



FOCUS GROUP: SWING VOTERS  
AND INDEPENDENTS STATE OF  
THE COUNTRY AND QUALITY OF  
OUR LEADERS.

 McLaughlin & Associates



# KEY TAKEAWAYS

- Focus groups were conducted February 2-6, 2024. Participants were swing voters and independents from swing states who believe the country is on the wrong track.
- Participants blamed our elected leaders for the state of the country, as well as the news media and social media.
- Participants say they're looking for leaders who are willing to make tough decisions that are best for our country, tell the truth, aren't in the pockets of big donors, have common sense, and are accountable for their mistakes.
- To believe the country was getting back on the right track, participants said they would need to see lower prices, more compromise in Washington, less crime, and a secure border.

# Americans Blame Elected Leaders for Division, Inability to Get Things Done

We look at our leaders, and I think **our leadership is showing us how to behave and we're behaving that way**, mimicking our leaders.

-North Carolina woman, Republican

“I think they **don't communicate** with each other. They talk at each other, but they **don't listen**. It's like they listen to see what they can come back with, how they can respond. They don't listen to see how they can work together and accomplish things.”

-Georgia woman, independent



“That's one of the big things that stops a lot of important legislation from getting through, including legislation that would deal with immigration, that would deal with the economy, all kinds of things.

**We don't have leadership willing to compromise**, and that's what legislation is all about.”

- Pennsylvania man, Republican

# The News Media and Social Media Are Seen As Contributing to Division and Dysfunction

If you turn on any news channel, they're talking about the same stuff over and over and over again, and its usually political, its usually **divisive** and its **never the whole story.**"  
–Arizona woman, Republican

"We're being **sensationalized** by the media, we're being **told what we should think instead of just being delivered the news** and being allowed to come up with our won conclusions...its sensationalized headlines to get you to click on that article or get you to stay glued to the screen."  
-Georgia man, independent

"One of the biggest problems is the media. With Republicans, Trump does nothing wrong and Biden does nothing right. And then it's the other way on the other side."  
– Michigan woman, Democrat





# Corruption of Elected Leaders and Government Is A Common Theme of Discontent

“Our politicians are making decisions based on who is supporting and funding their campaigns, and **special interest groups** are driving the direction of political decisions.”

– Michigan man, Democrat



“Somebody goes into politics with moderate-to-high income, **suddenly when they get out, they’re multimillionaires**, which they weren’t even close to when they got in, and their salary didn’t bring it there. **How did they get that money?** And it happens all to often.”

- Wisconsin man, independent

“Our government is **bloated** and **not representing their constituents’ best interests**. They’re too big, and their motivation is now what the people back home want them to do, it’s what their party’s telling them to do. “

– Pennsylvania man, independent



“Decisions are made that are **not the will of the people**. ...It’s a lot of our politicians making decision based on **what’s going to make their donors happy**.”

-Arizona woman, Republican



# Lack of Accountability Is Another Common Frustration

I see actions and statements and things happen and are reported from our elected leaders that would be grounds for termination at a public company.  
- Pennsylvania man, Republican

I just don't feel like anybody's **taking leadership** to say, I'm going to fix the problems and I'm going to have a team to help me do it. When questions get pressed to president or the secretary, press secretary, I think **we're all just spun** in a circle...I just think we need an administration that **holds themselves accountable** and supports the country.  
- Michigan man, independent

[Accountability is...] just **taking responsibility** and **stop blaming the other party** for every single thing.  
- Michigan woman, Democrat

I don't think I've ever heard a politician stand up and say, **my fault, I made a mistake**. We tried something, it didn't work. These are the consequences and now **I'm going to take responsibility and try to fix it**.  
- Pennsylvania man, Republican



# Americans Want Leaders Who Will Make “Tough Decisions”, Tell the Truth, and Listen to Both Sides

“Someone who’s **willing to make the tough choices** and decisions because it’s the right decision to take, not because its going to keep them in office.”  
- Wisconsin man, independent

“I want them to **learn from their mistakes** instead of just pretending they were right and continuing with the wrong thing to prove that they were right.”  
- Wisconsin woman, Democrat



“I want to see a leader that **doesn’t bend** and go with the flow. I want somebody that’s going to make a decision, stand on it, and execute it.”  
– Georgia woman, Republican

“A leader needs to **compromise, stand up, listen to both sides**. Come up with a plan.”  
- Pennsylvania woman, Republican

“Somebody who’s **willing to make the hard decisions**. It’ll piss people off, but it has to be done. And a lot of that comes to spending.”  
- Wisconsin man, Independent

# Lower Prices, More Cooperation, and More Safety Key To Convincing Americans the Country Back on Track



“**Lower prices, more jobs**, more people taking the jobs, better policies being implemented. For instance, the border thing, there shouldn’t be a problem.”  
- Pennsylvania man, independent

“When we see **more cooperation** between different parties in Congress and...increasing pride in being an American.”  
– Georgia woman, Republican

Lower interest rates, because **everything’s getting more expensive** with inflation. I want lower prices in the grocery store, lower prices on gas. Our salaries aren’t going up, but the cost of living is going up.  
– Wisconsin woman, Democrat

When you wake up and **feel safe** to go outside...if you are working 40 to 60 hours a week and you don’t have to survive paycheck to paycheck...if you’re [not] paying all this money for health insurance, and then when you go to the hospital, still get all these big bills...if people are given proper opportunity for education...then America is going in the right direction.

- Republican woman, Michigan

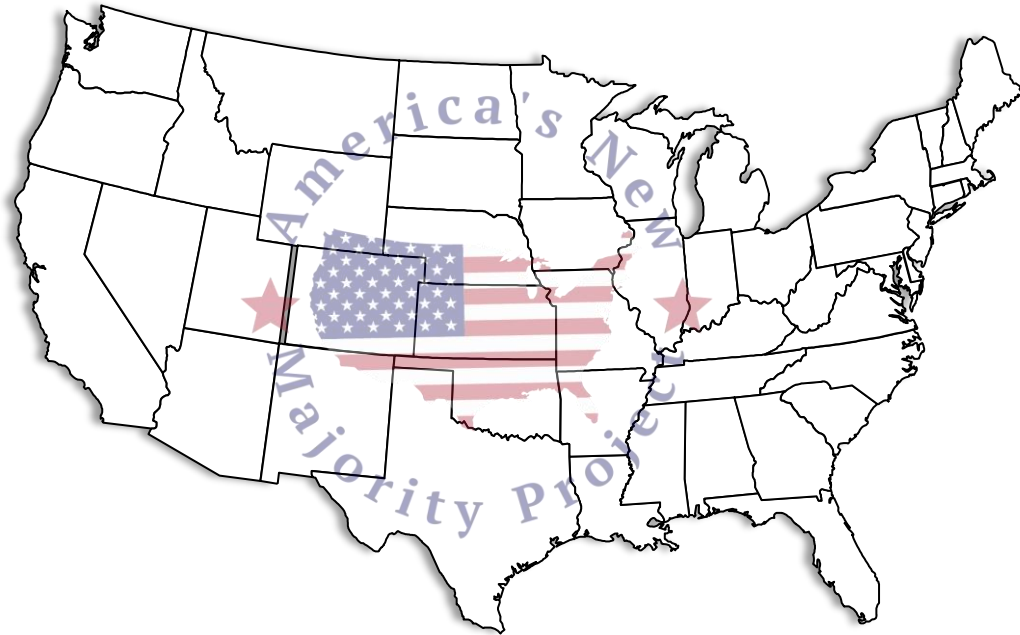


# Methodology

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 25-28, 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%.



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%

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

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

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

