# ANALYSIS: SUPPORT FOR STRICTER LAWS ON FOREIGN FUNDING OF U.S. UNIVERSITIES
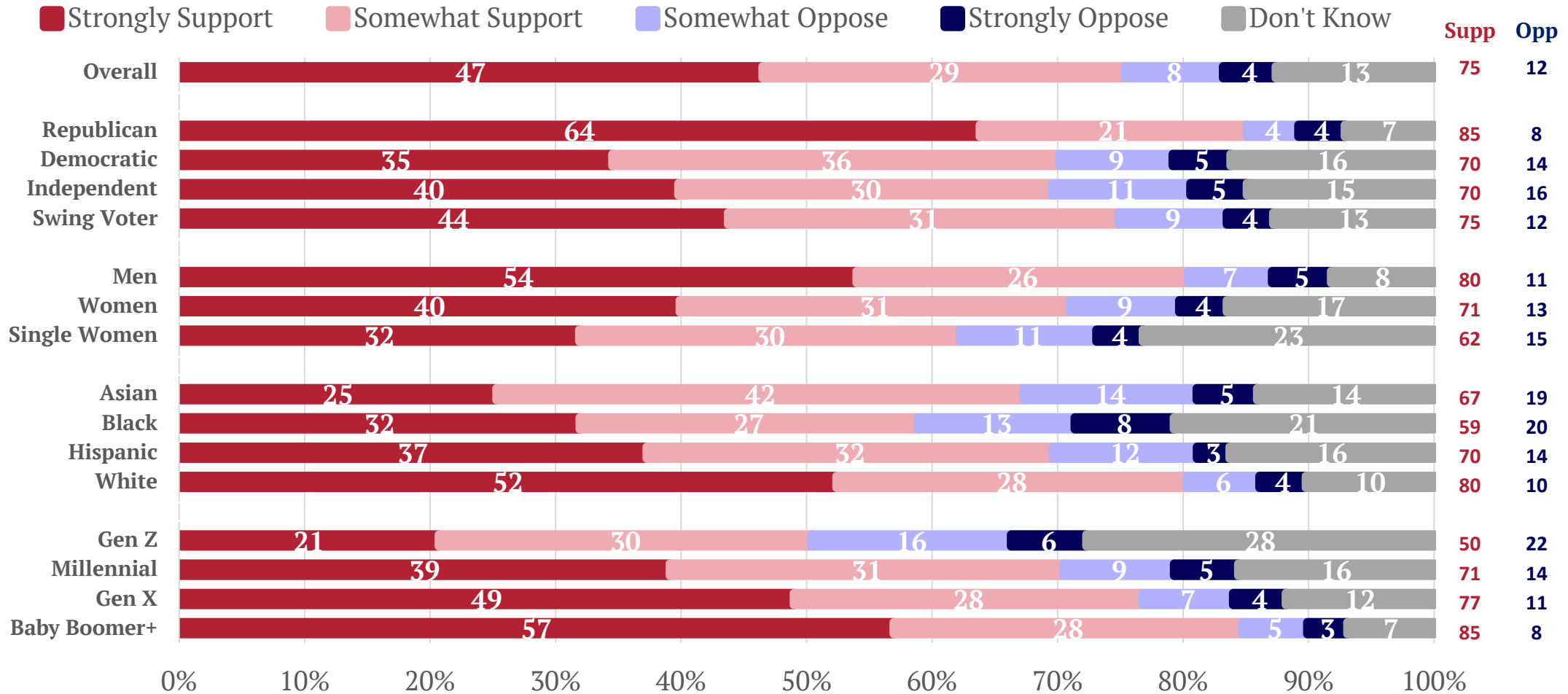
# KEY TAKEAWAYS

- 75% of American voters support the DETERRENT Act – a proposed law that would increase transparency on foreign donations to U.S. universities.

- After hearing arguments for and against the DETERRENT Act, support drops 11 points, but is still strong, with majority or plurality support among all demographic groups.

- Laws that go further than the DETERRENT Act, which would ban some or all foreign donations to U.S. universities, have much less support. Opposition is driven by younger and college-educated voters.

- In a hypothetical matchup, a GOP candidate who favors stricter laws on U.S. universities taking foreign money defeats a Democrat who opposes them by 50-32. This is a 15-point swing from the generic ballot.
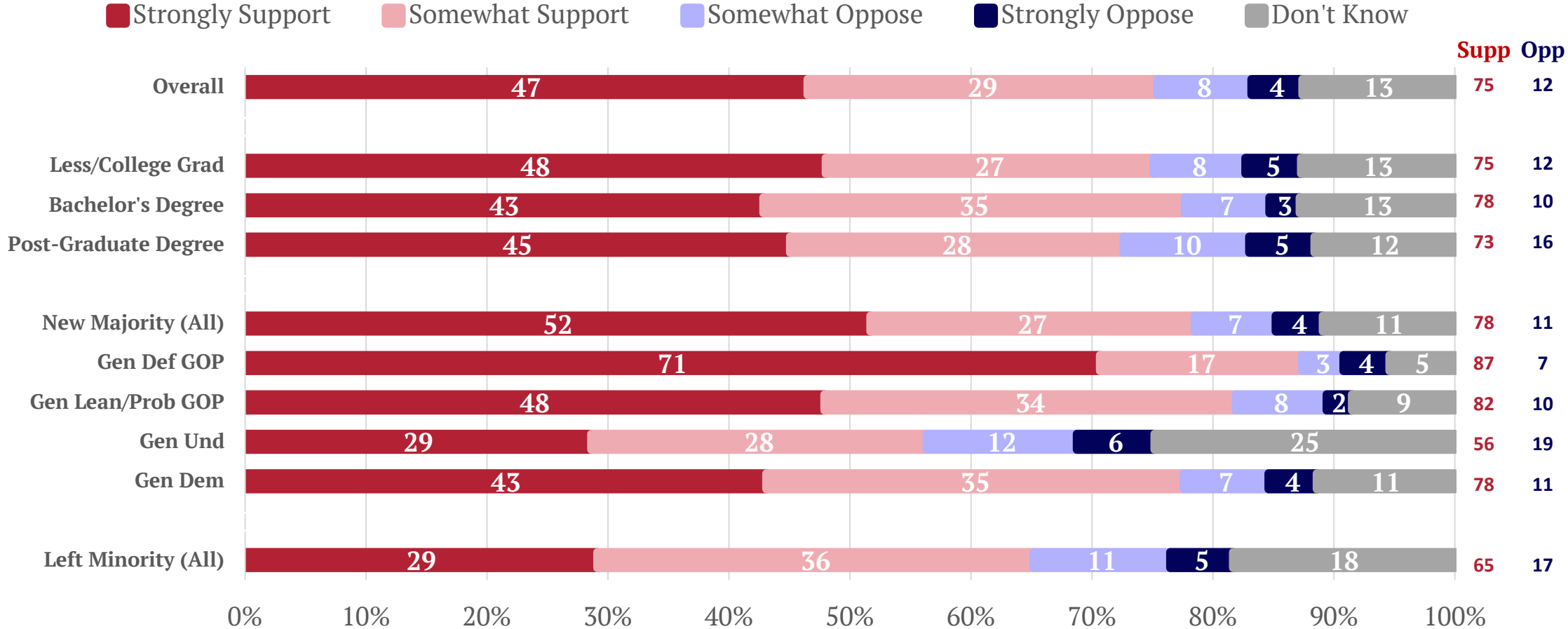
# 3-IN-4 VOTERS SUPPORT MORE TRANSPARENCY ON FOREIGN MONEY IN U.S. UNIVERSITIES

Right now, U.S. universities can accept gifts or contracts up to $250,000 from foreign countries WITHOUT reporting them. The DETERENT Act would change the rules in two ways: 1) Universities would have to report any foreign money over $50,000, instead of the current $250,000. 2) Universities would have to report all gifts or contracts, no matter the amount, if they're from "countries of concern", like China, Russia, or Iran. Do you support or oppose the DETERRENT Act?



Legend: Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know

| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp |
|---|---|---|---|---|---|---|---|
| Overall | 47 | 29 | 8 | 4 | 13 | 75 | 12 |
| Republican | 64 | 21 | 4 | 4 | 7 | 85 | 8 |
| Democratic | 35 | 36 | 9 | 5 | 16 | 70 | 14 |
| Independent | 40 | 30 | 11 | 5 | 15 | 70 | 16 |
| Swing Voter | 44 | 31 | 9 | 4 | 13 | 75 | 12 |
| Men | 54 | 26 | 7 | 5 | 8 | 80 | 11 |
| Women | 40 | 31 | 9 | 4 | 17 | 71 | 13 |
| Single Women | 32 | 30 | 11 | 4 | 23 | 62 | 15 |
| Asian | 25 | 42 | 14 | 5 | 14 | 67 | 19 |
| Black | 32 | 27 | 13 | 8 | 21 | 59 | 20 |
| Hispanic | 37 | 32 | 12 | 3 | 16 | 70 | 14 |
| White | 52 | 28 | 6 | 4 | 10 | 80 | 10 |
| Gen Z | 21 | 30 | 16 | 6 | 28 | 50 | 22 |
| Millennial | 39 | 31 | 9 | 5 | 16 | 71 | 14 |
| Gen X | 49 | 28 | 7 | 4 | 12 | 77 | 11 |
| Baby Boomer+ | 57 | 28 | 5 | 3 | 7 | 85 | 8 |

America's New Majority Project

# SMALL IDEOLOGICAL AND EDUCATIONAL DIVIDE ON SUPPORT FOR DETERRENT ACT

Right now, U.S. universities can accept gifts or contracts up to $250,000 from foreign countries WITHOUT reporting them. The DETERENT Act would change the rules in two ways: 1) Universities would have to report any foreign money over $50,000, instead of the current $250,000. 2) Universities would have to report all gifts or contracts, no matter the amount, if they're from "countries of concern", like China, Russia, or Iran. Do you support or oppose the DETERRENT Act?

Legend: ■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ Don't Know



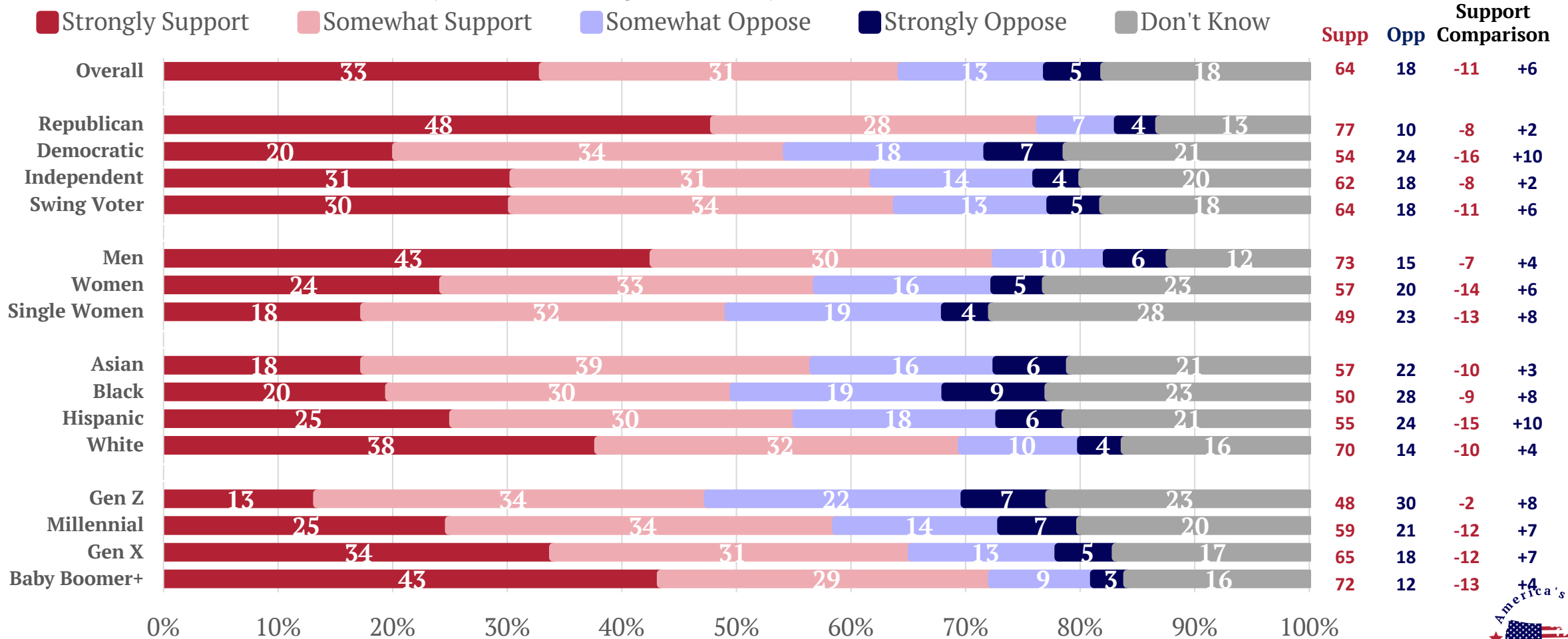| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp |
|---|---|---|---|---|---|---|---|
| Overall | 47 | 29 | 8 | 4 | 13 | 75 | 12 |
| Less/College Grad | 48 | 27 | 8 | 5 | 13 | 75 | 12 |
| Bachelor's Degree | 43 | 35 | 7 | 3 | 13 | 78 | 10 |
| Post-Graduate Degree | 45 | 28 | 10 | 5 | 12 | 73 | 16 |
| New Majority (All) | 52 | 27 | 7 | 4 | 11 | 78 | 11 |
| Gen Def GOP | 71 | 17 | 3 | 4 | 5 | 87 | 7 |
| Gen Lean/Prob GOP | 48 | 34 | 8 | 2 | 9 | 82 | 10 |
| Gen Und | 29 | 28 | 12 | 6 | 25 | 56 | 19 |
| Gen Dem | 43 | 35 | 7 | 4 | 11 | 78 | 11 |
| Left Minority (All) | 29 | 36 | 11 | 5 | 18 | 65 | 17 |

*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

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# SUPPORT DROPS 11 POINTS, BUT STILL STRONG, AFTER HEARING CASE FOR & AGAINST THE LAW

Supporters of the DETERRENT Act argue the law would protect sensitive research and prevent foreign governments from using universities to undermine American values and interests.
Opponents of the DETERRENT Act say the law would increase administrative overhead and deter scientific and cultural collaboration with other countries.
What do you think after hearing both sides? Do you support or oppose the DETERRENT Act?

Legend: ■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ Don't Know

| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp | Support Comparison | |
|---|---|---|---|---|---|---|---|---|---|
| Overall | 33 | 31 | 13 | 5 | 18 | 64 | 18 | -11 | +6 |
| Republican | 48 | 28 | 7 | 4 | 13 | 77 | 10 | -8 | +2 |
| Democratic | 20 | 34 | 18 | 7 | 21 | 54 | 24 | -16 | +10 |
| Independent | 31 | 31 | 14 | 4 | 20 | 62 | 18 | -8 | +2 |
| Swing Voter | 30 | 34 | 13 | 5 | 18 | 64 | 18 | -11 | +6 |
| Men | 43 | 30 | 10 | 6 | 12 | 73 | 15 | -7 | +4 |
| Women | 24 | 33 | 16 | 5 | 23 | 57 | 20 | -14 | +6 |
| Single Women | 18 | 32 | 19 | 4 | 28 | 49 | 23 | -13 | +8 |
| Asian | 18 | 39 | 16 | 6 | 21 | 57 | 22 | -10 | +3 |
| Black | 20 | 30 | 19 | 9 | 23 | 50 | 28 | -9 | +8 |
| Hispanic | 25 | 30 | 18 | 6 | 21 | 55 | 24 | -15 | +10 |
| White | 38 | 32 | 10 | 4 | 16 | 70 | 14 | -10 | +4 |
| Gen Z | 13 | 34 | 22 | 7 | 23 | 48 | 30 | -2 | +8 |
| Millennial | 25 | 34 | 14 | 7 | 20 | 59 | 21 | -12 | +7 |
| Gen X | 34 | 31 | 13 | 5 | 17 | 65 | 18 | -12 | +7 |
| Baby Boomer+ | 43 | 29 | 9 | 3 | 16 | 72 | 12 | -13 | +4 |

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# LEFT MINORITY SUPPORT FOR THE LAW DROPS THE MOST AFTER HEARING CASE FOR AND AGAINST

Supporters of the DETERRENT Act argue the law would protect sensitive research and prevent foreign governments from using universities to undermine American values and interests.
Opponents of the DETERRENT Act say the law would increase administrative overhead and deter scientific and cultural collaboration with other countries.
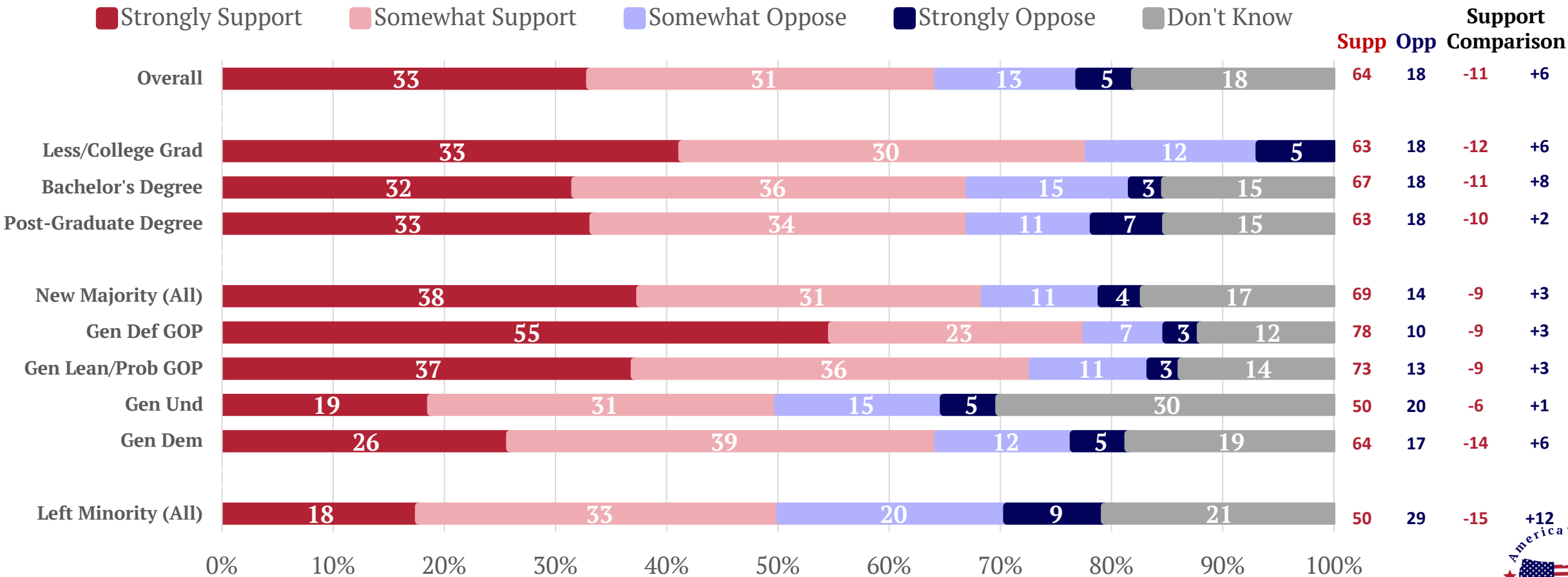What do you think after hearing both sides? Do you support or oppose the DETERRENT Act?

**Legend:** ■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ Don't Know

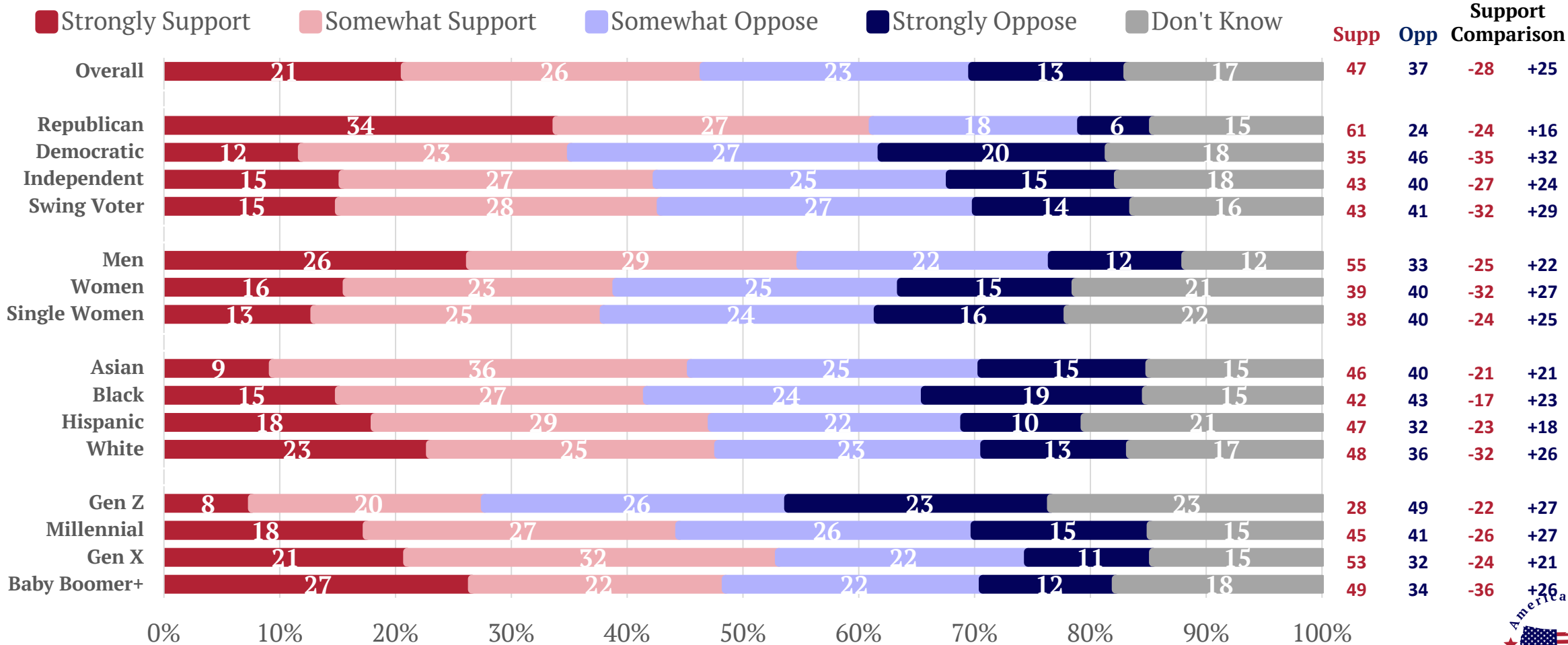| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp | Support Comparison |
|---|---|---|---|---|---|---|---|---|
| Overall | 33 | 31 | 13 | 5 | 18 | 64 | 18 | -11 | +6 |
| Less/College Grad | 33 | 30 | 12 | 5 | | 63 | 18 | -12 | +6 |
| Bachelor's Degree | 32 | 36 | 15 | 3 | 15 | 67 | 18 | -11 | +8 |
| Post-Graduate Degree | 33 | 34 | 11 | 7 | 15 | 63 | 18 | -10 | +2 |
| New Majority (All) | 38 | 31 | 11 | 4 | 17 | 69 | 14 | -9 | +3 |
| Gen Def GOP | 55 | 23 | 7 | 3 | 12 | 78 | 10 | -9 | +3 |
| Gen Lean/Prob GOP | 37 | 36 | 11 | 3 | 14 | 73 | 13 | -9 | +3 |
| Gen Und | 19 | 31 | 15 | 5 | 30 | 50 | 20 | -6 | +1 |
| Gen Dem | 26 | 39 | 12 | 5 | 19 | 64 | 17 | -14 | +6 |
| Left Minority (All) | 18 | 33 | 20 | 9 | 21 | 50 | 29 | -15 | +12 |

*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.
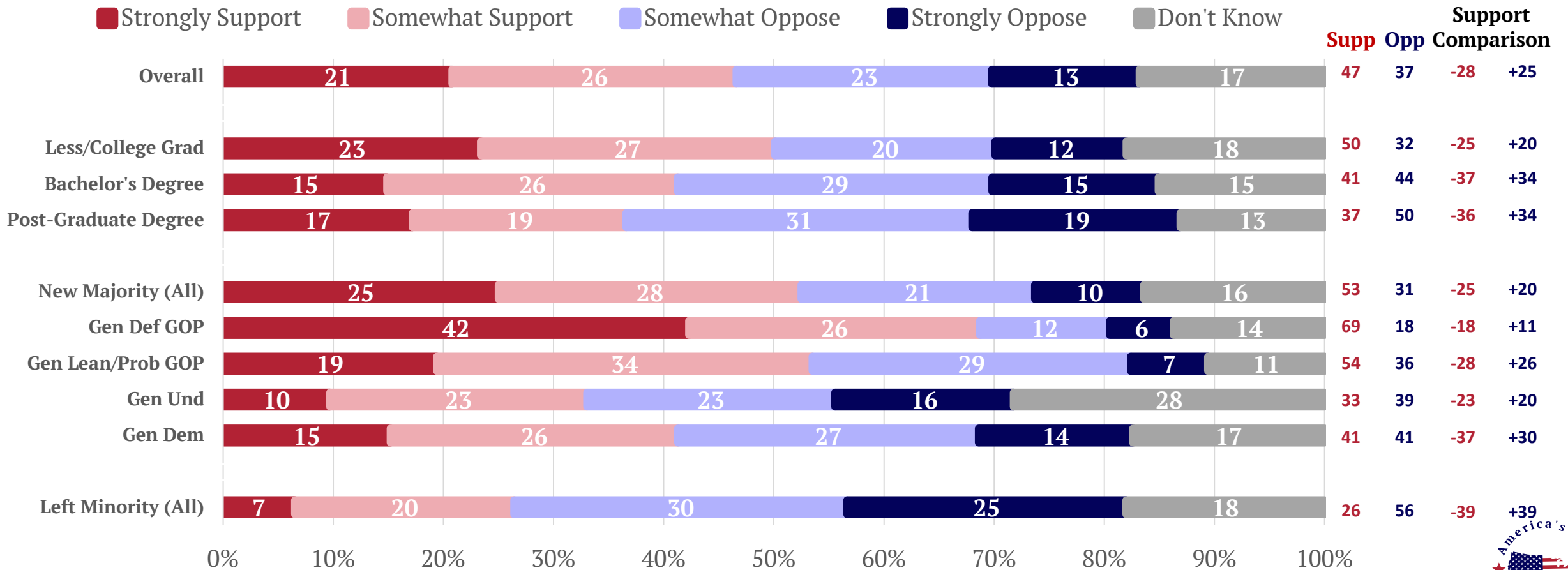
*America's New Majority Project*

# LESS SUPPORT FOR A STRICTER LAW THAT FORBIDS *SOME* FOREIGN MONEY

Would you support or oppose a law that goes further than the DETERRENT Act, and instead of making universities report all gifts and contracts from foreign "countries of concern," completely forbids them from accepting gifts and contracts from these countries?

Legend: ■ Strongly Support  ■ Somewhat Support  ■ Somewhat Oppose  ■ Strongly Oppose  ■ Don't Know

| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp | Support Comparison | |
|---|---|---|---|---|---|---|---|---|---|
| Overall | 21 | 26 | 23 | 13 | 17 | 47 | 37 | -28 | +25 |
| Republican | 34 | 27 | 18 | 6 | 15 | 61 | 24 | -24 | +16 |
| Democratic | 12 | 23 | 27 | 20 | 18 | 35 | 46 | -35 | +32 |
| Independent | 15 | 27 | 25 | 15 | 18 | 43 | 40 | -27 | +24 |
| Swing Voter | 15 | 28 | 27 | 14 | 16 | 43 | 41 | -32 | +29 |
| Men | 26 | 29 | 22 | 12 | 12 | 55 | 33 | -25 | +22 |
| Women | 16 | 23 | 25 | 15 | 21 | 39 | 40 | -32 | +27 |
| Single Women | 13 | 25 | 24 | 16 | 22 | 38 | 40 | -24 | +25 |
| Asian | 9 | 36 | 25 | 15 | 15 | 46 | 40 | -21 | +21 |
| Black | 15 | 27 | 24 | 19 | 15 | 42 | 43 | -17 | +23 |
| Hispanic | 18 | 29 | 22 | 10 | 21 | 47 | 32 | -23 | +18 |
| White | 23 | 25 | 23 | 13 | 17 | 48 | 36 | -32 | +26 |
| Gen Z | 8 | 20 | 26 | 23 | 23 | 28 | 49 | -22 | +27 |
| Millennial | 18 | 27 | 26 | 15 | 15 | 45 | 41 | -26 | +27 |
| Gen X | 21 | 32 | 22 | 11 | 15 | 53 | 32 | -24 | +21 |
| Baby Boomer+ | 27 | 22 | 22 | 12 | 18 | 49 | 34 | -36 | +26 |

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# EDUCATIONAL & IDEOLOGICAL DIVIDE EMERGES ON SUPPORT FOR BANNING *SOME* FOREIGN DONATIONS

Would you support or oppose a law that goes further than the DETERRENT Act, and instead of making universities report all gifts and contracts from foreign "countries of concern," completely forbids them from accepting gifts and contracts from these countries?

Legend: ■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ Don't Know

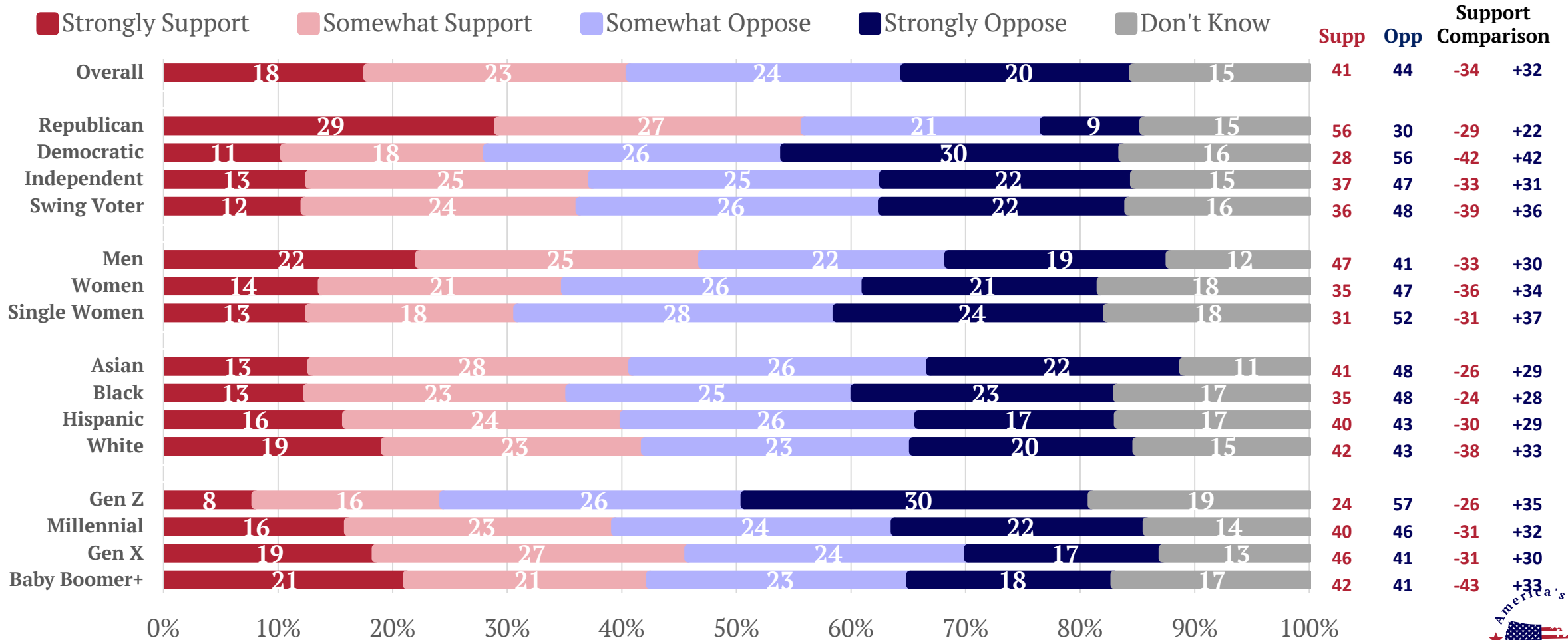| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp | Support Comparison | |
|---|---|---|---|---|---|---|---|---|---|
| Overall | 21 | 26 | 23 | 13 | 17 | 47 | 37 | -28 | +25 |
| Less/College Grad | 23 | 27 | 20 | 12 | 18 | 50 | 32 | -25 | +20 |
| Bachelor's Degree | 15 | 26 | 29 | 15 | 15 | 41 | 44 | -37 | +34 |
| Post-Graduate Degree | 17 | 19 | 31 | 19 | 13 | 37 | 50 | -36 | +34 |
| New Majority (All) | 25 | 28 | 21 | 10 | 16 | 53 | 31 | -25 | +20 |
| Gen Def GOP | 42 | 26 | 12 | 6 | 14 | 69 | 18 | -18 | +11 |
| Gen Lean/Prob GOP | 19 | 34 | 29 | 7 | 11 | 54 | 36 | -28 | +26 |
| Gen Und | 10 | 23 | 23 | 16 | 28 | 33 | 39 | -23 | +20 |
| Gen Dem | 15 | 26 | 27 | 14 | 17 | 41 | 41 | -37 | +30 |
| Left Minority (All) | 7 | 20 | 30 | 25 | 18 | 26 | 56 | -39 | +39 |

*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

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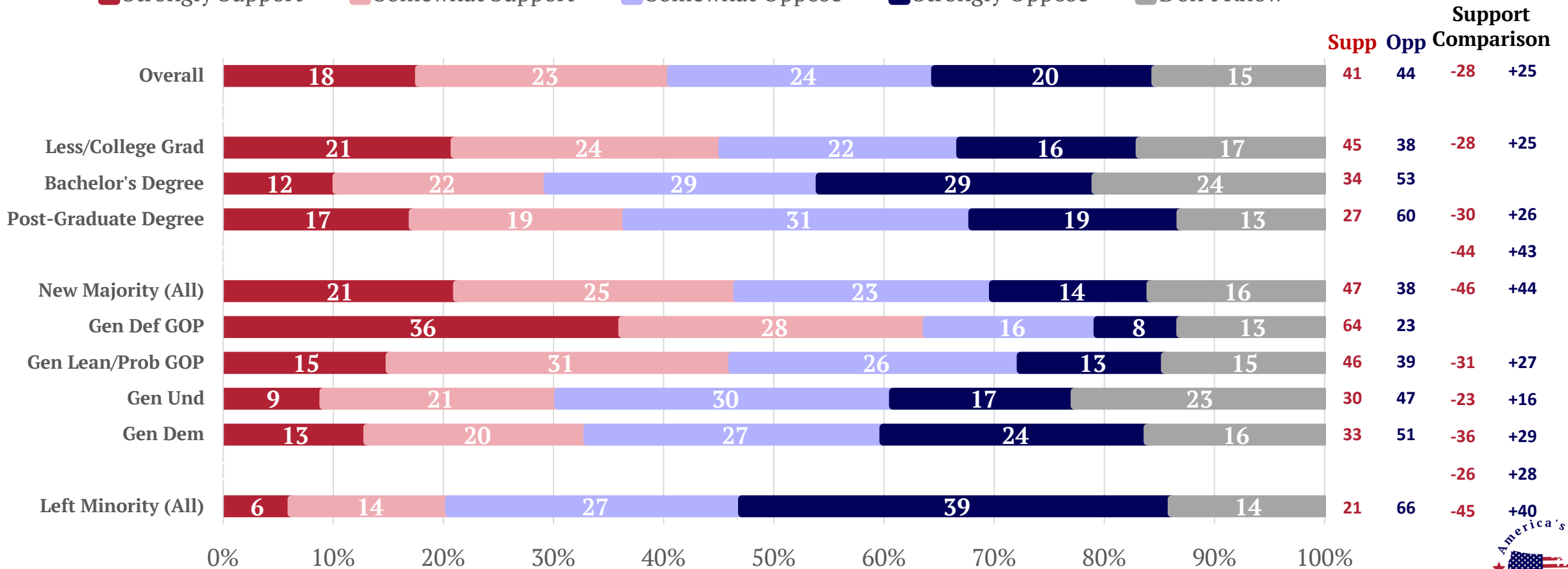# MORE OPPOSE THAN SUPPORT A BAN ON *ALL* FOREIGN MONEY IN U.S. UNIVERSITIES

Would you support or oppose a law that goes even further, and completely forbids universities from accepting gifts or contracts from ANY foreign country, not just from specific "countries of concern?"



Legend: ■ Strongly Support  ■ Somewhat Support  ■ Somewhat Oppose  ■ Strongly Oppose  ■ Don't Know

| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp | Support Comparison | |
|---|---|---|---|---|---|---|---|---|---|
| Overall | 18 | 23 | 24 | 20 | 15 | 41 | 44 | -34 | +32 |
| Republican | 29 | 27 | 21 | 9 | 15 | 56 | 30 | -29 | +22 |
| Democratic | 11 | 18 | 26 | 30 | 16 | 28 | 56 | -42 | +42 |
| Independent | 13 | 25 | 25 | 22 | 15 | 37 | 47 | -33 | +31 |
| Swing Voter | 12 | 24 | 26 | 22 | 16 | 36 | 48 | -39 | +36 |
| Men | 22 | 25 | 22 | 19 | 12 | 47 | 41 | -33 | +30 |
| Women | 14 | 21 | 26 | 21 | 18 | 35 | 47 | -36 | +34 |
| Single Women | 13 | 18 | 28 | 24 | 18 | 31 | 52 | -31 | +37 |
| Asian | 13 | 28 | 26 | 22 | 11 | 41 | 48 | -26 | +29 |
| Black | 13 | 23 | 25 | 23 | 17 | 35 | 48 | -24 | +28 |
| Hispanic | 16 | 24 | 26 | 17 | 17 | 40 | 43 | -30 | +29 |
| White | 19 | 23 | 23 | 20 | 15 | 42 | 43 | -38 | +33 |
| Gen Z | 8 | 16 | 26 | 30 | 19 | 24 | 57 | -26 | +35 |
| Millennial | 16 | 23 | 24 | 22 | 14 | 40 | 46 | -31 | +32 |
| Gen X | 19 | 27 | 24 | 17 | 13 | 46 | 41 | -31 | +30 |
| Baby Boomer+ | 21 | 21 | 23 | 18 | 17 | 42 | 41 | -43 | +33 |

America's New Majority Project

# LARGER EDUCATIONAL & IDEOLOGICAL DIVIDE ON TOTAL BAN OF FOREIGN MONEY IN UNIVERSITIES

Would you support or oppose a law that goes even further, and completely forbids universities from accepting gifts or contracts from ANY foreign country, not just from specific "countries of concern?"

**Legend:** ■ Strongly Support  ■ Somewhat Support  ■ Somewhat Oppose  ■ Strongly Oppose  ■ Don't Know

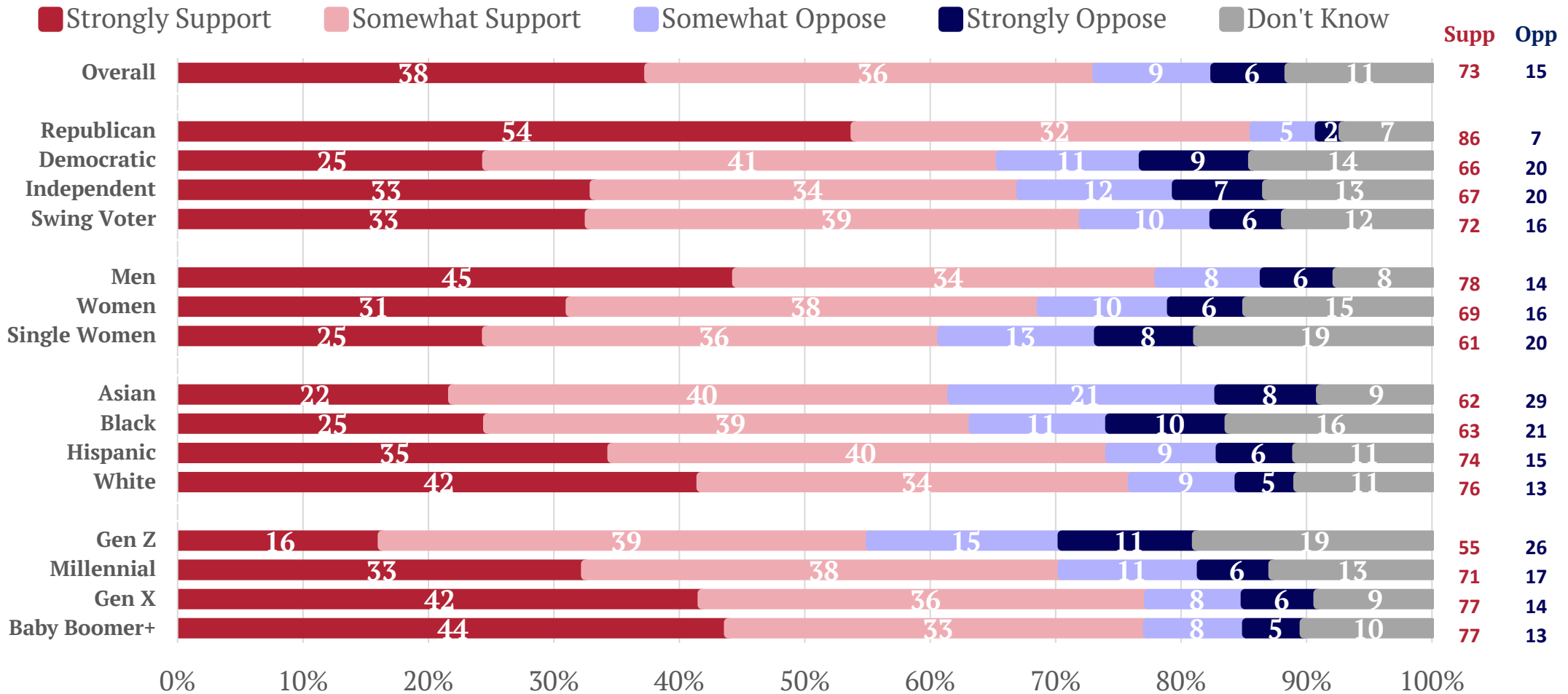| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp | Support Comparison | |
|---|---|---|---|---|---|---|---|---|---|
| **Overall** | 18 | 23 | 24 | 20 | 15 | 41 | 44 | -28 | +25 |
| **Less/College Grad** | 21 | 24 | 22 | 16 | 17 | 45 | 38 | -28 | +25 |
| **Bachelor's Degree** | 12 | 22 | 29 | 29 | 24 | 34 | 53 | | |
| **Post-Graduate Degree** | 17 | 19 | 31 | 19 | 13 | 27 | 60 | -30 | +26 |
| | | | | | | | | -44 | +43 |
| **New Majority (All)** | 21 | 25 | 23 | 14 | 16 | 47 | 38 | -46 | +44 |
| **Gen Def GOP** | 36 | 28 | 16 | 8 | 13 | 64 | 23 | | |
| **Gen Lean/Prob GOP** | 15 | 31 | 26 | 13 | 15 | 46 | 39 | -31 | +27 |
| **Gen Und** | 9 | 21 | 30 | 17 | 23 | 30 | 47 | -23 | +16 |
| **Gen Dem** | 13 | 20 | 27 | 24 | 16 | 33 | 51 | -36 | +29 |
| | | | | | | | | -26 | +28 |
| **Left Minority (All)** | 6 | 14 | 27 | 39 | 14 | 21 | 66 | -45 | +40 |

*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

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# MOST SUPPORT DISCLOSURE OF FOREIGN FUNDING FOR CHARITIES THAT FUND U.S. UNIVERSITIES
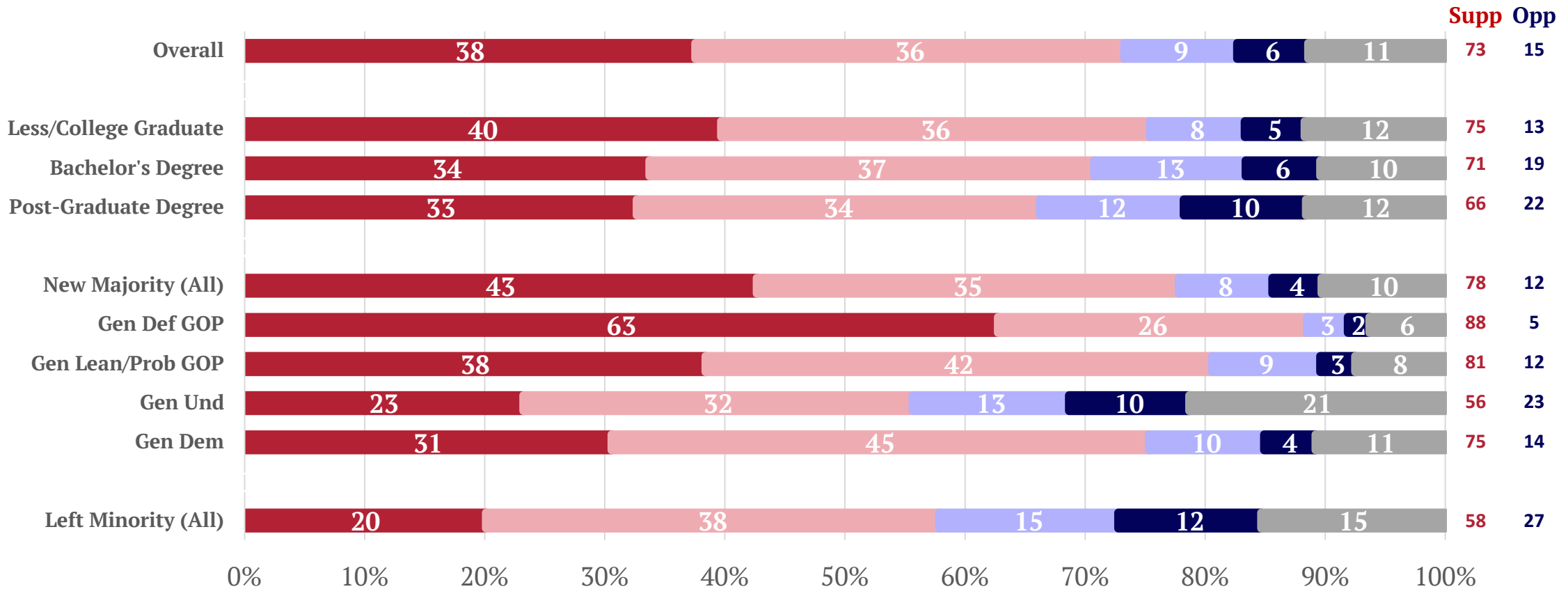
Would you support or oppose a law that requires U.S. charities and foundations, if they give money to universities, report all money they receive from foreign countries?

■ Strongly Support  ■ Somewhat Support  ■ Somewhat Oppose  ■ Strongly Oppose  ■ Don't Know

| Group | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp |
|---|---|---|---|---|---|---|---|
| Overall | 38 | 36 | 9 | 6 | 11 | 73 | 15 |
| Republican | 54 | 32 | 5 | 2 | 7 | 86 | 7 |
| Democratic | 25 | 41 | 11 | 9 | 14 | 66 | 20 |
| Independent | 33 | 34 | 12 | 7 | 13 | 67 | 20 |
| Swing Voter | 33 | 39 | 10 | 6 | 12 | 72 | 16 |
| Men | 45 | 34 | 8 | 6 | 8 | 78 | 14 |
| Women | 31 | 38 | 10 | 6 | 15 | 69 | 16 |
| Single Women | 25 | 36 | 13 | 8 | 19 | 61 | 20 |
| Asian | 22 | 40 | 21 | 8 | 9 | 62 | 29 |
| Black | 25 | 39 | 11 | 10 | 16 | 63 | 21 |
| Hispanic | 35 | 40 | 9 | 6 | 11 | 74 | 15 |
| White | 42 | 34 | 9 | 5 | 11 | 76 | 13 |
| Gen Z | 16 | 39 | 15 | 11 | 19 | 55 | 26 |
| Millennial | 33 | 38 | 11 | 6 | 13 | 71 | 17 |
| Gen X | 42 | 36 | 8 | 6 | 9 | 77 | 14 |
| Baby Boomer+ | 44 | 33 | 8 | 5 | 10 | 77 | 13 |

America's New Majority Project

# BROAD SUPPORT FOR FOREIGN MONEY DISCLOSURES ACROSS EDUCATION AND IDEOLOGY

Would you support or oppose a law that requires U.S. charities and foundations, if they give money to universities, report all money they receive from foreign countries?

■ Strongly Support  ■ Somewhat Support  ■ Somewhat Oppose  ■ Strongly Oppose  ■ Don't Know

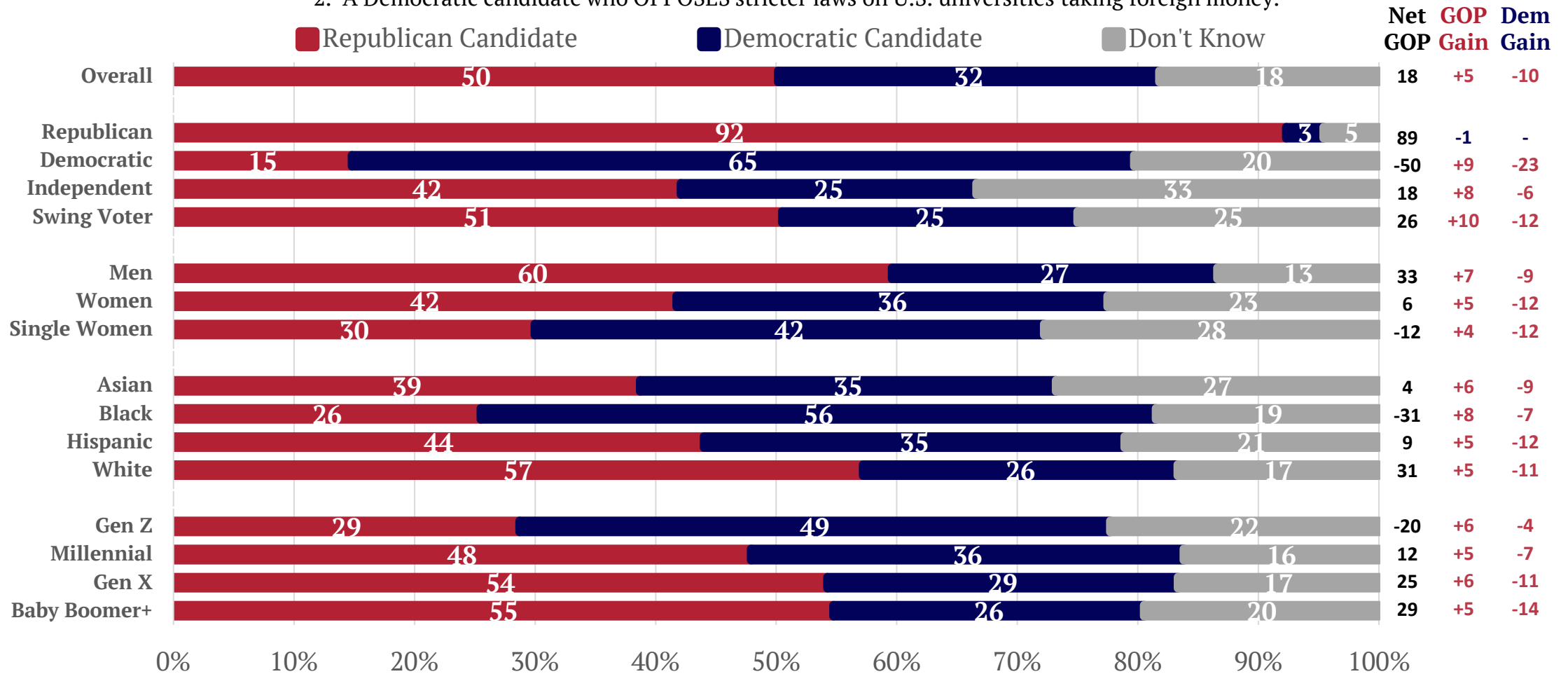| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know | Supp | Opp |
|---|---|---|---|---|---|---|---|
| Overall | 38 | 36 | 9 | 6 | 11 | 73 | 15 |
| Less/College Graduate | 40 | 36 | 8 | 5 | 12 | 75 | 13 |
| Bachelor's Degree | 34 | 37 | 13 | 6 | 10 | 71 | 19 |
| Post-Graduate Degree | 33 | 34 | 12 | 10 | 12 | 66 | 22 |
| New Majority (All) | 43 | 35 | 8 | 4 | 10 | 78 | 12 |
| Gen Def GOP | 63 | 26 | 3 | 2 | 6 | 88 | 5 |
| Gen Lean/Prob GOP | 38 | 42 | 9 | 3 | 8 | 81 | 12 |
| Gen Und | 23 | 32 | 13 | 10 | 21 | 56 | 23 |
| Gen Dem | 31 | 45 | 10 | 4 | 11 | 75 | 14 |
| Left Minority (All) | 20 | 38 | 15 | 12 | 15 | 58 | 27 |

*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

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# 15-POINT SWING TOWARD GOP CANDIDATE WHO SUPPORTS STRICTER FOREIGN MONEY REPORTING

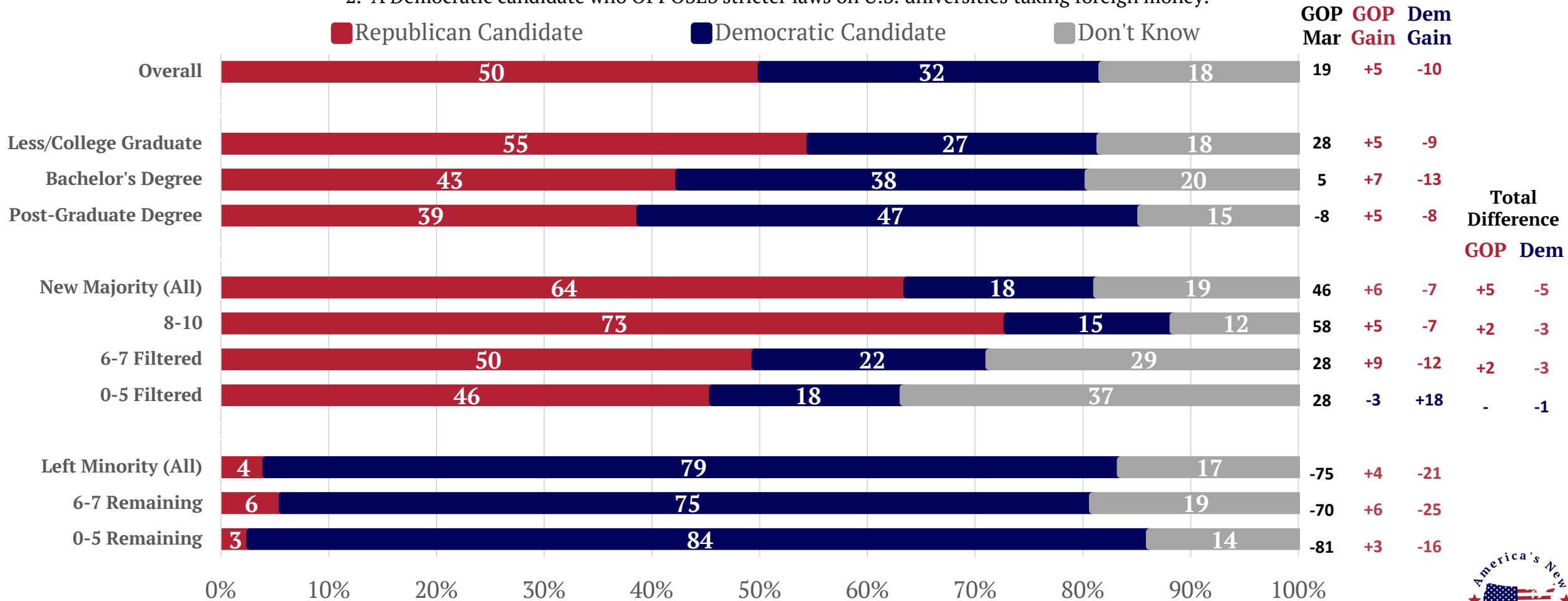**"Which candidate for Congress would you be more likely to support?"**
1. A Republican candidate who SUPPORTS stricter laws on U.S. universities taking foreign money.
2. A Democratic candidate who OPPOSES stricter laws on U.S. universities taking foreign money.

■ Republican Candidate　　■ Democratic Candidate　　■ Don't Know

| | Republican Candidate | Democratic Candidate | Don't Know | Net GOP | GOP Gain | Dem Gain |
|---|---|---|---|---|---|---|
| Overall | 50 | 32 | 18 | 18 | +5 | -10 |
| Republican | 92 | 3 | 5 | 89 | -1 | - |
| Democratic | 15 | 65 | 20 | -50 | +9 | -23 |
| Independent | 42 | 25 | 33 | 18 | +8 | -6 |
| Swing Voter | 51 | 25 | 25 | 26 | +10 | -12 |
| Men | 60 | 27 | 13 | 33 | +7 | -9 |
| Women | 42 | 36 | 23 | 6 | +5 | -12 |
| Single Women | 30 | 42 | 28 | -12 | +4 | -12 |
| Asian | 39 | 35 | 27 | 4 | +6 | -9 |
| Black | 26 | 56 | 19 | -31 | +8 | -7 |
| Hispanic | 44 | 35 | 21 | 9 | +5 | -12 |
| White | 57 | 26 | 17 | 31 | +5 | -11 |
| Gen Z | 29 | 49 | 22 | -20 | +6 | -4 |
| Millennial | 48 | 36 | 16 | 12 | +5 | -7 |
| Gen X | 54 | 29 | 17 | 25 | +6 | -11 |
| Baby Boomer+ | 55 | 26 | 20 | 29 | +5 | -14 |

America's New Majority Project

# 10-POINT SWING TOWARD GOP CANDIDATE FROM NEW MAJORITY VOTERS

**"Which candidate for Congress would you be more likely to support?"**
1. A Republican candidate who SUPPORTS stricter laws on U.S. universities taking foreign money.
2. A Democratic candidate who OPPOSES stricter laws on U.S. universities taking foreign money.



| | Republican Candidate | Democratic Candidate | Don't Know | GOP Mar | GOP Gain | Dem Gain | Total Difference GOP | Total Difference Dem |
|---|---|---|---|---|---|---|---|---|
| Overall | 50 | 32 | 18 | 19 | +5 | -10 | | |
| Less/College Graduate | 55 | 27 | 18 | 28 | +5 | -9 | | |
| Bachelor's Degree | 43 | 38 | 20 | 5 | +7 | -13 | | |
| Post-Graduate Degree | 39 | 47 | 15 | -8 | +5 | -8 | | |
| New Majority (All) | 64 | 18 | 19 | 46 | +6 | -7 | +5 | -5 |
| 8-10 | 73 | 15 | 12 | 58 | +5 | -7 | +2 | -3 |
| 6-7 Filtered | 50 | 22 | 29 | 28 | +9 | -12 | +2 | -3 |
| 0-5 Filtered | 46 | 18 | 37 | 28 | -3 | +18 | - | -1 |
| Left Minority (All) | 4 | 79 | 17 | -75 | +4 | -21 | | |
| 6-7 Remaining | 6 | 75 | 19 | -70 | +6 | -25 | | |
| 0-5 Remaining | 3 | 84 | 14 | -81 | +3 | -16 | | |

*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.
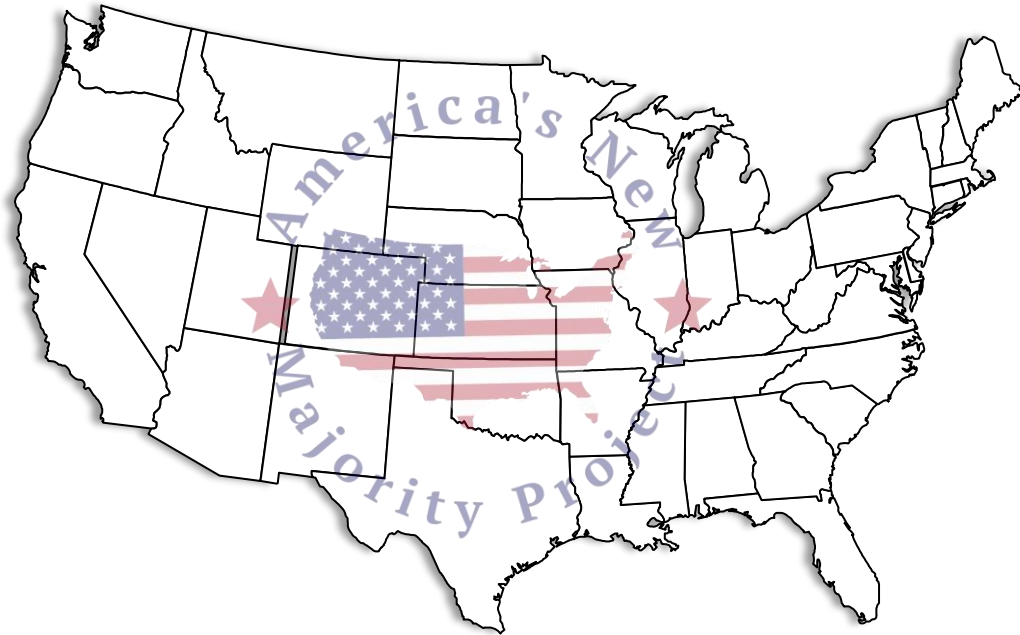
# Methodology



Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between January 11-14, 2024.

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

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

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

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

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

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

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

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