	-0.5	-4.6	6.7	-2.6	10.4	-20.6	-12.6



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
YES, PROTECTED	36.1	36.3	35.5	36.4	35.0	32.8	44.1	29.6	42.8	29.9	43.6	27.8
NO, NOT PROTECTED	44.6	46.2	41.1	42.6	38.4	37.4	44.5	47.7	39.3	45.9	29.5	45.9
DON'T KNOW	19.3	17.4	23.4	21.0	26.6	29.9	11.4	22.7	17.9	24.2	26.8	26.3
Net Diff.	-8.5	-9.9	-5.6	-6.2	-3.4	-4.6	-0.4	-18.1	3.5	-16.1	14.1	-18.1



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
YES, PROTECTED	36.1	33.2	36.8	33.6	35.3	35.2	39.3	34.7	37.0	34.9	37.6	43.7	29.3	
NO, NOT PROTECTED	44.6	43.4	40.8	44.9	43.2	46.1	46.5	43.2	45.5	43.2	46.3	41.4	47.4	
DON'T KNOW	19.3	23.5	22.3	21.4	21.5	18.7	14.2	22.1	17.6	21.9	16.1	14.9	23.3	
Net Diff.	-8.5	-10.2	-4.0	-11.3	-7.9	-10.9	-7.2	-8.5	-8.5	-8.3	-8.7	2.3	-18.1	



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

36. EXPRESSING SUPPORT FOR HAMAS AND OTHER TERRORIST GROUPS.

BANNER 10

TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE			
	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL	
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
YES, PROTECTED	36.1	34.7	33.9	36.8	37.4	40.2	40.4	46.6	44.5	30.7	28.0	27.6	30.9	34.4	38.2	33.0
NO, NOT PROTECTED	44.6	41.2	44.7	42.7	46.8	28.7	42.5	39.0	45.6	50.5	46.8	46.2	47.8	42.6	43.4	50.0
DON'T KNOW	19.3	24.0	21.4	20.5	15.9	31.1	17.1	14.4	9.9	18.8	25.3	26.2	21.2	23.0	18.4	17.0
Net Diff.	-8.5	-6.5	-10.9	-6.0	-9.4	11.5	-2.1	7.6	-1.1	-19.8	-18.8	-18.5	-16.9	-8.3	-5.2	-17.0



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
YES, PROTECTED	27.3	29.5	28.1	26.6	26.0	25.0	23.2	28.0	45.6	27.1	27.9	24.8	29.7	29.2	26.4	20.8	29.7	27.6	26.8	28.3
NO, NOT PROTECTED	51.4	58.3	54.2	49.1	50.0	49.6	49.9	57.1	38.4	50.9	53.2	47.1	44.3	53.7	53.4	44.7	49.0	52.9	54.4	51.5
DON'T KNOW	21.3	12.2	17.7	24.3	24.0	25.4	27.0	14.9	16.0	21.9	19.0	28.1	26.1	17.1	20.2	34.5	21.3	19.5	18.7	20.2
Net Diff.	-24.2	-28.8	-26.0	-22.5	-24.1	-24.6	-26.7	-29.2	7.1	-23.8	-25.3	-22.3	-14.6	-24.6	-27.0	-23.9	-19.3	-25.3	-27.6	-23.1



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

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	1723	1430	292	277	178	100
YES, PROTECTED	27.3	25.5	27.1	27.3	28.9	28.8	29.1	27.4	17.6	16.3	19.8
NO, NOT PROTECTED	51.4	53.7	50.9	51.2	50.4	52.4	53.5	46.9	45.2	45.8	44.0
DON'T KNOW	21.3	20.8	22.1	21.5	20.7	18.8	17.4	25.7	37.2	37.8	36.1
Net Diff.	-24.2	-28.2	-23.8	-24.0	-21.5	-23.6	-24.4	-19.5	-27.6	-29.5	-24.2



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
YES, PROTECTED	27.3	30.9	25.8	28.3	28.4	20.8	22.7	28.1	32.6	25.1	26.7	
NO, NOT PROTECTED	51.4	50.6	51.8	53.6	51.4	44.7	47.9	51.1	50.8	51.3	51.7	
DON'T KNOW	21.3	18.5	22.4	18.1	20.2	34.5	29.4	20.8	16.6	23.6	21.7	
Net Diff.	-24.2	-19.7	-25.9	-25.3	-22.9	-23.9	-25.3	-23.0	-18.3	-26.2	-25.0	



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
YES, PROTECTED	27.3	27.3	27.5	27.2	28.5	25.6	31.4	36.0	35.2	22.9	23.3	16.0
NO, NOT PROTECTED	51.4	54.3	51.1	53.8	49.7	50.5	57.7	45.4	44.7	49.9	52.6	56.5
DON'T KNOW	21.3	18.4	21.4	18.9	21.8	23.9	10.9	18.5	20.2	27.2	24.1	27.6
Net Diff.	-24.2	-27.1	-23.5	-26.6	-21.2	-25.0	-26.3	-9.4	-9.5	-27.0	-29.4	-40.5





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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
YES, PROTECTED	27.3	33.3	35.6	31.7	23.2	23.2	31.1	26.7	37.6	25.6	26.4	33.1	22.0	23.0	30.7	22.9	30.4
NO, NOT PROTECTED	51.4	49.2	43.8	52.9	50.4	57.6	50.5	54.4	48.8	51.2	55.3	49.0	49.3	55.3	50.7	50.7	49.9
DON'T KNOW	21.3	17.5	20.7	15.3	26.5	19.3	18.3	18.9	13.7	23.2	18.3	17.9	28.7	21.7	18.7	26.4	19.7
Net Diff.	-24.2	-16.0	-8.2	-21.2	-27.2	-34.4	-19.4	-27.7	-11.2	-25.6	-28.9	-15.9	-27.3	-32.3	-20.0	-27.8	-19.5



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 6

TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF							RELIGION			
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
YES, PROTECTED	27.3	28.2	24.4	27.2	27.8	35.6	37.8	35.2	26.2	27.4	24.3	22.6	24.7	22.3	28.4	29.0
NO, NOT PROTECTED	51.4	49.9	47.9	54.4	51.2	50.4	41.4	51.8	52.6	52.4	52.9	43.9	55.1	58.5	51.6	43.9
DON'T KNOW	21.3	21.8	27.7	18.4	21.0	14.1	20.8	13.0	21.2	20.2	22.9	33.5	20.2	19.2	20.0	27.1
Net Diff.	-24.2	-21.7	-23.5	-27.1	-23.4	-14.8	-3.7	-16.6	-26.4	-25.0	-28.6	-21.3	-30.4	-36.2	-23.2	-14.9



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
YES, PROTECTED	27.3	25.1	31.4	28.3	36.8	30.5	39.7	20.9	22.2
NO, NOT PROTECTED	51.4	49.8	54.6	56.8	50.7	50.1	49.8	49.5	59.9
DON'T KNOW	21.3	25.1	14.0	14.9	12.5	19.4	10.5	29.6	17.8
Net Diff.	-24.2	-24.6	-23.2	-28.5	-14.0	-19.6	-10.1	-28.6	-37.7



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
YES, PROTECTED	27.3	26.9	28.0	26.0	28.6	31.5	34.0	20.7	29.1	22.8	38.5	20.2
NO, NOT PROTECTED	51.4	53.8	46.3	50.4	42.0	39.7	53.0	54.6	52.3	48.5	35.6	47.4
DON'T KNOW	21.3	19.3	25.7	23.6	29.4	28.8	13.1	24.7	18.6	28.7	25.9	32.3
Net Diff.	-24.2	-27.0	-18.2	-24.4	-13.5	-8.1	-19.0	-33.9	-23.2	-25.7	2.9	-27.2



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
YES, PROTECTED	27.3	32.8	30.5	27.0	30.5	24.8	23.8	29.4	25.9	29.7	24.2	34.0	21.3	
NO, NOT PROTECTED	51.4	45.6	43.4	50.7	44.7	55.2	59.3	47.1	54.1	46.4	57.6	50.0	52.7	
DON'T KNOW	21.3	21.6	26.2	22.3	24.8	20.0	16.9	23.5	20.0	23.9	18.2	16.0	26.0	
Net Diff.	-24.2	-12.8	-12.9	-23.7	-14.2	-30.4	-35.6	-17.7	-28.2	-16.7	-33.4	-16.0	-31.4	



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

37. CALLING FOR THE DESTRUCTION OF THE STATE OF ISRAEL.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	URBAN	SUB-  URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
YES, PROTECTED	27.3	32.6	27.1	30.5	23.5	36.7	35.6	37.3	29.9	29.6	19.5	24.3	17.8	29.6	26.5	26.3
NO, NOT PROTECTED	51.4	44.7	49.0	46.0	58.7	40.2	46.4	44.5	58.7	48.0	51.4	47.4	58.7	46.4	53.3	53.3
DON'T KNOW	21.3	22.7	23.9	23.5	17.8	23.0	18.1	18.2	11.4	22.5	29.1	28.3	23.5	24.0	20.3	20.5
Net Diff.	-24.2	-12.1	-21.9	-15.5	-35.2	-3.5	-10.8	-7.3	-28.8	-18.4	-31.9	-23.1	-40.9	-16.9	-26.8	-27.0



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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

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	6-7	0-5	FLTD				
Total	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255	
YES, PROTECTED	23.4	25.2	26.5	21.4	25.2	23.7	22.2	14.1	15.7	25.0	24.2	24.3	34.9	28.2	25.5	18.3	24.6	18.6	25.0	12.5	
NO, NOT PROTECTED	59.8	64.9	58.2	59.7	54.8	55.5	59.9	79.0	71.8	57.2	60.4	52.6	45.6	57.2	60.3	53.9	57.4	67.7	59.4	75.5	
DON'T KNOW	16.8	9.9	15.3	18.9	20.0	20.8	17.9	6.9	12.5	17.8	15.4	23.1	19.5	14.6	14.2	27.8	18.0	13.7	15.6	12.0	
Net Diff.	-36.4	-39.7	-31.7	-38.3	-29.6	-31.8	-37.7	-64.9	-56.0	-32.3	-36.2	-28.3	-10.7	-29.1	-34.8	-35.7	-32.7	-49.1	-34.4	-63.0	



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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

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	1723	1430	292	277	178	100
YES, PROTECTED	23.4	22.8	20.3	24.5	25.1	23.7	22.9	27.6	21.5	22.7	19.2
NO, NOT PROTECTED	59.8	60.4	63.2	58.6	58.0	61.7	64.1	49.9	48.1	50.3	44.2
DON'T KNOW	16.8	16.8	16.5	16.9	16.9	14.6	13.0	22.5	30.5	27.0	36.7
Net Diff.	-36.4	-37.6	-42.9	-34.1	-33.0	-38.0	-41.2	-22.4	-26.6	-27.5	-25.0





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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
YES, PROTECTED	23.4	29.1	21.1	27.3	21.0	18.3	18.8	23.4	29.6	19.2	23.3	
NO, NOT PROTECTED	59.8	57.0	61.0	58.3	63.6	53.9	57.7	61.9	58.8	64.0	58.4	
DON'T KNOW	16.8	14.0	17.9	14.5	15.4	27.8	23.5	14.7	11.6	16.8	18.3	
Net Diff.	-36.4	-27.9	-39.9	-31.0	-42.7	-35.7	-39.0	-38.5	-29.2	-44.8	-35.1	



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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
YES, PROTECTED	23.4	26.8	20.2	27.1	21.4	21.0	29.8	27.3	25.8	24.4	17.3	16.3
NO, NOT PROTECTED	59.8	57.3	64.5	57.2	63.2	58.6	60.9	58.2	59.4	53.4	66.7	57.9
DON'T KNOW	16.8	15.9	15.3	15.6	15.3	20.3	9.3	14.4	14.9	22.2	15.9	25.8
Net Diff.	-36.4	-30.6	-44.3	-30.1	-41.8	-37.6	-31.0	-30.9	-33.6	-29.1	-49.4	-41.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
YES, PROTECTED	23.4	22.2	25.5	19.9	22.0	22.0	30.7	25.9	32.4	27.0	26.5	21.0	20.7	27.2	20.4	20.8	22.4
NO, NOT PROTECTED	59.8	66.5	62.8	68.9	56.3	62.1	53.3	58.1	56.3	53.1	58.6	68.1	57.7	52.3	65.8	56.8	59.5
DON'T KNOW	16.8	11.3	11.7	11.1	21.7	15.9	16.0	16.0	11.2	19.9	14.9	10.9	21.6	20.5	13.8	22.5	18.0
Net Diff.	-36.4	-44.3	-37.3	-49.0	-34.3	-40.1	-22.5	-32.2	-23.9	-26.2	-32.1	-47.2	-37.1	-25.1	-45.4	-36.0	-37.1



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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
YES, PROTECTED	23.4	21.6	23.6	25.3	23.9	32.7	43.3	31.0	22.5	22.4	22.5	16.2	20.9	22.0	26.4	21.9
NO, NOT PROTECTED	59.8	62.3	53.0	59.6	60.5	57.4	48.5	58.8	60.7	61.7	59.2	56.6	62.7	63.7	55.2	59.6
DON'T KNOW	16.8	16.0	23.4	15.1	15.6	9.9	8.2	10.2	16.8	15.9	18.2	27.2	16.4	14.3	18.4	18.5
Net Diff.	-36.4	-40.7	-29.4	-34.3	-36.6	-24.8	-5.1	-27.9	-38.2	-39.2	-36.7	-40.4	-41.8	-41.7	-28.9	-37.7



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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
YES, PROTECTED	23.4	24.7	20.9	20.0	22.6	29.2	25.7	21.1	15.7
NO, NOT PROTECTED	59.8	55.8	67.7	67.3	68.5	56.7	64.3	55.0	71.5
DON'T KNOW	16.8	19.6	11.3	12.8	8.9	14.1	10.0	23.9	12.8
Net Diff.	-36.4	-31.1	-46.8	-47.3	-45.9	-27.6	-38.6	-33.9	-55.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
YES, PROTECTED	23.4	21.3	27.7	26.6	29.6	23.9	24.9	18.2	34.0	19.0	37.6	22.8
NO, NOT PROTECTED	59.8	63.4	52.4	56.1	48.0	50.3	64.9	62.0	51.9	60.4	42.7	52.4
DON'T KNOW	16.8	15.3	20.0	17.3	22.5	25.8	10.2	19.7	14.1	20.6	19.7	24.8
Net Diff.	-36.4	-42.0	-24.7	-29.5	-18.4	-26.5	-40.0	-43.8	-17.9	-41.4	-5.1	-29.5



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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
YES, PROTECTED	23.4	30.9	27.2	25.5	24.2	23.9	16.9	27.2	21.0	26.3	19.8	27.9	19.4	
NO, NOT PROTECTED	59.8	51.8	53.5	55.8	55.1	59.7	71.3	54.2	63.4	54.5	66.5	59.6	60.0	
DON'T KNOW	16.8	17.3	19.3	18.7	20.7	16.4	11.8	18.6	15.6	19.3	13.7	12.5	20.5	
Net Diff.	-36.4	-20.9	-26.3	-30.2	-30.9	-35.9	-54.5	-27.0	-42.4	-28.2	-46.7	-31.7	-40.6	



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

38. EXPRESSING SUPPORT FOR THE KILLING OF JEWS IN AMERICA AND ABROAD.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS		URBAN		
		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG				
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
YES, PROTECTED	23.4	29.0	26.0	24.8	19.1	34.1	32.9	30.9	20.9	25.3	19.9	19.2	17.5	28.8	21.7	20.5
NO, NOT PROTECTED	59.8	51.4	56.0	55.7	67.6	44.9	53.6	53.3	71.7	56.3	58.1	58.0	63.8	52.1	62.6	63.0
DON'T KNOW	16.8	19.5	18.0	19.4	13.3	21.0	13.5	15.8	7.4	18.4	22.0	22.8	18.7	19.1	15.7	16.5
Net Diff.	-36.4	-22.4	-30.0	-30.9	-48.5	-10.8	-20.7	-22.4	-50.9	-31.0	-38.2	-38.9	-46.4	-23.3	-40.9	-42.5





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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
YES, PROTECTED	17.3	15.5	20.1	17.8	17.0	19.3	15.4	9.8	14.2	18.5	18.1	18.5	22.3	22.0	18.1	12.7	17.6	13.6	17.1	10.3
NO, NOT PROTECTED	65.6	75.9	65.8	63.2	61.4	59.4	65.4	76.0	76.2	63.1	67.2	56.0	51.5	64.3	62.7	60.1	63.9	73.0	68.2	77.7
DON'T KNOW	17.2	8.6	14.1	19.0	21.6	21.4	19.2	14.2	9.6	18.4	14.7	25.5	26.3	13.8	19.1	27.2	18.5	13.3	14.8	12.0
Net Diff.	-48.3	-60.4	-45.7	-45.4	-44.5	-40.1	-50.1	-66.3	-62.1	-44.6	-49.1	-37.5	-29.2	-42.3	-44.6	-47.4	-46.3	-59.4	-51.1	-67.4



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

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	1723	1430	292	277	178	100
YES, PROTECTED	17.3	15.9	16.2	17.7	18.6	17.5	17.5	17.8	15.7	16.9	13.4
NO, NOT PROTECTED	65.6	66.4	67.6	64.1	65.3	68.3	70.7	56.7	48.3	51.2	43.1
DON'T KNOW	17.2	17.7	16.2	18.2	16.0	14.1	11.8	25.5	36.0	31.8	43.5
Net Diff.	-48.3	-50.4	-51.3	-46.4	-46.7	-50.8	-53.2	-38.8	-32.6	-34.3	-29.6



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	CEDED	CEDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
YES, PROTECTED	17.3	22.7	15.2	20.7	15.2	12.7	12.5	19.4	22.5	17.3	15.7	
NO, NOT PROTECTED	65.6	62.2	66.9	63.8	69.5	60.1	62.7	65.3	66.3	64.7	65.7	
DON'T KNOW	17.2	15.1	18.0	15.5	15.4	27.2	24.8	15.3	11.2	18.0	18.6	
Net Diff.	-48.3	-39.5	-51.7	-43.1	-54.3	-47.4	-50.3	-45.9	-43.8	-47.4	-49.9	



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
YES, PROTECTED	17.3	20.2	14.8	20.8	16.8	13.2	24.6	20.8	17.3	16.8	14.1	9.1
NO, NOT PROTECTED	65.6	63.8	69.7	63.2	68.3	65.0	67.2	66.6	63.9	59.0	69.5	66.1
DON'T KNOW	17.2	16.0	15.5	16.0	14.9	21.8	8.2	12.6	18.8	24.1	16.4	24.9
Net Diff.	-48.3	-43.6	-54.9	-42.4	-51.4	-51.8	-42.6	-45.9	-46.6	-42.2	-55.3	-57.0



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
YES, PROTECTED	17.3	18.0	22.5	14.9	15.6	13.7	24.5	18.5	34.9	22.4	18.5	16.7	15.4	22.8	11.0	12.7	16.2
NO, NOT PROTECTED	65.6	71.4	68.2	73.6	60.3	70.7	61.2	66.4	51.0	52.6	68.1	73.9	61.9	56.1	74.7	62.7	65.4
DON'T KNOW	17.2	10.6	9.3	11.5	24.1	15.6	14.3	15.0	14.1	25.0	13.5	9.4	22.7	21.1	14.3	24.6	18.5
Net Diff.	-48.3	-53.4	-45.6	-58.7	-44.7	-57.0	-36.7	-47.9	-16.1	-30.3	-49.6	-57.2	-46.5	-33.3	-63.7	-49.9	-49.2



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
YES, PROTECTED	17.3	16.7	14.3	19.1	16.6	22.6	38.7	20.1	16.9	17.0	16.7	12.2	17.4	16.0	22.6	11.3
NO, NOT PROTECTED	65.6	67.7	59.8	65.3	66.3	65.2	47.1	68.1	66.3	67.0	65.1	60.4	66.7	68.2	59.6	69.0
DON'T KNOW	17.2	15.6	25.9	15.6	17.0	12.1	14.2	11.8	16.8	15.9	18.3	27.4	15.9	15.8	17.8	19.8
Net Diff.	-48.3	-51.0	-45.5	-46.2	-49.7	-42.6	-8.4	-48.0	-49.4	-50.0	-48.4	-48.2	-49.3	-52.2	-37.0	-57.7



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
YES, PROTECTED	17.3	17.8	16.3	14.3	19.9	21.5	20.9	14.8	11.3
NO, NOT PROTECTED	65.6	61.1	74.1	75.3	72.1	62.3	72.2	60.2	76.3
DON'T KNOW	17.2	21.1	9.5	10.4	8.0	16.3	6.9	25.0	12.4
Net Diff.	-48.3	-43.4	-57.8	-61.0	-52.2	-40.8	-51.3	-45.4	-65.0



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
YES, PROTECTED	17.3	16.2	19.6	16.0	26.4	13.0	20.5	12.4	20.3	11.5	29.9	23.4
NO, NOT PROTECTED	65.6	69.0	58.3	65.5	49.0	55.7	70.5	67.7	62.2	69.0	49.1	48.9
DON'T KNOW	17.2	14.8	22.2	18.5	24.6	31.3	9.0	19.9	17.4	19.5	21.0	27.7
Net Diff.	-48.3	-52.8	-38.7	-49.6	-22.6	-42.7	-50.0	-55.3	-41.9	-57.5	-19.2	-25.5





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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
YES, PROTECTED	17.3	22.0	20.8	19.8	15.6	16.0	14.3	20.6	15.2	19.1	15.0	21.3	13.8
NO, NOT PROTECTED	65.6	56.7	59.9	60.9	63.0	67.8	74.3	59.7	69.2	60.7	71.5	66.0	65.1
DON'T KNOW	17.2	21.3	19.2	19.3	21.4	16.2	11.4	19.7	15.6	20.2	13.4	12.7	21.1
Net Diff.	-48.3	-34.7	-39.1	-41.1	-47.4	-51.8	-59.9	-39.1	-54.0	-41.6	-56.5	-44.8	-51.4



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

39. ACTIVITIES DESIGNED TO INTIMIDATE OR FRIGHTEN JEWISH AMERICANS.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
YES, PROTECTED	17.3	21.2	20.5	16.3	14.8	27.9	30.0	19.5	15.3	16.3	11.9	13.3	14.4	23.5	14.9	15.1
NO, NOT PROTECTED	65.6	56.4	60.9	64.3	72.0	50.0	56.3	65.8	76.5	61.2	65.0	62.9	68.0	56.1	69.5	68.0
DON'T KNOW	17.2	22.3	18.7	19.4	13.2	22.2	13.7	14.7	8.2	22.5	23.1	23.7	17.6	20.4	15.6	16.9
Net Diff.	-48.3	-35.2	-40.4	-48.0	-57.2	-22.1	-26.3	-46.3	-61.2	-44.9	-53.0	-49.6	-53.5	-32.6	-54.6	-53.0



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
YES	36.3	13.8	18.2	30.4	38.7	48.7	57.4	67.1	75.3	28.5	21.9	39.2	50.2	19.3	31.5	31.0	40.9	59.5	50.0	68.6
NO	48.1	79.7	69.5	52.6	44.5	28.4	21.8	19.2	14.9	56.6	65.4	41.5	33.1	70.1	54.7	46.2	42.8	22.1	30.2	14.4
DON'T KNOW	15.7	6.4	12.3	17.1	16.7	22.9	20.8	13.8	9.7	14.8	12.8	19.3	16.7	10.6	13.8	22.8	16.4	18.4	19.8	17.0
Net Diff.	-11.8	-65.9	-51.3	-22.2	-5.8	20.3	35.6	47.9	60.4	-28.1	-43.5	-2.4	17.1	-50.8	-23.3	-15.2	-1.9	37.4	19.7	54.2



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

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	1723	1430	292	277	178	100
YES	36.3	33.4	33.3	34.2	45.3	36.5	35.7	40.4	34.7	37.9	28.9
NO	48.1	47.2	52.2	49.4	41.9	49.2	51.1	39.8	41.2	37.3	48.2
DON'T KNOW	15.7	19.3	14.5	16.4	12.8	14.3	13.2	19.8	24.1	24.8	22.9
Net Diff.	-11.8	-13.8	-18.9	-15.3	3.4	-12.7	-15.4	0.7	-6.5	0.6	-19.2



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
YES	36.3	55.0	28.8	23.3	52.2	31.0	34.6	53.8	57.5	51.3	23.4	
NO	48.1	28.4	55.8	65.1	30.2	46.2	44.0	27.5	25.3	29.1	63.0	
DON'T KNOW	15.7	16.7	15.3	11.6	17.6	22.8	21.3	18.6	17.2	19.6	13.6	
Net Diff.	-11.8	26.6	-27.0	-41.7	22.0	-15.2	-9.4	26.3	32.2	22.3	-39.6	



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
YES	36.3	21.2	50.7	20.6	53.7	33.2	24.9	51.7	35.8	16.2	55.1	30.6
NO	48.1	67.6	30.8	67.7	28.9	48.1	68.4	32.1	50.9	67.0	26.7	45.3
DON'T KNOW	15.7	11.2	18.5	11.7	17.4	18.7	6.7	16.3	13.2	16.8	18.2	24.1
Net Diff.	-11.8	-46.4	19.8	-47.1	24.8	-14.9	-43.5	19.6	-15.1	-50.8	28.4	-14.7



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 5

	TOTAL	IDEOLOGY							REPUBLICAN			DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
YES	36.3	59.1	69.3	52.3	34.3	20.3	17.8	19.2	58.9	23.8	14.7	61.1	42.6	47.1	48.7	33.2	22.3
NO	48.1	25.3	19.5	29.2	46.2	68.4	70.3	69.3	34.6	55.5	75.8	22.4	36.9	41.3	33.6	48.6	57.0
DON'T KNOW	15.7	15.6	11.2	18.5	19.5	11.3	12.0	11.6	6.5	20.7	9.6	16.5	20.6	11.7	17.7	18.2	20.7
Net Diff.	-11.8	33.9	49.7	23.1	-11.9	-48.1	-52.5	-50.1	24.3	-31.8	-61.1	38.7	5.7	5.8	15.0	-15.4	-34.7



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
YES	36.3	52.2	34.7	18.9	36.4	48.5	71.1	44.9	34.7	35.4	33.5	29.8	27.6	25.0	34.8	46.3
NO	48.1	29.9	45.1	69.5	48.2	38.9	22.2	41.6	49.6	48.0	52.2	50.2	55.3	62.1	51.2	36.7
DON'T KNOW	15.7	17.8	20.2	11.6	15.5	12.6	6.6	13.5	15.7	16.6	14.3	20.0	17.1	12.9	13.9	17.0
Net Diff.	-11.8	22.3	-10.4	-50.6	-11.8	9.6	48.9	3.4	-14.9	-12.6	-18.7	-20.5	-27.6	-37.1	-16.4	9.6





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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
YES	36.3	31.4	45.7	44.2	48.2	32.5	43.5	30.5	48.0
NO	48.1	52.1	40.3	41.0	39.0	55.0	46.2	49.7	33.8
DON'T KNOW	15.7	16.5	14.0	14.8	12.8	12.5	10.3	19.7	18.2
Net Diff.	-11.8	-20.7	5.4	3.2	9.3	-22.6	-2.6	-19.2	14.2



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
YES	36.3	30.8	47.8	51.4	45.9	49.2	31.2	30.4	45.7	57.3	52.9	40.1
NO	48.1	54.6	34.3	34.2	32.4	32.7	59.3	50.4	39.6	28.7	27.3	36.6
DON'T KNOW	15.7	14.7	17.9	14.4	21.7	18.1	9.4	19.2	14.8	14.0	19.9	23.3
Net Diff.	-11.8	-23.8	13.6	17.1	13.6	16.4	-28.1	-20.1	6.1	28.5	25.6	3.5



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
YES	36.3	66.2	55.7	41.8	32.9	23.4	24.9	51.6	26.6	45.9	24.3	36.7	35.9	
NO	48.1	18.5	30.4	43.8	51.0	58.8	59.3	33.9	56.9	39.1	59.1	51.7	44.9	
DON'T KNOW	15.7	15.3	13.9	14.3	16.1	17.8	15.8	14.4	16.5	14.9	16.6	11.7	19.2	
Net Diff.	-11.8	47.7	25.3	-2.0	-18.1	-35.4	-34.3	17.7	-30.2	6.8	-34.8	-15.0	-9.0	



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

40. SHOULD NON-CITIZENS LIVING IN THE U.S. BE GRANTED THE SAME FIRST AMENDMENT PROTECTIONS AS U.S. CITIZENS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	URBAN	SUB-  URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
YES	36.3	63.5	47.4	32.6	24.1	63.2	49.0	34.7	23.6	63.8	45.9	30.7	24.6	47.5	34.4	26.5
NO	48.1	19.8	38.5	51.8	59.4	18.0	40.2	52.8	66.5	21.1	36.9	50.8	53.1	37.9	49.0	58.6
DON'T KNOW	15.7	16.7	14.1	15.6	16.5	18.8	10.8	12.5	9.8	15.1	17.2	18.5	22.4	14.6	16.6	14.9
Net Diff.	-11.8	43.8	8.9	-19.2	-35.3	45.2	8.7	-18.2	-42.9	42.7	9.0	-20.1	-28.5	9.6	-14.6	-32.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
SUPPORT	66.2	85.1	74.5	75.2	59.8	57.9	49.7	54.0	38.3	69.1	77.4	55.7	43.0	78.7	69.9	56.1	62.1	57.4	64.5	50.8
Strongly	44.2	72.8	59.7	50.4	37.5	29.0	21.4	27.2	15.8	50.1	59.2	34.6	25.1	64.1	46.2	39.6	37.2	26.1	32.2	20.4
Somewhat	22.0	12.4	14.9	24.8	22.3	28.9	28.3	26.8	22.5	18.9	18.1	21.1	18.0	14.6	23.7	16.4	24.9	31.3	32.3	30.4
OPPOSE	22.3	11.7	17.7	14.8	25.2	26.9	32.3	31.5	49.5	20.2	15.1	27.2	40.8	15.7	20.3	22.5	26.4	28.7	23.9	33.3
Somewhat	8.3	1.6	3.2	5.5	10.7	12.2	13.9	22.0	12.4	7.4	3.7	12.0	23.8	4.0	10.8	9.1	9.0	11.3	10.3	12.3
Strongly	14.0	10.1	14.5	9.2	14.5	14.8	18.3	9.5	37.1	12.8	11.4	15.2	17.0	11.7	9.5	13.4	17.3	17.4	13.6	21.0
DON'T KNOW	11.5	3.2	7.8	10.0	15.0	15.2	18.0	14.4	12.2	10.8	7.6	17.1	16.2	5.6	9.8	21.5	11.5	13.8	11.6	15.9
Net Diff.	43.9	73.5	56.9	60.5	34.6	30.9	17.5	22.5	-11.1	48.9	62.3	28.5	2.2	63.1	49.6	33.6	35.8	28.7	40.6	17.5
Mean	3.09	3.53	3.30	3.29	2.97	2.85	2.64	2.84	2.19	3.19	3.35	2.91	2.61	3.39	3.18	3.05	2.93	2.77	2.94	2.60



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

41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

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	1723	1430	292	277	178	100
SUPPORT	66.2	65.0	68.1	66.7	64.2	68.9	70.3	61.9	49.5	49.9	48.7
Strongly	44.2	40.5	45.4	47.1	40.7	46.7	49.7	32.1	28.2	26.9	30.5
Somewhat	22.0	24.5	22.7	19.6	23.4	22.1	20.6	29.7	21.3	23.0	18.2
OPPOSE	22.3	22.4	20.8	21.8	24.6	21.4	20.6	25.2	27.9	28.3	27.3
Somewhat	8.3	7.7	9.6	7.2	9.5	7.4	6.4	12.1	14.1	16.9	9.3
Strongly	14.0	14.6	11.2	14.6	15.0	14.0	14.2	13.1	13.8	11.4	18.1
DON'T KNOW	11.5	12.6	11.1	11.4	11.3	9.7	9.1	13.0	22.6	21.8	23.9
Net Diff.	43.9	42.6	47.3	44.9	39.6	47.5	49.7	36.7	21.5	21.6	21.4
Mean	3.09	3.04	3.15	3.12	3.01	3.13	3.16	2.93	2.82	2.84	2.80



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

41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES	FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
SUPPORT	66.2	61.4	68.1	75.8	59.3	56.1	57.3	60.0	61.7	58.9	70.7
Strongly	44.2	31.9	49.0	58.2	30.5	39.6	37.4	31.0	36.3	27.4	53.8
Somewhat	22.0	29.4	19.1	17.6	28.8	16.4	19.9	29.0	25.4	31.4	16.9
OPPOSE	22.3	26.5	20.7	17.2	27.8	22.5	23.4	26.3	29.5	24.0	19.4
Somewhat	8.3	11.5	7.1	6.2	10.4	9.1	9.8	10.9	10.6	11.1	6.5
Strongly	14.0	14.9	13.6	11.0	17.4	13.4	13.7	15.4	18.9	12.9	12.9
DON'T KNOW	11.5	12.2	11.2	7.0	12.9	21.5	19.2	13.7	8.8	17.1	9.8
Net Diff.	43.9	34.9	47.4	58.6	31.5	33.6	33.9	33.8	32.2	34.8	51.3
Mean	3.09	2.89	3.17	3.32	2.83	3.05	3.00	2.88	2.87	2.88	3.24



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

41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
SUPPORT	66.2	76.6	60.5	77.7	58.1	61.9	77.9	64.1	63.2	77.6	53.9	60.6
Strongly	44.2	60.7	32.3	59.9	29.6	43.2	58.0	31.3	45.4	61.8	28.4	40.9
Somewhat	22.0	15.9	28.2	17.9	28.4	18.7	19.9	32.8	17.8	15.8	25.4	19.6
OPPOSE	22.3	16.3	26.2	14.7	29.3	22.9	16.6	24.9	24.9	12.6	32.3	21.0
Somewhat	8.3	5.9	10.0	4.8	11.0	9.5	5.1	7.4	10.9	4.5	13.4	8.1
Strongly	14.0	10.4	16.2	9.9	18.3	13.5	11.5	17.5	14.0	8.1	18.9	12.9
DON'T KNOW	11.5	7.0	13.3	7.6	12.7	15.2	5.5	11.1	11.9	9.8	13.8	18.4
Net Diff.	43.9	60.3	34.2	63.1	28.8	38.9	61.3	39.2	38.3	64.9	21.6	39.6
Mean	3.09	3.37	2.88	3.38	2.79	3.08	3.32	2.88	3.07	3.45	2.74	3.09





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41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
SUPPORT	66.2	59.2	51.6	64.3	62.4	74.6	78.1	76.2	74.0	68.0	81.2	57.0	61.7	51.4	59.0	60.5	68.5
Strongly	44.2	28.5	27.1	29.5	40.1	58.7	65.7	61.8	38.9	45.9	66.9	27.2	32.2	35.5	27.2	43.0	54.9
Somewhat	22.0	30.7	24.5	34.9	22.3	15.9	12.4	14.3	35.1	22.1	14.3	29.8	29.5	15.9	31.8	17.4	13.5
OPPOSE	22.3	27.6	34.7	22.8	24.0	16.6	15.1	15.9	18.7	18.5	12.9	28.6	28.0	38.0	29.4	23.7	16.2
Somewhat	8.3	11.1	8.4	13.0	9.2	5.5	4.4	5.0	7.4	9.1	3.1	10.9	10.1	14.9	15.8	8.7	7.3
Strongly	14.0	16.5	26.3	9.8	14.8	11.2	10.7	11.0	11.4	9.4	9.8	17.8	17.9	23.1	13.6	14.9	8.9
DON'T KNOW	11.5	13.2	13.7	12.9	13.6	8.8	6.8	7.9	7.2	13.5	5.8	14.4	10.3	10.6	11.7	15.9	15.4
Net Diff.	43.9	31.6	16.9	41.5	38.4	58.0	63.0	60.2	55.3	49.5	68.3	28.4	33.7	13.5	29.6	36.8	52.3
Mean	3.09	2.82	2.61	2.96	3.02	3.34	3.43	3.38	3.10	3.21	3.47	2.78	2.85	2.72	2.82	3.05	3.35



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41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
SUPPORT	66.2	58.4	59.8	77.3	66.6	66.0	56.9	67.5	66.5	66.8	66.0	63.9	73.2	72.3	67.8	59.2
Strongly	44.2	30.2	41.1	61.0	42.6	37.4	36.6	37.6	45.3	44.7	46.1	46.0	53.0	59.4	45.1	33.7
Somewhat	22.0	28.2	18.7	16.3	24.0	28.6	20.3	29.9	21.2	22.1	19.9	17.9	20.2	12.9	22.7	25.5
OPPOSE	22.3	28.7	22.4	15.0	21.1	24.9	35.5	23.2	21.9	22.0	21.8	21.2	17.8	21.4	20.7	24.5
Somewhat	8.3	10.8	9.8	5.0	9.7	10.1	20.0	8.6	8.3	8.9	7.3	5.8	5.2	7.6	8.6	9.6
Strongly	14.0	17.9	12.6	10.0	11.4	14.8	15.5	14.7	13.6	13.1	14.5	15.5	12.6	13.7	12.1	14.9
DON'T KNOW	11.5	12.9	17.8	7.6	12.3	9.1	7.6	9.3	11.6	11.2	12.2	14.8	9.0	6.3	11.5	16.4
Net Diff.	43.9	29.6	37.4	62.3	45.5	41.2	21.4	44.3	44.6	44.8	44.2	42.7	55.5	50.9	47.1	34.7
Mean	3.09	2.81	3.07	3.39	3.11	2.98	2.84	3.00	3.11	3.11	3.11	3.11	3.25	3.26	3.14	2.93



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41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
SUPPORT	66.2	66.6	65.4	64.2	67.5	69.5	68.7	64.3	61.7
Strongly	44.2	47.3	38.1	38.7	37.1	48.5	41.2	46.3	34.6
Somewhat	22.0	19.3	27.3	25.5	30.5	21.0	27.4	17.9	27.2
OPPOSE	22.3	22.1	22.7	23.1	22.0	21.9	21.3	22.2	24.3
Somewhat	8.3	7.9	9.2	9.3	9.0	7.7	7.1	8.1	11.4
Strongly	14.0	14.2	13.6	13.9	13.0	14.2	14.2	14.2	12.9
DON'T KNOW	11.5	11.3	11.9	12.7	10.5	8.6	10.0	13.5	14.0
Net Diff.	43.9	44.5	42.6	41.0	45.5	47.7	47.3	42.0	37.5
Mean	3.09	3.12	3.02	3.02	3.02	3.14	3.06	3.11	2.97



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

41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
SUPPORT	66.2	72.7	52.4	58.6	46.2	51.9	74.4	71.2	68.2	48.6	50.6	42.5
Strongly	44.2	51.5	28.6	36.5	21.6	23.5	52.8	50.5	41.5	31.3	22.9	20.5
Somewhat	22.0	21.2	23.8	22.1	24.6	28.3	21.6	20.8	26.8	17.3	27.7	22.0
OPPOSE	22.3	17.3	32.9	29.1	36.0	30.2	17.9	16.7	22.0	36.4	36.6	35.6
Somewhat	8.3	5.8	13.7	10.8	15.3	18.7	5.3	6.2	6.9	14.9	17.2	13.7
Strongly	14.0	11.5	19.2	18.3	20.8	11.5	12.6	10.5	15.1	21.6	19.4	21.9
DON'T KNOW	11.5	10.0	14.7	12.3	17.8	17.9	7.7	12.1	9.8	15.0	12.8	21.9
Net Diff.	43.9	55.4	19.5	29.5	10.2	21.7	56.5	54.5	46.3	12.1	14.0	6.9
Mean	3.09	3.25	2.73	2.88	2.57	2.78	3.24	3.26	3.05	2.69	2.62	2.53



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

41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
SUPPORT	66.2	52.3	56.0	63.9	63.8	70.1	75.8	58.8	70.8	60.3	73.4	69.2	63.5
Strongly	44.2	26.6	34.3	40.9	40.8	51.0	54.0	35.7	49.5	37.2	52.7	45.8	42.7
Somewhat	22.0	25.6	21.7	23.0	23.0	19.2	21.8	23.1	21.3	23.1	20.7	23.4	20.7
OPPOSE	22.3	34.4	30.4	24.9	23.9	18.1	14.7	28.7	18.3	27.3	16.2	21.7	22.9
Somewhat	8.3	16.1	12.7	11.6	8.6	4.8	3.9	12.9	5.5	11.6	4.3	7.5	9.1
Strongly	14.0	18.2	17.6	13.3	15.3	13.3	10.8	15.8	12.8	15.6	11.9	14.2	13.8
DON'T KNOW	11.5	13.4	13.7	11.2	12.3	11.7	9.4	12.5	10.9	12.4	10.4	9.1	13.6
Net Diff.	43.9	17.9	25.6	39.0	39.9	52.0	61.1	30.0	52.5	33.0	57.3	47.6	40.6
Mean	3.09	2.70	2.84	3.03	3.02	3.22	3.31	2.90	3.21	2.94	3.28	3.11	3.07



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

41. WOULD YOU SUPPORT OR OPPOSE DEPORTING ANY NON-CITIZEN WHO PUBLICLY SUPPORTS THE KILLING OF JEWS OR SUPPORTS HAMAS OR OTHER TERRORIST GROUPS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
SUPPORT	66.2	53.6	59.9	65.8	74.0	56.6	62.6	68.0	77.5	51.4	57.5	63.7	70.9	61.2	67.5	69.3
Strongly	44.2	26.7	38.9	43.7	52.8	27.3	38.3	44.0	56.5	26.3	39.4	43.4	49.4	34.8	46.3	51.0
Somewhat	22.0	26.9	21.0	22.1	21.2	29.3	24.3	24.1	21.0	25.1	18.1	20.2	21.5	26.4	21.2	18.3
OPPOSE	22.3	32.1	28.8	21.3	16.1	29.8	28.0	20.9	16.1	33.8	29.5	21.6	16.2	27.2	20.4	20.7
Somewhat	8.3	16.4	12.1	8.0	3.9	13.6	10.6	6.9	4.4	18.5	13.4	9.1	3.5	11.5	7.0	7.5
Strongly	14.0	15.7	16.7	13.3	12.2	16.2	17.4	14.0	11.7	15.4	16.1	12.5	12.7	15.8	13.3	13.1
DON'T KNOW	11.5	14.3	11.3	12.9	9.9	13.7	9.4	11.0	6.5	14.8	13.0	14.7	12.9	11.5	12.2	10.0
Net Diff.	43.9	21.5	31.1	44.5	57.9	26.8	34.5	47.1	61.4	17.5	28.0	42.1	54.7	34.0	47.1	48.7
Mean	3.09	2.75	2.93	3.11	3.27	2.78	2.92	3.10	3.31	2.73	2.93	3.11	3.24	2.91	3.14	3.19



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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.
2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

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	TOTAL	FLTD					
Total	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255	
REPUBLICAN CANDIDATE	54.4	87.1	80.1	62.8	49.4	31.6	22.8	21.4	17.3	67.5	75.0	55.2	44.6	92.6	79.2	42.5	32.7	15.0	18.1	12.0	
DEMOCRATIC CANDIDATE	27.7	5.5	12.2	21.8	32.6	36.9	42.6	59.4	69.0	16.8	14.3	21.1	22.7	3.8	9.5	12.7	51.2	60.6	57.2	63.7	
DON'T KNOW	17.9	7.4	7.7	15.4	18.0	31.6	34.5	19.3	13.6	15.7	10.7	23.7	32.8	3.5	11.3	44.9	16.1	24.5	24.7	24.3	
Net Diff.	26.8	81.6	67.8	41.0	16.7	-5.3	-19.8	-38.0	-51.7	50.7	60.7	34.1	21.9	88.8	69.7	29.8	-18.5	-45.6	-39.2	-51.7	



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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?  
 1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.  
 2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

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	1723	1430	292	277	178	100
REPUBLICAN CANDIDATE	54.4	52.3	55.9	56.1	51.6	56.8	57.5	53.5	39.8	42.6	34.9
DEMOCRATIC CANDIDATE	27.7	30.4	26.9	25.9	29.3	28.0	28.1	27.3	25.8	29.1	19.9
DON'T KNOW	17.9	17.3	17.2	17.9	19.1	15.3	14.5	19.2	34.4	28.3	45.3
Net Diff.	26.8	21.9	29.1	30.2	22.3	28.8	29.4	26.2	14.0	13.5	15.0





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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.
2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIED	CIED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
REPUBLICAN CANDIDATE	54.4	27.4	65.1	88.2	21.9	42.5	49.5	24.0	16.7	28.9	76.6	
DEMOCRATIC CANDIDATE	27.7	55.0	16.9	5.7	56.9	12.7	17.5	52.0	65.6	42.9	10.0	
DON'T KNOW	17.9	17.6	18.0	6.1	21.2	44.9	33.0	24.0	17.7	28.3	13.4	
Net Diff.	26.8	-27.6	48.2	82.5	-35.0	29.8	31.9	-28.1	-48.9	-14.0	66.7	



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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?  
 1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.  
 2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269	
REPUBLICAN CANDIDATE	54.4	87.8	25.6	90.8	22.2	50.1	90.0	22.4	49.4	91.7	22.0	50.9	
DEMOCRATIC CANDIDATE	27.7	5.3	50.5	3.3	57.9	18.6	4.4	60.7	24.5	2.2	56.0	12.7	
DON'T KNOW	17.9	6.9	23.9	5.8	19.9	31.3	5.6	16.9	26.2	6.0	22.0	36.4	
Net Diff.	26.8	82.6	-24.8	87.5	-35.7	31.5	85.6	-38.3	24.9	89.5	-34.0	38.2	



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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?  
 1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.  
 2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
REPUBLICAN CANDIDATE	54.4	21.7	13.4	27.3	52.5	82.3	86.2	84.1	72.0	86.3	94.7	13.2	35.9	29.3	27.2	49.1	69.6
DEMOCRATIC CANDIDATE	27.7	56.8	66.1	50.4	23.5	7.7	7.8	7.7	16.2	3.2	1.7	65.7	45.4	53.6	41.0	17.3	6.9
DON'T KNOW	17.9	21.5	20.5	22.2	23.9	10.0	6.1	8.2	11.8	10.5	3.6	21.1	18.7	17.1	31.8	33.6	23.5
Net Diff.	26.8	-35.0	-52.7	-23.1	29.0	74.6	78.4	76.3	55.8	83.2	92.9	-52.5	-9.5	-24.3	-13.8	31.7	62.7



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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.
2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
REPUBLICAN CANDIDATE	54.4	23.0	52.2	90.5	57.3	42.2	36.7	43.0	57.4	57.0	58.0	50.3	66.8	78.5	55.5	38.4
DEMOCRATIC CANDIDATE	27.7	54.0	15.4	2.7	21.1	42.9	44.8	42.6	25.3	26.6	23.2	22.6	19.7	15.5	27.1	35.1
DON'T KNOW	17.9	23.0	32.4	6.8	21.6	15.0	18.5	14.4	17.3	16.4	18.7	27.1	13.5	6.0	17.4	26.5
Net Diff.	26.8	-31.0	36.7	87.9	36.2	-0.7	-8.0	0.4	32.1	30.4	34.8	27.7	47.1	63.0	28.4	3.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.
2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
REPUBLICAN CANDIDATE	54.4	60.4	43.0	43.1	42.7	61.3	48.6	59.6	36.8
DEMOCRATIC CANDIDATE	27.7	21.2	40.2	39.8	40.9	22.9	37.1	19.8	43.5
DON'T KNOW	17.9	18.5	16.9	17.1	16.4	15.7	14.3	20.6	19.7
Net Diff.	26.8	39.2	2.8	3.3	1.9	38.4	11.4	39.7	-6.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?  
 1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.  
 2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 8

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
REPUBLICAN CANDIDATE	54.4	62.5	37.5	43.0	31.4	35.3	64.2	61.0	49.6	36.1	31.0	31.6
DEMOCRATIC CANDIDATE	27.7	22.6	38.2	32.0	44.7	39.9	23.9	21.5	29.0	35.0	49.0	41.1
DON'T KNOW	17.9	14.9	24.3	25.0	23.9	24.9	11.9	17.5	21.4	28.8	19.9	27.2
Net Diff.	26.8	39.8	-0.7	11.0	-13.4	-4.6	40.2	39.5	20.5	1.1	-18.0	-9.5



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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?  
 1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.  
 2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
REPUBLICAN CANDIDATE	54.4	37.0	45.8	52.8	53.7	61.9	60.3	47.2	59.0	49.1	61.0	56.5	52.6
DEMOCRATIC CANDIDATE	27.7	41.1	36.4	28.3	27.1	20.3	24.3	33.8	23.8	31.7	22.6	28.3	27.1
DON'T KNOW	17.9	21.8	17.7	18.8	19.2	17.8	15.4	19.1	17.2	19.1	16.4	15.2	20.3
Net Diff.	26.8	-4.1	9.4	24.5	26.6	41.6	36.0	13.4	35.2	17.4	38.4	28.2	25.6



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

42. WHICH CANDIDATE FOR CONGRESS WOULD YOU BE MORE LIKELY TO SUPPORT?  
 1. A REPUBLICAN CANDIDATE WHO SUPPORTS DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.  
 2. A DEMOCRATIC CANDIDATE WHO OPPOSES DEPORTING NON-CITIZENS WHO PUBLICLY SUPPORT HAMAS AND OTHER TERRORIST GROUPS.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
REPUBLICAN CANDIDATE	54.4	38.0	51.3	55.0	60.7	39.6	54.0	52.3	65.4	36.8	49.0	57.4	56.4	43.7	54.7	67.5
DEMOCRATIC CANDIDATE	27.7	40.6	30.2	27.0	22.9	42.0	29.5	32.0	21.5	39.6	30.8	22.4	24.1	37.6	25.8	19.6
DON'T KNOW	17.9	21.4	18.5	18.1	16.5	18.4	16.5	15.7	13.2	23.6	20.3	20.2	19.4	18.7	19.6	12.9
Net Diff.	26.8	-2.7	21.1	28.0	37.8	-2.4	24.4	20.3	43.9	-2.8	18.2	35.0	32.3	6.0	28.9	48.0





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

43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
LIKELY VOTER	86.1	94.7	91.3	87.8	82.7	80.4	78.9	81.3	89.4	84.2	90.7	75.0	58.4	95.2	82.1	59.8	87.8	91.9	93.0	91.0
Definitely Voting	71.5	86.9	81.9	71.8	62.2	61.3	61.4	73.4	80.4	68.3	79.2	50.3	35.2	87.6	55.0	39.5	70.5	81.3	81.3	81.4
Very Likely	14.6	7.8	9.4	15.9	20.5	19.0	17.5	8.0	9.0	15.9	11.6	24.7	23.2	7.6	27.1	20.3	17.3	10.6	11.7	9.6
LESS LIKELY TO VOTE	13.9	5.3	8.7	12.2	17.3	19.6	21.1	18.7	10.6	15.8	9.3	25.0	41.6	4.8	17.9	40.2	12.2	8.1	7.0	9.0
Somewhat Likely	8.9	2.5	4.9	7.9	11.8	12.0	14.6	11.1	9.7	9.9	5.5	16.0	27.8	3.0	14.0	20.7	9.3	5.8	4.9	6.7
Not That Likely	2.6	1.3	0.6	3.5	2.9	4.7	2.0	5.2	0.0	3.1	1.9	5.2	6.5	0.8	2.5	10.0	1.8	1.0	1.2	0.7
Not at All	2.4	1.5	3.1	0.9	2.6	2.9	4.5	2.3	0.9	2.8	1.9	3.8	7.2	1.0	1.4	9.5	1.1	1.3	0.9	1.7
Mean	3.50	3.77	3.66	3.54	3.37	3.31	3.29	3.45	3.68	3.44	3.64	3.13	2.73	3.80	3.32	2.70	3.54	3.70	3.71	3.68



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 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	1723	1430	292	277	178	100
LIKELY VOTER	86.1	86.2	89.8	83.3	87.2	100.0	100.0	100.0	0.0	0.0	0.0
Definitely Voting	71.5	66.9	77.9	69.0	73.0	83.0	100.0	0.0	0.0	0.0	0.0
Very Likely	14.6	19.3	11.9	14.3	14.1	17.0	0.0	100.0	0.0	0.0	0.0
LESS LIKELY TO VOTE	13.9	13.8	10.2	16.7	12.8	0.0	0.0	0.0	100.0	100.0	100.0
Somewhat Likely	8.9	9.2	6.3	10.2	9.1	0.0	0.0	0.0	64.1	100.0	0.0
Not That Likely	2.6	1.9	2.6	3.6	1.3	0.0	0.0	0.0	18.7	0.0	52.0
Not at All	2.4	2.7	1.2	2.9	2.5	0.0	0.0	0.0	17.2	0.0	48.0
Mean	3.50	3.46	3.63	3.43	3.54	3.83	4.00	3.00	1.47	2.00	0.52



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43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
LIKELY VOTER	86.1	91.3	89.9	91.6	88.8	75.2	93.2	89.3	78.5	90.0	88.5	71.8
Definitely Voting	71.5	78.5	74.8	81.3	74.1	55.0	83.4	72.6	60.3	79.1	75.1	49.6
Very Likely	14.6	12.8	15.1	10.3	14.7	20.2	9.8	16.7	18.2	10.9	13.4	22.2
LESS LIKELY TO VOTE	13.9	8.7	10.1	8.4	11.2	24.8	6.8	10.7	21.5	10.0	11.5	28.2
Somewhat Likely	8.9	6.2	7.6	5.8	8.8	13.2	4.3	9.5	11.7	7.3	8.4	14.6
Not That Likely	2.6	1.7	1.5	1.3	1.4	5.9	0.6	1.2	3.4	2.0	1.5	8.4
Not at All	2.4	0.8	1.1	1.3	1.0	5.7	1.8	0.0	6.4	0.8	1.7	5.1
Mean	3.50	3.67	3.61	3.69	3.60	3.13	3.72	3.61	3.23	3.65	3.59	3.03



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

43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
LIKELY VOTER	86.1	91.2	96.0	88.0	76.9	90.2	94.3	92.1	86.2	82.1	95.3	94.4	80.2	84.9	78.0	72.4	82.0
Definitely Voting	71.5	78.1	87.7	71.7	57.5	78.0	85.7	81.4	64.0	67.6	87.8	83.3	60.8	63.8	61.3	50.8	63.7
Very Likely	14.6	13.1	8.3	16.3	19.4	12.2	8.7	10.6	22.2	14.5	7.5	11.0	19.4	21.2	16.7	21.6	18.3
LESS LIKELY TO VOTE	13.9	8.8	4.0	12.0	23.1	9.8	5.7	7.9	13.8	17.9	4.7	5.6	19.8	15.1	22.0	27.6	18.0
Somewhat Likely	8.9	6.8	3.0	9.3	14.5	6.4	2.0	4.4	11.3	13.8	2.6	5.1	15.4	8.5	12.2	14.3	10.4
Not That Likely	2.6	1.1	0.3	1.7	4.6	1.6	1.6	1.6	1.3	2.9	0.8	0.4	2.7	2.8	5.0	6.7	4.3
Not at All	2.4	0.9	0.7	1.0	3.9	1.8	2.1	1.9	1.2	1.2	1.3	0.1	1.7	3.8	4.8	6.7	3.3
Mean	3.50	3.66	3.82	3.56	3.22	3.63	3.74	3.68	3.46	3.44	3.80	3.77	3.35	3.38	3.25	3.03	3.35



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43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
LIKELY VOTER	86.1	87.3	70.3	90.8	81.0	90.8	89.0	91.0	86.5	88.9	82.7	76.0	88.3	90.1	87.9	82.4
Definitely Voting	71.5	71.8	47.0	80.5	61.7	76.4	75.3	76.5	71.7	74.1	67.9	62.4	75.1	77.5	73.0	66.7
Very Likely	14.6	15.5	23.4	10.3	19.3	14.4	13.6	14.5	14.8	14.8	14.8	13.6	13.1	12.6	14.9	15.7
LESS LIKELY TO VOTE	13.9	12.7	29.7	9.2	19.0	9.2	11.0	9.0	13.5	11.1	17.3	24.0	11.7	9.9	12.1	17.6
Somewhat Likely	8.9	9.6	15.0	5.8	12.3	6.3	7.1	6.1	8.8	7.5	11.0	13.3	8.4	7.4	7.5	10.5
Not That Likely	2.6	1.5	7.6	2.0	3.8	0.8	0.0	1.0	2.6	2.2	3.1	5.5	2.4	1.2	2.1	3.6
Not at All	2.4	1.7	7.1	1.4	2.9	2.1	3.9	1.9	2.1	1.4	3.2	5.2	1.0	1.2	2.5	3.6
Mean	3.50	3.54	2.96	3.66	3.33	3.62	3.57	3.63	3.52	3.58	3.41	3.22	3.59	3.64	3.54	3.38



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

43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1319	681	435	246	583	357	736	324
LIKELY VOTER	86.1	82.2	93.8	92.5	96.1	83.1	95.2	81.4	92.3
Definitely Voting	71.5	66.1	81.9	80.1	85.1	66.4	84.5	65.9	79.1
Very Likely	14.6	16.0	11.9	12.3	11.0	16.7	10.7	15.5	13.2
LESS LIKELY TO VOTE	13.9	17.8	6.2	7.5	3.9	16.9	4.8	18.6	7.7
Somewhat Likely	8.9	11.4	4.1	5.0	2.5	11.3	3.0	11.5	5.3
Not That Likely	2.6	3.2	1.4	1.5	1.1	2.0	1.1	4.2	1.7
Not at All	2.4	3.2	0.8	1.1	0.3	3.6	0.8	2.9	0.8
Mean	3.50	3.39	3.73	3.69	3.80	3.40	3.77	3.37	3.68



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

43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
LIKELY VOTER	86.1	90.4	77.2	80.6	74.2	74.0	92.9	88.2	81.5	79.8	73.5	74.9
Definitely Voting	71.5	78.3	57.3	59.3	54.8	50.4	82.2	74.8	59.0	59.5	51.2	57.8
Very Likely	14.6	12.1	19.9	21.3	19.4	23.6	10.7	13.3	22.4	20.2	22.2	17.1
LESS LIKELY TO VOTE	13.9	9.6	22.8	19.4	25.8	26.0	7.1	11.8	18.5	20.2	26.5	25.1
Somewhat Likely	8.9	5.9	15.2	12.5	18.1	18.2	4.6	7.0	11.9	13.2	19.7	16.7
Not That Likely	2.6	2.1	3.6	2.4	4.1	3.5	1.0	3.0	1.6	3.2	2.4	5.5
Not at All	2.4	1.6	4.0	4.4	3.6	4.4	1.5	1.8	5.1	3.8	4.5	2.9
Mean	3.50	3.63	3.23	3.29	3.18	3.12	3.71	3.56	3.29	3.28	3.13	3.21





AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
LIKELY VOTER	86.1	70.7	72.1	82.4	88.9	89.8	96.0	76.5	92.2	80.2	93.4	87.7	84.7
Definitely Voting	71.5	43.7	51.6	64.1	72.7	76.6	90.6	55.6	81.5	60.8	84.7	73.3	69.9
Very Likely	14.6	27.0	20.6	18.3	16.2	13.2	5.4	20.9	10.7	19.5	8.7	14.4	14.8
LESS LIKELY TO VOTE	13.9	29.3	27.9	17.6	11.1	10.2	4.0	23.5	7.8	19.8	6.6	12.3	15.3
Somewhat Likely	8.9	18.6	18.1	11.2	7.6	6.9	1.9	15.1	5.0	12.8	4.0	8.1	9.6
Not That Likely	2.6	4.4	3.6	4.7	1.7	1.9	1.1	4.3	1.5	3.5	1.5	1.6	3.4
Not at All	2.4	6.2	6.1	1.7	1.7	1.4	0.9	4.2	1.3	3.4	1.1	2.6	2.2
Mean	3.50	2.98	3.08	3.38	3.56	3.62	3.84	3.19	3.70	3.31	3.74	3.54	3.47



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43. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
LIKELY VOTER	86.1	71.4	78.4	86.7	94.8	71.7	78.8	89.8	95.8	71.1	77.9	83.8	93.9	82.0	88.9	84.9
Definitely Voting	71.5	46.3	58.2	72.1	86.6	43.4	59.4	75.8	87.8	48.5	57.2	68.8	85.6	66.2	74.0	72.1
Very Likely	14.6	25.1	20.1	14.6	8.2	28.3	19.4	14.1	8.0	22.6	20.8	15.0	8.4	15.7	14.8	12.7
LESS LIKELY TO VOTE	13.9	28.6	21.6	13.3	5.2	28.3	21.2	10.2	4.2	28.9	22.1	16.2	6.1	18.0	11.1	15.1
Somewhat Likely	8.9	19.0	13.1	9.2	3.2	17.9	14.8	7.5	1.8	19.8	11.5	10.7	4.4	13.1	7.0	8.1
Not That Likely	2.6	3.7	4.8	2.3	1.1	3.0	2.4	0.8	1.4	4.2	6.8	3.8	0.8	2.5	2.0	4.1
Not at All	2.4	5.9	3.8	1.8	0.9	7.3	3.9	1.9	1.0	4.9	3.7	1.7	0.9	2.4	2.1	3.0
Mean	3.50	3.02	3.24	3.53	3.78	2.97	3.28	3.61	3.80	3.06	3.21	3.45	3.77	3.41	3.57	3.47



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

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

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
LIBERAL	28.5	5.4	8.6	22.3	28.9	42.9	47.7	69.4	76.6	15.1	13.2	18.9	18.5	8.4	10.4	9.2	37.5	68.9	62.7	74.9
Very	11.5	4.5	4.3	7.5	10.1	13.0	18.3	26.5	57.0	4.8	5.6	3.1	3.9	4.3	2.1	1.2	11.5	31.7	25.5	37.6
Somewhat	17.0	1.0	4.3	14.8	18.8	30.0	29.4	42.9	19.6	10.3	7.6	15.9	14.6	4.1	8.2	8.0	26.0	37.2	37.1	37.3
MODERATE	37.6	21.0	32.3	43.5	47.0	46.4	41.2	25.3	8.9	41.5	33.9	56.8	53.7	20.5	44.7	70.6	51.3	25.7	29.8	21.8
CONSERVATIVE	33.9	73.6	59.1	34.2	24.1	10.7	11.1	5.3	14.5	43.3	52.9	24.3	27.8	71.1	44.9	20.2	11.2	5.4	7.6	3.3
Somewhat	18.7	32.4	32.7	20.7	15.5	6.2	7.7	3.1	7.4	23.7	28.0	15.6	15.6	31.2	36.6	13.8	7.1	3.5	4.3	2.8
Very	15.2	41.2	26.3	13.5	8.5	4.5	3.5	2.2	7.1	19.6	24.9	8.7	12.2	39.9	8.3	6.4	4.1	1.9	3.3	0.5
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	0.0	0.0	0.0	0.0	0.0
Net Diff.	5.4	68.1	50.4	11.9	-4.9	-32.3	-36.6	-64.1	-62.1	28.2	39.7	5.4	9.3	62.7	34.5	11.0	-26.3	-63.6	-55.1	-71.6
Mean	3.09	4.05	3.72	3.18	2.94	2.59	2.49	2.12	1.88	3.43	3.59	3.11	3.18	3.98	3.41	3.16	2.66	2.07	2.23	1.91



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1723	1430	292	277	178	100
LIBERAL	28.5	32.0	27.2	25.8	31.9	30.2	31.2	25.5	18.1	21.7	11.7
Very	11.5	14.5	9.5	9.4	14.7	12.8	14.1	6.5	3.3	3.9	2.3
Somewhat	17.0	17.5	17.7	16.4	17.1	17.4	17.1	18.9	14.8	17.8	9.4
MODERATE	37.6	38.7	35.8	39.0	36.1	33.6	30.2	49.9	62.5	61.5	64.3
CONSERVATIVE	33.9	29.3	37.0	35.2	32.1	36.2	38.6	24.6	19.4	16.9	24.0
Somewhat	18.7	19.0	20.9	18.6	16.4	19.6	20.4	15.6	13.2	13.5	12.8
Very	15.2	10.4	16.1	16.6	15.7	16.6	18.2	9.0	6.2	3.4	11.2
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	5.4	-2.7	9.8	9.4	0.2	6.0	7.4	-0.8	1.3	-4.8	12.2
Mean	3.09	2.93	3.16	3.17	3.01	3.10	3.12	3.02	3.04	2.95	3.21



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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
LIBERAL	28.5	49.0	20.5	9.0	56.6	9.2	14.1	51.5	62.3	44.1	11.9
Very	11.5	19.8	8.2	3.6	23.8	1.2	3.1	21.5	31.8	14.6	4.2
Somewhat	17.0	29.2	12.2	5.5	32.8	8.0	11.1	29.9	30.5	29.5	7.7
MODERATE	37.6	36.5	37.9	28.5	35.7	70.6	65.5	38.5	25.8	47.0	36.9
CONSERVATIVE	33.9	14.4	41.6	62.5	7.7	20.2	20.3	10.1	11.9	8.8	51.3
Somewhat	18.7	8.9	22.6	33.0	4.9	13.8	15.1	6.5	5.3	7.3	27.6
Very	15.2	5.5	19.0	29.5	2.7	6.4	5.2	3.6	6.6	1.6	23.6
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	5.4	-34.6	21.1	53.4	-49.0	11.0	6.2	-41.4	-50.5	-35.3	39.4
Mean	3.09	2.51	3.32	3.79	2.30	3.16	3.08	2.41	2.24	2.52	3.59



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

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
LIBERAL	28.5	8.9	50.7	8.9	57.8	14.5	10.1	58.0	13.7	7.7	57.6	15.3
Very	11.5	3.7	20.5	2.8	25.7	3.6	3.3	27.1	3.1	2.2	24.8	4.2
Somewhat	17.0	5.2	30.2	6.2	32.1	10.9	6.8	30.9	10.7	5.5	32.9	11.1
MODERATE	37.6	27.8	39.7	21.7	33.1	64.9	15.9	31.8	65.8	27.7	34.0	63.9
CONSERVATIVE	33.9	63.3	9.6	69.4	9.1	20.6	73.9	10.2	20.4	64.6	8.3	20.7
Somewhat	18.7	32.7	6.7	35.7	5.2	14.6	37.8	5.6	14.3	33.5	5.0	14.8
Very	15.2	30.6	2.9	33.7	3.9	6.0	36.2	4.7	6.2	31.1	3.4	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
Net Diff.	5.4	54.5	-41.1	60.4	-48.7	6.1	63.8	-47.8	6.7	56.9	-49.3	5.4
Mean	3.09	3.81	2.41	3.91	2.29	3.08	3.97	2.30	3.10	3.86	2.29	3.07



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

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
LIBERAL	28.5	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	11.5	40.3	100.0	0.0	0.0	0.0	0.0	0.0	31.0	0.0	0.0	44.5	0.0	0.0	25.1	0.0	0.0
Somewhat	17.0	59.7	0.0	100.0	0.0	0.0	0.0	0.0	69.0	0.0	0.0	55.5	0.0	0.0	74.9	0.0	0.0
MODERATE	37.6	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	33.9	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	18.7	0.0	0.0	0.0	0.0	100.0	0.0	55.2	0.0	0.0	51.5	0.0	0.0	57.2	0.0	0.0	70.7
Very	15.2	0.0	0.0	0.0	0.0	0.0	100.0	44.8	0.0	0.0	48.5	0.0	0.0	42.8	0.0	0.0	29.3
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	5.4	-100.0	-100.0	-100.0	0.0	100.0	100.0	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0
Mean	3.09	1.60	1.00	2.00	3.00	4.00	5.00	4.45	1.69	3.00	4.49	1.55	3.00	4.43	1.75	3.00	4.29



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

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		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	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
LIBERAL	28.5	54.7	10.0	6.1	22.4	40.9	49.9	39.4	25.8	27.4	23.1	30.8	20.8	10.7	23.5	41.9
Very	11.5	23.1	2.1	2.1	4.3	18.3	34.2	15.8	9.3	8.4	10.9	17.8	6.0	3.0	8.8	19.7
Somewhat	17.0	31.6	7.9	4.1	18.1	22.6	15.7	23.6	16.4	19.1	12.2	13.0	14.8	7.6	14.7	22.3
MODERATE	37.6	36.5	74.3	25.0	50.0	29.1	24.8	29.8	39.2	37.0	42.6	38.3	34.8	29.6	40.5	40.4
CONSERVATIVE	33.9	8.8	15.7	68.9	27.6	30.0	25.3	30.7	35.1	35.5	34.3	30.9	44.4	59.7	36.0	17.7
Somewhat	18.7	5.6	11.4	36.1	21.2	15.9	2.0	18.1	19.7	21.2	17.3	15.0	25.3	20.4	19.6	12.9
Very	15.2	3.2	4.3	32.7	6.4	14.1	23.3	12.6	15.3	14.3	16.9	15.9	19.1	39.3	16.4	4.8
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
Net Diff.	5.4	-45.8	5.8	62.7	5.2	-10.9	-24.6	-8.7	9.3	8.1	11.2	0.1	23.5	49.1	12.4	-24.2
Mean	3.09	2.34	3.08	3.93	3.07	2.85	2.65	2.88	3.15	3.14	3.17	2.98	3.37	3.85	3.20	2.61





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

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
LIBERAL	28.5	21.5	42.2	39.8	46.3	20.8	36.1	22.0	48.9
Very	11.5	7.6	19.0	16.3	23.6	8.1	15.6	7.3	22.8
Somewhat	17.0	13.8	23.2	23.5	22.7	12.7	20.5	14.7	26.1
MODERATE	37.6	40.2	32.5	34.0	29.7	36.9	32.9	42.8	32.0
CONSERVATIVE	33.9	38.3	25.4	26.2	23.9	42.3	31.0	35.2	19.2
Somewhat	18.7	21.6	13.1	15.1	9.6	23.4	16.0	20.1	9.9
Very	15.2	16.7	12.2	11.1	14.3	18.9	14.9	15.0	9.3
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	5.4	16.8	-16.8	-13.7	-22.4	21.5	-5.1	13.1	-29.7
Mean	3.09	3.26	2.76	2.81	2.68	3.32	2.94	3.21	2.57



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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
LIBERAL	28.5	26.2	33.4	32.3	35.6	31.1	23.5	28.5	33.1	31.5	40.0	31.9
Very	11.5	10.1	14.3	14.7	15.6	7.9	9.0	11.1	13.8	15.5	20.6	11.5
Somewhat	17.0	16.1	19.0	17.7	20.0	23.2	14.5	17.4	19.3	16.0	19.4	20.4
MODERATE	37.6	33.1	47.1	46.0	47.0	50.0	30.3	35.5	42.9	49.3	41.6	51.5
CONSERVATIVE	33.9	40.7	19.6	21.6	17.4	18.9	46.1	36.0	24.0	19.2	18.4	16.6
Somewhat	18.7	22.3	11.2	11.8	10.5	10.3	25.1	19.8	13.4	10.2	8.6	12.0
Very	15.2	18.4	8.4	9.8	7.0	8.6	21.0	16.2	10.6	9.0	9.7	4.6
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	5.4	14.5	-13.8	-10.7	-18.2	-12.2	22.6	7.4	-9.1	-12.3	-21.6	-15.3
Mean	3.09	3.23	2.80	2.84	2.73	2.89	3.35	3.12	2.88	2.81	2.68	2.78



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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
LIBERAL	28.5	39.3	35.6	25.8	30.5	23.9	25.5	32.0	26.4	31.5	24.8	26.6	30.2
Very	11.5	18.8	17.1	12.6	11.8	8.1	7.9	15.4	9.0	14.3	8.0	10.9	12.0
Somewhat	17.0	20.5	18.5	13.2	18.6	15.8	17.6	16.5	17.3	17.2	16.8	15.7	18.2
MODERATE	37.6	46.8	42.2	39.6	39.5	37.4	30.0	42.0	34.8	41.2	33.1	35.4	39.5
CONSERVATIVE	33.9	13.8	22.2	34.6	30.1	38.7	44.5	26.0	38.8	27.3	42.1	38.0	30.3
Somewhat	18.7	8.6	11.4	16.1	16.9	22.2	25.8	12.9	22.3	14.1	24.3	20.6	17.0
Very	15.2	5.2	10.8	18.5	13.2	16.5	18.7	13.1	16.5	13.1	17.7	17.4	13.3
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	5.4	-25.5	-13.4	8.8	-0.4	14.8	19.0	-5.9	12.5	-4.2	17.3	11.4	0.1
Mean	3.09	2.61	2.80	3.15	3.01	3.23	3.30	2.92	3.20	2.95	3.27	3.18	3.01



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
LIBERAL	28.5	40.1	29.8	28.9	24.2	36.0	30.0	30.5	19.2	43.1	29.6	27.5	28.6	36.4	28.5	18.6
Very	11.5	19.6	14.5	11.0	7.6	17.2	15.7	12.3	5.3	21.5	13.4	9.9	9.7	17.3	10.5	6.7
Somewhat	17.0	20.4	15.3	17.9	16.5	18.9	14.3	18.2	13.9	21.6	16.2	17.6	18.9	19.1	18.0	11.9
MODERATE	37.6	43.9	40.4	39.6	32.6	42.6	36.5	38.7	30.5	44.9	43.8	40.3	34.5	38.6	37.6	36.2
CONSERVATIVE	33.9	16.0	29.8	31.5	43.2	21.3	33.5	30.8	50.3	12.1	26.6	32.2	36.8	25.0	33.9	45.2
Somewhat	18.7	8.6	14.1	18.1	24.9	9.5	16.4	15.3	30.0	8.0	12.1	20.7	20.3	11.4	20.7	23.3
Very	15.2	7.4	15.7	13.4	18.3	11.9	17.1	15.5	20.3	4.0	14.5	11.5	16.5	13.6	13.2	21.9
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.	5.4	-24.1	0.1	2.6	19.0	-14.7	3.4	0.3	31.1	-31.0	-3.0	4.7	8.2	-11.4	5.4	26.6
Mean	3.09	2.64	3.01	3.05	3.30	2.80	3.05	3.03	3.46	2.52	2.98	3.06	3.15	2.85	3.08	3.42



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
DEMOCRAT	44.9	8.3	21.1	36.9	51.5	69.1	72.9	78.3	81.3	28.8	24.2	38.6	34.2	4.3	15.4	28.1	87.3	93.6	94.5	92.8
Always	24.7	6.1	11.4	21.6	22.9	34.7	39.9	48.1	68.6	12.7	14.1	9.5	12.0	2.9	1.2	5.7	47.8	60.9	59.8	61.9
Usually	20.2	2.2	9.7	15.3	28.6	34.4	33.0	30.2	12.6	16.1	10.1	29.1	22.1	1.4	14.3	22.4	39.5	32.7	34.7	30.8
TICKET-SPLITTER	15.1	11.3	11.8	19.4	18.5	14.7	16.0	10.9	7.7	18.5	14.6	24.2	33.7	5.1	20.8	52.0	11.1	4.5	4.2	4.8
REPUBLICAN	40.0	80.4	67.1	43.8	30.0	16.3	11.1	10.8	11.0	52.6	61.2	37.2	32.2	90.6	63.7	19.9	1.6	1.9	1.3	2.4
Usually	18.2	29.9	27.1	23.1	16.4	7.7	7.0	5.2	6.0	23.7	26.2	19.1	18.5	27.6	49.3	14.7	1.4	1.4	1.3	1.4
Always	21.8	50.5	40.0	20.7	13.7	8.6	4.1	5.7	5.0	28.9	35.0	18.1	13.7	63.0	14.5	5.2	0.2	0.5	0.0	1.0
Net Diff.	-4.9	72.1	45.9	6.9	-21.4	-52.8	-61.8	-67.4	-70.3	23.8	37.1	-1.4	-2.0	86.3	48.3	-8.2	-85.8	-91.7	-93.1	-90.3
Mean	2.92	4.16	3.75	3.06	2.69	2.21	2.02	1.90	1.66	3.40	3.58	3.07	3.00	4.46	3.62	2.91	1.67	1.48	1.47	1.49



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

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	1723	1430	292	277	178	100
DEMOCRAT	44.9	48.9	44.1	40.6	50.3	45.5	45.1	47.7	41.2	48.3	28.4
Always	24.7	26.8	24.1	22.3	27.8	26.2	27.4	20.0	15.5	16.2	14.3
Usually	20.2	22.0	20.0	18.3	22.4	19.4	17.7	27.7	25.6	32.1	14.1
TICKET-SPLITTER	15.1	13.5	13.6	16.2	15.9	12.3	9.9	24.1	32.2	25.5	44.3
REPUBLICAN	40.0	37.6	42.3	43.2	33.9	42.2	45.0	28.2	26.6	26.2	27.3
Usually	18.2	21.5	19.8	17.8	14.5	18.6	18.6	18.7	15.5	16.6	13.4
Always	21.8	16.2	22.5	25.4	19.4	23.6	26.4	9.6	11.2	9.6	13.9
Net Diff.	-4.9	-11.2	-1.8	2.6	-16.4	-3.3	-0.1	-19.5	-14.5	-22.1	-1.1
Mean	2.92	2.78	2.97	3.06	2.75	2.94	2.99	2.70	2.81	2.71	2.99



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES	FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
DEMOCRAT	44.9	77.0	32.4	8.0	91.1	28.1	33.6	82.4	91.8	76.0	17.7
Always	24.7	47.7	15.6	2.3	55.8	5.7	9.5	50.0	67.7	38.0	6.3
Usually	20.2	29.2	16.7	5.7	35.4	22.4	24.1	32.4	24.1	38.0	11.4
TICKET-SPLITTER	15.1	12.5	16.0	10.3	7.1	52.0	41.4	11.3	4.9	15.6	17.7
REPUBLICAN	40.0	10.5	51.6	81.7	1.8	19.9	25.1	6.3	3.2	8.4	64.6
Usually	18.2	6.6	22.8	34.7	1.4	14.7	20.4	4.4	1.4	6.4	28.2
Always	21.8	4.0	28.9	47.0	0.4	5.2	4.6	1.9	1.8	1.9	36.4
Net Diff.	-4.9	-66.4	19.3	73.8	-89.4	-8.2	-8.5	-76.1	-88.6	-67.6	46.8
Mean	2.92	1.90	3.33	4.18	1.55	2.91	2.87	1.76	1.46	1.96	3.77



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269			
DEMOCRAT	44.9	6.4	84.4	4.1	93.2	33.2	5.0	92.0	31.4	3.1	94.1	35.0			
Always	24.7	2.3	48.5	1.0	59.0	9.3	1.4	56.1	7.4	0.5	61.0	11.1			
Usually	20.2	4.1	35.8	3.1	34.2	23.9	3.7	35.8	23.9	2.6	33.1	23.9			
TICKET-SPLITTER	15.1	11.6	11.2	7.1	5.0	39.5	7.8	5.7	40.3	6.3	4.5	38.6			
REPUBLICAN	40.0	81.9	4.4	88.8	1.8	27.3	87.2	2.3	28.3	90.6	1.4	26.4			
Usually	18.2	33.7	3.9	34.0	1.2	20.4	37.5	1.5	23.4	30.3	0.9	17.4			
Always	21.8	48.3	0.5	54.8	0.6	7.0	49.6	0.8	4.9	60.3	0.5	9.0			
Net Diff.	-4.9	75.5	-79.9	84.8	-91.4	-5.8	82.1	-89.6	-3.1	87.5	-92.7	-8.6			
Mean	2.92	4.21	1.72	4.39	1.50	2.92	4.30	1.55	2.94	4.47	1.47	2.89			





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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
DEMOCRAT	44.9	86.1	90.1	83.4	43.6	13.5	9.5	11.7	24.9	4.2	1.4	96.3	88.9	89.2	80.6	29.5	11.2
Always	24.7	54.2	74.9	40.3	19.1	4.7	7.5	6.0	7.8	0.6	0.2	65.2	50.0	52.7	32.8	5.8	3.6
Usually	20.2	31.9	15.1	43.2	24.5	8.8	2.1	5.8	17.1	3.6	1.2	31.2	38.9	36.5	47.8	23.7	7.7
TICKET-SPLITTER	15.1	5.3	2.7	7.0	29.8	9.2	4.3	7.0	16.4	14.1	3.7	2.6	9.8	3.0	10.7	50.7	24.5
REPUBLICAN	40.0	8.6	7.2	9.6	26.6	77.3	86.2	81.3	58.7	81.6	95.0	1.1	1.3	7.9	8.7	19.8	64.3
Usually	18.2	4.9	2.0	6.9	16.8	42.6	16.3	30.8	29.8	43.7	31.5	0.5	1.3	5.0	8.7	15.7	43.3
Always	21.8	3.7	5.2	2.7	9.8	34.7	69.9	50.5	28.9	38.0	63.5	0.6	0.0	2.8	0.0	4.1	21.0
Net Diff.	-4.9	-77.5	-82.9	-73.8	-17.0	63.8	76.7	69.6	33.7	77.4	93.6	-95.2	-87.6	-81.3	-71.8	-9.8	53.1
Mean	2.92	1.72	1.47	1.89	2.74	3.94	4.39	4.14	3.55	4.15	4.57	1.40	1.62	1.69	1.95	2.88	3.71



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
DEMOCRAT	44.9	100.0	0.0	0.0	37.9	57.9	65.8	56.7	43.1	43.8	41.8	39.5	35.3	19.7	44.3	57.9
Always	24.7	54.9	0.0	0.0	0.0	33.5	49.1	31.1	22.7	22.9	22.4	26.7	19.6	13.3	21.9	34.2
Usually	20.2	45.1	0.0	0.0	37.9	24.4	16.7	25.6	20.4	20.9	19.5	12.9	15.7	6.4	22.4	23.7
TICKET-SPLITTER	15.1	0.0	100.0	0.0	28.2	10.4	13.4	9.9	15.3	14.9	16.0	20.3	12.7	11.9	15.1	17.9
REPUBLICAN	40.0	0.0	0.0	100.0	34.0	31.7	20.8	33.4	41.6	41.3	42.2	40.2	51.9	68.3	40.6	24.2
Usually	18.2	0.0	0.0	45.4	34.0	13.7	7.9	14.6	19.6	19.6	19.6	13.7	22.3	23.0	18.9	14.7
Always	21.8	0.0	0.0	54.6	0.0	18.0	12.9	18.9	22.0	21.6	22.6	26.5	29.6	45.4	21.6	9.5
Net Diff.	-4.9	-100.0	0.0	100.0	-3.9	-26.2	-45.0	-23.2	-1.4	-2.5	0.4	0.6	16.6	48.6	-3.8	-33.7
Mean	2.92	1.45	3.00	4.55	2.96	2.58	2.19	2.65	2.98	2.96	3.01	3.01	3.27	3.81	2.96	2.42



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
DEMOCRAT	44.9	35.8	62.5	60.7	65.7	32.6	53.7	38.4	72.2
Always	24.7	18.9	36.0	33.8	39.7	15.5	29.3	21.5	43.3
Usually	20.2	17.0	26.5	26.9	26.0	17.1	24.4	16.9	28.9
TICKET-SPLITTER	15.1	17.5	10.4	11.2	9.1	18.9	12.5	16.3	8.1
REPUBLICAN	40.0	46.7	27.1	28.1	25.2	48.4	33.7	45.3	19.7
Usually	18.2	19.9	14.9	15.7	13.4	23.3	19.4	17.1	10.0
Always	21.8	26.9	12.2	12.4	11.8	25.1	14.3	28.2	9.8
Net Diff.	-4.9	10.9	-35.4	-32.6	-40.4	15.8	-20.0	7.0	-52.5
Mean	2.92	3.19	2.41	2.46	2.32	3.25	2.65	3.14	2.14



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
DEMOCRAT	44.9	36.9	61.7	55.2	70.0	56.8	34.4	39.2	44.0	66.8	65.7	73.6
Always	24.7	19.9	34.7	31.8	43.6	19.9	17.5	22.0	23.3	40.6	41.7	45.2
Usually	20.2	17.0	27.0	23.4	26.4	36.9	16.8	17.2	20.7	26.2	24.0	28.4
TICKET-SPLITTER	15.1	13.8	17.8	19.3	16.1	21.0	13.9	13.7	25.1	13.4	19.3	13.3
REPUBLICAN	40.0	49.3	20.5	25.4	13.9	22.2	51.8	47.1	30.9	19.8	15.0	13.1
Usually	18.2	21.6	10.9	12.8	8.0	12.5	26.4	17.4	16.0	9.6	6.9	8.9
Always	21.8	27.6	9.6	12.6	5.9	9.7	25.3	29.7	14.9	10.3	8.0	4.2
Net Diff.	-4.9	12.3	-41.3	-29.8	-56.1	-34.6	17.4	7.9	-13.1	-47.0	-50.8	-60.5
Mean	2.92	3.20	2.34	2.51	2.06	2.55	3.25	3.16	2.78	2.23	2.16	1.98



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
DEMOCRAT	44.9	54.7	53.7	45.8	45.1	39.3	40.9	50.4	41.5	48.7	40.2	40.6	48.7
Always	24.7	28.5	31.7	24.4	24.9	22.1	21.8	27.8	22.8	26.9	21.9	20.8	28.1
Usually	20.2	26.2	22.0	21.4	20.1	17.1	19.1	22.6	18.8	21.8	18.3	19.9	20.6
TICKET-SPLITTER	15.1	24.5	17.5	15.8	17.2	12.9	10.6	18.2	13.1	17.9	11.6	16.5	13.8
REPUBLICAN	40.0	20.8	28.8	38.5	37.7	47.8	48.5	31.5	45.4	33.4	48.2	42.9	37.5
Usually	18.2	12.6	12.9	14.7	16.6	21.6	23.4	13.6	21.0	14.6	22.6	21.8	14.9
Always	21.8	8.1	15.9	23.7	21.0	26.2	25.1	17.8	24.4	18.8	25.6	21.0	22.6
Net Diff.	-4.9	-34.0	-24.8	-7.3	-7.4	8.5	7.7	-18.9	3.8	-15.4	8.0	2.2	-11.2
Mean	2.92	2.46	2.59	2.92	2.89	3.13	3.11	2.71	3.05	2.77	3.12	3.02	2.83



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45. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
DEMOCRAT	44.9	54.2	47.8	44.9	40.5	47.6	45.6	45.2	32.4	59.0	49.9	44.6	47.7	60.1	43.8	28.3
Always	24.7	29.9	26.7	24.5	22.0	25.5	22.8	23.0	16.7	33.1	30.2	25.9	26.9	38.1	22.1	13.9
Usually	20.2	24.3	21.2	20.4	18.4	22.1	22.8	22.2	15.7	25.9	19.6	18.7	20.9	22.0	21.7	14.4
TICKET-SPLITTER	15.1	22.6	17.1	16.4	10.7	27.8	17.8	17.3	12.2	18.8	16.4	15.5	9.4	13.0	15.2	17.3
REPUBLICAN	40.0	23.2	35.1	38.7	48.8	24.5	36.6	37.4	55.4	22.3	33.7	39.9	42.9	27.0	40.9	54.4
Usually	18.2	12.4	14.0	17.2	23.2	10.7	14.2	18.0	32.4	13.7	13.8	16.4	14.9	10.9	19.7	23.7
Always	21.8	10.8	21.1	21.6	25.6	13.9	22.5	19.5	23.0	8.5	19.9	23.5	28.0	16.1	21.2	30.7
Net Diff.	-4.9	-30.9	-12.7	-6.2	8.3	-23.1	-8.9	-7.8	23.0	-36.7	-16.2	-4.7	-4.8	-33.1	-2.9	26.1
Mean	2.92	2.50	2.82	2.91	3.12	2.65	2.91	2.89	3.29	2.39	2.74	2.93	2.96	2.45	2.96	3.43



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

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>LESS/COLLEGE GRADUATE</b>	66.0	73.8	72.5	70.6	67.4	58.4	64.1	38.9	42.8	72.5	72.1	71.9	78.9	75.2	74.8	81.1	57.6	46.2	48.9	43.6
Some Grade School	0.2	0.0	0.0	0.0	0.3	0.0	0.6	2.2	0.0	0.3	0.0	0.2	2.9	0.3	0.7	0.0	0.0	0.0	0.0	0.0
Some High School	1.8	0.8	1.7	1.7	1.6	1.2	6.0	0.0	1.4	2.0	1.5	1.8	7.9	1.9	2.1	2.8	1.2	1.4	0.9	1.9
High School Grad.	22.2	18.7	28.1	24.3	21.0	20.8	22.3	14.3	13.4	24.8	24.4	24.3	30.8	26.7	24.3	28.0	18.9	14.4	15.2	13.6
Some College/Trade	24.9	29.8	24.7	26.5	29.3	21.2	21.4	11.4	20.7	27.6	26.6	30.4	26.4	27.1	29.7	30.5	24.1	16.6	17.6	15.7
Technical/Vocational	5.6	6.1	7.6	5.2	6.1	6.0	4.2	3.3	0.0	6.2	6.3	5.9	6.4	6.9	3.8	8.9	4.6	4.0	6.4	1.8
Associates Degree	11.2	18.4	10.4	12.9	9.2	9.1	9.8	7.7	7.3	11.6	13.3	9.4	4.5	12.2	14.2	11.0	8.7	9.7	8.8	10.5
<b>COLLEGE GRADUATE</b>	34.0	26.2	27.5	29.4	32.6	41.6	35.9	61.1	57.2	27.5	27.9	28.1	21.1	24.8	25.2	18.9	42.4	53.8	51.1	56.4
Bachelors Degree	21.7	15.7	19.8	18.4	20.9	27.5	23.1	38.6	27.1	18.4	18.2	19.2	16.7	15.7	17.4	14.3	28.1	31.9	31.7	32.0
Post-Graduate Degree	12.3	10.6	7.8	11.0	11.7	14.2	12.9	22.6	30.1	9.1	9.7	8.9	4.3	9.1	7.8	4.6	14.4	22.0	19.4	24.4



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
<b>Total</b>	2000	350	450	768	432	1723	1430	292	277	178	100
<b>LESS/COLLEGE GRADUATE</b>	66.0	62.7	62.9	71.4	62.2	62.9	61.0	72.4	84.7	84.4	85.3
Some Grade School	0.2	0.0	0.0	0.4	0.2	0.2	0.1	0.7	0.3	0.5	0.0
Some High School	1.8	3.3	1.9	1.9	0.5	1.4	1.1	2.8	4.5	5.0	3.8
High School Grad.	22.2	22.7	20.8	23.6	20.8	20.4	18.2	30.9	33.6	32.9	34.8
Some College/Trade	24.9	21.4	24.6	26.7	24.8	25.0	24.6	26.8	24.3	26.9	19.6
Technical/Vocational	5.6	5.1	4.8	6.6	5.3	5.2	5.5	3.6	8.6	7.0	11.4
Associates Degree	11.2	10.2	10.8	12.1	10.6	10.8	11.4	7.6	13.4	12.2	15.7
<b>COLLEGE GRADUATE</b>	34.0	37.3	37.1	28.6	37.8	37.1	39.0	27.6	15.3	15.6	14.7
Bachelors Degree	21.7	25.6	23.4	17.9	23.7	23.3	24.4	18.3	11.8	12.2	11.2
Post-Graduate Degree	12.3	11.7	13.7	10.7	14.2	13.7	14.6	9.3	3.4	3.4	3.5





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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	CRATIC	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN		CIDED	CIDED	ROVE			PROVE
		TION									
<b>Total</b>	2000	564	1435	891	818	292	499	841	339	502	1157
<b>LESS/COLLEGE GRADUATE</b>	66.0	52.2	71.3	75.0	50.6	81.1	74.5	53.2	43.1	60.0	75.2
Some Grade School	0.2	0.4	0.1	0.4	0.0	0.0	0.0	0.2	0.6	0.0	0.2
Some High School	1.8	2.1	1.7	2.0	1.3	2.8	2.0	2.1	1.9	2.2	1.7
High School Grad.	22.2	18.1	23.8	25.9	16.2	28.0	23.9	18.1	13.2	21.5	25.2
Some College/Trade	24.9	20.1	26.7	28.0	19.6	30.5	30.3	19.5	13.4	23.7	28.7
Technical/Vocational	5.6	3.8	6.4	5.9	4.3	8.9	7.5	4.2	6.2	2.8	6.7
Associates Degree	11.2	7.7	12.5	12.9	9.3	11.0	10.9	9.0	7.9	9.8	12.7
<b>COLLEGE GRADUATE</b>	34.0	47.8	28.7	25.0	49.4	18.9	25.5	46.8	56.9	40.0	24.8
Bachelors Degree	21.7	28.2	19.2	16.3	30.4	14.3	17.1	28.6	34.4	24.6	16.8
Post-Graduate Degree	12.3	19.6	9.4	8.7	19.0	4.6	8.3	18.2	22.4	15.4	8.0



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

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
<b>Total</b>	2000	849	928	720	740	540	366	303	271	354	437	269		
<b>LESS/COLLEGE GRADUATE</b>	66.0	77.6	51.2	76.4	49.2	75.0	69.1	44.0	72.5	84.0	52.8	77.5		
Some Grade School	0.2	0.5	0.0	0.4	0.2	0.0	0.3	0.0	0.0	0.6	0.3	0.0		
Some High School	1.8	1.6	1.9	1.5	2.1	2.0	1.4	1.4	2.2	1.5	2.5	1.8		
High School Grad.	22.2	27.7	15.2	27.7	15.8	23.7	26.0	17.3	25.2	29.5	14.7	22.2		
Some College/Trade	24.9	28.6	20.4	28.5	18.5	28.9	26.5	13.8	27.9	30.6	21.7	29.9		
Technical/Vocational	5.6	6.5	4.4	7.0	3.3	7.1	5.2	4.0	7.1	8.8	2.8	7.0		
Associates Degree	11.2	12.8	9.5	11.3	9.4	13.3	9.8	7.5	10.0	12.9	10.8	16.5		
<b>COLLEGE GRADUATE</b>	34.0	22.4	48.8	23.6	50.8	25.0	30.9	56.0	27.5	16.0	47.2	22.5		
Bachelors Degree	21.7	14.4	31.0	14.9	31.4	17.7	18.4	33.5	18.4	11.2	29.9	17.0		
Post-Graduate Degree	12.3	8.0	17.8	8.7	19.4	7.3	12.4	22.5	9.1	4.8	17.3	5.5		



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

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE
<b>Total</b>	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
<b>LESS/COLLEGE GRADUATE</b>	66.0	49.6	43.8	53.6	70.6	76.1	72.6	74.5	78.4	76.3	76.2	42.2	59.3	56.8	66.9	75.9	77.7
Some Grade School	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.2	1.4	1.2	0.0	0.0	0.0	1.7	0.0	0.0	0.0
Some High School	1.8	1.5	2.1	1.1	2.8	0.5	1.8	1.1	6.6	0.6	1.1	1.0	4.5	0.0	0.0	2.6	1.6
High School Grad.	22.2	15.8	14.8	16.5	24.8	25.2	24.0	24.7	31.2	32.0	25.9	12.6	19.9	20.7	20.7	25.1	21.6
Some College/Trade	24.9	18.9	14.5	21.8	26.6	27.7	28.7	28.1	23.6	28.3	29.2	16.9	21.1	19.0	25.7	29.6	28.7
Technical/Vocational	5.6	4.1	4.0	4.1	5.5	6.9	7.4	7.1	3.4	7.7	7.3	3.4	3.2	3.1	8.3	6.2	9.0
Associates Degree	11.2	9.2	8.4	9.8	10.6	15.8	10.4	13.4	12.1	6.5	12.7	8.3	10.7	12.3	12.2	12.4	16.7
<b>COLLEGE GRADUATE</b>	34.0	50.4	56.2	46.4	29.4	23.9	27.4	25.5	21.6	23.7	23.8	57.8	40.7	43.2	33.1	24.1	22.3
Bachelors Degree	21.7	30.4	30.9	30.0	19.7	17.6	15.8	16.8	9.1	14.3	15.8	34.0	28.3	26.2	28.1	16.1	15.5
Post-Graduate Degree	12.3	20.0	25.3	16.4	9.7	6.3	11.6	8.7	12.5	9.4	8.0	23.9	12.4	17.0	5.0	8.0	6.8



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

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
<b>Total</b>	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
<b>LESS/COLLEGE GRADUATE</b>	66.0	52.6	76.4	77.0	67.0	39.2	36.9	39.5	68.4	61.7	79.4	87.7	72.4	72.2	62.4	67.4
Some Grade School	0.2	0.2	0.3	0.1	0.3	0.4	2.8	0.0	0.1	0.2	0.0	0.5	0.0	0.0	0.2	0.5
Some High School	1.8	2.1	2.7	1.3	1.8	0.3	2.4	0.0	1.7	1.3	2.5	5.1	0.8	2.5	1.6	2.9
High School Grad.	22.2	15.9	26.6	27.6	21.9	10.4	14.2	9.7	23.3	20.0	28.6	31.9	23.1	21.6	21.2	25.2
Some College/Trade	24.9	20.6	27.2	28.8	25.7	17.9	13.6	18.5	25.9	24.2	28.8	27.7	27.5	30.4	24.9	23.6
Technical/Vocational	5.6	4.3	6.8	6.7	5.7	2.3	2.2	2.3	5.7	5.3	6.5	10.3	6.2	6.1	4.6	6.1
Associates Degree	11.2	9.5	12.8	12.4	11.6	8.0	1.7	9.0	11.6	10.7	13.1	12.1	14.9	11.5	9.9	9.0
<b>COLLEGE GRADUATE</b>	34.0	47.4	23.6	23.0	33.0	60.8	63.1	60.5	31.6	38.3	20.6	12.3	27.6	27.8	37.6	32.6
Bachelors Degree	21.7	29.4	16.1	15.3	21.9	30.8	17.5	32.8	21.6	25.5	15.4	9.0	17.5	18.0	24.6	22.2
Post-Graduate Degree	12.3	18.0	7.4	7.8	11.2	30.1	45.6	27.6	10.0	12.9	5.3	3.3	10.1	9.8	13.0	10.4



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

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
<b>Total</b>	2000	1319	681	435	246	583	357	736	324
<b>LESS/COLLEGE GRADUATE</b>	66.0	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0
Some Grade School	0.2	0.3	0.0	0.0	0.0	0.2	0.0	0.4	0.0
Some High School	1.8	2.8	0.0	0.0	0.0	2.7	0.0	2.9	0.0
High School Grad.	22.2	33.7	0.0	0.0	0.0	37.0	0.0	31.0	0.0
Some College/Trade	24.9	37.8	0.0	0.0	0.0	36.8	0.0	38.5	0.0
Technical/Vocational	5.6	8.6	0.0	0.0	0.0	8.7	0.0	8.5	0.0
Associates Degree	11.2	16.9	0.0	0.0	0.0	14.7	0.0	18.7	0.0
<b>COLLEGE GRADUATE</b>	34.0	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0
Bachelors Degree	21.7	0.0	63.9	100.0	0.0	0.0	61.3	0.0	66.7
Post-Graduate Degree	12.3	0.0	36.1	0.0	100.0	0.0	38.7	0.0	33.3



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

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
<b>Total</b>	2000	1357	643	262	260	80	632	725	133	129	119	141
<b>LESS/COLLEGE GRADUATE</b>	66.0	68.0	61.6	62.0	69.8	31.0	61.9	73.4	63.3	60.7	70.3	69.4
Some Grade School	0.2	0.2	0.1	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.8	0.0
Some High School	1.8	1.4	2.9	2.7	3.7	2.3	1.2	1.5	1.6	3.8	5.1	2.5
High School Grad.	22.2	22.2	22.1	25.1	24.9	10.1	21.6	22.8	29.4	20.6	27.1	23.1
Some College/Trade	24.9	26.1	22.3	23.3	25.1	10.7	23.9	28.1	22.9	23.7	23.1	26.7
Technical/Vocational	5.6	6.1	4.8	4.5	3.6	0.0	5.7	6.4	3.2	5.9	3.8	3.4
Associates Degree	11.2	12.0	9.4	6.4	12.3	7.8	9.5	14.2	6.2	6.7	10.5	13.8
<b>COLLEGE GRADUATE</b>	34.0	32.0	38.4	38.0	30.2	69.0	38.1	26.6	36.7	39.3	29.7	30.6
Bachelors Degree	21.7	20.1	25.3	25.4	21.0	43.1	23.1	17.4	21.2	29.8	23.6	18.9
Post-Graduate Degree	12.3	11.9	13.1	12.6	9.1	25.9	15.0	9.2	15.6	9.6	6.0	11.7



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

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
<b>LESS/COLLEGE GRADUATE</b>	66.0	80.4	66.8	65.4	69.8	72.2	54.5	69.0	64.1	69.2	61.9	62.0	69.5	
Some Grade School	0.2	0.7	0.7	0.3	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.1	0.3	
Some High School	1.8	1.9	4.9	2.2	2.2	1.4	0.1	3.1	1.1	2.8	0.6	1.7	2.0	
High School Grad.	22.2	39.4	26.5	21.5	22.1	20.1	16.9	26.9	19.3	25.4	18.2	23.0	21.5	
Some College/Trade	24.9	29.2	20.3	22.2	28.1	28.3	23.2	23.0	26.1	24.5	25.3	22.8	26.8	
Technical/Vocational	5.6	3.1	5.7	6.6	6.2	6.3	4.9	5.6	5.7	5.8	5.5	5.4	5.9	
Associates Degree	11.2	6.0	8.8	12.5	11.2	16.1	9.4	9.9	11.9	10.3	12.2	9.1	13.0	
<b>COLLEGE GRADUATE</b>	34.0	19.6	33.2	34.6	30.2	27.8	45.5	31.0	35.9	30.8	38.1	38.0	30.5	
Bachelors Degree	21.7	17.5	23.0	20.7	18.9	20.1	26.1	20.8	22.3	20.3	23.6	23.3	20.4	
Post-Graduate Degree	12.3	2.1	10.2	13.9	11.3	7.7	19.4	10.2	13.6	10.5	14.5	14.7	10.2	



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	SLNTG	NIALS		BMMRS	SLNTG	NIALS		BMMRS	SLNTG			
<b>Total</b>	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
<b>LESS/COLLEGE GRADUATE</b>	66.0	76.5	67.4	67.4	61.0	81.8	66.6	64.7	52.2	72.6	68.1	69.9	69.0	62.8	62.5	78.3
Some Grade School	0.2	1.0	0.2	0.2	0.0	1.0	0.0	0.0	0.0	0.9	0.4	0.3	0.0	0.2	0.1	0.5
Some High School	1.8	3.3	3.3	1.8	0.6	5.6	1.7	2.0	0.4	1.6	4.7	1.6	0.8	1.9	1.4	3.0
High School Grad.	22.2	36.7	23.2	22.1	17.6	43.9	27.6	22.9	14.7	31.3	19.2	21.3	20.2	25.6	19.2	25.2
Some College/Trade	24.9	25.4	22.8	26.2	25.2	23.1	20.6	26.3	21.6	27.2	24.8	26.1	28.4	21.4	25.1	28.7
Technical/Vocational	5.6	3.5	6.9	5.5	5.5	3.1	7.7	5.0	4.8	3.8	6.2	6.0	6.2	4.9	4.9	8.3
Associates Degree	11.2	6.6	11.0	11.7	12.1	4.9	9.0	8.5	10.7	7.9	12.8	14.6	13.5	8.9	11.8	12.5
<b>COLLEGE GRADUATE</b>	34.0	23.5	32.6	32.6	39.0	18.2	33.4	35.3	47.8	27.4	31.9	30.1	31.0	37.2	37.5	21.7
Bachelors Degree	21.7	20.1	20.4	21.5	23.2	17.1	18.5	24.2	27.3	22.3	22.1	19.1	19.6	22.7	24.1	15.0
Post-Graduate Degree	12.3	3.4	12.2	11.1	15.7	1.1	14.9	11.1	20.6	5.1	9.8	11.0	11.4	14.5	13.4	6.8





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47. WOULD YOU CONSIDER YOURSELF...?

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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
WEALTHY	2.0	1.4	1.7	1.4	2.1	1.8	2.4	5.6	4.0	2.0	1.5	1.8	6.7	2.3	1.9	0.8	2.3	2.2	2.2	2.3
UPPER MIDDLE CLASS	12.8	8.8	8.9	14.4	11.2	17.1	17.7	12.4	16.2	11.2	11.0	12.4	8.0	10.1	12.0	6.6	16.6	17.9	16.2	19.4
MIDDLE CLASS	46.7	46.5	51.5	47.5	45.8	41.6	42.0	55.4	45.7	47.1	48.8	42.0	50.9	48.2	51.7	39.4	47.7	45.5	47.1	44.0
LOWER MIDDLE CLASS	28.7	36.9	28.8	27.9	28.9	27.8	29.7	14.2	21.3	30.6	30.4	31.8	26.9	29.7	28.4	37.7	27.7	23.0	22.7	23.2
POOR	9.8	6.3	9.0	8.7	12.1	11.7	8.2	12.3	12.8	9.2	8.2	12.0	7.6	9.7	6.0	15.5	5.6	11.4	11.7	11.1
Mean	2.69	2.62	2.66	2.72	2.62	2.69	2.77	2.85	2.77	2.66	2.67	2.60	2.79	2.66	2.76	2.39	2.82	2.77	2.75	2.78



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47. WOULD YOU CONSIDER YOURSELF...?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1723	1430	292	277	178	100
WEALTHY	2.0	2.3	1.2	1.9	2.8	2.1	2.1	1.9	1.6	1.6	1.6
UPPER MIDDLE CLASS	12.8	13.3	11.2	11.2	17.2	13.6	13.8	12.7	8.3	8.9	7.3
MIDDLE CLASS	46.7	48.5	48.0	46.0	45.1	48.2	48.4	47.3	37.4	39.4	33.9
LOWER MIDDLE CLASS	28.7	28.5	27.6	30.2	27.3	27.5	27.2	29.0	35.8	35.6	36.1
POOR	9.8	7.4	12.0	10.8	7.6	8.6	8.5	9.1	16.9	14.6	21.1
Mean	2.69	2.75	2.62	2.63	2.80	2.73	2.74	2.69	2.42	2.47	2.32



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47. WOULD YOU CONSIDER YOURSELF...?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	564	1435	891	818	292	499	841	339	502	1157	
WEALTHY	2.0	5.4	0.7	2.2	2.3	0.8	1.0	3.6	6.3	1.8	0.9	
UPPER MIDDLE CLASS	12.8	19.9	10.1	10.7	17.4	6.6	9.0	17.6	20.7	15.5	9.4	
MIDDLE CLASS	46.7	50.2	45.2	49.3	46.4	39.4	42.6	47.5	46.7	48.1	46.0	
LOWER MIDDLE CLASS	28.7	19.3	32.4	29.2	24.8	37.7	36.3	22.7	19.5	24.9	33.0	
POOR	9.8	5.1	11.6	8.5	9.1	15.5	11.1	8.5	6.8	9.7	10.7	
Mean	2.69	3.01	2.56	2.69	2.79	2.39	2.53	2.85	3.00	2.75	2.57	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WOULD YOU CONSIDER YOURSELF...?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269			
WEALTHY	2.0	2.3	2.1	1.8	2.9	1.1	3.0	4.8	1.4	0.6	1.5	0.8			
UPPER MIDDLE CLASS	12.8	9.9	16.2	11.9	16.9	8.5	13.6	21.8	8.9	10.1	13.5	8.1			
MIDDLE CLASS	46.7	47.5	48.1	48.4	45.7	45.7	50.5	42.2	47.3	46.1	48.2	44.1			
LOWER MIDDLE CLASS	28.7	30.2	25.4	29.2	24.8	33.3	27.1	21.9	31.3	31.4	26.8	35.3			
POOR	9.8	10.2	8.1	8.7	9.7	11.3	5.8	9.2	11.0	11.7	10.0	11.6			
Mean	2.69	2.64	2.79	2.69	2.79	2.55	2.81	2.91	2.58	2.57	2.70	2.51			



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WOULD YOU CONSIDER YOURSELF...?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
WEALTHY	2.0	3.5	6.0	1.9	1.3	0.2	3.1	1.5	6.1	1.7	1.3	3.3	1.4	5.6	2.7	1.1	0.0
UPPER MIDDLE CLASS	12.8	17.8	17.6	17.9	10.2	12.5	10.7	11.7	20.7	9.3	11.6	18.3	13.3	21.6	12.6	8.5	5.9
MIDDLE CLASS	46.7	44.9	34.0	52.3	46.0	52.9	44.0	48.9	50.7	41.3	50.3	44.6	48.7	42.2	41.9	46.1	47.1
LOWER MIDDLE CLASS	28.7	23.2	27.2	20.5	32.5	26.6	31.9	29.0	13.3	36.3	29.0	23.3	27.2	25.4	30.9	34.5	31.0
POOR	9.8	10.6	15.1	7.5	10.0	7.8	10.2	8.9	9.1	11.4	7.8	10.5	9.4	5.3	11.9	9.7	16.1
Mean	2.69	2.81	2.72	2.86	2.60	2.71	2.64	2.68	3.01	2.54	2.70	2.81	2.70	2.97	2.63	2.57	2.43



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47. WOULD YOU CONSIDER YOURSELF...?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
WEALTHY	2.0	3.0	1.8	1.1	1.4	13.6	100.0	0.0	0.0	0.0	0.0	0.0	1.3	3.6	2.2	1.7
UPPER MIDDLE CLASS	12.8	16.2	8.5	10.7	12.0	86.4	0.0	100.0	0.0	0.0	0.0	0.0	9.1	8.4	14.2	12.3
MIDDLE CLASS	46.7	45.5	46.2	48.2	48.4	0.0	0.0	0.0	61.9	100.0	0.0	0.0	49.5	49.5	51.9	40.0
LOWER MIDDLE CLASS	28.7	26.7	30.4	30.2	29.5	0.0	0.0	0.0	38.1	0.0	100.0	0.0	31.3	26.9	25.3	31.4
POOR	9.8	8.6	13.2	9.8	8.6	0.0	0.0	0.0	0.0	0.0	0.0	100.0	8.9	11.5	6.4	14.7
Mean	2.69	2.78	2.55	2.63	2.68	4.14	5.00	4.00	2.62	3.00	2.00	1.00	2.63	2.66	2.80	2.55



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WOULD YOU CONSIDER YOURSELF...?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/  COLL.  GRAD	COLL-  EGE  GRAD.	Bchlr  Degree	Post-  Grad./  Prof.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.	LESS/  COLL.  GRAD.	COLL-  EGE  GRAD.
Total	2000	1319	681	435	246	583	357	736	324
WEALTHY	2.0	1.1	3.8	1.6	7.5	1.7	5.4	0.7	1.9
UPPER MIDDLE CLASS	12.8	7.7	22.8	19.4	28.9	8.3	25.7	7.2	19.6
MIDDLE CLASS	46.7	43.7	52.5	54.7	48.8	43.6	52.3	43.7	52.8
LOWER MIDDLE CLASS	28.7	34.5	17.4	20.3	12.3	34.5	13.8	34.5	21.3
POOR	9.8	13.0	3.5	4.1	2.6	11.9	2.8	13.9	4.4
Mean	2.69	2.49	3.06	2.94	3.26	2.53	3.17	2.46	2.93



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WOULD YOU CONSIDER YOURSELF...?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
WEALTHY	2.0	1.9	2.3	2.5	1.7	3.2	3.4	0.6	3.7	1.3	1.9	1.6
UPPER MIDDLE CLASS	12.8	12.7	13.2	14.0	12.6	15.7	13.4	12.1	20.8	6.9	16.0	9.7
MIDDLE CLASS	46.7	46.1	47.9	47.4	45.0	57.8	47.6	44.9	45.9	49.0	37.8	51.1
LOWER MIDDLE CLASS	28.7	28.9	28.2	28.5	31.1	21.4	27.0	30.6	23.2	34.1	33.4	29.1
POOR	9.8	10.4	8.5	7.6	9.6	2.0	8.7	11.8	6.5	8.8	10.9	8.5
Mean	2.69	2.67	2.73	2.75	2.66	2.97	2.76	2.59	2.92	2.58	2.64	2.67





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WOULD YOU CONSIDER YOURSELF...?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060	
WEALTHY	2.0	3.9	2.3	3.8	2.3	0.2	1.3	3.3	1.2	3.0	0.9	3.1	1.0	
UPPER MIDDLE CLASS	12.8	21.7	13.6	13.1	10.8	9.1	13.6	15.0	11.5	13.7	11.8	14.9	11.0	
MIDDLE CLASS	46.7	39.3	43.3	42.5	42.3	43.2	58.8	42.1	49.5	42.2	52.2	46.9	46.5	
LOWER MIDDLE CLASS	28.7	24.5	30.1	29.3	32.6	35.2	21.5	28.6	28.7	29.8	27.2	26.6	30.5	
POOR	9.8	10.6	10.8	11.3	12.0	12.3	4.7	11.0	9.0	11.3	7.9	8.4	11.0	
Mean	2.69	2.84	2.66	2.69	2.59	2.50	2.85	2.71	2.67	2.67	2.70	2.78	2.61	



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

47. WOULD YOU CONSIDER YOURSELF...?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
WEALTHY	2.0	3.8	2.8	2.2	0.9	7.7	3.6	3.4	1.5	0.9	2.2	1.1	0.4	5.2	0.7	1.2
UPPER MIDDLE CLASS	12.8	19.2	13.5	9.8	12.8	21.2	16.9	10.5	15.2	17.8	10.4	9.2	10.7	14.4	14.9	5.9
MIDDLE CLASS	46.7	38.7	44.9	41.3	53.9	38.6	43.5	41.4	55.2	38.8	46.2	41.1	52.8	40.2	52.6	40.6
LOWER MIDDLE CLASS	28.7	27.3	27.4	34.7	25.5	18.2	25.9	34.4	23.5	34.0	28.7	35.0	27.3	28.8	25.4	36.5
POOR	9.8	10.9	11.4	12.0	6.8	14.3	10.1	10.2	4.6	8.5	12.5	13.7	8.8	11.4	6.4	15.9
Mean	2.69	2.78	2.69	2.55	2.75	2.90	2.78	2.63	2.86	2.69	2.61	2.49	2.66	2.73	2.78	2.40



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
<b>MAINSTREAM PROTESTANT</b>	28.4	39.4	34.1	30.8	25.3	23.5	23.6	19.5	9.4	30.6	34.1	25.1	19.8	36.2	30.6	25.4	25.2	21.6	23.5	19.8
<b>CATHOLIC</b>	26.9	31.7	31.0	30.9	29.6	19.9	22.6	15.4	10.6	28.9	31.1	25.1	22.9	30.6	28.7	25.6	28.9	21.0	25.5	16.7
<b>EVANGELICAL</b>	7.8	14.3	10.1	8.6	6.8	5.0	4.1	5.1	1.2	9.3	10.5	6.6	8.2	14.1	9.4	5.8	3.5	3.4	4.9	2.0
<b>JEWISH</b>	3.2	1.6	1.4	2.5	4.2	4.9	3.8	1.5	10.8	2.1	1.9	3.2	0.0	1.8	2.6	1.3	3.1	6.6	6.7	6.5
<b>ISLAM</b>	1.8	1.5	1.9	1.0	1.9	3.0	1.9	2.2	0.0	1.9	1.5	2.1	5.6	1.2	1.0	2.4	3.7	1.4	2.9	0.0
<b>MORMON</b>	1.0	1.1	1.4	0.9	0.5	1.0	1.6	0.0	2.2	1.2	1.1	1.2	2.0	1.2	1.8	1.4	0.5	0.5	0.0	1.0
<b>BUDDHIST</b>	0.6	0.0	0.3	0.4	0.5	1.2	0.6	3.1	0.0	0.5	0.3	0.9	0.9	0.3	0.7	1.3	0.0	0.9	0.6	1.1
<b>HINDU</b>	0.3	0.0	0.3	0.4	0.5	0.9	0.0	0.0	0.0	0.3	0.3	0.6	0.0	0.2	0.3	0.0	1.0	0.4	0.7	0.0
<b>SIKH</b>	0.1	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.1	0.0	0.2	0.9	0.0	0.3	0.3	0.0	0.2	0.0	0.4
<b>OTHER RELIGION</b>	1.3	1.8	0.8	0.7	1.9	1.2	1.1	2.0	3.6	1.2	1.0	2.0	0.0	0.6	1.1	1.6	2.1	1.8	1.0	2.5
<b>NON-REL/SECULAR/ATHEIST</b>	28.4	8.7	18.8	23.8	28.8	39.1	39.8	51.2	62.2	23.8	18.3	33.0	39.6	14.0	23.6	34.8	32.1	42.2	34.1	49.9



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

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht LIKELY	Not lv /Not at All	
Total	2000	350	450	768	432	1723	1430	292	277	178	100	
MAINSTREAM PROTESTANT	28.4	17.0	31.6	35.3	21.9	29.1	29.8	25.5	24.0	26.7	19.3	
CATHOLIC	26.9	37.6	29.1	20.7	27.1	27.5	27.5	27.5	23.4	22.7	24.8	
EVANGELICAL	7.8	4.6	8.0	9.2	7.9	8.2	8.5	6.8	5.6	6.6	3.8	
JEWISH	3.2	6.7	2.3	2.2	3.3	3.4	3.5	2.8	2.3	2.6	1.7	
ISLAM	1.8	1.7	1.5	2.0	1.8	1.8	1.5	3.1	1.7	1.6	1.9	
MORMON	1.0	0.0	0.2	0.7	3.2	0.9	0.8	1.3	1.9	1.5	2.6	
BUDDHIST	0.6	1.0	0.0	0.7	0.7	0.4	0.4	0.7	1.7	2.2	0.9	
HINDU	0.3	0.8	0.3	0.3	0.1	0.2	0.2	0.3	1.3	1.6	0.6	
SIKH	0.1	0.3	0.2	0.1	0.0	0.1	0.1	0.0	0.7	0.5	1.0	
OTHER RELIGION	1.3	1.2	2.0	1.4	0.7	1.3	1.3	1.6	1.4	0.7	2.6	
NON-REL/SECULAR/ATHEIST	28.4	29.3	24.6	27.4	33.3	27.1	26.4	30.4	36.1	33.4	40.8	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	CRATIC	CIDED	CIDED	ROVE			PROVE
		DIREC-	TRACK	LICAN							
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
MAINSTREAM PROTESTANT	28.4	21.2	31.2	34.3	23.0	25.4	25.1	23.2	22.9	23.4	32.2
CATHOLIC	26.9	29.7	25.9	30.0	24.1	25.6	24.7	26.7	27.7	26.1	27.1
EVANGELICAL	7.8	4.5	9.2	12.5	3.4	5.8	6.4	4.4	4.6	4.2	10.4
JEWISH	3.2	5.0	2.5	2.0	5.2	1.3	2.8	4.9	7.5	3.1	2.0
ISLAM	1.8	4.7	0.6	1.1	2.3	2.4	1.4	2.7	4.0	1.9	1.1
MORMON	1.0	1.5	0.8	1.4	0.5	1.4	1.0	1.1	1.8	0.5	1.0
BUDDHIST	0.6	0.8	0.5	0.4	0.5	1.3	1.0	0.7	0.4	0.8	0.5
HINDU	0.3	0.9	0.1	0.2	0.6	0.0	0.6	0.6	1.0	0.4	0.1
SIKH	0.1	0.3	0.1	0.1	0.1	0.3	0.4	0.2	0.3	0.2	0.1
OTHER RELIGION	1.3	1.8	1.2	0.8	1.9	1.6	1.5	1.4	0.7	1.8	1.3
NON-REL/SECULAR/ATHEIST	28.4	29.4	27.9	17.1	38.3	34.8	35.1	34.1	29.0	37.6	24.1



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

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269			
MAINSTREAM PROTESTANT	28.4	36.3	23.2	35.9	22.6	26.4	34.1	17.3	22.0	37.8	26.3	30.8			
CATHOLIC	26.9	28.7	26.6	29.5	26.8	23.7	31.8	29.3	26.4	27.0	25.1	20.9			
EVANGELICAL	7.8	12.5	3.6	12.7	3.8	6.9	13.1	4.0	6.3	12.2	3.7	7.6			
JEWISH	3.2	2.1	4.9	1.9	5.3	2.1	2.2	4.7	2.2	1.6	5.8	2.0			
ISLAM	1.8	1.4	1.9	1.3	3.0	0.7	2.2	5.7	0.2	0.5	1.2	1.1			
MORMON	1.0	0.9	0.7	1.5	0.8	0.7	1.0	0.5	0.7	2.0	1.0	0.8			
BUDDHIST	0.6	0.3	0.6	0.5	0.3	1.1	0.7	0.8	0.7	0.2	0.0	1.6			
HINDU	0.3	0.3	0.2	0.0	0.7	0.3	0.0	1.0	0.6	0.0	0.6	0.0			
SIKH	0.1	0.0	0.1	0.1	0.0	0.4	0.0	0.0	0.8	0.3	0.0	0.0			
OTHER RELIGION	1.3	0.8	2.1	0.6	1.5	2.2	0.4	1.9	2.1	0.7	1.3	2.2			
NON-REL/SECULAR/ATHEIST	28.4	16.7	36.0	16.1	35.1	35.5	14.5	34.9	38.0	17.8	35.2	32.9			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 5

	BANNER 5																
	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
MAINSTREAM PROTESTANT	28.4	20.8	14.8	24.8	26.3	38.3	35.7	37.2	20.1	31.8	39.2	20.6	25.8	23.2	22.0	24.2	36.5
CATHOLIC	26.9	22.2	20.6	23.3	29.0	28.2	29.1	28.6	41.2	25.3	29.3	21.6	31.9	41.9	10.3	28.7	17.4
EVANGELICAL	7.8	2.9	2.1	3.5	6.2	8.6	20.3	13.8	5.7	10.3	14.3	2.2	5.5	7.6	4.5	4.8	15.3
JEWISH	3.2	6.0	5.5	6.4	2.6	2.2	1.0	1.6	4.1	1.6	1.7	5.8	5.4	1.9	8.6	1.0	1.0
ISLAM	1.8	1.7	3.0	0.9	2.0	0.8	2.7	1.7	6.2	1.8	0.6	1.3	3.9	10.8	0.0	0.7	1.0
MORMON	1.0	0.9	1.8	0.3	0.8	1.3	1.5	1.4	1.7	0.0	1.9	1.0	0.7	0.0	0.0	1.1	0.0
BUDDHIST	0.6	0.7	0.7	0.8	0.7	0.4	0.3	0.4	1.5	0.0	0.5	0.6	0.0	0.0	1.2	1.5	0.0
HINDU	0.3	0.8	0.4	1.0	0.2	0.0	0.2	0.1	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.3	0.6
SIKH	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
OTHER RELIGION	1.3	2.2	2.7	1.9	1.4	0.7	0.3	0.5	3.8	0.0	0.3	1.9	0.7	1.9	2.6	2.6	0.6
NON-REL/SECULAR/ATHEIST	28.4	41.7	48.5	37.1	30.5	19.5	9.0	14.8	15.8	28.6	12.3	43.9	25.8	12.7	50.8	34.5	27.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567	
MAINSTREAM PROTESTANT	28.4	22.3	24.0	36.9	27.0	19.7	17.7	20.1	30.4	30.1	31.0	25.7	100.0	0.0	0.0	0.0	
CATHOLIC	26.9	26.6	27.0	27.3	28.5	29.7	28.9	29.9	27.6	29.9	23.8	17.7	0.0	0.0	100.0	0.0	
EVANGELICAL	7.8	3.4	6.2	13.4	6.1	6.3	14.0	5.1	8.0	8.3	7.4	9.2	0.0	100.0	0.0	0.0	
JEWISH	3.2	4.8	2.2	1.8	3.1	9.2	2.2	10.3	2.4	2.9	1.6	0.7	0.0	0.0	0.0	0.0	
ISLAM	1.8	2.5	1.7	1.0	1.4	5.5	9.9	4.8	1.2	1.0	1.4	1.0	0.0	0.0	0.0	0.0	
MORMON	1.0	0.4	1.4	1.5	1.0	1.5	1.6	1.5	1.0	0.9	1.2	0.4	0.0	0.0	0.0	0.0	
BUDDHIST	0.6	0.8	1.0	0.2	0.7	0.8	0.0	1.0	0.6	0.4	1.0	0.0	0.0	0.0	0.0	0.0	
HINDU	0.3	0.5	0.6	0.1	0.4	0.3	2.5	0.0	0.3	0.5	0.2	0.3	0.0	0.0	0.0	0.0	
SIKH	0.1	0.0	0.7	0.1	0.3	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	
OTHER RELIGION	1.3	2.1	1.5	0.5	1.7	0.3	0.0	0.3	1.4	1.5	1.3	2.3	0.0	0.0	0.0	0.0	
NON-REL/SECULAR/ATHEIST	28.4	36.5	33.7	17.1	29.8	26.6	23.2	27.2	26.8	24.3	31.0	42.7	0.0	0.0	0.0	100.0	





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48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
MAINSTREAM PROTESTANT	28.4	31.2	23.0	22.9	23.2	27.9	20.7	33.8	25.5
CATHOLIC	26.9	25.5	29.7	30.4	28.5	26.9	33.7	24.4	25.3
EVANGELICAL	7.8	8.6	6.4	6.5	6.2	8.7	7.3	8.5	5.4
JEWISH	3.2	1.6	6.4	4.9	9.0	1.9	4.8	1.4	8.1
ISLAM	1.8	1.2	2.9	1.6	5.2	1.7	4.5	0.8	1.1
MORMON	1.0	1.0	1.1	1.0	1.4	0.8	0.7	1.1	1.6
BUDDHIST	0.6	0.5	0.8	1.0	0.4	0.7	0.7	0.3	0.9
HINDU	0.3	0.1	0.9	1.0	0.7	0.0	1.2	0.1	0.5
SIKH	0.1	0.1	0.2	0.2	0.0	0.2	0.3	0.1	0.0
OTHER RELIGION	1.3	1.2	1.5	1.6	1.5	1.2	1.7	1.3	1.3
NON-REL/SECULAR/ATHEIST	28.4	29.0	27.2	29.0	23.9	30.0	24.3	28.1	30.3



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48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
MAINSTREAM PROTESTANT	28.4	29.7	25.6	16.6	40.3	9.4	28.5	30.8	12.9	20.4	26.6	51.9
CATHOLIC	26.9	26.5	27.8	43.9	12.4	26.8	28.8	24.6	46.2	41.5	17.0	8.5
EVANGELICAL	7.8	8.0	7.4	6.5	9.5	3.8	7.9	8.2	9.5	3.5	10.4	8.8
JEWISH	3.2	3.8	2.0	2.8	1.7	0.0	3.4	4.2	3.0	2.7	2.2	1.3
ISLAM	1.8	1.3	2.8	3.2	2.5	3.7	1.9	0.8	4.9	1.4	4.6	0.6
MORMON	1.0	1.0	1.0	0.6	1.8	0.0	0.7	1.4	1.2	0.0	0.8	2.6
BUDDHIST	0.6	0.3	1.2	0.7	0.9	4.7	0.3	0.3	0.7	0.7	2.1	0.0
HINDU	0.3	0.1	0.9	0.0	0.0	7.3	0.2	0.0	0.0	0.0	0.0	0.0
SIKH	0.1	0.0	0.5	0.4	0.0	2.6	0.0	0.0	0.0	0.7	0.0	0.0
OTHER RELIGION	1.3	1.3	1.5	1.3	1.5	0.0	1.4	1.1	0.0	2.7	1.3	1.6
NON-REL/SECULAR/ATHEIST	28.4	27.9	29.4	24.0	29.4	41.7	26.9	28.6	21.6	26.4	35.0	24.6



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48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
MAINSTREAM PROTESTANT	28.4	17.3	20.8	22.4	29.1	33.6	35.5	20.8	33.2	23.3	34.7	25.2	31.3
CATHOLIC	26.9	24.3	21.8	30.8	23.8	26.3	30.3	26.3	27.3	25.6	28.6	29.5	24.7
EVANGELICAL	7.8	6.9	7.1	7.7	8.0	10.1	6.8	7.3	8.1	7.5	8.2	8.2	7.5
JEWISH	3.2	1.2	4.1	0.8	2.0	2.5	6.4	2.0	4.0	2.0	4.8	3.0	3.4
ISLAM	1.8	3.8	3.1	5.1	0.3	0.0	0.5	4.1	0.3	3.0	0.3	2.8	0.9
MORMON	1.0	3.2	1.3	1.0	0.3	0.4	1.1	1.6	0.7	1.2	0.8	0.7	1.3
BUDDHIST	0.6	1.1	0.3	0.7	0.8	0.8	0.2	0.7	0.6	0.7	0.5	0.7	0.5
HINDU	0.3	0.5	0.7	1.2	0.0	0.0	0.0	0.9	0.0	0.6	0.0	0.5	0.2
SIKH	0.1	1.2	0.0	0.0	0.0	0.3	0.0	0.3	0.1	0.2	0.1	0.2	0.1
OTHER RELIGION	1.3	0.7	0.6	1.6	2.7	1.7	0.6	1.1	1.5	1.6	1.0	1.4	1.3
NON-REL/SECULAR/ATHEIST	28.4	39.7	40.1	28.8	33.0	24.4	18.5	34.9	24.3	34.3	21.0	27.8	28.8



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
MAINSTREAM PROTESTANT	28.4	18.1	21.3	29.4	35.1	19.1	15.1	23.0	34.7	17.3	26.8	35.3	35.5	20.3	29.3	36.4
CATHOLIC	26.9	24.0	28.0	25.4	28.1	29.0	29.2	29.6	29.7	20.4	26.9	21.6	26.7	27.2	31.0	16.9
EVANGELICAL	7.8	6.0	8.0	8.1	8.1	7.5	9.7	7.6	7.8	4.8	6.4	8.5	8.4	6.8	6.8	11.8
JEWISH	3.2	1.3	2.4	2.1	5.1	1.0	3.1	1.7	4.4	1.5	1.7	2.4	5.8	3.3	3.7	2.0
ISLAM	1.8	3.7	4.0	1.0	0.4	5.3	7.3	1.3	0.3	2.4	1.1	0.8	0.4	4.9	0.5	1.0
MORMON	1.0	2.8	1.1	0.5	0.9	1.1	1.1	0.3	0.7	4.2	1.0	0.6	1.0	1.0	1.1	0.9
BUDDHIST	0.6	1.3	0.3	1.2	0.1	2.0	0.7	1.4	0.0	0.8	0.0	1.1	0.3	0.9	0.4	0.6
HINDU	0.3	1.3	0.4	0.4	0.0	3.0	0.3	0.4	0.0	0.0	0.6	0.3	0.0	0.4	0.4	0.2
SIKH	0.1	0.9	0.0	0.2	0.0	1.1	0.0	0.4	0.0	0.8	0.0	0.0	0.0	0.5	0.0	0.0
OTHER RELIGION	1.3	1.0	1.3	2.3	0.8	0.0	1.6	3.0	0.4	1.8	1.0	1.7	1.1	1.7	0.8	2.2
NON-REL/SECULAR/ATHEIST	28.4	39.6	33.2	29.4	21.3	30.9	31.9	31.4	21.9	46.1	34.4	27.6	20.7	33.1	26.0	28.0



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

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
URBAN AREA	27.1	14.8	24.8	25.8	32.5	31.3	32.2	29.5	26.2	25.1	22.8	29.3	31.3	21.4	20.0	23.4	38.3	33.2	36.6	29.9
SUBURBAN AREA	51.5	56.0	51.6	50.1	49.2	52.4	51.1	48.1	55.4	51.3	52.1	49.7	49.7	50.9	53.6	51.3	49.8	52.0	52.2	51.9
RURAL AREA	21.4	29.2	23.6	24.1	18.2	16.3	16.7	22.4	18.4	23.6	25.1	21.0	19.0	27.7	26.3	25.2	11.9	14.8	11.2	18.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1723	1430	292	277	178	100
URBAN AREA	27.1	29.4	24.0	24.5	33.2	25.8	25.1	29.2	35.3	40.0	26.9
SUBURBAN AREA	51.5	54.0	50.2	50.7	52.0	53.1	53.3	52.2	41.4	40.5	42.8
RURAL AREA	21.4	16.6	25.8	24.8	14.7	21.1	21.6	18.6	23.4	19.5	30.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
URBAN AREA	27.1	38.1	22.9	21.0	35.2	23.4	25.5	35.8	39.2	33.4	20.9
SUBURBAN AREA	51.5	46.8	53.3	51.8	51.2	51.3	51.6	49.6	46.6	51.6	52.8
RURAL AREA	21.4	15.2	23.9	27.2	13.7	25.2	22.9	14.6	14.2	15.0	26.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	849	928	720	740	540	366	303	271	354	437	269		
URBAN AREA	27.1	20.0	32.3	20.2	37.8	21.8	22.4	41.9	24.0	17.9	34.9	19.6		
SUBURBAN AREA	51.5	50.5	53.5	51.9	49.0	54.3	52.1	43.6	53.6	51.7	52.7	55.0		
RURAL AREA	21.4	29.5	14.2	27.9	13.3	23.9	25.5	14.4	22.5	30.3	12.4	25.4		





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

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
URBAN AREA	27.1	34.6	40.8	30.5	27.9	16.5	24.3	20.0	45.9	24.8	15.5	34.3	40.3	50.7	27.2	20.6	21.6
SUBURBAN AREA	51.5	51.4	46.8	54.5	51.5	56.9	44.9	51.5	35.7	44.3	56.4	52.4	48.0	30.7	58.8	57.2	42.0
RURAL AREA	21.4	13.9	12.4	15.0	20.6	26.6	30.8	28.5	18.5	31.0	28.1	13.2	11.8	18.6	14.0	22.2	36.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 6

TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
					COMBO											
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
URBAN AREA	27.1	36.3	23.3	18.3	23.3	35.9	70.1	30.5	24.8	23.4	27.2	31.6	19.4	23.4	27.4	31.7
SUBURBAN AREA	51.5	50.2	52.1	52.6	54.5	54.0	17.4	59.7	53.3	58.0	45.5	33.8	53.1	44.5	59.2	47.1
RURAL AREA	21.4	13.5	24.6	29.1	22.2	10.2	12.6	9.8	21.9	18.6	27.2	34.7	27.4	32.1	13.4	21.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
URBAN AREA	27.1	25.9	29.6	28.3	32.0	26.8	33.1	25.1	25.9
SUBURBAN AREA	51.5	48.8	56.7	57.0	56.2	46.4	55.2	50.6	58.3
RURAL AREA	21.4	25.4	13.7	14.7	11.8	26.8	11.7	24.3	15.8



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
URBAN AREA	27.1	20.9	40.4	39.7	46.4	31.2	20.7	21.0	45.0	34.3	53.9	40.1
SUBURBAN AREA	51.5	53.4	47.5	48.4	41.7	60.2	54.1	52.7	41.8	55.2	34.6	47.7
RURAL AREA	21.4	25.8	12.1	11.8	11.9	8.5	25.2	26.2	13.1	10.5	11.5	12.2



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

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
<b>URBAN AREA</b>	27.1	40.2	36.7	36.1	25.4	22.2	17.0	37.2	20.9	33.6	19.2	29.2	25.3
<b>SUBURBAN AREA</b>	51.5	42.2	44.6	43.9	50.1	53.2	62.4	43.8	56.2	45.7	58.5	49.8	53.0
<b>RURAL AREA</b>	21.4	17.5	18.7	20.0	24.4	24.5	20.7	19.0	22.9	20.7	22.3	21.0	21.7



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
URBAN AREA	27.1	40.3	36.1	26.2	18.4	48.2	43.0	28.5	16.0	34.6	29.9	24.2	20.5	100.0	0.0	0.0
SUBURBAN AREA	51.5	42.7	43.3	49.8	60.3	38.9	39.3	48.1	60.5	45.5	46.9	51.5	60.1	0.0	100.0	0.0
RURAL AREA	21.4	16.9	20.6	23.9	21.3	12.9	17.7	23.5	23.5	19.9	23.2	24.3	19.4	0.0	0.0	100.0



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50. 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	238	365	384	362	292	201	87	70	1503	988	411	103	598	293	292	320	497	242	255
SINGLE	32.5	15.4	22.7	32.0	33.7	45.9	42.4	43.0	41.6	30.4	24.6	39.8	48.9	21.2	31.5	40.4	37.4	38.9	37.9	39.7
MARRIED	48.5	65.8	55.9	48.7	48.2	38.8	34.5	36.9	46.5	51.1	55.5	44.2	35.8	57.4	54.4	40.3	45.9	40.8	43.6	38.1
SEPARATED/DIVORCED	13.5	12.5	14.7	14.5	14.2	9.3	18.2	11.5	8.4	13.3	14.1	11.8	11.4	15.5	9.9	14.0	11.6	14.3	12.5	16.0
WIDOWED	5.5	6.3	6.6	4.8	3.9	6.0	4.9	8.7	3.5	5.3	5.8	4.2	3.9	5.8	4.2	5.3	5.1	6.1	5.9	6.2



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50. 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	1723	1430	292	277	178	100
SINGLE	32.5	36.6	28.1	33.2	32.6	29.2	26.7	41.5	53.0	51.2	56.2
MARRIED	48.5	46.2	51.8	46.0	51.4	51.4	52.7	44.7	30.7	34.2	24.4
SEPARATED/DIVORCED	13.5	11.6	15.0	15.5	10.2	13.9	14.5	11.0	11.3	9.4	14.6
WIDOWED	5.5	5.6	5.2	5.4	5.8	5.5	6.1	2.7	5.0	5.2	4.7





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50. WHAT IS YOUR MARITAL STATUS?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	564	1435	891	818	292	499	841	339	502	1157
SINGLE	32.5	37.5	30.5	24.6	38.3	40.4	41.2	36.4	35.3	37.1	29.6
MARRIED	48.5	45.7	49.6	56.4	42.8	40.3	41.4	44.6	43.8	45.1	51.4
SEPARATED/DIVORCED	13.5	11.1	14.5	13.7	13.2	14.0	12.3	13.0	14.2	12.2	13.9
WIDOWED	5.5	5.7	5.4	5.3	5.7	5.3	5.1	6.0	6.6	5.6	5.1



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50. WHAT IS YOUR MARITAL STATUS?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	849	928	720	740	540	366	303	271	354	437	269
SINGLE	32.5	22.7	37.2	21.7	39.9	36.9	25.3	37.7	37.0	17.9	41.3	36.9
MARRIED	48.5	55.8	45.2	58.4	43.3	42.5	61.6	49.5	44.6	55.0	39.0	40.4
SEPARATED/DIVORCED	13.5	15.9	12.0	13.9	12.7	14.1	9.4	11.1	12.8	18.6	13.9	15.4
WIDOWED	5.5	5.6	5.6	6.1	4.1	6.5	3.6	1.7	5.7	8.6	5.8	7.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

50. WHAT IS YOUR MARITAL STATUS?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	570	230	340	752	374	304	678	64	156	499	428	245	67	78	350	111
SINGLE	32.5	41.2	45.2	38.6	33.8	24.4	22.8	23.7	29.9	25.8	19.3	42.0	35.0	43.9	46.3	36.6	31.1
MARRIED	48.5	40.8	38.3	42.5	46.4	57.1	57.5	57.3	47.4	50.9	62.1	41.2	47.3	41.6	33.0	43.9	45.0
SEPARATED/DIVORCED	13.5	12.9	10.7	14.4	14.3	13.2	13.2	13.2	17.3	17.0	12.5	12.7	13.0	12.1	10.5	14.0	16.8
WIDOWED	5.5	5.0	5.8	4.5	5.4	5.3	6.5	5.8	5.5	6.4	6.0	4.0	4.7	2.5	10.1	5.5	7.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

50. WHAT IS YOUR MARITAL STATUS?

BANNER 6

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB COMBO	DEMOCRAT	TICKET SPLIT	REPUBLICAN	SWING VOTER	WEALTHY/ UPPER MIDDLE	WEALTHY/ MIDDLE	UPPER MIDDLE	MIDDLE CLASS	LOWER MIDDLE	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON- RELIGIOUS
Total	2000	898	301	800	1069	297	41	257	1507	934	573	196	568	157	539	567
SINGLE	32.5	39.7	38.6	22.2	32.9	27.5	32.4	26.7	32.1	27.7	39.4	43.2	25.1	22.9	29.3	45.2
MARRIED	48.5	42.1	46.4	56.5	49.4	63.9	56.0	65.2	48.3	55.8	36.2	26.2	49.9	50.5	53.9	40.6
SEPARATED/DIVORCED	13.5	12.3	10.9	15.8	12.8	3.8	2.9	4.0	14.1	11.4	18.4	24.2	17.1	20.6	11.0	11.7
WIDOWED	5.5	5.9	4.1	5.5	5.0	4.8	8.7	4.1	5.5	5.1	6.1	6.4	7.9	6.1	5.8	2.5



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50. WHAT IS YOUR MARITAL STATUS?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1319	681	435	246	583	357	736	324
SINGLE	32.5	35.8	26.2	29.8	19.9	40.7	19.6	31.9	33.5
MARRIED	48.5	44.2	56.9	52.7	64.4	43.8	67.5	44.4	45.3
SEPARATED/DIVORCED	13.5	14.3	12.1	12.7	10.9	11.3	10.4	16.7	14.0
WIDOWED	5.5	5.8	4.8	4.8	4.8	4.2	2.6	7.0	7.2



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50. WHAT IS YOUR MARITAL STATUS?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1357	643	262	260	80	632	725	133	129	119	141
SINGLE	32.5	23.9	50.7	45.9	60.1	41.4	24.2	23.7	38.2	53.7	67.4	54.0
MARRIED	48.5	54.3	36.2	40.8	25.7	53.8	58.8	50.4	52.5	28.7	24.3	26.9
SEPARATED/DIVORCED	13.5	15.5	9.4	11.2	9.6	2.9	12.6	18.0	7.6	15.0	8.2	10.8
WIDOWED	5.5	6.3	3.7	2.1	4.5	1.9	4.4	7.9	1.7	2.6	0.0	8.3



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50. WHAT IS YOUR MARITAL STATUS?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	158	267	344	336	376	520	769	1231	1105	895	940	1060
<b>SINGLE</b>	32.5	81.0	67.6	38.0	26.9	19.0	9.5	57.1	17.2	47.9	13.5	32.7	32.4
<b>MARRIED</b>	48.5	16.2	28.3	53.1	49.5	52.4	62.2	36.9	55.7	40.8	58.1	52.8	44.7
<b>SEPARATED/DIVORCED</b>	13.5	2.1	3.7	7.1	20.3	23.0	15.1	4.9	18.9	9.6	18.4	10.9	15.9
<b>WIDOWED</b>	5.5	0.7	0.4	1.7	3.4	5.6	13.2	1.1	8.2	1.8	10.0	3.6	7.1



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50. WHAT IS YOUR MARITAL STATUS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	213	484	544	758	90	229	261	359	123	255	283	399	543	1029	428
SINGLE	32.5	78.9	50.3	25.5	13.1	81.5	50.3	29.9	11.2	77.0	50.4	21.5	14.9	42.7	29.7	26.5
MARRIED	48.5	18.6	42.8	51.2	58.6	15.1	46.8	50.3	68.0	21.2	39.2	52.0	50.2	42.2	50.4	52.0
SEPARATED/DIVORCED	13.5	2.0	5.6	19.7	17.4	3.4	2.2	16.7	14.1	1.0	8.7	22.4	20.3	10.4	14.2	16.0
WIDOWED	5.5	0.5	1.3	3.6	10.9	0.0	0.7	3.1	6.8	0.9	1.7	4.1	14.5	4.7	5.8	5.6