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February 19-22, 2024

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
18-24	7.9	0.6	3.5	5.4	8.2	12.2	13.5	13.1	13.4	6.9	3.8	11.3	12.4	2.3	10.5	10.4	8.0	10.8	7.4	13.6
25-34	13.3	4.5	7.9	10.5	15.6	17.2	21.3	16.2	12.8	12.8	8.4	17.5	30.2	7.9	14.9	18.6	14.5	14.6	14.0	15.2
35-44	17.4	16.1	14.0	19.8	18.2	17.9	17.5	16.2	16.5	18.1	16.9	19.1	24.1	15.9	19.8	20.1	18.5	15.4	16.0	14.8
45-54	16.2	20.1	16.4	15.8	16.2	14.8	14.5	15.3	24.7	16.6	16.8	16.5	15.0	19.1	16.6	17.0	12.1	15.3	13.7	16.6
55-64	18.2	22.1	22.7	19.3	16.6	15.1	14.8	16.9	17.3	18.8	21.1	17.0	5.7	19.3	18.3	13.7	22.0	16.5	13.8	18.8
OVER 64	27.1	36.7	35.5	29.2	25.2	22.7	18.4	22.3	15.4	26.9	32.9	18.7	12.6	35.5	19.9	20.2	24.8	27.5	35.2	21.0
Mean	49.41	55.46	54.01	50.91	48.28	46.28	44.35	46.49	45.91	49.77	52.90	45.85	40.30	53.83	46.88	45.71	49.00	48.42	50.53	46.64



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

1. IN WHAT YEAR WERE YOU BORN?

BANNER 2

	TOTAL AREA					2024 VOTER LIKELIHOOD					
						LIKELY	Def.	Very	LESS	Smwht	Not lv
	EAST	MID-	SOUTH	WEST		VOTER	Voting	Likely	LIKELY	Likely	/Not
		WEST							TO VTE		at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
18-24	7.9	10.9	5.7	8.6	6.4	6.2	4.5	14.3	18.4	21.7	13.2
25-34	13.3	13.7	14.2	12.2	13.8	11.9	9.8	21.9	22.0	22.3	21.7
35-44	17.4	18.2	17.5	17.7	16.0	16.7	15.4	22.9	21.5	20.3	23.4
45-54	16.2	14.6	14.4	18.1	16.2	16.4	16.4	16.8	15.0	15.3	14.5
55-64	18.2	15.8	19.7	18.2	18.5	19.0	20.6	11.1	13.1	11.4	15.8
OVER 64	27.1	26.8	28.5	25.2	29.1	29.8	33.3	13.0	10.0	9.0	11.4
Mean	49.41	48.09	50.25	49.05	50.26	50.79	52.62	42.14	40.76	39.54	42.63



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

1. IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713		918	874	208	776	693	308	218	223	1261	448	228	584	739
18-24	7.9	1.8	3.7		7.0	8.1	11.2	4.7	6.1	13.4	10.8	17.0	9.4	8.9	11.7	8.8	5.4
25-34	13.3	10.3	14.1		12.0	14.1	15.5	11.2	12.6	16.4	15.3	18.3	13.5	9.0	19.9	14.5	12.8
35-44	17.4	16.7	17.7		18.1	16.3	18.7	18.2	15.7	21.6	18.4	13.8	15.8	13.9	16.2	17.2	20.0
45-54	16.2	18.2	15.8		18.1	14.8	14.0	18.5	14.6	17.9	17.0	11.0	14.9	12.4	13.9	17.3	18.5
55-64	18.2	20.0	19.5		17.8	18.1	20.1	18.4	19.6	14.9	18.5	17.3	17.4	22.2	11.0	16.3	19.4
OVER 64	27.1	32.9	29.2		27.0	28.6	20.5	28.9	31.4	15.8	20.0	22.5	28.9	33.7	27.3	25.9	23.9
Mean	49.41	52.99	50.92		49.83	49.56	46.94	51.00	51.14	44.50	46.87	45.27	49.35	51.90	46.45	48.53	49.52



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

1. IN WHAT YEAR WERE YOU BORN?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
18-24	7.9	5.9	8.6	5.5	9.7	10.4	11.9	7.2	4.3	8.9	8.4	
25-34	13.3	13.8	12.9	10.6	14.6	18.6	20.0	13.6	11.3	14.8	13.1	
35-44	17.4	16.1	17.8	17.4	16.6	20.1	20.1	16.7	16.7	16.8	17.8	
45-54	16.2	16.6	16.2	18.1	14.1	17.0	14.9	15.1	15.9	14.7	17.0	
55-64	18.2	19.3	17.8	18.9	18.6	13.7	15.9	18.2	20.1	17.2	18.1	
OVER 64	27.1	28.4	26.6	29.4	26.5	20.2	17.2	29.1	31.8	27.6	25.6	
Mean	49.41	50.35	49.12	51.09	48.65	45.71	44.71	49.97	51.91	48.88	49.02	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

1. IN WHAT YEAR WERE YOU BORN?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225			
18-24	7.9	2.9	6.3	4.2	10.6	9.1	3.9	8.0	6.0	4.5	12.1	13.4			
25-34	13.3	10.8	15.3	9.2	18.2	11.9	7.4	19.3	9.1	10.9	17.6	15.9			
35-44	17.4	18.2	16.5	15.5	18.2	18.7	14.2	22.2	19.2	16.9	15.9	18.1			
45-54	16.2	18.8	14.4	18.4	12.9	17.9	23.0	17.1	19.7	13.7	10.6	15.4			
55-64	18.2	18.9	18.3	19.5	16.4	18.8	17.1	15.0	20.8	21.9	17.2	16.1			
OVER 64	27.1	30.4	29.1	33.2	23.6	23.5	34.3	18.4	25.3	32.1	26.6	21.1			
Mean	49.41	51.91	49.90	52.68	46.79	48.65	53.20	45.85	50.56	52.16	47.31	45.99			



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 6

	BANNER 6																		
	TOTAL	LIBERAL						MODERATE				REPUBLICAN			DEMOCRAT			INDEPENDENT	
		Very	Smwt.	MOD-	Smwt.	Very	CONSER-	LIB-	MOD-	CONSER-	LIB-	MOD-	CONSER-	LIB-	MOD-	CONSER-			
		ERAL		ERATE			VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE			
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115		
18-24	7.9	11.9	12.0	11.9	9.2	4.6	1.0	3.3	13.5	6.8	2.7	11.3	11.0	3.6	14.2	8.9	5.7		
25-34	13.3	20.2	24.9	16.7	12.8	8.2	8.1	8.2	16.4	12.7	7.6	21.0	12.6	22.7	18.0	13.0	4.1		
35-44	17.4	19.4	25.2	15.1	18.6	14.3	14.4	14.4	29.2	18.3	13.6	17.6	19.5	16.2	23.2	18.1	17.1		
45-54	16.2	13.8	14.1	13.5	17.8	16.0	17.6	16.6	20.2	21.6	17.3	12.4	13.8	13.3	17.4	19.0	15.0		
55-64	18.2	13.9	13.8	14.0	19.6	19.3	21.5	20.2	14.2	16.1	20.9	14.8	19.8	13.8	9.8	21.0	19.6		
OVER 64	27.1	20.8	10.1	28.7	22.1	37.6	37.2	37.5	6.6	24.5	37.9	23.0	23.3	30.4	17.4	20.0	38.6		
Mean	49.41	45.17	41.74	47.67	48.28	53.63	54.81	54.08	42.04	49.08	54.59	45.82	47.95	49.03	43.54	48.16	54.06		



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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-	CATH- OLIC
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
18-24	7.9	10.8	9.5	4.1	9.1	9.9	6.6	10.3	7.8	7.5	8.3	6.1	4.0	2.6	8.2	13.4
25-34	13.3	15.4	20.1	8.5	12.8	9.1	11.2	8.9	13.7	12.2	16.3	14.8	11.3	13.3	13.3	15.4
35-44	17.4	18.9	19.6	14.9	17.5	19.0	40.2	16.4	16.7	16.7	16.8	20.1	13.8	20.7	15.9	20.3
45-54	16.2	13.6	18.5	18.4	15.4	14.2	23.9	13.0	15.6	15.0	16.6	23.6	17.9	18.8	14.9	16.3
55-64	18.2	17.1	13.0	21.2	17.2	13.7	0.0	15.4	18.6	18.6	18.5	20.8	21.0	14.2	20.2	16.2
OVER 64	27.1	24.2	19.3	32.9	28.0	34.1	18.1	36.0	27.6	30.1	23.5	14.6	32.1	30.5	27.6	18.5
Mean	49.41	47.41	45.51	53.04	49.23	50.30	44.53	51.02	49.53	50.38	48.15	47.44	52.44	50.79	49.79	45.43



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 8

	EDUCATION LEVEL					MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
	TOTAL	LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL.	EGE	Degree	Grad./ COLL.	EGE	COLL.	EGE	WHITE	NON- WHITE	panic								
	GRAD	GRAD.		Prof.	GRAD.	GRAD.	GRAD.	GRAD.												
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
18-24	7.9	10.8	2.5	3.8	0.0	8.6	0.8	12.8	4.1	5.3	13.3	16.3	13.2	6.9	3.1	7.4	15.7	16.8	10.2	15.9
25-34	13.3	12.2	15.2	17.8	9.9	10.4	13.0	13.8	17.2	9.9	20.4	23.5	21.4	13.9	8.5	11.2	16.2	30.0	23.6	19.4
35-44	17.4	17.1	17.9	18.6	16.4	18.1	18.2	16.2	17.5	14.3	23.8	18.3	28.3	23.4	15.0	13.7	17.8	18.7	30.0	26.8
45-54	16.2	16.7	15.3	16.1	13.7	22.3	16.6	11.9	14.2	17.3	14.0	12.8	15.4	14.5	21.1	13.9	17.8	8.3	18.7	12.3
55-64	18.2	18.9	16.9	15.5	19.6	19.1	15.3	18.7	18.3	19.1	16.1	18.0	12.2	21.1	19.0	19.2	20.7	15.7	9.0	15.2
OVER 64	27.1	24.2	32.2	28.1	40.5	21.5	36.0	26.5	28.7	34.0	12.4	11.1	9.4	20.2	33.2	34.6	11.8	10.5	8.5	10.3
Mean	49.41	48.38	51.29	49.44	54.92	48.84	52.68	47.99	49.99	52.42	43.02	42.07	41.50	48.04	53.14	51.77	44.15	40.26	41.25	41.73



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1. IN WHAT YEAR WERE YOU BORN?

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	265	347	325	364	541	771	1229	1095	905	940	1060
18-24	7.9	100.0	0.0	0.0	0.0	0.0	0.0	20.5	0.0	14.4	0.0	5.8	9.8
25-34	13.3	0.0	100.0	0.0	0.0	0.0	0.0	34.4	0.0	24.2	0.0	11.4	15.0
35-44	17.4	0.0	0.0	100.0	0.0	0.0	0.0	45.1	0.0	31.7	0.0	18.1	16.7
45-54	16.2	0.0	0.0	0.0	100.0	0.0	0.0	0.0	26.4	29.7	0.0	20.2	12.7
55-64	18.2	0.0	0.0	0.0	0.0	100.0	0.0	0.0	29.6	0.0	40.2	17.7	18.6
OVER 64	27.1	0.0	0.0	0.0	0.0	0.0	100.0	0.0	44.0	0.0	59.8	26.8	27.3
Mean	49.41	21.00	29.50	39.50	49.50	59.50	67.00	32.26	60.16	37.38	63.99	50.24	48.68



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1. 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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
18-24	7.9	65.4	0.0	0.0	0.0	64.7	0.0	0.0	0.0	65.8	0.0	0.0	0.0	9.5	7.7	6.2
25-34	13.3	34.6	36.3	0.0	0.0	35.3	33.4	0.0	0.0	34.2	38.7	0.0	0.0	19.5	11.8	8.6
35-44	17.4	0.0	63.7	5.3	0.0	0.0	66.6	5.8	0.0	0.0	61.3	4.7	0.0	21.6	16.2	14.6
45-54	16.2	0.0	0.0	61.5	0.0	0.0	0.0	65.4	0.0	0.0	0.0	56.7	0.0	16.0	16.4	16.2
55-64	18.2	0.0	0.0	33.2	25.8	0.0	0.0	28.8	24.7	0.0	0.0	38.5	26.7	15.5	18.8	20.1
OVER 64	27.1	0.0	0.0	0.0	74.2	0.0	0.0	0.0	75.3	0.0	0.0	0.0	73.3	17.9	29.0	34.3
Mean	49.41	23.94	35.87	52.29	65.06	24.00	36.16	51.81	65.15	23.91	35.63	52.88	65.00	45.42	50.29	52.56



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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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
18-24	7.9	0.6	3.5	5.4	8.2	12.2	13.5	13.1	13.4	6.9	3.8	11.3	12.4	2.3	10.5	10.4	8.0	10.8	7.4	13.6
25-29	7.1	2.6	3.4	6.2	7.9	9.4	10.7	11.3	7.2	6.5	4.5	9.2	11.6	4.1	7.4	8.6	8.2	8.7	7.1	10.0
30-40	17.1	13.3	13.6	16.7	18.9	19.1	19.7	18.3	14.9	17.7	14.9	19.9	32.7	15.2	20.4	18.6	18.2	15.6	17.0	14.4
41-55	25.0	25.4	25.7	24.6	25.6	24.2	23.8	19.9	37.2	25.7	25.2	26.4	27.1	25.9	26.5	31.3	20.5	23.1	22.0	24.0
56-65	18.8	25.0	23.1	21.4	17.4	14.6	14.5	16.1	14.2	19.9	22.7	17.4	6.3	21.6	18.4	13.8	23.1	15.7	13.5	17.5
OVER 65	24.1	33.1	30.6	25.7	22.1	20.6	17.9	21.2	13.1	23.3	28.9	15.8	9.9	30.9	16.9	17.2	22.0	26.2	33.0	20.6
Mean	49.08	54.99	53.29	50.60	48.05	45.99	44.75	45.75	45.21	49.40	52.41	45.60	40.62	53.12	46.48	45.97	48.81	48.19	50.26	46.44



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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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
18-24	7.9	10.9	5.7	8.6	6.4	6.2	4.5	14.3	18.4	21.7	13.2
25-29	7.1	8.2	6.7	6.2	8.2	6.4	5.0	13.4	11.3	12.1	10.2
30-40	17.1	17.4	18.5	17.0	15.7	16.4	14.8	24.3	21.3	18.2	26.2
41-55	25.0	22.9	24.1	27.0	24.0	24.4	24.1	25.5	29.0	30.3	27.1
56-65	18.8	14.9	18.8	19.6	20.5	19.7	21.5	11.5	12.9	10.1	17.2
OVER 65	24.1	25.6	26.1	21.6	25.2	26.8	30.2	11.1	7.0	7.6	6.2
Mean	49.08	47.79	49.94	48.72	49.87	50.40	52.24	41.71	40.83	39.93	42.22



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IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713		918	874	208	776	693	308	218	223	1261	448	228	584	739
18-24	7.9	1.8	3.7		7.0	8.1	11.2	4.7	6.1	13.4	10.8	17.0	9.4	8.9	11.7	8.8	5.4
25-29	7.1	5.1	7.6		6.1	8.1	7.4	5.0	6.8	10.1	8.7	11.3	7.5	4.6	12.1	7.9	6.4
30-40	17.1	17.3	16.4		18.1	16.2	16.5	19.1	15.1	18.4	16.9	14.5	16.3	13.7	18.8	17.3	18.5
41-55	25.0	25.8	25.5		26.8	23.0	25.6	27.1	22.9	28.9	26.9	18.7	22.4	20.3	19.8	25.0	29.4
56-65	18.8	20.9	19.9		18.5	18.3	21.9	19.0	20.1	15.6	19.9	18.5	18.9	21.7	13.7	18.9	18.6
OVER 65	24.1	29.0	26.9		23.6	26.3	17.3	25.1	28.9	13.6	16.8	20.1	25.5	30.9	23.8	22.1	21.6
Mean	49.08	52.31	50.87		49.29	49.29	47.29	50.35	50.97	44.39	46.74	45.28	49.00	51.45	46.09	48.27	49.21



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
18-24	7.9	5.9	8.6	5.5	9.7	10.4	11.9	7.2	4.3	8.9	8.4
25-29	7.1	8.7	6.4	5.4	8.5	8.6	10.5	8.1	6.5	9.1	6.4
30-40	17.1	15.9	17.5	17.2	16.6	18.6	20.1	16.4	16.3	16.5	17.6
41-55	25.0	24.3	25.3	26.1	22.1	31.3	27.0	23.2	23.7	23.0	26.2
56-65	18.8	19.2	18.7	20.3	18.5	13.8	15.8	18.5	18.2	18.7	19.0
OVER 65	24.1	26.0	23.5	25.4	24.6	17.2	14.7	26.5	31.0	23.9	22.4
Mean	49.08	49.87	48.85	50.51	48.43	45.97	44.73	49.55	51.51	48.44	48.76



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
18-24	7.9	2.9	6.3	4.2	10.6	9.1	3.9	8.0	6.0	4.5	12.1	13.4	
25-29	7.1	5.2	8.7	4.3	10.6	6.0	2.7	10.6	4.8	5.9	10.6	7.8	
30-40	17.1	18.0	16.2	15.4	18.7	17.2	13.7	22.7	15.8	17.1	16.4	19.2	
41-55	25.0	26.9	23.5	26.1	21.8	28.0	30.5	27.1	31.7	21.7	18.8	22.8	
56-65	18.8	20.4	18.2	21.1	16.1	19.4	18.4	14.1	20.7	23.9	17.2	17.7	
OVER 65	24.1	26.5	27.0	28.9	22.2	20.2	30.9	17.5	21.0	26.9	24.9	19.1	
Mean	49.08	51.37	49.76	52.10	46.71	48.31	52.78	45.73	49.90	51.43	47.25	46.10	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 6

	BANNER 6																
	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
18-24	7.9	11.9	12.0	11.9	9.2	4.6	1.0	3.3	13.5	6.8	2.7	11.3	11.0	3.6	14.2	8.9	5.7
25-29	7.1	12.6	14.3	11.3	6.1	3.8	3.6	3.7	12.1	4.7	3.5	13.1	6.2	11.8	10.3	6.7	0.8
30-40	17.1	19.4	26.2	14.5	18.3	12.3	16.4	13.9	19.4	20.5	13.6	18.9	18.0	20.2	22.2	17.6	12.2
41-55	25.0	23.1	25.8	21.1	26.7	26.1	22.5	24.7	36.6	28.8	24.4	20.9	23.3	22.1	27.2	28.4	27.4
56-65	18.8	13.3	12.5	13.9	20.6	20.0	23.4	21.3	11.9	21.4	21.8	14.4	18.7	16.6	8.6	21.7	21.2
OVER 65	24.1	19.6	9.2	27.3	19.1	33.1	33.1	33.1	6.6	17.8	33.9	21.4	22.9	25.8	17.4	16.7	32.8
Mean	49.08	45.00	41.67	47.44	48.06	53.14	54.06	53.49	42.05	48.60	53.93	45.61	48.09	48.93	43.50	47.80	53.58



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
						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-	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549	
18-24	7.9	10.8	9.5	4.1	9.1	9.9	6.6	10.3	7.8	7.5	8.3	6.1	4.0	2.6	8.2	13.4	
25-29	7.1	8.7	11.1	3.9	6.7	5.2	11.2	4.5	7.6	6.2	9.8	5.9	5.7	4.7	9.1	7.3	
30-40	17.1	18.3	20.9	14.4	16.5	17.3	37.0	14.9	16.9	16.2	17.9	18.6	14.6	23.9	13.2	19.9	
41-55	25.0	22.8	28.2	26.3	25.1	21.0	27.1	20.2	24.1	23.6	24.9	36.8	25.0	26.6	23.6	27.9	
56-65	18.8	16.8	13.7	22.9	17.9	15.6	4.1	17.1	19.2	19.9	18.1	19.6	23.0	13.8	21.5	14.9	
OVER 65	24.1	22.6	16.6	28.4	24.7	31.0	14.0	33.1	24.4	26.6	21.0	13.0	27.7	28.4	24.6	16.6	
Mean	49.08	47.27	45.26	52.47	48.93	49.84	42.22	50.78	49.15	50.11	47.60	47.63	51.99	50.35	49.54	45.27	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN				RACE				WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL- EGE Degree Grad./ COLL- EGE COLL- EGE	GRAD- GRAD- Prof- GRAD- GRAD- GRAD- GRAD-		WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN														
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
18-24	7.9	10.8	2.5	3.8	0.0	8.6	0.8	12.8	4.1	5.3	13.3	16.3	13.2	6.9	3.1	7.4	15.7	16.8	10.2	15.9
25-29	7.1	6.0	9.2	11.4	4.8	4.2	8.2	7.5	10.1	4.2	13.2	16.7	12.1	8.4	2.9	5.5	12.4	20.5	13.6	10.8
30-40	17.1	16.6	18.0	19.8	14.4	16.9	17.0	16.4	18.9	14.8	22.1	16.5	29.0	18.8	14.5	15.0	15.7	17.1	29.8	28.3
41-55	25.0	26.2	22.8	23.2	22.2	33.1	24.4	20.2	21.4	25.5	23.9	21.4	25.0	26.9	30.7	20.8	23.7	19.3	30.2	20.2
56-65	18.8	18.6	19.2	18.1	21.5	17.7	18.3	19.3	20.1	19.6	17.1	18.8	13.9	20.3	18.9	20.3	21.5	16.4	10.9	16.7
OVER 65	24.1	21.8	28.3	23.7	37.2	19.5	31.4	23.8	25.4	30.5	10.5	10.4	6.7	18.7	29.8	31.1	11.0	9.8	5.2	8.2
Mean	49.08	48.13	50.83	48.76	54.90	48.52	52.09	47.79	49.65	51.99	42.89	42.26	41.14	48.03	52.69	51.36	43.90	40.83	40.85	41.41



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

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	265	347	325	364	541	771	1229	1095	905	940	1060
18-24	7.9	100.0	0.0	0.0	0.0	0.0	0.0	20.5	0.0	14.4	0.0	5.8	9.8
25-29	7.1	0.0	53.5	0.0	0.0	0.0	0.0	18.4	0.0	13.0	0.0	5.6	8.4
30-40	17.1	0.0	46.5	63.0	0.0	0.0	0.0	44.4	0.0	31.2	0.0	16.9	17.2
41-55	25.0	0.0	0.0	37.0	100.0	12.8	0.0	16.7	30.2	41.4	5.2	29.9	20.6
56-65	18.8	0.0	0.0	0.0	0.0	87.2	10.9	0.0	30.6	0.0	41.6	17.9	19.6
OVER 65	24.1	0.0	0.0	0.0	0.0	0.0	89.1	0.0	39.2	0.0	53.3	23.8	24.4
Mean	49.08	21.00	30.72	39.81	48.00	58.90	66.29	32.82	59.27	37.32	63.32	49.82	48.43



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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-URBAN	RURAL
		NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
18-24	7.9	65.4	0.0	0.0	0.0	64.7	0.0	0.0	0.0	65.8	0.0	0.0	0.0	9.5	7.7	6.2
25-29	7.1	34.6	11.7	0.0	0.0	35.3	10.2	0.0	0.0	34.2	12.9	0.0	0.0	12.0	5.8	3.8
30-40	17.1	0.0	68.3	0.0	0.0	0.0	69.0	0.0	0.0	0.0	67.6	0.0	0.0	20.8	15.9	15.3
41-55	25.0	0.0	20.1	75.6	0.0	0.0	20.8	80.2	0.0	0.0	19.5	70.0	0.0	26.9	25.0	22.4
56-65	18.8	0.0	0.0	24.4	33.9	0.0	0.0	19.8	33.2	0.0	0.0	30.0	34.5	15.4	19.4	21.7
OVER 65	24.1	0.0	0.0	0.0	66.1	0.0	0.0	0.0	66.8	0.0	0.0	0.0	65.5	15.4	26.2	30.5
Mean	49.08	23.07	36.67	51.05	64.80	23.12	36.89	50.48	64.84	23.05	36.49	51.75	64.76	45.09	50.03	52.05



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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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
GENERATION Z	12.1	2.5	4.7	8.8	13.2	18.3	19.9	18.7	18.7	10.7	6.1	17.1	20.5	4.9	15.0	14.7	12.9	15.8	12.0	19.1
MILLENNIALS	25.1	16.4	19.6	25.9	27.7	26.8	31.1	25.0	23.9	25.5	21.8	29.2	43.0	19.6	28.6	32.0	27.6	23.7	23.4	23.9
GENERATION X	26.4	34.7	28.7	23.9	26.5	24.7	22.3	26.3	32.0	27.0	27.7	26.9	21.6	30.0	29.0	25.5	21.2	24.6	23.3	25.8
BABY BOOMERS	33.7	39.8	44.3	38.4	30.7	27.6	24.4	28.0	23.6	33.9	40.9	25.2	12.7	41.1	25.1	27.0	36.5	33.0	37.7	29.1
THE SILENT GENERATION	2.8	6.5	2.7	3.0	1.9	2.6	2.3	2.0	1.8	2.8	3.5	1.6	2.1	4.4	2.4	0.8	1.8	2.8	3.6	2.1
Mean	49.76	56.06	54.58	51.45	48.25	46.61	44.79	46.65	45.99	50.11	53.46	45.82	40.63	54.47	46.73	46.14	49.33	48.80	50.99	46.94



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GENERATIONS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
GENERATION Z	12.1	15.8	9.8	12.2	11.2	9.9	7.4	21.8	25.4	27.9	21.4
MILLENNIALS	25.1	25.9	26.4	24.7	23.6	23.5	21.0	35.4	34.6	34.7	34.3
GENERATION X	26.4	23.3	26.6	28.2	25.6	26.8	27.1	25.1	24.3	23.6	25.2
BABY BOOMERS	33.7	32.7	34.0	32.7	35.8	36.6	41.0	16.1	15.2	13.2	18.3
THE SILENT GENERATION	2.8	2.3	3.2	2.2	3.8	3.1	3.4	1.6	0.6	0.6	0.8
Mean	49.76	48.26	50.39	49.43	50.93	51.23	53.20	41.90	40.58	39.45	42.33



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GENERATIONS:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
GENERATION Z	12.1	4.4	8.4	10.5	13.0	15.2	7.6	10.0	19.4	16.0	24.2	13.5	11.3	20.7	12.5	9.6
MILLENNIALS	25.1	23.3	25.6	25.0	24.4	28.3	25.0	23.4	29.9	26.8	23.7	24.0	19.0	26.7	26.8	26.8
GENERATION X	26.4	30.0	25.4	28.9	24.4	23.6	30.0	24.4	26.1	25.2	20.5	24.3	24.2	19.6	26.2	30.1
BABY BOOMERS	33.7	38.5	37.8	32.6	35.5	31.0	34.1	38.9	24.0	31.1	29.4	34.9	39.7	30.5	33.0	31.6
THE SILENT GENERATION	2.8	3.8	2.7	3.0	2.8	1.9	3.4	3.3	0.7	0.9	2.1	3.3	5.8	2.6	1.6	1.9
Mean	49.76	53.38	51.42	50.09	49.93	47.61	51.31	51.68	44.59	47.36	45.55	49.88	52.91	46.43	48.91	49.56



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GENERATIONS:

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	UNDE-	REPU-	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
GENERATION Z	12.1	10.4	12.6	8.9	14.7	14.7	17.5	11.9	7.8	14.2	12.2	
MILLENNIALS	25.1	24.2	25.3	23.1	25.2	32.0	32.7	24.4	23.3	25.1	25.5	
GENERATION X	26.4	25.8	26.7	29.6	23.3	25.5	24.7	24.5	24.9	24.3	27.7	
BABY BOOMERS	33.7	37.4	32.4	34.8	34.3	27.0	24.0	36.4	41.7	33.5	31.8	
THE SILENT GENERATION	2.8	2.2	3.0	3.6	2.4	0.8	1.1	2.8	2.3	3.0	2.8	
Mean	49.76	50.90	49.41	51.42	49.00	46.14	44.82	50.39	52.53	49.18	49.33	



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GENERATIONS:

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
GENERATION Z	12.1	5.9	11.6	6.8	17.1	12.3	6.0	13.7	8.2	7.6	19.0	18.0	
MILLENNIALS	25.1	24.6	25.2	20.5	28.4	26.5	16.8	34.2	25.2	24.2	25.2	28.2	
GENERATION X	26.4	29.4	24.1	30.1	22.1	27.4	33.9	26.9	30.9	26.4	19.3	22.4	
BABY BOOMERS	33.7	36.6	36.7	38.4	30.6	31.6	38.4	24.5	33.0	38.4	34.0	29.7	
THE SILENT GENERATION	2.8	3.5	2.6	4.1	1.8	2.2	4.8	0.7	2.6	3.4	2.5	1.7	
Mean	49.76	52.32	50.35	53.22	46.99	48.96	54.24	45.64	50.69	52.21	47.74	46.56	



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

GENERATIONS:

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very LIB- ERAL	Smwt. MOD- ERATE	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
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
GENERATION Z	12.1	19.3	19.9	18.9	12.6	7.0	3.4	5.6	20.7	10.2	4.7	19.1	14.5	12.9	19.9	12.2	6.5
MILLENNIALS	25.1	31.3	41.4	24.0	26.5	18.5	18.2	18.4	38.4	26.4	17.3	30.1	25.4	29.6	33.6	27.4	18.0
GENERATION X	26.4	21.4	21.2	21.5	27.4	28.5	31.0	29.5	22.5	28.5	31.2	20.4	26.3	15.1	25.5	27.7	28.1
BABY BOOMERS	33.7	26.0	16.7	32.9	32.1	41.4	41.9	41.6	16.3	33.5	41.6	28.5	32.4	38.7	18.8	31.2	42.9
THE SILENT GENERATION	2.8	1.9	0.8	2.7	1.4	4.6	5.5	4.9	2.2	1.3	5.1	1.8	1.5	3.8	2.3	1.4	4.5
Mean	49.76	45.11	41.38	47.82	48.70	54.15	55.56	54.69	41.97	49.63	55.18	45.77	48.41	49.97	43.42	48.51	54.61



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

GENERATIONS:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
GENERATION Z	12.1	16.0	15.9	6.4	12.4	13.0	13.8	12.9	12.1	11.3	13.5	10.5	7.4	6.6	13.6	16.7
MILLENNIALS	25.1	27.6	32.5	19.6	25.2	23.1	44.2	20.5	24.8	23.6	26.6	29.5	20.8	27.8	22.2	31.0
GENERATION X	26.4	22.8	25.6	30.7	25.3	21.8	23.9	21.5	26.5	25.3	28.4	31.7	29.2	28.0	26.1	25.6
BABY BOOMERS	33.7	31.7	24.2	39.3	34.3	37.6	18.1	40.0	33.8	36.6	29.4	27.8	39.5	35.2	34.6	25.2
THE SILENT GENERATION	2.8	1.9	1.7	4.1	2.8	4.6	0.0	5.1	2.8	3.2	2.1	0.5	3.2	2.3	3.6	1.6
Mean	49.76	47.66	45.50	53.63	49.75	51.02	42.67	52.05	49.82	50.86	48.15	47.80	52.91	51.00	50.18	45.65



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

GENERATIONS:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
GENERATION Z	12.1	14.3	7.9	10.7	2.5	10.7	5.7	17.4	10.0	7.9	21.0	25.3	20.7	12.9	4.9	10.5	21.6	28.5	18.1	23.0
MILLENNIALS	25.1	24.7	25.8	27.8	21.7	24.8	24.2	24.6	27.2	20.8	34.2	31.4	39.9	25.8	20.6	20.9	27.3	35.0	42.1	37.8
GENERATION X	26.4	27.6	24.3	24.0	24.8	34.1	25.4	22.0	23.2	28.0	23.0	21.8	22.3	28.0	32.6	23.9	25.4	18.5	26.2	18.9
BABY BOOMERS	33.7	30.9	38.8	35.5	45.3	27.7	41.3	33.6	36.4	39.9	20.4	20.9	16.8	27.8	38.1	41.6	25.7	16.7	13.6	19.7
THE SILENT GENERATION	2.8	2.5	3.3	2.0	5.7	2.7	3.4	2.4	3.1	3.5	1.3	0.7	0.3	5.5	3.8	3.2	0.0	1.3	0.0	0.6
Mean	49.76	48.62	51.86	49.80	55.91	49.12	53.24	48.19	50.57	52.95	43.00	42.11	41.26	49.17	53.58	52.37	44.47	40.05	40.98	41.53



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	265	347	325	364	541	771	1229	1095	905	940	1060
GENERATION Z	12.1	100.0	31.5	0.0	0.0	0.0	0.0	31.3	0.0	22.0	0.0	8.9	14.9
MILLENNIALS	25.1	0.0	68.5	91.9	0.0	0.0	0.0	65.0	0.0	45.7	0.0	24.6	25.5
GENERATION X	26.4	0.0	0.0	8.1	100.0	48.2	0.0	3.6	40.7	32.2	19.4	30.9	22.4
BABY BOOMERS	33.7	0.0	0.0	0.0	0.0	51.8	89.7	0.0	54.8	0.0	74.5	32.7	34.6
THE SILENT GENERATION	2.8	0.0	0.0	0.0	0.0	0.0	10.3	0.0	4.5	0.0	6.1	2.9	2.6
Mean	49.76	22.00	30.57	35.79	50.50	59.56	69.23	31.16	61.42	36.90	65.34	50.61	49.01



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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
GENERATION Z	12.1	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	16.6	10.9	8.9
MILLENNIALS	25.1	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	32.1	23.2	20.3
GENERATION X	26.4	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	25.4	26.9	26.5
BABY BOOMERS	33.7	0.0	0.0	0.0	92.4	0.0	0.0	0.0	91.7	0.0	0.0	0.0	92.9	23.3	35.9	42.0
THE SILENT GENERATION	2.8	0.0	0.0	0.0	7.6	0.0	0.0	0.0	8.3	0.0	0.0	0.0	7.1	2.6	3.0	2.4
Mean	49.76	22.00	34.50	50.50	68.91	22.00	34.50	50.50	68.99	22.00	34.50	50.50	68.85	45.51	50.85	52.74



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/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
MALE	47.0	53.3	54.9	48.2	46.0	43.4	39.5	36.0	51.1	50.2	51.6	48.3	45.7	52.8	52.8	44.1	47.2	38.3	37.8	38.7
FEMALE	53.0	46.7	45.1	51.8	54.0	56.6	60.5	64.0	48.9	49.8	48.4	51.7	54.3	47.2	47.2	55.9	52.8	61.7	62.2	61.3



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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
MALE	47.0	48.9	47.5	46.4	46.0	47.1	47.8	43.6	46.5	48.4	43.7
FEMALE	53.0	51.1	52.5	53.6	54.0	52.9	52.2	56.4	53.5	51.6	56.3



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

3. GENDER:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
MALE	47.0	54.7	39.3	52.1	41.9	45.9	52.5	44.9	46.0	44.1	35.7	46.8	46.3	46.2	47.4	47.4
FEMALE	53.0	45.3	60.7	47.9	58.1	54.1	47.5	55.1	54.0	55.9	64.3	53.2	53.7	53.8	52.6	52.6



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

3. GENDER:

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
MALE	47.0	50.2	46.0	52.8	41.7	44.1	46.7	45.4	49.9	42.9	48.1
FEMALE	53.0	49.8	54.0	47.2	58.3	55.9	53.3	54.6	50.1	57.1	51.9



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

3. GENDER:

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
MALE	47.0	52.3	41.9	49.9	36.0	58.2	100.0	100.0	100.0	0.0	0.0	0.0
FEMALE	53.0	47.7	58.1	50.1	64.0	41.8	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 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
MALE	47.0	40.0	44.6	36.6	47.1	52.6	52.6	52.6	35.6	46.5	52.0	36.9	32.7	44.1	56.8	58.3	59.3
FEMALE	53.0	60.0	55.4	63.4	52.9	47.4	47.4	47.4	64.4	53.5	48.0	63.1	67.3	55.9	43.2	41.7	40.7



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

3. GENDER:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy MIDDLE	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
MALE	47.0	40.2	54.9	51.9	51.8	55.7	82.8	52.4	45.2	47.5	41.5	49.8	40.8	48.4	51.4	49.6
FEMALE	53.0	59.8	45.1	48.1	48.2	44.3	17.2	47.6	54.8	52.5	58.5	50.2	59.2	51.6	48.6	50.4



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

3. GENDER:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
MALE	47.0	46.3	48.2	47.9	48.8	100.0	100.0	0.0	0.0	47.4	46.2	46.6	47.7	40.9	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	53.7	51.8	52.1	51.2	0.0	0.0	100.0	100.0	52.6	53.8	53.4	52.3	59.1	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
Total	2000	158	265	347	325	364	541	771	1229	1095	905	940	1060
MALE	47.0	34.3	40.2	49.1	58.5	45.8	46.5	43.0	49.5	47.6	46.3	100.0	0.0
FEMALE	53.0	65.7	59.8	50.9	41.5	54.2	53.5	57.0	50.5	52.4	53.7	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	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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
MALE	47.0	34.7	46.1	55.1	45.9	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	51.9	45.3	44.8
FEMALE	53.0	65.3	53.9	44.9	54.1	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	48.1	54.7	55.2



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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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
NEW ENGLAND	4.8	6.1	3.9	3.3	4.6	5.7	6.0	7.3	4.2	4.2	4.0	3.8	9.0	4.6	3.3	5.6	3.7	6.4	7.7	5.2
MIDDLE ATLANTIC	12.7	6.4	13.2	14.0	10.9	13.3	13.9	15.4	18.1	11.7	12.3	10.7	10.2	9.1	11.7	9.7	17.3	15.6	14.6	16.4
EAST NORTH CENTRAL	16.1	16.9	16.9	17.0	15.3	15.9	14.6	16.6	14.6	16.6	16.9	17.0	11.6	14.7	15.4	17.0	21.0	14.6	12.7	16.2
WEST NORTH CENTRAL	6.4	6.3	4.9	6.2	7.0	6.1	5.7	10.6	8.9	6.0	5.7	6.2	7.0	5.8	6.0	6.2	6.0	7.6	7.5	7.7
SOUTH ATLANTIC	21.2	24.4	22.3	20.3	22.8	18.9	20.8	20.8	15.9	21.7	21.8	21.6	21.3	22.3	23.4	22.7	18.2	19.8	19.9	19.7
EAST SOUTH CENTRAL	6.2	3.9	9.4	6.5	4.4	7.0	6.1	3.2	6.4	6.3	7.1	5.2	5.0	7.9	4.7	8.1	4.3	5.8	6.2	5.4
WEST SOUTH CENTRAL	11.0	14.0	9.9	14.0	9.8	10.5	10.0	8.9	6.8	12.4	12.5	11.3	17.2	15.9	11.3	11.5	8.3	7.2	7.6	6.9
MOUNTAIN	7.1	8.9	6.6	5.8	8.0	7.1	7.5	4.1	12.0	6.9	6.6	7.7	5.2	6.8	8.0	7.5	5.5	7.6	7.4	7.8
PACIFIC	14.5	13.0	13.0	12.8	17.2	15.5	15.4	13.0	13.1	14.2	12.9	16.5	13.5	12.9	16.2	11.8	15.7	15.4	16.3	14.7



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 WEST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
NEW ENGLAND	4.8	27.4	0.0	0.0	0.0	4.9	5.1	4.4	4.0	3.3	5.0
MIDDLE ATLANTIC	12.7	72.6	0.0	0.0	0.0	12.4	12.4	12.7	14.4	14.9	13.5
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	16.1	16.0	16.6	16.0	14.4	18.5
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.9	7.1	5.8	3.3	4.1	2.0
SOUTH ATLANTIC	21.2	0.0	0.0	55.2	0.0	21.0	20.5	23.2	22.6	24.2	20.1
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	6.0	5.9	6.9	7.2	8.5	5.3
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.6	0.0	10.9	10.9	10.5	11.9	12.8	10.5
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.2	7.5	5.8	6.5	4.6	9.2
PACIFIC	14.5	0.0	0.0	0.0	67.1	14.6	14.6	14.1	14.2	13.1	15.9



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

4. REGION:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
NEW ENGLAND	4.8	4.0	6.0	4.0	5.4	5.9	4.1	5.5	4.9	2.8	4.8	3.9	3.7	5.3	3.6	6.3
MIDDLE ATLANTIC	12.7	10.3	14.5	10.8	15.1	11.0	10.1	15.5	14.6	12.7	10.5	10.7	11.3	9.2	10.8	16.2
EAST NORTH CENTRAL	16.1	16.1	16.0	15.8	16.9	14.2	15.7	17.1	15.8	15.4	15.1	14.3	13.9	14.9	14.5	19.1
WEST NORTH CENTRAL	6.4	5.8	7.9	6.0	7.0	5.6	5.9	6.9	6.2	6.6	6.7	4.8	5.1	2.2	5.6	9.1
SOUTH ATLANTIC	21.2	22.6	18.9	22.5	19.7	21.8	22.4	19.6	20.1	22.7	23.7	21.6	18.3	13.8	27.1	20.6
EAST SOUTH CENTRAL	6.2	7.0	5.7	7.0	5.7	4.8	7.2	5.8	4.8	5.8	6.0	4.3	2.7	2.0	6.5	9.4
WEST SOUTH CENTRAL	11.0	14.1	8.0	14.0	7.6	12.1	14.7	8.3	8.9	8.5	9.5	11.4	5.1	5.0	18.7	10.4
MOUNTAIN	7.1	6.4	7.2	7.1	7.0	7.6	6.9	6.0	9.6	9.1	8.0	9.1	11.6	13.3	5.6	3.6
PACIFIC	14.5	13.7	15.8	13.0	15.5	17.1	13.1	15.4	15.2	16.4	15.7	19.8	28.4	34.3	7.6	5.4



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

4. REGION:

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES			FOR CONGRESS		ERS/					
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
NEW ENGLAND	4.8	5.8	4.5	4.1	5.3	5.6	5.8	5.7	6.5	5.3	4.2	
MIDDLE ATLANTIC	12.7	13.6	12.4	10.1	16.2	9.7	9.4	14.6	15.9	13.8	11.4	
EAST NORTH CENTRAL	16.1	16.8	15.8	15.0	17.0	17.0	16.3	15.4	18.4	13.6	16.6	
WEST NORTH CENTRAL	6.4	5.6	6.7	5.9	7.0	6.2	6.0	6.4	6.5	6.3	6.4	
SOUTH ATLANTIC	21.2	19.1	22.0	22.7	19.2	22.7	23.2	20.3	17.5	21.8	21.9	
EAST SOUTH CENTRAL	6.2	6.5	6.1	6.6	5.2	8.1	5.7	5.4	8.2	3.9	6.7	
WEST SOUTH CENTRAL	11.0	8.0	12.0	14.1	7.6	11.5	10.6	8.4	7.1	9.1	12.8	
MOUNTAIN	7.1	6.1	7.4	7.3	6.8	7.5	7.3	6.7	6.6	6.7	7.4	
PACIFIC	14.5	18.5	13.1	14.2	15.6	11.8	15.6	17.1	13.2	19.4	12.7	



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

4. REGION:

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
NEW ENGLAND	4.8	3.9	5.4	3.4	4.6	7.0	4.6	4.2	7.8	2.1	4.8	6.0
MIDDLE ATLANTIC	12.7	9.4	15.6	10.0	16.9	10.7	9.7	17.5	11.8	10.2	16.5	9.0
EAST NORTH CENTRAL	16.1	15.7	16.4	13.6	16.8	18.5	14.9	16.1	17.6	12.4	17.1	19.7
WEST NORTH CENTRAL	6.4	5.6	7.1	6.2	6.3	6.8	7.5	5.4	6.6	4.9	6.8	7.1
SOUTH ATLANTIC	21.2	23.7	19.1	22.4	19.9	21.3	21.1	21.9	21.7	23.8	18.8	20.8
EAST SOUTH CENTRAL	6.2	7.3	5.7	7.6	6.2	4.3	7.2	5.5	2.8	7.9	6.6	6.5
WEST SOUTH CENTRAL	11.0	15.0	8.0	14.1	8.1	10.8	13.1	9.0	10.8	15.1	7.6	10.9
MOUNTAIN	7.1	6.6	7.1	7.3	6.8	7.3	6.3	5.6	8.3	8.3	7.4	5.8
PACIFIC	14.5	12.8	15.7	15.4	14.5	13.2	15.7	14.9	12.5	15.2	14.3	14.2



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

4. REGION:

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
NEW ENGLAND	4.8	5.1	6.4	4.1	5.2	3.3	5.5	4.2	4.8	2.1	3.6	4.9	5.0	0.0	6.0	6.8	8.6
MIDDLE ATLANTIC	12.7	17.4	16.4	18.1	11.4	11.5	8.3	10.3	9.4	10.9	9.7	18.2	14.6	16.5	17.0	9.2	10.0
EAST NORTH CENTRAL	16.1	16.0	14.0	17.4	16.9	14.1	17.4	15.4	10.9	11.9	14.4	16.1	16.7	22.1	17.6	19.3	16.9
WEST NORTH CENTRAL	6.4	7.5	7.6	7.4	5.5	6.6	6.2	6.4	0.0	5.9	6.8	8.1	4.6	0.0	8.2	6.2	7.7
SOUTH ATLANTIC	21.2	17.8	18.9	17.0	23.0	22.1	21.8	22.0	12.8	27.1	21.9	19.0	22.2	16.4	14.7	21.8	25.1
EAST SOUTH CENTRAL	6.2	5.2	6.1	4.6	7.0	6.9	5.0	6.2	14.9	7.9	6.8	4.6	8.5	8.7	3.8	5.3	1.9
WEST SOUTH CENTRAL	11.0	8.5	9.8	7.6	10.2	12.1	16.7	13.8	22.3	12.0	14.1	7.0	9.4	10.8	9.3	10.1	14.2
MOUNTAIN	7.1	8.0	7.7	8.2	6.3	7.8	6.4	7.3	8.8	4.8	7.9	8.0	4.8	5.8	7.3	8.0	5.1
PACIFIC	14.5	14.6	13.1	15.6	14.5	15.6	12.6	14.5	16.1	17.4	14.8	14.1	14.2	19.6	16.1	13.3	10.5



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

4. REGION:

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
NEW ENGLAND	4.8	5.1	6.9	3.7	4.9	3.5	0.0	4.0	5.2	4.8	5.7	3.7	1.7	2.1	8.3	6.2
MIDDLE ATLANTIC	12.7	15.8	11.4	9.7	12.1	15.0	10.3	15.6	12.3	13.0	11.2	12.9	10.1	5.3	15.9	13.5
EAST NORTH CENTRAL	16.1	16.9	18.7	14.3	17.5	12.5	3.6	13.6	16.4	16.2	16.6	18.6	16.8	19.3	16.4	14.9
WEST NORTH CENTRAL	6.4	6.9	5.2	6.3	6.7	5.1	0.0	5.7	6.5	5.3	8.4	7.5	7.6	8.8	4.3	6.5
SOUTH ATLANTIC	21.2	19.2	20.2	23.8	21.9	22.0	28.4	21.2	21.1	21.2	20.9	20.8	23.1	19.4	21.3	19.7
EAST SOUTH CENTRAL	6.2	5.7	7.1	6.5	5.9	5.1	12.5	4.2	6.0	5.0	7.6	9.1	8.7	8.7	3.4	6.1
WEST SOUTH CENTRAL	11.0	8.6	10.7	13.8	9.6	11.2	16.8	10.5	11.1	12.0	9.8	9.7	14.4	17.6	10.1	7.1
MOUNTAIN	7.1	6.9	7.8	7.1	7.1	6.5	6.7	6.5	7.2	7.3	7.0	7.1	6.3	5.5	5.1	8.3
PACIFIC	14.5	15.0	12.0	14.8	14.1	19.1	21.7	18.8	14.2	15.2	12.7	10.7	11.2	13.4	15.3	17.9



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

4. REGION:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
NEW ENGLAND	4.8	4.9	4.7	4.9	4.2	5.6	5.5	4.3	3.9	5.6	3.0	3.6	2.8	1.3	6.8	4.6	4.4	2.9	2.6	2.9
MIDDLE ATLANTIC	12.7	11.8	14.4	14.7	13.7	11.4	14.7	12.1	14.0	11.8	14.6	13.5	13.2	24.1	11.5	12.1	11.8	14.9	16.7	10.1
EAST NORTH CENTRAL	16.1	16.6	15.1	14.1	17.1	18.1	12.6	15.3	17.5	18.3	11.4	6.9	18.5	5.1	18.2	18.4	6.3	7.4	19.8	17.2
WEST NORTH CENTRAL	6.4	6.9	5.6	5.0	6.6	7.3	5.3	6.4	5.8	7.7	3.7	3.9	2.4	4.5	7.5	7.8	7.6	0.7	1.4	3.4
SOUTH ATLANTIC	21.2	21.0	21.6	24.5	15.9	22.8	19.3	19.4	23.7	20.4	22.9	20.9	29.9	12.8	21.8	19.2	17.5	23.8	29.4	30.4
EAST SOUTH CENTRAL	6.2	7.3	4.1	4.0	4.3	5.6	4.8	8.8	3.5	6.8	4.8	2.0	8.7	2.9	6.0	7.6	1.7	2.2	7.5	9.9
WEST SOUTH CENTRAL	11.0	10.4	12.0	10.9	14.1	10.3	12.6	10.6	11.4	8.5	16.3	17.7	16.8	11.7	8.7	8.3	18.0	17.5	15.0	18.5
MOUNTAIN	7.1	7.2	7.0	6.7	7.6	6.9	6.4	7.4	7.5	8.2	4.8	7.6	2.0	2.1	7.6	8.7	7.4	7.9	2.1	1.9
PACIFIC	14.5	13.9	15.6	15.1	16.5	11.9	18.7	15.7	12.6	12.7	18.4	23.9	5.6	35.5	12.1	13.2	25.3	22.6	5.4	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	265	347	325	364	541	771	1229	1095	905	940	1060
NEW ENGLAND	4.8	5.4	3.6	4.0	5.7	5.1	5.0	4.1	5.2	4.6	5.1	5.6	4.1
MIDDLE ATLANTIC	12.7	18.8	14.5	14.4	10.1	10.1	12.3	15.3	11.1	13.8	11.4	12.6	12.8
EAST NORTH CENTRAL	16.1	13.4	15.7	17.2	16.1	16.7	16.0	15.9	16.2	16.0	16.3	16.1	16.1
WEST NORTH CENTRAL	6.4	3.0	8.3	5.5	3.8	7.7	7.7	5.9	6.7	5.3	7.7	6.6	6.2
SOUTH ATLANTIC	21.2	24.3	18.8	19.3	24.3	20.4	21.3	20.2	21.9	21.4	21.0	21.5	20.9
EAST SOUTH CENTRAL	6.2	6.5	6.8	6.0	7.5	5.0	5.9	6.4	6.1	6.7	5.6	5.3	7.0
WEST SOUTH CENTRAL	11.0	11.2	9.8	13.8	11.0	12.9	8.5	11.9	10.5	11.6	10.3	11.1	10.9
MOUNTAIN	7.1	5.8	6.7	7.3	6.8	5.6	8.8	6.8	7.3	6.8	7.5	6.8	7.4
PACIFIC	14.5	11.7	15.8	12.7	14.8	16.4	14.4	13.5	15.1	13.9	15.2	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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
NEW ENGLAND	4.8	4.9	3.8	5.8	4.7	4.1	4.2	6.1	6.4	5.3	3.4	5.6	3.3	2.5	6.5	3.6
MIDDLE ATLANTIC	12.7	18.0	14.3	9.6	12.1	16.1	16.3	9.6	11.9	19.0	12.6	9.6	12.2	15.2	13.2	8.1
EAST NORTH CENTRAL	16.1	13.7	17.1	17.6	15.1	12.0	15.9	19.1	14.7	14.6	18.2	15.7	15.5	16.5	14.3	20.0
WEST NORTH CENTRAL	6.4	4.5	6.6	5.1	7.8	3.7	5.9	5.0	9.2	5.0	7.1	5.2	6.7	6.1	6.6	6.4
SOUTH ATLANTIC	21.2	21.2	19.9	22.6	21.1	21.0	20.5	22.7	21.4	21.3	19.4	22.5	20.9	18.0	23.0	20.9
EAST SOUTH CENTRAL	6.2	6.6	6.4	6.1	6.0	3.8	6.5	5.1	5.0	8.0	6.4	7.3	6.9	6.1	4.0	11.9
WEST SOUTH CENTRAL	11.0	11.1	11.6	12.3	9.6	15.6	11.5	10.6	10.2	8.7	11.7	14.3	9.1	11.9	9.8	12.8
MOUNTAIN	7.1	7.4	6.7	6.4	7.8	12.3	4.5	5.4	8.1	4.8	8.5	7.5	7.6	7.8	7.0	6.3
PACIFIC	14.5	12.7	13.6	14.6	15.6	11.5	14.7	16.5	13.0	13.3	12.7	12.3	17.9	15.8	15.6	10.0



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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
EAST	17.5	12.5	17.1	17.4	15.5	19.0	19.9	22.7	22.3	15.9	16.4	14.5	19.2	13.7	15.0	15.2	21.0	21.9	22.3	21.6
MIDWEST	22.5	23.2	21.8	23.3	22.4	22.0	20.3	27.2	23.5	22.6	22.7	23.2	18.5	20.5	21.4	23.2	27.0	22.2	20.1	23.9
SOUTH	38.4	42.3	41.6	40.8	37.0	36.4	36.9	33.0	29.1	40.4	41.4	38.2	43.5	46.1	39.3	42.3	30.8	32.8	33.8	32.0
WEST	21.6	22.0	19.6	18.5	25.1	22.6	22.9	17.1	25.1	21.1	19.6	24.1	18.7	19.7	24.2	19.3	21.2	23.1	23.8	22.5



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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
EAST	17.5	100.0	0.0	0.0	0.0	17.4	17.4	17.1	18.3	18.2	18.5
MIDWEST	22.5	0.0	100.0	0.0	0.0	23.0	23.1	22.4	19.3	18.5	20.5
SOUTH	38.4	0.0	0.0	100.0	0.0	37.9	37.3	40.6	41.8	45.6	35.9
WEST	21.6	0.0	0.0	0.0	100.0	21.8	22.2	19.9	20.6	17.7	25.1



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

AREA:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE								
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	223	Mail	Drop- off	In Person	584	ELEC. DAY	739
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739					
EAST	17.5	14.3	20.5	14.8	20.5	16.8	14.2	21.0	19.5	15.5	15.3	14.6	14.9	14.5	14.4	22.4					
MIDWEST	22.5	21.9	23.9	21.7	23.9	19.8	21.6	24.0	22.0	22.0	21.8	19.2	19.0	17.1	20.1	28.2					
SOUTH	38.4	43.7	32.6	43.5	33.0	38.6	44.3	33.6	33.8	37.0	39.2	37.2	26.1	20.7	52.2	40.4					
WEST	21.6	20.1	23.0	20.0	22.5	24.7	19.9	21.4	24.7	25.5	23.7	29.0	40.0	47.6	13.2	9.0					



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

AREA:

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	UNITE	REPUB-	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
EAST	17.5	19.4	16.8	14.2	21.6	15.2	15.2	20.3	22.4	19.1	15.5	
MIDWEST	22.5	22.4	22.5	20.9	24.0	23.2	22.3	21.8	24.9	20.0	23.0	
SOUTH	38.4	33.6	40.1	43.4	32.1	42.3	39.5	34.1	32.9	34.8	41.4	
WEST	21.6	24.7	20.6	21.5	22.4	19.3	23.0	23.8	19.7	26.1	20.1	



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

AREA:

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
EAST	17.5	13.3	21.0	13.3	21.4	17.7	14.4	21.7	19.6	12.3	21.3	15.0
MIDWEST	22.5	21.3	23.5	19.8	23.1	25.3	22.3	21.5	24.2	17.3	23.9	26.8
SOUTH	38.4	46.0	32.8	44.1	34.2	36.5	41.4	36.4	35.4	46.8	33.0	38.1
WEST	21.6	19.4	22.8	22.7	21.3	20.5	21.9	20.5	20.8	23.6	21.8	20.0



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

AREA:

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
EAST	17.5	22.4	22.8	22.2	16.6	14.8	13.8	14.4	14.2	13.0	13.3	23.1	19.6	16.5	23.0	16.0	18.5
MIDWEST	22.5	23.5	21.6	24.8	22.4	20.7	23.6	21.8	10.9	17.8	21.2	24.2	21.3	22.1	25.8	25.4	24.6
SOUTH	38.4	31.5	34.8	29.2	40.2	41.1	43.5	42.0	50.0	47.0	42.8	30.5	40.1	36.0	27.8	37.2	41.2
WEST	21.6	22.5	20.8	23.8	20.7	23.4	19.1	21.7	24.9	22.2	22.7	22.1	19.1	25.4	23.4	21.4	15.6



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

AREA:

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
EAST	17.5	20.9	18.3	13.4	17.0	18.5	10.3	19.5	17.4	17.8	16.9	16.7	11.7	7.4	24.2	19.6
MIDWEST	22.5	23.8	23.9	20.5	24.2	17.6	3.6	19.3	22.8	21.5	25.0	26.0	24.4	28.1	20.7	21.3
SOUTH	38.4	33.4	38.0	44.1	37.5	38.3	57.7	35.9	38.3	38.2	38.4	39.5	46.2	45.6	34.8	32.8
WEST	21.6	21.8	19.8	21.9	21.2	25.6	28.4	25.3	21.5	22.5	19.7	17.8	17.6	18.9	20.3	26.2



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

AREA:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
EAST	17.5	16.6	19.1	19.6	17.9	17.0	20.3	16.3	17.9	17.4	17.7	17.1	16.0	25.4	18.2	16.7	16.2	17.9	19.3	13.0
MIDWEST	22.5	23.5	20.7	19.1	23.7	25.5	17.9	21.8	23.3	26.0	15.2	10.8	20.9	9.6	25.6	26.3	13.9	8.1	21.3	20.6
SOUTH	38.4	38.8	37.7	39.5	34.3	38.7	36.7	38.9	38.7	35.8	44.0	40.6	55.5	27.4	36.5	35.2	37.2	43.5	51.9	58.8
WEST	21.6	21.1	22.6	21.8	24.1	18.8	25.2	23.0	20.1	20.8	23.2	31.5	7.5	37.7	19.7	21.9	32.7	30.5	7.5	7.6



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	265	347	325	364	541	771	1229	1095	905	940	1060
EAST	17.5	24.2	18.1	18.4	15.7	15.2	17.3	19.5	16.3	18.4	16.5	18.2	16.9
MIDWEST	22.5	16.4	24.0	22.6	19.9	24.4	23.7	21.8	22.9	21.3	24.0	22.7	22.3
SOUTH	38.4	42.0	35.4	39.0	42.8	38.4	35.7	38.4	38.4	39.7	36.8	37.9	38.8
WEST	21.6	17.4	22.5	20.0	21.6	22.0	23.2	20.3	22.4	20.7	22.7	21.1	22.0



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	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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
EAST	17.5	22.9	18.1	15.4	16.8	20.2	20.5	15.6	18.3	24.3	16.0	15.2	15.5	17.7	19.7	11.7
MIDWEST	22.5	18.2	23.7	22.7	23.0	15.6	21.8	24.1	23.9	19.6	25.3	20.9	22.1	22.6	20.9	26.4
SOUTH	38.4	38.8	37.9	41.0	36.7	40.4	38.4	38.4	36.6	38.0	37.4	44.1	36.9	36.0	36.8	45.6
WEST	21.6	20.1	20.3	20.9	23.5	23.8	19.3	21.9	21.1	18.1	21.2	19.8	25.5	23.7	22.6	16.3



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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

	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288			
YES	13.0	5.2	9.9	12.2	12.4	15.5	20.1	17.8	13.3	12.7	10.0	15.1	26.7	9.7	11.5	16.6	16.4	13.7	11.0	16.0			
NO	87.0	94.8	90.1	87.8	87.6	84.5	79.9	82.2	86.7	87.3	90.0	84.9	73.3	90.3	88.5	83.4	83.6	86.3	89.0	84.0			



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 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
YES	13.0	12.7	6.2	13.7	19.0	12.4	11.4	17.2	16.9	17.8	15.6
NO	87.0	87.3	93.8	86.3	81.0	87.6	88.6	82.8	83.1	82.2	84.4



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	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
YES	13.0	10.2	13.5	11.9	13.5	15.6	10.0	13.0	18.7	17.6	15.4	14.5	12.9	12.0	16.7	10.4	
NO	87.0	89.8	86.5	88.1	86.5	84.4	90.0	87.0	81.3	82.4	84.6	85.5	87.1	88.0	83.3	89.6	



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 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
YES	13.0	15.3	12.2	10.4	14.7	16.6	17.0	14.1	10.6	16.1	12.2
NO	87.0	84.7	87.8	89.6	85.3	83.4	83.0	85.9	89.4	83.9	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 5

	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	818	894	720	740	540	359	266	315	361	474	225
YES	13.0	10.1	13.6	9.8	16.8	12.1	10.8	17.0	11.9	8.8	16.7	12.4
NO	87.0	89.9	86.4	90.2	83.2	87.9	89.2	83.0	88.1	91.2	83.3	87.6



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 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
YES	13.0	15.8	16.6	15.3	13.7	10.7	8.8	10.0	17.3	11.4	8.7	14.9	19.3	20.6	19.7	10.4	11.0
NO	87.0	84.2	83.4	84.7	86.3	89.3	91.2	90.0	82.7	88.6	91.3	85.1	80.7	79.4	80.3	89.6	89.0



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 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
YES	13.0	16.3	13.4	9.1	13.7	10.8	16.6	10.0	13.2	14.6	11.0	14.2	6.8	12.0	23.9	11.9
NO	87.0	83.7	86.6	90.9	86.3	89.2	83.4	90.0	86.8	85.4	89.0	85.8	93.2	88.0	76.1	88.1



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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 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
YES	13.0	12.8	13.3	13.9	12.0	13.0	12.7	12.7	13.8	0.0	40.6	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0
NO	87.0	87.2	86.7	86.1	88.0	87.0	87.3	87.3	86.2	100.0	59.4	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
Total	2000	158	265	347	325	364	541	771	1229	1095	905	940	1060
YES	13.0	26.8	23.1	13.7	10.2	12.9	5.4	19.6	8.9	16.8	8.4	12.9	13.1
NO	87.0	73.2	76.9	86.3	89.8	87.1	94.6	80.4	91.1	83.2	91.6	87.1	86.9



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 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
YES	13.0	27.2	16.3	10.7	7.7	31.2	14.4	10.6	9.3	25.1	18.0	10.8	6.3	16.6	12.6	9.3
NO	87.0	72.8	83.7	89.3	92.3	68.8	85.6	89.4	90.7	74.9	82.0	89.2	93.7	83.4	87.4	90.7



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

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

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. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	260	8	33	48	51	51	43	18	7	187	89	75	23	54	41	39	54	73	27	46
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	43.3	66.1	37.3	44.7	40.4	47.4	40.3	51.4	24.2	44.7	44.0	44.8	47.4	46.5	51.0	41.7	40.4	39.6	41.5	38.5
Puerto Rican	19.9	12.8	14.4	22.1	20.7	16.3	26.5	22.2	13.1	18.9	18.4	19.9	17.4	12.1	8.7	32.5	23.4	22.6	14.7	27.2
Cuban	6.7	10.7	11.2	13.3	3.6	3.7	2.1	5.1	12.4	8.8	12.3	3.7	12.0	10.4	15.5	7.3	3.2	1.2	3.3	0.0
Salvadoran	4.7	0.0	14.3	0.0	5.8	3.6	4.1	0.0	12.4	4.9	5.3	4.9	3.8	6.8	7.0	2.3	3.4	4.0	4.1	3.9
Guatemalan	1.8	0.0	0.0	0.0	7.6	1.7	0.0	0.0	0.0	1.0	0.0	2.4	0.0	0.0	0.0	2.3	1.8	4.0	10.8	0.0
Peruvian	1.5	0.0	0.0	2.2	1.9	1.8	0.0	0.0	12.3	1.6	1.2	1.3	3.9	3.5	0.0	0.0	2.0	1.2	3.3	0.0
Venezuelan	1.5	10.5	0.0	0.0	0.0	1.9	4.5	0.0	0.0	1.4	1.0	1.3	3.7	3.2	0.0	2.5	0.0	1.5	0.0	2.4
Dominican	1.1	0.0	0.0	3.8	0.0	0.0	2.4	0.0	0.0	1.5	2.0	0.0	4.5	1.7	4.8	0.0	0.0	0.0	0.0	0.0
Honduran	1.1	0.0	3.1	0.0	0.0	1.7	2.0	0.0	0.0	1.0	1.2	1.2	0.0	1.9	0.0	0.0	1.7	1.2	0.0	1.9
Ecuadorian	0.7	0.0	0.0	1.9	0.0	0.0	2.3	0.0	0.0	0.5	1.0	0.0	0.0	1.7	0.0	0.0	0.0	1.4	0.0	2.2
Nicaraguan	0.7	0.0	0.0	0.0	1.9	1.6	0.0	0.0	0.0	0.9	0.0	2.3	0.0	1.5	0.0	0.0	1.7	0.0	0.0	0.0
Other Central American	2.9	0.0	2.6	4.0	0.0	0.0	6.7	4.8	11.5	1.9	3.1	0.0	3.7	3.5	0.0	2.2	1.7	5.2	0.0	8.2
Other South American	2.7	0.0	5.6	0.0	4.0	1.8	2.4	0.0	14.1	2.6	2.1	4.0	0.0	0.0	2.0	0.0	7.4	2.9	0.0	4.6
Spaniard	9.8	0.0	8.8	6.0	14.2	16.8	6.6	5.7	0.0	8.8	6.5	13.1	3.6	7.2	6.5	9.3	11.6	12.4	22.2	6.7
Other	1.8	0.0	2.8	1.9	0.0	1.7	0.0	10.8	0.0	1.4	2.0	1.1	0.0	0.0	4.3	0.0	1.6	2.7	0.0	4.3



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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	260	44	28	106	82	213	162	52	47	30	17
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	43.3	1.9	56.2	46.1	57.7	45.0	42.7	52.2	35.3	36.6	33.1
Puerto Rican	19.9	51.2	19.5	16.9	7.0	17.1	17.2	16.6	32.9	26.1	44.8
Cuban	6.7	10.3	3.3	9.6	2.1	7.7	7.9	6.9	2.2	3.5	0.0
Salvadoran	4.7	6.2	0.0	2.6	8.1	3.6	3.5	3.6	9.8	9.3	10.7
Guatemalan	1.8	0.0	0.0	0.9	4.6	2.2	2.9	0.0	0.0	0.0	0.0
Peruvian	1.5	2.1	3.8	0.0	2.2	1.3	1.8	0.0	2.0	3.2	0.0
Venezuelan	1.5	0.0	0.0	2.5	1.4	1.3	1.8	0.0	2.0	3.2	0.0
Dominican	1.1	2.1	0.0	1.8	0.0	1.3	1.1	2.0	0.0	0.0	0.0
Honduran	1.1	2.0	3.7	0.0	1.1	0.9	1.2	0.0	1.9	3.0	0.0
Ecuadorian	0.7	4.3	0.0	0.0	0.0	0.4	0.5	0.0	2.1	0.0	5.9
Nicaraguan	0.7	0.0	0.0	0.9	1.0	0.8	0.5	1.8	0.0	0.0	0.0
Other Central American	2.9	2.4	3.6	3.3	2.2	3.5	4.0	1.8	0.0	0.0	0.0
Other South American	2.7	2.1	0.0	3.7	2.6	2.8	2.4	4.1	2.1	3.3	0.0
Spaniard	9.8	11.1	10.0	9.8	9.0	10.3	12.4	3.6	7.6	8.9	5.5
Other	1.8	4.2	0.0	1.8	1.1	1.8	0.0	7.3	1.8	2.9	0.0



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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	96	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	260	86	96	110	118	32	78	90	58	38	34	183	58	27	98	77
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	43.3	43.5	48.3	46.8	41.8	37.0	50.3	46.0	36.5	36.3	31.7	45.1	37.1	61.3	45.3	39.0
Puerto Rican	19.9	13.1	16.4	14.6	20.8	35.0	10.6	18.6	26.6	22.7	33.2	16.5	15.9	3.3	20.6	28.0
Cuban	6.7	16.1	1.8	10.9	3.0	5.6	11.7	4.0	4.7	7.1	5.5	5.5	4.7	3.4	6.5	9.6
Salvadoran	4.7	5.5	3.7	7.8	2.3	2.8	7.1	2.0	8.4	10.1	0.0	5.6	11.4	3.2	2.9	2.4
Guatemalan	1.8	1.0	3.0	0.8	3.3	0.0	0.0	4.3	0.0	0.0	2.6	2.6	3.4	3.4	1.9	0.0
Peruvian	1.5	2.2	2.0	1.7	1.7	0.0	1.2	3.2	0.0	0.0	0.0	1.6	3.4	0.0	1.0	1.2
Venezuelan	1.5	1.0	2.0	0.8	1.7	3.0	0.0	2.2	1.5	2.3	2.8	1.1	3.4	0.0	0.0	2.4
Dominican	1.1	1.2	1.0	2.6	0.0	0.0	2.3	0.0	1.8	2.7	0.0	0.5	1.5	0.0	0.0	2.6
Honduran	1.1	1.2	0.9	0.9	1.5	0.0	1.3	1.0	1.6	0.0	0.0	1.0	0.0	3.2	0.9	1.3
Ecuadorian	0.7	0.0	0.9	0.8	0.8	0.0	1.1	0.0	1.7	2.6	0.0	1.0	1.7	0.0	0.9	0.0
Nicaraguan	0.7	1.0	1.0	0.8	0.8	0.0	1.1	0.0	0.0	0.0	2.8	1.0	1.6	0.0	0.8	0.0
Other Central American	2.9	2.2	5.8	0.8	3.2	8.5	1.1	4.2	0.0	0.0	8.1	2.0	3.1	3.2	0.9	5.0
Other South American	2.7	1.1	1.8	1.6	4.4	0.0	0.0	4.6	4.8	4.7	0.0	3.3	1.8	7.9	2.8	1.2
Spaniard	9.8	10.0	11.2	7.6	12.3	8.2	9.9	9.9	9.1	11.6	10.4	10.8	9.3	11.1	11.5	7.4
Other	1.8	1.1	0.0	1.6	2.4	0.0	2.3	0.0	3.2	0.0	3.0	2.5	1.5	0.0	3.8	0.0



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

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITE	STATES		FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	260	79	180	94	127	39	86	116	32	84	144	
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mexican	43.3	43.4	43.5	48.5	39.9	41.7	44.0	45.7	49.9	44.1	41.4	
Puerto Rican	19.9	22.2	18.5	10.7	23.0	32.5	21.5	20.2	25.1	18.4	19.7	
Cuban	6.7	3.5	8.1	12.6	2.1	7.3	8.6	4.7	8.6	3.3	8.3	
Salvadoran	4.7	2.4	5.7	6.9	3.8	2.3	3.2	0.8	0.0	1.1	7.8	
Guatemalan	1.8	1.2	2.1	0.0	3.1	2.3	2.1	4.1	0.0	5.6	0.0	
Peruvian	1.5	2.3	1.1	2.0	1.5	0.0	0.0	1.6	0.0	2.2	1.4	
Venezuelan	1.5	1.4	1.5	1.8	0.9	2.5	1.1	1.7	3.5	1.0	1.3	
Dominican	1.1	1.3	1.0	3.0	0.0	0.0	0.0	0.9	0.0	1.2	1.3	
Honduran	1.1	1.1	1.1	1.1	1.4	0.0	0.0	0.8	0.0	1.1	1.3	
Ecuadorian	0.7	1.1	0.6	0.9	0.8	0.0	0.0	0.0	0.0	0.0	1.3	
Nicaraguan	0.7	0.0	1.0	0.9	0.7	0.0	1.1	0.8	0.0	1.1	0.6	
Other Central American	2.9	2.5	3.0	2.0	3.7	2.2	3.1	2.5	0.0	3.4	3.2	
Other South American	2.7	6.5	1.0	0.9	4.8	0.0	3.3	4.4	3.3	4.8	1.3	
Spaniard	9.8	8.8	10.3	6.9	12.1	9.3	9.6	10.2	6.8	11.5	9.4	
Other	1.8	2.2	1.6	1.9	2.3	0.0	2.2	1.6	2.7	1.1	2.0	



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

BANNER 5

	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	ENDENT
Total	260	83	122	70	124	65	39	45	37	32	79	28	
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	
Mexican	43.3	51.6	40.5	45.8	43.7	39.9	48.5	40.5	43.9	42.4	45.5	34.7	
Puerto Rican	19.9	10.1	21.4	10.4	22.1	26.1	4.9	19.6	25.6	17.1	23.5	26.8	
Cuban	6.7	15.6	2.2	14.3	2.9	5.8	14.1	3.9	5.5	14.5	2.3	6.2	
Salvadoran	4.7	3.4	5.4	5.4	4.5	4.3	5.2	6.4	5.1	5.5	3.4	3.2	
Guatemalan	1.8	1.1	3.2	1.2	3.1	0.0	2.3	2.1	0.0	0.0	3.7	0.0	
Peruvian	1.5	1.1	2.4	1.3	2.3	0.0	2.4	2.0	0.0	0.0	2.5	0.0	
Venezuelan	1.5	1.1	1.6	2.8	0.7	1.5	2.9	0.0	0.0	2.7	1.1	3.4	
Dominican	1.1	1.3	0.8	2.7	0.7	0.0	2.7	2.0	0.0	2.8	0.0	0.0	
Honduran	1.1	0.0	0.7	1.5	0.7	1.4	2.7	0.0	0.0	0.0	1.1	3.2	
Ecuadorian	0.7	1.1	0.0	0.0	1.5	0.0	0.0	2.2	0.0	0.0	1.1	0.0	
Nicaraguan	0.7	1.0	0.8	1.2	0.8	0.0	2.1	0.0	0.0	0.0	1.2	0.0	
Other Central American	2.9	2.3	4.6	2.6	3.8	1.3	4.8	4.4	2.3	0.0	3.5	0.0	
Other South American	2.7	0.0	4.0	0.0	3.3	4.4	0.0	4.4	3.0	0.0	2.6	6.3	
Spaniard	9.8	9.3	11.8	8.3	9.2	12.5	5.3	12.6	9.6	12.1	7.2	16.3	
Other	1.8	1.1	0.7	2.5	0.8	2.9	2.2	0.0	5.1	2.9	1.2	0.0	



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

BANNER 6

	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	260	89	39	50	102	46	23	69	7	17	46	64	49	11	18	35	13
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	43.3	40.2	43.1	37.8	43.0	43.9	55.8	47.8	25.5	48.4	48.1	38.6	50.2	43.9	51.9	30.0	50.5
Puerto Rican	19.9	23.9	32.4	17.2	19.7	18.9	7.5	15.1	24.4	11.1	7.8	24.4	17.5	29.4	22.0	27.1	29.0
Cuban	6.7	2.0	0.0	3.5	6.3	15.8	8.1	13.2	0.0	10.8	17.9	2.8	3.6	0.0	0.0	8.0	7.8
Salvadoran	4.7	3.1	2.4	3.7	5.6	3.7	8.3	5.2	12.6	6.4	3.8	2.9	5.6	9.1	0.0	5.4	7.1
Guatemalan	1.8	2.1	0.0	3.8	1.9	1.9	0.0	1.3	0.0	0.0	1.9	3.0	4.0	0.0	0.0	0.0	0.0
Peruvian	1.5	1.0	2.3	0.0	2.0	0.0	3.9	1.3	0.0	0.0	2.0	1.4	4.1	0.0	0.0	0.0	0.0
Venezuelan	1.5	3.0	2.2	3.7	1.1	0.0	0.0	0.0	11.8	6.4	0.0	1.4	0.0	0.0	5.4	0.0	0.0
Dominican	1.1	0.0	0.0	0.0	1.9	1.9	0.0	1.3	0.0	6.0	2.0	0.0	1.9	0.0	0.0	0.0	0.0
Honduran	1.1	0.0	0.0	0.0	1.8	0.0	4.4	1.5	0.0	0.0	2.3	0.0	1.8	0.0	0.0	2.6	0.0
Ecuadorian	0.7	0.0	0.0	0.0	0.9	2.2	0.0	1.4	0.0	0.0	0.0	0.0	1.8	9.1	0.0	0.0	0.0
Nicaraguan	0.7	1.1	0.0	1.9	0.0	0.0	3.6	1.2	0.0	0.0	1.8	1.5	0.0	0.0	0.0	0.0	0.0
Other Central American	2.9	5.3	2.3	7.6	1.8	1.9	0.0	1.2	0.0	5.7	1.9	7.3	0.0	0.0	0.0	2.4	0.0
Other South American	2.7	3.4	2.7	3.9	3.9	0.0	0.0	0.0	0.0	0.0	0.0	4.7	2.1	0.0	0.0	8.2	0.0
Spaniard	9.8	10.8	7.8	13.2	9.2	9.8	8.4	9.3	14.2	0.0	10.6	10.6	7.5	8.4	9.9	16.3	5.7
Other	1.8	4.2	4.9	3.6	0.9	0.0	0.0	0.0	11.5	5.2	0.0	1.5	0.0	0.0	10.8	0.0	0.0



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

BANNER 7

	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	260	148	38	74	144	27	5	23	204	139	65	29	42	20	121	66
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	43.3	42.3	41.9	46.0	39.4	58.3	81.0	53.7	42.4	40.5	46.3	35.7	33.8	55.3	54.4	29.8
Puerto Rican	19.9	23.2	21.9	12.3	19.2	7.1	0.0	8.6	19.3	19.7	18.6	35.8	32.4	25.7	13.5	22.3
Cuban	6.7	3.0	4.6	15.1	7.7	6.7	0.0	8.1	7.6	8.6	5.5	0.0	6.2	0.0	9.1	3.0
Salvadoran	4.7	5.0	5.2	3.7	5.9	3.4	0.0	4.1	4.6	4.0	5.9	6.2	4.5	9.5	4.0	5.4
Guatemalan	1.8	2.6	2.3	0.0	1.3	3.2	19.0	0.0	1.9	1.4	3.0	0.0	2.4	0.0	0.8	4.3
Peruvian	1.5	1.3	2.5	1.2	0.7	7.3	0.0	8.8	0.9	0.6	1.5	0.0	0.0	0.0	0.7	1.6
Venezuelan	1.5	0.6	5.4	1.2	2.0	0.0	0.0	0.0	1.9	2.7	0.0	0.0	0.0	0.0	1.7	2.6
Dominican	1.1	0.6	0.0	2.6	1.4	0.0	0.0	0.0	1.0	0.0	3.0	3.0	0.0	4.4	1.6	0.0
Honduran	1.1	0.6	0.0	2.6	2.0	3.3	0.0	4.0	0.9	1.4	0.0	0.0	0.0	5.1	0.7	1.4
Ecuadorian	0.7	0.7	2.3	0.0	1.3	0.0	0.0	0.0	0.9	0.6	1.5	0.0	0.0	0.0	0.7	1.5
Nicaraguan	0.7	0.6	0.0	1.1	0.7	0.0	0.0	0.0	0.5	0.7	0.0	2.8	2.2	0.0	0.0	0.0
Other Central American	2.9	3.7	0.0	2.5	2.5	3.7	0.0	4.4	2.6	3.8	0.0	3.7	2.1	0.0	1.6	7.0
Other South American	2.7	4.1	0.0	1.1	4.1	0.0	0.0	0.0	3.4	3.6	3.0	0.0	0.0	0.0	3.1	4.8
Spaniard	9.8	10.2	9.2	9.2	10.1	3.5	0.0	4.3	10.2	10.9	8.7	12.7	14.3	0.0	7.3	11.9
Other	1.8	1.3	4.6	1.2	1.9	3.3	0.0	4.0	1.8	1.3	3.0	0.0	2.0	0.0	0.8	4.4



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

BANNER 8

	TOTAL					EDUCATION LEVEL					MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN				
Total	260	166	94	65	29	78	43	88	51	-	260	260	-	-	-	-	121	139	-	-					
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	43.3	44.2	41.7	39.9	45.7	45.3	41.9	43.2	41.5	-	43.3	43.3	-	-	-	-	44.1	42.6	-	-					
Puerto Rican	19.9	23.1	14.3	14.9	12.8	18.5	13.6	27.2	14.9	-	19.9	19.9	-	-	-	-	16.7	22.7	-	-					
Cuban	6.7	5.9	8.0	8.8	6.3	7.1	8.6	4.9	7.5	-	6.7	6.7	-	-	-	-	7.6	5.8	-	-					
Salvadoran	4.7	7.3	0.0	0.0	0.0	8.7	0.0	6.1	0.0	-	4.7	4.7	-	-	-	-	5.6	3.9	-	-					
Guatemalan	1.8	1.7	2.1	1.5	3.5	2.3	0.0	1.1	3.9	-	1.8	1.8	-	-	-	-	1.5	2.1	-	-					
Peruvian	1.5	1.1	2.1	1.6	3.1	1.2	2.1	1.1	2.1	-	1.5	1.5	-	-	-	-	1.5	1.4	-	-					
Venezuelan	1.5	0.0	4.0	3.0	6.4	0.0	2.6	0.0	5.3	-	1.5	1.5	-	-	-	-	0.9	1.9	-	-					
Dominican	1.1	1.1	1.1	1.6	0.0	1.2	2.4	1.0	0.0	-	1.1	1.1	-	-	-	-	1.6	0.6	-	-					
Honduran	1.1	1.1	1.1	1.6	0.0	0.0	2.4	2.0	0.0	-	1.1	1.1	-	-	-	-	0.8	1.3	-	-					
Ecuadorian	0.7	1.1	0.0	0.0	0.0	1.3	0.0	1.0	0.0	-	0.7	0.7	-	-	-	-	0.8	0.6	-	-					
Nicaraguan	0.7	1.1	0.0	0.0	0.0	1.1	0.0	1.1	0.0	-	0.7	0.7	-	-	-	-	0.7	0.7	-	-					
Other Central American	2.9	1.1	6.0	4.4	9.7	1.1	8.8	1.0	3.6	-	2.9	2.9	-	-	-	-	3.9	2.0	-	-					
Other South American	2.7	0.0	7.4	9.2	3.3	0.0	7.1	0.0	7.5	-	2.7	2.7	-	-	-	-	2.6	2.8	-	-					
Spaniard	9.8	8.4	12.2	13.5	9.2	8.7	10.6	8.2	13.6	-	9.8	9.8	-	-	-	-	9.3	10.2	-	-					
Other	1.8	2.8	0.0	0.0	0.0	3.6	0.0	2.1	0.0	-	1.8	1.8	-	-	-	-	2.3	1.3	-	-					



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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	260	42	61	47	33	47	29	151	109	184	76	121	139
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	43.3	45.2	44.3	54.8	53.8	28.8	31.1	47.8	37.0	48.9	29.7	44.1	42.6
Puerto Rican	19.9	14.4	20.5	22.4	22.6	20.2	19.0	19.4	20.6	20.0	19.8	16.7	22.7
Cuban	6.7	4.1	7.5	3.7	0.0	6.4	21.8	5.3	8.5	4.4	12.3	7.6	5.8
Salvadoran	4.7	10.4	6.2	4.1	2.8	2.4	0.0	6.7	1.9	6.0	1.5	5.6	3.9
Guatemalan	1.8	4.3	3.2	0.0	0.0	2.1	0.0	2.5	0.9	2.0	1.3	1.5	2.1
Peruvian	1.5	0.0	1.6	1.9	2.8	2.3	0.0	1.2	1.8	1.5	1.4	1.5	1.4
Venezuelan	1.5	0.0	1.6	0.0	2.6	2.4	3.0	0.6	2.6	1.0	2.6	0.9	1.9
Dominican	1.1	4.3	0.0	0.0	0.0	2.2	0.0	1.2	1.0	1.0	1.4	1.6	0.6
Honduran	1.1	2.1	0.0	0.0	0.0	2.2	3.1	0.6	1.8	0.5	2.5	0.8	1.3
Ecuadorian	0.7	2.4	0.0	1.9	0.0	0.0	0.0	1.3	0.0	1.0	0.0	0.8	0.6
Nicaraguan	0.7	0.0	1.5	0.0	2.5	0.0	0.0	0.6	0.8	1.0	0.0	0.7	0.7
Other Central American	2.9	2.1	1.5	3.8	2.6	4.4	3.0	2.4	3.5	2.4	3.9	3.9	2.0
Other South American	2.7	0.0	4.5	0.0	0.0	6.9	3.2	1.8	3.8	1.5	5.5	2.6	2.8
Spaniard	9.8	2.0	6.2	7.5	10.4	19.8	15.8	5.4	15.9	6.3	18.2	9.3	10.2
Other	1.8	8.8	1.5	0.0	0.0	0.0	0.0	3.1	0.0	2.5	0.0	2.3	1.3



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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 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	260	66	82	57	56	26	33	31	31	40	49	26	25	92	130	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	100.0	100.0	100.0
Mexican	43.3	51.5	42.6	48.8	29.1	55.4	48.2	50.2	24.3	49.0	38.8	47.2	35.1	41.7	39.6	59.6
Puerto Rican	19.9	13.9	24.7	22.5	17.5	6.3	23.5	22.5	12.5	18.9	25.4	22.5	23.7	21.7	22.2	7.8
Cuban	6.7	4.0	6.6	1.7	14.9	3.3	8.4	3.2	15.0	4.5	5.5	0.0	14.7	5.0	7.8	7.0
Salvadoran	4.7	9.5	4.8	1.6	2.0	7.0	8.9	3.0	3.6	11.2	1.9	0.0	0.0	5.0	4.4	5.0
Guatemalan	1.8	4.2	1.2	0.0	1.8	6.9	0.0	0.0	0.0	2.5	2.0	0.0	4.0	3.1	1.5	0.0
Peruvian	1.5	0.0	2.3	1.6	1.9	0.0	2.7	3.0	0.0	0.0	2.0	0.0	4.3	1.0	2.2	0.0
Venezuelan	1.5	0.0	1.2	1.5	3.5	0.0	0.0	0.0	3.6	0.0	2.0	3.4	3.5	2.0	1.5	0.0
Dominican	1.1	2.8	0.0	0.0	1.9	3.5	0.0	0.0	3.3	2.2	0.0	0.0	0.0	1.0	1.5	0.0
Honduran	1.1	1.4	0.0	0.0	3.4	0.0	0.0	0.0	3.3	2.3	0.0	0.0	3.6	1.1	1.4	0.0
Ecuadorian	0.7	1.5	1.1	0.0	0.0	3.8	0.0	0.0	0.0	0.0	1.8	0.0	0.0	2.1	0.0	0.0
Nicaraguan	0.7	0.0	1.2	1.5	0.0	0.0	0.0	2.7	0.0	0.0	1.9	0.0	0.0	0.9	0.7	0.0
Other Central American	2.9	2.8	2.2	3.4	3.3	0.0	2.7	6.2	6.0	4.6	1.9	0.0	0.0	2.1	4.2	0.0
Other South American	2.7	0.0	3.4	1.9	5.5	0.0	2.8	0.0	6.9	0.0	3.8	4.1	3.7	5.4	0.7	2.8
Spaniard	9.8	2.7	7.8	15.5	15.3	3.2	2.8	9.3	21.6	2.3	11.2	22.9	7.4	5.0	10.8	17.8
Other	1.8	5.7	1.1	0.0	0.0	10.6	0.0	0.0	0.0	2.4	1.9	0.0	0.0	2.9	1.5	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		
	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
WHITE	68.0	81.2	73.0	69.9	64.2	63.9	59.2	65.4	78.1	68.8	73.1	63.6	54.5	75.1	70.4	64.2	59.8	65.8	64.9	66.5
HISPANIC	13.0	5.2	9.9	12.2	12.4	15.5	20.1	17.8	13.3	12.7	10.0	15.1	26.7	9.7	11.5	16.6	16.4	13.7	11.0	16.0
AFRICAN AMERICAN	13.0	5.7	9.7	12.1	16.5	15.4	16.3	11.7	8.6	11.6	10.1	13.6	15.7	7.5	9.7	13.1	19.4	16.9	21.1	13.4
ASIAN	4.0	3.5	5.4	3.8	5.3	3.6	2.1	2.8	0.0	4.7	4.4	5.9	2.0	4.7	6.4	4.0	3.4	2.0	1.9	2.0
OTHER	2.0	4.5	2.0	2.0	1.6	1.5	2.2	2.3	0.0	2.1	2.4	1.8	1.0	2.9	2.0	2.1	0.9	1.7	1.0	2.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
WHITE	68.0	67.7	78.4	63.4	65.6	69.9	73.0	55.4	56.1	53.7	59.8
HISPANIC	13.0	12.7	6.2	13.7	19.0	12.4	11.4	17.2	16.9	17.8	15.6
AFRICAN AMERICAN	13.0	11.9	12.1	18.8	4.5	11.8	9.9	20.6	20.6	22.0	18.4
ASIAN	4.0	5.8	1.7	2.9	7.0	3.9	3.5	5.8	4.6	4.1	5.5
OTHER	2.0	1.9	1.5	1.3	3.9	2.0	2.2	1.1	1.7	2.4	0.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
WHITE	68.0	75.3	63.8	71.8	65.1	63.5	73.7	65.6	62.1	64.6	63.5	65.9	70.3	66.9	62.1	71.6
HISPANIC	13.0	10.2	13.5	11.9	13.5	15.6	10.0	13.0	18.7	17.6	15.4	14.5	12.9	12.0	16.7	10.4
AFRICAN AMERICAN	13.0	7.8	17.4	9.1	17.0	13.4	9.0	17.4	13.9	12.4	12.0	13.2	11.5	14.1	14.2	12.6
ASIAN	4.0	4.2	3.9	4.5	3.0	6.0	4.4	3.0	3.2	3.6	6.9	4.6	4.0	4.9	5.0	2.9
OTHER	2.0	2.5	1.5	2.6	1.5	1.5	2.8	1.0	2.0	1.8	2.2	1.7	1.2	2.1	1.9	2.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
WHITE	68.0	60.6	70.6	73.3	63.5	64.2	62.5	62.9	63.8	62.3	71.6
HISPANIC	13.0	15.3	12.2	10.4	14.7	16.6	17.0	14.1	10.6	16.1	12.2
AFRICAN AMERICAN	13.0	18.1	11.2	8.3	17.9	13.1	13.9	18.5	22.7	16.1	9.2
ASIAN	4.0	4.7	3.7	5.4	2.5	4.0	5.2	3.4	2.3	4.1	4.4
OTHER	2.0	1.2	2.3	2.6	1.4	2.1	1.4	1.1	0.6	1.3	2.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
WHITE	68.0	75.6	64.0	75.7	57.8	71.7	74.9	53.8	73.7	76.4	60.1	69.0
HISPANIC	13.0	10.1	13.6	9.8	16.8	12.1	10.8	17.0	11.9	8.8	16.7	12.4
AFRICAN AMERICAN	13.0	7.7	17.1	6.1	20.6	11.8	6.3	25.9	10.3	5.9	17.7	13.9
ASIAN	4.0	4.3	3.8	5.4	3.6	2.7	5.2	2.5	2.5	5.7	4.2	3.0
OTHER	2.0	2.3	1.4	3.0	1.2	1.7	2.8	0.9	1.8	3.2	1.4	1.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
WHITE	68.0	63.0	59.0	65.9	64.1	76.0	76.7	76.2	45.7	72.1	79.1	64.3	48.7	49.5	65.0	72.3	75.4
HISPANIC	13.0	15.8	16.6	15.3	13.7	10.7	8.8	10.0	17.3	11.4	8.7	14.9	19.3	20.6	19.7	10.4	11.0
AFRICAN AMERICAN	13.0	16.6	21.8	12.7	16.0	6.7	7.1	6.8	25.8	8.1	3.9	16.7	26.0	26.5	11.4	12.1	11.1
ASIAN	4.0	3.1	0.8	4.7	4.1	5.0	4.1	4.6	9.0	4.6	5.4	2.7	5.1	3.3	2.2	3.1	1.8
OTHER	2.0	1.6	1.8	1.4	2.1	1.7	3.3	2.3	2.2	3.7	2.9	1.5	1.0	0.0	1.7	2.1	0.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
WHITE	68.0	58.8	70.1	77.6	69.0	70.3	49.8	72.8	67.8	66.9	69.2	66.7	69.9	66.8	66.0	70.2
HISPANIC	13.0	16.3	13.4	9.1	13.7	10.8	16.6	10.0	13.2	14.6	11.0	14.2	6.8	12.0	23.9	11.9
AFRICAN AMERICAN	13.0	20.1	11.3	5.6	11.0	13.0	30.5	10.8	12.6	11.4	14.4	16.3	19.5	15.2	5.6	10.9
ASIAN	4.0	3.4	3.7	4.7	4.4	5.1	3.1	5.3	4.3	5.3	2.7	0.4	2.2	2.8	3.8	4.4
OTHER	2.0	1.4	1.4	2.9	1.9	0.9	0.0	1.1	2.1	1.8	2.7	2.3	1.6	3.2	0.7	2.6



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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	265	347	325	364	541	771	1229	1095	905	940	1060
WHITE	68.0	46.0	50.8	56.0	72.5	71.6	85.4	52.2	77.9	58.2	79.8	68.5	67.5
HISPANIC	13.0	26.8	23.1	13.7	10.2	12.9	5.4	19.6	8.9	16.8	8.4	12.9	13.1
AFRICAN AMERICAN	13.0	21.7	21.0	21.2	12.3	8.8	4.5	21.2	7.8	18.6	6.2	13.2	12.8
ASIAN	4.0	3.5	4.2	5.4	3.6	4.6	3.0	4.6	3.6	4.3	3.6	3.5	4.5
OTHER	2.0	1.9	0.9	3.7	1.4	2.1	1.7	2.4	1.8	2.1	1.9	1.9	2.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
WHITE	68.0	44.3	56.3	72.1	80.9	38.0	57.4	72.2	80.6	47.6	55.4	72.0	81.2	52.2	71.1	81.4
HISPANIC	13.0	27.2	16.3	10.7	7.7	31.2	14.4	10.6	9.3	25.1	18.0	10.8	6.3	16.6	12.6	9.3
AFRICAN AMERICAN	13.0	22.3	20.7	11.0	6.1	26.8	22.6	11.1	5.0	19.8	19.0	10.8	7.0	23.1	10.2	6.4
ASIAN	4.0	4.3	4.1	4.2	3.7	1.2	3.2	4.4	3.4	6.0	4.9	4.0	3.9	5.2	4.5	1.1
OTHER	2.0	1.9	2.6	2.0	1.7	2.8	2.5	1.6	1.6	1.5	2.7	2.4	1.7	2.9	1.6	1.8



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

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	80	6	18	15	22	12	5	3	-	70	39	29	2	26	23	9	11	10	5	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	100.0	100.0	100.0	100.0
Chinese	29.6	15.8	25.2	37.2	19.9	46.6	59.4	0.0	-	30.1	28.5	31.0	50.1	21.0	43.1	40.1	16.4	26.2	18.8	32.2
Indian	14.1	17.4	10.8	6.1	25.6	15.6	0.0	0.0	-	16.3	9.9	25.5	0.0	18.3	12.3	19.4	17.0	0.0	0.0	0.0
Filipino	12.7	18.2	14.4	0.0	17.8	22.2	0.0	0.0	-	12.0	9.3	16.1	0.0	17.6	4.0	0.0	25.1	17.7	39.7	0.0
Japanese	11.9	32.4	17.2	5.8	12.6	0.0	0.0	35.7	-	12.2	14.9	9.4	0.0	18.5	16.2	0.0	0.0	10.0	0.0	18.1
Korean	10.6	0.0	15.9	6.5	7.6	8.4	20.2	34.3	-	7.9	10.0	5.7	0.0	10.7	0.0	20.4	7.2	28.2	21.7	33.4
Vietnamese	5.0	0.0	5.5	13.7	4.2	0.0	0.0	0.0	-	4.4	7.9	0.0	0.0	0.0	4.2	10.4	9.7	8.8	19.8	0.0
Pakistani	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 Southeastern Asian	4.5	0.0	5.0	12.4	3.9	0.0	0.0	0.0	-	5.2	7.2	2.9	0.0	6.6	3.9	0.0	9.0	0.0	0.0	0.0
Other Southern Asian	3.4	0.0	0.0	12.5	0.0	7.2	0.0	0.0	-	3.9	4.9	3.0	0.0	0.0	4.4	0.0	15.5	0.0	0.0	0.0
Other	8.1	16.3	6.0	5.8	8.4	0.0	20.4	30.0	-	8.0	7.4	6.3	49.9	7.4	11.9	9.6	0.0	9.1	0.0	16.3



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 2

	TOTAL AREA					2024 VOTER LIKELIHOOD					
						LIKELY	Def.	Very	LESS	Smwht	Not lv
	EAST	MID-	SOUTH	WEST	WEST	VOTER	Voting	Likely	LIKELY	Likely	/Not
		WEST							TO VTE		at All
Total	80	20	8	22	30	67	50	18	13	7	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	29.6	31.1	0.0	22.4	41.3	24.7	28.1	15.1	55.5	72.0	36.3
Indian	14.1	18.6	12.7	25.8	3.0	15.4	17.2	10.3	7.3	0.0	15.7
Filipino	12.7	8.7	0.0	17.1	15.4	15.1	18.7	5.0	0.0	0.0	0.0
Japanese	11.9	0.0	13.4	8.6	22.1	14.2	13.9	15.0	0.0	0.0	0.0
Korean	10.6	19.0	37.1	4.0	2.9	9.7	7.5	16.0	15.1	0.0	32.6
Vietnamese	5.0	9.3	12.9	5.0	0.0	4.5	0.0	17.1	7.6	14.2	0.0
Pakistani	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	4.5	4.4	11.1	8.6	0.0	5.4	5.5	5.1	0.0	0.0	0.0
Other Southern Asian	3.4	4.3	0.0	8.5	0.0	4.1	1.7	10.7	0.0	0.0	0.0
Other	8.1	4.6	12.8	0.0	15.2	6.9	7.4	5.6	14.5	13.8	15.3



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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	80	35	27	41	26	12	34	21	10	8	15	59	18	11	29	21	
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	29.6	32.0	24.2	27.4	30.7	34.4	29.5	26.1	30.0	23.4	34.2	32.3	32.3	39.9	29.3	22.3	
Indian	14.1	13.1	17.8	20.5	10.7	0.0	22.3	9.1	9.5	12.1	5.9	16.0	15.9	8.1	19.0	9.1	
Filipino	12.7	15.5	17.1	15.4	14.5	0.0	18.7	18.4	0.0	0.0	0.0	12.9	14.8	17.9	9.8	12.3	
Japanese	11.9	18.4	3.8	13.9	7.3	15.1	10.6	9.3	30.6	39.1	6.6	11.5	16.0	16.2	7.0	13.2	
Korean	10.6	7.9	17.0	6.7	11.2	22.0	8.2	9.4	10.0	0.0	17.7	8.3	5.2	9.0	9.8	16.9	
Vietnamese	5.0	0.0	3.3	2.3	11.4	0.0	0.0	9.2	11.0	14.1	6.3	3.2	0.0	0.0	6.4	9.7	
Pakistani	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 Southeastern Asian	4.5	4.8	7.0	4.1	3.9	7.2	5.0	4.9	0.0	0.0	5.9	3.2	0.0	0.0	6.4	8.2	
Other Southern Asian	3.4	2.8	3.2	2.4	3.4	7.0	0.0	4.8	8.9	11.3	5.6	3.2	0.0	9.0	3.0	4.1	
Other	8.1	5.5	6.6	7.1	6.9	14.2	5.7	8.8	0.0	0.0	17.9	9.5	15.8	0.0	9.2	4.4	



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

BANNER 4

	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	24	56	49	22	9	26	28	7	21	52
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	29.6	26.0	31.2	31.3	21.1	40.1	45.4	22.3	0.0	29.3	33.6
Indian	14.1	11.8	15.2	15.5	8.8	19.4	10.8	13.6	14.3	13.3	14.5
Filipino	12.7	19.1	9.9	11.2	21.6	0.0	4.1	13.5	27.2	9.1	12.3
Japanese	11.9	4.3	15.3	17.4	4.8	0.0	10.6	10.4	15.3	8.8	12.8
Korean	10.6	15.6	8.4	5.7	17.3	20.4	7.4	16.4	14.7	16.9	7.4
Vietnamese	5.0	4.5	5.2	2.0	9.3	10.4	8.0	7.2	0.0	9.4	3.8
Pakistani	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	4.5	3.7	4.9	5.3	4.7	0.0	0.0	6.8	0.0	9.0	3.3
Other Southern Asian	3.4	7.7	1.6	2.0	8.1	0.0	3.3	3.5	14.7	0.0	3.4
Other	8.1	7.4	8.5	9.5	4.3	9.6	10.4	6.4	13.8	4.1	9.1



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

BANNER 5

	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	80	35	34	39	26	15	18	7	8	21	20	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
Chinese	29.6	23.3	30.4	26.9	24.4	46.2	29.2	42.0	61.1	24.9	18.6	29.5
Indian	14.1	10.7	19.7	11.8	21.5	7.2	14.8	14.2	13.6	9.0	23.9	0.0
Filipino	12.7	18.2	11.2	13.9	10.4	13.6	10.1	28.2	0.0	17.3	4.5	28.9
Japanese	11.9	18.6	5.6	19.1	4.0	7.0	15.9	0.0	0.0	22.0	5.3	15.0
Korean	10.6	8.0	11.0	7.1	14.2	13.2	0.0	0.0	12.8	13.5	18.9	13.7
Vietnamese	5.0	0.0	5.9	0.0	11.4	6.7	0.0	0.0	12.6	0.0	15.2	0.0
Pakistani	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 Southeastern Asian	4.5	4.9	5.7	4.4	7.3	0.0	4.6	15.6	0.0	4.1	4.6	0.0
Other Southern Asian	3.4	2.9	5.2	2.5	3.3	6.1	5.4	0.0	0.0	0.0	4.4	12.9
Other	8.1	13.4	5.3	14.2	3.6	0.0	19.9	0.0	0.0	9.1	4.8	0.0



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

BANNER 6

	BANNER 6																
	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	80	17	2	15	31	21	11	32	4	7	28	12	13	2	2	11	2
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
Chinese	29.6	15.6	0.0	17.6	31.9	35.5	33.8	34.9	0.0	31.7	29.4	15.9	21.6	100.0	44.8	44.8	54.4
Indian	14.1	22.4	100.0	12.5	12.4	12.9	8.3	11.3	25.2	0.0	12.9	25.3	21.0	0.0	0.0	10.0	0.0
Filipino	12.7	17.2	0.0	19.4	15.1	3.9	16.0	8.0	26.3	26.7	9.1	7.7	14.1	0.0	55.2	8.7	0.0
Japanese	11.9	6.0	0.0	6.8	7.1	16.6	25.8	19.7	0.0	16.4	22.4	9.0	0.0	0.0	0.0	9.8	0.0
Korean	10.6	26.6	0.0	30.1	6.3	4.8	8.1	5.9	22.6	0.0	6.8	32.5	0.0	0.0	0.0	18.3	0.0
Vietnamese	5.0	6.3	0.0	7.2	6.2	4.6	0.0	3.0	0.0	0.0	0.0	9.5	14.6	0.0	0.0	0.0	45.6
Pakistani	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 Southeastern Asian	4.5	0.0	0.0	0.0	6.3	8.0	0.0	5.3	0.0	0.0	6.0	0.0	14.7	0.0	0.0	0.0	0.0
Other Southern Asian	3.4	5.8	0.0	6.5	5.7	0.0	0.0	0.0	25.9	0.0	0.0	0.0	6.7	0.0	0.0	8.4	0.0
Other	8.1	0.0	0.0	0.0	8.9	13.7	8.0	11.8	0.0	25.2	13.4	0.0	7.2	0.0	0.0	0.0	0.0



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

BANNER 7

	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	80	31	11	38	46	13	1	12	66	51	16	1	14	5	19	24
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	29.6	27.3	35.6	29.8	37.2	20.8	100.0	15.1	31.7	36.2	17.0	0.0	32.7	39.3	20.8	40.8
Indian	14.1	14.9	28.7	9.5	10.4	28.8	0.0	30.9	11.5	7.5	24.5	0.0	6.9	0.0	9.5	8.5
Filipino	12.7	12.2	0.0	16.6	9.7	7.9	0.0	8.5	13.8	10.7	23.9	0.0	6.5	18.2	43.9	0.0
Japanese	11.9	3.3	8.3	20.0	10.4	7.3	0.0	7.8	13.0	17.0	0.0	0.0	27.0	0.0	0.0	16.4
Korean	10.6	12.0	18.3	7.3	5.9	14.2	0.0	15.2	10.0	9.6	11.1	0.0	27.0	21.8	5.1	7.5
Vietnamese	5.0	9.6	9.2	0.0	8.5	0.0	0.0	0.0	6.0	4.0	12.5	0.0	0.0	0.0	5.7	7.9
Pakistani	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 Southeastern Asian	4.5	8.9	0.0	2.2	1.8	0.0	0.0	0.0	4.2	3.8	5.5	100.0	0.0	0.0	4.5	4.2
Other Southern Asian	3.4	8.8	0.0	0.0	5.9	6.8	0.0	7.3	2.8	3.7	0.0	0.0	0.0	0.0	0.0	0.0
Other	8.1	3.0	0.0	14.5	10.0	14.2	0.0	15.2	7.1	7.5	5.6	0.0	0.0	20.7	10.5	14.6



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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	80	22	58	34	24	4	29	18	30	-	80	-	-	80	-	-	-	-	-	-
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-
Chinese	29.6	12.9	35.8	38.5	31.8	22.8	41.5	10.7	30.2	-	29.6	-	-	29.6	-	-	-	-	-	-
Indian	14.1	9.2	16.0	8.2	26.9	0.0	16.3	11.2	15.6	-	14.1	-	-	14.1	-	-	-	-	-	-
Filipino	12.7	21.2	9.6	8.0	11.8	0.0	12.8	25.8	6.4	-	12.7	-	-	12.7	-	-	-	-	-	-
Japanese	11.9	13.4	11.4	11.9	10.8	24.2	7.0	11.0	15.8	-	11.9	-	-	11.9	-	-	-	-	-	-
Korean	10.6	12.8	9.7	11.1	7.8	0.0	3.4	15.6	15.9	-	10.6	-	-	10.6	-	-	-	-	-	-
Vietnamese	5.0	9.1	3.4	5.9	0.0	25.2	0.0	5.6	6.8	-	5.0	-	-	5.0	-	-	-	-	-	-
Pakistani	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	-	-	0.0	-	-	-	-	-	-
Other Southeastern Asian	4.5	4.0	4.7	3.0	7.2	0.0	6.5	4.8	3.0	-	4.5	-	-	4.5	-	-	-	-	-	-
Other Southern Asian	3.4	4.0	3.2	5.5	0.0	0.0	3.5	4.9	3.0	-	3.4	-	-	3.4	-	-	-	-	-	-
Other	8.1	13.6	6.1	7.9	3.6	27.8	9.0	10.4	3.3	-	8.1	-	-	8.1	-	-	-	-	-	-



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8. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN 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	80	6	11	19	12	17	16	35	45	47	33	33	47
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
Chinese	29.6	17.2	8.0	34.3	38.4	38.7	27.4	23.4	34.5	27.1	33.2	39.3	22.9
Indian	14.1	16.9	25.2	20.2	23.6	6.2	0.0	21.2	8.5	21.8	3.2	14.4	13.9
Filipino	12.7	0.0	7.9	9.6	15.1	18.3	16.5	7.5	16.8	9.4	17.4	11.3	13.6
Japanese	11.9	0.0	0.0	4.7	15.1	18.3	23.9	2.5	19.5	5.6	21.0	9.0	14.0
Korean	10.6	31.5	26.3	5.3	0.0	6.1	10.8	16.0	6.2	12.1	8.4	3.0	15.8
Vietnamese	5.0	17.4	0.0	16.0	0.0	0.0	0.0	11.2	0.0	8.4	0.0	3.0	6.3
Pakistani	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 Southeastern Asian	4.5	0.0	7.7	0.0	7.8	6.0	5.3	2.4	6.2	3.7	5.7	5.7	3.7
Other Southern Asian	3.4	0.0	7.9	5.3	0.0	0.0	5.4	5.3	1.9	4.0	2.6	3.0	3.7
Other	8.1	16.9	16.9	4.7	0.0	6.4	10.8	10.5	6.3	7.9	8.5	11.2	6.0



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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	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	80	10	21	22	27	1	7	13	11	9	13	9	15	29	47	5
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	29.6	17.8	22.7	51.6	21.0	0.0	49.8	57.0	15.7	19.7	7.5	44.1	25.1	32.0	27.3	37.6
Indian	14.1	18.8	22.5	16.4	3.9	0.0	0.0	28.4	9.2	20.7	35.2	0.0	0.0	16.7	14.0	0.0
Filipino	12.7	0.0	8.7	11.7	21.6	0.0	11.9	0.0	24.8	0.0	6.9	27.8	19.1	12.5	12.3	18.1
Japanese	11.9	0.0	4.2	7.8	26.0	0.0	0.0	0.0	25.8	0.0	6.6	18.5	26.2	9.3	14.8	0.0
Korean	10.6	35.5	9.7	0.0	10.4	0.0	13.3	0.0	0.0	39.2	7.6	0.0	18.3	9.8	9.9	21.7
Vietnamese	5.0	9.4	14.6	0.0	0.0	100.0	0.0	0.0	0.0	0.0	22.7	0.0	0.0	7.3	4.0	0.0
Pakistani	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 Southeastern Asian	4.5	0.0	4.1	8.6	3.2	0.0	11.5	7.9	0.0	0.0	0.0	9.5	5.6	6.0	4.1	0.0
Other Southern Asian	3.4	0.0	9.1	0.0	3.3	0.0	13.5	0.0	0.0	0.0	6.7	0.0	5.7	3.5	3.8	0.0
Other	8.1	18.5	4.4	3.9	10.5	0.0	0.0	6.8	24.6	20.5	6.9	0.0	0.0	3.0	9.8	22.6



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
REPUBLICAN	36.0	71.2	60.8	45.5	32.0	16.1	9.7	10.5	16.3	48.3	55.9	36.1	40.8	83.7	59.2	11.7	3.4	2.0	2.1	1.9
DEMOCRATIC	37.0	2.5	13.0	31.4	40.4	49.5	62.6	67.7	64.1	21.4	19.2	25.6	19.7	3.0	8.2	20.4	67.1	80.1	83.0	77.6
INDEPENDENT/OTHER	27.0	26.3	26.2	23.1	27.6	34.4	27.7	21.8	19.6	30.3	24.9	38.3	39.4	13.3	32.6	67.9	29.6	17.9	14.9	20.5
Net Diff.	-1.0	68.8	47.8	14.0	-8.3	-33.4	-53.0	-57.2	-47.9	26.9	36.7	10.5	21.1	80.7	50.9	-8.7	-63.7	-78.1	-80.9	-75.8



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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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
REPUBLICAN	36.0	27.4	31.7	41.4	37.9	38.7	40.1	31.6	19.4	24.3	11.8
DEMOCRATIC	37.0	45.3	37.9	33.0	36.5	37.9	36.0	46.8	31.3	32.7	29.2
INDEPENDENT/OTHER	27.0	27.3	30.4	25.7	25.6	23.4	23.8	21.5	49.3	43.0	59.0
Net Diff.	-1.0	-17.9	-6.2	8.4	1.4	0.7	4.1	-15.2	-11.9	-8.4	-17.4



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713		918	874	208	776	693	308	218	223	1261	448	228	584	739
REPUBLICAN	36.0	70.1	4.7		69.4	4.8	19.9	74.0	4.6	21.3	23.8	21.8	33.0	27.7	30.5	38.0	41.1
DEMOCRATIC	37.0	7.3	74.0		7.8	71.4	21.5	6.4	76.0	32.4	32.1	28.5	41.1	48.1	42.3	35.2	30.0
INDEPENDENT/OTHER	27.0	22.5	21.4		22.8	23.8	58.6	19.6	19.4	46.3	44.0	49.7	25.9	24.2	27.1	26.7	28.9
Net Diff.	-1.0	62.8	-69.3		61.6	-66.6	-1.6	67.6	-71.4	-11.1	-8.3	-6.7	-8.1	-20.4	-11.8	2.8	11.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
REPUBLICAN	36.0	11.5	44.6	74.1	2.5	11.7	19.1	8.9	6.9	10.1	54.8	
DEMOCRATIC	37.0	67.7	26.3	5.1	75.1	20.4	25.9	67.8	77.8	62.2	15.6	
INDEPENDENT/OTHER	27.0	20.8	29.1	20.9	22.4	67.9	55.1	23.2	15.3	27.7	29.6	
Net Diff.	-1.0	-56.3	18.3	69.0	-72.6	-8.7	-6.8	-58.9	-71.0	-52.1	39.3	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
REPUBLICAN	36.0	74.0	6.2	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRATIC	37.0	4.8	70.7	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	27.0	21.1	23.1	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-1.0	69.2	-64.5	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 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
REPUBLICAN	36.0	7.6	9.3	6.3	20.5	68.1	88.3	75.7	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC	37.0	76.4	77.2	75.9	34.4	8.7	6.0	7.7	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	27.0	16.0	13.4	17.8	45.1	23.3	5.7	16.6	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-1.0	-68.9	-67.9	-69.6	-14.0	59.4	82.3	68.1	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 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
REPUBLICAN	36.0	2.0	18.4	80.4	29.5	41.2	35.4	42.0	36.2	37.2	34.7	27.9	43.0	58.1	43.3	16.6
DEMOCRATIC	37.0	76.2	12.4	1.4	27.8	37.8	43.0	37.2	37.4	36.1	39.5	32.9	34.8	17.9	33.7	46.3
INDEPENDENT/OTHER	27.0	21.7	69.2	18.1	42.7	20.9	21.6	20.9	26.4	26.7	25.9	39.1	22.1	24.0	23.0	37.0
Net Diff.	-1.0	-74.2	6.1	79.0	1.8	3.4	-7.6	4.8	-1.2	1.0	-4.8	-5.0	8.2	40.2	9.5	-29.7



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
REPUBLICAN	36.0	36.5	35.1	36.9	31.6	37.1	40.1	35.9	30.5	40.1	27.4	27.1	16.9	48.9	41.8	38.5	32.0	22.8	18.3	15.6
DEMOCRATIC	37.0	34.3	41.9	42.0	41.8	25.6	33.1	41.8	50.1	31.5	48.8	47.8	58.7	32.9	22.2	39.8	37.3	57.0	55.6	61.5
INDEPENDENT/OTHER	27.0	29.2	23.0	21.1	26.6	37.2	26.8	22.3	19.4	28.5	23.9	25.1	24.4	18.2	36.0	21.7	30.7	20.2	26.0	23.0
Net Diff.	-1.0	2.2	-6.8	-5.1	-10.3	11.5	6.9	-5.9	-19.6	8.6	-21.4	-20.7	-41.8	16.0	19.5	-1.2	-5.3	-34.2	-37.3	-45.9



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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	265	347	325	364	541	771	1229	1095	905	940	1060
REPUBLICAN	36.0	19.1	24.9	32.2	40.7	38.6	44.2	27.0	41.6	31.1	42.0	38.2	34.0
DEMOCRATIC	37.0	49.8	50.8	38.7	29.5	33.4	32.3	45.1	31.9	40.5	32.8	28.3	44.7
INDEPENDENT/OTHER	27.0	31.1	24.3	29.1	29.8	27.9	23.5	27.9	26.5	28.4	25.3	33.5	21.3
Net Diff.	-1.0	-30.7	-25.9	-6.5	11.2	5.2	11.9	-18.1	9.7	-9.4	9.2	9.9	-10.6



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
REPUBLICAN	36.0	20.3	29.5	41.1	42.0	25.8	26.2	41.9	46.4	17.3	32.3	40.1	38.3	26.8	37.1	45.6
DEMOCRATIC	37.0	52.3	42.0	30.9	32.9	43.4	39.5	24.6	20.1	56.9	44.2	38.6	43.8	49.0	34.2	28.0
INDEPENDENT/OTHER	27.0	27.5	28.5	28.0	25.1	30.8	34.4	33.5	33.5	25.7	23.5	21.3	17.9	24.2	28.7	26.4
Net Diff.	-1.0	-32.0	-12.5	10.2	9.1	-17.6	-13.3	17.2	26.3	-39.6	-11.9	1.5	-5.5	-22.2	2.9	17.6



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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 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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
DONALD TRUMP	40.9	86.9	71.4	49.6	32.8	21.1	12.7	6.7	14.4	54.5	64.6	38.8	40.9	90.6	63.1	26.1	4.9	3.4	4.6	2.4
JOE BIDEN	44.7	5.6	15.8	36.6	52.2	60.6	70.8	79.6	71.5	29.7	23.2	40.1	36.1	4.4	14.9	36.6	83.0	86.2	88.3	84.5
ANOTHER CANDIDATE	3.2	5.8	2.9	3.8	3.6	1.7	2.7	3.0	1.8	3.8	3.8	4.1	1.9	1.0	8.6	5.8	1.8	1.5	0.0	2.9
DIDN'T VOTE/PRES.	1.0	0.5	0.8	1.0	0.7	1.3	2.5	0.0	0.0	1.1	0.8	1.0	3.9	0.0	1.8	3.5	0.3	0.8	0.9	0.7
DIDN'T VOTE 2020	10.2	1.2	9.1	9.0	10.7	15.3	11.3	10.7	12.3	11.0	7.6	15.9	17.1	4.0	11.6	27.9	10.0	8.0	6.2	9.5
DON'T KNOW	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.	-3.8	81.2	55.6	13.0	-19.4	-39.5	-58.0	-72.9	-57.1	24.8	41.4	-1.3	4.8	86.2	48.2	-10.4	-78.1	-82.8	-83.7	-82.1



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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 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1724	1424	301	276	167	108	
DONALD TRUMP	40.9	31.0	38.7	49.0	36.7	43.6	45.6	34.5	23.7	29.9	14.1	
JOE BIDEN	44.7	53.6	46.6	38.2	47.1	47.5	47.8	45.9	27.4	30.7	22.2	
ANOTHER CANDIDATE	3.2	3.6	2.0	1.8	6.7	3.1	2.8	4.7	3.9	5.4	1.6	
DIDN'T VOTE/PRES.	1.0	0.3	1.0	0.9	1.7	0.4	0.3	1.0	4.8	4.8	4.8	
DIDN'T VOTE 2020	10.2	11.5	11.7	10.1	7.8	5.4	3.6	14.0	40.2	29.2	57.2	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-3.8	-22.6	-7.9	10.9	-10.4	-3.8	-2.2	-11.4	-3.6	-0.7	-8.1	



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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 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
DONALD TRUMP	40.9	86.1	3.7	81.4	2.4	24.3	86.9	2.3	22.5	27.4	26.3	37.2	29.1	36.9	43.5	47.2	
JOE BIDEN	44.7	9.1	93.4	5.9	88.5	31.9	4.9	92.3	46.4	48.1	32.8	49.8	56.1	48.9	45.4	36.0	
ANOTHER CANDIDATE	3.2	1.8	0.7	2.4	1.3	14.8	0.9	0.2	11.7	8.1	9.0	3.1	3.7	2.6	2.9	3.3	
DIDN'T VOTE/PRES.	1.0	0.4	0.1	1.0	0.4	3.7	0.1	0.5	1.8	1.2	4.4	1.0	1.2	1.5	0.7	1.0	
DIDN'T VOTE 2020	10.2	2.7	2.1	9.3	7.5	25.4	7.3	4.7	17.6	15.3	27.5	8.8	9.9	10.0	7.5	12.5	
DON'T KNOW	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.	-3.8	77.1	-89.7	75.5	-86.1	-7.6	82.0	-90.0	-23.8	-20.8	-6.4	-12.6	-26.9	-11.9	-1.9	11.2	



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	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	UNITED STATES	FOR CONGRESS	ERS/						
		DIREC-	TRACK	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		TION		LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
DONALD TRUMP	40.9	12.2	51.0	79.8	4.0	26.1	28.5	8.9	7.8	9.6	63.1	
JOE BIDEN	44.7	80.6	32.3	8.5	85.0	36.6	40.9	82.7	88.2	79.6	18.3	
ANOTHER CANDIDATE	3.2	1.3	3.9	4.0	1.7	5.8	8.4	1.1	0.3	1.5	4.7	
DIDN'T VOTE/PRES.	1.0	0.8	1.1	0.7	0.6	3.5	2.8	0.7	0.0	1.1	1.2	
DIDN'T VOTE 2020	10.2	5.1	11.8	7.0	8.8	27.9	19.4	6.6	3.8	8.2	12.7	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-3.8	-68.4	18.7	71.3	-81.0	-10.4	-12.4	-73.8	-80.4	-70.0	44.8	



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

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
DONALD TRUMP	40.9	100.0	0.0	84.1	5.4	32.0	84.0	8.2	33.2	84.3	3.7	30.3
JOE BIDEN	44.7	0.0	100.0	7.7	85.4	38.2	8.5	82.4	39.6	7.0	87.2	36.2
ANOTHER CANDIDATE	3.2	0.0	0.0	2.0	0.4	8.6	2.0	0.4	8.6	2.0	0.4	8.7
DIDN'T VOTE/PRES.	1.0	0.0	0.0	0.6	0.4	2.4	0.3	0.4	0.6	0.9	0.4	4.9
DIDN'T VOTE 2020	10.2	0.0	0.0	5.5	8.4	18.9	5.2	8.6	18.0	5.9	8.3	20.0
DON'T KNOW	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.	-3.8	100.0	-100.0	76.4	-80.1	-6.2	75.5	-74.1	-6.4	77.3	-83.4	-5.9



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 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very ERAL	Smwt. ERATE	MOD- ERATE	Smwt. ERATE	Very ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
DONALD TRUMP	40.9	10.0	11.7	8.7	31.5	68.8	88.2	76.2	76.6	76.2	87.0	2.9	7.0	17.1	11.9	29.8	54.1
JOE BIDEN	44.7	78.6	76.1	80.5	48.5	16.8	7.0	13.0	13.9	13.3	5.6	90.2	79.5	75.0	53.9	40.8	18.3
ANOTHER CANDIDATE	3.2	1.6	0.8	2.2	4.3	4.8	0.8	3.3	2.5	2.0	2.0	0.3	0.7	0.0	7.6	8.1	11.0
DIDN'T VOTE/PRES.	1.0	0.9	1.0	0.9	1.3	1.1	0.0	0.7	0.0	2.4	0.2	0.5	0.3	0.0	3.6	1.7	3.5
DIDN'T VOTE 2020	10.2	8.9	10.3	7.8	14.4	8.5	4.0	6.8	7.0	6.1	5.2	6.1	12.4	8.0	22.9	19.7	13.2
DON'T KNOW	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.	-3.8	-68.7	-64.4	-71.8	-17.0	52.0	81.3	63.2	62.8	62.9	81.4	-87.3	-72.5	-57.9	-42.0	-11.0	35.8



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 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
DONALD TRUMP	40.9	5.0	32.3	84.3	36.1	45.7	52.7	44.9	40.7	41.2	39.9	36.7	48.5	63.3	45.7	23.4
JOE BIDEN	44.7	82.4	35.3	5.5	42.9	45.2	43.3	45.4	45.6	47.2	43.1	37.2	41.3	26.0	41.0	56.8
ANOTHER CANDIDATE	3.2	1.7	7.5	3.4	5.2	2.9	4.0	2.8	3.1	2.9	3.6	4.0	1.8	5.9	3.0	3.5
DIDN'T VOTE/PRES.	1.0	0.8	2.6	0.7	1.5	0.0	0.0	0.0	1.2	1.2	1.2	0.7	1.0	0.7	1.0	1.2
DIDN'T VOTE 2020	10.2	10.0	22.3	6.1	14.2	6.1	0.0	6.9	9.4	7.6	12.3	21.4	7.4	4.0	9.2	15.1
DON'T KNOW	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.	-3.8	-77.4	-3.1	78.9	-6.8	0.5	9.4	-0.6	-5.0	-6.0	-3.2	-0.4	7.2	37.2	4.7	-33.4



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 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
DONALD TRUMP	40.9	43.0	37.0	37.6	35.7	48.5	40.3	38.3	33.9	45.5	31.2	31.8	24.1	43.6	49.9	41.5	37.9	26.4	28.3	20.3
JOE BIDEN	44.7	38.9	55.3	53.9	58.1	32.9	52.1	44.1	58.4	42.1	50.2	46.9	58.7	42.5	36.7	47.0	41.3	51.9	57.0	60.2
ANOTHER CANDIDATE	3.2	3.5	2.6	2.3	3.2	4.2	2.9	2.9	2.3	3.2	3.3	3.0	2.9	4.1	4.2	2.2	3.2	2.9	1.5	4.2
DIDN'T VOTE/PRES.	1.0	0.9	1.3	1.4	0.9	0.5	0.4	1.2	2.1	0.5	2.0	2.0	1.9	2.7	0.2	0.8	2.5	1.5	0.0	3.7
DIDN'T VOTE 2020	10.2	13.7	3.8	4.7	2.1	13.9	4.4	13.5	3.3	8.8	13.3	16.3	12.3	7.1	9.1	8.5	15.2	17.4	13.1	11.6
DON'T KNOW	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.	-3.8	4.2	-18.3	-16.3	-22.4	15.6	-11.7	-5.7	-24.5	3.4	-19.1	-15.2	-34.6	1.2	13.2	-5.5	-3.3	-25.5	-28.7	-39.9



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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	265	347	325	364	541	771	1229	1095	905	940	1060
DONALD TRUMP	40.9	15.2	33.2	42.8	47.3	42.5	46.0	33.9	45.3	37.8	44.6	45.5	36.8
JOE BIDEN	44.7	35.9	51.6	42.6	39.7	44.9	48.1	44.3	44.9	42.9	46.8	39.8	49.0
ANOTHER CANDIDATE	3.2	1.7	1.3	5.7	3.2	4.4	2.2	3.3	3.1	3.3	3.1	3.8	2.7
DIDN'T VOTE/PRES.	1.0	1.8	3.0	1.2	0.4	0.8	0.2	1.9	0.4	1.5	0.4	0.4	1.5
DIDN'T VOTE 2020	10.2	45.4	11.0	7.7	9.4	7.4	3.5	16.5	6.2	14.4	5.1	10.5	10.0
DON'T KNOW	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.	-3.8	-20.7	-18.4	0.3	7.6	-2.4	-2.1	-10.4	0.4	-5.1	-2.2	5.7	-12.2



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 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
DONALD TRUMP	40.9	19.9	40.2	45.5	45.0	25.1	43.4	47.5	50.4	17.2	37.4	43.1	40.4	31.6	41.7	51.4
JOE BIDEN	44.7	42.8	44.9	40.7	48.1	36.0	43.6	35.5	42.0	46.4	46.1	47.1	53.2	51.9	45.4	33.3
ANOTHER CANDIDATE	3.2	1.1	4.4	3.6	2.8	2.1	3.7	4.7	3.3	0.6	5.1	2.1	2.3	2.3	3.8	2.9
DIDN'T VOTE/PRES.	1.0	3.6	1.3	0.8	0.1	4.8	0.0	0.0	0.0	3.0	2.3	1.8	0.2	1.7	0.9	0.3
DIDN'T VOTE 2020	10.2	32.6	9.2	9.4	4.1	31.9	9.3	12.2	4.3	32.9	9.1	5.9	3.9	12.5	8.2	12.1
DON'T KNOW	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.	-3.8	-22.9	-4.7	4.8	-3.1	-10.8	-0.1	12.0	8.3	-29.3	-8.6	-4.0	-12.8	-20.3	-3.7	18.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288				
DONALD TRUMP	42.0	88.3	71.9	53.4	32.4	22.4	11.1	10.5	16.1	55.0	66.7	37.2	38.1	87.2	63.4	28.3	11.2	6.2	9.1	3.7				
HILLARY CLINTON	35.6	3.2	12.0	29.1	39.7	49.9	57.3	65.9	61.2	22.2	18.0	29.6	22.8	2.7	11.8	22.5	65.9	72.7	74.2	71.5				
ANOTHER CANDIDATE	6.2	2.9	4.8	4.4	8.3	7.6	8.9	5.5	5.3	6.5	4.3	10.2	8.4	2.9	7.9	11.5	7.5	5.4	3.3	7.1				
DIDN'T VOTE/PRES.	3.1	1.7	1.6	2.8	3.4	5.4	4.2	1.7	1.9	3.5	2.1	5.1	8.2	1.8	3.1	8.1	3.5	2.1	2.6	1.6				
DIDN'T VOTE 2016	13.0	3.8	9.7	10.3	16.1	14.7	18.6	16.4	15.5	12.7	8.9	17.8	22.5	5.4	13.8	29.5	11.9	13.6	10.7	16.0				
DON'T KNOW	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.	6.4	85.1	59.9	24.3	-7.3	-27.6	-46.1	-55.4	-45.0	32.8	48.7	7.5	15.3	84.5	51.6	5.8	-54.7	-66.5	-65.1	-67.7				



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11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 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	1724	1424	301	276	167	108	
DONALD TRUMP	42.0	34.3	40.9	47.8	39.1	44.7	46.8	34.9	25.4	31.4	16.1	
HILLARY CLINTON	35.6	41.7	37.9	30.2	38.0	38.4	39.5	33.6	18.0	19.7	15.6	
ANOTHER CANDIDATE	6.2	6.1	6.3	4.3	9.6	6.2	5.9	7.7	6.2	6.6	5.6	
DIDN'T VOTE/PRES.	3.1	5.4	1.4	3.3	2.9	2.3	1.9	4.1	8.2	9.4	6.3	
DIDN'T VOTE 2016	13.0	12.5	13.5	14.3	10.4	8.3	5.9	19.7	42.2	33.0	56.4	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	6.4	-7.4	3.0	17.6	1.2	6.3	7.3	1.3	7.4	11.7	0.6	



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11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
DONALD TRUMP	42.0	100.0	0.0	78.2	7.6	27.3	83.9	7.5	26.4	30.2	25.4	37.5	32.1	36.9	41.8	49.8	
HILLARY CLINTON	35.6	0.0	100.0	4.8	71.1	22.8	3.8	77.5	33.0	35.4	20.0	39.9	45.3	38.9	36.2	28.4	
ANOTHER CANDIDATE	6.2	0.0	0.0	3.5	6.4	17.9	1.9	4.2	15.5	11.7	15.0	6.5	6.6	5.7	6.6	5.9	
DIDN'T VOTE/PRES.	3.1	0.0	0.0	3.3	2.6	4.6	2.5	1.9	4.3	4.3	7.8	3.5	3.2	4.1	3.5	2.5	
DIDN'T VOTE 2016	13.0	0.0	0.0	10.2	12.4	27.3	8.0	8.9	20.8	18.4	31.8	12.7	12.8	14.5	11.8	13.5	
DON'T KNOW	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.	6.4	100.0	-100.0	73.4	-63.5	4.5	80.1	-70.0	-6.6	-5.2	5.4	-2.4	-13.1	-2.0	5.6	21.5	



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11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	WRONG	REPU	DEMO	UNDE	UNDE	APP	Strong	Smwht	DISAP	
		DIREC	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
DONALD TRUMP	42.0	16.7	51.0	77.8	8.1	28.3	30.3	14.2	11.9	15.5	61.4	
HILLARY CLINTON	35.6	67.1	24.8	6.3	70.1	22.5	29.5	66.9	77.5	60.9	13.9	
ANOTHER CANDIDATE	6.2	4.7	6.8	4.9	6.2	11.5	11.0	5.5	3.6	6.7	6.7	
DIDN'T VOTE/PRES.	3.1	2.8	3.2	2.3	2.6	8.1	6.5	2.3	1.0	3.0	3.7	
DIDN'T VOTE 2016	13.0	8.8	14.3	8.7	12.9	29.5	22.7	11.1	6.0	14.0	14.2	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	6.4	-50.4	26.2	71.6	-62.0	5.8	0.8	-52.7	-65.5	-45.4	47.5	



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

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
DONALD TRUMP	42.0	88.5	8.5	81.9	8.3	35.1	84.3	14.4	37.8	79.6	4.9	31.3
HILLARY CLINTON	35.6	3.2	74.5	4.6	71.2	28.2	3.9	68.0	27.1	5.4	73.1	29.8
ANOTHER CANDIDATE	6.2	2.4	6.7	3.5	3.4	13.8	4.2	3.0	15.0	2.7	3.7	12.1
DIDN'T VOTE/PRES.	3.1	1.8	3.6	2.4	2.7	4.7	1.7	1.8	2.8	3.0	3.2	7.4
DIDN'T VOTE 2016	13.0	4.0	6.7	7.6	14.3	18.2	5.9	12.8	17.3	9.3	15.2	19.4
DON'T KNOW	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.	6.4	85.3	-66.0	77.3	-62.9	6.9	80.4	-53.6	10.8	74.1	-68.2	1.6



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

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
DONALD TRUMP	42.0	11.4	12.9	10.2	32.2	71.5	87.4	77.6	70.7	69.9	86.3	5.6	8.2	30.2	10.6	33.3	59.6
HILLARY CLINTON	35.6	66.5	65.1	67.6	38.1	10.3	4.0	7.9	7.1	11.9	2.3	77.1	65.7	50.4	44.3	28.8	13.8
ANOTHER CANDIDATE	6.2	5.4	4.1	6.4	8.4	5.2	3.4	4.6	6.6	4.1	3.0	3.5	3.7	1.8	14.4	13.9	12.9
DIDN'T VOTE/PRES.	3.1	2.4	3.1	1.8	4.4	3.6	0.4	2.4	2.3	3.5	2.1	1.6	4.4	3.5	6.1	4.8	3.3
DIDN'T VOTE 2016	13.0	14.3	14.7	14.0	16.9	9.3	4.7	7.6	13.3	10.5	6.3	12.2	17.9	14.0	24.6	19.1	10.5
DON'T KNOW	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.	6.4	-55.2	-52.2	-57.3	-5.9	61.3	83.4	69.7	63.6	58.0	84.0	-71.5	-57.4	-20.2	-33.6	4.5	45.8



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

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
DONALD TRUMP	42.0	8.0	38.4	81.7	39.3	44.9	55.7	43.5	42.3	43.0	41.1	37.0	50.5	61.0	47.1	25.0
HILLARY CLINTON	35.6	68.0	22.5	3.7	31.5	39.9	29.8	41.2	35.6	35.9	35.1	30.7	33.3	22.5	33.2	43.3
ANOTHER CANDIDATE	6.2	5.9	12.2	4.5	9.5	7.1	11.1	6.6	5.8	6.9	4.1	8.1	3.7	7.9	6.6	7.7
DIDN'T VOTE/PRES.	3.1	3.5	4.2	2.4	4.0	0.8	0.0	0.8	3.7	3.8	3.4	2.1	2.9	2.8	2.2	4.3
DIDN'T VOTE 2016	13.0	14.6	22.6	7.7	15.6	7.3	3.5	7.8	12.6	10.4	16.3	22.2	9.6	5.7	10.8	19.7
DON'T KNOW	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.	6.4	-60.1	15.9	78.0	7.8	4.9	25.9	2.3	6.7	7.1	6.0	6.2	17.3	38.5	13.9	-18.3



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

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
DONALD TRUMP	42.0	43.8	38.8	39.9	36.7	50.6	46.1	38.0	32.1	46.6	32.4	33.1	25.1	44.1	53.3	40.5	41.1	26.1	31.6	19.2
HILLARY CLINTON	35.6	30.5	45.0	42.2	50.5	25.0	38.2	35.3	51.3	33.4	40.3	37.1	47.6	34.4	27.9	38.4	28.9	44.2	43.4	51.5
ANOTHER CANDIDATE	6.2	5.9	6.8	6.4	7.6	7.3	7.8	4.7	5.9	6.2	6.2	6.4	6.6	4.0	6.9	5.6	8.1	4.8	8.3	5.0
DIDN'T VOTE/PRES.	3.1	3.2	3.0	3.9	1.2	2.1	2.1	4.1	3.8	2.5	4.5	4.0	4.3	6.7	1.5	3.4	3.9	4.2	3.0	5.5
DIDN'T VOTE 2016	13.0	16.5	6.4	7.6	3.9	15.0	5.9	17.9	6.8	11.3	16.6	19.4	16.4	10.8	10.3	12.1	18.0	20.7	13.7	18.8
DON'T KNOW	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.	6.4	13.3	-6.2	-2.3	-13.8	25.6	7.9	2.7	-19.3	13.2	-7.9	-4.0	-22.5	9.7	25.5	2.1	12.2	-18.2	-11.8	-32.3



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

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 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	265	347	325	364	541	771	1229	1095	905	940	1060
DONALD TRUMP	42.0	9.8	32.7	40.5	47.1	46.3	51.1	31.6	48.6	36.2	49.2	48.9	35.9
HILLARY CLINTON	35.6	16.8	37.8	36.3	34.7	38.2	38.5	32.8	37.4	33.4	38.4	29.8	40.8
ANOTHER CANDIDATE	6.2	4.2	5.1	10.5	6.0	6.3	4.8	7.3	5.5	6.9	5.4	7.5	5.1
DIDN'T VOTE/PRES.	3.1	4.2	6.5	3.6	1.7	2.6	2.0	4.7	2.1	3.8	2.3	2.1	4.0
DIDN'T VOTE 2016	13.0	65.1	17.8	9.0	10.6	6.5	3.6	23.5	6.3	19.7	4.8	11.7	14.1
DON'T KNOW	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.	6.4	-6.9	-5.1	4.2	12.4	8.2	12.6	-1.3	11.2	2.8	10.8	19.2	-4.9



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11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2016 PRESIDENTIAL ELECTION?

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	NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS			
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG			
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
DONALD TRUMP	42.0	15.4	39.1	47.8	48.8	24.2	45.2	51.9	55.1	10.7	33.8	42.7	43.4	32.8	42.8	52.6
HILLARY CLINTON	35.6	24.9	36.4	34.3	39.6	21.0	31.1	29.1	31.7	27.0	40.9	40.7	46.4	41.8	36.7	24.7
ANOTHER CANDIDATE	6.2	3.9	8.7	6.6	5.1	3.3	10.4	6.9	7.0	4.2	7.3	6.3	3.4	5.0	6.7	6.8
DIDN'T VOTE/PRES.	3.1	5.7	4.1	2.0	2.4	6.1	1.7	1.6	1.8	5.6	6.2	2.4	2.9	4.2	2.8	2.5
DIDN'T VOTE 2016	13.0	50.1	11.7	9.4	4.1	45.3	11.5	10.6	4.3	52.6	11.9	7.9	3.9	16.2	11.1	13.4
DON'T KNOW	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.	6.4	-9.5	2.7	13.4	9.2	3.2	14.1	22.8	23.5	-16.3	-7.2	2.0	-2.9	-9.0	6.1	27.9



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

12. 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	0-5	
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
RIGHT DIRECTION	25.8	2.6	12.1	21.7	30.8	34.2	39.0	39.3	39.5	16.7	14.6	20.7	14.9	5.4	14.0	11.3	42.2	50.8	56.0	46.5
WRONG TRACK	74.1	97.4	87.9	78.3	69.0	65.2	61.0	60.7	60.5	83.2	85.4	78.9	85.1	94.6	86.0	88.2	57.5	49.0	43.7	53.5
DON'T KNOW	0.1	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.4	0.3	0.2	0.4	0.0
Net Diff.	-48.3	-94.7	-75.9	-56.6	-38.3	-31.0	-21.9	-21.4	-21.0	-66.5	-70.8	-58.2	-70.2	-89.1	-72.1	-76.9	-15.3	1.8	12.3	-7.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

12. 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	1724	1424	301	276	167	108
RIGHT DIRECTION	25.8	28.5	25.6	22.5	29.4	26.9	26.9	26.6	18.8	21.4	14.8
WRONG TRACK	74.1	71.3	74.1	77.4	70.6	73.1	73.1	73.4	80.2	78.1	83.4
DON'T KNOW	0.1	0.3	0.2	0.1	0.0	0.0	0.0	0.0	1.0	0.5	1.8
Net Diff.	-48.3	-42.8	-48.5	-54.8	-41.1	-46.3	-46.1	-46.9	-61.4	-56.7	-68.6



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12. 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	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
RIGHT DIRECTION	25.8	10.2	48.5	8.0	47.6	12.3	7.0	55.5	18.3	18.7	8.9	28.2	30.4	31.1	25.3	21.7	
WRONG TRACK	74.1	89.8	51.5	92.0	52.3	86.8	93.0	44.5	81.7	81.3	89.9	71.7	69.4	68.9	74.5	78.2	
DON'T KNOW	0.1	0.0	0.0	0.0	0.1	1.0	0.0	0.0	0.0	0.0	1.3	0.1	0.2	0.0	0.2	0.1	
Net Diff.	-48.3	-79.6	-3.0	-83.9	-4.7	-74.5	-86.0	11.0	-63.4	-62.7	-81.0	-43.5	-39.0	-37.8	-49.2	-56.5	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

12. 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		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	515	1482	906	861	233	506	820	297	523	1180	
RIGHT DIRECTION	25.8	100.0	0.0	8.8	47.5	11.3	17.8	57.3	77.5	45.9	3.8	
WRONG TRACK	74.1	0.0	100.0	91.2	52.3	88.2	81.9	42.3	22.5	53.6	96.2	
DON'T KNOW	0.1	0.0	0.0	0.0	0.2	0.4	0.4	0.3	0.0	0.5	0.0	
Net Diff.	-48.3	100.0	-100.0	-82.4	-4.7	-76.9	-64.1	15.0	55.1	-7.7	-92.4	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

12. 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	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	818	894	720	740	540	359	266	315	361	474	225	
RIGHT DIRECTION	25.8	7.7	46.4	8.2	47.1	19.9	10.0	58.1	21.6	6.4	41.0	17.4	
WRONG TRACK	74.1	92.3	53.5	91.8	52.7	79.8	90.0	41.9	78.4	93.6	58.8	81.7	
DON'T KNOW	0.1	0.0	0.1	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.2	0.9	
Net Diff.	-48.3	-84.6	-7.0	-83.6	-5.6	-59.9	-80.0	16.2	-56.8	-87.2	-17.8	-64.3	



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12. 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	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
RIGHT DIRECTION	25.8	43.7	44.0	43.4	28.5	9.2	6.7	8.2	28.6	15.0	4.6	48.8	43.9	49.4	26.2	23.0	5.9
WRONG TRACK	74.1	56.3	56.0	56.6	71.2	90.8	92.9	91.6	71.4	85.0	95.4	51.2	56.1	48.8	73.8	76.5	94.1
DON'T KNOW	0.1	0.0	0.0	0.0	0.3	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.6	0.0
Net Diff.	-48.3	-12.7	-12.1	-13.1	-42.7	-81.7	-86.2	-83.4	-42.8	-70.1	-90.8	-2.4	-12.3	0.6	-47.7	-53.5	-88.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

12. 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	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
RIGHT DIRECTION	25.8	43.7	21.7	7.0	23.4	36.0	60.9	32.9	24.7	27.5	20.2	20.9	22.7	17.3	27.1	28.8
WRONG TRACK	74.1	56.1	78.0	93.0	76.3	64.0	39.1	67.1	75.1	72.4	79.4	79.1	76.9	82.7	72.9	71.0
DON'T KNOW	0.1	0.2	0.4	0.0	0.3	0.0	0.0	0.0	0.2	0.1	0.3	0.0	0.3	0.0	0.0	0.2
Net Diff.	-48.3	-12.4	-56.3	-86.0	-52.9	-28.0	21.7	-34.1	-50.4	-44.9	-59.2	-58.2	-54.2	-65.4	-45.8	-42.2



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12. 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	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE WHITE panic	GRAD GRAD. Prof. GRAD. GRAD. GRAD. GRAD.	GRAD	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
RIGHT DIRECTION	25.8	23.1	30.6	28.4	35.0	23.8	34.0	22.5	27.5	23.0	31.7	30.3	35.9	30.5	22.4	23.5	38.6	23.0	45.5	27.2
WRONG TRACK	74.1	76.8	69.2	71.4	65.0	76.2	66.0	77.2	72.3	77.0	68.0	69.4	63.7	69.5	77.6	76.4	61.4	76.3	54.5	72.1
DON'T KNOW	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.3	0.3	0.1	0.3	0.3	0.4	0.0	0.0	0.1	0.0	0.6	0.0	0.7
Net Diff.	-48.3	-53.7	-38.6	-43.1	-29.9	-52.4	-32.0	-54.8	-44.8	-54.0	-36.3	-39.0	-27.8	-38.9	-55.2	-52.9	-22.7	-53.3	-9.1	-44.8



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12. 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	265	347	325	364	541	771	1229	1095	905	940	1060
RIGHT DIRECTION	25.8	19.2	26.8	23.8	26.3	27.3	27.0	23.9	26.9	24.6	27.2	27.5	24.2
WRONG TRACK	74.1	80.8	72.1	76.2	73.7	72.7	73.0	75.7	73.1	75.1	72.8	72.5	75.5
DON'T KNOW	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.3
Net Diff.	-48.3	-61.6	-45.3	-52.4	-47.5	-45.3	-45.9	-51.8	-46.2	-50.5	-45.7	-45.0	-51.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

12. 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 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
RIGHT DIRECTION	25.8	22.1	24.8	25.2	28.0	32.6	30.8	25.6	25.6	16.5	19.8	24.6	30.1	33.0	25.2	17.4
WRONG TRACK	74.1	77.5	74.8	74.8	72.0	67.4	69.2	74.4	74.4	82.8	79.6	75.4	69.9	66.8	74.7	82.4
DON'T KNOW	0.1	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.0	0.0	0.2	0.1	0.3
Net Diff.	-48.3	-55.4	-50.0	-49.7	-43.9	-34.7	-38.5	-48.8	-48.7	-66.3	-59.8	-50.7	-39.9	-33.8	-49.5	-65.0



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13. 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	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
APPROVE	41.0	5.1	15.7	32.6	47.9	56.9	66.4	71.2	55.6	26.4	21.3	34.5	32.3	5.1	17.1	29.0	70.2	81.4	87.4	76.3
Strongly	14.8	2.5	5.9	13.9	13.7	17.1	24.7	31.7	35.6	6.6	8.8	2.2	8.6	2.7	2.6	2.2	20.5	37.7	41.9	34.1
Somewhat	26.2	2.6	9.8	18.6	34.2	39.8	41.7	39.5	20.1	19.8	12.4	32.3	23.6	2.4	14.5	26.8	49.7	43.7	45.5	42.2
DISAPPROVE	59.0	94.9	84.3	67.4	52.1	43.1	33.6	28.8	44.4	73.6	78.7	65.5	67.7	94.9	82.9	71.0	29.8	18.6	12.6	23.7
Somewhat	18.0	2.8	11.1	18.3	20.3	26.0	22.7	18.3	19.3	19.7	12.8	29.7	33.5	8.0	25.3	35.9	21.8	13.4	8.8	17.2
Strongly	41.0	92.1	73.2	49.1	31.9	17.1	10.9	10.5	25.1	53.9	66.0	35.8	34.2	87.0	57.6	35.1	8.0	5.3	3.8	6.5
DON'T KNOW	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.	-18.0	-89.7	-68.5	-34.9	-4.2	13.7	32.7	42.5	11.3	-47.2	-57.5	-31.0	-35.5	-89.9	-65.8	-42.0	40.5	62.8	74.8	52.6
Mean	2.15	1.16	1.48	1.97	2.30	2.57	2.80	2.92	2.66	1.79	1.64	2.01	2.07	1.21	1.62	1.96	2.83	3.14	3.25	3.04



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13. 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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
APPROVE	41.0	47.6	39.7	36.4	45.2	42.5	42.0	44.4	31.9	34.6	27.8
Strongly	14.8	19.0	16.4	12.7	13.6	16.4	17.4	11.5	5.1	5.5	4.5
Somewhat	26.2	28.6	23.2	23.7	31.6	26.1	24.6	32.8	26.8	29.1	23.3
DISAPPROVE	59.0	52.4	60.3	63.6	54.8	57.5	58.0	55.6	68.1	65.4	72.2
Somewhat	18.0	17.6	20.7	17.3	17.0	15.0	13.3	23.5	36.8	33.9	41.3
Strongly	41.0	34.8	39.6	46.3	37.8	42.5	44.7	32.1	31.3	31.5	30.9
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-18.0	-4.8	-20.7	-27.1	-9.6	-15.1	-15.9	-11.3	-36.1	-30.8	-44.5
Mean	2.15	2.32	2.17	2.03	2.21	2.16	2.15	2.24	2.06	2.09	2.01



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

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
APPROVE	41.0	13.8	76.9	8.3	80.3	19.9	6.3	87.9	35.3	36.2	23.7	46.0	52.0	50.3	39.8	32.4
Strongly	14.8	4.2	32.2	2.6	30.7	2.3	1.9	37.6	6.1	5.9	1.2	17.3	20.8	18.9	14.0	10.7
Somewhat	26.2	9.6	44.7	5.7	49.7	17.6	4.4	50.4	29.2	30.2	22.6	28.7	31.2	31.5	25.8	21.8
DISAPPROVE	59.0	86.2	23.1	91.7	19.7	80.1	93.7	12.1	64.7	63.8	76.3	54.0	48.0	49.7	60.2	67.6
Somewhat	18.0	12.3	16.7	13.8	16.6	43.0	11.1	10.6	35.2	35.9	41.4	17.5	16.5	16.8	18.5	19.0
Strongly	41.0	73.9	6.4	77.9	3.1	37.1	82.6	1.5	29.5	27.9	34.8	36.5	31.6	32.8	41.7	48.6
DON'T KNOW	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.	-18.0	-72.3	53.9	-83.4	60.7	-60.2	-87.4	75.8	-29.5	-27.7	-52.6	-7.9	3.9	0.7	-20.4	-35.1
Mean	2.15	1.44	3.03	1.33	3.08	1.85	1.26	3.24	2.12	2.14	1.90	2.27	2.41	2.36	2.12	1.95



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
APPROVE	41.0	91.3	23.4	9.8	77.1	29.0	32.5	100.0	100.0	100.0	0.0	
Strongly	14.8	44.7	4.5	2.6	31.1	2.2	3.9	36.2	100.0	0.0	0.0	
Somewhat	26.2	46.6	18.9	7.2	46.0	26.8	28.6	63.8	0.0	100.0	0.0	
DISAPPROVE	59.0	8.7	76.6	90.2	22.9	71.0	67.5	0.0	0.0	0.0	100.0	
Somewhat	18.0	6.2	22.2	14.8	16.6	35.9	33.5	0.0	0.0	0.0	30.6	
Strongly	41.0	2.6	54.4	75.4	6.3	35.1	34.0	0.0	0.0	0.0	69.4	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-18.0	82.5	-53.2	-80.4	54.2	-42.0	-35.0	100.0	100.0	100.0	-100.0	
Mean	2.15	3.33	1.74	1.37	3.02	1.96	2.02	3.36	4.00	3.00	1.31	



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

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
APPROVE	41.0	8.9	75.9	10.2	75.2	35.3	11.9	79.7	37.3	8.4	72.6	32.4
Strongly	14.8	2.8	29.3	2.8	31.2	8.4	3.8	39.7	9.1	1.9	26.4	7.4
Somewhat	26.2	6.1	46.6	7.3	44.0	26.9	8.1	40.0	28.2	6.5	46.2	25.0
DISAPPROVE	59.0	91.1	24.1	89.8	24.8	64.7	88.1	20.3	62.7	91.6	27.4	67.6
Somewhat	18.0	12.9	17.6	13.6	17.5	24.8	14.3	13.1	21.4	12.8	19.9	29.6
Strongly	41.0	78.1	6.5	76.3	7.3	39.9	73.8	7.2	41.3	78.7	7.4	38.0
DON'T KNOW	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.	-18.0	-82.1	51.7	-79.7	50.4	-29.4	-76.2	59.4	-25.3	-83.1	45.3	-35.2
Mean	2.15	1.34	2.99	1.37	2.99	2.04	1.42	3.12	2.05	1.32	2.92	2.02



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

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
APPROVE	41.0	71.9	69.0	74.0	43.7	15.4	8.9	12.9	31.1	18.5	6.0	79.3	69.3	70.0	55.9	35.7	18.0
Strongly	14.8	30.6	39.8	23.9	13.3	3.9	3.4	3.7	20.2	2.0	1.7	34.5	26.2	28.5	16.7	8.5	1.5
Somewhat	26.2	41.3	29.2	50.1	30.5	11.5	5.6	9.2	10.9	16.5	4.4	44.8	43.1	41.5	39.2	27.2	16.5
DISAPPROVE	59.0	28.1	31.0	26.0	56.3	84.6	91.1	87.1	68.9	81.5	94.0	20.7	30.7	30.0	44.1	64.3	82.0
Somewhat	18.0	18.5	19.6	17.7	23.5	16.5	4.1	11.8	36.2	18.8	10.2	14.4	22.0	20.4	29.8	26.8	15.2
Strongly	41.0	9.6	11.3	8.3	32.8	68.1	87.0	75.3	32.7	62.7	83.8	6.3	8.6	9.5	14.3	37.6	66.8
DON'T KNOW	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.	-18.0	43.8	38.1	48.0	-12.5	-69.2	-82.1	-74.1	-37.8	-63.0	-87.9	58.6	38.7	40.1	11.8	-28.7	-64.0
Mean	2.15	2.93	2.98	2.90	2.24	1.51	1.25	1.41	2.19	1.58	1.24	3.07	2.87	2.89	2.58	2.07	1.53



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

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
APPROVE	41.0	72.2	35.0	8.0	39.1	47.7	67.4	45.3	41.2	43.6	37.4	31.1	36.3	28.2	41.5	48.9
Strongly	14.8	28.8	7.7	1.6	9.6	21.4	54.1	17.3	14.3	14.8	13.5	11.0	14.0	12.3	13.8	16.8
Somewhat	26.2	43.3	27.3	6.4	29.5	26.3	13.3	27.9	26.9	28.8	23.9	20.1	22.2	15.9	27.7	32.1
DISAPPROVE	59.0	27.8	65.0	92.0	60.9	52.3	32.6	54.7	58.8	56.4	62.6	68.9	63.7	71.8	58.5	51.1
Somewhat	18.0	19.7	29.1	12.3	23.6	16.9	3.3	18.5	17.9	17.6	18.4	20.6	17.5	15.8	15.9	19.3
Strongly	41.0	8.1	35.9	79.7	37.4	35.4	29.2	36.2	40.9	38.8	44.2	48.3	46.2	56.0	42.6	31.8
DON'T KNOW	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.	-18.0	44.4	-29.9	-84.0	-21.9	-4.6	34.9	-9.5	-17.5	-12.8	-25.2	-37.8	-27.4	-43.6	-17.0	-2.2
Mean	2.15	2.93	2.07	1.30	2.11	2.34	2.92	2.26	2.15	2.20	2.07	1.94	2.04	1.84	2.13	2.34



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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
APPROVE	41.0	36.8	48.7	45.5	54.9	35.0	47.8	38.4	49.5	37.9	47.6	44.5	58.3	35.2	35.0	40.6	45.6	43.5	63.0	54.1
Strongly	14.8	13.1	18.1	16.5	21.1	12.9	20.7	13.2	15.6	13.9	16.8	12.1	25.9	8.5	13.7	14.1	13.3	11.1	32.8	19.5
Somewhat	26.2	23.8	30.6	29.0	33.8	22.1	27.0	25.2	33.9	24.0	30.8	32.4	32.5	26.7	21.2	26.5	32.3	32.4	30.2	34.6
DISAPPROVE	59.0	63.2	51.3	54.5	45.1	65.0	52.2	61.6	50.5	62.1	52.4	55.5	41.7	64.8	65.0	59.4	54.4	56.5	37.0	45.9
Somewhat	18.0	19.2	16.0	16.4	15.1	17.4	14.4	20.7	17.4	16.2	22.1	22.9	20.8	23.5	14.1	18.0	20.8	24.8	19.4	22.1
Strongly	41.0	44.0	35.3	38.1	30.0	47.6	37.8	40.9	33.1	45.9	30.4	32.6	20.8	41.3	51.0	41.4	33.6	31.7	17.6	23.8
DON'T KNOW	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.	-18.0	-26.4	-2.7	-9.0	9.8	-30.0	-4.4	-23.2	-1.0	-24.2	-4.9	-11.0	16.7	-29.6	-30.1	-18.8	-8.7	-13.0	26.0	8.2
Mean	2.15	2.06	2.31	2.24	2.46	2.00	2.31	2.11	2.32	2.06	2.34	2.24	2.63	2.02	1.98	2.13	2.25	2.23	2.78	2.50



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13. 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	265	347	325	364	541	771	1229	1095	905	940	1060
APPROVE	41.0	37.6	41.9	39.5	38.1	41.2	44.1	39.9	41.7	39.4	42.9	39.6	42.2
Strongly	14.8	8.1	12.6	14.2	14.5	16.4	17.4	12.4	16.3	13.0	17.0	15.8	14.0
Somewhat	26.2	29.4	29.3	25.3	23.6	24.8	26.7	27.5	25.3	26.4	25.9	23.9	28.2
DISAPPROVE	59.0	62.4	58.1	60.5	61.9	58.8	55.9	60.1	58.3	60.6	57.1	60.4	57.8
Somewhat	18.0	35.5	26.8	21.1	17.1	13.2	10.5	26.0	13.1	23.4	11.6	16.3	19.6
Strongly	41.0	26.9	31.3	39.4	44.7	45.7	45.3	34.1	45.3	37.2	45.5	44.1	38.2
DON'T KNOW	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.	-18.0	-24.9	-16.2	-20.9	-23.8	-17.7	-11.7	-20.1	-16.7	-21.2	-14.1	-20.7	-15.6
Mean	2.15	2.19	2.23	2.14	2.08	2.12	2.16	2.18	2.13	2.15	2.14	2.11	2.18



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13. 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	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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
APPROVE	41.0	40.3	40.0	38.0	44.1	39.9	45.0	35.3	39.6	40.5	35.8	41.4	47.8	51.4	40.0	29.6
Strongly	14.8	9.5	13.8	14.0	17.9	14.9	19.4	13.8	15.1	6.7	9.0	14.3	20.2	19.0	13.7	11.9
Somewhat	26.2	30.8	26.2	24.0	26.2	25.0	25.5	21.5	24.5	33.8	26.8	27.1	27.6	32.4	26.2	17.7
DISAPPROVE	59.0	59.7	60.0	62.0	55.9	60.1	55.0	64.7	60.4	59.5	64.2	58.6	52.2	48.6	60.0	70.4
Somewhat	18.0	33.6	22.5	16.9	10.7	34.4	18.3	17.6	9.3	33.2	26.0	15.9	11.9	19.1	18.3	16.0
Strongly	41.0	26.1	37.5	45.1	45.2	25.7	36.7	47.1	51.1	26.3	38.2	42.7	40.3	29.5	41.8	54.3
DON'T KNOW	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.	-18.0	-19.4	-20.0	-23.9	-11.9	-20.2	-10.1	-29.3	-20.8	-19.0	-28.5	-17.2	-4.3	2.7	-20.0	-40.7
Mean	2.15	2.24	2.16	2.07	2.17	2.29	2.28	2.02	2.04	2.21	2.07	2.13	2.28	2.41	2.12	1.87



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14. 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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
REPUBLICAN CANDIDATE	45.3	93.6	78.5	55.5	38.4	21.6	14.2	9.3	14.3	61.7	71.1	46.0	55.7	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	27.5	71.5	55.5	30.9	20.6	7.4	4.8	4.6	9.2	37.4	47.5	21.9	23.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	10.4	15.2	13.3	16.4	10.5	6.7	5.0	0.0	0.0	14.2	15.0	13.2	12.4	0.0	58.6	0.0	0.0	0.0	0.0	0.0
Lean	7.4	6.9	9.7	8.2	7.3	7.5	4.5	4.7	5.1	10.1	8.6	11.0	20.0	0.0	41.4	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	43.0	3.3	12.5	32.2	49.2	59.9	73.2	84.3	77.2	22.4	19.5	31.4	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	27.6	1.9	8.5	20.7	29.0	36.4	46.9	65.0	57.5	7.6	12.7	0.0	0.0	0.0	0.0	0.0	34.1	82.8	98.4	69.6
Probably	9.2	0.7	2.2	6.8	10.5	16.2	16.9	9.6	10.7	8.7	4.0	18.6	0.0	0.0	0.0	0.0	38.8	10.6	1.6	18.1
Lean	6.2	0.6	1.8	4.7	9.7	7.3	9.5	9.7	9.0	6.1	2.9	12.8	0.0	0.0	0.0	0.0	27.1	6.7	0.0	12.3
UNDECIDED	11.7	3.2	9.0	12.2	12.4	18.5	12.6	6.4	8.5	15.9	9.4	22.5	44.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	2.3	90.3	66.0	23.3	-10.8	-38.3	-59.0	-74.9	-62.9	39.3	51.5	14.6	55.7	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.03	6.44	5.71	4.53	3.72	2.94	2.45	1.95	2.30	5.04	5.32	4.53	5.15	7.00	5.59	4.00	1.93	1.24	1.02	1.43



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14. 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	1724	1424	301	276	167	108
REPUBLICAN CANDIDATE	45.3	36.8	42.1	51.2	45.0	47.9	49.5	40.7	28.8	38.2	14.4
Definitely	27.5	21.5	25.1	33.0	25.0	30.7	33.9	15.3	7.6	8.8	5.7
Probably	10.4	10.9	9.7	10.3	11.0	10.5	9.4	15.5	10.2	14.5	3.6
Lean	7.4	4.4	7.3	7.9	9.0	6.8	6.2	9.9	11.1	14.9	5.1
DEMOCRATIC CANDIDATE	43.0	53.0	45.9	35.9	44.6	44.3	44.1	45.0	35.2	37.6	31.6
Definitely	27.6	33.9	28.6	23.7	28.3	29.5	30.7	23.8	15.5	17.1	13.0
Probably	9.2	11.8	11.5	6.9	8.8	8.9	8.0	13.2	11.2	14.4	6.3
Lean	6.2	7.4	5.8	5.3	7.5	5.9	5.4	7.9	8.6	6.1	12.3
UNDECIDED	11.7	10.2	12.0	12.8	10.4	7.8	6.4	14.4	35.9	24.2	54.0
Net Diff.	2.3	-16.2	-3.9	15.3	0.4	3.7	5.3	-4.3	-6.4	0.6	-17.2
Mean	4.03	3.58	3.87	4.37	3.96	4.08	4.13	3.81	3.77	3.84	3.65



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
REPUBLICAN CANDIDATE	45.3	83.8	8.0	87.6	4.6	29.9	90.7	4.5	33.5	38.3	30.6	41.6	33.4	40.3	48.5	51.5	
Definitely	27.5	57.0	2.1	57.9	0.6	6.1	64.7	1.1	8.4	9.7	6.4	25.2	21.7	20.3	29.7	31.4	
Probably	10.4	17.5	2.8	19.3	1.8	7.9	17.9	1.7	9.9	11.4	12.4	9.3	6.9	10.9	10.6	12.3	
Lean	7.4	9.4	3.1	10.4	2.2	15.9	8.1	1.7	15.2	17.3	11.8	7.1	4.8	9.1	8.1	7.8	
DEMOCRATIC CANDIDATE	43.0	8.3	84.7	5.2	88.0	20.9	3.5	91.5	43.9	39.9	28.5	48.8	56.5	52.2	41.5	33.2	
Definitely	27.6	5.4	59.0	2.5	59.2	5.1	2.1	66.0	16.5	15.1	12.0	31.8	38.7	33.5	25.8	20.4	
Probably	9.2	1.9	15.3	1.6	18.2	4.9	0.8	16.1	15.3	13.9	8.9	11.0	12.1	12.0	9.7	6.2	
Lean	6.2	0.9	10.5	1.1	10.6	10.8	0.7	9.4	12.2	11.0	7.6	6.0	5.7	6.7	6.0	6.6	
UNDECIDED	11.7	7.9	7.4	7.2	7.4	49.3	5.8	4.0	22.5	21.8	40.9	9.5	10.0	7.5	10.0	15.3	
Net Diff.	2.3	75.6	-76.7	82.4	-83.4	9.0	87.2	-87.0	-10.4	-1.6	2.1	-7.2	-23.1	-12.0	6.9	18.4	
Mean	4.03	5.94	1.97	6.11	1.83	4.14	6.29	1.69	3.68	3.85	3.94	3.78	3.38	3.60	4.16	4.46	



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
REPUBLICAN CANDIDATE	45.3	15.5	55.8	100.0	0.0	0.0	29.2	10.8	8.1	12.4	69.3
Definitely	27.5	5.8	35.1	60.6	0.0	0.0	0.0	3.4	4.9	2.5	44.2
Probably	10.4	5.4	12.2	23.1	0.0	0.0	0.0	3.8	2.2	4.7	15.1
Lean	7.4	4.3	8.5	16.3	0.0	0.0	29.2	3.6	1.0	5.1	10.0
DEMOCRATIC CANDIDATE	43.0	79.4	30.3	0.0	100.0	0.0	24.7	80.9	90.2	75.6	16.7
Definitely	27.6	58.8	16.7	0.0	64.1	0.0	0.0	58.0	80.3	45.3	6.5
Probably	9.2	12.6	8.0	0.0	21.4	0.0	0.0	14.8	5.9	19.8	5.3
Lean	6.2	8.0	5.6	0.0	14.5	0.0	24.7	8.1	4.0	10.5	4.9
UNDECIDED	11.7	5.1	13.9	0.0	0.0	100.0	46.1	8.3	1.7	12.0	14.0
Net Diff.	2.3	-64.0	25.4	100.0	-100.0	0.0	4.5	-70.1	-82.2	-63.3	52.6
Mean	4.03	2.23	4.66	6.44	1.50	4.00	4.05	2.10	1.63	2.36	5.38



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14. 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	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	818	894	720	740	540	359	266	315	361	474	225	
REPUBLICAN CANDIDATE	45.3	88.4	8.6	93.2	6.2	35.0	93.3	11.1	36.1	93.1	3.5	33.4	
Definitely	27.5	60.9	2.7	63.9	2.2	13.5	64.7	4.5	14.6	63.1	1.0	12.0	
Probably	10.4	17.8	3.0	19.8	1.8	9.7	18.3	2.9	10.1	21.4	1.2	9.3	
Lean	7.4	9.7	3.0	9.5	2.1	11.8	10.3	3.7	11.5	8.6	1.2	12.2	
DEMOCRATIC CANDIDATE	43.0	4.2	81.8	3.0	87.3	35.7	3.9	86.5	36.4	2.1	87.8	34.7	
Definitely	27.6	2.7	54.7	1.6	63.0	13.7	2.0	65.0	12.9	1.2	61.9	14.8	
Probably	9.2	1.0	16.4	1.3	15.2	11.5	1.7	16.1	12.4	0.9	14.8	10.2	
Lean	6.2	0.5	10.7	0.1	9.1	10.4	0.3	5.3	11.0	0.0	11.2	9.7	
UNDECIDED	11.7	7.5	9.5	3.8	6.4	29.3	2.8	2.4	27.5	4.8	8.7	31.9	
Net Diff.	2.3	84.2	-73.2	90.2	-81.1	-0.7	89.4	-75.3	-0.3	91.1	-84.4	-1.3	
Mean	4.03	6.17	2.09	6.33	1.84	3.97	6.31	1.90	4.01	6.35	1.80	3.92	



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
REPUBLICAN CANDIDATE	45.3	11.7	13.7	10.2	34.2	80.1	91.7	84.5	88.1	83.7	96.4	3.6	9.6	11.4	14.1	30.6	64.2
Definitely	27.5	6.1	8.5	4.4	13.1	46.5	82.6	60.2	49.8	40.9	71.7	1.8	3.0	2.3	6.2	8.2	34.6
Probably	10.4	3.8	3.1	4.2	9.2	23.5	6.9	17.2	28.9	21.5	18.6	0.9	3.1	3.7	5.6	8.4	16.8
Lean	7.4	1.8	2.1	1.5	11.9	10.1	2.2	7.1	9.3	21.3	6.0	0.9	3.6	5.4	2.3	14.0	12.8
DEMOCRATIC CANDIDATE	43.0	82.5	81.3	83.4	44.4	11.8	5.6	9.5	9.7	7.2	1.2	92.9	79.1	81.6	67.1	34.8	13.8
Definitely	27.6	56.4	61.8	52.4	25.6	7.8	3.8	6.3	7.0	3.3	0.6	66.1	58.0	62.7	33.4	11.1	6.1
Probably	9.2	15.1	9.5	19.1	11.8	2.2	0.7	1.7	2.7	3.3	0.6	16.6	13.9	10.7	13.9	14.0	2.4
Lean	6.2	11.0	10.0	11.8	7.0	1.7	1.2	1.5	0.0	0.6	0.0	10.3	7.3	8.1	19.7	9.7	5.4
UNDECIDED	11.7	5.8	5.0	6.4	21.3	8.1	2.7	6.0	2.2	9.0	2.4	3.5	11.3	7.0	18.9	34.6	22.0
Net Diff.	2.3	-70.8	-67.6	-73.2	-10.2	68.3	86.1	75.1	78.4	76.5	95.2	-89.4	-69.6	-70.3	-53.0	-4.2	50.4
Mean	4.03	2.17	2.19	2.16	3.62	5.67	6.50	5.98	5.90	5.70	6.55	1.66	2.10	2.02	2.84	3.85	5.22



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14. 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	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ 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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
REPUBLICAN CANDIDATE	45.3	6.2	35.6	92.7	43.3	49.3	50.0	49.3	45.0	45.3	44.5	42.5	52.1	66.5	52.4	26.6
Definitely	27.5	2.7	8.5	62.0	16.3	28.2	31.8	27.7	27.2	28.2	25.5	28.9	35.0	45.3	30.5	13.3
Probably	10.4	1.8	12.8	19.4	14.7	13.9	10.9	14.3	10.2	10.0	10.7	7.7	10.2	12.8	12.4	7.0
Lean	7.4	1.7	14.4	11.3	12.4	7.2	7.3	7.2	7.6	7.2	8.3	5.9	6.9	8.4	9.5	6.4
DEMOCRATIC CANDIDATE	43.0	84.7	24.5	2.6	37.0	43.8	43.4	43.9	43.4	43.1	43.8	39.6	38.5	24.9	37.6	57.7
Definitely	27.6	56.9	8.8	1.2	16.4	31.3	32.1	31.2	27.3	26.2	29.0	25.4	25.4	15.4	21.7	38.5
Probably	9.2	16.3	9.7	1.0	13.0	9.3	11.3	9.0	9.1	9.0	9.3	9.6	7.4	5.0	10.5	11.1
Lean	6.2	11.5	6.1	0.3	7.6	3.2	0.0	3.6	6.9	7.8	5.5	4.6	5.7	4.4	5.5	8.0
UNDECIDED	11.7	9.1	39.8	4.7	19.6	6.9	6.6	6.9	11.6	11.6	11.7	17.8	9.4	8.6	9.9	15.7
Net Diff.	2.3	-78.5	11.1	90.1	6.3	5.5	6.6	5.4	1.7	2.2	0.7	2.9	13.6	41.7	14.8	-31.0
Mean	4.03	1.99	4.14	6.30	4.08	4.04	4.06	4.04	4.03	4.07	3.95	4.08	4.36	5.09	4.34	3.14



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14. 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	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
REPUBLICAN CANDIDATE	45.3	46.8	42.5	44.6	38.3	51.9	49.0	42.4	36.4	48.8	37.8	36.3	29.1	61.1	54.4	43.8	43.1	30.4	33.3	25.2
Definitely	27.5	28.7	25.3	26.5	22.9	31.5	29.6	26.2	21.3	30.4	21.4	20.6	15.8	32.6	34.1	27.0	23.2	18.4	17.6	14.2
Probably	10.4	10.6	10.2	10.6	9.4	11.2	11.0	10.0	9.4	11.0	9.2	8.2	7.3	16.3	11.4	10.6	9.3	7.2	9.0	5.9
Lean	7.4	7.6	7.0	7.5	5.9	9.1	8.3	6.3	5.7	7.4	7.2	7.6	5.9	12.3	8.9	6.1	10.6	4.9	6.7	5.2
DEMOCRATIC CANDIDATE	43.0	39.7	49.1	48.6	49.9	34.5	44.6	44.2	53.2	40.2	49.1	48.8	59.2	27.1	35.1	44.7	42.6	54.2	56.3	61.8
Definitely	27.6	25.7	31.0	31.3	30.4	20.7	28.4	30.1	33.4	26.5	29.8	28.1	38.8	11.9	21.2	31.4	24.6	31.3	38.8	38.8
Probably	9.2	8.2	11.1	9.6	13.9	8.5	10.9	7.9	11.2	8.8	10.0	10.0	11.1	6.7	8.9	8.8	10.0	10.0	12.3	9.9
Lean	6.2	5.8	7.1	7.8	5.6	5.3	5.3	6.2	8.6	4.8	9.3	10.6	9.3	8.5	5.1	4.5	8.0	12.9	5.2	13.0
UNDECIDED	11.7	13.4	8.4	6.7	11.8	13.6	6.4	13.3	10.3	11.0	13.1	14.9	11.8	11.8	10.5	11.5	14.4	15.3	10.4	13.0
Net Diff.	2.3	7.1	-6.6	-4.0	-11.7	17.4	4.4	-1.8	-16.8	8.7	-11.3	-12.4	-30.1	34.0	19.3	-0.9	0.5	-23.8	-23.1	-36.5
Mean	4.03	4.15	3.81	3.87	3.69	4.42	4.07	3.92	3.57	4.18	3.71	3.71	3.20	4.85	4.48	3.92	3.97	3.48	3.31	3.10



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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	265	347	325	364	541	771	1229	1095	905	940	1060
REPUBLICAN CANDIDATE	45.3	31.7	36.4	45.4	50.5	47.2	49.2	39.5	49.0	42.8	48.4	50.9	40.4
Definitely	27.5	7.9	16.4	25.1	32.4	29.2	36.1	18.6	33.0	22.7	33.3	30.9	24.5
Probably	10.4	13.5	9.0	11.6	11.4	10.5	8.9	11.1	10.0	11.2	9.6	11.2	9.8
Lean	7.4	10.2	10.9	8.7	6.8	7.5	4.2	9.8	5.9	8.9	5.5	8.8	6.1
DEMOCRATIC CANDIDATE	43.0	53.0	47.3	41.1	37.2	44.1	42.1	45.7	41.4	43.2	42.9	38.2	47.3
Definitely	27.6	27.0	25.5	25.1	25.9	30.3	29.6	25.6	28.8	25.7	29.9	23.5	31.2
Probably	9.2	13.5	11.0	8.9	7.2	7.9	9.3	10.6	8.3	9.6	8.7	9.4	9.1
Lean	6.2	12.5	10.8	7.0	4.1	5.8	3.2	9.5	4.2	7.9	4.2	5.3	7.1
UNDECIDED	11.7	15.4	16.3	13.5	12.2	8.8	8.7	14.9	9.7	14.1	8.7	11.0	12.3
Net Diff.	2.3	-21.3	-11.0	4.4	13.3	3.1	7.1	-6.2	7.6	-0.4	5.5	12.7	-7.0
Mean	4.03	3.41	3.69	4.07	4.30	4.03	4.20	3.80	4.18	3.95	4.13	4.29	3.80



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14. 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	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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
REPUBLICAN CANDIDATE	45.3	33.3	41.8	50.7	47.7	46.9	43.2	53.3	55.0	26.1	40.6	47.5	41.5	36.0	45.8	56.4
Definitely	27.5	11.2	21.5	31.2	34.3	16.5	23.7	32.0	38.4	8.3	19.6	30.2	30.8	19.6	27.9	36.9
Probably	10.4	12.6	10.5	11.7	8.8	16.3	8.5	11.5	11.5	10.6	12.1	12.1	6.5	9.7	10.1	12.3
Lean	7.4	9.6	9.9	7.8	4.6	14.1	11.1	9.9	5.1	7.2	8.9	5.2	4.2	6.7	7.8	7.2
DEMOCRATIC CANDIDATE	43.0	52.5	43.3	38.0	43.4	40.8	45.4	32.7	37.3	58.7	41.5	44.5	48.5	50.9	43.0	32.7
Definitely	27.6	26.5	25.3	25.5	31.0	23.5	27.2	20.8	23.4	28.1	23.7	31.3	37.5	33.8	26.9	21.0
Probably	9.2	13.1	9.8	7.9	8.4	5.4	11.5	7.9	10.1	17.2	8.2	8.0	7.0	10.4	9.5	6.8
Lean	6.2	12.8	8.2	4.5	4.0	11.8	6.6	4.0	3.9	13.4	9.5	5.2	4.0	6.6	6.6	4.9
UNDECIDED	11.7	14.2	14.9	11.3	8.9	12.4	11.4	14.0	7.7	15.2	17.9	7.9	9.9	13.1	11.2	10.9
Net Diff.	2.3	-19.1	-1.4	12.7	4.3	6.1	-2.1	20.7	17.7	-32.5	-0.8	3.0	-7.0	-14.9	2.9	23.7
Mean	4.03	3.50	3.92	4.28	4.11	4.03	3.88	4.47	4.49	3.21	3.95	4.05	3.79	3.56	4.06	4.61



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15. IF THE GENERAL ELECTION FOR PRESIDENT WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU WOULD VOTE BETWEEN DONALD TRUMP, THE REPUBLICAN CANDIDATE, AND JOE BIDEN, 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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
TRUMP	45.9	89.8	78.7	55.7	39.3	25.0	16.0	7.5	14.6	61.0	70.5	46.4	47.3	96.7	76.4	28.5	7.7	4.2	5.4	3.3
Definitely	32.6	80.1	60.2	38.9	25.3	12.8	6.5	4.6	9.1	43.9	54.4	28.6	24.1	85.8	36.1	14.0	3.6	1.3	1.7	1.1
Probably	8.7	7.8	13.2	10.6	9.5	7.2	4.3	1.0	3.4	11.1	11.1	11.2	11.1	8.6	26.4	7.1	1.5	1.9	3.0	0.9
Lean	4.7	1.9	5.2	6.2	4.4	4.9	5.2	1.8	2.1	6.0	5.0	6.6	12.1	2.3	13.9	7.3	2.6	1.0	0.7	1.3
BIDEN	43.7	3.9	12.9	32.4	49.9	61.7	74.7	85.2	73.4	25.8	19.9	36.4	25.5	1.0	9.7	27.7	83.3	93.2	93.4	93.0
Definitely	31.1	2.6	9.3	22.1	32.7	43.7	57.0	64.1	58.8	14.3	13.8	15.9	9.7	0.7	3.1	11.5	51.0	77.7	82.0	74.1
Probably	8.4	0.6	2.6	7.2	12.6	11.8	11.6	11.7	5.4	7.8	4.3	13.8	9.2	0.1	4.0	8.3	24.2	10.2	9.1	11.2
Lean	4.2	0.6	0.9	3.1	4.5	6.2	6.1	9.4	9.1	3.8	1.8	6.7	6.7	0.2	2.6	7.8	8.1	5.3	2.4	7.7
UNDECIDED	10.4	6.3	8.5	11.9	10.9	13.3	9.3	7.3	12.0	13.2	9.6	17.2	27.2	2.3	13.9	43.9	9.0	2.6	1.2	3.7
Net Diff.	2.2	85.9	65.8	23.3	-10.6	-36.7	-58.7	-77.7	-58.7	35.1	50.6	9.9	21.7	95.7	66.7	0.8	-75.7	-89.0	-88.1	-89.7
Mean	4.05	6.48	5.78	4.60	3.71	2.97	2.33	1.93	2.40	4.98	5.39	4.33	4.52	6.74	5.55	4.05	2.07	1.50	1.45	1.54



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15. IF THE GENERAL ELECTION FOR PRESIDENT WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU WOULD VOTE BETWEEN DONALD TRUMP, THE REPUBLICAN CANDIDATE, AND JOE BIDEN, 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	1724	1424	301	276	167	108
TRUMP	45.9	38.8	44.3	51.9	42.6	47.1	48.0	42.6	38.4	45.8	27.1
Definitely	32.6	27.5	31.9	36.7	30.0	35.0	38.4	19.1	17.1	21.6	10.2
Probably	8.7	6.2	9.0	10.1	7.7	8.2	6.4	16.9	11.4	13.4	8.2
Lean	4.7	5.1	3.4	5.1	4.8	3.8	3.2	6.6	10.0	10.7	8.8
BIDEN	43.7	51.3	46.5	37.6	45.5	45.7	45.8	44.9	31.5	31.1	32.1
Definitely	31.1	37.5	31.7	27.7	31.4	33.8	35.9	23.9	14.4	14.6	14.2
Probably	8.4	9.6	10.3	6.3	9.3	8.1	6.5	15.4	10.7	13.5	6.4
Lean	4.2	4.2	4.6	3.6	4.8	3.8	3.4	5.5	6.4	3.0	11.5
UNDECIDED	10.4	10.0	9.2	10.5	11.9	7.2	6.1	12.5	30.1	23.1	40.8
Net Diff.	2.2	-12.5	-2.2	14.3	-2.9	1.4	2.2	-2.2	6.9	14.6	-5.0
Mean	4.05	3.64	3.97	4.36	3.93	4.04	4.07	3.90	4.13	4.29	3.89



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15. IF THE GENERAL ELECTION FOR PRESIDENT WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU WOULD VOTE BETWEEN DONALD TRUMP, THE REPUBLICAN CANDIDATE, AND JOE BIDEN, THE DEMOCRATIC CANDIDATE?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
TRUMP	45.9	85.4	6.2	100.0	0.0	0.0	98.7	1.4	31.8	33.1	19.9	42.0	35.2	40.6	47.7	52.6
Definitely	32.6	65.9	2.5	71.0	0.0	0.0	78.6	0.1	9.2	11.7	5.5	28.1	23.1	25.5	32.9	40.3
Probably	8.7	13.7	2.4	18.9	0.0	0.0	16.0	0.7	10.3	10.8	5.5	8.8	8.1	8.3	9.5	8.4
Lean	4.7	5.7	1.2	10.2	0.0	0.0	4.1	0.5	12.3	10.7	8.9	5.1	4.1	6.7	5.2	3.9
BIDEN	43.7	7.9	87.2	0.0	100.0	0.0	0.5	97.6	43.6	44.7	26.6	49.4	56.3	51.1	43.3	34.1
Definitely	31.1	5.0	67.6	0.0	71.2	0.0	0.4	78.6	16.2	15.9	11.2	35.5	43.1	32.2	31.0	23.6
Probably	8.4	2.1	14.3	0.0	19.3	0.0	0.0	14.8	15.6	16.6	8.0	9.4	10.0	12.8	7.6	6.7
Lean	4.2	0.8	5.3	0.0	9.5	0.0	0.1	4.2	11.8	12.2	7.4	4.4	3.2	6.1	4.7	3.7
UNDECIDED	10.4	6.8	6.7	0.0	0.0	100.0	0.8	1.0	24.6	22.2	53.5	8.7	8.4	8.3	9.0	13.3
Net Diff.	2.2	77.5	-81.0	100.0	-100.0	0.0	98.2	-96.2	-11.8	-11.7	-6.7	-7.4	-21.1	-10.5	4.4	18.5
Mean	4.05	6.11	1.77	6.61	1.38	4.00	6.71	1.33	3.69	3.74	3.79	3.77	3.37	3.72	4.10	4.53



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15. IF THE GENERAL ELECTION FOR PRESIDENT WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU WOULD VOTE BETWEEN DONALD TRUMP, THE REPUBLICAN CANDIDATE, AND JOE BIDEN, THE DEMOCRATIC CANDIDATE?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
TRUMP	45.9	14.3	57.0	88.7	5.5	28.5	33.9	9.3	8.0	10.1	71.3
Definitely	32.6	6.2	41.8	66.2	2.2	14.0	14.6	4.0	4.5	3.7	52.4
Probably	8.7	4.9	10.0	15.6	1.7	7.1	9.1	2.7	1.6	3.4	12.8
Lean	4.7	3.2	5.2	6.9	1.6	7.3	10.2	2.6	1.9	3.0	6.1
BIDEN	43.7	80.8	30.9	4.4	89.4	27.7	34.9	85.6	90.4	83.0	14.6
Definitely	31.1	64.8	19.5	1.6	67.5	11.5	14.3	68.2	87.0	57.6	5.4
Probably	8.4	12.9	6.8	1.7	15.6	8.3	10.8	13.5	2.4	19.8	4.9
Lean	4.2	3.1	4.5	1.1	6.3	7.8	9.8	3.9	1.0	5.6	4.3
UNDECIDED	10.4	4.9	12.2	6.8	5.0	43.9	31.2	5.0	1.6	7.0	14.1
Net Diff.	2.2	-66.5	26.1	84.3	-83.9	0.8	-0.9	-76.3	-82.4	-72.9	56.8
Mean	4.05	2.08	4.74	6.27	1.72	4.05	3.98	1.84	1.52	2.03	5.59



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15. IF THE GENERAL ELECTION FOR PRESIDENT WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU WOULD VOTE BETWEEN DONALD TRUMP, THE REPUBLICAN CANDIDATE, AND JOE BIDEN, THE DEMOCRATIC CANDIDATE?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
TRUMP	45.9	91.3	6.1	88.4	9.7	38.8	86.4	17.0	39.0	90.5	5.5	38.5	
Definitely	32.6	71.2	2.6	68.9	3.4	24.1	66.5	6.3	26.0	71.2	1.8	21.4	
Probably	8.7	14.6	1.8	13.7	4.0	8.4	13.7	6.3	7.6	13.7	2.7	9.5	
Lean	4.7	5.6	1.7	5.9	2.2	6.3	6.2	4.4	5.4	5.6	1.0	7.6	
BIDEN	43.7	2.5	86.5	5.8	84.3	38.6	6.9	81.8	39.3	4.8	85.7	37.6	
Definitely	31.1	1.4	64.4	3.4	64.4	22.6	4.7	63.7	23.7	2.0	64.7	21.0	
Probably	8.4	0.7	15.5	1.7	14.0	9.7	1.6	13.1	10.0	1.9	14.5	9.3	
Lean	4.2	0.5	6.6	0.7	5.9	6.3	0.6	4.9	5.6	0.9	6.5	7.3	
UNDECIDED	10.4	6.2	7.4	5.7	6.0	22.6	6.7	1.2	21.7	4.7	8.8	23.8	
Net Diff.	2.2	88.8	-80.4	82.6	-74.7	0.2	79.6	-64.8	-0.3	85.7	-80.2	0.9	
Mean	4.05	6.42	1.82	6.26	1.93	4.02	6.15	2.13	4.02	6.36	1.82	4.02	



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
TRUMP	45.9	13.8	15.6	12.4	37.6	75.6	89.6	80.9	88.6	81.5	90.4	5.3	15.5	16.9	18.8	34.5	67.0
Definitely	32.6	7.8	9.0	7.0	21.2	56.9	77.9	64.9	61.7	53.7	73.8	2.3	4.5	7.7	8.8	19.3	50.3
Probably	8.7	3.1	2.8	3.3	10.9	12.0	8.9	10.8	15.5	20.1	11.7	1.5	7.4	7.4	4.4	9.5	8.4
Lean	4.7	2.9	3.8	2.2	5.5	6.8	2.8	5.3	11.4	7.7	4.9	1.5	3.6	1.8	5.6	5.8	8.3
BIDEN	43.7	80.9	78.7	82.5	45.2	15.3	6.4	11.9	11.4	10.1	4.1	90.9	74.2	79.6	66.1	38.9	16.0
Definitely	31.1	61.9	61.9	61.9	29.8	9.7	3.8	7.5	7.0	6.6	2.2	70.9	54.8	58.0	45.2	21.3	8.4
Probably	8.4	11.7	10.1	12.8	10.9	4.1	1.4	3.1	0.0	2.9	1.5	13.4	15.3	12.4	8.9	11.2	5.9
Lean	4.2	7.3	6.7	7.8	4.4	1.4	1.1	1.3	4.4	0.7	0.4	6.6	4.1	9.2	12.0	6.4	1.7
UNDECIDED	10.4	5.3	5.7	5.0	17.2	9.1	4.1	7.2	0.0	8.4	5.4	3.8	10.3	3.5	15.1	26.5	16.9
Net Diff.	2.2	-67.2	-63.1	-70.1	-7.6	60.3	83.2	69.0	77.2	71.5	86.3	-85.6	-58.7	-62.7	-47.4	-4.4	51.0
Mean	4.05	2.16	2.24	2.10	3.75	5.62	6.39	5.91	6.02	5.83	6.40	1.65	2.33	2.32	2.75	3.90	5.37



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE Class	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
TRUMP	45.9	10.0	39.5	88.6	44.0	45.0	52.4	44.1	46.1	45.7	46.8	45.2	51.6	66.0	50.6	31.5
Definitely	32.6	4.3	19.8	69.0	25.2	28.3	28.5	28.3	33.1	31.6	35.5	33.6	38.6	49.8	36.4	19.5
Probably	8.7	3.6	11.3	13.5	11.6	10.8	13.3	10.5	8.4	8.6	8.1	7.7	9.2	9.8	9.5	6.9
Lean	4.7	2.2	8.5	6.1	7.3	5.9	10.7	5.3	4.6	5.4	3.2	3.9	3.8	6.3	4.7	5.0
BIDEN	43.7	82.8	30.7	4.3	39.5	47.7	36.0	49.1	44.0	44.8	42.7	36.5	39.2	26.4	39.2	57.0
Definitely	31.1	61.2	16.8	2.3	23.8	33.7	28.3	34.3	31.4	31.5	31.3	25.8	29.2	18.4	26.6	41.3
Probably	8.4	14.7	8.3	1.4	10.8	9.2	0.0	10.3	8.7	9.4	7.5	5.6	7.1	3.0	9.2	10.2
Lean	4.2	6.8	5.7	0.6	4.8	4.8	7.6	4.4	3.9	3.9	3.9	5.0	2.9	5.1	3.5	5.5
UNDECIDED	10.4	7.3	29.7	7.1	16.5	7.3	11.6	6.8	9.8	9.5	10.5	18.3	9.2	7.6	10.2	11.6
Net Diff.	2.2	-72.8	8.8	84.3	4.5	-2.6	16.5	-5.0	2.1	0.9	4.0	8.7	12.4	39.5	11.3	-25.5
Mean	4.05	2.02	4.18	6.30	4.08	3.88	4.30	3.83	4.05	4.01	4.13	4.26	4.33	5.09	4.31	3.28



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE WHITE panic	GRAD. GRAD. Prof. GRAD. GRAD. GRAD. GRAD.	GRAD. GRAD.	GRAD. GRAD.	GRAD. GRAD.	GRAD. GRAD.	GRAD. GRAD.	GRAD. GRAD.	GRAD. GRAD.	GRAD. GRAD.								
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
TRUMP	45.9	49.6	39.2	41.7	34.2	55.8	42.3	44.2	36.2	48.5	40.4	42.2	32.2	51.7	52.8	44.5	49.9	35.4	38.0	26.9
Definitely	32.6	36.2	26.0	28.0	22.0	40.6	27.6	32.3	24.5	35.9	25.4	24.8	21.0	32.5	39.7	32.6	29.8	20.4	22.5	19.6
Probably	8.7	8.9	8.3	8.4	8.0	9.9	8.9	8.0	7.7	8.3	9.4	9.9	6.7	15.3	8.5	8.1	10.7	9.2	8.8	4.7
Lean	4.7	4.6	4.9	5.2	4.2	5.3	5.8	3.9	4.0	4.2	5.6	7.5	4.5	3.9	4.6	3.8	9.4	5.8	6.7	2.6
BIDEN	43.7	39.4	51.5	50.3	53.9	33.6	48.4	44.5	54.5	41.8	47.7	45.3	57.1	32.8	36.5	46.7	39.1	50.7	55.8	58.3
Definitely	31.1	27.9	37.0	34.8	41.4	24.3	33.8	30.9	40.0	31.4	30.5	27.4	40.0	19.0	27.4	35.0	22.0	32.2	40.3	39.7
Probably	8.4	7.7	9.8	9.9	9.6	6.3	10.1	8.9	9.4	7.1	11.2	12.5	9.8	10.1	6.5	7.7	12.5	12.6	8.5	11.1
Lean	4.2	3.9	4.7	5.6	2.9	2.9	4.4	4.6	5.0	3.3	6.0	5.4	7.3	3.7	2.6	3.9	4.7	6.0	7.0	7.6
UNDECIDED	10.4	11.0	9.3	8.0	11.9	10.6	9.3	11.3	9.3	9.7	11.8	12.5	10.7	15.6	10.7	8.8	10.9	13.8	6.2	14.8
Net Diff.	2.2	10.1	-12.4	-8.7	-19.6	22.2	-6.0	-0.3	-18.3	6.6	-7.3	-3.1	-24.9	18.9	16.4	-2.1	10.8	-15.3	-17.9	-31.4
Mean	4.05	4.28	3.64	3.76	3.40	4.58	3.80	4.02	3.49	4.17	3.81	3.89	3.34	4.51	4.43	3.93	4.25	3.58	3.47	3.22



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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	265	347	325	364	541	771	1229	1095	905	940	1060	
TRUMP	45.9	40.4	41.4	47.8	51.3	45.0	45.8	44.1	47.0	46.2	45.5	50.9	41.5	
Definitely	32.6	15.3	23.3	34.5	38.5	35.2	35.6	26.7	36.2	30.2	35.4	35.9	29.6	
Probably	8.7	12.5	12.1	10.2	8.2	6.3	6.7	11.3	7.0	10.4	6.6	9.5	7.9	
Lean	4.7	12.7	6.0	3.2	4.5	3.4	3.5	6.1	3.8	5.6	3.5	5.4	4.0	
BIDEN	43.7	44.8	46.5	41.0	39.8	43.5	46.3	43.7	43.7	42.5	45.2	38.9	47.9	
Definitely	31.1	24.5	26.2	25.8	28.8	35.8	37.2	25.6	34.6	26.6	36.6	27.8	34.1	
Probably	8.4	13.5	12.1	9.4	5.7	6.5	7.5	11.2	6.7	9.6	7.1	7.7	9.1	
Lean	4.2	6.8	8.2	5.8	5.3	1.2	1.6	6.9	2.5	6.4	1.5	3.5	4.8	
UNDECIDED	10.4	14.8	12.1	11.2	8.9	11.5	7.9	12.2	9.2	11.3	9.3	10.2	10.6	
Net Diff.	2.2	-4.4	-5.1	6.8	11.5	1.5	-0.4	0.4	3.3	3.7	0.3	12.0	-6.5	
Mean	4.05	3.76	3.89	4.25	4.33	4.00	3.96	4.03	4.07	4.12	3.97	4.30	3.83	



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15. IF THE GENERAL ELECTION FOR PRESIDENT WERE HELD TODAY, WHICH ONE OF THE FOLLOWING BEST DESCRIBES HOW YOU WOULD VOTE BETWEEN DONALD TRUMP, THE REPUBLICAN CANDIDATE, AND JOE BIDEN, 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
TRUMP	45.9	39.9	45.8	50.3	44.8	55.5	48.9	52.7	49.5	31.7	43.1	47.3	40.8	39.8	45.2	55.8
Definitely	32.6	16.3	31.3	38.3	34.6	23.1	33.8	40.3	36.8	12.7	29.1	36.0	32.8	24.9	32.2	43.9
Probably	8.7	13.1	10.3	7.7	6.7	14.4	11.0	8.3	8.4	12.5	9.8	7.0	5.3	9.5	8.4	8.2
Lean	4.7	10.5	4.1	4.2	3.4	17.9	4.1	4.2	4.3	6.5	4.2	4.3	2.6	5.5	4.6	3.7
BIDEN	43.7	47.0	42.5	40.4	45.9	36.3	40.6	35.3	41.7	52.6	44.1	46.7	49.4	51.0	44.3	32.6
Definitely	31.1	25.7	25.6	29.8	37.7	18.8	26.4	25.7	32.8	29.3	24.9	34.8	41.8	35.3	32.1	23.2
Probably	8.4	12.4	11.2	6.2	6.8	7.7	10.2	5.7	7.6	14.9	12.1	6.8	6.1	11.0	8.1	5.8
Lean	4.2	8.9	5.6	4.4	1.4	9.8	4.0	3.8	1.2	8.5	7.1	5.1	1.5	4.7	4.1	3.7
UNDECIDED	10.4	13.1	11.7	9.3	9.4	8.2	10.5	12.0	8.8	15.7	12.8	6.0	9.8	9.3	10.5	11.6
Net Diff.	2.2	-7.0	3.3	9.9	-1.1	19.1	8.3	17.5	7.9	-21.0	-1.0	0.5	-8.7	-11.2	0.9	23.2
Mean	4.05	3.75	4.14	4.28	3.93	4.34	4.24	4.49	4.17	3.44	4.05	4.03	3.73	3.66	4.01	4.67



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU 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	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
TRUMP	38.8	84.4	69.1	47.9	29.9	20.3	9.5	4.6	14.2	51.9	62.5	36.2	33.8	91.3	56.6	19.1	4.2	2.5	4.0	1.3
BIDEN	34.7	3.3	8.5	25.7	40.3	48.0	60.9	69.9	57.7	18.3	15.2	24.4	16.3	1.3	6.6	12.0	63.9	79.8	83.2	76.9
KENNEDY JR.	10.9	6.8	11.3	12.6	12.1	10.8	12.1	6.6	3.4	12.7	11.1	14.0	21.6	3.8	17.5	20.3	16.8	6.0	6.4	5.6
WEST	2.0	0.8	0.6	1.9	1.1	2.0	4.9	4.6	3.5	1.8	1.2	2.3	5.5	0.4	1.8	4.6	2.3	2.4	0.0	4.3
STEIN	1.5	0.0	0.3	1.5	0.7	2.6	1.7	3.2	6.8	1.1	0.8	1.8	1.0	0.3	0.0	2.5	2.6	2.4	1.2	3.4
MAPSTEAD	1.1	2.5	1.3	0.8	1.2	0.6	0.8	0.0	2.1	1.2	1.3	1.0	1.2	0.2	2.3	2.3	0.9	0.7	0.8	0.7
UNDECIDED	11.1	2.2	8.8	9.6	14.7	15.7	10.1	11.1	12.3	12.9	8.0	20.4	20.6	2.6	15.1	39.1	9.3	6.2	4.4	7.7
Net Diff.	4.1	81.2	60.5	22.2	-10.3	-27.7	-51.4	-65.2	-43.5	33.5	47.3	11.8	17.5	90.0	49.9	7.1	-59.6	-77.3	-79.2	-75.6



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU VOTE FOR?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def- Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
TRUMP	38.8	31.5	37.2	44.7	35.8	40.9	43.1	30.6	25.5	30.1	18.4
BIDEN	34.7	41.6	36.9	30.4	34.3	37.1	38.0	32.8	19.5	22.3	15.3
KENNEDY JR.	10.9	9.7	10.7	10.5	12.9	10.4	9.5	14.3	14.3	15.8	12.2
WEST	2.0	1.7	2.6	1.5	2.4	1.8	1.1	5.2	3.1	2.3	4.3
STEIN	1.5	4.9	0.6	0.6	1.1	1.3	1.1	2.2	2.4	2.4	2.5
MAPSTEAD	1.1	0.9	1.2	1.0	1.2	1.0	0.9	1.4	1.5	1.2	2.1
UNDECIDED	11.1	9.8	10.8	11.4	12.2	7.6	6.3	13.4	33.6	26.0	45.2
Net Diff.	4.1	-10.1	0.3	14.4	1.5	3.8	5.1	-2.2	5.9	7.8	3.1



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU VOTE FOR?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	EARLY VOTER	Mail	Drop-off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
TRUMP	38.8	77.4	4.1	83.4	0.4	2.8	100.0	0.0	0.0	0.0	0.0	34.6	28.6	31.3	40.5	45.9
BIDEN	34.7	6.2	75.4	1.0	77.4	3.4	0.0	100.0	0.0	0.0	0.0	39.6	45.3	41.3	34.6	26.2
KENNEDY JR.	10.9	7.8	10.8	7.9	11.2	23.3	0.0	0.0	70.8	100.0	0.0	11.5	11.9	12.0	11.1	9.8
WEST	2.0	0.7	1.6	0.7	2.6	4.8	0.0	0.0	12.7	0.0	0.0	2.4	3.0	2.0	2.2	1.2
STEIN	1.5	0.3	1.4	0.7	1.6	4.2	0.0	0.0	9.5	0.0	0.0	1.3	0.9	1.8	1.4	1.8
MAPSTEAD	1.1	0.8	0.4	1.4	0.0	4.1	0.0	0.0	7.0	0.0	0.0	0.9	0.7	2.3	0.6	1.3
UNDECIDED	11.1	6.7	6.3	4.8	6.8	57.3	0.0	0.0	0.0	0.0	100.0	9.6	9.7	9.3	9.7	13.8
Net Diff.	4.1	71.2	-71.3	82.4	-77.0	-0.6	100.0	-100.0	0.0	0.0	0.0	-5.0	-16.7	-9.9	5.9	19.7



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU VOTE FOR?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
TRUMP	38.8	10.5	48.7	77.6	3.2	19.1	22.3	6.0	5.0	6.5	61.6	
BIDEN	34.7	74.7	20.8	3.4	73.7	12.0	20.8	74.3	87.8	66.7	7.1	
KENNEDY JR.	10.9	7.9	12.0	9.2	10.1	20.3	21.6	9.6	4.4	12.6	11.8	
WEST	2.0	1.7	2.1	0.9	2.3	4.6	3.8	1.7	0.6	2.3	2.2	
STEIN	1.5	0.9	1.6	0.2	2.5	2.5	2.7	1.5	1.0	1.7	1.5	
MAPSTEAD	1.1	0.4	1.3	1.0	0.8	2.3	2.3	0.5	0.4	0.6	1.5	
UNDECIDED	11.1	3.8	13.5	7.5	7.4	39.1	26.6	6.4	0.9	9.6	14.4	
Net Diff.	4.1	-64.2	27.9	74.2	-70.5	7.1	1.5	-68.4	-82.7	-60.2	54.5	



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU VOTE FOR?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
TRUMP	38.8	82.4	4.2	79.7	6.7	28.2	78.0	11.7	30.5	81.4	3.8	24.9
BIDEN	34.7	2.0	71.6	4.4	71.2	24.9	6.0	75.7	28.0	2.9	68.7	20.5
KENNEDY JR.	10.9	7.3	11.7	7.2	9.5	17.8	7.6	6.8	16.2	6.8	11.0	20.0
WEST	2.0	0.5	2.5	0.8	2.2	3.2	0.3	2.5	3.9	1.3	2.0	2.1
STEIN	1.5	0.1	1.3	0.0	1.5	3.4	0.0	0.7	2.3	0.0	1.9	5.0
MAPSTEAD	1.1	0.6	0.5	1.1	0.4	2.1	1.6	0.6	2.9	0.6	0.2	0.9
UNDECIDED	11.1	7.2	8.2	6.8	8.6	20.5	6.6	1.9	16.2	7.0	12.3	26.5
Net Diff.	4.1	80.4	-67.4	75.3	-64.5	3.3	72.0	-63.9	2.5	78.6	-64.9	4.4



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU VOTE FOR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
TRUMP	38.8	9.1	10.1	8.4	29.5	65.7	84.6	72.9	75.2	69.9	82.9	2.9	11.8	13.1	7.5	24.6	54.7
BIDEN	34.7	67.9	67.7	68.0	33.3	11.7	4.9	9.1	8.8	8.5	2.9	78.4	60.9	62.9	45.7	23.5	12.7
KENNEDY JR.	10.9	7.7	6.8	8.3	15.9	10.9	3.7	8.2	11.0	8.2	6.6	7.1	12.7	13.0	8.6	21.9	12.9
WEST	2.0	2.9	3.5	2.4	2.7	0.5	0.4	0.4	0.0	1.8	0.6	2.5	2.1	0.0	5.8	3.6	0.0
STEIN	1.5	3.3	3.0	3.6	1.0	0.5	0.4	0.4	0.0	0.0	0.0	2.1	0.4	1.8	10.9	2.0	1.8
MAPSTEAD	1.1	1.2	1.7	0.8	0.9	1.3	0.9	1.1	2.7	1.4	0.9	0.6	0.0	0.0	3.3	1.4	2.9
UNDECIDED	11.1	8.0	7.2	8.6	16.6	9.5	5.1	7.8	2.3	10.2	6.1	6.4	12.2	9.1	18.3	22.9	15.1
Net Diff.	4.1	-58.8	-57.6	-59.6	-3.9	54.0	79.7	63.8	66.4	61.4	80.0	-75.5	-49.2	-49.8	-38.2	1.1	42.0



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU VOTE FOR?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
TRUMP	38.8	6.4	28.9	78.7	32.9	39.1	37.7	39.3	38.9	38.1	40.1	37.5	45.8	58.1	43.5	23.1
BIDEN	34.7	66.8	21.4	3.1	29.4	37.5	36.0	37.6	35.4	35.9	34.5	26.0	32.3	18.5	32.5	43.8
KENNEDY JR.	10.9	10.7	19.9	7.9	16.0	7.6	7.4	7.6	11.2	12.0	9.9	12.9	11.7	10.2	11.1	10.2
WEST	2.0	2.9	2.4	0.7	2.3	1.6	0.0	1.8	1.7	1.3	2.2	4.6	1.2	3.3	1.0	3.2
STEIN	1.5	2.8	0.7	0.2	1.5	1.1	0.0	1.3	1.3	1.0	1.8	2.9	0.3	1.7	1.2	2.4
MAPSTEAD	1.1	0.3	3.7	1.1	2.0	1.3	8.2	0.4	1.2	1.1	1.3	0.0	0.5	0.7	1.5	1.4
UNDECIDED	11.1	10.0	23.0	8.3	15.8	11.8	10.8	12.0	10.4	10.5	10.1	16.2	8.1	7.6	9.4	15.9
Net Diff.	4.1	-60.4	7.4	75.6	3.5	1.7	1.7	1.7	3.5	2.2	5.6	11.5	13.5	39.6	11.0	-20.7



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU VOTE FOR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
TRUMP	38.8	42.2	32.6	34.0	29.6	47.9	35.3	37.2	30.0	42.1	31.8	30.0	26.9	42.5	46.7	37.9	34.9	25.7	31.2	23.0
BIDEN	34.7	29.5	44.2	42.4	47.7	27.0	43.8	31.6	44.6	33.5	37.3	34.7	46.3	25.8	31.2	35.5	32.3	36.7	48.4	44.4
KENNEDY JR.	10.9	12.2	8.6	9.5	6.9	11.8	7.4	12.4	9.7	10.4	12.1	14.8	10.4	9.7	9.7	11.0	15.7	14.0	9.1	11.6
WEST	2.0	2.0	1.8	1.7	2.1	2.2	2.0	1.9	1.6	1.4	3.1	3.1	4.2	0.0	1.5	1.4	3.8	2.6	4.4	4.1
STEIN	1.5	1.4	1.7	1.3	2.3	1.0	0.9	1.7	2.4	1.1	2.2	3.9	1.1	1.2	0.8	1.4	2.5	5.1	0.8	1.4
MAPSTEAD	1.1	0.8	1.5	1.3	1.9	1.4	2.3	0.3	0.8	1.2	0.9	0.4	0.7	1.4	1.8	0.6	0.8	0.0	0.8	0.7
UNDECIDED	11.1	12.0	9.7	9.7	9.6	8.6	8.3	14.9	10.9	10.4	12.7	13.2	10.3	19.3	8.4	12.2	10.1	15.8	5.4	14.8
Net Diff.	4.1	12.7	-11.6	-8.4	-18.1	20.9	-8.5	5.7	-14.6	8.6	-5.4	-4.7	-19.4	16.7	15.5	2.4	2.6	-11.1	-17.2	-21.4



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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	265	347	325	364	541	771	1229	1095	905	940	1060
TRUMP	38.8	23.1	32.8	40.6	44.3	39.4	41.5	34.3	41.6	37.3	40.6	43.3	34.7
BIDEN	34.7	26.6	32.8	31.4	31.2	37.4	40.3	30.9	37.0	31.0	39.1	33.1	36.0
KENNEDY JR.	10.9	14.9	12.6	11.5	11.4	11.1	8.0	12.6	9.8	12.2	9.3	10.2	11.5
WEST	2.0	6.2	3.5	3.5	1.8	0.3	0.2	4.1	0.6	3.4	0.2	2.1	1.8
STEIN	1.5	4.0	1.8	3.3	1.2	0.3	0.4	2.9	0.6	2.4	0.3	1.0	1.9
MAPSTEAD	1.1	1.1	1.1	0.8	2.5	1.0	0.4	1.0	1.1	1.4	0.6	1.7	0.5
UNDECIDED	11.1	24.0	15.4	8.9	7.5	10.6	9.3	14.2	9.2	12.2	9.8	8.5	13.5
Net Diff.	4.1	-3.5	-0.0	9.2	13.0	1.9	1.2	3.4	4.5	6.3	1.5	10.2	-1.3



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16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU 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		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
TRUMP	38.8	24.3	38.6	44.1	39.8	35.8	40.4	47.5	43.6	18.1	37.1	39.9	36.7	32.4	38.1	49.0
BIDEN	34.7	28.6	32.4	32.0	40.1	24.1	33.5	29.8	38.0	31.0	31.5	34.8	41.9	41.7	34.1	26.6
KENNEDY JR.	10.9	14.4	11.7	10.4	9.6	14.9	11.4	9.8	8.6	14.2	11.9	11.2	10.4	10.6	10.9	11.3
WEST	2.0	5.3	3.3	1.5	0.3	6.8	3.8	2.0	0.0	4.5	2.9	0.9	0.5	3.4	1.6	0.9
STEIN	1.5	3.4	2.8	0.9	0.3	0.0	3.5	0.4	0.0	5.3	2.2	1.6	0.5	0.9	1.9	1.3
MAPSTEAD	1.1	1.5	0.6	2.4	0.3	2.1	1.2	3.3	0.6	1.3	0.0	1.4	0.0	1.3	0.8	1.4
UNDECIDED	11.1	22.4	10.6	8.7	9.6	16.3	6.1	7.3	9.1	25.6	14.4	10.3	10.0	9.7	12.6	9.5
Net Diff.	4.1	-4.4	6.2	12.1	-0.3	11.7	6.9	17.7	5.6	-12.9	5.6	5.1	-5.3	-9.4	4.0	22.5



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17. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	69.8	100.0	95.8	86.6	71.8	55.2	36.5	16.2	9.2	80.9	92.5	68.8	32.3	86.3	81.5	68.2	80.4	39.0	55.4	25.2
Strongly	49.8	99.4	87.1	66.8	42.2	22.9	13.6	5.9	1.8	61.5	80.3	36.1	14.7	75.4	59.2	42.8	53.9	17.5	28.5	8.2
10	26.5	94.4	50.2	29.5	13.2	8.4	5.4	2.0	1.8	34.0	49.1	12.0	6.7	47.4	29.7	20.7	25.7	5.8	9.0	3.1
9	8.8	4.4	17.5	16.3	7.1	4.4	1.4	0.0	0.0	11.1	14.6	6.8	1.1	12.6	11.1	7.3	11.5	2.3	4.1	0.7
8	14.5	0.6	19.5	21.0	21.9	10.1	6.8	3.9	0.0	16.3	16.7	17.2	7.0	15.4	18.4	14.8	16.6	9.4	15.4	4.4
7	12.4	0.6	5.2	15.2	20.6	17.8	9.5	3.9	3.5	12.9	8.8	20.9	8.0	7.0	15.5	16.9	16.9	11.1	16.1	6.8
6	7.6	0.0	3.5	4.6	9.1	14.5	13.4	6.4	3.9	6.6	3.4	11.9	9.6	3.9	6.8	8.5	9.6	10.5	10.8	10.2
NEUTRAL-5	15.1	0.0	3.1	10.6	17.1	27.5	28.8	19.9	11.0	11.1	5.8	18.2	24.2	9.0	9.5	17.7	11.6	26.0	28.9	23.6
DISAGREE	15.1	0.0	1.1	2.8	11.1	17.3	34.8	63.8	79.8	8.0	1.7	13.0	43.5	4.7	8.9	14.1	8.0	35.0	15.7	51.3
4	4.8	0.0	0.5	1.0	5.0	6.0	11.1	21.0	7.2	2.6	0.6	5.0	9.4	1.3	3.5	5.1	2.2	10.7	6.3	14.4
3	3.7	0.0	0.3	0.5	2.2	4.0	12.4	15.7	9.0	1.8	0.3	2.6	11.1	0.4	2.2	2.9	2.8	8.9	3.7	13.3
2	2.5	0.0	0.0	1.1	1.0	3.3	4.4	13.1	12.8	1.2	0.5	2.2	2.5	1.0	1.2	1.0	1.5	6.1	1.7	9.7
1	1.1	0.0	0.0	0.0	0.7	1.5	2.3	3.8	11.1	0.6	0.0	1.1	4.4	0.2	0.6	1.9	0.6	2.5	0.8	3.9
0	3.1	0.0	0.3	0.2	2.2	2.6	4.6	10.4	39.6	1.8	0.2	2.0	16.3	1.8	1.5	3.2	1.0	6.8	3.2	9.9
Mean	7.04	9.93	8.90	8.04	6.84	5.97	5.04	3.77	2.14	7.75	8.71	6.61	4.46	8.37	7.65	6.82	7.49	5.08	6.13	4.20



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17. 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?

GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	1724	1424	301	276	167	108	
AGREE	69.8	68.5	69.7	70.8	69.3	70.6	69.4	76.2	64.9	63.0	67.8	
Strongly	49.8	48.5	47.3	52.2	49.1	51.7	52.2	49.4	37.9	37.5	38.5	
10	26.5	23.6	25.4	29.0	25.7	27.9	28.9	22.8	18.0	18.8	16.7	
9	8.8	8.8	7.3	9.0	10.0	9.2	8.8	11.1	6.0	5.4	6.7	
8	14.5	16.1	14.6	14.3	13.4	14.6	14.4	15.5	13.9	13.2	15.0	
7	12.4	13.5	14.3	11.0	11.9	11.8	10.7	17.1	16.1	14.8	18.1	
6	7.6	6.5	8.1	7.5	8.2	7.1	6.6	9.7	10.9	10.7	11.2	
NEUTRAL-5	15.1	15.3	13.9	15.6	15.2	14.5	14.8	12.8	18.8	20.5	16.1	
DISAGREE	15.1	16.3	16.4	13.7	15.6	14.9	15.8	11.1	16.4	16.5	16.1	
4	4.8	7.1	5.8	3.9	3.5	4.5	5.0	2.0	6.6	7.5	5.3	
3	3.7	2.5	4.5	3.7	3.8	3.6	3.5	3.6	4.3	5.5	2.6	
2	2.5	3.6	1.8	2.1	2.8	2.6	2.6	2.6	1.6	1.4	2.0	
1	1.1	0.9	0.6	1.3	1.7	1.1	1.1	0.9	1.4	0.6	2.6	
0	3.1	2.2	3.8	2.7	3.8	3.2	3.5	1.9	2.4	1.5	3.7	
Mean	7.04	6.97	6.95	7.17	6.96	7.11	7.09	7.18	6.61	6.63	6.58	



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17. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	69.8	83.8	56.0	84.6	54.7	68.1	85.4	52.9	73.9	78.3	62.7	68.6	62.8	73.8	71.0	71.9
Strongly	49.8	68.3	32.2	69.3	30.4	45.4	70.9	28.9	51.5	53.7	38.8	48.5	43.4	47.0	52.9	52.0
10	26.5	38.9	15.0	40.3	12.5	24.5	42.0	11.6	26.9	28.0	18.4	25.2	23.5	20.7	28.3	28.7
9	8.8	11.9	5.9	11.4	6.0	8.7	11.2	5.9	9.5	11.0	8.5	9.2	7.3	11.5	9.8	8.1
8	14.5	17.5	11.3	17.5	11.9	12.3	17.7	11.4	15.1	14.7	11.9	14.0	12.6	14.8	14.9	15.3
7	12.4	10.8	13.4	10.5	13.9	14.5	9.9	13.6	13.4	14.8	15.9	12.1	10.8	16.3	11.5	12.9
6	7.6	4.8	10.4	4.9	10.4	8.1	4.5	10.4	9.0	9.7	8.0	8.0	8.6	10.5	6.6	7.0
NEUTRAL-5	15.1	9.5	21.2	8.5	20.9	19.7	8.2	21.9	11.7	12.8	22.2	14.9	17.7	11.7	14.0	15.4
DISAGREE	15.1	6.7	22.8	6.9	24.5	12.2	6.4	25.2	14.4	8.9	15.1	16.6	19.6	14.5	15.0	12.7
4	4.8	1.3	7.6	2.3	7.6	3.9	2.0	8.0	4.7	4.4	4.2	5.4	6.4	4.1	5.1	3.7
3	3.7	1.7	5.3	1.6	6.2	2.4	1.0	5.8	5.2	2.1	4.1	3.9	3.8	3.2	4.3	3.2
2	2.5	1.3	3.2	1.0	4.2	1.4	1.1	4.4	1.6	0.5	2.5	2.6	3.8	2.2	1.8	2.3
1	1.1	0.3	2.5	0.2	2.0	1.8	0.2	2.3	0.6	0.0	1.3	1.5	2.3	0.9	1.1	0.5
0	3.1	2.1	4.1	1.8	4.6	2.8	2.1	4.6	2.3	1.8	3.1	3.2	3.2	4.1	2.7	3.0
Mean	7.04	8.00	6.11	8.07	5.97	6.97	8.14	5.88	7.20	7.48	6.61	6.95	6.64	6.96	7.18	7.20



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17. 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?

GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
AGREE	69.8	59.3	73.5	84.4	54.9	68.2	70.6	57.0	53.5	58.9	78.7	
Strongly	49.8	36.6	54.4	69.0	31.4	42.8	44.6	33.1	33.9	32.6	61.4	
10	26.5	15.8	30.3	40.4	13.4	20.7	22.6	14.5	15.2	14.2	34.8	
9	8.8	6.9	9.4	12.0	5.8	7.3	8.8	6.2	7.8	5.3	10.6	
8	14.5	13.9	14.7	16.6	12.2	14.8	13.2	12.3	11.0	13.1	16.0	
7	12.4	13.5	12.0	10.3	13.3	16.9	17.8	14.2	10.3	16.4	11.1	
6	7.6	9.3	7.1	5.0	10.2	8.5	8.2	9.7	9.2	10.0	6.2	
NEUTRAL-5	15.1	16.2	14.6	9.2	20.5	17.7	15.1	19.8	18.0	20.8	11.8	
DISAGREE	15.1	24.5	11.9	6.4	24.6	14.1	14.3	23.2	28.5	20.2	9.5	
4	4.8	8.9	3.4	2.2	7.4	5.1	3.3	7.4	10.4	5.7	2.9	
3	3.7	5.7	2.9	1.1	6.6	2.9	4.1	5.9	5.1	6.3	2.1	
2	2.5	3.9	1.9	1.1	4.3	1.0	2.2	4.0	3.1	4.5	1.4	
1	1.1	2.1	0.8	0.3	1.8	1.9	1.5	2.0	3.5	1.1	0.6	
0	3.1	3.8	2.9	1.7	4.6	3.2	3.2	4.0	6.3	2.6	2.5	
Mean	7.04	6.25	7.32	8.08	6.00	6.82	6.91	6.14	5.94	6.25	7.67	



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17. 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?

GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
AGREE	69.8	84.5	56.2	82.3	56.9	70.8	83.0	60.7	73.5	81.6	54.8	67.0
Strongly	49.8	69.2	33.0	66.7	34.4	48.4	68.6	36.6	50.9	64.8	33.1	44.8
10	26.5	40.1	14.9	36.9	15.7	27.5	37.5	15.3	30.6	36.4	15.9	23.0
9	8.8	11.7	6.1	11.7	6.8	7.7	14.6	10.1	7.6	8.8	4.9	7.9
8	14.5	17.4	12.0	18.1	11.9	13.2	16.5	11.1	12.7	19.7	12.4	13.8
7	12.4	10.5	13.9	10.9	13.2	13.2	9.7	13.2	12.6	12.2	13.2	14.0
6	7.6	4.7	9.4	4.7	9.4	9.2	4.8	10.9	9.9	4.6	8.5	8.2
NEUTRAL-5	15.1	9.7	20.1	10.6	18.4	16.4	9.8	11.9	15.4	11.4	22.1	17.7
DISAGREE	15.1	5.8	23.7	7.1	24.6	12.9	7.2	27.3	11.1	6.9	23.1	15.2
4	4.8	1.5	7.8	2.3	7.7	4.1	2.3	8.2	3.2	2.4	7.3	5.2
3	3.7	1.3	5.5	1.3	6.1	3.5	1.1	5.4	3.1	1.4	6.6	4.0
2	2.5	1.2	3.6	1.2	4.1	2.0	1.1	3.9	1.4	1.2	4.1	2.9
1	1.1	0.3	2.0	0.1	2.1	1.2	0.3	3.1	1.2	0.0	1.5	1.2
0	3.1	1.5	4.8	2.2	4.7	2.2	2.4	6.8	2.3	1.9	3.6	2.0
Mean	7.04	8.09	6.11	7.92	6.13	7.11	7.98	6.11	7.27	7.87	6.14	6.88



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17. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	69.8	52.6	51.3	53.5	68.8	82.8	88.2	84.8	70.0	73.8	85.8	50.8	62.4	79.9	52.8	71.5	82.7
Strongly	49.8	30.8	33.0	29.2	45.4	66.1	76.3	70.0	56.7	50.8	72.1	28.7	40.4	51.3	28.7	46.6	68.7
10	26.5	12.9	16.8	10.0	23.5	33.4	53.1	40.9	26.5	27.6	40.5	11.7	18.9	32.6	11.9	25.0	46.7
9	8.8	6.9	8.0	6.2	8.0	11.8	10.0	11.1	14.0	9.6	12.1	7.0	7.0	3.6	3.1	8.0	10.5
8	14.5	11.0	8.2	13.0	13.9	20.8	13.2	17.9	16.2	13.6	19.6	9.9	14.5	15.2	13.7	13.6	11.5
7	12.4	11.3	9.5	12.6	15.4	11.0	8.4	10.0	6.7	16.5	9.6	11.7	15.2	15.4	11.7	15.0	9.3
6	7.6	10.5	8.8	11.7	8.1	5.7	3.5	4.8	6.6	6.5	4.0	10.5	6.7	13.2	12.3	9.9	4.8
NEUTRAL-5	15.1	19.2	19.3	19.1	17.6	9.7	7.9	9.0	11.5	16.1	8.9	18.0	21.9	5.3	28.4	14.9	11.1
DISAGREE	15.1	28.3	29.4	27.4	13.6	7.5	3.9	6.2	18.5	10.1	5.3	31.2	15.7	14.8	18.9	13.6	6.1
4	4.8	8.2	8.4	8.0	4.0	3.7	1.5	2.9	2.2	2.7	2.3	9.8	4.5	5.6	3.3	4.2	4.4
3	3.7	7.2	5.9	8.1	3.9	0.9	0.0	0.6	7.0	4.1	0.0	7.1	4.6	5.5	7.7	3.2	0.8
2	2.5	5.1	5.1	5.1	1.6	2.0	0.0	1.2	2.3	0.7	1.2	5.8	1.6	1.8	3.3	2.0	1.0
1	1.1	1.8	1.8	1.8	1.7	0.0	0.0	0.0	0.0	0.6	0.0	1.9	2.8	0.0	2.0	1.4	0.0
0	3.1	6.0	8.1	4.4	2.4	0.9	2.5	1.5	7.0	2.0	1.8	6.6	2.2	1.9	2.5	2.8	0.0
Mean	7.04	5.83	5.85	5.82	6.94	7.89	8.51	8.13	6.99	7.31	8.18	5.68	6.63	7.35	6.00	7.02	8.24



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPU- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	69.8	56.1	71.3	84.7	70.8	70.3	77.4	69.4	70.3	71.2	68.8	65.6	73.0	78.3	70.0	62.9
Strongly	49.8	33.2	45.0	70.2	48.2	51.5	70.8	49.1	49.9	51.6	47.2	46.7	54.9	61.4	50.5	39.5
10	26.5	15.4	22.6	40.4	24.4	29.2	43.4	27.4	26.1	25.9	26.3	26.6	29.9	35.3	27.6	20.5
9	8.8	6.3	8.6	11.6	9.0	7.0	11.2	6.5	9.4	10.2	8.1	6.3	8.8	8.6	8.1	9.2
8	14.5	11.4	13.8	18.2	14.8	15.3	16.1	15.1	14.4	15.5	12.8	13.8	16.3	17.6	14.8	9.8
7	12.4	12.9	15.8	10.6	13.6	11.5	0.0	12.9	12.8	12.4	13.3	10.4	12.1	10.8	10.9	13.8
6	7.6	10.0	10.5	3.9	9.0	7.3	6.6	7.4	7.6	7.2	8.2	8.4	6.0	6.0	8.6	9.6
NEUTRAL-5	15.1	19.6	17.0	9.2	14.5	14.6	7.9	15.5	15.2	14.2	16.8	14.3	15.1	15.8	13.7	16.5
DISAGREE	15.1	24.3	11.7	6.0	14.7	15.1	14.7	15.1	14.5	14.5	14.4	20.1	11.9	5.9	16.3	20.6
4	4.8	7.9	2.8	1.9	4.8	5.1	6.9	4.9	4.8	4.8	4.9	3.8	4.5	1.8	5.7	5.1
3	3.7	6.0	3.9	1.0	3.9	4.0	7.8	3.6	3.7	3.6	3.8	3.3	2.1	1.3	3.5	6.3
2	2.5	3.9	0.8	1.4	2.2	2.5	0.0	2.8	2.0	2.2	1.6	5.8	2.0	1.1	2.4	3.4
1	1.1	1.8	2.3	0.0	1.5	0.8	0.0	0.9	1.1	1.0	1.4	1.5	1.0	0.0	1.5	1.4
0	3.1	4.8	1.9	1.7	2.2	2.7	0.0	3.0	2.8	2.9	2.7	5.7	2.4	1.7	3.1	4.4
Mean	7.04	6.10	6.99	8.11	7.02	7.13	7.94	7.03	7.07	7.11	7.01	6.67	7.33	7.75	7.04	6.50



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE	HISPANIC		BLACK				
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	GRAD- GRAD- Prof- Prof- GRAD- GRAD- GRAD- GRAD- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	69.8	72.1	65.5	65.4	65.8	76.6	68.1	68.3	63.1	69.3	71.0	62.7	75.8	77.6	73.6	65.3	63.3	62.3	78.2	73.5
Strongly	49.8	51.4	46.8	47.9	44.5	54.9	51.4	48.5	42.5	50.0	49.3	41.8	53.3	54.1	54.6	45.9	43.4	40.4	55.5	51.2
10	26.5	28.6	22.6	24.3	19.4	30.9	25.4	26.7	20.0	27.1	25.4	21.1	29.3	21.0	30.8	23.7	21.3	20.8	28.0	30.5
9	8.8	8.5	9.3	9.0	9.9	9.9	12.8	7.3	6.0	8.3	9.7	8.6	9.1	15.4	10.3	6.5	9.1	8.2	13.9	4.7
8	14.5	14.3	14.8	14.6	15.3	14.0	13.2	14.5	16.4	14.6	14.2	12.1	14.8	17.7	13.5	15.7	13.0	11.4	13.6	16.0
7	12.4	12.9	11.4	10.3	13.4	12.7	10.0	13.2	12.6	12.4	12.3	10.1	13.2	17.9	11.5	13.2	10.1	10.1	12.9	13.4
6	7.6	7.8	7.4	7.2	7.9	9.0	6.8	6.7	8.0	6.8	9.4	10.8	9.3	5.6	7.5	6.2	9.7	11.7	9.8	8.8
NEUTRAL-5	15.1	13.9	17.1	18.0	15.3	11.3	14.0	16.3	20.0	15.8	13.5	16.9	10.4	14.3	12.2	19.0	15.2	18.4	11.1	9.7
DISAGREE	15.1	13.9	17.4	16.6	18.9	12.2	17.9	15.4	16.9	15.0	15.5	20.4	13.9	8.1	14.1	15.7	21.6	19.3	10.7	16.8
4	4.8	4.3	5.6	5.6	5.7	3.4	5.8	5.0	5.5	4.6	5.1	5.8	5.6	2.4	4.6	4.6	3.9	7.3	4.8	6.3
3	3.7	3.3	4.3	3.6	5.8	2.7	3.5	3.8	5.1	3.9	3.2	4.8	2.5	1.1	3.0	4.6	4.9	4.7	1.5	3.5
2	2.5	2.4	2.6	2.6	2.5	1.8	2.4	2.9	2.7	2.7	2.0	3.0	1.5	0.0	2.3	3.1	3.3	2.7	0.0	2.9
1	1.1	1.0	1.5	1.2	1.9	1.2	1.7	0.7	1.2	0.9	1.6	1.8	1.5	2.2	1.3	0.6	2.3	1.3	0.7	2.1
0	3.1	3.0	3.4	3.5	3.0	3.1	4.5	2.9	2.3	2.9	3.6	5.0	2.8	2.3	3.0	2.8	7.1	3.3	3.7	2.0
Mean	7.04	7.17	6.80	6.86	6.69	7.36	6.95	7.00	6.66	7.06	7.00	6.51	7.28	7.36	7.29	6.85	6.43	6.57	7.43	7.15



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17. 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?

GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	69.8	67.6	67.8	72.0	68.5	70.1	70.7	69.6	69.9	69.3	70.4	73.5	66.5
Strongly	49.8	42.9	45.8	49.6	48.8	49.8	54.5	46.9	51.6	47.5	52.6	53.6	46.4
10	26.5	22.0	24.3	26.9	28.1	26.4	27.8	25.0	27.5	25.9	27.3	28.9	24.4
9	8.8	5.3	8.6	9.3	7.9	8.5	10.3	8.2	9.1	8.1	9.6	11.0	6.8
8	14.5	15.6	12.9	13.5	12.8	14.8	16.4	13.7	15.0	13.5	15.7	13.7	15.2
7	12.4	15.7	15.9	13.1	10.2	14.0	9.4	14.6	11.0	13.3	11.3	11.7	13.0
6	7.6	9.0	6.0	9.2	9.5	6.4	6.7	8.1	7.3	8.5	6.6	8.2	7.1
NEUTRAL-5	15.1	12.2	15.2	14.1	16.0	15.2	15.8	14.1	15.7	14.6	15.6	12.3	17.5
DISAGREE	15.1	20.2	17.0	13.9	15.6	14.7	13.5	16.3	14.4	16.1	14.0	14.2	15.9
4	4.8	7.6	4.5	3.5	4.1	4.5	5.4	4.7	4.8	4.5	5.0	4.3	5.2
3	3.7	5.6	5.0	3.7	4.6	2.2	2.9	4.5	3.1	4.5	2.6	3.0	4.3
2	2.5	3.4	2.3	1.8	2.2	3.6	2.1	2.3	2.6	2.2	2.7	2.0	2.9
1	1.1	0.6	0.7	0.9	2.4	0.9	1.1	0.8	1.4	1.2	1.0	1.4	0.9
0	3.1	3.0	4.4	4.1	2.4	3.5	2.1	4.0	2.6	3.5	2.6	3.6	2.7
Mean	7.04	6.72	6.86	7.07	6.99	7.04	7.23	6.93	7.11	6.95	7.15	7.21	6.89



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17. 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?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	69.8	68.7	70.1	67.6	71.6	78.8	71.6	72.4	74.5	63.3	68.8	61.7	69.1	69.0	68.0	75.4
Strongly	49.8	46.6	46.9	48.0	54.1	56.3	51.0	51.5	56.5	41.4	43.4	43.7	52.0	48.8	47.0	58.2
10	26.5	24.0	25.3	27.6	27.3	31.8	25.5	30.2	29.4	19.9	25.2	24.5	25.6	23.5	24.8	34.7
9	8.8	6.4	9.0	7.8	10.1	8.1	12.0	9.7	12.1	5.5	6.5	5.4	8.5	9.6	9.1	6.9
8	14.5	16.1	12.6	12.6	16.6	16.4	13.5	11.6	15.0	16.0	11.8	13.9	17.9	15.6	13.1	16.5
7	12.4	13.9	15.0	11.5	10.7	11.9	13.8	12.1	9.8	14.9	16.1	10.8	11.5	12.7	12.3	12.1
6	7.6	8.2	8.1	8.1	6.8	10.6	6.7	8.8	8.2	7.0	9.3	7.2	5.7	7.6	8.7	5.2
NEUTRAL-5	15.1	12.6	14.6	15.5	15.8	3.6	12.9	11.8	14.4	17.4	16.1	20.1	17.0	12.8	16.9	13.3
DISAGREE	15.1	18.7	15.3	16.9	12.6	17.6	15.5	15.8	11.1	19.2	15.1	18.1	13.9	18.1	15.1	11.3
4	4.8	7.0	3.5	4.9	4.8	4.9	4.0	3.8	4.7	8.1	3.0	6.3	4.9	5.5	5.0	3.2
3	3.7	4.6	4.7	3.7	2.6	3.5	4.3	2.8	2.0	5.2	5.1	4.7	3.1	3.4	3.5	4.4
2	2.5	2.6	2.2	3.4	1.9	1.1	2.6	3.3	0.7	3.5	1.9	3.5	2.9	3.1	2.5	1.5
1	1.1	0.8	0.6	1.6	1.3	2.3	0.5	2.0	1.2	0.0	0.7	1.1	1.3	2.2	0.8	0.5
0	3.1	3.6	4.2	3.2	2.1	5.7	4.1	3.9	2.5	2.4	4.3	2.5	1.7	3.9	3.3	1.6
Mean	7.04	6.85	6.95	6.93	7.24	7.22	7.08	7.11	7.40	6.65	6.85	6.71	7.11	6.86	6.94	7.53



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

18. 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	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	82.0	100.0	97.0	88.5	84.9	76.8	62.7	54.6	29.5	85.5	93.8	76.9	50.5	85.4	86.3	77.7	90.4	72.3	90.2	57.0
Strongly	66.1	99.4	89.9	75.3	60.7	54.5	40.8	37.0	22.3	70.1	85.2	51.2	25.5	74.4	66.1	58.2	75.8	54.8	71.7	40.5
10	38.5	90.1	58.2	37.9	27.0	28.3	21.6	25.1	13.0	41.9	55.0	23.2	15.0	46.1	37.8	35.2	44.0	29.3	36.5	23.2
9	12.1	5.2	16.2	17.2	12.3	12.2	6.5	5.9	1.9	12.4	14.6	10.3	1.2	12.7	12.1	8.0	15.3	11.2	16.2	7.0
8	15.4	4.2	15.5	20.2	21.3	14.1	12.7	5.9	7.3	15.9	15.5	17.6	9.2	15.6	16.2	14.9	16.5	14.3	19.1	10.3
7	9.8	0.6	6.1	8.9	15.5	11.8	11.8	8.6	3.7	9.5	6.4	15.4	8.6	7.8	12.6	8.2	10.1	10.4	10.8	10.1
6	6.2	0.0	0.9	4.3	8.7	10.5	10.1	9.0	3.5	5.8	2.3	10.3	16.4	3.2	7.6	11.3	4.4	7.1	7.7	6.5
NEUTRAL-5	9.4	0.0	2.7	7.4	8.9	12.6	20.0	19.4	14.1	7.7	4.3	13.1	10.9	8.2	7.5	10.8	4.9	14.0	5.3	21.4
DISAGREE	8.6	0.0	0.3	4.1	6.2	10.6	17.2	26.0	56.4	6.8	1.9	10.0	38.6	6.4	6.2	11.5	4.7	13.7	4.5	21.5
4	2.5	0.0	0.3	1.2	0.9	4.0	7.7	9.7	1.7	2.2	0.6	2.8	14.9	1.1	1.9	6.1	1.7	3.3	1.1	5.1
3	1.6	0.0	0.0	0.2	2.0	1.5	3.7	5.6	7.0	1.2	0.1	2.2	5.9	1.1	0.8	2.2	0.9	2.8	0.9	4.4
2	1.3	0.0	0.0	1.0	0.7	1.7	2.2	4.0	9.2	1.0	0.5	1.5	3.2	0.5	1.1	1.2	1.5	2.3	0.4	3.9
1	0.5	0.0	0.0	0.2	0.5	0.3	1.0	0.9	5.5	0.3	0.1	0.4	2.2	0.4	0.5	0.4	0.0	1.0	0.4	1.5
0	2.7	0.0	0.0	1.4	2.2	3.1	2.6	5.8	33.0	2.1	0.6	3.0	12.4	3.4	1.9	1.6	0.6	4.4	1.7	6.7
Mean	7.88	9.85	9.15	8.29	7.68	7.38	6.67	6.28	3.75	8.12	8.89	7.23	5.34	8.24	8.01	7.57	8.44	7.20	8.20	6.37



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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	1724	1424	301	276	167	108
AGREE	82.0	79.6	84.9	81.7	81.4	83.7	84.2	81.3	71.1	68.6	74.9
Strongly	66.1	62.9	70.5	65.5	65.1	69.1	71.0	60.1	47.0	44.6	50.8
10	38.5	34.6	37.9	41.0	38.1	40.6	42.8	29.8	25.8	21.4	32.5
9	12.1	13.4	15.0	10.3	11.2	12.5	13.1	9.6	9.6	11.7	6.4
8	15.4	14.9	17.6	14.2	15.8	16.1	15.1	20.7	11.6	11.4	11.9
7	9.8	10.8	7.6	10.2	10.5	9.3	8.1	15.0	12.5	12.3	12.9
6	6.2	5.9	6.8	6.1	5.8	5.3	5.1	6.2	11.5	11.8	11.2
NEUTRAL-5	9.4	11.2	7.8	9.4	9.4	8.3	8.1	9.2	16.3	18.3	13.2
DISAGREE	8.6	9.2	7.3	8.9	9.2	8.0	7.7	9.5	12.7	13.1	11.9
4	2.5	3.2	1.8	2.8	2.2	2.0	1.9	2.6	5.5	5.5	5.5
3	1.6	1.5	2.0	1.3	1.8	1.6	1.2	3.2	1.8	2.4	0.9
2	1.3	1.5	1.1	1.0	2.1	1.2	1.3	0.6	2.1	2.9	0.9
1	0.5	1.2	0.0	0.6	0.3	0.5	0.3	1.4	0.4	0.6	0.0
0	2.7	1.8	2.5	3.2	2.8	2.7	2.9	1.6	2.9	1.7	4.7
Mean	7.88	7.74	8.03	7.88	7.82	8.01	8.09	7.61	7.07	6.95	7.27



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	82.0	85.8	80.5	85.1	79.7	78.2	85.4	79.6	80.9	83.1	79.2	80.9	79.1	86.8	80.0	83.8
Strongly	66.1	73.2	63.0	71.2	62.8	57.1	72.7	64.0	60.4	59.1	57.2	64.6	64.6	69.4	62.7	68.6
10	38.5	44.4	37.8	43.9	34.6	31.4	45.8	34.5	37.9	36.5	26.6	36.8	38.2	33.8	36.8	41.5
9	12.1	12.3	12.7	11.6	12.4	13.2	10.4	13.7	11.0	12.4	14.5	12.9	12.0	14.6	12.9	10.7
8	15.4	16.6	12.5	15.8	15.8	12.4	16.4	15.9	11.5	10.1	16.1	14.9	14.4	21.0	12.9	16.4
7	9.8	7.6	11.4	8.7	10.2	12.6	8.1	9.7	11.3	13.5	13.5	10.1	8.7	10.0	11.1	9.3
6	6.2	4.9	6.2	5.1	6.7	8.5	4.6	5.8	9.1	10.6	8.5	6.3	5.8	7.4	6.2	5.9
NEUTRAL-5	9.4	7.4	10.6	7.9	10.6	10.8	7.8	11.7	6.7	6.4	11.0	9.1	10.2	7.1	9.0	9.8
DISAGREE	8.6	6.9	8.8	7.1	9.7	11.1	6.8	8.7	12.4	10.4	9.8	10.0	10.7	6.2	10.9	6.4
4	2.5	1.6	2.3	1.5	2.7	5.9	1.5	2.0	5.3	5.4	3.5	2.7	2.6	1.2	3.3	2.2
3	1.6	1.4	1.7	1.4	1.8	1.4	1.1	1.6	2.3	0.5	2.3	2.0	2.2	0.9	2.4	0.8
2	1.3	0.7	1.6	0.8	1.9	0.9	0.9	1.9	1.6	0.9	0.9	1.6	1.7	1.8	1.3	0.9
1	0.5	0.2	0.7	0.6	0.4	0.9	0.3	0.4	1.3	1.8	0.5	0.7	1.0	0.0	0.8	0.1
0	2.7	2.9	2.5	2.8	2.9	1.9	3.0	2.8	2.0	1.8	2.6	3.0	3.2	2.3	3.1	2.3
Mean	7.88	8.19	7.80	8.13	7.69	7.56	8.18	7.73	7.70	7.75	7.49	7.77	7.73	7.98	7.72	8.05



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
AGREE	82.0	77.9	83.5	85.8	79.2	77.7	80.3	79.9	80.3	79.7	83.4	
Strongly	66.1	59.9	68.3	71.1	62.9	58.2	61.2	62.5	67.1	59.9	68.5	
10	38.5	31.4	41.0	42.8	34.9	35.2	34.8	35.3	40.0	32.5	40.8	
9	12.1	14.0	11.4	12.5	12.8	8.0	11.3	12.1	13.7	11.2	12.1	
8	15.4	14.4	15.8	15.9	15.1	14.9	15.1	15.2	13.5	16.2	15.6	
7	9.8	10.5	9.5	9.7	10.3	8.2	10.4	10.3	7.8	11.7	9.4	
6	6.2	7.5	5.7	4.9	6.0	11.3	8.7	7.1	5.4	8.0	5.5	
NEUTRAL-5	9.4	11.7	8.5	7.9	10.5	10.8	9.5	10.5	8.7	11.6	8.6	
DISAGREE	8.6	10.5	8.0	6.4	10.3	11.5	10.2	9.5	11.0	8.7	8.0	
4	2.5	2.5	2.5	1.4	2.7	6.1	5.2	2.6	1.4	3.2	2.5	
3	1.6	1.9	1.5	1.0	2.1	2.2	1.4	2.0	2.0	2.0	1.3	
2	1.3	2.5	0.9	0.7	2.0	1.2	1.1	1.8	2.0	1.7	1.0	
1	0.5	0.8	0.4	0.4	0.6	0.4	0.6	0.5	1.0	0.2	0.5	
0	2.7	2.8	2.7	2.8	2.9	1.6	1.8	2.6	4.5	1.5	2.8	
Mean	7.88	7.54	8.00	8.15	7.68	7.57	7.71	7.71	7.78	7.67	7.99	



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
AGREE	82.0	85.8	79.6	83.8	79.9	82.4	84.2	80.6	81.7	83.5	79.4	83.4
Strongly	66.1	72.1	63.0	70.4	64.0	63.1	71.6	64.0	61.2	69.1	64.0	65.8
10	38.5	44.3	35.5	41.1	35.7	39.1	38.7	34.0	39.2	43.5	36.6	38.9
9	12.1	11.3	13.0	11.5	12.6	12.2	14.7	14.1	12.5	8.3	11.7	11.8
8	15.4	16.5	14.6	17.8	15.7	11.9	18.3	15.9	9.5	17.4	15.6	15.1
7	9.8	8.4	10.2	8.7	9.7	11.3	8.5	11.0	12.5	8.8	9.0	9.6
6	6.2	5.3	6.4	4.8	6.2	8.0	4.0	5.6	8.0	5.5	6.4	8.0
NEUTRAL-5	9.4	7.8	10.2	9.0	10.1	8.8	9.4	7.8	8.6	8.5	11.4	9.2
DISAGREE	8.6	6.4	10.2	7.2	10.0	8.7	6.4	11.6	9.7	8.0	9.1	7.5
4	2.5	1.6	2.7	1.5	2.7	3.5	1.4	2.1	4.0	1.7	3.1	2.7
3	1.6	1.1	2.0	1.1	2.1	1.5	1.1	2.6	1.9	1.1	1.9	1.0
2	1.3	0.7	1.8	0.8	1.5	1.8	0.8	2.3	1.9	0.8	1.1	1.6
1	0.5	0.4	0.7	0.3	0.6	0.7	0.3	0.8	0.6	0.3	0.4	0.9
0	2.7	2.6	3.1	3.5	3.1	1.3	2.8	3.7	1.3	4.1	2.7	1.3
Mean	7.88	8.18	7.70	8.02	7.72	7.89	8.07	7.66	7.86	7.98	7.76	7.95



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	82.0	78.5	74.9	81.2	81.0	85.8	85.9	85.8	79.3	78.3	85.8	79.4	80.2	82.0	73.7	82.9	87.7
Strongly	66.1	62.7	63.1	62.3	61.4	71.0	78.4	73.8	63.9	62.5	73.2	63.9	63.0	69.7	56.3	59.7	78.6
10	38.5	36.2	39.1	34.1	35.3	39.1	51.7	43.9	41.2	34.4	43.0	36.6	34.4	34.4	32.0	36.5	52.2
9	12.1	12.5	12.1	12.9	10.8	13.6	12.4	13.1	11.0	10.5	11.8	12.5	11.8	17.5	13.7	10.2	17.1
8	15.4	13.9	11.9	15.4	15.3	18.4	14.3	16.8	11.7	17.6	18.4	14.8	16.8	17.8	10.6	13.1	9.2
7	9.8	10.3	7.8	12.1	10.9	10.2	4.7	8.1	6.6	10.1	8.4	10.3	8.6	10.4	11.8	13.1	5.5
6	6.2	5.6	3.9	6.8	8.7	4.5	2.8	3.9	8.9	5.8	4.2	5.2	8.6	1.8	5.6	10.1	3.6
NEUTRAL-5	9.4	9.5	11.4	8.2	10.6	8.6	6.7	7.9	2.3	15.0	7.8	9.4	11.5	9.3	13.5	8.0	7.8
DISAGREE	8.6	11.9	13.7	10.7	8.3	5.7	7.3	6.3	18.4	6.6	6.4	11.1	8.3	8.8	12.8	9.1	4.5
4	2.5	3.6	3.4	3.7	2.6	1.4	1.6	1.5	4.6	2.0	1.2	3.0	2.2	3.4	6.0	3.3	2.0
3	1.6	2.1	2.1	2.1	1.5	1.4	1.1	1.3	4.4	1.3	0.7	1.9	1.9	5.4	2.4	1.2	1.8
2	1.3	1.6	1.3	1.9	1.9	0.5	0.6	0.5	2.3	0.7	0.7	1.7	1.6	0.0	1.1	2.6	0.0
1	0.5	0.5	1.3	0.0	0.7	0.2	0.4	0.3	0.0	0.0	0.4	0.7	0.4	0.0	0.0	1.2	0.0
0	2.7	4.1	5.6	3.0	1.7	2.2	3.7	2.7	7.0	2.6	3.4	3.9	2.2	0.0	3.4	0.8	0.8
Mean	7.88	7.64	7.55	7.71	7.74	8.12	8.37	8.22	7.52	7.73	8.15	7.69	7.72	8.04	7.45	7.76	8.63



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BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	82.0	78.9	80.2	86.1	82.0	84.7	84.4	84.7	82.3	82.7	81.6	76.4	83.4	82.1	80.3	82.7
Strongly	66.1	63.0	57.6	72.4	64.2	66.9	77.1	65.7	67.0	68.2	65.1	57.9	69.2	69.5	62.7	64.0
10	38.5	34.8	35.6	43.8	36.9	38.2	45.3	37.4	39.1	37.5	41.7	34.9	40.9	40.6	36.5	39.0
9	12.1	13.5	8.5	11.7	12.2	10.4	10.7	10.4	12.5	14.3	9.6	11.2	12.9	11.8	11.8	12.3
8	15.4	14.7	13.5	16.9	15.0	18.3	21.1	17.9	15.5	16.5	13.8	11.8	15.4	17.2	14.5	12.7
7	9.8	9.8	12.7	8.7	11.0	10.2	7.3	10.6	9.4	9.1	9.9	11.9	8.4	9.7	10.3	11.1
6	6.2	6.1	9.9	4.9	6.8	7.5	0.0	8.5	5.9	5.4	6.6	6.6	5.8	2.9	7.2	7.6
NEUTRAL-5	9.4	10.6	9.4	7.9	9.0	6.1	3.5	6.4	9.2	8.4	10.4	14.8	7.7	14.4	10.6	8.7
DISAGREE	8.6	10.5	10.3	6.0	9.0	9.2	12.2	8.9	8.5	8.9	8.0	8.8	8.9	3.5	9.2	8.5
4	2.5	2.7	4.7	1.5	2.9	1.9	0.0	2.2	2.7	2.5	2.9	1.9	2.2	0.0	2.2	3.2
3	1.6	2.4	1.8	0.6	1.7	1.6	0.0	1.8	1.7	1.7	1.7	0.9	1.5	0.5	1.4	2.3
2	1.3	2.1	1.0	0.6	1.7	1.2	3.6	0.9	1.3	1.7	0.5	1.9	1.0	1.0	1.6	1.4
1	0.5	0.4	1.0	0.4	0.6	0.4	0.0	0.4	0.5	0.6	0.2	1.0	0.5	0.0	0.8	0.4
0	2.7	2.8	1.8	2.9	2.1	4.1	8.5	3.5	2.4	2.3	2.6	3.1	3.8	1.9	3.2	1.2
Mean	7.88	7.68	7.63	8.18	7.83	7.85	7.94	7.84	7.92	7.92	7.93	7.56	7.96	8.10	7.72	7.92



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	82.0	81.9	82.1	81.4	83.6	81.3	84.2	82.4	80.2	84.0	77.7	76.0	79.0	78.8	84.4	83.7	76.5	75.5	79.4	78.7
Strongly	66.1	67.2	64.0	64.0	63.9	66.2	65.6	68.0	62.5	69.2	59.5	55.7	64.9	53.0	68.7	69.6	56.5	54.9	65.4	64.4
10	38.5	41.2	33.6	33.1	34.6	39.7	33.6	42.5	33.6	40.8	33.7	33.4	36.1	21.4	39.6	41.8	36.7	30.6	32.4	39.6
9	12.1	11.3	13.6	14.0	12.7	12.8	15.6	10.0	11.7	11.9	12.5	11.2	13.6	16.6	13.7	10.2	10.5	11.8	17.6	9.9
8	15.4	14.7	16.7	16.9	16.5	13.7	16.3	15.6	17.1	16.5	13.2	11.0	15.1	15.0	15.4	17.5	9.3	12.6	15.4	14.9
7	9.8	8.9	11.4	10.4	13.3	10.0	11.5	7.9	11.2	8.9	11.6	12.8	7.1	21.2	9.6	8.3	13.8	12.0	8.8	5.5
6	6.2	5.8	6.8	7.0	6.4	5.1	7.1	6.4	6.5	5.9	6.6	7.5	7.1	4.6	6.0	5.9	6.2	8.6	5.2	8.8
NEUTRAL-5	9.4	9.2	9.6	10.4	8.0	9.5	7.3	9.0	11.7	8.0	12.4	12.8	12.3	8.2	7.2	8.6	12.0	13.5	10.0	14.5
DISAGREE	8.6	8.8	8.3	8.3	8.4	9.2	8.5	8.5	8.1	8.0	9.9	11.2	8.6	13.0	8.4	7.7	11.5	11.0	10.6	6.9
4	2.5	2.5	2.4	2.7	1.8	2.2	2.9	2.8	1.9	2.3	2.9	2.9	2.8	4.8	2.6	2.0	4.0	1.9	1.4	4.2
3	1.6	1.8	1.3	1.3	1.3	2.0	1.5	1.6	1.1	1.2	2.4	4.1	1.1	2.4	1.9	0.6	3.0	5.1	0.8	1.4
2	1.3	1.1	1.8	1.6	2.1	1.2	2.3	1.0	1.3	1.3	1.4	1.4	1.4	2.2	1.6	1.0	0.7	2.0	2.3	0.6
1	0.5	0.6	0.4	0.4	0.4	0.5	0.5	0.6	0.3	0.5	0.4	0.0	0.7	1.3	0.5	0.6	0.0	0.0	1.5	0.0
0	2.7	2.9	2.4	2.2	2.9	3.3	1.2	2.5	3.5	2.7	2.7	2.8	2.6	2.3	1.8	3.5	3.9	1.9	4.6	0.7
Mean	7.88	7.93	7.78	7.77	7.80	7.88	7.88	7.97	7.69	8.00	7.61	7.49	7.77	7.33	8.02	7.99	7.56	7.43	7.62	7.90



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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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	82.0	76.3	74.4	81.3	81.6	84.0	86.7	77.9	84.6	79.0	85.6	82.4	81.7
Strongly	66.1	55.9	57.1	62.8	61.1	71.8	74.7	59.4	70.2	59.9	73.5	66.0	66.1
10	38.5	28.0	34.1	40.6	36.7	42.9	40.7	35.8	40.3	36.0	41.6	37.5	39.4
9	12.1	10.0	11.0	9.4	10.7	11.9	15.9	10.1	13.3	10.3	14.3	13.8	10.6
8	15.4	17.9	12.0	12.8	13.7	17.0	18.1	13.6	16.6	13.6	17.6	14.7	16.1
7	9.8	10.2	11.6	11.1	13.2	7.4	7.4	11.1	9.0	11.7	7.4	10.6	9.1
6	6.2	10.2	5.6	7.5	7.2	4.8	4.6	7.4	5.4	7.4	4.7	5.8	6.5
NEUTRAL-5	9.4	12.9	12.4	10.5	10.1	8.0	6.6	11.7	7.9	11.2	7.2	8.7	10.0
DISAGREE	8.6	10.8	13.2	8.2	8.3	8.0	6.7	10.5	7.5	9.8	7.2	8.9	8.4
4	2.5	4.3	5.4	1.7	2.3	1.5	1.8	3.5	1.9	3.2	1.7	2.5	2.5
3	1.6	1.2	2.2	2.6	1.8	1.4	0.7	2.2	1.2	2.1	1.0	1.8	1.4
2	1.3	2.3	1.9	1.7	1.8	0.6	0.8	1.9	1.0	1.9	0.7	1.6	1.1
1	0.5	1.3	0.8	0.6	0.6	0.3	0.2	0.8	0.3	0.7	0.3	0.5	0.5
0	2.7	1.7	3.0	1.6	1.8	4.2	3.1	2.1	3.1	2.0	3.6	2.6	2.9
Mean	7.88	7.37	7.46	7.86	7.78	8.04	8.19	7.62	8.04	7.67	8.13	7.88	7.87



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	82.0	73.7	80.5	81.5	86.1	74.9	81.7	81.7	85.2	73.1	79.5	81.3	86.8	82.1	81.0	84.3
Strongly	66.1	55.9	61.1	63.9	74.4	53.2	62.4	64.8	72.7	57.3	59.9	62.8	75.9	62.7	65.2	72.7
10	38.5	31.7	37.1	39.9	40.8	26.8	37.4	39.6	38.5	34.2	36.8	40.2	42.8	32.5	38.1	47.6
9	12.1	8.6	11.3	10.1	15.2	11.7	12.3	11.8	17.1	7.0	10.5	7.9	13.6	13.8	11.6	11.2
8	15.4	15.6	12.6	14.0	18.4	14.7	12.7	13.4	17.1	16.1	12.5	14.7	19.5	16.5	15.5	13.9
7	9.8	9.1	12.6	11.0	7.1	15.9	12.4	10.0	8.4	5.5	12.9	12.2	6.0	11.8	9.6	7.5
6	6.2	8.7	6.8	6.6	4.5	5.9	6.9	6.9	4.1	10.2	6.8	6.3	4.9	7.5	6.2	4.1
NEUTRAL-5	9.4	13.0	10.7	9.5	7.1	8.9	8.3	8.1	9.5	15.2	12.8	11.2	5.2	9.3	9.6	8.9
DISAGREE	8.6	13.3	8.7	9.0	6.8	16.2	10.0	10.2	5.3	11.7	7.6	7.5	8.1	8.6	9.4	6.8
4	2.5	4.9	2.8	2.2	1.7	4.6	3.7	2.4	1.2	5.0	2.2	2.0	2.1	1.6	2.8	3.0
3	1.6	2.0	2.2	1.9	0.8	2.4	2.6	2.0	0.9	1.8	1.8	1.7	0.8	1.9	1.6	1.2
2	1.3	2.3	1.4	1.6	0.7	3.6	0.9	2.7	0.6	1.7	1.8	0.4	0.8	1.7	1.6	0.0
1	0.5	1.7	0.4	0.6	0.2	0.0	0.8	0.6	0.3	2.6	0.0	0.5	0.0	0.3	0.5	0.8
0	2.7	2.4	1.9	2.7	3.4	5.6	2.1	2.5	2.2	0.6	1.8	2.9	4.4	3.0	2.9	1.8
Mean	7.88	7.32	7.78	7.84	8.16	7.14	7.81	7.83	8.16	7.42	7.76	7.84	8.16	7.71	7.81	8.26



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	79.9	100.0	97.2	94.2	86.4	72.7	49.7	31.2	19.4	86.5	96.4	77.4	38.4	92.4	84.1	76.8	86.2	61.5	86.2	40.6
Strongly	63.4	100.0	93.1	83.1	64.0	41.9	23.5	16.4	5.3	72.9	89.9	52.5	15.8	83.8	68.2	56.8	71.0	37.1	57.6	19.7
10	40.6	96.4	75.5	48.0	30.9	19.6	8.6	6.6	1.7	49.4	67.1	25.0	8.2	65.8	40.2	37.0	40.6	16.3	27.8	6.6
9	10.7	1.3	10.9	21.1	14.9	6.1	4.5	1.1	1.9	11.9	13.7	10.6	1.0	9.8	13.2	9.7	15.6	7.4	11.7	3.8
8	12.1	2.2	6.7	14.0	18.2	16.2	10.4	8.7	1.8	11.6	9.1	16.9	6.6	8.2	14.8	10.0	14.9	13.3	18.1	9.3
7	9.9	0.0	2.7	6.9	15.2	18.1	12.5	8.9	6.9	8.2	4.1	15.3	10.1	6.0	9.5	9.8	9.5	14.5	18.9	10.8
6	6.6	0.0	1.4	4.2	7.1	12.7	13.7	5.8	7.2	5.4	2.4	9.6	12.6	2.5	6.4	10.2	5.8	9.8	9.7	10.0
NEUTRAL-5	8.2	0.0	1.9	3.7	6.7	11.3	25.0	20.7	5.6	5.7	2.4	9.4	18.1	3.8	6.5	10.7	4.4	15.2	7.5	21.8
DISAGREE	11.9	0.0	0.9	2.1	6.9	15.9	25.3	48.2	75.0	7.8	1.3	13.2	43.5	3.9	9.4	12.5	9.4	23.3	6.3	37.6
4	3.0	0.0	0.3	1.3	1.7	5.8	6.7	10.6	3.4	2.5	0.7	4.5	8.8	0.8	2.7	3.9	4.0	4.4	1.5	6.8
3	2.8	0.0	0.0	0.0	1.9	3.3	8.4	12.3	12.4	1.5	0.0	3.0	7.9	0.5	2.6	0.9	2.4	6.5	1.6	10.7
2	1.8	0.0	0.3	0.0	0.5	2.0	3.7	9.6	15.6	0.6	0.1	1.3	1.4	0.2	0.6	1.3	0.8	5.1	0.8	8.8
1	1.2	0.0	0.0	0.3	0.2	1.5	2.2	3.8	13.1	0.6	0.1	1.0	3.2	0.2	0.3	2.0	0.6	2.7	0.4	4.6
0	3.2	0.0	0.3	0.5	2.6	3.3	4.3	11.9	30.5	2.7	0.4	3.4	22.2	2.2	3.2	4.5	1.6	4.6	2.0	6.7
Mean	7.74	9.94	9.45	8.79	7.86	6.79	5.66	4.49	2.62	8.28	9.25	7.23	4.45	8.93	7.97	7.44	8.13	6.24	7.69	5.01



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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	1724	1424	301	276	167	108
AGREE	79.9	80.3	78.0	80.2	80.8	81.2	81.9	77.5	71.6	69.3	75.3
Strongly	63.4	61.7	62.9	62.8	66.3	65.7	67.8	55.5	49.0	44.5	55.8
10	40.6	39.1	40.4	40.8	41.7	42.2	45.5	26.9	30.3	22.4	42.5
9	10.7	10.9	10.0	11.3	10.4	10.9	10.4	13.6	9.3	10.1	8.1
8	12.1	11.7	12.5	10.7	14.1	12.5	12.0	14.9	9.4	12.0	5.3
7	9.9	10.5	9.5	9.9	9.8	9.9	9.2	13.2	9.9	10.4	9.2
6	6.6	8.1	5.5	7.5	4.8	5.6	4.9	8.9	12.7	14.4	10.2
NEUTRAL-5	8.2	7.3	9.1	9.1	6.5	7.6	7.8	6.5	12.4	15.0	8.3
DISAGREE	11.9	12.4	12.9	10.7	12.7	11.3	10.3	15.9	16.0	15.7	16.5
4	3.0	2.6	3.8	3.0	2.4	2.7	2.5	3.7	4.7	4.7	4.8
3	2.8	4.6	2.9	1.7	3.3	2.8	2.4	4.6	3.0	3.7	1.8
2	1.8	2.4	2.0	1.3	2.0	1.5	1.5	1.3	3.9	4.1	3.7
1	1.2	0.8	1.5	1.2	1.0	1.1	1.1	1.3	1.3	0.5	2.5
0	3.2	2.0	2.8	3.5	3.8	3.2	2.8	4.9	3.1	2.7	3.6
Mean	7.74	7.71	7.69	7.76	7.78	7.85	7.98	7.22	7.06	6.84	7.42



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	79.9	89.6	72.8	87.8	73.0	73.8	90.2	74.6	69.9	73.8	74.0	79.0	79.7	77.7	78.9	81.4
Strongly	63.4	79.0	51.9	75.6	52.0	57.1	79.3	53.3	52.5	58.1	54.5	62.1	62.8	62.8	61.4	65.5
10	40.6	58.4	26.6	55.1	26.3	36.8	59.8	26.1	32.4	37.0	30.1	39.3	41.0	32.2	40.9	42.7
9	10.7	11.1	10.5	10.8	10.9	9.4	10.1	12.1	9.1	9.1	10.6	11.1	10.6	12.8	10.7	10.1
8	12.1	9.6	14.8	9.7	14.8	10.9	9.4	15.0	10.9	12.0	13.8	11.7	11.2	17.8	9.8	12.6
7	9.9	7.1	12.4	7.7	12.8	7.4	7.2	13.7	10.0	9.6	7.3	9.9	9.2	9.5	10.6	9.9
6	6.6	3.5	8.5	4.5	8.1	9.3	3.7	7.7	7.4	6.1	12.2	6.9	7.7	5.4	6.9	6.0
NEUTRAL-5	8.2	4.0	11.9	4.8	10.7	13.0	3.7	11.6	8.8	9.2	12.6	8.0	7.0	8.7	8.5	8.6
DISAGREE	11.9	6.4	15.3	7.4	16.3	13.1	6.1	13.8	21.3	17.1	13.4	13.0	13.3	13.7	12.6	10.0
4	3.0	1.5	3.6	1.8	4.0	3.4	1.6	3.5	6.2	5.8	1.8	3.1	3.4	2.6	3.1	2.7
3	2.8	1.2	3.3	1.2	4.7	2.1	0.6	3.6	6.1	4.9	3.8	3.5	2.1	6.3	3.6	1.6
2	1.8	0.4	2.7	0.8	2.9	1.9	0.7	2.8	2.2	0.9	2.2	2.1	3.5	1.7	1.1	1.4
1	1.2	0.4	1.7	0.5	1.6	2.2	0.5	1.4	1.9	0.9	1.7	1.2	1.6	0.4	1.2	1.1
0	3.2	2.9	4.0	3.2	3.0	3.5	2.8	2.6	4.9	4.7	4.0	3.1	2.6	2.6	3.6	3.3
Mean	7.74	8.61	7.07	8.43	7.09	7.39	8.65	7.22	7.02	7.38	7.19	7.66	7.69	7.55	7.68	7.87



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
AGREE	79.9	77.8	80.6	89.1	71.0	76.8	75.9	75.2	73.4	76.2	83.1
Strongly	63.4	57.7	65.3	77.7	50.1	56.8	56.2	54.0	57.5	52.1	69.9
10	40.6	29.2	44.7	55.7	25.6	37.0	34.9	27.0	31.6	24.4	50.0
9	10.7	12.8	9.9	11.1	10.6	9.7	9.4	12.5	11.3	13.1	9.5
8	12.1	15.7	10.7	10.8	13.9	10.0	11.9	14.5	14.5	14.5	10.3
7	9.9	12.2	9.1	7.4	12.6	9.8	10.4	12.5	9.6	14.1	8.1
6	6.6	7.9	6.1	4.0	8.3	10.2	9.4	8.7	6.3	10.0	5.1
NEUTRAL-5	8.2	10.9	7.3	4.9	11.1	10.7	9.5	11.5	13.4	10.5	5.9
DISAGREE	11.9	11.3	12.1	6.1	17.9	12.5	14.6	13.3	13.3	13.3	11.0
4	3.0	2.5	3.1	1.5	4.2	3.9	4.9	3.6	3.7	3.6	2.5
3	2.8	2.9	2.8	1.3	4.9	0.9	3.0	3.7	2.0	4.7	2.2
2	1.8	1.8	1.8	0.4	3.5	1.3	1.2	2.1	1.8	2.3	1.6
1	1.2	1.4	1.1	0.3	1.9	2.0	1.3	1.6	1.7	1.5	0.8
0	3.2	2.7	3.3	2.6	3.4	4.5	4.2	2.3	4.1	1.3	3.8
Mean	7.74	7.44	7.85	8.55	6.96	7.44	7.37	7.27	7.32	7.24	8.06



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
AGREE	79.9	88.7	74.1	90.2	72.1	76.8	90.2	72.8	76.7	90.1	71.6	76.9
Strongly	63.4	77.6	54.1	78.4	52.9	57.6	78.7	55.9	59.1	78.2	51.2	55.4
10	40.6	56.9	28.5	56.9	28.6	35.3	55.2	27.2	36.2	58.6	29.4	33.9
9	10.7	10.9	11.4	11.3	10.6	10.1	13.1	13.2	10.1	9.5	9.1	10.2
8	12.1	9.9	14.3	10.2	13.7	12.2	10.4	15.5	12.8	10.0	12.7	11.3
7	9.9	7.4	12.1	7.5	11.1	11.5	6.9	9.9	10.9	8.1	11.7	12.4
6	6.6	3.7	7.9	4.2	8.1	7.7	4.6	7.0	6.7	3.8	8.7	9.1
NEUTRAL-5	8.2	4.4	10.5	4.5	11.2	9.2	3.4	11.8	8.8	5.6	10.8	9.6
DISAGREE	11.9	7.0	15.4	5.3	16.8	14.0	6.4	15.3	14.5	4.3	17.6	13.5
4	3.0	1.7	3.8	1.4	3.3	4.6	1.1	2.5	5.7	1.7	3.8	3.0
3	2.8	1.2	4.1	0.8	4.7	3.0	1.1	4.5	2.3	0.5	4.7	3.9
2	1.8	0.5	2.7	0.3	3.4	1.7	0.0	3.4	2.0	0.6	3.4	1.3
1	1.2	0.5	1.5	0.2	1.8	1.6	0.0	1.9	1.3	0.3	1.7	2.2
0	3.2	3.0	3.3	2.6	3.7	3.2	4.2	3.0	3.2	1.1	4.1	3.1
Mean	7.74	8.53	7.20	8.62	7.09	7.46	8.54	7.18	7.51	8.70	7.03	7.39



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	79.9	64.2	54.7	71.1	80.5	89.6	95.8	91.9	82.0	81.7	93.3	63.3	83.7	87.1	60.2	77.5	87.9
Strongly	63.4	42.8	38.6	45.8	61.9	78.3	87.2	81.7	66.3	65.8	83.1	42.5	65.7	75.3	33.0	57.2	77.9
10	40.6	21.0	22.9	19.6	37.5	55.2	67.5	59.9	52.6	43.6	61.1	19.2	40.9	46.3	14.5	32.2	60.4
9	10.7	10.0	6.1	12.9	10.9	11.8	10.1	11.2	8.9	11.3	11.5	10.2	10.5	14.3	9.8	10.9	8.1
8	12.1	11.8	9.7	13.4	13.5	11.3	9.6	10.6	4.8	10.9	10.5	13.2	14.4	14.7	8.7	14.1	9.5
7	9.9	12.2	8.4	14.9	11.3	7.2	5.5	6.6	9.6	8.9	6.9	11.8	11.2	4.6	15.2	12.4	6.1
6	6.6	9.2	7.7	10.3	7.3	4.1	3.1	3.7	6.1	7.0	3.3	8.9	6.9	7.2	12.0	7.8	3.9
NEUTRAL-5	8.2	13.3	15.4	11.7	9.4	3.6	1.5	2.8	4.2	12.1	2.3	13.7	8.0	5.5	15.6	9.2	4.1
DISAGREE	11.9	22.5	29.8	17.2	10.1	6.8	2.7	5.3	13.8	6.1	4.4	23.0	8.2	7.3	24.2	13.4	8.1
4	3.0	4.3	4.6	4.1	3.7	1.4	0.4	1.0	4.3	2.9	0.7	4.6	1.9	0.0	3.2	5.5	2.8
3	2.8	6.7	8.6	5.2	1.7	1.2	0.3	0.9	2.1	1.3	0.6	6.4	1.9	3.4	9.9	1.8	1.0
2	1.8	4.4	6.3	3.1	1.2	0.5	0.0	0.3	2.3	0.0	0.2	4.8	1.6	0.0	3.5	1.5	0.9
1	1.2	2.7	4.3	1.5	0.6	0.5	0.4	0.5	0.0	0.0	0.2	2.8	0.4	0.0	3.3	1.1	1.8
0	3.2	4.4	6.0	3.3	2.8	3.2	1.5	2.6	5.1	2.0	2.6	4.4	2.4	3.9	4.3	3.4	1.6
Mean	7.74	6.50	6.04	6.84	7.74	8.52	9.10	8.74	7.97	8.06	8.83	6.44	7.94	8.23	6.12	7.45	8.56



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BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	79.9	71.0	77.0	90.9	81.1	84.6	85.7	84.4	80.4	83.0	76.2	70.2	84.9	87.1	83.7	69.3
Strongly	63.4	51.1	57.4	79.3	62.7	67.1	78.4	65.7	64.4	67.6	59.2	51.2	71.1	70.0	68.6	49.9
10	40.6	26.5	35.2	58.4	37.3	42.9	53.3	41.6	41.5	43.0	39.0	31.2	49.0	46.5	45.7	26.9
9	10.7	11.0	11.3	10.2	12.2	10.9	10.3	11.0	10.5	12.1	8.0	11.8	10.4	11.8	12.3	9.8
8	12.1	13.6	10.9	10.7	13.2	13.3	14.9	13.2	12.3	12.5	12.2	8.2	11.8	11.8	10.5	13.3
7	9.9	11.7	9.9	7.9	10.5	9.7	3.3	10.5	9.8	10.3	8.9	11.2	9.2	13.5	9.8	9.3
6	6.6	8.2	9.7	3.6	7.9	7.7	3.9	8.2	6.2	5.0	8.2	7.8	4.6	3.5	5.3	10.0
NEUTRAL-5	8.2	11.3	11.3	3.6	7.9	5.5	6.7	5.4	8.5	7.3	10.4	9.7	6.8	4.6	7.4	11.7
DISAGREE	11.9	17.7	11.7	5.5	11.0	9.9	7.6	10.2	11.2	9.8	13.4	20.1	8.3	8.3	8.9	19.1
4	3.0	4.1	3.9	1.4	3.7	2.4	0.0	2.7	3.0	2.8	3.4	3.1	2.4	2.9	2.6	4.1
3	2.8	4.8	1.9	0.9	2.4	2.8	0.0	3.1	2.7	2.1	3.7	3.8	1.4	2.3	2.2	4.5
2	1.8	3.4	1.1	0.3	1.1	1.3	3.5	1.0	1.6	1.3	2.2	3.7	1.2	0.0	1.0	3.1
1	1.2	1.8	1.3	0.4	0.7	0.0	0.0	0.0	1.0	0.8	1.4	3.4	1.0	0.6	0.5	2.4
0	3.2	3.6	3.5	2.6	3.1	3.5	4.2	3.4	2.7	2.8	2.6	6.1	2.3	2.5	2.5	5.0
Mean	7.74	7.00	7.50	8.66	7.73	7.96	8.32	7.92	7.81	7.98	7.53	6.92	8.20	8.23	8.09	6.85



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	79.9	79.7	80.2	78.6	83.3	80.8	80.7	78.7	79.7	80.6	78.3	76.3	75.3	89.4	82.6	78.8	72.3	79.8	77.3	73.5
Strongly	63.4	63.2	63.7	63.3	64.5	65.1	66.7	61.5	60.9	64.2	61.7	61.4	55.5	75.6	67.8	60.9	60.2	62.5	59.0	52.4
10	40.6	42.3	37.4	37.0	38.4	42.1	38.9	42.5	36.1	42.0	37.6	38.6	33.4	40.5	43.4	40.7	37.3	39.7	34.7	32.3
9	10.7	9.6	12.8	12.6	13.4	10.5	14.9	8.7	10.9	10.3	11.6	9.5	11.3	21.4	11.4	9.3	11.9	7.5	12.2	10.5
8	12.1	11.3	13.4	13.7	12.8	12.6	12.9	10.2	13.9	11.9	12.4	13.3	10.8	13.7	13.0	10.8	10.9	15.3	12.0	9.6
7	9.9	9.9	9.9	9.1	11.5	9.9	7.7	9.9	12.0	9.8	10.1	9.0	11.7	9.2	8.9	10.6	9.3	8.8	9.3	13.9
6	6.6	6.6	6.6	6.2	7.3	5.8	6.3	7.3	6.8	6.6	6.5	5.9	8.1	4.7	5.9	7.3	2.8	8.6	9.0	7.2
NEUTRAL-5	8.2	8.1	8.5	9.3	6.8	7.0	8.7	9.0	8.3	7.3	10.2	10.8	11.9	5.8	6.2	8.3	13.1	8.9	10.8	12.9
DISAGREE	11.9	12.2	11.4	12.1	9.9	12.2	10.6	12.3	12.1	12.1	11.5	12.9	12.8	4.8	11.3	12.9	14.6	11.3	11.9	13.5
4	3.0	2.9	3.0	3.6	2.0	2.8	3.5	3.1	2.6	3.2	2.5	2.8	2.8	0.0	3.1	3.3	2.3	3.3	3.6	2.0
3	2.8	2.6	3.2	3.0	3.8	2.2	3.0	3.0	3.5	2.6	3.4	4.4	2.1	3.6	2.3	2.8	4.8	4.1	0.8	3.3
2	1.8	1.6	2.2	2.2	2.1	2.0	0.9	1.3	3.3	2.0	1.3	1.4	1.9	0.0	1.9	2.1	1.6	1.3	0.8	2.9
1	1.2	1.5	0.4	0.7	0.0	1.5	0.0	1.6	0.8	1.2	1.0	1.0	1.4	0.0	1.1	1.3	0.7	1.3	0.8	2.0
0	3.2	3.5	2.5	2.7	2.0	3.7	3.2	3.4	1.8	3.1	3.3	3.1	4.6	1.2	2.9	3.3	5.3	1.2	6.0	3.3
Mean	7.74	7.73	7.75	7.68	7.88	7.78	7.86	7.69	7.65	7.78	7.65	7.59	7.35	8.39	7.93	7.65	7.43	7.74	7.46	7.25



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	79.9	63.3	67.3	75.5	82.6	86.3	87.7	70.2	85.9	73.9	87.1	80.8	79.1
Strongly	63.4	36.4	48.6	57.7	63.1	72.3	76.3	50.2	71.6	54.0	74.7	65.7	61.3
10	40.6	19.1	25.3	36.4	40.3	49.6	51.1	29.1	47.8	32.4	50.5	40.9	40.3
9	10.7	8.1	8.7	11.3	9.7	12.1	11.8	9.8	11.3	9.7	11.9	12.1	9.5
8	12.1	9.1	14.6	9.9	13.1	10.5	13.4	11.4	12.5	11.9	12.3	12.7	11.5
7	9.9	11.5	8.7	12.3	11.6	9.3	7.8	10.9	9.3	11.1	8.4	9.1	10.6
6	6.6	15.4	10.0	5.5	7.8	4.6	3.6	9.1	5.0	8.7	4.0	6.0	7.1
NEUTRAL-5	8.2	13.1	12.5	9.9	7.6	6.1	5.4	11.4	6.2	10.3	5.7	7.6	8.8
DISAGREE	11.9	23.6	20.2	14.6	9.8	7.6	6.9	18.4	7.9	15.8	7.2	11.6	12.2
4	3.0	5.3	4.8	3.3	2.7	1.8	2.1	4.2	2.2	3.8	2.0	3.0	2.9
3	2.8	6.6	5.7	3.7	1.6	1.8	1.2	5.0	1.5	4.0	1.5	2.5	3.1
2	1.8	6.0	2.2	1.8	1.9	1.2	0.8	2.8	1.2	2.5	0.9	1.6	2.0
1	1.2	3.5	0.7	2.6	0.3	1.0	0.4	2.1	0.5	1.6	0.6	1.0	1.3
0	3.2	2.3	6.7	3.3	3.3	1.8	2.4	4.3	2.5	4.0	2.2	3.5	2.8
Mean	7.74	6.32	6.73	7.45	7.82	8.30	8.41	6.97	8.22	7.22	8.37	7.81	7.68



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	79.9	63.3	72.6	83.6	87.6	72.4	68.7	84.8	87.7	58.4	75.9	82.2	87.6	76.9	80.3	82.7
Strongly	63.4	37.6	55.5	65.0	76.1	45.6	54.3	67.0	77.4	33.3	56.6	62.6	74.9	59.3	63.7	68.0
10	40.6	20.1	32.7	43.4	50.8	26.5	30.4	43.0	50.0	16.7	34.7	43.9	51.4	35.4	40.7	47.3
9	10.7	6.6	11.0	10.1	12.4	5.7	12.4	10.8	14.6	7.0	9.7	9.1	10.5	11.2	11.0	9.3
8	12.1	10.9	11.8	11.6	12.9	13.4	11.5	13.2	12.8	9.6	12.1	9.6	13.0	12.7	12.0	11.4
7	9.9	11.2	10.2	11.5	8.1	14.1	8.2	11.0	6.8	9.7	11.9	12.2	9.2	11.2	10.0	7.8
6	6.6	14.5	6.8	7.1	3.5	12.7	6.1	6.8	3.5	15.4	7.4	7.4	3.5	6.3	6.6	6.9
NEUTRAL-5	8.2	13.5	10.9	7.5	5.2	9.3	12.2	5.9	5.6	15.6	9.9	9.4	4.8	8.3	8.1	8.5
DISAGREE	11.9	23.3	16.5	8.9	7.2	18.3	19.2	9.3	6.8	26.0	14.2	8.4	7.6	14.8	11.6	8.8
4	3.0	5.6	3.8	2.3	2.0	4.5	5.3	2.1	2.0	6.1	2.5	2.5	2.1	3.6	3.1	1.7
3	2.8	6.8	4.4	1.6	1.4	4.7	3.9	2.1	1.2	7.9	4.8	0.9	1.5	3.1	3.2	1.4
2	1.8	4.7	2.0	1.6	0.9	4.4	2.3	1.2	0.9	4.9	1.9	2.1	0.9	2.5	1.5	1.7
1	1.2	2.7	1.8	0.4	0.8	1.1	2.6	0.3	0.4	3.5	1.1	0.4	1.1	1.1	0.9	1.8
0	3.2	3.6	4.5	3.1	2.1	3.6	5.0	3.6	2.4	3.6	4.0	2.5	1.9	4.4	2.9	2.2
Mean	7.74	6.35	7.22	7.95	8.41	6.87	7.03	7.97	8.44	6.07	7.38	7.92	8.38	7.45	7.78	8.03



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20. 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	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	55.3	100.0	85.1	69.8	50.9	36.4	21.7	11.2	3.6	65.0	81.0	43.6	24.9	74.4	63.7	45.9	64.5	28.4	46.1	13.4
Strongly	41.9	97.7	76.7	53.1	36.6	14.3	8.1	3.5	0.0	51.6	70.1	26.1	8.9	64.0	48.7	30.3	48.9	15.3	27.9	4.7
10	23.2	79.5	45.7	24.1	15.2	4.8	3.3	3.5	0.0	29.2	42.3	10.2	5.6	39.2	26.2	16.2	25.2	6.3	11.4	2.0
9	9.2	11.7	16.7	14.6	9.4	3.4	1.7	0.0	0.0	11.0	14.9	5.8	1.0	14.1	9.7	6.0	10.6	4.5	8.6	0.9
8	9.5	6.5	14.3	14.4	12.0	6.1	3.2	0.0	0.0	11.4	12.9	10.1	2.3	10.8	12.8	8.1	13.1	4.5	7.8	1.7
7	7.4	2.3	5.6	10.4	6.9	12.3	4.5	3.9	3.6	7.8	7.1	9.9	3.2	6.6	8.7	7.6	9.1	6.2	8.2	4.5
6	6.0	0.0	2.8	6.2	7.4	9.7	9.0	3.8	0.0	5.7	3.8	7.7	12.8	3.7	6.3	8.0	6.5	6.9	10.1	4.2
NEUTRAL-5	12.6	0.0	10.8	12.5	16.6	16.0	16.5	7.7	5.4	12.3	9.6	16.4	16.3	10.7	15.2	15.6	9.5	13.5	16.0	11.3
DISAGREE	32.1	0.0	4.1	17.7	32.5	47.7	61.8	81.1	91.0	22.7	9.4	39.9	58.8	14.9	21.1	38.5	26.0	58.1	37.8	75.3
4	3.5	0.0	1.2	2.3	3.6	6.2	7.6	4.2	0.0	3.1	1.5	5.5	5.6	1.8	5.2	4.2	2.2	4.4	3.2	5.5
3	3.7	0.0	0.0	2.6	4.4	5.5	7.1	5.7	11.3	3.1	1.1	5.4	10.5	2.0	2.9	7.6	2.2	5.2	3.8	6.4
2	4.6	0.0	0.3	2.6	6.6	8.1	6.9	8.4	7.0	3.8	1.3	8.0	5.6	2.4	3.4	3.3	6.8	6.9	5.8	7.8
1	4.2	0.0	0.6	2.2	4.9	6.4	8.4	7.8	13.0	2.8	1.2	5.2	5.9	2.0	3.3	3.7	3.0	8.1	6.1	9.8
0	16.1	0.0	2.1	8.0	13.1	21.5	31.8	55.0	59.8	9.8	4.3	15.8	31.1	6.6	6.4	19.6	11.8	33.4	18.9	45.8
Mean	5.80	9.68	8.38	6.85	5.54	4.16	3.16	1.82	1.13	6.64	7.94	4.92	3.35	7.47	6.66	5.10	6.34	3.47	4.94	2.23



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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	1724	1424	301	276	167	108
AGREE	55.3	53.5	53.1	58.6	53.3	56.0	55.7	57.2	51.2	53.4	47.7
Strongly	41.9	39.5	39.5	45.6	39.9	44.0	43.9	44.6	28.9	29.7	27.6
10	23.2	18.3	19.9	27.6	22.6	24.2	25.1	19.8	16.7	15.2	19.2
9	9.2	8.9	10.4	9.4	8.1	9.9	9.8	10.2	5.3	6.8	3.0
8	9.5	12.3	9.2	8.6	9.3	10.0	9.0	14.6	6.8	7.7	5.4
7	7.4	6.7	9.1	6.6	7.6	7.1	6.9	8.2	9.3	7.8	11.5
6	6.0	7.2	4.5	6.4	5.8	4.9	5.0	4.4	13.0	15.8	8.5
NEUTRAL-5	12.6	10.2	14.0	13.5	11.5	12.4	11.7	15.9	13.8	16.1	10.3
DISAGREE	32.1	36.3	33.0	27.9	35.2	31.6	32.6	26.9	35.0	30.5	42.0
4	3.5	4.0	3.3	2.8	4.3	3.4	3.5	3.0	3.9	3.0	5.3
3	3.7	3.3	3.9	3.6	3.9	3.6	3.4	4.6	4.1	3.1	5.7
2	4.6	4.1	5.8	4.8	3.4	4.4	4.6	3.5	5.9	6.1	5.5
1	4.2	4.2	4.2	4.4	4.1	4.1	4.0	4.7	4.9	5.5	3.9
0	16.1	20.7	15.7	12.3	19.4	16.0	17.1	11.1	16.2	12.8	21.5
Mean	5.80	5.41	5.67	6.18	5.58	5.89	5.85	6.07	5.27	5.45	5.00



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	55.3	68.7	40.2	70.5	40.6	50.1	70.7	40.3	53.8	55.6	50.5	54.3	51.0	51.8	57.7	57.1
Strongly	41.9	56.8	27.4	57.2	27.7	34.2	58.4	27.4	38.5	40.7	34.3	40.1	36.4	35.6	44.7	45.1
10	23.2	33.4	12.9	34.0	12.8	18.8	35.3	12.4	21.6	23.8	16.5	21.6	19.7	17.6	24.6	25.8
9	9.2	11.8	7.3	11.9	7.0	6.7	12.3	6.8	8.6	9.9	7.0	9.1	7.8	8.7	10.4	9.4
8	9.5	11.6	7.2	11.3	7.9	8.7	10.9	8.2	8.3	7.1	10.8	9.3	8.9	9.3	9.7	9.9
7	7.4	7.4	6.2	8.1	6.6	7.4	8.1	6.1	7.5	8.8	8.9	8.1	7.0	8.8	8.7	6.2
6	6.0	4.5	6.6	5.1	6.3	8.5	4.2	6.7	7.8	6.0	7.3	6.1	7.6	7.4	4.4	5.9
NEUTRAL-5	12.6	12.8	12.2	11.5	13.0	15.8	12.0	13.8	12.0	12.3	12.0	11.9	10.8	14.5	11.8	13.8
DISAGREE	32.1	18.5	47.6	18.0	46.3	34.2	17.2	46.0	34.3	32.1	37.4	33.8	38.2	33.7	30.5	29.1
4	3.5	3.0	3.8	2.8	4.0	4.3	2.3	3.7	5.7	5.5	3.6	3.3	3.2	3.1	3.5	3.7
3	3.7	2.8	4.6	2.7	4.3	5.4	2.8	4.2	5.2	4.1	2.8	3.3	3.4	2.9	3.4	4.3
2	4.6	2.5	6.9	3.0	6.8	2.7	2.6	7.0	4.3	4.0	4.6	5.4	5.4	3.9	6.0	3.3
1	4.2	2.7	5.9	2.6	5.8	4.9	2.6	5.2	4.5	5.1	7.0	4.2	5.6	3.6	3.2	4.4
0	16.1	7.5	26.4	6.9	25.5	16.8	7.0	25.8	14.5	13.4	19.4	17.6	20.6	20.2	14.3	13.4
Mean	5.80	7.04	4.45	7.11	4.52	5.43	7.18	4.50	5.71	5.90	5.20	5.64	5.26	5.39	6.02	6.08



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
AGREE	55.3	46.3	58.3	70.2	42.2	45.9	48.8	45.1	46.2	44.5	62.4	
Strongly	41.9	30.9	45.8	58.0	28.2	30.3	34.2	30.9	33.6	29.4	49.6	
10	23.2	14.5	26.2	34.1	13.6	16.2	17.2	15.3	18.4	13.5	28.6	
9	9.2	8.3	9.6	12.4	6.8	6.0	6.7	7.9	8.0	7.8	10.2	
8	9.5	8.1	10.0	11.6	7.8	8.1	10.2	7.7	7.2	8.1	10.8	
7	7.4	8.0	7.2	7.4	7.3	7.6	7.4	6.8	7.0	6.7	7.8	
6	6.0	7.4	5.4	4.7	6.8	8.0	7.2	7.3	5.6	8.3	5.1	
NEUTRAL-5	12.6	13.8	12.2	12.5	11.9	15.6	16.1	13.4	10.2	15.1	12.1	
DISAGREE	32.1	39.9	29.4	17.3	45.8	38.5	35.1	41.5	43.5	40.4	25.5	
4	3.5	3.9	3.3	3.1	3.6	4.2	6.0	4.2	3.0	4.9	2.9	
3	3.7	5.2	3.2	2.3	4.0	7.6	5.3	4.3	4.1	4.4	3.3	
2	4.6	5.5	4.3	2.8	6.9	3.3	3.9	5.8	5.0	6.2	3.8	
1	4.2	4.4	4.2	2.5	6.2	3.7	4.6	5.3	6.9	4.4	3.5	
0	16.1	20.8	14.4	6.5	25.2	19.6	15.3	21.9	24.5	20.5	12.0	
Mean	5.80	5.01	6.07	7.15	4.57	5.10	5.42	4.91	4.89	4.93	6.42	



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225			
AGREE	55.3	69.9	42.3	70.3	44.1	50.6	71.1	49.2	51.9	69.6	41.2	48.9			
Strongly	41.9	57.6	29.0	57.9	30.5	36.3	57.6	33.0	38.8	58.1	29.1	32.8			
10	23.2	33.5	13.5	34.1	15.3	19.3	31.2	16.2	19.8	37.0	14.8	18.7			
9	9.2	12.2	7.6	12.3	7.2	7.9	13.5	8.8	7.3	11.1	6.4	8.7			
8	9.5	11.9	7.9	11.5	8.0	9.1	13.0	8.0	11.7	9.9	7.9	5.4			
7	7.4	7.6	6.0	8.1	6.9	7.0	8.7	9.4	6.0	7.6	5.5	8.5			
6	6.0	4.7	7.3	4.3	6.7	7.3	4.8	6.8	7.1	3.9	6.6	7.5			
NEUTRAL-5	12.6	12.5	13.1	12.4	11.4	14.6	12.6	9.5	15.0	12.2	12.5	14.0			
DISAGREE	32.1	17.7	44.6	17.3	44.5	34.8	16.3	41.3	33.2	18.2	46.3	37.1			
4	3.5	3.0	3.8	3.1	3.1	4.4	3.0	4.1	5.5	3.2	2.5	3.0			
3	3.7	2.8	4.3	2.5	3.9	5.0	2.7	4.7	4.7	2.3	3.4	5.5			
2	4.6	2.0	7.1	2.3	6.6	5.0	2.2	5.7	6.0	2.4	7.1	3.6			
1	4.2	2.7	5.3	2.1	6.4	4.3	2.6	8.3	2.6	1.6	5.3	6.5			
0	16.1	7.2	24.1	7.3	24.6	16.1	5.9	18.5	14.4	8.7	28.0	18.5			
Mean	5.80	7.11	4.66	7.15	4.71	5.50	7.16	5.10	5.67	7.14	4.49	5.26			



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	55.3	39.9	41.1	39.1	49.5	69.8	80.9	74.0	63.7	53.6	75.7	38.0	49.3	68.5	37.7	47.9	68.8
Strongly	41.9	25.8	26.2	25.5	35.4	55.2	73.3	62.1	43.9	40.0	64.2	24.6	35.7	53.4	22.9	33.0	56.5
10	23.2	12.4	14.0	11.3	18.8	29.0	49.0	36.6	26.9	21.3	38.4	11.1	19.6	28.8	12.0	17.0	32.0
9	9.2	6.5	7.6	5.6	7.7	13.0	13.3	13.1	12.3	10.9	12.7	6.4	7.7	12.1	4.1	6.4	15.3
8	9.5	6.9	4.5	8.6	8.9	13.2	11.0	12.4	4.7	7.8	13.1	7.1	8.4	12.6	6.8	9.7	9.1
7	7.4	7.7	7.9	7.5	7.1	8.4	6.0	7.5	15.8	7.8	7.6	6.6	6.9	9.6	9.1	6.8	6.0
6	6.0	6.4	7.0	6.1	7.1	6.2	1.6	4.4	4.1	5.7	3.9	6.8	6.7	5.5	5.7	8.0	6.3
NEUTRAL-5	12.6	8.7	6.3	10.5	17.2	12.8	7.6	10.8	6.2	22.5	10.0	9.1	15.0	12.8	8.3	16.5	13.8
DISAGREE	32.1	51.3	52.6	50.4	33.3	17.4	11.4	15.1	30.1	24.0	14.3	52.9	35.7	18.7	54.0	35.6	17.5
4	3.5	4.0	2.5	5.1	4.4	2.5	1.2	2.0	6.6	6.1	1.9	3.3	3.1	1.7	6.5	4.6	2.6
3	3.7	5.3	4.7	5.7	4.0	2.4	1.4	2.0	7.0	3.8	1.8	4.8	1.2	9.3	6.8	6.3	0.0
2	4.6	7.4	6.5	8.1	4.7	2.6	1.9	2.3	4.7	3.9	1.6	7.7	5.8	1.9	7.4	4.1	5.5
1	4.2	5.9	6.6	5.3	5.2	2.3	1.2	1.9	0.0	3.1	1.9	6.8	7.0	0.0	4.4	4.8	2.6
0	16.1	28.7	32.2	26.2	15.0	7.6	5.8	6.9	11.8	7.0	7.0	30.4	18.7	5.8	28.9	15.9	6.8
Mean	5.80	4.26	4.18	4.33	5.50	6.97	8.02	7.37	6.40	6.22	7.48	4.07	5.30	6.99	4.16	5.33	7.04



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	55.3	43.8	47.6	70.9	52.7	56.5	71.0	54.7	56.0	56.5	55.2	48.7	61.1	74.2	60.8	40.5
Strongly	41.9	29.9	31.9	59.0	38.4	44.1	60.7	42.0	41.9	42.5	41.0	39.2	49.1	62.5	46.0	25.7
10	23.2	14.8	19.4	33.9	20.4	23.7	35.3	22.2	23.4	21.9	25.7	20.9	28.4	43.1	22.8	12.7
9	9.2	7.4	5.1	12.8	7.8	10.5	22.3	9.0	9.0	10.5	6.7	9.2	10.2	11.7	11.6	6.1
8	9.5	7.7	7.4	12.3	10.2	10.0	3.1	10.8	9.5	10.1	8.5	9.1	10.5	7.7	11.6	6.9
7	7.4	7.1	7.2	7.8	7.5	6.9	6.4	7.0	7.6	7.4	7.9	6.2	5.7	7.6	8.7	8.1
6	6.0	6.8	8.5	4.2	6.8	5.5	3.9	5.7	6.4	6.5	6.2	3.3	6.3	4.1	6.1	6.7
NEUTRAL-5	12.6	11.9	17.3	11.8	14.8	12.7	4.0	13.8	12.8	13.0	12.4	11.3	12.8	10.5	12.2	13.1
DISAGREE	32.1	44.3	35.1	17.3	32.6	30.7	25.0	31.5	31.2	30.5	32.4	40.0	26.0	15.4	27.0	46.3
4	3.5	3.3	5.4	3.0	4.4	3.1	0.0	3.5	3.5	3.9	3.0	3.5	2.9	2.3	3.9	3.5
3	3.7	4.2	6.5	2.1	4.3	3.6	4.2	3.6	3.6	3.4	4.0	4.2	3.1	3.1	3.6	4.4
2	4.6	6.2	5.3	2.6	4.9	3.5	0.0	4.0	4.9	4.2	5.9	4.1	4.7	3.5	3.3	5.7
1	4.2	5.7	5.1	2.3	4.4	4.4	3.3	4.5	4.0	4.2	3.6	6.0	3.7	2.4	2.8	5.8
0	16.1	24.9	12.9	7.2	14.6	16.1	17.5	15.9	15.3	14.8	15.9	22.1	11.6	4.1	13.3	26.9
Mean	5.80	4.70	5.44	7.17	5.67	5.91	6.82	5.79	5.86	5.89	5.80	5.25	6.36	7.56	6.19	4.44



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BANNER 8

	TOTAL		EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK	
	GRAD	COLL- COLL.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	55.3	56.0	54.0	54.6	52.9	57.9	59.4	54.4	48.9	53.8	58.5	52.8	62.9	66.9	58.1	50.0	55.0	51.0	63.5	62.4
Strongly	41.9	43.0	40.0	39.3	41.3	43.5	45.8	42.5	34.5	41.4	43.0	40.4	45.0	47.2	44.0	39.1	45.7	35.8	44.7	45.3
10	23.2	25.5	18.9	18.6	19.4	24.2	21.2	26.6	16.7	22.4	24.9	24.7	25.0	22.2	21.7	23.0	28.8	21.2	24.1	25.8
9	9.2	8.3	11.0	9.5	14.0	9.4	11.3	7.3	10.8	9.4	8.9	8.7	9.5	8.9	10.9	8.1	8.7	8.7	7.8	11.1
8	9.5	9.2	10.1	11.2	7.9	9.9	13.4	8.7	7.0	9.7	9.2	7.0	10.5	16.2	11.4	8.1	8.2	6.0	12.9	8.3
7	7.4	7.3	7.6	9.0	4.9	8.6	6.8	6.1	8.3	6.8	8.6	7.4	8.7	13.7	7.4	6.3	5.5	9.0	12.1	5.6
6	6.0	5.7	6.5	6.3	6.8	5.7	6.8	5.7	6.2	5.5	6.9	5.1	9.2	6.0	6.7	4.5	3.8	6.2	6.7	11.6
NEUTRAL-5	12.6	12.4	13.1	13.0	13.4	13.0	11.6	11.8	14.5	12.4	13.1	12.5	15.1	7.7	12.1	12.7	9.5	15.2	17.9	12.6
DISAGREE	32.1	31.6	32.9	32.5	33.7	29.1	29.0	33.8	36.6	33.8	28.4	34.6	21.9	25.4	29.8	37.4	35.5	33.9	18.6	25.0
4	3.5	3.1	4.1	4.9	2.4	3.7	5.0	2.7	3.2	3.1	4.1	5.2	2.6	7.0	3.9	2.5	6.3	4.2	3.1	2.1
3	3.7	3.7	3.7	3.7	3.7	4.2	3.4	3.3	3.9	4.0	3.1	4.0	3.0	0.0	4.0	3.9	4.5	3.6	3.2	2.8
2	4.6	4.5	4.8	4.9	4.7	4.9	3.7	4.2	5.8	5.5	2.8	3.1	2.8	2.2	5.7	5.3	2.9	3.2	0.7	4.8
1	4.2	4.1	4.6	4.3	5.2	4.2	4.3	3.9	4.9	4.6	3.6	3.7	3.2	3.9	4.4	4.8	4.9	2.7	3.9	2.6
0	16.1	16.2	15.7	14.7	17.8	12.2	12.6	19.8	18.6	16.7	14.8	18.7	10.3	12.3	11.9	20.9	16.9	20.2	7.8	12.6
Mean	5.80	5.87	5.67	5.71	5.59	6.07	6.08	5.70	5.29	5.69	6.05	5.69	6.40	6.37	6.02	5.39	5.90	5.50	6.55	6.26



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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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	55.3	48.3	51.4	61.1	56.1	52.3	57.1	55.2	55.4	55.4	55.1	58.5	52.5
Strongly	41.9	34.3	35.0	45.9	42.7	39.7	46.0	39.8	43.3	40.6	43.5	44.4	39.8
10	23.2	21.7	20.3	25.8	23.9	22.6	23.2	23.1	23.2	23.3	23.0	23.1	23.2
9	9.2	5.8	7.2	9.9	8.6	10.2	10.5	8.1	9.9	8.3	10.4	10.1	8.5
8	9.5	6.8	7.5	10.2	10.1	6.9	12.3	8.6	10.1	9.0	10.1	11.2	8.1
7	7.4	8.7	8.8	7.2	6.9	7.1	6.9	8.1	7.0	7.7	7.0	8.0	6.9
6	6.0	5.3	7.6	8.0	6.6	5.5	4.1	7.3	5.1	7.1	4.6	6.1	5.9
NEUTRAL-5	12.6	12.3	13.1	13.5	13.0	10.1	13.4	13.1	12.3	13.1	12.1	12.5	12.7
DISAGREE	32.1	39.4	35.5	25.4	30.9	37.6	29.6	31.7	32.3	31.5	32.8	29.0	34.8
4	3.5	4.2	2.6	2.9	2.3	5.0	3.7	3.1	3.7	2.8	4.2	4.1	2.9
3	3.7	5.5	4.6	3.0	4.6	2.7	3.2	4.1	3.4	4.2	3.0	3.9	3.5
2	4.6	4.6	5.2	4.7	4.6	4.4	4.4	4.9	4.4	4.8	4.4	4.4	4.8
1	4.2	5.4	3.9	1.9	3.8	7.1	3.9	3.3	4.8	3.5	5.2	4.2	4.3
0	16.1	19.6	19.1	12.8	15.6	18.4	14.4	16.4	15.9	16.1	16.0	12.3	19.4
Mean	5.80	5.26	5.39	6.27	5.86	5.50	6.02	5.76	5.83	5.79	5.81	6.08	5.56



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	55.3	50.2	58.0	53.8	56.3	54.5	60.2	57.1	59.4	47.8	56.0	49.7	53.7	51.2	53.9	64.3
Strongly	41.9	34.8	42.1	40.3	45.4	36.6	45.1	41.5	48.3	33.8	39.5	38.8	42.9	38.2	40.0	51.8
10	23.2	20.7	24.3	22.0	24.1	24.6	23.7	20.2	24.9	18.6	24.8	24.3	23.3	19.5	22.0	30.9
9	9.2	5.8	9.4	8.9	10.5	3.6	10.4	9.7	11.8	7.0	8.5	7.9	9.4	9.2	8.7	10.6
8	9.5	8.2	8.4	9.3	10.8	8.4	11.0	11.6	11.6	8.2	6.2	6.6	10.2	9.4	9.3	10.3
7	7.4	9.8	7.5	7.5	6.5	13.4	8.1	9.0	5.6	7.9	7.0	5.5	7.2	7.3	7.4	7.6
6	6.0	5.6	8.4	6.1	4.4	4.5	7.1	6.6	5.4	6.2	9.5	5.5	3.5	5.7	6.5	4.9
NEUTRAL-5	12.6	12.6	13.0	13.2	12.0	16.1	13.4	12.5	11.0	10.7	12.6	14.0	12.8	14.4	12.0	11.8
DISAGREE	32.1	37.3	29.1	33.0	31.7	29.3	26.4	30.3	29.7	41.5	31.4	36.3	33.5	34.4	34.1	23.9
4	3.5	3.6	2.8	3.4	3.9	4.4	3.5	3.0	5.6	3.1	2.2	3.9	2.6	3.7	3.4	3.3
3	3.7	4.0	4.1	3.7	3.3	7.1	3.8	2.7	4.2	2.4	4.4	4.9	2.4	3.7	3.7	3.8
2	4.6	4.7	5.0	5.0	4.0	3.3	3.8	5.7	4.1	5.5	6.1	4.1	4.0	4.3	5.2	3.6
1	4.2	5.3	2.5	4.8	4.6	4.5	2.5	5.0	4.6	5.7	2.5	4.6	4.7	5.5	4.0	3.3
0	16.1	19.6	14.6	16.1	15.9	10.0	12.8	13.9	11.2	24.7	16.1	18.8	19.8	17.2	17.9	9.9
Mean	5.80	5.31	5.98	5.69	5.92	5.97	6.20	5.84	6.23	4.96	5.80	5.51	5.66	5.51	5.62	6.64



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21. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY TODAY.

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	60.9	100.0	86.2	75.3	64.9	41.6	24.4	13.6	8.5	70.0	83.9	53.4	23.1	79.6	73.2	54.0	61.7	35.7	56.7	17.9
Strongly	42.8	98.7	71.2	56.7	39.5	15.4	7.7	5.0	5.3	52.1	69.8	28.3	8.8	66.1	52.1	33.1	42.3	16.9	29.9	6.0
10	21.8	85.2	41.6	20.0	14.3	4.9	2.2	2.1	1.6	27.5	40.0	9.5	4.4	38.7	24.1	17.2	20.0	5.9	11.3	1.4
9	8.3	9.8	10.5	17.0	7.9	3.3	2.3	1.0	0.0	10.2	13.3	6.3	2.2	12.2	12.0	5.2	8.5	3.1	5.0	1.4
8	12.6	3.7	19.2	19.6	17.4	7.2	3.2	1.9	3.6	14.4	16.6	12.5	2.2	15.3	15.9	10.7	13.7	7.9	13.5	3.1
7	11.3	1.3	10.4	12.4	15.8	15.5	10.2	2.0	1.7	11.7	9.6	16.0	7.8	8.5	15.1	14.1	11.6	10.3	15.1	6.3
6	6.8	0.0	4.5	6.2	9.5	10.6	6.4	6.6	1.6	6.2	4.5	9.2	6.5	5.0	6.0	6.8	7.8	8.4	11.7	5.6
NEUTRAL-5	12.8	0.0	8.5	13.6	13.9	20.1	16.6	11.0	7.0	12.7	9.2	18.3	16.3	9.3	11.7	17.9	16.0	13.1	13.3	12.8
DISAGREE	26.3	0.0	5.3	11.1	21.2	38.3	59.0	75.4	84.4	17.3	6.9	28.3	60.6	11.1	15.1	28.2	22.3	51.3	30.0	69.3
4	5.0	0.0	1.2	2.1	5.2	8.0	11.8	10.4	7.3	3.9	1.4	7.1	11.5	1.6	5.6	5.9	4.6	8.0	5.1	10.5
3	5.3	0.0	0.8	2.6	4.2	8.5	13.1	15.5	5.5	3.3	1.5	5.8	7.9	2.0	3.5	2.5	6.0	10.7	6.7	14.1
2	5.4	0.0	0.6	2.1	3.6	6.0	17.6	14.7	17.7	3.4	1.1	4.9	18.9	2.6	2.4	6.4	4.0	10.7	4.2	16.2
1	2.8	0.0	0.0	1.5	2.5	5.4	2.3	7.8	17.6	2.0	0.7	3.9	5.3	1.1	1.1	4.5	3.0	5.1	3.6	6.3
0	7.8	0.0	2.6	2.8	5.7	10.4	14.2	26.9	36.2	4.6	2.2	6.6	17.0	4.0	2.5	8.9	4.7	16.8	10.3	22.2
Mean	6.28	9.79	8.15	7.25	6.33	4.85	3.86	2.79	2.01	6.99	8.05	5.69	3.69	7.73	7.16	5.81	6.42	4.29	5.62	3.17



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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	1724	1424	301	276	167	108
AGREE	60.9	56.6	61.2	61.9	62.1	61.8	62.2	59.8	55.2	56.3	53.4
Strongly	42.8	39.6	40.9	45.1	43.1	44.5	45.7	38.9	32.0	32.0	32.0
10	21.8	21.4	19.3	24.6	19.8	22.7	24.5	14.2	16.2	15.3	17.6
9	8.3	9.0	8.1	8.3	8.1	9.0	8.6	10.7	4.3	3.9	4.8
8	12.6	9.2	13.6	12.2	15.2	12.8	12.6	14.0	11.6	12.8	9.6
7	11.3	10.2	13.0	10.2	12.4	10.8	10.2	13.8	14.6	15.0	13.9
6	6.8	6.8	7.2	6.5	6.6	6.5	6.3	7.1	8.6	9.2	7.5
NEUTRAL-5	12.8	12.5	12.4	12.4	14.2	12.2	12.1	12.7	16.7	19.6	12.2
DISAGREE	26.3	31.0	26.4	25.7	23.7	26.0	25.7	27.6	28.2	24.2	34.4
4	5.0	6.8	4.2	5.1	4.2	4.5	4.1	6.4	8.5	8.6	8.2
3	5.3	6.8	4.7	4.8	5.6	5.5	5.2	6.6	4.2	5.2	2.6
2	5.4	6.9	7.3	4.2	4.2	5.5	5.4	6.1	4.6	3.5	6.3
1	2.8	2.7	2.8	2.8	3.0	2.8	2.8	2.5	3.4	3.3	3.5
0	7.8	7.7	7.4	8.7	6.6	7.9	8.3	5.9	7.5	3.5	13.7
Mean	6.28	6.07	6.19	6.38	6.35	6.34	6.38	6.13	5.89	6.09	5.56



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	60.9	75.4	47.0	75.8	46.6	54.8	75.9	45.8	59.3	63.6	57.4	60.1	58.9	62.6	60.2	62.1
Strongly	42.8	59.2	29.4	58.8	27.0	38.3	59.5	26.9	41.3	45.2	36.1	42.3	41.9	41.3	43.0	43.6
10	21.8	33.5	12.0	33.3	11.0	16.7	34.7	11.0	18.0	19.7	15.4	21.2	22.5	15.7	22.5	22.8
9	8.3	11.5	5.5	11.6	5.0	7.8	10.9	4.9	9.2	10.3	8.6	7.7	7.6	7.0	8.0	9.4
8	12.6	14.2	11.8	14.0	11.0	13.8	13.8	10.9	14.0	15.2	12.1	13.4	11.8	18.6	12.5	11.4
7	11.3	11.0	10.4	11.3	11.4	11.1	10.9	10.9	11.7	11.6	13.8	10.4	9.6	11.2	10.7	12.9
6	6.8	5.2	7.2	5.7	8.2	5.4	5.5	8.1	6.4	6.8	7.6	7.5	7.4	10.1	6.5	5.6
NEUTRAL-5	12.8	11.6	14.7	11.1	12.9	20.2	11.6	14.1	10.9	9.7	15.4	11.5	10.2	12.9	12.1	14.9
DISAGREE	26.3	13.0	38.3	13.1	40.5	25.0	12.5	40.0	29.8	26.7	27.2	28.3	31.0	24.5	27.7	23.0
4	5.0	2.7	6.2	2.8	6.7	7.6	2.8	6.2	6.2	7.8	7.6	5.2	4.7	5.8	5.3	4.7
3	5.3	2.4	8.1	2.7	8.6	3.0	2.3	9.5	5.4	4.1	2.1	6.2	7.1	4.4	6.3	3.7
2	5.4	2.6	8.1	2.7	8.7	3.2	2.1	8.8	4.7	4.9	7.1	5.7	6.3	5.7	5.2	4.9
1	2.8	1.5	3.4	1.0	4.6	3.6	1.2	3.9	4.0	2.3	3.5	2.9	3.2	3.0	2.7	2.7
0	7.8	3.8	12.5	3.9	12.0	7.6	4.1	11.5	9.5	7.6	6.9	8.3	9.6	5.6	8.3	7.0
Mean	6.28	7.43	5.23	7.43	5.11	6.08	7.47	5.12	6.04	6.37	6.01	6.17	6.06	6.23	6.24	6.45



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
AGREE	60.9	52.4	63.8	77.1	45.6	54.0	54.4	49.0	48.4	49.3	69.1	
Strongly	42.8	33.8	46.0	60.6	26.6	33.1	34.2	30.2	33.7	28.2	51.5	
10	21.8	12.9	24.9	32.9	11.3	17.2	17.3	12.8	13.5	12.5	28.0	
9	8.3	9.0	8.1	12.1	5.2	5.2	5.8	6.8	10.6	4.7	9.4	
8	12.6	11.9	12.9	15.5	10.1	10.7	11.1	10.6	9.7	11.1	14.1	
7	11.3	11.0	11.5	11.1	10.8	14.1	12.8	10.9	8.7	12.2	11.6	
6	6.8	7.6	6.4	5.4	8.1	6.8	7.4	7.9	6.1	8.9	6.0	
NEUTRAL-5	12.8	14.5	12.2	10.2	14.2	17.9	17.2	13.4	12.4	14.0	12.4	
DISAGREE	26.3	33.1	23.9	12.7	40.2	28.2	28.4	37.5	39.2	36.6	18.5	
4	5.0	5.9	4.7	3.2	6.7	5.9	6.8	6.6	5.3	7.3	3.9	
3	5.3	6.7	4.8	2.6	8.9	2.5	5.3	8.1	5.5	9.6	3.3	
2	5.4	8.6	4.1	2.5	8.1	6.4	4.9	8.0	9.6	7.1	3.5	
1	2.8	2.8	2.9	1.1	4.3	4.5	3.4	3.6	4.8	2.9	2.3	
0	7.8	9.1	7.4	3.4	12.2	8.9	7.9	11.2	14.1	9.6	5.5	
Mean	6.28	5.64	6.50	7.50	5.11	5.81	5.91	5.36	5.28	5.40	6.91	



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
AGREE	60.9	76.8	47.0	76.3	47.0	59.2	78.2	55.5	62.3	74.5	42.2	55.0
Strongly	42.8	60.5	28.2	59.4	27.6	41.4	60.9	34.3	44.8	57.9	23.9	36.6
10	21.8	34.1	11.6	31.3	12.3	22.1	30.7	14.2	26.0	32.0	11.2	16.7
9	8.3	12.2	5.3	12.4	5.5	6.8	12.8	8.6	6.5	12.0	3.8	7.1
8	12.6	14.2	11.4	15.7	9.8	12.5	17.5	11.5	12.2	13.9	8.9	12.8
7	11.3	10.5	11.2	11.0	10.7	12.6	12.0	11.0	12.7	10.0	10.6	12.5
6	6.8	5.7	7.5	6.0	8.6	5.2	5.3	10.2	4.8	6.7	7.7	5.9
NEUTRAL-5	12.8	11.3	14.5	11.0	13.3	14.5	10.5	12.0	12.8	11.5	14.0	17.0
DISAGREE	26.3	12.0	38.5	12.6	39.7	26.2	11.3	32.5	24.9	13.9	43.8	28.1
4	5.0	2.8	6.7	2.6	6.5	6.2	2.2	3.9	4.5	3.0	8.0	8.5
3	5.3	2.2	8.1	2.2	8.2	5.4	2.3	7.0	6.7	2.2	8.9	3.5
2	5.4	2.5	8.2	2.7	8.5	4.6	2.2	6.6	3.8	3.2	9.6	5.8
1	2.8	1.1	3.8	1.0	3.7	4.2	1.1	3.8	3.7	0.8	3.6	5.0
0	7.8	3.5	11.8	4.1	12.8	5.8	3.6	11.1	6.2	4.7	13.8	5.3
Mean	6.28	7.53	5.22	7.41	5.16	6.29	7.51	5.64	6.48	7.32	4.89	6.02



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	60.9	42.3	34.3	48.1	58.4	76.3	82.4	78.6	61.2	64.3	81.1	41.1	54.1	60.6	39.2	58.9	75.9
Strongly	42.8	24.7	24.0	25.2	38.1	58.7	68.6	62.4	41.2	42.3	65.9	23.0	33.8	35.4	25.1	39.5	59.4
10	21.8	11.5	11.1	11.8	17.2	29.5	44.1	35.1	21.0	14.8	37.0	9.6	15.4	19.3	16.3	19.7	33.8
9	8.3	5.6	6.5	4.9	7.3	11.4	11.9	11.6	8.5	13.8	12.3	5.8	5.0	5.3	3.1	6.1	11.4
8	12.6	7.6	6.4	8.4	13.6	17.7	12.6	15.7	11.6	13.7	16.6	7.6	13.4	10.7	5.7	13.7	14.2
7	11.3	10.7	6.9	13.5	11.8	12.1	9.9	11.3	15.6	11.6	10.4	10.2	9.8	19.5	10.8	13.5	11.4
6	6.8	6.9	3.4	9.4	8.4	5.6	3.8	4.9	4.4	10.5	4.8	7.9	10.5	5.7	3.2	5.8	5.1
NEUTRAL-5	12.8	14.7	16.3	13.5	16.0	9.5	5.2	7.9	20.5	17.6	8.4	13.4	13.8	9.2	17.8	16.9	5.2
DISAGREE	26.3	43.0	49.4	38.4	25.7	14.2	12.3	13.5	18.3	18.1	10.6	45.5	32.0	30.2	43.0	24.2	18.9
4	5.0	6.3	3.4	8.5	6.6	2.5	1.8	2.2	9.0	3.3	1.8	5.8	8.0	5.6	8.0	7.0	2.5
3	5.3	8.3	7.2	9.1	5.0	3.7	2.1	3.1	0.0	4.1	1.9	8.9	6.8	9.0	9.1	4.1	6.1
2	5.4	10.9	12.4	9.7	3.8	2.4	3.0	2.7	4.9	4.2	2.1	11.2	4.1	8.0	12.1	3.3	2.5
1	2.8	4.9	7.1	3.3	2.3	2.1	1.1	1.7	0.0	1.2	1.0	5.2	1.2	3.6	6.1	3.7	4.2
0	7.8	12.6	19.2	7.8	7.9	3.5	4.2	3.8	4.4	5.3	3.8	14.4	11.9	3.9	7.7	6.1	3.7
Mean	6.28	4.93	4.38	5.33	6.11	7.33	7.89	7.55	6.64	6.48	7.75	4.72	5.69	6.13	5.10	6.27	7.28



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	60.9	46.1	57.8	78.6	61.1	65.4	82.3	63.3	60.4	62.8	56.4	59.0	64.1	72.0	64.7	50.9
Strongly	42.8	27.7	37.3	61.6	41.5	51.3	75.7	48.3	41.9	45.1	36.7	38.9	47.5	54.0	45.5	33.4
10	21.8	12.7	17.0	33.7	19.9	25.4	37.5	23.9	21.1	20.1	22.7	22.7	25.8	25.3	23.7	16.2
9	8.3	4.9	8.0	12.3	8.6	9.3	24.4	7.5	8.5	10.3	5.6	5.5	7.9	11.8	9.4	6.8
8	12.6	10.1	12.3	15.6	13.0	16.5	13.8	16.9	12.3	14.7	8.3	10.7	13.8	16.8	12.4	10.3
7	11.3	11.0	14.1	10.7	12.8	9.8	6.6	10.2	11.1	10.8	11.6	15.0	10.6	11.6	12.3	10.3
6	6.8	7.3	6.4	6.3	6.8	4.3	0.0	4.8	7.4	6.9	8.1	5.1	6.0	6.4	6.9	7.2
NEUTRAL-5	12.8	13.8	17.7	10.0	14.0	10.5	3.6	11.4	13.0	12.2	14.3	14.2	12.1	9.1	11.0	16.4
DISAGREE	26.3	40.2	24.4	11.4	25.0	24.1	14.1	25.3	26.6	25.0	29.3	26.8	23.8	18.9	24.3	32.7
4	5.0	7.1	6.4	2.2	5.9	5.9	6.8	5.8	5.1	5.0	5.2	3.4	3.5	6.1	5.0	6.7
3	5.3	7.9	5.8	2.1	6.1	4.3	3.2	4.5	5.8	5.6	6.1	2.8	5.3	4.3	4.4	6.8
2	5.4	8.6	3.4	2.4	5.2	4.5	4.2	4.5	5.3	5.0	5.7	7.3	4.8	2.4	6.1	6.3
1	2.8	3.9	3.5	1.4	3.1	4.3	0.0	4.9	2.7	2.6	2.9	2.2	2.4	0.6	2.3	4.1
0	7.8	12.7	5.3	3.2	4.8	5.0	0.0	5.7	7.8	6.9	9.4	11.0	7.9	5.5	6.5	8.8
Mean	6.28	5.15	6.20	7.57	6.35	6.67	8.14	6.49	6.24	6.39	6.00	6.08	6.52	7.02	6.51	5.68



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	60.9	61.7	59.4	56.8	64.5	66.0	67.2	57.9	52.1	64.3	53.5	53.7	47.1	70.7	70.2	59.0	54.7	52.8	56.1	39.0
Strongly	42.8	43.4	41.6	39.0	46.8	48.0	48.0	39.4	35.7	45.2	37.7	37.5	33.3	47.5	50.2	40.6	41.0	34.5	40.8	26.4
10	21.8	24.1	17.6	16.7	19.3	26.6	20.8	22.0	14.6	23.5	18.2	20.3	14.6	18.2	26.3	20.9	22.1	18.7	17.3	12.1
9	8.3	7.9	9.1	8.3	10.6	8.5	11.3	7.4	7.0	8.2	8.5	8.6	7.4	13.2	9.4	7.2	6.4	10.5	10.6	4.5
8	12.6	11.4	15.0	14.0	16.9	12.9	15.9	10.0	14.2	13.4	10.9	8.6	11.3	16.1	14.5	12.5	12.4	5.3	12.9	9.8
7	11.3	11.2	11.7	11.4	12.2	12.0	11.8	10.4	11.5	12.4	9.1	9.3	8.1	12.3	13.4	11.4	9.3	9.4	7.7	8.5
6	6.8	7.1	6.1	6.4	5.5	6.0	7.4	8.1	4.9	6.8	6.7	6.8	5.8	10.9	6.6	6.9	4.5	8.9	7.7	4.0
NEUTRAL-5	12.8	13.1	12.3	12.7	11.4	12.4	10.4	13.6	14.0	13.0	12.4	12.4	11.5	14.3	11.7	14.2	13.0	11.9	11.9	11.2
DISAGREE	26.3	25.2	28.3	30.5	24.1	21.6	22.4	28.4	33.8	22.7	34.1	33.9	41.3	15.0	18.1	26.8	32.3	35.3	32.0	49.9
4	5.0	4.7	5.5	6.9	2.9	3.0	4.2	6.2	6.7	4.9	5.3	8.2	3.2	4.4	3.6	6.0	3.9	12.0	3.0	3.4
3	5.3	4.7	6.3	6.3	6.3	4.3	6.5	5.1	6.1	5.1	5.8	5.4	6.5	3.8	4.6	5.5	6.1	4.7	6.8	6.2
2	5.4	5.2	5.8	5.9	5.6	4.9	2.5	5.4	8.8	5.2	5.8	6.2	7.0	1.1	3.7	6.5	4.8	7.4	4.8	9.1
1	2.8	2.9	2.8	3.6	1.2	2.6	2.9	3.1	2.7	2.4	3.9	3.9	4.6	2.2	2.3	2.5	4.0	3.8	3.7	5.4
0	7.8	7.7	7.9	7.8	8.2	6.8	6.3	8.6	9.4	5.2	13.4	10.3	20.0	3.5	3.9	6.3	13.6	7.4	13.6	25.8
Mean	6.28	6.36	6.12	5.97	6.42	6.65	6.60	6.11	5.68	6.56	5.66	5.83	5.03	6.86	6.94	6.23	5.82	5.83	5.76	4.35



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

21. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY TODAY.

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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	60.9	48.5	53.0	60.0	60.8	61.9	68.2	55.3	64.4	56.9	65.7	66.4	55.9
Strongly	42.8	26.9	34.3	44.2	42.5	46.3	48.5	37.2	46.2	38.8	47.6	48.0	38.2
10	21.8	13.3	16.8	23.5	22.3	24.4	23.6	19.1	23.5	20.1	23.9	24.5	19.4
9	8.3	5.3	8.3	8.8	7.5	8.0	9.7	7.9	8.6	7.8	9.0	9.5	7.3
8	12.6	8.3	9.2	11.9	12.6	13.9	15.2	10.2	14.2	10.9	14.7	14.0	11.4
7	11.3	12.5	13.1	8.9	11.6	9.5	12.7	11.1	11.5	11.2	11.4	11.9	10.8
6	6.8	9.1	5.6	7.0	6.6	6.1	7.0	6.9	6.6	6.9	6.6	6.5	7.0
NEUTRAL-5	12.8	9.9	14.3	16.2	12.6	13.7	10.3	14.3	11.9	13.8	11.6	11.7	13.8
DISAGREE	26.3	41.6	32.6	23.8	26.6	24.5	21.5	30.5	23.7	29.3	22.7	21.9	30.3
4	5.0	11.6	4.1	4.9	4.4	4.6	4.3	6.0	4.4	5.5	4.4	3.5	6.4
3	5.3	8.1	6.3	2.6	4.7	4.6	6.5	5.0	5.5	4.9	5.7	5.1	5.4
2	5.4	6.6	7.6	3.7	6.4	5.5	4.3	5.6	5.2	5.9	4.8	4.0	6.6
1	2.8	6.0	5.1	2.1	1.8	2.5	2.2	3.9	2.2	3.3	2.3	2.7	2.9
0	7.8	9.3	9.5	10.4	9.4	7.4	4.2	9.9	6.5	9.7	5.5	6.6	8.9
Mean	6.28	5.28	5.69	6.31	6.23	6.44	6.75	5.89	6.52	5.99	6.62	6.63	5.96



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	60.9	50.8	56.2	63.8	65.3	64.6	63.1	67.2	68.5	43.4	50.3	59.7	62.5	58.2	60.1	66.3
Strongly	42.8	31.2	39.3	45.0	47.4	43.8	47.0	47.6	50.1	24.5	32.7	41.8	45.2	38.5	42.3	49.6
10	21.8	13.8	20.8	24.6	23.1	21.3	26.5	25.1	23.2	9.9	16.0	23.9	23.0	18.6	20.9	28.4
9	8.3	8.5	7.3	7.6	9.5	9.7	8.4	9.7	10.1	7.8	6.4	5.1	8.9	7.9	8.3	8.9
8	12.6	8.9	11.1	12.8	14.8	12.8	12.1	12.8	16.7	6.8	10.3	12.8	13.2	12.1	13.1	12.4
7	11.3	11.6	11.1	10.5	12.1	12.8	12.2	10.4	12.9	11.0	10.1	10.5	11.3	13.7	10.3	10.8
6	6.8	8.0	5.9	8.4	5.8	8.1	3.9	9.2	5.5	8.0	7.5	7.4	6.0	5.9	7.5	5.9
NEUTRAL-5	12.8	11.2	16.2	12.0	11.6	11.4	14.1	11.1	10.7	11.1	17.9	13.2	12.4	12.4	12.2	14.9
DISAGREE	26.3	38.0	27.6	24.2	23.1	24.0	22.8	21.8	20.8	45.5	31.8	27.1	25.1	29.4	27.7	18.8
4	5.0	8.4	5.0	3.5	5.0	2.3	3.9	2.6	4.2	11.6	6.0	4.6	5.7	4.8	6.0	3.0
3	5.3	6.5	4.6	4.8	5.8	6.1	5.2	4.9	5.0	6.7	4.0	4.6	6.4	5.5	5.8	3.7
2	5.4	7.2	5.2	5.6	4.7	2.1	5.0	3.8	3.9	9.8	5.4	7.8	5.4	4.9	5.8	4.9
1	2.8	6.3	2.6	2.0	2.4	4.4	1.7	2.4	3.4	7.4	3.5	1.7	1.6	3.5	2.6	2.6
0	7.8	9.7	10.2	8.3	5.2	9.1	7.0	8.1	4.3	10.0	12.9	8.4	6.0	10.7	7.5	4.5
Mean	6.28	5.44	6.03	6.42	6.61	6.33	6.60	6.59	6.77	4.97	5.55	6.21	6.48	5.96	6.22	6.83



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

22. 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	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	77.5	100.0	96.7	92.5	83.9	66.4	47.7	29.5	15.2	87.0	95.5	80.1	39.3	92.1	86.4	77.4	85.7	51.3	67.7	37.4
Strongly	58.8	100.0	91.8	78.5	58.7	32.9	16.2	13.5	8.6	71.1	87.4	52.0	15.1	82.7	69.2	57.3	63.7	24.7	37.3	14.1
10	35.2	96.3	68.1	39.8	24.2	13.3	6.5	5.8	5.2	44.2	60.7	21.5	6.3	57.6	39.1	36.0	33.3	10.2	15.1	6.1
9	10.5	2.5	15.5	17.4	13.2	6.9	3.1	2.7	0.0	12.2	14.0	10.7	3.3	11.4	13.4	9.0	14.6	5.7	9.8	2.3
8	13.1	1.3	8.2	21.3	21.2	12.6	6.6	4.9	3.4	14.7	12.7	19.8	5.6	13.7	16.7	12.3	15.7	8.8	12.5	5.7
7	11.8	0.0	4.3	10.5	15.7	20.5	18.7	6.3	1.7	10.7	6.3	18.4	12.1	7.3	12.1	11.7	14.2	14.7	16.8	13.0
6	6.9	0.0	0.6	3.5	9.5	12.9	12.8	9.6	4.9	5.1	1.8	9.8	12.1	2.1	5.1	8.4	7.9	11.8	13.6	10.3
NEUTRAL-5	11.9	0.0	2.6	4.6	11.0	22.6	30.5	22.8	5.6	7.7	3.0	13.1	24.3	3.7	8.5	15.1	8.3	23.7	22.3	24.8
DISAGREE	10.6	0.0	0.6	2.9	5.1	11.0	21.9	47.7	79.2	5.3	1.5	6.7	36.4	4.2	5.1	7.5	6.0	25.1	9.9	37.9
4	3.0	0.0	0.0	0.8	1.4	3.9	9.2	13.5	6.9	1.8	0.4	2.6	12.3	1.1	2.4	3.6	1.2	6.2	2.4	9.4
3	2.6	0.0	0.0	0.8	1.3	3.2	5.1	13.6	13.4	1.2	0.3	2.0	6.0	0.2	1.4	1.7	2.3	6.3	2.5	9.5
2	1.8	0.0	0.0	0.0	1.4	1.9	4.1	6.8	14.5	0.7	0.0	1.4	3.3	0.9	0.6	0.0	0.9	4.9	2.1	7.3
1	1.3	0.0	0.3	0.8	0.3	1.2	0.4	8.0	14.9	0.5	0.5	0.2	3.2	0.6	0.2	0.8	0.6	3.5	1.6	5.1
0	1.9	0.0	0.3	0.5	0.7	0.9	2.9	5.9	29.6	1.1	0.3	0.6	11.6	1.4	0.6	1.3	0.9	4.1	1.2	6.6
Mean	7.59	9.95	9.33	8.49	7.66	6.61	5.67	4.55	2.60	8.27	9.07	7.42	4.93	8.78	8.18	7.68	7.93	5.73	6.73	4.89



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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	1724	1424	301	276	167	108
AGREE	77.5	72.2	75.2	80.6	78.6	78.2	77.8	80.2	73.1	69.6	78.5
Strongly	58.8	48.8	59.1	63.3	58.7	60.4	61.4	55.7	48.9	47.3	51.4
10	35.2	29.4	35.2	39.4	32.3	36.8	38.9	26.9	24.8	21.2	30.4
9	10.5	9.5	9.2	12.2	9.7	10.5	10.6	10.3	10.3	13.9	4.7
8	13.1	9.9	14.7	11.7	16.7	13.0	11.8	18.6	13.8	12.2	16.3
7	11.8	15.2	9.6	11.1	12.5	11.2	10.5	14.5	15.4	14.8	16.3
6	6.9	8.3	6.5	6.2	7.4	6.6	5.9	10.0	8.8	7.5	10.8
NEUTRAL-5	11.9	17.4	13.8	9.9	9.3	10.9	11.2	9.2	18.8	20.1	16.7
DISAGREE	10.6	10.3	11.0	9.6	12.1	11.0	11.1	10.5	8.1	10.2	4.8
4	3.0	3.2	2.0	3.0	3.8	2.9	2.7	3.6	3.6	4.1	2.8
3	2.6	2.4	2.9	1.6	4.1	2.7	2.8	2.3	1.9	3.1	0.0
2	1.8	1.2	2.6	1.8	1.4	2.0	1.9	2.2	0.7	1.2	0.0
1	1.3	1.5	1.6	1.1	1.4	1.4	1.4	1.7	0.7	1.2	0.0
0	1.9	2.1	1.8	2.2	1.4	2.0	2.3	0.7	1.2	0.6	2.0
Mean	7.59	7.25	7.52	7.83	7.54	7.64	7.69	7.45	7.28	7.14	7.50



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	77.5	89.9	63.9	88.9	65.2	79.0	90.0	61.4	79.2	83.7	81.6	76.3	72.9	75.5	79.3	79.4
Strongly	58.8	77.8	40.2	75.8	40.9	59.0	78.0	38.1	57.5	60.5	58.2	56.4	53.7	52.1	60.2	62.9
10	35.2	51.7	20.4	50.5	19.1	35.3	52.5	16.6	35.4	36.3	32.6	32.6	32.2	26.1	35.4	39.6
9	10.5	12.4	8.7	11.7	9.1	11.2	12.2	9.0	11.4	14.0	8.2	11.0	9.9	10.4	12.0	9.7
8	13.1	13.7	11.2	13.6	12.8	12.6	13.3	12.6	10.7	10.2	17.4	12.8	11.6	15.6	12.7	13.6
7	11.8	8.6	14.4	9.3	13.8	14.0	9.0	13.0	13.3	14.8	15.4	12.1	12.6	11.8	11.8	11.3
6	6.9	3.4	9.3	3.8	10.4	6.0	3.0	10.3	8.4	8.5	8.0	7.9	6.6	11.7	7.4	5.2
NEUTRAL-5	11.9	5.5	17.6	6.7	17.0	14.1	6.0	19.0	11.1	8.4	11.7	11.5	11.9	14.2	10.0	12.8
DISAGREE	10.6	4.5	18.4	4.4	17.9	7.0	4.0	19.5	9.7	7.8	6.7	12.2	15.2	10.2	10.7	7.8
4	3.0	1.6	4.5	1.6	4.6	1.9	1.5	4.9	2.9	2.7	2.2	3.2	4.4	1.8	2.9	2.5
3	2.6	0.5	5.4	0.2	4.9	3.1	0.3	5.1	3.6	2.8	1.3	3.3	4.0	2.6	3.2	1.3
2	1.8	0.8	3.0	0.8	3.2	0.0	0.8	3.8	0.9	0.4	0.5	2.1	2.5	2.2	1.9	1.2
1	1.3	0.6	2.5	0.5	2.5	0.0	0.4	3.0	0.3	0.0	0.9	1.4	2.4	1.3	0.7	1.2
0	1.9	1.1	3.1	1.2	2.6	2.0	1.0	2.8	2.0	1.9	1.8	2.0	2.0	2.3	2.0	1.6
Mean	7.59	8.57	6.59	8.50	6.61	7.75	8.61	6.40	7.65	7.87	7.68	7.45	7.28	7.24	7.67	7.84



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
AGREE	77.5	65.6	81.6	89.9	64.5	77.4	77.5	65.5	56.7	70.4	85.8	
Strongly	58.8	42.1	64.5	77.4	39.6	57.3	56.7	41.4	37.4	43.7	70.9	
10	35.2	18.9	40.8	50.3	19.1	36.0	32.5	19.3	18.8	19.6	46.2	
9	10.5	9.1	11.0	12.2	9.1	9.0	9.5	8.8	9.5	8.4	11.7	
8	13.1	14.0	12.8	14.9	11.5	12.3	14.7	13.3	9.0	15.7	13.0	
7	11.8	12.5	11.6	9.2	14.5	11.7	12.5	13.2	10.5	14.8	10.8	
6	6.9	11.1	5.5	3.2	10.3	8.4	8.3	10.8	8.9	11.9	4.2	
NEUTRAL-5	11.9	18.1	9.8	5.6	17.8	15.1	13.3	16.8	19.4	15.4	8.6	
DISAGREE	10.6	16.3	8.6	4.5	17.8	7.5	9.2	17.7	23.9	14.2	5.6	
4	3.0	3.7	2.7	1.6	4.3	3.6	2.7	5.1	4.0	5.7	1.5	
3	2.6	4.9	1.8	0.7	4.8	1.7	3.2	4.6	7.1	3.2	1.1	
2	1.8	2.6	1.5	0.7	3.4	0.0	1.0	3.3	5.5	2.1	0.7	
1	1.3	2.8	0.8	0.4	2.4	0.8	0.5	2.3	3.4	1.6	0.7	
0	1.9	2.2	1.8	1.1	2.9	1.3	1.8	2.4	3.9	1.6	1.5	
Mean	7.59	6.66	7.92	8.54	6.57	7.68	7.55	6.64	6.21	6.88	8.26	



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

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
AGREE	77.5	90.0	66.4	89.7	67.0	75.6	90.4	68.2	75.5	88.9	66.4	75.7
Strongly	58.8	76.8	43.0	77.3	43.0	55.8	76.5	44.5	57.5	78.0	42.2	53.6
10	35.2	51.8	21.5	49.7	21.5	34.5	46.9	19.9	36.8	52.6	22.4	31.3
9	10.5	11.2	9.7	12.4	10.1	8.6	13.0	12.0	7.3	11.9	9.0	10.3
8	13.1	13.8	11.7	15.1	11.5	12.7	16.6	12.6	13.3	13.6	10.8	12.0
7	11.8	9.8	13.8	8.3	14.5	12.7	9.8	13.7	11.5	6.9	14.9	14.4
6	6.9	3.4	9.6	4.0	9.5	7.1	4.2	10.0	6.6	3.9	9.3	7.8
NEUTRAL-5	11.9	5.7	16.2	5.3	16.8	14.1	4.9	13.5	12.8	5.7	18.7	16.0
DISAGREE	10.6	4.3	17.4	5.0	16.2	10.3	4.6	18.4	11.7	5.4	14.9	8.3
4	3.0	1.5	4.4	1.8	3.9	3.2	1.1	3.0	3.6	2.6	4.4	2.7
3	2.6	0.4	4.9	0.6	4.3	2.8	0.8	4.8	3.9	0.3	4.1	1.3
2	1.8	1.0	2.9	0.8	2.8	1.8	1.1	4.0	1.8	0.5	2.1	1.8
1	1.3	0.4	2.3	0.4	2.5	0.9	0.3	3.1	0.6	0.6	2.2	1.2
0	1.9	1.1	2.9	1.4	2.6	1.5	1.4	3.5	1.7	1.4	2.2	1.3
Mean	7.59	8.56	6.73	8.50	6.76	7.52	8.46	6.68	7.55	8.55	6.81	7.48



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

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	77.5	63.4	60.9	65.3	75.8	89.8	92.1	90.7	83.2	81.5	92.6	63.4	70.1	81.6	54.4	77.6	86.2
Strongly	58.8	39.4	39.3	39.5	55.2	75.3	83.7	78.5	69.8	66.7	80.9	37.8	47.7	63.0	32.9	55.7	74.3
10	35.2	20.3	23.8	17.8	30.0	44.7	66.0	52.8	40.6	40.5	53.2	18.2	24.0	35.6	20.8	29.9	58.9
9	10.5	8.5	7.5	9.1	10.8	14.8	7.2	11.9	11.9	11.6	12.7	8.8	11.2	15.0	5.3	10.0	6.8
8	13.1	10.6	8.0	12.5	14.4	15.8	10.5	13.8	17.3	14.6	15.1	10.8	12.4	12.3	6.7	15.8	8.6
7	11.8	13.7	13.2	14.0	12.6	11.1	6.5	9.3	4.5	7.9	8.8	15.2	13.1	14.9	10.7	14.3	9.3
6	6.9	10.3	8.4	11.8	8.0	3.4	1.9	2.9	9.0	6.8	2.8	10.4	9.3	3.6	10.8	7.6	2.6
NEUTRAL-5	11.9	16.5	16.5	16.5	14.8	5.9	4.1	5.2	4.6	11.5	3.6	16.3	18.1	14.6	22.9	13.7	8.4
DISAGREE	10.6	20.1	22.6	18.2	9.4	4.3	3.7	4.1	12.2	7.1	3.8	20.3	11.8	3.8	22.7	8.7	5.4
4	3.0	4.8	5.5	4.2	3.4	1.4	0.4	1.0	2.6	3.9	1.2	4.6	3.5	0.0	6.4	3.2	0.8
3	2.6	5.6	3.8	6.9	2.1	1.0	0.0	0.6	2.2	1.3	0.2	5.8	2.4	1.7	6.4	2.2	1.9
2	1.8	3.6	2.7	4.3	1.5	0.9	0.4	0.7	0.0	1.2	0.7	3.4	2.3	0.0	6.4	0.9	0.9
1	1.3	3.0	4.5	1.9	0.8	0.4	0.8	0.6	0.0	0.0	0.6	3.4	1.6	0.0	2.3	0.6	0.8
0	1.9	3.1	6.2	0.9	1.6	0.5	2.2	1.2	7.4	0.7	1.1	3.1	2.0	2.1	1.3	1.8	1.0
Mean	7.59	6.51	6.38	6.60	7.46	8.45	8.90	8.62	7.76	8.02	8.71	6.44	7.06	7.95	6.24	7.52	8.53



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BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	77.5	65.0	78.2	91.3	78.3	79.6	88.1	78.5	78.5	78.4	78.6	67.4	80.7	81.3	80.4	70.1
Strongly	58.8	41.8	55.1	79.2	58.0	60.6	84.9	57.6	59.9	60.4	59.1	48.5	63.7	70.4	59.5	49.5
10	35.2	21.1	33.5	51.7	32.3	34.2	46.2	32.7	36.3	34.7	38.9	28.1	38.7	45.6	35.6	29.3
9	10.5	9.4	8.7	12.4	11.5	12.6	21.7	11.5	10.5	11.6	8.6	8.3	10.2	10.4	12.2	8.9
8	13.1	11.3	13.0	15.2	14.2	13.8	17.0	13.4	13.2	14.1	11.7	12.0	14.8	14.4	11.7	11.3
7	11.8	13.2	15.2	9.0	12.5	11.4	3.2	12.4	11.7	11.1	12.8	12.7	11.8	5.8	14.2	11.6
6	6.9	10.0	7.9	3.0	7.7	7.6	0.0	8.5	6.9	7.0	6.7	6.3	5.2	5.0	6.7	9.0
NEUTRAL-5	11.9	17.6	14.7	4.6	12.5	8.1	4.4	8.6	11.7	11.1	12.8	18.3	10.9	9.7	10.0	15.5
DISAGREE	10.6	17.4	7.1	4.1	9.2	12.3	7.6	12.9	9.8	10.5	8.6	14.3	8.4	9.1	9.6	14.4
4	3.0	4.4	2.4	1.5	2.8	2.0	0.0	2.2	3.2	3.7	2.3	2.8	1.9	1.9	2.3	4.8
3	2.6	4.8	1.5	0.4	2.6	4.1	3.4	4.2	2.4	2.9	1.6	1.9	2.1	1.9	2.3	2.8
2	1.8	3.1	0.7	0.7	1.7	2.3	0.0	2.6	1.8	1.6	2.1	1.4	1.1	1.1	1.1	3.9
1	1.3	2.3	1.0	0.4	0.9	1.1	0.0	1.2	1.1	1.2	1.0	3.2	1.8	1.7	1.4	1.0
0	1.9	2.7	1.4	1.1	1.2	2.8	4.2	2.6	1.3	1.2	1.6	5.0	1.5	2.5	2.4	1.9
Mean	7.59	6.67	7.61	8.63	7.60	7.58	8.48	7.47	7.69	7.66	7.72	6.93	7.83	8.01	7.69	7.13



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	77.5	77.6	77.3	77.6	76.7	78.2	80.8	77.1	74.0	76.9	78.8	73.1	79.4	88.8	79.1	74.9	73.5	72.7	78.4	80.3
Strongly	58.8	60.3	56.0	55.9	56.3	61.0	61.2	59.8	51.2	58.8	58.9	55.0	57.2	67.3	62.2	55.7	54.0	55.9	59.2	55.4
10	35.2	37.2	31.5	31.8	30.9	38.3	31.6	36.2	31.5	35.5	34.6	32.1	35.4	30.2	37.9	33.2	31.5	32.6	31.1	39.3
9	10.5	9.9	11.7	11.5	12.1	9.5	13.1	10.2	10.4	10.2	11.2	11.5	11.4	11.9	10.6	9.9	8.6	14.0	14.6	8.6
8	13.1	13.3	12.8	12.5	13.4	13.2	16.5	13.4	9.4	13.1	13.1	11.5	10.4	25.2	13.8	12.5	13.9	9.4	13.5	7.5
7	11.8	10.9	13.4	13.6	13.1	11.2	11.8	10.6	15.0	11.2	13.0	11.2	15.3	13.6	10.5	11.9	11.7	10.8	13.7	16.8
6	6.9	6.4	7.8	8.1	7.2	6.0	7.8	6.8	7.8	6.9	6.9	6.8	6.9	7.9	6.4	7.3	7.8	6.0	5.5	8.1
NEUTRAL-5	11.9	12.7	10.5	10.4	10.7	10.6	8.8	14.6	12.1	12.0	11.8	17.0	10.3	3.7	10.0	13.9	13.1	20.3	11.0	9.7
DISAGREE	10.6	9.7	12.2	12.0	12.6	11.2	10.4	8.3	13.9	11.1	9.4	10.0	10.3	7.5	10.9	11.3	13.4	7.0	10.6	10.0
4	3.0	2.7	3.5	3.4	3.7	2.6	2.3	2.8	4.6	2.8	3.4	3.6	2.9	4.8	1.9	3.6	3.7	3.5	4.4	1.4
3	2.6	2.0	3.6	3.5	3.8	2.8	3.2	1.3	3.9	2.9	2.0	1.1	2.5	2.7	3.1	2.6	2.4	0.0	2.3	2.8
2	1.8	1.7	2.0	1.9	2.1	2.2	2.1	1.3	1.9	2.1	1.2	2.1	0.8	0.0	2.7	1.5	1.4	2.7	0.8	0.7
1	1.3	1.3	1.3	1.3	1.3	1.7	0.3	1.0	2.2	1.5	0.9	0.8	1.5	0.0	1.3	1.7	1.7	0.0	0.8	2.1
0	1.9	1.9	1.9	1.9	1.8	1.9	2.4	1.9	1.4	1.8	2.0	2.3	2.6	0.0	1.8	1.8	4.1	0.8	2.3	2.9
Mean	7.59	7.67	7.46	7.47	7.45	7.66	7.63	7.67	7.31	7.57	7.65	7.43	7.62	7.99	7.70	7.45	7.24	7.59	7.61	7.63



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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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	77.5	78.4	74.9	77.1	78.8	78.4	77.3	76.6	78.0	77.3	77.7	79.1	76.0
Strongly	58.8	49.7	51.1	59.4	59.7	64.9	60.2	54.6	61.5	56.1	62.1	61.1	56.8
10	35.2	25.2	30.5	36.5	35.0	37.6	38.1	32.1	37.1	32.9	37.9	35.9	34.6
9	10.5	11.2	9.1	9.0	8.6	12.4	11.9	9.5	11.2	9.2	12.1	10.8	10.2
8	13.1	13.3	11.6	14.0	16.2	14.9	10.2	13.0	13.2	14.0	12.1	14.4	12.0
7	11.8	17.0	13.8	10.6	14.0	11.0	9.2	13.0	11.0	13.3	9.9	11.4	12.1
6	6.9	11.8	10.1	7.0	5.1	2.5	7.8	9.1	5.5	7.9	5.7	6.6	7.1
NEUTRAL-5	11.9	10.0	16.7	13.3	10.5	10.8	10.9	13.8	10.8	12.8	10.9	10.0	13.7
DISAGREE	10.6	11.5	8.3	9.6	10.6	10.8	11.8	9.6	11.2	9.9	11.4	10.9	10.3
4	3.0	6.7	3.4	2.0	3.3	2.9	2.1	3.5	2.7	3.4	2.4	2.5	3.4
3	2.6	1.3	2.2	2.4	1.3	2.5	4.1	2.1	2.9	1.9	3.4	3.0	2.2
2	1.8	1.1	0.4	2.2	1.2	1.5	3.0	1.4	2.1	1.3	2.4	2.2	1.5
1	1.3	1.2	0.8	0.6	2.5	2.1	0.9	0.8	1.7	1.3	1.4	1.2	1.4
0	1.9	1.2	1.6	2.3	2.4	1.7	1.8	1.8	1.9	2.0	1.8	2.1	1.7
Mean	7.59	7.33	7.41	7.61	7.59	7.77	7.63	7.48	7.66	7.52	7.69	7.65	7.54



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	77.5	78.1	75.4	79.9	77.0	77.9	76.9	82.9	77.7	78.2	74.1	76.2	76.3	76.7	77.1	79.5
Strongly	58.8	49.5	56.5	61.9	61.2	47.6	59.4	62.7	64.1	50.6	54.1	60.8	58.8	57.6	56.3	66.8
10	35.2	26.6	34.9	36.5	37.3	21.6	35.4	35.6	40.0	29.3	34.4	37.5	35.0	32.0	33.4	43.9
9	10.5	10.6	8.7	9.1	12.8	11.4	8.8	10.0	12.8	10.2	8.6	7.9	12.8	10.8	10.2	10.9
8	13.1	12.3	13.0	16.3	11.2	14.6	15.2	17.1	11.3	11.1	11.0	15.4	11.0	14.7	12.7	11.9
7	11.8	15.8	11.8	13.5	9.2	18.0	10.6	15.0	7.2	14.7	12.8	11.7	10.8	11.4	13.6	7.8
6	6.9	12.8	7.0	4.5	6.6	12.3	6.9	5.2	6.3	13.0	7.2	3.7	6.8	7.7	7.2	4.9
NEUTRAL-5	11.9	11.4	15.2	10.8	10.7	9.3	12.1	8.7	9.7	12.5	17.8	13.3	11.6	10.9	11.8	13.7
DISAGREE	10.6	10.5	9.4	9.3	12.3	12.8	11.1	8.3	12.6	9.3	8.1	10.4	12.1	12.4	11.1	6.9
4	3.0	5.3	2.8	2.6	2.6	7.0	1.7	1.6	2.6	4.3	3.7	3.8	2.6	2.8	3.6	1.7
3	2.6	1.7	2.4	1.2	4.0	1.2	4.1	1.8	3.7	1.9	1.0	0.4	4.2	3.2	2.8	1.3
2	1.8	0.7	1.5	1.3	2.7	1.0	1.6	1.5	3.4	0.6	1.5	1.2	2.0	2.9	1.4	1.2
1	1.3	1.2	0.6	2.1	1.3	1.2	0.9	2.2	0.6	1.2	0.4	2.0	1.9	1.1	1.5	1.2
0	1.9	1.6	2.0	2.1	1.8	2.4	2.7	1.3	2.2	1.2	1.5	3.0	1.4	2.4	1.8	1.5
Mean	7.59	7.33	7.54	7.72	7.63	7.17	7.54	7.80	7.72	7.42	7.54	7.61	7.56	7.44	7.52	7.99



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23. 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
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
DISAGREE	70.0	100.0	93.2	80.2	68.6	60.0	41.0	29.0	31.3	79.6	88.7	68.6	49.8	90.1	82.0	69.8	66.3	43.6	57.0	32.2
Strongly	59.2	100.0	89.4	72.6	56.0	41.1	22.4	16.3	20.1	70.8	83.9	53.9	34.9	85.9	72.7	57.7	52.9	27.0	40.1	16.0
10	46.8	99.4	80.3	59.4	36.4	26.2	10.5	10.6	14.1	59.0	74.5	37.5	23.9	77.6	58.2	44.9	38.6	13.3	20.4	7.2
9	5.8	0.6	5.8	7.3	9.4	5.5	3.0	3.0	2.0	6.0	5.5	7.7	0.0	5.9	6.3	3.8	7.2	5.5	7.6	3.7
8	6.5	0.0	3.3	5.9	10.2	9.3	8.8	2.7	3.9	5.9	3.8	8.7	11.0	2.4	8.2	8.9	7.1	8.2	12.1	5.0
7	6.6	0.0	3.2	5.6	8.6	10.5	9.0	7.6	3.8	5.5	3.7	8.9	4.3	2.6	5.7	6.2	9.5	9.7	10.6	8.9
6	4.2	0.0	0.6	2.0	4.0	8.4	9.7	5.1	7.4	3.3	1.1	5.8	10.6	1.6	3.6	6.0	3.9	6.9	6.3	7.3
NEUTRAL-5	13.3	0.0	3.8	8.0	12.9	19.0	29.3	31.1	19.8	8.8	5.0	13.3	21.5	3.3	6.4	17.5	14.4	25.8	20.3	30.4
AGREE	16.7	0.0	2.9	11.8	18.5	21.0	29.7	39.9	48.9	11.6	6.3	18.1	28.6	6.6	11.5	12.6	19.4	30.7	22.7	37.4
4	4.0	0.0	1.1	2.0	4.3	5.7	8.1	11.7	5.3	2.9	1.3	5.3	6.6	1.0	2.8	4.7	5.2	7.0	4.4	9.3
3	4.4	0.0	0.4	2.0	4.7	6.2	7.6	11.8	20.0	2.5	1.0	4.2	7.5	0.9	2.2	2.7	5.2	9.9	8.0	11.5
2	3.5	0.0	0.3	1.9	4.1	4.7	7.9	6.7	9.2	2.1	1.0	3.9	4.3	1.4	2.4	1.6	3.5	7.2	5.3	8.8
1	2.0	0.0	0.0	2.7	2.6	1.4	2.7	4.7	7.2	1.9	1.2	2.3	6.7	1.4	1.9	2.0	2.5	2.5	1.8	3.1
0	2.7	0.0	1.2	3.2	2.7	2.9	3.5	5.0	7.2	2.2	1.9	2.5	3.5	2.0	2.2	1.6	2.9	4.1	3.3	4.8
Mean	7.49	9.99	9.33	8.18	7.21	6.58	5.44	4.94	4.68	8.18	8.94	7.21	5.93	9.03	8.23	7.54	7.15	5.60	6.36	4.96



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23. 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	1724	1424	301	276	167	108
DISAGREE	70.0	66.8	70.9	71.3	69.3	70.8	72.8	61.7	64.8	62.5	68.3
Strongly	59.2	56.1	60.3	61.0	57.3	60.5	62.8	49.7	50.9	45.8	58.9
10	46.8	42.3	46.1	51.1	43.7	48.5	51.2	36.0	36.1	31.6	43.1
9	5.8	7.6	7.4	4.4	5.3	5.8	5.7	6.6	5.9	5.4	6.6
8	6.5	6.2	6.8	5.5	8.3	6.1	5.9	7.1	8.9	8.7	9.1
7	6.6	4.8	6.4	7.2	7.2	6.3	6.2	6.7	8.2	9.2	6.7
6	4.2	5.8	4.1	3.2	4.8	4.0	3.7	5.2	5.7	7.6	2.7
NEUTRAL-5	13.3	14.7	14.0	11.8	14.1	12.7	12.0	16.3	16.8	18.2	14.6
AGREE	16.7	18.5	15.1	16.8	16.6	16.4	15.2	22.0	18.4	19.3	17.1
4	4.0	5.3	2.8	4.0	4.3	3.8	3.5	5.4	5.3	5.1	5.6
3	4.4	5.8	4.2	4.3	3.8	4.3	3.8	6.5	5.2	5.2	5.1
2	3.5	3.1	4.6	3.6	2.5	3.6	3.1	5.7	3.0	4.3	1.0
1	2.0	1.6	1.1	2.0	3.4	1.9	1.6	3.3	2.8	2.9	2.7
0	2.7	2.9	2.4	2.8	2.7	2.8	3.2	1.1	2.1	1.8	2.7
Mean	7.49	7.29	7.56	7.61	7.38	7.56	7.70	6.93	7.07	6.83	7.43



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
DISAGREE	70.0	86.7	53.8	85.9	52.8	72.4	88.3	51.4	67.8	73.4	67.3	65.4	66.6	57.2	67.7	77.8
Strongly	59.2	81.5	38.9	80.3	36.4	61.7	83.2	34.9	56.6	61.3	54.8	53.8	55.8	42.4	56.7	68.4
10	46.8	71.6	24.7	69.9	22.0	49.2	73.2	20.7	44.8	48.7	39.3	41.6	43.3	30.1	44.8	55.7
9	5.8	5.7	5.9	6.0	6.0	4.3	6.0	6.2	4.2	4.6	6.4	6.1	6.6	4.0	6.6	5.3
8	6.5	4.2	8.3	4.3	8.4	8.1	4.1	8.0	7.6	8.1	9.1	6.1	5.9	8.3	5.4	7.3
7	6.6	3.5	9.1	3.6	9.9	5.6	3.4	9.8	6.8	7.2	7.1	6.8	7.0	6.8	6.6	6.3
6	4.2	1.8	5.8	2.0	6.4	5.1	1.6	6.7	4.4	4.8	5.3	4.8	3.9	8.0	4.4	3.2
NEUTRAL-5	13.3	4.2	21.1	4.9	21.5	16.0	4.1	21.9	14.5	10.9	17.0	14.8	14.2	16.7	14.6	10.7
AGREE	16.7	9.1	25.1	9.2	25.8	11.6	7.6	26.7	17.7	15.7	15.7	19.7	19.2	26.1	17.6	11.5
4	4.0	1.2	6.1	1.5	6.3	5.4	1.2	6.6	4.5	3.2	5.3	4.8	5.4	6.1	3.9	2.7
3	4.4	1.8	7.8	1.7	7.5	3.5	1.6	7.5	5.8	3.8	3.1	5.2	4.9	5.8	5.2	3.1
2	3.5	2.0	5.8	1.7	5.9	1.4	1.6	6.2	1.6	2.2	4.4	4.4	3.0	6.9	4.6	1.9
1	2.0	1.6	1.9	2.0	2.3	0.9	1.4	2.6	2.1	2.2	2.5	2.4	2.4	3.9	1.8	1.4
0	2.7	2.5	3.5	2.3	3.6	0.4	1.9	3.9	3.7	4.5	0.4	2.9	3.5	3.4	2.1	2.4
Mean	7.49	8.72	6.32	8.67	6.19	7.82	8.87	6.09	7.34	7.57	7.32	7.17	7.27	6.42	7.38	8.05



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
DISAGREE	70.0	54.0	75.7	86.9	52.3	69.8	66.7	52.5	50.1	53.8	82.2	
Strongly	59.2	37.7	66.7	80.7	36.9	57.7	54.8	37.6	36.6	38.2	74.2	
10	46.8	22.7	55.3	70.0	23.0	44.9	42.8	22.8	23.3	22.5	63.6	
9	5.8	7.5	5.3	6.1	6.1	3.8	4.3	6.1	6.1	6.1	5.6	
8	6.5	7.5	6.2	4.7	7.8	8.9	7.7	8.8	7.2	9.6	5.0	
7	6.6	9.7	5.5	3.8	9.6	6.2	6.9	8.5	8.9	8.2	5.3	
6	4.2	6.6	3.4	2.4	5.7	6.0	5.1	6.4	4.5	7.4	2.8	
NEUTRAL-5	13.3	19.5	11.1	4.5	21.4	17.5	15.8	21.0	17.4	23.1	7.9	
AGREE	16.7	26.6	13.2	8.6	26.3	12.6	17.5	26.5	32.5	23.1	9.9	
4	4.0	6.6	3.1	1.7	6.3	4.7	5.3	6.0	6.7	5.7	2.6	
3	4.4	6.3	3.8	1.4	8.1	2.7	4.0	7.2	7.5	6.9	2.6	
2	3.5	5.0	3.0	1.8	5.8	1.6	3.3	5.8	6.2	5.6	1.9	
1	2.0	2.9	1.7	1.6	2.5	2.0	2.5	2.9	4.0	2.2	1.4	
0	2.7	5.8	1.6	2.1	3.7	1.6	2.5	4.6	8.1	2.6	1.4	
Mean	7.49	6.17	7.96	8.72	6.20	7.54	7.28	6.15	5.88	6.31	8.43	



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
DISAGREE	70.0	87.1	54.4	86.2	51.9	73.2	84.7	53.0	75.4	87.7	51.3	70.3
Strongly	59.2	80.9	39.4	80.3	36.6	62.0	78.9	36.8	64.5	81.7	36.5	58.4
10	46.8	71.7	26.1	69.9	22.9	48.9	69.4	20.9	52.5	70.5	24.0	43.7
9	5.8	5.6	5.4	6.0	5.5	6.0	5.4	6.6	4.6	6.6	5.0	8.0
8	6.5	3.7	7.9	4.4	8.2	7.1	4.2	9.4	7.4	4.6	7.5	6.6
7	6.6	3.7	9.2	3.9	9.5	6.2	3.7	10.1	6.7	4.1	9.2	5.5
6	4.2	2.4	5.7	2.0	5.8	5.0	2.1	6.1	4.1	1.9	5.6	6.3
NEUTRAL-5	13.3	4.2	21.0	5.4	20.3	14.2	5.2	17.1	13.5	5.7	22.2	15.1
AGREE	16.7	8.7	24.6	8.3	27.8	12.6	10.1	30.0	11.1	6.6	26.6	14.6
4	4.0	1.3	6.4	1.7	6.5	3.7	1.9	5.1	4.4	1.5	7.3	2.8
3	4.4	1.4	6.9	1.7	7.5	3.9	2.5	7.9	4.3	0.8	7.3	3.3
2	3.5	1.8	5.7	1.3	6.3	2.5	1.9	6.5	0.9	0.8	6.2	4.8
1	2.0	2.0	2.3	1.7	2.6	1.6	1.9	3.0	0.9	1.6	2.4	2.6
0	2.7	2.3	3.3	1.9	4.8	0.9	1.9	7.4	0.6	1.9	3.4	1.2
Mean	7.49	8.73	6.37	8.71	6.11	7.77	8.61	5.95	7.99	8.81	6.19	7.48



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
DISAGREE	70.0	47.5	34.4	57.1	69.4	88.4	89.9	89.0	53.1	76.4	91.8	46.2	60.6	55.7	51.0	72.9	91.6
Strongly	59.2	31.5	21.5	38.9	57.7	81.7	85.7	83.2	46.5	68.1	86.6	29.2	46.2	50.0	35.5	61.8	83.2
10	46.8	18.9	13.4	22.9	43.8	69.8	77.7	72.8	36.4	59.4	75.7	17.0	29.6	38.4	19.7	47.5	75.6
9	5.8	4.9	3.8	5.7	6.5	6.3	5.2	5.9	2.6	4.8	6.6	5.2	6.9	1.9	4.5	7.0	4.3
8	6.5	7.7	4.3	10.3	7.4	5.6	2.8	4.6	7.5	3.8	4.3	7.0	9.7	9.7	11.3	7.3	3.3
7	6.6	9.9	7.3	11.8	6.5	5.0	2.4	4.0	4.4	3.8	3.9	10.5	8.6	5.7	9.6	6.1	4.1
6	4.2	6.1	5.7	6.4	5.2	1.6	1.8	1.7	2.2	4.6	1.3	6.5	5.8	0.0	5.9	5.0	4.4
NEUTRAL-5	13.3	22.0	26.1	19.0	15.5	4.1	3.6	3.9	8.9	13.2	2.9	23.7	16.1	12.9	20.1	16.0	4.2
AGREE	16.7	30.5	39.5	23.9	15.1	7.5	6.5	7.1	38.0	10.4	5.3	30.1	23.2	31.4	28.9	11.1	4.1
4	4.0	6.2	8.4	4.6	4.2	2.7	1.0	2.1	6.5	0.7	1.6	6.5	6.8	5.4	4.5	3.9	2.5
3	4.4	7.9	8.3	7.5	4.6	1.7	1.1	1.5	4.5	3.3	1.0	7.8	6.9	7.5	9.5	3.5	0.9
2	3.5	7.5	6.8	8.0	3.0	0.9	0.7	0.8	8.8	1.9	0.6	7.8	4.4	3.4	5.4	2.3	0.7
1	2.0	3.9	7.7	1.2	1.7	0.7	1.1	0.8	9.3	2.5	0.9	3.0	2.1	1.6	5.4	1.1	0.0
0	2.7	5.1	8.3	2.7	1.6	1.6	2.6	2.0	9.0	2.0	1.3	4.9	3.0	13.4	4.1	0.3	0.0
Mean	7.49	5.78	4.97	6.37	7.48	8.83	9.02	8.90	6.02	8.07	9.12	5.72	6.70	6.36	5.93	7.81	9.11



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BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
DISAGREE	70.0	52.6	73.5	88.3	72.4	70.1	50.2	72.5	70.4	69.7	71.5	67.1	77.3	80.3	70.0	59.1
Strongly	59.2	37.3	63.8	82.2	61.2	58.2	46.8	59.6	59.6	58.8	61.0	57.3	69.1	71.0	60.4	44.7
10	46.8	23.5	47.7	72.8	48.0	45.9	39.0	46.8	46.9	45.8	48.7	47.3	55.4	57.1	48.7	33.8
9	5.8	5.8	7.6	5.2	6.2	5.4	3.6	5.7	6.1	7.2	4.2	4.5	6.8	6.1	6.3	4.1
8	6.5	8.0	8.6	4.2	6.9	6.8	4.2	7.1	6.6	5.7	8.0	5.5	6.8	7.9	5.4	6.9
7	6.6	9.5	4.4	4.0	6.5	6.2	0.0	7.0	6.8	6.6	7.1	5.6	5.4	7.0	5.6	8.3
6	4.2	5.8	5.2	2.1	4.7	5.7	3.4	5.9	4.0	4.3	3.5	4.2	2.8	2.3	4.0	6.1
NEUTRAL-5	13.3	20.7	14.1	4.7	12.7	10.3	3.2	11.1	13.0	13.8	11.7	19.4	10.3	8.6	13.6	18.7
AGREE	16.7	26.7	12.4	7.0	14.9	19.7	46.6	16.4	16.6	16.5	16.8	13.5	12.4	11.1	16.4	22.3
4	4.0	6.4	3.2	1.6	4.0	3.3	3.0	3.4	4.3	4.5	4.0	2.9	3.0	1.2	3.7	5.7
3	4.4	7.8	3.1	1.1	4.5	5.2	3.5	5.4	4.5	4.0	5.3	3.4	3.7	2.7	4.7	5.4
2	3.5	5.9	1.9	1.3	3.1	3.4	3.9	3.3	3.6	3.8	3.3	2.9	2.3	1.8	3.3	4.9
1	2.0	2.7	1.7	1.4	1.3	1.9	11.0	0.8	2.1	2.1	2.0	1.8	0.8	2.2	1.8	3.7
0	2.7	3.9	2.5	1.4	2.0	5.8	25.3	3.4	2.2	2.2	2.3	2.5	2.7	3.2	2.9	2.6
Mean	7.49	6.20	7.74	8.87	7.66	7.29	5.34	7.53	7.53	7.50	7.58	7.48	8.05	8.13	7.56	6.69



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
DISAGREE	70.0	71.3	67.7	66.6	69.9	74.0	70.0	68.9	65.5	75.2	58.9	52.5	57.8	77.7	77.9	72.8	55.6	49.9	59.5	56.3
Strongly	59.2	60.9	56.1	55.0	58.2	63.6	59.7	58.6	52.7	64.6	47.8	40.5	47.3	66.3	67.9	61.6	44.4	37.2	50.4	44.6
10	46.8	49.7	41.7	41.6	41.8	52.9	44.8	46.8	38.7	51.5	37.0	29.7	37.1	49.2	55.8	47.6	30.5	29.1	38.8	35.5
9	5.8	4.8	7.7	7.4	8.4	4.3	7.4	5.2	8.0	6.0	5.4	5.3	4.4	10.3	5.1	6.9	6.9	4.0	6.3	2.7
8	6.5	6.4	6.7	6.0	8.0	6.4	7.4	6.5	6.0	7.0	5.4	5.5	5.8	6.8	6.9	7.1	7.0	4.1	5.2	6.4
7	6.6	6.3	7.1	7.0	7.2	6.4	6.7	6.3	7.4	6.2	7.4	7.3	7.0	9.2	6.0	6.4	7.4	7.2	6.0	7.8
6	4.2	4.0	4.6	4.6	4.5	4.0	3.7	4.0	5.4	4.5	3.7	4.7	3.5	2.2	4.0	4.9	3.8	5.5	3.1	3.9
NEUTRAL-5	13.3	13.0	13.8	14.3	13.0	11.5	11.1	14.3	16.4	12.3	15.5	19.9	13.7	7.1	10.2	14.1	18.5	21.2	10.6	16.4
AGREE	16.7	15.7	18.5	19.1	17.2	14.5	18.9	16.8	18.1	12.5	25.5	27.6	28.5	15.3	11.9	13.1	26.0	29.0	29.9	27.3
4	4.0	3.7	4.6	4.5	4.9	3.4	4.2	4.0	5.0	3.1	5.9	4.8	7.5	4.6	2.7	3.5	5.7	4.0	6.8	8.2
3	4.4	4.2	4.8	5.6	3.3	4.7	4.5	3.8	5.1	3.7	6.0	6.8	7.0	1.2	3.7	3.7	7.0	6.6	7.7	6.3
2	3.5	3.4	3.7	3.6	4.0	2.3	3.8	4.2	3.7	2.5	5.6	6.1	5.3	6.1	2.6	2.5	3.8	8.2	3.8	6.7
1	2.0	2.0	2.1	2.1	2.0	1.6	2.3	2.3	1.8	1.4	3.5	4.0	3.2	3.5	1.3	1.4	3.1	4.8	3.0	3.4
0	2.7	2.4	3.2	3.3	2.9	2.4	4.1	2.4	2.4	1.8	4.6	5.9	5.5	0.0	1.6	2.0	6.3	5.5	8.6	2.7
Mean	7.49	7.61	7.28	7.23	7.39	7.79	7.39	7.45	7.18	7.87	6.70	6.24	6.60	7.89	8.06	7.70	6.44	6.06	6.62	6.59



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

23. 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
Total	2000	158	265	347	325	364	541	771	1229	1095	905	940	1060
DISAGREE	70.0	42.6	56.4	65.6	74.6	77.5	79.7	57.7	77.7	62.7	78.8	72.6	67.7
Strongly	59.2	26.1	43.6	54.9	64.4	69.5	69.2	45.1	68.0	50.8	69.3	62.2	56.5
10	46.8	12.9	33.6	44.7	50.8	57.0	55.4	34.3	54.7	39.2	56.1	50.0	44.0
9	5.8	5.4	4.2	4.7	5.8	6.8	6.9	4.7	6.5	5.0	6.8	5.4	6.2
8	6.5	7.9	5.8	5.5	7.9	5.7	6.9	6.1	6.8	6.6	6.4	6.7	6.3
7	6.6	9.3	6.4	6.9	5.7	5.8	6.7	7.3	6.2	6.8	6.3	6.5	6.7
6	4.2	7.1	6.4	3.8	4.5	2.1	3.9	5.3	3.5	5.1	3.2	3.9	4.5
NEUTRAL-5	13.3	24.0	16.9	15.2	11.3	11.8	9.4	17.6	10.6	15.7	10.4	11.3	15.1
AGREE	16.7	33.5	26.7	19.2	14.0	10.8	10.9	24.7	11.7	21.5	10.8	16.1	17.2
4	4.0	7.8	2.2	4.7	4.3	3.0	3.9	4.5	3.8	4.4	3.5	3.7	4.3
3	4.4	7.8	7.0	5.4	5.0	3.0	2.3	6.4	3.2	6.0	2.6	4.7	4.3
2	3.5	9.0	6.6	3.2	1.8	3.1	1.8	5.6	2.2	4.4	2.3	2.9	4.0
1	2.0	4.2	5.9	2.5	1.2	0.8	0.5	4.0	0.8	3.2	0.6	1.9	2.2
0	2.7	4.7	5.0	3.3	1.8	0.8	2.4	4.2	1.8	3.5	1.8	3.0	2.4
Mean	7.49	5.45	6.37	7.24	7.83	8.18	8.15	6.57	8.07	6.95	8.16	7.65	7.36



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23. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
DISAGREE	70.0	44.7	63.2	74.9	79.5	47.5	65.3	77.3	79.8	43.1	61.5	72.0	79.2	60.4	71.8	78.4
Strongly	59.2	29.7	52.0	65.7	69.2	34.7	55.2	68.0	68.7	27.1	49.2	62.7	69.6	49.5	60.4	69.1
10	46.8	18.9	41.1	53.5	55.3	23.1	43.8	54.7	56.9	16.7	38.8	51.9	53.9	38.4	47.5	56.5
9	5.8	3.9	4.9	5.1	7.6	1.2	6.4	5.6	5.7	5.4	3.6	4.6	9.2	5.4	6.1	5.8
8	6.5	6.9	6.0	7.1	6.4	10.5	5.1	7.7	6.2	5.0	6.8	6.3	6.5	5.7	6.8	6.9
7	6.6	8.5	6.5	5.5	6.8	7.5	7.0	6.3	6.1	9.1	6.1	4.5	7.4	6.9	6.9	5.4
6	4.2	6.4	4.8	3.7	3.5	5.3	3.1	2.9	4.9	6.9	6.2	4.7	2.3	4.0	4.5	3.8
NEUTRAL-5	13.3	21.6	16.1	11.1	10.2	17.4	13.9	10.0	9.2	23.9	18.0	12.6	11.0	14.8	13.7	10.3
AGREE	16.7	33.7	20.7	14.0	10.3	35.1	20.8	12.8	10.9	33.0	20.5	15.4	9.8	24.8	14.5	11.3
4	4.0	5.5	3.9	4.7	3.2	7.1	2.2	3.5	4.0	4.6	5.3	6.1	2.5	5.4	3.8	2.9
3	4.4	10.4	4.5	4.4	2.5	11.8	4.3	5.7	2.2	9.7	4.7	2.8	2.7	6.3	3.9	3.4
2	3.5	7.9	4.8	2.0	2.2	5.8	4.3	1.7	2.2	9.0	5.2	2.4	2.3	5.9	3.2	1.0
1	2.0	4.8	3.5	1.3	0.6	2.4	4.4	1.3	0.5	6.0	2.8	1.3	0.7	4.1	1.1	1.6
0	2.7	5.2	3.9	1.6	1.8	8.1	5.6	0.7	2.1	3.7	2.5	2.8	1.5	3.2	2.5	2.4
Mean	7.49	5.59	7.00	7.91	8.17	5.74	7.07	8.07	8.16	5.52	6.93	7.72	8.17	6.81	7.62	8.10



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
CONTROL OF HEALTHCARE	7.88	9.85	9.15	8.29	7.68	7.38	6.67	6.28	3.75	8.12	8.89	7.23	5.34	8.24	8.01	7.57	8.44	7.20	8.20	6.37
DRUG PENALTIES	7.74	9.94	9.45	8.79	7.86	6.79	5.66	4.49	2.62	8.28	9.25	7.23	4.45	8.93	7.97	7.44	8.13	6.24	7.69	5.01
CUT SPENDING	7.59	9.95	9.33	8.49	7.66	6.61	5.67	4.55	2.60	8.27	9.07	7.42	4.93	8.78	8.18	7.68	7.93	5.73	6.73	4.89
ILLEGAL IMMIGRATION/GOOD	7.49	9.99	9.33	8.18	7.21	6.58	5.44	4.94	4.68	8.18	8.94	7.21	5.93	9.03	8.23	7.54	7.15	5.60	6.36	4.96
GOV'T/GET OUT OF THE WAY	7.04	9.93	8.90	8.04	6.84	5.97	5.04	3.77	2.14	7.75	8.71	6.61	4.46	8.37	7.65	6.82	7.49	5.08	6.13	4.20
RACISM NOT CAUSE/ALL PREMS	6.28	9.79	8.15	7.25	6.33	4.85	3.86	2.79	2.01	6.99	8.05	5.69	3.69	7.73	7.16	5.81	6.42	4.29	5.62	3.17
SUPPORT WOMEN/ABORTION	5.80	9.68	8.38	6.85	5.54	4.16	3.16	1.82	1.13	6.64	7.94	4.92	3.35	7.47	6.66	5.10	6.34	3.47	4.94	2.23



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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
CONTROL OF HEALTHCARE	7.88	7.74	8.03	7.88	7.82	8.01	8.09	7.61	7.07	6.95	7.27
DRUG PENALTIES	7.74	7.71	7.69	7.76	7.78	7.85	7.98	7.22	7.06	6.84	7.42
CUT SPENDING	7.59	7.25	7.52	7.83	7.54	7.64	7.69	7.45	7.28	7.14	7.50
ILLEGAL IMMIGRATION/GOOD	7.49	7.29	7.56	7.61	7.38	7.56	7.70	6.93	7.07	6.83	7.43
GOV'T/GET OUT OF THE WAY	7.04	6.97	6.95	7.17	6.96	7.11	7.09	7.18	6.61	6.63	6.58
RACISM NOT CAUSE/ALL PREMS	6.28	6.07	6.19	6.38	6.35	6.34	6.38	6.13	5.89	6.09	5.56
SUPPORT WOMEN/ABORTION	5.80	5.41	5.67	6.18	5.58	5.89	5.85	6.07	5.27	5.45	5.00



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

SUMMARY MEANS:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
CONTROL OF HEALTHCARE	7.88	8.19	7.80	8.13	7.69	7.56	8.18	7.73	7.70	7.75	7.49	7.77	7.73	7.98	7.72	8.05	
DRUG PENALTIES	7.74	8.61	7.07	8.43	7.09	7.39	8.65	7.22	7.02	7.38	7.19	7.66	7.69	7.55	7.68	7.87	
CUT SPENDING	7.59	8.57	6.59	8.50	6.61	7.75	8.61	6.40	7.65	7.87	7.68	7.45	7.28	7.24	7.67	7.84	
ILLEGAL IMMIGRATION/GOOD	7.49	8.72	6.32	8.67	6.19	7.82	8.87	6.09	7.34	7.57	7.32	7.17	7.27	6.42	7.38	8.05	
GOV'T/GET OUT OF THE WAY	7.04	8.00	6.11	8.07	5.97	6.97	8.14	5.88	7.20	7.48	6.61	6.95	6.64	6.96	7.18	7.20	
RACISM NOT CAUSE/ALL PREMS	6.28	7.43	5.23	7.43	5.11	6.08	7.47	5.12	6.04	6.37	6.01	6.17	6.06	6.23	6.24	6.45	
SUPPORT WOMEN/ABORTION	5.80	7.04	4.45	7.11	4.52	5.43	7.18	4.50	5.71	5.90	5.20	5.64	5.26	5.39	6.02	6.08	



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

SUMMARY MEANS:

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
CONTROL OF HEALTHCARE	7.88	7.54	8.00	8.15	7.68	7.57	7.71	7.71	7.78	7.67	7.99
DRUG PENALTIES	7.74	7.44	7.85	8.55	6.96	7.44	7.37	7.27	7.32	7.24	8.06
CUT SPENDING	7.59	6.66	7.92	8.54	6.57	7.68	7.55	6.64	6.21	6.88	8.26
ILLEGAL IMMIGRATION/GOOD	7.49	6.17	7.96	8.72	6.20	7.54	7.28	6.15	5.88	6.31	8.43
GOV'T/GET OUT OF THE WAY	7.04	6.25	7.32	8.08	6.00	6.82	6.91	6.14	5.94	6.25	7.67
RACISM NOT CAUSE/ALL PREMS	6.28	5.64	6.50	7.50	5.11	5.81	5.91	5.36	5.28	5.40	6.91
SUPPORT WOMEN/ABORTION	5.80	5.01	6.07	7.15	4.57	5.10	5.42	4.91	4.89	4.93	6.42



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

SUMMARY MEANS:

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
CONTROL OF HEALTHCARE	7.88	8.18	7.70	8.02	7.72	7.89	8.07	7.66	7.86	7.98	7.76	7.95
DRUG PENALTIES	7.74	8.53	7.20	8.62	7.09	7.46	8.54	7.18	7.51	8.70	7.03	7.39
CUT SPENDING	7.59	8.56	6.73	8.50	6.76	7.52	8.46	6.68	7.55	8.55	6.81	7.48
ILLEGAL IMMIGRATION/GOOD	7.49	8.73	6.37	8.71	6.11	7.77	8.61	5.95	7.99	8.81	6.19	7.48
GOV'T/GET OUT OF THE WAY	7.04	8.09	6.11	7.92	6.13	7.11	7.98	6.11	7.27	7.87	6.14	6.88
RACISM NOT CAUSE/ALL PREMS	6.28	7.53	5.22	7.41	5.16	6.29	7.51	5.64	6.48	7.32	4.89	6.02
SUPPORT WOMEN/ABORTION	5.80	7.11	4.66	7.15	4.71	5.50	7.16	5.10	5.67	7.14	4.49	5.26



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

SUMMARY MEANS:

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
CONTROL OF HEALTHCARE	7.88	7.64	7.55	7.71	7.74	8.12	8.37	8.22	7.52	7.73	8.15	7.69	7.72	8.04	7.45	7.76	8.63
DRUG PENALTIES	7.74	6.50	6.04	6.84	7.74	8.52	9.10	8.74	7.97	8.06	8.83	6.44	7.94	8.23	6.12	7.45	8.56
CUT SPENDING	7.59	6.51	6.38	6.60	7.46	8.45	8.90	8.62	7.76	8.02	8.71	6.44	7.06	7.95	6.24	7.52	8.53
ILLEGAL IMMIGRATION/GOOD	7.49	5.78	4.97	6.37	7.48	8.83	9.02	8.90	6.02	8.07	9.12	5.72	6.70	6.36	5.93	7.81	9.11
GOV'T/GET OUT OF THE WAY	7.04	5.83	5.85	5.82	6.94	7.89	8.51	8.13	6.99	7.31	8.18	5.68	6.63	7.35	6.00	7.02	8.24
RACISM NOT CAUSE/ALL PREMS	6.28	4.93	4.38	5.33	6.11	7.33	7.89	7.55	6.64	6.48	7.75	4.72	5.69	6.13	5.10	6.27	7.28
SUPPORT WOMEN/ABORTION	5.80	4.26	4.18	4.33	5.50	6.97	8.02	7.37	6.40	6.22	7.48	4.07	5.30	6.99	4.16	5.33	7.04



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

SUMMARY MEANS:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
CONTROL OF HEALTHCARE	7.88	7.68	7.63	8.18	7.83	7.85	7.94	7.84	7.92	7.92	7.93	7.56	7.96	8.10	7.72	7.92
DRUG PENALTIES	7.74	7.00	7.50	8.66	7.73	7.96	8.32	7.92	7.81	7.98	7.53	6.92	8.20	8.23	8.09	6.85
CUT SPENDING	7.59	6.67	7.61	8.63	7.60	7.58	8.48	7.47	7.69	7.66	7.72	6.93	7.83	8.01	7.69	7.13
ILLEGAL IMMIGRATION/GOOD	7.49	6.20	7.74	8.87	7.66	7.29	5.34	7.53	7.53	7.50	7.58	7.48	8.05	8.13	7.56	6.69
GOV'T/GET OUT OF THE WAY	7.04	6.10	6.99	8.11	7.02	7.13	7.94	7.03	7.07	7.11	7.01	6.67	7.33	7.75	7.04	6.50
RACISM NOT CAUSE/ALL PREMS	6.28	5.15	6.20	7.57	6.35	6.67	8.14	6.49	6.24	6.39	6.00	6.08	6.52	7.02	6.51	5.68
SUPPORT WOMEN/ABORTION	5.80	4.70	5.44	7.17	5.67	5.91	6.82	5.79	5.86	5.89	5.80	5.25	6.36	7.56	6.19	4.44



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

SUMMARY MEANS:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
CONTROL OF HEALTHCARE	7.88	7.93	7.78	7.77	7.80	7.88	7.88	7.97	7.69	8.00	7.61	7.49	7.77	7.33	8.02	7.99	7.56	7.43	7.62	7.90
DRUG PENALTIES	7.74	7.73	7.75	7.68	7.88	7.78	7.86	7.69	7.65	7.78	7.65	7.59	7.35	8.39	7.93	7.65	7.43	7.74	7.46	7.25
CUT SPENDING	7.59	7.67	7.46	7.47	7.45	7.66	7.63	7.67	7.31	7.57	7.65	7.43	7.62	7.99	7.70	7.45	7.24	7.59	7.61	7.63
ILLEGAL IMMIGRATION/GOOD	7.49	7.61	7.28	7.23	7.39	7.79	7.39	7.45	7.18	7.87	6.70	6.24	6.60	7.89	8.06	7.70	6.44	6.06	6.62	6.59
GOV'T/GET OUT OF THE WAY	7.04	7.17	6.80	6.86	6.69	7.36	6.95	7.00	6.66	7.06	7.00	6.51	7.28	7.36	7.29	6.85	6.43	6.57	7.43	7.15
RACISM NOT CAUSE/ALL PREMS	6.28	6.36	6.12	5.97	6.42	6.65	6.60	6.11	5.68	6.56	5.66	5.83	5.03	6.86	6.94	6.23	5.82	5.83	5.76	4.35
SUPPORT WOMEN/ABORTION	5.80	5.87	5.67	5.71	5.59	6.07	6.08	5.70	5.29	5.69	6.05	5.69	6.40	6.37	6.02	5.39	5.90	5.50	6.55	6.26



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	265	347	325	364	541	771	1229	1095	905	940	1060
CONTROL OF HEALTHCARE	7.88	7.37	7.46	7.86	7.78	8.04	8.19	7.62	8.04	7.67	8.13	7.88	7.87
DRUG PENALTIES	7.74	6.32	6.73	7.45	7.82	8.30	8.41	6.97	8.22	7.22	8.37	7.81	7.68
CUT SPENDING	7.59	7.33	7.41	7.61	7.59	7.77	7.63	7.48	7.66	7.52	7.69	7.65	7.54
ILLEGAL IMMIGRATION/GOOD	7.49	5.45	6.37	7.24	7.83	8.18	8.15	6.57	8.07	6.95	8.16	7.65	7.36
GOV'T/GET OUT OF THE WAY	7.04	6.72	6.86	7.07	6.99	7.04	7.23	6.93	7.11	6.95	7.15	7.21	6.89
RACISM NOT CAUSE/ALL PREMS	6.28	5.28	5.69	6.31	6.23	6.44	6.75	5.89	6.52	5.99	6.62	6.63	5.96
SUPPORT WOMEN/ABORTION	5.80	5.26	5.39	6.27	5.86	5.50	6.02	5.76	5.83	5.79	5.81	6.08	5.56



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

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
CONTROL OF HEALTHCARE	7.88	7.32	7.78	7.84	8.16	7.14	7.81	7.83	8.16	7.42	7.76	7.84	8.16	7.71	7.81	8.26
DRUG PENALTIES	7.74	6.35	7.22	7.95	8.41	6.87	7.03	7.97	8.44	6.07	7.38	7.92	8.38	7.45	7.78	8.03
CUT SPENDING	7.59	7.33	7.54	7.72	7.63	7.17	7.54	7.80	7.72	7.42	7.54	7.61	7.56	7.44	7.52	7.99
ILLEGAL IMMIGRATION/GOOD	7.49	5.59	7.00	7.91	8.17	5.74	7.07	8.07	8.16	5.52	6.93	7.72	8.17	6.81	7.62	8.10
GOV'T/GET OUT OF THE WAY	7.04	6.85	6.95	6.93	7.24	7.22	7.08	7.11	7.40	6.65	6.85	6.71	7.11	6.86	6.94	7.53
RACISM NOT CAUSE/ALL PREMS	6.28	5.44	6.03	6.42	6.61	6.33	6.60	6.59	6.77	4.97	5.55	6.21	6.48	5.96	6.22	6.83
SUPPORT WOMEN/ABORTION	5.80	5.31	5.98	5.69	5.92	5.97	6.20	5.84	6.23	4.96	5.80	5.51	5.66	5.51	5.62	6.64



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

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	
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
10	8.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.9	18.1	0.0	0.0	20.9	9.9	2.2	1.6	0.0	0.0	0.0
9	16.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	22.6	37.6	0.0	0.0	33.6	21.5	12.8	12.6	0.0	0.0	0.0
8	19.6	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	26.6	44.3	0.0	0.0	22.0	27.0	20.5	38.3	0.0	0.0	0.0
7	20.5	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	19.7	0.0	58.2	0.0	15.4	20.5	21.9	24.5	22.8	49.8	0.0
6	16.5	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	14.2	0.0	41.8	0.0	4.4	13.2	26.1	23.0	23.0	50.2	0.0
NEUTRAL-5	10.8	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	3.9	0.0	0.0	66.6	1.9	5.7	11.6	0.0	29.7	0.0	54.8
4	5.2	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1.1	0.0	0.0	18.7	0.9	1.4	2.8	0.0	16.4	0.0	30.2
3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	71.6	0.7	0.0	0.0	11.4	0.8	0.8	1.2	0.0	5.7	0.0	10.5
2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.1	0.1	0.0	0.0	1.1	0.0	0.0	0.4	0.0	1.4	0.0	2.6
1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.1	0.0	0.0	1.2	0.2	0.0	0.0	0.0	0.8	0.0	1.5
0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.1	0.0	0.0	1.1	0.0	0.0	0.4	0.0	0.2	0.0	0.4
Mean	7.11	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.54	7.76	8.74	6.58	4.45	8.37	7.68	6.85	7.45	5.32	6.50	4.33



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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
10	8.0	5.7	8.3	8.8	8.2	9.0	10.2	3.3	1.8	1.7	1.8
9	16.6	16.2	16.1	18.0	15.1	17.7	19.1	11.3	9.8	9.1	10.9
8	19.6	19.4	20.2	20.8	16.8	20.7	20.0	24.2	12.5	12.9	11.9
7	20.5	18.2	20.4	19.8	23.9	19.7	18.3	26.0	26.0	24.8	27.9
6	16.5	17.9	16.1	15.6	17.3	14.8	14.4	16.3	27.5	27.5	27.5
NEUTRAL-5	10.8	12.2	9.7	10.4	11.4	9.9	9.4	12.4	16.2	18.0	13.5
4	5.2	6.7	6.2	4.4	4.1	5.2	5.5	3.9	4.7	4.7	4.7
3	2.0	3.0	1.8	1.3	2.7	2.1	2.1	2.0	1.5	1.2	1.8
2	0.4	0.3	0.4	0.5	0.3	0.5	0.4	0.7	0.0	0.0	0.0
1	0.3	0.3	0.5	0.1	0.2	0.3	0.4	0.0	0.0	0.0	0.0
0	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Mean	7.11	6.92	7.09	7.24	7.05	7.19	7.25	6.92	6.58	6.54	6.63



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

ANMP SCALE:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
10	8.0	16.8	0.7	15.7	0.7	4.8	17.5	0.8	5.3	5.0	1.6	6.7	6.3	3.9	8.1	10.3	
9	16.6	28.4	5.6	28.5	4.9	13.6	29.6	4.1	14.6	17.3	13.2	15.5	13.2	11.4	18.8	18.6	
8	19.6	24.9	16.0	23.7	14.5	22.4	24.2	14.5	21.4	22.7	16.9	18.9	17.8	21.6	18.6	20.8	
7	20.5	15.9	22.9	17.6	23.4	21.5	15.9	23.9	20.2	22.7	27.1	21.1	23.0	23.2	18.7	19.7	
6	16.5	8.8	23.1	9.0	23.3	21.2	8.6	22.8	17.2	16.4	23.3	16.1	17.3	19.4	13.9	17.2	
NEUTRAL-5	10.8	2.9	17.3	3.8	18.4	9.6	2.6	18.9	13.7	12.0	9.8	12.5	11.2	11.7	13.9	7.8	
4	5.2	1.3	9.5	0.8	10.0	3.6	0.6	10.4	4.8	3.1	5.1	6.0	6.4	6.0	5.6	3.8	
3	2.0	0.8	3.1	0.6	3.3	2.8	0.8	3.2	1.8	0.4	2.6	2.3	4.1	0.8	1.5	1.5	
2	0.4	0.0	0.9	0.1	0.7	0.5	0.0	0.8	0.7	0.4	0.5	0.7	0.5	1.4	0.5	0.0	
1	0.3	0.1	0.6	0.1	0.5	0.0	0.1	0.5	0.3	0.0	0.0	0.3	0.3	0.5	0.4	0.1	
0	0.1	0.1	0.2	0.1	0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
Mean	7.11	8.09	6.21	8.05	6.15	6.99	8.15	6.12	6.95	7.19	6.77	6.96	6.84	6.82	7.11	7.36	



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ANMP SCALE:

BANNER 4

	TOTAL	DIRECTION: UNITED STATES			GENERIC BALLOT FOR CONGRESS			LEAN- ERS/	JOB: JOE BIDEN			
		RIGHT DIREC- TION	WRONG TRACK	REPUB- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	APP- ROVE	Strong	Smwht	DISAP- PROVE	
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
10	8.0	0.8	10.5	16.6	0.6	2.2	3.4	1.0	1.4	0.8	12.9	
9	16.6	7.8	19.7	28.8	4.8	12.8	13.5	6.4	6.6	6.2	23.8	
8	19.6	16.5	20.7	24.0	14.7	20.5	19.5	15.5	18.4	13.9	22.4	
7	20.5	24.5	19.1	17.4	23.5	21.9	23.9	24.0	19.0	26.8	18.2	
6	16.5	21.9	14.5	7.9	23.0	26.1	21.7	22.9	19.0	25.1	12.1	
NEUTRAL-5	10.8	16.3	8.9	3.4	18.3	11.6	11.3	17.4	17.9	17.2	6.1	
4	5.2	7.9	4.2	1.1	10.1	2.8	4.2	9.0	11.0	7.8	2.5	
3	2.0	2.8	1.7	0.8	3.5	1.2	1.7	2.5	3.4	1.9	1.7	
2	0.4	1.0	0.2	0.0	0.9	0.4	0.4	0.8	1.8	0.2	0.2	
1	0.3	0.2	0.3	0.1	0.5	0.0	0.2	0.4	1.1	0.0	0.2	
0	0.1	0.2	0.1	0.0	0.1	0.4	0.2	0.1	0.4	0.0	0.1	
Mean	7.11	6.37	7.37	8.10	6.14	6.85	6.88	6.30	6.16	6.37	7.68	



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

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
10	8.0	17.0	1.0	15.9	0.5	7.8	15.0	0.3	9.8	16.8	0.6	5.1
9	16.6	29.1	5.9	28.1	5.8	16.1	30.5	6.7	17.6	25.7	5.4	14.1
8	19.6	23.7	16.0	24.7	16.6	16.8	23.6	22.1	14.3	25.8	13.5	20.2
7	20.5	16.5	24.0	18.3	22.4	21.0	18.0	19.5	23.1	18.6	24.1	18.1
6	16.5	8.5	22.4	7.4	22.1	21.0	6.4	21.3	20.2	8.4	22.5	22.2
NEUTRAL-5	10.8	3.4	17.1	2.9	18.2	11.1	3.6	17.3	8.4	2.2	18.8	14.8
4	5.2	0.8	9.2	1.5	9.4	4.2	1.3	6.2	5.1	1.7	11.3	2.9
3	2.0	0.7	3.0	0.8	3.5	1.5	1.3	4.2	0.7	0.3	3.1	2.6
2	0.4	0.0	0.8	0.2	0.7	0.4	0.0	1.3	0.6	0.3	0.4	0.0
1	0.3	0.1	0.5	0.1	0.4	0.2	0.3	0.8	0.3	0.0	0.2	0.0
0	0.1	0.1	0.1	0.1	0.2	0.0	0.0	0.4	0.0	0.3	0.0	0.0
Mean	7.11	8.11	6.27	8.05	6.22	7.08	8.05	6.31	7.19	8.05	6.16	6.93



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

ANMP SCALE:

BANNER 6

	BANNER 6																
	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
10	8.0	1.2	1.6	0.9	2.6	14.4	27.7	19.4	11.3	2.6	20.1	0.0	0.7	3.9	2.1	3.9	23.6
9	16.6	4.3	3.2	5.0	13.4	28.6	32.8	30.2	6.8	18.5	32.6	3.7	8.1	12.1	5.7	15.0	27.5
8	19.6	12.4	11.6	13.0	21.2	26.0	19.8	23.6	25.1	27.9	23.7	12.4	19.2	37.9	6.3	19.7	16.4
7	20.5	17.8	16.5	18.8	27.0	18.2	12.0	15.8	18.4	29.6	15.0	18.1	29.4	23.7	16.2	24.0	16.0
6	16.5	24.1	18.5	28.3	20.2	7.2	4.9	6.4	18.1	12.0	5.2	24.7	20.4	9.3	24.5	23.7	10.5
NEUTRAL-5	10.8	20.3	20.1	20.5	11.7	3.0	0.3	2.0	10.8	7.4	0.9	20.4	17.0	7.3	24.7	9.8	4.2
4	5.2	13.6	17.5	10.7	2.1	1.7	1.4	1.6	6.8	1.3	1.1	14.0	2.5	5.8	14.7	2.2	1.7
3	2.0	4.5	7.7	2.1	1.3	0.7	0.7	0.7	0.0	0.7	0.9	4.7	2.3	0.0	5.7	0.9	0.0
2	0.4	1.0	2.3	0.0	0.4	0.0	0.0	0.0	2.7	0.0	0.0	1.0	0.4	0.0	0.0	0.6	0.0
1	0.3	0.6	0.5	0.7	0.1	0.0	0.4	0.1	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.3	0.0
0	0.1	0.2	0.5	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0
Mean	7.11	5.91	5.63	6.12	6.98	8.03	8.54	8.23	6.99	7.40	8.33	5.82	6.65	7.33	5.83	7.04	8.18



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

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
10	8.0	0.6	4.5	17.7	6.2	8.2	3.1	8.9	8.3	8.2	8.7	5.3	10.1	16.6	8.5	3.7
9	16.6	6.0	13.1	29.8	15.5	17.7	31.4	16.0	17.0	18.0	15.3	12.8	20.9	18.1	18.3	11.4
8	19.6	15.1	20.6	24.2	20.8	20.2	24.8	19.7	19.3	20.3	17.8	20.6	21.0	24.6	20.2	15.9
7	20.5	22.3	25.2	16.9	22.5	20.5	23.2	20.1	20.6	19.8	21.9	20.1	21.6	21.9	20.9	17.8
6	16.5	23.4	22.5	6.7	18.5	17.8	6.5	19.2	16.5	15.9	17.5	15.2	14.1	10.0	16.3	19.4
NEUTRAL-5	10.8	18.6	8.5	2.8	11.2	6.2	3.4	6.5	11.5	11.4	11.6	11.3	7.0	7.5	9.6	16.9
4	5.2	9.4	4.1	0.7	3.9	6.7	3.5	7.0	4.5	4.7	4.1	8.5	3.3	0.6	4.0	10.2
3	2.0	3.3	0.7	1.0	0.8	2.0	0.0	2.2	1.7	1.3	2.4	4.1	1.4	0.0	1.6	3.3
2	0.4	0.7	0.7	0.0	0.4	0.5	4.2	0.0	0.3	0.3	0.4	0.9	0.2	0.7	0.2	1.0
1	0.3	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.2	0.4	0.5	0.2	0.0	0.4	0.2
0	0.1	0.1	0.0	0.1	0.1	0.4	0.0	0.4	0.0	0.0	0.0	0.6	0.2	0.0	0.0	0.2
Mean	7.11	6.20	7.02	8.17	7.12	7.17	7.52	7.13	7.15	7.20	7.08	6.71	7.46	7.80	7.25	6.45



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

ANMP SCALE:

BANNER 8

	TOTAL					EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136				
10	8.0	8.7	6.8	6.9	6.8	9.5	8.3	7.9	5.5	9.6	4.7	3.2	3.5	7.0	11.5	7.8	3.8	2.7	1.4	5.4				
9	16.6	18.1	14.0	13.4	15.1	20.6	17.3	15.9	10.9	17.9	14.0	12.6	12.4	22.4	21.2	14.9	15.8	9.9	12.8	12.1				
8	19.6	19.3	20.1	19.9	20.5	18.7	22.5	19.8	17.9	20.1	18.4	18.3	18.3	18.8	20.0	20.2	16.2	20.2	24.0	13.1				
7	20.5	21.0	19.6	19.7	19.5	21.9	16.9	20.3	22.2	19.4	23.0	19.6	26.1	27.4	19.1	19.6	17.4	21.5	28.3	24.2				
6	16.5	15.7	18.0	18.0	18.1	13.9	17.5	17.2	18.5	15.5	18.6	19.7	19.6	15.0	13.4	17.4	20.7	18.8	19.2	20.0				
NEUTRAL-5	10.8	9.5	13.1	13.0	13.3	8.3	10.4	10.5	15.7	9.4	13.7	16.7	13.5	5.8	8.1	10.6	14.2	18.9	9.0	17.7				
4	5.2	4.6	6.2	6.6	5.5	3.4	4.9	5.6	7.4	5.0	5.6	7.0	4.7	3.6	3.4	6.4	7.4	6.8	3.9	5.4				
3	2.0	2.5	1.1	1.5	0.4	2.5	0.8	2.4	1.4	2.2	1.6	2.5	1.5	0.0	1.9	2.4	3.7	1.3	0.8	2.1				
2	0.4	0.5	0.3	0.5	0.0	0.5	0.6	0.5	0.0	0.5	0.3	0.4	0.4	0.0	0.5	0.4	0.9	0.0	0.8	0.0				
1	0.3	0.2	0.3	0.2	0.5	0.5	0.3	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.0	0.0	0.0				
0	0.1	0.0	0.3	0.3	0.4	0.0	0.4	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0				
Mean	7.11	7.19	6.96	6.92	7.03	7.32	7.18	7.08	6.74	7.21	6.90	6.67	6.85	7.47	7.42	7.02	6.69	6.66	6.98	6.73				



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
Total	2000	158	265	347	325	364	541	771	1229	1095	905	940	1060
10	8.0	0.6	2.7	7.5	9.9	9.7	10.9	4.4	10.3	6.0	10.4	9.1	7.1
9	16.6	7.3	9.9	13.4	16.8	20.8	21.8	10.9	20.2	12.7	21.4	19.4	14.2
8	19.6	13.5	15.5	22.3	19.1	20.8	21.1	18.1	20.5	18.4	21.0	20.1	19.1
7	20.5	21.5	24.2	21.5	20.5	18.7	19.2	22.4	19.4	21.8	19.0	20.1	20.9
6	16.5	25.5	21.4	17.0	15.1	13.8	13.9	20.3	14.1	18.7	13.8	15.2	17.6
NEUTRAL-5	10.8	18.4	17.3	10.9	9.6	8.8	7.3	14.6	8.4	13.1	7.9	9.1	12.3
4	5.2	8.6	6.3	4.8	4.8	4.8	4.3	6.1	4.6	5.7	4.5	3.9	6.2
3	2.0	4.7	1.9	2.1	3.3	0.9	1.2	2.6	1.6	2.8	1.1	1.9	2.1
2	0.4	0.0	0.4	0.6	0.9	0.6	0.0	0.4	0.4	0.6	0.3	0.6	0.3
1	0.3	0.0	0.4	0.0	0.0	0.9	0.2	0.1	0.3	0.1	0.5	0.4	0.1
0	0.1	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.2	0.0	0.2	0.1	0.1
Mean	7.11	6.23	6.57	7.07	7.16	7.32	7.49	6.72	7.35	6.85	7.42	7.27	6.97



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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
10	8.0	1.7	5.2	10.5	10.2	1.1	5.6	12.0	11.0	2.0	4.9	8.8	9.6	3.6	8.2	13.3
9	16.6	6.5	13.0	18.1	21.4	7.5	16.9	20.1	23.6	5.9	9.7	15.6	19.6	13.0	15.6	24.1
8	19.6	14.3	20.2	17.7	22.2	21.9	19.2	18.5	21.6	10.3	21.0	16.8	22.7	21.2	18.7	19.7
7	20.5	22.4	22.7	20.6	18.4	26.5	21.5	20.3	17.4	20.2	23.8	21.0	19.2	22.5	20.5	18.0
6	16.5	25.0	17.6	15.4	13.7	22.8	17.1	12.9	14.1	26.2	18.1	18.5	13.3	17.5	17.5	12.6
NEUTRAL-5	10.8	17.8	13.4	9.1	7.9	12.2	11.8	7.3	7.9	20.8	14.8	11.3	7.8	12.5	11.6	6.4
4	5.2	8.0	5.1	5.1	4.2	3.5	4.8	5.1	2.4	10.4	5.4	5.1	5.8	4.9	5.4	4.9
3	2.0	3.9	2.0	2.2	1.2	3.4	2.2	2.7	0.7	4.2	1.9	1.7	1.6	3.1	1.8	1.0
2	0.4	0.0	0.6	0.6	0.3	0.0	0.9	0.3	0.7	0.0	0.4	0.9	0.0	1.3	0.1	0.0
1	0.3	0.4	0.0	0.4	0.3	1.2	0.0	0.7	0.3	0.0	0.0	0.0	0.3	0.4	0.3	0.0
0	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.2	0.0
Mean	7.11	6.30	6.91	7.21	7.44	6.62	7.01	7.35	7.54	6.13	6.82	7.04	7.36	6.80	7.06	7.64



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

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

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
RISING C.O.S./INFLATION	23.1	20.3	28.7	22.0	25.6	23.6	20.9	10.4	15.8	25.0	24.2	26.9	22.7	22.1	24.5	32.4	25.3	17.7	20.1	15.6
BORDER SECURITY	8.7	28.1	14.0	11.6	4.5	2.3	4.2	0.0	3.4	11.5	15.5	5.1	7.1	20.7	10.7	4.4	2.1	1.1	0.4	1.7
JOBS AND ECONOMIC GROWTH	7.0	5.2	6.1	7.1	9.6	9.4	3.6	3.4	3.9	7.9	6.4	11.1	5.1	7.8	7.8	8.1	8.0	4.5	6.2	3.1
IMMIGRATION REFORM	6.7	16.5	12.4	6.2	5.8	2.6	2.2	2.8	3.2	8.5	10.4	6.0	4.1	14.2	7.6	3.5	3.7	1.7	1.2	2.0
PROTECTING DEMOCRACY	6.0	0.6	1.5	4.9	4.5	9.7	10.7	17.2	5.4	3.0	2.8	3.4	2.1	0.7	1.4	3.6	8.0	14.2	13.7	14.6
SOCIAL SECURITY/MEDICARE	5.4	4.4	3.4	6.7	6.7	4.5	4.2	6.0	11.9	4.7	5.1	4.1	4.7	5.5	3.4	4.2	5.2	7.4	8.9	6.2
GUN CONTROL	5.0	0.0	1.5	6.0	6.5	8.2	4.2	6.4	3.7	3.9	3.2	5.6	1.1	0.9	2.5	4.3	10.2	8.0	10.6	5.8
CORRUPTION IN GOVERNMENT	5.0	6.7	7.4	3.8	4.9	2.7	5.3	8.6	0.0	5.5	5.7	4.9	7.4	4.9	7.8	6.4	3.2	3.5	2.0	4.8
ABORTION	4.7	1.1	1.5	3.1	2.9	8.1	7.8	10.0	16.2	3.3	2.1	4.9	5.7	1.7	3.0	2.1	6.8	8.6	5.9	10.9
CLIMATE CHANGE	4.2	0.6	1.1	3.6	2.7	6.3	7.1	11.0	9.9	2.3	2.1	2.5	3.5	0.9	0.5	3.5	5.8	9.2	8.2	10.1
NAT. SECURITY/TERRORISM	4.0	7.0	5.5	4.6	4.8	2.8	0.0	2.9	0.0	4.4	5.4	3.3	0.0	4.4	6.1	2.2	4.1	2.9	5.1	1.0
GOV'T SPENDING/NAT. DEBT	3.6	3.4	6.7	4.7	2.4	2.2	4.4	0.0	0.0	4.2	5.2	2.6	2.3	5.0	4.6	3.6	2.7	2.2	1.7	2.6
HEALTHCARE/PRESCRIPTION D	3.4	0.7	0.5	2.6	4.6	4.5	5.4	6.7	3.4	2.4	1.5	3.8	4.2	1.9	2.4	3.0	2.8	6.0	6.1	5.9
CRIME & PUBLIC SAFETY	3.1	1.2	3.7	3.3	4.4	2.9	2.3	0.0	3.6	3.4	3.1	3.9	3.5	2.2	5.1	5.2	2.1	2.3	3.4	1.4
RAISING WAGES	2.2	0.0	0.3	2.0	2.3	3.0	4.1	3.1	7.4	1.8	1.0	2.5	6.8	0.7	2.7	2.8	2.0	3.2	2.8	3.5
FIGHTING WOKE IDEOLOGY	2.1	3.6	3.9	3.0	1.0	1.2	0.9	1.0	0.0	2.8	3.4	1.6	2.3	3.8	3.5	1.3	1.2	0.2	0.0	0.4



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

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								
TAXES	1.9	0.0	1.0	2.0	3.3	2.4	2.6	0.9	0.0	2.3	1.2	3.6	5.5	1.5	3.0	3.9	1.7	0.9	1.3	0.6			
EDUCATION	1.7	0.6	0.8	1.7	1.9	1.5	3.0	2.8	1.6	1.9	1.2	2.4	7.2	1.1	1.9	3.0	2.7	0.9	0.4	1.4			
LGBTQ RIGHTS	1.3	0.0	0.0	0.5	0.5	0.8	4.6	5.1	9.2	0.5	0.2	0.6	3.7	0.0	0.9	1.3	0.6	3.6	0.7	5.9			
RACIAL JUSTICE/RACE RLTN	1.0	0.0	0.0	0.7	1.2	1.4	2.5	1.9	1.5	0.7	0.3	1.3	1.0	0.0	0.5	1.2	1.7	1.9	1.2	2.5			



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24. 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	1724	1424	301	276	167	108
RISING C.O.S/INFLATION	23.1	16.5	21.8	26.4	23.9	21.7	21.2	24.1	31.6	30.7	32.9
BORDER SECURITY	8.7	8.6	9.4	9.7	6.4	9.4	10.6	3.5	4.7	4.7	4.9
JOBS AND ECONOMIC GROWTH	7.0	7.6	4.4	7.6	8.1	6.7	6.1	9.5	9.0	10.0	7.6
IMMIGRATION REFORM	6.7	7.4	7.7	6.8	4.9	7.2	8.1	3.2	3.2	2.3	4.6
PROTECTING DEMOCRACY	6.0	8.7	6.8	5.0	4.6	6.6	7.3	3.3	2.1	3.0	0.8
SOCIAL SECURITY/MEDICARE	5.4	6.5	6.6	4.1	5.8	5.8	6.3	3.2	3.4	3.9	2.7
GUN CONTROL	5.0	6.7	5.3	4.3	4.6	5.4	4.6	8.9	2.7	2.1	3.6
CORRUPTION IN GOVERNMENT	5.0	3.3	5.4	4.9	6.0	4.5	4.5	4.7	7.9	6.7	9.7
ABORTION	4.7	2.7	5.4	4.9	5.1	4.8	5.1	3.2	4.0	4.9	2.7
CLIMATE CHANGE	4.2	4.5	4.3	3.1	5.7	4.4	4.6	3.2	2.7	3.3	1.9
NAT. SECURITY/TERRORISM	4.0	5.5	2.3	4.0	4.5	4.4	4.2	5.4	1.3	1.6	0.9
GOV'T SPENDING/NAT. DEBT	3.6	2.7	3.2	4.4	3.4	3.8	3.8	3.9	2.3	2.3	2.2
HEALTHCARE/PRESCRIPTION D	3.4	2.1	3.1	4.6	2.5	3.0	2.9	3.5	5.7	2.8	10.1
CRIME & PUBLIC SAFETY	3.1	3.4	4.4	2.2	3.0	2.9	2.7	3.7	4.3	4.2	4.4
RAISING WAGES	2.2	4.2	1.5	1.6	2.3	2.2	1.5	5.4	2.4	3.0	1.6
FIGHTING WOKE IDEOLOGY	2.1	1.7	2.4	1.3	3.3	2.0	2.0	1.9	2.4	2.9	1.8



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24. 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	Smwht Likely	Not lv /Not at All	
TAXES	1.9	3.2	2.1	1.3	1.9	1.6	1.2	3.6	4.0	4.5	3.1	
EDUCATION	1.7	2.3	0.7	1.9	1.8	1.5	1.2	2.9	2.9	4.2	0.9	
LGBTQ RIGHTS	1.3	1.5	1.8	1.0	1.3	1.3	1.2	1.4	1.8	1.3	2.7	
RACIAL JUSTICE/RACE RLTN	1.0	1.1	1.5	0.8	0.9	1.0	0.8	1.5	1.4	1.7	0.9	



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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
RISING C.O.S./INFLATION	23.1	22.0	19.6	23.7	20.3	31.7	23.2	17.6	29.6	29.9	30.9	21.1	18.9	19.1	23.5	26.5
BORDER SECURITY	8.7	17.0	2.1	17.2	1.2	3.1	18.5	1.4	4.4	5.7	3.7	7.8	5.4	6.2	10.3	10.3
JOBS AND ECONOMIC GROWTH	7.0	7.0	6.7	7.8	5.6	9.2	7.4	5.7	8.8	9.7	7.0	6.9	5.6	7.0	7.8	7.2
IMMIGRATION REFORM	6.7	12.1	2.9	11.2	2.3	5.3	11.9	2.0	5.2	5.7	5.0	6.1	5.5	5.8	6.6	7.8
PROTECTING DEMOCRACY	6.0	2.6	11.6	0.8	12.4	2.0	0.8	14.9	1.7	2.5	2.2	6.2	7.2	4.9	5.9	5.6
SOCIAL SECURITY/MEDICARE	5.4	4.9	7.0	4.7	6.8	3.0	4.8	7.6	3.8	4.4	3.1	6.1	8.2	4.3	5.3	4.3
GUN CONTROL	5.0	1.6	8.7	1.5	9.3	2.6	1.3	9.3	5.5	4.3	3.6	6.0	7.2	8.2	4.3	3.2
CORRUPTION IN GOVERNMENT	5.0	5.4	3.3	5.6	3.5	8.2	5.5	2.4	7.5	7.3	7.6	5.1	5.2	5.2	5.0	4.8
ABORTION	4.7	2.1	7.0	2.3	7.6	2.7	2.2	8.1	3.1	3.4	4.7	4.9	6.1	6.5	3.3	4.3
CLIMATE CHANGE	4.2	1.8	7.7	1.2	7.3	3.8	0.9	7.8	5.5	3.9	2.4	5.1	7.8	4.4	3.3	2.6
NAT. SECURITY/TERRORISM	4.0	5.4	3.1	4.8	3.3	3.4	5.2	3.4	3.3	3.3	2.6	3.8	3.5	2.3	4.5	4.4
GOV'T SPENDING/NAT. DEBT	3.6	5.2	1.9	5.0	2.0	4.6	4.3	1.8	4.2	4.5	6.0	3.4	3.1	4.4	3.3	3.9
HEALTHCARE/PRESCRIPTION D	3.4	1.9	5.3	1.7	5.3	2.9	2.1	5.9	0.4	0.6	3.9	3.1	3.5	3.9	2.5	3.8
CRIME & PUBLIC SAFETY	3.1	3.2	2.6	3.5	2.5	3.7	3.7	2.9	1.6	1.8	3.8	3.8	3.6	4.8	3.4	2.0
RAISING WAGES	2.2	0.8	2.8	1.8	2.7	1.9	1.2	2.8	2.9	1.8	2.6	2.2	2.0	4.3	1.6	2.1
FIGHTING WOKE IDEOLOGY	2.1	3.4	0.9	3.4	0.8	1.9	3.4	0.5	1.8	2.5	2.9	2.3	2.7	0.9	2.6	1.7



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
TAXES	1.9	2.0	1.0	2.2	1.1	4.5	1.8	1.0	3.4	3.6	3.2	1.7	1.5	3.1	1.4	2.3
EDUCATION	1.7	1.0	1.7	1.3	1.6	3.8	1.5	1.2	2.9	2.3	2.1	1.7	1.3	1.7	2.0	1.6
LGBTQ RIGHTS	1.3	0.4	2.4	0.1	2.6	1.5	0.0	2.2	2.2	2.2	2.3	1.5	1.3	1.4	1.7	1.1
RACIAL JUSTICE/RACE RLTN	1.0	0.2	1.6	0.4	1.8	0.4	0.3	1.5	2.3	0.8	0.4	1.2	0.4	1.6	1.7	0.6



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BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
RISING C.O.S/INFLATION	23.1	16.3	25.4	23.0	20.6	32.4	30.0	18.1	12.3	21.4	26.5	
BORDER SECURITY	8.7	1.5	11.2	16.7	1.5	4.4	5.0	1.5	0.9	1.8	13.7	
JOBS AND ECONOMIC GROWTH	7.0	9.3	6.1	7.8	5.9	8.1	7.3	6.9	4.3	8.4	7.1	
IMMIGRATION REFORM	6.7	2.5	8.2	11.6	2.4	3.5	5.0	2.2	1.6	2.5	9.8	
PROTECTING DEMOCRACY	6.0	11.5	4.1	1.0	11.8	3.6	2.6	12.2	19.6	8.1	1.6	
SOCIAL SECURITY/MEDICARE	5.4	6.9	5.0	4.7	6.6	4.2	4.1	6.7	10.0	4.8	4.6	
GUN CONTROL	5.0	7.2	4.2	1.5	8.9	4.3	4.8	8.9	7.2	9.9	2.3	
CORRUPTION IN GOVERNMENT	5.0	2.2	5.9	6.1	3.4	6.4	7.1	3.5	2.7	3.9	6.0	
ABORTION	4.7	6.7	4.0	2.2	7.9	2.1	3.9	6.9	7.3	6.6	3.1	
CLIMATE CHANGE	4.2	7.9	2.9	0.8	7.9	3.5	3.0	7.1	8.9	6.0	2.1	
NAT. SECURITY/TERRORISM	4.0	5.0	3.6	5.0	3.3	2.2	2.3	3.8	4.2	3.6	4.1	
GOV'T SPENDING/NAT. DEBT	3.6	2.3	4.1	4.8	2.4	3.6	3.5	2.3	2.6	2.1	4.6	
HEALTHCARE/PRESCRIPTION D	3.4	5.3	2.6	2.1	4.8	3.0	3.3	5.2	5.9	4.7	2.1	
CRIME & PUBLIC SAFETY	3.1	4.1	2.7	3.3	2.2	5.2	3.6	3.2	2.1	3.8	3.0	
RAISING WAGES	2.2	2.1	2.2	1.5	2.8	2.8	3.5	2.5	3.1	2.2	2.0	
FIGHTING WOKE IDEOLOGY	2.1	1.2	2.4	3.7	0.6	1.3	1.9	0.9	0.6	1.0	2.9	



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BANNER 4

	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									
TAXES	1.9	1.8	2.0	2.1	1.2	3.9	3.3	2.1	1.6	2.4	1.8
EDUCATION	1.7	2.5	1.4	1.4	1.6	3.0	2.9	2.4	1.7	2.8	1.2
LGBTQ RIGHTS	1.3	2.0	1.1	0.3	2.4	1.3	1.7	2.1	2.4	1.9	0.8
RACIAL JUSTICE/RACE RLTN	1.0	1.6	0.8	0.2	1.8	1.2	1.3	1.6	0.9	2.0	0.6



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
RISING C.O.S/INFLATION	23.1	22.5	19.9	23.2	21.4	25.2	19.5	14.8	22.2	27.0	25.1	29.4	
BORDER SECURITY	8.7	17.0	2.3	16.5	1.8	7.9	20.8	4.0	7.6	12.2	0.6	8.2	
JOBS AND ECONOMIC GROWTH	7.0	7.9	6.2	8.3	6.0	6.7	8.7	8.6	8.4	7.9	4.5	4.2	
IMMIGRATION REFORM	6.7	12.0	3.0	11.2	2.4	6.5	11.3	2.6	8.6	11.2	2.3	3.5	
PROTECTING DEMOCRACY	6.0	1.1	11.9	2.0	9.6	6.2	2.2	12.4	6.9	1.9	8.1	5.2	
SOCIAL SECURITY/MEDICARE	5.4	5.1	6.9	5.9	6.3	3.6	4.4	4.7	4.1	7.3	7.3	3.0	
GUN CONTROL	5.0	1.2	9.0	1.2	9.4	4.0	1.4	8.9	3.8	1.1	9.6	4.3	
CORRUPTION IN GOVERNMENT	5.0	5.5	3.2	4.9	3.0	7.9	3.9	2.6	7.6	5.9	3.2	8.3	
ABORTION	4.7	2.1	6.8	2.6	6.9	4.5	2.2	3.4	1.8	2.9	8.8	8.2	
CLIMATE CHANGE	4.2	1.1	7.8	0.8	7.7	3.8	1.1	8.8	4.1	0.5	7.1	3.3	
NAT. SECURITY/TERRORISM	4.0	5.9	2.9	5.4	3.3	3.0	3.0	4.6	4.2	7.8	2.6	1.3	
GOV'T SPENDING/NAT. DEBT	3.6	4.9	2.6	4.4	2.0	4.9	5.4	3.0	5.4	3.3	1.4	4.2	
HEALTHCARE/PRESCRIPTION D	3.4	1.8	4.7	1.8	5.2	3.0	1.9	4.6	3.0	1.7	5.6	2.9	
CRIME & PUBLIC SAFETY	3.1	3.7	2.6	3.3	3.1	2.8	3.3	3.7	1.9	3.3	2.7	4.2	
RAISING WAGES	2.2	1.3	2.9	0.9	3.2	2.5	0.8	4.1	3.4	1.0	2.7	1.2	
FIGHTING WOKE IDEOLOGY	2.1	3.2	0.8	3.8	0.4	2.0	4.5	0.3	2.2	3.2	0.4	1.7	



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BANNER 5

	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
TAXES	1.9	1.8	1.4	1.9	1.7	2.4	3.1	3.2	2.5	0.6	0.8	2.2			
EDUCATION	1.7	1.4	1.5	1.5	2.2	1.1	2.0	1.5	0.6	1.1	2.6	1.8			
LGBTQ RIGHTS	1.3	0.2	2.0	0.4	2.4	1.2	0.6	2.4	0.6	0.3	2.3	2.0			
RACIAL JUSTICE/RACE RLTN	1.0	0.2	1.6	0.1	1.9	1.0	0.0	1.4	1.1	0.2	2.2	0.8			



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
RISING C.O.S./INFLATION	23.1	18.9	18.1	19.4	27.2	22.5	21.4	22.1	16.4	26.3	22.9	18.2	26.9	21.2	23.4	27.9	18.6
BORDER SECURITY	8.7	1.9	0.8	2.6	6.0	15.6	20.0	17.3	6.6	10.5	19.0	1.8	1.9	1.9	0.0	7.0	16.5
JOBS AND ECONOMIC GROWTH	7.0	5.4	5.1	5.6	8.1	7.7	6.1	7.1	17.5	10.5	6.9	4.6	8.0	7.3	3.2	7.1	8.0
IMMIGRATION REFORM	6.7	2.1	2.0	2.1	4.4	11.5	15.3	12.9	4.3	5.8	13.4	1.8	2.0	9.8	2.3	5.6	12.4
PROTECTING DEMOCRACY	6.0	10.5	8.3	12.1	6.0	3.2	0.8	2.3	0.0	3.2	1.9	12.2	6.9	1.8	7.1	6.5	4.5
SOCIAL SECURITY/MEDICARE	5.4	6.0	5.4	6.5	5.4	5.6	4.0	5.0	6.8	7.3	5.4	6.3	6.3	7.2	4.4	3.9	2.4
GUN CONTROL	5.0	7.9	8.0	7.8	6.1	1.4	1.4	1.4	2.1	1.4	1.1	9.0	10.9	5.4	5.7	4.7	1.0
CORRUPTION IN GOVERNMENT	5.0	3.6	5.0	2.5	5.3	5.3	6.5	5.7	7.0	4.6	4.7	2.3	3.9	3.7	7.8	6.8	11.2
ABORTION	4.7	8.8	7.3	9.9	3.6	2.2	2.8	2.5	2.3	3.5	2.3	9.2	4.0	1.8	10.5	3.2	3.4
CLIMATE CHANGE	4.2	10.7	10.2	11.0	2.7	0.5	0.4	0.4	2.2	2.4	0.2	11.7	2.3	1.9	10.0	3.1	0.9
NAT. SECURITY/TERRORISM	4.0	2.1	2.0	2.1	4.0	5.4	5.8	5.5	2.4	5.9	5.5	1.8	4.1	12.1	3.3	3.0	2.7
GOV'T SPENDING/NAT. DEBT	3.6	1.7	0.4	2.7	3.4	5.6	5.0	5.4	0.0	2.7	5.2	1.2	2.2	7.5	5.1	4.7	5.2
HEALTHCARE/PRESCRIPTION D	3.4	5.2	8.4	3.0	4.0	0.9	1.5	1.2	8.6	2.0	1.2	5.1	6.2	1.7	4.5	3.3	0.9
CRIME & PUBLIC SAFETY	3.1	1.6	2.2	1.2	3.7	4.3	2.5	3.6	2.3	3.4	3.3	1.7	5.0	5.9	1.2	2.9	4.0
RAISING WAGES	2.2	3.7	3.8	3.6	2.6	0.9	0.0	0.5	4.3	1.9	0.3	3.9	2.3	2.1	2.1	3.2	0.7
FIGHTING WOKE IDEOLOGY	2.1	0.7	0.8	0.7	1.3	4.4	3.4	4.0	2.3	3.4	4.1	0.5	0.0	1.8	1.1	1.4	4.4



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BANNER 6

	BANNER 6																		
	TOTAL	LIBERAL						MODERATE				REPUBLICAN			DEMOCRAT			INDEPENDENT	
		Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE			
TAXES	1.9	1.6	1.1	2.0	2.5	1.6	1.6	1.6	3.9	2.7	1.4	1.1	2.3	3.4	3.0	2.5	1.6		
EDUCATION	1.7	3.1	3.3	3.0	1.2	1.0	1.1	1.0	4.3	1.9	1.2	3.4	0.7	0.0	1.1	1.2	0.9		
LGBTQ RIGHTS	1.3	3.1	6.0	0.9	1.1	0.2	0.0	0.2	4.7	0.7	0.0	3.1	1.2	2.0	2.2	1.3	0.0		
RACIAL JUSTICE/RACE RLTN	1.0	1.5	1.8	1.2	1.4	0.2	0.4	0.3	2.0	0.0	0.0	1.3	2.9	1.7	1.8	0.8	0.7		



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BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
RISING C.O.S/INFLATION	23.1	21.8	24.9	23.9	23.8	13.4	9.8	13.9	23.2	20.8	27.1	34.1	25.5	19.5	22.6	23.4
BORDER SECURITY	8.7	2.0	3.6	18.1	7.8	8.8	0.0	9.9	9.0	9.0	9.0	6.3	9.7	12.3	12.2	4.0
JOBS AND ECONOMIC GROWTH	7.0	6.4	9.7	6.7	7.5	12.1	11.3	12.2	6.5	7.2	5.5	4.3	6.8	5.4	7.9	5.7
IMMIGRATION REFORM	6.7	2.7	5.2	11.7	6.7	8.0	6.2	8.2	6.5	6.6	6.4	6.3	8.1	8.6	7.1	5.0
PROTECTING DEMOCRACY	6.0	9.5	6.2	1.9	5.9	8.4	6.8	8.6	6.0	7.0	4.4	2.5	5.1	6.7	4.5	8.2
SOCIAL SECURITY/MEDICARE	5.4	6.3	4.5	4.8	4.8	4.1	4.0	4.1	5.3	4.6	6.3	8.5	6.5	4.8	6.2	3.3
GUN CONTROL	5.0	9.2	2.4	1.2	4.5	5.5	0.0	6.2	5.2	5.9	4.3	2.5	4.7	3.3	5.6	5.6
CORRUPTION IN GOVERNMENT	5.0	3.2	7.6	6.1	5.3	2.6	3.6	2.5	5.0	4.6	5.5	7.9	5.9	5.2	3.7	5.4
ABORTION	4.7	7.3	2.8	2.4	4.9	2.3	0.0	2.6	5.0	5.4	4.3	5.0	3.0	4.5	3.9	7.4
CLIMATE CHANGE	4.2	7.8	1.8	0.9	3.3	5.2	7.0	5.0	4.1	3.9	4.5	3.4	2.8	0.6	2.5	7.7
NAT. SECURITY/TERRORISM	4.0	2.9	4.1	5.2	4.3	5.1	10.7	4.4	3.9	4.2	3.6	2.9	4.6	5.2	5.2	2.1
GOV'T SPENDING/NAT. DEBT	3.6	2.2	3.2	5.3	3.8	5.5	3.5	5.7	3.7	3.8	3.5	1.0	4.7	5.5	2.6	2.8
HEALTHCARE/PRESCRIPTION D	3.4	4.6	5.4	1.3	3.6	2.7	3.0	2.6	3.6	3.6	3.7	2.5	3.3	4.2	3.1	4.0
CRIME & PUBLIC SAFETY	3.1	2.3	6.5	2.8	3.7	6.4	11.6	5.8	2.8	3.2	2.2	1.0	2.6	2.9	3.7	2.5
RAISING WAGES	2.2	3.1	2.7	0.9	2.1	1.6	7.5	0.9	2.0	1.6	2.6	4.2	1.9	1.1	2.1	2.9
FIGHTING WOKE IDEOLOGY	2.1	0.7	2.1	3.7	1.9	4.3	3.4	4.4	1.7	1.4	2.3	1.8	1.7	3.8	1.8	2.5



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BANNER 7

	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	1.9	1.5	3.2	2.0	2.6	1.6	0.0	1.8	2.1	2.5	1.4	0.9	1.6	2.2	1.6	2.2
EDUCATION	1.7	1.9	2.4	1.1	1.8	2.1	11.6	0.9	1.5	2.1	0.6	2.4	0.9	2.6	1.8	1.8
LGBTQ RIGHTS	1.3	2.6	1.1	0.0	1.3	0.0	0.0	0.0	1.5	1.5	1.6	1.5	0.2	0.0	1.6	2.2
RACIAL JUSTICE/RACE RLTN	1.0	1.9	0.6	0.1	0.7	0.4	0.0	0.4	1.1	1.1	1.2	0.9	0.6	1.6	0.4	1.2



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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
RISING C.O.S./INFLATION	23.1	24.7	20.2	23.2	14.3	21.2	15.3	27.7	24.7	21.9	25.5	25.7	26.1	21.6	18.7	24.9	21.2	29.7	21.2	30.6
BORDER SECURITY	8.7	8.8	8.6	8.1	9.6	11.2	12.2	6.7	5.2	10.2	5.5	7.4	2.1	5.8	13.1	7.6	10.5	4.6	3.5	0.8
JOBS AND ECONOMIC GROWTH	7.0	6.5	7.9	7.7	8.1	8.2	9.2	5.0	6.6	5.7	9.7	7.3	11.0	16.0	7.0	4.6	8.8	6.0	12.2	9.9
IMMIGRATION REFORM	6.7	6.8	6.5	6.7	6.1	9.1	5.9	4.8	7.0	7.2	5.6	6.4	4.3	6.7	8.7	5.8	8.3	4.7	3.9	4.7
PROTECTING DEMOCRACY	6.0	4.2	9.2	8.0	11.6	4.3	10.7	4.1	7.8	7.0	3.7	2.6	4.8	4.8	7.3	6.8	3.2	2.0	7.9	2.0
SOCIAL SECURITY/MEDICARE	5.4	5.4	5.5	5.6	5.3	4.2	4.8	6.5	6.1	6.5	3.2	4.4	2.5	2.5	5.0	7.9	5.6	3.4	0.7	4.1
GUN CONTROL	5.0	4.6	5.7	5.1	6.9	4.1	4.8	5.0	6.6	3.9	7.3	7.1	6.9	9.5	2.9	4.8	5.6	8.3	9.8	4.2
CORRUPTION IN GOVERNMENT	5.0	5.9	3.3	3.5	2.9	5.8	2.9	6.0	3.7	5.2	4.5	5.1	4.0	4.9	4.6	5.8	4.7	5.5	4.5	3.6
ABORTION	4.7	4.8	4.5	5.0	3.3	2.3	2.6	6.9	6.2	4.9	4.2	4.7	3.8	5.1	2.2	7.3	5.5	4.0	1.4	6.1
CLIMATE CHANGE	4.2	3.7	5.0	4.7	5.6	3.4	5.9	4.0	4.2	4.8	2.8	4.1	1.1	1.1	4.8	4.8	4.1	4.1	1.5	0.8
NAT. SECURITY/TERRORISM	4.0	3.7	4.5	4.1	5.3	3.4	4.7	3.9	4.3	4.4	3.0	2.2	3.5	3.3	3.7	5.1	2.4	2.1	5.9	1.4
GOV'T SPENDING/NAT. DEBT	3.6	3.5	3.8	2.9	5.7	4.8	4.6	2.4	3.1	4.0	2.9	2.4	3.3	4.6	6.0	2.1	1.5	3.2	3.1	3.4
HEALTHCARE/PRESCRIPTION D	3.4	3.5	3.2	2.6	4.3	3.1	3.0	3.8	3.4	3.4	3.3	3.2	4.3	1.0	3.9	3.0	0.7	5.3	1.4	7.0
CRIME & PUBLIC SAFETY	3.1	2.9	3.5	3.1	4.1	2.8	3.1	2.9	3.8	3.1	3.1	2.9	3.0	3.4	2.6	3.5	2.4	3.3	4.7	1.4
RAISING WAGES	2.2	2.3	2.0	2.6	0.7	2.4	3.0	2.2	1.0	1.6	3.3	2.3	5.3	1.1	2.5	0.9	1.6	2.8	4.6	6.0
FIGHTING WOKE IDEOLOGY	2.1	2.0	2.3	2.8	1.2	2.0	3.6	2.0	1.0	2.0	2.2	2.5	1.4	3.8	2.2	1.8	4.7	0.7	1.6	1.3



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
TAXES	1.9	2.2	1.4	0.9	2.4	3.3	2.4	1.4	0.5	1.6	2.7	2.5	2.8	3.5	2.2	1.0	4.6	0.7	5.2	0.6
EDUCATION	1.7	1.9	1.3	1.2	1.4	1.9	0.6	1.9	1.9	0.9	3.3	3.3	4.0	0.0	1.3	0.6	0.8	5.5	2.3	5.6
LGBTQ RIGHTS	1.3	1.7	0.7	0.9	0.4	1.5	0.3	1.8	1.1	1.4	1.3	2.2	0.7	0.0	1.0	1.7	2.3	2.0	0.8	0.7
RACIAL JUSTICE/RACE RLTN	1.0	0.9	1.2	1.4	0.8	0.9	0.5	0.9	1.8	0.1	2.9	1.8	4.9	1.2	0.1	0.1	1.4	2.1	3.8	6.0



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24. 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	265	347	325	364	541	771	1229	1095	905	940	1060
RISING C.O.S./INFLATION	23.1	20.2	28.2	28.9	29.0	24.4	13.3	26.9	20.7	27.5	17.8	19.1	26.6
BORDER SECURITY	8.7	2.3	3.9	4.5	11.7	7.3	14.8	3.8	11.8	6.2	11.8	11.6	6.2
JOBS AND ECONOMIC GROWTH	7.0	6.6	8.7	11.2	8.4	5.0	4.1	9.4	5.5	9.1	4.4	8.6	5.6
IMMIGRATION REFORM	6.7	3.6	2.9	4.5	7.0	8.3	9.6	3.8	8.5	4.7	9.1	7.9	5.6
PROTECTING DEMOCRACY	6.0	0.6	2.7	2.5	5.4	8.4	10.0	2.2	8.3	3.1	9.4	6.6	5.4
SOCIAL SECURITY/MEDICARE	5.4	2.4	1.6	1.7	2.8	4.3	13.1	1.8	7.7	2.1	9.5	4.4	6.4
GUN CONTROL	5.0	7.1	6.1	5.3	3.8	4.2	4.9	5.9	4.4	5.3	4.6	4.3	5.6
CORRUPTION IN GOVERNMENT	5.0	8.6	5.4	4.7	4.5	4.9	4.2	5.7	4.5	5.4	4.5	4.8	5.2
ABORTION	4.7	10.1	5.0	4.2	3.9	5.8	2.9	5.7	4.0	5.2	4.1	2.4	6.7
CLIMATE CHANGE	4.2	1.8	4.3	4.8	3.4	4.5	4.6	4.0	4.2	3.8	4.6	4.3	4.0
NAT. SECURITY/TERRORISM	4.0	2.4	2.8	2.6	4.0	5.6	4.8	2.7	4.8	3.1	5.1	3.9	4.1
GOV'T SPENDING/NAT. DEBT	3.6	3.4	1.9	1.7	2.7	5.0	5.4	2.1	4.6	2.3	5.2	4.7	2.6
HEALTHCARE/PRESCRIPTION D	3.4	4.7	1.9	4.7	3.6	3.9	2.3	3.7	3.1	3.7	3.0	3.0	3.7
CRIME & PUBLIC SAFETY	3.1	4.1	5.0	3.1	2.4	2.2	2.8	4.0	2.5	3.5	2.6	2.9	3.2
RAISING WAGES	2.2	4.1	5.6	3.4	2.0	0.8	0.2	4.3	0.8	3.6	0.4	2.6	1.8
FIGHTING WOKE IDEOLOGY	2.1	1.8	1.5	3.9	2.1	2.5	0.9	2.6	1.7	2.5	1.6	2.5	1.7



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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	1.9	3.4	4.4	1.9	0.9	1.9	1.0	3.1	1.2	2.4	1.3	2.9	1.0
EDUCATION	1.7	5.4	2.9	2.6	1.6	0.0	0.6	3.3	0.7	2.8	0.3	1.4	1.9
LGBTQ RIGHTS	1.3	3.1	3.4	2.1	0.6	0.6	0.2	2.8	0.4	2.1	0.4	1.1	1.6
RACIAL JUSTICE/RACE RLTN	1.0	4.0	1.8	1.6	0.3	0.3	0.3	2.2	0.3	1.6	0.3	0.8	1.2



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24. 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 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
RISING C.O.S/INFLATION	23.1	23.7	28.4	28.2	15.5	16.4	21.1	24.2	13.9	27.5	34.7	33.0	16.9	25.2	20.9	25.9
BORDER SECURITY	8.7	2.0	4.4	9.8	13.1	2.1	5.6	12.8	17.1	2.0	3.3	6.2	9.8	7.1	8.5	11.5
JOBS AND ECONOMIC GROWTH	7.0	7.3	10.2	7.4	4.4	11.6	12.1	8.7	5.3	5.0	8.5	5.8	3.7	8.1	7.0	5.4
IMMIGRATION REFORM	6.7	3.5	4.1	7.0	9.3	6.8	5.9	7.7	9.8	1.7	2.5	6.1	8.9	4.7	6.6	9.6
PROTECTING DEMOCRACY	6.0	1.4	2.7	4.6	10.7	3.9	4.7	3.4	11.5	0.0	1.0	6.1	10.1	5.4	6.3	5.8
SOCIAL SECURITY/MEDICARE	5.4	1.6	2.0	2.6	11.2	2.2	1.8	3.3	7.8	1.2	2.2	1.7	14.1	3.9	6.3	5.2
GUN CONTROL	5.0	7.5	5.5	4.0	4.6	7.2	5.2	3.8	3.5	7.6	5.7	4.2	5.5	6.1	5.1	3.3
CORRUPTION IN GOVERNMENT	5.0	7.7	4.9	4.6	4.4	4.9	7.1	5.2	2.8	9.2	3.1	3.8	5.8	3.3	5.4	6.2
ABORTION	4.7	8.4	4.2	4.3	4.0	4.1	1.7	2.0	2.8	10.6	6.3	7.1	5.1	5.0	4.9	3.6
CLIMATE CHANGE	4.2	1.6	5.0	4.7	4.0	1.0	6.6	4.9	2.9	1.9	3.7	4.3	5.0	4.4	4.2	3.6
NAT. SECURITY/TERRORISM	4.0	1.6	3.3	4.0	5.2	0.0	4.8	3.8	4.3	2.4	2.1	4.3	6.0	3.9	3.8	4.4
GOV'T SPENDING/NAT. DEBT	3.6	2.6	1.6	3.9	5.1	1.1	2.8	4.0	7.6	3.5	0.7	3.8	3.0	2.6	4.2	3.7
HEALTHCARE/PRESCRIPTION D	3.4	4.0	3.9	4.1	2.3	4.7	1.7	4.7	2.1	3.6	5.7	3.4	2.5	2.2	3.9	3.6
CRIME & PUBLIC SAFETY	3.1	4.8	3.2	3.2	2.4	6.8	3.2	1.4	3.1	3.7	3.3	5.3	1.8	4.5	3.0	1.5
RAISING WAGES	2.2	5.7	3.9	1.6	0.3	10.5	3.9	1.9	0.4	3.1	3.9	1.2	0.2	3.2	1.9	1.4
FIGHTING WOKE IDEOLOGY	2.1	1.6	3.1	2.6	1.1	0.0	3.3	3.4	1.9	2.4	3.0	1.6	0.5	1.9	2.1	2.2



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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		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
TAXES	1.9	4.2	2.3	1.6	1.2	8.5	3.0	2.8	1.6	1.9	1.8	0.0	0.8	3.3	1.8	0.5
EDUCATION	1.7	4.8	2.7	1.0	0.4	3.6	2.2	1.0	0.6	5.4	3.2	0.9	0.3	2.8	1.3	1.0
LGBTQ RIGHTS	1.3	2.9	2.7	0.7	0.3	2.5	1.7	0.7	0.7	3.1	3.6	0.8	0.0	1.2	1.4	1.5
RACIAL JUSTICE/RACE RLTN	1.0	3.4	1.7	0.4	0.2	2.0	1.7	0.3	0.3	4.1	1.7	0.4	0.2	1.2	1.3	0.0



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

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
RISING C.O.S./INFLATION	14.2	19.6	13.5	14.6	16.3	11.8	12.3	11.0	11.1	15.2	15.1	15.7	13.8	16.0	17.7	12.7	13.0	11.2	11.4	11.1
BORDER SECURITY	8.2	18.8	14.3	11.4	5.1	3.3	1.9	2.8	3.9	10.8	13.9	5.9	8.1	17.6	7.2	8.8	4.9	0.9	1.2	0.7
JOBS AND ECONOMIC GROWTH	7.6	6.7	6.8	8.8	6.9	9.5	8.9	2.8	5.3	8.4	7.7	8.3	15.8	6.9	10.3	10.6	7.3	5.6	7.4	3.9
GUN CONTROL	6.5	1.9	1.8	5.4	8.2	9.1	10.6	9.1	6.8	4.6	3.4	6.5	6.5	1.8	1.5	5.3	12.3	11.6	12.8	10.5
SOCIAL SECURITY/MEDICARE	6.1	3.2	7.7	5.5	7.1	6.0	6.4	2.9	7.9	5.4	5.9	5.1	1.3	4.8	4.8	4.4	7.6	8.3	9.7	7.0
HEALTHCARE/PRESCRIPTION D	5.6	0.7	4.0	5.1	6.8	7.3	3.8	14.1	3.8	5.4	3.9	8.3	4.4	3.2	3.0	8.5	9.5	6.0	4.4	7.3
CRIME & PUBLIC SAFETY	5.5	7.3	7.8	7.9	4.6	3.9	3.2	2.0	1.6	6.4	7.8	4.2	4.5	6.2	7.9	6.0	5.2	3.2	4.6	2.1
GOV'T SPENDING/NAT. DEBT	5.4	5.9	8.9	6.0	5.1	3.8	4.0	2.8	1.8	6.3	7.1	5.3	4.2	7.1	10.1	2.3	3.6	3.0	2.9	3.1
CORRUPTION IN GOVERNMENT	5.4	12.4	5.9	4.3	3.9	4.5	4.6	5.5	8.8	5.5	6.4	3.7	7.5	6.5	7.0	6.7	1.5	4.9	4.9	4.9
CLIMATE CHANGE	5.1	0.7	0.9	4.6	4.1	8.3	9.5	10.4	8.8	3.3	2.5	3.8	8.0	0.8	2.8	5.4	6.4	10.3	10.4	10.1
IMMIGRATION REFORM	4.9	7.9	8.4	5.5	3.4	3.7	1.9	3.1	3.6	5.8	7.0	4.2	2.3	8.8	5.6	2.0	3.6	2.4	2.1	2.5
ABORTION	4.7	1.3	0.3	3.6	4.0	5.5	10.9	14.9	6.1	2.6	1.9	3.5	3.8	1.3	2.9	2.5	4.3	10.6	7.1	13.5
NAT. SECURITY/TERRORISM	4.1	3.6	6.6	6.3	3.4	1.8	3.6	0.0	3.5	5.0	5.9	3.2	6.6	6.6	3.6	6.5	2.9	1.5	1.6	1.4
PROTECTING DEMOCRACY	3.0	1.1	2.1	1.8	4.1	3.9	3.7	3.8	5.9	2.5	1.8	3.7	2.0	1.4	2.1	1.6	5.2	4.6	4.5	4.7
RAISING WAGES	3.0	1.2	1.4	2.9	3.9	3.9	3.8	3.9	0.0	3.1	2.0	4.8	3.3	1.8	3.4	3.6	4.4	2.7	2.0	3.3
TAXES	2.8	1.2	3.1	2.5	3.9	4.0	0.8	0.0	3.7	3.2	2.5	4.7	1.1	3.5	3.1	3.4	2.6	1.6	2.4	1.0



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25. 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	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
FIGHTING WOKE IDEOLOGY	2.4	6.5	3.7	1.5	2.7	1.5	0.9	0.0	0.0	2.9	3.3	2.7	0.0	3.8	3.8	2.9	0.3	0.9	1.2	0.7
RACIAL JUSTICE/RACE RLTN	2.3	0.0	0.9	0.7	3.1	4.2	3.3	3.1	7.0	1.6	0.7	3.2	2.3	0.6	1.4	1.7	3.5	4.3	4.4	4.2
EDUCATION	2.3	0.0	1.8	1.5	2.5	2.3	4.6	3.7	3.4	1.6	1.3	1.9	3.3	1.2	1.7	3.0	1.4	4.0	3.5	4.4
LGBTQ RIGHTS	1.0	0.0	0.0	0.0	0.7	1.8	1.4	3.8	7.0	0.5	0.0	1.2	1.1	0.0	0.3	2.2	0.3	2.4	1.2	3.4



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25. 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	1724	1424	301	276	167	108
RISING C.O.S/INFLATION	14.2	14.9	12.7	15.6	12.6	14.4	14.2	15.7	12.5	11.7	13.8
BORDER SECURITY	8.2	7.3	7.9	9.1	7.6	8.8	9.5	5.3	4.4	4.8	3.8
JOBS AND ECONOMIC GROWTH	7.6	6.8	8.3	8.4	6.2	7.3	7.2	7.6	9.7	8.8	11.1
GUN CONTROL	6.5	5.6	7.5	6.6	5.9	7.0	7.1	6.1	3.4	3.9	2.6
SOCIAL SECURITY/MEDICARE	6.1	6.6	5.6	6.4	5.8	6.4	6.3	6.4	4.8	5.6	3.6
HEALTHCARE/PRESCRIPTION D	5.6	6.6	7.0	5.2	3.8	5.1	5.3	4.1	8.4	8.2	8.8
CRIME & PUBLIC SAFETY	5.5	4.0	6.1	5.1	6.9	5.5	5.2	6.8	5.7	5.8	5.6
GOV'T SPENDING/NAT. DEBT	5.4	4.8	5.6	5.6	5.5	5.6	5.7	4.9	4.3	7.2	0.0
CORRUPTION IN GOVERNMENT	5.4	5.5	3.6	5.7	6.5	5.1	4.8	6.1	7.3	6.8	8.3
CLIMATE CHANGE	5.1	7.5	4.8	4.1	5.4	4.9	4.5	6.3	6.9	6.4	7.6
IMMIGRATION REFORM	4.9	3.9	5.2	5.1	5.1	5.3	5.4	5.0	2.3	3.2	0.9
ABORTION	4.7	4.8	5.2	3.3	6.5	4.9	5.1	4.2	3.2	2.9	3.7
NAT. SECURITY/TERRORISM	4.1	5.3	4.3	2.9	5.0	4.1	4.4	2.7	4.0	2.3	6.6
PROTECTING DEMOCRACY	3.0	2.6	3.0	2.8	3.8	3.3	3.5	2.4	1.1	1.2	0.9
RAISING WAGES	3.0	3.1	3.0	3.3	2.2	2.6	2.2	4.7	5.1	5.5	4.4
TAXES	2.8	2.4	4.0	1.9	3.2	2.5	2.3	3.2	4.6	5.9	2.7



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All	
FIGHTING WOKE IDEOLOGY	2.4	1.5	1.9	2.6	3.1	2.1	2.2	1.7	3.8	2.8	5.5	
RACIAL JUSTICE/RACE RLTN	2.3	3.5	2.0	2.4	1.6	2.2	2.1	2.5	3.2	3.5	2.9	
EDUCATION	2.3	2.8	1.4	2.6	2.0	2.1	1.7	3.9	3.2	2.9	3.6	
LGBTQ RIGHTS	1.0	0.6	1.1	0.9	1.4	0.9	1.0	0.3	1.9	0.7	3.6	



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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
RISING C.O.S./INFLATION	14.2	16.0	12.7	16.0	12.8	11.9	15.7	11.4	14.0	15.7	17.4	13.3	11.9	14.5	14.0	15.5
BORDER SECURITY	8.2	13.9	3.0	13.6	2.2	9.4	15.1	2.2	5.6	7.1	6.2	6.7	8.4	3.0	6.8	10.8
JOBS AND ECONOMIC GROWTH	7.6	7.8	6.6	8.3	6.2	10.5	8.1	7.2	6.8	7.5	8.6	6.8	4.2	8.2	8.2	9.0
GUN CONTROL	6.5	2.6	11.0	2.4	11.5	3.7	2.3	12.2	5.4	6.2	4.6	7.7	8.4	6.9	7.4	4.4
SOCIAL SECURITY/MEDICARE	6.1	5.6	8.0	5.0	7.8	3.9	4.9	8.0	5.7	6.6	5.5	6.3	7.3	4.9	6.1	5.9
HEALTHCARE/PRESCRIPTION D	5.6	3.7	7.5	3.4	7.6	6.6	3.2	7.4	5.6	5.7	8.0	6.3	4.5	5.6	7.9	4.4
CRIME & PUBLIC SAFETY	5.5	7.0	4.4	7.0	4.1	5.0	6.9	3.7	7.3	6.8	4.0	5.5	5.2	6.9	5.3	5.5
GOV'T SPENDING/NAT. DEBT	5.4	7.9	3.6	7.6	3.1	5.6	8.0	3.0	4.5	4.0	5.3	5.3	5.8	5.4	4.8	5.7
CORRUPTION IN GOVERNMENT	5.4	6.6	3.1	6.5	4.0	6.2	7.0	3.6	4.8	4.0	6.1	5.1	5.5	3.4	5.5	5.8
CLIMATE CHANGE	5.1	1.5	8.5	1.8	8.8	4.4	1.2	8.8	6.7	4.6	5.1	5.9	5.3	9.2	5.0	3.9
IMMIGRATION REFORM	4.9	7.7	2.5	7.6	2.4	3.3	7.9	2.8	3.2	2.8	3.1	4.5	5.2	3.0	4.6	5.5
ABORTION	4.7	1.5	8.5	1.8	8.1	3.2	2.0	8.5	4.5	4.5	2.7	5.5	5.3	8.0	4.7	3.3
NAT. SECURITY/TERRORISM	4.1	6.1	1.9	5.4	2.5	5.0	5.3	2.3	4.9	4.2	4.5	4.3	4.8	4.3	3.8	3.8
PROTECTING DEMOCRACY	3.0	1.4	5.7	1.2	5.0	3.0	0.8	6.1	2.3	3.2	2.3	3.3	4.1	4.1	2.4	2.6
RAISING WAGES	3.0	2.3	3.0	2.6	2.8	5.2	2.7	2.4	4.3	4.8	3.9	2.6	3.2	1.9	2.4	3.6
TAXES	2.8	3.4	1.9	3.5	1.7	4.3	3.3	1.8	3.0	2.4	3.6	2.4	3.1	2.4	1.9	3.4



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
FIGHTING WOKE IDEOLOGY	2.4	3.6	0.3	4.0	0.5	3.0	3.6	0.4	3.2	3.1	2.8	2.4	2.0	1.3	3.1	2.3	
RACIAL JUSTICE/RACE RLTN	2.3	0.4	3.5	0.9	4.1	1.5	0.6	3.3	5.1	4.4	1.5	2.7	2.9	1.7	3.0	1.6	
EDUCATION	2.3	0.8	3.1	1.3	3.4	1.9	1.2	3.3	1.9	1.8	3.0	2.4	1.5	3.8	2.6	2.0	
LGBTQ RIGHTS	1.0	0.2	1.3	0.2	1.5	2.4	0.2	1.4	1.2	0.5	1.9	1.0	1.5	1.3	0.5	1.0	



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
RISING C.O.S/INFLATION	14.2	9.6	15.8	16.7	11.9	12.7	12.8	11.4	7.2	13.9	16.0
BORDER SECURITY	8.2	1.9	10.4	13.5	2.5	8.8	7.7	2.2	2.0	2.4	12.3
JOBS AND ECONOMIC GROWTH	7.6	7.7	7.6	8.2	6.2	10.6	9.8	6.6	8.7	5.4	8.4
GUN CONTROL	6.5	11.6	4.7	1.7	11.9	5.3	5.9	11.5	14.4	9.9	3.0
SOCIAL SECURITY/MEDICARE	6.1	9.3	5.1	4.8	8.0	4.4	3.9	8.8	9.3	8.6	4.3
HEALTHCARE/PRESCRIPTION D	5.6	7.4	4.9	3.1	7.4	8.5	8.2	7.0	5.7	7.8	4.6
CRIME & PUBLIC SAFETY	5.5	5.1	5.7	6.9	4.0	6.0	5.8	4.9	4.1	5.3	6.0
GOV'T SPENDING/NAT. DEBT	5.4	4.3	5.8	8.3	3.2	2.3	4.7	3.2	3.4	3.1	7.0
CORRUPTION IN GOVERNMENT	5.4	3.1	6.2	6.7	3.6	6.7	6.0	3.4	3.1	3.6	6.7
CLIMATE CHANGE	5.1	7.9	4.2	1.6	8.8	5.4	4.6	8.5	10.4	7.4	2.8
IMMIGRATION REFORM	4.9	3.2	5.5	7.6	2.8	2.0	3.3	2.8	2.5	3.0	6.3
ABORTION	4.7	7.9	3.6	1.9	8.2	2.5	3.0	7.5	10.0	6.1	2.7
NAT. SECURITY/TERRORISM	4.1	1.7	4.9	5.4	2.0	6.5	4.5	2.5	2.0	2.8	5.2
PROTECTING DEMOCRACY	3.0	6.8	1.7	1.7	4.8	1.6	3.6	5.3	5.1	5.3	1.5
RAISING WAGES	3.0	2.2	3.2	2.4	3.4	3.6	4.8	3.3	2.6	3.7	2.7
TAXES	2.8	2.6	2.8	3.3	2.0	3.4	3.4	2.5	2.3	2.5	3.0



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BANNER 4

	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										
FIGHTING WOKE IDEOLOGY	2.4	0.7	2.9	3.8	0.7	2.9	2.9	0.4	0.6	0.4	3.7	
RACIAL JUSTICE/RACE RLTN	2.3	3.1	2.1	0.9	4.0	1.7	1.7	3.3	2.1	3.9	1.7	
EDUCATION	2.3	2.8	2.0	1.4	3.0	3.0	1.9	3.5	2.6	4.0	1.4	
LGBTQ RIGHTS	1.0	1.0	1.0	0.1	1.6	2.2	1.4	1.2	2.1	0.8	0.8	



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
RISING C.O.S/INFLATION	14.2	15.8	13.1	15.5	12.5	14.6	17.5	12.5	14.7	13.5	12.5	14.4
BORDER SECURITY	8.2	14.7	3.1	13.9	2.4	8.5	13.9	2.0	9.2	13.8	2.7	7.5
JOBS AND ECONOMIC GROWTH	7.6	8.9	5.7	8.1	7.3	7.3	8.8	9.5	7.7	7.5	6.1	6.8
GUN CONTROL	6.5	2.5	11.3	1.9	11.7	5.5	2.6	10.6	6.9	1.1	12.3	3.5
SOCIAL SECURITY/MEDICARE	6.1	5.4	7.5	5.4	7.3	5.5	4.7	5.2	4.6	6.1	8.5	6.6
HEALTHCARE/PRESCRIPTION D	5.6	3.6	7.4	3.1	7.3	6.5	1.9	5.5	6.9	4.3	8.3	6.0
CRIME & PUBLIC SAFETY	5.5	6.8	4.2	6.0	5.0	5.7	6.5	8.2	5.9	5.4	3.2	5.5
GOV'T SPENDING/NAT. DEBT	5.4	7.1	3.5	8.4	2.5	5.5	10.0	2.2	5.1	6.8	2.6	5.9
CORRUPTION IN GOVERNMENT	5.4	6.7	3.7	6.3	2.8	7.7	6.4	2.9	6.9	6.1	2.7	8.9
CLIMATE CHANGE	5.1	1.1	8.6	1.5	8.0	6.1	0.9	10.0	3.5	2.1	6.8	9.7
IMMIGRATION REFORM	4.9	8.0	2.9	8.1	2.2	4.3	8.2	3.4	5.1	7.9	1.5	3.2
ABORTION	4.7	1.6	7.7	2.1	8.6	2.7	1.4	5.3	2.5	2.8	10.5	3.0
NAT. SECURITY/TERRORISM	4.1	6.3	2.1	6.2	2.3	3.7	5.8	1.9	4.3	6.6	2.5	2.9
PROTECTING DEMOCRACY	3.0	1.2	5.1	1.5	4.1	3.5	1.1	5.6	4.0	1.9	3.3	2.8
RAISING WAGES	3.0	2.3	3.2	2.0	3.9	2.9	1.0	2.9	3.0	3.0	4.5	2.8
TAXES	2.8	3.3	2.4	3.2	2.2	2.9	3.2	2.8	3.3	3.3	1.9	2.4



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BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	OTHER	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT
FIGHTING WOKE IDEOLOGY	2.4	3.4	0.5	4.1	0.7	2.4	3.6	1.1	2.0	4.5	0.4	3.0			
RACIAL JUSTICE/RACE RLTN	2.3	0.4	3.5	0.9	4.1	1.8	0.9	5.3	1.8	0.9	3.5	1.9			
EDUCATION	2.3	0.9	3.4	1.6	3.4	1.6	1.3	1.8	1.2	1.9	4.3	2.2			
LGBTQ RIGHTS	1.0	0.1	1.2	0.3	1.6	1.1	0.3	1.5	1.2	0.3	1.7	0.8			



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
RISING C.O.S./INFLATION	14.2	11.9	12.8	11.2	13.9	15.8	17.0	16.3	9.2	11.1	17.3	12.9	13.7	3.7	8.1	15.4	17.5
BORDER SECURITY	8.2	1.4	0.4	2.1	7.4	13.9	15.6	14.6	7.3	12.2	14.9	1.1	3.9	6.1	0.0	7.8	17.1
JOBS AND ECONOMIC GROWTH	7.6	6.9	7.0	6.9	8.7	6.9	7.2	7.0	13.4	9.9	7.2	6.5	7.6	13.0	6.1	9.0	3.5
GUN CONTROL	6.5	10.9	10.9	10.9	6.8	3.4	1.2	2.6	8.7	3.2	0.9	12.0	10.0	17.1	6.7	6.0	3.3
SOCIAL SECURITY/MEDICARE	6.1	5.8	7.3	4.8	8.1	4.5	4.0	4.3	9.4	9.3	4.0	6.2	8.7	10.0	2.3	7.0	3.4
HEALTHCARE/PRESCRIPTION D	5.6	7.6	6.6	8.4	6.3	3.3	2.9	3.2	6.8	5.1	2.3	7.8	5.8	10.0	7.2	7.2	4.1
CRIME & PUBLIC SAFETY	5.5	4.7	4.2	5.0	5.1	6.7	6.7	6.7	4.6	5.1	6.3	4.3	6.5	3.6	6.7	4.1	9.6
GOV'T SPENDING/NAT. DEBT	5.4	3.1	1.3	4.4	4.5	8.5	7.9	8.3	4.3	6.9	9.2	1.8	3.1	5.4	8.9	4.6	5.3
CORRUPTION IN GOVERNMENT	5.4	3.9	4.5	3.4	5.4	7.0	6.1	6.6	7.0	6.6	6.1	3.0	3.0	0.0	6.6	6.6	11.9
CLIMATE CHANGE	5.1	9.7	8.5	10.5	4.7	2.0	1.8	1.9	4.5	2.6	0.9	9.1	5.3	11.6	15.0	5.1	1.9
IMMIGRATION REFORM	4.9	2.4	2.3	2.4	3.9	7.0	9.5	8.0	2.5	5.4	9.3	2.4	1.9	1.7	2.1	4.8	4.7
ABORTION	4.7	10.0	11.3	9.1	3.8	1.4	1.1	1.3	4.9	2.7	1.7	11.7	5.3	0.0	4.4	3.2	0.0
NAT. SECURITY/TERRORISM	4.1	2.4	2.5	2.3	3.7	5.3	6.9	5.9	4.4	4.6	6.8	1.8	2.7	3.8	4.3	3.9	2.8
PROTECTING DEMOCRACY	3.0	3.9	3.0	4.5	3.2	1.9	2.5	2.1	0.0	1.5	1.7	3.9	4.7	3.4	5.7	2.9	3.6
RAISING WAGES	3.0	3.6	4.0	3.3	4.0	1.9	0.4	1.3	6.5	3.8	1.1	3.2	6.0	0.0	4.2	2.6	3.0
TAXES	2.8	2.6	2.4	2.7	3.1	2.6	2.7	2.6	4.3	4.1	2.9	2.3	2.2	1.8	3.2	3.2	1.9



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

BANNER 6

	BANNER 6																		
	TOTAL	LIBERAL						MODERATE				REPUBLICAN			DEMOCRAT			INDEPENDENT	
		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	2.4	0.4	0.4	0.3	1.8	4.1	5.4	4.6	0.0	3.3	4.6	0.5	0.7	2.0	0.0	1.9	5.8		
RACIAL JUSTICE/RACE RLTN	2.3	4.8	7.2	3.0	2.0	1.2	0.0	0.7	2.3	0.7	0.8	5.1	3.0	1.7	4.3	1.8	0.0		
EDUCATION	2.3	2.1	2.1	2.0	2.9	2.2	1.1	1.8	0.0	1.3	1.8	2.2	5.3	3.4	2.1	1.7	0.8		
LGBTQ RIGHTS	1.0	2.1	1.2	2.8	0.8	0.5	0.0	0.3	0.0	0.6	0.2	2.3	0.4	1.9	2.0	1.2	0.0		



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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		DEMOCRAT	TICKET SPLIT	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/LOWER MIDDLE	Upper Middle Class	MIDDLE/LOWER Class	Middle Class	Lower Middle Class	POOR	MAINSTREAM/PROT.	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
RISING C.O.S./INFLATION	14.2	12.3	15.1	15.9	13.4	11.8	11.5	11.8	14.2	13.4	15.5	16.4	15.8	16.8	13.0	13.1
BORDER SECURITY	8.2	2.7	9.3	13.9	8.5	7.8	4.0	8.2	8.4	9.0	7.4	7.0	8.9	9.6	9.2	5.9
JOBS AND ECONOMIC GROWTH	7.6	6.2	12.2	7.7	8.0	7.7	17.5	6.5	8.1	7.6	8.9	3.8	8.1	6.3	9.4	6.1
GUN CONTROL	6.5	10.6	5.2	2.3	5.7	9.1	7.7	9.3	6.5	7.3	5.1	3.4	4.6	6.6	6.4	8.7
SOCIAL SECURITY/MEDICARE	6.1	7.4	5.1	5.1	6.4	4.9	7.2	4.6	5.9	6.3	5.4	9.2	7.4	3.9	6.4	4.4
HEALTHCARE/PRESCRIPTION D	5.6	7.9	5.8	2.9	5.8	5.5	3.4	5.8	5.4	5.0	6.1	7.0	5.9	3.3	3.9	7.3
CRIME & PUBLIC SAFETY	5.5	4.8	5.4	6.4	5.5	8.9	24.4	7.0	4.9	5.4	4.3	5.9	5.5	3.2	7.6	3.4
GOV'T SPENDING/NAT. DEBT	5.4	3.1	5.8	7.9	6.1	7.5	7.1	7.6	5.3	5.4	5.1	3.7	6.6	6.5	4.7	4.3
CORRUPTION IN GOVERNMENT	5.4	3.7	6.3	7.0	5.1	5.5	0.0	6.2	5.2	5.3	4.9	6.6	4.3	8.4	6.9	5.3
CLIMATE CHANGE	5.1	8.7	5.1	1.1	5.0	5.0	0.0	5.6	5.1	4.5	6.1	5.4	3.8	2.3	4.9	7.4
IMMIGRATION REFORM	4.9	2.5	1.8	8.6	4.5	2.2	0.0	2.5	5.3	5.4	5.0	5.3	5.3	6.0	5.9	4.0
ABORTION	4.7	7.9	2.8	1.7	4.1	6.1	0.0	6.8	4.3	4.8	3.6	5.7	2.9	4.7	3.4	7.3
NAT. SECURITY/TERRORISM	4.1	2.5	3.6	6.1	4.4	4.4	6.8	4.0	4.1	4.2	3.9	3.6	3.9	5.2	4.4	4.2
PROTECTING DEMOCRACY	3.0	4.6	3.7	1.1	3.7	4.8	3.3	4.9	2.9	2.7	3.4	1.6	2.8	2.7	2.9	3.8
RAISING WAGES	3.0	3.2	4.4	2.2	2.9	1.9	3.5	1.7	3.0	2.3	4.3	3.7	3.0	2.8	1.6	4.2
TAXES	2.8	1.9	3.8	3.4	3.2	1.2	0.0	1.3	3.0	3.1	2.9	2.8	2.7	3.0	3.0	2.3



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy MIDDLE	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
FIGHTING WOKE IDEOLOGY	2.4	0.6	2.4	4.4	2.3	2.3	3.6	2.1	2.3	2.5	1.9	3.1	3.4	4.5	2.4	1.0
RACIAL JUSTICE/RACE RLTN	2.3	4.4	0.7	0.6	2.1	1.6	0.0	1.8	2.3	2.3	2.3	3.4	1.7	2.4	2.1	2.8
EDUCATION	2.3	3.4	1.1	1.5	2.3	1.1	0.0	1.3	2.7	2.6	2.8	0.5	2.8	1.1	1.9	2.4
LGBTQ RIGHTS	1.0	1.8	0.4	0.3	0.9	0.8	0.0	0.9	0.9	0.7	1.2	1.9	0.6	0.6	0.2	2.0



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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
RISING C.O.S/INFLATION	14.2	15.4	11.9	13.5	8.9	16.4	12.9	14.5	11.0	15.2	11.9	10.2	12.8	12.8	16.6	13.9	10.9	9.7	11.4	14.0
BORDER SECURITY	8.2	8.7	7.2	7.4	6.7	8.8	9.2	8.7	5.3	9.8	4.7	5.1	2.8	4.7	11.1	8.7	5.4	4.7	2.3	3.3
JOBS AND ECONOMIC GROWTH	7.6	7.2	8.3	9.2	6.6	8.4	9.0	6.2	7.7	6.8	9.5	8.8	11.8	5.2	8.1	5.5	10.3	7.4	11.3	12.3
GUN CONTROL	6.5	6.4	6.6	6.4	7.0	6.0	6.9	6.8	6.4	5.8	7.9	8.1	8.6	5.9	5.4	6.2	7.7	8.4	10.4	6.9
SOCIAL SECURITY/MEDICARE	6.1	6.6	5.3	5.2	5.5	5.2	4.2	7.9	6.2	6.4	5.7	5.5	6.3	4.7	4.8	7.8	6.4	4.7	4.6	7.8
HEALTHCARE/PRESCRIPTION D	5.6	5.2	6.3	6.4	6.2	4.5	4.7	5.7	7.8	4.9	7.0	6.9	6.1	10.5	4.6	5.3	4.6	8.8	4.5	7.6
CRIME & PUBLIC SAFETY	5.5	5.1	6.2	6.3	6.0	6.4	7.4	4.1	5.1	5.1	6.5	6.9	5.7	10.4	6.4	3.9	7.8	6.1	6.7	4.8
GOV'T SPENDING/NAT. DEBT	5.4	4.9	6.4	5.4	8.4	5.6	7.1	4.3	5.7	5.9	4.4	2.5	3.5	9.7	6.4	5.5	3.9	1.3	4.6	2.5
CORRUPTION IN GOVERNMENT	5.4	5.8	4.6	4.6	4.5	6.7	3.7	5.1	5.4	5.9	4.3	6.3	3.2	2.2	6.3	5.6	5.5	7.0	3.0	3.4
CLIMATE CHANGE	5.1	4.7	5.9	6.2	5.2	3.3	6.1	5.9	5.7	5.4	4.6	5.6	3.7	4.4	4.6	6.1	3.0	7.8	4.7	2.8
IMMIGRATION REFORM	4.9	5.2	4.3	4.1	4.8	6.0	5.5	4.5	3.2	5.5	3.5	4.1	3.2	3.5	6.8	4.4	4.7	3.5	2.9	3.5
ABORTION	4.7	4.2	5.5	4.6	7.2	2.8	3.1	5.5	7.7	5.2	3.7	4.3	3.3	4.6	3.0	7.1	4.7	4.0	1.6	4.8
NAT. SECURITY/TERRORISM	4.1	3.7	4.9	4.8	5.0	3.4	5.6	3.9	4.2	4.3	3.7	4.3	1.5	7.5	4.1	4.5	3.8	4.7	2.3	0.8
PROTECTING DEMOCRACY	3.0	2.6	3.8	3.0	5.5	2.5	5.0	2.7	2.8	2.8	3.5	2.7	4.7	2.4	2.3	3.2	4.9	0.8	6.6	2.9
RAISING WAGES	3.0	3.1	2.7	3.1	2.0	3.0	0.8	3.2	4.4	2.0	5.0	4.3	6.7	0.0	1.3	2.7	2.9	5.4	6.0	7.4
TAXES	2.8	2.7	2.8	2.7	3.1	3.2	2.9	2.3	2.8	2.5	3.4	2.8	3.9	5.6	2.8	2.2	1.4	3.9	6.1	1.9



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
FIGHTING WOKE IDEOLOGY	2.4	3.0	1.2	0.9	1.6	3.2	0.9	2.9	1.4	2.4	2.3	2.8	1.5	2.2	2.3	2.5	2.3	3.3	2.3	0.6
RACIAL JUSTICE/RACE RLTN	2.3	2.3	2.4	2.4	2.6	2.4	2.4	2.1	2.5	1.4	4.3	3.3	6.8	1.3	1.4	1.4	4.0	2.7	7.1	6.5
EDUCATION	2.3	1.8	3.2	3.1	3.2	1.1	1.9	2.4	4.3	1.7	3.4	4.6	2.8	2.3	0.8	2.6	4.7	4.5	0.7	4.8
LGBTQ RIGHTS	1.0	1.3	0.4	0.6	0.0	1.2	0.6	1.4	0.3	1.0	0.9	1.1	1.1	0.0	1.1	1.0	0.8	1.3	0.7	1.4



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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	265	347	325	364	541	771	1229	1095	905	940	1060
RISING C.O.S./INFLATION	14.2	12.4	16.8	15.0	15.9	15.4	10.9	15.1	13.6	15.3	12.7	15.2	13.3
BORDER SECURITY	8.2	2.5	1.4	7.0	9.6	11.6	10.8	4.1	10.7	5.8	11.1	8.9	7.5
JOBS AND ECONOMIC GROWTH	7.6	6.1	12.9	9.8	9.4	6.5	3.8	10.1	6.1	9.9	4.9	8.6	6.7
GUN CONTROL	6.5	7.0	7.0	7.0	4.5	7.0	6.6	7.0	6.2	6.3	6.7	6.3	6.6
SOCIAL SECURITY/MEDICARE	6.1	2.4	1.8	3.6	5.5	10.1	8.7	2.7	8.3	3.6	9.2	4.8	7.3
HEALTHCARE/PRESCRIPTION D	5.6	4.4	7.1	5.9	4.8	4.4	6.2	6.0	5.3	5.6	5.5	4.6	6.4
CRIME & PUBLIC SAFETY	5.5	2.9	4.8	6.3	6.2	5.1	6.0	5.1	5.8	5.4	5.7	6.8	4.4
GOV'T SPENDING/NAT. DEBT	5.4	4.5	4.1	3.4	5.5	5.0	7.8	3.9	6.4	4.4	6.7	6.2	4.8
CORRUPTION IN GOVERNMENT	5.4	6.2	3.8	6.3	5.5	5.9	4.9	5.4	5.4	5.4	5.3	5.6	5.2
CLIMATE CHANGE	5.1	10.3	4.0	5.5	4.2	3.6	5.5	6.0	4.6	5.4	4.8	4.3	5.8
IMMIGRATION REFORM	4.9	1.9	2.8	3.9	4.5	4.1	8.2	3.1	6.0	3.5	6.5	5.8	4.1
ABORTION	4.7	8.7	6.1	3.7	3.4	4.3	4.5	5.6	4.2	4.9	4.4	2.9	6.3
NAT. SECURITY/TERRORISM	4.1	1.8	4.2	2.7	5.6	3.6	5.0	3.0	4.8	3.8	4.4	4.2	4.0
PROTECTING DEMOCRACY	3.0	1.9	1.2	2.8	2.3	5.0	3.5	2.1	3.6	2.1	4.1	3.4	2.7
RAISING WAGES	3.0	6.3	6.6	4.7	2.3	1.1	0.7	5.7	1.2	4.7	0.9	2.2	3.6
TAXES	2.8	3.5	4.9	3.2	2.5	2.4	1.7	3.8	2.1	3.4	1.9	3.1	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
FIGHTING WOKE IDEOLOGY	2.4	4.0	2.3	1.7	2.1	2.8	2.2	2.4	2.4	2.3	2.5	2.4	2.4
RACIAL JUSTICE/RACE RLTN	2.3	3.6	4.1	2.6	2.7	1.5	1.3	3.3	1.7	3.1	1.4	2.4	2.3
EDUCATION	2.3	6.5	3.4	3.8	1.8	0.5	0.9	4.2	1.0	3.5	0.8	1.4	3.0
LGBTQ RIGHTS	1.0	3.1	0.8	1.2	1.5	0.0	0.8	1.4	0.7	1.4	0.4	0.9	1.0



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

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
RISING C.O.S/INFLATION	14.2	13.5	15.9	16.9	11.2	12.5	19.3	17.7	10.7	14.1	13.0	16.0	11.6	14.5	13.2	16.1
BORDER SECURITY	8.2	2.0	4.8	9.7	11.4	1.1	5.9	10.4	11.8	2.5	3.9	8.9	11.2	4.6	9.2	10.4
JOBS AND ECONOMIC GROWTH	7.6	8.0	11.0	9.0	4.2	9.5	12.3	8.7	5.9	7.2	9.8	9.4	2.8	9.8	7.4	5.2
GUN CONTROL	6.5	7.8	7.0	5.2	6.6	7.7	9.2	3.2	6.7	7.9	5.1	7.7	6.5	7.9	6.6	4.3
SOCIAL SECURITY/MEDICARE	6.1	2.4	2.9	5.9	9.8	2.4	1.3	4.3	8.3	2.4	4.2	7.9	11.0	7.3	5.7	5.8
HEALTHCARE/PRESCRIPTION D	5.6	5.2	6.7	4.5	5.7	2.0	5.3	5.5	4.0	7.0	7.9	3.3	7.1	4.7	5.9	5.8
CRIME & PUBLIC SAFETY	5.5	3.5	5.5	5.5	6.2	3.4	5.9	7.1	7.9	3.6	5.2	3.6	4.7	6.6	6.0	2.8
GOV'T SPENDING/NAT. DEBT	5.4	3.8	3.9	5.6	6.9	6.7	4.8	5.3	7.7	2.3	3.1	6.0	6.1	4.3	4.6	8.9
CORRUPTION IN GOVERNMENT	5.4	5.3	5.4	5.9	5.0	4.7	4.7	6.3	5.8	5.7	5.9	5.5	4.3	3.3	5.7	7.4
CLIMATE CHANGE	5.1	8.7	4.5	4.1	5.2	6.0	3.6	4.3	4.5	10.1	5.2	3.9	5.7	6.5	4.6	4.7
IMMIGRATION REFORM	4.9	1.7	3.7	4.5	7.0	1.2	4.2	4.1	9.6	1.9	3.3	5.1	4.8	3.9	5.3	5.1
ABORTION	4.7	7.0	5.0	3.1	4.9	3.8	2.6	2.1	3.5	8.7	7.0	4.3	6.1	3.9	5.6	3.5
NAT. SECURITY/TERRORISM	4.1	2.4	3.3	4.7	4.8	2.3	3.0	5.7	4.2	2.4	3.6	3.4	5.3	3.2	4.4	4.6
PROTECTING DEMOCRACY	3.0	2.2	2.2	3.4	3.6	4.9	1.2	4.3	3.6	0.7	3.0	2.3	3.6	4.0	2.9	2.0
RAISING WAGES	3.0	6.1	5.8	2.0	0.7	6.3	5.9	0.6	0.0	6.1	5.7	3.6	1.2	4.2	3.2	0.7
TAXES	2.8	5.7	3.0	2.7	1.7	9.6	4.5	2.5	1.0	3.6	1.7	2.9	2.3	2.0	2.4	4.7



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25. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND 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	NIALS		BMMRS	NIALS		BMMRS		BMMRS				
		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG		/SLNTG				
FIGHTING WOKE IDEOLOGY	2.4	2.6	2.0	2.2	2.6	3.2	1.0	3.0	2.6	2.3	2.9	1.3	2.6	1.9	2.7	2.1
RACIAL JUSTICE/RACE RLTHS	2.3	4.8	2.6	2.4	1.3	5.7	3.5	2.4	0.9	4.3	1.8	2.4	1.6	3.6	1.9	1.7
EDUCATION	2.3	4.7	3.9	1.6	0.8	3.3	0.9	1.5	1.2	5.4	6.4	1.8	0.5	2.5	1.9	2.9
LGBTQ RIGHTS	1.0	2.5	1.0	0.9	0.6	3.5	0.9	1.0	0.3	1.9	1.1	0.8	0.8	1.4	0.7	1.2



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

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
RISING C.O.S./INFLATION	11.1	12.5	12.2	13.3	11.7	8.1	10.4	9.0	6.1	12.3	12.7	11.3	13.5	14.5	12.1	13.7	7.8	7.9	7.7	8.1
CRIME & PUBLIC SAFETY	7.1	12.3	8.5	8.9	7.6	4.9	3.5	2.9	1.6	8.7	9.4	7.7	6.8	9.5	11.1	7.3	5.6	2.8	3.7	1.9
BORDER SECURITY	6.6	15.4	10.0	6.9	6.9	3.3	1.7	3.9	0.0	7.8	9.6	4.8	5.6	10.4	9.9	3.8	3.9	3.4	6.2	1.0
GUN CONTROL	6.6	1.7	2.7	3.0	8.4	10.4	10.4	7.8	15.0	3.9	2.7	6.3	3.2	1.9	2.8	5.8	7.2	13.9	15.5	12.5
SOCIAL SECURITY/MEDICARE	6.6	5.3	5.4	5.5	7.4	8.5	6.4	7.8	5.4	6.5	5.4	8.6	6.5	6.1	6.9	5.3	7.8	6.6	6.5	6.7
HEALTHCARE/PRESCRIPTION D	6.2	2.4	4.6	6.2	6.8	6.3	6.5	10.5	12.7	5.6	4.9	6.8	6.0	3.9	6.3	4.7	8.3	7.8	6.1	9.3
GOV'T SPENDING/NAT. DEBT	6.0	12.6	10.2	6.0	3.5	6.4	2.8	1.8	0.0	7.3	8.8	5.2	4.6	8.6	7.1	9.4	3.8	2.6	4.1	1.3
JOBS AND ECONOMIC GROWTH	5.8	2.5	5.4	6.6	8.1	4.7	5.3	6.1	3.3	6.0	5.4	7.4	4.0	6.3	4.9	4.2	7.9	5.3	4.9	5.6
CORRUPTION IN GOVERNMENT	5.6	6.1	6.4	7.4	3.6	5.1	4.8	3.9	12.5	6.4	6.8	4.8	11.7	7.3	6.1	8.2	3.9	3.6	3.2	3.9
CLIMATE CHANGE	5.4	1.2	2.8	3.1	5.7	6.6	9.9	11.4	9.3	4.0	2.6	5.9	6.6	2.0	2.1	5.0	8.5	9.2	6.6	11.3
NAT. SECURITY/TERRORISM	5.0	9.0	4.9	5.8	5.4	5.9	1.8	1.0	1.8	5.8	6.0	5.9	2.5	7.1	5.5	7.0	3.1	3.0	4.9	1.3
RAISING WAGES	4.2	0.7	3.0	3.6	2.8	7.4	8.2	1.9	5.1	4.1	2.9	5.3	10.1	3.5	4.5	4.2	4.6	4.4	3.9	4.8
ABORTION	3.8	0.0	1.5	1.8	3.3	6.2	8.6	5.9	10.5	2.2	1.4	3.6	2.1	0.8	1.6	4.1	3.6	8.4	6.7	9.9
TAXES	3.6	3.7	4.0	4.2	4.1	3.1	2.7	1.9	2.1	4.0	4.0	4.3	2.1	3.5	4.6	5.2	3.4	2.4	2.3	2.5
PROTECTING DEMOCRACY	3.5	1.8	2.8	3.1	5.2	1.9	4.1	4.9	5.9	2.6	2.8	2.5	2.2	1.6	1.4	1.3	6.6	5.7	6.3	5.3
IMMIGRATION REFORM	3.4	2.4	5.2	5.5	3.2	2.1	0.8	3.9	0.0	3.7	4.8	2.2	1.1	4.8	2.8	1.7	4.4	2.6	3.7	1.7



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26. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD 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	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
FIGHTING WOKE IDEOLOGY	3.3	9.8	7.1	4.1	1.9	0.6	0.0	0.0	0.0	4.4	6.3	1.8	0.0	6.2	6.0	1.9	1.5	0.2	0.4	0.0
RACIAL JUSTICE/RACE RLTN	2.7	0.0	0.2	2.5	1.6	5.4	4.0	7.3	3.7	1.6	1.2	2.3	1.1	0.5	0.6	2.4	3.8	5.7	5.3	6.0
EDUCATION	2.6	0.6	2.2	2.3	2.6	1.5	6.0	4.1	3.4	2.5	1.9	2.5	9.0	1.0	3.6	2.9	3.6	2.7	1.2	3.9
LGBTQ RIGHTS	1.0	0.0	0.9	0.2	0.2	1.5	2.1	4.1	1.7	0.6	0.4	0.8	1.2	0.3	0.3	1.7	0.6	2.0	0.8	3.0



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26. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD 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	1724	1424	301	276	167	108
RISING C.O.S/INFLATION	11.1	12.6	11.2	12.4	7.6	10.7	9.8	15.0	14.1	16.0	11.1
CRIME & PUBLIC SAFETY	7.1	6.7	6.3	6.8	8.8	7.3	6.8	9.5	6.1	6.6	5.5
BORDER SECURITY	6.6	6.6	6.1	7.3	5.8	7.3	8.1	3.7	2.1	1.8	2.6
GUN CONTROL	6.6	7.7	6.5	5.1	8.4	6.6	6.9	5.5	6.2	3.6	10.2
SOCIAL SECURITY/MEDICARE	6.6	4.8	8.8	6.1	6.4	6.6	7.0	4.9	6.1	5.1	7.7
HEALTHCARE/PRESCRIPTION D	6.2	5.8	6.9	6.3	5.7	5.9	5.4	8.6	7.8	9.3	5.4
GOV'T SPENDING/NAT. DEBT	6.0	2.8	6.5	6.8	6.8	6.1	6.5	4.0	5.8	6.9	4.0
JOBS AND ECONOMIC GROWTH	5.8	6.5	5.1	5.7	6.1	5.8	5.4	8.1	5.7	5.2	6.4
CORRUPTION IN GOVERNMENT	5.6	6.2	6.4	4.6	6.2	5.6	5.7	5.4	5.6	6.8	3.8
CLIMATE CHANGE	5.4	6.5	5.3	4.0	6.9	5.3	5.4	4.8	5.7	5.2	6.6
NAT. SECURITY/TERRORISM	5.0	5.2	5.9	5.0	4.1	5.1	5.5	3.5	4.5	3.7	5.7
RAISING WAGES	4.2	3.8	3.9	5.6	2.2	3.7	3.0	7.0	7.0	6.7	7.4
ABORTION	3.8	2.3	6.0	3.5	3.5	3.6	4.0	1.6	5.4	5.0	6.2
TAXES	3.6	3.8	3.9	3.6	3.1	3.3	2.9	5.4	5.3	5.8	4.6
PROTECTING DEMOCRACY	3.5	3.9	3.7	2.8	4.1	3.7	4.2	1.4	1.8	1.6	2.0
IMMIGRATION REFORM	3.4	4.3	1.4	4.0	3.9	3.7	3.9	2.3	2.0	3.4	0.0



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All	
FIGHTING WOKE IDEOLOGY	3.3	2.3	2.9	3.4	4.2	3.4	3.8	1.7	2.3	1.1	4.2	
RACIAL JUSTICE/RACE RLTN	2.7	3.8	1.2	3.4	2.0	2.8	2.6	3.7	1.8	2.2	1.1	
EDUCATION	2.6	3.7	1.1	2.7	2.9	2.4	2.2	3.2	3.6	3.6	3.7	
LGBTQ RIGHTS	1.0	0.6	1.1	0.9	1.3	0.9	0.9	1.0	1.1	0.5	1.9	



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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
RISING C.O.S/INFLATION	11.1	13.3	7.7	13.7	7.7	14.1	13.8	7.4	13.0	13.0	10.9	11.1	9.3	9.6	13.2	11.1
CRIME & PUBLIC SAFETY	7.1	10.2	3.3	9.7	3.9	9.3	9.6	3.4	8.0	10.4	8.6	6.9	6.6	6.6	7.1	7.5
BORDER SECURITY	6.6	10.6	4.0	10.3	3.3	4.1	11.1	3.3	4.4	4.2	4.2	6.4	7.2	4.4	6.6	6.9
GUN CONTROL	6.6	2.6	11.2	2.3	12.0	2.5	2.0	13.5	2.9	2.2	6.1	6.6	6.7	9.7	5.3	6.5
SOCIAL SECURITY/MEDICARE	6.6	6.1	7.1	5.9	7.5	5.1	5.6	7.1	8.2	9.2	6.1	6.5	8.7	5.3	5.4	6.6
HEALTHCARE/PRESCRIPTION D	6.2	5.0	6.5	5.3	7.5	4.4	4.4	6.5	10.0	8.6	5.9	6.1	8.0	3.8	5.5	6.4
GOV'T SPENDING/NAT. DEBT	6.0	8.2	3.7	8.1	3.1	9.0	8.7	2.8	4.8	4.1	8.4	5.8	4.8	4.4	7.2	6.4
JOBS AND ECONOMIC GROWTH	5.8	5.0	6.4	6.1	5.8	4.4	5.9	6.1	5.3	4.0	5.2	5.2	4.5	5.2	5.7	6.9
CORRUPTION IN GOVERNMENT	5.6	7.3	4.8	7.4	4.1	4.2	8.0	4.1	4.1	4.9	4.4	5.2	5.0	6.2	5.0	6.4
CLIMATE CHANGE	5.4	1.9	8.8	1.4	9.3	6.4	1.5	9.3	4.7	4.9	7.2	5.3	6.3	6.1	4.3	5.4
NAT. SECURITY/TERRORISM	5.0	5.8	3.8	6.0	3.4	7.6	6.1	3.6	3.9	4.6	7.5	5.1	4.3	4.8	5.8	5.0
RAISING WAGES	4.2	3.7	4.3	4.2	3.9	5.1	4.1	4.1	5.0	4.8	3.5	4.0	3.6	2.9	4.8	4.5
ABORTION	3.8	1.5	6.3	1.2	6.6	3.6	1.0	5.9	5.5	6.5	4.9	4.3	5.3	3.6	3.9	2.9
TAXES	3.6	3.5	2.8	4.3	2.3	5.4	3.9	2.1	5.4	5.2	4.7	3.5	2.6	6.1	3.1	3.8
PROTECTING DEMOCRACY	3.5	1.4	6.4	1.5	6.0	1.3	1.7	6.6	2.4	2.5	1.3	4.2	4.0	4.5	4.2	2.3
IMMIGRATION REFORM	3.4	4.5	2.9	3.6	3.6	2.0	3.7	3.6	3.0	3.9	2.7	3.9	3.3	4.3	4.2	2.7



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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN-	TON	TRUMP	BIDEN	UNDE-	TRUMP	BIDEN	3RD	RFK	UNDE-	EARLY	Mail	Drop-	In
						CIDED			PARTY	JR.	CIDED	VOTER		off	Person	DAY
FIGHTING WOKE IDEOLOGY	3.3	6.3	0.5	5.8	0.4	3.8	6.1	0.6	2.7	1.4	2.5	3.1	3.1	3.9	2.8	3.6
RACIAL JUSTICE/RACE RLTN	2.7	0.6	5.6	0.6	4.9	2.3	0.5	5.5	2.9	2.4	1.0	3.1	3.2	3.8	2.8	1.9
EDUCATION	2.6	2.2	2.6	1.9	2.8	4.7	1.9	2.5	3.2	3.2	4.4	2.8	2.4	3.6	2.7	2.3
LGBTQ RIGHTS	1.0	0.3	1.4	0.4	1.7	0.5	0.5	1.9	0.6	0.0	0.4	0.9	1.2	1.3	0.5	1.1



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

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
RISING C.O.S/INFLATION	11.1	6.9	12.6	13.6	7.9	13.7	13.5	8.1	7.5	8.5	13.2	
CRIME & PUBLIC SAFETY	7.1	4.4	8.1	10.1	3.8	7.3	7.2	4.3	2.4	5.5	9.0	
BORDER SECURITY	6.6	4.1	7.5	10.2	3.6	3.8	4.8	3.6	4.0	3.4	8.7	
GUN CONTROL	6.6	12.4	4.5	2.3	11.3	5.8	5.1	11.8	12.9	11.2	2.9	
SOCIAL SECURITY/MEDICARE	6.6	8.1	6.0	6.4	7.0	5.3	5.9	7.7	8.4	7.3	5.8	
HEALTHCARE/PRESCRIPTION D	6.2	7.4	5.8	4.8	8.0	4.7	5.9	7.6	6.1	8.5	5.2	
GOV'T SPENDING/NAT. DEBT	6.0	3.1	7.1	8.0	3.1	9.4	7.9	3.5	2.3	4.1	7.8	
JOBS AND ECONOMIC GROWTH	5.8	5.3	6.0	5.8	6.3	4.2	5.2	5.8	5.0	6.3	5.8	
CORRUPTION IN GOVERNMENT	5.6	2.8	6.6	6.8	3.7	8.2	6.9	3.8	3.2	4.1	6.9	
CLIMATE CHANGE	5.4	10.6	3.5	2.1	8.9	5.0	5.5	9.0	10.6	8.0	2.8	
NAT. SECURITY/TERRORISM	5.0	4.0	5.4	6.5	3.0	7.0	5.1	3.5	2.9	3.8	6.1	
RAISING WAGES	4.2	4.9	3.9	3.9	4.5	4.2	5.0	4.2	3.2	4.8	4.1	
ABORTION	3.8	5.6	3.2	1.1	6.6	4.1	3.2	5.8	7.5	4.8	2.5	
TAXES	3.6	2.1	4.0	3.9	2.8	5.2	4.5	2.5	2.4	2.6	4.3	
PROTECTING DEMOCRACY	3.5	6.4	2.4	1.5	6.1	1.3	1.4	6.0	9.4	4.0	1.7	
IMMIGRATION REFORM	3.4	3.7	3.4	4.0	3.3	1.7	1.7	3.4	4.1	3.0	3.5	



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BANNER 4

	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									
FIGHTING WOKE IDEOLOGY	3.3	0.9	4.1	6.1	0.7	1.9	2.6	0.6	1.0	0.3	5.1
RACIAL JUSTICE/RACE RLTN	2.7	3.3	2.4	0.5	5.0	2.4	3.0	4.2	4.0	4.3	1.6
EDUCATION	2.6	2.9	2.5	2.1	3.0	2.9	4.3	3.1	1.6	3.9	2.2
LGBTQ RIGHTS	1.0	0.9	1.0	0.3	1.5	1.7	1.2	1.4	1.3	1.5	0.6



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

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
RISING C.O.S/INFLATION	11.1	14.2	8.2	13.7	8.9	10.8	15.7	8.7	10.2	11.7	9.1	11.6
CRIME & PUBLIC SAFETY	7.1	10.0	3.8	10.3	3.8	7.4	11.0	3.8	6.9	9.5	3.8	8.1
BORDER SECURITY	6.6	11.2	3.0	10.5	3.1	6.1	9.4	3.5	6.5	11.6	2.9	5.7
GUN CONTROL	6.6	2.0	11.1	3.2	11.5	4.3	2.7	11.0	4.0	3.6	11.8	4.8
SOCIAL SECURITY/MEDICARE	6.6	5.8	7.2	5.8	6.6	7.5	5.3	6.7	8.2	6.3	6.6	6.4
HEALTHCARE/PRESCRIPTION D	6.2	4.6	7.5	4.9	7.9	5.4	5.6	7.7	4.2	4.3	8.1	7.2
GOV'T SPENDING/NAT. DEBT	6.0	8.9	3.7	8.1	2.9	7.6	8.3	2.2	8.1	7.9	3.3	7.0
JOBS AND ECONOMIC GROWTH	5.8	5.0	6.2	5.6	6.0	5.8	5.2	7.1	6.2	6.1	5.4	5.2
CORRUPTION IN GOVERNMENT	5.6	7.3	4.2	6.3	4.2	6.8	6.3	3.7	7.8	6.3	4.5	5.4
CLIMATE CHANGE	5.4	1.7	9.1	2.0	9.6	4.0	2.0	10.4	3.4	2.1	9.1	4.7
NAT. SECURITY/TERRORISM	5.0	5.8	4.0	6.4	3.1	5.9	6.2	3.3	7.5	6.7	3.0	3.5
RAISING WAGES	4.2	3.6	4.2	3.4	5.4	3.6	3.1	5.6	2.8	3.6	5.4	4.6
ABORTION	3.8	1.1	5.9	1.4	6.3	3.7	1.3	5.8	2.2	1.5	6.5	5.9
TAXES	3.6	3.7	3.1	4.2	2.3	4.5	3.8	1.0	5.3	4.6	3.0	3.5
PROTECTING DEMOCRACY	3.5	1.5	5.8	1.8	5.4	3.0	1.9	4.3	2.9	1.7	6.0	3.1
IMMIGRATION REFORM	3.4	4.1	3.4	4.0	2.9	3.3	3.8	4.4	3.2	4.3	2.1	3.5



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

BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	OTHER	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT
FIGHTING WOKE IDEOLOGY	3.3	6.6	0.5	5.8	0.7	3.4	5.4	1.5	3.9	6.3	0.2	2.7			
RACIAL JUSTICE/RACE RLTN	2.7	0.6	4.9	0.5	4.6	2.8	0.8	4.8	2.2	0.2	4.5	3.6			
EDUCATION	2.6	2.0	2.6	1.8	3.0	3.1	1.9	2.6	3.5	1.6	3.2	2.5			
LGBTQ RIGHTS	1.0	0.2	1.7	0.3	1.7	0.9	0.5	2.1	1.0	0.0	1.4	0.9			



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

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
RISING C.O.S./INFLATION	11.1	10.0	9.0	10.8	9.7	13.5	13.9	13.6	11.4	13.1	14.0	9.0	8.4	11.2	14.4	9.1	12.9
CRIME & PUBLIC SAFETY	7.1	3.8	2.9	4.4	7.7	7.3	12.1	9.1	11.0	9.4	10.5	3.0	5.0	4.0	4.2	9.0	5.3
BORDER SECURITY	6.6	3.0	3.3	2.8	5.9	9.6	11.2	10.2	2.4	10.0	11.3	3.3	3.0	1.8	1.9	6.3	9.0
GUN CONTROL	6.6	11.9	10.0	13.3	5.7	3.8	2.3	3.2	4.1	4.0	2.9	12.7	10.4	7.5	11.9	2.9	2.7
SOCIAL SECURITY/MEDICARE	6.6	6.2	4.6	7.4	7.7	5.5	5.7	5.6	9.5	6.8	5.2	6.3	7.3	5.7	4.4	8.4	7.1
HEALTHCARE/PRESCRIPTION D	6.2	7.7	6.9	8.3	6.0	5.8	4.2	5.2	2.3	4.8	5.2	7.9	8.2	6.8	9.2	4.8	4.5
GOV'T SPENDING/NAT. DEBT	6.0	3.0	2.5	3.3	6.1	8.8	7.8	8.4	7.0	6.7	8.6	2.1	4.5	1.9	5.5	7.2	10.7
JOBS AND ECONOMIC GROWTH	5.8	5.9	6.8	5.2	5.8	6.4	4.5	5.7	4.4	7.3	5.2	5.9	5.6	9.5	6.8	5.4	6.1
CORRUPTION IN GOVERNMENT	5.6	4.1	3.1	4.9	5.3	6.5	8.4	7.2	7.0	4.6	6.7	3.5	4.7	7.4	5.6	6.1	9.6
CLIMATE CHANGE	5.4	9.3	10.5	8.4	5.2	2.1	2.6	2.3	11.3	1.3	1.5	9.5	9.5	11.1	7.5	3.8	1.6
NAT. SECURITY/TERRORISM	5.0	2.3	2.0	2.5	4.9	7.2	7.7	7.4	2.3	4.7	7.3	2.3	4.0	5.8	2.3	5.8	8.9
RAISING WAGES	4.2	5.1	5.5	4.9	5.2	2.5	2.0	2.3	9.4	6.5	1.9	5.3	5.3	7.2	2.3	4.6	1.6
ABORTION	3.8	7.3	9.2	5.9	3.7	0.8	1.7	1.2	2.0	1.9	1.2	8.2	3.9	1.8	5.4	4.3	0.8
TAXES	3.6	2.4	2.5	2.3	4.4	3.6	3.6	3.6	4.8	6.3	3.5	2.0	2.6	3.4	3.3	5.1	4.0
PROTECTING DEMOCRACY	3.5	5.1	5.6	4.7	3.9	2.2	0.9	1.7	0.0	1.3	2.1	6.1	5.0	1.9	2.5	4.2	0.0
IMMIGRATION REFORM	3.4	2.2	2.8	1.7	4.4	3.1	4.0	3.4	2.1	4.8	3.9	2.2	4.3	2.1	1.8	4.3	1.8



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BANNER 6

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	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	0.7	0.8	0.6	2.1	7.3	5.7	6.7	2.3	3.2	6.9	0.7	0.8	0.0	0.0	2.5	8.8
RACIAL JUSTICE/RACE RLTN	2.7	4.9	4.0	5.5	2.6	1.1	0.7	0.9	0.0	2.0	0.2	5.3	3.4	5.4	5.3	2.2	2.5
EDUCATION	2.6	3.4	5.1	2.2	2.5	2.4	1.1	1.9	7.0	1.3	1.5	2.8	2.7	5.5	4.6	3.0	2.3
LGBTQ RIGHTS	1.0	1.7	2.8	1.0	1.0	0.4	0.0	0.3	0.0	0.0	0.4	2.0	1.4	0.0	1.1	1.2	0.0



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
RISING C.O.S/INFLATION	11.1	8.7	12.6	13.4	10.6	8.5	18.0	7.3	11.7	10.9	13.0	10.2	13.1	12.8	9.6	10.3
CRIME & PUBLIC SAFETY	7.1	3.7	7.7	10.7	7.5	5.8	6.4	5.8	7.2	7.7	6.4	7.7	7.2	10.3	7.0	5.9
BORDER SECURITY	6.6	3.4	5.0	10.7	6.2	6.9	7.3	6.8	6.5	6.0	7.3	7.0	8.5	7.2	7.0	4.4
GUN CONTROL	6.6	11.3	2.9	2.6	6.0	5.1	0.0	5.8	7.0	5.9	8.8	5.1	5.6	2.8	6.6	8.9
SOCIAL SECURITY/MEDICARE	6.6	6.9	6.8	6.0	7.2	7.5	3.6	8.0	6.2	6.1	6.3	8.3	6.5	8.5	6.0	5.8
HEALTHCARE/PRESCRIPTION D	6.2	7.6	6.8	4.4	6.8	4.8	14.9	3.5	6.3	5.4	7.8	7.2	6.0	4.8	5.3	7.3
GOV'T SPENDING/NAT. DEBT	6.0	3.1	7.4	8.9	6.7	7.1	4.0	7.4	5.9	6.1	5.4	6.2	5.9	8.2	8.2	4.5
JOBS AND ECONOMIC GROWTH	5.8	6.1	4.6	5.9	5.1	5.5	10.2	4.9	5.8	4.7	7.6	6.3	6.4	6.0	5.0	6.1
CORRUPTION IN GOVERNMENT	5.6	4.5	5.2	7.1	6.1	5.3	3.2	5.5	5.7	6.0	5.3	5.6	4.9	6.5	6.0	6.5
CLIMATE CHANGE	5.4	8.8	4.8	1.6	5.2	6.9	3.4	7.4	5.2	5.9	4.3	4.3	4.3	3.0	6.4	6.3
NAT. SECURITY/TERRORISM	5.0	3.3	6.6	6.4	5.9	9.6	3.2	10.4	4.5	5.2	3.6	3.3	4.3	6.5	7.1	3.5
RAISING WAGES	4.2	4.7	4.9	3.4	3.9	3.5	3.9	3.4	3.6	3.4	3.9	9.3	3.3	1.8	4.9	4.7
ABORTION	3.8	6.1	3.5	1.4	2.6	3.3	0.0	3.8	4.0	4.2	3.6	3.2	3.4	4.9	0.8	6.0
TAXES	3.6	2.9	5.7	3.6	3.5	4.7	7.6	4.3	3.4	4.0	2.4	3.8	3.8	4.2	3.7	3.1
PROTECTING DEMOCRACY	3.5	5.7	1.8	1.5	3.2	1.6	3.4	1.4	3.8	3.7	3.9	3.4	4.0	2.3	2.1	4.1
IMMIGRATION REFORM	3.4	3.1	3.9	3.6	3.8	4.4	7.8	3.9	3.5	3.7	3.4	1.4	3.2	2.9	3.8	3.5



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BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO					CONSIDER YOURSELF					RELIGION			
		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	CATH-OLIC	NON-RELIGIOUS				
FIGHTING WOKE IDEOLOGY	3.3	0.4	3.7	6.3	3.4	2.8	0.0	3.2	3.5	3.6	3.5	2.0	4.2	2.8	3.7	1.8				
RACIAL JUSTICE/RACE RLTN	2.7	5.2	0.4	0.6	1.9	1.9	3.3	1.7	2.8	2.9	2.5	2.8	2.8	1.6	2.3	3.2				
EDUCATION	2.6	2.7	4.6	1.7	3.2	3.4	0.0	3.9	2.6	3.5	1.0	1.5	2.2	2.3	3.1	2.8				
LGBTQ RIGHTS	1.0	1.6	1.1	0.2	1.1	1.5	0.0	1.7	0.8	1.1	0.3	1.4	0.3	0.6	1.3	1.5				



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
RISING C.O.S/INFLATION	11.1	11.1	11.2	11.4	10.8	11.9	11.7	10.4	10.6	10.7	12.1	13.3	11.4	13.7	12.4	9.1	10.6	15.6	10.6	12.2
CRIME & PUBLIC SAFETY	7.1	7.4	6.6	6.9	5.9	8.0	6.9	6.9	6.2	6.8	7.7	7.4	6.7	13.5	7.7	6.1	9.8	5.4	6.2	7.1
BORDER SECURITY	6.6	6.9	6.1	6.0	6.3	7.5	5.3	6.3	6.9	7.2	5.4	6.5	3.6	8.0	6.9	7.4	8.0	5.2	4.6	2.7
GUN CONTROL	6.6	6.7	6.3	5.3	8.2	5.9	4.8	7.5	7.6	7.3	5.1	7.5	3.7	4.4	5.9	8.6	6.9	8.0	3.1	4.2
SOCIAL SECURITY/MEDICARE	6.6	6.7	6.3	6.6	5.9	7.0	6.1	6.4	6.6	7.5	4.5	5.1	4.0	1.6	7.7	7.4	6.2	4.2	2.3	5.6
HEALTHCARE/PRESCRIPTION D	6.2	6.1	6.4	6.9	5.6	5.6	6.0	6.5	6.8	6.5	5.6	5.8	6.4	3.5	5.2	7.6	7.6	4.2	7.5	5.4
GOV'T SPENDING/NAT. DEBT	6.0	6.1	6.0	5.9	6.0	6.2	6.9	6.0	5.1	7.0	4.0	4.7	2.1	3.4	7.5	6.5	3.9	5.3	3.0	1.3
JOBS AND ECONOMIC GROWTH	5.8	6.0	5.4	5.8	4.6	7.0	4.3	5.2	6.4	5.4	6.6	5.3	8.6	5.8	5.8	5.1	4.6	5.9	9.1	8.2
CORRUPTION IN GOVERNMENT	5.6	6.4	4.2	5.0	2.6	6.7	5.0	6.3	3.5	6.0	4.9	5.5	5.0	3.4	6.4	5.6	4.7	6.2	5.9	4.1
CLIMATE CHANGE	5.4	4.7	6.6	6.2	7.5	3.8	6.7	5.4	6.5	5.3	5.4	5.2	5.6	4.7	4.7	5.9	5.7	4.8	4.7	6.4
NAT. SECURITY/TERRORISM	5.0	4.8	5.5	4.5	7.4	5.4	6.6	4.3	4.4	5.5	4.1	5.2	2.5	3.8	6.2	4.9	6.3	4.2	3.8	1.4
RAISING WAGES	4.2	4.5	3.6	4.1	2.5	4.1	3.0	4.9	4.0	3.1	6.6	5.8	7.9	6.8	2.6	3.5	4.9	6.6	7.5	8.3
ABORTION	3.8	4.0	3.5	3.3	3.9	2.4	3.7	5.4	3.3	3.6	4.3	2.4	7.3	0.0	2.6	4.5	0.7	3.9	6.7	7.8
TAXES	3.6	3.6	3.5	3.1	4.3	3.8	3.0	3.4	4.0	3.3	4.1	4.2	3.6	3.4	3.7	3.0	4.6	3.8	2.1	4.9
PROTECTING DEMOCRACY	3.5	3.5	3.4	3.0	4.2	3.4	2.1	3.5	4.6	3.9	2.6	1.6	2.8	5.1	3.3	4.5	0.9	2.2	1.4	4.1
IMMIGRATION REFORM	3.4	3.0	4.3	4.8	3.2	2.8	5.4	3.1	3.2	2.8	4.7	3.9	3.2	10.7	2.8	2.8	3.0	4.6	5.2	1.4



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
FIGHTING WOKE IDEOLOGY	3.3	3.2	3.5	3.3	3.8	3.5	4.2	2.8	2.8	3.8	2.2	1.8	1.8	4.8	4.3	3.3	2.2	1.4	2.4	1.3
RACIAL JUSTICE/RACE RLTN	2.7	2.2	3.4	3.9	2.5	1.9	3.2	2.5	3.6	1.6	4.9	3.2	7.6	1.1	1.5	1.8	2.3	3.9	7.8	7.4
EDUCATION	2.6	2.3	3.1	3.1	3.3	2.1	3.6	2.4	2.7	1.9	4.0	4.8	4.4	1.1	1.9	1.9	4.8	4.7	4.6	4.2
LGBTQ RIGHTS	1.0	0.8	1.2	1.0	1.6	1.0	1.4	0.7	1.0	0.8	1.4	1.0	1.8	1.1	0.8	0.7	2.2	0.0	1.5	2.1



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26. 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	265	347	325	364	541	771	1229	1095	905	940	1060
RISING C.O.S./INFLATION	11.1	13.7	12.0	13.4	11.7	7.5	10.6	13.0	10.0	12.6	9.4	11.8	10.5
CRIME & PUBLIC SAFETY	7.1	4.1	6.7	6.7	6.4	8.5	7.9	6.2	7.7	6.2	8.2	7.6	6.7
BORDER SECURITY	6.6	4.0	4.6	6.6	5.9	8.4	7.6	5.4	7.4	5.5	7.9	6.7	6.5
GUN CONTROL	6.6	8.5	5.0	5.8	5.6	8.8	6.4	6.1	6.9	6.0	7.3	5.5	7.5
SOCIAL SECURITY/MEDICARE	6.6	2.4	2.5	2.8	7.0	9.0	10.2	2.6	9.0	3.9	9.7	6.7	6.5
HEALTHCARE/PRESCRIPTION D	6.2	4.8	7.0	5.7	5.5	8.2	5.6	6.0	6.3	5.8	6.6	5.7	6.6
GOV'T SPENDING/NAT. DEBT	6.0	3.8	5.3	5.9	7.1	4.4	7.6	5.2	6.5	5.8	6.4	6.5	5.6
JOBS AND ECONOMIC GROWTH	5.8	7.1	8.3	8.0	7.4	4.0	3.0	7.9	4.5	7.8	3.4	6.0	5.6
CORRUPTION IN GOVERNMENT	5.6	8.1	5.0	5.2	6.5	3.5	6.5	5.7	5.6	5.9	5.3	6.0	5.3
CLIMATE CHANGE	5.4	6.6	5.6	4.7	4.5	5.7	5.6	5.4	5.3	5.1	5.6	4.9	5.8
NAT. SECURITY/TERRORISM	5.0	3.1	3.4	3.2	4.9	6.6	6.6	3.3	6.2	3.7	6.6	5.8	4.4
RAISING WAGES	4.2	7.1	7.6	6.6	3.9	3.5	0.7	7.0	2.4	6.1	1.9	3.7	4.6
ABORTION	3.8	6.0	4.5	3.5	4.3	3.9	2.8	4.3	3.5	4.3	3.2	2.8	4.7
TAXES	3.6	5.8	4.5	4.3	3.3	3.5	2.2	4.7	2.9	4.3	2.7	3.5	3.6
PROTECTING DEMOCRACY	3.5	1.1	1.2	2.6	3.1	4.6	5.3	1.8	4.5	2.2	5.0	2.9	3.9
IMMIGRATION REFORM	3.4	1.7	2.5	2.9	3.5	4.1	4.2	2.5	4.0	2.8	4.2	3.7	3.2



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26. 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	0.5	1.9	3.4	4.3	3.0	4.2	2.3	3.9	2.9	3.7	3.8	2.8
RACIAL JUSTICE/RACE RLTN	2.7	4.6	5.9	3.3	1.9	1.3	1.5	4.4	1.5	3.7	1.4	2.4	2.9
EDUCATION	2.6	4.9	5.4	3.8	1.9	1.2	1.1	4.6	1.3	3.8	1.1	2.7	2.5
LGBTQ RIGHTS	1.0	2.3	1.1	1.6	1.2	0.3	0.4	1.6	0.6	1.5	0.4	1.1	0.8



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

26. 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 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
RISING C.O.S/INFLATION	11.1	12.4	12.7	11.1	9.7	10.5	13.8	12.6	10.2	13.3	11.7	9.3	9.3	9.4	12.4	10.3
CRIME & PUBLIC SAFETY	7.1	4.1	7.5	6.2	8.5	3.3	6.1	7.5	9.8	4.6	8.6	4.7	7.4	8.1	7.4	5.0
BORDER SECURITY	6.6	3.4	6.2	6.2	8.2	5.4	7.0	6.4	7.2	2.4	5.5	6.0	9.1	3.8	7.1	9.1
GUN CONTROL	6.6	8.1	4.9	6.2	7.5	4.8	4.3	6.1	6.0	9.9	5.4	6.4	8.8	6.0	7.7	4.4
SOCIAL SECURITY/MEDICARE	6.6	2.7	2.7	7.2	9.9	5.5	0.8	8.8	9.2	1.2	4.4	5.4	10.6	5.3	6.5	8.3
HEALTHCARE/PRESCRIPTION D	6.2	4.8	6.8	5.7	6.5	3.6	7.6	4.8	5.7	5.5	6.2	6.9	7.2	7.7	5.3	6.4
GOV'T SPENDING/NAT. DEBT	6.0	4.1	5.5	6.9	6.4	3.7	5.2	6.4	8.1	4.3	5.9	7.4	5.0	5.5	6.4	5.9
JOBS AND ECONOMIC GROWTH	5.8	7.9	7.9	6.9	2.8	9.0	8.7	7.5	2.2	7.4	7.3	6.2	3.4	6.7	5.1	6.4
CORRUPTION IN GOVERNMENT	5.6	6.9	5.4	4.9	5.9	11.3	5.8	5.3	5.5	4.5	5.2	4.3	6.3	6.7	4.8	6.4
CLIMATE CHANGE	5.4	5.6	5.5	5.2	5.3	1.3	5.6	6.0	4.3	7.9	5.3	4.2	6.2	4.8	5.5	5.7
NAT. SECURITY/TERRORISM	5.0	2.9	3.2	6.1	6.3	4.7	4.2	6.4	6.8	1.9	2.4	5.7	5.9	4.2	4.6	7.2
RAISING WAGES	4.2	7.6	6.8	4.1	1.3	4.6	6.8	3.1	1.9	9.1	6.8	5.4	0.8	5.8	3.9	2.8
ABORTION	3.8	6.3	3.4	4.1	3.0	4.8	1.2	3.1	3.2	7.1	5.3	5.4	2.9	4.4	3.6	3.6
TAXES	3.6	6.7	3.6	4.1	2.1	5.8	2.9	3.4	3.5	7.2	4.3	5.0	1.0	3.8	4.1	2.0
PROTECTING DEMOCRACY	3.5	0.8	2.4	3.2	5.3	1.1	3.6	2.1	3.7	0.6	1.5	4.5	6.6	2.9	3.7	3.5
IMMIGRATION REFORM	3.4	1.5	2.8	3.8	4.2	1.1	3.7	3.7	4.5	1.8	2.0	4.1	3.9	4.4	3.1	2.9



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26. 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		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
FIGHTING WOKE IDEOLOGY	3.3	0.9	3.0	3.4	4.2	1.0	4.3	3.5	4.4	0.8	1.8	3.3	4.0	2.1	3.0	5.6
RACIAL JUSTICE/RACE RLTN	2.7	7.0	3.2	1.6	1.6	8.2	1.3	1.2	2.8	6.4	4.9	2.1	0.6	4.3	2.1	2.0
EDUCATION	2.6	4.8	4.5	1.9	1.0	9.1	4.9	1.1	0.9	2.5	4.3	3.0	1.0	2.8	2.6	2.1
LGBTQ RIGHTS	1.0	1.5	1.7	1.0	0.3	1.1	2.3	1.1	0.3	1.7	1.1	0.8	0.3	1.4	1.0	0.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

ISSUE COMBO:

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
RISING C.O.S./INFLATION	48.4	52.4	54.4	49.9	53.6	43.5	43.6	30.4	32.9	52.6	52.0	54.0	50.0	52.7	54.2	58.9	46.1	36.8	39.1	34.9
BORDER SECURITY	23.5	62.3	38.4	29.9	16.6	8.9	7.8	6.7	7.3	30.1	39.0	15.8	20.9	48.6	27.8	16.9	10.9	5.4	7.7	3.4
JOBS AND ECONOMIC GROWTH	20.4	14.4	18.2	22.5	24.5	23.6	17.8	12.4	12.4	22.3	19.4	26.9	24.9	21.0	23.0	22.9	23.2	15.3	18.5	12.7
SOCIAL SECURITY/MEDICARE	18.1	12.9	16.5	17.8	21.2	19.0	17.0	16.7	25.1	16.6	16.4	17.8	12.5	16.4	15.1	13.9	20.6	22.3	25.1	19.8
GUN CONTROL	18.1	3.6	6.1	14.4	23.1	27.7	25.1	23.3	25.5	12.5	9.3	18.4	10.9	4.5	6.8	15.5	29.7	33.5	39.0	28.9
CORRUPTION IN GOVERNMENT	16.0	25.1	19.7	15.5	12.4	12.2	14.7	18.0	21.3	17.4	18.8	13.4	26.6	18.8	20.9	21.3	8.7	12.0	10.2	13.6
CRIME & PUBLIC SAFETY	15.7	20.8	20.0	20.1	16.6	11.8	9.0	4.9	6.8	18.4	20.2	15.8	14.8	18.0	24.1	18.5	12.9	8.3	11.7	5.4
HEALTHCARE/PRESCRIPTION D	15.1	3.9	9.1	13.9	18.2	18.1	15.7	31.3	19.9	13.4	10.3	18.9	14.6	9.1	11.7	16.2	20.7	19.8	16.6	22.5
GOV'T SPENDING/NAT. DEBT	15.1	21.9	25.8	16.6	11.0	12.4	11.2	4.5	1.8	17.7	21.0	13.1	11.1	20.7	21.8	15.3	10.1	7.8	8.7	7.0
IMMIGRATION REFORM	15.0	26.7	26.0	17.2	12.4	8.4	5.0	9.8	6.7	18.0	22.2	12.4	7.5	27.8	16.0	7.3	11.7	6.6	7.0	6.3
CLIMATE CHANGE	14.6	2.5	4.8	11.3	12.6	21.3	26.5	32.8	28.1	9.6	7.3	12.2	18.1	3.8	5.4	13.9	20.7	28.7	25.2	31.6
ABORTION	13.2	2.4	3.3	8.5	10.1	19.8	27.3	30.8	32.7	8.0	5.4	11.9	11.6	3.9	7.5	8.8	14.8	27.6	19.7	34.3
NAT. SECURITY/TERRORISM	13.1	19.5	17.0	16.7	13.6	10.4	5.4	3.9	5.3	15.2	17.3	12.4	9.1	18.1	15.1	15.7	10.1	7.4	11.6	3.8
PROTECTING DEMOCRACY	12.5	3.6	6.4	9.7	13.8	15.4	18.5	25.8	17.3	8.1	7.4	9.6	6.3	3.8	4.9	6.5	19.8	24.6	24.6	24.6
RAISING WAGES	9.3	1.9	4.7	8.5	9.0	14.2	16.1	8.9	12.5	9.0	5.9	12.6	20.2	6.0	10.7	10.6	11.0	10.3	8.8	11.6
TAXES	8.3	4.9	8.1	8.7	11.3	9.5	6.1	2.7	5.8	9.5	7.8	12.6	8.7	8.5	10.6	12.5	7.7	5.0	6.0	4.0



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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 N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
FIGHTING WOKE IDEOLOGY	7.7	20.0	14.7	8.7	5.6	3.3	1.8	1.0	0.0	10.0	13.0	6.0	2.3	13.8	13.3	6.0	3.0	1.3	1.6	1.0
EDUCATION	6.5	1.1	4.8	5.5	7.1	5.2	13.6	10.7	8.4	6.1	4.4	6.8	19.5	3.3	7.2	8.9	7.6	7.6	5.2	9.7
RACIAL JUSTICE/RACE RLTN	6.0	0.0	1.2	4.0	5.9	10.9	9.7	12.3	12.2	3.9	2.2	6.8	4.4	1.1	2.5	5.3	9.1	11.9	10.9	12.7
LGBTQ RIGHTS	3.3	0.0	0.9	0.7	1.4	4.1	8.1	13.0	17.9	1.6	0.6	2.6	6.0	0.3	1.4	5.1	1.5	8.0	2.8	12.4



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

ISSUE COMBO:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
RISING C.O.S/INFLATION	48.4	44.0	45.6	54.4	44.0	46.8	45.1	54.7	58.2	58.4	57.8
BORDER SECURITY	23.5	22.5	23.4	26.2	19.8	25.5	28.2	12.5	11.2	11.3	11.2
JOBS AND ECONOMIC GROWTH	20.4	21.0	17.8	21.7	20.5	19.8	18.7	25.1	24.4	24.0	25.1
SOCIAL SECURITY/MEDICARE	18.1	17.9	20.9	16.7	18.0	18.7	19.6	14.5	14.3	14.5	14.0
GUN CONTROL	18.1	20.0	19.3	16.0	18.9	19.0	18.7	20.5	12.3	9.6	16.4
CORRUPTION IN GOVERNMENT	16.0	14.9	15.4	15.3	18.8	15.2	15.0	16.2	20.8	20.2	21.7
CRIME & PUBLIC SAFETY	15.7	14.1	16.8	14.1	18.7	15.6	14.7	20.0	16.2	16.6	15.5
HEALTHCARE/PRESCRIPTION D	15.1	14.5	17.0	16.1	12.0	14.1	13.6	16.2	21.9	20.4	24.2
GOV'T SPENDING/NAT. DEBT	15.1	10.3	15.3	16.8	15.7	15.5	16.1	12.8	12.4	16.4	6.2
IMMIGRATION REFORM	15.0	15.7	14.2	15.8	13.9	16.2	17.4	10.5	7.6	8.9	5.5
CLIMATE CHANGE	14.6	18.4	14.5	11.1	18.0	14.5	14.6	14.3	15.4	14.9	16.1
ABORTION	13.2	9.8	16.5	11.7	15.2	13.3	14.1	9.0	12.7	12.8	12.7
NAT. SECURITY/TERRORISM	13.1	16.0	12.5	11.9	13.5	13.6	14.1	11.6	9.8	7.6	13.2
PROTECTING DEMOCRACY	12.5	15.1	13.5	10.6	12.5	13.6	15.0	7.0	5.0	5.8	3.6
RAISING WAGES	9.3	11.0	8.4	10.6	6.7	8.5	6.7	17.1	14.5	15.2	13.4
TAXES	8.3	9.4	10.0	6.8	8.2	7.4	6.4	12.2	13.9	16.2	10.3



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

ISSUE COMBO:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
FIGHTING WOKE IDEOLOGY	7.7	5.5	7.3	7.4	10.5	7.6	8.1	5.2	8.6	6.8	11.4
EDUCATION	6.5	8.9	3.2	7.3	6.7	6.0	5.2	9.9	9.7	10.7	8.2
RACIAL JUSTICE/RACE RLTN	6.0	8.4	4.7	6.6	4.4	5.9	5.6	7.8	6.4	7.4	4.9
LGBTQ RIGHTS	3.3	2.6	3.9	2.9	4.0	3.1	3.1	2.7	4.8	2.5	8.3



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

ISSUE COMBO:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
RISING C.O.S/INFLATION	48.4	51.3	40.0	53.5	40.8	57.7	52.7	36.5	56.5	58.6	59.3	45.6	40.1	43.2	50.7	53.2
BORDER SECURITY	23.5	41.6	9.0	41.1	6.7	16.6	44.7	6.9	14.4	16.9	14.1	20.9	21.0	13.5	23.7	28.0
JOBS AND ECONOMIC GROWTH	20.4	19.8	19.7	22.3	17.7	24.0	21.4	19.0	20.9	21.2	20.9	18.8	14.3	20.5	21.7	23.1
SOCIAL SECURITY/MEDICARE	18.1	16.5	22.1	15.7	22.2	12.0	15.2	22.7	17.6	20.1	14.7	18.9	24.1	14.5	16.7	16.7
GUN CONTROL	18.1	6.7	31.0	6.2	32.7	8.8	5.7	35.0	13.8	12.7	14.2	20.3	22.4	24.9	16.9	14.2
CORRUPTION IN GOVERNMENT	16.0	19.3	11.2	19.5	11.7	18.6	20.4	10.2	16.4	16.3	18.1	15.4	15.6	14.9	15.5	17.0
CRIME & PUBLIC SAFETY	15.7	20.4	10.3	20.2	10.5	18.0	20.1	10.0	17.0	19.0	16.4	16.1	15.4	18.3	15.8	15.0
HEALTHCARE/PRESCRIPTION D	15.1	10.7	19.3	10.5	20.4	13.9	9.8	19.9	16.0	15.0	17.8	15.5	16.0	13.3	16.0	14.6
GOV'T SPENDING/NAT. DEBT	15.1	21.3	9.2	20.7	8.3	19.2	21.0	7.7	13.5	12.6	19.7	14.6	13.7	14.3	15.3	16.0
IMMIGRATION REFORM	15.0	24.4	8.3	22.4	8.2	10.6	23.5	8.5	11.5	12.4	10.8	14.5	13.9	13.1	15.5	15.9
CLIMATE CHANGE	14.6	5.2	25.0	4.4	25.4	14.7	3.7	25.9	16.9	13.4	14.6	16.3	19.3	19.7	12.6	11.9
ABORTION	13.2	5.0	21.8	5.3	22.3	9.5	5.1	22.5	13.0	14.4	12.3	14.7	16.7	18.0	11.9	10.5
NAT. SECURITY/TERRORISM	13.1	17.3	8.9	16.2	9.2	16.0	16.6	9.2	12.1	12.1	14.6	13.1	12.6	11.4	14.2	13.1
PROTECTING DEMOCRACY	12.5	5.4	23.7	3.5	23.3	6.3	3.2	27.6	6.4	8.1	5.8	13.6	15.2	13.5	12.4	10.5
RAISING WAGES	9.3	6.8	10.0	8.5	9.5	12.1	8.0	9.4	12.2	11.4	10.0	8.9	8.8	9.1	8.8	10.1
TAXES	8.3	8.8	5.8	10.0	5.1	14.2	9.0	4.9	11.8	11.2	11.5	7.6	7.2	11.6	6.4	9.4



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

ISSUE COMBO:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
FIGHTING WOKE IDEOLOGY	7.7	13.3	1.7	13.2	1.7	8.8	13.2	1.4	7.6	7.0	8.2	7.8	7.8	6.0	8.5	7.6
EDUCATION	6.5	4.1	7.4	4.5	7.8	10.3	4.6	7.0	8.0	7.3	9.5	6.9	5.2	9.1	7.3	5.9
RACIAL JUSTICE/RACE RLTN	6.0	1.2	10.6	1.9	10.8	4.2	1.3	10.3	10.4	7.6	2.9	7.1	6.6	7.2	7.5	4.1
LGBTQ RIGHTS	3.3	0.9	5.0	0.7	5.7	4.4	0.7	5.5	4.0	2.6	4.6	3.4	4.1	4.0	2.6	3.1



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

ISSUE COMBO:

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
RISING C.O.S/INFLATION	48.4	32.7	53.8	53.3	40.4	58.9	56.3	37.7	26.9	43.8	55.8
BORDER SECURITY	23.5	7.6	29.1	40.4	7.5	16.9	17.5	7.3	6.9	7.6	34.8
JOBS AND ECONOMIC GROWTH	20.4	22.3	19.8	21.8	18.4	22.9	22.3	19.3	18.0	20.1	21.2
SOCIAL SECURITY/MEDICARE	18.1	24.3	16.0	15.9	21.6	13.9	13.9	23.2	27.7	20.6	14.6
GUN CONTROL	18.1	31.2	13.5	5.4	32.0	15.5	15.8	32.3	34.5	31.0	8.2
CORRUPTION IN GOVERNMENT	16.0	8.2	18.7	19.6	10.8	21.3	19.9	10.7	9.0	11.6	19.7
CRIME & PUBLIC SAFETY	15.7	13.6	16.5	20.4	10.0	18.5	16.7	12.4	8.5	14.6	18.0
HEALTHCARE/PRESCRIPTION D	15.1	20.2	13.3	10.1	20.2	16.2	17.4	19.8	17.7	21.1	11.9
GOV'T SPENDING/NAT. DEBT	15.1	9.8	17.0	21.1	8.7	15.3	16.1	9.0	8.3	9.3	19.4
IMMIGRATION REFORM	15.0	9.3	17.0	23.1	8.6	7.3	10.0	8.4	8.3	8.4	19.6
CLIMATE CHANGE	14.6	26.4	10.5	4.4	25.6	13.9	13.1	24.5	30.0	21.5	7.8
ABORTION	13.2	20.2	10.8	5.3	22.7	8.8	10.0	20.2	24.8	17.5	8.3
NAT. SECURITY/TERRORISM	13.1	10.8	14.0	16.9	8.4	15.7	11.9	9.8	9.1	10.2	15.4
PROTECTING DEMOCRACY	12.5	24.7	8.2	4.2	22.8	6.5	7.6	23.5	34.1	17.4	4.8
RAISING WAGES	9.3	9.3	9.4	7.8	10.6	10.6	13.3	10.0	8.8	10.7	8.9
TAXES	8.3	6.5	8.8	9.3	6.0	12.5	11.3	7.1	6.3	7.6	9.1



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

ISSUE COMBO:

BANNER 4

	TOTAL		DIRECTION:				GENERIC BALLOT			LEAN-		JOB: JOE BIDEN				
	UNITED STATES		REPUB-		DEMO-		UNDE-		UNDE-		APP-		Strong		Smwht	DISAP-
	RIGHT	WRONG	LICAN	CRATIC	CIED	CIED	ROVE									
	DIREC-	TRACK														
	TION															
FIGHTING WOKE IDEOLOGY	7.7	2.8	9.4	13.6	2.0	6.0	7.4	1.9	2.2	1.8	11.7					
EDUCATION	6.5	8.2	5.8	4.9	7.6	8.9	9.2	9.0	5.9	10.8	4.8					
RACIAL JUSTICE/RACE RLTN	6.0	8.0	5.3	1.6	10.8	5.3	6.0	9.1	7.0	10.2	3.9					
LGBTQ RIGHTS	3.3	3.9	3.1	0.8	5.5	5.1	4.3	4.8	5.8	4.2	2.3					



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

ISSUE COMBO:

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
RISING C.O.S./INFLATION	48.4	52.6	41.2	52.4	42.9	50.6	52.6	36.1	47.1	52.2	46.7	55.4
BORDER SECURITY	23.5	42.9	8.4	40.8	7.4	22.5	44.0	9.4	23.3	37.7	6.2	21.4
JOBS AND ECONOMIC GROWTH	20.4	21.7	18.1	22.0	19.3	19.8	22.7	25.2	22.3	21.4	16.0	16.3
SOCIAL SECURITY/MEDICARE	18.1	16.4	21.5	17.1	20.3	16.6	14.5	16.6	16.9	19.7	22.4	16.0
GUN CONTROL	18.1	5.7	31.4	6.2	32.6	13.9	6.7	30.5	14.8	5.8	33.7	12.6
CORRUPTION IN GOVERNMENT	16.0	19.5	11.1	17.4	10.0	22.4	16.6	9.2	22.3	18.2	10.4	22.6
CRIME & PUBLIC SAFETY	15.7	20.5	10.6	19.5	11.8	16.0	20.7	15.7	14.7	18.3	9.7	17.8
HEALTHCARE/PRESCRIPTION D	15.1	10.0	19.5	9.8	20.4	14.9	9.4	17.8	14.1	10.3	21.9	16.1
GOV'T SPENDING/NAT. DEBT	15.1	20.9	9.7	20.9	7.4	18.0	23.8	7.4	18.6	18.0	7.4	17.1
IMMIGRATION REFORM	15.0	24.1	9.3	23.3	7.6	14.1	23.3	10.4	16.9	23.4	6.0	10.2
CLIMATE CHANGE	14.6	3.9	25.4	4.3	25.3	13.8	3.9	29.2	11.1	4.7	23.1	17.7
ABORTION	13.2	4.8	20.4	6.1	21.7	10.9	4.9	14.5	6.5	7.3	25.8	17.1
NAT. SECURITY/TERRORISM	13.1	18.1	9.0	18.1	8.7	12.6	15.0	9.8	16.1	21.1	8.1	7.8
PROTECTING DEMOCRACY	12.5	3.8	22.8	5.3	19.2	12.7	5.2	22.3	13.8	5.5	17.4	11.1
RAISING WAGES	9.3	7.3	10.3	6.3	12.6	9.0	4.9	12.5	9.3	7.6	12.6	8.6
TAXES	8.3	8.7	6.9	9.3	6.2	9.8	10.1	7.0	11.1	8.5	5.7	8.1



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

ISSUE COMBO:

BANNER 5

	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
FIGHTING WOKE IDEOLOGY	7.7	13.2	1.8	13.7	1.7	7.8	13.5	2.9	8.1	14.0	1.1	7.4
EDUCATION	6.5	4.3	7.5	4.9	8.6	5.8	5.2	5.9	5.3	4.6	10.1	6.5
RACIAL JUSTICE/RACE RLTN	6.0	1.2	9.9	1.5	10.7	5.6	1.7	11.5	5.1	1.3	10.2	6.3
LGBTQ RIGHTS	3.3	0.6	5.0	1.0	5.7	3.2	1.4	6.0	2.8	0.5	5.5	3.7



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

ISSUE COMBO:

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
RISING C.O.S./INFLATION	48.4	40.8	39.8	41.4	50.8	51.8	52.3	52.0	37.0	50.5	54.2	40.1	49.1	36.1	46.0	52.3	49.0
BORDER SECURITY	23.5	6.3	4.6	7.5	19.3	39.2	46.8	42.1	16.2	32.7	45.2	6.2	8.9	9.7	1.9	21.1	42.6
JOBS AND ECONOMIC GROWTH	20.4	18.2	18.9	17.7	22.7	21.0	17.8	19.8	35.4	27.8	19.3	17.0	21.2	29.8	16.2	21.5	17.6
SOCIAL SECURITY/MEDICARE	18.1	18.1	17.3	18.7	21.2	15.6	13.8	14.9	25.7	23.5	14.6	18.8	22.3	22.8	11.0	19.3	12.9
GUN CONTROL	18.1	30.7	28.9	32.1	18.6	8.6	4.9	7.2	14.8	8.5	4.9	33.7	31.3	29.9	24.3	13.5	7.0
CORRUPTION IN GOVERNMENT	16.0	11.6	12.6	10.8	16.0	18.8	20.9	19.6	21.0	15.8	17.6	8.8	11.6	11.1	20.1	19.5	32.7
CRIME & PUBLIC SAFETY	15.7	10.1	9.3	10.7	16.5	18.3	21.2	19.4	17.9	17.8	20.1	8.9	16.5	13.5	12.2	16.0	18.9
HEALTHCARE/PRESCRIPTION D	15.1	20.6	21.9	19.6	16.3	10.0	8.7	9.5	17.7	11.9	8.6	20.8	20.3	18.5	20.9	15.2	9.5
GOV'T SPENDING/NAT. DEBT	15.1	7.8	4.2	10.4	14.1	23.0	20.7	22.1	11.3	16.2	23.0	5.0	9.8	14.8	19.5	16.5	21.2
IMMIGRATION REFORM	15.0	6.6	7.1	6.3	12.7	21.5	28.9	24.3	8.9	16.0	26.6	6.5	8.2	13.6	6.2	14.6	18.8
CLIMATE CHANGE	14.6	29.7	29.2	30.0	12.6	4.5	4.8	4.6	18.0	6.3	2.6	30.2	17.2	24.6	32.5	12.0	4.5
ABORTION	13.2	26.1	27.8	24.9	11.1	4.5	5.6	4.9	9.1	8.2	5.2	29.1	13.2	3.6	20.3	10.7	4.1
NAT. SECURITY/TERRORISM	13.1	6.8	6.5	7.0	12.5	18.0	20.4	18.9	9.1	15.2	19.6	5.9	10.7	21.7	9.9	12.7	14.3
PROTECTING DEMOCRACY	12.5	19.4	17.0	21.2	13.1	7.3	4.1	6.1	0.0	6.1	5.6	22.2	16.6	7.2	15.3	13.6	8.0
RAISING WAGES	9.3	12.4	13.4	11.7	11.8	5.2	2.3	4.1	20.2	12.3	3.4	12.4	13.5	9.2	8.6	10.4	5.3
TAXES	8.3	6.6	6.0	6.9	10.0	7.8	7.9	7.8	13.0	13.1	7.9	5.3	7.1	8.5	9.4	10.8	7.5



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

ISSUE COMBO:

BANNER 6

	BANNER 6																
	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	7.7	1.8	2.1	1.5	5.2	15.7	14.5	15.3	4.6	9.8	15.6	1.6	1.5	3.7	1.1	5.8	19.0
EDUCATION	6.5	8.6	10.4	7.3	6.6	5.6	3.3	4.8	11.3	4.5	4.5	8.5	8.7	9.0	7.8	5.9	4.0
RACIAL JUSTICE/RACE RLTN	6.0	11.1	13.1	9.7	5.9	2.5	1.1	1.9	4.3	2.6	1.0	11.7	9.3	8.9	11.5	4.9	3.2
LGBTQ RIGHTS	3.3	6.9	9.9	4.7	3.0	1.2	0.0	0.7	4.7	1.3	0.6	7.5	3.1	3.8	5.3	3.7	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

ISSUE COMBO:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
RISING C.O.S/INFLATION	48.4	42.8	52.6	53.2	47.8	33.7	39.3	33.0	49.1	45.1	55.7	60.8	54.4	49.1	45.1	46.9
BORDER SECURITY	23.5	8.2	17.9	42.8	22.5	23.4	11.2	24.9	23.9	24.1	23.7	20.3	27.1	29.1	28.4	14.2
JOBS AND ECONOMIC GROWTH	20.4	18.6	26.5	20.3	20.6	25.2	39.0	23.6	20.5	19.5	21.9	14.3	21.3	17.7	22.3	17.9
SOCIAL SECURITY/MEDICARE	18.1	20.7	16.5	15.9	18.4	16.5	14.7	16.8	17.4	17.0	17.9	26.0	20.4	17.2	18.6	13.5
GUN CONTROL	18.1	31.1	10.5	6.0	16.3	19.7	7.7	21.2	18.7	19.1	18.1	11.0	15.0	12.7	18.6	23.3
CORRUPTION IN GOVERNMENT	16.0	11.4	19.1	20.1	16.4	13.4	6.8	14.2	15.9	15.9	15.8	20.2	15.0	20.1	16.6	17.3
CRIME & PUBLIC SAFETY	15.7	10.8	19.6	19.9	16.8	21.1	42.4	18.5	15.0	16.3	12.9	14.5	15.3	16.3	18.2	11.8
HEALTHCARE/PRESCRIPTION D	15.1	20.0	18.1	8.6	16.2	13.0	21.3	11.9	15.3	13.9	17.6	16.6	15.2	12.4	12.3	18.6
GOV'T SPENDING/NAT. DEBT	15.1	8.5	16.4	22.1	16.6	20.1	14.6	20.7	14.8	15.4	14.0	10.9	17.2	20.2	15.4	11.6
IMMIGRATION REFORM	15.0	8.4	11.0	23.9	15.0	14.6	14.0	14.7	15.3	15.7	14.7	13.0	16.6	17.5	16.8	12.5
CLIMATE CHANGE	14.6	25.4	11.7	3.6	13.5	17.1	10.4	17.9	14.5	14.2	14.8	13.1	10.9	5.9	13.8	21.4
ABORTION	13.2	21.3	9.2	5.5	11.6	11.8	0.0	13.2	13.3	14.4	11.5	13.9	9.4	14.1	8.1	20.7
NAT. SECURITY/TERRORISM	13.1	8.7	14.3	17.7	14.6	19.0	20.7	18.8	12.6	13.5	11.1	9.8	12.8	16.9	16.7	9.9
PROTECTING DEMOCRACY	12.5	19.8	11.7	4.5	12.8	14.8	13.5	14.9	12.7	13.4	11.7	7.6	11.8	11.8	9.5	16.1
RAISING WAGES	9.3	11.0	12.0	6.5	8.8	7.0	14.9	6.0	8.7	7.3	10.8	17.1	8.2	5.7	8.6	11.8
TAXES	8.3	6.3	12.6	9.0	9.3	7.5	7.6	7.5	8.5	9.6	6.7	7.6	8.1	9.4	8.3	7.6



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ISSUE COMBO:

BANNER 7

	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	7.7	1.6	8.2	14.4	7.6	9.4	7.0	9.7	7.5	7.5	7.6	6.9	9.2	11.2	7.9	5.3
EDUCATION	6.5	8.0	8.1	4.3	7.3	6.6	11.6	6.0	6.8	8.2	4.4	4.5	5.9	6.0	6.8	7.0
RACIAL JUSTICE/RACE RLTN	6.0	11.5	1.7	1.3	4.7	3.8	3.3	3.9	6.2	6.3	6.1	7.1	5.1	5.5	4.9	7.2
LGBTQ RIGHTS	3.3	6.0	2.5	0.5	3.3	2.3	0.0	2.6	3.3	3.4	3.1	4.8	1.1	1.2	3.1	5.7



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

ISSUE COMBO:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
RISING C.O.S/INFLATION	48.4	51.2	43.3	48.0	34.0	49.6	39.9	52.6	46.4	47.8	49.6	49.3	50.4	48.1	47.8	47.9	42.7	55.0	43.3	56.8
BORDER SECURITY	23.5	24.4	21.9	21.5	22.7	27.6	26.7	21.6	17.4	27.2	15.6	19.0	8.5	18.6	31.0	23.8	23.9	14.6	10.4	6.8
JOBS AND ECONOMIC GROWTH	20.4	19.8	21.6	22.7	19.3	23.7	22.5	16.4	20.7	17.9	25.8	21.3	31.4	27.0	21.0	15.2	23.7	19.2	32.6	30.4
SOCIAL SECURITY/MEDICARE	18.1	18.7	17.1	17.3	16.6	16.4	15.0	20.8	18.9	20.4	13.3	15.0	12.8	8.9	17.5	23.0	18.2	12.3	7.7	17.6
GUN CONTROL	18.1	17.8	18.6	16.8	22.1	16.0	16.5	19.3	20.6	17.0	20.3	22.6	19.1	19.8	14.2	19.5	20.2	24.7	23.3	15.3
CORRUPTION IN GOVERNMENT	16.0	18.1	12.1	13.2	10.0	19.1	11.6	17.3	12.5	17.1	13.6	16.9	12.2	10.5	17.3	17.0	15.0	18.7	13.4	11.1
CRIME & PUBLIC SAFETY	15.7	15.4	16.2	16.3	16.1	17.2	17.4	13.9	15.1	15.0	17.3	17.2	15.4	27.4	16.7	13.4	20.0	14.7	17.6	13.3
HEALTHCARE/PRESCRIPTION D	15.1	14.7	15.9	15.9	16.0	13.1	13.7	16.0	18.0	14.8	15.9	15.8	16.8	15.0	13.7	15.8	13.0	18.3	13.4	19.9
GOV'T SPENDING/NAT. DEBT	15.1	14.5	16.2	14.2	20.1	16.6	18.7	12.6	13.9	16.9	11.3	9.6	8.9	17.7	19.9	14.1	9.4	9.8	10.7	7.2
IMMIGRATION REFORM	15.0	15.0	15.0	15.5	14.1	17.9	16.7	12.5	13.4	15.6	13.8	14.3	10.7	20.8	18.3	13.1	16.0	12.8	12.0	9.6
CLIMATE CHANGE	14.6	13.1	17.5	17.1	18.3	10.5	18.7	15.3	16.4	15.6	12.7	14.9	10.4	10.2	14.1	16.9	12.9	16.7	10.9	10.0
ABORTION	13.2	13.0	13.5	13.0	14.4	7.4	9.4	17.9	17.2	13.7	12.2	11.4	14.4	9.7	7.8	18.9	10.9	11.8	9.8	18.6
NAT. SECURITY/TERRORISM	13.1	12.2	14.8	13.4	17.7	12.2	16.9	12.2	12.9	14.2	10.8	11.7	7.6	14.5	13.9	14.5	12.5	10.9	12.0	3.5
PROTECTING DEMOCRACY	12.5	10.3	16.5	14.0	21.3	10.2	17.8	10.3	15.3	13.7	9.8	6.9	12.3	12.2	12.9	14.5	9.0	5.0	16.0	8.9
RAISING WAGES	9.3	9.9	8.2	9.7	5.3	9.5	6.8	10.3	9.5	6.7	14.9	12.3	20.0	7.9	6.4	7.0	9.4	14.9	18.1	21.7
TAXES	8.3	8.6	7.8	6.7	9.8	10.3	8.3	7.1	7.3	7.4	10.2	9.5	10.2	12.6	8.7	6.2	10.6	8.4	13.4	7.4



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ISSUE COMBO:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
FIGHTING WOKE IDEOLOGY	7.7	8.1	6.9	7.0	6.7	8.7	8.7	7.7	5.2	8.2	6.7	7.1	4.7	10.8	8.9	7.6	9.2	5.3	6.3	3.2
EDUCATION	6.5	5.9	7.6	7.4	7.8	5.1	6.1	6.7	8.9	4.6	10.7	12.7	11.2	3.5	4.0	5.0	10.4	14.7	7.5	14.6
RACIAL JUSTICE/RACE RLTN	6.0	5.4	7.0	7.6	5.9	5.3	6.2	5.6	7.8	3.2	12.0	8.3	19.3	3.6	3.0	3.3	7.7	8.7	18.7	19.9
LGBTQ RIGHTS	3.3	3.8	2.3	2.5	2.0	3.7	2.2	4.0	2.4	3.2	3.6	4.3	3.6	1.1	2.9	3.4	5.3	3.4	3.0	4.2



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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	265	347	325	364	541	771	1229	1095	905	940	1060
RISING C.O.S./INFLATION	48.4	46.3	57.0	57.3	56.6	47.4	34.8	54.9	44.3	55.4	39.9	46.1	50.4
BORDER SECURITY	23.5	8.8	9.9	18.0	27.2	27.3	33.3	13.3	29.9	17.4	30.8	27.3	20.2
JOBS AND ECONOMIC GROWTH	20.4	19.7	29.8	29.0	25.3	15.5	10.9	27.4	16.1	26.8	12.8	23.3	17.9
SOCIAL SECURITY/MEDICARE	18.1	7.2	5.9	8.1	15.4	23.4	31.9	7.2	25.0	9.6	28.5	15.9	20.1
GUN CONTROL	18.1	22.6	18.2	18.1	13.9	19.9	17.9	19.0	17.5	17.5	18.7	16.2	19.7
CORRUPTION IN GOVERNMENT	16.0	22.8	14.2	16.1	16.6	14.3	15.6	16.8	15.5	16.8	15.1	16.4	15.7
CRIME & PUBLIC SAFETY	15.7	11.1	16.5	16.0	15.0	15.9	16.8	15.2	16.0	15.1	16.4	17.3	14.3
HEALTHCARE/PRESCRIPTION D	15.1	13.9	15.9	16.4	13.9	16.6	14.1	15.7	14.8	15.2	15.1	13.3	16.7
GOV'T SPENDING/NAT. DEBT	15.1	11.8	11.3	11.0	15.3	14.5	20.9	11.3	17.5	12.4	18.3	17.4	13.1
IMMIGRATION REFORM	15.0	7.2	8.2	11.3	15.0	16.5	22.0	9.4	18.5	11.1	19.8	17.5	12.8
CLIMATE CHANGE	14.6	18.8	13.9	15.0	12.0	13.8	15.7	15.4	14.2	14.4	14.9	13.5	15.7
ABORTION	13.2	24.8	15.6	11.4	11.6	14.0	10.2	15.6	11.7	14.4	11.7	8.1	17.6
NAT. SECURITY/TERRORISM	13.1	7.3	10.4	8.6	14.6	15.9	16.3	8.9	15.7	10.6	16.1	13.9	12.4
PROTECTING DEMOCRACY	12.5	3.7	5.1	8.0	10.8	18.1	18.7	6.1	16.4	7.5	18.5	12.9	12.0
RAISING WAGES	9.3	17.5	19.9	14.7	8.2	5.5	1.6	17.0	4.5	14.4	3.2	8.5	10.0
TAXES	8.3	12.7	13.8	9.4	6.7	7.7	4.9	11.6	6.2	10.2	6.0	9.5	7.2



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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
FIGHTING WOKE IDEOLOGY	7.7	6.4	5.7	9.0	8.5	8.3	7.3	7.3	7.9	7.7	7.7	8.7	6.8
EDUCATION	6.5	16.9	11.7	10.1	5.3	1.7	2.6	12.1	3.0	10.1	2.2	5.5	7.5
RACIAL JUSTICE/RACE RLTN	6.0	12.1	11.8	7.4	4.8	3.0	3.2	9.9	3.6	8.4	3.1	5.6	6.4
LGBTQ RIGHTS	3.3	8.5	5.3	4.9	3.3	0.9	1.4	5.8	1.7	5.1	1.2	3.2	3.4



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ISSUE COMBO:

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
RISING C.O.S/INFLATION	48.4	49.6	57.0	56.2	36.4	39.3	54.2	54.5	34.9	55.0	59.4	58.3	37.7	49.1	46.5	52.3
BORDER SECURITY	23.5	7.5	15.3	25.8	32.8	8.7	18.5	29.6	36.0	6.8	12.6	21.1	30.1	15.6	24.8	31.0
JOBS AND ECONOMIC GROWTH	20.4	23.2	29.1	23.3	11.5	30.1	33.2	24.8	13.4	19.6	25.7	21.4	9.9	24.6	19.5	17.0
SOCIAL SECURITY/MEDICARE	18.1	6.7	7.6	15.8	30.9	10.1	3.8	16.4	25.2	4.8	10.8	15.0	35.7	16.5	18.5	19.3
GUN CONTROL	18.1	23.4	17.4	15.4	18.6	19.7	18.8	13.1	16.1	25.4	16.2	18.2	20.8	20.1	19.4	12.1
CORRUPTION IN GOVERNMENT	16.0	19.9	15.8	15.4	15.3	21.0	17.5	16.8	14.1	19.4	14.2	13.6	16.4	13.3	15.9	20.0
CRIME & PUBLIC SAFETY	15.7	12.4	16.2	14.9	17.0	13.5	15.2	16.0	20.7	11.8	17.1	13.6	13.9	19.2	16.4	9.3
HEALTHCARE/PRESCRIPTION D	15.1	14.0	17.4	14.4	14.5	10.3	14.5	15.0	11.8	16.0	19.9	13.5	16.8	14.7	15.1	15.9
GOV'T SPENDING/NAT. DEBT	15.1	10.5	11.1	16.4	18.4	11.5	12.8	15.8	23.4	10.0	9.7	17.2	14.1	12.4	15.2	18.5
IMMIGRATION REFORM	15.0	6.7	10.6	15.3	20.5	9.1	13.9	15.4	23.9	5.4	7.9	15.3	17.6	12.9	15.1	17.6
CLIMATE CHANGE	14.6	15.9	15.0	14.0	14.5	8.2	15.8	15.2	11.7	19.9	14.3	12.4	16.9	15.6	14.3	14.1
ABORTION	13.2	21.7	12.6	11.6	12.0	12.7	5.5	7.3	9.6	26.5	18.6	16.8	14.0	13.2	14.1	10.8
NAT. SECURITY/TERRORISM	13.1	6.9	9.9	14.7	16.2	7.0	11.9	15.9	15.3	6.8	8.1	13.4	17.1	11.3	12.9	16.2
PROTECTING DEMOCRACY	12.5	4.3	7.3	11.2	19.6	10.0	9.5	9.8	18.8	1.2	5.5	12.9	20.3	12.3	13.0	11.4
RAISING WAGES	9.3	19.4	16.5	7.7	2.3	21.4	16.7	5.6	2.2	18.3	16.4	10.2	2.3	13.2	9.0	5.0
TAXES	8.3	16.6	9.0	8.3	5.0	23.9	10.4	8.7	6.1	12.7	7.7	7.9	4.1	9.0	8.4	7.1



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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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
FIGHTING WOKE IDEOLOGY	7.7	5.1	8.1	8.3	7.9	4.3	8.5	9.9	8.8	5.5	7.7	6.2	7.1	5.9	7.8	9.9
EDUCATION	6.5	14.3	11.1	4.5	2.2	16.0	7.9	3.6	2.7	13.3	13.9	5.7	1.8	8.2	5.8	6.1
RACIAL JUSTICE/RACE RLTN	6.0	15.2	7.5	4.3	3.1	16.0	6.4	3.8	4.0	14.9	8.4	4.9	2.4	9.0	5.3	3.6
LGBTQ RIGHTS	3.3	6.8	5.4	2.6	1.2	7.2	5.0	2.7	1.3	6.6	5.8	2.5	1.1	4.1	3.0	2.9



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27. 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 13 MONTHS, WOULD YOU SAY REPUBLICANS HAVE...

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
RIGHT THINGS	30.4	63.1	48.1	37.5	27.0	17.1	8.4	6.5	12.7	39.3	46.1	28.6	31.2	67.2	39.1	9.9	13.8	5.6	10.3	1.7
WRONG THINGS	53.8	25.7	35.7	43.4	55.2	66.0	76.0	89.8	81.9	41.6	37.3	48.8	43.7	21.1	38.0	52.1	72.2	87.7	82.9	91.8
DON'T KNOW	15.8	11.2	16.2	19.1	17.8	16.9	15.6	3.7	5.4	19.1	16.6	22.6	25.1	11.7	23.0	38.0	14.1	6.7	6.8	6.5
Net Diff.	-23.5	37.4	12.4	-6.0	-28.3	-48.8	-67.6	-83.3	-69.2	-2.3	8.8	-20.3	-12.6	46.1	1.1	-42.2	-58.4	-82.0	-72.5	-90.1



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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	1724	1424	301	276	167	108	
RIGHT THINGS	30.4	27.2	27.9	34.2	28.6	32.2	33.4	26.5	19.0	22.3	13.8	
WRONG THINGS	53.8	57.1	56.3	50.2	55.1	55.0	56.0	50.1	46.6	47.0	46.1	
DON'T KNOW	15.8	15.6	15.8	15.6	16.3	12.8	10.6	23.3	34.4	30.7	40.1	
Net Diff.	-23.5	-29.9	-28.4	-16.0	-26.5	-22.8	-22.6	-23.6	-27.7	-24.7	-32.3	



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
RIGHT THINGS	30.4	56.1	8.5	57.4	7.1	9.0	61.8	7.6	17.2	16.3	9.8	27.6	22.9	27.6	31.3	35.0	
WRONG THINGS	53.8	29.1	80.8	26.7	82.0	55.1	24.2	84.0	63.4	62.2	50.2	57.2	62.1	56.8	53.5	48.2	
DON'T KNOW	15.8	14.8	10.7	15.9	10.9	35.9	14.0	8.5	19.4	21.5	40.0	15.2	15.0	15.6	15.2	16.9	
Net Diff.	-23.5	27.1	-72.3	30.6	-74.9	-46.1	37.7	-76.4	-46.2	-45.8	-40.3	-29.5	-39.2	-29.2	-22.2	-13.2	



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
RIGHT THINGS	30.4	18.7	34.5	56.1	8.8	9.9	14.4	13.8	15.9	12.6	41.9	
WRONG THINGS	53.8	70.3	48.1	27.8	81.7	52.1	55.9	74.6	78.3	72.4	39.4	
DON'T KNOW	15.8	11.0	17.4	16.1	9.5	38.0	29.7	11.6	5.8	15.0	18.7	
Net Diff.	-23.5	-51.6	-13.6	28.4	-73.0	-42.2	-41.5	-60.8	-62.4	-59.8	2.4	



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BANNER 5

	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	818	894		720	740	540	359	266	315	361	474	225
RIGHT THINGS	30.4	57.7	9.6		58.3	10.9	19.8	60.2	18.8	21.3	56.3	6.4	17.8
WRONG THINGS	53.8	26.8	80.2		26.2	77.4	58.4	29.2	73.1	60.8	23.1	79.8	55.1
DON'T KNOW	15.8	15.5	10.2		15.6	11.7	21.7	10.5	8.2	17.9	20.5	13.7	27.1
Net Diff.	-23.5	30.9	-70.6		32.1	-66.5	-38.6	31.0	-54.3	-39.5	33.2	-73.4	-37.4



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BANNER 6

	TOTAL IDEOLOGY REPUBLICAN DEMOCRAT INDEPENDENT																
	LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
RIGHT THINGS	30.4	12.4	15.7	9.9	22.9	45.6	64.9	52.9	59.5	51.0	60.3	8.5	12.8	21.1	8.6	17.9	34.2
WRONG THINGS	53.8	79.2	77.7	80.3	56.8	35.7	20.9	30.1	36.2	28.1	24.8	83.9	70.4	57.9	77.0	59.4	41.3
DON'T KNOW	15.8	8.4	6.6	9.8	20.3	18.7	14.2	17.0	4.3	20.9	14.9	7.6	16.8	21.0	14.4	22.8	24.5
Net Diff.	-23.5	-66.8	-62.0	-70.3	-33.8	10.0	44.0	22.9	23.3	22.9	35.5	-75.5	-57.6	-36.8	-68.3	-41.5	-7.0



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27. 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 13 MONTHS, WOULD YOU SAY REPUBLICANS HAVE...

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
RIGHT THINGS	30.4	10.1	17.9	57.5	25.2	37.1	51.7	35.3	29.7	30.6	28.2	27.1	36.0	40.9	37.5	16.4
WRONG THINGS	53.8	77.5	55.5	26.6	55.9	51.9	45.1	52.8	53.8	53.7	53.9	56.5	48.3	44.6	47.7	68.3
DON'T KNOW	15.8	12.4	26.6	15.9	19.0	10.9	3.2	11.9	16.5	15.7	17.9	16.4	15.7	14.4	14.8	15.2
Net Diff.	-23.5	-67.4	-37.7	31.0	-30.7	-14.8	6.6	-17.4	-24.1	-23.1	-25.7	-29.4	-12.3	-3.7	-10.2	-51.9



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27. 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 13 MONTHS, WOULD YOU SAY REPUBLICANS HAVE...

BANNER 8

	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK		
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
RIGHT THINGS	30.4	31.7	27.8	27.7	28.1	36.5	33.6	27.6	22.5	31.2	28.5	28.5	26.5	32.3	36.0	26.9	34.8	23.0	32.6	20.9
WRONG THINGS	53.8	51.3	58.5	57.9	59.9	49.2	57.5	53.0	59.5	53.8	54.0	54.7	58.9	40.7	52.7	54.7	51.4	57.6	53.2	64.1
DON'T KNOW	15.8	17.0	13.6	14.4	12.0	14.3	8.9	19.4	18.0	15.0	17.5	16.8	14.6	26.9	11.3	18.4	13.8	19.4	14.2	15.0
Net Diff.	-23.5	-19.5	-30.7	-30.2	-31.7	-12.7	-23.9	-25.4	-37.0	-22.6	-25.5	-26.2	-32.5	-8.4	-16.7	-27.8	-16.6	-34.6	-20.7	-43.2



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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	265	347	325	364	541	771	1229	1095	905	940	1060	
RIGHT THINGS	30.4	22.7	29.7	31.2	33.8	28.0	31.8	29.0	31.2	30.4	30.3	35.4	25.8	
WRONG THINGS	53.8	59.5	47.0	49.1	54.5	54.9	57.4	50.5	55.9	51.7	56.4	52.2	55.3	
DON'T KNOW	15.8	17.8	23.2	19.7	11.7	17.1	10.7	20.5	12.9	17.9	13.3	12.3	18.9	
Net Diff.	-23.5	-36.7	-17.3	-18.0	-20.6	-26.9	-25.6	-21.6	-24.7	-21.3	-26.1	-16.8	-29.4	



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
RIGHT THINGS	30.4	24.6	30.4	32.2	30.8	36.9	36.2	34.8	35.1	18.1	25.6	29.1	27.2	28.7	29.1	35.7
WRONG THINGS	53.8	54.8	49.1	54.0	56.7	47.9	48.2	53.5	55.0	58.4	49.8	54.7	58.1	56.6	54.2	49.3
DON'T KNOW	15.8	20.6	20.5	13.8	12.5	15.1	15.6	11.7	9.9	23.5	24.7	16.3	14.7	14.7	16.7	15.0
Net Diff.	-23.5	-30.2	-18.6	-21.8	-25.8	-11.0	-12.0	-18.7	-19.9	-40.4	-24.2	-25.6	-30.9	-27.9	-25.1	-13.6



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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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
RIGHT THINGS	33.3	3.7	12.4	28.4	41.7	42.8	50.0	60.9	44.3	20.6	17.9	25.5	20.4	4.9	12.9	13.4	60.5	68.4	76.3	61.7
WRONG THINGS	52.4	95.2	79.0	57.4	43.2	35.2	28.9	25.4	45.0	64.9	72.4	53.6	53.0	90.8	74.9	47.8	23.0	17.8	11.0	23.5
DON'T KNOW	14.3	1.0	8.6	14.2	15.1	22.0	21.1	13.7	10.7	14.5	9.7	20.8	26.6	4.4	12.3	38.8	16.5	13.8	12.7	14.8
Net Diff.	-19.0	-91.5	-66.6	-29.1	-1.4	7.6	21.1	35.5	-0.7	-44.3	-54.5	-28.1	-32.6	-85.9	-62.0	-34.4	37.5	50.7	65.3	38.2



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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	1724	1424	301	276	167	108
RIGHT THINGS	33.3	39.8	33.6	30.0	33.7	35.7	36.2	33.4	18.4	21.7	13.4
WRONG THINGS	52.4	46.1	53.2	57.3	48.0	53.3	55.4	43.2	46.5	47.9	44.4
DON'T KNOW	14.3	14.2	13.2	12.7	18.3	11.0	8.4	23.4	35.0	30.4	42.3
Net Diff.	-19.0	-6.3	-19.6	-27.2	-14.3	-17.6	-19.2	-9.8	-28.1	-26.2	-31.0



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
RIGHT THINGS	33.3	11.9	63.1	8.0	65.6	9.4	6.5	73.0	26.2	29.6	13.1	37.2	42.8	40.9	31.4	26.7	
WRONG THINGS	52.4	80.6	22.3	83.3	19.1	55.8	86.1	14.5	56.5	54.5	47.3	48.5	41.1	44.5	55.7	59.0	
DON'T KNOW	14.3	7.6	14.6	8.7	15.3	34.8	7.4	12.5	17.3	15.9	39.6	14.3	16.1	14.6	12.8	14.2	
Net Diff.	-19.0	-68.7	40.8	-75.3	46.5	-46.4	-79.6	58.5	-30.3	-24.9	-34.2	-11.3	1.7	-3.5	-24.3	-32.3	



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	FOR CONGRESS	ERS/	ERS/	Strong	Smwht	DISAP-	PROVE
		DIREC-	TRACK	REPU-	DEMO-	UNDE-	UNDE-	APP-			
		TION		LICAN	CRATIC	CIDED	CIDED	ROVE			
Total	2000	515	1482	906	861	233	506	820	297	523	1180
RIGHT THINGS	33.3	74.4	19.0	8.0	65.4	13.4	20.6	71.8	88.7	62.1	6.6
WRONG THINGS	52.4	14.7	65.6	84.5	19.8	47.8	52.9	13.9	6.9	17.8	79.1
DON'T KNOW	14.3	10.9	15.4	7.5	14.8	38.8	26.5	14.4	4.3	20.0	14.3
Net Diff.	-19.0	59.6	-46.5	-76.5	45.6	-34.4	-32.3	57.9	81.8	44.3	-72.5



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BANNER 5

	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	818	894		720	740	540	359	266	315	361	474	225
RIGHT THINGS	33.3	7.6	62.9		9.5	63.2	24.1	11.1	69.5	28.3	8.0	59.7	18.2
WRONG THINGS	52.4	83.7	23.4		82.8	21.3	54.4	84.2	21.7	56.6	81.5	21.1	51.3
DON'T KNOW	14.3	8.7	13.8		7.6	15.5	21.5	4.7	8.8	15.1	10.5	19.2	30.5
Net Diff.	-19.0	-76.1	39.5		-73.3	41.9	-30.3	-73.0	47.8	-28.3	-73.5	38.6	-33.1



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
RIGHT THINGS	33.3	61.5	60.5	62.2	33.0	12.4	8.1	10.8	40.3	13.7	5.8	67.5	54.8	68.7	42.6	25.1	6.8
WRONG THINGS	52.4	25.8	28.5	23.9	46.3	76.6	86.9	80.5	59.7	74.7	87.1	19.9	24.9	15.0	38.0	49.7	80.8
DON'T KNOW	14.3	12.7	10.9	14.0	20.7	11.0	5.0	8.7	0.0	11.6	7.1	12.5	20.2	16.3	19.4	25.3	12.3
Net Diff.	-19.0	35.7	32.0	38.3	-13.3	-64.1	-78.8	-69.7	-19.3	-61.0	-81.3	47.6	29.9	53.7	4.5	-24.6	-74.0



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BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
RIGHT THINGS	33.3	60.3	22.1	6.9	30.8	38.6	53.2	36.8	33.3	35.7	29.3	27.4	30.8	22.2	33.9	37.6
WRONG THINGS	52.4	22.8	54.0	85.1	52.8	51.4	43.7	52.3	52.3	51.3	53.9	54.3	57.2	68.5	55.6	43.5
DON'T KNOW	14.3	16.9	23.9	8.0	16.4	10.0	3.2	10.9	14.5	13.0	16.8	18.3	12.0	9.3	10.5	18.9
Net Diff.	-19.0	37.5	-32.0	-78.2	-22.0	-12.8	9.5	-15.6	-19.0	-15.5	-24.7	-26.9	-26.4	-46.3	-21.7	-6.0



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
RIGHT THINGS	33.3	29.8	39.8	38.5	42.4	29.1	41.0	30.4	38.6	31.2	37.8	36.4	44.6	29.5	29.4	32.9	39.8	33.4	52.0	37.8
WRONG THINGS	52.4	55.0	47.5	48.9	44.9	59.8	52.8	50.9	42.6	56.4	43.7	46.2	35.3	56.3	64.0	49.7	45.8	46.5	30.0	40.1
DON'T KNOW	14.3	15.2	12.7	12.7	12.8	11.1	6.2	18.6	18.8	12.4	18.4	17.5	20.1	14.2	6.7	17.5	14.4	20.1	18.0	22.1
Net Diff.	-19.0	-25.2	-7.7	-10.4	-2.5	-30.7	-11.7	-20.5	-4.0	-25.2	-5.9	-9.8	9.3	-26.9	-34.6	-16.8	-5.9	-13.1	22.0	-2.3



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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	265	347	325	364	541	771	1229	1095	905	940	1060	
RIGHT THINGS	33.3	27.2	32.7	29.1	28.7	36.5	38.8	29.9	35.5	29.6	37.9	33.4	33.3	
WRONG THINGS	52.4	50.3	45.4	53.4	57.9	50.4	53.8	50.0	53.9	52.3	52.4	57.2	48.1	
DON'T KNOW	14.3	22.6	21.9	17.5	13.4	13.1	7.4	20.1	10.7	18.1	9.7	9.4	18.7	
Net Diff.	-19.0	-23.1	-12.8	-24.3	-29.2	-13.8	-15.0	-20.1	-18.4	-22.8	-14.5	-23.8	-14.8	



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
RIGHT THINGS	33.3	30.6	29.6	30.0	39.2	37.4	36.3	27.2	35.9	26.9	24.0	33.6	41.9	42.2	31.4	26.2
WRONG THINGS	52.4	46.6	51.6	56.5	51.8	50.0	51.4	61.5	59.3	44.8	51.8	50.3	45.4	43.1	53.0	63.2
DON'T KNOW	14.3	22.8	18.7	13.5	9.0	12.5	12.3	11.3	4.8	28.3	24.2	16.1	12.6	14.6	15.6	10.5
Net Diff.	-19.0	-16.1	-22.0	-26.4	-12.7	-12.6	-15.1	-34.3	-23.5	-17.9	-27.9	-16.7	-3.5	-0.9	-21.6	-37.0



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29. WHICH OF THE FOLLOWING IS THE BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
UNWILLING TO COMPROMISE	26.9	11.6	16.6	26.8	32.9	29.5	32.2	38.6	24.5	22.9	20.1	28.2	16.1	13.9	22.8	23.1	36.9	38.0	38.4	37.6
CORRUPTION	16.7	35.4	26.8	17.2	11.4	10.9	11.4	10.7	17.0	19.7	24.3	12.5	22.5	25.7	21.6	20.1	7.9	8.6	8.2	9.0
OUT OF TOUCH	10.8	9.7	13.8	8.0	7.5	11.6	11.2	10.5	26.9	9.9	10.6	9.2	8.5	10.4	10.1	11.1	8.2	12.9	9.8	15.5
CAN'T GET ANYTHING DONE	10.5	10.9	10.4	8.6	6.9	15.1	13.0	10.2	8.8	10.1	9.7	10.5	11.3	9.3	10.7	11.1	10.1	11.4	11.1	11.7
INCOMPETENCE	9.8	11.8	8.3	11.6	12.2	8.5	8.1	6.0	5.7	10.7	10.3	11.2	10.6	12.2	9.5	10.6	9.7	7.3	8.8	6.1
LACK OF COMMON SENSE	7.6	10.3	10.5	8.4	7.6	5.8	6.1	4.2	2.7	8.8	9.5	7.3	10.8	10.5	5.3	12.4	7.4	4.3	5.6	3.2
LACK OF ACCOUNTABILITY	7.5	7.8	6.3	8.1	11.2	6.1	7.5	1.8	2.8	8.2	7.3	10.5	1.8	9.9	8.4	4.2	8.0	5.8	5.1	6.4
UNWILLING/TOUGH DECISIONS	4.4	1.3	6.1	3.9	4.2	5.1	2.6	8.1	2.9	4.9	4.3	4.9	10.0	4.4	8.0	1.7	4.3	3.0	4.1	2.1
THEIR PERSONAL BEHAVIOR	4.3	0.0	0.6	6.9	4.2	5.3	4.2	9.9	5.9	3.7	3.2	3.9	6.1	2.6	2.7	3.9	6.3	6.2	6.6	5.9
OTHER	1.5	1.2	0.6	0.5	1.8	2.1	3.6	0.0	2.6	1.2	0.7	1.8	2.2	1.1	1.0	1.7	1.1	2.5	2.3	2.6



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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	1000	175	225	384	216	863	709	155	137	92	44
UNWILLING TO COMPROMISE	26.9	26.4	33.4	23.5	26.8	28.4	29.4	24.2	17.5	19.4	13.4
CORRUPTION	16.7	12.9	16.0	19.5	15.7	16.4	16.9	14.1	18.6	14.2	27.8
OUT OF TOUCH	10.8	13.7	9.1	10.1	11.3	10.1	10.1	9.9	14.8	11.0	22.7
CAN'T GET ANYTHING DONE	10.5	11.9	14.0	7.7	10.5	10.2	10.5	9.1	12.1	14.3	7.6
INCOMPETENCE	9.8	5.9	10.8	12.0	7.8	9.4	8.6	13.2	11.9	13.3	8.9
LACK OF COMMON SENSE	7.6	9.0	7.7	5.3	10.3	7.4	7.5	6.9	8.6	8.6	8.6
LACK OF ACCOUNTABILITY	7.5	10.4	2.9	8.8	7.6	8.1	7.6	10.4	3.7	3.2	4.7
UNWILLING/TOUGH DECISIONS	4.4	2.8	0.8	6.2	6.0	4.2	3.5	7.1	5.6	8.3	0.0
THEIR PERSONAL BEHAVIOR	4.3	6.4	4.5	4.5	2.2	4.1	4.4	2.5	6.1	6.0	6.1
OTHER	1.5	0.5	0.8	2.3	1.8	1.6	1.4	2.6	1.3	1.9	0.0



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
UNWILLING TO COMPROMISE	26.9	18.7	38.6	15.1	39.3	27.4	15.0	41.5	23.6	26.0	26.9	29.0	33.2	27.8	26.0	23.6
CORRUPTION	16.7	23.6	7.8	24.9	7.9	17.7	26.8	7.0	13.4	11.6	17.4	15.9	12.0	18.5	18.0	18.1
OUT OF TOUCH	10.8	9.5	10.6	11.0	10.0	12.6	10.6	8.6	16.1	15.3	10.7	10.7	11.0	14.0	9.3	10.8
CAN'T GET ANYTHING DONE	10.5	9.7	10.9	8.8	11.8	12.0	9.0	11.6	8.6	7.4	14.3	9.6	10.6	7.8	9.5	12.0
INCOMPETENCE	9.8	11.1	7.8	12.1	7.4	9.6	11.9	6.7	8.4	5.2	13.6	10.3	8.0	10.7	12.0	8.9
LACK OF COMMON SENSE	7.6	10.4	5.1	9.7	4.7	10.0	9.2	3.5	12.0	12.6	8.5	7.6	10.1	4.6	6.8	7.5
LACK OF ACCOUNTABILITY	7.5	8.3	7.2	8.6	6.7	6.1	9.0	6.9	8.0	9.4	4.0	6.6	7.0	6.1	6.6	9.0
UNWILLING/TOUGH DECISIONS	4.4	5.9	3.3	6.2	3.3	0.9	5.7	3.5	5.3	6.6	1.6	4.3	3.9	4.3	4.6	4.5
THEIR PERSONAL BEHAVIOR	4.3	2.1	6.7	2.5	7.2	1.0	2.2	8.1	4.1	4.9	0.6	4.6	3.4	5.4	5.2	3.9
OTHER	1.5	0.7	2.1	1.0	1.8	2.7	0.8	2.5	0.6	0.9	2.4	1.4	0.8	0.9	2.0	1.8



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BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITE	STATES		FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPU	DEMO	UNDE	UNDE	APP	Strong	Smwht	DISAP	
		DIREC	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	247	751	447	434	120	274	414	148	266	586	
UNWILLING TO COMPROMISE	26.9	38.6	23.0	17.6	37.6	23.1	25.4	38.0	42.2	35.7	19.1	
CORRUPTION	16.7	6.5	20.1	24.0	8.3	20.1	15.1	8.5	6.7	9.4	22.6	
OUT OF TOUCH	10.8	7.3	11.9	10.2	11.2	11.1	12.7	9.4	5.3	11.6	11.7	
CAN'T GET ANYTHING DONE	10.5	10.4	10.5	9.9	10.9	11.1	12.6	10.6	7.1	12.6	10.4	
INCOMPETENCE	9.8	5.3	11.2	11.1	8.2	10.6	11.5	6.7	6.7	6.7	11.9	
LACK OF COMMON SENSE	7.6	4.9	8.5	8.3	5.5	12.4	8.3	4.3	4.0	4.5	9.9	
LACK OF ACCOUNTABILITY	7.5	8.4	7.3	9.3	6.6	4.2	6.0	8.2	8.0	8.3	7.0	
UNWILLING/TOUGH DECISIONS	4.4	6.4	3.7	5.9	3.5	1.7	3.3	4.5	4.7	4.4	4.2	
THEIR PERSONAL BEHAVIOR	4.3	8.9	2.9	2.6	6.3	3.9	3.9	7.7	11.4	5.7	2.0	
OTHER	1.5	3.5	0.9	1.1	2.0	1.7	1.1	2.1	3.8	1.1	1.2	



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29. WHICH OF THE FOLLOWING IS THE BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108
UNWILLING TO COMPROMISE	26.9	17.0	37.1	18.8	35.0	26.8	19.2	36.0	29.0	18.2	34.6	23.4
CORRUPTION	16.7	25.0	7.9	20.8	10.5	20.0	18.1	11.3	17.9	23.9	10.1	23.1
OUT OF TOUCH	10.8	10.2	10.0	10.3	11.5	10.4	9.7	8.7	11.1	11.0	12.7	9.3
CAN'T GET ANYTHING DONE	10.5	9.2	11.9	11.4	9.7	10.3	11.8	10.1	9.1	11.0	9.5	12.0
INCOMPETENCE	9.8	12.2	7.3	12.0	7.1	10.5	12.1	4.5	10.5	11.8	8.2	10.5
LACK OF COMMON SENSE	7.6	9.7	5.6	8.2	5.8	9.2	9.4	2.3	10.2	6.8	7.3	7.6
LACK OF ACCOUNTABILITY	7.5	7.8	8.5	8.7	8.3	4.9	10.6	9.7	5.5	6.4	7.7	3.9
UNWILLING/TOUGH DECISIONS	4.4	5.5	3.6	6.4	3.5	2.9	6.1	6.1	3.0	6.7	2.3	2.6
THEIR PERSONAL BEHAVIOR	4.3	2.2	6.1	3.0	5.8	4.1	3.1	9.7	2.9	2.9	4.2	5.9
OTHER	1.5	1.2	2.0	0.6	2.8	1.1	0.0	1.6	0.6	1.3	3.4	1.8



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29. WHICH OF THE FOLLOWING IS THE BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
UNWILLING TO COMPROMISE	26.9	32.4	23.4	38.7	28.7	25.9	11.6	20.7	10.6	15.0	20.4	36.0	32.6	38.8	26.0	31.8	14.1
CORRUPTION	16.7	11.6	13.7	10.1	13.6	20.1	31.0	24.1	10.2	14.9	23.1	10.3	11.2	7.8	17.3	15.1	35.4
OUT OF TOUCH	10.8	14.9	18.9	12.1	9.6	6.8	11.7	8.6	16.0	6.4	10.9	14.5	8.9	0.0	16.0	11.7	1.7
CAN'T GET ANYTHING DONE	10.5	11.5	11.6	11.4	10.0	11.0	8.7	10.2	9.8	15.5	10.4	11.0	8.2	7.1	14.1	8.9	10.3
INCOMPETENCE	9.8	8.1	7.0	8.8	10.0	10.1	12.3	10.9	19.9	10.9	11.7	6.1	7.9	11.2	11.7	11.4	7.1
LACK OF COMMON SENSE	7.6	5.4	4.2	6.1	8.3	9.5	7.1	8.6	5.1	12.4	7.3	4.9	5.9	12.4	7.3	8.4	13.1
LACK OF ACCOUNTABILITY	7.5	5.2	6.8	4.1	7.9	7.1	12.2	8.9	4.8	10.7	8.4	5.6	12.0	11.5	3.7	3.2	10.3
UNWILLING/TOUGH DECISIONS	4.4	3.4	5.9	1.7	5.3	3.9	4.7	4.2	14.2	10.1	4.8	2.3	5.2	4.1	3.8	3.1	1.5
THEIR PERSONAL BEHAVIOR	4.3	5.5	5.8	5.2	5.0	3.9	0.7	2.7	9.4	4.1	2.2	6.5	4.5	7.1	0.0	5.8	3.3
OTHER	1.5	2.1	2.6	1.8	1.5	1.8	0.0	1.1	0.0	0.0	0.8	2.8	3.4	0.0	0.0	0.6	3.2



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BANNER 7

	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
UNWILLING TO COMPROMISE	26.9	35.5	26.5	17.4	31.0	28.9	27.4	29.1	27.2	25.7	29.8	21.9	29.9	23.7	23.4	27.1
CORRUPTION	16.7	9.7	19.2	23.8	13.6	13.3	14.1	13.2	16.6	15.0	19.3	22.1	13.1	23.0	19.1	17.1
OUT OF TOUCH	10.8	10.6	13.1	10.1	10.4	9.6	8.5	9.7	10.8	10.0	12.0	12.1	8.9	12.6	10.3	12.7
CAN'T GET ANYTHING DONE	10.5	11.1	9.1	10.3	11.5	8.3	6.3	8.6	11.2	13.3	7.8	7.0	9.6	13.4	11.3	9.8
INCOMPETENCE	9.8	8.1	9.5	11.8	9.5	11.8	8.1	12.3	9.3	10.7	7.0	10.8	9.7	2.4	13.3	8.3
LACK OF COMMON SENSE	7.6	5.6	6.9	10.1	8.3	5.1	8.2	4.7	7.6	8.1	6.8	10.4	9.4	5.9	7.9	6.4
LACK OF ACCOUNTABILITY	7.5	7.7	4.1	8.6	5.3	6.4	0.0	7.2	7.5	8.5	5.8	9.2	9.4	10.5	5.9	6.4
UNWILLING/TOUGH DECISIONS	4.4	3.5	4.0	5.4	3.9	6.1	20.8	4.2	4.5	3.8	5.6	1.1	5.3	3.8	4.0	3.3
THEIR PERSONAL BEHAVIOR	4.3	6.6	4.5	1.8	4.8	8.9	6.7	9.2	3.8	3.8	3.7	3.3	3.1	3.6	3.7	6.8
OTHER	1.5	1.7	3.1	0.8	1.8	1.6	0.0	1.7	1.5	1.2	1.9	2.2	1.5	1.1	1.2	2.1



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
UNWILLING TO COMPROMISE	26.9	26.0	28.8	27.9	30.6	25.1	29.1	26.7	28.4	30.1	20.2	20.6	22.2	13.7	29.5	30.7	23.8	17.6	16.9	26.2
CORRUPTION	16.7	19.0	12.6	15.5	6.2	20.5	9.8	17.7	15.6	18.3	13.4	17.7	9.5	8.8	18.1	18.5	16.5	18.8	8.6	10.1
OUT OF TOUCH	10.8	11.0	10.3	10.5	9.8	10.2	9.6	11.7	11.0	11.2	9.9	10.8	10.3	6.6	10.9	11.4	6.1	15.2	10.1	10.4
CAN'T GET ANYTHING DONE	10.5	8.8	13.7	11.8	17.8	9.3	12.3	8.3	15.2	9.5	12.6	11.2	9.1	31.2	10.3	8.7	12.0	10.4	5.0	12.2
INCOMPETENCE	9.8	8.8	11.6	11.3	12.4	7.5	13.5	9.8	9.7	9.5	10.3	11.0	10.2	11.7	9.8	9.3	11.6	10.4	8.7	11.3
LACK OF COMMON SENSE	7.6	8.9	5.1	5.4	4.5	9.9	4.9	8.1	5.4	7.8	7.1	7.1	5.1	11.5	7.4	8.1	7.1	7.1	6.9	3.7
LACK OF ACCOUNTABILITY	7.5	7.7	7.2	7.3	6.9	9.1	7.8	6.5	6.5	5.5	11.9	7.2	17.2	9.6	6.0	5.0	8.8	5.6	25.9	10.6
UNWILLING/TOUGH DECISIONS	4.4	4.2	4.7	3.7	7.1	3.5	7.6	4.7	1.7	3.3	6.6	6.1	7.4	4.7	3.8	2.9	8.0	4.3	8.3	6.6
THEIR PERSONAL BEHAVIOR	4.3	4.3	4.4	5.1	2.8	4.3	5.0	4.3	3.7	3.8	5.5	5.3	6.3	2.2	3.9	3.7	4.6	6.0	8.1	5.0
OTHER	1.5	1.5	1.7	1.6	1.9	0.6	0.5	2.1	3.0	1.0	2.6	3.0	2.8	0.0	0.3	1.7	1.5	4.5	1.5	3.8



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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
UNWILLING TO COMPROMISE	26.9	14.3	13.1	22.3	18.1	38.6	37.3	17.7	32.7	17.8	37.8	26.6	27.2
CORRUPTION	16.7	19.6	19.8	20.1	19.0	15.3	11.9	19.9	14.8	19.6	13.3	16.4	17.0
OUT OF TOUCH	10.8	19.6	14.7	14.0	13.1	6.2	5.9	15.4	7.9	14.7	6.0	9.9	11.5
CAN'T GET ANYTHING DONE	10.5	3.5	11.0	11.8	10.2	10.3	11.7	9.8	10.9	9.9	11.1	10.5	10.5
INCOMPETENCE	9.8	7.0	15.4	10.6	8.3	7.8	9.7	11.4	8.8	10.5	8.9	9.8	9.8
LACK OF COMMON SENSE	7.6	11.2	9.7	5.3	10.4	3.5	8.2	7.9	7.4	8.6	6.3	8.0	7.2
LACK OF ACCOUNTABILITY	7.5	9.7	8.3	4.6	9.4	8.1	6.9	6.8	8.0	7.6	7.4	8.6	6.5
UNWILLING/TOUGH DECISIONS	4.4	5.7	4.8	3.8	4.2	5.3	3.6	4.5	4.3	4.4	4.3	5.0	3.7
THEIR PERSONAL BEHAVIOR	4.3	7.2	1.7	6.2	4.2	3.7	4.0	4.9	4.0	4.7	3.9	4.6	4.1
OTHER	1.5	2.3	1.7	1.4	3.0	1.1	0.7	1.7	1.4	2.1	0.9	0.6	2.4



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29. WHICH OF THE FOLLOWING IS THE BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
UNWILLING TO COMPROMISE	26.9	13.9	19.2	23.6	39.0	10.3	16.3	23.9	38.5	15.4	21.8	23.3	39.6	25.4	26.5	30.3
CORRUPTION	16.7	19.9	19.7	17.4	13.2	19.5	20.1	17.7	12.4	20.0	19.3	17.1	13.9	15.1	16.4	19.8
OUT OF TOUCH	10.8	19.1	13.9	10.5	6.0	19.4	16.2	9.3	4.5	19.0	12.0	11.6	7.5	11.7	10.2	10.9
CAN'T GET ANYTHING DONE	10.5	5.0	12.1	11.2	10.6	5.4	10.0	11.3	11.1	4.9	13.9	11.1	10.0	7.8	12.5	8.7
INCOMPETENCE	9.8	9.0	12.6	10.1	7.8	13.6	13.3	9.1	7.2	7.1	12.0	11.0	8.5	9.3	11.1	7.0
LACK OF COMMON SENSE	7.6	12.0	6.3	7.9	6.7	10.0	8.5	7.3	7.7	12.9	4.4	8.5	5.7	10.0	5.5	9.8
LACK OF ACCOUNTABILITY	7.5	10.1	4.9	9.4	7.2	11.6	4.3	13.3	7.5	9.4	5.4	5.6	6.8	7.7	7.7	6.7
UNWILLING/TOUGH DECISIONS	4.4	4.6	4.7	3.8	4.4	7.9	5.8	4.6	4.4	3.3	3.7	3.1	4.5	5.7	4.1	3.2
THEIR PERSONAL BEHAVIOR	4.3	4.8	4.8	3.4	4.6	0.0	4.9	3.5	6.1	6.8	4.8	3.3	3.0	5.8	4.4	2.4
OTHER	1.5	1.6	1.8	2.7	0.5	2.4	0.8	0.0	0.5	1.2	2.8	5.4	0.5	1.7	1.7	1.0



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30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
LACK OF ACCOUNTABILITY	14.0	26.3	13.6	13.1	15.6	10.8	9.1	22.9	5.6	15.0	15.7	14.3	12.2	16.8	14.6	14.0	13.3	11.5	11.1	11.8
UNWILLING TO COMPROMISE	13.8	6.4	14.8	15.0	13.3	15.1	16.6	10.3	11.5	14.2	13.3	16.4	8.8	9.6	17.6	17.6	14.9	12.9	9.2	15.9
CORRUPTION	13.5	15.3	14.0	14.0	14.7	9.6	16.5	10.1	13.7	13.8	14.2	13.1	14.3	16.2	14.7	13.5	9.2	12.7	10.6	14.5
INCOMPETENCE	11.0	16.9	15.3	10.2	7.5	11.8	7.8	10.9	12.1	11.5	13.4	9.6	6.3	14.0	11.1	10.7	8.6	9.8	9.2	10.3
CAN'T GET ANYTHING DONE	10.7	6.7	11.1	8.1	13.0	11.2	13.4	8.7	9.5	10.1	9.0	10.6	16.5	10.2	9.9	12.7	8.2	12.5	15.7	10.0
OUT OF TOUCH	10.5	10.2	8.4	8.9	9.6	13.2	9.7	12.1	20.7	10.7	9.0	11.8	19.0	10.8	9.9	15.0	8.0	10.2	10.3	10.1
LACK OF COMMON SENSE	10.5	6.8	12.5	11.5	9.7	12.3	6.9	9.9	12.2	10.6	11.0	9.4	14.5	12.1	11.2	3.4	12.9	10.2	14.4	6.7
UNWILLING/TOUGH DECISIONS	7.0	5.2	8.0	12.5	7.6	5.9	3.7	1.8	0.0	7.3	9.4	5.0	2.1	7.6	4.4	5.8	11.1	6.4	10.8	2.7
THEIR PERSONAL BEHAVIOR	7.0	3.9	1.9	6.8	6.7	7.0	12.8	13.2	11.5	5.5	4.4	7.1	6.2	1.9	5.7	5.0	11.4	10.9	6.3	14.7
1ST - OTHER	1.5	1.2	0.6	0.5	1.8	2.1	3.6	0.0	2.6	1.2	0.7	1.8	2.2	1.1	1.0	1.7	1.1	2.5	2.3	2.6
2ND - OTHER	1.8	2.3	0.6	0.0	2.3	3.1	3.5	0.0	3.0	1.4	0.6	2.8	0.0	0.7	1.0	2.3	2.4	2.9	2.3	3.4



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30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

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	1000	175	225	384	216	863	709	155	137	92	44
LACK OF ACCOUNTABILITY	14.0	13.4	12.0	15.1	14.7	13.6	13.6	13.4	16.8	17.7	14.9
UNWILLING TO COMPROMISE	13.8	17.0	11.7	13.3	14.4	13.8	13.6	14.7	13.7	8.5	24.5
CORRUPTION	13.5	13.7	12.4	13.0	15.3	13.1	12.7	15.3	15.8	18.8	9.5
INCOMPETENCE	11.0	13.7	9.2	12.6	8.1	11.3	12.3	7.0	9.3	7.4	13.3
CAN'T GET ANYTHING DONE	10.7	8.8	10.7	12.1	9.9	11.3	11.5	10.2	7.4	3.6	15.3
OUT OF TOUCH	10.5	11.7	10.1	9.5	11.9	10.8	10.6	11.7	8.5	9.3	7.0
LACK OF COMMON SENSE	10.5	10.2	14.8	9.9	7.3	10.2	10.6	8.1	12.8	13.5	11.4
UNWILLING/TOUGH DECISIONS	7.0	5.7	8.9	6.0	8.1	7.2	7.3	7.0	5.7	8.5	0.0
THEIR PERSONAL BEHAVIOR	7.0	5.2	8.4	6.7	7.3	7.1	6.5	10.2	5.9	6.8	4.1
1ST - OTHER	1.5	0.5	0.8	2.3	1.8	1.6	1.4	2.6	1.3	1.9	0.0
2ND - OTHER	1.8	0.5	1.8	1.8	3.0	1.5	1.3	2.5	4.0	6.0	0.0



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30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
LACK OF ACCOUNTABILITY	14.0	15.1	11.0		14.6	12.7	17.1	14.3	10.8	16.5	15.4	19.2	14.5	13.4	14.5	15.3	13.3
UNWILLING TO COMPROMISE	13.8	12.8	14.3		10.8	15.4	20.1	11.0	14.3	14.5	17.1	20.1	12.6	14.8	10.3	11.6	15.9
CORRUPTION	13.5	14.2	10.9		16.2	11.4	10.5	14.9	10.6	18.1	14.6	11.6	14.0	12.6	14.7	14.8	12.7
INCOMPETENCE	11.0	14.4	8.5		14.1	8.5	8.2	15.2	9.6	4.3	4.6	10.8	11.6	11.5	10.4	12.1	10.2
CAN'T GET ANYTHING DONE	10.7	11.3	11.7		9.9	11.0	12.9	10.4	13.2	9.5	11.4	6.5	11.1	8.1	13.0	12.8	10.2
OUT OF TOUCH	10.5	10.0	10.8		10.4	10.1	12.8	10.4	8.9	12.7	9.7	12.7	10.0	10.8	12.5	8.3	11.5
LACK OF COMMON SENSE	10.5	11.1	10.9		12.5	9.4	6.7	12.1	9.5	10.3	13.9	8.8	10.6	7.8	16.3	10.5	10.4
UNWILLING/TOUGH DECISIONS	7.0	7.7	8.1		7.1	7.8	3.7	8.4	7.6	5.7	7.0	3.0	8.0	9.4	2.7	9.0	5.4
THEIR PERSONAL BEHAVIOR	7.0	3.1	12.0		3.0	11.3	6.1	2.3	12.4	7.2	5.5	5.7	5.5	8.6	3.7	3.7	9.4
1ST - OTHER	1.5	0.7	2.1		1.0	1.8	2.7	0.8	2.5	0.6	0.9	2.4	1.4	0.8	0.9	2.0	1.8
2ND - OTHER	1.8	0.4	1.9		1.2	2.5	1.8	1.0	3.1	1.2	0.8	1.6	2.3	3.0	1.8	2.0	1.0



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30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
LACK OF ACCOUNTABILITY	14.0	12.3	14.5	15.9	12.2	14.0	14.3	12.8	10.7	13.9	14.9
UNWILLING TO COMPROMISE	13.8	13.0	14.1	13.0	13.6	17.6	16.7	15.0	10.7	17.4	13.0
CORRUPTION	13.5	8.3	15.2	15.6	11.4	13.5	14.0	11.4	10.6	11.9	15.0
INCOMPETENCE	11.0	8.2	12.0	12.8	9.4	10.7	10.1	8.7	10.7	7.7	12.7
CAN'T GET ANYTHING DONE	10.7	13.2	10.0	10.1	10.9	12.7	10.3	12.2	15.3	10.4	9.7
OUT OF TOUCH	10.5	6.1	11.9	10.4	9.4	15.0	12.8	7.7	6.1	8.6	12.5
LACK OF COMMON SENSE	10.5	11.4	10.2	11.8	11.2	3.4	7.7	9.3	10.2	8.8	11.4
UNWILLING/TOUGH DECISIONS	7.0	9.9	6.1	6.3	8.2	5.8	5.1	7.8	6.7	8.5	6.5
THEIR PERSONAL BEHAVIOR	7.0	13.5	4.8	3.5	11.1	5.0	7.6	12.2	16.4	9.8	3.2
1ST - OTHER	1.5	3.5	0.9	1.1	2.0	1.7	1.1	2.1	3.8	1.1	1.2
2ND - OTHER	1.8	4.0	1.1	0.8	2.7	2.3	1.4	2.8	2.5	3.0	1.1



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30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108
LACK OF ACCOUNTABILITY	14.0	14.7	11.4	13.7	13.1	15.7	14.7	11.5	16.2	12.6	13.8	15.1
UNWILLING TO COMPROMISE	13.8	12.9	14.6	14.9	13.8	12.4	12.9	10.7	9.5	17.3	15.2	16.7
CORRUPTION	13.5	15.2	10.7	15.1	12.2	13.2	14.4	9.3	13.6	15.9	13.4	12.6
INCOMPETENCE	11.0	14.4	8.9	13.2	8.3	12.0	13.0	6.7	15.8	13.4	9.0	6.3
CAN'T GET ANYTHING DONE	10.7	11.6	11.8	11.0	10.9	10.2	12.7	11.7	10.0	8.8	10.5	10.6
OUT OF TOUCH	10.5	9.9	11.3	11.9	10.4	8.9	13.4	12.7	9.3	10.2	9.4	8.3
LACK OF COMMON SENSE	10.5	11.3	9.6	10.2	9.4	12.5	8.7	11.6	10.8	11.9	8.5	14.9
UNWILLING/TOUGH DECISIONS	7.0	6.8	8.2	6.3	8.4	6.1	7.3	10.7	5.5	5.2	7.4	7.0
THEIR PERSONAL BEHAVIOR	7.0	2.4	11.3	3.5	10.7	6.5	2.5	12.5	7.5	4.6	9.9	5.0
1ST - OTHER	1.5	1.2	2.0	0.6	2.8	1.1	0.0	1.6	0.6	1.3	3.4	1.8
2ND - OTHER	1.8	0.9	2.2	0.2	2.8	2.5	0.4	2.5	1.8	0.0	3.0	3.5



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30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
LACK OF ACCOUNTABILITY	14.0	13.7	16.2	12.1	12.0	15.7	17.7	16.4	14.5	13.3	13.8	14.6	9.2	20.3	10.1	13.6	26.5
UNWILLING TO COMPROMISE	13.8	14.3	7.5	18.9	14.6	14.9	8.9	12.7	15.4	22.2	12.9	13.7	13.8	14.4	15.9	11.7	11.0
CORRUPTION	13.5	12.7	15.9	10.5	13.0	13.6	16.3	14.6	19.3	15.2	14.8	11.6	13.3	11.2	15.1	11.8	15.2
INCOMPETENCE	11.0	8.8	8.7	8.9	10.5	12.3	15.5	13.5	5.1	13.7	13.6	8.5	7.2	11.8	11.2	11.7	13.6
CAN'T GET ANYTHING DONE	10.7	10.9	13.3	9.3	13.1	7.1	10.0	8.2	25.3	9.3	10.4	10.9	12.9	0.0	5.8	15.0	1.6
OUT OF TOUCH	10.5	11.4	12.2	10.8	10.0	10.7	10.0	10.4	0.0	13.9	12.2	12.5	8.3	3.9	11.1	9.6	5.1
LACK OF COMMON SENSE	10.5	9.9	10.8	9.3	10.0	11.6	11.4	11.5	20.4	5.4	10.7	7.9	11.5	11.4	14.0	10.9	15.1
UNWILLING/TOUGH DECISIONS	7.0	5.9	6.0	5.9	7.3	8.3	6.5	7.6	0.0	4.0	7.4	6.2	11.4	11.6	7.2	5.4	7.1
THEIR PERSONAL BEHAVIOR	7.0	10.3	7.7	12.1	6.9	5.0	3.1	4.3	0.0	2.9	3.9	11.4	8.7	15.4	9.6	7.3	1.5
1ST - OTHER	1.5	2.1	2.6	1.8	1.5	1.8	0.0	1.1	0.0	0.0	0.8	2.8	3.4	0.0	0.0	0.6	3.2
2ND - OTHER	1.8	2.0	1.7	2.3	2.6	0.9	0.7	0.8	0.0	0.0	0.3	2.8	3.5	0.0	0.0	3.1	3.3



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BANNER 7

	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
Total	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
LACK OF ACCOUNTABILITY	14.0	13.3	13.0	15.2	13.8	14.4	13.4	14.5	14.0	13.9	14.1	14.2	11.4	20.1	13.5	14.4
UNWILLING TO COMPROMISE	13.8	14.3	12.4	13.8	15.5	12.9	6.4	13.7	14.0	15.8	10.9	13.7	13.0	11.4	14.9	14.3
CORRUPTION	13.5	11.5	14.4	15.5	12.6	10.2	21.9	8.7	13.5	13.4	13.8	17.5	15.3	13.1	11.6	13.6
INCOMPETENCE	11.0	7.3	12.9	14.6	10.5	6.5	0.0	7.3	11.9	11.3	13.0	9.6	11.2	9.8	10.4	12.5
CAN'T GET ANYTHING DONE	10.7	11.0	12.5	9.8	9.7	11.6	8.5	12.0	10.1	10.5	9.6	14.8	12.1	4.9	11.5	10.0
OUT OF TOUCH	10.5	10.0	13.1	10.1	10.6	10.0	22.1	8.5	10.6	9.4	12.6	10.6	8.8	13.5	13.0	9.4
LACK OF COMMON SENSE	10.5	11.2	8.0	10.7	10.8	13.3	13.7	13.3	10.3	9.6	11.6	8.5	12.2	7.4	11.2	10.6
UNWILLING/TOUGH DECISIONS	7.0	8.5	3.3	6.7	6.7	9.2	7.1	9.4	7.2	7.6	6.5	3.0	6.1	10.6	7.1	6.5
THEIR PERSONAL BEHAVIOR	7.0	10.4	7.7	2.8	7.2	9.6	7.0	9.9	6.8	7.2	6.1	5.1	7.4	6.6	6.6	6.8
1ST - OTHER	1.5	1.7	3.1	0.8	1.8	1.6	0.0	1.7	1.5	1.2	1.9	2.2	1.5	1.1	1.2	2.1
2ND - OTHER	1.8	2.5	2.6	0.7	2.7	2.3	0.0	2.6	1.6	1.4	1.9	3.1	2.4	2.6	0.4	1.8



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

30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
LACK OF ACCOUNTABILITY	14.0	13.9	14.3	16.7	8.9	15.1	13.3	12.9	15.4	13.9	14.3	15.1	13.2	14.6	13.2	14.5	17.5	12.7	15.1	11.8
UNWILLING TO COMPROMISE	13.8	13.8	13.8	13.3	14.8	9.0	14.6	17.7	12.8	13.1	15.4	15.7	14.9	21.7	10.5	15.4	14.0	17.4	12.1	16.9
CORRUPTION	13.5	14.7	11.3	11.7	10.3	16.2	7.7	13.5	15.1	13.6	13.3	11.2	15.5	13.4	13.2	14.0	12.9	9.5	15.0	15.9
INCOMPETENCE	11.0	11.4	10.3	11.2	8.4	13.3	11.1	9.9	9.6	12.2	8.7	9.6	3.6	16.3	13.0	11.4	10.1	9.1	6.9	1.2
CAN'T GET ANYTHING DONE	10.7	11.0	10.3	9.1	12.8	11.8	11.2	10.4	9.2	11.2	9.9	9.9	11.2	4.3	12.6	9.8	8.0	11.7	10.6	11.7
OUT OF TOUCH	10.5	9.4	12.6	13.6	10.2	8.5	17.2	10.2	7.6	11.1	9.4	9.8	9.5	4.7	12.2	10.0	13.9	5.8	8.3	10.3
LACK OF COMMON SENSE	10.5	10.9	9.9	9.7	10.1	10.4	9.6	11.2	10.1	10.9	9.7	10.9	11.2	2.2	11.0	10.8	5.7	15.9	12.3	10.4
UNWILLING/TOUGH DECISIONS	7.0	6.3	8.4	6.4	12.9	7.4	7.7	5.5	9.1	6.3	8.6	11.1	6.8	8.7	7.5	5.2	10.4	11.9	4.8	8.3
THEIR PERSONAL BEHAVIOR	7.0	7.1	6.8	6.2	8.1	7.0	6.0	7.1	7.6	6.8	7.3	2.9	11.4	11.9	6.1	7.4	4.5	1.4	13.4	9.8
1ST - OTHER	1.5	1.5	1.7	1.6	1.9	0.6	0.5	2.1	3.0	1.0	2.6	3.0	2.8	0.0	0.3	1.7	1.5	4.5	1.5	3.8
2ND - OTHER	1.8	1.5	2.5	2.0	3.5	1.3	1.6	1.6	3.4	1.0	3.5	3.8	2.8	2.2	0.7	1.4	3.1	4.6	1.5	3.7



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

30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

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	1000	79	122	184	160	184	270	386	614	545	455	470	530
LACK OF ACCOUNTABILITY	14.0	15.5	12.9	17.1	14.7	13.1	12.3	15.4	13.2	15.2	12.6	14.4	13.7
UNWILLING TO COMPROMISE	13.8	10.6	16.1	11.3	17.8	15.1	12.3	12.7	14.5	14.1	13.4	11.2	16.2
CORRUPTION	13.5	22.3	13.2	18.0	15.4	10.2	9.1	17.4	11.1	16.8	9.6	12.9	14.0
INCOMPETENCE	11.0	10.6	8.0	11.2	10.5	9.5	13.8	10.1	11.7	10.2	12.1	12.5	9.8
CAN'T GET ANYTHING DONE	10.7	8.4	8.3	9.0	9.8	11.2	13.9	8.7	12.0	9.0	12.8	11.5	10.0
OUT OF TOUCH	10.5	8.3	18.2	9.7	8.0	10.4	9.9	12.1	9.5	10.9	10.1	11.8	9.4
LACK OF COMMON SENSE	10.5	8.2	12.7	9.6	11.5	10.0	10.5	10.3	10.6	10.7	10.3	10.1	10.8
UNWILLING/TOUGH DECISIONS	7.0	5.7	4.9	5.3	6.0	7.7	9.8	5.2	8.2	5.5	8.9	7.5	6.6
THEIR PERSONAL BEHAVIOR	7.0	6.9	4.9	5.9	5.2	11.1	6.8	5.8	7.7	5.6	8.5	6.6	7.3
1ST - OTHER	1.5	2.3	1.7	1.4	3.0	1.1	0.7	1.7	1.4	2.1	0.9	0.6	2.4
2ND - OTHER	1.8	3.4	0.8	2.9	1.2	1.7	1.5	2.4	1.5	2.0	1.6	1.4	2.2



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

30. WHICH OF THE FOLLOWING IS THE SECOND BIGGEST PROBLEM WITH OUR ELECTED LEADERS IN GOVERNMENT TODAY?

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
LACK OF ACCOUNTABILITY	14.0	12.9	16.2	14.3	12.6	16.7	15.7	18.4	10.3	11.3	16.7	10.2	15.0	11.9	14.6	15.3
UNWILLING TO COMPROMISE	13.8	12.0	12.7	15.9	13.7	2.8	9.9	12.9	12.4	15.9	15.2	18.9	15.0	12.6	13.3	17.0
CORRUPTION	13.5	18.5	16.6	14.2	9.2	20.8	18.2	14.3	7.0	17.5	15.1	14.1	11.5	12.8	13.8	13.6
INCOMPETENCE	11.0	10.4	10.3	8.8	13.3	10.4	11.7	8.9	15.9	10.4	9.2	8.8	10.7	10.4	11.0	12.1
CAN'T GET ANYTHING DONE	10.7	7.6	9.5	9.5	13.5	11.1	12.3	7.6	14.0	6.2	7.0	11.3	13.1	12.7	9.6	11.2
OUT OF TOUCH	10.5	13.5	12.0	8.9	9.7	14.4	10.9	11.7	12.0	13.1	13.0	6.1	7.3	10.0	10.2	12.1
LACK OF COMMON SENSE	10.5	11.8	9.7	11.0	10.4	5.9	7.5	12.0	11.3	14.2	11.7	9.9	9.4	13.9	10.7	5.5
UNWILLING/TOUGH DECISIONS	7.0	3.8	5.8	7.3	8.8	7.6	5.0	6.6	9.7	2.2	6.4	7.9	7.8	5.8	8.5	4.7
THEIR PERSONAL BEHAVIOR	7.0	7.2	5.1	8.2	7.3	8.0	6.7	6.8	6.1	6.8	3.7	9.7	8.5	8.1	6.7	6.0
1ST - OTHER	1.5	1.6	1.8	2.7	0.5	2.4	0.8	0.0	0.5	1.2	2.8	5.4	0.5	1.7	1.7	1.0
2ND - OTHER	1.8	2.3	2.2	1.9	1.4	2.4	2.3	0.7	1.2	2.3	2.0	3.1	1.6	1.7	1.6	2.5



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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 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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
UNWILLING TO COMPROMISE	40.8	18.0	31.4	41.7	46.3	44.6	48.8	48.9	36.0	37.0	33.4	44.5	24.9	23.6	40.4	40.7	51.8	50.9	47.6	53.5
CORRUPTION	30.2	50.8	40.8	31.1	26.1	20.4	27.9	20.9	30.8	33.5	38.5	25.6	36.9	41.9	36.3	33.6	17.1	21.3	18.7	23.4
LACK OF ACCOUNTABILITY	21.6	34.1	19.9	21.1	26.8	16.9	16.6	24.7	8.4	23.1	23.1	24.8	14.0	26.7	23.0	18.2	21.2	17.3	16.2	18.2
OUT OF TOUCH	21.3	19.9	22.2	17.0	17.1	24.9	21.0	22.6	47.6	20.6	19.5	21.0	27.5	21.2	20.0	26.2	16.2	23.1	20.1	25.6
CAN'T GET ANYTHING DONE	21.2	17.6	21.4	16.7	19.9	26.3	26.4	18.9	18.3	20.2	18.7	21.1	27.8	19.5	20.5	23.8	18.3	24.0	26.8	21.6
INCOMPETENCE	20.8	28.7	23.5	21.7	19.6	20.3	15.9	16.9	17.8	22.2	23.7	20.8	16.9	26.2	20.5	21.3	18.4	17.1	18.0	16.4
LACK OF COMMON SENSE	18.1	17.0	22.9	19.9	17.4	18.1	13.0	14.1	15.0	19.4	20.6	16.7	25.3	22.7	16.5	15.7	20.3	14.5	20.0	9.9
UNWILLING/TOUGH DECISIONS	11.4	6.4	14.1	16.4	11.8	10.9	6.3	9.9	2.9	12.1	13.7	9.9	12.2	12.1	12.4	7.4	15.4	9.3	14.9	4.8
THEIR PERSONAL BEHAVIOR	11.3	3.9	2.5	13.8	10.9	12.3	17.0	23.1	17.4	9.1	7.6	10.9	12.4	4.4	8.4	8.9	17.7	17.1	12.9	20.6
1ST - OTHER	1.5	1.2	0.6	0.5	1.8	2.1	3.6	0.0	2.6	1.2	0.7	1.8	2.2	1.1	1.0	1.7	1.1	2.5	2.3	2.6
2ND - OTHER	1.8	2.3	0.6	0.0	2.3	3.1	3.5	0.0	3.0	1.4	0.6	2.8	0.0	0.7	1.0	2.3	2.4	2.9	2.3	3.4



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

ISSUE COMBO:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	863	709	155	137	92	44
UNWILLING TO COMPROMISE	40.8	43.4	45.1	36.8	41.1	42.3	43.0	39.0	31.2	27.9	37.9
CORRUPTION	30.2	26.6	28.4	32.5	31.0	29.6	29.6	29.4	34.4	33.0	37.3
LACK OF ACCOUNTABILITY	21.6	23.8	15.0	24.0	22.3	21.7	21.3	23.7	20.5	20.9	19.6
OUT OF TOUCH	21.3	25.4	19.2	19.5	23.2	21.0	20.8	21.7	23.3	20.3	29.7
CAN'T GET ANYTHING DONE	21.2	20.7	24.7	19.8	20.4	21.5	22.0	19.3	19.5	17.9	22.9
INCOMPETENCE	20.8	19.6	20.0	24.6	15.9	20.8	20.9	20.2	21.2	20.6	22.2
LACK OF COMMON SENSE	18.1	19.2	22.5	15.2	17.7	17.6	18.1	14.9	21.3	22.0	20.0
UNWILLING/TOUGH DECISIONS	11.4	8.5	9.7	12.1	14.1	11.4	10.8	14.1	11.3	16.7	0.0
THEIR PERSONAL BEHAVIOR	11.3	11.6	12.8	11.3	9.5	11.2	10.9	12.7	12.0	12.8	10.3
1ST - OTHER	1.5	0.5	0.8	2.3	1.8	1.6	1.4	2.6	1.3	1.9	0.0
2ND - OTHER	1.8	0.5	1.8	1.8	3.0	1.5	1.3	2.5	4.0	6.0	0.0



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

ISSUE COMBO:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				VOTER MODE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
UNWILLING TO COMPROMISE	40.8	31.4	52.9		25.9	54.7	47.5	26.0	55.8	38.1	43.1	47.1	41.5	48.0	38.1	37.7	39.5
CORRUPTION	30.2	37.8	18.7		41.1	19.3	28.2	41.7	17.6	31.5	26.2	28.9	29.9	24.5	33.2	32.9	30.9
LACK OF ACCOUNTABILITY	21.6	23.4	18.2		23.2	19.4	23.2	23.3	17.8	24.4	24.8	23.2	21.1	20.5	20.6	21.8	22.3
OUT OF TOUCH	21.3	19.5	21.4		21.4	20.1	25.4	21.0	17.5	28.9	25.0	23.4	20.7	21.8	26.5	17.6	22.2
CAN'T GET ANYTHING DONE	21.2	21.0	22.6		18.8	22.9	24.8	19.4	24.7	18.1	18.8	20.9	20.7	18.7	20.8	22.3	22.1
INCOMPETENCE	20.8	25.4	16.3		26.2	15.9	17.8	27.1	16.3	12.7	9.9	24.4	21.8	19.5	21.1	24.0	19.1
LACK OF COMMON SENSE	18.1	21.6	16.0		22.3	14.0	16.7	21.3	13.0	22.3	26.5	17.3	18.2	17.9	20.9	17.4	17.9
UNWILLING/TOUGH DECISIONS	11.4	13.6	11.5		13.4	11.0	4.6	14.0	11.2	10.9	13.6	4.6	12.3	13.4	7.0	13.6	9.8
THEIR PERSONAL BEHAVIOR	11.3	5.1	18.7		5.5	18.5	7.2	4.6	20.5	11.2	10.4	6.3	10.1	12.0	9.1	8.9	13.3
1ST - OTHER	1.5	0.7	2.1		1.0	1.8	2.7	0.8	2.5	0.6	0.9	2.4	1.4	0.8	0.9	2.0	1.8
2ND - OTHER	1.8	0.4	1.9		1.2	2.5	1.8	1.0	3.1	1.2	0.8	1.6	2.3	3.0	1.8	2.0	1.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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ISSUE COMBO:

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	247	751	447	434	120	274	414	148	266	586	
UNWILLING TO COMPROMISE	40.8	51.6	37.2	30.6	51.2	40.7	42.1	53.0	52.9	53.1	32.1	
CORRUPTION	30.2	14.9	35.4	39.5	19.7	33.6	29.1	19.9	17.4	21.3	37.6	
LACK OF ACCOUNTABILITY	21.6	20.7	21.8	25.1	18.8	18.2	20.3	21.0	18.7	22.2	22.0	
OUT OF TOUCH	21.3	13.4	23.8	20.7	20.5	26.2	25.6	17.1	11.4	20.2	24.3	
CAN'T GET ANYTHING DONE	21.2	23.6	20.5	19.9	21.8	23.8	22.9	22.8	22.4	23.0	20.1	
INCOMPETENCE	20.8	13.5	23.2	23.8	17.6	21.3	21.6	15.4	17.4	14.4	24.6	
LACK OF COMMON SENSE	18.1	16.3	18.7	20.1	16.7	15.7	16.0	13.6	14.2	13.3	21.2	
UNWILLING/TOUGH DECISIONS	11.4	16.3	9.8	12.2	11.6	7.4	8.4	12.4	11.4	12.9	10.7	
THEIR PERSONAL BEHAVIOR	11.3	22.3	7.7	6.1	17.3	8.9	11.5	19.9	27.9	15.5	5.2	
1ST - OTHER	1.5	3.5	0.9	1.1	2.0	1.7	1.1	2.1	3.8	1.1	1.2	
2ND - OTHER	1.8	4.0	1.1	0.8	2.7	2.3	1.4	2.8	2.5	3.0	1.1	



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

ISSUE COMBO:

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108
UNWILLING TO COMPROMISE	40.8	30.0	51.7	33.7	48.8	39.2	32.1	46.7	38.5	35.5	49.7	40.2
CORRUPTION	30.2	40.2	18.6	35.9	22.6	33.2	32.5	20.6	31.6	39.9	23.5	35.6
LACK OF ACCOUNTABILITY	21.6	22.5	19.8	22.4	21.4	20.6	25.3	21.2	21.7	19.1	21.5	19.0
OUT OF TOUCH	21.3	20.1	21.4	22.2	21.9	19.3	23.0	21.4	20.4	21.1	22.1	17.5
CAN'T GET ANYTHING DONE	21.2	20.7	23.7	22.4	20.6	20.5	24.5	21.9	19.1	19.9	20.1	22.6
INCOMPETENCE	20.8	26.6	16.2	25.1	15.4	22.5	25.1	11.2	26.3	25.2	17.2	16.7
LACK OF COMMON SENSE	18.1	21.0	15.2	18.4	15.2	21.6	18.1	13.9	21.0	18.7	15.7	22.5
UNWILLING/TOUGH DECISIONS	11.4	12.3	11.8	12.7	11.9	9.0	13.4	16.8	8.6	11.9	9.7	9.6
THEIR PERSONAL BEHAVIOR	11.3	4.5	17.4	6.5	16.6	10.6	5.6	22.2	10.4	7.5	14.1	10.9
1ST - OTHER	1.5	1.2	2.0	0.6	2.8	1.1	0.0	1.6	0.6	1.3	3.4	1.8
2ND - OTHER	1.8	0.9	2.2	0.2	2.8	2.5	0.4	2.5	1.8	0.0	3.0	3.5



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

ISSUE COMBO:

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
UNWILLING TO COMPROMISE	40.8	46.7	30.9	57.6	43.3	40.7	20.4	33.3	26.0	37.2	33.3	49.7	46.5	53.2	41.9	43.5	25.1
CORRUPTION	30.2	24.4	29.6	20.7	26.7	33.8	47.3	38.7	29.5	30.1	37.9	21.8	24.6	19.0	32.4	26.9	50.7
LACK OF ACCOUNTABILITY	21.6	19.0	23.0	16.1	19.9	22.8	29.8	25.3	19.3	24.1	22.2	20.2	21.3	31.7	13.8	16.8	36.9
OUT OF TOUCH	21.3	26.2	31.2	22.8	19.6	17.5	21.7	19.0	16.0	20.4	23.1	26.9	17.2	3.9	27.1	21.3	6.8
CAN'T GET ANYTHING DONE	21.2	22.4	24.8	20.7	23.0	18.2	18.7	18.3	35.1	24.7	20.8	21.9	21.1	7.1	19.9	23.9	11.9
INCOMPETENCE	20.8	16.9	15.7	17.7	20.5	22.4	27.8	24.3	25.0	24.7	25.3	14.6	15.2	23.0	22.8	23.1	20.7
LACK OF COMMON SENSE	18.1	15.2	15.0	15.4	18.3	21.1	18.5	20.1	25.5	17.8	18.0	12.8	17.4	23.8	21.4	19.3	28.1
UNWILLING/TOUGH DECISIONS	11.4	9.3	11.9	7.6	12.6	12.2	11.2	11.8	14.2	14.1	12.2	8.5	16.6	15.7	11.0	8.4	8.6
THEIR PERSONAL BEHAVIOR	11.3	15.8	13.5	17.3	11.9	8.9	3.8	7.1	9.4	7.0	6.1	17.9	13.3	22.5	9.6	13.1	4.8
1ST - OTHER	1.5	2.1	2.6	1.8	1.5	1.8	0.0	1.1	0.0	0.0	0.8	2.8	3.4	0.0	0.0	0.6	3.2
2ND - OTHER	1.8	2.0	1.7	2.3	2.6	0.9	0.7	0.8	0.0	0.0	0.3	2.8	3.5	0.0	0.0	3.1	3.3



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ISSUE COMBO:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/LOWER MIDDLE	UPPER MIDDLE CLASS	MIDDLE MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
Total	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
UNWILLING TO COMPROMISE	40.8	49.8	38.8	31.2	46.5	41.8	33.8	42.8	41.2	41.5	40.8	35.6	43.0	35.0	38.2	41.4
CORRUPTION	30.2	21.2	33.6	39.3	26.1	23.5	35.9	21.9	30.2	28.4	33.1	39.6	28.4	36.1	30.7	30.7
LACK OF ACCOUNTABILITY	21.6	20.9	17.2	23.9	19.0	20.8	13.4	21.7	21.5	22.4	19.9	23.3	20.8	30.6	19.3	20.8
OUT OF TOUCH	21.3	20.6	26.2	20.2	21.0	19.6	30.6	18.2	21.4	19.5	24.6	22.6	17.8	26.2	23.3	22.1
CAN'T GET ANYTHING DONE	21.2	22.1	21.6	20.1	21.2	19.9	14.8	20.6	21.4	23.7	17.4	21.7	21.8	18.3	22.8	19.8
INCOMPETENCE	20.8	15.4	22.4	26.4	20.0	18.3	8.1	19.6	21.2	22.0	20.1	20.5	20.9	12.1	23.7	20.8
LACK OF COMMON SENSE	18.1	16.7	15.0	20.8	19.0	18.4	21.8	18.0	17.9	17.6	18.4	18.9	21.6	13.3	19.1	17.0
UNWILLING/TOUGH DECISIONS	11.4	12.1	7.3	12.1	10.6	15.2	27.9	13.7	11.7	11.4	12.1	4.1	11.4	14.4	11.1	9.8
THEIR PERSONAL BEHAVIOR	11.3	17.0	12.2	4.6	12.1	18.5	13.6	19.2	10.5	10.9	9.8	8.3	10.5	10.2	10.2	13.6
1ST - OTHER	1.5	1.7	3.1	0.8	1.8	1.6	0.0	1.7	1.5	1.2	1.9	2.2	1.5	1.1	1.2	2.1
2ND - OTHER	1.8	2.5	2.6	0.7	2.7	2.3	0.0	2.6	1.6	1.4	1.9	3.1	2.4	2.6	0.4	1.8



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ISSUE COMBO:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
UNWILLING TO COMPROMISE	40.8	39.8	42.5	41.2	45.4	34.1	43.7	44.4	41.2	43.2	35.5	36.4	37.1	35.3	40.0	46.1	37.7	35.1	29.0	43.2
CORRUPTION	30.2	33.6	23.9	27.2	16.5	36.7	17.5	31.2	30.7	31.9	26.7	28.9	25.0	22.2	31.3	32.5	29.4	28.3	23.6	26.0
LACK OF ACCOUNTABILITY	21.6	21.6	21.5	24.1	15.8	24.2	21.1	19.4	21.9	19.4	26.1	22.2	30.4	24.1	19.3	19.5	26.3	18.3	41.0	22.4
OUT OF TOUCH	21.3	20.5	22.8	24.1	20.0	18.6	26.8	21.9	18.6	22.2	19.3	20.5	19.7	11.3	23.2	21.4	20.0	21.0	18.4	20.7
CAN'T GET ANYTHING DONE	21.2	19.8	23.9	20.9	30.6	21.1	23.5	18.7	24.4	20.6	22.5	21.0	20.3	35.5	22.9	18.5	20.0	22.1	15.6	23.9
INCOMPETENCE	20.8	20.2	22.0	22.5	20.7	20.8	24.5	19.7	19.2	21.7	19.0	20.6	13.8	28.0	22.7	20.7	21.7	19.5	15.5	12.5
LACK OF COMMON SENSE	18.1	19.7	15.0	15.1	14.7	20.3	14.5	19.3	15.5	18.7	16.8	18.0	16.3	13.7	18.4	19.0	12.8	23.0	19.2	14.1
UNWILLING/TOUGH DECISIONS	11.4	10.5	13.1	10.0	19.9	10.9	15.2	10.2	10.8	9.6	15.2	17.3	14.2	13.4	11.3	8.1	18.4	16.2	13.1	15.0
THEIR PERSONAL BEHAVIOR	11.3	11.4	11.1	11.3	10.9	11.3	11.0	11.4	11.3	10.6	12.8	8.2	17.7	14.1	10.0	11.2	9.1	7.4	21.6	14.8
1ST - OTHER	1.5	1.5	1.7	1.6	1.9	0.6	0.5	2.1	3.0	1.0	2.6	3.0	2.8	0.0	0.3	1.7	1.5	4.5	1.5	3.8
2ND - OTHER	1.8	1.5	2.5	2.0	3.5	1.3	1.6	1.6	3.4	1.0	3.5	3.8	2.8	2.2	0.7	1.4	3.1	4.6	1.5	3.7



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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
UNWILLING TO COMPROMISE	40.8	24.9	29.1	33.6	35.9	53.7	49.6	30.4	47.3	32.0	51.3	37.8	43.4
CORRUPTION	30.2	41.9	32.9	38.1	34.4	25.5	21.1	37.2	25.9	36.4	22.9	29.3	31.0
LACK OF ACCOUNTABILITY	21.6	25.2	21.2	21.7	24.2	21.3	19.2	22.3	21.1	22.8	20.0	23.0	20.2
OUT OF TOUCH	21.3	27.9	33.0	23.6	21.0	16.6	15.8	27.5	17.4	25.6	16.1	21.7	20.9
CAN'T GET ANYTHING DONE	21.2	11.8	19.3	20.8	20.0	21.5	25.6	18.5	22.9	18.9	24.0	22.0	20.5
INCOMPETENCE	20.8	17.6	23.4	21.8	18.8	17.3	23.5	21.4	20.4	20.7	21.0	22.2	19.6
LACK OF COMMON SENSE	18.1	19.5	22.4	14.9	21.9	13.5	18.7	18.2	18.0	19.3	16.6	18.1	18.0
UNWILLING/TOUGH DECISIONS	11.4	11.3	9.7	9.1	10.2	12.9	13.4	9.7	12.4	9.9	13.2	12.5	10.4
THEIR PERSONAL BEHAVIOR	11.3	14.1	6.6	12.1	9.4	14.8	10.9	10.8	11.7	10.4	12.5	11.2	11.4
1ST - OTHER	1.5	2.3	1.7	1.4	3.0	1.1	0.7	1.7	1.4	2.1	0.9	0.6	2.4
2ND - OTHER	1.8	3.4	0.8	2.9	1.2	1.7	1.5	2.4	1.5	2.0	1.6	1.4	2.2



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ISSUE COMBO:

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
UNWILLING TO COMPROMISE	40.8	25.9	31.9	39.5	52.7	13.1	26.1	36.8	50.8	31.3	37.0	42.2	54.6	38.0	39.7	47.3
CORRUPTION	30.2	38.4	36.2	31.6	22.4	40.4	38.3	32.0	19.4	37.5	34.4	31.2	25.4	27.9	30.2	33.4
LACK OF ACCOUNTABILITY	21.6	22.9	21.1	23.8	19.8	28.2	20.0	31.7	17.8	20.7	22.1	15.7	21.8	19.6	22.4	22.0
OUT OF TOUCH	21.3	32.6	25.9	19.4	15.7	33.8	27.0	21.0	16.5	32.1	25.0	17.8	14.8	21.8	20.4	23.0
CAN'T GET ANYTHING DONE	21.2	12.7	21.6	20.7	24.1	16.5	22.3	19.0	25.0	11.1	20.9	22.5	23.1	20.5	22.1	19.9
INCOMPETENCE	20.8	19.4	22.9	18.9	21.2	23.9	24.9	18.0	23.1	17.5	21.1	19.8	19.2	19.7	22.0	19.1
LACK OF COMMON SENSE	18.1	23.8	16.0	18.9	17.1	15.9	15.9	19.4	19.1	27.1	16.1	18.4	15.1	23.9	16.2	15.3
UNWILLING/TOUGH DECISIONS	11.4	8.4	10.4	11.1	13.2	15.4	10.8	11.2	14.1	5.5	10.1	11.0	12.3	11.5	12.7	7.9
THEIR PERSONAL BEHAVIOR	11.3	12.0	9.9	11.6	11.9	8.0	11.5	10.3	12.3	13.7	8.5	12.9	11.5	13.9	11.1	8.4
1ST - OTHER	1.5	1.6	1.8	2.7	0.5	2.4	0.8	0.0	0.5	1.2	2.8	5.4	0.5	1.7	1.7	1.0
2ND - OTHER	1.8	2.3	2.2	1.9	1.4	2.4	2.3	0.7	1.2	2.3	2.0	3.1	1.6	1.7	1.6	2.5



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31. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "LACK OF ACCOUNTABILITY?"
1. UNWILLING TO ACCEPT RESPONSIBILITY OR ADMIT MISTAKES
2. DON'T FACE CONSEQUENCES WHEN THEY BREAK THE RULES
3. KEEP GETTING ELECTED DESPITE NOT DOING A GOOD JOB

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	216	26	31	37	56	31	19	12	3	169	94	68	7	69	43	22	35	47	20	27
UNWILLING/ACCEPT RESP.	38.2	22.6	42.4	38.2	46.2	44.6	32.0	16.7	35.2	37.5	35.3	41.4	27.3	34.8	39.0	54.5	30.1	40.8	60.2	26.7
DON'T FACE CONSEQUENCES	24.3	28.5	19.5	23.8	18.0	29.8	46.6	8.4	31.6	24.2	23.7	24.4	29.0	22.2	25.9	13.8	32.5	24.9	14.8	32.3
NOT DOING A GOOD JOB	35.6	48.9	38.0	32.5	32.3	25.6	21.4	74.9	33.2	36.5	38.8	32.7	43.7	41.5	35.2	26.7	34.6	32.3	20.4	41.1
OTHER	0.5	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.6	0.0	1.5	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	1.4	0.0	0.0	5.5	1.6	0.0	0.0	0.0	0.0	1.2	2.2	0.0	0.0	0.0	0.0	4.9	2.8	1.9	4.6	0.0



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2. DON'T FACE CONSEQUENCES WHEN THEY BREAK THE RULES
3. KEEP GETTING ELECTED DESPITE NOT DOING A GOOD JOB

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	216	42	34	92	48	188	151	37	28	19	9
UNWILLING/ACCEPT RESP.	38.2	37.5	29.0	39.5	42.7	34.8	34.9	34.8	60.6	63.3	54.4
DON'T FACE CONSEQUENCES	24.3	21.8	26.0	27.0	20.2	25.3	26.0	22.4	17.9	10.4	34.4
NOT DOING A GOOD JOB	35.6	38.2	45.0	30.3	37.1	37.7	37.2	39.9	21.6	26.3	11.1
OTHER	0.5	2.5	0.0	0.0	0.0	0.6	0.7	0.0	0.0	0.0	0.0
DON'T KNOW	1.4	0.0	0.0	3.2	0.0	1.6	1.3	2.9	0.0	0.0	0.0



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31. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "LACK OF ACCOUNTABILITY?"
1. UNWILLING TO ACCEPT RESPONSIBILITY OR ADMIT MISTAKES
2. DON'T FACE CONSEQUENCES WHEN THEY BREAK THE RULES
3. KEEP GETTING ELECTED DESPITE NOT DOING A GOOD JOB

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	216	97	66	106	84	26	88	62	37	26	29	132	47	23	62	84	
UNWILLING/ACCEPT RESP.	38.2	37.8	33.1	37.5	38.0	41.3	34.4	38.1	28.5	27.9	62.4	35.2	43.6	21.6	33.8	42.9	
DON'T FACE CONSEQUENCES	24.3	23.1	28.9	25.8	23.8	19.7	27.3	22.6	31.3	24.0	10.1	22.0	21.0	16.7	24.7	28.0	
NOT DOING A GOOD JOB	35.6	36.9	35.1	34.6	35.9	38.9	36.0	39.3	37.7	44.6	24.1	41.3	35.5	61.7	38.3	26.7	
OTHER	0.5	1.1	0.0	1.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	1.7	0.0	
DON'T KNOW	1.4	1.1	2.9	1.0	2.3	0.0	1.2	0.0	2.5	3.5	3.4	0.7	0.0	0.0	1.5	2.5	



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31. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "LACK OF ACCOUNTABILITY?"
1. UNWILLING TO ACCEPT RESPONSIBILITY OR ADMIT MISTAKES
2. DON'T FACE CONSEQUENCES WHEN THEY BREAK THE RULES
3. KEEP GETTING ELECTED DESPITE NOT DOING A GOOD JOB

BANNER 4

	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	216	51	164	112	81	22	55	87	28	59	129
UNWILLING/ACCEPT RESP.	38.2	39.4	37.5	36.4	36.3	54.5	40.0	41.7	32.1	46.2	35.8
DON'T FACE CONSEQUENCES	24.3	21.6	25.3	23.6	28.1	13.8	29.6	22.9	17.8	25.2	25.3
NOT DOING A GOOD JOB	35.6	37.3	35.3	39.1	33.3	26.7	28.5	33.3	50.1	25.3	37.2
OTHER	0.5	0.0	0.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.8
DON'T KNOW	1.4	1.8	1.3	0.0	2.3	4.9	1.9	2.2	0.0	3.2	0.8



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31. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "LACK OF ACCOUNTABILITY?"1. UNWILLING TO ACCEPT RESPONSIBILITY OR ADMIT MISTAKES2. DON'T FACE CONSEQUENCES WHEN THEY BREAK THE RULES3. KEEP GETTING ELECTED DESPITE NOT DOING A GOOD JOB

BANNER 5

	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	216	92	89	81	79	56	49	24	35	31	55	20
UNWILLING/ACCEPT RESP.	38.2	37.3	36.9	38.7	40.2	34.6	30.7	33.8	35.9	51.2	42.9	32.4
DON'T FACE CONSEQUENCES	24.3	23.0	24.7	23.7	22.5	27.9	27.2	16.3	31.9	18.2	25.1	20.9
NOT DOING A GOOD JOB	35.6	37.4	36.3	36.3	33.6	37.5	40.0	49.8	32.2	30.6	26.6	46.6
OTHER	0.5	1.1	0.0	1.3	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	1.4	1.2	2.1	0.0	3.7	0.0	0.0	0.0	0.0	0.0	5.4	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

31. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "LACK OF ACCOUNTABILITY?"1. UNWILLING TO ACCEPT RESPONSIBILITY OR ADMIT MISTAKES2. DON'T FACE CONSEQUENCES WHEN THEY BREAK THE RULES3. KEEP GETTING ELECTED DESPITE NOT DOING A GOOD JOB

BANNER 6

	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	216	54	27	27	72	51	38	89	4	18	59	43	28	8	7	26	22
UNWILLING/ACCEPT RESP.	38.2	26.1	26.1	26.1	46.2	38.9	39.3	39.1	24.4	37.9	39.8	28.1	52.1	63.5	15.4	45.3	28.1
DON'T FACE CONSEQUENCES	24.3	27.9	37.1	18.8	30.4	19.6	14.0	17.2	27.1	40.1	18.6	25.8	23.8	0.0	40.7	31.0	19.7
NOT DOING A GOOD JOB	35.6	46.0	36.8	55.1	20.7	41.5	41.4	41.4	48.5	22.0	39.8	46.1	17.1	24.2	43.8	23.7	52.2
OTHER	0.5	0.0	0.0	0.0	0.0	0.0	2.7	1.2	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	1.4	0.0	0.0	0.0	2.7	0.0	2.6	1.1	0.0	0.0	0.0	0.0	7.0	12.3	0.0	0.0	0.0



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BANNER 7

	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	216	95	25	95	102	25	2	24	168	110	58	22	66	24	48	57
UNWILLING/ACCEPT RESP.	38.2	36.0	48.4	37.6	41.7	31.3	48.1	30.0	39.0	39.3	38.2	40.3	42.7	24.7	34.6	38.4
DON'T FACE CONSEQUENCES	24.3	26.1	25.5	22.2	24.1	16.9	0.0	18.2	23.2	22.6	24.4	41.5	19.3	37.9	19.9	27.9
NOT DOING A GOOD JOB	35.6	35.7	22.6	39.1	31.2	51.9	51.9	51.9	35.5	36.2	34.1	18.2	34.9	37.4	45.5	33.7
OTHER	0.5	0.0	0.0	1.1	1.0	0.0	0.0	0.0	0.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	1.4	2.2	3.6	0.0	2.0	0.0	0.0	0.0	1.8	1.0	3.2	0.0	3.0	0.0	0.0	0.0



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3. KEEP GETTING ELECTED DESPITE NOT DOING A GOOD JOB

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	216	141	75	58	17	70	38	70	37	132	84	29	40	10	62	70	17	12	23	17
UNWILLING/ACCEPT RESP.	38.2	39.5	35.7	33.6	42.9	32.7	33.8	46.3	37.7	41.8	32.5	31.9	31.8	38.9	36.7	46.4	27.8	37.7	28.3	36.6
DON'T FACE CONSEQUENCES	24.3	22.9	27.0	27.9	24.0	27.0	25.1	18.8	29.0	23.4	25.8	23.5	24.4	21.5	26.1	21.0	17.7	31.6	24.8	23.8
NOT DOING A GOOD JOB	35.6	35.5	35.9	36.7	33.1	40.3	38.4	30.7	33.3	33.3	39.3	44.6	38.9	39.6	37.3	29.7	54.6	30.6	42.4	34.1
OTHER	0.5	0.0	1.4	1.8	0.0	0.0	2.7	0.0	0.0	0.0	1.2	0.0	2.6	0.0	0.0	0.0	0.0	0.0	4.5	0.0
DON'T KNOW	1.4	2.1	0.0	0.0	0.0	0.0	0.0	4.2	0.0	1.6	1.1	0.0	2.3	0.0	0.0	2.9	0.0	0.0	0.0	5.5



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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
Total	216	20	26	40	39	39	52	86	130	124	91	108	107
UNWILLING/ACCEPT RESP.	38.2	62.8	34.1	39.6	38.5	29.2	36.2	43.3	34.8	41.8	33.2	33.1	43.3
DON'T FACE CONSEQUENCES	24.3	8.6	31.9	31.5	29.7	24.9	16.7	26.3	23.0	27.3	20.2	26.3	22.3
NOT DOING A GOOD JOB	35.6	28.6	34.0	29.0	29.5	45.9	41.1	30.4	39.1	30.1	43.2	39.6	31.6
OTHER	0.5	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.8	0.0	1.1	1.0	0.0
DON'T KNOW	1.4	0.0	0.0	0.0	2.4	0.0	4.0	0.0	2.3	0.7	2.3	0.0	2.8



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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	216	27	54	62	72	10	24	42	33	17	30	20	39	53	119	44
UNWILLING/ACCEPT RESP.	38.2	60.8	36.6	33.0	35.4	58.9	30.1	29.1	32.6	61.8	41.8	41.0	37.7	37.6	36.4	43.8
DON'T FACE CONSEQUENCES	24.3	10.9	29.4	34.6	16.6	12.4	29.6	37.3	14.1	10.0	29.2	29.2	18.8	25.5	27.6	14.1
NOT DOING A GOOD JOB	35.6	28.4	34.0	30.9	43.7	28.7	40.3	33.7	50.1	28.2	29.0	25.3	38.3	34.9	34.5	39.7
OTHER	0.5	0.0	0.0	0.0	1.4	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	2.0	0.0	0.0
DON'T KNOW	1.4	0.0	0.0	1.5	2.8	0.0	0.0	0.0	0.0	0.0	0.0	4.5	5.2	0.0	1.6	2.4



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1. INFLUENCE OF MONEY/SPECIAL INTERESTS ON HOW ELECTED LEADERS VOTE
2. ELECTED LEADERS BREAKING THE LAW AND NOT BEING PUNISHED
3. ELECTED LEADERS GETTING RICH WHILE IN OFFICE

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	302	38	64	55	55	38	32	10	11	245	158	70	17	109	68	40	28	58	23	35
INFLUENCE OF MONEY	39.0	21.9	35.3	44.8	29.3	46.0	47.3	60.1	73.3	35.8	35.4	36.3	38.2	31.0	30.8	47.4	50.2	52.3	35.3	63.5
LEADERS BREAKING THE LAW	36.4	53.0	33.5	31.4	46.7	31.1	27.7	20.2	26.7	37.4	37.5	38.1	33.5	36.7	34.7	45.0	35.5	32.2	47.3	22.3
LEADERS GETTING RICH	23.3	22.2	31.2	23.9	22.0	20.5	22.3	19.7	0.0	25.2	26.5	22.7	23.3	30.5	31.6	7.6	14.2	15.5	17.4	14.2
OTHER	1.0	2.8	0.0	0.0	2.0	2.4	0.0	0.0	0.0	1.3	0.7	2.9	0.0	1.8	1.6	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	0.3	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.4	0.0	0.0	5.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0



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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
Total	302	47	64	125	67	255	210	45	47	30	17
INFLUENCE OF MONEY	39.0	47.8	37.5	30.4	50.2	38.2	39.2	33.7	43.2	32.2	63.7
LEADERS BREAKING THE LAW	36.4	26.1	38.2	41.4	32.4	35.5	32.6	49.0	41.0	49.9	24.6
LEADERS GETTING RICH	23.3	23.8	24.3	26.6	16.0	25.1	26.7	17.3	13.9	17.9	6.4
OTHER	1.0	2.3	0.0	0.9	1.4	1.2	1.5	0.0	0.0	0.0	0.0
DON'T KNOW	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	1.9	0.0	5.3



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLINTON	OTHER	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	EARLY VOTER	Mail	Drop-off	In Person	ELEC. DAY
Total	302	156	68	187	84	31	158	61	48	28	36	186	56	37	94	116	
INFLUENCE OF MONEY	39.0	28.9	48.9	31.9	49.1	54.3	29.5	49.7	42.3	39.7	57.9	37.2	40.8	19.0	42.2	41.8	
LEADERS BREAKING THE LAW	36.4	36.3	34.9	36.4	35.3	39.1	37.8	32.3	40.7	34.6	31.2	38.3	38.2	54.7	32.0	33.3	
LEADERS GETTING RICH	23.3	33.7	16.2	29.6	15.6	6.7	30.1	18.0	17.0	25.6	10.9	24.0	21.1	26.3	24.9	22.2	
OTHER	1.0	0.6	0.0	1.6	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	
DON'T KNOW	0.3	0.6	0.0	0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.9	0.0	



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BANNER 4

	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	302	37	266	177	86	40	80	82	26	57	220
INFLUENCE OF MONEY	39.0	46.9	37.9	30.9	51.7	47.4	44.0	44.1	31.1	50.0	37.1
LEADERS BREAKING THE LAW	36.4	37.1	36.3	35.9	33.3	45.0	39.8	36.7	49.4	30.9	36.3
LEADERS GETTING RICH	23.3	16.1	24.3	30.9	15.1	7.6	15.1	18.1	19.4	17.5	25.3
OTHER	1.0	0.0	1.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.4
DON'T KNOW	0.3	0.0	0.3	0.5	0.0	0.0	1.1	1.1	0.0	1.5	0.0



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BANNER 5

	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	302	164	83	129	84	90	63	23	51	66	60	38
INFLUENCE OF MONEY	39.0	30.3	49.5	30.7	46.0	44.4	27.6	46.5	36.8	33.7	45.8	54.5
LEADERS BREAKING THE LAW	36.4	34.8	35.9	35.7	38.7	35.3	35.1	37.2	43.3	36.3	39.3	24.6
LEADERS GETTING RICH	23.3	33.1	14.6	32.1	14.2	19.2	37.4	12.5	17.9	27.0	14.9	20.9
OTHER	1.0	1.2	0.0	1.6	0.0	1.2	0.0	0.0	2.1	3.1	0.0	0.0
DON'T KNOW	0.3	0.5	0.0	0.0	1.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0



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BANNER 6

	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	302	70	35	35	97	76	61	136	6	22	101	46	32	5	17	42	30
INFLUENCE OF MONEY	39.0	50.5	46.3	54.7	40.0	37.2	26.3	32.4	17.1	31.9	31.2	55.9	35.7	20.2	47.1	47.5	38.3
LEADERS BREAKING THE LAW	36.4	38.0	42.3	33.8	38.6	28.9	40.4	34.0	33.6	45.3	33.7	33.0	46.9	38.7	52.9	28.7	34.2
LEADERS GETTING RICH	23.3	11.5	11.4	11.5	19.4	31.3	33.3	32.2	49.2	17.8	34.2	11.2	14.7	41.1	0.0	23.8	23.9
OTHER	1.0	0.0	0.0	0.0	1.1	2.6	0.0	1.5	0.0	5.0	0.9	0.0	0.0	0.0	0.0	0.0	3.6
DON'T KNOW	0.3	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER Class	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	302	96	50	157	139	29	5	24	236	139	97	37	90	29	76	85
INFLUENCE OF MONEY	39.0	48.7	42.9	31.8	43.5	36.9	39.2	36.4	42.0	46.5	35.5	21.7	37.4	22.6	31.5	55.3
LEADERS BREAKING THE LAW	36.4	36.9	36.6	36.0	33.9	38.1	43.3	37.1	34.6	31.1	39.4	46.7	38.5	49.6	32.2	31.8
LEADERS GETTING RICH	23.3	14.4	20.6	29.6	22.0	25.0	17.5	26.5	22.7	22.4	23.2	25.8	23.1	27.7	33.7	11.6
OTHER	1.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.4	0.0	0.9	5.8	1.0	0.0	1.4	1.3
DON'T KNOW	0.3	0.0	0.0	0.6	0.6	0.0	0.0	0.0	0.4	0.0	0.9	0.0	0.0	0.0	1.2	0.0



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchl r Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	302	219	83	65	18	106	31	113	52	217	85	38	32	9	101	116	19	19	13	19
INFLUENCE OF MONEY	39.0	36.1	46.5	46.8	45.5	32.6	39.4	39.4	50.8	42.5	30.1	32.1	23.4	50.8	37.7	46.6	25.1	39.3	20.6	25.3
LEADERS BREAKING THE LAW	36.4	40.6	25.2	27.5	17.1	41.0	30.1	40.3	22.3	35.5	38.7	37.8	47.2	9.7	38.3	33.1	40.1	35.5	44.9	48.7
LEADERS GETTING RICH	23.3	21.9	27.2	24.4	37.4	24.6	30.5	19.3	25.1	21.0	29.1	27.6	26.7	39.5	22.9	19.4	34.8	20.3	27.9	25.9
OTHER	1.0	1.0	1.1	1.4	0.0	1.0	0.0	1.0	1.8	1.0	1.1	2.4	0.0	0.0	1.1	0.9	0.0	4.9	0.0	0.0
DON'T KNOW	0.3	0.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	1.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	6.6	0.0



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32. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "CORRUPTION?"
1. INFLUENCE OF MONEY/SPECIAL INTERESTS ON HOW ELECTED LEADERS VOTE
2. ELECTED LEADERS BREAKING THE LAW AND NOT BEING PUNISHED
3. ELECTED LEADERS GETTING RICH WHILE IN OFFICE

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	302	33	40	70	55	47	57	144	159	199	104	138	165
INFLUENCE OF MONEY	39.0	43.3	42.1	43.0	43.4	40.5	23.7	42.8	35.5	43.0	31.3	34.2	43.0
LEADERS BREAKING THE LAW	36.4	45.3	32.8	31.3	35.6	32.3	44.1	35.0	37.7	35.1	38.8	38.5	34.6
LEADERS GETTING RICH	23.3	8.1	25.1	24.1	17.7	27.2	32.2	20.7	25.7	19.9	29.9	25.9	21.1
OTHER	1.0	3.3	0.0	1.5	1.7	0.0	0.0	1.5	0.6	1.5	0.0	0.8	1.2
DON'T KNOW	0.3	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.5	0.4	0.0	0.6	0.0



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

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	114	5	22	29	25	20	7	5	1	89	56	27	6	31	23	9	25	25	18	7
UNPOPULAR W/AMERICANS	33.5	19.6	31.3	34.0	30.6	39.8	28.7	37.5	100.0	33.1	31.7	36.1	33.6	38.9	18.3	54.2	32.1	34.9	32.7	40.6
UNPOPULAR W/PARTY	55.2	41.1	59.0	55.3	53.9	55.9	57.7	62.5	0.0	54.5	55.5	53.2	49.6	46.2	76.8	24.5	54.8	57.8	57.1	59.4
OTHER	3.4	21.0	0.0	3.7	7.1	0.0	0.0	0.0	0.0	3.3	3.7	3.2	0.0	2.8	0.0	11.4	4.2	3.6	5.0	0.0
DON'T KNOW	7.9	18.3	9.7	7.0	8.3	4.4	13.6	0.0	0.0	9.1	9.1	7.5	16.7	12.1	4.9	9.8	8.9	3.7	5.2	0.0



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS." 1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM 2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

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	114	15	22	47	31	98	77	22	15	15	-
UNPOPULAR W/AMERICANS	33.5	26.3	21.8	31.3	48.8	33.9	36.0	26.4	31.4	31.4	-
UNPOPULAR W/PARTY	55.2	67.2	60.1	57.7	41.9	55.0	55.1	54.6	56.4	56.4	-
OTHER	3.4	0.0	4.8	2.0	6.2	2.9	3.7	0.0	6.6	6.6	-
DON'T KNOW	7.9	6.5	13.2	9.0	3.1	8.2	5.2	19.0	5.7	5.7	-



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				VOTER MODE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	114	56	42		61	48	5	53	39	17	14	6	77	31	8	39	37
UNPOPULAR W/AMERICANS	33.5	30.8	36.2		34.8	33.6	17.1	38.1	33.9	18.8	14.3	31.3	39.3	19.5	50.3	52.7	21.5
UNPOPULAR W/PARTY	55.2	58.8	51.5		55.8	53.6	63.2	51.1	52.6	75.7	79.4	50.8	48.2	51.9	49.7	44.9	69.8
OTHER	3.4	3.4	4.7		1.4	4.1	19.8	1.6	2.7	5.5	6.3	17.9	3.9	6.8	0.0	2.4	2.4
DON'T KNOW	7.9	7.1	7.6		7.9	8.7	0.0	9.1	10.7	0.0	0.0	0.0	8.6	21.8	0.0	0.0	6.3



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

BANNER 4

	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	114	40	74	55	50	9	23	51	17	34	63
UNPOPULAR W/AMERICANS	33.5	37.1	31.6	30.2	33.5	54.2	39.0	35.0	34.4	35.2	32.4
UNPOPULAR W/PARTY	55.2	55.5	55.0	59.2	56.3	24.5	47.9	53.5	52.9	53.8	56.6
OTHER	3.4	4.4	2.8	1.6	3.9	11.4	4.4	3.5	0.0	5.2	3.3
DON'T KNOW	7.9	3.0	10.6	9.0	6.3	9.8	8.7	8.1	12.8	5.8	7.7



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

BANNER 5

	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
Total	114	50	53	46	44	24	26	19	14	20	25	10			
UNPOPULAR W/AMERICANS	33.5	34.1	35.7	36.0	35.9	24.6	36.9	41.7	35.4	34.9	31.5	9.9			
UNPOPULAR W/PARTY	55.2	56.3	54.5	53.4	52.4	63.6	59.4	58.3	51.3	45.3	48.0	80.2			
OTHER	3.4	1.7	3.7	1.9	4.5	4.2	0.0	0.0	0.0	4.4	7.9	9.9			
DON'T KNOW	7.9	7.9	6.0	8.7	7.2	7.6	3.7	0.0	13.2	15.3	12.7	0.0			



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

BANNER 6

	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	114	27	14	13	46	27	14	42	3	10	33	18	22	4	6	13	5
UNPOPULAR W/AMERICANS	33.5	37.3	42.2	31.9	21.3	43.9	45.6	44.5	34.6	9.6	44.5	44.2	21.9	75.9	17.3	29.6	19.9
UNPOPULAR W/PARTY	55.2	52.6	50.9	54.4	64.9	45.5	47.7	46.3	33.7	79.3	46.8	55.8	54.8	24.1	51.6	70.4	60.0
OTHER	3.4	3.3	0.0	6.8	4.3	3.7	0.0	2.4	31.6	0.0	0.0	0.0	9.0	0.0	0.0	0.0	20.1
DON'T KNOW	7.9	6.9	6.9	6.9	9.5	6.8	6.8	6.8	0.0	11.1	8.7	0.0	14.4	0.0	31.1	0.0	0.0



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	114	55	11	48	56	19	4	15	91	56	36	4	36	11	27	27
UNPOPULAR W/AMERICANS	33.5	32.6	36.3	34.0	31.6	47.2	77.1	39.7	31.2	31.3	30.9	22.9	26.7	30.8	33.0	40.9
UNPOPULAR W/PARTY	55.2	59.7	35.9	54.5	58.0	42.4	22.9	47.4	56.9	58.4	54.5	77.1	59.3	59.3	53.2	48.4
OTHER	3.4	1.9	8.4	3.9	3.4	10.3	0.0	12.9	2.1	0.0	5.4	0.0	7.8	0.0	0.0	3.9
DON'T KNOW	7.9	5.8	19.4	7.7	7.0	0.0	0.0	0.0	9.8	10.3	9.2	0.0	6.2	9.9	13.8	6.8



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BANNER 8

	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK		
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	114	68	46	24	21	32	27	37	18	65	49	22	18	5	36	29	12	11	7	11
UNPOPULAR W/AMERICANS	33.5	27.2	43.0	48.3	37.1	27.5	50.2	26.9	32.2	32.7	34.6	38.3	20.5	51.9	38.9	24.9	30.8	46.6	39.5	7.9
UNPOPULAR W/PARTY	55.2	58.4	50.4	47.3	54.0	63.6	49.8	53.9	51.4	62.5	45.4	48.9	46.8	31.9	58.4	67.7	69.2	26.5	35.3	54.4
OTHER	3.4	2.8	4.2	4.4	4.1	0.0	0.0	5.2	10.6	0.0	7.9	4.7	10.5	16.2	0.0	0.0	0.0	9.9	0.0	17.4
DON'T KNOW	7.9	11.6	2.3	0.0	4.9	8.9	0.0	13.9	5.8	4.7	12.1	8.1	22.2	0.0	2.7	7.3	0.0	17.1	25.2	20.2



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

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	114	9	12	17	16	24	36	38	76	54	60	59	55
UNPOPULAR W/AMERICANS	33.5	19.8	57.6	34.9	52.7	26.8	24.2	38.5	31.1	42.8	25.2	38.1	28.6
UNPOPULAR W/PARTY	55.2	70.4	34.3	52.7	35.7	59.4	65.5	51.1	57.2	46.5	63.0	57.2	53.1
OTHER	3.4	0.0	0.0	0.0	5.6	4.4	5.2	0.0	5.1	1.7	4.9	0.0	7.0
DON'T KNOW	7.9	9.8	8.1	12.4	6.0	9.4	5.1	10.4	6.6	9.1	6.8	4.8	11.2



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33. WHICH OF THE FOLLOWING COMES CLOSEST TO WHAT YOU CONSIDER TO BE "UNWILLING TO MAKE THE TOUGH DECISIONS."1. DECISIONS THAT WOULD BE UNPOPULAR WITH THE AMERICAN PEOPLE BUT BEST FOR THE COUNTRY LONG-TERM2. DECISIONS THAT WOULD BE UNPOPULAR WITH THEIR OWN PARTY BUT BEST FOR THE COUNTRY LONG-TERM

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	114	10	27	29	48	5	13	15	26	5	14	14	22	31	67	16
UNPOPULAR W/AMERICANS	33.5	17.9	44.0	47.6	22.4	16.7	53.1	53.6	26.1	19.3	35.6	41.4	18.0	34.3	36.3	20.1
UNPOPULAR W/PARTY	55.2	63.5	48.2	42.3	65.1	48.9	46.9	46.4	70.1	80.7	49.4	38.2	59.3	56.9	53.5	58.9
OTHER	3.4	0.0	0.0	3.1	6.1	0.0	0.0	0.0	0.0	0.0	0.0	6.4	13.3	2.8	4.4	0.0
DON'T KNOW	7.9	18.6	7.7	6.9	6.4	34.4	0.0	0.0	3.8	0.0	15.0	14.1	9.4	6.0	5.7	21.0



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34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

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. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
GET USA BACK ON TRACK	48.3	82.2	70.4	55.7	49.2	35.4	21.7	20.2	25.6	57.4	66.3	47.6	37.1	76.7	55.5	40.9	40.9	23.8	32.0	17.2
BUILD A BETTER FUTURE	49.7	17.8	27.6	40.8	49.4	64.0	75.8	77.6	68.0	40.7	31.5	51.7	57.0	22.7	42.3	55.5	56.5	74.2	66.4	80.6
DON'T KNOW	1.9	0.0	2.0	3.5	1.4	0.5	2.5	2.2	6.4	2.0	2.3	0.8	5.9	0.6	2.1	3.6	2.6	1.9	1.6	2.2
Net Diff.	-1.4	64.4	42.8	14.9	-0.2	-28.6	-54.1	-57.5	-42.4	16.7	34.8	-4.1	-19.8	54.0	13.2	-14.6	-15.6	-50.4	-34.4	-63.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	863	709	155	137	92	44
GET USA BACK ON TRACK	48.3	45.6	45.3	49.3	51.8	49.6	52.1	38.3	40.2	44.2	31.9
BUILD A BETTER FUTURE	49.7	53.2	52.7	48.9	45.4	48.9	46.5	59.7	55.2	54.7	56.4
DON'T KNOW	1.9	1.2	2.0	1.8	2.8	1.5	1.4	2.0	4.6	1.1	11.8
Net Diff.	-1.4	-7.6	-7.4	0.5	6.4	0.7	5.5	-21.4	-15.0	-10.5	-24.5



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34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	EARLY VOTER	Mail	Drop-off	In Person	ELEC. DAY
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
GET USA BACK ON TRACK	48.3	69.1	31.4	68.0	28.8	43.9	71.7	28.7	39.1	41.6	42.8	45.2	47.1	35.8	47.3	53.5
BUILD A BETTER FUTURE	49.7	29.8	66.3	30.5	69.0	53.5	27.8	68.9	59.5	57.4	51.3	52.9	51.1	61.4	51.0	44.5
DON'T KNOW	1.9	1.1	2.3	1.5	2.2	2.6	0.5	2.4	1.4	1.0	5.9	1.9	1.8	2.8	1.7	2.0
Net Diff.	-1.4	39.3	-34.9	37.5	-40.2	-9.6	43.9	-40.2	-20.5	-15.8	-8.5	-7.7	-3.9	-25.6	-3.8	9.0



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

34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586	
GET USA BACK ON TRACK	48.3	25.0	56.1	67.8	30.2	40.9	43.8	28.8	23.4	31.8	62.1	
BUILD A BETTER FUTURE	49.7	73.7	41.8	30.9	67.6	55.5	53.9	69.2	73.8	66.7	36.0	
DON'T KNOW	1.9	1.3	2.2	1.3	2.2	3.6	2.3	2.0	2.8	1.5	1.9	
Net Diff.	-1.4	-48.7	14.3	36.9	-37.3	-14.6	-10.0	-40.4	-50.4	-34.8	26.1	



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

34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108	
GET USA BACK ON TRACK	48.3	69.7	31.5	68.6	31.5	44.3	66.5	34.1	46.4	71.1	30.4	41.1	
BUILD A BETTER FUTURE	49.7	28.9	66.3	30.4	66.6	52.5	32.1	65.1	51.7	28.3	67.2	53.7	
DON'T KNOW	1.9	1.4	2.1	1.0	1.9	3.2	1.4	0.8	1.9	0.6	2.4	5.2	
Net Diff.	-1.4	40.7	-34.8	38.2	-35.1	-8.2	34.3	-31.0	-5.3	42.8	-36.8	-12.6	



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

34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
GET USA BACK ON TRACK	48.3	27.5	29.4	26.2	42.6	65.4	81.0	71.1	49.2	52.5	74.4	25.3	38.7	45.6	28.3	41.2	66.9
BUILD A BETTER FUTURE	49.7	70.6	67.8	72.6	54.3	34.1	17.6	28.1	50.8	45.0	24.9	73.1	59.0	50.6	67.7	54.6	33.1
DON'T KNOW	1.9	1.9	2.8	1.3	3.1	0.4	1.4	0.8	0.0	2.6	0.6	1.5	2.2	3.7	4.0	4.2	0.0
Net Diff.	-1.4	-43.1	-38.4	-46.4	-11.7	31.3	63.4	43.0	-1.6	7.5	49.5	-47.8	-20.3	-5.0	-39.5	-13.4	33.9



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

34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

BANNER 7

	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
GET USA BACK ON TRACK	48.3	29.2	46.8	70.5	46.6	52.7	29.1	55.7	48.1	47.0	49.9	44.5	56.4	61.5	50.0	35.5
BUILD A BETTER FUTURE	49.7	69.0	50.3	27.8	51.1	47.3	70.9	44.3	49.8	51.7	46.6	52.5	42.3	36.4	49.2	60.8
DON'T KNOW	1.9	1.8	2.9	1.7	2.3	0.0	0.0	0.0	2.1	1.3	3.5	2.9	1.3	2.1	0.8	3.8
Net Diff.	-1.4	-39.8	-3.5	42.7	-4.5	5.5	-41.9	11.4	-1.7	-4.8	3.3	-8.0	14.1	25.1	0.8	-25.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
GET USA BACK ON TRACK	48.3	49.6	45.9	47.5	42.5	52.7	50.4	47.1	41.2	51.5	41.6	36.7	42.2	44.3	56.2	47.2	41.2	32.4	36.2	46.8
BUILD A BETTER FUTURE	49.7	48.5	52.0	51.2	53.8	46.3	47.5	50.3	56.8	46.5	56.7	62.4	55.6	55.7	43.2	49.5	57.2	67.6	60.5	52.0
DON'T KNOW	1.9	1.9	2.0	1.3	3.7	1.0	2.1	2.6	2.0	2.1	1.7	0.8	2.2	0.0	0.6	3.3	1.6	0.0	3.4	1.3
Net Diff.	-1.4	1.1	-6.1	-3.8	-11.3	6.4	2.9	-3.2	-15.7	5.0	-15.1	-25.7	-13.4	-11.4	13.0	-2.3	-16.0	-35.1	-24.3	-5.2



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34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

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	1000	79	122	184	160	184	270	386	614	545	455	470	530
GET USA BACK ON TRACK	48.3	28.1	39.1	42.8	52.2	50.6	58.3	38.6	54.4	42.6	55.2	51.8	45.2
BUILD A BETTER FUTURE	49.7	70.5	59.2	55.0	46.0	45.8	40.7	59.5	43.6	55.6	42.8	46.8	52.4
DON'T KNOW	1.9	1.3	1.7	2.2	1.8	3.6	1.0	1.9	2.0	1.8	2.1	1.4	2.4
Net Diff.	-1.4	-42.4	-20.1	-12.2	6.2	4.8	17.6	-20.9	10.8	-13.0	12.4	5.0	-7.2



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34. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BETTER FUTURE FOR EVERY AMERICAN.

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 EMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
GET USA BACK ON TRACK	48.3	27.3	44.0	52.1	55.4	35.1	47.5	53.3	56.7	24.0	40.9	51.0	54.0	41.8	47.8	58.6
BUILD A BETTER FUTURE	49.7	71.8	53.6	46.3	42.4	64.9	50.8	45.3	41.8	74.7	56.1	47.4	42.9	57.9	49.5	39.3
DON'T KNOW	1.9	0.9	2.4	1.5	2.3	0.0	1.7	1.4	1.5	1.3	3.0	1.7	3.1	0.4	2.7	2.1
Net Diff.	-1.4	-44.5	-9.6	5.8	13.0	-29.8	-3.3	8.0	14.9	-50.6	-15.2	3.6	11.1	-16.1	-1.8	19.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON 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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
OPTIMISTIC	52.2	36.1	41.5	62.4	60.1	49.1	52.9	56.5	44.1	50.4	49.5	51.6	51.0	46.7	51.6	42.0	61.0	57.1	62.6	52.6
Very	12.6	11.8	11.4	13.6	15.0	9.4	9.8	19.1	16.9	12.1	12.4	10.5	18.5	16.1	8.0	6.4	14.6	14.0	16.7	11.7
Somewhat	39.6	24.3	30.1	48.8	45.1	39.7	43.1	37.4	27.2	38.3	37.1	41.1	32.5	30.6	43.6	35.6	46.4	43.1	45.8	40.9
PESSIMISTIC	41.6	62.4	52.3	34.2	34.4	43.4	35.0	37.1	47.6	43.8	46.4	41.0	38.4	48.9	44.8	46.9	32.5	35.6	33.3	37.5
Somewhat	25.8	32.5	29.3	20.5	23.1	35.4	21.9	14.3	16.8	26.9	26.1	29.8	17.2	23.9	32.9	30.9	21.8	22.9	26.7	19.7
Very	15.8	30.0	23.1	13.7	11.3	8.1	13.1	22.8	30.8	17.0	20.3	11.2	21.2	25.0	11.9	16.0	10.7	12.7	6.6	17.8
DON'T KNOW	6.2	1.5	6.2	3.4	5.5	7.5	12.1	6.5	8.3	5.8	4.1	7.5	10.6	4.5	3.6	11.1	6.5	7.3	4.1	9.8
Net Diff.	10.6	-26.4	-10.8	28.2	25.7	5.7	17.9	19.4	-3.4	6.5	3.1	10.6	12.7	-2.2	6.8	-4.9	28.5	21.5	29.2	15.1
Mean	2.52	2.18	2.32	2.65	2.67	2.55	2.56	2.56	2.33	2.48	2.43	2.55	2.54	2.39	2.49	2.36	2.70	2.63	2.76	2.52



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35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	863	709	155	137	92	44
OPTIMISTIC	52.2	48.9	49.6	54.9	52.7	53.0	52.0	57.6	47.2	53.1	34.9
Very	12.6	13.6	8.4	15.4	11.2	13.6	14.5	9.3	6.2	6.2	6.2
Somewhat	39.6	35.3	41.3	39.5	41.5	39.4	37.4	48.3	41.0	46.9	28.6
PESSIMISTIC	41.6	42.0	43.4	39.0	44.1	41.5	42.9	35.4	42.2	36.7	53.6
Somewhat	25.8	25.1	28.0	23.7	27.8	25.4	25.4	25.5	28.2	26.1	32.5
Very	15.8	16.9	15.4	15.4	16.2	16.1	17.5	9.9	14.0	10.6	21.1
DON'T KNOW	6.2	9.1	7.0	6.1	3.3	5.5	5.2	7.0	10.6	10.2	11.5
Net Diff.	10.6	6.9	6.2	15.9	8.6	11.4	9.1	22.2	5.0	16.4	-18.8
Mean	2.52	2.50	2.46	2.58	2.49	2.53	2.52	2.61	2.44	2.54	2.23



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	365	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376	
OPTIMISTIC	52.2	49.0	58.5	50.5	57.7	37.5	50.3	60.8	50.2	57.6	36.5	52.8	52.6	56.3	51.6	51.2	
Very	12.6	14.1	13.7	13.2	13.4	7.0	13.7	15.3	8.6	10.6	6.3	13.8	11.3	14.0	15.6	10.6	
Somewhat	39.6	34.9	44.8	37.3	44.3	30.5	36.6	45.4	41.6	47.1	30.2	39.0	41.3	42.3	36.0	40.5	
PESSIMISTIC	41.6	45.6	35.2	44.7	36.0	50.9	45.4	32.6	45.0	39.4	51.1	41.8	41.1	40.9	42.6	41.4	
Somewhat	25.8	25.9	23.8	26.4	25.2	25.6	25.2	22.8	28.4	25.4	32.8	25.8	23.7	29.2	26.2	25.8	
Very	15.8	19.7	11.4	18.3	10.8	25.3	20.2	9.8	16.6	14.1	18.3	16.0	17.5	11.6	16.4	15.6	
DON'T KNOW	6.2	5.4	6.2	4.8	6.3	11.6	4.3	6.6	4.8	2.9	12.4	5.4	6.3	2.8	5.8	7.4	
Net Diff.	10.6	3.4	23.3	5.8	21.7	-13.3	4.9	28.1	5.2	18.2	-14.6	11.0	11.5	15.5	9.0	9.8	
Mean	2.52	2.46	2.65	2.48	2.64	2.22	2.46	2.71	2.44	2.56	2.28	2.54	2.50	2.60	2.54	2.50	



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

35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586	
OPTIMISTIC	52.2	81.2	42.7	48.7	58.6	42.0	44.6	64.4	78.8	56.4	43.5	
Very	12.6	25.0	8.4	12.7	14.2	6.4	5.7	17.2	33.2	8.3	9.3	
Somewhat	39.6	56.2	34.3	36.1	44.4	35.6	38.9	47.2	45.6	48.1	34.2	
PESSIMISTIC	41.6	12.5	51.3	47.2	34.4	46.9	47.0	28.3	14.9	35.8	51.0	
Somewhat	25.8	10.5	30.9	27.6	22.5	30.9	30.9	21.0	11.4	26.4	29.2	
Very	15.8	2.0	20.4	19.5	11.9	16.0	16.1	7.3	3.5	9.4	21.8	
DON'T KNOW	6.2	6.3	6.0	4.1	7.0	11.1	8.5	7.3	6.3	7.8	5.4	
Net Diff.	10.6	68.7	-8.6	1.6	24.1	-4.9	-2.4	36.1	63.9	20.5	-7.5	
Mean	2.52	3.11	2.33	2.44	2.65	2.36	2.37	2.80	3.16	2.60	2.33	



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35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

BANNER 5

	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	1000	409	447		360	370	270	195	112	162	165	258	108
OPTIMISTIC	52.2	49.5	56.9		50.9	59.5	43.9	50.1	68.0	40.5	51.7	55.9	49.0
Very	12.6	13.6	13.4		14.6	14.9	6.7	14.4	24.8	7.4	14.9	10.6	5.8
Somewhat	39.6	35.8	43.5		36.2	44.6	37.2	35.7	43.2	33.1	36.8	45.3	43.3
PESSIMISTIC	41.6	45.8	36.2		45.0	34.8	46.4	47.8	29.3	52.0	41.8	37.2	37.9
Somewhat	25.8	26.0	24.2		26.8	23.0	28.3	28.6	23.9	28.8	24.7	22.6	27.6
Very	15.8	19.8	12.0		18.3	11.8	18.0	19.3	5.4	23.2	17.1	14.6	10.2
DON'T KNOW	6.2	4.7	6.9		4.1	5.7	9.7	2.0	2.7	7.5	6.5	6.9	13.1
Net Diff.	10.6	3.6	20.8		5.8	24.7	-2.5	2.3	38.7	-11.5	9.9	18.6	11.1
Mean	2.52	2.45	2.63		2.49	2.66	2.36	2.46	2.90	2.27	2.53	2.56	2.51



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
OPTIMISTIC	52.2	57.0	55.6	58.1	55.6	44.3	45.6	44.8	75.0	62.6	45.9	59.9	58.1	64.0	39.3	50.2	31.4
Very	12.6	15.2	27.8	6.5	12.2	6.1	19.0	10.8	33.9	21.7	11.3	14.5	13.1	27.1	11.2	7.1	1.7
Somewhat	39.6	41.8	27.8	51.6	43.3	38.2	26.6	34.0	41.1	40.9	34.6	45.4	44.9	36.9	28.0	43.1	29.7
PESSIMISTIC	41.6	36.8	41.8	33.4	37.1	51.0	48.6	50.2	25.0	34.9	49.3	34.9	35.1	32.2	48.5	39.8	61.8
Somewhat	25.8	23.8	22.4	24.7	23.5	31.9	26.2	29.8	14.4	19.9	29.6	22.0	23.7	28.0	34.3	25.0	32.0
Very	15.8	13.1	19.4	8.7	13.6	19.1	22.4	20.3	10.5	15.1	19.7	13.0	11.3	4.2	14.3	14.9	29.9
DON'T KNOW	6.2	6.1	2.6	8.6	7.3	4.7	5.8	5.1	0.0	2.5	4.8	5.1	6.8	3.8	12.2	10.0	6.8
Net Diff.	10.6	20.2	13.8	24.7	18.4	-6.7	-3.0	-5.4	50.1	27.7	-3.4	25.0	23.0	31.8	-9.2	10.3	-30.5
Mean	2.52	2.63	2.66	2.61	2.58	2.33	2.45	2.37	2.98	2.71	2.39	2.65	2.64	2.90	2.41	2.47	2.03



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35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE Class	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
OPTIMISTIC	52.2	56.4	46.7	49.5	51.5	55.8	64.9	54.7	52.7	56.9	45.6	43.6	56.6	52.8	56.6	40.0
Very	12.6	13.7	8.1	13.0	9.3	18.6	42.1	15.7	11.8	12.9	10.0	10.9	12.3	14.0	16.2	9.1
Somewhat	39.6	42.7	38.6	36.5	42.2	37.2	22.8	39.0	40.8	44.0	35.5	32.7	44.4	38.8	40.4	30.9
PESSIMISTIC	41.6	36.4	45.6	46.1	41.4	40.0	35.1	40.6	41.2	37.9	46.8	46.9	38.3	40.8	36.6	52.2
Somewhat	25.8	25.0	25.4	26.8	26.8	26.0	14.6	27.4	26.2	26.3	26.0	22.4	23.9	19.9	24.4	31.9
Very	15.8	11.3	20.2	19.3	14.6	14.0	20.5	13.1	15.1	11.7	20.8	24.5	14.4	20.9	12.3	20.3
DON'T KNOW	6.2	7.2	7.7	4.4	7.0	4.2	0.0	4.8	6.1	5.2	7.7	9.5	5.0	6.4	6.7	7.8
Net Diff.	10.6	20.0	1.1	3.4	10.1	15.8	29.7	14.1	11.4	19.0	-1.2	-3.3	18.3	12.0	20.0	-12.2
Mean	2.52	2.63	2.38	2.45	2.50	2.63	2.86	2.60	2.53	2.61	2.38	2.33	2.57	2.49	2.65	2.31



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35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN				WOMEN				RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN				
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74				
OPTIMISTIC	52.2	52.5	51.6	52.8	48.8	50.9	51.4	53.8	51.8	48.8	59.5	54.2	67.8	59.0	47.1	50.3	53.6	54.7	72.7	64.1				
Very	12.6	12.2	13.2	14.3	10.8	13.6	15.9	11.2	10.4	10.0	18.1	17.3	22.4	13.5	10.2	9.8	22.6	12.2	33.6	13.9				
Somewhat	39.6	40.3	38.4	38.5	38.0	37.3	35.5	42.7	41.4	38.7	41.4	36.9	45.4	45.5	36.9	40.4	31.1	42.5	39.1	50.2				
PESSIMISTIC	41.6	41.0	42.8	43.4	41.5	44.9	44.7	37.8	40.8	45.4	33.6	38.1	25.1	36.1	50.3	40.9	37.0	39.1	20.3	28.7				
Somewhat	25.8	25.1	27.2	27.1	27.4	26.3	29.4	24.0	24.8	28.4	20.3	24.1	12.4	23.5	30.7	26.3	26.4	21.9	11.9	12.8				
Very	15.8	15.9	15.6	16.3	14.1	18.6	15.3	13.8	16.0	17.0	13.3	14.0	12.7	12.6	19.6	14.6	10.6	17.2	8.5	15.9				
DON'T KNOW	6.2	6.5	5.6	3.8	9.7	4.2	3.9	8.4	7.4	5.9	6.9	7.7	7.1	4.8	2.6	8.8	9.4	6.2	7.0	7.2				
Net Diff.	10.6	11.5	8.7	9.4	7.3	6.0	6.7	16.0	11.0	3.4	25.8	16.1	42.7	22.9	-3.2	9.3	16.7	15.6	52.4	35.4				
Mean	2.52	2.52	2.52	2.53	2.50	2.48	2.54	2.56	2.50	2.44	2.69	2.62	2.83	2.63	2.39	2.50	2.72	2.53	3.05	2.67				



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35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON 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	1000	79	122	184	160	184	270	386	614	545	455	470	530
OPTIMISTIC	52.2	49.4	54.4	52.3	54.4	51.0	51.4	52.4	52.1	53.0	51.3	51.1	53.2
Very	12.6	8.2	18.6	15.3	15.5	10.9	8.7	14.9	11.1	15.1	9.6	14.5	10.9
Somewhat	39.6	41.2	35.8	37.0	38.8	40.1	42.7	37.5	40.9	37.9	41.7	36.6	42.3
PESSIMISTIC	41.6	46.8	42.3	41.6	40.0	37.0	43.9	42.9	40.8	42.0	41.1	44.8	38.8
Somewhat	25.8	31.5	25.8	26.0	24.3	19.2	29.4	27.1	25.0	26.3	25.2	27.5	24.3
Very	15.8	15.3	16.5	15.6	15.6	17.8	14.5	15.8	15.8	15.8	15.9	17.3	14.5
DON'T KNOW	6.2	3.8	3.3	6.1	5.7	12.0	4.6	4.7	7.1	5.0	7.6	4.1	8.1
Net Diff.	10.6	2.6	12.0	10.7	14.4	14.0	7.5	9.5	11.3	10.9	10.2	6.2	14.4
Mean	2.52	2.44	2.58	2.55	2.58	2.50	2.48	2.54	2.51	2.55	2.49	2.50	2.54



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35. ARE YOU OPTIMISTIC OR PESSIMISTIC WE CAN GET AMERICA BACK ON TRACK?

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
OPTIMISTIC	52.2	48.6	53.9	52.1	52.2	51.0	61.2	47.0	47.4	47.6	47.5	57.2	57.2	55.9	52.4	46.5
Very	12.6	8.1	18.3	12.8	9.9	13.3	23.8	11.8	10.4	5.9	13.4	13.8	9.3	14.3	11.7	12.6
Somewhat	39.6	40.5	35.6	39.3	42.4	37.7	37.4	35.2	36.9	41.7	34.1	43.4	47.9	41.5	40.7	34.0
PESSIMISTIC	41.6	48.0	40.6	40.3	41.3	49.0	35.6	46.8	48.7	47.6	45.0	33.6	33.7	36.5	41.8	48.2
Somewhat	25.8	31.8	25.0	24.2	25.6	38.0	22.8	28.1	28.2	29.2	27.0	20.2	22.9	25.1	25.4	27.9
Very	15.8	16.2	15.6	16.1	15.7	11.0	12.8	18.7	20.5	18.4	18.0	13.4	10.8	11.3	16.4	20.2
DON'T KNOW	6.2	3.4	5.5	7.7	6.5	0.0	3.2	6.2	3.9	4.9	7.5	9.2	9.1	7.7	5.8	5.3
Net Diff.	10.6	0.6	13.3	11.8	11.0	2.0	25.6	0.2	-1.4	*	2.5	23.5	23.5	19.4	10.7	-1.6
Mean	2.52	2.42	2.60	2.53	2.50	2.53	2.75	2.43	2.39	2.37	2.46	2.63	2.61	2.64	2.51	2.41



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36. WHICH OF THE FOLLOWING WOULD YOU MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
COMPROMISE/BIPARTISANSHIP	13.1	6.2	6.7	10.7	11.0	19.4	19.1	21.8	15.4	8.5	8.3	9.4	4.1	4.5	5.8	9.3	17.2	25.5	27.4	23.9
MORE ACCOUNTABILITY GOV'T	11.4	13.5	11.8	10.2	12.5	11.3	8.9	13.7	8.2	12.2	11.4	14.0	8.7	11.6	13.3	10.1	13.5	9.0	7.4	10.4
LESS CORRUPTION/GOV'T	9.7	11.8	14.7	9.9	10.9	6.9	7.1	6.7	3.1	11.0	12.1	9.4	10.7	10.9	10.8	15.9	7.7	6.3	8.1	4.9
LESS ILLEGAL IMMIGRATION	9.0	28.1	17.2	13.4	3.7	3.3	1.7	2.0	2.7	12.1	17.6	5.1	6.0	19.4	12.2	6.0	5.0	0.4	0.0	0.7
LOWER PRICES	8.7	6.6	8.4	8.4	11.9	10.9	6.1	2.0	2.9	10.4	8.1	13.9	10.8	11.1	10.6	10.5	9.1	4.1	5.9	2.5
TREATING EACH OTHER BETTER	6.0	2.7	0.6	6.9	7.6	8.0	8.7	8.0	0.0	4.9	3.7	6.5	6.2	2.0	5.5	6.5	7.7	8.8	10.7	7.2
BETTER PAY	5.5	4.1	2.4	3.7	5.0	7.0	10.9	6.3	8.4	4.5	3.3	6.0	6.1	4.1	2.4	9.0	4.1	8.3	5.8	10.3
LOWER FED. DEFICITS/DEBT	4.1	4.8	7.9	4.0	3.7	3.3	2.5	1.8	2.7	4.8	5.6	3.6	3.9	5.5	5.3	5.0	2.7	2.5	3.2	1.9
FEWER CAREER POLITICIANS	3.8	2.8	3.8	4.5	4.7	2.8	2.8	6.8	2.9	3.8	3.9	4.4	0.0	4.5	5.4	1.7	2.5	3.9	2.5	5.0
LESS CRIME	3.8	2.5	5.1	6.9	4.1	2.1	1.9	0.0	3.6	4.8	5.4	3.5	7.1	5.4	3.5	3.5	6.2	1.1	2.4	0.0
FEWER MASS SHOOTINGS	3.7	1.3	2.4	3.9	1.8	3.3	8.8	6.0	8.7	2.9	2.8	2.2	8.2	1.8	2.2	3.8	4.9	5.9	3.2	8.0
LOWER TAXES	3.4	2.7	2.0	5.0	6.2	2.1	1.6	2.1	0.0	3.9	3.4	4.5	3.9	3.5	5.5	3.3	3.1	2.1	3.9	0.7
HONEST/LESS DIVISIVE NEWS	2.8	3.9	3.2	1.6	1.3	4.9	4.3	0.0	3.0	2.9	2.6	2.8	6.0	2.6	5.1	3.3	0.5	2.7	3.6	2.0
MORE TRUST IN ELECTIONS	2.8	2.8	4.6	3.6	2.8	0.5	3.4	3.8	0.0	3.2	3.9	1.4	8.1	4.7	3.9	0.0	2.4	1.8	2.5	1.3
BETTER EDUCATION OPP.	2.2	0.0	0.7	1.6	3.4	2.3	2.8	4.3	5.8	1.1	1.0	1.6	0.0	0.8	1.2	0.0	2.5	5.2	5.7	4.9
HEALTHIER ENVIRONMENT	2.2	1.3	0.6	0.5	1.9	3.1	4.4	2.2	9.4	1.7	0.7	3.2	1.9	0.7	1.6	3.8	1.8	3.5	0.8	5.6



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36. WHICH OF THE FOLLOWING WOULD YOU MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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									
MORE PRIDE/BEING AMERICAN	2.1	2.7	5.9	1.2	2.5	0.6	0.0	0.0	2.9	2.7	3.3	1.9	2.1	4.0	1.1	0.8	4.0	0.4	0.8	0.0			
PRGRSS/RACIAL MINORITIES	1.9	0.0	0.0	0.6	2.2	3.7	1.5	4.0	8.4	1.7	0.3	3.9	2.0	0.3	0.5	5.6	2.5	2.4	0.8	3.7			
MORE JOBS	1.5	0.0	1.3	1.1	0.8	2.7	1.9	2.3	3.0	1.2	1.0	1.8	0.0	1.6	1.0	0.8	1.1	2.2	1.5	2.9			
RESPECTED/WORLD STAGE	1.1	2.5	0.7	1.7	1.6	0.5	0.0	0.0	3.4	0.9	1.4	0.3	0.0	0.8	2.1	0.0	0.6	1.6	2.7	0.8			
PROGRESS/LGBTQ AMERICANS	0.6	0.0	0.0	0.0	0.0	0.0	0.8	6.2	5.5	0.1	0.0	0.0	2.1	0.0	0.5	0.0	0.0	1.8	0.0	3.3			
FEWER DRUG OVERDOSES	0.5	0.0	0.0	0.5	0.5	1.2	0.8	0.0	0.0	0.5	0.2	0.7	1.9	0.3	0.5	0.8	0.6	0.5	1.0	0.0			



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36. WHICH OF THE FOLLOWING WOULD YOU MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	1000	175	225	384	216	863	709	155	137	92	44
COMPROMISE/BIPARTISANSHIP	13.1	14.2	16.6	10.4	13.2	14.6	16.1	7.6	3.5	4.2	2.2
MORE ACCOUNTABILITY GOV'T	11.4	9.6	8.9	12.8	12.7	11.8	12.5	8.7	8.5	10.2	4.8
LESS CORRUPTION/GOV'T	9.7	9.9	10.0	9.4	9.8	9.1	8.9	10.4	13.6	10.9	19.2
LESS ILLEGAL IMMIGRATION	9.0	13.6	8.1	8.4	7.2	9.4	10.4	5.3	5.9	6.4	4.9
LOWER PRICES	8.7	3.4	10.5	10.1	8.7	8.8	8.6	9.6	8.4	10.2	4.5
TREATING EACH OTHER BETTER	6.0	4.7	7.1	5.7	6.2	6.0	5.7	7.4	5.7	6.3	4.4
BETTER PAY	5.5	8.5	3.7	6.6	3.2	4.5	3.4	9.4	12.1	11.5	13.3
LOWER FED. DEFICITS/DEBT	4.1	1.7	2.2	4.1	8.2	4.2	4.2	4.0	4.1	4.0	4.5
FEWER CAREER POLITICIANS	3.8	4.8	4.2	3.7	2.8	3.8	4.2	1.9	4.3	3.2	6.6
LESS CRIME	3.8	3.7	4.2	3.0	4.8	3.2	3.0	4.2	7.3	7.5	7.0
FEWER MASS SHOOTINGS	3.7	3.4	4.4	3.6	3.5	3.6	2.9	6.9	4.3	4.4	4.2
LOWER TAXES	3.4	3.3	2.7	3.6	3.9	3.4	3.0	5.0	3.6	2.0	7.1
HONEST/LESS DIVISIVE NEWS	2.8	1.7	1.3	4.7	2.0	2.7	3.0	1.3	3.6	1.3	8.5
MORE TRUST IN ELECTIONS	2.8	3.3	2.8	3.4	1.4	3.1	2.5	5.7	1.4	1.0	2.2
BETTER EDUCATION OPP.	2.2	3.1	2.7	1.5	2.4	2.4	2.5	1.9	1.4	2.0	0.0
HEALTHIER ENVIRONMENT	2.2	2.3	1.9	1.8	3.1	2.1	1.9	3.3	2.7	2.0	4.2



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36. WHICH OF THE FOLLOWING WOULD YOU MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All	
MORE PRIDE/BEING AMERICAN	2.1	2.4	1.3	2.9	1.1	2.4	2.5	2.0	0.0	0.0	0.0	
PRGRSS/RACIAL MINORITIES	1.9	1.7	2.3	1.0	3.2	1.6	1.5	2.5	3.6	4.3	2.3	
MORE JOBS	1.5	1.8	1.8	1.0	1.7	1.0	1.1	0.6	4.3	6.3	0.0	
RESPECTED/WORLD STAGE	1.1	1.9	0.9	1.3	0.4	1.2	1.1	1.9	0.7	1.0	0.0	
PROGRESS/LGBTQ AMERICANS	0.6	0.6	1.3	0.2	0.5	0.7	0.8	0.0	0.0	0.0	0.0	
FEWER DRUG OVERDOSES	0.5	0.5	1.0	0.5	0.0	0.4	0.4	0.6	0.9	1.4	0.0	



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36. WHICH OF THE FOLLOWING WOULD YOU MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
COMPROMISE/BIPARTISANSHIP	13.1	6.1	22.9		4.4	24.3	4.7	4.8	24.9	9.2	10.3	9.9	14.2	17.8	14.9	11.0	11.2
MORE ACCOUNTABILITY GOV'T	11.4	11.8	10.6		10.5	11.9	12.9	10.7	11.5	11.7	13.0	12.6	12.6	9.8	10.3	15.7	9.4
LESS CORRUPTION/GOV'T	9.7	10.0	7.9		11.5	7.5	11.2	12.0	7.4	6.1	4.9	13.9	9.0	9.0	5.2	10.5	11.0
LESS ILLEGAL IMMIGRATION	9.0	17.0	3.1		16.0	1.9	7.6	16.9	1.8	9.4	11.3	4.3	7.2	5.3	7.2	8.7	11.9
LOWER PRICES	8.7	10.9	5.4		10.7	6.0	11.1	10.2	5.6	13.2	16.1	7.3	7.9	6.0	10.9	8.3	10.0
TREATING EACH OTHER BETTER	6.0	3.8	9.7		2.6	8.7	8.7	2.4	9.0	6.9	7.9	7.1	6.1	8.5	5.5	4.3	5.8
BETTER PAY	5.5	4.2	6.3		4.3	5.9	8.8	4.8	5.9	5.9	4.5	6.1	3.3	3.5	4.7	2.6	9.1
LOWER FED. DEFICITS/DEBT	4.1	6.2	2.8		5.6	2.6	4.5	6.1	2.1	2.9	3.1	5.5	4.5	5.3	3.5	4.1	3.6
FEWER CAREER POLITICIANS	3.8	4.6	2.8		4.5	2.9	4.8	4.9	3.0	3.4	2.0	3.3	3.9	4.4	0.0	5.0	3.7
LESS CRIME	3.8	4.4	2.6		5.4	2.2	3.5	5.9	2.5	2.0	1.8	3.3	4.3	4.6	7.7	2.8	2.9
FEWER MASS SHOOTINGS	3.7	1.8	5.7		2.1	5.7	2.6	1.8	5.1	5.3	4.7	3.9	5.0	3.4	6.2	5.9	1.5
LOWER TAXES	3.4	3.5	2.7		4.4	2.5	2.7	3.7	2.3	3.3	3.8	5.7	3.7	4.6	3.4	3.1	2.9
HONEST/LESS DIVISIVE NEWS	2.8	3.0	1.6		3.3	1.9	4.4	2.8	2.4	2.4	2.7	4.7	2.8	1.8	3.5	3.4	2.9
MORE TRUST IN ELECTIONS	2.8	4.2	1.1		4.3	1.6	1.7	4.1	2.0	2.2	2.1	2.3	2.6	1.7	2.5	3.3	3.3
BETTER EDUCATION OPP.	2.2	1.2	3.0		1.1	3.8	0.9	0.8	3.8	2.8	1.1	1.8	2.8	2.6	2.9	2.8	1.4
HEALTHIER ENVIRONMENT	2.2	1.0	3.7		1.3	3.5	0.8	1.5	3.0	2.4	2.5	1.6	2.1	3.1	1.7	1.5	2.4



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
MORE PRIDE/BEING AMERICAN	2.1	3.0	2.0	2.7	1.7	1.0	2.9	1.9	1.5	2.1	0.8	1.3	1.8	0.0	1.4	3.4	
PRGRSS/RACIAL MINORITIES	1.9	0.2	2.9	1.0	2.2	4.3	0.8	1.7	4.9	2.7	2.4	2.7	3.4	0.9	2.8	0.6	
MORE JOBS	1.5	1.2	0.8	1.7	1.1	1.9	1.8	1.4	1.4	0.0	0.8	1.4	1.4	3.4	0.7	1.6	
RESPECTED/WORLD STAGE	1.1	1.5	0.7	1.5	0.8	1.0	1.0	0.9	2.0	1.7	0.9	1.5	1.2	2.7	1.2	0.6	
PROGRESS/LGBTQ AMERICANS	0.6	0.2	1.1	0.2	1.1	0.0	0.0	1.4	0.7	1.0	0.0	0.6	0.8	0.9	0.3	0.5	
FEWER DRUG OVERDOSES	0.5	0.2	0.5	0.9	0.0	0.9	0.2	0.3	0.6	0.9	1.8	0.6	0.0	2.0	0.6	0.3	



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BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
COMPROMISE/BIPARTISANSHIP	13.1	21.3	10.4	5.0	22.4	9.3	9.5	22.3	27.2	19.6	6.5
MORE ACCOUNTABILITY GOV'T	11.4	8.9	12.2	12.3	10.7	10.1	12.8	9.8	7.1	11.3	12.5
LESS CORRUPTION/GOV'T	9.7	4.0	11.7	10.9	6.9	15.9	10.7	6.3	4.9	7.0	12.2
LESS ILLEGAL IMMIGRATION	9.0	2.8	11.0	16.4	2.1	6.0	6.7	2.0	2.8	1.5	13.9
LOWER PRICES	8.7	5.8	9.7	10.9	5.9	10.5	7.8	5.9	2.1	8.0	10.7
TREATING EACH OTHER BETTER	6.0	7.3	5.5	3.4	8.4	6.5	6.6	8.8	9.4	8.5	3.9
BETTER PAY	5.5	6.5	5.0	3.4	6.7	9.0	5.7	5.9	7.4	5.0	5.2
LOWER FED. DEFICITS/DEBT	4.1	4.2	4.1	5.4	2.6	5.0	5.1	3.2	3.5	3.0	4.8
FEWER CAREER POLITICIANS	3.8	2.9	4.1	4.9	3.4	1.7	4.2	3.2	1.5	4.2	4.3
LESS CRIME	3.8	3.0	4.1	4.6	3.0	3.5	3.6	2.7	1.8	3.2	4.5
FEWER MASS SHOOTINGS	3.7	4.8	3.4	2.0	5.5	3.8	4.3	5.0	3.4	5.9	2.8
LOWER TAXES	3.4	2.4	3.6	4.3	2.5	3.3	4.4	3.6	4.1	3.4	3.2
HONEST/LESS DIVISIVE NEWS	2.8	3.3	2.7	3.7	1.9	3.3	3.2	2.2	3.7	1.4	3.3
MORE TRUST IN ELECTIONS	2.8	2.4	3.0	4.4	2.0	0.0	1.9	2.1	3.8	1.2	3.4
BETTER EDUCATION OPP.	2.2	5.2	1.3	0.9	4.2	0.0	1.6	4.2	3.9	4.3	0.9
HEALTHIER ENVIRONMENT	2.2	3.3	1.8	1.1	2.9	3.8	3.2	2.7	2.8	2.6	1.9



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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN		
			UNITED STATES		FOR CONGRESS		ERS/				
	RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	UNDECIDED	APPROVE	Strongly	Somewhat	Disapprove	
	DIRECTION	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
MORE PRIDE/BEING AMERICAN	2.1	3.5	1.6	2.8	1.7	0.8	1.6	2.3	2.2	2.4	1.9
PRGRSS/RACIAL MINORITIES	1.9	2.4	1.8	0.4	2.5	5.6	4.2	2.6	1.3	3.3	1.4
MORE JOBS	1.5	2.7	1.1	1.3	1.8	0.8	1.1	1.9	2.6	1.5	1.2
RESPECTED/WORLD STAGE	1.1	1.8	0.9	1.3	1.2	0.0	0.8	1.5	1.4	1.6	0.8
PROGRESS/LGBTQ AMERICANS	0.6	1.2	0.4	0.2	1.1	0.0	0.4	1.4	2.7	0.7	0.0
FEWER DRUG OVERDOSES	0.5	0.4	0.6	0.4	0.5	0.8	0.7	0.5	0.6	0.4	0.5



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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	OTHER	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	1000	409	447	360	370	270	195	112	162	165	258	108	
COMPROMISE/BIPARTISANSHIP	13.1	5.2	22.5	4.9	20.1	14.3	7.1	18.6	16.2	2.4	20.7	11.5	
MORE ACCOUNTABILITY GOV'T	11.4	12.6	11.3	13.1	10.2	10.6	13.5	7.1	11.5	12.6	11.6	9.2	
LESS CORRUPTION/GOV'T	9.7	10.3	7.7	10.3	8.7	10.4	8.0	1.8	10.9	13.0	11.8	9.6	
LESS ILLEGAL IMMIGRATION	9.0	16.2	3.4	14.7	3.2	9.2	13.9	4.2	10.2	15.7	2.8	7.8	
LOWER PRICES	8.7	10.6	7.2	11.6	6.4	7.9	10.1	6.3	5.0	13.5	6.4	12.3	
TREATING EACH OTHER BETTER	6.0	4.1	7.9	3.6	7.2	7.3	3.0	8.8	6.2	4.5	6.5	8.9	
BETTER PAY	5.5	4.4	5.9	3.9	7.0	5.5	3.0	9.1	5.6	5.0	6.2	5.4	
LOWER FED. DEFICITS/DEBT	4.1	5.9	3.0	6.3	3.2	2.5	9.2	3.5	3.1	2.9	3.1	1.6	
FEWER CAREER POLITICIANS	3.8	4.6	3.2	4.1	2.8	4.9	2.5	3.9	7.0	6.0	2.3	1.8	
LESS CRIME	3.8	5.2	2.1	4.6	2.5	4.5	5.9	3.1	3.7	3.1	2.2	5.7	
FEWER MASS SHOOTINGS	3.7	1.7	5.5	2.9	6.1	1.5	1.9	4.4	0.6	4.2	6.9	2.8	
LOWER TAXES	3.4	3.4	2.9	3.7	4.2	1.9	4.7	3.6	1.2	2.6	4.5	2.9	
HONEST/LESS DIVISIVE NEWS	2.8	3.7	1.9	3.2	2.3	3.1	2.8	3.4	1.8	3.6	1.8	5.2	
MORE TRUST IN ELECTIONS	2.8	3.7	1.8	4.3	1.6	2.7	2.8	2.7	3.1	6.1	1.1	2.0	
BETTER EDUCATION OPP.	2.2	1.2	3.0	0.8	3.5	2.5	1.5	3.6	2.7	0.0	3.4	2.1	
HEALTHIER ENVIRONMENT	2.2	1.0	3.2	0.8	3.0	3.0	0.5	2.8	2.5	1.2	3.0	3.7	



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BANNER 5

	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
MORE PRIDE/BEING AMERICAN	2.1	2.7	1.9	3.2	2.0	0.7	4.8	3.0	1.2	1.2	1.6	0.0			
PRGRSS/RACIAL MINORITIES	1.9	0.2	3.1	0.5	2.1	3.6	0.4	3.3	4.3	0.6	1.5	2.5			
MORE JOBS	1.5	1.2	0.6	1.1	1.8	1.5	1.5	2.4	0.6	0.7	1.5	2.9			
RESPECTED/WORLD STAGE	1.1	1.2	1.0	1.7	0.9	0.7	2.1	2.0	1.2	1.2	0.4	0.0			
PROGRESS/LGBTQ AMERICANS	0.6	0.2	0.9	0.3	1.0	0.4	0.5	2.6	0.6	0.0	0.4	0.0			
FEWER DRUG OVERDOSES	0.5	0.7	0.0	0.3	0.2	1.2	0.5	0.0	0.6	0.0	0.3	2.1			



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BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
COMPROMISE/BIPARTISANSHIP	13.1	20.4	13.3	25.3	13.4	8.5	3.6	6.7	0.0	4.2	5.5	24.5	13.8	15.1	11.4	17.4	8.7
MORE ACCOUNTABILITY GOV'T	11.4	9.6	9.3	9.8	10.0	17.3	8.6	14.1	5.1	12.2	13.9	9.6	10.2	15.5	11.4	8.9	14.5
LESS CORRUPTION/GOV'T	9.7	8.1	10.4	6.6	9.5	10.0	13.5	11.3	5.1	10.1	10.7	8.5	10.1	3.6	7.7	8.7	17.4
LESS ILLEGAL IMMIGRATION	9.0	1.3	0.8	1.6	6.3	15.9	21.4	17.9	0.0	8.4	17.5	1.7	3.9	11.7	0.0	7.3	22.6
LOWER PRICES	8.7	6.5	5.9	7.0	10.8	6.4	11.6	8.3	19.7	16.3	9.8	6.0	7.4	4.2	3.9	11.1	3.3
TREATING EACH OTHER BETTER	6.0	7.4	3.3	10.2	7.4	3.3	3.3	3.3	4.8	5.0	3.2	7.5	6.7	7.5	7.7	9.2	1.9
BETTER PAY	5.5	6.1	8.9	4.2	7.3	3.6	2.3	3.1	5.1	6.8	3.0	6.7	7.4	7.9	4.2	7.5	1.6
LOWER FED. DEFICITS/DEBT	4.1	1.4	1.7	1.2	4.5	6.2	5.5	6.0	0.0	7.3	6.5	1.9	5.3	3.6	0.0	2.6	4.7
FEWER CAREER POLITICIANS	3.8	3.4	3.0	3.6	3.9	3.1	6.0	4.2	5.5	1.3	4.8	3.0	2.9	0.0	3.9	5.9	3.3
LESS CRIME	3.8	3.0	1.9	3.8	3.7	4.4	4.6	4.5	4.6	8.0	3.7	2.2	3.4	0.0	5.9	1.9	10.0
FEWER MASS SHOOTINGS	3.7	6.3	5.0	7.2	3.2	2.6	1.5	2.2	19.9	1.4	2.1	5.8	6.5	7.4	3.7	1.2	0.0
LOWER TAXES	3.4	1.6	3.2	0.5	4.2	3.6	4.7	4.0	4.6	1.8	4.2	1.8	7.6	7.2	0.0	2.6	1.7
HONEST/LESS DIVISIVE NEWS	2.8	2.4	3.4	1.8	3.3	2.0	3.9	2.7	5.0	2.7	3.2	2.2	2.9	0.0	2.2	4.0	1.6
MORE TRUST IN ELECTIONS	2.8	3.0	5.8	1.1	1.7	5.1	1.6	3.8	4.8	4.2	4.3	2.3	0.8	0.0	5.5	1.3	3.6
BETTER EDUCATION OPP.	2.2	4.6	5.0	4.3	1.8	0.4	1.6	0.8	4.7	1.4	0.4	4.2	1.4	7.4	6.0	2.2	0.0
HEALTHIER ENVIRONMENT	2.2	4.7	3.6	5.4	1.6	0.8	0.7	0.8	0.0	1.6	0.7	4.3	1.4	0.0	8.0	1.8	1.7



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BANNER 6

	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		
MORE PRIDE/BEING AMERICAN	2.1	0.7	0.9	0.6	1.5	3.2	4.9	3.8	0.0	1.6	3.8	0.9	2.5	8.8	0.0	0.6	1.7	
PRGRSS/RACIAL MINORITIES	1.9	3.3	3.3	3.3	2.5	0.3	0.0	0.2	0.0	1.3	0.3	2.2	2.2	0.0	8.7	3.2	0.0	
MORE JOBS	1.5	2.1	3.4	1.2	1.6	0.9	0.8	0.8	0.0	1.6	1.1	1.8	2.0	0.0	3.7	1.4	0.0	
RESPECTED/WORLD STAGE	1.1	1.1	1.8	0.6	0.9	2.2	0.0	1.4	6.0	1.5	1.4	0.9	1.0	0.0	0.0	0.6	1.8	
PROGRESS/LGBTQ AMERICANS	0.6	2.1	4.2	0.6	0.0	0.0	0.0	0.0	5.2	0.0	0.0	1.8	0.0	0.0	1.9	0.0	0.0	
FEWER DRUG OVERDOSES	0.5	0.8	1.9	0.0	0.8	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.7	0.0	4.2	0.6	0.0	



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BANNER 7

	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
COMPROMISE/BIPARTISANSHIP	13.1	21.0	9.6	5.4	14.2	14.9	6.4	15.9	13.5	16.1	9.3	6.7	15.0	7.2	9.8	14.2
MORE ACCOUNTABILITY GOV'T	11.4	9.3	12.6	13.3	12.0	12.2	7.0	12.8	10.9	9.5	13.3	13.9	14.4	12.3	10.5	8.3
LESS CORRUPTION/GOV'T	9.7	8.2	10.6	11.1	8.6	5.5	13.9	4.4	9.9	8.4	12.5	14.0	11.7	11.0	7.4	10.4
LESS ILLEGAL IMMIGRATION	9.0	3.0	6.1	16.7	7.3	7.1	0.0	8.0	9.0	9.1	9.0	10.8	7.3	9.5	13.0	7.0
LOWER PRICES	8.7	6.6	11.1	10.2	9.1	4.9	7.1	4.6	8.8	7.0	11.6	13.2	10.2	10.1	9.3	7.2
TREATING EACH OTHER BETTER	6.0	8.4	6.2	3.1	6.8	6.0	0.0	6.7	6.2	6.5	5.6	4.0	5.2	5.1	6.2	5.9
BETTER PAY	5.5	6.2	8.7	3.5	5.0	4.0	8.1	3.5	4.9	4.7	5.3	12.4	4.5	2.4	6.2	6.5
LOWER FED. DEFICITS/DEBT	4.1	2.9	2.7	6.1	4.1	11.2	28.8	9.0	3.4	3.0	4.1	1.2	5.8	4.8	5.3	1.4
FEWER CAREER POLITICIANS	3.8	3.1	2.7	5.0	4.2	4.2	0.0	4.7	3.6	3.6	3.7	5.1	4.5	6.6	2.8	3.7
LESS CRIME	3.8	2.3	6.0	4.6	4.7	4.1	0.0	4.6	3.7	3.8	3.5	4.0	1.8	3.6	5.9	4.6
FEWER MASS SHOOTINGS	3.7	5.5	2.6	2.1	3.1	3.8	0.0	4.3	4.2	4.4	3.7	0.0	1.8	4.9	2.3	7.3
LOWER TAXES	3.4	3.5	2.7	3.6	3.4	1.5	0.0	1.7	4.1	4.5	3.4	0.0	3.1	6.0	1.7	3.8
HONEST/LESS DIVISIVE NEWS	2.8	2.3	1.9	3.8	2.9	1.5	0.0	1.7	3.2	3.8	2.1	2.0	2.7	4.6	2.9	3.2
MORE TRUST IN ELECTIONS	2.8	2.2	1.3	4.2	2.8	5.7	7.0	5.5	2.4	2.1	2.8	3.2	1.9	1.2	4.6	2.2
BETTER EDUCATION OPP.	2.2	3.1	3.7	0.7	2.0	4.7	7.0	4.5	2.1	2.8	1.0	0.0	1.0	2.6	1.6	3.0
HEALTHIER ENVIRONMENT	2.2	3.6	2.1	0.7	2.2	0.8	0.0	0.9	2.7	2.6	2.8	0.0	2.2	1.4	1.1	3.0



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BANNER 7

	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
MORE PRIDE/BEING AMERICAN	2.1	1.4	1.4	3.1	1.4	3.1	6.3	2.7	2.2	2.8	1.1	0.0	2.2	1.3	3.0	1.5
PRGRSS/RACIAL MINORITIES	1.9	3.2	2.0	0.4	2.1	2.4	0.0	2.7	1.7	1.8	1.5	3.2	1.5	0.0	2.8	2.4
MORE JOBS	1.5	1.7	1.9	1.0	1.1	0.0	0.0	0.0	1.5	1.0	2.4	3.2	1.6	2.6	0.8	1.4
RESPECTED/WORLD STAGE	1.1	0.9	2.1	1.0	1.8	1.7	8.5	0.9	1.2	1.5	0.7	0.0	1.3	1.4	1.7	0.7
PROGRESS/LGBTQ AMERICANS	0.6	1.1	0.7	0.0	0.4	0.8	0.0	0.9	0.4	0.2	0.7	2.1	0.3	0.0	0.4	1.4
FEWER DRUG OVERDOSES	0.5	0.5	1.3	0.2	0.9	0.0	0.0	0.0	0.5	0.8	0.0	1.1	0.0	1.2	0.7	0.8



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN				RACE				WHITE		HISPANIC		BLACK	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-	WHITE	NON-	His-	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE		WHITE	panic								
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.												
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
COMPROMISE/BIPARTISANSHIP	13.1	12.0	15.1	14.3	16.9	10.6	16.8	13.0	13.4	15.1	8.8	7.6	12.5	4.8	15.3	14.9	6.3	8.9	11.7	13.0
MORE ACCOUNTABILITY GOV'T	11.4	11.3	11.4	10.0	14.6	10.3	12.9	12.2	9.8	11.6	10.9	8.7	11.3	20.1	11.8	11.4	9.0	8.5	8.4	13.4
LESS CORRUPTION/GOV'T	9.7	11.4	6.7	8.4	2.9	9.7	4.0	12.7	9.5	11.2	6.7	5.9	8.0	2.2	8.3	13.8	7.3	4.6	5.3	10.1
LESS ILLEGAL IMMIGRATION	9.0	9.2	8.5	9.1	6.9	10.3	10.3	8.4	6.5	9.2	8.4	12.5	2.2	9.4	10.4	8.1	12.1	12.8	1.7	2.6
LOWER PRICES	8.7	10.1	6.0	6.6	4.5	8.3	6.0	11.6	5.9	9.0	8.0	7.4	8.9	6.7	7.9	10.1	5.9	8.9	6.9	10.4
TREATING EACH OTHER BETTER	6.0	4.8	8.1	7.6	9.1	4.5	7.0	5.1	9.1	6.1	5.7	3.7	6.7	7.5	5.4	6.7	4.4	3.1	6.6	6.8
BETTER PAY	5.5	5.9	4.8	5.3	3.8	6.2	3.9	5.6	5.8	4.4	7.9	7.3	10.1	2.2	4.5	4.3	6.2	8.5	10.2	10.1
LOWER FED. DEFICITS/DEBT	4.1	3.3	5.7	5.6	6.1	4.1	8.5	2.7	2.8	4.1	4.3	3.8	3.4	6.7	5.8	2.5	6.3	1.3	3.2	3.6
FEWER CAREER POLITICIANS	3.8	4.2	3.2	3.3	2.8	5.3	2.9	3.3	3.4	4.6	2.3	2.2	2.2	2.3	4.6	4.5	4.4	0.0	3.4	1.3
LESS CRIME	3.8	4.7	2.0	2.5	0.9	5.5	2.7	4.1	1.3	3.5	4.3	5.1	3.5	4.2	3.7	3.4	5.6	4.7	6.6	1.2
FEWER MASS SHOOTINGS	3.7	3.8	3.6	3.3	4.3	2.0	2.1	5.2	5.2	3.7	3.8	3.7	2.1	8.9	1.8	5.4	2.8	4.6	1.7	2.5
LOWER TAXES	3.4	3.2	3.8	4.2	2.7	3.8	2.3	2.7	5.4	2.5	5.2	3.7	6.8	7.8	2.8	2.3	4.7	2.7	5.3	7.9
HONEST/LESS DIVISIVE NEWS	2.8	2.5	3.4	3.2	3.8	2.6	2.7	2.5	4.2	2.0	4.7	8.7	0.7	5.1	1.9	2.1	7.1	10.3	1.6	0.0
MORE TRUST IN ELECTIONS	2.8	2.7	3.1	3.0	3.5	3.6	1.7	1.9	4.7	2.9	2.7	3.0	2.9	2.2	2.7	3.2	4.6	1.4	3.4	2.4
BETTER EDUCATION OPP.	2.2	1.3	4.1	3.0	6.6	1.4	4.0	1.1	4.2	1.9	3.1	3.9	3.6	0.0	2.0	1.7	3.3	4.5	5.1	2.5
HEALTHIER ENVIRONMENT	2.2	2.0	2.5	2.4	2.8	1.8	1.7	2.2	3.4	2.2	2.3	2.8	0.7	4.8	2.0	2.3	1.4	4.1	0.0	1.2



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	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad. / COLL. EGE COLL. EGE	GRAD GRAD. Prof. GRAD. GRAD. GRAD. GRAD.		WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN														
MORE PRIDE/BEING AMERICAN	2.1	1.4	3.3	3.4	3.1	2.5	4.2	0.6	2.4	1.8	2.8	2.2	3.1	5.0	2.7	0.9	2.9	1.4	5.4	1.4
PRGRSS/RACIAL MINORITIES	1.9	2.0	1.8	1.7	1.9	2.2	2.9	1.8	0.6	1.2	3.4	3.6	3.6	0.0	2.2	0.3	1.5	5.7	3.3	3.9
MORE JOBS	1.5	1.5	1.4	0.8	2.9	1.9	0.6	1.2	2.4	1.0	2.4	0.7	4.5	0.0	1.2	0.9	0.0	1.5	4.9	4.2
RESPECTED/WORLD STAGE	1.1	1.2	1.0	1.4	0.0	1.7	1.9	0.8	0.0	1.1	1.2	1.3	1.5	0.0	1.7	0.6	1.3	1.3	3.6	0.0
PROGRESS/LGBTQ AMERICANS	0.6	0.6	0.6	0.8	0.0	1.0	1.1	0.2	0.0	0.6	0.6	0.7	0.8	0.0	0.9	0.3	1.5	0.0	1.8	0.0
FEWER DRUG OVERDOSES	0.5	0.8	0.0	0.0	0.0	0.7	0.0	0.9	0.0	0.3	0.9	1.4	0.8	0.0	0.3	0.4	1.4	1.3	0.0	1.4



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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
COMPROMISE/BIPARTISANSHIP	13.1	6.0	6.5	8.1	7.8	16.8	22.1	7.2	16.8	7.3	19.9	13.0	13.1
MORE ACCOUNTABILITY GOV'T	11.4	11.1	5.8	6.8	13.2	15.3	13.3	7.3	13.9	9.1	14.1	11.3	11.4
LESS CORRUPTION/GOV'T	9.7	15.6	8.4	11.4	9.3	9.4	8.0	11.3	8.8	10.7	8.6	7.5	11.7
LESS ILLEGAL IMMIGRATION	9.0	2.3	5.0	9.3	7.2	8.4	13.9	6.5	10.5	6.7	11.7	10.3	7.8
LOWER PRICES	8.7	9.3	8.6	10.5	12.3	8.0	5.7	9.6	8.1	10.4	6.6	7.4	9.8
TREATING EACH OTHER BETTER	6.0	2.5	7.3	8.5	5.6	6.7	4.3	6.9	5.4	6.5	5.3	5.5	6.4
BETTER PAY	5.5	6.1	12.4	8.9	5.3	3.6	1.4	9.4	3.1	8.2	2.3	5.3	5.7
LOWER FED. DEFICITS/DEBT	4.1	2.2	2.7	3.1	3.4	4.7	6.1	2.8	5.0	3.0	5.6	5.7	2.7
FEWER CAREER POLITICIANS	3.8	0.0	3.2	3.7	6.2	3.7	4.0	2.8	4.5	3.8	3.9	4.4	3.4
LESS CRIME	3.8	5.5	4.0	3.8	5.5	0.6	4.4	4.2	3.5	4.6	2.8	4.4	3.2
FEWER MASS SHOOTINGS	3.7	8.5	3.3	3.2	3.6	3.4	3.1	4.3	3.3	4.1	3.2	2.0	5.2
LOWER TAXES	3.4	4.6	7.9	3.2	1.8	4.2	1.5	5.0	2.4	4.1	2.6	3.2	3.6
HONEST/LESS DIVISIVE NEWS	2.8	5.6	1.6	0.5	3.5	4.2	2.9	1.9	3.4	2.4	3.4	2.6	3.0
MORE TRUST IN ELECTIONS	2.8	3.6	3.9	2.8	2.5	3.1	2.2	3.3	2.6	3.1	2.6	2.9	2.8
BETTER EDUCATION OPP.	2.2	1.2	3.2	4.4	3.3	1.2	0.8	3.3	1.6	3.3	0.9	2.4	2.1
HEALTHIER ENVIRONMENT	2.2	3.6	3.9	3.3	1.8	1.2	1.1	3.6	1.3	3.0	1.2	1.7	2.6



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	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
MORE PRIDE/BEING AMERICAN	2.1	0.0	1.6	1.6	2.5	3.1	2.3	1.3	2.6	1.6	2.6	3.1	1.2
PRGRSS/RACIAL MINORITIES	1.9	3.1	5.7	1.6	0.6	0.4	1.8	3.2	1.1	2.5	1.3	2.4	1.4
MORE JOBS	1.5	3.4	2.4	2.1	2.0	0.6	0.4	2.5	0.9	2.3	0.5	1.4	1.5
RESPECTED/WORLD STAGE	1.1	3.5	0.8	0.5	1.4	1.3	0.7	1.2	1.1	1.3	1.0	1.8	0.6
PROGRESS/LGBTQ AMERICANS	0.6	1.1	0.8	1.1	1.3	0.0	0.0	1.0	0.3	1.1	0.0	1.1	0.2
FEWER DRUG OVERDOSES	0.5	1.3	1.0	1.5	0.0	0.0	0.0	1.3	0.0	0.9	0.0	0.4	0.6



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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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
COMPROMISE/BIPARTISANSHIP	13.1	5.7	7.8	7.1	23.5	2.7	7.6	7.9	22.1	7.0	7.9	6.2	25.0	9.4	15.8	10.6
MORE ACCOUNTABILITY GOV'T	11.4	9.1	6.1	14.8	13.3	8.6	4.8	13.8	14.2	9.3	7.3	15.8	12.4	8.3	11.2	15.9
LESS CORRUPTION/GOV'T	9.7	13.1	11.0	9.6	7.9	7.9	9.0	7.8	6.2	15.3	12.7	11.4	9.6	7.3	8.7	15.8
LESS ILLEGAL IMMIGRATION	9.0	2.4	8.0	6.3	13.7	5.3	6.5	8.1	15.3	1.2	9.4	4.5	12.0	8.0	8.8	10.8
LOWER PRICES	8.7	9.1	9.9	11.2	5.9	5.5	8.3	7.5	7.2	10.6	11.3	15.0	4.6	8.9	7.6	11.3
TREATING EACH OTHER BETTER	6.0	4.3	8.0	6.8	4.4	2.9	8.4	6.2	3.6	4.8	7.8	7.5	5.2	5.3	6.5	5.5
BETTER PAY	5.5	6.6	10.7	6.1	1.0	11.3	7.5	9.3	0.0	4.7	13.6	2.9	2.1	8.4	5.2	2.5
LOWER FED. DEFICITS/DEBT	4.1	2.5	2.7	3.5	6.1	3.5	4.9	3.5	8.3	2.1	0.7	3.6	3.9	6.9	3.4	2.5
FEWER CAREER POLITICIANS	3.8	0.8	3.8	5.5	3.7	0.0	5.9	7.0	2.3	1.2	2.0	3.8	5.0	3.7	3.7	4.3
LESS CRIME	3.8	4.5	3.9	4.1	3.2	10.2	4.8	5.3	2.6	2.2	3.0	3.0	3.9	3.1	4.9	1.6
FEWER MASS SHOOTINGS	3.7	6.6	3.5	3.8	2.9	5.3	0.0	2.2	2.6	7.2	6.5	5.5	3.1	4.5	3.5	3.4
LOWER TAXES	3.4	7.2	4.2	2.8	2.1	2.7	5.8	2.3	2.3	9.0	2.8	3.3	1.8	4.7	3.6	1.1
HONEST/LESS DIVISIVE NEWS	2.8	3.8	1.1	4.2	2.8	5.0	0.9	2.8	3.2	3.2	1.4	5.6	2.4	2.8	3.3	1.5
MORE TRUST IN ELECTIONS	2.8	4.9	2.7	2.0	2.9	5.6	2.5	3.2	2.4	4.6	2.9	0.8	3.4	2.9	2.7	3.1
BETTER EDUCATION OPP.	2.2	1.6	3.9	3.3	0.6	0.0	5.9	1.7	1.1	2.3	2.1	4.9	0.0	3.3	2.0	1.6
HEALTHIER ENVIRONMENT	2.2	4.9	2.8	1.9	1.2	0.0	5.0	0.8	0.6	6.9	0.8	2.9	1.8	1.4	2.7	2.0



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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	NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS		URBAN	
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG			
MORE PRIDE/BEING AMERICAN	2.1	0.0	1.9	2.8	2.4	0.0	2.4	4.7	3.1	0.0	1.4	0.9	1.7	1.2	2.1	3.2
PRGRSS/RACIAL MINORITIES	1.9	5.5	2.3	0.7	1.4	13.5	1.7	1.3	1.6	2.2	2.8	0.0	1.1	3.5	1.1	2.0
MORE JOBS	1.5	2.3	2.6	1.6	0.3	5.1	2.4	1.5	0.0	1.2	2.8	1.7	0.6	2.9	1.1	0.6
RESPECTED/WORLD STAGE	1.1	2.3	0.8	1.3	0.9	5.2	1.6	1.7	1.3	1.1	0.0	0.9	0.5	2.3	0.7	0.6
PROGRESS/LGBTQ AMERICANS	0.6	0.8	1.1	0.8	0.0	0.0	2.5	1.5	0.0	1.1	0.0	0.0	0.0	0.7	0.7	0.0
FEWER DRUG OVERDOSES	0.5	1.9	1.1	0.0	0.0	0.0	1.6	0.0	0.0	2.7	0.6	0.0	0.0	0.3	0.8	0.0



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
MORE ACCOUNTABILITY GOV'T	11.6	9.0	9.6	11.6	13.6	12.6	13.2	13.5	0.0	10.4	10.4	12.0	2.0	8.0	9.6	15.1	11.9	14.7	15.7	13.8
LESS CORRUPTION/GOV'T	9.2	11.9	11.0	7.7	12.3	8.1	6.1	4.0	8.3	9.6	9.7	10.0	6.2	8.9	9.8	9.7	10.6	8.2	11.0	5.9
LOWER PRICES	8.2	11.9	8.4	7.1	7.3	10.4	6.9	8.4	2.7	8.9	8.5	8.7	14.0	10.0	9.4	7.0	8.1	6.3	9.0	4.2
LESS ILLEGAL IMMIGRATION	7.5	13.5	16.4	8.9	6.8	3.9	1.7	0.0	0.0	10.0	12.6	7.4	2.0	17.5	9.4	6.6	1.2	0.8	0.9	0.6
FEWER MASS SHOOTINGS	5.7	2.7	3.8	5.2	5.0	4.4	6.6	16.4	18.3	4.4	4.2	4.6	5.5	2.4	2.5	4.7	9.7	9.4	5.0	12.9
LOWER TAXES	5.7	3.7	5.6	7.8	7.6	4.9	4.2	2.3	2.7	6.5	6.2	7.4	3.9	7.6	4.6	9.3	4.9	3.7	4.1	3.4
COMPROMISE/BIPARTISANSHIP	5.1	2.7	2.5	7.0	5.1	7.2	4.5	6.1	3.2	4.6	4.5	5.5	0.0	2.3	6.7	2.6	7.1	6.6	7.3	6.1
LOWER FED. DEFICITS/DEBT	5.0	11.3	8.6	4.9	3.7	2.8	3.5	4.2	0.0	5.9	7.5	3.7	4.1	8.0	5.8	4.2	3.8	2.6	2.4	2.7
TREATING EACH OTHER BETTER	4.9	0.0	3.2	2.8	4.7	6.8	12.0	3.9	3.1	3.9	2.4	4.8	10.7	1.4	4.5	6.0	5.6	7.6	7.6	7.7
BETTER PAY	4.7	1.3	1.2	2.2	4.1	8.0	9.6	1.9	15.0	3.9	1.6	6.3	9.9	2.6	4.6	3.9	5.3	6.8	5.0	8.2
HONEST/LESS DIVISIVE NEWS	3.9	8.0	5.1	3.9	2.4	2.1	4.4	2.2	9.3	3.7	5.1	2.2	0.0	3.4	6.1	4.2	1.1	4.5	2.4	6.2
LESS CRIME	3.9	0.0	2.4	4.7	2.8	7.1	5.2	4.2	0.0	4.6	2.9	6.2	10.2	3.7	5.3	4.1	5.7	1.9	1.8	2.1
FEWER CAREER POLITICIANS	3.5	2.5	7.7	3.0	0.5	3.9	2.6	6.5	2.9	3.2	4.7	1.2	1.8	4.0	4.9	2.5	0.6	4.2	4.1	4.2
MORE PRIDE/BEING AMERICAN	3.3	9.0	5.1	2.9	3.9	1.7	1.0	0.0	2.8	4.2	4.9	3.1	4.4	8.5	2.7	1.7	0.6	1.1	2.4	0.0
MORE JOBS	3.1	1.4	3.3	2.8	3.7	2.8	2.5	3.8	5.8	3.4	2.7	3.6	7.9	3.9	2.1	3.2	4.3	2.2	2.5	1.9
HEALTHIER ENVIRONMENT	3.0	0.0	0.6	2.8	4.7	3.7	3.8	4.4	2.5	2.8	1.5	4.6	4.7	0.4	2.6	5.1	5.4	3.3	3.3	3.4



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
BETTER EDUCATION OPP.	3.0	0.0	2.5	2.3	3.4	3.1	6.2	3.8	0.0	2.2	2.0	2.1	4.5	0.7	2.6	3.2	3.2	5.1	5.9	4.5
PRGRSS/RACIAL MINORITIES	2.3	0.0	0.6	0.6	3.3	2.8	4.5	4.1	5.6	1.4	0.5	2.6	2.2	0.0	0.6	1.7	4.3	4.7	4.0	5.3
MORE TRUST IN ELECTIONS	2.1	8.2	1.8	3.0	2.0	1.1	0.0	2.0	0.0	2.7	3.5	1.9	0.0	3.5	1.2	2.6	3.0	0.7	0.8	0.7
RESPECTED/WORLD STAGE	1.9	2.8	0.6	4.3	2.4	1.6	0.0	1.8	0.0	1.7	2.6	0.7	0.0	2.2	1.5	0.0	2.4	2.6	5.0	0.6
FEWER DRUG OVERDOSES	1.2	0.0	0.0	2.8	0.9	0.0	1.6	2.1	5.8	1.3	1.2	0.7	6.0	0.7	2.7	1.6	0.6	0.7	0.0	1.4
PROGRESS/LGBTQ AMERICANS	1.1	0.0	0.0	1.7	0.0	1.1	0.0	4.4	12.1	0.7	0.7	0.7	0.0	0.4	1.0	0.8	0.6	2.3	0.0	4.2



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	1000	175	225	384	216	863	709	155	137	92	44
MORE ACCOUNTABILITY GOV'T	11.6	14.4	12.8	10.5	10.0	12.4	13.1	9.2	6.5	8.5	2.3
LESS CORRUPTION/GOV'T	9.2	9.2	6.8	11.7	7.5	8.9	8.9	8.8	11.3	10.2	13.7
LOWER PRICES	8.2	8.0	5.9	9.3	9.0	7.6	7.0	10.1	12.2	13.0	10.4
LESS ILLEGAL IMMIGRATION	7.5	6.9	7.3	8.7	6.2	8.4	9.6	3.2	1.7	1.1	3.0
FEWER MASS SHOOTINGS	5.7	3.6	7.1	4.2	8.9	5.6	5.2	7.3	6.8	6.7	7.1
LOWER TAXES	5.7	5.2	6.5	6.5	4.1	5.4	5.5	5.0	7.9	7.4	9.0
COMPROMISE/BIPARTISANSHIP	5.1	5.3	4.4	4.7	6.6	5.1	5.3	4.1	5.2	5.3	5.0
LOWER FED. DEFICITS/DEBT	5.0	4.1	5.4	6.4	2.8	5.4	6.0	2.6	2.4	2.4	2.3
TREATING EACH OTHER BETTER	4.9	7.6	4.6	5.0	2.7	4.9	4.6	6.5	4.8	2.5	9.4
BETTER PAY	4.7	3.4	4.4	3.8	7.6	4.6	4.5	5.1	5.1	5.5	4.2
HONEST/LESS DIVISIVE NEWS	3.9	5.7	2.6	3.4	4.8	4.2	4.3	3.6	2.1	3.1	0.0
LESS CRIME	3.9	3.5	5.9	3.1	3.6	3.6	3.5	3.9	5.9	6.4	4.7
FEWER CAREER POLITICIANS	3.5	3.6	4.0	2.2	5.1	3.8	4.3	1.3	1.4	2.1	0.0
MORE PRIDE/BEING AMERICAN	3.3	0.0	5.6	3.8	2.8	3.6	3.5	3.7	1.8	2.6	0.0
MORE JOBS	3.1	2.3	1.8	4.5	2.4	2.5	2.0	5.1	6.4	4.4	10.5
HEALTHIER ENVIRONMENT	3.0	4.7	2.6	2.1	3.6	2.2	1.9	3.3	8.0	7.4	9.3



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All	
BETTER EDUCATION OPP.	3.0	4.6	2.7	2.3	3.1	2.9	2.0	6.8	3.6	5.3	0.0	
PRGRSS/RACIAL MINORITIES	2.3	3.8	3.2	1.0	2.4	2.1	2.1	1.9	3.5	3.1	4.5	
MORE TRUST IN ELECTIONS	2.1	1.8	1.8	2.6	1.9	2.4	2.2	3.3	0.7	0.0	2.2	
RESPECTED/WORLD STAGE	1.9	0.7	2.7	2.0	2.2	2.3	2.5	1.2	0.0	0.0	0.0	
FEWER DRUG OVERDOSES	1.2	1.0	1.3	0.5	2.4	1.2	0.7	3.4	1.2	1.8	0.0	
PROGRESS/LGBTQ AMERICANS	1.1	0.7	1.0	1.8	0.4	1.1	1.2	0.7	1.5	1.1	2.3	



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	365	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
MORE ACCOUNTABILITY GOV'T	11.6	9.0	13.9	8.4	15.3	10.1	8.1	15.6	12.2	12.0	10.3	11.6	11.0	9.7	12.8	11.5
LESS CORRUPTION/GOV'T	9.2	8.8	8.9	8.3	9.2	13.3	7.9	9.2	11.0	12.2	11.0	9.3	7.4	8.4	11.0	9.2
LOWER PRICES	8.2	8.9	8.5	10.4	6.5	5.8	10.8	5.9	9.7	11.9	5.3	7.0	7.2	6.1	7.1	10.3
LESS ILLEGAL IMMIGRATION	7.5	14.7	2.4	14.1	1.9	2.1	16.3	1.2	2.1	2.1	4.9	6.5	5.1	4.5	8.4	9.2
FEWER MASS SHOOTINGS	5.7	2.9	8.3	3.1	8.6	5.5	2.6	8.9	5.9	5.6	6.4	6.8	8.2	8.6	5.0	4.0
LOWER TAXES	5.7	6.2	4.7	5.9	4.1	11.0	6.4	4.0	5.4	4.7	8.8	5.8	5.2	3.5	7.3	5.5
COMPROMISE/BIPARTISANSHIP	5.1	4.8	6.2	4.1	7.0	2.0	3.2	8.8	2.9	0.0	3.5	5.8	5.9	5.9	5.6	4.1
LOWER FED. DEFICITS/DEBT	5.0	7.2	3.3	6.7	2.8	6.4	7.0	2.4	6.0	6.7	5.0	4.4	5.1	2.7	4.4	6.0
TREATING EACH OTHER BETTER	4.9	2.9	5.9	2.9	6.8	5.6	2.3	7.0	4.1	3.0	7.8	5.5	4.4	7.6	5.6	3.8
BETTER PAY	4.7	3.2	7.0	3.8	5.3	6.1	3.0	4.6	10.4	9.0	3.1	5.4	5.1	7.1	5.0	3.5
HONEST/LESS DIVISIVE NEWS	3.9	4.7	3.1	4.6	3.2	3.9	4.6	3.5	2.1	2.0	5.1	3.8	2.3	4.5	4.6	4.2
LESS CRIME	3.9	4.7	2.3	4.9	2.6	4.6	4.6	2.5	5.2	5.7	4.0	3.4	1.8	7.6	3.1	4.7
FEWER CAREER POLITICIANS	3.5	4.2	3.6	4.4	3.0	1.1	4.8	3.5	1.3	1.8	1.7	3.8	5.4	5.5	1.7	3.0
MORE PRIDE/BEING AMERICAN	3.3	6.4	1.1	6.2	0.9	0.9	6.3	0.8	0.6	0.9	4.4	2.8	3.6	0.0	3.1	4.3
MORE JOBS	3.1	2.7	3.0	3.3	2.1	6.2	3.1	2.1	5.2	7.4	3.2	2.5	2.3	2.6	2.7	4.0
HEALTHIER ENVIRONMENT	3.0	1.1	2.8	1.5	4.4	3.5	1.0	4.1	5.2	4.6	3.3	3.2	4.4	4.3	1.7	2.7



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
BETTER EDUCATION OPP.	3.0	0.9	5.0	1.2	4.6	3.5	1.5	4.4	3.2	3.6	3.1	3.4	2.5	4.5	3.8	2.2
PRGRSS/RACIAL MINORITIES	2.3	0.2	2.7	0.7	4.1	1.8	0.8	3.7	1.9	0.9	3.3	2.4	4.3	0.0	1.7	2.2
MORE TRUST IN ELECTIONS	2.1	2.4	1.6	2.4	1.9	2.0	2.4	1.7	2.8	2.9	1.6	2.1	2.5	2.0	1.8	2.2
RESPECTED/WORLD STAGE	1.9	1.8	3.0	1.6	2.8	0.0	1.7	3.5	0.6	0.9	0.0	1.9	1.8	2.6	1.7	2.1
FEWER DRUG OVERDOSES	1.2	1.3	1.2	1.0	1.2	1.8	1.0	0.8	1.5	2.1	2.5	1.6	2.6	1.6	0.7	0.6
PROGRESS/LGBTQ AMERICANS	1.1	1.0	1.4	0.4	1.4	2.9	0.5	1.8	0.8	0.0	1.6	1.3	1.8	0.9	1.1	0.8



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BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
MORE ACCOUNTABILITY GOV'T	11.6	13.9	10.8	8.7	13.6	15.1	11.3	16.3	15.7	16.6	8.3
LESS CORRUPTION/GOV'T	9.2	6.8	10.1	9.2	9.1	9.7	10.5	8.4	7.7	8.8	9.8
LOWER PRICES	8.2	7.6	8.4	9.7	7.0	7.0	9.1	6.5	7.9	5.7	9.4
LESS ILLEGAL IMMIGRATION	7.5	1.6	9.5	14.1	0.9	6.6	5.5	1.8	0.7	2.4	11.6
FEWER MASS SHOOTINGS	5.7	9.1	4.6	2.4	9.5	4.7	5.3	7.9	6.6	8.6	4.3
LOWER TAXES	5.7	4.4	6.2	6.3	4.2	9.3	6.2	4.3	2.8	5.2	6.7
COMPROMISE/BIPARTISANSHIP	5.1	7.0	4.5	4.2	6.8	2.6	5.5	7.3	8.1	6.9	3.6
LOWER FED. DEFICITS/DEBT	5.0	3.7	5.4	7.1	3.0	4.2	3.3	3.2	6.2	1.5	6.3
TREATING EACH OTHER BETTER	4.9	6.6	4.3	2.7	6.9	6.0	6.1	6.1	6.9	5.7	4.0
BETTER PAY	4.7	5.1	4.6	3.4	6.2	3.9	6.3	4.8	1.9	6.3	4.6
HONEST/LESS DIVISIVE NEWS	3.9	5.3	3.5	4.5	3.2	4.2	3.7	3.6	5.3	2.6	4.2
LESS CRIME	3.9	3.0	4.2	4.4	3.3	4.1	4.0	3.5	2.8	3.9	4.2
FEWER CAREER POLITICIANS	3.5	1.7	4.1	4.4	2.8	2.5	1.8	3.0	2.8	3.1	3.8
MORE PRIDE/BEING AMERICAN	3.3	0.8	4.1	6.1	0.9	1.7	1.1	1.4	0.0	2.2	4.7
MORE JOBS	3.1	2.5	3.3	3.1	3.0	3.2	4.3	2.4	2.7	2.2	3.6
HEALTHIER ENVIRONMENT	3.0	4.4	2.5	1.3	4.1	5.1	6.9	4.6	2.8	5.6	1.8



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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN		
	UNITE		STATES		FOR CONGRESS		ERS/				
	RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
BETTER EDUCATION OPP.	3.0	5.4	2.2	1.5	4.4	3.2	2.2	4.4	4.6	4.3	1.9
PRGRSS/RACIAL MINORITIES	2.3	2.8	1.9	0.2	4.6	1.7	0.8	3.3	3.9	3.0	1.5
MORE TRUST IN ELECTIONS	2.1	2.9	1.9	2.5	1.6	2.6	2.0	2.5	4.1	1.6	1.9
RESPECTED/WORLD STAGE	1.9	3.8	1.3	1.9	2.5	0.0	0.7	2.6	3.9	1.9	1.5
FEWER DRUG OVERDOSES	1.2	1.2	1.2	1.5	0.7	1.6	2.7	1.0	1.3	0.9	1.3
PROGRESS/LGBTQ AMERICANS	1.1	0.4	1.4	0.7	1.7	0.8	0.8	1.2	1.4	1.1	1.1



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BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108	
MORE ACCOUNTABILITY GOV'T	11.6	7.6	16.2	8.5	14.3	11.9	8.6	14.0	12.2	8.5	14.5	11.4	
LESS CORRUPTION/GOV'T	9.2	10.2	8.7	8.8	7.5	12.2	9.4	2.5	14.6	8.1	9.6	8.5	
LOWER PRICES	8.2	10.4	7.1	8.9	8.6	6.8	7.6	8.6	7.1	10.4	8.6	6.3	
LESS ILLEGAL IMMIGRATION	7.5	15.5	2.1	14.7	1.3	6.4	15.0	0.9	5.1	14.5	1.5	8.2	
FEWER MASS SHOOTINGS	5.7	3.1	7.5	3.4	9.4	3.8	2.5	10.9	3.0	4.5	8.8	5.0	
LOWER TAXES	5.7	6.1	5.2	6.8	4.8	5.5	8.9	5.4	7.3	4.3	4.6	2.8	
COMPROMISE/BIPARTISANSHIP	5.1	3.9	5.9	5.1	4.8	5.6	4.2	8.2	6.7	6.3	3.3	4.0	
LOWER FED. DEFICITS/DEBT	5.0	7.2	3.2	7.3	2.6	5.1	8.0	1.9	5.7	6.6	3.0	4.0	
TREATING EACH OTHER BETTER	4.9	2.4	6.6	2.7	5.7	6.6	2.5	5.6	7.6	3.0	5.8	5.2	
BETTER PAY	4.7	3.5	6.2	2.9	6.8	4.2	2.4	4.5	2.0	3.5	7.8	7.4	
HONEST/LESS DIVISIVE NEWS	3.9	4.1	3.4	4.1	3.7	3.9	3.7	6.9	3.8	4.7	2.3	3.9	
LESS CRIME	3.9	4.6	2.6	4.1	2.7	5.2	5.0	2.9	3.2	3.0	2.7	8.4	
FEWER CAREER POLITICIANS	3.5	4.2	3.2	5.1	2.8	2.2	6.1	1.8	1.8	4.0	3.2	2.8	
MORE PRIDE/BEING AMERICAN	3.3	6.2	1.1	6.1	1.3	2.4	5.6	0.9	2.6	6.6	1.5	2.2	
MORE JOBS	3.1	2.4	3.1	2.8	3.5	2.9	3.7	3.5	3.7	1.7	3.4	1.8	
HEALTHIER ENVIRONMENT	3.0	0.9	4.0	0.8	3.7	4.8	0.5	3.4	3.1	1.3	3.9	7.3	



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 5

	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
BETTER EDUCATION OPP.	3.0	1.2	4.5	1.1	4.6	3.2	0.0	4.9	2.3	2.4	4.5	4.6					
PRGRSS/RACIAL MINORITIES	2.3	0.0	3.1	0.6	4.0	2.3	0.0	4.2	1.8	1.2	3.8	3.0					
MORE TRUST IN ELECTIONS	2.1	2.7	1.5	2.8	1.5	2.1	2.5	3.3	2.1	3.1	0.8	2.1					
RESPECTED/WORLD STAGE	1.9	1.8	2.7	1.3	3.2	1.1	2.0	4.3	1.1	0.5	2.7	0.9					
FEWER DRUG OVERDOSES	1.2	1.1	0.7	1.1	1.4	1.0	1.4	0.8	1.7	0.8	1.6	0.0					
PROGRESS/LGBTQ AMERICANS	1.1	0.7	1.4	0.8	1.7	0.8	0.5	0.8	1.3	1.2	2.0	0.0					



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 6

	BANNER 6																
	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
MORE ACCOUNTABILITY GOV'T	11.6	12.8	13.9	12.1	13.6	8.5	8.4	8.5	0.0	12.1	8.2	13.3	17.3	7.5	15.8	11.2	10.2
LESS CORRUPTION/GOV'T	9.2	7.4	10.1	5.5	9.1	11.9	9.1	10.9	4.6	2.5	10.9	6.6	8.8	7.5	11.3	12.4	12.4
LOWER PRICES	8.2	7.7	5.8	8.9	7.9	7.4	11.7	9.0	15.4	4.3	9.6	7.5	10.7	7.3	5.5	7.3	6.7
LESS ILLEGAL IMMIGRATION	7.5	1.4	0.8	1.8	5.8	14.5	13.8	14.2	9.9	13.3	15.5	0.9	2.1	0.0	0.0	5.4	14.7
FEWER MASS SHOOTINGS	5.7	9.4	7.6	10.5	5.5	3.6	2.2	3.1	6.0	5.2	2.7	12.0	5.6	7.5	0.0	5.4	3.1
LOWER TAXES	5.7	4.2	4.4	4.0	5.7	7.5	6.3	7.1	4.8	10.6	5.9	4.3	3.6	15.9	3.5	5.1	8.5
COMPROMISE/BIPARTISANSHIP	5.1	5.9	2.5	8.3	5.2	6.0	1.5	4.4	0.0	10.4	4.1	6.1	3.6	0.0	7.5	4.2	7.6
LOWER FED. DEFICITS/DEBT	5.0	1.4	0.9	1.7	4.0	9.5	7.9	8.9	5.2	2.9	8.7	0.9	3.7	11.8	1.8	4.9	8.5
TREATING EACH OTHER BETTER	4.9	8.4	9.0	7.9	4.8	2.1	2.2	2.1	5.1	3.1	2.4	6.7	5.2	0.0	16.0	5.3	1.7
BETTER PAY	4.7	8.2	11.0	6.3	4.8	1.3	2.2	1.7	9.5	5.2	1.8	8.7	5.1	0.0	6.0	4.4	1.8
HONEST/LESS DIVISIVE NEWS	3.9	3.1	3.6	2.8	4.8	2.7	5.4	3.7	4.5	5.7	3.7	3.8	3.5	3.9	0.0	5.4	3.4
LESS CRIME	3.9	1.5	2.0	1.2	5.3	4.7	3.9	4.4	0.0	4.1	4.4	1.5	5.2	0.0	2.2	5.9	6.4
FEWER CAREER POLITICIANS	3.5	2.8	0.9	4.1	2.5	5.1	4.8	5.0	0.0	2.5	6.2	3.4	2.3	0.0	1.8	2.5	1.6
MORE PRIDE/BEING AMERICAN	3.3	1.5	0.0	2.5	2.6	4.4	7.7	5.6	0.0	5.7	6.6	0.9	1.4	3.9	4.1	2.2	1.7
MORE JOBS	3.1	1.7	0.8	2.3	4.6	2.6	2.6	2.6	10.1	3.1	2.2	1.4	5.8	8.8	0.0	4.4	1.7
HEALTHIER ENVIRONMENT	3.0	4.6	4.4	4.8	3.3	2.1	0.0	1.4	4.7	2.9	0.0	3.8	2.2	11.1	7.7	4.3	3.4



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 6

	BANNER 6																				
	TOTAL	LIBERAL						MODERATE						REPUBLICAN			DEMOCRAT			INDEPENDENT	
		Very	Swmt.	MOD-	Swmt.	Very	CONSER-	LIB-	MOD-	CONSER-	LIB-	MOD-	CONSER-	LIB-	MOD-	CONSER-	LIB-	MOD-	CONSER-		
	ERAL			ERATE			VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE		
BETTER EDUCATION OPP.	3.0	4.1	5.8	3.0	4.4	0.9	0.0	0.5	5.0	1.4	0.7	4.6	5.5	0.0	1.8	4.9	0.0				
PRGRSS/RACIAL MINORITIES	2.3	5.5	7.6	4.1	1.7	0.0	0.7	0.3	10.6	0.0	0.0	5.1	2.2	3.7	5.6	2.0	0.0				
MORE TRUST IN ELECTIONS	2.1	2.0	1.7	2.3	1.0	1.8	6.3	3.4	0.0	0.0	3.7	2.3	0.0	3.6	1.9	2.2	1.9				
RESPECTED/WORLD STAGE	1.9	2.5	3.5	1.8	1.5	1.7	2.3	1.9	0.0	2.4	1.1	3.3	2.2	7.5	0.0	0.6	3.2				
FEWER DRUG OVERDOSES	1.2	2.0	0.8	2.8	0.9	1.3	0.0	0.8	4.6	1.4	0.8	1.4	1.6	0.0	3.6	0.0	1.5				
PROGRESS/LGBTQ AMERICANS	1.1	1.9	2.8	1.2	1.1	0.4	0.9	0.6	0.0	1.4	0.7	1.5	2.2	0.0	4.0	0.0	0.0				



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BANNER 7

	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
MORE ACCOUNTABILITY GOV'T	11.6	13.3	11.2	9.8	11.9	10.3	28.7	8.1	12.2	14.9	7.6	8.4	10.8	14.0	11.1	12.0
LESS CORRUPTION/GOV'T	9.2	7.9	10.8	10.1	9.2	8.1	0.0	9.1	9.2	9.0	9.5	10.8	7.3	14.7	11.0	9.2
LOWER PRICES	8.2	7.7	10.5	8.0	8.3	7.2	0.0	8.1	7.7	5.5	11.4	13.6	8.7	10.6	8.2	6.7
LESS ILLEGAL IMMIGRATION	7.5	1.4	6.0	15.0	6.7	7.4	6.3	7.5	7.6	7.8	7.1	7.2	10.6	10.8	7.6	3.7
FEWER MASS SHOOTINGS	5.7	8.4	5.0	3.0	5.5	6.8	22.0	4.9	5.5	5.7	5.1	6.5	3.9	6.0	3.4	9.4
LOWER TAXES	5.7	5.1	4.1	7.1	5.9	4.9	0.0	5.5	5.6	5.8	5.2	8.0	6.9	6.1	5.6	5.0
COMPROMISE/BIPARTISANSHIP	5.1	5.2	5.7	4.9	6.2	9.0	8.2	9.1	4.7	4.8	4.5	3.5	6.0	3.9	4.3	6.0
LOWER FED. DEFICITS/DEBT	5.0	3.1	4.8	7.2	4.5	7.3	0.0	8.2	4.8	4.8	5.0	3.2	6.7	4.0	4.0	4.0
TREATING EACH OTHER BETTER	4.9	6.6	6.6	2.4	5.4	5.6	7.0	5.5	4.8	4.0	6.2	4.4	2.8	4.8	4.8	7.7
BETTER PAY	4.7	7.0	3.2	2.6	4.0	1.5	0.0	1.7	5.5	5.1	6.1	2.1	2.1	2.7	5.1	6.5
HONEST/LESS DIVISIVE NEWS	3.9	2.8	5.0	4.7	4.2	3.8	13.8	2.6	3.8	4.1	3.4	4.8	5.0	1.1	3.3	4.4
LESS CRIME	3.9	3.6	4.8	3.9	4.3	5.6	0.0	6.3	3.7	3.1	4.7	3.5	4.3	3.8	4.9	2.7
FEWER CAREER POLITICIANS	3.5	2.5	2.7	4.9	3.8	2.3	0.0	2.6	3.8	4.5	2.7	2.1	5.1	0.0	3.2	3.4
MORE PRIDE/BEING AMERICAN	3.3	1.1	2.1	6.3	3.0	3.4	0.0	3.8	3.2	3.1	3.4	4.3	6.7	3.4	2.9	0.4
MORE JOBS	3.1	2.5	6.6	2.4	3.9	4.0	0.0	4.5	3.0	3.5	2.3	2.0	2.4	1.2	4.4	3.4
HEALTHIER ENVIRONMENT	3.0	4.6	3.3	1.0	3.4	1.6	0.0	1.8	3.4	2.5	4.9	1.1	1.6	3.6	2.8	3.7



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 7

	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
BETTER EDUCATION OPP.	3.0	5.2	2.1	0.7	2.6	3.2	7.1	2.7	2.9	3.3	2.3	3.0	1.6	0.0	3.3	2.7
PRGRSS/RACIAL MINORITIES	2.3	4.8	0.7	0.0	1.7	3.2	7.0	2.7	1.8	1.7	2.0	5.1	2.2	0.0	1.2	3.6
MORE TRUST IN ELECTIONS	2.1	1.5	1.6	3.0	1.8	2.2	0.0	2.4	2.4	2.7	1.8	0.0	2.2	2.9	2.1	1.9
RESPECTED/WORLD STAGE	1.9	2.8	0.0	1.6	1.1	0.8	0.0	0.9	2.1	1.9	2.3	2.5	1.9	2.1	3.6	1.1
FEWER DRUG OVERDOSES	1.2	1.3	2.0	0.8	1.8	1.1	0.0	1.2	1.1	0.8	1.7	1.8	1.0	2.9	1.5	1.0
PROGRESS/LGBTQ AMERICANS	1.1	1.6	1.5	0.5	1.0	0.8	0.0	0.9	1.1	1.2	0.8	2.1	0.3	1.4	1.6	1.5



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN				RACE				WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
MORE ACCOUNTABILITY GOV'T	11.6	11.9	10.9	10.8	11.2	11.4	10.7	12.4	11.2	12.3	10.1	8.7	10.3	15.0	10.6	13.8	8.7	8.8	12.2	8.8
LESS CORRUPTION/GOV'T	9.2	10.0	7.8	7.3	9.0	11.6	6.4	8.7	9.3	8.5	10.7	8.7	12.4	11.5	9.1	8.1	10.4	7.1	12.0	12.7
LOWER PRICES	8.2	9.0	6.7	7.0	6.1	8.8	5.9	9.2	7.6	7.6	9.6	10.1	10.9	2.2	6.9	8.2	13.2	7.0	6.5	14.1
LESS ILLEGAL IMMIGRATION	7.5	8.1	6.3	7.6	3.6	8.2	8.3	8.1	4.3	8.9	4.6	2.0	3.8	11.1	10.5	7.4	2.7	1.3	3.4	4.1
FEWER MASS SHOOTINGS	5.7	5.7	5.8	4.2	9.5	4.5	5.1	6.7	6.6	6.0	5.3	6.7	5.0	2.0	4.5	7.4	7.7	5.8	4.9	5.1
LOWER TAXES	5.7	6.4	4.5	5.3	2.7	8.5	6.0	4.7	2.9	4.7	7.9	11.0	6.4	6.5	6.9	2.7	13.0	9.1	6.7	6.2
COMPROMISE/BIPARTISANSHIP	5.1	4.4	6.5	5.6	8.3	6.2	5.7	3.0	7.2	5.1	5.2	4.5	3.8	12.8	5.9	4.3	4.8	4.3	6.9	1.5
LOWER FED. DEFICITS/DEBT	5.0	4.1	6.7	5.7	9.0	4.8	7.3	3.5	6.0	5.4	4.2	2.2	4.7	7.3	6.6	4.3	1.3	3.0	7.4	2.8
TREATING EACH OTHER BETTER	4.9	4.7	5.3	4.7	6.5	5.2	4.6	4.2	6.0	5.1	4.5	5.9	3.1	4.5	5.2	5.0	4.8	7.0	3.5	2.8
BETTER PAY	4.7	3.7	6.5	7.2	4.7	1.7	4.4	5.4	8.6	4.3	5.6	7.1	5.2	2.4	2.9	5.5	2.8	11.3	1.6	7.9
HONEST/LESS DIVISIVE NEWS	3.9	3.4	4.8	4.5	5.4	3.5	6.2	3.4	3.3	3.9	3.9	3.9	4.2	4.5	4.5	3.5	6.4	1.5	4.8	3.8
LESS CRIME	3.9	3.8	4.1	4.9	2.5	3.5	4.5	4.0	3.7	3.3	5.1	6.9	3.7	6.6	3.5	3.1	4.7	9.1	3.5	3.9
FEWER CAREER POLITICIANS	3.5	3.8	2.9	3.4	1.7	3.8	3.3	3.8	2.4	4.7	0.8	0.7	0.0	0.0	4.4	5.0	1.4	0.0	0.0	0.0
MORE PRIDE/BEING AMERICAN	3.3	3.2	3.5	3.8	2.8	2.7	4.6	3.6	2.4	4.2	1.4	0.8	1.4	2.2	4.5	4.0	0.0	1.6	0.0	2.5
MORE JOBS	3.1	3.4	2.5	2.8	1.7	4.5	2.2	2.5	2.8	2.4	4.5	3.7	5.9	4.7	3.5	1.4	3.2	4.2	5.2	6.4
HEALTHIER ENVIRONMENT	3.0	3.4	2.2	2.1	2.6	2.3	1.6	4.2	2.9	2.5	3.9	5.4	3.6	2.2	1.5	3.4	3.2	7.6	3.2	3.8



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN				RACE				WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
BETTER EDUCATION OPP.	3.0	2.2	4.5	4.0	5.6	0.6	4.2	3.4	4.8	2.6	3.8	2.9	4.5	2.3	2.0	3.1	1.7	4.2	1.6	6.7
PRGRSS/RACIAL MINORITIES	2.3	2.3	2.3	2.5	1.8	1.0	2.7	3.3	1.9	1.9	3.0	2.2	5.3	0.0	0.9	2.9	1.5	2.8	6.8	4.3
MORE TRUST IN ELECTIONS	2.1	2.1	2.2	1.7	3.4	1.5	4.3	2.6	0.0	2.5	1.4	0.7	2.1	0.0	2.6	2.3	0.0	1.5	4.9	0.0
RESPECTED/WORLD STAGE	1.9	1.8	2.2	3.2	0.0	3.3	0.5	0.6	4.0	1.8	2.3	4.3	0.7	0.0	1.9	1.7	5.5	3.1	1.6	0.0
FEWER DRUG OVERDOSES	1.2	1.8	0.0	0.0	0.0	2.2	0.0	1.5	0.0	1.1	1.4	0.7	1.4	2.2	0.6	1.5	1.4	0.0	3.3	0.0
PROGRESS/LGBTQ AMERICANS	1.1	0.8	1.8	1.7	2.0	0.4	1.6	1.1	1.9	1.2	0.9	0.7	1.5	0.0	1.0	1.5	1.5	0.0	0.0	2.6



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	1000	79	122	184	160	184	270	386	614	545	455	470	530
MORE ACCOUNTABILITY GOV'T	11.6	6.8	10.9	8.6	15.9	12.6	12.0	9.0	13.2	11.0	12.3	11.1	12.0
LESS CORRUPTION/GOV'T	9.2	10.7	9.7	9.4	10.1	8.9	8.2	9.8	8.9	9.9	8.5	9.6	8.9
LOWER PRICES	8.2	7.2	12.1	9.6	5.9	9.6	6.3	9.9	7.2	8.7	7.6	7.7	8.7
LESS ILLEGAL IMMIGRATION	7.5	0.0	3.2	5.4	7.9	9.2	11.7	3.6	10.0	4.8	10.7	8.2	6.9
FEWER MASS SHOOTINGS	5.7	10.2	6.8	3.2	6.1	7.1	4.6	5.8	5.7	5.9	5.6	4.7	6.7
LOWER TAXES	5.7	5.8	7.4	7.0	7.2	5.1	3.7	6.9	5.0	7.0	4.3	7.5	4.1
COMPROMISE/BIPARTISANSHIP	5.1	3.2	1.6	3.3	5.7	7.9	6.3	2.7	6.6	3.6	6.9	6.0	4.4
LOWER FED. DEFICITS/DEBT	5.0	4.9	1.6	3.0	4.4	5.5	7.9	3.0	6.3	3.4	6.9	5.7	4.3
TREATING EACH OTHER BETTER	4.9	6.1	9.4	6.5	3.7	4.2	2.6	7.3	3.3	6.3	3.2	5.0	4.8
BETTER PAY	4.7	10.8	9.0	6.3	6.7	1.6	0.7	8.1	2.6	7.7	1.1	2.8	6.4
HONEST/LESS DIVISIVE NEWS	3.9	2.4	0.8	4.3	5.5	2.5	5.5	2.8	4.6	3.6	4.3	4.5	3.4
LESS CRIME	3.9	2.3	5.7	5.2	1.9	4.8	3.2	4.8	3.4	3.9	3.9	3.9	3.9
FEWER CAREER POLITICIANS	3.5	2.5	0.0	0.5	1.7	5.4	7.0	0.7	5.2	1.0	6.4	3.6	3.3
MORE PRIDE/BEING AMERICAN	3.3	0.0	2.4	3.1	2.4	3.2	5.5	2.2	4.0	2.3	4.6	3.4	3.2
MORE JOBS	3.1	3.7	2.4	5.9	5.3	3.0	0.0	4.3	2.3	4.6	1.2	3.6	2.6
HEALTHIER ENVIRONMENT	3.0	5.8	2.4	4.0	1.3	1.2	4.0	3.9	2.4	3.1	2.8	2.1	3.8



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON 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
BETTER EDUCATION OPP.	3.0	8.1	3.3	4.2	0.6	2.5	2.2	4.7	1.9	3.5	2.3	2.0	3.9
PRGRSS/RACIAL MINORITIES	2.3	4.8	4.9	2.1	3.1	1.3	0.7	3.6	1.5	3.4	0.9	1.6	2.9
MORE TRUST IN ELECTIONS	2.1	0.0	2.4	2.2	1.4	0.6	4.1	1.8	2.3	1.7	2.7	2.6	1.8
RESPECTED/WORLD STAGE	1.9	3.4	0.0	2.5	1.3	2.4	2.1	1.9	2.0	1.7	2.2	2.2	1.7
FEWER DRUG OVERDOSES	1.2	1.1	2.5	1.4	0.6	0.7	1.1	1.7	0.9	1.4	1.0	1.4	1.0
PROGRESS/LGBTQ AMERICANS	1.1	0.0	1.7	2.2	1.3	0.6	0.7	1.6	0.8	1.5	0.7	0.9	1.4



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
MORE ACCOUNTABILITY GOV'T	11.6	8.9	9.0	14.6	12.1	7.4	11.0	12.9	10.6	9.5	7.3	16.3	13.6	10.4	12.3	11.3
LESS CORRUPTION/GOV'T	9.2	9.7	9.9	9.3	8.6	8.2	11.5	10.8	7.7	10.3	8.4	7.9	9.4	8.5	9.5	9.7
LOWER PRICES	8.2	9.7	10.1	7.2	7.2	10.5	11.6	6.4	5.5	9.3	8.7	8.0	8.9	9.3	8.0	7.2
LESS ILLEGAL IMMIGRATION	7.5	0.8	4.3	9.6	10.4	0.0	5.0	8.8	11.4	1.1	3.7	10.4	9.4	6.3	7.1	10.1
FEWER MASS SHOOTINGS	5.7	10.5	3.9	5.7	5.6	7.8	2.5	6.1	4.6	11.6	5.0	5.4	6.6	9.2	5.6	1.6
LOWER TAXES	5.7	3.9	8.5	6.8	3.6	7.8	9.1	10.4	4.4	2.3	8.0	3.2	2.7	5.6	5.9	5.3
COMPROMISE/BIPARTISANSHIP	5.1	2.2	3.1	6.1	6.8	2.4	2.6	5.9	9.0	2.1	3.6	6.4	4.5	6.3	4.9	4.1
LOWER FED. DEFICITS/DEBT	5.0	4.2	2.5	4.7	7.1	5.8	2.5	5.6	7.9	3.5	2.6	3.9	6.3	2.7	4.7	8.8
TREATING EACH OTHER BETTER	4.9	7.0	7.1	4.2	3.2	9.4	5.0	3.6	5.2	6.0	9.0	4.8	1.1	4.1	5.4	4.6
BETTER PAY	4.7	10.6	6.9	5.6	0.6	5.7	6.0	1.4	1.1	12.7	7.7	9.9	0.0	6.6	4.8	1.9
HONEST/LESS DIVISIVE NEWS	3.9	1.6	3.5	3.8	5.0	2.4	5.0	3.8	5.1	1.3	2.1	3.9	4.9	4.4	4.0	3.0
LESS CRIME	3.9	4.2	4.8	3.3	3.6	3.1	3.9	3.3	4.4	4.7	5.6	3.3	2.8	4.4	4.1	2.5
FEWER CAREER POLITICIANS	3.5	1.7	0.4	1.5	7.7	2.7	0.8	2.2	6.6	1.2	0.0	0.7	8.7	2.2	3.1	6.0
MORE PRIDE/BEING AMERICAN	3.3	0.0	2.7	3.0	5.0	0.0	1.6	3.6	5.1	0.0	3.6	2.5	4.9	1.2	3.6	5.5
MORE JOBS	3.1	3.4	4.6	4.4	0.9	8.5	5.9	4.5	0.6	1.2	3.4	4.3	1.2	3.6	2.8	3.1
HEALTHIER ENVIRONMENT	3.0	3.9	4.0	1.6	3.0	5.2	2.6	1.5	1.5	3.4	5.2	1.7	4.4	1.8	3.1	4.2



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37. WHICH OF THE FOLLOWING WOULD YOU SECOND MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
BETTER EDUCATION OPP.	3.0	6.3	4.2	1.6	2.0	0.0	2.3	1.7	2.3	8.9	5.9	1.6	1.7	3.7	3.3	1.0
PRGRSS/RACIAL MINORITIES	2.3	4.2	3.5	1.9	1.2	0.0	2.4	2.9	0.5	5.9	4.4	0.8	1.8	2.2	1.9	3.5
MORE TRUST IN ELECTIONS	2.1	0.9	2.3	1.3	3.1	0.0	4.2	0.9	3.2	1.2	0.7	1.6	2.9	1.1	1.9	4.2
RESPECTED/WORLD STAGE	1.9	2.3	1.8	2.0	1.9	5.0	1.6	2.5	2.0	1.1	2.0	1.6	1.7	3.2	1.8	0.6
FEWER DRUG OVERDOSES	1.2	3.3	1.0	0.9	0.8	5.4	2.1	0.8	0.5	2.5	0.0	1.0	1.1	1.8	1.1	0.5
PROGRESS/LGBTQ AMERICANS	1.1	0.9	2.0	0.8	0.9	2.9	1.0	0.7	0.6	0.0	2.9	0.9	1.2	1.5	1.0	1.0



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
MORE ACCOUNTABILITY GOV'T	8.9	11.6	6.8	9.6	6.4	10.0	8.9	16.7	5.8	7.8	8.9	4.7	16.4	7.9	9.2	6.8	6.8	11.7	15.7	8.4
LESS CORRUPTION/GOV'T	7.5	11.1	5.1	7.8	6.5	8.8	8.2	4.1	11.6	8.3	7.4	9.2	10.8	9.3	7.6	7.6	7.9	5.5	3.9	6.8
LOWER PRICES	7.0	12.0	6.3	4.7	8.3	3.8	9.8	8.4	9.1	6.4	6.7	5.7	8.2	8.1	3.2	9.7	5.0	8.6	7.4	9.6
LOWER FED. DEFICITS/DEBT	6.6	6.5	10.1	8.8	8.3	3.7	4.4	0.0	0.0	7.8	8.9	7.5	0.0	9.4	7.7	7.5	5.5	3.2	3.1	3.3
LESS CRIME	5.8	9.4	10.3	5.2	6.8	5.0	0.8	0.0	2.7	6.4	7.9	4.5	3.8	7.3	7.1	5.3	5.0	4.2	9.4	0.0
LESS ILLEGAL IMMIGRATION	5.5	10.4	12.8	6.6	4.3	2.8	0.8	0.0	0.0	7.0	9.7	4.0	0.0	7.9	8.3	2.8	7.0	1.5	2.5	0.6
FEWER MASS SHOOTINGS	5.3	0.0	4.0	5.8	4.4	5.4	7.8	12.9	5.5	4.4	4.0	4.3	8.3	2.8	4.1	5.6	6.5	7.5	6.0	8.8
HEALTHIER ENVIRONMENT	5.2	2.4	1.4	5.2	5.3	6.6	5.1	16.3	5.8	4.1	3.2	4.1	12.0	2.6	3.8	5.0	6.2	8.2	10.0	6.8
COMPROMISE/BIPARTISANSHIP	5.2	3.7	4.4	2.9	5.5	8.9	6.1	2.1	2.6	4.4	3.6	6.1	2.2	2.5	6.1	5.9	4.5	7.1	9.3	5.2
TREATING EACH OTHER BETTER	5.0	2.4	3.0	7.4	3.9	7.8	6.2	0.0	2.9	4.8	4.8	5.4	1.9	1.8	5.3	5.9	8.4	5.5	6.4	4.7
FEWER CAREER POLITICIANS	4.8	10.8	4.6	4.5	6.2	1.0	5.3	2.2	6.9	5.2	5.7	4.1	6.8	8.0	5.6	2.7	1.9	3.7	3.1	4.2
LOWER TAXES	4.7	2.6	3.7	1.6	8.2	6.8	4.2	1.8	2.7	5.4	2.6	9.9	3.9	4.9	5.1	6.3	5.9	2.8	2.3	3.2
BETTER EDUCATION OPP.	4.4	1.3	2.5	3.4	4.2	6.4	6.5	5.7	5.7	3.8	2.7	5.4	4.2	2.2	4.4	4.2	5.4	5.9	4.7	6.8
BETTER PAY	4.0	0.0	2.6	3.2	3.7	6.0	3.3	11.0	5.9	3.7	2.4	5.4	5.8	3.4	2.0	6.6	4.1	4.6	3.3	5.6
HONEST/LESS DIVISIVE NEWS	3.9	5.0	5.0	5.0	2.7	4.5	1.8	2.2	3.0	4.2	5.0	3.6	0.0	4.6	5.8	0.8	4.2	3.0	3.3	2.8
MORE JOBS	3.6	0.0	3.1	5.5	4.8	2.6	4.3	2.0	2.9	3.8	3.6	4.8	0.0	3.0	4.4	4.2	4.1	3.2	1.6	4.6



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
MORE TRUST IN ELECTIONS	2.9	6.7	5.2	1.7	3.5	1.1	0.0	1.9	6.5	3.5	4.0	3.0	2.3	5.4	3.3	2.6	1.4	1.2	0.9	1.4
RESPECTED/WORLD STAGE	2.8	1.3	0.7	4.6	1.9	3.0	3.7	4.1	6.1	2.6	2.5	2.4	4.6	2.4	1.0	5.6	2.7	3.4	2.4	4.1
PRGRSS/RACIAL MINORITIES	2.5	0.0	0.0	1.6	2.7	1.5	6.2	8.4	8.6	1.2	0.7	1.4	4.1	0.3	1.6	1.6	1.7	6.2	3.8	8.1
MORE PRIDE/BEING AMERICAN	1.9	1.5	6.2	3.1	0.0	1.0	1.0	0.0	0.0	2.4	4.0	0.3	0.0	4.1	2.0	0.0	1.8	0.8	0.8	0.8
FEWER DRUG OVERDOSES	1.7	1.2	2.1	1.9	1.8	2.7	0.0	0.0	3.0	2.2	1.8	3.2	0.0	2.0	2.0	1.6	3.3	0.4	0.0	0.7
PROGRESS/LGBTQ AMERICANS	0.9	0.0	0.0	0.0	0.5	0.5	5.6	0.0	2.7	0.6	0.0	0.7	4.7	0.0	0.6	1.8	0.6	1.9	0.0	3.4



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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	1000	175	225	384	216	863	709	155	137	92	44	
MORE ACCOUNTABILITY GOV'T	8.9	9.6	9.5	9.9	5.8	8.8	9.2	7.1	9.1	8.8	9.7	
LESS CORRUPTION/GOV'T	7.5	8.0	6.1	8.8	6.4	7.3	7.9	4.9	8.8	10.8	4.5	
LOWER PRICES	7.0	6.3	9.4	5.5	7.8	7.0	6.8	7.8	7.2	6.4	8.8	
LOWER FED. DEFICITS/DEBT	6.6	4.6	7.4	7.0	6.5	6.6	6.8	5.3	6.5	6.2	7.0	
LESS CRIME	5.8	9.6	4.0	6.2	3.8	5.5	5.6	5.2	7.5	6.8	8.8	
LESS ILLEGAL IMMIGRATION	5.5	5.1	6.3	5.6	4.8	6.0	6.3	4.6	2.4	2.3	2.6	
FEWER MASS SHOOTINGS	5.3	5.9	6.3	4.4	5.2	5.5	5.5	5.7	3.7	3.4	4.4	
HEALTHIER ENVIRONMENT	5.2	5.9	5.1	5.3	4.8	5.0	4.7	6.4	6.6	6.7	6.3	
COMPROMISE/BIPARTISANSHIP	5.2	5.3	3.7	4.2	8.3	5.6	5.7	5.3	2.2	2.1	2.3	
TREATING EACH OTHER BETTER	5.0	5.3	7.1	5.0	2.7	5.1	4.7	6.8	4.4	2.1	9.4	
FEWER CAREER POLITICIANS	4.8	3.7	6.0	4.9	4.0	5.1	5.6	3.0	2.5	1.0	5.7	
LOWER TAXES	4.7	1.6	5.6	3.8	8.0	4.0	3.7	5.6	9.1	8.5	10.4	
BETTER EDUCATION OPP.	4.4	5.7	4.0	3.8	4.7	4.4	4.4	4.0	4.4	4.4	4.4	
BETTER PAY	4.0	3.4	4.4	4.7	2.7	3.6	3.4	4.3	6.6	7.6	4.5	
HONEST/LESS DIVISIVE NEWS	3.9	1.8	2.2	4.3	6.5	3.8	3.9	3.7	4.1	6.1	0.0	
MORE JOBS	3.6	5.1	1.1	4.2	4.1	3.4	3.0	5.2	4.9	6.2	2.2	



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All	
MORE TRUST IN ELECTIONS	2.9	3.0	2.3	3.1	2.9	3.1	3.2	2.7	1.5	1.1	2.4	
RESPECTED/WORLD STAGE	2.8	3.6	2.3	2.6	3.2	2.9	2.6	4.2	2.1	2.2	2.1	
PRGRSS/RACIAL MINORITIES	2.5	2.5	2.6	2.7	2.2	2.6	2.5	3.3	2.0	3.0	0.0	
MORE PRIDE/BEING AMERICAN	1.9	2.2	1.7	2.1	1.6	2.1	2.5	0.7	0.7	1.0	0.0	
FEWER DRUG OVERDOSES	1.7	1.3	1.3	1.6	2.9	1.8	1.5	3.2	1.4	1.0	2.3	
PROGRESS/LGBTQ AMERICANS	0.9	0.6	1.4	0.5	1.3	0.7	0.6	1.2	2.3	2.4	2.2	



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	365	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
MORE ACCOUNTABILITY GOV'T	8.9	9.3	10.4	8.4	10.1	5.7	8.0	11.3	6.6	6.7	7.5	7.0	9.0	8.9	4.7	11.9
LESS CORRUPTION/GOV'T	7.5	9.7	5.7	9.7	5.6	6.3	10.4	4.7	6.5	6.4	8.0	7.0	6.4	6.6	7.7	8.4
LOWER PRICES	7.0	6.5	6.1	6.8	7.5	6.2	6.9	6.8	7.1	10.1	8.0	7.3	9.6	6.4	5.7	6.6
LOWER FED. DEFICITS/DEBT	6.6	8.1	5.5	7.8	5.6	5.4	7.7	3.7	10.9	9.6	5.5	7.5	7.1	8.0	7.6	5.0
LESS CRIME	5.8	6.9	4.8	7.1	4.0	7.5	7.4	4.1	6.3	6.9	5.1	5.7	5.3	7.7	5.2	6.0
LESS ILLEGAL IMMIGRATION	5.5	8.4	3.3	8.4	3.3	2.0	8.8	3.8	2.6	2.7	3.4	6.0	7.5	4.4	5.5	4.6
FEWER MASS SHOOTINGS	5.3	3.2	8.7	2.6	7.8	6.2	2.9	8.3	4.6	4.7	4.8	5.8	5.1	6.2	6.2	4.4
HEALTHIER ENVIRONMENT	5.2	3.3	7.5	2.7	8.0	4.6	2.3	8.0	4.5	5.5	7.4	5.6	3.9	7.5	6.3	4.6
COMPROMISE/BIPARTISANSHIP	5.2	4.3	6.5	3.3	6.6	7.2	3.3	8.0	4.1	4.0	4.1	5.5	9.0	3.6	3.4	4.6
TREATING EACH OTHER BETTER	5.0	3.6	6.4	3.0	6.6	7.3	3.3	7.7	4.0	4.8	4.0	5.1	5.7	3.6	5.3	4.8
FEWER CAREER POLITICIANS	4.8	6.0	3.1	5.9	3.2	5.8	5.7	3.8	4.0	4.6	5.5	4.7	3.9	6.6	4.5	4.9
LOWER TAXES	4.7	4.3	3.9	5.7	2.7	8.7	5.3	1.9	7.2	6.4	7.8	4.1	2.7	6.1	4.4	5.8
BETTER EDUCATION OPP.	4.4	2.8	4.7	3.0	5.9	3.8	2.6	5.7	6.1	6.6	3.9	4.3	4.8	0.8	5.3	4.4
BETTER PAY	4.0	3.6	4.1	3.2	4.2	6.1	3.6	3.8	5.1	4.5	4.1	3.3	2.3	5.1	3.4	5.1
HONEST/LESS DIVISIVE NEWS	3.9	4.1	3.9	5.2	3.0	1.8	5.5	3.3	3.2	2.8	1.5	3.9	3.3	5.3	3.8	3.8
MORE JOBS	3.6	4.0	2.5	4.1	3.0	4.4	4.2	2.5	4.5	4.8	4.0	3.1	1.7	1.6	4.9	4.5



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
MORE TRUST IN ELECTIONS	2.9	4.7	1.7	4.4	1.2	2.9	4.8	1.6	0.7	1.0	3.3	2.3	2.6	0.9	2.6	3.8	
RESPECTED/WORLD STAGE	2.8	2.2	3.1	2.4	3.5	1.8	1.8	4.4	0.5	0.8	4.1	3.4	1.8	1.9	5.2	1.9	
PRGRSS/RACIAL MINORITIES	2.5	1.4	4.5	1.5	4.0	1.0	0.7	3.6	5.3	2.7	1.5	2.6	2.5	2.6	2.8	2.3	
MORE PRIDE/BEING AMERICAN	1.9	2.1	1.1	2.7	0.9	2.6	3.0	1.2	0.0	0.0	3.1	2.3	1.3	1.8	3.4	1.3	
FEWER DRUG OVERDOSES	1.7	1.7	1.5	1.7	1.7	1.7	1.6	0.9	4.8	3.3	0.8	2.3	2.6	2.7	1.8	0.8	
PROGRESS/LGBTQ AMERICANS	0.9	0.0	1.1	0.5	1.4	0.9	0.2	0.9	1.3	1.1	2.6	1.1	1.7	1.9	0.4	0.6	



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
MORE ACCOUNTABILITY GOV'T	8.9	9.6	8.6	8.5	9.8	6.8	7.9	9.4	15.3	6.1	8.5
LESS CORRUPTION/GOV'T	7.5	2.8	9.1	8.6	6.4	7.6	8.8	3.9	3.5	4.2	10.1
LOWER PRICES	7.0	6.5	7.2	6.0	7.3	9.7	6.1	7.5	7.7	7.4	6.7
LOWER FED. DEFICITS/DEBT	6.6	4.5	7.3	8.7	4.1	7.5	6.7	4.2	4.2	4.2	8.3
LESS CRIME	5.8	3.7	6.5	7.2	4.5	5.3	4.9	4.7	4.1	5.1	6.6
LESS ILLEGAL IMMIGRATION	5.5	4.3	5.9	8.1	3.6	2.8	3.8	3.6	3.2	3.9	6.8
FEWER MASS SHOOTINGS	5.3	6.7	4.8	3.3	7.1	5.6	5.7	7.7	7.1	8.0	3.6
HEALTHIER ENVIRONMENT	5.2	9.9	3.7	3.1	7.5	5.0	2.9	8.3	8.7	8.1	3.1
COMPROMISE/BIPARTISANSHIP	5.2	6.3	4.8	4.0	6.1	5.9	5.5	7.1	8.2	6.6	3.8
TREATING EACH OTHER BETTER	5.0	6.8	4.3	3.3	6.6	5.9	5.4	7.5	6.2	8.3	3.2
FEWER CAREER POLITICIANS	4.8	4.6	4.8	7.0	3.0	2.7	3.6	3.4	4.1	3.0	5.7
LOWER TAXES	4.7	3.5	5.1	5.0	4.0	6.3	6.6	3.0	1.3	4.0	5.9
BETTER EDUCATION OPP.	4.4	5.7	3.8	3.1	5.7	4.2	5.2	5.9	4.6	6.7	3.3
BETTER PAY	4.0	3.5	4.1	2.8	4.4	6.6	5.4	4.3	2.7	5.3	3.7
HONEST/LESS DIVISIVE NEWS	3.9	2.4	4.4	5.1	3.5	0.8	3.1	3.2	0.7	4.5	4.4
MORE JOBS	3.6	3.5	3.7	3.6	3.6	4.2	5.5	2.9	3.3	2.7	4.2



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
			UNITED STATES		FOR CONGRESS		ERS/					
	RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	UNDECIDED	APPROVE	Strongly	Slightly	DISAPPROVE		
	DIRECTION	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE		
MORE TRUST IN ELECTIONS	2.9	2.1	3.1	4.5	1.3	2.6	2.7	1.6	0.6	2.1	3.8	
RESPECTED/WORLD STAGE	2.8	4.9	2.1	1.8	3.1	5.6	2.8	3.7	4.9	3.0	2.2	
PRGRSS/RACIAL MINORITIES	2.5	5.0	1.7	0.9	4.5	1.6	3.3	4.7	5.1	4.5	1.0	
MORE PRIDE/BEING AMERICAN	1.9	1.6	2.1	3.2	1.1	0.0	1.0	1.6	3.3	0.7	2.2	
FEWER DRUG OVERDOSES	1.7	1.3	1.9	2.0	1.5	1.6	1.8	0.8	0.8	0.7	2.4	
PROGRESS/LGBTQ AMERICANS	0.9	0.8	0.9	0.3	1.4	1.8	1.2	1.0	0.7	1.1	0.9	



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108	
MORE ACCOUNTABILITY GOV'T	8.9	7.9	9.6	9.2	10.3	6.5	8.5	11.6	6.2	10.0	9.7	6.9	
LESS CORRUPTION/GOV'T	7.5	9.1	6.3	7.7	6.9	8.1	8.5	4.3	6.8	6.9	8.0	10.0	
LOWER PRICES	7.0	7.5	6.7	7.7	7.2	5.9	8.2	2.0	7.3	7.1	9.4	3.9	
LOWER FED. DEFICITS/DEBT	6.6	8.1	4.8	8.3	4.9	6.5	8.1	5.1	7.5	8.6	4.9	4.9	
LESS CRIME	5.8	6.9	4.8	6.1	5.7	5.5	6.8	5.2	5.9	5.4	5.9	4.9	
LESS ILLEGAL IMMIGRATION	5.5	8.6	3.4	8.7	2.4	5.4	7.2	2.6	6.4	10.5	2.3	3.9	
FEWER MASS SHOOTINGS	5.3	2.6	8.0	3.5	7.1	5.2	2.6	8.0	5.6	4.5	6.7	4.4	
HEALTHIER ENVIRONMENT	5.2	3.1	7.0	3.6	6.8	5.3	5.1	5.5	4.3	1.8	7.3	7.0	
COMPROMISE/BIPARTISANSHIP	5.2	4.3	6.2	5.0	5.0	5.6	5.9	8.4	6.9	3.9	3.5	3.7	
TREATING EACH OTHER BETTER	5.0	4.1	6.4	3.5	5.2	6.7	4.0	4.6	5.5	3.0	5.4	8.6	
FEWER CAREER POLITICIANS	4.8	5.9	3.5	5.5	2.1	7.4	5.7	3.5	6.9	5.2	1.5	8.1	
LOWER TAXES	4.7	5.0	3.7	4.7	3.6	6.3	2.9	2.6	5.4	6.9	4.0	7.6	
BETTER EDUCATION OPP.	4.4	2.6	5.2	3.2	6.4	3.2	3.4	6.0	2.0	2.9	6.6	4.8	
BETTER PAY	4.0	2.9	4.7	2.3	4.8	5.1	1.5	3.3	4.9	3.2	5.5	5.5	
HONEST/LESS DIVISIVE NEWS	3.9	4.8	3.1	4.6	3.2	3.7	5.1	1.9	4.4	4.1	3.8	2.7	
MORE JOBS	3.6	4.3	2.9	3.5	3.7	3.7	4.0	4.2	3.1	3.0	3.5	4.5	



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BANNER 5

	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	
MORE TRUST IN ELECTIONS	2.9	4.2	1.9	4.2	2.0	2.3	4.7	2.0	2.5	3.5	2.1	2.0	
RESPECTED/WORLD STAGE	2.8	2.0	3.8	2.2	3.8	2.3	2.5	6.4	3.1	1.9	2.6	1.1	
PRGRSS/RACIAL MINORITIES	2.5	1.2	3.6	1.1	4.1	2.3	1.0	6.7	2.0	1.1	3.0	2.8	
MORE PRIDE/BEING AMERICAN	1.9	3.3	1.3	3.2	1.3	1.1	4.4	1.6	1.3	1.7	1.2	0.9	
FEWER DRUG OVERDOSES	1.7	1.7	1.5	2.2	1.4	1.5	0.0	1.8	1.4	4.9	1.2	1.7	
PROGRESS/LGBTQ AMERICANS	0.9	0.0	1.6	0.0	2.2	0.4	0.0	2.8	0.7	0.0	1.9	0.0	



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
MORE ACCOUNTABILITY GOV'T	8.9	12.1	10.6	13.1	8.1	6.7	7.5	7.0	14.9	10.2	8.5	12.9	8.1	0.0	7.7	7.2	3.2
LESS CORRUPTION/GOV'T	7.5	6.6	6.1	7.0	7.4	7.6	9.7	8.4	5.0	8.0	7.9	6.6	6.5	11.7	7.4	8.0	9.1
LOWER PRICES	7.0	6.4	8.8	4.7	7.2	7.9	6.4	7.3	10.0	7.0	7.7	6.5	8.0	7.8	4.4	6.6	5.4
LOWER FED. DEFICITS/DEBT	6.6	3.1	4.1	2.3	6.4	10.3	8.3	9.6	0.0	6.6	9.3	3.7	5.0	15.3	1.9	7.3	8.3
LESS CRIME	5.8	3.3	4.5	2.4	7.0	5.0	9.4	6.6	5.5	4.0	6.8	2.8	9.9	7.8	4.4	6.0	5.4
LESS ILLEGAL IMMIGRATION	5.5	2.4	1.8	2.8	5.3	8.9	6.7	8.1	4.5	11.1	8.4	1.9	2.2	7.6	3.7	5.3	7.2
FEWER MASS SHOOTINGS	5.3	7.0	7.1	6.9	5.3	4.2	3.3	3.8	0.0	1.4	4.3	6.6	7.7	8.2	11.0	5.1	0.0
HEALTHIER ENVIRONMENT	5.2	8.8	7.6	9.6	5.9	1.0	3.0	1.7	14.7	6.8	1.9	8.6	4.4	3.9	7.5	6.6	0.0
COMPROMISE/BIPARTISANSHIP	5.2	5.1	6.2	4.4	6.2	2.7	6.7	4.1	0.0	8.7	4.3	5.0	5.2	3.8	7.6	5.8	3.3
TREATING EACH OTHER BETTER	5.0	5.6	4.0	6.8	5.6	4.3	3.0	3.8	0.0	4.2	3.6	6.0	4.1	3.6	6.1	7.6	5.0
FEWER CAREER POLITICIANS	4.8	3.8	4.3	3.5	2.9	9.4	3.9	7.4	10.6	1.4	6.3	2.7	1.5	0.0	5.6	4.9	15.7
LOWER TAXES	4.7	2.4	1.7	2.9	6.1	5.6	4.3	5.1	0.0	6.6	4.6	1.4	5.7	11.1	7.4	6.3	5.3
BETTER EDUCATION OPP.	4.4	5.9	5.0	6.5	4.7	3.9	0.7	2.8	5.5	5.0	2.5	6.9	5.3	8.0	1.8	4.1	1.9
BETTER PAY	4.0	4.9	5.3	4.7	5.4	2.2	0.8	1.7	5.0	4.3	1.5	5.2	5.1	0.0	3.9	6.2	3.2
HONEST/LESS DIVISIVE NEWS	3.9	3.4	2.5	4.1	2.7	5.9	4.4	5.4	4.8	2.7	5.2	4.2	2.3	0.0	0.0	3.1	8.7
MORE JOBS	3.6	3.7	4.1	3.4	4.1	3.6	2.3	3.1	4.7	4.0	3.3	3.6	4.5	0.0	3.6	3.8	3.4



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 6

	BANNER 6																	
	TOTAL IDEOLOGY REPUBLICAN DEMOCRAT INDEPENDENT																	
	LIB- Very Smwt. MOD- Smwt. Very CONSER LIB- MOD- CONSER LIB- MOD- CONSER LIB- MOD- CONSER																	
	ERAL			ERATE			VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE	ERAL	ERATE	VATIVE		
MORE TRUST IN ELECTIONS	2.9	2.5	3.5	1.9	1.5	1.4	10.3	4.6	4.8	1.4	4.9	2.0	2.5	0.0	3.9	0.6	5.2	
RESPECTED/WORLD STAGE	2.8	3.0	2.8	3.1	3.2	3.0	0.9	2.2	0.0	2.9	2.2	3.4	5.0	0.0	2.2	1.9	3.3	
PRGRSS/RACIAL MINORITIES	2.5	4.8	5.2	4.6	1.6	1.2	2.2	1.6	0.0	1.4	1.0	4.5	2.9	7.2	7.8	0.7	1.6	
MORE PRIDE/BEING AMERICAN	1.9	1.0	1.5	0.6	0.9	3.8	3.9	3.8	0.0	1.3	3.9	1.3	0.8	3.9	0.0	0.7	3.3	
FEWER DRUG OVERDOSES	1.7	1.4	0.0	2.4	2.0	1.4	2.4	1.7	10.1	1.2	1.9	0.9	2.4	0.0	0.0	2.1	1.5	
PROGRESS/LGBTQ AMERICANS	0.9	2.8	3.4	2.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.8	0.0	2.1	0.0	0.0	



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BANNER 7

	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
MORE ACCOUNTABILITY GOV'T	8.9	10.1	6.5	8.3	8.5	11.3	0.0	12.7	8.7	8.4	9.2	7.2	9.9	8.3	6.1	11.1
LESS CORRUPTION/GOV'T	7.5	6.4	7.7	8.8	8.0	2.5	7.0	1.9	7.9	7.9	8.0	10.7	9.5	3.8	7.0	7.1
LOWER PRICES	7.0	8.0	5.3	6.5	5.8	4.7	0.0	5.3	7.3	6.8	8.1	7.3	6.2	6.2	8.6	7.0
LOWER FED. DEFICITS/DEBT	6.6	4.3	5.5	9.5	7.0	4.3	0.0	4.9	7.2	7.5	6.8	4.1	7.3	8.8	7.9	3.3
LESS CRIME	5.8	4.7	7.7	6.3	6.8	5.7	8.1	5.4	6.0	5.6	6.6	4.3	6.8	5.0	5.7	5.6
LESS ILLEGAL IMMIGRATION	5.5	2.6	3.7	9.4	5.7	7.7	14.5	6.9	5.4	6.1	4.1	3.5	5.7	8.9	7.2	2.1
FEWER MASS SHOOTINGS	5.3	6.9	6.2	3.0	5.5	6.5	0.0	7.3	5.3	5.4	5.1	3.5	3.9	2.5	5.1	7.2
HEALTHIER ENVIRONMENT	5.2	7.8	4.2	2.7	4.3	6.3	0.0	7.1	5.3	5.4	5.2	2.9	4.5	6.1	5.0	5.8
COMPROMISE/BIPARTISANSHIP	5.2	6.1	5.4	4.0	5.7	9.8	6.8	10.1	4.4	3.9	5.2	5.4	5.7	4.7	4.1	5.9
TREATING EACH OTHER BETTER	5.0	6.2	4.9	3.7	5.2	4.0	0.0	4.5	4.9	5.4	4.0	7.6	4.2	3.6	3.7	7.5
FEWER CAREER POLITICIANS	4.8	2.6	5.6	6.9	5.5	3.6	8.5	3.0	4.9	5.2	4.3	5.4	5.7	5.3	4.9	3.4
LOWER TAXES	4.7	3.6	6.5	5.4	5.1	4.7	0.0	5.3	4.6	3.4	6.5	6.1	4.4	4.8	5.2	3.3
BETTER EDUCATION OPP.	4.4	6.4	3.4	2.4	3.9	7.3	6.4	7.4	4.1	4.2	3.9	3.1	4.6	1.4	5.7	4.4
BETTER PAY	4.0	4.8	5.2	2.5	3.4	0.0	0.0	0.0	4.2	3.6	5.2	7.5	5.3	2.5	2.9	4.3
HONEST/LESS DIVISIVE NEWS	3.9	2.9	4.0	4.9	3.9	2.3	6.3	1.8	4.1	5.1	2.4	3.9	3.3	3.6	3.3	5.1
MORE JOBS	3.6	3.9	4.2	3.1	3.3	6.3	28.2	3.5	3.4	3.0	4.1	2.3	3.7	5.1	3.1	4.0



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 7

	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
MORE TRUST IN ELECTIONS	2.9	1.6	1.5	4.8	2.0	1.6	0.0	1.8	2.8	3.1	2.4	4.7	2.4	4.9	2.9	3.0
RESPECTED/WORLD STAGE	2.8	2.9	5.4	1.7	3.3	5.8	0.0	6.6	2.4	2.3	2.7	2.0	1.9	2.4	2.9	3.4
PRGRSS/RACIAL MINORITIES	2.5	3.8	2.8	1.0	2.4	3.1	14.1	1.7	2.7	2.5	3.1	0.0	2.1	1.1	2.3	3.6
MORE PRIDE/BEING AMERICAN	1.9	0.8	2.0	3.2	2.2	0.8	0.0	0.9	2.1	2.7	1.1	2.0	1.9	4.5	2.5	1.0
FEWER DRUG OVERDOSES	1.7	1.8	1.5	1.8	1.5	1.8	0.0	2.0	1.3	1.2	1.4	5.5	0.9	6.4	2.5	0.4
PROGRESS/LGBTQ AMERICANS	0.9	1.6	0.8	0.2	1.0	0.0	0.0	0.0	1.1	1.3	0.7	1.0	0.0	0.0	1.3	1.5



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK					
		LESS/	COLL-	Bchlr	Post-			LESS/	COLL-	LESS/	COLL-	WHITE	NON-	His-	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
		COLL.	EGE	Degree	Grad./			COLL.	EGE	COLL.	EGE		WHITE	panic								
	GRAD	GRAD.		Prof.	GRAD.	GRAD.	GRAD.	GRAD.														
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74		
MORE ACCOUNTABILITY GOV'T	8.9	8.3	9.9	9.3	11.2	8.5	8.3	8.1	11.6	9.3	7.8	5.3	10.1	8.6	8.9	9.8	4.5	6.1	11.7	9.0		
LESS CORRUPTION/GOV'T	7.5	8.1	6.4	6.3	6.6	7.8	5.5	8.4	7.4	8.4	5.8	5.3	4.9	7.2	7.1	9.5	6.2	4.4	4.9	4.9		
LOWER PRICES	7.0	7.7	5.7	5.7	5.5	6.9	5.6	8.4	5.7	7.0	7.1	8.9	5.2	6.6	7.5	6.5	6.1	11.6	1.9	7.8		
LOWER FED. DEFICITS/DEBT	6.6	7.3	5.2	5.4	4.6	8.1	5.6	6.6	4.7	6.9	5.8	8.5	3.6	5.0	7.5	6.4	7.1	9.8	5.2	2.5		
LESS CRIME	5.8	6.0	5.5	4.7	7.3	6.4	5.6	5.6	5.3	5.5	6.4	5.2	9.2	2.2	6.1	4.9	7.8	2.7	5.5	12.0		
LESS ILLEGAL IMMIGRATION	5.5	5.3	5.8	5.2	7.1	5.8	5.9	5.0	5.6	5.1	6.3	4.9	6.7	10.9	5.3	4.9	6.9	2.9	8.7	5.1		
FEWER MASS SHOOTINGS	5.3	5.0	5.7	5.0	7.4	5.3	4.4	4.8	7.1	5.7	4.4	5.1	3.7	6.8	4.9	6.4	5.9	4.4	5.1	2.6		
HEALTHIER ENVIRONMENT	5.2	4.1	7.4	7.4	7.5	3.7	6.8	4.3	8.1	5.0	5.7	6.8	7.1	0.0	5.3	4.8	4.5	9.1	5.1	8.6		
COMPROMISE/BIPARTISANSHIP	5.2	3.9	7.5	8.1	6.1	4.5	10.6	3.5	4.1	6.1	3.2	2.4	2.2	6.7	7.3	5.0	4.8	0.0	3.5	1.2		
TREATING EACH OTHER BETTER	5.0	5.1	4.8	4.5	5.5	4.4	5.1	5.6	4.6	5.1	4.9	2.9	5.8	6.4	4.5	5.6	4.4	1.4	6.8	5.1		
FEWER CAREER POLITICIANS	4.8	5.4	3.5	3.9	2.6	7.1	3.2	4.1	3.9	5.2	3.8	4.4	2.3	4.8	5.6	4.9	7.4	1.4	3.3	1.5		
LOWER TAXES	4.7	5.6	3.0	2.4	4.5	5.2	1.1	5.9	5.1	4.2	5.7	7.8	2.1	9.7	2.8	5.6	7.0	8.5	3.3	1.3		
BETTER EDUCATION OPP.	4.4	4.1	4.9	5.3	4.1	3.3	4.0	4.7	6.0	3.9	5.3	5.8	6.1	0.0	3.2	4.6	4.1	7.4	5.3	6.7		
BETTER PAY	4.0	4.7	2.6	2.5	2.8	3.9	1.7	5.4	3.5	3.2	5.7	4.6	8.0	4.4	2.1	4.1	1.8	7.3	8.2	7.9		
HONEST/LESS DIVISIVE NEWS	3.9	3.9	3.7	5.0	0.8	4.2	3.9	3.8	3.5	4.4	2.8	3.6	1.3	4.3	5.1	3.7	1.4	5.8	0.0	2.3		
MORE JOBS	3.6	3.2	4.5	4.5	4.4	2.7	5.4	3.6	3.5	2.4	6.2	7.4	6.6	2.3	1.9	2.9	9.0	5.7	8.4	5.3		



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
MORE TRUST IN ELECTIONS	2.9	2.4	3.8	4.5	2.1	2.5	4.6	2.3	2.9	3.4	1.8	2.3	2.1	0.0	4.1	2.7	3.2	1.4	0.0	3.7
RESPECTED/WORLD STAGE	2.8	2.2	4.0	3.9	4.4	3.1	4.6	1.4	3.4	2.3	3.9	3.2	2.2	11.8	3.6	1.2	1.7	4.6	3.4	1.3
PRGRSS/RACIAL MINORITIES	2.5	1.8	3.9	4.4	2.8	1.6	4.4	1.9	3.4	1.6	4.4	4.3	6.5	0.0	1.6	1.7	6.0	2.7	6.6	6.4
MORE PRIDE/BEING AMERICAN	1.9	2.3	1.3	1.1	1.8	2.8	2.5	1.9	0.0	2.1	1.6	0.0	2.1	2.4	2.8	1.4	0.0	0.0	3.3	1.2
FEWER DRUG OVERDOSES	1.7	2.2	0.8	0.8	0.9	0.8	1.1	3.4	0.5	2.0	1.2	0.7	2.2	0.0	1.3	2.6	0.0	1.3	0.0	3.8
PROGRESS/LGBTQ AMERICANS	0.9	1.4	0.0	0.0	0.0	1.5	0.0	1.4	0.0	1.2	0.3	0.7	0.0	0.0	1.3	1.1	0.0	1.5	0.0	0.0



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	1000	79	122	184	160	184	270	386	614	545	455	470	530
MORE ACCOUNTABILITY GOV'T	8.9	4.9	8.9	4.1	8.0	9.7	13.1	5.8	10.8	6.4	11.8	8.4	9.2
LESS CORRUPTION/GOV'T	7.5	6.8	7.8	6.4	6.7	8.1	8.5	6.9	7.9	6.8	8.4	6.9	8.1
LOWER PRICES	7.0	6.1	12.0	6.9	5.4	8.3	5.1	8.4	6.2	7.5	6.4	6.4	7.6
LOWER FED. DEFICITS/DEBT	6.6	1.1	5.7	4.7	10.8	3.7	9.2	4.3	8.0	6.2	7.0	7.2	6.0
LESS CRIME	5.8	3.5	5.2	8.2	3.8	7.1	5.4	6.3	5.5	5.6	6.1	6.1	5.5
LESS ILLEGAL IMMIGRATION	5.5	1.3	3.8	4.8	6.0	5.5	7.7	3.8	6.6	4.4	6.8	5.8	5.2
FEWER MASS SHOOTINGS	5.3	5.8	5.0	4.9	3.5	5.6	6.3	5.1	5.3	4.7	6.0	4.9	5.5
HEALTHIER ENVIRONMENT	5.2	6.0	5.1	6.9	4.8	4.1	4.9	6.2	4.6	5.8	4.6	4.9	5.5
COMPROMISE/BIPARTISANSHIP	5.2	1.2	3.5	3.7	8.6	4.9	6.2	3.1	6.4	4.7	5.7	6.8	3.7
TREATING EACH OTHER BETTER	5.0	5.8	2.5	4.1	7.5	6.7	3.9	3.9	5.7	5.0	5.0	4.7	5.3
FEWER CAREER POLITICIANS	4.8	1.1	0.8	3.5	4.9	6.1	7.5	2.1	6.4	3.0	6.9	5.6	4.0
LOWER TAXES	4.7	8.3	6.5	6.2	5.1	1.9	3.6	6.7	3.5	6.2	2.9	3.7	5.7
BETTER EDUCATION OPP.	4.4	14.3	5.5	3.8	3.2	5.8	1.1	6.5	3.0	5.5	3.0	3.5	5.1
BETTER PAY	4.0	8.2	8.1	4.3	3.6	2.9	1.5	6.3	2.5	5.5	2.1	3.1	4.8
HONEST/LESS DIVISIVE NEWS	3.9	5.9	4.1	4.0	3.3	3.5	3.6	4.4	3.5	4.1	3.6	4.1	3.7
MORE JOBS	3.6	5.6	5.8	5.8	1.7	4.0	1.5	5.8	2.3	4.6	2.5	3.7	3.6



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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
MORE TRUST IN ELECTIONS	2.9	1.3	4.1	2.6	2.4	3.0	3.1	2.8	2.9	2.7	3.1	3.3	2.5
RESPECTED/WORLD STAGE	2.8	1.0	1.5	3.2	3.2	4.2	2.5	2.2	3.2	2.5	3.2	3.7	2.1
PRGRSS/RACIAL MINORITIES	2.5	3.5	2.4	4.3	4.3	0.6	1.4	3.5	1.9	3.7	1.1	2.7	2.4
MORE PRIDE/BEING AMERICAN	1.9	2.3	0.0	3.1	0.0	1.7	3.2	2.0	1.9	1.4	2.6	2.7	1.3
FEWER DRUG OVERDOSES	1.7	2.3	0.8	3.2	3.1	1.3	0.4	2.3	1.4	2.5	0.8	0.9	2.5
PROGRESS/LGBTQ AMERICANS	0.9	3.7	0.8	1.1	0.0	1.2	0.4	1.6	0.5	1.1	0.7	0.9	0.9



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
MORE ACCOUNTABILITY GOV'T	8.9	5.8	5.8	9.3	11.7	5.6	6.6	7.3	11.0	5.9	5.0	11.3	12.5	7.6	8.6	11.2
LESS CORRUPTION/GOV'T	7.5	6.6	7.0	6.9	8.7	5.1	5.7	4.5	9.8	7.2	8.0	9.4	7.6	5.6	7.4	10.6
LOWER PRICES	7.0	8.4	7.7	7.7	5.6	3.1	5.8	8.7	5.7	10.6	9.2	6.6	5.6	8.4	6.8	5.6
LOWER FED. DEFICITS/DEBT	6.6	3.3	4.6	8.7	7.5	2.9	4.0	9.7	8.2	3.4	5.1	7.8	6.7	6.4	6.4	7.2
LESS CRIME	5.8	3.4	7.5	3.9	6.8	2.7	6.8	3.8	8.0	3.8	8.1	4.0	5.5	6.0	6.2	4.6
LESS ILLEGAL IMMIGRATION	5.5	1.6	4.9	5.7	7.0	0.0	4.0	5.4	8.5	2.3	5.7	6.1	5.4	5.7	5.2	5.8
FEWER MASS SHOOTINGS	5.3	4.7	5.6	3.4	6.5	8.1	7.0	2.8	4.5	3.3	4.3	4.1	8.6	3.7	6.2	4.9
HEALTHIER ENVIRONMENT	5.2	4.0	7.4	3.8	5.1	5.5	4.2	5.1	5.1	3.4	10.2	2.4	5.2	7.1	5.4	2.4
COMPROMISE/BIPARTISANSHIP	5.2	1.8	3.9	8.2	4.9	3.5	6.7	10.0	5.3	1.2	1.4	6.4	4.6	5.7	5.3	4.2
TREATING EACH OTHER BETTER	5.0	4.8	3.7	5.8	5.5	2.7	6.4	4.6	4.0	5.6	1.4	6.9	7.0	5.0	5.1	4.8
FEWER CAREER POLITICIANS	4.8	1.6	2.5	5.6	6.8	5.3	4.2	5.3	6.8	0.0	1.0	5.9	6.8	4.2	4.1	7.3
LOWER TAXES	4.7	9.7	5.6	4.4	2.7	8.0	4.1	5.0	1.6	10.5	7.0	3.9	3.7	3.8	5.1	4.8
BETTER EDUCATION OPP.	4.4	11.2	4.6	3.9	2.4	13.1	2.5	4.4	1.8	10.4	6.4	3.3	2.9	3.6	5.1	3.4
BETTER PAY	4.0	8.1	5.4	3.4	2.0	7.8	4.9	3.8	0.5	8.2	5.9	3.0	3.6	5.4	3.7	2.6
HONEST/LESS DIVISIVE NEWS	3.9	6.5	3.3	3.5	3.6	5.7	4.8	3.9	3.4	6.8	2.1	3.2	3.8	3.3	3.7	5.0
MORE JOBS	3.6	6.4	5.7	3.5	1.4	4.7	7.3	4.0	1.0	7.2	4.3	3.0	1.8	5.0	3.3	2.6



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38. WHICH OF THE FOLLOWING WOULD YOU THIRD MOST NEED TO SEE TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
MORE TRUST IN ELECTIONS	2.9	1.7	3.5	2.3	3.2	0.0	4.2	2.4	3.9	2.5	2.8	2.3	2.5	2.7	2.2	4.8
RESPECTED/WORLD STAGE	2.8	1.5	2.7	2.7	3.4	2.4	2.4	3.3	5.0	1.1	2.9	2.2	1.8	2.6	3.1	2.4
PRGRSS/RACIAL MINORITIES	2.5	2.4	3.5	3.3	1.3	2.5	3.4	3.7	1.6	2.3	3.6	3.0	1.0	3.9	2.6	0.5
MORE PRIDE/BEING AMERICAN	1.9	1.5	1.8	1.6	2.4	2.7	3.1	1.7	3.1	1.1	0.7	1.5	1.6	1.0	2.0	3.0
FEWER DRUG OVERDOSES	1.7	2.4	2.3	1.9	1.0	3.0	1.7	0.0	0.7	2.2	2.9	3.8	1.3	1.9	1.8	1.5
PROGRESS/LGBTQ AMERICANS	0.9	2.5	1.2	0.4	0.6	5.8	0.0	0.9	0.6	1.1	2.2	0.0	0.5	1.5	0.6	1.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

ISSUE COMBO

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
MORE ACCOUNTABILITY GOV'T	31.8	34.2	28.2	31.5	32.6	33.9	31.0	43.9	14.0	30.5	30.7	30.7	27.1	27.5	32.1	32.0	32.2	35.4	38.8	32.6
LESS CORRUPTION/GOV'T	26.5	34.8	30.8	25.4	29.8	23.7	21.4	14.9	23.0	28.9	29.2	28.7	27.6	29.1	28.2	33.1	26.2	20.1	23.1	17.6
LOWER PRICES	23.9	30.5	23.1	20.2	27.5	25.2	22.8	18.8	14.7	25.7	23.2	28.3	33.0	29.2	23.1	27.2	22.1	19.0	22.3	16.3
COMPROMISE/BIPARTISANSHIP	23.4	12.6	13.7	20.6	21.6	35.5	29.7	29.9	21.2	17.5	16.5	20.9	6.3	9.4	18.6	17.8	28.9	39.2	44.1	35.3
LESS ILLEGAL IMMIGRATION	21.9	52.0	46.4	28.9	14.7	9.9	4.2	2.0	2.7	29.1	39.9	16.5	8.0	44.9	29.8	15.3	13.2	2.6	3.4	1.9
TREATING EACH OTHER BETTER	15.9	5.1	6.8	17.1	16.1	22.7	26.9	11.9	6.0	13.6	10.9	16.7	18.9	5.1	15.2	18.4	21.8	21.9	24.6	19.7
LOWER FED. DEFICITS/DEBT	15.7	22.6	26.6	17.7	15.7	9.8	10.3	6.0	2.7	18.4	22.0	14.8	8.0	22.9	18.8	16.8	12.0	8.3	8.8	7.9
FEWER MASS SHOOTINGS	14.7	4.0	10.2	14.8	11.2	13.0	23.2	35.3	32.4	11.8	11.0	11.1	22.0	6.9	8.8	14.1	21.1	22.7	14.2	29.7
BETTER PAY	14.2	5.4	6.2	9.1	12.8	20.9	23.8	19.3	29.3	12.1	7.3	17.7	21.8	10.1	9.0	19.5	13.6	19.6	14.0	24.2
LOWER TAXES	13.9	8.9	11.4	14.5	22.1	13.9	10.1	6.3	5.3	15.8	12.3	21.8	11.7	16.0	15.2	18.9	14.0	8.6	10.3	7.2
LESS CRIME	13.5	11.9	17.8	16.8	13.7	14.3	7.9	4.2	6.3	15.8	16.3	14.2	21.2	16.4	15.8	12.9	17.0	7.2	13.5	2.1
FEWER CAREER POLITICIANS	12.1	16.1	16.1	12.0	11.3	7.7	10.7	15.5	12.7	12.2	14.3	9.6	8.6	16.5	15.9	7.0	5.0	11.7	9.7	13.4
HONEST/LESS DIVISIVE NEWS	10.6	16.9	13.3	10.5	6.4	11.5	10.5	4.4	15.3	10.8	12.8	8.6	6.0	10.6	16.9	8.2	5.8	10.2	9.2	11.0
HEALTHIER ENVIRONMENT	10.4	3.7	2.6	8.5	11.9	13.4	13.3	22.9	17.7	8.7	5.4	11.9	18.7	3.6	8.1	13.9	13.5	15.0	14.1	15.8
BETTER EDUCATION OPP.	9.6	1.3	5.8	7.3	10.9	11.8	15.5	13.8	11.5	7.1	5.6	9.1	8.6	3.7	8.2	7.5	11.1	16.2	16.3	16.2
MORE JOBS	8.2	1.4	7.6	9.4	9.4	8.1	8.6	8.1	11.7	8.4	7.2	10.2	7.9	8.4	7.4	8.3	9.5	7.7	5.5	9.4



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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 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	
MORE TRUST IN ELECTIONS	7.9	17.7	11.6	8.3	8.3	2.7	3.4	7.7	6.5	9.4	11.3	6.3	10.3	13.6	8.4	5.2	6.9	3.7	4.2	3.4
MORE PRIDE/BEING AMERICAN	7.3	13.2	17.2	7.2	6.3	3.4	2.0	0.0	5.7	9.2	12.2	5.3	6.5	16.6	5.9	2.6	6.3	2.2	4.0	0.8
PRGRSS/RACIAL MINORITIES	6.7	0.0	0.6	2.7	8.2	8.0	12.1	16.5	22.5	4.3	1.4	7.8	8.3	0.6	2.6	8.9	8.5	13.4	8.6	17.2
RESPECTED/WORLD STAGE	5.9	6.6	2.0	10.5	5.8	5.1	3.7	6.0	9.5	5.2	6.5	3.4	4.6	5.3	4.6	5.6	5.7	7.6	10.1	5.5
FEWER DRUG OVERDOSES	3.4	1.2	2.1	5.3	3.2	3.9	2.4	2.1	8.8	4.1	3.3	4.7	7.9	3.1	5.2	4.1	4.5	1.6	1.0	2.0
PROGRESS/LGBTQ AMERICANS	2.6	0.0	0.0	1.7	0.5	1.6	6.5	10.6	20.2	1.4	0.7	1.4	6.9	0.4	2.2	2.6	1.2	6.0	0.0	10.9



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

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	1000	175	225	384	216	863	709	155	137	92	44	
MORE ACCOUNTABILITY GOV'T	31.8	33.5	31.2	33.2	28.5	33.0	34.8	24.9	24.0	27.5	16.9	
LESS CORRUPTION/GOV'T	26.5	27.1	22.9	29.8	23.8	25.4	25.7	24.1	33.7	31.9	37.5	
LOWER PRICES	23.9	17.6	25.7	24.9	25.4	23.3	22.4	27.5	27.8	29.7	23.8	
COMPROMISE/BIPARTISANSHIP	23.4	24.7	24.7	19.3	28.0	25.3	27.1	16.9	10.9	11.6	9.6	
LESS ILLEGAL IMMIGRATION	21.9	25.5	21.6	22.6	18.1	23.8	26.2	13.1	10.0	9.8	10.5	
TREATING EACH OTHER BETTER	15.9	17.6	18.8	15.7	11.6	16.0	15.0	20.7	14.9	10.9	23.1	
LOWER FED. DEFICITS/DEBT	15.7	10.4	15.0	17.4	17.5	16.1	17.0	11.9	13.0	12.6	13.7	
FEWER MASS SHOOTINGS	14.7	12.9	17.8	12.2	17.6	14.7	13.6	19.9	14.9	14.5	15.8	
BETTER PAY	14.2	15.3	12.5	15.0	13.5	12.7	11.3	18.8	23.7	24.5	22.1	
LOWER TAXES	13.9	10.1	14.8	13.9	15.9	12.8	12.2	15.6	20.6	17.8	26.5	
LESS CRIME	13.5	16.8	14.1	12.3	12.2	12.4	12.2	13.2	20.7	20.7	20.6	
FEWER CAREER POLITICIANS	12.1	12.2	14.2	10.8	11.9	12.7	14.1	6.2	8.2	6.3	12.3	
HONEST/LESS DIVISIVE NEWS	10.6	9.2	6.2	12.4	13.2	10.7	11.2	8.6	9.9	10.5	8.5	
HEALTHIER ENVIRONMENT	10.4	12.8	9.6	9.2	11.5	9.3	8.5	13.0	17.3	16.2	19.8	
BETTER EDUCATION OPP.	9.6	13.4	9.3	7.7	10.2	9.6	8.9	12.6	9.4	11.8	4.4	
MORE JOBS	8.2	9.2	4.7	9.8	8.2	7.0	6.2	11.0	15.6	17.0	12.6	



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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	Smwht Likely	Not lv /Not at All
MORE TRUST IN ELECTIONS	7.9	8.2	6.9	9.2	6.2	8.5	7.8	11.6	3.7	2.1	6.8
MORE PRIDE/BEING AMERICAN	7.3	4.6	8.7	8.8	5.5	8.1	8.5	6.4	2.5	3.6	0.0
PRGRSS/RACIAL MINORITIES	6.7	8.0	8.2	4.7	7.8	6.3	6.1	7.6	9.1	10.3	6.7
RESPECTED/WORLD STAGE	5.9	6.1	5.9	5.8	5.8	6.4	6.2	7.3	2.8	3.2	2.1
FEWER DRUG OVERDOSES	3.4	2.8	3.5	2.6	5.3	3.4	2.6	7.2	3.6	4.2	2.3
PROGRESS/LGBTQ AMERICANS	2.6	1.9	3.7	2.6	2.2	2.5	2.6	1.9	3.8	3.5	4.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

ISSUE COMBO

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
MORE ACCOUNTABILITY GOV'T	31.8	30.1	34.9		27.3	37.3	28.7	26.7	38.4	30.5	31.6	30.5	31.2	29.8	28.8	33.3	32.8
LESS CORRUPTION/GOV'T	26.5	28.5	22.6		29.4	22.3	30.8	30.3	21.4	23.6	23.5	32.9	25.3	22.9	20.1	29.2	28.6
LOWER PRICES	23.9	26.4	19.9		27.9	20.0	23.0	27.8	18.3	29.9	38.2	20.5	22.1	22.8	23.4	21.1	27.0
COMPROMISE/BIPARTISANSHIP	23.4	15.2	35.6		11.7	38.0	13.9	11.4	41.7	16.3	14.2	17.5	25.4	32.7	24.4	20.0	19.9
LESS ILLEGAL IMMIGRATION	21.9	40.0	8.8		38.5	7.2	11.7	41.9	6.8	14.2	16.1	12.7	19.7	17.8	16.1	22.7	25.6
TREATING EACH OTHER BETTER	15.9	10.3	22.0		8.5	22.1	21.6	8.0	23.7	15.0	15.7	18.9	16.7	18.7	16.7	15.2	14.4
LOWER FED. DEFICITS/DEBT	15.7	21.4	11.6		20.0	11.0	16.3	20.8	8.1	19.8	19.5	16.0	16.3	17.6	14.2	16.1	14.7
FEWER MASS SHOOTINGS	14.7	7.9	22.7		7.8	22.1	14.3	7.3	22.4	15.8	15.0	15.0	17.6	16.7	21.1	17.0	9.9
BETTER PAY	14.2	11.0	17.5		11.4	15.4	21.0	11.4	14.3	21.4	18.0	13.3	12.0	10.9	16.8	11.0	17.8
LOWER TAXES	13.9	13.9	11.4		16.0	9.4	22.4	15.3	8.3	15.8	15.0	22.4	13.6	12.4	13.0	14.7	14.3
LESS CRIME	13.5	16.0	9.7		17.4	8.9	15.6	17.9	9.1	13.5	14.3	12.4	13.5	11.8	23.0	11.1	13.6
FEWER CAREER POLITICIANS	12.1	14.8	9.5		14.9	9.2	11.8	15.5	10.3	8.7	8.4	10.5	12.3	13.7	12.0	11.2	11.7
HONEST/LESS DIVISIVE NEWS	10.6	11.9	8.5		13.1	8.2	10.1	12.9	9.1	7.8	7.5	11.2	10.5	7.4	13.3	11.9	10.8
HEALTHIER ENVIRONMENT	10.4	5.4	13.9		5.6	15.9	9.0	4.9	15.0	12.1	12.6	12.3	10.9	11.4	13.5	9.5	9.6
BETTER EDUCATION OPP.	9.6	4.9	12.7		5.3	14.4	8.3	4.8	13.9	12.0	11.3	8.8	10.5	9.9	8.2	11.9	8.0
MORE JOBS	8.2	7.9	6.2		9.0	6.2	12.4	9.1	6.0	11.1	12.2	7.9	7.1	5.4	7.6	8.2	10.0



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ISSUE COMBO

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
MORE TRUST IN ELECTIONS	7.9	11.3	4.5	11.2	4.7	6.5	11.3	5.3	5.6	6.0	7.2	7.0	6.9	5.4	7.7	9.3	
MORE PRIDE/BEING AMERICAN	7.3	11.4	4.2	11.6	3.5	4.5	12.3	3.9	2.1	3.0	8.3	6.4	6.7	1.8	7.8	9.0	
PRGRSS/RACIAL MINORITIES	6.7	1.8	10.2	3.1	10.4	7.1	2.3	9.0	12.0	6.3	7.3	7.7	10.2	3.5	7.3	5.1	
RESPECTED/WORLD STAGE	5.9	5.4	6.8	5.5	7.0	2.8	4.6	8.8	3.1	3.3	5.0	6.7	4.8	7.1	8.0	4.6	
FEWER DRUG OVERDOSES	3.4	3.3	3.2	3.6	2.9	4.5	2.8	2.0	6.9	6.2	5.1	4.5	5.2	6.4	3.2	1.7	
PROGRESS/LGBTQ AMERICANS	2.6	1.2	3.6	1.1	4.0	3.7	0.8	4.1	2.8	2.0	4.2	3.1	4.3	3.7	1.8	1.9	



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

ISSUE COMBO

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
MORE ACCOUNTABILITY GOV'T	31.8	32.5	31.7	29.4	34.2	32.0	32.0	35.4	38.0	34.0	29.2
LESS CORRUPTION/GOV'T	26.5	13.6	30.8	28.7	22.4	33.1	30.1	18.6	16.1	20.0	32.1
LOWER PRICES	23.9	19.9	25.3	26.7	20.2	27.2	23.1	19.9	17.6	21.1	26.8
COMPROMISE/BIPARTISANSHIP	23.4	34.5	19.7	13.2	35.3	17.8	20.5	36.8	43.5	33.0	13.9
LESS ILLEGAL IMMIGRATION	21.9	8.7	26.4	38.6	6.6	15.3	16.1	7.4	6.7	7.8	32.2
TREATING EACH OTHER BETTER	15.9	20.7	14.2	9.3	21.8	18.4	18.2	22.4	22.5	22.4	11.2
LOWER FED. DEFICITS/DEBT	15.7	12.4	16.8	21.2	9.7	16.8	15.1	10.5	13.8	8.7	19.4
FEWER MASS SHOOTINGS	14.7	20.6	12.8	7.7	22.1	14.1	15.3	20.5	17.0	22.5	10.7
BETTER PAY	14.2	15.1	13.8	9.6	17.4	19.5	17.4	15.0	12.0	16.6	13.6
LOWER TAXES	13.9	10.3	14.9	15.6	10.6	18.9	17.2	11.0	8.1	12.5	15.9
LESS CRIME	13.5	9.7	14.8	16.2	10.9	12.9	12.5	10.9	8.7	12.2	15.3
FEWER CAREER POLITICIANS	12.1	9.2	13.0	16.2	9.2	7.0	9.5	9.6	8.3	10.3	13.8
HONEST/LESS DIVISIVE NEWS	10.6	11.0	10.5	13.3	8.6	8.2	10.0	8.9	9.7	8.5	11.8
HEALTHIER ENVIRONMENT	10.4	17.6	8.1	5.5	14.5	13.9	13.0	15.5	14.2	16.3	6.8
BETTER EDUCATION OPP.	9.6	16.3	7.3	5.6	14.3	7.5	9.0	14.5	13.1	15.3	6.1
MORE JOBS	8.2	8.7	8.0	8.0	8.4	8.3	10.9	7.1	8.5	6.4	8.9



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ISSUE COMBO

BANNER 4

	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												
MORE TRUST IN ELECTIONS	7.9	7.5	8.0	11.4	4.9	5.2	6.6	6.1	8.5	4.9	9.1		
MORE PRIDE/BEING AMERICAN	7.3	5.9	7.8	12.1	3.8	2.6	3.7	5.4	5.4	5.3	8.7		
PRGRSS/RACIAL MINORITIES	6.7	10.2	5.3	1.5	11.5	8.9	8.2	10.6	10.4	10.7	4.0		
RESPECTED/WORLD STAGE	5.9	10.5	4.4	5.0	6.9	5.6	4.2	7.8	10.2	6.5	4.5		
FEWER DRUG OVERDOSES	3.4	2.8	3.6	3.9	2.7	4.1	5.1	2.2	2.7	2.0	4.3		
PROGRESS/LGBTQ AMERICANS	2.6	2.4	2.7	1.2	4.2	2.6	2.3	3.7	4.8	3.0	1.9		



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

ISSUE COMBO

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108
MORE ACCOUNTABILITY GOV'T	31.8	28.0	37.1	30.8	34.8	29.0	30.5	32.7	29.9	31.1	35.8	27.5
LESS CORRUPTION/GOV'T	26.5	29.6	22.7	26.9	23.1	30.7	25.9	8.6	32.4	28.0	29.4	28.1
LOWER PRICES	23.9	28.5	21.0	28.2	22.2	20.7	25.8	16.9	19.4	31.0	24.5	22.5
COMPROMISE/BIPARTISANSHIP	23.4	13.4	34.6	15.1	29.8	25.5	17.1	35.2	29.8	12.6	27.5	19.2
LESS ILLEGAL IMMIGRATION	21.9	40.2	8.9	38.2	6.8	21.0	36.1	7.6	21.7	40.6	6.5	19.9
TREATING EACH OTHER BETTER	15.9	10.6	20.9	9.9	18.1	20.7	9.5	19.0	19.3	10.4	17.8	22.7
LOWER FED. DEFICITS/DEBT	15.7	21.2	11.0	21.9	10.8	14.0	25.2	10.4	16.4	18.0	11.0	10.6
FEWER MASS SHOOTINGS	14.7	7.4	21.1	9.8	22.7	10.4	7.0	23.3	9.3	13.1	22.4	12.2
BETTER PAY	14.2	10.8	16.8	9.1	18.7	14.8	6.9	16.8	12.4	11.7	19.5	18.4
LOWER TAXES	13.9	14.5	11.8	15.2	12.6	13.7	16.5	11.5	13.9	13.8	13.1	13.3
LESS CRIME	13.5	16.7	9.5	14.9	10.9	15.2	17.7	11.2	12.8	11.5	10.7	19.0
FEWER CAREER POLITICIANS	12.1	14.7	9.8	14.8	7.6	14.5	14.3	9.1	15.7	15.2	7.0	12.7
HONEST/LESS DIVISIVE NEWS	10.6	12.6	8.4	11.9	9.3	10.7	11.6	12.2	10.0	12.4	8.0	11.8
HEALTHIER ENVIRONMENT	10.4	5.0	14.3	5.2	13.5	13.1	6.0	11.6	9.9	4.3	14.3	18.0
BETTER EDUCATION OPP.	9.6	4.9	12.7	5.1	14.5	8.8	4.9	14.4	7.0	5.2	14.5	11.6
MORE JOBS	8.2	8.0	6.7	7.5	8.9	8.1	9.2	10.1	7.4	5.5	8.4	9.2



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ISSUE COMBO

BANNER 5

	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
MORE TRUST IN ELECTIONS	7.9	10.7	5.2	11.2	5.1	7.1	10.0	8.0	7.7	12.7	3.9	6.1
MORE PRIDE/BEING AMERICAN	7.3	12.2	4.3	12.4	4.6	4.3	14.8	5.5	5.1	9.5	4.3	3.1
PRGRSS/RACIAL MINORITIES	6.7	1.4	9.8	2.1	10.1	8.2	1.4	14.2	8.1	2.9	8.3	8.4
RESPECTED/WORLD STAGE	5.9	5.0	7.5	5.2	7.8	4.1	6.6	12.7	5.5	3.6	5.7	2.0
FEWER DRUG OVERDOSES	3.4	3.5	2.1	3.6	3.0	3.8	1.8	2.6	3.8	5.7	3.2	3.8
PROGRESS/LGBTQ AMERICANS	2.6	1.0	3.9	1.1	4.9	1.6	1.0	6.2	2.6	1.2	4.3	0.0



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ISSUE COMBO

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
MORE ACCOUNTABILITY GOV'T	31.8	34.5	33.8	35.0	31.8	32.4	24.6	29.6	19.9	34.5	30.6	35.8	35.6	23.0	34.9	27.3	28.0
LESS CORRUPTION/GOV'T	26.5	22.2	26.5	19.1	26.0	29.6	32.3	30.6	14.7	20.6	29.5	21.7	25.4	22.8	26.5	29.0	38.9
LOWER PRICES	23.9	20.6	20.5	20.6	25.9	21.7	29.6	24.6	45.1	27.6	27.1	20.0	26.1	19.4	13.8	25.0	15.4
COMPROMISE/BIPARTISANSHIP	23.4	31.5	22.1	38.0	24.9	17.2	11.8	15.2	0.0	23.3	13.9	35.6	22.7	18.9	26.5	27.4	19.6
LESS ILLEGAL IMMIGRATION	21.9	5.1	3.3	6.2	17.4	39.3	42.0	40.3	14.4	32.9	41.3	4.5	8.2	19.3	3.7	18.1	44.5
TREATING EACH OTHER BETTER	15.9	21.4	16.4	24.9	17.9	9.7	8.4	9.3	9.8	12.3	9.2	20.3	16.0	11.1	29.8	22.1	8.6
LOWER FED. DEFICITS/DEBT	15.7	5.9	6.7	5.3	14.9	26.0	21.7	24.5	5.2	16.9	24.5	6.5	14.0	30.7	3.7	14.8	21.6
FEWER MASS SHOOTINGS	14.7	22.7	19.7	24.7	13.9	10.4	6.9	9.1	25.9	8.0	9.1	24.4	19.8	23.1	14.8	11.7	3.1
BETTER PAY	14.2	19.3	25.3	15.2	17.6	7.2	5.3	6.5	19.7	16.3	6.3	20.6	17.6	7.9	14.1	18.2	6.5
LOWER TAXES	13.9	8.2	9.3	7.4	16.1	16.7	15.3	16.2	9.4	19.0	14.6	7.4	16.9	34.3	10.9	13.9	15.4
LESS CRIME	13.5	7.9	8.4	7.5	15.9	14.1	18.0	15.5	10.1	16.1	14.9	6.5	18.5	7.8	12.5	13.7	21.8
FEWER CAREER POLITICIANS	12.1	10.0	8.2	11.3	9.3	17.7	14.8	16.6	16.1	5.2	17.3	9.1	6.7	0.0	11.3	13.3	20.7
HONEST/LESS DIVISIVE NEWS	10.6	9.0	9.5	8.7	10.8	10.6	13.6	11.7	14.3	11.1	12.0	10.2	8.7	3.9	2.2	12.5	13.7
HEALTHIER ENVIRONMENT	10.4	18.1	15.6	19.9	10.7	4.0	3.7	3.9	19.4	11.2	2.6	16.7	8.0	15.0	23.2	12.7	5.1
BETTER EDUCATION OPP.	9.6	14.6	15.8	13.7	10.9	5.2	2.3	4.1	15.2	7.8	3.6	15.8	12.3	15.4	9.6	11.2	1.9
MORE JOBS	8.2	7.5	8.3	6.9	10.3	7.0	5.7	6.5	14.8	8.6	6.6	6.9	12.3	8.8	7.3	9.5	5.1



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ISSUE COMBO

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
MORE TRUST IN ELECTIONS	7.9	7.6	10.9	5.3	4.2	8.3	18.1	11.9	9.5	5.6	12.9	6.5	3.3	3.6	11.3	4.2	10.7
MORE PRIDE/BEING AMERICAN	7.3	3.1	2.4	3.6	5.0	11.3	16.5	13.2	0.0	8.5	14.3	3.2	4.8	16.6	4.1	3.5	6.7
PRGRSS/RACIAL MINORITIES	6.7	13.6	16.0	12.0	5.8	1.6	2.9	2.1	10.6	2.7	1.3	11.8	7.3	10.9	22.1	6.0	1.6
RESPECTED/WORLD STAGE	5.9	6.5	8.2	5.4	5.7	6.9	3.2	5.6	6.0	6.7	4.8	7.7	8.1	7.5	2.2	3.2	8.3
FEWER DRUG OVERDOSES	3.4	4.2	2.7	5.2	3.6	2.7	2.4	2.6	14.7	3.8	2.7	2.3	4.7	0.0	7.8	2.7	3.0
PROGRESS/LGBTQ AMERICANS	2.6	6.8	10.4	4.2	1.4	0.4	0.9	0.6	5.2	1.4	0.7	6.6	3.1	0.0	8.0	0.0	0.0



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ISSUE COMBO

BANNER 7

	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
MORE ACCOUNTABILITY GOV'T	31.8	32.7	30.2	31.4	32.4	33.8	35.6	33.6	31.8	32.7	30.1	29.5	35.2	34.6	27.7	31.5
LESS CORRUPTION/GOV'T	26.5	22.5	29.1	30.0	25.8	16.0	20.8	15.4	27.1	25.3	30.0	35.6	28.5	29.5	25.4	26.7
LOWER PRICES	23.9	22.3	26.9	24.7	23.1	16.8	7.1	18.0	23.8	19.4	31.2	34.1	25.1	26.9	26.1	20.9
COMPROMISE/BIPARTISANSHIP	23.4	32.3	20.7	14.2	26.1	33.6	21.4	35.1	22.7	24.8	19.1	15.6	26.6	15.8	18.3	26.1
LESS ILLEGAL IMMIGRATION	21.9	7.1	15.8	41.1	19.7	22.2	20.9	22.4	22.0	23.1	20.1	21.5	23.7	29.3	27.8	12.9
TREATING EACH OTHER BETTER	15.9	21.2	17.6	9.1	17.3	15.6	7.0	16.7	15.9	15.9	15.8	16.0	12.3	13.5	14.7	21.1
LOWER FED. DEFICITS/DEBT	15.7	10.4	12.9	22.8	15.6	22.8	28.8	22.1	15.4	15.2	15.8	8.6	19.8	17.7	17.2	8.7
FEWER MASS SHOOTINGS	14.7	20.8	13.8	8.2	14.1	17.2	22.0	16.5	14.9	15.5	13.9	10.0	9.5	13.5	10.8	23.9
BETTER PAY	14.2	18.0	17.2	8.7	12.4	5.5	8.1	5.2	14.6	13.4	16.5	22.1	11.9	7.5	14.2	17.3
LOWER TAXES	13.9	12.1	13.2	16.0	14.4	11.1	0.0	12.5	14.3	13.7	15.2	14.0	14.4	16.9	12.5	12.2
LESS CRIME	13.5	10.6	18.6	14.9	15.7	15.3	8.1	16.2	13.4	12.6	14.8	11.8	13.0	12.4	16.5	12.9
FEWER CAREER POLITICIANS	12.1	8.2	11.0	16.8	13.5	10.1	8.5	10.3	12.3	13.3	10.7	12.6	15.3	11.9	10.9	10.4
HONEST/LESS DIVISIVE NEWS	10.6	8.0	10.9	13.5	11.0	7.6	20.1	6.1	11.1	13.0	7.9	10.6	11.1	9.4	9.5	12.7
HEALTHIER ENVIRONMENT	10.4	16.0	9.5	4.4	9.9	8.7	0.0	9.8	11.4	10.6	12.9	4.0	8.3	11.1	8.9	12.5
BETTER EDUCATION OPP.	9.6	14.7	9.2	3.9	8.5	15.2	20.6	14.5	9.1	10.3	7.2	6.1	7.2	4.0	10.6	10.1
MORE JOBS	8.2	8.1	12.7	6.6	8.3	10.3	28.2	8.1	7.9	7.5	8.7	7.5	7.7	8.9	8.3	8.8



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ISSUE COMBO

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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
MORE TRUST IN ELECTIONS	7.9	5.3	4.4	12.0	6.6	9.5	7.0	9.8	7.6	7.9	7.0	7.9	6.5	9.0	9.6	7.1
MORE PRIDE/BEING AMERICAN	7.3	3.3	5.5	12.6	6.7	7.3	6.3	7.4	7.5	8.7	5.5	6.3	10.8	9.3	8.4	2.9
PRGRSS/RACIAL MINORITIES	6.7	11.8	5.5	1.4	6.2	8.7	21.0	7.2	6.2	5.9	6.7	8.3	5.8	1.1	6.4	9.6
RESPECTED/WORLD STAGE	5.9	6.7	7.5	4.3	6.2	8.3	8.5	8.3	5.7	5.7	5.6	4.5	5.0	5.9	8.2	5.2
FEWER DRUG OVERDOSES	3.4	3.6	4.7	2.8	4.3	2.8	0.0	3.2	2.9	2.8	3.1	8.3	1.9	10.5	4.8	2.2
PROGRESS/LGBTQ AMERICANS	2.6	4.2	2.9	0.7	2.3	1.6	0.0	1.8	2.5	2.7	2.1	5.2	0.6	1.4	3.3	4.4



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ISSUE COMBO

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
MORE ACCOUNTABILITY GOV'T	31.8	31.6	32.2	30.0	37.0	30.2	31.8	32.7	32.6	33.2	28.7	22.7	31.7	43.7	31.3	35.0	22.2	23.3	32.2	31.2
LESS CORRUPTION/GOV'T	26.5	29.5	20.9	22.0	18.5	29.0	15.9	29.9	26.2	28.1	23.2	19.9	25.3	20.8	24.5	31.3	23.9	16.0	22.2	27.7
LOWER PRICES	23.9	26.9	18.4	19.4	16.1	23.9	17.6	29.3	19.2	23.6	24.7	26.4	25.0	15.5	22.3	24.7	25.3	27.5	15.4	32.3
COMPROMISE/BIPARTISANSHIP	23.4	20.3	29.0	28.0	31.3	21.3	33.1	19.5	24.7	26.3	17.2	14.5	18.4	24.3	28.6	24.2	16.0	13.1	22.1	15.7
LESS ILLEGAL IMMIGRATION	21.9	22.7	20.6	21.9	17.6	24.2	24.5	21.4	16.3	23.2	19.3	19.4	12.7	31.5	26.2	20.4	21.7	17.0	13.8	11.9
TREATING EACH OTHER BETTER	15.9	14.6	18.2	16.9	21.1	14.2	16.7	14.9	19.8	16.3	15.0	12.5	15.6	18.4	15.1	17.3	13.6	11.5	16.9	14.7
LOWER FED. DEFICITS/DEBT	15.7	14.7	17.6	16.7	19.6	17.0	21.3	12.8	13.6	16.4	14.2	14.4	11.8	19.1	19.9	13.2	14.7	14.1	15.7	8.8
FEWER MASS SHOOTINGS	14.7	14.5	15.2	12.4	21.2	11.8	11.6	16.7	19.0	15.3	13.5	15.5	10.8	17.7	11.2	19.1	16.4	14.7	11.7	10.2
BETTER PAY	14.2	14.3	13.8	15.0	11.3	11.9	10.0	16.3	17.9	11.8	19.1	19.1	23.4	8.9	9.6	13.9	10.8	27.1	20.0	26.0
LOWER TAXES	13.9	15.2	11.3	12.0	9.9	17.5	9.4	13.3	13.4	11.5	18.9	22.5	15.4	24.0	12.5	10.5	24.8	20.3	15.3	15.4
LESS CRIME	13.5	14.5	11.6	12.1	10.7	15.4	12.8	13.7	10.4	12.4	15.9	17.3	16.4	13.0	13.4	11.5	18.1	16.4	15.5	17.1
FEWER CAREER POLITICIANS	12.1	13.4	9.6	10.7	7.1	16.1	9.5	11.2	9.7	14.5	6.8	7.2	4.4	7.1	14.7	14.3	13.2	1.4	6.7	2.7
HONEST/LESS DIVISIVE NEWS	10.6	9.9	11.9	12.8	10.0	10.2	12.8	9.7	11.0	10.3	11.4	16.2	6.2	13.9	11.4	9.2	14.9	17.5	6.4	6.2
HEALTHIER ENVIRONMENT	10.4	9.5	12.2	11.9	12.8	7.8	10.1	10.8	14.4	9.7	11.9	15.1	11.3	7.0	8.8	10.5	9.2	20.8	8.3	13.6
BETTER EDUCATION OPP.	9.6	7.5	13.5	12.3	16.2	5.3	12.2	9.2	14.9	8.3	12.2	12.6	14.2	2.3	7.1	9.4	9.1	16.1	12.1	15.9
MORE JOBS	8.2	8.1	8.4	8.1	9.1	9.2	8.1	7.2	8.7	5.9	13.1	11.8	17.0	7.0	6.6	5.2	12.2	11.4	18.5	15.9



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ISSUE COMBO

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
MORE TRUST IN ELECTIONS	7.9	7.2	9.2	9.2	9.1	7.6	10.6	6.8	7.6	8.8	5.8	6.0	7.1	2.2	9.4	8.2	7.8	4.3	8.3	6.1
MORE PRIDE/BEING AMERICAN	7.3	6.9	8.1	8.3	7.6	8.0	11.3	6.1	4.8	8.1	5.8	3.0	6.6	9.6	10.0	6.3	2.9	3.0	8.7	5.0
PRGRSS/RACIAL MINORITIES	6.7	6.0	8.0	8.7	6.5	4.8	10.0	7.0	5.9	4.8	10.8	10.1	15.4	0.0	4.8	4.8	9.0	11.3	16.6	14.5
RESPECTED/WORLD STAGE	5.9	5.2	7.2	8.4	4.4	8.1	6.9	2.8	7.4	5.2	7.3	8.8	4.4	11.8	7.1	3.4	8.5	9.0	8.6	1.3
FEWER DRUG OVERDOSES	3.4	4.8	0.8	0.8	0.9	3.6	1.1	5.7	0.5	3.4	3.4	2.7	4.4	2.2	2.2	4.5	2.8	2.7	3.3	5.2
PROGRESS/LGBTQ AMERICANS	2.6	2.8	2.3	2.5	2.0	2.9	2.7	2.7	1.9	3.0	1.8	2.2	2.2	0.0	3.2	2.9	2.9	1.5	1.8	2.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
MORE ACCOUNTABILITY GOV'T	31.8	22.8	25.6	19.5	37.1	37.7	38.4	22.1	37.9	26.5	38.1	30.8	32.6
LESS CORRUPTION/GOV'T	26.5	33.0	25.9	27.2	26.1	26.4	24.7	28.0	25.6	27.4	25.4	24.0	28.7
LOWER PRICES	23.9	22.5	32.7	27.1	23.6	25.9	17.1	27.9	21.4	26.7	20.7	21.5	26.1
COMPROMISE/BIPARTISANSHIP	23.4	10.4	11.6	15.2	22.1	29.6	34.5	13.0	29.8	15.7	32.6	25.8	21.2
LESS ILLEGAL IMMIGRATION	21.9	3.6	12.0	19.5	21.0	23.1	33.2	13.9	27.0	16.0	29.1	24.3	19.8
TREATING EACH OTHER BETTER	15.9	14.4	19.2	19.2	16.8	17.6	10.8	18.2	14.4	17.8	13.5	15.1	16.5
LOWER FED. DEFICITS/DEBT	15.7	8.3	10.0	10.8	18.6	13.9	23.2	10.1	19.2	12.6	19.4	18.6	13.1
FEWER MASS SHOOTINGS	14.7	24.6	15.1	11.3	13.2	16.1	14.0	15.3	14.4	14.7	14.8	11.7	17.4
BETTER PAY	14.2	25.1	29.5	19.5	15.7	8.1	3.6	23.8	8.1	21.4	5.5	11.2	16.8
LOWER TAXES	13.9	18.6	21.8	16.4	14.1	11.2	8.8	18.6	10.9	17.3	9.8	14.4	13.4
LESS CRIME	13.5	11.3	14.9	17.2	11.2	12.6	13.0	15.2	12.4	14.1	12.8	14.4	12.6
FEWER CAREER POLITICIANS	12.1	3.6	4.0	7.7	12.9	15.2	18.5	5.7	16.1	7.8	17.2	13.6	10.7
HONEST/LESS DIVISIVE NEWS	10.6	13.9	6.5	8.8	12.2	10.2	12.0	9.1	11.5	10.0	11.3	11.2	10.1
HEALTHIER ENVIRONMENT	10.4	15.4	11.4	14.2	7.9	6.5	10.0	13.6	8.4	11.9	8.6	8.7	11.9
BETTER EDUCATION OPP.	9.6	23.6	12.0	12.4	7.1	9.5	4.0	14.5	6.5	12.4	6.2	7.9	11.0
MORE JOBS	8.2	12.8	10.6	13.8	9.0	7.5	1.9	12.6	5.4	11.5	4.2	8.8	7.7



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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
MORE TRUST IN ELECTIONS	7.9	4.9	10.4	7.6	6.3	6.7	9.4	7.9	7.8	7.5	8.3	8.7	7.1
MORE PRIDE/BEING AMERICAN	7.3	2.3	4.1	7.7	4.9	8.0	11.0	5.5	8.5	5.3	9.8	9.2	5.7
PRGRSS/RACIAL MINORITIES	6.7	11.5	13.0	8.0	8.0	2.3	3.9	10.3	4.5	9.6	3.2	6.8	6.7
RESPECTED/WORLD STAGE	5.9	7.9	2.3	6.3	5.8	7.9	5.3	5.3	6.2	5.5	6.4	7.7	4.3
FEWER DRUG OVERDOSES	3.4	4.7	4.4	6.1	3.7	2.0	1.5	5.3	2.3	4.8	1.7	2.7	4.1
PROGRESS/LGBTQ AMERICANS	2.6	4.9	3.3	4.4	2.5	1.8	1.1	4.1	1.7	3.7	1.4	2.8	2.5



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ISSUE COMBO

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
MORE ACCOUNTABILITY GOV'T	31.8	23.8	20.9	38.6	37.1	21.5	22.4	34.0	35.9	24.8	19.6	43.4	38.4	26.3	32.1	38.4
LESS CORRUPTION/GOV'T	26.5	29.3	27.8	25.9	25.1	21.2	26.3	23.1	23.7	32.8	29.2	28.8	26.5	21.4	25.5	36.0
LOWER PRICES	23.9	27.2	27.6	26.0	18.8	19.2	25.7	22.5	18.4	30.5	29.3	29.6	19.1	26.7	22.5	24.1
COMPROMISE/BIPARTISANSHIP	23.4	9.7	14.8	21.4	35.2	8.6	16.9	23.8	36.3	10.2	12.9	18.9	34.1	21.4	26.0	19.0
LESS ILLEGAL IMMIGRATION	21.9	4.8	17.2	21.6	31.1	5.3	15.4	22.2	35.3	4.7	18.7	20.9	26.9	20.0	21.1	26.8
TREATING EACH OTHER BETTER	15.9	16.0	18.9	16.8	13.0	15.0	19.8	14.3	12.7	16.5	18.1	19.2	13.3	14.4	16.9	14.9
LOWER FED. DEFICITS/DEBT	15.7	10.0	9.8	17.0	20.8	12.2	11.4	18.7	24.5	9.0	8.4	15.3	16.9	16.0	14.5	18.5
FEWER MASS SHOOTINGS	14.7	21.8	12.9	13.0	15.0	21.2	9.5	11.0	11.8	22.1	15.9	15.0	18.3	17.3	15.3	9.8
BETTER PAY	14.2	25.4	23.1	15.1	3.6	24.7	18.4	14.4	1.6	25.6	27.2	15.8	5.7	20.4	13.7	7.1
LOWER TAXES	13.9	20.8	18.3	14.0	8.3	18.4	18.9	17.7	8.3	21.8	17.8	10.3	8.3	14.1	14.7	11.3
LESS CRIME	13.5	12.2	16.2	11.4	13.6	15.9	15.6	12.3	14.9	10.6	16.7	10.3	12.2	13.6	15.2	8.7
FEWER CAREER POLITICIANS	12.1	4.1	6.7	12.5	18.1	7.9	10.9	14.6	15.7	2.4	3.0	10.5	20.5	10.1	10.9	17.7
HONEST/LESS DIVISIVE NEWS	10.6	11.9	7.9	11.6	11.4	13.0	10.7	10.4	11.7	11.4	5.5	12.7	11.1	10.5	11.1	9.5
HEALTHIER ENVIRONMENT	10.4	12.8	14.2	7.2	9.2	10.8	11.8	7.5	7.1	13.6	16.3	7.0	11.4	10.2	11.2	8.6
BETTER EDUCATION OPP.	9.6	19.1	12.7	8.7	4.9	13.1	10.7	7.8	5.2	21.7	14.4	9.7	4.6	10.6	10.4	6.0
MORE JOBS	8.2	12.1	13.0	9.5	2.6	18.2	15.7	9.9	1.6	9.6	10.6	9.0	3.6	11.5	7.2	6.3



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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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
MORE TRUST IN ELECTIONS	7.9	7.5	8.5	5.6	9.1	5.6	10.9	6.5	9.5	8.3	6.4	4.7	8.8	6.7	6.8	12.2
MORE PRIDE/BEING AMERICAN	7.3	1.5	6.5	7.4	9.8	2.7	7.2	10.0	11.3	1.1	5.8	4.8	8.3	3.4	7.7	11.7
PRGRSS/RACIAL MINORITIES	6.7	12.0	9.3	5.9	3.8	15.9	7.5	7.9	3.8	10.4	10.8	3.7	3.9	9.6	5.6	5.9
RESPECTED/WORLD STAGE	5.9	6.1	5.2	6.1	6.1	12.6	5.6	7.4	8.3	3.4	4.9	4.7	4.0	8.1	5.6	3.6
FEWER DRUG OVERDOSES	3.4	7.7	4.4	2.8	1.8	8.4	5.4	0.8	1.2	7.4	3.5	4.8	2.4	3.9	3.7	2.1
PROGRESS/LGBTQ AMERICANS	2.6	4.1	4.3	2.0	1.4	8.7	3.4	3.1	1.2	2.2	5.1	0.9	1.7	3.7	2.3	2.0



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39. IF LOWER PRICES: FROM THE FOLLOWING LIST, IN WHAT AREA WOULD YOU MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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	239	23	36	36	58	46	26	9	5	188	95	77	16	76	43	33	36	51	27	24
FOOD AND GROCERIES	55.1	70.0	58.7	53.0	46.9	60.7	50.4	34.1	81.5	54.4	59.3	49.1	51.2	55.5	49.9	58.6	53.9	57.6	64.2	50.2
HOUSING AND UTILITIES	24.6	16.6	30.1	19.3	34.3	20.2	15.2	33.4	18.5	26.0	22.8	30.3	24.7	28.5	18.2	26.4	29.8	19.4	21.7	16.7
HEALTHCARE	8.3	4.2	0.0	14.2	5.4	4.1	22.6	32.5	0.0	6.3	6.3	3.9	18.3	3.8	9.9	5.9	7.7	15.4	7.2	24.5
GASOLINE	7.1	4.2	11.2	5.6	10.2	6.4	3.7	0.0	0.0	8.0	7.4	10.3	0.0	9.5	13.1	0.0	5.8	3.7	3.5	3.9
CAR AND HOME INSURANCE	2.2	4.9	0.0	2.5	1.7	2.2	4.5	0.0	0.0	2.1	2.1	2.6	0.0	1.5	2.1	6.0	0.0	2.2	0.0	4.7
EDUCATION	2.0	0.0	0.0	5.4	1.6	2.1	3.6	0.0	0.0	2.0	2.0	1.3	5.9	1.2	4.5	0.0	2.7	1.8	3.4	0.0
CHILDCARE	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
CLOTHING	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	0.8	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	1.1	0.0	2.6	0.0	0.0	2.3	3.0	0.0	0.0	0.0	0.0



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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
Total	239	31	58	96	55	201	159	43	38	27	11
FOOD AND GROCERIES	55.1	61.5	58.6	54.6	48.7	54.0	54.8	51.2	60.8	57.1	70.6
HOUSING AND UTILITIES	24.6	25.5	20.6	20.3	35.8	25.4	25.9	23.6	20.3	21.0	18.4
HEALTHCARE	8.3	3.2	9.0	10.2	7.1	8.3	7.4	11.7	8.4	7.3	11.0
GASOLINE	7.1	7.0	5.0	7.5	8.4	7.4	7.0	8.8	5.3	7.3	0.0
CAR AND HOME INSURANCE	2.2	2.9	1.7	3.5	0.0	2.6	3.2	0.0	0.0	0.0	0.0
EDUCATION	2.0	0.0	3.3	3.0	0.0	2.4	1.7	4.7	0.0	0.0	0.0
CHILDCARE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CLOTHING	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTHER	0.8	0.0	1.7	1.0	0.0	0.0	0.0	0.0	5.2	7.2	0.0



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	73	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	239	109	73	127	87	26	105	63	45	40	26	138	52	26	60	101	
FOOD AND GROCERIES	55.1	57.0	54.4	54.8	54.4	59.0	54.0	55.8	55.4	59.7	57.3	56.8	63.9	49.7	53.6	52.9	
HOUSING AND UTILITIES	24.6	22.5	23.0	22.4	27.6	25.4	22.1	23.8	30.1	29.1	26.8	22.0	18.9	34.2	19.4	28.1	
HEALTHCARE	8.3	5.6	14.5	5.6	12.4	7.9	6.7	15.4	4.1	2.2	4.4	8.4	7.4	8.5	9.4	8.1	
GASOLINE	7.1	8.5	3.9	11.0	2.2	4.0	12.5	1.5	4.0	4.5	4.0	8.4	3.7	3.6	14.5	5.2	
CAR AND HOME INSURANCE	2.2	2.9	1.6	2.4	1.3	3.7	2.9	1.8	0.0	0.0	3.8	2.4	4.4	0.0	1.6	1.9	
EDUCATION	2.0	2.6	2.6	2.2	2.2	0.0	0.8	1.6	6.3	4.6	0.0	2.1	1.8	4.0	1.5	1.9	
CHILDCARE	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	
CLOTHING	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	0.8	0.9	0.0	1.6	0.0	0.0	1.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	2.0	



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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN		
			UNITED STATES		FOR CONGRESS		ERS/				
	RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
Total	239	49	190	119	88	33	63	82	26	56	157
FOOD AND GROCERIES	55.1	48.2	56.9	53.4	56.1	58.6	48.8	49.8	54.2	47.8	57.9
HOUSING AND UTILITIES	24.6	27.8	23.8	24.8	23.7	26.4	27.6	25.2	19.8	27.7	24.3
HEALTHCARE	8.3	11.6	7.4	6.0	12.2	5.9	9.7	12.7	17.9	10.4	5.9
GASOLINE	7.1	8.2	6.8	10.8	4.6	0.0	6.2	6.1	3.6	7.3	7.6
CAR AND HOME INSURANCE	2.2	2.3	2.1	1.7	1.3	6.0	4.5	2.6	4.4	1.7	1.9
EDUCATION	2.0	1.9	2.0	2.4	2.2	0.0	0.0	3.6	0.0	5.2	1.2
CHILDCARE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CLOTHING	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTHER	0.8	0.0	1.0	0.8	0.0	3.0	3.1	0.0	0.0	0.0	1.3



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BANNER 5

	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	239	117	94	101	82	56	50	19	32	51	63	24			
FOOD AND GROCERIES	55.1	52.9	54.6	58.1	52.7	53.2	61.5	47.6	52.0	54.7	54.3	54.6			
HOUSING AND UTILITIES	24.6	22.3	28.7	24.3	27.3	21.2	20.8	31.1	15.6	27.7	26.1	28.4			
HEALTHCARE	8.3	6.9	10.2	6.1	11.6	7.4	4.2	15.2	9.8	7.9	10.6	4.2			
GASOLINE	7.1	10.3	3.2	8.8	3.5	9.0	9.9	0.0	12.6	7.8	4.6	4.4			
CAR AND HOME INSURANCE	2.2	3.4	1.2	0.9	2.5	3.9	0.0	6.1	3.6	1.9	1.4	4.2			
EDUCATION	2.0	2.4	2.0	1.8	2.3	1.8	3.6	0.0	0.0	0.0	3.0	4.2			
CHILDCARE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
CLOTHING	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	0.8	1.7	0.0	0.0	0.0	3.6	0.0	0.0	6.3	0.0	0.0	0.0			



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BANNER 6

	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT				
	TOTAL	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	239	59	24	35	94	49	38	87	9	20	73	43	35	5	7	39	9
FOOD AND GROCERIES	55.1	49.5	54.7	45.9	55.4	48.9	70.9	58.6	56.8	51.6	60.1	51.4	53.0	62.2	30.1	59.5	44.7
HOUSING AND UTILITIES	24.6	25.0	16.0	31.2	24.9	26.3	21.1	24.0	22.0	14.2	27.3	25.4	33.5	0.0	26.2	22.7	10.2
HEALTHCARE	8.3	18.5	20.6	17.0	5.3	8.3	0.0	4.7	10.5	10.6	4.3	18.2	5.2	0.0	29.5	2.6	10.2
GASOLINE	7.1	1.8	0.0	3.0	7.2	12.4	8.0	10.5	0.0	14.3	8.3	0.0	5.7	19.5	14.2	5.0	22.4
CAR AND HOME INSURANCE	2.2	2.0	4.8	0.0	2.1	4.2	0.0	2.3	0.0	4.8	0.0	2.7	0.0	18.3	0.0	2.6	12.5
EDUCATION	2.0	3.3	3.9	2.9	3.0	0.0	0.0	0.0	10.6	4.4	0.0	2.3	2.6	0.0	0.0	2.6	0.0
CHILDCARE	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
CLOTHING	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	0.8	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0



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39. IF LOWER PRICES: FROM THE FOLLOWING LIST, IN WHAT AREA WOULD YOU MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY/WEALTHY MIDDLE	UPPER MIDDLE CLASS	MIDDLE MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS		
Total	239	101	40	99	123	21	1	20	187	95	91	32	79	21	64	57
FOOD AND GROCERIES	55.1	56.1	50.6	55.9	53.7	49.4	0.0	51.8	56.5	53.2	59.9	50.7	62.4	59.1	52.3	48.3
HOUSING AND UTILITIES	24.6	26.2	21.8	24.1	23.0	23.0	100.0	19.2	25.3	24.7	25.9	21.4	21.3	22.2	24.0	31.3
HEALTHCARE	8.3	10.6	10.3	5.1	6.5	13.2	0.0	13.8	7.6	7.6	7.7	9.0	7.3	5.3	9.3	10.4
GASOLINE	7.1	3.9	7.6	10.1	9.6	10.1	0.0	10.6	6.3	9.3	3.3	9.3	4.0	13.4	6.6	8.2
CAR AND HOME INSURANCE	2.2	1.1	2.4	3.1	2.4	0.0	0.0	0.0	2.2	2.1	2.2	3.5	1.4	0.0	3.4	0.0
EDUCATION	2.0	1.0	4.9	1.8	3.1	4.3	0.0	4.5	2.1	3.1	1.0	0.0	2.4	0.0	4.4	0.0
CHILDCARE	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
CLOTHING	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	0.8	1.0	2.5	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	6.2	1.2	0.0	0.0	1.7



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39. IF LOWER PRICES: FROM THE FOLLOWING LIST, IN WHAT AREA WOULD YOU MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	239	175	64	47	17	69	32	106	32	160	79	34	33	6	72	88	16	18	9	24
FOOD AND GROCERIES	55.1	55.4	54.3	52.4	59.7	55.9	56.0	55.1	52.7	59.8	45.6	36.7	53.5	14.1	63.0	57.2	36.2	37.1	32.9	61.0
HOUSING AND UTILITIES	24.6	24.2	25.7	24.9	27.8	20.8	21.8	26.4	29.4	18.5	36.9	44.0	29.7	57.5	11.1	24.6	52.8	36.1	46.0	23.9
HEALTHCARE	8.3	9.0	6.3	6.4	5.9	10.1	3.6	8.3	8.9	7.7	9.4	13.7	8.5	0.0	8.7	6.9	5.6	20.9	10.8	7.6
GASOLINE	7.1	6.8	7.9	8.4	6.6	7.1	12.8	6.5	3.1	8.2	4.7	5.6	2.7	14.0	10.0	6.8	5.4	5.8	0.0	3.7
CAR AND HOME INSURANCE	2.2	2.4	1.4	1.9	0.0	3.3	0.0	1.9	2.7	2.7	1.1	0.0	0.0	14.3	3.2	2.2	0.0	0.0	0.0	0.0
EDUCATION	2.0	1.1	4.4	6.1	0.0	0.0	5.7	1.8	3.2	1.8	2.3	0.0	5.5	0.0	1.3	2.3	0.0	0.0	10.3	3.8
CHILDCARE	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
CLOTHING	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	0.8	1.1	0.0	0.0	0.0	2.9	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0



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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	239	18	40	50	38	48	46	108	132	145	94	101	138	
FOOD AND GROCERIES	55.1	41.1	43.6	43.6	67.7	63.6	63.9	43.1	64.9	49.5	63.7	55.9	54.5	
HOUSING AND UTILITIES	24.6	38.2	36.4	30.7	17.4	20.4	12.7	34.0	16.9	29.7	16.6	21.1	27.1	
HEALTHCARE	8.3	5.0	10.0	11.9	4.7	7.0	8.4	10.1	6.8	8.7	7.7	8.0	8.5	
GASOLINE	7.1	10.5	2.7	6.1	7.7	4.2	12.9	5.6	8.3	6.1	8.5	8.9	5.7	
CAR AND HOME INSURANCE	2.2	0.0	2.2	2.0	0.0	4.8	2.1	1.8	2.5	1.3	3.5	2.3	2.1	
EDUCATION	2.0	5.2	2.6	3.8	2.4	0.0	0.0	3.6	0.7	3.3	0.0	1.8	2.1	
CHILDCARE	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	
CLOTHING	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	0.8	0.0	2.5	2.0	0.0	0.0	0.0	1.8	0.0	1.4	0.0	2.0	0.0	



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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	239	32	71	68	68	7	31	30	34	25	40	38	34	72	120	48
FOOD AND GROCERIES	55.1	30.3	47.9	60.3	69.1	28.1	49.5	59.7	63.9	30.9	46.6	60.7	74.2	46.6	54.1	70.2
HOUSING AND UTILITIES	24.6	45.6	29.8	22.0	11.9	27.7	28.5	22.2	12.2	50.4	30.8	21.9	11.5	33.0	24.2	13.0
HEALTHCARE	8.3	5.9	12.6	7.5	5.7	0.0	12.7	7.7	5.6	7.4	12.6	7.3	5.7	6.7	10.1	6.1
GASOLINE	7.1	9.2	2.9	7.2	10.3	30.2	0.0	6.5	14.9	3.7	5.0	7.7	5.8	6.6	6.7	8.6
CAR AND HOME INSURANCE	2.2	2.8	1.4	1.7	3.1	0.0	0.0	3.9	3.4	3.5	2.5	0.0	2.8	4.2	1.8	0.0
EDUCATION	2.0	6.1	2.6	1.3	0.0	13.9	2.9	0.0	0.0	4.1	2.5	2.4	0.0	1.4	3.1	0.0
CHILDCARE	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
CLOTHING	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	0.8	0.0	2.8	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.0



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40. IF LOWER PRICES: FROM THE SAME LIST, IN WHAT AREA WOULD YOU SECOND MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	239	23	36	36	58	46	26	9	5	188	95	77	16	76	43	33	36	51	27	24
HOUSING AND UTILITIES	32.1	42.2	20.7	33.5	26.2	38.2	35.4	41.4	39.9	31.5	30.7	32.3	33.0	29.3	40.7	26.2	30.2	34.3	29.1	40.1
FOOD AND GROCERIES	25.8	17.1	30.7	27.2	31.7	16.3	22.8	46.1	18.5	26.4	26.1	25.9	31.1	35.5	13.8	24.2	24.5	23.6	22.0	25.4
GASOLINE	18.6	27.3	25.0	16.7	14.2	26.0	11.4	0.0	0.0	19.7	22.5	17.9	11.5	16.1	23.0	17.0	25.5	14.7	23.7	4.7
HEALTHCARE	13.9	4.0	18.6	13.6	16.3	12.9	11.7	12.5	23.7	13.4	13.2	13.9	11.8	11.3	11.1	20.6	13.9	16.0	17.4	14.4
EDUCATION	3.7	4.5	0.0	3.0	3.3	0.0	15.1	0.0	17.9	2.7	2.2	2.5	6.7	2.7	2.2	3.2	2.9	7.3	0.0	15.4
CAR AND HOME INSURANCE	3.3	0.0	2.4	3.2	6.6	4.4	0.0	0.0	0.0	3.6	2.1	6.2	0.0	2.3	2.6	8.7	3.0	2.1	3.9	0.0
CHILDCARE	1.7	0.0	2.6	3.0	1.8	0.0	3.6	0.0	0.0	1.6	2.1	0.0	5.9	1.4	4.4	0.0	0.0	2.0	3.9	0.0
CLOTHING	0.5	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	1.1	0.0	2.6	0.0	0.0	2.3	3.0	0.0	0.0	0.0	0.0
2ND - OTHER	0.4	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.5	0.0	1.3	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0



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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
Total	239	31	58	96	55	201	159	43	38	27	11
HOUSING AND UTILITIES	32.1	35.1	23.6	32.9	38.1	34.7	32.3	43.5	18.6	18.6	18.5
FOOD AND GROCERIES	25.8	19.5	24.1	28.1	27.1	28.1	30.6	18.6	13.8	11.1	20.8
GASOLINE	18.6	16.6	28.7	15.0	15.4	16.8	17.4	14.5	28.5	29.5	25.6
HEALTHCARE	13.9	18.7	13.4	14.8	10.3	12.1	11.0	16.2	23.8	22.8	26.5
EDUCATION	3.7	6.7	3.3	2.9	3.6	3.9	3.6	4.9	2.4	3.4	0.0
CAR AND HOME INSURANCE	3.3	3.5	3.4	3.0	3.5	2.4	3.1	0.0	7.8	7.5	8.6
CHILDCARE	1.7	0.0	1.7	2.1	1.9	1.5	1.3	2.5	2.4	3.4	0.0
CLOTHING	0.5	0.0	0.0	1.2	0.0	0.6	0.7	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	0.0	1.7	1.0	0.0	0.0	0.0	0.0	5.2	7.2	0.0
2ND - OTHER	0.4	0.0	1.7	0.0	0.0	0.0	0.0	0.0	2.6	3.7	0.0



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BANNER 4

	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	239	49	190	119	88	33	63	82	26	56	157	
HOUSING AND UTILITIES	32.1	30.5	32.6	33.4	32.6	26.2	35.2	30.0	33.9	28.3	33.2	
FOOD AND GROCERIES	25.8	25.9	25.8	27.6	24.0	24.2	21.7	25.4	26.5	25.0	26.0	
GASOLINE	18.6	21.5	17.9	18.6	19.2	17.0	15.1	20.2	19.9	20.4	17.8	
HEALTHCARE	13.9	10.1	14.9	11.2	15.1	20.6	13.7	14.6	4.4	19.3	13.6	
EDUCATION	3.7	5.8	3.1	2.5	5.5	3.2	1.7	5.8	11.2	3.3	2.5	
CAR AND HOME INSURANCE	3.3	2.2	3.6	2.4	2.4	8.7	8.0	1.3	0.0	1.9	4.3	
CHILDCARE	1.7	4.0	1.1	2.5	1.2	0.0	3.0	2.6	4.1	1.9	1.2	
CLOTHING	0.5	0.0	0.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
1ST - OTHER	0.8	0.0	1.0	0.8	0.0	3.0	3.1	0.0	0.0	0.0	1.3	
2ND - OTHER	0.4	0.0	0.5	0.8	0.0	0.0	1.6	0.0	0.0	0.0	0.6	



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BANNER 5

	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	239	117	94	101	82	56	50	19	32	51	63	24	
HOUSING AND UTILITIES	32.1	33.4	31.7	36.8	30.8	25.7	32.4	26.2	25.1	41.1	32.2	26.6	
FOOD AND GROCERIES	25.8	28.1	27.5	30.4	21.6	23.7	25.3	31.0	25.9	35.4	18.8	20.7	
GASOLINE	18.6	17.9	17.9	18.7	17.8	19.6	23.6	16.2	22.3	13.9	18.3	16.2	
HEALTHCARE	13.9	10.6	15.2	7.3	16.6	22.0	10.9	16.2	17.1	3.8	16.7	28.4	
EDUCATION	3.7	2.5	3.3	2.9	7.1	0.0	3.9	0.0	0.0	1.9	9.2	0.0	
CAR AND HOME INSURANCE	3.3	4.1	2.3	2.8	2.4	5.4	3.9	0.0	3.4	1.7	3.1	8.0	
CHILDCARE	1.7	1.6	2.2	0.0	3.7	1.7	0.0	10.4	3.1	0.0	1.7	0.0	
CLOTHING	0.5	1.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	
1ST - OTHER	0.8	1.7	0.0	0.0	0.0	3.6	0.0	0.0	6.3	0.0	0.0	0.0	
2ND - OTHER	0.4	0.9	0.0	0.0	0.0	1.8	0.0	0.0	3.2	0.0	0.0	0.0	



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40. IF LOWER PRICES: FROM THE SAME LIST, IN WHAT AREA WOULD YOU SECOND MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 6

	BANNER 6																
	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	239	59	24	35	94	49	38	87	9	20	73	43	35	5	7	39	9
HOUSING AND UTILITIES	32.1	34.2	40.1	30.2	31.7	24.1	40.3	31.2	43.8	47.1	33.1	35.9	26.3	18.3	13.8	28.6	23.0
FOOD AND GROCERIES	25.8	27.4	25.3	28.9	21.0	32.6	26.6	30.0	22.0	33.8	30.4	28.1	14.0	19.5	29.9	20.5	32.2
GASOLINE	18.6	14.5	8.7	18.5	19.9	27.4	10.6	20.1	34.2	8.8	19.6	12.9	20.5	41.0	0.0	25.0	12.5
HEALTHCARE	13.9	17.1	17.9	16.6	15.8	7.9	12.1	9.8	0.0	4.7	8.9	16.1	19.5	0.0	43.3	18.1	21.6
EDUCATION	3.7	3.3	3.8	3.0	3.0	1.9	8.1	4.6	0.0	0.0	4.1	4.6	8.2	21.2	0.0	0.0	0.0
CAR AND HOME INSURANCE	3.3	1.6	0.0	2.8	4.3	4.1	2.3	3.3	0.0	0.0	3.9	0.0	5.7	0.0	13.0	5.2	0.0
CHILDCARE	1.7	1.8	4.4	0.0	2.1	2.0	0.0	1.1	0.0	0.0	0.0	2.5	5.7	0.0	0.0	0.0	10.6
CLOTHING	0.5	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0
2ND - OTHER	0.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0



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40. IF LOWER PRICES: FROM THE SAME LIST, IN WHAT AREA WOULD YOU SECOND MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ 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	239	101	40	99	123	21	1	20	187	95	91	32	79	21	64	57
HOUSING AND UTILITIES	32.1	30.9	29.0	34.7	33.5	24.3	0.0	25.5	33.1	28.9	37.5	31.5	37.6	28.9	28.5	32.2
FOOD AND GROCERIES	25.8	24.9	17.5	30.2	19.4	32.6	100.0	29.3	24.7	23.1	26.3	28.2	21.3	22.4	29.6	29.9
GASOLINE	18.6	17.6	17.0	20.3	20.4	10.1	0.0	10.6	20.0	24.0	15.9	16.0	22.5	13.6	20.2	13.2
HEALTHCARE	13.9	16.0	24.2	7.7	16.4	19.0	0.0	20.0	13.2	14.4	12.0	14.9	12.1	22.3	14.0	14.0
EDUCATION	3.7	5.8	0.0	3.0	2.4	13.9	0.0	14.6	2.6	3.1	2.1	3.3	2.5	0.0	3.0	3.4
CAR AND HOME INSURANCE	3.3	2.8	7.6	2.0	4.8	0.0	0.0	0.0	3.7	3.3	4.1	3.0	2.6	4.1	4.7	1.9
CHILDCARE	1.7	2.1	2.3	1.0	2.4	0.0	0.0	0.0	2.1	2.1	2.2	0.0	0.0	8.8	0.0	3.7
CLOTHING	0.5	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0	1.4	0.0	0.0	0.0
1ST - OTHER	0.8	1.0	2.5	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	6.2	1.2	0.0	0.0	1.7
2ND - OTHER	0.4	0.0	2.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	1.7



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40. IF LOWER PRICES: FROM THE SAME LIST, IN WHAT AREA WOULD YOU SECOND MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	239	175	64	47	17	69	32	106	32	160	79	34	33	6	72	88	16	18	9	24
HOUSING AND UTILITIES	32.1	32.5	31.1	32.1	28.4	30.5	25.5	33.8	36.7	30.8	34.8	20.3	49.4	28.5	32.6	29.4	24.0	17.0	21.4	59.4
FOOD AND GROCERIES	25.8	28.0	19.9	20.3	18.9	27.2	25.0	28.5	14.9	26.2	25.0	33.4	22.9	14.0	20.2	31.1	41.4	26.2	54.8	11.4
GASOLINE	18.6	18.6	18.5	19.4	16.1	23.3	18.3	15.6	18.7	20.8	14.2	11.5	9.2	29.2	22.8	19.1	17.8	5.9	11.6	8.3
HEALTHCARE	13.9	13.0	16.4	12.6	26.5	13.4	14.8	12.8	17.9	13.3	15.1	21.5	8.9	14.6	15.9	11.3	11.1	30.8	0.0	12.1
EDUCATION	3.7	3.3	4.6	6.3	0.0	1.3	3.3	4.6	5.9	4.3	2.4	2.6	3.1	0.0	2.7	5.5	0.0	4.9	0.0	4.3
CAR AND HOME INSURANCE	3.3	2.2	6.2	4.7	10.1	0.0	9.7	3.7	2.7	2.0	5.9	8.0	3.3	13.7	3.1	1.1	0.0	15.2	0.0	4.4
CHILDCARE	1.7	1.1	3.3	4.5	0.0	2.7	3.4	0.0	3.2	1.3	2.5	2.7	3.3	0.0	1.3	1.2	5.7	0.0	12.3	0.0
CLOTHING	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.7	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	1.1	0.0	0.0	0.0	2.9	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
2ND - OTHER	0.4	0.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0



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40. IF LOWER PRICES: FROM THE SAME LIST, IN WHAT AREA WOULD YOU SECOND MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON 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	239	18	40	50	38	48	46	108	132	145	94	101	138	
HOUSING AND UTILITIES	32.1	25.3	30.6	29.3	33.6	38.4	31.6	29.1	34.6	30.3	35.0	28.9	34.5	
FOOD AND GROCERIES	25.8	27.2	22.8	31.4	22.8	22.4	27.9	27.5	24.4	26.3	25.1	26.6	25.3	
GASOLINE	18.6	10.8	12.4	19.1	20.9	23.2	19.8	15.3	21.4	16.7	21.5	21.8	16.3	
HEALTHCARE	13.9	21.1	14.5	12.1	17.8	9.1	14.5	14.5	13.5	15.3	11.7	13.8	14.0	
EDUCATION	3.7	15.6	5.2	2.0	4.9	0.0	2.3	5.5	2.2	5.3	1.1	2.0	4.9	
CAR AND HOME INSURANCE	3.3	0.0	9.7	1.8	0.0	4.6	1.9	4.4	2.3	3.3	3.3	3.0	3.5	
CHILDCARE	1.7	0.0	2.3	4.2	0.0	0.0	2.1	2.8	0.7	2.1	1.0	2.9	0.8	
CLOTHING	0.5	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.9	0.0	1.2	0.0	0.8	
1ST - OTHER	0.8	0.0	2.5	2.0	0.0	0.0	0.0	1.8	0.0	1.4	0.0	2.0	0.0	
2ND - OTHER	0.4	0.0	2.5	0.0	0.0	0.0	0.0	0.9	0.0	0.7	0.0	1.0	0.0	



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40. IF LOWER PRICES: FROM THE SAME LIST, IN WHAT AREA WOULD YOU SECOND MOST NEED TO SEE LOWER PRICES TO BELIEVE WE ARE GETTING AMERICA BACK ON TRACK?

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	239	32	71	68	68	7	31	30	34	25	40	38	34	72	120	48
HOUSING AND UTILITIES	32.1	24.2	29.2	35.1	36.0	13.2	22.9	43.4	24.8	27.1	34.1	28.6	47.0	30.2	29.9	40.5
FOOD AND GROCERIES	25.8	27.9	27.9	24.9	23.7	0.0	31.9	29.7	24.1	35.2	24.8	21.1	23.2	26.2	30.6	13.3
GASOLINE	18.6	6.0	20.4	18.2	23.0	28.9	19.1	9.4	33.7	0.0	21.4	25.0	12.5	16.2	17.0	26.2
HEALTHCARE	13.9	20.7	12.6	12.9	13.1	13.9	16.7	13.7	11.4	22.5	9.5	12.4	14.7	16.4	13.1	12.1
EDUCATION	3.7	11.9	2.9	2.7	1.5	14.0	0.0	0.0	3.1	11.4	5.1	4.8	0.0	4.0	3.4	3.9
CAR AND HOME INSURANCE	3.3	6.4	2.6	4.5	1.3	16.2	2.8	3.8	0.0	3.8	2.4	5.1	2.6	4.0	3.4	2.0
CHILDCARE	1.7	2.9	3.0	0.0	1.4	13.9	3.4	0.0	2.9	0.0	2.6	0.0	0.0	1.5	1.6	2.0
CLOTHING	0.5	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.9	0.0
1ST - OTHER	0.8	0.0	2.8	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.0
2ND - OTHER	0.4	0.0	1.4	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0



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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 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	239	23	36	36	58	46	26	9	5	188	95	77	16	76	43	33	36	51	27	24
FOOD AND GROCERIES	80.9	87.2	89.4	80.2	78.6	77.0	73.3	80.1	100.0	80.9	85.4	75.0	82.3	90.9	63.7	82.9	78.5	81.2	86.2	75.6
HOUSING AND UTILITIES	56.7	58.8	50.7	52.8	60.5	58.4	50.6	74.8	58.5	57.6	53.4	62.6	57.6	57.8	58.8	52.7	60.0	53.7	50.9	56.8
GASOLINE	25.7	31.6	36.2	22.4	24.4	32.4	15.1	0.0	0.0	27.7	29.9	28.2	11.5	25.7	36.1	17.0	31.3	18.4	27.2	8.6
HEALTHCARE	22.2	8.2	18.6	27.7	21.7	17.0	34.3	45.1	23.7	19.7	19.5	17.8	30.1	15.1	21.0	26.5	21.6	31.3	24.6	38.8
EDUCATION	5.7	4.5	0.0	8.3	4.9	2.1	18.7	0.0	17.9	4.7	4.2	3.8	12.6	3.8	6.7	3.2	5.6	9.1	3.4	15.4
CAR AND HOME INSURANCE	5.4	4.9	2.4	5.7	8.2	6.6	4.5	0.0	0.0	5.7	4.2	8.8	0.0	3.8	4.7	14.8	3.0	4.3	3.9	4.7
CHILDCARE	1.7	0.0	2.6	3.0	1.8	0.0	3.6	0.0	0.0	1.6	2.1	0.0	5.9	1.4	4.4	0.0	0.0	2.0	3.9	0.0
CLOTHING	0.5	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	1.1	0.0	2.6	0.0	0.0	2.3	3.0	0.0	0.0	0.0	0.0
2ND - OTHER	0.4	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.5	0.0	1.3	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0



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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	Smwht Likely	Not lv /Not at All
Total	239	31	58	96	55	201	159	43	38	27	11
FOOD AND GROCERIES	80.9	81.0	82.7	82.7	75.8	82.1	85.4	69.7	74.6	68.1	91.4
HOUSING AND UTILITIES	56.7	60.5	44.3	53.2	73.9	60.1	58.2	67.1	38.9	39.6	36.8
GASOLINE	25.7	23.5	33.8	22.5	23.9	24.1	24.4	23.2	33.7	36.9	25.6
HEALTHCARE	22.2	21.9	22.4	25.0	17.4	20.3	18.3	27.8	32.2	30.2	37.5
EDUCATION	5.7	6.7	6.7	5.9	3.6	6.3	5.4	9.6	2.4	3.4	0.0
CAR AND HOME INSURANCE	5.4	6.4	5.1	6.4	3.5	5.0	6.3	0.0	7.8	7.5	8.6
CHILDCARE	1.7	0.0	1.7	2.1	1.9	1.5	1.3	2.5	2.4	3.4	0.0
CLOTHING	0.5	0.0	0.0	1.2	0.0	0.6	0.7	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	0.0	1.7	1.0	0.0	0.0	0.0	0.0	5.2	7.2	0.0
2ND - OTHER	0.4	0.0	1.7	0.0	0.0	0.0	0.0	0.0	2.6	3.7	0.0



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ISSUE COMBO:

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITE	STATES	FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	239	49	190	119	88	33	63	82	26	56	157
FOOD AND GROCERIES	80.9	74.1	82.7	81.0	80.1	82.9	70.6	75.3	80.7	72.7	83.9
HOUSING AND UTILITIES	56.7	58.3	56.3	58.2	56.3	52.7	62.8	55.2	53.7	55.9	57.5
GASOLINE	25.7	29.7	24.6	29.5	23.7	17.0	21.3	26.4	23.6	27.6	25.3
HEALTHCARE	22.2	21.7	22.3	17.2	27.3	26.5	23.4	27.3	22.3	29.7	19.5
EDUCATION	5.7	7.7	5.1	4.9	7.6	3.2	1.7	9.4	11.2	8.5	3.7
CAR AND HOME INSURANCE	5.4	4.6	5.7	4.1	3.8	14.8	12.5	3.9	4.4	3.6	6.3
CHILDCARE	1.7	4.0	1.1	2.5	1.2	0.0	3.0	2.6	4.1	1.9	1.2
CLOTHING	0.5	0.0	0.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.7
1ST - OTHER	0.8	0.0	1.0	0.8	0.0	3.0	3.1	0.0	0.0	0.0	1.3
2ND - OTHER	0.4	0.0	0.5	0.8	0.0	0.0	1.6	0.0	0.0	0.0	0.6



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ISSUE COMBO:

BANNER 5

	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	239	117	94	101	82	56	50	19	32	51	63	24
FOOD AND GROCERIES	80.9	81.0	82.1	88.5	74.4	76.8	86.8	78.6	77.9	90.2	73.1	75.4
HOUSING AND UTILITIES	56.7	55.7	60.4	61.0	58.1	46.9	53.2	57.3	40.7	68.8	58.3	55.0
GASOLINE	25.7	28.1	21.2	27.5	21.3	28.7	33.5	16.2	34.9	21.7	22.9	20.6
HEALTHCARE	22.2	17.5	25.4	13.4	28.2	29.4	15.1	31.4	26.9	11.7	27.3	32.6
EDUCATION	5.7	4.9	5.3	4.7	9.4	1.8	7.5	0.0	0.0	1.9	12.3	4.2
CAR AND HOME INSURANCE	5.4	7.5	3.5	3.8	4.9	9.3	3.9	6.1	7.0	3.6	4.5	12.2
CHILDCARE	1.7	1.6	2.2	0.0	3.7	1.7	0.0	10.4	3.1	0.0	1.7	0.0
CLOTHING	0.5	1.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
1ST - OTHER	0.8	1.7	0.0	0.0	0.0	3.6	0.0	0.0	6.3	0.0	0.0	0.0
2ND - OTHER	0.4	0.9	0.0	0.0	0.0	1.8	0.0	0.0	3.2	0.0	0.0	0.0



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ISSUE COMBO:

BANNER 6

	BANNER 6																
	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	239	59	24	35	94	49	38	87	9	20	73	43	35	5	7	39	9
FOOD AND GROCERIES	80.9	76.9	80.0	74.8	76.4	81.6	97.5	88.6	78.8	85.4	90.5	79.5	67.1	81.7	60.0	80.0	76.9
HOUSING AND UTILITIES	56.7	59.2	56.1	61.4	56.6	50.3	61.4	55.2	65.8	61.3	60.4	61.2	59.8	18.3	40.0	51.4	33.2
GASOLINE	25.7	16.3	8.7	21.5	27.1	39.8	18.5	30.5	34.2	23.1	27.9	12.9	26.2	60.6	14.2	30.0	34.9
HEALTHCARE	22.2	35.6	38.5	33.6	21.0	16.2	12.1	14.4	10.5	15.3	13.2	34.3	24.7	0.0	72.8	20.7	31.9
EDUCATION	5.7	6.6	7.6	5.9	6.0	1.9	8.1	4.6	10.6	4.4	4.1	6.9	10.9	21.2	0.0	2.6	0.0
CAR AND HOME INSURANCE	5.4	3.6	4.8	2.8	6.4	8.2	2.3	5.6	0.0	4.8	3.9	2.7	5.7	18.3	13.0	7.8	12.5
CHILDCARE	1.7	1.8	4.4	0.0	2.1	2.0	0.0	1.1	0.0	0.0	0.0	2.5	5.7	0.0	0.0	0.0	10.6
CLOTHING	0.5	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0
2ND - OTHER	0.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0



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ISSUE COMBO:

BANNER 7

	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	239	101	40	99	123	21	1	20	187	95	91	32	79	21	64	57
FOOD AND GROCERIES	80.9	81.0	68.0	86.1	73.1	82.0	100.0	81.1	81.2	76.3	86.2	78.9	83.7	81.4	81.8	78.2
HOUSING AND UTILITIES	56.7	57.1	50.8	58.7	56.5	47.3	100.0	44.7	58.4	53.6	63.4	52.9	58.9	51.1	52.6	63.5
GASOLINE	25.7	21.5	24.5	30.4	30.0	20.3	0.0	21.3	26.3	33.2	19.2	25.2	26.5	27.0	26.8	21.5
HEALTHCARE	22.2	26.6	34.4	12.7	22.9	32.2	0.0	33.8	20.8	21.9	19.7	23.9	19.3	27.6	23.4	24.4
EDUCATION	5.7	6.8	4.9	4.8	5.5	18.2	0.0	19.1	4.7	6.2	3.1	3.3	4.9	0.0	7.4	3.4
CAR AND HOME INSURANCE	5.4	3.9	10.0	5.1	7.2	0.0	0.0	0.0	5.8	5.4	6.3	6.5	4.0	4.1	8.0	1.9
CHILDCARE	1.7	2.1	2.3	1.0	2.4	0.0	0.0	0.0	2.1	2.1	2.2	0.0	0.0	8.8	0.0	3.7
CLOTHING	0.5	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0	1.4	0.0	0.0	0.0
1ST - OTHER	0.8	1.0	2.5	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	6.2	1.2	0.0	0.0	1.7
2ND - OTHER	0.4	0.0	2.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	1.7



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ISSUE COMBO:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	239	175	64	47	17	69	32	106	32	160	79	34	33	6	72	88	16	18	9	24
FOOD AND GROCERIES	80.9	83.4	74.3	72.6	78.6	83.1	81.1	83.5	67.6	86.0	70.6	70.1	76.4	28.1	83.1	88.4	77.6	63.3	87.7	72.4
HOUSING AND UTILITIES	56.7	56.7	56.8	57.0	56.3	51.3	47.3	60.2	66.1	49.3	71.7	64.3	79.1	86.0	43.7	53.9	76.9	53.1	67.3	83.3
GASOLINE	25.7	25.4	26.4	27.8	22.7	30.4	31.1	22.1	21.8	29.0	18.9	17.1	11.9	43.2	32.9	25.9	23.2	11.7	11.6	12.1
HEALTHCARE	22.2	22.1	22.6	19.0	32.4	23.5	18.4	21.1	26.8	21.1	24.5	35.2	17.4	14.6	24.6	18.2	16.7	51.8	10.8	19.8
EDUCATION	5.7	4.4	9.1	12.4	0.0	1.3	9.1	6.4	9.0	6.1	4.7	2.6	8.7	0.0	4.0	7.8	0.0	4.9	10.3	8.1
CAR AND HOME INSURANCE	5.4	4.7	7.6	6.6	10.1	3.3	9.7	5.6	5.5	4.6	7.0	8.0	3.3	28.1	6.2	3.3	0.0	15.2	0.0	4.4
CHILDCARE	1.7	1.1	3.3	4.5	0.0	2.7	3.4	0.0	3.2	1.3	2.5	2.7	3.3	0.0	1.3	1.2	5.7	0.0	12.3	0.0
CLOTHING	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
1ST - OTHER	0.8	1.1	0.0	0.0	0.0	2.9	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
2ND - OTHER	0.4	0.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0



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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	239	18	40	50	38	48	46	108	132	145	94	101	138
FOOD AND GROCERIES	80.9	68.2	66.3	75.0	90.5	86.0	91.8	70.7	89.3	75.8	88.8	82.5	79.8
HOUSING AND UTILITIES	56.7	63.5	67.0	59.9	51.0	58.8	44.3	63.2	51.5	60.0	51.7	50.1	61.6
GASOLINE	25.7	21.3	15.1	25.2	28.7	27.4	32.7	20.8	29.6	22.9	30.0	30.7	22.0
HEALTHCARE	22.2	26.2	24.5	24.0	22.5	16.0	22.8	24.6	20.3	24.0	19.4	21.9	22.4
EDUCATION	5.7	20.8	7.8	5.8	7.3	0.0	2.3	9.0	2.9	8.6	1.1	3.8	7.0
CAR AND HOME INSURANCE	5.4	0.0	11.9	3.9	0.0	9.4	4.0	6.2	4.8	4.6	6.7	5.3	5.5
CHILDCARE	1.7	0.0	2.3	4.2	0.0	0.0	2.1	2.8	0.7	2.1	1.0	2.9	0.8
CLOTHING	0.5	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.9	0.0	1.2	0.0	0.8
1ST - OTHER	0.8	0.0	2.5	2.0	0.0	0.0	0.0	1.8	0.0	1.4	0.0	2.0	0.0
2ND - OTHER	0.4	0.0	2.5	0.0	0.0	0.0	0.0	0.9	0.0	0.7	0.0	1.0	0.0



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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-URBAN	RURAL
		NIALS		BMMRS	NIALS		BMMRS	NIALS	BMMRS	NIALS		BMMRS	SLNTG	URBAN	URBAN	
				/SLNTG			/SLNTG					/SLNTG				
Total	239	32	71	68	68	7	31	30	34	25	40	38	34	72	120	48
FOOD AND GROCERIES	80.9	58.2	75.7	85.1	92.8	28.1	81.4	89.4	88.1	66.1	71.4	81.8	97.4	72.9	84.7	83.5
HOUSING AND UTILITIES	56.7	69.8	59.0	57.1	47.9	40.9	51.4	65.6	37.0	77.4	64.9	50.5	58.5	63.2	54.1	53.4
GASOLINE	25.7	15.3	23.3	25.4	33.3	59.1	19.1	16.0	48.5	3.7	26.5	32.7	18.4	22.9	23.7	34.9
HEALTHCARE	22.2	26.6	25.3	20.4	18.7	13.9	29.4	21.4	17.1	29.9	22.1	19.7	20.4	23.2	23.2	18.3
EDUCATION	5.7	18.0	5.6	4.1	1.5	27.9	2.9	0.0	3.1	15.5	7.6	7.2	0.0	5.4	6.5	3.9
CAR AND HOME INSURANCE	5.4	9.2	4.0	6.2	4.4	16.2	2.8	7.7	3.4	7.3	5.0	5.1	5.4	8.1	5.2	2.0
CHILDCARE	1.7	2.9	3.0	0.0	1.4	13.9	3.4	0.0	2.9	0.0	2.6	0.0	0.0	1.5	1.6	2.0
CLOTHING	0.5	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.9	0.0
1ST - OTHER	0.8	0.0	2.8	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.0
2ND - OTHER	0.4	0.0	1.4	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0



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41. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN.

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	0-5
Total	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
GET USA BACK ON TRACK	53.8	84.7	66.3	62.7	56.6	37.0	33.4	12.5	29.6	63.9	68.0	58.5	44.5	75.9	66.7	50.6	48.9	25.2	29.5	21.5
BIGGER, BETTER, BRIGHTER	43.7	15.3	33.7	36.8	41.9	56.4	56.9	83.7	70.4	34.4	31.8	37.1	50.0	24.1	31.6	44.1	48.7	69.9	68.2	71.4
DON'T KNOW	2.5	0.0	0.0	0.5	1.5	6.5	9.6	3.8	0.0	1.7	0.2	4.3	5.4	0.0	1.7	5.3	2.4	4.8	2.3	7.1
Net Diff.	10.1	69.4	32.6	25.9	14.7	-19.4	-23.5	-71.2	-40.8	29.5	36.2	21.4	-5.5	51.8	35.2	6.5	0.3	-44.7	-38.7	-49.9



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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
Total	1000	175	225	384	216	861	715	146	139	75	64
GET USA BACK ON TRACK	53.8	46.7	53.0	56.0	56.5	54.4	55.5	49.3	49.9	54.0	45.1
BIGGER, BETTER, BRIGHTER	43.7	50.4	43.0	42.1	41.7	43.5	42.3	49.2	44.6	41.1	48.8
DON'T KNOW	2.5	3.0	4.1	1.9	1.8	2.1	2.2	1.5	5.5	4.9	6.1
Net Diff.	10.1	-3.7	10.0	13.8	14.8	10.9	13.1	0.1	5.3	12.9	-3.7



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
GET USA BACK ON TRACK	53.8	72.5	32.5	72.3	34.6	52.6	75.4	31.8	48.2	51.0	53.1	50.9	50.6	43.2	54.3	58.8	
BIGGER, BETTER, BRIGHTER	43.7	26.7	63.5	26.6	61.8	42.7	24.4	64.2	48.0	48.1	42.2	46.0	46.2	50.5	44.2	39.5	
DON'T KNOW	2.5	0.9	4.1	1.1	3.6	4.7	0.3	4.0	3.7	0.9	4.7	3.1	3.3	6.3	1.6	1.7	
Net Diff.	10.1	45.8	-31.0	45.7	-27.2	9.9	51.0	-32.4	0.2	3.0	11.0	4.9	4.4	-7.3	10.1	19.3	



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
GET USA BACK ON TRACK	53.8	27.0	63.7	72.5	34.5	50.6	52.2	35.4	29.0	39.1	66.3	
BIGGER, BETTER, BRIGHTER	43.7	69.2	34.2	26.8	61.7	44.1	44.4	61.6	67.6	58.2	31.4	
DON'T KNOW	2.5	3.9	2.1	0.6	3.9	5.3	3.4	2.9	3.4	2.6	2.3	
Net Diff.	10.1	-42.2	29.5	45.7	-27.2	6.5	7.8	-26.2	-38.6	-19.1	34.9	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
GET USA BACK ON TRACK	53.8	73.0	35.1	72.2	36.7	52.7	69.3	30.7	54.0	74.7	40.9	51.0			
BIGGER, BETTER, BRIGHTER	43.7	25.9	61.5	26.9	60.6	42.8	30.0	67.3	43.1	24.2	55.8	42.6			
DON'T KNOW	2.5	1.0	3.3	0.9	2.7	4.5	0.7	1.9	3.0	1.1	3.3	6.4			
Net Diff.	10.1	47.1	-26.4	45.4	-24.0	9.8	39.3	-36.6	10.9	50.4	-14.9	8.5			



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
GET USA BACK ON TRACK	53.8	30.8	30.0	31.5	53.4	71.5	75.1	72.9	50.7	59.4	78.1	30.1	46.3	45.0	22.3	55.6	62.9
BIGGER, BETTER, BRIGHTER	43.7	66.0	65.2	66.6	42.7	27.6	24.9	26.5	49.3	37.8	21.4	66.2	52.0	55.0	75.6	38.5	35.5
DON'T KNOW	2.5	3.2	4.9	1.9	3.9	1.0	0.0	0.6	0.0	2.7	0.4	3.7	1.7	0.0	2.1	5.9	1.6
Net Diff.	10.1	-35.2	-35.2	-35.2	10.7	43.9	50.2	46.4	1.3	21.6	56.7	-36.1	-5.7	-10.1	-53.4	17.1	27.4



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BANNER 7

	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
GET USA BACK ON TRACK	53.8	37.2	47.1	74.6	53.0	48.0	28.3	50.5	54.9	54.1	56.1	53.2	58.4	72.6	54.9	44.3
BIGGER, BETTER, BRIGHTER	43.7	59.6	47.3	24.7	43.9	49.7	65.0	47.8	43.5	44.0	42.7	37.9	40.6	24.3	42.8	51.8
DON'T KNOW	2.5	3.3	5.6	0.7	3.2	2.3	6.7	1.7	1.7	1.9	1.3	9.0	1.0	3.2	2.3	4.0
Net Diff.	10.1	-22.4	-0.2	50.0	9.1	-1.6	-36.7	2.7	11.4	10.1	13.4	15.3	17.8	48.3	12.1	-7.5



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
GET USA BACK ON TRACK	53.8	56.8	48.3	49.9	45.6	56.3	42.8	57.3	52.8	57.9	45.1	49.3	37.1	52.2	58.3	57.4	39.3	57.2	33.2	41.4
BIGGER, BETTER, BRIGHTER	43.7	41.1	48.3	47.0	50.7	41.5	56.0	40.7	42.0	39.5	52.6	47.2	60.8	47.8	40.4	38.6	56.3	40.1	63.9	57.4
DON'T KNOW	2.5	2.1	3.4	3.1	3.8	2.2	1.1	2.0	5.2	2.7	2.3	3.5	2.1	0.0	1.3	3.9	4.4	2.7	2.9	1.2
Net Diff.	10.1	15.8	*	2.9	-5.1	14.8	-13.2	16.7	10.8	18.4	-7.4	2.1	-23.7	4.4	17.9	18.8	-17.0	17.1	-30.7	-16.0



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41. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN.

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	1000	79	143	163	165	179	271	385	615	550	450	470	530
GET USA BACK ON TRACK	53.8	45.5	42.5	49.8	57.9	66.2	53.9	46.2	58.5	49.7	58.8	51.7	55.6
BIGGER, BETTER, BRIGHTER	43.7	53.5	53.5	48.5	37.9	30.9	44.7	51.4	38.8	47.3	39.2	46.5	41.2
DON'T KNOW	2.5	1.0	4.1	1.7	4.3	2.9	1.4	2.4	2.6	3.0	2.0	1.8	3.2
Net Diff.	10.1	-8.0	-11.0	1.3	20.0	35.2	9.2	-5.2	19.7	2.4	19.6	5.2	14.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

41. WHICH IS A MORE IMPORTANT GOAL? 1. GETTING AMERICA BACK ON TRACK. 2. BUILDING A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN.

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
GET USA BACK ON TRACK	53.8	43.7	47.6	60.6	56.4	42.6	36.4	58.7	58.4	44.3	56.9	63.2	55.0	44.8	56.6	59.3
BIGGER, BETTER, BRIGHTER	43.7	55.0	49.3	36.4	41.4	55.8	61.1	39.3	40.3	54.4	39.5	32.1	42.1	53.0	40.9	37.6
DON'T KNOW	2.5	1.4	3.1	3.0	2.2	1.6	2.5	1.9	1.3	1.3	3.6	4.7	2.8	2.2	2.5	3.1
Net Diff.	10.1	-11.3	-1.7	24.2	15.1	-13.2	-24.7	19.4	18.1	-10.1	17.4	31.2	12.9	-8.2	15.6	21.6



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

42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPTIMISTIC	55.1	41.1	56.7	54.6	61.7	57.5	50.2	53.1	52.4	53.2	53.0	56.6	37.6	52.3	47.5	46.2	65.6	60.3	66.0	55.2
Very	13.5	13.8	17.6	14.5	16.3	9.0	9.3	5.5	13.8	13.5	15.5	10.0	9.3	13.4	11.3	9.4	18.9	13.5	19.1	8.5
Somewhat	41.6	27.3	39.1	40.1	45.3	48.5	40.8	47.6	38.6	39.7	37.4	46.6	28.3	38.9	36.2	36.8	46.7	46.8	46.9	46.7
PESSIMISTIC	39.7	50.0	39.9	41.2	31.5	38.3	43.6	44.9	38.3	41.3	42.3	37.3	51.6	41.6	49.1	43.8	30.9	35.4	29.0	41.1
Somewhat	26.4	27.1	25.0	26.1	23.4	29.3	27.0	34.2	25.2	26.7	25.9	28.1	27.7	25.2	36.3	26.3	19.8	25.7	21.7	29.3
Very	13.3	22.8	14.8	15.1	8.1	9.0	16.7	10.8	13.1	14.6	16.4	9.2	23.9	16.5	12.9	17.6	11.1	9.7	7.3	11.8
DON'T KNOW	5.2	8.9	3.4	4.1	6.8	4.2	6.2	1.9	9.3	5.5	4.7	6.2	10.8	6.0	3.4	10.0	3.6	4.3	5.0	3.7
Net Diff.	15.3	-8.8	16.8	13.4	30.2	19.2	6.5	8.2	14.1	12.0	10.7	19.3	-14.0	10.7	-1.6	2.4	34.7	24.9	37.0	14.2
Mean	2.58	2.35	2.62	2.56	2.75	2.60	2.46	2.49	2.59	2.55	2.55	2.61	2.26	2.52	2.48	2.42	2.76	2.67	2.82	2.54



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42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

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	1000	175	225	384	216	861	715	146	139	75	64
OPTIMISTIC	55.1	54.5	54.9	52.0	61.2	56.7	55.6	61.9	45.1	46.9	43.0
Very	13.5	12.2	9.7	13.9	17.9	14.1	14.2	13.8	9.8	8.9	10.9
Somewhat	41.6	42.4	45.2	38.1	43.3	42.6	41.5	48.1	35.3	38.0	32.1
PESSIMISTIC	39.7	40.1	39.7	42.8	34.0	39.1	39.9	35.3	43.8	43.7	43.9
Somewhat	26.4	23.7	28.2	28.5	23.1	26.3	26.3	26.1	27.3	30.9	23.2
Very	13.3	16.4	11.5	14.3	10.9	12.8	13.6	9.2	16.4	12.8	20.7
DON'T KNOW	5.2	5.3	5.3	5.2	4.8	4.2	4.5	2.8	11.1	9.5	13.1
Net Diff.	15.3	14.4	15.2	9.2	27.2	17.6	15.8	26.5	1.3	3.2	-0.9
Mean	2.58	2.53	2.56	2.54	2.72	2.61	2.59	2.68	2.43	2.47	2.38



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
OPTIMISTIC	55.1	52.4	60.6	52.9	62.6	31.1	52.7	65.9	46.9	50.6	39.6	55.6	54.4	66.2	52.2	54.2	
Very	13.5	11.9	17.0	13.2	15.1	8.2	13.7	16.9	11.2	12.3	4.7	12.8	15.1	12.9	11.0	14.8	
Somewhat	41.6	40.4	43.5	39.8	47.5	22.9	39.0	49.0	35.7	38.3	34.9	42.8	39.3	53.4	41.2	39.4	
PESSIMISTIC	39.7	42.8	34.3	42.2	33.8	55.0	42.0	29.5	48.3	44.3	53.2	38.6	39.7	29.6	41.3	41.8	
Somewhat	26.4	27.7	23.9	28.2	23.6	30.6	27.8	22.2	27.5	24.9	33.9	26.9	27.7	19.9	29.1	25.5	
Very	13.3	15.1	10.4	14.0	10.2	24.3	14.2	7.3	20.8	19.4	19.3	11.7	12.0	9.7	12.2	16.2	
DON'T KNOW	5.2	4.8	5.2	4.9	3.6	13.9	5.2	4.6	4.9	5.1	7.3	5.8	5.9	4.2	6.4	4.0	
Net Diff.	15.3	9.5	26.3	10.7	28.7	-23.8	10.7	36.4	-1.4	6.4	-13.6	17.0	14.6	36.6	10.9	12.5	
Mean	2.58	2.52	2.71	2.55	2.70	2.17	2.55	2.79	2.39	2.46	2.27	2.60	2.61	2.72	2.55	2.55	



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42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
OPTIMISTIC	55.1	82.2	45.1	50.5	62.3	46.2	49.4	67.3	84.4	57.5	46.7	
Very	13.5	26.0	8.9	12.6	15.6	9.4	12.0	19.2	34.1	10.6	9.6	
Somewhat	41.6	56.2	36.1	37.9	46.8	36.8	37.4	48.1	50.3	46.9	37.1	
PESSIMISTIC	39.7	12.5	49.8	44.4	33.6	43.8	44.9	27.2	11.5	36.2	48.3	
Somewhat	26.4	11.1	32.1	29.3	23.4	26.3	30.3	19.9	8.8	26.2	30.9	
Very	13.3	1.4	17.7	15.1	10.2	17.6	14.6	7.3	2.7	10.0	17.4	
DON'T KNOW	5.2	5.3	5.1	5.1	4.0	10.0	5.7	5.5	4.1	6.3	5.0	
Net Diff.	15.3	69.7	-4.7	6.1	28.7	2.4	4.5	40.2	73.0	21.3	-1.6	
Mean	2.58	3.13	2.38	2.51	2.71	2.42	2.50	2.84	3.21	2.62	2.41	



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42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118
OPTIMISTIC	55.1	52.8	61.9	49.6	65.7	47.9	55.1	72.7	51.4	44.9	60.7	43.4
Very	13.5	12.4	16.3	10.9	19.5	8.7	11.6	27.8	8.6	10.3	13.6	8.8
Somewhat	41.6	40.3	45.6	38.6	46.2	39.2	43.5	44.9	42.8	34.6	47.0	34.6
PESSIMISTIC	39.7	41.9	34.3	44.6	30.2	46.3	41.7	26.0	44.4	46.9	33.2	48.9
Somewhat	26.4	27.7	23.7	29.2	21.5	29.5	27.1	17.4	30.3	30.9	24.4	28.6
Very	13.3	14.2	10.6	15.4	8.8	16.8	14.6	8.6	14.1	16.1	8.9	20.3
DON'T KNOW	5.2	5.3	3.8	5.9	4.1	5.7	3.2	1.3	4.2	8.2	6.1	7.7
Net Diff.	15.3	10.9	27.5	5.0	35.4	1.6	13.4	46.7	7.0	-2.0	27.4	-5.4
Mean	2.58	2.54	2.70	2.48	2.80	2.42	2.54	2.93	2.48	2.43	2.70	2.35



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42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
OPTIMISTIC	55.1	62.9	57.8	66.8	53.9	51.8	47.4	50.1	74.2	48.7	47.6	64.4	63.6	84.7	46.3	49.4	44.2
Very	13.5	18.0	27.5	10.8	13.3	6.8	15.2	10.1	37.0	8.4	9.3	17.2	22.1	26.3	10.7	9.3	5.6
Somewhat	41.6	44.8	30.3	56.0	40.6	45.0	32.2	39.9	37.2	40.4	38.2	47.2	41.5	58.4	35.6	40.1	38.6
PESSIMISTIC	39.7	34.2	38.9	30.6	39.4	43.4	46.5	44.6	21.5	46.3	46.1	32.4	29.8	15.3	53.7	42.9	52.5
Somewhat	26.4	22.9	25.8	20.6	26.3	35.3	20.5	29.4	17.3	31.8	29.4	21.8	22.3	15.3	33.0	26.7	36.3
Very	13.3	11.4	13.1	10.0	13.0	8.1	26.0	15.2	4.3	14.5	16.7	10.6	7.6	0.0	20.7	16.2	16.2
DON'T KNOW	5.2	2.9	3.3	2.6	6.7	4.8	6.1	5.3	4.3	4.9	6.3	3.2	6.5	0.0	0.0	7.6	3.3
Net Diff.	15.3	28.6	18.8	36.1	14.5	8.5	0.9	5.5	52.7	2.4	1.5	32.0	33.8	69.5	-7.4	6.5	-8.2
Mean	2.58	2.72	2.75	2.69	2.58	2.53	2.39	2.48	3.12	2.45	2.43	2.73	2.84	3.11	2.36	2.46	2.35



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- thy MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPTIMISTIC	55.1	62.3	43.9	50.7	50.9	65.6	93.3	62.2	54.8	57.7	50.3	44.6	53.5	55.7	58.7	51.0
Very	13.5	17.2	8.7	10.9	10.0	17.2	73.0	10.4	13.4	13.7	13.0	9.8	10.8	21.1	13.4	12.1
Somewhat	41.6	45.0	35.2	39.8	40.9	48.4	20.3	51.8	41.4	44.0	37.3	34.8	42.7	34.6	45.2	38.9
PESSIMISTIC	39.7	33.6	48.9	43.5	44.3	29.8	6.7	32.6	39.8	38.0	42.6	50.9	41.3	41.8	36.2	42.3
Somewhat	26.4	23.1	30.1	29.0	29.9	21.6	6.7	23.4	26.8	26.4	27.5	29.3	30.0	28.2	24.6	26.1
Very	13.3	10.6	18.8	14.6	14.4	8.2	0.0	9.3	13.0	11.6	15.1	21.6	11.3	13.7	11.6	16.2
DON'T KNOW	5.2	4.1	7.2	5.7	4.9	4.6	0.0	5.2	5.4	4.3	7.1	4.5	5.3	2.5	5.1	6.7
Net Diff.	15.3	28.6	-5.0	7.2	6.6	35.8	86.6	29.6	15.0	19.7	7.7	-6.3	12.2	13.9	22.5	8.7
Mean	2.58	2.72	2.36	2.50	2.49	2.78	3.66	2.67	2.58	2.62	2.52	2.34	2.56	2.65	2.64	2.50



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42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
OPTIMISTIC	55.1	57.4	50.9	52.8	47.7	62.7	54.0	52.5	48.5	50.7	64.4	62.9	71.7	55.5	54.7	47.2	72.8	55.2	76.4	66.5
Very	13.5	14.4	11.9	12.7	10.6	15.8	16.3	13.2	8.3	10.6	19.7	15.8	28.8	4.7	12.4	9.0	17.0	14.9	33.8	23.4
Somewhat	41.6	43.0	39.1	40.2	37.1	46.9	37.7	39.3	40.2	40.1	44.6	47.1	42.9	50.8	42.3	38.2	55.9	40.3	42.6	43.2
PESSIMISTIC	39.7	37.4	44.0	43.3	45.3	34.7	42.7	39.9	45.0	43.5	31.9	32.8	25.4	37.6	41.7	45.0	25.5	38.5	22.2	28.9
Somewhat	26.4	25.1	28.7	28.8	28.6	23.4	28.0	26.7	29.3	28.3	22.3	26.0	16.7	25.8	27.1	29.5	22.5	28.7	13.9	19.9
Very	13.3	12.2	15.3	14.4	16.7	11.3	14.7	13.1	15.7	15.1	9.5	6.8	8.7	11.7	14.6	15.6	3.0	9.7	8.4	9.0
DON'T KNOW	5.2	5.2	5.1	3.9	7.0	2.7	3.3	7.6	6.5	5.8	3.8	4.3	2.9	6.9	3.6	7.8	1.7	6.3	1.3	4.6
Net Diff.	15.3	20.0	6.9	9.6	2.4	28.0	11.2	12.6	3.4	7.3	32.5	30.2	46.3	17.9	13.0	2.1	47.3	16.7	54.2	37.7
Mean	2.58	2.63	2.50	2.53	2.45	2.69	2.57	2.57	2.44	2.49	2.78	2.75	2.95	2.52	2.55	2.44	2.88	2.64	3.03	2.85



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42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

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	1000	79	143	163	165	179	271	385	615	550	450	470	530	
OPTIMISTIC	55.1	54.9	58.3	61.7	55.4	53.7	50.2	59.0	52.6	57.9	51.6	59.7	51.0	
Very	13.5	11.3	23.9	24.6	12.2	7.7	6.7	21.6	8.4	18.8	7.1	16.0	11.4	
Somewhat	41.6	43.6	34.4	37.1	43.1	46.1	43.5	37.4	44.2	39.1	44.5	43.7	39.6	
PESSIMISTIC	39.7	41.3	35.8	34.8	39.8	42.4	42.5	36.5	41.8	37.5	42.5	37.4	41.8	
Somewhat	26.4	33.9	25.3	17.8	28.1	24.2	30.5	23.9	28.0	25.1	28.0	25.0	27.7	
Very	13.3	7.5	10.5	17.1	11.7	18.2	12.0	12.7	13.7	12.4	14.5	12.5	14.1	
DON'T KNOW	5.2	3.8	5.9	3.4	4.8	3.9	7.3	4.4	5.6	4.5	5.9	2.9	7.2	
Net Diff.	15.3	13.6	22.5	26.9	15.5	11.3	7.7	22.5	10.9	20.4	9.1	22.2	9.2	
Mean	2.58	2.61	2.76	2.72	2.59	2.45	2.48	2.71	2.50	2.67	2.47	2.65	2.52	



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42. ARE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPTIMISTIC	55.1	59.7	58.9	57.3	49.4	69.0	67.3	60.8	49.9	53.6	51.9	52.0	49.0	60.1	52.5	54.4
Very	13.5	17.6	23.7	10.5	7.5	27.9	31.5	12.1	4.8	10.9	17.2	8.2	9.5	17.8	11.5	12.4
Somewhat	41.6	42.1	35.2	46.8	41.9	41.1	35.8	48.8	45.1	42.8	34.6	43.8	39.6	42.3	41.0	42.0
PESSIMISTIC	39.7	36.1	36.3	39.3	43.6	31.0	30.9	37.3	44.4	39.5	40.7	42.3	43.0	36.8	41.5	39.6
Somewhat	26.4	29.6	20.8	26.0	29.4	26.7	16.5	25.1	30.5	31.5	24.3	27.3	28.7	25.9	27.6	24.5
Very	13.3	6.5	15.5	13.3	14.2	4.3	14.4	12.2	14.0	8.0	16.4	15.0	14.3	10.9	13.9	15.1
DON'T KNOW	5.2	4.2	4.9	3.4	7.0	0.0	1.8	1.9	5.7	6.9	7.5	5.7	7.9	3.1	6.0	6.0
Net Diff.	15.3	23.6	22.6	17.9	5.8	38.1	36.4	23.5	5.4	14.2	11.2	9.7	6.0	23.3	11.0	14.8
Mean	2.58	2.74	2.71	2.56	2.46	2.93	2.86	2.62	2.43	2.61	2.57	2.48	2.48	2.69	2.53	2.55



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43. DO EACH OF THE FOLLOWING MAKE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

YOUNG PEOPLE TODAY

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	0-5
Total	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPTIMISTIC	42.5	17.2	28.4	41.5	39.0	52.5	63.6	72.1	56.6	35.0	32.4	36.4	59.3	24.0	30.6	39.5	55.7	63.8	60.1	67.0
Very	13.8	7.9	9.1	13.9	13.8	15.0	16.3	20.0	36.5	10.9	11.1	10.8	10.1	8.5	7.6	9.8	19.3	21.8	20.8	22.6
Somewhat	28.8	9.2	19.3	27.6	25.2	37.5	47.3	52.1	20.1	24.1	21.3	25.6	49.2	15.5	23.0	29.6	36.4	42.0	39.3	44.4
PESSIMISTIC	53.1	81.8	67.5	55.2	53.0	41.3	33.5	26.0	43.4	60.4	64.5	55.1	40.7	70.6	64.5	53.4	43.1	32.4	35.1	30.1
Somewhat	28.9	36.2	36.5	30.2	30.7	25.0	19.1	14.0	19.6	31.9	33.6	31.2	14.7	32.4	35.8	30.7	27.8	20.5	22.8	18.4
Very	24.2	45.6	31.0	25.1	22.4	16.4	14.5	12.0	23.8	28.5	30.9	23.9	26.0	38.3	28.7	22.8	15.3	12.0	12.3	11.7
DON'T KNOW	4.4	1.0	4.1	3.2	8.0	6.1	2.9	1.9	0.0	4.6	3.1	8.5	0.0	5.4	4.9	7.1	1.2	3.8	4.8	2.9
Net Diff.	-10.6	-64.6	-39.1	-13.7	-14.0	11.2	30.0	46.1	13.2	-25.4	-32.1	-18.7	18.6	-46.6	-33.9	-13.9	12.6	31.3	24.9	37.0
Mean	2.34	1.79	2.07	2.31	2.33	2.55	2.67	2.82	2.69	2.18	2.13	2.25	2.43	1.94	2.10	2.29	2.60	2.76	2.72	2.80



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43. DO EACH OF THE FOLLOWING MAKE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

YOUNG PEOPLE TODAY

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	1000	175	225	384	216	861	715	146	139	75	64
OPTIMISTIC	42.5	43.7	38.1	40.0	50.7	43.1	42.0	48.4	38.9	41.3	36.0
Very	13.8	16.6	9.7	13.5	16.2	14.1	13.8	15.5	12.0	7.7	17.0
Somewhat	28.8	27.1	28.4	26.5	34.5	29.1	28.3	32.9	26.9	33.6	19.0
PESSIMISTIC	53.1	52.0	55.4	56.6	45.4	52.6	54.3	44.2	56.2	55.2	57.5
Somewhat	28.9	29.3	31.1	27.8	28.1	28.4	27.7	31.5	32.0	32.2	31.9
Very	24.2	22.7	24.3	28.8	17.2	24.2	26.6	12.7	24.2	23.0	25.6
DON'T KNOW	4.4	4.3	6.5	3.4	3.9	4.3	3.7	7.4	4.9	3.5	6.5
Net Diff.	-10.6	-8.3	-17.3	-16.6	5.4	-9.5	-12.3	4.3	-17.4	-13.8	-21.5
Mean	2.34	2.39	2.25	2.26	2.52	2.34	2.30	2.55	2.28	2.27	2.29



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YOUNG PEOPLE TODAY

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363
OPTIMISTIC	42.5	27.8	60.3	25.7	62.0	34.0	24.7	65.2	41.1	38.5	36.3	46.2	48.1	53.1	42.0	36.1
Very	13.8	8.5	17.8	8.2	20.2	10.9	7.8	19.8	14.1	13.1	15.8	14.9	15.8	14.1	14.6	11.7
Somewhat	28.8	19.3	42.5	17.5	41.8	23.1	16.9	45.4	27.1	25.4	20.5	31.2	32.3	39.0	27.4	24.4
PESSIMISTIC	53.1	67.4	37.2	69.5	35.0	56.9	70.1	31.1	57.2	60.0	55.6	49.7	49.1	42.7	52.9	59.0
Somewhat	28.9	32.7	22.5	36.1	22.8	22.4	35.3	19.7	32.1	35.4	30.3	28.1	31.0	26.5	26.5	30.3
Very	24.2	34.7	14.7	33.4	12.3	34.5	34.8	11.4	25.2	24.5	25.4	21.6	18.1	16.2	26.3	28.7
DON'T KNOW	4.4	4.8	2.6	4.8	2.9	9.1	5.2	3.7	1.6	1.5	8.0	4.1	2.7	4.2	5.1	4.8
Net Diff.	-10.6	-39.6	23.1	-43.8	27.0	-22.9	-45.3	34.1	-16.1	-21.4	-19.3	-3.5	-1.0	10.4	-10.9	-22.9
Mean	2.34	2.02	2.65	2.00	2.72	2.11	1.98	2.77	2.31	2.28	2.29	2.41	2.47	2.53	2.32	2.20



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YOUNG PEOPLE TODAY

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES			FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	UNDECIDED	APPROVE	Strong	Somewhat	DISAPPROVE	
Total	1000	268	731	459	427	113	232	406	148	258	594	
OPTIMISTIC	42.5	65.6	34.0	26.4	60.6	39.5	40.0	64.4	71.1	60.5	27.6	
Very	13.8	22.5	10.5	8.2	20.8	9.8	11.4	21.2	29.2	16.6	8.7	
Somewhat	28.8	43.2	23.5	18.2	39.8	29.6	28.6	43.2	41.9	43.9	18.9	
PESSIMISTIC	53.1	29.9	61.7	68.3	36.6	53.4	54.8	32.4	26.2	36.0	67.2	
Somewhat	28.9	22.9	31.1	33.6	23.3	30.7	32.1	20.9	14.0	24.8	34.4	
Very	24.2	7.0	30.5	34.7	13.3	22.8	22.7	11.6	12.2	11.2	32.8	
DON'T KNOW	4.4	4.4	4.4	5.2	2.8	7.1	5.2	3.2	2.7	3.5	5.2	
Net Diff.	-10.6	35.7	-27.7	-41.9	24.0	-13.9	-14.8	31.9	44.9	24.4	-39.6	
Mean	2.34	2.85	2.15	2.00	2.70	2.29	2.30	2.76	2.91	2.68	2.04	



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YOUNG PEOPLE TODAY

BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118	
OPTIMISTIC	42.5	26.0	59.2	27.7	62.3	35.1	26.2	60.8	29.5	29.0	63.4	42.3	
Very	13.8	7.9	19.0	6.8	22.3	11.4	6.6	23.9	9.3	6.9	21.3	14.0	
Somewhat	28.8	18.1	40.2	21.0	40.0	23.8	19.6	36.9	20.2	22.1	42.1	28.3	
PESSIMISTIC	53.1	68.8	38.1	65.3	34.7	61.9	68.3	35.2	66.4	62.8	34.4	56.2	
Somewhat	28.9	34.1	22.9	33.4	21.0	33.7	32.5	21.5	37.6	34.1	20.7	28.6	
Very	24.2	34.8	15.3	32.0	13.7	28.2	35.9	13.7	28.7	28.7	13.7	27.5	
DON'T KNOW	4.4	5.2	2.6	6.9	3.0	3.0	5.4	4.0	4.1	8.2	2.2	1.5	
Net Diff.	-10.6	-42.8	21.1	-37.6	27.6	-26.8	-42.1	25.6	-36.9	-33.8	29.0	-13.9	
Mean	2.34	1.99	2.65	2.03	2.73	2.19	1.97	2.74	2.11	2.08	2.73	2.29	



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YOUNG PEOPLE TODAY

BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
OPTIMISTIC	42.5	66.3	69.0	64.2	39.0	24.2	31.4	27.1	48.3	37.5	22.9	66.9	53.9	63.3	74.0	29.3	28.3
Very	13.8	25.0	33.5	18.5	11.5	5.2	10.0	7.1	10.8	7.1	6.3	24.3	17.4	29.1	38.7	9.4	0.0
Somewhat	28.8	41.3	35.5	45.7	27.5	19.0	21.3	19.9	37.6	30.4	16.6	42.7	36.5	34.2	35.3	20.0	28.3
PESSIMISTIC	53.1	30.5	28.4	32.0	56.7	68.8	65.5	67.5	47.2	53.7	70.6	29.4	43.7	36.7	26.0	67.1	68.6
Somewhat	28.9	18.5	14.0	21.9	32.5	38.1	26.2	33.4	24.6	32.0	34.6	18.1	23.3	33.1	16.3	39.1	28.0
Very	24.2	12.0	14.4	10.2	24.2	30.7	39.3	34.1	22.6	21.7	36.0	11.2	20.3	3.6	9.7	28.1	40.6
DON'T KNOW	4.4	3.3	2.6	3.8	4.3	7.0	3.2	5.5	4.5	8.8	6.6	3.7	2.4	0.0	0.0	3.5	3.1
Net Diff.	-10.6	35.8	40.6	32.2	-17.7	-44.5	-34.1	-40.4	1.1	-16.3	-47.7	37.6	10.3	26.5	47.9	-37.8	-40.3
Mean	2.34	2.82	2.90	2.75	2.27	1.99	2.02	2.00	2.38	2.25	1.93	2.83	2.52	2.89	3.03	2.11	1.87



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YOUNG PEOPLE TODAY

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY	WEALTHY	UPPER MIDDLE CLASS	MIDDLE MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPTIMISTIC	42.5	60.3	34.1	25.4	38.9	52.6	72.1	50.3	41.5	43.1	39.0	37.6	36.0	36.7	45.5	45.3
Very	13.8	21.2	10.1	6.7	11.0	20.3	50.7	16.6	13.8	13.2	14.6	6.2	10.8	7.8	13.3	15.5
Somewhat	28.8	39.1	24.1	18.7	27.9	32.4	21.5	33.7	27.7	29.9	24.4	31.4	25.2	29.0	32.2	29.7
PESSIMISTIC	53.1	36.7	62.0	68.5	56.7	41.2	19.8	43.8	54.5	53.0	56.9	57.2	60.8	60.1	49.6	49.9
Somewhat	28.9	22.6	36.2	33.5	32.4	26.2	19.8	27.0	29.5	29.9	29.0	27.6	32.9	30.4	29.5	25.9
Very	24.2	14.1	25.8	35.0	24.3	15.0	0.0	16.8	25.0	23.1	27.9	29.5	28.0	29.7	20.1	24.1
DON'T KNOW	4.4	3.1	3.9	6.1	4.4	6.2	8.1	5.9	4.0	3.9	4.1	5.2	3.2	3.2	4.9	4.8
Net Diff.	-10.6	23.6	-27.9	-43.1	-17.8	11.4	52.3	6.4	-13.0	-9.9	-17.9	-19.5	-24.9	-23.3	-4.1	-4.7
Mean	2.34	2.69	2.19	1.97	2.27	2.62	3.34	2.53	2.32	2.35	2.27	2.15	2.19	2.15	2.41	2.39



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YOUNG PEOPLE TODAY

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
OPTIMISTIC	42.5	39.9	47.1	48.9	44.0	34.0	47.5	45.4	46.9	38.2	51.7	54.4	52.3	42.9	32.8	43.0	57.4	52.1	48.8	56.1
Very	13.8	14.1	13.1	13.1	13.3	12.7	14.0	15.4	12.5	10.6	20.5	19.4	20.8	19.0	9.5	11.5	23.0	16.7	20.6	21.1
Somewhat	28.8	25.8	34.0	35.9	30.7	21.3	33.5	30.0	34.4	27.6	31.2	35.0	31.5	23.8	23.2	31.5	34.5	35.4	28.2	35.1
PESSIMISTIC	53.1	56.0	47.9	46.6	50.0	62.1	46.8	50.4	48.7	57.4	43.9	44.1	41.9	45.3	62.7	52.7	40.8	46.8	45.6	37.9
Somewhat	28.9	29.8	27.2	24.4	32.0	34.6	22.8	25.4	30.7	31.8	22.8	21.8	24.1	21.4	32.5	31.1	21.2	22.3	30.9	16.5
Very	24.2	26.2	20.7	22.2	18.0	27.5	24.0	24.9	18.0	25.6	21.1	22.3	17.9	24.0	30.2	21.6	19.6	24.5	14.7	21.4
DON'T KNOW	4.4	4.1	5.0	4.5	5.9	3.9	5.7	4.2	4.4	4.4	4.4	1.4	5.7	11.8	4.6	4.3	1.8	1.2	5.5	5.9
Net Diff.	-10.6	-16.1	-0.7	2.3	-6.0	-28.1	0.6	-4.9	-1.8	-19.2	7.8	10.3	10.4	-2.5	-29.9	-9.6	16.7	5.3	3.2	18.2
Mean	2.34	2.29	2.42	2.42	2.42	2.20	2.40	2.37	2.43	2.24	2.53	2.52	2.59	2.43	2.13	2.34	2.62	2.45	2.58	2.59



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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43. DO EACH OF THE FOLLOWING MAKE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

YOUNG PEOPLE TODAY

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	1000	79	143	163	165	179	271	385	615	550	450	470	530	
OPTIMISTIC	42.5	60.1	51.1	44.8	34.7	29.2	45.0	50.3	37.6	45.6	38.7	38.6	46.0	
Very	13.8	28.0	21.4	19.7	11.7	6.6	8.0	22.1	8.6	18.9	7.4	13.1	14.3	
Somewhat	28.8	32.1	29.8	25.1	23.0	22.7	37.0	28.3	29.1	26.7	31.3	25.5	31.6	
PESSIMISTIC	53.1	35.3	43.9	52.7	60.2	68.1	49.1	45.8	57.6	50.2	56.7	56.9	49.7	
Somewhat	28.9	23.7	26.6	22.0	33.1	37.6	27.4	24.1	31.9	26.8	31.5	30.5	27.4	
Very	24.2	11.5	17.2	30.7	27.2	30.5	21.7	21.7	25.7	23.4	25.2	26.3	22.3	
DON'T KNOW	4.4	4.7	5.0	2.5	5.1	2.6	5.9	3.9	4.7	4.2	4.6	4.5	4.3	
Net Diff.	-10.6	24.8	7.3	-7.8	-25.6	-38.9	-4.1	4.5	-20.0	-4.5	-17.9	-18.2	-3.8	
Mean	2.34	2.80	2.58	2.35	2.20	2.05	2.33	2.53	2.21	2.43	2.22	2.27	2.40	



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43. DO EACH OF THE FOLLOWING MAKE YOU OPTIMISTIC OR PESSIMISTIC THAT WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

YOUNG PEOPLE TODAY

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPTIMISTIC	42.5	59.1	47.0	33.0	40.8	57.4	51.8	26.2	35.9	60.3	43.0	43.0	44.3	52.6	39.1	37.2
Very	13.8	25.6	20.7	10.2	7.7	25.1	25.4	8.4	5.3	26.0	16.7	12.9	9.5	15.3	13.8	11.7
Somewhat	28.8	33.5	26.4	22.8	33.1	32.4	26.4	17.8	30.6	34.2	26.4	30.1	34.8	37.3	25.3	25.5
PESSIMISTIC	53.1	35.5	50.1	62.5	54.2	40.6	46.3	68.3	57.9	32.1	53.3	54.0	51.6	44.0	55.5	59.5
Somewhat	28.9	24.2	23.4	35.2	29.6	30.5	21.9	39.9	27.1	20.0	24.6	28.3	31.3	25.8	29.5	31.6
Very	24.2	11.3	26.7	27.3	24.6	10.1	24.3	28.4	30.8	12.1	28.7	25.7	20.3	18.2	26.0	27.9
DON'T KNOW	4.4	5.4	2.9	4.5	5.0	2.0	1.9	5.5	6.2	7.6	3.7	3.0	4.1	3.4	5.4	3.3
Net Diff.	-10.6	23.7	-3.1	-29.5	-13.4	16.8	5.6	-42.1	-22.0	28.1	-10.2	-11.0	-7.3	8.5	-16.4	-22.3
Mean	2.34	2.78	2.42	2.17	2.25	2.74	2.54	2.07	2.11	2.80	2.32	2.31	2.35	2.51	2.28	2.22



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44. NEW SCIENCE AND TECHNOLOGY

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPTIMISTIC	75.6	59.8	73.3	77.7	73.7	82.7	76.7	83.5	80.2	72.9	72.9	74.4	63.7	67.8	72.3	72.5	82.7	83.3	83.1	83.6
Very	25.5	14.9	27.1	29.7	24.6	24.5	23.0	36.5	14.4	24.1	26.1	21.1	16.8	19.6	22.8	22.4	34.4	29.7	30.8	28.7
Somewhat	50.1	44.9	46.2	48.1	49.1	58.2	53.7	47.0	65.8	48.8	46.8	53.3	46.9	48.2	49.5	50.1	48.3	53.7	52.3	54.9
PESSIMISTIC	19.4	34.1	19.7	17.5	20.5	15.4	18.7	12.8	14.9	22.0	21.3	21.7	31.6	27.0	23.5	16.4	15.4	12.1	12.1	12.2
Somewhat	13.4	19.0	15.9	14.3	14.9	10.0	8.3	7.9	10.3	15.7	15.7	16.2	12.4	18.0	18.8	9.9	12.5	7.0	6.6	7.3
Very	6.0	15.1	3.8	3.2	5.5	5.4	10.4	4.9	4.7	6.2	5.5	5.5	19.2	9.0	4.7	6.4	3.0	5.1	5.4	4.9
DON'T KNOW	5.0	6.1	7.0	4.8	5.8	1.9	4.6	3.6	4.9	5.2	5.8	3.8	4.6	5.2	4.3	11.1	1.9	4.5	4.8	4.3
Net Diff.	56.2	25.7	53.6	60.2	53.2	67.3	58.0	70.7	65.2	50.9	51.6	52.7	32.1	40.8	48.8	56.1	67.3	71.2	71.0	71.4
Mean	3.00	2.63	3.04	3.09	2.98	3.04	2.94	3.19	2.95	2.96	2.99	2.94	2.64	2.83	2.94	3.00	3.16	3.13	3.14	3.12



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

44. NEW SCIENCE AND TECHNOLOGY

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	1000	175	225	384	216	861	715	146	139	75	64
OPTIMISTIC	75.6	75.6	74.8	76.5	74.9	77.5	77.4	78.1	63.8	68.6	58.2
Very	25.5	22.2	21.8	27.5	28.6	26.8	26.7	27.0	17.8	22.4	12.4
Somewhat	50.1	53.3	53.0	49.0	46.3	50.7	50.6	51.1	46.0	46.2	45.8
PESSIMISTIC	19.4	19.7	20.2	18.8	19.4	18.0	18.5	15.4	28.1	23.6	33.4
Somewhat	13.4	13.2	17.1	11.4	13.3	12.5	13.1	9.6	19.4	16.9	22.3
Very	6.0	6.5	3.1	7.3	6.0	5.5	5.5	5.8	8.8	6.8	11.1
DON'T KNOW	5.0	4.7	5.0	4.7	5.7	4.5	4.1	6.5	8.0	7.7	8.4
Net Diff.	56.2	55.9	54.5	57.7	55.6	59.5	58.9	62.8	35.7	45.0	24.8
Mean	3.00	2.96	2.98	3.01	3.03	3.03	3.03	3.06	2.79	2.91	2.65



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

44. NEW SCIENCE AND TECHNOLOGY

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	96	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
OPTIMISTIC	75.6	69.6	85.6	68.7	84.0	70.4	67.6	86.3	72.8	73.0	74.6	78.0	80.2	79.4	75.8	71.5	
Very	25.5	21.4	32.8	20.1	31.9	22.4	20.5	33.2	22.4	25.2	23.8	28.1	28.8	23.0	29.5	21.1	
Somewhat	50.1	48.2	52.8	48.6	52.1	48.0	47.1	53.2	50.4	47.8	50.8	49.9	51.4	56.4	46.3	50.3	
PESSIMISTIC	19.4	24.7	12.2	26.4	12.4	17.5	26.6	10.2	24.3	22.9	14.9	16.9	14.6	15.0	19.3	23.9	
Somewhat	13.4	17.0	8.6	18.2	9.2	10.1	18.4	8.6	14.1	14.1	9.6	11.6	10.2	10.9	12.8	16.7	
Very	6.0	7.7	3.6	8.2	3.2	7.4	8.2	1.6	10.2	8.9	5.3	5.3	4.4	4.2	6.4	7.1	
DON'T KNOW	5.0	5.8	2.2	4.9	3.5	12.1	5.8	3.4	2.9	4.1	10.6	5.2	5.3	5.5	5.0	4.7	
Net Diff.	56.2	44.9	73.4	42.2	71.6	52.9	41.0	76.1	48.5	50.1	59.7	61.1	65.6	64.4	56.5	47.6	
Mean	3.00	2.88	3.17	2.85	3.17	2.97	2.85	3.22	2.88	2.93	3.04	3.06	3.10	3.04	3.04	2.90	



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

44. NEW SCIENCE AND TECHNOLOGY

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594
OPTIMISTIC	75.6	87.8	71.1	69.4	83.1	72.5	75.1	84.5	87.8	82.5	69.6
Very	25.5	41.0	19.9	20.8	31.5	22.4	22.0	36.8	41.6	34.0	17.9
Somewhat	50.1	46.8	51.2	48.7	51.6	50.1	53.1	47.6	46.2	48.5	51.7
PESSIMISTIC	19.4	9.2	23.1	25.7	13.4	16.4	18.2	12.6	9.6	14.3	24.0
Somewhat	13.4	7.4	15.7	18.3	9.1	9.9	12.6	9.3	7.1	10.5	16.3
Very	6.0	1.8	7.5	7.4	4.3	6.4	5.6	3.3	2.5	3.8	7.7
DON'T KNOW	5.0	3.0	5.7	4.9	3.5	11.1	6.7	2.9	2.6	3.1	6.4
Net Diff.	56.2	78.5	48.0	43.7	69.7	56.1	56.9	71.8	78.2	68.2	45.6
Mean	3.00	3.31	2.89	2.87	3.14	3.00	2.98	3.21	3.30	3.16	2.85



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

44. NEW SCIENCE AND TECHNOLOGY

BANNER 5

	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	1000	409	447		360	370	270	164	154	152	196	216	118
OPTIMISTIC	75.6	68.1	84.9		68.6	84.5	72.8	72.3	84.9	75.8	65.5	84.2	68.9
Very	25.5	19.6	33.3		18.9	35.3	21.0	18.5	41.6	22.9	19.3	30.7	18.6
Somewhat	50.1	48.5	51.6		49.7	49.2	51.8	53.9	43.3	52.9	46.1	53.4	50.3
PESSIMISTIC	19.4	25.6	12.3		24.6	12.3	22.1	23.9	12.4	20.1	25.2	12.2	24.8
Somewhat	13.4	17.4	8.8		17.3	8.4	15.2	15.9	7.4	13.3	18.4	9.2	17.6
Very	6.0	8.2	3.4		7.4	3.9	6.9	8.0	5.0	6.8	6.8	3.1	7.1
DON'T KNOW	5.0	6.3	2.8		6.8	3.2	5.1	3.7	2.7	4.1	9.3	3.6	6.3
Net Diff.	56.2	42.5	72.6		44.0	72.2	50.6	48.4	72.6	55.7	40.2	72.0	44.2
Mean	3.00	2.85	3.18		2.86	3.20	2.91	2.86	3.25	2.96	2.86	3.16	2.86



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44. NEW SCIENCE AND TECHNOLOGY

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
OPTIMISTIC	75.6	84.9	82.6	86.6	76.2	67.9	66.7	67.5	87.4	71.2	66.1	85.0	82.4	89.5	82.3	74.0	62.7
Very	25.5	34.3	41.2	29.1	25.1	16.0	23.3	18.9	41.7	19.4	16.7	34.5	34.1	46.7	28.6	21.4	14.9
Somewhat	50.1	50.5	41.4	57.5	51.1	51.9	43.5	48.5	45.7	51.9	49.3	50.5	48.3	42.8	53.7	52.7	47.8
PESSIMISTIC	19.4	11.7	12.5	11.0	19.4	24.6	27.3	25.7	8.0	24.7	26.1	11.5	14.1	10.5	15.1	20.8	31.0
Somewhat	13.4	8.6	7.8	9.1	13.4	18.8	15.3	17.4	8.0	16.6	18.3	7.5	9.5	10.5	15.1	14.8	16.6
Very	6.0	3.1	4.7	1.9	6.0	5.8	12.0	8.3	0.0	8.1	7.8	3.9	4.6	0.0	0.0	6.0	14.4
DON'T KNOW	5.0	3.5	4.9	2.4	4.4	7.5	6.0	6.9	4.6	4.1	7.8	3.5	3.4	0.0	2.6	5.2	6.3
Net Diff.	56.2	73.2	70.0	75.6	56.7	43.3	39.5	41.8	79.3	46.6	39.9	73.5	68.3	79.0	67.2	53.2	31.7
Mean	3.00	3.20	3.25	3.17	3.00	2.85	2.83	2.84	3.35	2.86	2.81	3.20	3.16	3.36	3.14	2.94	2.67



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

44. NEW SCIENCE AND TECHNOLOGY

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- thy MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPTIMISTIC	75.6	84.0	71.1	67.8	76.6	84.0	84.9	83.9	74.2	76.9	70.0	75.4	75.7	58.9	77.2	77.2
Very	25.5	32.8	25.7	17.4	24.0	35.7	71.1	31.4	24.9	25.5	23.8	18.3	21.4	11.9	33.8	24.6
Somewhat	50.1	51.2	45.4	50.3	52.5	48.3	13.8	52.5	49.3	51.3	46.2	57.1	54.3	47.0	43.4	52.6
PESSIMISTIC	19.4	11.9	25.1	25.9	18.7	13.7	15.1	13.5	20.2	17.4	24.7	20.3	19.6	38.1	17.7	17.3
Somewhat	13.4	8.5	16.5	17.9	13.0	11.4	15.1	11.0	14.1	13.2	15.5	11.6	14.2	25.8	12.1	12.6
Very	6.0	3.4	8.6	8.0	5.7	2.3	0.0	2.6	6.2	4.2	9.3	8.7	5.4	12.3	5.6	4.7
DON'T KNOW	5.0	4.1	3.7	6.4	4.7	2.3	0.0	2.6	5.5	5.7	5.2	4.3	4.7	3.0	5.1	5.5
Net Diff.	56.2	72.1	46.0	41.9	57.9	70.3	69.8	70.4	54.0	59.5	45.3	55.0	56.2	20.8	59.5	59.9
Mean	3.00	3.18	2.92	2.82	3.00	3.20	3.56	3.16	2.98	3.04	2.89	2.89	2.96	2.60	3.11	3.03



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

44. NEW SCIENCE AND TECHNOLOGY

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
OPTIMISTIC	75.6	73.0	80.4	79.4	82.0	73.4	85.5	72.5	76.1	73.0	81.3	80.0	79.9	90.7	74.8	71.3	85.4	75.7	78.8	81.2
Very	25.5	24.9	26.7	27.0	26.1	25.9	30.5	23.9	23.6	21.8	33.5	36.6	35.5	21.9	22.0	21.6	49.6	26.4	38.4	32.3
Somewhat	50.1	48.1	53.7	52.4	55.8	47.5	55.1	48.6	52.5	51.2	47.8	43.4	44.5	68.8	52.8	49.7	35.8	49.4	40.4	48.9
PESSIMISTIC	19.4	21.1	16.4	17.5	14.4	22.0	13.1	20.3	19.1	21.2	15.6	15.3	17.2	9.3	21.0	21.3	12.8	17.3	18.4	15.9
Somewhat	13.4	14.6	11.4	12.3	10.0	14.1	8.7	15.0	13.6	14.5	11.2	12.6	12.2	7.1	13.3	15.5	11.3	13.7	11.4	13.0
Very	6.0	6.5	5.0	5.2	4.4	7.9	4.3	5.3	5.5	6.7	4.4	2.7	5.0	2.2	7.7	5.8	1.5	3.6	7.0	2.9
DON'T KNOW	5.0	6.0	3.3	3.1	3.6	4.6	1.4	7.2	4.8	5.9	3.1	4.7	2.9	0.0	4.2	7.4	1.8	7.0	2.8	2.9
Net Diff.	56.2	51.9	64.0	61.9	67.5	51.5	72.5	52.3	57.0	51.8	65.6	64.7	62.7	81.4	53.8	50.0	72.6	58.4	60.4	65.2
Mean	3.00	2.97	3.06	3.04	3.08	2.96	3.13	2.98	2.99	2.94	3.14	3.20	3.14	3.10	2.93	2.94	3.36	3.06	3.13	3.14



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

44. NEW SCIENCE AND TECHNOLOGY

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	1000	79	143	163	165	179	271	385	615	550	450	470	530	
OPTIMISTIC	75.6	73.3	81.9	72.0	74.8	75.0	76.1	75.9	75.4	75.6	75.7	77.6	73.9	
Very	25.5	26.4	35.2	31.0	24.6	22.2	19.7	31.6	21.7	29.5	20.7	27.5	23.8	
Somewhat	50.1	46.8	46.7	41.0	50.1	52.8	56.4	44.3	53.7	46.1	55.0	50.1	50.0	
PESSIMISTIC	19.4	21.8	16.1	23.4	22.3	17.8	17.3	20.3	18.8	20.9	17.5	18.9	19.8	
Somewhat	13.4	15.6	12.5	16.6	12.0	13.0	12.6	14.8	12.6	14.0	12.8	12.3	14.5	
Very	6.0	6.2	3.6	6.8	10.3	4.8	4.7	5.5	6.2	6.9	4.8	6.6	5.4	
DON'T KNOW	5.0	4.9	2.1	4.6	2.9	7.2	6.6	3.7	5.8	3.5	6.8	3.5	6.3	
Net Diff.	56.2	51.4	65.8	48.7	52.5	57.2	58.7	55.6	56.6	54.6	58.1	58.7	54.0	
Mean	3.00	2.98	3.16	3.01	2.92	3.00	2.97	3.06	2.96	3.02	2.98	3.02	2.99	



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

44. NEW SCIENCE AND TECHNOLOGY

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPTIMISTIC	75.6	77.7	74.4	75.7	75.6	82.8	76.6	78.4	75.8	74.4	72.7	71.8	75.5	79.8	76.0	69.3
Very	25.5	28.0	34.2	23.2	20.7	39.3	42.7	18.7	21.8	20.6	27.1	29.8	19.9	33.7	22.1	22.9
Somewhat	50.1	49.7	40.3	52.5	54.9	43.5	33.9	59.7	54.0	53.8	45.6	42.0	55.6	46.1	53.9	46.4
PESSIMISTIC	19.4	18.4	22.0	19.9	17.7	17.2	22.5	17.9	17.9	19.2	21.6	22.7	17.5	16.0	18.4	26.1
Somewhat	13.4	14.4	15.7	11.1	13.3	10.8	16.3	9.7	12.5	16.8	15.3	13.1	13.8	11.0	12.1	19.9
Very	6.0	4.0	6.3	8.8	4.4	6.4	6.2	8.2	5.4	2.4	6.3	9.6	3.7	5.1	6.4	6.2
DON'T KNOW	5.0	3.9	3.6	4.4	6.7	0.0	0.9	3.7	6.3	6.4	5.7	5.6	7.0	4.2	5.6	4.6
Net Diff.	56.2	59.3	52.4	55.8	57.9	65.7	54.1	60.4	57.9	55.2	51.1	49.1	58.0	63.8	57.5	43.1
Mean	3.00	3.06	3.06	2.94	2.99	3.16	3.14	2.92	2.98	2.99	2.99	2.97	2.99	3.13	2.97	2.90



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

45. OUR ELECTED LEADERS

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPTIMISTIC	24.6	16.1	22.6	25.8	29.6	27.2	25.1	14.2	23.7	22.4	22.9	22.0	19.2	21.0	22.8	13.9	30.3	30.9	40.8	22.2
Very	6.5	10.2	5.2	9.4	7.5	3.9	4.3	1.7	4.3	7.3	8.0	5.7	6.9	6.5	6.6	3.4	11.8	4.3	6.3	2.5
Somewhat	18.1	5.9	17.4	16.4	22.2	23.3	20.8	12.4	19.4	15.2	14.9	16.2	12.3	14.5	16.2	10.5	18.5	26.6	34.5	19.7
PESSIMISTIC	71.1	81.6	73.8	68.9	63.3	69.1	71.3	85.8	76.3	73.4	72.9	73.1	80.8	75.5	74.2	75.6	67.5	64.4	52.1	75.1
Somewhat	30.6	19.3	29.4	26.2	30.2	39.7	31.8	44.1	28.4	30.1	26.2	37.4	36.3	26.1	34.1	32.9	31.1	31.8	28.4	34.8
Very	40.5	62.3	44.3	42.6	33.1	29.4	39.6	41.7	47.9	43.3	46.8	35.7	44.5	49.3	40.1	42.7	36.4	32.6	23.8	40.3
DON'T KNOW	4.3	2.3	3.6	5.3	7.1	3.7	3.6	0.0	0.0	4.2	4.2	4.9	0.0	3.5	3.0	10.5	2.2	4.7	7.1	2.7
Net Diff.	-46.4	-65.4	-51.2	-43.0	-33.7	-42.0	-46.3	-71.7	-52.6	-51.0	-50.0	-51.2	-61.5	-54.5	-51.4	-61.7	-37.2	-33.5	-11.4	-52.8
Mean	1.90	1.63	1.83	1.92	2.04	2.02	1.89	1.74	1.80	1.86	1.83	1.92	1.82	1.77	1.89	1.72	2.06	2.03	2.25	1.84



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

45. OUR ELECTED LEADERS

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	861	715	146	139	75	64
OPTIMISTIC	24.6	26.4	23.5	22.9	27.4	25.8	22.9	39.6	17.7	22.0	12.7
Very	6.5	5.4	6.6	6.1	8.0	6.7	6.5	7.7	5.5	6.2	4.6
Somewhat	18.1	20.9	16.9	16.9	19.5	19.1	16.5	31.9	12.3	15.8	8.1
PESSIMISTIC	71.1	70.3	70.0	73.6	68.2	70.2	73.0	56.4	76.6	71.8	82.3
Somewhat	30.6	31.2	29.2	29.0	34.2	29.9	29.6	31.8	34.4	34.5	34.3
Very	40.5	39.0	40.8	44.6	34.0	40.2	43.4	24.6	42.2	37.3	47.9
DON'T KNOW	4.3	3.4	6.5	3.5	4.3	4.1	4.1	4.0	5.6	6.2	5.0
Net Diff.	-46.4	-43.9	-46.5	-50.7	-40.8	-44.4	-50.0	-16.8	-58.9	-49.9	-69.5
Mean	1.90	1.93	1.89	1.84	2.01	1.92	1.85	2.24	1.80	1.90	1.68



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

45. OUR ELECTED LEADERS

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
OPTIMISTIC	24.6	22.7	30.6	21.7	30.4	12.4	21.3	35.8	16.8	17.8	11.3	26.4	26.1	29.1	25.5	21.6	
Very	6.5	6.2	8.1	6.7	6.6	5.2	6.9	8.1	4.8	4.5	2.0	6.4	5.9	4.1	7.7	6.6	
Somewhat	18.1	16.5	22.5	15.1	23.8	7.2	14.4	27.8	12.0	13.3	9.3	19.9	20.2	25.0	17.8	15.0	
PESSIMISTIC	71.1	73.8	65.3	74.3	64.9	83.7	74.3	60.8	78.0	75.7	83.1	70.2	70.8	65.2	71.7	72.5	
Somewhat	30.6	26.9	31.5	29.6	32.2	27.4	29.2	33.0	25.5	24.0	35.4	32.3	33.3	35.3	30.5	27.4	
Very	40.5	47.0	33.8	44.7	32.6	56.3	45.1	27.8	52.5	51.7	47.7	37.9	37.5	29.9	41.3	45.1	
DON'T KNOW	4.3	3.5	4.1	3.9	4.8	4.0	4.4	3.4	5.2	6.5	5.7	3.4	3.1	5.7	2.7	5.9	
Net Diff.	-46.4	-51.2	-34.8	-52.6	-34.5	-71.3	-53.0	-25.0	-61.2	-57.9	-71.8	-43.9	-44.8	-36.1	-46.2	-50.9	
Mean	1.90	1.81	2.05	1.83	2.04	1.60	1.82	2.17	1.67	1.68	1.63	1.95	1.94	2.04	1.92	1.82	



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

45. OUR ELECTED LEADERS

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594
OPTIMISTIC	24.6	49.9	15.4	21.7	30.7	13.9	17.2	37.5	47.4	31.8	15.8
Very	6.5	12.1	4.4	6.6	7.2	3.4	4.9	9.0	12.9	6.8	4.8
Somewhat	18.1	37.7	11.0	15.1	23.4	10.5	12.3	28.5	34.6	25.1	11.1
PESSIMISTIC	71.1	45.8	80.4	75.0	65.6	75.6	76.4	58.2	46.7	64.8	79.8
Somewhat	30.6	29.5	31.0	29.1	31.5	32.9	31.5	33.2	24.7	38.1	28.8
Very	40.5	16.3	49.4	45.9	34.1	42.7	44.8	25.0	22.0	26.8	51.1
DON'T KNOW	4.3	4.3	4.2	3.3	3.7	10.5	6.4	4.3	5.8	3.4	4.3
Net Diff.	-46.4	4.1	-65.0	-53.3	-34.9	-61.7	-59.1	-20.7	0.7	-33.0	-64.0
Mean	1.90	2.48	1.69	1.82	2.04	1.72	1.76	2.22	2.41	2.12	1.68



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

45. OUR ELECTED LEADERS

BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118	
OPTIMISTIC	24.6	21.6	31.2	21.9	35.7	13.2	22.2	41.3	16.0	21.6	31.7	9.6	
Very	6.5	6.0	8.0	5.8	9.6	3.1	6.8	13.0	3.1	5.0	7.2	3.1	
Somewhat	18.1	15.5	23.2	16.1	26.1	10.1	15.4	28.3	12.9	16.6	24.5	6.5	
PESSIMISTIC	71.1	74.7	64.5	74.0	59.9	82.4	75.5	56.0	79.4	72.8	62.6	86.2	
Somewhat	30.6	29.9	31.1	29.3	32.0	30.3	29.7	30.5	27.2	28.9	33.1	34.2	
Very	40.5	44.9	33.4	44.8	27.8	52.1	45.8	25.5	52.2	43.9	29.5	52.0	
DON'T KNOW	4.3	3.7	4.3	4.1	4.5	4.4	2.3	2.6	4.6	5.6	5.8	4.2	
Net Diff.	-46.4	-53.2	-33.3	-52.2	-24.2	-69.2	-53.3	-14.7	-63.5	-51.3	-30.9	-76.7	
Mean	1.90	1.82	2.06	1.82	2.18	1.63	1.83	2.30	1.65	1.82	2.10	1.59	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

45. OUR ELECTED LEADERS

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
OPTIMISTIC	24.6	34.5	33.4	35.3	23.3	15.8	21.6	18.1	53.4	31.3	16.1	35.7	31.3	55.1	14.9	14.2	8.9
Very	6.5	9.2	14.8	5.0	4.5	2.9	11.8	6.4	12.6	2.4	6.2	9.7	7.0	21.0	4.6	3.8	0.0
Somewhat	18.1	25.2	18.6	30.3	18.8	12.9	9.9	11.7	40.9	28.8	9.9	26.0	24.3	34.1	10.3	10.4	8.9
PESSIMISTIC	71.1	62.3	65.0	60.3	70.5	81.0	75.3	78.8	46.6	62.5	80.1	60.3	62.5	44.9	85.1	79.6	89.5
Somewhat	30.6	30.1	27.0	32.5	31.5	34.5	22.8	29.8	24.7	25.6	30.8	31.5	35.3	21.4	25.2	31.5	29.6
Very	40.5	32.2	38.0	27.8	39.0	46.6	52.5	48.9	21.8	36.9	49.3	28.8	27.2	23.5	59.9	48.1	59.9
DON'T KNOW	4.3	3.2	1.6	4.4	6.2	3.1	3.1	3.1	0.0	6.3	3.8	4.1	6.2	0.0	0.0	6.2	1.6
Net Diff.	-46.4	-27.9	-31.6	-25.0	-47.2	-65.2	-53.7	-60.6	6.9	-31.2	-64.0	-24.6	-31.2	10.1	-70.1	-65.4	-80.6
Mean	1.90	2.12	2.10	2.13	1.88	1.71	1.80	1.75	2.44	1.97	1.72	2.17	2.12	2.53	1.60	1.68	1.48



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

45. OUR ELECTED LEADERS

BANNER 7

	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPTIMISTIC	24.6	31.5	13.5	20.6	18.8	30.8	63.9	26.7	24.9	25.7	23.7	15.8	27.9	20.4	25.0	19.0
Very	6.5	7.2	7.0	5.6	4.3	11.4	36.7	8.3	6.1	5.7	6.7	3.7	7.5	8.8	7.0	3.8
Somewhat	18.1	24.3	6.5	15.1	14.5	19.4	27.2	18.4	18.8	20.0	17.0	12.1	20.3	11.6	18.0	15.2
PESSIMISTIC	71.1	63.3	82.6	75.9	76.7	66.3	36.1	70.0	70.6	70.2	71.2	79.8	68.2	75.4	68.9	78.5
Somewhat	30.6	31.6	30.5	29.5	33.9	38.1	16.2	40.8	28.9	29.7	27.6	33.1	27.8	26.5	37.0	30.7
Very	40.5	31.7	52.1	46.5	42.9	28.2	19.8	29.2	41.7	40.5	43.6	46.7	40.5	49.0	31.8	47.8
DON'T KNOW	4.3	5.2	3.8	3.4	4.5	2.9	0.0	3.3	4.5	4.1	5.2	4.4	3.9	4.2	6.1	2.5
Net Diff.	-46.4	-31.8	-69.1	-55.3	-58.0	-35.6	27.9	-43.3	-45.7	-44.5	-47.5	-63.9	-40.4	-55.1	-43.9	-59.6
Mean	1.90	2.07	1.67	1.79	1.79	2.14	2.81	2.06	1.89	1.90	1.86	1.72	1.95	1.79	2.00	1.74



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45. OUR ELECTED LEADERS

BANNER 8

	TOTAL		EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
			LESS/	COLL-	Bchl	Post-	LESS/	COLL-	LESS/	COLL-	WHITE	NON-	His-	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
	COLL.	GRAD.	COLL.	GRAD.	Grad./	Prof.	COLL.	GRAD.	COLL.	GRAD.		WHITE	panic								
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62	
OPTIMISTIC	24.6	24.9	24.1	25.3	22.2	26.6	26.2	23.3	22.5	21.3	31.8	25.8	42.1	23.6	22.2	20.4	28.0	24.0	46.9	36.8	
Very	6.5	6.8	6.0	6.5	5.0	7.9	7.2	5.8	5.0	4.1	11.6	7.8	19.3	0.0	4.6	3.7	8.0	7.7	21.9	16.4	
Somewhat	18.1	18.1	18.2	18.8	17.1	18.7	19.0	17.6	17.5	17.2	20.3	17.9	22.8	23.6	17.6	16.8	20.0	16.3	25.0	20.4	
PESSIMISTIC	71.1	69.9	73.1	72.3	74.4	69.2	72.7	70.6	73.4	74.9	62.8	68.1	53.6	69.4	75.2	74.7	69.0	67.4	47.5	60.2	
Somewhat	30.6	28.8	33.7	33.7	33.8	28.6	30.3	29.0	36.5	30.1	31.4	36.4	26.0	41.1	26.8	33.2	44.6	30.0	25.8	26.2	
Very	40.5	41.1	39.3	38.6	40.6	40.6	42.4	41.6	36.8	44.8	31.3	31.7	27.6	28.3	48.4	41.5	24.4	37.3	21.7	34.0	
DON'T KNOW	4.3	5.1	2.8	2.4	3.5	4.2	1.1	6.1	4.2	3.8	5.4	6.2	4.3	7.0	2.6	4.9	3.0	8.6	5.6	2.9	
Net Diff.	-46.4	-45.0	-48.9	-47.0	-52.2	-42.6	-46.5	-47.3	-50.9	-53.7	-30.9	-42.3	-11.5	-45.8	-53.0	-54.3	-41.1	-43.3	-0.6	-23.4	
Mean	1.90	1.90	1.91	1.93	1.86	1.94	1.91	1.87	1.90	1.80	2.13	2.02	2.35	1.95	1.78	1.82	2.12	1.94	2.50	2.20	



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

45. OUR ELECTED LEADERS

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	1000	79	143	163	165	179	271	385	615	550	450	470	530	
OPTIMISTIC	24.6	19.7	37.0	30.9	22.6	19.7	20.3	30.9	20.8	28.4	20.1	26.5	23.0	
Very	6.5	6.5	9.5	12.5	5.8	5.2	2.6	10.1	4.2	8.8	3.6	7.6	5.5	
Somewhat	18.1	13.2	27.5	18.4	16.8	14.5	17.7	20.7	16.5	19.5	16.5	18.8	17.6	
PESSIMISTIC	71.1	76.7	58.1	62.2	71.4	77.8	76.9	63.6	75.7	66.0	77.3	70.4	71.6	
Somewhat	30.6	41.4	25.4	22.1	29.5	33.2	34.1	27.3	32.6	27.9	33.8	29.2	31.8	
Very	40.5	35.3	32.7	40.1	41.9	44.7	42.8	36.4	43.1	38.0	43.5	41.2	39.8	
DON'T KNOW	4.3	3.6	4.9	7.0	6.0	2.5	2.8	5.5	3.5	5.7	2.7	3.1	5.3	
Net Diff.	-46.4	-57.0	-21.1	-31.3	-48.8	-58.2	-56.6	-32.8	-54.9	-37.6	-57.2	-43.9	-48.6	
Mean	1.90	1.91	2.15	2.03	1.86	1.80	1.80	2.05	1.81	1.99	1.80	1.93	1.88	



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

45. OUR ELECTED LEADERS

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPTIMISTIC	24.6	28.9	32.1	22.8	19.6	40.3	37.0	25.6	15.3	21.4	28.0	18.8	22.6	31.5	22.6	20.4
Very	6.5	9.0	11.1	5.6	3.3	9.4	14.8	6.1	3.4	8.7	8.0	4.7	3.2	8.9	4.7	7.6
Somewhat	18.1	19.9	21.0	17.3	16.3	30.8	22.1	19.4	11.9	12.7	20.0	14.1	19.4	22.6	17.9	12.8
PESSIMISTIC	71.1	68.1	61.9	71.9	77.5	55.8	58.5	71.4	82.8	76.1	64.8	72.7	73.8	62.6	74.1	75.3
Somewhat	30.6	36.0	23.6	30.6	33.3	31.7	22.4	29.3	33.1	38.9	24.6	32.6	33.4	30.5	29.1	34.1
Very	40.5	32.0	38.3	41.3	44.2	24.1	36.1	42.1	49.7	37.2	40.2	40.1	40.4	32.1	45.0	41.3
DON'T KNOW	4.3	3.1	6.0	5.2	2.9	3.9	4.5	3.0	2.0	2.5	7.2	8.5	3.6	5.9	3.4	4.3
Net Diff.	-46.4	-39.2	-29.9	-49.1	-57.9	-15.6	-21.5	-45.9	-67.5	-54.7	-36.8	-53.9	-51.2	-31.1	-51.5	-54.9
Mean	1.90	2.06	2.05	1.86	1.78	2.27	2.16	1.89	1.68	1.93	1.95	1.82	1.85	2.09	1.82	1.86



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

46. SMALL BUSINESS & ENTREPRENEURS

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPTIMISTIC	75.1	85.6	83.1	77.9	72.3	72.3	64.7	66.4	55.9	75.4	81.2	69.4	40.1	75.1	74.5	72.2	79.1	74.1	77.8	71.0
Very	21.0	38.9	27.5	23.3	18.5	15.5	8.3	16.9	8.6	23.4	27.6	15.9	14.6	28.0	19.9	18.3	22.5	14.4	19.5	10.0
Somewhat	54.0	46.8	55.6	54.6	53.9	56.9	56.4	49.4	47.3	52.0	53.5	53.5	25.5	47.1	54.6	54.0	56.6	59.7	58.2	61.0
PESSIMISTIC	19.8	9.6	14.1	18.7	19.3	20.9	28.6	33.6	39.5	19.7	15.4	22.9	54.4	20.1	22.5	19.7	16.3	20.1	14.6	24.9
Somewhat	14.6	4.9	8.8	13.9	15.8	17.7	22.6	24.6	9.4	14.5	10.4	19.0	37.5	13.5	18.8	12.2	13.3	14.8	12.3	17.1
Very	5.3	4.7	5.3	4.7	3.4	3.2	6.0	9.0	30.2	5.3	4.9	3.9	16.9	6.6	3.7	7.4	3.1	5.2	2.3	7.8
DON'T KNOW	5.1	4.8	2.8	3.4	8.4	6.8	6.7	0.0	4.6	4.9	3.4	7.7	5.5	4.8	3.0	8.1	4.6	5.8	7.7	4.1
Net Diff.	55.3	76.0	69.0	59.2	53.1	51.4	36.1	32.8	16.3	55.7	65.8	46.5	-14.3	55.0	52.0	52.6	62.7	54.0	63.2	46.0
Mean	2.96	3.26	3.08	3.00	2.95	2.91	2.72	2.74	2.36	2.98	3.08	2.88	2.40	3.01	2.94	2.90	3.03	2.88	3.03	2.76



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. SMALL BUSINESS & ENTREPRENEURS

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	1000	175	225	384	216	861	715	146	139	75	64
OPTIMISTIC	75.1	72.3	77.0	72.9	79.2	76.9	78.1	71.2	63.6	61.6	66.0
Very	21.0	16.6	18.2	23.7	22.9	21.8	22.2	19.9	16.3	9.0	24.8
Somewhat	54.0	55.7	58.8	49.2	56.3	55.1	55.9	51.3	47.4	52.6	41.2
PESSIMISTIC	19.8	24.9	17.0	20.6	17.2	18.9	17.7	24.7	25.5	30.7	19.4
Somewhat	14.6	17.8	13.5	14.5	13.1	13.6	12.4	19.1	20.8	24.6	16.2
Very	5.3	7.1	3.5	6.1	4.1	5.3	5.3	5.6	4.7	6.0	3.2
DON'T KNOW	5.1	2.7	6.0	6.5	3.6	4.2	4.2	4.1	10.9	7.7	14.5
Net Diff.	55.3	47.4	60.0	52.3	62.0	58.0	60.4	46.5	38.1	30.9	46.6
Mean	2.96	2.84	2.98	2.97	3.02	2.97	2.99	2.89	2.84	2.70	3.03



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

46. SMALL BUSINESS & ENTREPRENEURS

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	96	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
OPTIMISTIC	75.1	77.0	76.6	75.5	77.0	64.2	75.5	78.8	72.8	76.9	63.9	75.6	74.4	79.2	75.1	74.2	
Very	21.0	24.2	18.7	25.9	16.8	17.3	25.5	18.4	20.5	20.8	13.5	21.2	19.9	18.3	23.3	20.8	
Somewhat	54.0	52.9	57.8	49.6	60.3	46.9	50.0	60.4	52.3	56.2	50.5	54.4	54.5	61.0	51.8	53.3	
PESSIMISTIC	19.8	18.5	19.1	20.9	18.0	23.1	20.9	16.6	23.7	19.7	21.0	19.0	21.6	15.5	18.6	21.2	
Somewhat	14.6	13.0	13.6	14.7	14.0	16.5	14.8	13.1	15.6	12.7	17.1	14.8	17.4	9.5	14.9	14.2	
Very	5.3	5.5	5.5	6.1	4.0	6.6	6.1	3.5	8.1	6.9	3.8	4.3	4.2	6.0	3.7	7.0	
DON'T KNOW	5.1	4.5	4.3	3.7	4.9	12.7	3.6	4.7	3.5	3.4	15.1	5.3	4.1	5.3	6.3	4.7	
Net Diff.	55.3	58.5	57.4	54.6	59.0	41.1	54.7	62.2	49.1	57.2	43.0	56.6	52.8	63.7	56.5	53.0	
Mean	2.96	3.00	2.94	2.99	2.94	2.86	2.99	2.98	2.88	2.94	2.87	2.98	2.94	2.97	3.01	2.92	



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

46. SMALL BUSINESS & ENTREPRENEURS

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594
OPTIMISTIC	75.1	82.1	72.5	74.9	76.1	72.2	71.3	78.4	85.6	74.3	72.8
Very	21.0	24.9	19.7	25.0	17.6	18.3	19.0	21.1	29.8	16.1	21.0
Somewhat	54.0	57.2	52.8	49.9	58.5	54.0	52.3	57.3	55.8	58.2	51.8
PESSIMISTIC	19.8	13.7	22.1	21.0	18.6	19.7	23.0	17.9	11.8	21.5	21.1
Somewhat	14.6	9.3	16.5	15.5	14.2	12.2	18.4	14.3	5.3	19.5	14.7
Very	5.3	4.3	5.6	5.5	4.4	7.4	4.5	3.6	6.5	2.0	6.4
DON'T KNOW	5.1	4.2	5.4	4.1	5.3	8.1	5.7	3.6	2.6	4.2	6.1
Net Diff.	55.3	68.5	50.4	53.9	57.4	52.6	48.3	60.5	73.8	52.8	51.7
Mean	2.96	3.07	2.91	2.98	2.94	2.90	2.91	2.99	3.12	2.92	2.93



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. SMALL BUSINESS & ENTREPRENEURS

BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118
OPTIMISTIC	75.1	76.2	77.1	76.6	77.0	70.4	75.1	76.4	74.4	78.0	77.4	65.2
Very	21.0	25.3	19.2	24.5	20.0	17.9	25.0	23.0	17.5	24.1	17.9	18.5
Somewhat	54.0	50.9	58.0	52.2	57.0	52.5	50.1	53.4	56.9	53.9	59.6	46.7
PESSIMISTIC	19.8	19.6	19.2	19.0	18.6	22.7	20.8	21.1	20.4	17.4	16.8	25.6
Somewhat	14.6	14.0	14.2	13.0	13.8	17.7	17.0	14.3	15.9	9.8	13.4	20.0
Very	5.3	5.5	5.0	5.9	4.8	5.0	3.8	6.8	4.5	7.7	3.4	5.6
DON'T KNOW	5.1	4.2	3.6	4.4	4.4	7.0	4.1	2.5	5.2	4.6	5.8	9.3
Net Diff.	55.3	56.6	57.9	57.7	58.4	47.7	54.3	55.3	53.9	60.5	60.7	39.6
Mean	2.96	3.00	2.95	3.00	2.96	2.89	3.00	2.95	2.92	2.99	2.98	2.86



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. SMALL BUSINESS & ENTREPRENEURS

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
OPTIMISTIC	75.1	73.8	71.6	75.5	73.1	77.4	79.7	78.3	69.1	69.4	79.6	74.7	79.1	85.4	71.6	70.5	68.9
Very	21.0	16.5	25.1	10.0	21.9	18.1	32.4	23.8	33.1	20.3	25.0	16.3	26.0	23.0	7.6	19.7	18.8
Somewhat	54.0	57.3	46.6	65.5	51.2	59.3	47.3	54.5	35.9	49.1	54.6	58.5	53.2	62.4	64.0	50.8	50.1
PESSIMISTIC	19.8	21.3	23.6	19.5	21.4	18.5	14.3	16.9	30.9	27.0	15.4	20.3	16.4	14.6	20.9	22.4	24.7
Somewhat	14.6	15.2	14.8	15.6	17.0	13.2	8.4	11.3	17.1	20.6	10.4	14.5	14.1	7.0	18.6	17.5	17.7
Very	5.3	6.1	8.9	4.0	4.4	5.4	5.9	5.6	13.8	6.4	5.0	5.9	2.3	7.6	2.3	4.9	7.0
DON'T KNOW	5.1	4.8	4.7	4.9	5.5	4.1	6.0	4.8	0.0	3.6	5.0	4.9	4.5	0.0	7.5	7.1	6.4
Net Diff.	55.3	52.5	48.0	56.0	51.7	58.9	65.4	61.4	38.1	42.5	64.2	54.4	62.8	70.8	50.7	48.1	44.3
Mean	2.96	2.89	2.92	2.86	2.96	2.94	3.13	3.01	2.88	2.87	3.05	2.90	3.08	3.01	2.83	2.92	2.86



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. SMALL BUSINESS & ENTREPRENEURS

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- thy MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPTIMISTIC	75.1	75.7	67.6	76.9	73.4	87.8	100.0	86.3	75.2	78.8	69.5	59.6	78.3	73.3	73.0	72.5
Very	21.0	19.3	14.5	25.1	18.0	31.2	58.9	27.8	20.1	20.2	20.0	15.5	19.9	19.4	23.1	17.8
Somewhat	54.0	56.3	53.1	51.8	55.5	56.6	41.1	58.5	55.1	58.6	49.5	44.0	58.4	54.0	49.9	54.8
PESSIMISTIC	19.8	19.0	26.3	18.6	22.0	8.5	0.0	9.5	20.2	16.5	25.9	30.7	15.2	19.2	23.9	23.1
Somewhat	14.6	14.5	17.6	13.6	17.1	7.0	0.0	7.9	15.1	12.5	19.1	20.0	11.9	14.7	18.2	15.9
Very	5.3	4.5	8.7	5.0	5.0	1.5	0.0	1.7	5.1	4.0	6.8	10.7	3.3	4.5	5.8	7.1
DON'T KNOW	5.1	5.3	6.0	4.5	4.5	3.7	0.0	4.1	4.7	4.7	4.5	9.8	6.5	7.5	3.1	4.4
Net Diff.	55.3	56.7	41.3	58.3	51.4	79.3	100.0	76.8	55.0	62.3	43.6	28.9	63.1	54.2	49.1	49.5
Mean	2.96	2.96	2.78	3.02	2.91	3.22	3.59	3.17	2.95	3.00	2.87	2.71	3.01	2.95	2.93	2.87



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46. SMALL BUSINESS & ENTREPRENEURS

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchl Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
OPTIMISTIC	75.1	73.2	78.4	77.3	80.3	72.6	80.4	73.8	76.8	75.6	74.0	68.7	78.0	71.0	75.1	76.0	75.0	63.7	78.0	78.0
Very	21.0	21.6	20.1	20.8	18.7	20.7	24.2	22.4	16.7	20.1	23.2	19.1	30.2	18.8	21.1	19.1	21.0	17.7	27.6	33.0
Somewhat	54.0	51.6	58.4	56.5	61.6	51.9	56.2	51.3	60.1	55.6	50.8	49.5	47.8	52.3	54.0	56.9	54.0	46.0	50.4	45.0
PESSIMISTIC	19.8	20.5	18.5	18.7	18.2	22.1	18.2	19.1	18.8	19.6	20.3	25.6	15.6	26.5	21.9	17.5	20.4	29.8	13.9	17.5
Somewhat	14.6	15.6	12.7	12.0	13.9	17.2	13.1	14.2	12.4	14.0	15.7	20.9	11.3	19.2	15.9	12.3	18.9	22.4	8.4	14.4
Very	5.3	4.9	5.8	6.7	4.3	5.0	5.1	4.9	6.4	5.6	4.6	4.8	4.4	7.3	5.9	5.2	1.5	7.4	5.5	3.1
DON'T KNOW	5.1	6.2	3.0	4.0	1.4	5.2	1.4	7.2	4.4	4.8	5.7	5.7	6.4	2.4	3.0	6.4	4.6	6.5	8.1	4.5
Net Diff.	55.3	52.7	59.9	58.6	62.1	50.5	62.2	54.7	58.0	56.0	53.6	43.0	62.4	44.5	53.3	58.5	54.6	33.9	64.1	60.5
Mean	2.96	2.96	2.96	2.95	2.96	2.93	3.01	2.98	2.91	2.95	2.98	2.88	3.11	2.85	2.93	2.96	2.99	2.79	3.09	3.13



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. SMALL BUSINESS & ENTREPRENEURS

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	1000	79	143	163	165	179	271	385	615	550	450	470	530
OPTIMISTIC	75.1	66.3	71.1	76.8	72.1	74.4	81.0	72.5	76.7	72.4	78.4	75.3	74.9
Very	21.0	15.2	28.7	29.0	21.6	17.1	16.2	26.1	17.9	24.7	16.5	21.9	20.3
Somewhat	54.0	51.0	42.3	47.8	50.4	57.3	64.8	46.4	58.8	47.6	61.8	53.4	54.6
PESSIMISTIC	19.8	26.7	23.4	18.5	20.4	21.3	15.4	22.0	18.5	21.5	17.8	20.8	19.0
Somewhat	14.6	23.1	17.8	12.6	13.1	16.0	11.5	16.7	13.2	15.6	13.3	15.8	13.5
Very	5.3	3.6	5.6	5.9	7.3	5.3	3.9	5.3	5.2	5.9	4.5	5.0	5.5
DON'T KNOW	5.1	7.1	5.5	4.7	7.6	4.2	3.6	5.5	4.9	6.1	3.9	3.9	6.1
Net Diff.	55.3	39.6	47.7	58.3	51.7	53.1	65.6	50.5	58.2	50.9	60.6	54.5	55.9
Mean	2.96	2.84	3.00	3.05	2.94	2.90	2.97	2.99	2.94	2.97	2.94	2.96	2.96



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. SMALL BUSINESS & ENTREPRENEURS

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPTIMISTIC	75.1	66.9	73.8	74.4	79.2	69.5	74.6	76.9	76.0	65.3	73.1	70.6	81.5	75.8	74.0	76.7
Very	21.0	20.9	28.9	19.4	17.0	22.1	31.9	18.8	17.8	20.1	26.4	20.5	16.5	22.2	21.3	19.1
Somewhat	54.0	46.0	44.9	54.9	62.2	47.4	42.7	58.1	58.2	45.1	46.7	50.2	65.1	53.6	52.8	57.6
PESSIMISTIC	19.8	26.2	21.0	19.4	17.2	27.3	21.1	19.5	19.8	25.5	21.0	19.1	15.4	19.2	21.4	17.0
Somewhat	14.6	23.1	14.2	13.7	12.5	25.3	12.9	15.2	15.4	21.6	15.4	11.6	10.5	13.6	15.9	12.7
Very	5.3	3.1	6.8	5.6	4.7	2.0	8.2	4.3	4.4	3.9	5.7	7.5	4.9	5.7	5.4	4.3
DON'T KNOW	5.1	6.8	5.2	6.3	3.6	3.2	4.3	3.6	4.2	9.3	5.9	10.2	3.1	5.0	4.6	6.3
Net Diff.	55.3	40.7	52.7	55.0	62.1	42.2	53.5	57.4	56.2	39.8	52.1	51.5	66.2	56.6	52.6	59.7
Mean	2.96	2.91	3.01	2.94	2.95	2.93	3.03	2.95	2.93	2.90	3.00	2.93	2.96	2.97	2.94	2.98



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. YOUR RELIGION/FAITH

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPTIMISTIC	57.1	77.6	68.8	64.6	55.6	48.1	41.9	31.6	18.7	62.5	68.5	52.1	49.6	68.4	61.7	59.5	55.1	41.8	52.9	32.1
Very	27.0	50.6	33.0	29.7	26.5	19.8	15.8	11.4	4.3	30.1	34.6	21.7	24.2	36.8	24.0	29.2	25.3	18.1	27.3	9.9
Somewhat	30.1	27.0	35.8	34.9	29.1	28.2	26.0	20.2	14.4	32.3	33.8	30.4	25.4	31.6	37.6	30.3	29.7	23.8	25.6	22.2
PESSIMISTIC	21.4	9.8	17.0	17.1	20.9	24.6	35.1	27.6	48.4	19.3	15.8	24.4	33.5	15.1	21.4	18.9	25.1	27.3	18.9	34.7
Somewhat	10.5	3.6	10.0	7.8	11.0	13.1	17.4	9.0	19.7	10.5	7.9	14.3	19.6	8.0	13.5	9.0	12.6	10.8	7.2	13.9
Very	10.9	6.2	7.0	9.3	10.0	11.6	17.8	18.5	28.7	8.9	7.9	10.1	13.9	7.1	7.9	9.8	12.4	16.6	11.7	20.8
DON'T KNOW	21.5	12.6	14.2	18.3	23.5	27.3	23.0	40.8	32.9	18.2	15.8	23.5	16.9	16.5	17.0	21.6	19.9	30.8	28.2	33.2
Net Diff.	35.7	67.8	51.9	47.5	34.6	23.4	6.7	4.1	-29.7	43.1	52.7	27.7	16.2	53.4	40.3	40.6	30.0	14.5	34.0	-2.6
Mean	2.93	3.40	3.10	3.04	2.94	2.78	2.52	2.41	1.91	3.02	3.13	2.83	2.72	3.18	2.94	3.01	2.85	2.63	2.96	2.32



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. YOUR RELIGION/FAITH

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	861	715	146	139	75	64
OPTIMISTIC	57.1	48.3	57.3	59.6	59.6	58.4	59.0	55.9	48.8	48.7	48.9
Very	27.0	18.1	23.4	30.3	32.1	27.0	28.0	22.4	26.9	25.0	29.0
Somewhat	30.1	30.2	33.9	29.4	27.4	31.4	31.0	33.4	21.9	23.7	19.9
PESSIMISTIC	21.4	27.5	18.8	22.2	17.9	20.4	18.9	28.1	27.5	29.0	25.8
Somewhat	10.5	12.9	10.5	10.9	8.0	9.7	8.3	16.3	15.7	15.0	16.6
Very	10.9	14.6	8.2	11.3	9.9	10.7	10.5	11.7	11.8	14.0	9.2
DON'T KNOW	21.5	24.2	24.0	18.2	22.5	21.1	22.2	16.1	23.7	22.3	25.3
Net Diff.	35.7	20.8	38.5	37.4	41.7	38.0	40.1	27.8	21.3	19.7	23.1
Mean	2.93	2.68	2.95	2.96	3.06	2.95	2.98	2.79	2.84	2.77	2.92



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

47. YOUR RELIGION/FAITH

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
OPTIMISTIC	57.1	67.6	51.9	66.4	48.9	50.1	66.6	49.0	59.4	64.2	43.6	56.9	53.2	49.2	62.5	57.5	
Very	27.0	32.4	23.0	34.2	20.5	22.0	35.3	21.4	22.9	25.5	19.7	26.3	25.3	24.7	27.7	28.2	
Somewhat	30.1	35.2	28.9	32.2	28.3	28.1	31.3	27.6	36.5	38.7	23.9	30.5	27.9	24.5	34.8	29.4	
PESSIMISTIC	21.4	17.2	23.2	16.8	25.3	26.2	16.2	25.0	26.1	24.5	22.4	22.7	22.1	25.3	22.1	19.2	
Somewhat	10.5	9.6	10.4	9.7	11.3	10.9	9.3	11.0	10.7	9.9	13.6	11.5	12.8	12.3	10.4	8.8	
Very	10.9	7.6	12.8	7.0	13.9	15.3	6.8	14.1	15.4	14.6	8.7	11.2	9.4	13.0	11.7	10.4	
DON'T KNOW	21.5	15.2	24.9	16.8	25.9	23.7	17.2	26.0	14.5	11.3	34.0	20.4	24.6	25.5	15.4	23.3	
Net Diff.	35.7	50.4	28.7	49.6	23.6	23.9	50.5	23.9	33.3	39.7	21.2	34.1	31.1	23.9	40.4	38.4	
Mean	2.93	3.09	2.83	3.13	2.75	2.74	3.15	2.76	2.78	2.85	2.83	2.91	2.92	2.82	2.93	2.98	



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

47. YOUR RELIGION/FAITH

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594
OPTIMISTIC	57.1	55.9	57.6	65.9	47.0	59.5	54.8	52.1	50.3	53.1	60.5
Very	27.0	25.8	27.5	32.1	20.9	29.2	25.5	23.1	26.3	21.3	29.6
Somewhat	30.1	30.1	30.1	33.8	26.1	30.3	29.3	29.0	24.0	31.8	30.9
PESSIMISTIC	21.4	22.1	21.2	17.4	26.4	18.9	23.2	23.0	22.7	23.2	20.3
Somewhat	10.5	9.7	10.9	10.0	11.5	9.0	12.6	11.2	8.0	13.0	10.1
Very	10.9	12.4	10.4	7.4	14.9	9.8	10.6	11.8	14.7	10.2	10.3
DON'T KNOW	21.5	22.0	21.2	16.7	26.6	21.6	22.0	24.9	27.0	23.7	19.1
Net Diff.	35.7	33.8	36.4	48.5	20.5	40.6	31.6	29.1	27.7	29.9	40.2
Mean	2.93	2.89	2.95	3.09	2.72	3.01	2.89	2.84	2.85	2.84	2.99



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

47. YOUR RELIGION/FAITH

BANNER 5

	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	1000	409	447		360	370	270	164	154	152	196	216	118
OPTIMISTIC	57.1	66.2	51.9		68.4	50.4	51.2	61.0	52.9	46.7	74.6	48.6	57.0
Very	27.0	34.0	22.9		32.7	23.6	24.0	26.7	29.0	18.5	37.8	19.7	31.2
Somewhat	30.1	32.2	29.0		35.7	26.8	27.2	34.3	23.9	28.3	36.8	28.9	25.8
PESSIMISTIC	21.4	16.6	24.9		16.3	25.5	22.7	19.8	27.5	26.4	13.4	24.0	17.9
Somewhat	10.5	8.8	11.5		9.0	13.0	9.2	11.6	13.1	11.7	6.8	13.0	5.8
Very	10.9	7.8	13.4		7.3	12.4	13.5	8.2	14.4	14.6	6.6	11.0	12.1
DON'T KNOW	21.5	17.1	23.2		15.3	24.2	26.1	19.2	19.7	26.9	12.0	27.4	25.1
Net Diff.	35.7	49.6	27.0		52.1	24.9	28.5	41.2	25.4	20.4	61.1	24.6	39.1
Mean	2.93	3.12	2.80		3.11	2.81	2.83	2.98	2.84	2.69	3.20	2.79	3.02



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47. YOUR RELIGION/FAITH

BANNER 6

	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		
Total	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56	
OPTIMISTIC	57.1	41.5	43.5	39.9	57.2	67.5	73.2	69.8	58.1	65.8	70.2	40.8	62.8	70.5	35.0	49.4	67.6	
Very	27.0	20.3	26.8	15.3	24.9	25.7	48.7	34.8	33.1	24.1	35.4	18.9	28.5	38.2	20.1	22.7	30.8	
Somewhat	30.1	21.2	16.7	24.6	32.3	41.8	24.5	34.9	25.0	41.7	34.8	21.8	34.4	32.3	14.9	26.7	36.8	
PESSIMISTIC	21.4	27.5	25.9	28.8	23.5	16.4	10.7	14.1	30.3	20.2	13.9	27.5	22.9	21.1	26.0	25.4	11.8	
Somewhat	10.5	12.7	8.0	16.3	11.5	8.9	5.9	7.7	16.5	13.8	6.8	13.1	11.8	18.0	7.6	10.3	6.5	
Very	10.9	14.8	17.9	12.5	12.0	7.6	4.7	6.4	13.8	6.3	7.0	14.3	11.1	3.1	18.4	15.1	5.3	
DON'T KNOW	21.5	31.0	30.7	31.3	19.3	16.1	16.2	16.1	11.6	14.0	16.0	31.8	14.3	8.4	39.0	25.2	20.5	
Net Diff.	35.7	14.0	17.6	11.2	33.6	51.1	62.5	55.6	27.8	45.6	56.3	13.3	39.9	49.4	9.0	23.9	55.8	
Mean	2.93	2.68	2.76	2.62	2.87	3.02	3.40	3.17	2.88	2.97	3.17	2.67	2.93	3.15	2.60	2.76	3.17	



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47. YOUR RELIGION/FAITH

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- thy MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPTIMISTIC	57.1	48.9	59.7	65.5	56.1	65.8	77.1	64.5	56.6	59.5	52.1	50.4	74.7	86.3	62.2	21.6
Very	27.0	23.5	27.0	30.9	25.3	36.3	49.1	34.7	25.9	25.0	27.4	23.3	37.7	48.4	26.2	9.0
Somewhat	30.1	25.4	32.8	34.5	30.8	29.5	27.9	29.7	30.7	34.5	24.7	27.0	37.1	37.9	36.0	12.5
PESSIMISTIC	21.4	25.6	22.7	16.4	23.8	17.4	14.9	17.7	21.7	21.0	22.8	24.1	12.5	10.3	25.4	31.5
Somewhat	10.5	11.8	11.4	8.8	12.3	8.0	0.0	9.0	11.1	11.1	11.2	9.5	7.2	8.5	15.8	10.1
Very	10.9	13.8	11.3	7.5	11.6	9.3	14.9	8.7	10.6	10.0	11.6	14.5	5.3	1.8	9.5	21.4
DON'T KNOW	21.5	25.6	17.5	18.2	20.0	16.8	8.1	17.9	21.7	19.5	25.1	25.6	12.8	3.4	12.4	46.9
Net Diff.	35.7	23.3	37.0	49.1	32.3	48.5	62.2	46.8	34.9	38.4	29.3	26.3	62.3	76.0	36.8	-9.9
Mean	2.93	2.79	2.91	3.09	2.87	3.12	3.21	3.10	2.92	2.93	2.91	2.80	3.23	3.38	2.90	2.17



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47. YOUR RELIGION/FAITH

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN				WOMEN				RACE				WHITE		HISPANIC		BLACK	
																							LESS/
COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE	WHITE	WHITE	panic													
	GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.																
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62			
OPTIMISTIC	57.1	57.0	57.3	57.8	56.6	53.4	54.3	60.3	59.8	57.4	56.6	48.9	65.5	52.9	52.4	61.8	53.5	45.3	62.2	69.1			
Very	27.0	27.1	26.8	26.7	26.9	24.7	25.0	29.4	28.2	25.3	30.6	24.0	39.2	19.6	21.8	28.4	24.7	23.4	40.1	38.2			
Somewhat	30.1	29.9	30.6	31.1	29.6	28.7	29.4	30.9	31.5	32.1	25.9	24.9	26.3	33.3	30.6	33.4	28.8	21.8	22.1	30.9			
PESSIMISTIC	21.4	21.3	21.7	22.0	21.0	23.3	26.6	19.4	17.6	19.3	25.9	30.5	22.0	26.0	24.5	14.7	26.3	33.8	23.3	20.6			
Somewhat	10.5	10.3	11.0	12.7	8.0	11.8	12.7	8.8	9.6	8.5	14.9	15.6	13.4	18.9	12.0	5.3	13.3	17.4	12.1	14.7			
Very	10.9	11.0	10.7	9.3	13.0	11.5	13.9	10.6	8.0	10.9	11.0	14.9	8.7	7.1	12.5	9.4	13.0	16.4	11.2	6.0			
DON'T KNOW	21.5	21.7	21.0	20.2	22.4	23.3	19.1	20.3	22.6	23.3	17.5	20.6	12.5	21.0	23.1	23.5	20.2	20.9	14.5	10.3			
Net Diff.	35.7	35.7	35.7	35.7	35.6	30.1	27.8	40.9	42.1	38.0	30.7	18.4	43.4	26.9	27.9	47.0	27.2	11.5	38.9	48.4			
Mean	2.93	2.93	2.93	2.94	2.91	2.87	2.81	2.99	3.03	2.94	2.92	2.73	3.10	2.83	2.80	3.06	2.82	2.66	3.07	3.13			



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

47. YOUR RELIGION/FAITH

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	1000	79	143	163	165	179	271	385	615	550	450	470	530	
OPTIMISTIC	57.1	40.2	61.4	59.6	54.0	57.9	59.6	56.3	57.6	55.6	58.9	53.7	60.1	
Very	27.0	22.0	36.1	31.1	26.3	23.9	23.6	31.1	24.4	29.7	23.7	24.8	28.9	
Somewhat	30.1	18.3	25.2	28.5	27.7	34.0	36.0	25.2	33.2	26.0	35.2	28.9	31.1	
PESSIMISTIC	21.4	30.1	21.6	22.5	20.4	17.6	21.3	23.7	20.0	22.7	19.8	24.4	18.7	
Somewhat	10.5	20.4	12.9	7.5	9.6	8.6	10.1	12.1	9.5	11.4	9.5	12.1	9.1	
Very	10.9	9.6	8.8	15.0	10.8	9.0	11.2	11.6	10.4	11.4	10.3	12.3	9.6	
DON'T KNOW	21.5	29.7	17.0	17.9	25.6	24.5	19.1	20.0	22.4	21.7	21.2	21.8	21.2	
Net Diff.	35.7	10.2	39.7	37.2	33.6	40.3	38.3	32.6	37.6	32.9	39.1	29.3	41.3	
Mean	2.93	2.75	3.07	2.92	2.93	2.96	2.89	2.95	2.92	2.94	2.92	2.85	3.01	



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

47. YOUR RELIGION/FAITH

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPTIMISTIC	57.1	46.2	61.5	55.2	59.3	53.9	57.7	52.3	52.2	41.1	64.6	59.5	64.2	60.0	55.8	56.2
Very	27.0	25.4	35.0	24.4	24.1	33.4	32.7	22.3	18.8	20.1	36.9	27.6	27.8	30.9	24.9	26.6
Somewhat	30.1	20.8	26.4	30.8	35.2	20.5	25.0	30.1	33.4	21.0	27.6	31.9	36.5	29.1	30.9	29.6
PESSIMISTIC	21.4	30.4	21.2	19.7	19.7	28.5	25.3	23.0	24.0	31.7	17.8	14.9	16.7	23.9	20.8	19.5
Somewhat	10.5	20.8	7.8	9.5	9.6	19.4	8.8	12.0	12.4	21.7	7.0	5.8	7.7	13.4	9.7	8.6
Very	10.9	9.6	13.4	10.2	10.1	9.1	16.6	11.0	11.6	10.0	10.8	9.1	9.0	10.6	11.1	10.8
DON'T KNOW	21.5	23.4	17.3	25.0	21.0	17.6	16.9	24.7	23.8	27.2	17.7	25.6	19.0	16.1	23.3	24.3
Net Diff.	35.7	15.8	40.3	35.5	39.5	25.4	32.4	29.4	28.2	9.4	46.8	44.6	47.5	36.1	35.0	36.8
Mean	2.93	2.81	3.01	2.93	2.93	2.95	2.89	2.84	2.78	2.70	3.10	3.05	3.02	2.96	2.91	2.95



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPTIMISTIC	72.5	82.0	78.8	82.6	73.3	62.6	59.1	53.7	53.4	73.8	81.1	64.7	38.6	76.2	74.9	60.0	78.0	68.7	76.4	61.9
Very	20.9	30.6	25.4	23.5	22.1	14.3	10.1	9.5	33.0	21.0	25.5	14.0	7.0	23.9	17.0	14.0	24.7	20.5	27.7	14.2
Somewhat	51.6	51.3	53.4	59.0	51.2	48.3	49.0	44.3	20.4	52.8	55.6	50.7	31.6	52.3	57.9	46.0	53.3	48.1	48.6	47.7
PESSIMISTIC	23.9	13.4	19.5	14.0	21.5	34.5	35.3	44.4	42.0	22.7	16.0	30.5	58.7	19.3	24.6	32.0	20.1	27.3	20.5	33.3
Somewhat	15.0	7.2	15.0	9.5	11.2	22.1	20.6	34.3	13.8	14.5	11.1	17.5	37.4	12.9	17.4	18.5	11.5	16.7	12.7	20.1
Very	8.8	6.2	4.5	4.5	10.3	12.4	14.6	10.2	28.1	8.2	4.8	13.0	21.3	6.5	7.2	13.5	8.6	10.6	7.7	13.1
DON'T KNOW	3.6	4.6	1.7	3.4	5.1	3.0	5.7	1.8	4.6	3.5	3.0	4.8	2.7	4.4	0.5	8.0	1.8	4.1	3.2	4.8
Net Diff.	48.6	68.5	59.3	68.5	51.8	28.1	23.8	9.3	11.4	51.2	65.1	34.2	-20.1	56.9	50.3	28.0	57.9	41.4	55.9	28.7
Mean	2.88	3.12	3.01	3.05	2.90	2.66	2.58	2.54	2.61	2.90	3.05	2.69	2.25	2.98	2.85	2.66	2.96	2.82	2.99	2.66



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48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

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	1000	175	225	384	216	861	715	146	139	75	64
OPTIMISTIC	72.5	74.3	75.1	68.5	75.4	76.5	77.3	72.5	47.9	47.5	48.3
Very	20.9	20.3	17.7	19.9	26.5	23.1	23.5	20.9	7.2	5.2	9.5
Somewhat	51.6	54.0	57.4	48.6	48.9	53.4	53.7	51.6	40.7	42.3	38.9
PESSIMISTIC	23.9	22.4	21.5	27.5	21.0	20.3	19.6	24.1	45.7	50.2	40.5
Somewhat	15.0	13.2	13.5	17.5	13.8	12.8	11.8	17.4	29.0	35.0	22.0
Very	8.8	9.2	8.0	10.1	7.2	7.6	7.7	6.7	16.7	15.2	18.5
DON'T KNOW	3.6	3.3	3.5	3.9	3.6	3.2	3.2	3.4	6.4	2.3	11.2
Net Diff.	48.6	51.8	53.6	41.0	54.4	56.1	57.7	48.5	2.2	-2.6	7.8
Mean	2.88	2.88	2.88	2.82	2.98	2.95	2.96	2.90	2.41	2.38	2.44



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48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	96	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
OPTIMISTIC	72.5	76.0	73.5	75.0	73.4	56.5	74.9	76.3	66.0	69.4	59.8	72.2	79.0	68.6	68.6	73.0	
Very	20.9	21.7	23.0	21.7	21.5	13.9	21.8	24.3	15.9	18.1	13.4	22.4	27.2	23.6	18.4	18.2	
Somewhat	51.6	54.3	50.5	53.2	51.9	42.6	53.1	52.0	50.2	51.2	46.5	49.8	51.8	45.0	50.2	54.8	
PESSIMISTIC	23.9	20.0	24.0	21.9	23.9	33.2	22.0	20.6	30.6	29.1	32.2	23.7	17.5	25.4	27.5	24.2	
Somewhat	15.0	13.9	14.2	15.0	14.5	17.8	15.3	13.5	15.6	16.0	18.5	15.2	10.4	16.8	18.2	14.7	
Very	8.8	6.1	9.8	6.9	9.5	15.4	6.7	7.1	14.9	13.1	13.7	8.4	7.1	8.6	9.4	9.5	
DON'T KNOW	3.6	4.0	2.5	3.2	2.7	10.3	3.1	3.2	3.4	1.5	8.0	4.1	3.5	6.0	3.8	2.8	
Net Diff.	48.6	55.9	49.5	53.1	49.5	23.3	52.9	55.7	35.5	40.2	27.6	48.6	61.5	43.3	41.1	48.8	
Mean	2.88	2.95	2.89	2.93	2.88	2.61	2.93	2.96	2.69	2.76	2.65	2.90	3.03	2.89	2.81	2.84	



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48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594
OPTIMISTIC	72.5	84.5	68.0	75.7	72.3	60.0	65.0	77.9	85.7	73.5	68.8
Very	20.9	32.9	16.5	21.4	22.2	14.0	13.8	27.7	38.4	21.5	16.3
Somewhat	51.6	51.6	51.6	54.4	50.1	46.0	51.2	50.3	47.3	52.0	52.5
PESSIMISTIC	23.9	13.0	27.9	21.3	24.5	32.0	30.2	20.1	12.9	24.2	26.4
Somewhat	15.0	9.3	17.2	14.5	14.7	18.5	18.9	11.7	9.0	13.3	17.3
Very	8.8	3.7	10.7	6.7	9.8	13.5	11.3	8.3	3.9	10.9	9.2
DON'T KNOW	3.6	2.5	4.1	3.0	3.2	8.0	4.8	2.0	1.4	2.3	4.8
Net Diff.	48.6	71.5	40.2	54.5	47.8	28.0	34.8	57.9	72.8	49.3	42.3
Mean	2.88	3.17	2.77	2.93	2.87	2.66	2.71	2.99	3.22	2.86	2.80



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BANNER 5

	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	1000	409	447		360	370	270	164	154	152	196	216	118
OPTIMISTIC	72.5	75.9	74.0		78.2	75.3	61.0	83.3	75.3	66.6	74.0	75.3	53.8
Very	20.9	21.1	23.3		19.8	26.7	14.4	22.6	36.6	16.9	17.4	19.7	11.2
Somewhat	51.6	54.7	50.6		58.5	48.6	46.6	60.7	38.7	49.7	56.6	55.6	42.6
PESSIMISTIC	23.9	20.8	23.6		18.8	22.6	32.4	14.9	22.8	28.0	22.0	22.4	38.1
Somewhat	15.0	14.9	13.9		13.6	13.0	19.8	11.7	13.3	14.9	15.1	12.8	26.1
Very	8.8	5.9	9.8		5.2	9.6	12.6	3.1	9.5	13.1	6.9	9.7	12.0
DON'T KNOW	3.6	3.3	2.4		3.0	2.1	6.6	1.8	2.0	5.4	4.0	2.3	8.0
Net Diff.	48.6	55.0	50.3		59.4	52.7	28.6	68.4	52.5	38.6	51.9	52.9	15.7
Mean	2.88	2.94	2.90		2.96	2.94	2.67	3.05	3.04	2.74	2.88	2.87	2.58



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48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
OPTIMISTIC	72.5	67.7	58.2	75.0	71.0	78.0	78.0	78.0	66.4	74.8	80.3	72.8	77.1	86.4	38.1	65.0	63.2
Very	20.9	22.4	27.7	18.4	20.1	16.7	26.2	20.5	32.7	16.1	19.7	23.7	28.7	41.3	8.0	16.0	13.7
Somewhat	51.6	45.3	30.5	56.7	50.9	61.3	51.8	57.5	33.7	58.7	60.6	49.1	48.4	45.1	30.1	49.0	49.5
PESSIMISTIC	23.9	28.7	37.8	21.9	25.1	18.8	18.1	18.5	33.6	22.8	16.2	24.4	21.4	13.6	51.7	28.7	31.7
Somewhat	15.0	17.0	19.4	15.1	16.1	12.8	11.6	12.3	24.7	17.5	11.3	14.1	10.8	13.6	29.0	19.1	16.2
Very	8.8	11.8	18.4	6.8	9.0	6.0	6.5	6.2	8.9	5.2	4.9	10.3	10.5	0.0	22.7	9.6	15.5
DON'T KNOW	3.6	3.5	4.0	3.1	3.9	3.2	3.9	3.4	0.0	2.4	3.5	2.8	1.5	0.0	10.1	6.3	5.0
Net Diff.	48.6	39.0	20.4	53.2	45.9	59.2	59.9	59.5	32.7	52.0	64.1	48.4	55.8	72.8	-13.6	36.3	31.5
Mean	2.88	2.81	2.70	2.89	2.85	2.92	3.02	2.96	2.90	2.88	2.99	2.89	2.97	3.28	2.26	2.76	2.65



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48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- thy MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPTIMISTIC	72.5	72.3	61.5	76.4	71.0	76.6	85.1	75.5	73.6	76.0	69.9	60.1	79.0	80.6	73.6	64.4
Very	20.9	23.3	19.1	18.8	18.9	33.2	72.9	28.4	19.9	20.2	19.4	13.2	22.6	16.4	20.1	17.9
Somewhat	51.6	49.0	42.3	57.6	52.1	43.3	12.2	47.1	53.7	55.7	50.5	46.9	56.3	64.2	53.5	46.5
PESSIMISTIC	23.9	24.9	31.1	20.3	25.8	20.6	14.9	21.3	23.0	20.6	26.7	33.5	17.8	15.3	25.2	30.1
Somewhat	15.0	14.5	18.6	14.5	16.1	16.9	14.9	17.1	14.1	12.0	17.4	19.1	11.1	8.8	15.6	19.4
Very	8.8	10.4	12.5	5.9	9.7	3.7	0.0	4.1	8.9	8.6	9.3	14.5	6.6	6.4	9.6	10.7
DON'T KNOW	3.6	2.8	7.4	3.3	3.2	2.9	0.0	3.2	3.4	3.4	3.4	6.4	3.3	4.2	1.2	5.5
Net Diff.	48.6	47.4	30.3	56.0	45.2	56.0	70.3	54.2	50.6	55.3	43.2	26.5	61.2	65.3	48.4	34.3
Mean	2.88	2.88	2.74	2.92	2.83	3.09	3.58	3.03	2.88	2.91	2.83	2.63	2.98	2.94	2.85	2.76



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN				WOMEN				RACE				WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62			
OPTIMISTIC	72.5	71.3	74.6	72.7	77.9	73.2	79.1	69.5	70.9	75.6	65.9	65.7	64.4	69.4	76.6	74.7	75.2	58.2	71.1	57.1			
Very	20.9	19.7	22.9	21.4	25.7	22.2	31.3	17.4	16.2	19.0	24.9	21.8	30.2	14.5	22.7	15.6	33.7	12.5	33.4	26.7			
Somewhat	51.6	51.6	51.6	51.3	52.2	51.0	47.9	52.1	54.7	56.6	41.0	43.9	34.2	54.8	53.8	59.1	41.5	45.7	37.7	30.5			
PESSIMISTIC	23.9	24.1	23.4	25.4	20.0	22.9	19.5	25.3	26.6	20.6	30.9	32.4	31.9	23.4	20.2	20.9	23.5	39.4	25.9	38.4			
Somewhat	15.0	15.6	14.0	14.7	12.7	13.3	13.2	17.8	14.6	13.4	18.4	20.5	15.2	21.1	12.1	14.7	17.0	23.2	12.6	18.1			
Very	8.8	8.5	9.5	10.7	7.3	9.5	6.3	7.5	12.0	7.1	12.5	11.9	16.7	2.4	8.1	6.2	6.5	16.2	13.3	20.3			
DON'T KNOW	3.6	4.6	2.0	1.9	2.1	3.9	1.4	5.2	2.5	3.9	3.2	1.9	3.7	7.2	3.2	4.4	1.3	2.4	3.0	4.4			
Net Diff.	48.6	47.2	51.2	47.3	57.9	50.4	59.6	44.2	44.3	55.0	35.0	33.3	32.6	45.9	56.3	53.8	51.7	18.8	45.2	18.7			
Mean	2.88	2.87	2.90	2.85	2.98	2.89	3.06	2.84	2.77	2.91	2.81	2.77	2.81	2.88	2.94	2.88	3.04	2.56	2.94	2.66			



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

48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

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	1000	79	143	163	165	179	271	385	615	550	450	470	530
OPTIMISTIC	72.5	58.0	64.5	63.3	71.9	75.7	84.7	62.7	78.6	65.4	81.1	75.3	70.0
Very	20.9	16.2	21.5	24.5	24.6	15.6	21.0	21.7	20.4	22.5	18.9	25.3	16.9
Somewhat	51.6	41.8	43.0	38.8	47.3	60.1	63.7	41.0	58.2	42.9	62.3	49.9	53.1
PESSIMISTIC	23.9	34.0	34.2	33.7	23.9	19.0	12.7	34.0	17.5	30.9	15.2	21.7	25.8
Somewhat	15.0	18.6	21.9	20.4	15.8	11.0	9.3	20.6	11.6	19.1	10.0	13.3	16.6
Very	8.8	15.4	12.3	13.3	8.1	8.0	3.4	13.4	6.0	11.8	5.2	8.4	9.2
DON'T KNOW	3.6	8.0	1.3	3.0	4.2	5.3	2.5	3.4	3.8	3.6	3.7	3.0	4.2
Net Diff.	48.6	24.0	30.3	29.6	48.0	56.6	72.0	28.7	61.1	34.5	65.9	53.6	44.3
Mean	2.88	2.64	2.75	2.77	2.92	2.88	3.05	2.73	2.97	2.79	2.98	2.95	2.81



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. AMERICA'S HISTORY OF OVERCOMING CHALLENGES

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPTIMISTIC	72.5	62.9	62.6	73.5	81.6	68.5	72.5	76.5	78.1	59.2	54.4	69.1	84.0	71.8	71.8	75.1
Very	20.9	16.7	24.1	21.3	19.8	27.7	32.4	22.3	22.6	9.6	17.3	19.9	17.8	23.5	19.4	20.9
Somewhat	51.6	46.2	38.5	52.2	61.8	40.9	40.1	54.2	55.5	49.6	37.1	49.2	66.2	48.3	52.4	54.2
PESSIMISTIC	23.9	32.0	34.6	23.1	14.5	27.9	24.7	21.7	17.5	34.7	42.8	25.2	12.3	24.7	24.1	22.1
Somewhat	15.0	19.2	20.4	14.8	10.2	22.5	10.3	13.7	12.0	17.1	28.8	16.3	9.0	15.8	13.8	16.9
Very	8.8	12.8	14.2	8.3	4.2	5.4	14.4	8.0	5.5	17.6	14.1	8.9	3.3	8.9	10.3	5.2
DON'T KNOW	3.6	5.1	2.8	3.4	4.0	3.6	2.7	1.8	4.4	6.1	2.8	5.7	3.7	3.5	4.1	2.8
Net Diff.	48.6	30.9	28.0	50.4	67.1	40.6	47.8	54.8	60.6	24.5	11.6	43.9	71.7	47.1	47.7	53.0
Mean	2.88	2.70	2.75	2.90	3.01	2.94	2.93	2.93	3.00	2.54	2.59	2.85	3.02	2.90	2.84	2.93



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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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
BETTER TREATMENT	30.8	41.0	36.5	30.6	27.1	32.1	20.3	28.2	29.2	31.9	34.6	27.7	22.8	30.9	37.0	28.3	30.8	27.8	32.2	24.0
CLEANER ENERGY	27.6	5.0	20.2	25.3	28.8	33.6	40.5	44.8	42.9	22.6	19.8	27.5	29.4	15.0	21.3	28.4	33.5	41.6	37.0	45.7
AGING PROCESS	13.9	17.8	15.5	13.3	14.2	13.6	11.9	9.9	9.3	14.5	14.9	14.2	11.2	16.8	14.8	12.7	11.4	12.2	13.6	11.0
AI	12.2	10.4	11.5	14.6	14.0	12.4	10.9	5.3	4.3	13.2	12.7	15.2	7.3	14.5	12.1	12.5	12.4	9.2	9.9	8.7
3D PRINTING	3.5	3.0	4.2	5.5	2.3	2.0	2.8	5.2	0.0	4.1	4.6	2.9	4.6	4.9	2.2	5.6	3.6	1.9	0.8	2.8
ROBOTICS	3.1	2.4	2.5	2.7	5.5	2.3	3.8	1.8	0.0	3.3	2.6	4.2	7.2	4.1	2.7	3.8	2.2	2.7	4.1	1.4
SPACE EXPLORATION	3.1	1.1	1.6	3.9	3.0	3.3	5.8	1.6	4.0	3.2	2.6	3.5	9.7	3.5	2.8	2.5	3.6	2.7	2.5	2.8
OTHER	5.8	19.4	8.0	4.0	5.1	0.7	4.1	3.2	10.3	7.2	8.2	5.0	7.9	10.3	7.1	6.3	2.5	1.9	0.0	3.6



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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	1000	175	225	384	216	861	715	146	139	75	64
BETTER TREATMENT	30.8	28.5	34.7	31.4	27.6	31.9	32.9	27.5	23.9	20.0	28.5
CLEANER ENERGY	27.6	33.4	28.2	24.0	28.6	27.4	27.6	26.5	28.9	25.0	33.6
AGING PROCESS	13.9	10.0	12.8	14.4	17.1	13.8	13.9	13.2	14.3	14.0	14.6
AI	12.2	12.2	10.1	13.5	11.8	11.9	11.4	14.2	13.8	17.9	9.0
3D PRINTING	3.5	3.3	3.0	4.6	2.1	3.2	3.4	2.0	5.6	6.6	4.4
ROBOTICS	3.1	2.4	1.2	3.4	5.2	3.1	2.4	6.5	3.5	2.1	5.0
SPACE EXPLORATION	3.1	4.1	2.3	3.0	3.1	3.1	2.3	7.2	2.6	3.6	1.5
OTHER	5.8	6.1	7.7	5.5	4.3	5.6	6.1	2.8	7.4	10.8	3.4



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
BETTER TREATMENT	30.8	34.6	28.8	32.9	31.0	20.0	33.9	29.4	29.5	33.3	25.8	28.2	26.1	34.9	27.1	35.4	
CLEANER ENERGY	27.6	15.6	38.5	16.8	37.0	36.4	16.6	38.8	27.7	23.2	32.4	30.2	33.7	29.4	28.0	23.0	
AGING PROCESS	13.9	15.8	12.6	16.2	11.4	14.2	15.1	11.2	16.9	21.1	13.4	14.5	13.2	12.4	16.4	12.7	
AI	12.2	14.0	11.0	13.4	10.5	13.6	13.1	11.2	10.8	8.5	14.0	13.2	16.4	8.1	12.8	10.4	
3D PRINTING	3.5	4.6	1.7	5.0	2.4	1.1	4.9	2.6	4.0	2.5	0.0	3.2	0.9	3.3	4.8	4.0	
ROBOTICS	3.1	2.9	2.4	3.5	2.6	4.0	3.6	2.2	3.5	3.0	4.3	3.8	1.9	5.7	4.5	1.9	
SPACE EXPLORATION	3.1	3.2	2.8	3.6	2.7	1.9	3.5	2.3	3.8	4.7	3.0	2.8	3.7	3.7	1.8	3.6	
OTHER	5.8	9.4	2.1	8.6	2.3	8.7	9.3	2.4	3.8	3.7	7.3	4.1	4.1	2.5	4.7	8.9	



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
BETTER TREATMENT	30.8	25.3	32.9	33.2	29.0	28.3	29.1	29.4	29.4	29.4	31.8	
CLEANER ENERGY	27.6	35.5	24.6	17.3	38.4	28.4	30.2	35.0	37.0	33.8	22.6	
AGING PROCESS	13.9	13.6	14.0	16.0	11.9	12.7	12.4	12.8	12.3	13.1	14.6	
AI	12.2	15.4	11.0	13.6	10.5	12.5	12.8	12.0	12.5	11.8	12.3	
3D PRINTING	3.5	3.0	3.7	3.9	2.5	5.6	4.5	2.9	2.6	3.0	3.9	
ROBOTICS	3.1	1.8	3.6	3.6	2.5	3.8	3.4	3.1	2.1	3.7	3.2	
SPACE EXPLORATION	3.1	3.6	2.9	3.2	3.0	2.5	3.3	3.4	3.4	3.4	2.8	
OTHER	5.8	1.9	7.3	9.1	2.1	6.3	4.5	1.5	0.8	1.9	8.8	



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BANNER 5

	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	1000	409	447		360	370	270	164	154	152	196	216	118
BETTER TREATMENT	30.8	34.1	27.8		32.9	28.6	31.1	29.3	22.9	25.2	36.0	32.7	38.7
CLEANER ENERGY	27.6	14.9	38.0		18.3	36.1	28.3	16.4	34.9	27.3	19.9	36.9	29.6
AGING PROCESS	13.9	16.3	11.4		16.1	12.7	12.5	17.2	12.2	12.7	15.2	13.0	12.3
AI	12.2	13.3	12.0		14.0	13.0	8.6	18.8	17.4	13.1	9.9	9.8	2.9
3D PRINTING	3.5	4.3	2.8		3.8	2.5	4.4	3.0	3.3	5.5	4.5	1.9	3.1
ROBOTICS	3.1	3.5	2.4		3.7	2.6	3.1	2.7	4.4	2.8	4.6	1.4	3.5
SPACE EXPLORATION	3.1	3.7	2.9		3.0	3.0	3.2	3.1	3.4	2.4	2.9	2.8	4.3
OTHER	5.8	9.8	2.7		8.2	1.4	8.7	9.6	1.4	11.0	7.0	1.5	5.6



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
BETTER TREATMENT	30.8	25.4	25.0	25.7	28.7	40.7	33.1	37.7	7.5	20.6	39.0	28.6	30.1	22.0	17.6	31.3	39.2
CLEANER ENERGY	27.6	40.2	37.2	42.6	29.3	18.9	10.0	15.4	31.2	26.7	14.5	36.9	36.7	26.9	66.0	25.3	13.4
AGING PROCESS	13.9	12.3	15.6	9.7	15.9	8.4	19.7	12.9	21.2	21.2	14.0	13.0	13.4	7.4	2.0	15.3	10.4
AI	12.2	11.0	11.6	10.6	12.0	13.6	12.7	13.2	15.6	16.3	13.1	11.5	12.6	26.2	5.0	9.7	7.5
3D PRINTING	3.5	3.0	5.2	1.4	2.4	4.7	5.8	5.1	4.5	1.2	4.6	2.9	0.8	6.7	2.9	4.0	6.8
ROBOTICS	3.1	3.2	1.5	4.4	2.1	4.7	3.7	4.3	8.4	1.4	4.0	2.7	1.5	6.8	2.3	2.8	4.5
SPACE EXPLORATION	3.1	3.0	2.2	3.6	3.2	1.9	4.5	2.9	7.2	3.9	2.3	2.7	3.3	4.1	2.1	2.8	5.2
OTHER	5.8	1.9	1.6	2.1	6.3	7.1	10.5	8.5	4.3	8.7	8.4	1.6	1.6	0.0	2.1	8.6	13.0



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BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	VB COMBO	WLTHY/ UPPER MIDDLE	Weal- thy MIDDLE	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
BETTER TREATMENT	30.8	28.1	25.9	35.5	33.4	33.5	29.3	34.0	30.7	31.5	29.5	28.5	36.4	31.1	28.6	29.6
CLEANER ENERGY	27.6	38.8	26.2	15.5	26.5	22.0	13.7	23.0	27.7	27.1	28.7	33.2	24.2	16.6	28.2	35.1
AGING PROCESS	13.9	12.1	13.6	16.0	12.5	11.7	8.5	12.1	14.4	16.0	12.0	12.7	14.4	16.9	14.6	9.6
AI	12.2	11.1	13.7	12.9	12.0	16.7	27.9	15.4	12.1	13.3	10.2	7.6	11.0	11.0	12.4	10.8
3D PRINTING	3.5	2.5	5.7	3.8	3.7	3.0	7.1	2.5	3.2	2.5	4.3	5.9	2.0	7.4	3.9	3.0
ROBOTICS	3.1	2.7	4.3	3.2	2.9	2.3	0.0	2.5	3.2	2.8	4.0	3.5	2.8	3.6	1.6	4.7
SPACE EXPLORATION	3.1	2.6	3.0	3.6	3.4	6.2	13.5	5.3	2.9	1.9	4.3	0.9	2.0	4.2	5.9	2.1
OTHER	5.8	2.0	7.5	9.5	5.5	4.6	0.0	5.2	5.8	4.9	7.1	7.7	7.2	9.1	4.7	5.2



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
BETTER TREATMENT	30.8	30.7	31.1	29.0	34.7	24.3	28.8	36.6	32.9	34.8	22.4	15.9	28.0	26.2	29.3	39.7	11.3	19.6	24.5	31.8
CLEANER ENERGY	27.6	28.2	26.6	25.1	29.0	27.6	23.0	28.7	29.5	28.6	25.5	36.8	18.8	14.0	26.6	30.3	35.0	38.2	18.0	19.6
AGING PROCESS	13.9	13.0	15.4	18.5	10.1	13.4	15.5	12.6	15.4	12.1	17.7	17.8	18.2	16.6	11.2	12.9	21.5	14.9	18.8	17.6
AI	12.2	11.8	12.8	10.1	17.4	15.8	17.8	8.1	8.7	9.9	17.0	12.9	19.3	21.4	15.2	5.1	18.1	8.8	19.4	19.2
3D PRINTING	3.5	4.0	2.5	3.1	1.4	4.0	3.8	4.1	1.5	2.9	4.8	4.9	5.7	0.0	2.9	2.9	4.8	4.9	8.1	3.2
ROBOTICS	3.1	3.1	3.2	4.3	1.3	4.1	1.8	2.2	4.4	2.3	5.0	4.2	5.8	7.0	2.4	2.2	3.4	4.9	7.2	4.3
SPACE EXPLORATION	3.1	2.8	3.5	4.4	2.1	2.9	3.0	2.7	4.0	2.4	4.5	6.1	1.4	9.6	2.7	2.1	6.0	6.2	1.2	1.5
OTHER	5.8	6.3	4.9	5.5	3.9	7.9	6.4	4.9	3.7	7.1	3.1	1.4	2.8	5.2	9.7	4.8	0.0	2.5	2.8	2.8



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
BETTER TREATMENT	30.8	18.1	24.2	29.0	32.4	29.9	38.8	25.0	34.5	27.2	35.2	25.9	35.2
CLEANER ENERGY	27.6	33.4	26.7	23.2	26.8	28.7	28.8	26.6	28.2	26.7	28.7	26.0	29.0
AGING PROCESS	13.9	10.8	17.4	16.4	15.3	11.4	12.2	15.6	12.8	15.5	11.9	14.1	13.7
AI	12.2	15.9	13.2	12.2	11.5	14.7	9.2	13.3	11.4	12.8	11.4	16.5	8.3
3D PRINTING	3.5	7.1	5.7	5.7	3.1	1.3	1.7	5.9	2.0	5.1	1.5	3.9	3.1
ROBOTICS	3.1	7.6	3.4	2.7	3.7	2.8	1.9	3.9	2.7	3.8	2.3	3.3	3.0
SPACE EXPLORATION	3.1	5.7	2.9	4.7	3.6	3.1	1.0	4.3	2.3	4.1	1.9	3.0	3.2
OTHER	5.8	1.5	6.5	6.2	3.6	8.0	6.5	5.4	6.1	4.8	7.1	7.4	4.4



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
BETTER TREATMENT	30.8	16.9	29.7	31.9	35.5	11.1	21.8	28.2	31.2	20.7	36.2	37.4	38.6	29.4	29.0	37.0
CLEANER ENERGY	27.6	35.0	22.3	27.9	28.4	32.4	24.4	30.3	20.6	36.7	20.6	24.4	33.9	25.0	29.3	27.2
AGING PROCESS	13.9	12.6	17.1	13.3	12.6	18.2	18.6	11.1	12.6	8.9	15.8	16.4	12.6	14.1	14.9	11.3
AI	12.2	15.7	12.2	12.9	10.4	20.5	16.9	15.0	16.5	12.6	8.3	9.7	6.1	16.4	11.3	8.6
3D PRINTING	3.5	6.9	5.0	3.2	1.6	5.8	5.6	4.7	1.2	7.6	4.5	0.9	1.8	4.4	3.3	2.7
ROBOTICS	3.1	5.6	3.0	3.3	2.3	6.2	2.7	3.7	2.3	5.2	3.2	2.7	2.3	2.8	3.0	3.8
SPACE EXPLORATION	3.1	5.3	3.7	3.4	1.7	5.8	3.9	3.0	1.4	5.0	3.4	4.0	1.9	3.5	3.2	2.1
OTHER	5.8	1.9	7.1	4.2	7.5	0.0	6.2	3.9	14.3	3.2	7.9	4.5	2.7	4.4	6.0	7.2



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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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
BETTER TREATMENT	27.8	19.0	17.2	29.1	32.2	30.6	33.8	31.0	37.6	24.9	22.9	30.5	17.1	24.0	18.4	30.7	29.3	35.9	33.4	38.0
CLEANER ENERGY	19.5	9.1	15.2	18.1	20.7	21.9	25.2	32.3	24.1	17.8	15.4	21.7	24.2	14.2	19.3	19.6	21.4	24.4	20.2	28.1
AGING PROCESS	18.8	27.6	26.2	17.5	16.1	19.5	12.3	11.1	9.3	20.3	22.5	15.4	21.6	22.6	20.8	10.4	22.5	14.7	21.5	8.7
ROBOTICS	10.2	12.5	12.6	10.7	9.3	7.3	7.6	12.7	9.2	10.7	11.7	9.8	4.2	12.7	8.3	12.8	8.3	8.5	5.9	10.8
AI	9.5	7.4	13.9	9.6	9.2	8.3	9.2	7.6	0.0	10.5	10.8	9.1	14.7	10.2	14.5	4.8	10.9	6.9	8.3	5.6
3D PRINTING	5.4	2.3	5.8	6.7	6.4	3.3	5.8	3.5	9.6	5.3	5.6	5.1	2.5	4.5	7.6	7.8	2.4	5.8	5.1	6.5
SPACE EXPLORATION	3.5	7.9	1.6	5.0	2.5	4.6	3.0	0.0	0.0	4.4	4.3	3.9	7.9	3.8	5.2	5.9	3.4	1.1	2.4	0.0
1ST - OTHER	5.8	19.4	8.0	4.0	5.1	0.7	4.1	3.2	10.3	7.2	8.2	5.0	7.9	10.3	7.1	6.3	2.5	1.9	0.0	3.6
2ND - OTHER	5.3	14.2	7.5	3.3	3.7	4.5	3.0	1.8	10.3	6.2	6.8	4.4	7.9	8.1	5.9	7.9	1.8	2.7	3.2	2.3



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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	1000	175	225	384	216	861	715	146	139	75	64
BETTER TREATMENT	27.8	23.9	28.1	26.2	33.3	27.7	27.8	26.8	28.5	24.7	33.0
CLEANER ENERGY	19.5	14.7	18.4	23.4	17.7	19.6	20.2	16.7	18.9	18.5	19.4
AGING PROCESS	18.8	22.4	22.4	15.3	18.5	19.1	18.3	22.6	17.3	17.8	16.8
ROBOTICS	10.2	12.3	8.6	12.1	6.5	10.5	10.8	8.8	8.2	6.2	10.6
AI	9.5	10.9	8.9	9.3	9.5	9.7	9.3	12.0	8.5	11.9	4.6
3D PRINTING	5.4	4.7	5.2	5.7	5.7	5.0	4.5	7.6	7.6	6.2	9.2
SPACE EXPLORATION	3.5	4.6	4.3	2.4	3.8	3.2	3.4	2.2	5.6	9.0	1.6
1ST - OTHER	5.8	6.1	7.7	5.5	4.3	5.6	6.1	2.8	7.4	10.8	3.4
2ND - OTHER	5.3	6.5	4.1	5.5	5.1	5.2	5.6	3.4	5.4	5.8	4.8



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363
BETTER TREATMENT	27.8	22.0	32.0	23.0	31.0	36.0	22.0	32.3	29.7	28.5	32.2	29.6	28.8	28.6	30.6	24.5
CLEANER ENERGY	19.5	15.6	23.9	15.9	24.3	15.2	16.5	23.4	20.1	20.2	17.1	19.6	20.1	19.3	19.3	19.5
AGING PROCESS	18.8	23.4	17.1	21.5	17.0	14.2	21.8	17.9	18.4	18.8	10.9	18.3	20.5	21.2	15.6	19.7
ROBOTICS	10.2	11.4	8.6	11.7	8.8	9.1	12.2	8.6	9.4	9.8	8.6	9.0	10.2	6.8	9.1	12.1
AI	9.5	10.0	10.2	10.5	9.6	4.3	10.7	8.9	7.7	9.9	10.2	9.8	7.8	11.6	10.5	9.1
3D PRINTING	5.4	4.6	4.4	5.6	4.6	8.1	5.6	5.2	4.4	5.2	7.1	5.8	7.0	3.4	5.9	4.6
SPACE EXPLORATION	3.5	4.6	2.4	5.2	1.7	3.7	4.3	1.2	6.4	4.0	3.9	4.2	3.1	4.0	5.0	2.4
1ST - OTHER	5.8	9.4	2.1	8.6	2.3	8.7	9.3	2.4	3.8	3.7	7.3	4.1	4.1	2.5	4.7	8.9
2ND - OTHER	5.3	8.4	1.4	6.6	3.0	9.4	6.9	2.6	3.9	3.7	10.1	3.7	2.5	5.1	3.9	8.1



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
BETTER TREATMENT	27.8	33.0	25.9	21.9	33.3	30.7	29.3	32.8	28.0	35.6	24.3	
CLEANER ENERGY	19.5	22.2	18.6	16.1	23.2	19.6	21.0	23.7	24.5	23.2	16.7	
AGING PROCESS	18.8	17.5	19.3	21.9	17.7	10.4	16.2	16.4	16.3	16.4	20.5	
ROBOTICS	10.2	8.1	10.9	11.1	8.5	12.8	9.7	7.5	9.9	6.0	12.0	
AI	9.5	9.5	9.6	11.8	8.4	4.8	6.5	9.6	11.0	8.8	9.5	
3D PRINTING	5.4	3.4	6.1	5.7	4.5	7.8	6.3	4.7	4.3	5.0	5.8	
SPACE EXPLORATION	3.5	3.3	3.5	4.3	2.0	5.9	5.0	2.6	3.3	2.2	4.1	
1ST - OTHER	5.8	1.9	7.3	9.1	2.1	6.3	4.5	1.5	0.8	1.9	8.8	
2ND - OTHER	5.3	3.0	6.1	7.3	2.4	7.9	6.1	2.8	2.8	2.8	7.0	



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BANNER 5

	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
Total	1000	409	447	360	370	270	164	154	152	196	216	118			
BETTER TREATMENT	27.8	21.9	32.3	22.9	32.1	28.4	19.2	28.3	28.3	26.0	34.8	28.5			
CLEANER ENERGY	19.5	16.0	23.2	16.7	22.7	19.0	17.4	20.3	17.7	16.1	24.5	20.6			
AGING PROCESS	18.8	22.0	16.5	21.5	17.3	17.4	22.6	18.3	17.5	20.6	16.6	17.3			
ROBOTICS	10.2	12.1	9.3	11.3	9.2	10.0	10.9	7.3	9.2	11.6	10.6	11.0			
AI	9.5	10.4	9.2	10.0	9.5	9.0	9.2	14.1	12.5	10.7	6.2	4.6			
3D PRINTING	5.4	4.9	4.5	6.7	4.9	4.3	6.9	4.7	2.0	6.6	5.0	7.3			
SPACE EXPLORATION	3.5	4.9	2.3	4.5	2.6	3.5	6.9	5.0	3.8	2.5	0.9	3.0			
1ST - OTHER	5.8	9.8	2.7	8.2	1.4	8.7	9.6	1.4	11.0	7.0	1.5	5.6			
2ND - OTHER	5.3	7.8	2.7	6.5	1.7	8.5	7.1	2.1	9.1	6.0	1.4	7.8			



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
BETTER TREATMENT	27.8	30.7	32.6	29.3	30.5	22.3	22.5	22.4	21.7	29.7	20.9	29.7	37.7	25.9	42.7	25.8	27.3
CLEANER ENERGY	19.5	21.4	23.2	20.1	21.3	16.7	14.9	16.0	15.3	19.7	15.8	22.5	24.7	16.2	19.3	19.7	16.5
AGING PROCESS	18.8	16.4	16.5	16.3	16.2	23.1	24.7	23.7	21.4	16.6	23.0	16.9	15.4	28.9	10.2	16.6	24.5
ROBOTICS	10.2	9.5	4.9	13.1	8.7	10.4	15.1	12.3	7.8	2.5	14.3	10.5	6.8	10.4	5.1	12.8	4.1
AI	9.5	12.5	10.1	14.3	7.6	12.0	5.1	9.3	20.6	9.3	9.3	12.1	5.1	8.2	9.4	8.7	9.9
3D PRINTING	5.4	5.1	6.7	3.8	6.1	6.0	3.2	4.9	8.6	12.1	4.9	4.2	5.6	7.0	8.0	3.9	3.5
SPACE EXPLORATION	3.5	2.9	3.2	2.6	3.5	3.4	5.1	4.1	4.5	5.2	4.3	3.2	1.5	3.3	0.0	4.1	3.6
1ST - OTHER	5.8	1.9	1.6	2.1	6.3	7.1	10.5	8.5	4.3	8.7	8.4	1.6	1.6	0.0	2.1	8.6	13.0
2ND - OTHER	5.3	1.5	2.7	0.6	6.0	6.1	9.5	7.4	0.0	4.9	7.5	1.0	3.3	0.0	5.4	8.5	10.8



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BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER	VB 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
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
BETTER TREATMENT	27.8	32.3	25.4	23.5	26.6	21.4	14.7	22.2	27.9	26.9	29.4	34.5	27.3	26.2	29.0	27.9
CLEANER ENERGY	19.5	22.0	21.4	16.2	19.4	18.0	13.2	18.6	19.6	19.8	19.2	21.1	20.7	14.0	18.2	22.4
AGING PROCESS	18.8	16.5	16.7	22.1	19.9	23.1	22.2	23.2	18.8	19.8	17.2	14.2	20.9	18.9	22.6	14.6
ROBOTICS	10.2	8.9	9.7	11.7	9.2	13.7	13.0	13.7	9.5	9.4	9.7	10.2	12.2	8.0	8.0	9.7
AI	9.5	10.1	8.6	9.2	9.4	11.8	23.2	10.4	9.7	10.8	7.8	6.2	7.9	12.3	10.9	8.4
3D PRINTING	5.4	5.2	7.4	4.9	6.4	4.7	6.7	4.4	5.5	4.5	7.0	5.7	3.3	6.8	4.5	7.5
SPACE EXPLORATION	3.5	2.5	3.1	4.8	3.7	3.7	7.0	3.3	3.5	3.0	4.2	3.5	1.6	6.3	3.6	4.0
1ST - OTHER	5.8	2.0	7.5	9.5	5.5	4.6	0.0	5.2	5.8	4.9	7.1	7.7	7.2	9.1	4.7	5.2
2ND - OTHER	5.3	2.5	7.9	7.5	5.4	3.7	0.0	4.2	5.6	5.7	5.6	4.5	6.1	7.5	3.2	5.6



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
BETTER TREATMENT	27.8	29.5	24.7	26.5	21.4	27.5	20.6	31.4	28.0	28.5	26.3	31.5	23.3	14.2	26.1	30.5	29.6	33.0	19.1	27.8
CLEANER ENERGY	19.5	19.5	19.6	23.0	13.7	17.3	20.5	21.5	18.8	19.5	19.6	13.7	26.2	19.1	16.7	22.0	16.8	11.4	28.2	23.9
AGING PROCESS	18.8	19.2	18.1	16.1	21.5	19.6	19.3	18.9	17.1	19.1	18.2	19.2	18.0	18.8	20.1	18.2	16.7	21.2	19.7	16.0
ROBOTICS	10.2	9.3	11.8	12.8	9.9	8.5	10.4	10.0	12.8	9.9	10.6	10.5	9.1	17.2	9.3	10.5	8.0	12.4	6.6	11.8
AI	9.5	8.5	11.4	10.0	14.0	11.1	13.3	6.1	9.8	8.8	11.2	10.4	11.4	16.8	11.5	6.3	11.6	9.5	12.5	10.2
3D PRINTING	5.4	5.1	6.0	4.9	7.8	4.3	5.1	5.8	6.7	5.0	6.2	6.6	6.6	4.9	4.2	5.7	5.1	7.7	5.9	7.4
SPACE EXPLORATION	3.5	3.7	3.2	2.2	5.0	5.8	4.2	1.7	2.4	2.4	5.8	6.1	4.9	6.8	3.3	1.7	10.7	2.5	8.0	1.4
1ST - OTHER	5.8	6.3	4.9	5.5	3.9	7.9	6.4	4.9	3.7	7.1	3.1	1.4	2.8	5.2	9.7	4.8	0.0	2.5	2.8	2.8
2ND - OTHER	5.3	5.2	5.4	4.6	6.8	5.9	6.5	4.6	4.4	6.8	2.1	2.0	0.7	2.3	8.7	5.0	1.5	2.3	0.0	1.4



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
BETTER TREATMENT	27.8	26.4	27.9	24.3	29.9	26.0	30.0	26.1	28.8	27.3	28.4	25.1	30.1
CLEANER ENERGY	19.5	18.0	21.7	18.1	21.0	18.9	19.2	19.4	19.6	19.9	19.1	18.4	20.5
AGING PROCESS	18.8	17.7	17.1	20.4	14.1	20.1	21.2	18.6	18.9	17.3	20.7	19.5	18.2
ROBOTICS	10.2	9.7	7.6	11.6	9.2	13.4	9.3	9.7	10.4	9.5	10.9	9.2	11.0
AI	9.5	9.5	6.8	13.4	11.1	9.7	7.7	10.2	9.2	10.4	8.5	11.8	7.5
3D PRINTING	5.4	10.8	9.8	4.2	4.3	4.1	3.7	7.7	4.0	6.7	3.9	4.6	6.1
SPACE EXPLORATION	3.5	5.2	4.0	2.3	6.9	2.4	2.2	3.5	3.5	4.5	2.3	5.3	2.0
1ST - OTHER	5.8	1.5	6.5	6.2	3.6	8.0	6.5	5.4	6.1	4.8	7.1	7.4	4.4
2ND - OTHER	5.3	2.8	5.0	5.6	3.6	5.5	6.7	4.8	5.5	4.5	6.2	6.1	4.5



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
BETTER TREATMENT	27.8	26.5	25.8	27.8	29.5	18.1	28.1	27.1	23.3	32.0	24.0	28.9	33.9	26.0	28.9	27.5
CLEANER ENERGY	19.5	18.8	19.9	19.6	19.5	18.9	22.6	17.9	15.7	18.7	17.7	22.2	22.1	22.9	18.0	18.7
AGING PROCESS	18.8	16.7	19.3	18.2	19.7	15.8	19.1	18.3	22.4	17.2	19.5	17.9	17.8	21.6	16.7	20.1
ROBOTICS	10.2	10.1	9.3	11.2	10.0	6.2	7.8	11.8	8.3	12.7	10.5	10.3	11.2	6.4	12.8	9.0
AI	9.5	7.7	11.4	10.7	8.1	12.0	10.7	12.4	12.0	4.9	12.0	8.3	5.3	9.8	9.5	9.2
3D PRINTING	5.4	12.6	5.7	3.8	4.0	16.5	3.7	3.2	2.7	10.1	7.3	4.5	4.9	6.6	4.6	5.7
SPACE EXPLORATION	3.5	4.9	2.7	5.4	2.2	10.4	2.5	7.3	3.5	1.3	2.9	2.5	1.3	4.4	3.0	3.6
1ST - OTHER	5.8	1.9	7.1	4.2	7.5	0.0	6.2	3.9	14.3	3.2	7.9	4.5	2.7	4.4	6.0	7.2
2ND - OTHER	5.3	2.8	5.8	3.4	7.1	2.1	5.6	2.0	12.1	3.2	6.1	5.4	3.6	2.3	6.5	6.2



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COMBO:

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
BETTER TREATMENT	58.6	59.9	53.8	59.7	59.3	62.8	54.1	59.2	66.8	56.8	57.5	58.2	39.9	54.8	55.4	59.1	60.1	63.7	65.6	62.1
CLEANER ENERGY	47.1	14.1	35.4	43.4	49.5	55.4	65.7	77.2	67.0	40.4	35.2	49.2	53.5	29.2	40.6	47.9	54.9	66.0	57.2	73.8
AGING PROCESS	32.7	45.3	41.6	30.8	30.4	33.0	24.2	21.0	18.7	34.8	37.4	29.6	32.8	39.3	35.6	23.2	33.9	26.8	35.0	19.7
AI	21.7	17.8	25.5	24.2	23.2	20.8	20.1	12.9	4.3	23.7	23.5	24.3	21.9	24.7	26.6	17.3	23.3	16.1	18.2	14.3
ROBOTICS	13.3	14.9	15.1	13.4	14.8	9.6	11.4	14.5	9.2	14.0	14.3	14.0	11.4	16.9	11.0	16.5	10.5	11.2	10.0	12.2
3D PRINTING	8.9	5.3	9.9	12.2	8.6	5.3	8.6	8.7	9.6	9.3	10.2	8.0	7.1	9.4	9.8	13.4	6.0	7.7	5.9	9.3
SPACE EXPLORATION	6.6	9.1	3.2	8.9	5.5	7.9	8.9	1.6	4.0	7.6	6.8	7.4	17.6	7.3	8.1	8.4	7.0	3.8	4.9	2.8
1ST - OTHER	5.8	19.4	8.0	4.0	5.1	0.7	4.1	3.2	10.3	7.2	8.2	5.0	7.9	10.3	7.1	6.3	2.5	1.9	0.0	3.6
2ND - OTHER	5.3	14.2	7.5	3.3	3.7	4.5	3.0	1.8	10.3	6.2	6.8	4.4	7.9	8.1	5.9	7.9	1.8	2.7	3.2	2.3



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

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	1000	175	225	384	216	861	715	146	139	75	64
BETTER TREATMENT	58.6	52.4	62.8	57.7	60.9	59.6	60.7	54.3	52.4	44.6	61.5
CLEANER ENERGY	47.1	48.1	46.5	47.5	46.3	47.0	47.8	43.2	47.9	43.5	53.0
AGING PROCESS	32.7	32.4	35.2	29.7	35.6	32.9	32.3	35.8	31.6	31.7	31.4
AI	21.7	23.1	19.0	22.8	21.4	21.6	20.7	26.2	22.3	29.7	13.6
ROBOTICS	13.3	14.7	9.9	15.6	11.7	13.6	13.2	15.4	11.7	8.3	15.6
3D PRINTING	8.9	8.0	8.2	10.4	7.8	8.2	7.9	9.6	13.2	12.8	13.6
SPACE EXPLORATION	6.6	8.7	6.6	5.4	7.0	6.3	5.7	9.4	8.2	12.6	3.1
1ST - OTHER	5.8	6.1	7.7	5.5	4.3	5.6	6.1	2.8	7.4	10.8	3.4
2ND - OTHER	5.3	6.5	4.1	5.5	5.1	5.2	5.6	3.4	5.4	5.8	4.8



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

COMBO:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
BETTER TREATMENT	58.6	56.7	60.7	55.8	62.1	55.9	55.9	61.6	59.1	61.8	58.0	57.8	55.0	63.5	57.7	59.9	
CLEANER ENERGY	47.1	31.1	62.4	32.7	61.3	51.6	33.1	62.2	47.8	43.4	49.4	49.8	53.8	48.6	47.3	42.5	
AGING PROCESS	32.7	39.2	29.7	37.7	28.4	28.5	37.0	29.0	35.3	39.9	24.3	32.8	33.7	33.5	32.0	32.4	
AI	21.7	24.0	21.3	24.0	20.2	18.0	23.7	20.1	18.5	18.3	24.2	23.0	24.2	19.8	23.4	19.5	
ROBOTICS	13.3	14.2	11.0	15.2	11.4	13.1	15.7	10.8	12.9	12.8	12.8	12.9	12.1	12.5	13.6	14.1	
3D PRINTING	8.9	9.3	6.1	10.7	7.0	9.2	10.5	7.8	8.4	7.7	7.1	9.0	8.0	6.7	10.7	8.7	
SPACE EXPLORATION	6.6	7.8	5.2	8.8	4.5	5.6	7.8	3.5	10.2	8.7	6.8	7.0	6.8	7.7	6.8	5.9	
1ST - OTHER	5.8	9.4	2.1	8.6	2.3	8.7	9.3	2.4	3.8	3.7	7.3	4.1	4.1	2.5	4.7	8.9	
2ND - OTHER	5.3	8.4	1.4	6.6	3.0	9.4	6.9	2.6	3.9	3.7	10.1	3.7	2.5	5.1	3.9	8.1	



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

COMBO:

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
BETTER TREATMENT	58.6	58.2	58.8	55.1	62.3	59.1	58.4	62.2	57.3	65.0	56.1	
CLEANER ENERGY	47.1	57.6	43.2	33.4	61.7	47.9	51.1	58.6	61.5	57.0	39.3	
AGING PROCESS	32.7	31.1	33.3	37.9	29.6	23.2	28.5	29.1	28.5	29.5	35.1	
AI	21.7	24.9	20.6	25.4	18.9	17.3	19.2	21.6	23.5	20.6	21.8	
ROBOTICS	13.3	9.9	14.6	14.7	10.9	16.5	13.1	10.5	12.0	9.7	15.2	
3D PRINTING	8.9	6.4	9.8	9.5	7.0	13.4	10.8	7.6	6.9	8.0	9.8	
SPACE EXPLORATION	6.6	6.9	6.4	7.6	5.0	8.4	8.3	6.0	6.7	5.6	7.0	
1ST - OTHER	5.8	1.9	7.3	9.1	2.1	6.3	4.5	1.5	0.8	1.9	8.8	
2ND - OTHER	5.3	3.0	6.1	7.3	2.4	7.9	6.1	2.8	2.8	2.8	7.0	



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

COMBO:

BANNER 5

	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	1000	409	447		360	370	270	164	154	152	196	216	118
BETTER TREATMENT	58.6	56.0	60.1		55.8	60.7	59.5	48.4	51.2	53.5	62.0	67.4	67.1
CLEANER ENERGY	47.1	30.9	61.2		35.0	58.8	47.3	33.8	55.2	45.0	36.0	61.4	50.2
AGING PROCESS	32.7	38.4	27.9		37.6	30.0	29.9	39.7	30.5	30.2	35.8	29.6	29.5
AI	21.7	23.7	21.2		24.0	22.5	17.7	28.0	31.5	25.5	20.6	16.0	7.5
ROBOTICS	13.3	15.6	11.7		14.9	11.9	13.1	13.6	11.7	11.9	16.1	12.0	14.5
3D PRINTING	8.9	9.2	7.3		10.6	7.4	8.8	9.9	7.9	7.5	11.2	6.9	10.4
SPACE EXPLORATION	6.6	8.6	5.1		7.5	5.6	6.7	10.0	8.4	6.2	5.4	3.7	7.3
1ST - OTHER	5.8	9.8	2.7		8.2	1.4	8.7	9.6	1.4	11.0	7.0	1.5	5.6
2ND - OTHER	5.3	7.8	2.7		6.5	1.7	8.5	7.1	2.1	9.1	6.0	1.4	7.8



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

COMBO:

BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
BETTER TREATMENT	58.6	56.1	57.6	54.9	59.1	63.0	55.5	60.0	29.3	50.2	59.9	58.3	67.8	47.9	60.2	57.1	66.5
CLEANER ENERGY	47.1	61.7	60.4	62.6	50.6	35.6	24.9	31.3	46.6	46.5	30.4	59.4	61.4	43.1	85.2	45.0	29.8
AGING PROCESS	32.7	28.6	32.1	26.0	32.2	31.5	44.4	36.6	42.7	37.8	37.0	29.8	28.8	36.3	12.2	32.0	34.8
AI	21.7	23.5	21.7	24.9	19.7	25.6	17.9	22.5	36.2	25.6	22.4	23.6	17.7	34.4	14.4	18.4	17.4
ROBOTICS	13.3	12.7	6.4	17.5	10.8	15.1	18.7	16.6	16.2	3.9	18.2	13.2	8.3	17.3	7.4	15.6	8.6
3D PRINTING	8.9	8.1	11.9	5.2	8.5	10.6	9.0	10.0	13.1	13.3	9.5	7.1	6.3	13.7	10.9	7.9	10.3
SPACE EXPLORATION	6.6	5.9	5.5	6.2	6.7	5.3	9.6	7.0	11.7	9.0	6.6	5.9	4.8	7.4	2.1	6.9	8.8
1ST - OTHER	5.8	1.9	1.6	2.1	6.3	7.1	10.5	8.5	4.3	8.7	8.4	1.6	1.6	0.0	2.1	8.6	13.0
2ND - OTHER	5.3	1.5	2.7	0.6	6.0	6.1	9.5	7.4	0.0	4.9	7.5	1.0	3.3	0.0	5.4	8.5	10.8



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

COMBO:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class		MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
BETTER TREATMENT	58.6	60.5	51.3	58.9	60.0	54.8	44.0	56.2	58.6	58.5	58.8	63.0	63.8	57.3	57.6	57.5
CLEANER ENERGY	47.1	60.8	47.6	31.7	46.0	40.0	26.9	41.6	47.3	46.9	47.9	54.3	44.8	30.6	46.5	57.5
AGING PROCESS	32.7	28.6	30.3	38.1	32.4	34.8	30.7	35.3	33.2	35.8	29.2	26.9	35.3	35.9	37.3	24.2
AI	21.7	21.2	22.2	22.1	21.4	28.5	51.1	25.8	21.7	24.1	17.9	13.8	18.9	23.3	23.4	19.2
ROBOTICS	13.3	11.6	14.0	15.0	12.1	15.9	13.0	16.3	12.8	12.2	13.7	13.8	15.0	11.6	9.6	14.4
3D PRINTING	8.9	7.8	13.1	8.8	10.2	7.7	13.8	6.9	8.7	7.0	11.3	11.6	5.3	14.2	8.4	10.5
SPACE EXPLORATION	6.6	5.1	6.1	8.5	7.1	9.9	20.4	8.7	6.3	5.0	8.5	4.4	3.6	10.5	9.4	6.0
1ST - OTHER	5.8	2.0	7.5	9.5	5.5	4.6	0.0	5.2	5.8	4.9	7.1	7.7	7.2	9.1	4.7	5.2
2ND - OTHER	5.3	2.5	7.9	7.5	5.4	3.7	0.0	4.2	5.6	5.7	5.6	4.5	6.1	7.5	3.2	5.6



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

COMBO:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
BETTER TREATMENT	58.6	60.2	55.7	55.5	56.1	51.8	49.4	68.0	60.9	63.2	48.7	47.5	51.3	40.3	55.5	70.2	41.0	52.6	43.6	59.7
CLEANER ENERGY	47.1	47.7	46.1	48.1	42.7	44.9	43.5	50.3	48.3	48.1	45.1	50.5	44.9	33.1	43.3	52.3	51.7	49.6	46.2	43.6
AGING PROCESS	32.7	32.2	33.5	34.6	31.6	33.0	34.7	31.5	32.5	31.2	35.9	37.0	36.2	35.4	31.3	31.1	38.2	36.1	38.6	33.6
AI	21.7	20.3	24.2	20.1	31.3	26.9	31.1	14.2	18.5	18.6	28.2	23.3	30.6	38.2	26.7	11.5	29.7	18.3	31.8	29.3
ROBOTICS	13.3	12.4	15.0	17.1	11.2	12.6	12.2	12.2	17.2	12.2	15.6	14.7	15.0	24.1	11.7	12.7	11.3	17.3	13.9	16.1
3D PRINTING	8.9	9.1	8.5	8.1	9.2	8.2	8.9	10.0	8.2	7.9	11.0	11.4	12.3	4.9	7.1	8.6	9.9	12.7	13.9	10.6
SPACE EXPLORATION	6.6	6.5	6.8	6.5	7.2	8.8	7.2	4.4	6.4	4.8	10.3	12.2	6.2	16.4	6.0	3.8	16.7	8.7	9.3	2.9
1ST - OTHER	5.8	6.3	4.9	5.5	3.9	7.9	6.4	4.9	3.7	7.1	3.1	1.4	2.8	5.2	9.7	4.8	0.0	2.5	2.8	2.8
2ND - OTHER	5.3	5.2	5.4	4.6	6.8	5.9	6.5	4.6	4.4	6.8	2.1	2.0	0.7	2.3	8.7	5.0	1.5	2.3	0.0	1.4



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

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	1000	79	143	163	165	179	271	385	615	550	450	470	530	
BETTER TREATMENT	58.6	44.5	52.2	53.3	62.3	55.9	68.8	51.1	63.3	54.5	63.6	51.0	65.3	
CLEANER ENERGY	47.1	51.4	48.4	41.3	47.7	47.6	48.0	46.0	47.8	46.5	47.8	44.4	49.5	
AGING PROCESS	32.7	28.4	34.5	36.8	29.4	31.5	33.3	34.2	31.7	32.8	32.6	33.6	31.9	
AI	21.7	25.5	19.9	25.6	22.6	24.4	16.9	23.5	20.6	23.2	19.9	28.3	15.8	
ROBOTICS	13.3	17.2	11.0	14.2	12.8	16.2	11.2	13.6	13.1	13.4	13.2	12.4	14.1	
3D PRINTING	8.9	17.8	15.5	9.9	7.4	5.3	5.4	13.6	5.9	11.8	5.4	8.5	9.3	
SPACE EXPLORATION	6.6	10.9	6.9	7.0	10.4	5.6	3.2	7.8	5.8	8.6	4.1	8.2	5.1	
1ST - OTHER	5.8	1.5	6.5	6.2	3.6	8.0	6.5	5.4	6.1	4.8	7.1	7.4	4.4	
2ND - OTHER	5.3	2.8	5.0	5.6	3.6	5.5	6.7	4.8	5.5	4.5	6.2	6.1	4.5	



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

COMBO:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
BETTER TREATMENT	58.6	43.4	55.5	59.7	65.0	29.2	49.8	55.3	54.5	52.7	60.2	66.3	72.5	55.4	57.9	64.5
CLEANER ENERGY	47.1	53.8	42.2	47.6	47.8	51.3	47.0	48.2	36.3	55.4	38.2	46.6	56.0	47.9	47.2	45.9
AGING PROCESS	32.7	29.3	36.4	31.4	32.3	34.0	37.7	29.4	35.0	26.2	35.4	34.3	30.5	35.6	31.6	31.4
AI	21.7	23.4	23.6	23.6	18.5	32.5	27.5	27.4	28.6	17.5	20.4	18.0	11.4	26.3	20.8	17.8
ROBOTICS	13.3	15.7	12.3	14.5	12.3	12.4	10.5	15.5	10.6	17.9	13.7	13.0	13.5	9.2	15.8	12.8
3D PRINTING	8.9	19.5	10.7	6.9	5.5	22.4	9.3	8.0	3.9	17.7	11.9	5.4	6.7	11.0	7.9	8.4
SPACE EXPLORATION	6.6	10.2	6.4	8.8	3.9	16.1	6.4	10.3	4.8	6.3	6.3	6.6	3.2	7.9	6.2	5.7
1ST - OTHER	5.8	1.9	7.1	4.2	7.5	0.0	6.2	3.9	14.3	3.2	7.9	4.5	2.7	4.4	6.0	7.2
2ND - OTHER	5.3	2.8	5.8	3.4	7.1	2.1	5.6	2.0	12.1	3.2	6.1	5.4	3.6	2.3	6.5	6.2



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

51. IF OTHER: IN A FEW WORDS, WHAT FIELD OF SCIENTIFIC AND TECHNOLOGICAL ADVANCEMENT MAKES YOU THE MOST OPTIMISTIC WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

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	77	18	20	10	13	7	4	2	2	68	49	16	3	37	14	12	5	9	4	5
MEDICAL USES	9.2	10.6	10.6	20.7	6.6	0.0	0.0	0.0	0.0	10.4	12.7	5.5	0.0	5.2	29.9	8.4	0.0	0.0	0.0	0.0
OIL/ENERGY DEVELOP	5.6	11.4	5.6	10.7	0.0	0.0	0.0	0.0	0.0	6.4	8.9	0.0	0.0	8.6	8.2	0.0	0.0	0.0	0.0	0.0
MFG/INDUSTRY ADVANC	4.8	4.2	14.4	0.0	0.0	0.0	0.0	0.0	0.0	5.4	7.5	0.0	0.0	4.8	13.7	0.0	0.0	0.0	0.0	0.0
ECON/SOCIAL STUDIES	3.8	0.0	5.1	0.0	7.5	13.4	0.0	0.0	0.0	4.3	2.1	11.9	0.0	2.8	0.0	15.8	0.0	0.0	0.0	0.0
A.I.	2.9	5.6	0.0	0.0	0.0	0.0	0.0	0.0	54.3	1.5	2.1	0.0	0.0	2.7	0.0	0.0	0.0	13.4	0.0	24.0
ELECTIONS/HONEST	2.7	5.5	0.0	10.1	0.0	0.0	0.0	0.0	0.0	3.0	4.2	0.0	0.0	2.7	0.0	8.9	0.0	0.0	0.0	0.0
ROBOTICS/AUTOMATON	2.7	0.0	5.2	0.0	7.6	0.0	0.0	0.0	0.0	3.0	2.1	6.3	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0
GREEN ENERGY	2.7	0.0	0.0	0.0	0.0	30.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.8	51.8	0.0
ASSIST DAILY LIVING	1.6	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	2.5	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0
WASTE MANAGEMENT	1.5	0.0	0.0	0.0	8.9	0.0	0.0	0.0	0.0	1.7	0.0	7.4	0.0	0.0	0.0	0.0	23.2	0.0	0.0	0.0
ELECTRONICS	1.5	0.0	0.0	11.0	0.0	0.0	0.0	0.0	0.0	1.7	2.3	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0
DISCOVER KNOWLEDGE	1.5	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.3	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0
REINSTATE TRUMP	1.4	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.2	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
SECURITY	1.3	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	2.1	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
BIOLOGY	1.3	0.0	0.0	9.6	0.0	0.0	0.0	0.0	0.0	1.5	2.0	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.0
EDUCATION/CURRICULUM	1.3	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0



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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	
BUILD A WALL	1.3	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0
FAITH BASED PGMS	1.2	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	1.4	0.0	6.0	0.0	0.0	0.0	0.0	18.7	0.0	0.0	0.0
CLEAN AIR	1.2	0.0	0.0	9.0	0.0	0.0	0.0	0.0	0.0	1.4	1.9	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0
SOCIAL MEDIA	1.2	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.9	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0
QUANTUM PHYSICS	1.1	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.8	0.0	0.0	0.0	6.1	0.0	0.0	0.0	0.0	0.0
FOOD INSPECTION	1.0	0.0	0.0	0.0	0.0	11.8	0.0	0.0	0.0	1.2	0.0	4.9	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0
STOP WORLD DOMINANCE	0.9	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.4	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	46.3	40.7	35.4	28.9	62.1	43.9	100.0	100.0	45.7	44.0	36.0	58.0	100.0	47.9	14.8	60.4	58.1	63.8	48.2	76.0



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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
Total	77	15	19	27	16	63	58	5	13	9	4
MEDICAL USES	9.2	0.0	11.2	14.8	5.6	11.2	10.1	23.4	0.0	0.0	0.0
OIL/ENERGY DEVELOP	5.6	7.7	5.8	4.2	6.1	6.8	7.4	0.0	0.0	0.0	0.0
MFG/INDUSTRY ADVANC	4.8	6.8	10.0	0.0	4.9	4.4	4.7	0.0	6.9	9.9	0.0
ECON/SOCIAL STUDIES	3.8	0.0	4.6	0.0	13.0	3.0	3.3	0.0	7.4	0.0	24.2
A.I.	2.9	0.0	0.0	8.1	0.0	3.5	3.8	0.0	0.0	0.0	0.0
ELECTIONS/HONEST	2.7	0.0	5.2	3.9	0.0	1.6	1.7	0.0	7.9	11.4	0.0
ROBOTICS/AUTOMATON	2.7	0.0	5.2	3.8	0.0	3.2	3.5	0.0	0.0	0.0	0.0
GREEN ENERGY	2.7	6.8	5.4	0.0	0.0	3.2	3.5	0.0	0.0	0.0	0.0
ASSIST DAILY LIVING	1.6	0.0	0.0	4.5	0.0	1.9	2.1	0.0	0.0	0.0	0.0
WASTE MANAGEMENT	1.5	0.0	6.1	0.0	0.0	1.9	2.0	0.0	0.0	0.0	0.0
ELECTRONICS	1.5	0.0	0.0	4.2	0.0	1.8	2.0	0.0	0.0	0.0	0.0
DISCOVER KNOWLEDGE	1.5	0.0	0.0	4.1	0.0	1.8	1.9	0.0	0.0	0.0	0.0
REINSTATE TRUMP	1.4	0.0	0.0	4.0	0.0	1.7	1.9	0.0	0.0	0.0	0.0
SECURITY	1.3	0.0	5.3	0.0	0.0	1.6	1.7	0.0	0.0	0.0	0.0
BIOLOGY	1.3	0.0	5.1	0.0	0.0	1.6	1.7	0.0	0.0	0.0	0.0
EDUCATION/CURRICULUM	1.3	6.7	0.0	0.0	0.0	1.5	1.7	0.0	0.0	0.0	0.0



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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		
BUILD A WALL	1.3	0.0	0.0	3.6	0.0	1.5	1.7	0.0	0.0	0.0	0.0	
FAITH BASED PGMS	1.2	0.0	0.0	0.0	6.1	0.0	0.0	0.0	7.1	0.0	23.2	
CLEAN AIR	1.2	6.4	0.0	0.0	0.0	1.5	1.6	0.0	0.0	0.0	0.0	
SOCIAL MEDIA	1.2	0.0	0.0	3.3	0.0	1.4	0.0	18.5	0.0	0.0	0.0	
QUANTUM PHYSICS	1.1	0.0	0.0	3.1	0.0	1.4	1.5	0.0	0.0	0.0	0.0	
FOOD INSPECTION	1.0	0.0	0.0	0.0	5.0	1.2	0.0	15.9	0.0	0.0	0.0	
STOP WORLD DOMINANCE	0.9	0.0	0.0	0.0	4.4	1.1	1.2	0.0	0.0	0.0	0.0	
DON'T KNOW	46.3	65.5	36.2	38.4	54.9	41.2	41.1	42.1	70.7	78.7	52.7	



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	0.0	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
BUILD A WALL	1.3	1.9	0.0	2.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	2.6	0.0	14.2	0.0	0.0	
FAITH BASED PGMS	1.2	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	8.0	2.5	0.0	0.0	4.8	0.0	
CLEAN AIR	1.2	1.9	0.0	0.0	5.5	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
SOCIAL MEDIA	1.2	1.8	0.0	1.9	0.0	0.0	2.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	4.6	0.0	
QUANTUM PHYSICS	1.1	1.7	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	7.2	2.3	0.0	0.0	4.3	0.0	
FOOD INSPECTION	1.0	0.0	7.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	6.6	2.1	7.3	0.0	0.0	0.0	
STOP WORLD DOMINANCE	0.9	0.0	0.0	1.4	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.8	6.4	0.0	0.0	0.0	
DON'T KNOW	46.3	45.3	25.8	38.9	62.9	52.4	41.6	64.0	22.3	0.0	62.3	53.3	75.5	54.1	40.9	39.7	



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BANNER 4

	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									
BUILD A WALL	1.3	0.0	1.4	1.9	0.0	0.0	5.7	0.0	0.0	0.0	0.0	1.5
FAITH BASED PGMS	1.2	0.0	1.4	0.0	6.8	0.0	5.6	0.0	0.0	0.0	0.0	1.5
CLEAN AIR	1.2	0.0	1.4	1.8	0.0	0.0	0.0	7.8	0.0	11.9	0.0	0.0
SOCIAL MEDIA	1.2	11.3	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
QUANTUM PHYSICS	1.1	0.0	1.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
FOOD INSPECTION	1.0	0.0	1.1	0.0	0.0	6.6	4.6	0.0	0.0	0.0	0.0	1.2
STOP WORLD DOMINANCE	0.9	0.0	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
DON'T KNOW	46.3	48.7	46.0	38.8	61.7	60.4	48.7	65.3	22.1	88.1	42.8	



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BANNER 5

	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	77	48	18	36	9	31	17	3	20	19	6	11			
MEDICAL USES	9.2	14.7	0.0	11.5	0.0	9.4	13.7	0.0	5.0	9.6	0.0	17.2			
OIL/ENERGY DEVELOP	5.6	6.7	6.1	2.6	0.0	10.9	0.0	0.0	17.1	4.9	0.0	0.0			
MFG/INDUSTRY ADVANC	4.8	5.7	0.0	7.4	0.0	3.2	6.0	0.0	5.0	8.6	0.0	0.0			
ECON/SOCIAL STUDIES	3.8	2.2	0.0	2.9	0.0	6.1	0.0	0.0	9.5	5.3	0.0	0.0			
A.I.	2.9	2.1	6.6	2.8	12.7	0.0	0.0	36.7	0.0	5.2	0.0	0.0			
ELECTIONS/HONEST	2.7	2.1	5.8	2.7	0.0	3.4	5.9	0.0	0.0	0.0	0.0	9.4			
ROBOTICS/AUTOMATON	2.7	2.1	5.8	2.7	0.0	3.4	5.9	0.0	5.3	0.0	0.0	0.0			
GREEN ENERGY	2.7	0.0	11.2	0.0	21.5	0.0	0.0	31.8	0.0	0.0	16.1	0.0			
ASSIST DAILY LIVING	1.6	2.5	0.0	3.4	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0			
WASTE MANAGEMENT	1.5	0.0	6.4	0.0	12.4	0.0	0.0	0.0	0.0	0.0	19.0	0.0			
ELECTRONICS	1.5	2.4	0.0	0.0	0.0	3.7	0.0	0.0	5.8	0.0	0.0	0.0			
DISCOVER KNOWLEDGE	1.5	2.3	0.0	3.1	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0			
REINSTATE TRUMP	1.4	2.3	0.0	3.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0			
SECURITY	1.3	2.1	0.0	2.8	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0			
BIOLOGY	1.3	2.1	0.0	0.0	0.0	3.2	0.0	0.0	5.0	0.0	0.0	0.0			
EDUCATION/CURRICULUM	1.3	2.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0			



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BANNER 5

	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
BUILD A WALL	1.3	2.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0
FAITH BASED PGMS	1.2	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5
CLEAN AIR	1.2	0.0	5.2	2.6	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0
SOCIAL MEDIA	1.2	1.9	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0	0.0
QUANTUM PHYSICS	1.1	1.8	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7
FOOD INSPECTION	1.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0
STOP WORLD DOMINANCE	0.9	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
DON'T KNOW	46.3	43.1	53.0	44.7	53.4	46.1	55.9	31.6	47.2	34.9	65.0	44.1			



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BANNER 6

	BANNER 6																
	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	77	8	4	4	32	20	17	36	1	8	27	4	5	-	3	19	9
MEDICAL USES	9.2	0.0	0.0	0.0	6.2	26.2	0.0	14.0	0.0	12.7	11.6	0.0	0.0	-	0.0	5.1	21.3
OIL/ENERGY DEVELOP	5.6	0.0	0.0	0.0	3.5	5.9	12.2	8.8	0.0	0.0	3.4	0.0	0.0	-	0.0	5.8	25.1
MFG/INDUSTRY ADVANC	4.8	0.0	0.0	0.0	6.0	0.0	10.4	4.9	0.0	11.7	6.4	0.0	0.0	-	0.0	5.2	0.0
ECON/SOCIAL STUDIES	3.8	12.0	24.7	0.0	6.0	0.0	0.0	0.0	0.0	13.3	0.0	0.0	0.0	-	36.1	4.6	0.0
A.I.	2.9	26.9	30.0	24.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	26.8	0.0	-	0.0	0.0	0.0
ELECTIONS/HONEST	2.7	0.0	0.0	0.0	3.3	0.0	5.9	2.7	0.0	0.0	3.6	0.0	0.0	-	0.0	5.5	0.0
ROBOTICS/AUTOMATON	2.7	0.0	0.0	0.0	3.3	5.1	0.0	2.7	0.0	0.0	3.6	0.0	0.0	-	0.0	5.5	0.0
GREEN ENERGY	2.7	12.6	26.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	23.3	19.9	-	0.0	0.0	0.0
ASSIST DAILY LIVING	1.6	0.0	0.0	0.0	0.0	6.3	0.0	3.4	0.0	0.0	4.4	0.0	0.0	-	0.0	0.0	0.0
WASTE MANAGEMENT	1.5	14.3	0.0	27.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.3	0.0	-	0.0	0.0	0.0
ELECTRONICS	1.5	0.0	0.0	0.0	0.0	5.9	0.0	3.1	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0	12.7
DISCOVER KNOWLEDGE	1.5	0.0	0.0	0.0	0.0	0.0	6.6	3.1	0.0	0.0	4.1	0.0	0.0	-	0.0	0.0	0.0
REINSTATE TRUMP	1.4	0.0	0.0	0.0	0.0	0.0	6.4	3.0	0.0	0.0	3.9	0.0	0.0	-	0.0	0.0	0.0
SECURITY	1.3	0.0	0.0	0.0	0.0	0.0	6.0	2.8	0.0	0.0	3.7	0.0	0.0	-	0.0	0.0	0.0
BIOLOGY	1.3	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	5.2	0.0
EDUCATION/CURRICULUM	1.3	0.0	0.0	0.0	0.0	5.0	0.0	2.7	0.0	0.0	3.6	0.0	0.0	-	0.0	0.0	0.0



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51. IF OTHER: IN A FEW WORDS, WHAT FIELD OF SCIENTIFIC AND TECHNOLOGICAL ADVANCEMENT MAKES YOU THE MOST OPTIMISTIC WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

BANNER 6

	BANNER 6																
	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	
BUILD A WALL	1.3	0.0	0.0	0.0	0.0	5.0	0.0	2.7	0.0	0.0	3.5	0.0	0.0	-	0.0	0.0	0.0
FAITH BASED PGMS	1.2	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	5.0	0.0
CLEAN AIR	1.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	12.0	0.0	0.0	0.0	-	0.0	0.0	0.0
SOCIAL MEDIA	1.2	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	11.6	0.0	0.0	0.0	-	0.0	0.0	0.0
QUANTUM PHYSICS	1.1	0.0	0.0	0.0	0.0	0.0	5.0	2.3	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0	9.5
FOOD INSPECTION	1.0	0.0	0.0	0.0	0.0	4.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0	8.7
STOP WORLD DOMINANCE	0.9	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	3.6	0.0
DON'T KNOW	46.3	34.1	19.3	48.1	54.7	36.7	47.6	41.8	0.0	38.8	48.0	23.6	80.1	-	63.9	54.6	22.7



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BANNER 7

	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-GELICAL	CATH-OLIC
BUILD A WALL	1.3	0.0	0.0	2.1	2.5	12.3	-	12.3	0.0	0.0	0.0	0.0	0.0	8.3	0.0	0.0
FAITH BASED PGMS	1.2	6.2	0.0	0.0	2.4	0.0	-	0.0	1.6	2.9	0.0	0.0	0.0	8.1	0.0	0.0
CLEAN AIR	1.2	0.0	6.4	0.0	2.4	0.0	-	0.0	1.6	2.9	0.0	0.0	3.3	0.0	0.0	0.0
SOCIAL MEDIA	1.2	0.0	0.0	1.9	0.0	11.6	-	11.6	0.0	0.0	0.0	0.0	0.0	0.0	7.4	0.0
QUANTUM PHYSICS	1.1	0.0	0.0	1.8	0.0	0.0	-	0.0	1.4	0.0	3.2	0.0	0.0	0.0	0.0	4.5
FOOD INSPECTION	1.0	0.0	5.3	0.0	2.0	0.0	-	0.0	1.3	0.0	2.9	0.0	2.7	0.0	0.0	0.0
STOP WORLD DOMINANCE	0.9	0.0	4.7	0.0	1.8	0.0	-	0.0	0.0	0.0	0.0	7.1	2.4	0.0	0.0	0.0
DON'T KNOW	46.3	64.8	35.8	43.6	46.8	50.3	-	50.3	48.9	53.3	43.5	27.4	39.0	25.8	51.2	58.0



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	77	50	26	14	12	26	13	24	13	63	14	3	4	3	35	27	1	3	2	2
MEDICAL USES	9.2	14.1	0.0	0.0	0.0	12.4	0.0	15.8	0.0	9.9	6.2	0.0	0.0	0.0	9.4	10.7	0.0	0.0	0.0	0.0
OIL/ENERGY DEVELOP	5.6	6.4	4.2	7.8	0.0	8.5	8.3	4.0	0.0	6.9	0.0	0.0	0.0	0.0	9.6	3.5	0.0	0.0	0.0	0.0
MFG/INDUSTRY ADVANC	4.8	5.3	3.9	7.1	0.0	3.7	7.6	7.0	0.0	3.2	11.9	26.3	0.0	0.0	5.7	0.0	0.0	35.3	0.0	0.0
ECON/SOCIAL STUDIES	3.8	2.1	7.1	6.9	7.4	0.0	14.0	4.4	0.0	3.2	6.3	25.3	0.0	0.0	2.8	3.8	100.0	0.0	0.0	0.0
A.I.	2.9	0.0	8.4	8.3	8.5	0.0	9.0	0.0	7.8	1.9	7.2	0.0	0.0	34.1	3.4	0.0	0.0	0.0	0.0	0.0
ELECTIONS/HONEST	2.7	4.1	0.0	0.0	0.0	3.8	0.0	4.4	0.0	3.3	0.0	0.0	0.0	0.0	2.8	3.9	0.0	0.0	0.0	0.0
ROBOTICS/AUTOMATON	2.7	2.0	4.0	0.0	8.8	3.8	7.9	0.0	0.0	1.6	7.4	0.0	0.0	35.4	2.8	0.0	0.0	0.0	0.0	0.0
GREEN ENERGY	2.7	2.1	3.8	0.0	8.3	3.9	0.0	0.0	7.7	3.2	0.0	0.0	0.0	0.0	2.9	3.6	0.0	0.0	0.0	0.0
ASSIST DAILY LIVING	1.6	0.0	4.6	8.5	0.0	0.0	0.0	0.0	9.4	2.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0
WASTE MANAGEMENT	1.5	0.0	4.5	8.2	0.0	0.0	0.0	0.0	9.0	1.9	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0
ELECTRONICS	1.5	2.3	0.0	0.0	0.0	4.3	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0
DISCOVER KNOWLEDGE	1.5	2.2	0.0	0.0	0.0	0.0	0.0	4.7	0.0	1.8	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0
REINSTATE TRUMP	1.4	2.2	0.0	0.0	0.0	4.1	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0
SECURITY	1.3	2.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
BIOLOGY	1.3	2.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
EDUCATION/CURRICULUM	1.3	0.0	3.7	0.0	8.2	0.0	0.0	0.0	7.6	1.6	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
BUILD A WALL	1.3	0.0	3.7	0.0	8.1	0.0	0.0	0.0	7.5	1.6	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0
FAITH BASED PGMS	1.2	0.0	3.6	0.0	7.9	0.0	0.0	0.0	7.3	1.5	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0
CLEAN AIR	1.2	1.9	0.0	0.0	0.0	0.0	0.0	3.9	0.0	1.5	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0
SOCIAL MEDIA	1.2	1.8	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	6.4	26.0	0.0	0.0	0.0	0.0	0.0	34.8	0.0	0.0
QUANTUM PHYSICS	1.1	1.7	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	6.1	0.0	23.5	0.0	0.0	0.0	0.0	0.0	0.0	48.6
FOOD INSPECTION	1.0	1.6	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	5.5	22.3	0.0	0.0	0.0	0.0	0.0	29.9	0.0	0.0
STOP WORLD DOMINANCE	0.9	1.4	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	46.3	45.2	48.5	53.3	42.9	47.8	53.2	42.2	43.7	48.2	38.2	0.0	76.5	30.5	48.5	47.7	0.0	0.0	100.0	51.4



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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	77	2	10	14	10	17	23	26	50	36	40	40	37	
MEDICAL USES	9.2	0.0	0.0	7.0	9.5	18.5	8.4	3.7	12.1	5.3	12.7	8.3	10.3	
OIL/ENERGY DEVELOP	5.6	0.0	0.0	0.0	0.0	13.1	8.9	0.0	8.6	0.0	10.7	8.5	2.6	
MFG/INDUSTRY ADVANC	4.8	0.0	9.0	7.1	0.0	0.0	7.6	7.3	3.5	5.3	4.4	5.0	4.6	
ECON/SOCIAL STUDIES	3.8	0.0	10.2	0.0	9.9	5.1	0.0	4.0	3.7	5.6	2.2	4.7	2.8	
A.I.	2.9	0.0	0.0	0.0	0.0	5.9	5.2	0.0	4.4	0.0	5.5	3.0	2.7	
ELECTIONS/HONEST	2.7	0.0	0.0	7.6	10.0	0.0	0.0	4.0	2.0	5.7	0.0	2.5	2.9	
ROBOTICS/AUTOMATON	2.7	0.0	0.0	0.0	10.0	6.1	0.0	0.0	4.1	2.8	2.6	5.1	0.0	
GREEN ENERGY	2.7	0.0	0.0	7.5	10.0	0.0	0.0	4.0	2.0	5.6	0.0	2.6	2.7	
ASSIST DAILY LIVING	1.6	0.0	12.0	0.0	0.0	0.0	0.0	4.7	0.0	3.4	0.0	0.0	3.3	
WASTE MANAGEMENT	1.5	0.0	0.0	0.0	0.0	6.8	0.0	0.0	2.3	0.0	2.9	0.0	3.2	
ELECTRONICS	1.5	0.0	0.0	0.0	0.0	6.7	0.0	0.0	2.3	0.0	2.8	2.9	0.0	
DISCOVER KNOWLEDGE	1.5	0.0	0.0	0.0	0.0	6.5	0.0	0.0	2.2	0.0	2.8	0.0	3.0	
REINSTATE TRUMP	1.4	0.0	10.6	0.0	0.0	0.0	0.0	4.1	0.0	3.0	0.0	2.7	0.0	
SECURITY	1.3	0.0	0.0	0.0	0.0	0.0	4.4	0.0	2.0	0.0	2.5	2.6	0.0	
BIOLOGY	1.3	0.0	0.0	7.2	0.0	0.0	0.0	3.8	0.0	2.7	0.0	2.5	0.0	
EDUCATION/CURRICULUM	1.3	0.0	0.0	0.0	0.0	0.0	4.2	0.0	1.9	0.0	2.4	0.0	2.7	



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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
BUILD A WALL	1.3	0.0	0.0	0.0	0.0	0.0	4.2	0.0	1.9	0.0	2.4	0.0	2.6
FAITH BASED PGMS	1.2	0.0	0.0	0.0	0.0	5.5	0.0	0.0	1.9	0.0	2.3	0.0	2.6
CLEAN AIR	1.2	0.0	0.0	0.0	0.0	0.0	4.0	0.0	1.9	0.0	2.3	0.0	2.5
SOCIAL MEDIA	1.2	0.0	8.9	0.0	0.0	0.0	0.0	3.5	0.0	2.5	0.0	0.0	2.5
QUANTUM PHYSICS	1.1	0.0	0.0	6.2	0.0	0.0	0.0	3.3	0.0	2.4	0.0	0.0	2.3
FOOD INSPECTION	1.0	0.0	0.0	5.6	0.0	0.0	0.0	3.0	0.0	2.2	0.0	0.0	2.1
STOP WORLD DOMINANCE	0.9	0.0	0.0	4.9	0.0	0.0	0.0	2.6	0.0	1.9	0.0	0.0	1.9
DON'T KNOW	46.3	100.0	49.3	46.8	50.6	25.8	53.0	52.2	43.2	51.8	41.4	49.6	42.8



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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	URBAN	
Total	77	3	22	16	35	1	8	7	24	2	14	9	12	14	43	19
MEDICAL USES	9.2	0.0	4.4	18.6	8.8	0.0	12.3	16.1	4.9	0.0	0.0	20.6	17.0	6.9	9.2	11.1
OIL/ENERGY DEVELOP	5.6	0.0	0.0	6.9	9.1	0.0	0.0	15.4	9.6	0.0	0.0	0.0	8.2	0.0	5.2	10.8
MFG/INDUSTRY ADVANC	4.8	0.0	8.7	0.0	5.0	0.0	12.5	0.0	4.3	0.0	6.5	0.0	6.6	6.4	6.4	0.0
ECON/SOCIAL STUDIES	3.8	0.0	4.7	6.1	2.5	0.0	0.0	13.6	3.7	0.0	7.4	0.0	0.0	0.0	2.1	10.5
A.I.	2.9	0.0	0.0	0.0	6.3	0.0	0.0	0.0	5.1	0.0	0.0	0.0	8.8	0.0	5.1	0.0
ELECTIONS/HONEST	2.7	0.0	4.8	6.2	0.0	0.0	0.0	13.8	0.0	0.0	7.5	0.0	0.0	7.3	2.3	0.0
ROBOTICS/AUTOMATON	2.7	0.0	0.0	6.2	3.0	0.0	0.0	13.8	4.4	0.0	0.0	0.0	0.0	7.3	2.3	0.0
GREEN ENERGY	2.7	0.0	4.7	6.2	0.0	0.0	13.1	0.0	0.0	0.0	0.0	11.2	0.0	0.0	4.7	0.0
ASSIST DAILY LIVING	1.6	35.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	51.4	0.0	0.0	0.0	0.0	0.0	6.3
WASTE MANAGEMENT	1.5	0.0	0.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.3	0.0	0.0	2.7	0.0
ELECTRONICS	1.5	0.0	0.0	0.0	3.3	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	2.7	0.0
DISCOVER KNOWLEDGE	1.5	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0	2.6	0.0
REINSTATE TRUMP	1.4	0.0	4.9	0.0	0.0	0.0	13.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
SECURITY	1.3	0.0	0.0	0.0	2.9	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	5.2
BIOLOGY	1.3	0.0	4.5	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
EDUCATION/CURRICULUM	1.3	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	2.3	0.0



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51. IF OTHER: IN A FEW WORDS, WHAT FIELD OF SCIENTIFIC AND TECHNOLOGICAL ADVANCEMENT MAKES YOU THE MOST OPTIMISTIC WE CAN BUILD A BIGGER, BRIGHTER, BETTER FUTURE FOR EVERY AMERICAN?

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
BUILD A WALL	1.3	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	2.3	0.0
FAITH BASED PGMS	1.2	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7	0.0	0.0	2.2	0.0
CLEAN AIR	1.2	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	0.0	0.0	4.8
SOCIAL MEDIA	1.2	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.0	0.0	0.0	2.1	0.0
QUANTUM PHYSICS	1.1	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0	6.0	0.0	0.0
FOOD INSPECTION	1.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0	0.0	0.0	4.0
STOP WORLD DOMINANCE	0.9	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	4.8	0.0	0.0
DON'T KNOW	46.3	64.3	52.4	31.3	47.6	100.0	35.9	27.3	58.8	48.6	61.7	34.6	24.7	61.3	45.7	36.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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52. WHEN IT COMES TO NEW SCIENCE AND TECHNOLOGIES, WHICH DO YOU BELIEVE IS THE MOST IMPORTANT ROLE FOR GOVERNMENT?1. ENCOURAGE THEIR DEVELOPMENT TO ACCELERATE PROGRESS2. REGULATE THEIR DEVELOPMENT TO ENHANCE SAFETY

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
ENCOURAGE DEVELOPMENT	35.1	24.1	35.4	33.6	39.8	36.2	37.8	28.3	41.5	33.2	32.6	35.2	28.7	31.9	33.4	29.2	37.8	40.4	44.1	37.2
REGULATE DEVELOPMENT	36.9	22.5	29.5	38.0	33.2	41.2	46.2	61.1	44.2	33.9	32.1	34.4	52.0	28.7	33.8	39.4	39.0	45.7	40.8	50.1
NEITHER	21.7	49.8	30.2	21.8	17.5	16.5	9.6	5.2	14.2	26.7	29.9	22.0	14.4	34.0	27.6	21.9	16.3	7.5	7.9	7.2
DON'T KNOW	6.3	3.5	4.9	6.7	9.4	6.0	6.4	5.5	0.0	6.3	5.4	8.4	4.8	5.4	5.2	9.5	6.8	6.3	7.3	5.5



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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	1000	175	225	384	216	861	715	146	139	75	64
ENCOURAGE DEVELOPMENT	35.1	34.4	29.7	36.6	38.5	35.8	35.4	37.7	30.5	31.8	29.0
REGULATE DEVELOPMENT	36.9	38.4	38.1	37.2	34.1	36.7	36.3	38.4	38.6	41.3	35.5
NEITHER	21.7	20.6	26.3	19.7	21.2	21.9	22.8	17.5	20.1	18.2	22.4
DON'T KNOW	6.3	6.6	5.9	6.5	6.2	5.6	5.4	6.4	10.8	8.7	13.2



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLINTON	OTHER	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	EARLY VOTER	Mail	Drop-off	In Person	ELEC. DAY
Total	1000	428	348	224	463	441	96	397	348	157	112	98	637	219	118	299	363
ENCOURAGE DEVELOPMENT	35.1	32.2	41.1	27.8	31.3	39.2	34.1	30.9	39.1	34.9	34.3	37.9	37.0	41.7	34.4	34.7	31.6
REGULATE DEVELOPMENT	36.9	30.4	44.9	32.0	43.9	29.0	32.3	45.8	35.7	35.3	26.2	37.6	37.3	38.2	37.7	35.7	
NEITHER	21.7	31.7	8.8	31.3	10.2	27.7	31.5	9.0	25.9	27.0	20.0	19.0	15.8	19.0	21.4	26.4	
DON'T KNOW	6.3	5.7	5.2	5.3	6.7	9.3	5.2	6.1	3.6	3.4	15.9	6.3	5.3	8.5	6.3	6.3	



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594
ENCOURAGE DEVELOPMENT	35.1	38.5	33.8	32.5	39.4	29.2	35.6	38.7	42.9	36.3	32.6
REGULATE DEVELOPMENT	36.9	46.1	33.6	30.6	43.1	39.4	36.5	45.1	46.1	44.5	31.4
NEITHER	21.7	9.9	26.0	31.6	10.9	21.9	20.9	10.3	6.1	12.7	29.4
DON'T KNOW	6.3	5.6	6.5	5.3	6.5	9.5	6.9	5.9	4.8	6.5	6.6



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118
ENCOURAGE DEVELOPMENT	35.1	31.3	39.7	32.6	38.4	33.8	38.6	46.4	36.9	27.6	32.6	29.8
REGULATE DEVELOPMENT	36.9	31.1	44.5	31.1	45.7	32.7	27.1	44.5	29.1	34.4	46.7	37.3
NEITHER	21.7	32.1	10.5	30.6	10.1	25.7	31.1	7.1	27.4	30.2	12.2	23.4
DON'T KNOW	6.3	5.5	5.4	5.7	5.8	7.9	3.2	2.0	6.6	7.7	8.5	9.5



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
ENCOURAGE DEVELOPMENT	35.1	42.7	41.7	43.4	33.4	32.8	27.4	30.7	45.2	34.2	31.0	43.1	28.8	43.4	38.3	36.3	23.0
REGULATE DEVELOPMENT	36.9	43.0	42.9	43.0	40.2	28.6	28.1	28.4	36.8	42.8	27.0	44.4	48.1	46.0	38.4	33.5	26.2
NEITHER	21.7	8.5	10.5	7.0	20.1	33.1	35.9	34.2	13.6	21.6	34.9	6.8	15.8	10.6	15.5	22.3	42.8
DON'T KNOW	6.3	5.9	4.9	6.5	6.3	5.5	8.6	6.7	4.4	1.4	7.1	5.7	7.3	0.0	7.8	7.8	8.0



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
ENCOURAGE DEVELOPMENT	35.1	37.6	33.1	32.8	34.0	44.2	64.3	41.8	34.4	37.9	29.0	28.8	26.9	35.7	38.5	39.1
REGULATE DEVELOPMENT	36.9	45.0	40.3	26.8	36.5	32.7	28.7	33.2	36.8	35.1	39.4	42.9	38.1	37.1	36.5	36.6
NEITHER	21.7	11.0	19.4	34.4	23.5	21.5	7.0	23.3	21.8	20.2	24.1	21.3	27.3	25.0	18.6	17.2
DON'T KNOW	6.3	6.4	7.2	6.0	5.9	1.5	0.0	1.7	7.0	6.8	7.4	7.0	7.7	2.2	6.4	7.1



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE WHITE panic	GRAD. GRAD. Prof. GRAD. GRAD. GRAD. GRAD.																
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
ENCOURAGE DEVELOPMENT	35.1	31.7	41.1	40.0	43.0	36.6	48.2	27.1	35.3	34.2	36.9	35.2	37.2	35.8	38.3	30.5	46.9	26.1	45.8	27.7
REGULATE DEVELOPMENT	36.9	36.8	37.1	41.4	29.7	33.9	32.5	39.5	40.9	34.6	41.9	47.0	42.6	26.2	30.2	38.5	46.2	47.6	39.6	45.9
NEITHER	21.7	24.4	16.8	14.2	21.3	24.8	16.7	24.0	16.9	25.0	14.6	11.5	16.7	18.6	27.2	23.1	6.9	15.2	11.8	22.1
DON'T KNOW	6.3	7.1	5.0	4.4	6.0	4.6	2.7	9.3	6.9	6.2	6.6	6.3	3.5	19.4	4.2	7.9	0.0	11.2	2.8	4.3



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530	
ENCOURAGE DEVELOPMENT	35.1	37.4	33.8	36.9	34.4	36.0	33.7	35.9	34.6	35.4	34.6	40.6	30.2	
REGULATE DEVELOPMENT	36.9	40.7	48.4	38.9	33.2	35.8	31.6	42.8	33.3	39.9	33.3	33.4	40.0	
NEITHER	21.7	16.9	13.1	17.2	23.4	19.7	30.5	15.6	25.5	18.0	26.2	22.0	21.4	
DON'T KNOW	6.3	5.0	4.6	7.0	9.0	8.5	4.1	5.7	6.7	6.7	5.9	3.9	8.4	



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
ENCOURAGE DEVELOPMENT	35.1	37.2	34.5	36.3	33.8	43.9	48.4	39.6	34.8	32.8	23.0	31.3	33.1	34.9	35.8	33.5
REGULATE DEVELOPMENT	36.9	40.3	45.2	34.5	32.1	43.9	39.5	33.3	25.8	37.9	49.8	36.3	36.6	43.6	35.1	32.4
NEITHER	21.7	16.3	14.5	20.5	29.2	8.1	10.3	22.0	35.2	21.7	18.0	18.2	24.9	15.6	21.8	29.5
DON'T KNOW	6.3	6.2	5.8	8.8	4.9	4.1	1.8	5.1	4.2	7.6	9.1	14.2	5.4	5.9	7.3	4.6



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

53. DO YOU SUPPORT OR OPPOSE THE \$95 BILLION FOREIGN AID BILL RECENTLY PASSED BY THE U.S. SENATE THAT PROVIDES MILITARY AND HUMANITARIAN AID TO UKRAINE, ISRAEL, AND TAIWAN?

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
SUPPORT	43.1	31.0	25.9	42.8	47.6	47.4	47.5	64.6	54.0	35.7	34.1	40.0	24.8	26.8	36.3	20.2	60.5	63.0	64.5	61.9
Strongly	18.9	6.8	5.9	22.5	16.1	23.3	27.2	34.0	32.7	12.7	13.2	12.0	12.1	8.8	4.4	9.0	31.1	35.9	36.3	35.5
Somewhat	24.1	24.2	20.0	20.3	31.5	24.1	20.3	30.7	21.3	23.0	20.9	28.0	12.8	18.0	31.9	11.2	29.4	27.2	28.2	26.3
OPPOSE	47.1	66.5	65.7	48.8	37.7	41.5	40.6	33.3	40.0	54.0	58.6	45.8	61.6	68.1	53.7	56.7	29.7	28.6	25.2	31.4
Somewhat	20.9	20.5	26.2	22.7	16.3	22.3	24.8	12.8	8.4	23.6	23.7	22.1	32.0	25.0	25.7	28.2	15.7	13.6	12.2	14.8
Strongly	26.2	45.9	39.4	26.0	21.4	19.2	15.8	20.6	31.7	30.3	34.9	23.6	29.6	43.1	28.0	28.5	14.0	15.0	13.0	16.6
DON'T KNOW	9.8	2.5	8.5	8.5	14.7	11.1	11.9	2.0	6.0	10.3	7.4	14.3	13.6	5.1	10.0	23.1	9.8	8.3	10.3	6.7
Net Diff.	-4.0	-35.5	-39.8	-6.0	9.9	6.0	6.9	31.3	14.0	-18.3	-24.5	-5.8	-36.8	-41.3	-17.5	-36.5	30.8	34.4	39.3	30.4
Mean	2.40	1.92	1.92	2.43	2.50	2.58	2.67	2.80	2.59	2.20	2.13	2.33	2.08	1.92	2.14	2.01	2.86	2.92	2.98	2.87



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

53. DO YOU SUPPORT OR OPPOSE THE \$95 BILLION FOREIGN AID BILL RECENTLY PASSED BY THE U.S. SENATE THAT PROVIDES MILITARY AND HUMANITARIAN AID TO UKRAINE, ISRAEL, AND TAIWAN?

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	1000	175	225	384	216	863	709	155	137	92	44
SUPPORT	43.1	46.6	45.4	40.8	41.8	46.4	48.5	37.1	21.8	23.4	18.6
Strongly	18.9	23.0	22.1	16.5	16.7	21.1	23.9	8.2	5.3	4.6	6.8
Somewhat	24.1	23.5	23.3	24.4	25.1	25.3	24.6	28.9	16.5	18.8	11.7
OPPOSE	47.1	43.5	43.6	49.3	49.7	45.6	44.5	50.7	56.8	59.1	52.1
Somewhat	20.9	17.9	21.0	22.0	21.4	19.3	17.4	28.2	31.2	28.8	36.2
Strongly	26.2	25.6	22.6	27.4	28.3	26.3	27.1	22.4	25.6	30.3	15.9
DON'T KNOW	9.8	9.9	11.0	9.8	8.4	8.0	7.0	12.2	21.4	17.5	29.4
Net Diff.	-4.0	3.0	1.8	-8.5	-7.9	0.9	4.0	-13.6	-35.0	-35.7	-33.5
Mean	2.40	2.49	2.50	2.33	2.33	2.45	2.49	2.26	2.02	1.97	2.13



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	REF JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
SUPPORT	43.1	33.2	60.4		29.1	62.5	24.5	27.4	69.3	32.4	32.9	30.8	48.3	50.6	53.0	44.7	34.4
Strongly	18.9	11.2	32.8		6.8	34.3	9.0	6.8	40.6	5.9	4.7	11.5	22.6	26.9	23.2	18.9	12.9
Somewhat	24.1	22.0	27.7		22.4	28.2	15.5	20.6	28.7	26.5	28.2	19.3	25.8	23.7	29.9	25.8	21.4
OPPOSE	47.1	61.6	29.8		63.0	28.1	56.2	65.4	22.9	56.7	54.2	47.2	42.6	42.3	39.6	43.9	54.6
Somewhat	20.9	24.2	13.0		24.3	15.0	30.0	25.0	12.7	27.7	27.3	23.5	19.2	20.4	18.5	18.5	23.8
Strongly	26.2	37.5	16.8		38.6	13.1	26.3	40.5	10.2	29.0	26.9	23.7	23.4	21.9	21.1	25.4	30.8
DON'T KNOW	9.8	5.2	9.7		7.9	9.4	19.3	7.2	7.8	10.9	12.9	22.1	9.1	7.0	7.3	11.4	11.0
Net Diff.	-4.0	-28.4	30.6		-33.9	34.5	-31.7	-38.0	46.5	-24.3	-21.3	-16.4	5.8	8.3	13.4	0.8	-20.3
Mean	2.40	2.07	2.85		1.97	2.92	2.09	1.93	3.08	2.10	2.12	2.24	2.52	2.60	2.59	2.43	2.18



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53. DO YOU SUPPORT OR OPPOSE THE \$95 BILLION FOREIGN AID BILL RECENTLY PASSED BY THE U.S. SENATE THAT PROVIDES MILITARY AND HUMANITARIAN AID TO UKRAINE, ISRAEL, AND TAIWAN?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	247	751	447	434	120	274	414	148	266	586
SUPPORT	43.1	71.8	33.8	30.8	62.1	20.2	29.8	67.2	82.0	59.0	26.0
Strongly	18.9	37.2	13.0	6.9	34.1	9.0	10.8	35.2	60.3	21.2	7.4
Somewhat	24.1	34.5	20.8	23.8	28.0	11.2	19.0	32.0	21.7	37.8	18.6
OPPOSE	47.1	22.2	55.3	62.1	29.0	56.7	53.9	24.3	15.3	29.4	63.2
Somewhat	20.9	13.9	23.2	25.3	14.4	28.2	25.8	13.2	6.5	17.0	26.4
Strongly	26.2	8.3	32.1	36.8	14.6	28.5	28.0	11.1	8.8	12.4	36.8
DON'T KNOW	9.8	6.0	10.9	7.2	8.9	23.1	16.3	8.4	2.7	11.6	10.8
Net Diff.	-4.0	49.5	-21.5	-31.3	33.0	-36.5	-24.1	42.9	66.8	29.6	-37.2
Mean	2.40	3.07	2.16	2.01	2.89	2.01	2.15	3.00	3.37	2.77	1.96



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BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108			
SUPPORT	43.1	31.1	58.5	33.4	54.3	40.6	37.8	70.5	43.7	28.2	47.2	35.9			
Strongly	18.9	8.9	31.6	8.9	27.9	20.0	11.3	44.9	22.6	6.2	20.5	16.1			
Somewhat	24.1	22.2	26.9	24.5	26.4	20.6	26.5	25.6	21.1	22.1	26.7	19.8			
OPPOSE	47.1	62.3	32.2	59.4	34.7	47.7	59.3	23.6	48.2	59.5	39.5	47.0			
Somewhat	20.9	23.0	15.8	25.2	16.9	20.7	25.1	10.9	21.1	25.3	19.5	20.2			
Strongly	26.2	39.4	16.4	34.2	17.8	27.0	34.2	12.7	27.1	34.2	20.0	26.8			
DON'T KNOW	9.8	6.6	9.3	7.1	11.0	11.7	2.8	5.8	8.2	12.2	13.2	17.1			
Net Diff.	-4.0	-31.3	26.3	-26.0	19.6	-7.1	-21.5	46.9	-4.5	-31.3	7.7	-11.1			
Mean	2.40	2.01	2.81	2.09	2.72	2.38	2.15	3.09	2.43	2.00	2.55	2.30			



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BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
SUPPORT	43.1	60.1	60.5	59.8	39.2	36.6	27.6	33.3	54.2	37.3	30.9	61.7	41.9	56.8	55.8	37.7	34.4
Strongly	18.9	30.6	38.6	25.0	19.3	8.8	9.7	9.2	14.3	12.2	7.7	30.5	23.4	30.3	36.9	19.1	7.0
Somewhat	24.1	29.5	21.9	34.8	19.9	27.8	17.8	24.2	39.9	25.1	23.2	31.3	18.5	26.5	18.9	18.6	27.5
OPPOSE	47.1	32.9	35.2	31.4	45.6	58.4	63.3	60.2	41.1	53.0	62.5	31.9	39.3	34.6	34.3	47.5	60.4
Somewhat	20.9	14.5	12.9	15.7	22.8	26.9	19.4	24.2	15.4	24.8	26.0	14.8	19.9	19.0	13.1	24.3	18.2
Strongly	26.2	18.4	22.2	15.7	22.8	31.5	43.8	36.0	25.6	28.3	36.5	17.0	19.4	15.6	21.2	23.2	42.2
DON'T KNOW	9.8	7.0	4.3	8.8	15.2	5.0	9.2	6.5	4.7	9.6	6.6	6.4	18.8	8.6	9.9	14.8	5.2
Net Diff.	-4.0	27.2	25.4	28.4	-6.5	-21.8	-35.7	-26.8	13.2	-15.7	-31.6	29.9	2.6	22.2	21.6	-9.9	-26.0
Mean	2.40	2.78	2.80	2.76	2.42	2.15	1.93	2.07	2.45	2.23	2.02	2.80	2.57	2.78	2.79	2.39	1.99



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
SUPPORT	43.1	56.8	33.2	31.2	43.7	55.4	73.1	53.1	42.5	46.4	35.9	32.4	41.0	43.5	39.3	43.6
Strongly	18.9	29.8	14.2	8.4	18.3	26.9	43.9	24.8	18.7	20.4	15.8	10.6	19.1	13.5	17.1	20.8
Somewhat	24.1	26.9	19.0	22.9	25.4	28.4	29.2	28.3	23.7	25.9	20.1	21.8	21.9	30.0	22.3	22.8
OPPOSE	47.1	33.0	52.9	61.0	45.3	41.4	19.8	44.1	47.3	45.3	50.5	53.3	48.6	41.9	55.4	43.9
Somewhat	20.9	16.0	25.5	24.9	22.7	21.9	12.7	23.0	21.3	21.8	20.6	16.5	22.8	17.8	25.2	18.4
Strongly	26.2	17.0	27.4	36.2	22.6	19.6	7.1	21.1	25.9	23.6	29.9	36.8	25.8	24.1	30.2	25.6
DON'T KNOW	9.8	10.3	13.9	7.7	11.0	3.2	7.1	2.7	10.3	8.3	13.6	14.3	10.4	14.6	5.2	12.5
Net Diff.	-4.0	23.8	-19.7	-29.8	-1.6	13.9	53.3	9.0	-4.8	1.1	-14.6	-20.9	-7.6	1.6	-16.1	-0.3
Mean	2.40	2.78	2.23	2.04	2.44	2.65	3.18	2.58	2.39	2.47	2.25	2.07	2.38	2.39	2.28	2.44



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53. DO YOU SUPPORT OR OPPOSE THE \$95 BILLION FOREIGN AID BILL RECENTLY PASSED BY THE U.S. SENATE THAT PROVIDES MILITARY AND HUMANITARIAN AID TO UKRAINE, ISRAEL, AND TAIWAN?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
SUPPORT	43.1	39.2	50.4	45.6	61.1	41.6	57.5	37.3	42.8	43.4	42.5	43.8	37.3	58.0	46.6	40.4	50.9	36.8	44.4	32.0
Strongly	18.9	15.6	25.1	21.4	33.5	17.0	33.3	14.6	16.4	19.8	17.0	18.2	17.0	18.0	22.3	17.6	24.2	12.4	24.3	11.4
Somewhat	24.1	23.6	25.2	24.1	27.7	24.6	24.2	22.7	26.3	23.5	25.4	25.6	20.4	40.0	24.3	22.8	26.8	24.4	20.1	20.6
OPPOSE	47.1	49.4	42.8	47.0	33.4	51.3	40.0	48.0	45.8	47.4	46.5	45.8	47.8	42.0	49.2	45.7	42.9	48.7	43.9	50.7
Somewhat	20.9	21.5	19.8	21.4	16.3	20.7	19.8	22.2	19.8	21.7	19.2	21.7	18.6	14.3	20.3	23.0	22.0	21.4	21.9	16.2
Strongly	26.2	27.9	23.0	25.6	17.1	30.6	20.2	25.7	25.9	25.7	27.3	24.1	29.1	27.7	28.9	22.7	20.9	27.3	22.1	34.5
DON'T KNOW	9.8	11.4	6.9	7.5	5.5	7.2	2.6	14.8	11.4	9.2	11.0	10.4	14.9	0.0	4.1	13.9	6.2	14.5	11.7	17.3
Net Diff.	-4.0	-10.2	7.6	-1.4	27.8	-9.7	17.5	-10.7	-3.0	-4.0	-4.1	-2.1	-10.4	16.0	-2.6	-5.3	8.0	-11.9	0.5	-18.6
Mean	2.40	2.30	2.56	2.45	2.82	2.30	2.72	2.31	2.38	2.41	2.36	2.42	2.30	2.48	2.42	2.41	2.58	2.26	2.53	2.11



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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
SUPPORT	43.1	30.2	30.9	37.8	39.9	47.6	54.7	34.1	48.7	35.8	51.8	47.7	39.0
Strongly	18.9	7.2	11.4	11.2	17.2	26.0	27.3	10.5	24.3	12.4	26.7	23.2	15.2
Somewhat	24.1	23.0	19.5	26.6	22.7	21.6	27.5	23.6	24.5	23.4	25.1	24.4	23.9
OPPOSE	47.1	54.0	50.6	50.9	51.2	44.0	40.7	51.4	44.4	51.4	42.0	46.9	47.3
Somewhat	20.9	32.9	21.8	18.9	21.9	18.5	19.6	22.7	19.8	22.4	19.1	20.3	21.5
Strongly	26.2	21.1	28.8	32.0	29.3	25.5	21.1	28.8	24.6	28.9	22.9	26.6	25.8
DON'T KNOW	9.8	15.7	18.5	11.3	8.9	8.4	4.6	14.5	6.9	12.8	6.2	5.4	13.7
Net Diff.	-4.0	-23.8	-19.7	-13.1	-11.2	3.6	14.1	-17.4	4.3	-15.6	9.8	0.7	-8.2
Mean	2.40	2.19	2.16	2.19	2.31	2.52	2.64	2.18	2.52	2.22	2.59	2.47	2.33



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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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
SUPPORT	43.1	28.3	37.1	40.4	54.1	37.4	41.8	45.2	55.3	24.4	32.9	35.6	52.8	47.3	43.4	36.5
Strongly	18.9	7.6	12.2	19.8	26.8	10.9	16.4	23.3	30.0	6.1	8.6	16.2	23.5	22.4	18.8	14.6
Somewhat	24.1	20.7	24.8	20.6	27.3	26.5	25.4	21.9	25.3	18.3	24.3	19.4	29.3	24.9	24.6	21.9
OPPOSE	47.1	54.0	50.1	50.2	40.6	52.4	52.2	49.8	40.4	54.7	48.1	50.6	40.7	42.3	47.3	53.1
Somewhat	20.9	30.5	19.0	20.7	19.4	35.4	20.6	16.5	20.0	28.4	17.6	25.0	18.7	19.6	21.5	21.3
Strongly	26.2	23.5	31.0	29.5	21.2	16.9	31.6	33.3	20.4	26.3	30.6	25.7	22.0	22.7	25.9	31.8
DON'T KNOW	9.8	17.7	12.9	9.4	5.4	10.2	6.0	5.0	4.4	20.8	19.0	13.8	6.4	10.4	9.3	10.4
Net Diff.	-4.0	-25.8	-13.0	-9.8	13.5	-14.9	-10.5	-4.6	14.9	-30.3	-15.2	-15.1	12.1	5.0	-3.9	-16.5
Mean	2.40	2.15	2.21	2.34	2.63	2.35	2.28	2.37	2.68	2.05	2.14	2.30	2.58	2.53	2.40	2.22



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54. WHICH OF THE BELOW BEST DESCRIBES YOUR POSITION ON THE \$95 BILLION FOREIGN AID BILL TO HELP UKRAINE, ISRAEL, AND TAIWAN?1.
OPPOSE THE BILL NO MATTER WHAT.2. WOULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT
ADDS TO THE DEBT AND DEFICIT.

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
OPPOSE THE BILL	26.8	41.4	36.7	26.6	21.2	19.7	24.0	26.9	31.7	30.1	33.2	23.8	39.7	41.5	25.7	31.6	16.1	17.9	13.1	21.8
WOULD SUPPORT/NO DEBT	37.9	45.5	47.7	43.9	41.0	33.3	28.2	12.0	20.1	43.6	45.7	42.5	31.3	42.8	47.6	39.7	42.9	22.7	25.9	20.0
SUPPORT/EVEN IF DEBT	22.7	7.9	8.3	20.4	21.2	27.7	30.6	52.9	45.2	14.0	13.4	15.4	10.5	7.6	13.6	8.4	28.6	46.1	44.2	47.7
DON'T KNOW	12.6	5.2	7.3	9.1	16.6	19.2	17.2	8.2	2.9	12.3	7.7	18.3	18.5	8.0	13.1	20.3	12.4	13.3	16.8	10.5



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OPPOSE THE BILL NO MATTER WHAT.2. WOULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT
ADDS TO THE DEBT AND DEFICIT.

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	1000	175	225	384	216	863	709	155	137	92	44
OPPOSE THE BILL	26.8	24.5	25.1	28.2	28.0	26.4	26.6	25.6	29.4	33.8	20.4
WOULD SUPPORT/NO DEBT	37.9	33.6	35.9	40.6	38.8	37.7	36.2	44.5	39.6	34.3	50.6
SUPPORT/EVEN IF DEBT	22.7	29.5	25.0	18.7	21.7	25.0	27.8	12.0	7.9	8.6	6.6
DON'T KNOW	12.6	12.5	14.0	12.5	11.5	10.9	9.4	18.0	23.1	23.4	22.4



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OPPOSE THE BILL NO MATTER WHAT.2. WOULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT
ADDS TO THE DEBT AND DEFICIT.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
OPPOSE THE BILL	26.8	35.4	17.7		37.4	14.9	30.1	38.4	13.2	29.0	25.0	26.7	24.4	21.0	20.4	28.6	30.9
WOULD SUPPORT/NO DEBT	37.9	43.8	32.0		42.5	31.1	45.6	42.3	27.4	51.3	57.3	37.5	36.3	36.5	38.7	35.3	40.5
SUPPORT/EVEN IF DEBT	22.7	12.4	39.4		9.9	40.0	7.1	9.6	46.3	9.8	8.3	12.3	26.5	31.0	31.3	21.0	16.3
DON'T KNOW	12.6	8.4	11.0		10.2	14.0	17.2	9.7	13.1	9.9	9.4	23.5	12.8	11.4	9.5	15.2	12.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

54. WHICH OF THE BELOW BEST DESCRIBES YOUR POSITION ON THE \$95 BILLION FOREIGN AID BILL TO HELP UKRAINE, ISRAEL, AND TAIWAN?1.
OPPOSE THE BILL NO MATTER WHAT.2. WOULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT
ADDS TO THE DEBT AND DEFICIT.

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586	
OPPOSE THE BILL	26.8	12.3	31.6	34.9	17.2	31.6	29.5	13.8	10.1	15.8	36.0	
WOULD SUPPORT/NO DEBT	37.9	33.1	39.5	44.8	30.3	39.7	42.8	30.4	23.9	34.0	43.2	
SUPPORT/EVEN IF DEBT	22.7	43.0	16.0	10.1	39.5	8.4	11.5	42.7	60.2	32.9	8.5	
DON'T KNOW	12.6	11.6	12.8	10.2	13.0	20.3	16.2	13.1	5.8	17.2	12.2	



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OPPOSE THE BILL NO MATTER WHAT.2. WOULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT
ADDS TO THE DEBT AND DEFICIT.

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108			
OPPOSE THE BILL	26.8	37.2	18.5	33.1	19.3	28.9	32.7	15.3	28.5	33.5	21.0	29.4			
WOULD SUPPORT/NO DEBT	37.9	41.2	32.8	44.9	32.9	35.5	44.8	32.6	36.3	44.9	33.1	34.2			
SUPPORT/EVEN IF DEBT	22.7	11.9	36.3	11.9	32.6	23.4	16.9	44.7	27.7	6.0	27.3	16.8			
DON'T KNOW	12.6	9.7	12.5	10.2	15.2	12.3	5.6	7.4	7.4	15.6	18.6	19.6			



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OPPOSE THE BILL NO MATTER WHAT.2. WOULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT
ADDS TO THE DEBT AND DEFICIT.

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
OPPOSE THE BILL	26.8	21.0	25.8	17.7	25.0	29.4	40.5	33.4	30.1	32.2	33.5	19.6	18.7	19.7	23.3	27.1	38.7
WOULD SUPPORT/NO DEBT	37.9	30.5	23.5	35.4	36.5	48.5	39.9	45.3	40.4	40.6	46.4	30.7	34.2	45.0	26.2	36.6	40.8
SUPPORT/EVEN IF DEBT	22.7	38.1	44.9	33.4	21.7	12.0	9.7	11.1	29.6	14.7	9.9	39.2	24.5	19.0	36.6	22.5	13.5
DON'T KNOW	12.6	10.4	5.8	13.6	16.8	10.2	10.0	10.1	0.0	12.6	10.2	10.5	22.7	16.2	13.8	13.8	7.0



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OPPOSE THE BILL NO MATTER WHAT.2. WOULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT
ADDS TO THE DEBT AND DEFICIT.

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
OPPOSE THE BILL	26.8	19.0	26.8	35.7	22.5	24.9	13.5	26.4	25.7	23.2	30.0	38.3	24.7	27.6	32.1	25.3
WOULD SUPPORT/NO DEBT	37.9	31.9	43.9	42.5	42.5	35.7	55.8	33.2	39.4	41.5	36.0	28.3	43.2	40.4	37.7	32.3
SUPPORT/EVEN IF DEBT	22.7	34.8	17.8	10.7	22.4	35.1	30.7	35.6	21.1	23.8	16.6	19.4	17.3	17.3	21.8	27.5
DON'T KNOW	12.6	14.2	11.5	11.2	12.5	4.3	0.0	4.8	13.7	11.6	17.4	13.9	14.9	14.7	8.3	14.9



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
OPPOSE THE BILL	26.8	27.6	25.3	27.8	19.7	28.8	24.2	26.6	26.5	25.8	29.0	24.8	31.9	27.6	28.2	23.6	20.8	28.7	27.1	35.5
WOULD SUPPORT/NO DEBT	37.9	38.5	36.9	39.3	31.6	40.3	36.9	37.0	36.9	38.0	37.8	41.2	34.0	39.8	39.3	36.7	41.4	41.0	33.9	34.2
SUPPORT/EVEN IF DEBT	22.7	19.9	27.8	23.7	37.0	22.7	34.8	17.7	20.4	24.6	18.4	21.6	14.1	25.5	27.7	21.9	31.6	12.0	21.0	9.0
DON'T KNOW	12.6	14.0	9.9	9.2	11.7	8.2	4.2	18.7	16.1	11.6	14.8	12.3	19.9	7.1	4.8	17.7	6.2	18.3	18.0	21.4



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ADDS TO THE DEBT AND DEFICIT.

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	1000	79	122	184	160	184	270	386	614	545	455	470	530
OPPOSE THE BILL	26.8	28.2	35.2	31.2	30.3	26.1	18.2	31.8	23.7	31.4	21.4	27.1	26.6
WOULD SUPPORT/NO DEBT	37.9	33.7	32.6	36.9	37.2	37.0	43.3	34.8	39.8	35.5	40.8	39.0	37.0
SUPPORT/EVEN IF DEBT	22.7	15.5	14.9	17.2	18.5	26.9	31.6	16.1	26.8	16.8	29.7	27.3	18.5
DON'T KNOW	12.6	22.6	17.3	14.8	14.0	10.0	6.9	17.2	9.7	16.3	8.2	6.7	17.9



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ADDS TO THE DEBT AND DEFICIT.

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
OPPOSE THE BILL	26.8	28.2	33.8	29.4	19.6	27.6	35.5	30.2	19.2	28.5	32.3	28.5	20.0	27.8	24.5	31.6
WOULD SUPPORT/NO DEBT	37.9	35.8	34.1	38.5	40.9	40.7	38.5	36.0	41.1	33.7	30.2	41.1	40.7	32.7	41.0	36.7
SUPPORT/EVEN IF DEBT	22.7	14.0	17.8	18.1	32.2	21.3	21.0	22.6	36.0	11.0	14.9	13.4	28.4	26.6	22.6	17.4
DON'T KNOW	12.6	22.0	14.4	14.1	7.3	10.3	5.1	11.2	3.8	26.8	22.5	17.0	10.9	12.9	11.8	14.3



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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	0-5
Total	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
REPUBLICAN CANDIDATE	42.9	78.2	73.1	51.2	35.2	29.4	19.0	17.7	17.1	55.9	64.6	43.7	51.1	86.6	64.4	33.8	13.7	7.6	7.2	7.9
DEMOCRATIC CANDIDATE	35.6	8.3	11.7	26.8	42.0	46.5	50.1	69.4	56.8	21.1	17.6	28.5	8.0	3.8	11.4	12.1	66.1	74.9	79.1	71.4
DON'T KNOW	21.5	13.5	15.2	22.0	22.8	24.1	30.9	12.9	26.1	23.0	17.8	27.8	40.8	9.6	24.2	54.1	20.3	17.5	13.6	20.7
Net Diff.	7.3	69.9	61.4	24.3	-6.8	-17.1	-31.2	-51.6	-39.7	34.9	47.0	15.2	43.1	82.8	53.0	21.7	-52.4	-67.2	-71.9	-63.5



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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	1000	175	225	384	216	863	709	155	137	92	44
REPUBLICAN CANDIDATE	42.9	39.9	40.0	46.6	41.7	44.0	45.1	39.0	35.9	41.0	25.4
DEMOCRATIC CANDIDATE	35.6	42.2	44.2	28.1	34.7	37.4	39.1	29.4	24.2	26.1	20.3
DON'T KNOW	21.5	17.9	15.8	25.4	23.7	18.6	15.8	31.6	39.8	32.9	54.3
Net Diff.	7.3	-2.3	-4.2	18.5	7.0	6.6	5.9	9.6	11.7	14.8	5.1



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	EARLY VOTER	Mail	Drop-off	In Person	ELEC. DAY
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
REPUBLICAN CANDIDATE	42.9	74.5	13.2	77.2	9.0	33.8	82.0	6.5	39.2	40.9	29.2	38.6	33.8	31.4	45.2	50.0
DEMOCRATIC CANDIDATE	35.6	10.8	67.8	7.5	71.2	11.9	5.3	79.1	24.3	23.6	20.8	40.7	47.7	46.1	33.0	27.2
DON'T KNOW	21.5	14.6	19.0	15.3	19.7	54.3	12.7	14.4	36.5	35.5	50.0	20.7	18.5	22.5	21.9	22.9
Net Diff.	7.3	63.7	-54.6	69.8	-62.2	21.9	76.8	-72.5	14.9	17.2	8.5	-2.1	-13.9	-14.7	12.2	22.8



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BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
REPUBLICAN CANDIDATE	42.9	15.2	52.1	77.3	9.9	33.8	38.3	11.4	10.5	12.0	65.1
DEMOCRATIC CANDIDATE	35.6	71.1	23.9	7.0	71.5	12.1	22.3	69.6	82.4	62.4	11.6
DON'T KNOW	21.5	13.7	24.0	15.7	18.6	54.1	39.4	19.0	7.2	25.6	23.3
Net Diff.	7.3	-55.9	28.1	70.3	-61.7	21.7	16.0	-58.1	-71.9	-50.4	53.5



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BANNER 5

	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
Total	1000	409	447	360	370	270	195	112	162	165	258	108			
REPUBLICAN CANDIDATE	42.9	77.1	14.1	75.7	17.1	34.4	75.4	14.9	35.2	76.0	18.1	33.2			
DEMOCRATIC CANDIDATE	35.6	7.4	65.2	9.6	63.3	32.3	11.2	74.9	34.6	7.7	58.3	28.7			
DON'T KNOW	21.5	15.5	20.7	14.7	19.6	33.3	13.4	10.2	30.1	16.3	23.6	38.1			
Net Diff.	7.3	69.7	-51.1	66.1	-46.2	2.1	64.2	-60.0	0.6	68.3	-40.2	4.5			



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BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
REPUBLICAN CANDIDATE	42.9	16.5	19.3	14.6	34.0	67.2	84.2	73.4	64.6	61.6	80.3	13.1	23.1	19.2	12.6	30.3	65.1
DEMOCRATIC CANDIDATE	35.6	64.3	66.5	62.8	36.0	14.7	6.9	11.9	30.9	12.5	7.2	70.3	52.5	61.3	52.7	33.0	11.9
DON'T KNOW	21.5	19.2	14.3	22.6	30.0	18.1	8.9	14.7	4.5	25.8	12.5	16.6	24.3	19.5	34.8	36.7	23.0
Net Diff.	7.3	-47.8	-47.2	-48.3	-2.0	52.5	77.3	61.5	33.8	49.1	73.1	-57.2	-29.4	-42.2	-40.1	-2.6	53.2



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BANNER 7

	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
REPUBLICAN CANDIDATE	42.9	15.2	39.6	75.5	40.5	42.8	34.0	43.9	42.6	43.5	41.1	45.3	46.7	55.5	50.6	31.0
DEMOCRATIC CANDIDATE	35.6	63.7	23.5	8.3	33.1	42.2	44.2	41.9	36.4	38.8	32.3	20.5	33.8	28.5	31.7	40.4
DON'T KNOW	21.5	21.2	37.0	16.2	26.4	15.1	21.7	14.2	21.0	17.7	26.6	34.2	19.5	16.0	17.7	28.6
Net Diff.	7.3	-48.5	16.1	67.1	7.3	0.6	-10.2	2.0	6.2	4.6	8.8	24.8	12.9	27.0	19.0	-9.4



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

55. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO SUPPORT?1. A REPUBLICAN WHO OPPOSES THE \$95 BILLION FOREIGN AID BILL TO HELP UKRAINE, ISRAEL, AND TAIWAN.2. A DEMOCRATIC WHO SUPPORTS THE \$95 BILLION FOREIGN AID BILL TO HELP UKRAINE, ISRAEL, AND TAIWAN.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
REPUBLICAN CANDIDATE	42.9	44.8	39.3	43.6	29.7	50.6	41.3	40.0	37.3	42.7	43.1	41.6	38.3	53.7	48.9	37.2	42.2	40.9	40.3	36.7
DEMOCRATIC CANDIDATE	35.6	32.2	42.0	38.5	49.6	30.1	41.6	33.9	42.3	36.7	33.3	36.0	35.5	28.0	34.8	38.3	33.4	38.6	39.4	32.6
DON'T KNOW	21.5	23.0	18.7	17.8	20.7	19.2	17.1	26.1	20.4	20.6	23.5	22.4	26.2	18.3	16.3	24.5	24.4	20.5	20.3	30.6
Net Diff.	7.3	12.6	-2.6	5.1	-19.9	20.5	-0.3	6.1	-5.1	6.1	9.8	5.5	2.7	25.7	14.0	-1.1	8.8	2.3	0.9	4.1



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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
REPUBLICAN CANDIDATE	42.9	34.1	40.6	47.8	50.6	39.4	40.9	42.7	43.0	45.0	40.3	47.1	39.1
DEMOCRATIC CANDIDATE	35.6	32.6	29.4	28.2	30.4	44.6	41.3	29.5	39.4	29.8	42.6	34.5	36.6
DON'T KNOW	21.5	33.3	30.0	24.0	19.0	16.0	17.9	27.8	17.6	25.2	17.1	18.4	24.3
Net Diff.	7.3	1.5	11.2	19.6	20.2	-5.1	-0.4	13.2	3.5	15.3	-2.3	12.6	2.6



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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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
REPUBLICAN CANDIDATE	42.9	36.3	45.4	48.6	39.0	38.4	54.7	45.7	44.7	35.5	37.3	51.7	33.2	39.4	41.1	52.4
DEMOCRATIC CANDIDATE	35.6	29.8	29.9	33.0	43.4	31.2	30.3	32.3	39.5	29.1	29.6	33.7	47.4	39.3	37.1	26.5
DON'T KNOW	21.5	33.9	24.7	18.4	17.6	30.4	15.1	22.0	15.8	35.4	33.1	14.7	19.4	21.3	21.8	21.1
Net Diff.	7.3	6.6	15.5	15.7	-4.4	7.1	24.4	13.4	5.2	6.3	7.7	18.0	-14.2	0.1	3.9	25.8



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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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
REPUBLICAN CANDIDATE	47.9	76.5	78.8	57.2	42.5	35.0	23.7	15.9	22.9	62.1	69.1	52.8	55.9	87.7	77.2	34.6	24.3	9.6	8.2	10.7
DEMOCRATIC CANDIDATE	32.2	2.9	8.9	25.8	37.7	40.7	47.3	67.3	56.9	17.0	15.1	21.7	6.3	2.6	9.0	8.9	54.9	73.2	78.3	69.2
DON'T KNOW	19.9	20.6	12.3	17.0	19.8	24.2	29.0	16.8	20.1	20.9	15.8	25.5	37.8	9.6	13.7	56.5	20.7	17.2	13.6	20.2
Net Diff.	15.7	73.5	69.9	31.4	4.8	-5.7	-23.7	-51.4	-34.0	45.1	54.0	31.1	49.7	85.1	68.2	25.8	-30.6	-63.7	-70.1	-58.5



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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	1000	175	225	384	216	863	709	155	137	92	44
REPUBLICAN CANDIDATE	47.9	42.1	42.8	52.6	49.7	48.6	50.0	42.0	43.9	49.3	32.8
DEMOCRATIC CANDIDATE	32.2	40.6	39.2	25.1	30.6	34.7	36.5	26.3	16.5	18.9	11.5
DON'T KNOW	19.9	17.3	18.0	22.3	19.7	16.8	13.5	31.7	39.6	31.8	55.7
Net Diff.	15.7	1.5	3.5	27.5	19.0	13.9	13.5	15.6	27.4	30.3	21.3



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	REF JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
REPUBLICAN CANDIDATE	47.9	78.8	16.4		80.2	14.9	44.5	83.7	10.3	53.3	56.2	37.3	45.0	42.7	43.4	47.4	52.8
DEMOCRATIC CANDIDATE	32.2	8.5	65.3		5.8	66.3	7.7	4.3	74.9	19.6	22.5	13.8	36.4	42.5	35.3	31.9	25.3
DON'T KNOW	19.9	12.7	18.2		14.0	18.9	47.9	12.0	14.9	27.2	21.3	48.9	18.7	14.8	21.3	20.8	21.9
Net Diff.	15.7	70.2	-48.9		74.4	-51.4	36.8	79.4	-64.6	33.7	33.7	23.5	8.6	0.3	8.1	15.5	27.5



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BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
REPUBLICAN CANDIDATE	47.9	20.2	57.0	83.3	15.1	34.6	42.0	17.8	9.0	22.8	69.2
DEMOCRATIC CANDIDATE	32.2	68.3	20.4	5.3	66.3	8.9	18.7	65.4	85.6	54.1	8.7
DON'T KNOW	19.9	11.5	22.5	11.4	18.5	56.5	39.3	16.8	5.3	23.2	22.1
Net Diff.	15.7	-48.1	36.6	78.0	-51.2	25.8	23.3	-47.5	-76.6	-31.3	60.5



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BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108			
REPUBLICAN CANDIDATE	47.9	80.2	18.7	82.0	18.1	43.4	81.6	20.1	46.8	82.5	17.2	38.2			
DEMOCRATIC CANDIDATE	32.2	5.7	62.0	6.5	60.9	27.1	8.9	71.4	28.8	3.8	56.3	24.5			
DON'T KNOW	19.9	14.1	19.3	11.5	21.0	29.6	9.5	8.5	24.5	13.8	26.5	37.3			
Net Diff.	15.7	74.5	-43.4	75.5	-42.8	16.3	72.7	-51.3	18.0	78.7	-39.1	13.7			



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BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
REPUBLICAN CANDIDATE	47.9	18.8	17.6	19.6	41.0	76.1	83.2	78.7	64.7	71.6	86.1	14.2	22.0	30.5	20.3	42.8	65.8
DEMOCRATIC CANDIDATE	32.2	61.1	67.2	56.9	32.7	11.1	3.2	8.2	26.0	11.2	3.9	67.9	51.7	50.2	46.9	26.6	10.2
DON'T KNOW	19.9	20.1	15.2	23.6	26.3	12.8	13.6	13.1	9.3	17.2	10.1	17.9	26.3	19.3	32.8	30.5	24.0
Net Diff.	15.7	-42.3	-49.6	-37.3	8.3	65.0	80.0	70.5	38.6	60.4	82.2	-53.7	-29.8	-19.7	-26.6	16.2	55.6



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
REPUBLICAN CANDIDATE	47.9	17.8	49.3	81.5	49.2	54.1	40.5	55.8	47.4	47.9	46.6	44.2	51.7	57.7	59.7	32.8
DEMOCRATIC CANDIDATE	32.2	60.1	20.4	5.0	28.2	34.9	44.2	33.7	33.1	35.6	28.8	21.6	29.8	21.8	27.2	40.8
DON'T KNOW	19.9	22.1	30.3	13.5	22.6	11.0	15.3	10.5	19.5	16.5	24.6	34.2	18.4	20.5	13.0	26.4
Net Diff.	15.7	-42.3	28.9	76.5	20.9	19.2	-3.7	22.0	14.3	12.3	17.7	22.6	21.9	35.9	32.5	-8.1



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
REPUBLICAN CANDIDATE	47.9	49.2	45.6	49.1	37.6	57.4	50.7	42.5	40.1	49.5	44.5	42.9	40.1	53.5	56.8	42.9	56.1	30.1	38.5	41.3
DEMOCRATIC CANDIDATE	32.2	28.8	38.5	34.5	47.6	26.1	38.2	31.0	38.9	32.4	31.8	33.8	35.4	28.0	30.0	34.5	29.2	38.3	41.5	30.8
DON'T KNOW	19.9	22.0	15.9	16.4	14.7	16.5	11.1	26.4	21.0	18.1	23.7	23.3	24.5	18.4	13.1	22.6	14.7	31.6	20.1	27.9
Net Diff.	15.7	20.3	7.1	14.7	-10.0	31.4	12.5	11.5	1.2	17.2	12.6	9.1	4.7	25.5	26.8	8.4	27.0	-8.2	-3.0	10.5



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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
Total	1000	79	122	184	160	184	270	386	614	545	455	470	530
REPUBLICAN CANDIDATE	47.9	44.0	43.1	49.2	51.7	46.5	49.1	46.2	49.0	47.8	48.1	54.9	41.8
DEMOCRATIC CANDIDATE	32.2	27.9	32.0	25.3	29.5	37.0	36.6	28.0	34.9	28.4	36.7	30.7	33.5
DON'T KNOW	19.9	28.2	24.9	25.5	18.8	16.5	14.3	25.9	16.1	23.8	15.2	14.4	24.7
Net Diff.	15.7	16.1	11.1	23.9	22.1	9.5	12.6	18.2	14.1	19.4	11.3	24.2	8.2



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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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
REPUBLICAN CANDIDATE	47.9	41.3	48.7	52.7	46.1	59.7	57.1	53.5	53.5	33.5	41.3	51.9	38.6	44.9	46.0	57.1
DEMOCRATIC CANDIDATE	32.2	27.3	28.7	29.6	38.1	20.6	30.1	28.5	34.6	30.2	27.5	30.7	41.7	34.6	34.1	23.8
DON'T KNOW	19.9	31.4	22.6	17.7	15.8	19.7	12.8	18.0	12.0	36.3	31.2	17.4	19.7	20.5	19.9	19.1
Net Diff.	15.7	13.9	20.0	23.1	8.0	39.1	27.0	25.0	18.9	3.4	13.8	21.2	-3.1	10.2	11.9	33.4



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57. DO YOU SUPPORT OR OPPOSE THE \$95 BILLION SECURITY BILL RECENTLY PASSED BY THE U.S. SENATE TO HELP DEFEAT PUTIN IN UKRAINE, DESTROY HAMAS TERRORISTS IN GAZA, AND DETER CHINA FROM INVADING TAIWAN?

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
SUPPORT	47.9	27.5	40.3	46.6	51.3	52.5	59.4	65.3	43.4	41.8	40.9	42.4	49.1	34.2	38.0	37.9	61.5	65.4	69.1	62.1
Strongly	22.3	5.9	15.2	20.3	23.6	29.8	27.2	42.6	28.8	16.1	15.9	16.2	18.5	11.4	9.9	20.9	27.5	40.0	44.6	35.9
Somewhat	25.6	21.7	25.1	26.3	27.7	22.7	32.1	22.7	14.5	25.7	25.0	26.2	30.6	22.8	28.1	17.1	34.1	25.4	24.5	26.2
OPPOSE	40.5	67.4	48.3	45.1	39.1	29.1	23.9	22.7	37.7	47.0	50.3	43.0	31.3	58.4	54.8	37.8	25.6	21.8	19.9	23.5
Somewhat	17.5	18.3	19.3	21.9	16.8	14.5	12.7	13.9	14.1	19.1	20.3	18.3	9.2	21.1	26.6	11.2	13.4	12.9	11.2	14.4
Strongly	23.0	49.2	29.1	23.2	22.3	14.5	11.1	8.8	23.6	27.9	30.0	24.6	22.1	37.3	28.2	26.6	12.2	8.9	8.7	9.1
DON'T KNOW	11.6	5.0	11.4	8.3	9.6	18.4	16.8	12.0	19.0	11.2	8.8	14.6	19.6	7.4	7.2	24.2	12.9	12.8	11.0	14.4
Net Diff.	7.5	-39.9	-8.1	1.5	12.2	23.4	35.5	42.6	5.7	-5.3	-9.4	-0.6	17.8	-24.3	-16.8	0.1	35.9	43.6	49.2	38.6
Mean	2.54	1.83	2.30	2.48	2.58	2.83	2.91	3.13	2.60	2.34	2.29	2.40	2.57	2.09	2.21	2.42	2.88	3.11	3.18	3.04



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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	1000	175	225	384	216	861	715	146	139	75	64
SUPPORT	47.9	46.6	47.4	47.5	50.4	51.0	52.6	43.2	28.8	26.7	31.2
Strongly	22.3	20.9	23.4	21.3	24.3	24.5	26.9	12.5	9.2	5.0	14.1
Somewhat	25.6	25.7	24.0	26.2	26.1	26.6	25.7	30.7	19.6	21.7	17.1
OPPOSE	40.5	41.8	39.9	41.2	38.5	40.1	39.9	41.1	42.8	47.4	37.4
Somewhat	17.5	17.2	20.6	16.2	16.9	17.6	16.5	23.2	16.8	24.4	7.7
Strongly	23.0	24.7	19.3	25.1	21.6	22.5	23.4	18.0	26.1	23.0	29.7
DON'T KNOW	11.6	11.6	12.7	11.3	11.1	8.9	7.5	15.7	28.4	25.9	31.3
Net Diff.	7.5	4.8	7.5	6.2	11.9	10.9	12.8	2.0	-14.1	-20.7	-6.2
Mean	2.54	2.48	2.59	2.49	2.60	2.58	2.61	2.45	2.17	2.12	2.23



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
SUPPORT	47.9	35.9	65.9		32.9	67.1	32.4	31.8	71.4	44.0	48.2	36.5	53.5	62.2	49.7	48.7	38.1
Strongly	22.3	13.1	37.2		9.8	37.3	13.8	10.9	40.7	15.7	16.0	14.0	24.9	33.6	22.7	19.2	18.0
Somewhat	25.6	22.9	28.7		23.1	29.7	18.6	20.8	30.7	28.3	32.2	22.5	28.7	28.6	26.9	29.5	20.1
OPPOSE	40.5	56.1	23.1		59.1	22.0	35.4	60.2	17.6	46.0	41.8	32.4	35.7	29.6	39.1	39.0	48.7
Somewhat	17.5	22.9	12.6		22.6	13.2	12.9	22.3	11.0	19.5	18.9	17.8	17.6	15.1	17.2	19.5	17.4
Strongly	23.0	33.2	10.6		36.6	8.8	22.5	37.9	6.6	26.6	22.9	14.6	18.2	14.5	21.8	19.4	31.4
DON'T KNOW	11.6	8.0	10.9		8.0	10.9	32.2	8.0	11.0	9.9	10.0	31.1	10.7	8.2	11.3	12.3	13.2
Net Diff.	7.5	-20.1	42.8		-26.2	45.1	-3.1	-28.5	53.8	-2.0	6.4	4.1	17.8	32.6	10.6	9.8	-10.6
Mean	2.54	2.17	3.04		2.07	3.07	2.35	2.05	3.19	2.37	2.46	2.52	2.67	2.89	2.57	2.55	2.28



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	268	731	459	427	113	232	406	148	258	594	
SUPPORT	47.9	73.4	38.6	35.6	63.9	37.9	41.5	70.8	81.0	64.9	32.3	
Strongly	22.3	41.0	15.5	10.8	35.1	20.9	16.2	39.8	56.0	30.4	10.4	
Somewhat	25.6	32.4	23.1	24.7	28.8	17.1	25.2	31.0	25.0	34.5	21.9	
OPPOSE	40.5	17.1	49.0	57.1	23.3	37.8	38.8	17.4	10.0	21.7	56.2	
Somewhat	17.5	12.5	19.2	23.1	13.1	11.2	14.7	11.8	6.7	14.8	21.4	
Strongly	23.0	4.5	29.8	33.9	10.2	26.6	24.0	5.6	3.3	6.9	34.8	
DON'T KNOW	11.6	9.5	12.4	7.3	12.9	24.2	19.7	11.8	9.0	13.4	11.5	
Net Diff.	7.5	56.4	-10.4	-21.5	40.6	0.1	2.7	53.3	71.0	43.2	-23.9	
Mean	2.54	3.21	2.28	2.13	3.02	2.42	2.42	3.19	3.47	3.02	2.09	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
SUPPORT	47.9	35.2	66.3	35.9	61.7	45.1	39.5	65.6	51.4	33.0	58.8	36.9			
Strongly	22.3	10.9	37.2	11.3	34.1	21.0	13.0	43.2	23.2	9.8	27.7	18.1			
Somewhat	25.6	24.3	29.0	24.7	27.6	24.1	26.5	22.5	28.2	23.1	31.2	18.9			
OPPOSE	40.5	56.4	22.8	56.4	24.2	41.6	55.9	26.7	39.8	56.8	22.3	43.9			
Somewhat	17.5	22.5	11.8	22.9	12.7	16.9	22.4	13.7	16.8	23.2	12.0	17.1			
Strongly	23.0	33.9	11.0	33.5	11.5	24.7	33.5	13.1	23.0	33.5	10.3	26.8			
DON'T KNOW	11.6	8.4	11.0	7.7	14.2	13.3	4.6	7.6	8.8	10.2	18.8	19.2			
Net Diff.	7.5	-21.2	43.5	-20.4	37.5	3.5	-16.4	38.9	11.6	-23.8	36.5	-6.9			
Mean	2.54	2.13	3.04	2.15	2.98	2.48	2.20	3.04	2.57	2.10	2.94	2.35			



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
SUPPORT	47.9	60.2	54.0	64.9	46.8	39.2	39.4	39.2	39.6	30.5	37.3	63.4	57.0	69.1	54.5	46.9	33.3
Strongly	22.3	36.1	35.5	36.5	21.1	11.8	13.6	12.5	20.3	11.6	10.3	38.7	25.2	37.4	30.4	22.5	10.1
Somewhat	25.6	24.1	18.5	28.4	25.6	27.3	25.7	26.7	19.2	18.8	26.9	24.7	31.7	31.7	24.1	24.4	23.1
OPPOSE	40.5	27.4	32.0	23.8	37.9	53.2	55.1	53.9	56.0	56.9	56.2	23.5	25.4	24.1	32.6	38.2	58.3
Somewhat	17.5	11.7	10.4	12.7	17.7	26.3	15.6	22.0	13.2	26.4	22.7	11.0	15.5	13.4	14.9	15.3	23.5
Strongly	23.0	15.7	21.7	11.1	20.3	26.9	39.5	31.9	42.7	30.6	33.6	12.5	9.9	10.7	17.6	22.9	34.8
DON'T KNOW	11.6	12.4	13.9	11.2	15.3	7.7	5.5	6.8	4.5	12.6	6.5	13.2	17.6	6.8	13.0	14.9	8.4
Net Diff.	7.5	32.8	22.0	41.1	8.8	-14.0	-15.8	-14.7	-16.4	-26.5	-18.9	39.9	31.6	45.0	21.9	8.7	-25.1
Mean	2.54	2.92	2.79	3.02	2.56	2.26	2.14	2.21	2.18	2.13	2.15	3.03	2.88	3.03	2.77	2.55	2.09



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
SUPPORT	47.9	61.5	42.3	34.7	46.7	60.2	72.2	58.7	48.6	52.2	43.0	29.0	47.3	48.4	48.7	47.7
Strongly	22.3	33.9	21.4	9.7	20.7	31.2	42.1	29.9	22.3	22.8	21.5	12.4	20.6	17.9	22.6	24.0
Somewhat	25.6	27.6	20.8	24.9	26.1	28.9	30.1	28.8	26.3	29.4	21.5	16.7	26.6	30.5	26.2	23.7
OPPOSE	40.5	24.6	38.7	58.8	40.7	35.5	27.8	36.4	40.2	36.9	45.4	47.8	41.2	44.9	42.3	37.6
Somewhat	17.5	12.8	15.1	23.5	19.6	20.1	6.2	21.8	16.8	16.2	17.8	19.0	18.7	15.5	18.7	15.8
Strongly	23.0	11.8	23.6	35.3	21.1	15.4	21.6	14.7	23.4	20.7	27.7	28.8	22.5	29.4	23.6	21.8
DON'T KNOW	11.6	13.9	19.1	6.6	12.6	4.3	0.0	4.9	11.2	10.9	11.5	23.2	11.5	6.7	9.0	14.7
Net Diff.	7.5	36.8	3.6	-24.1	6.1	24.7	44.4	22.2	8.4	15.2	-2.4	-18.8	6.0	3.5	6.5	10.1
Mean	2.54	2.97	2.50	2.10	2.53	2.79	2.93	2.78	2.53	2.61	2.42	2.16	2.51	2.40	2.52	2.58



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
SUPPORT	47.9	42.8	57.1	54.6	61.5	47.8	59.8	38.2	54.8	50.9	41.6	45.3	40.4	40.3	53.8	48.4	53.8	38.6	48.2	31.9
Strongly	22.3	18.9	28.4	26.1	32.5	21.9	34.4	16.2	23.5	24.1	18.6	23.0	18.2	6.9	26.2	22.2	32.6	15.5	23.9	12.0
Somewhat	25.6	23.9	28.7	28.5	29.0	25.9	25.4	22.0	31.3	26.8	23.0	22.3	22.2	33.3	27.6	26.1	21.2	23.1	24.3	20.0
OPPOSE	40.5	44.0	34.1	33.9	34.5	44.2	35.3	43.8	33.2	38.5	44.6	40.8	44.8	48.1	39.1	38.0	44.6	37.8	40.8	49.1
Somewhat	17.5	18.7	15.3	15.8	14.4	19.5	14.3	18.0	16.1	16.3	20.1	17.4	20.9	24.5	14.9	17.5	22.8	13.1	22.1	19.6
Strongly	23.0	25.3	18.9	18.2	20.1	24.7	21.0	25.8	17.1	22.2	24.5	23.5	23.9	23.6	24.2	20.5	21.9	24.7	18.8	29.5
DON'T KNOW	11.6	13.2	8.8	11.5	4.1	8.0	4.9	18.0	12.0	10.5	13.9	13.9	14.8	11.7	7.1	13.7	1.5	23.5	11.0	19.0
Net Diff.	7.5	-1.2	23.0	20.6	27.0	3.6	24.6	-5.6	21.6	12.4	-3.0	4.5	-4.3	-7.8	14.7	10.4	9.2	0.8	7.4	-17.1
Mean	2.54	2.42	2.73	2.71	2.77	2.49	2.77	2.35	2.70	2.59	2.41	2.52	2.41	2.27	2.60	2.58	2.66	2.38	2.60	2.18



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
SUPPORT	47.9	28.4	41.3	38.8	42.3	49.3	65.1	37.6	54.4	39.0	58.8	51.9	44.4
Strongly	22.3	13.1	19.2	17.6	15.8	22.9	33.2	17.3	25.5	16.8	29.1	26.2	18.9
Somewhat	25.6	15.3	22.1	21.2	26.5	26.4	31.9	20.3	28.9	22.2	29.7	25.7	25.5
OPPOSE	40.5	47.9	41.2	45.9	43.8	43.8	30.4	44.6	37.9	44.3	35.7	41.1	39.9
Somewhat	17.5	24.5	17.0	19.1	19.4	19.9	11.9	19.5	16.3	19.4	15.1	17.7	17.3
Strongly	23.0	23.4	24.2	26.7	24.4	23.9	18.4	25.1	21.6	24.9	20.6	23.4	22.6
DON'T KNOW	11.6	23.6	17.5	15.3	13.9	6.9	4.5	17.8	7.7	16.7	5.4	7.0	15.7
Net Diff.	7.5	-19.5	0.1	-7.0	-1.5	5.5	34.7	-7.0	16.5	-5.3	23.1	10.8	4.5
Mean	2.54	2.24	2.44	2.35	2.39	2.52	2.84	2.36	2.63	2.37	2.71	2.59	2.48



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
SUPPORT	47.9	32.8	38.4	46.4	60.6	48.0	45.7	46.2	63.6	22.8	32.3	46.6	58.4	51.0	48.0	43.7
Strongly	22.3	19.0	15.2	17.1	32.0	28.6	24.8	16.7	36.4	12.7	7.2	17.8	28.9	22.9	21.9	22.7
Somewhat	25.6	13.7	23.2	29.2	28.5	19.4	20.9	29.6	27.2	10.0	25.1	28.8	29.5	28.1	26.1	21.0
OPPOSE	40.5	44.3	45.8	43.2	33.6	45.7	43.3	46.9	32.1	43.3	48.0	37.8	34.6	36.5	40.4	45.9
Somewhat	17.5	20.7	19.1	18.8	14.4	25.6	17.8	19.6	13.2	17.4	20.1	17.6	15.3	17.0	17.7	17.7
Strongly	23.0	23.6	26.8	24.4	19.2	20.1	25.5	27.3	18.9	25.9	27.9	20.1	19.3	19.4	22.8	28.2
DON'T KNOW	11.6	23.0	15.8	10.4	5.8	6.3	11.0	6.9	4.3	33.9	19.7	15.7	6.9	12.5	11.6	10.5
Net Diff.	7.5	-11.5	-7.5	3.2	27.0	2.3	2.5	-0.6	31.6	-20.6	-15.7	8.8	23.8	14.5	7.6	-2.2
Mean	2.54	2.37	2.32	2.44	2.78	2.60	2.51	2.38	2.85	2.15	2.14	2.52	2.73	2.62	2.53	2.43



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

58. WHICH OF THE BELOW BEST DESCRIBES YOUR POSITION ON THE \$95 BILLION SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA?1. OPPOSE THE BILL NO MATTER WHAT.2. COULD SUPPORT THE BILL IF IT DIDN'T ADD TO THE DEBT AND DEFICIT.3. SUPPORT THE BILL EVEN IF IT ADDS TO THE DEBT AND DEFICIT.

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
OPPOSE THE BILL	21.9	40.2	25.9	20.6	22.2	14.6	12.7	19.1	27.7	25.2	26.1	24.1	20.4	32.5	27.4	23.6	11.1	12.7	9.6	15.3
WOULD SUPPORT/NO DEBT	42.0	53.8	51.6	48.9	37.2	41.7	29.7	20.8	9.1	46.2	50.8	40.6	22.0	47.2	50.7	35.4	47.1	30.4	36.3	25.2
SUPPORT/EVEN IF DEBT	24.7	3.6	12.0	19.2	30.6	27.6	42.9	49.9	43.5	17.6	13.8	21.6	40.7	12.1	12.1	18.6	32.0	45.1	43.6	46.4
DON'T KNOW	11.3	2.4	10.4	11.3	10.0	16.2	14.7	10.2	19.8	11.1	9.4	13.8	16.9	8.2	9.8	22.4	9.8	11.9	10.5	13.1



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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	1000	175	225	384	216	861	715	146	139	75	64
OPPOSE THE BILL	21.9	22.6	18.9	22.1	24.2	21.2	21.2	21.0	26.4	19.4	34.5
WOULD SUPPORT/NO DEBT	42.0	37.8	41.2	45.5	40.2	43.2	42.9	45.0	34.8	37.7	31.4
SUPPORT/EVEN IF DEBT	24.7	29.0	26.4	20.0	28.0	26.8	28.6	18.0	11.8	16.3	6.4
DON'T KNOW	11.3	10.6	13.5	12.4	7.7	8.8	7.3	16.0	27.1	26.5	27.7



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
OPPOSE THE BILL	21.9	30.6	10.2		31.8	12.4	18.0	33.3	9.5	25.0	20.1	14.8	19.5	15.8	23.4	20.7	26.1
WOULD SUPPORT/NO DEBT	42.0	48.0	37.6		47.2	36.1	44.4	45.9	33.8	49.7	54.9	43.4	43.6	40.0	43.4	46.3	39.4
SUPPORT/EVEN IF DEBT	24.7	13.7	41.5		11.5	41.7	10.7	11.3	46.5	17.2	16.8	14.2	27.1	34.2	22.7	23.7	20.6
DON'T KNOW	11.3	7.7	10.8		9.5	9.8	26.9	9.6	10.2	8.1	8.2	27.6	9.8	10.0	10.5	9.4	14.0



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
OPPOSE THE BILL	21.9	9.5	26.5	30.6	12.1	23.6	21.9	9.0	7.5	9.9	30.7	
WOULD SUPPORT/NO DEBT	42.0	37.4	43.7	48.5	36.9	35.4	42.5	35.8	26.1	41.3	46.3	
SUPPORT/EVEN IF DEBT	24.7	43.2	18.0	12.1	40.0	18.6	19.0	43.7	57.7	35.7	11.8	
DON'T KNOW	11.3	9.9	11.9	8.8	11.1	22.4	16.7	11.5	8.6	13.2	11.2	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
OPPOSE THE BILL	21.9	29.8	11.8	30.1	13.5	22.4	31.2	16.1	20.2	29.3	11.7	25.3			
WOULD SUPPORT/NO DEBT	42.0	49.0	36.7	46.1	37.6	42.8	45.6	34.2	44.1	46.4	40.0	41.3			
SUPPORT/EVEN IF DEBT	24.7	12.1	41.4	14.2	36.6	22.5	17.0	42.5	27.9	11.9	32.4	15.5			
DON'T KNOW	11.3	9.1	10.1	9.6	12.3	12.3	6.2	7.3	7.8	12.4	15.9	18.0			



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
OPPOSE THE BILL	21.9	19.2	27.2	13.1	18.1	23.1	36.4	28.4	40.4	28.6	29.7	17.2	8.4	7.6	17.5	20.1	32.9
WOULD SUPPORT/NO DEBT	42.0	33.7	27.0	38.8	39.2	56.7	44.8	52.0	20.9	36.5	51.3	33.0	41.6	55.5	46.5	38.8	53.4
SUPPORT/EVEN IF DEBT	24.7	38.2	37.6	38.7	27.1	10.0	12.7	11.1	35.1	20.9	10.3	39.8	32.4	30.1	30.7	26.3	5.1
DON'T KNOW	11.3	8.9	8.2	9.5	15.5	10.2	6.1	8.6	3.6	14.0	8.8	10.1	17.6	6.8	5.3	14.8	8.5



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
OPPOSE THE BILL	21.9	13.3	19.5	32.3	18.8	23.9	43.6	21.5	21.4	17.8	27.1	22.7	21.7	23.5	20.2	24.2
WOULD SUPPORT/NO DEBT	42.0	37.0	42.2	47.7	44.5	41.4	22.2	43.7	43.1	47.7	35.9	35.4	46.1	43.2	46.7	33.1
SUPPORT/EVEN IF DEBT	24.7	36.8	23.2	11.7	24.5	28.0	27.1	28.1	25.0	24.7	25.4	19.3	21.8	23.2	23.9	28.9
DON'T KNOW	11.3	12.9	15.1	8.3	12.2	6.7	7.0	6.7	10.5	9.7	11.6	22.6	10.4	10.2	9.2	13.7



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL- EGE Degree Grad./ COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE	COLL- EGE COLL- EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
OPPOSE THE BILL	21.9	24.8	16.7	17.5	15.3	25.2	17.7	24.4	15.8	21.6	22.5	18.7	21.9	23.3	23.7	19.8	17.2	19.8	20.3	23.6
WOULD SUPPORT/NO DEBT	42.0	41.7	42.6	41.4	44.7	41.4	41.3	42.1	43.6	40.5	45.3	46.0	43.6	55.6	39.2	41.7	49.0	43.6	43.0	44.2
SUPPORT/EVEN IF DEBT	24.7	21.4	30.7	29.2	33.4	25.0	36.3	18.0	26.2	27.5	18.9	23.5	19.2	6.9	30.6	24.6	30.5	18.0	24.6	13.4
DON'T KNOW	11.3	12.1	10.0	11.9	6.6	8.3	4.7	15.5	14.3	10.4	13.3	11.9	15.3	14.2	6.4	13.9	3.3	18.7	12.1	18.9



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
OPPOSE THE BILL	21.9	30.2	29.6	24.3	21.5	19.1	16.1	27.4	18.4	25.7	17.3	22.7	21.2
WOULD SUPPORT/NO DEBT	42.0	38.1	42.2	41.9	45.7	39.2	42.9	41.2	42.6	42.6	41.4	41.4	42.7
SUPPORT/EVEN IF DEBT	24.7	11.8	15.2	18.9	20.3	30.1	36.2	16.1	30.1	17.4	33.7	28.9	21.1
DON'T KNOW	11.3	20.0	13.1	14.9	12.4	11.6	4.8	15.3	8.8	14.4	7.5	7.1	15.1



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
OPPOSE THE BILL	21.9	29.6	27.9	21.8	15.3	26.8	30.2	22.9	15.6	31.4	26.0	20.3	15.2	19.3	21.7	25.7
WOULD SUPPORT/NO DEBT	42.0	38.2	41.3	46.5	40.6	43.1	41.6	45.7	36.1	35.0	41.0	47.8	43.8	41.5	41.3	44.5
SUPPORT/EVEN IF DEBT	24.7	13.3	16.7	22.4	35.7	21.9	21.4	24.5	41.3	7.6	12.9	19.4	31.7	27.5	26.0	18.2
DON'T KNOW	11.3	19.0	14.1	9.2	8.4	8.3	6.9	6.9	7.0	26.0	20.1	12.6	9.4	11.7	11.0	11.6



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59. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO SUPPORT?1. A REPUBLICAN WHO OPPOSES THE \$95 BILLION SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA.2. A DEMOCRATIC WHO SUPPORTS THE \$95 BILLION SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA.

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
REPUBLICAN CANDIDATE	39.2	80.5	56.1	45.4	38.2	22.9	12.1	5.4	13.6	50.4	55.6	43.7	27.3	77.0	62.2	20.7	12.4	7.4	9.7	5.4
DEMOCRATIC CANDIDATE	39.6	4.5	18.4	28.2	47.7	53.3	69.7	73.4	67.5	25.5	20.4	33.8	40.4	8.1	13.1	26.1	68.3	79.6	80.1	79.1
DON'T KNOW	21.1	15.0	25.5	26.4	14.1	23.8	18.2	21.2	18.9	24.0	24.0	22.5	32.2	14.9	24.7	53.2	19.3	13.0	10.2	15.4
Net Diff.	-0.4	75.9	37.7	17.1	-9.6	-30.3	-57.6	-68.0	-53.9	24.9	35.2	9.8	-13.1	69.0	49.1	-5.4	-55.9	-72.1	-70.3	-73.7



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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	1000	175	225	384	216	861	715	146	139	75	64
REPUBLICAN CANDIDATE	39.2	38.6	37.2	42.2	36.5	40.5	41.4	36.0	31.5	34.5	28.0
DEMOCRATIC CANDIDATE	39.6	44.9	38.9	35.4	43.5	41.6	42.4	37.9	27.1	27.3	27.0
DON'T KNOW	21.1	16.5	23.8	22.4	19.9	17.9	16.2	26.1	41.3	38.2	45.0
Net Diff.	-0.4	-6.3	-1.7	6.8	-7.0	-1.2	-1.0	-1.8	4.4	7.3	1.0



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59. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO SUPPORT?1. A REPUBLICAN WHO OPPOSES THE \$95 BILLION SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA.2. A DEMOCRATIC WHO SUPPORTS THE \$95 BILLION SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
REPUBLICAN CANDIDATE	39.2	66.6	12.1		72.8	8.3	19.3	74.7	6.2	33.5	35.6	21.9	35.2	26.3	35.7	41.6	46.2
DEMOCRATIC CANDIDATE	39.6	12.5	74.6		8.6	77.1	16.7	7.4	83.8	33.9	31.6	22.9	45.0	57.1	43.5	36.7	30.2
DON'T KNOW	21.1	20.9	13.3		18.5	14.6	64.0	17.9	10.0	32.6	32.7	55.2	19.8	16.7	20.8	21.7	23.5
Net Diff.	-0.4	54.2	-62.6		64.2	-68.8	2.7	67.3	-77.6	-0.4	4.0	-0.9	-9.8	-30.8	-7.9	4.9	16.0



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
REPUBLICAN CANDIDATE	39.2	12.3	49.0	71.6	9.4	20.7	28.7	9.1	7.8	9.8	59.8	
DEMOCRATIC CANDIDATE	39.6	77.9	25.6	9.9	75.2	26.1	30.0	78.2	87.8	72.6	13.3	
DON'T KNOW	21.1	9.8	25.3	18.5	15.4	53.2	41.3	12.8	4.3	17.6	26.9	
Net Diff.	-0.4	-65.5	23.4	61.6	-65.8	-5.4	-1.4	-69.1	-80.0	-62.9	46.5	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
REPUBLICAN CANDIDATE	39.2	70.3	12.3	72.3	11.3	33.4	72.3	14.6	34.6	72.3	9.0	31.9			
DEMOCRATIC CANDIDATE	39.6	8.6	74.0	9.1	73.4	34.0	10.9	75.7	37.0	7.6	71.8	30.2			
DON'T KNOW	21.1	21.1	13.8	18.6	15.3	32.6	16.9	9.7	28.4	20.1	19.2	37.9			
Net Diff.	-0.4	61.7	-61.7	63.2	-62.1	-0.6	61.4	-61.1	-2.4	64.7	-62.8	1.6			



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
REPUBLICAN CANDIDATE	39.2	15.7	17.6	14.3	32.3	61.1	73.6	66.1	72.1	63.0	75.2	8.9	15.0	13.7	20.2	30.6	50.7
DEMOCRATIC CANDIDATE	39.6	70.8	67.8	73.1	40.5	15.1	10.2	13.2	19.5	18.0	5.4	77.3	64.3	82.9	64.9	34.0	14.2
DON'T KNOW	21.1	13.4	14.6	12.5	27.2	23.7	16.2	20.7	8.4	19.0	19.5	13.7	20.6	3.4	15.0	35.3	35.2
Net Diff.	-0.4	-55.1	-50.3	-58.8	-8.2	46.0	63.4	52.9	52.6	45.0	69.8	-68.4	-49.3	-69.2	-44.7	-3.4	36.5



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
REPUBLICAN CANDIDATE	39.2	11.4	35.2	71.8	37.9	37.8	41.5	37.3	40.3	38.1	43.6	34.0	46.4	52.5	41.0	28.9
DEMOCRATIC CANDIDATE	39.6	71.3	28.3	7.9	37.0	45.8	50.5	45.2	39.6	42.2	35.5	32.8	32.9	24.3	40.9	51.0
DON'T KNOW	21.1	17.3	36.6	20.4	25.1	16.5	8.1	17.5	20.2	19.7	20.9	33.2	20.7	23.2	18.2	20.1
Net Diff.	-0.4	-60.0	6.9	63.9	0.9	-8.0	-9.0	-7.9	0.7	-4.1	8.1	1.1	13.4	28.2	0.1	-22.1



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
REPUBLICAN CANDIDATE	39.2	42.0	34.3	34.4	34.1	42.7	38.2	41.3	31.1	41.1	35.3	36.1	29.2	50.1	45.4	37.2	30.2	40.7	26.1	32.6
DEMOCRATIC CANDIDATE	39.6	35.4	47.2	44.7	51.6	36.5	48.5	34.4	46.2	38.7	41.6	43.4	47.0	23.6	36.0	41.1	55.8	33.6	51.2	42.3
DON'T KNOW	21.1	22.6	18.5	20.9	14.3	20.8	13.4	24.3	22.7	20.2	23.1	20.6	23.9	26.4	18.6	21.7	14.1	25.7	22.7	25.1
Net Diff.	-0.4	6.6	-12.9	-10.3	-17.5	6.3	-10.3	7.0	-15.1	2.4	-6.3	-7.3	-17.8	26.5	9.4	-3.9	-25.6	7.0	-25.1	-9.8



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
REPUBLICAN CANDIDATE	39.2	46.0	37.5	39.2	42.8	40.5	35.1	40.0	38.8	40.8	37.3	41.2	37.5
DEMOCRATIC CANDIDATE	39.6	32.4	40.6	38.5	36.0	35.8	46.6	38.0	40.6	37.4	42.3	40.6	38.8
DON'T KNOW	21.1	21.6	21.8	22.3	21.2	23.7	18.2	22.0	20.6	21.7	20.4	18.3	23.7
Net Diff.	-0.4	13.6	-3.1	0.8	6.8	4.7	-11.5	2.0	-1.9	3.4	-5.1	0.6	-1.3



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
REPUBLICAN CANDIDATE	39.2	40.2	40.6	41.6	36.2	45.6	36.0	46.0	38.5	36.7	44.5	35.1	34.7	30.6	40.0	48.9
DEMOCRATIC CANDIDATE	39.6	36.0	37.9	36.7	44.1	46.0	48.5	31.6	42.4	29.5	29.1	44.1	45.4	46.6	39.2	31.3
DON'T KNOW	21.1	23.8	21.5	21.7	19.6	8.3	15.5	22.3	19.2	33.9	26.5	20.8	19.9	22.9	20.8	19.8
Net Diff.	-0.4	4.2	2.7	4.9	-7.9	-0.4	-12.6	14.4	-3.9	7.2	15.4	-9.1	-10.7	-16.0	0.8	17.5



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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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
REPUBLICAN CANDIDATE	47.5	91.5	66.9	58.4	39.6	31.4	19.1	14.6	9.3	61.2	67.4	49.5	52.2	86.2	78.5	32.4	19.4	8.8	11.5	6.4
DEMOCRATIC CANDIDATE	34.6	1.1	15.5	24.8	41.0	46.9	60.2	66.2	76.9	19.5	17.1	23.7	23.5	3.3	7.7	17.2	61.3	77.6	80.0	75.5
DON'T KNOW	17.9	7.4	17.6	16.9	19.5	21.6	20.7	19.2	13.8	19.4	15.4	26.8	24.3	10.5	13.8	50.3	19.3	13.6	8.6	18.1
Net Diff.	12.9	90.3	51.4	33.6	-1.4	-15.5	-41.2	-51.6	-67.5	41.7	50.3	25.8	28.7	82.9	70.9	15.2	-41.9	-68.8	-68.5	-69.1



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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	1000	175	225	384	216	861	715	146	139	75	64
REPUBLICAN CANDIDATE	47.5	41.7	45.4	53.7	43.4	49.2	50.2	44.2	37.2	47.1	25.7
DEMOCRATIC CANDIDATE	34.6	43.7	34.8	27.3	40.2	37.3	37.7	35.1	18.4	15.8	21.5
DON'T KNOW	17.9	14.6	19.8	19.0	16.4	13.6	12.1	20.7	44.4	37.2	52.8
Net Diff.	12.9	-1.9	10.7	26.3	3.2	11.9	12.5	9.1	18.8	31.3	4.1



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
REPUBLICAN CANDIDATE	47.5	76.9	16.1		81.8	14.1	35.8	83.6	11.7	42.6	43.8	35.9	44.0	35.2	40.9	51.6	53.7
DEMOCRATIC CANDIDATE	34.6	9.3	70.5		5.0	70.3	13.5	3.4	75.3	30.9	30.8	22.9	39.5	46.4	45.2	32.2	26.1
DON'T KNOW	17.9	13.8	13.4		13.2	15.5	50.7	13.0	12.9	26.5	25.4	41.2	16.5	18.5	13.9	16.2	20.2
Net Diff.	12.9	67.5	-54.5		76.7	-56.2	22.3	80.2	-63.6	11.8	13.0	13.0	4.5	-11.2	-4.4	19.4	27.6



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594
REPUBLICAN CANDIDATE	47.5	18.6	58.1	83.4	12.9	32.4	40.9	16.3	10.8	19.5	68.8
DEMOCRATIC CANDIDATE	34.6	72.6	20.7	4.9	71.3	17.2	24.2	71.2	82.8	64.4	9.7
DON'T KNOW	17.9	8.8	21.2	11.7	15.8	50.3	34.9	12.6	6.4	16.1	21.5
Net Diff.	12.9	-54.0	37.3	78.5	-58.3	15.2	16.7	-54.9	-72.0	-45.0	59.1



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118
REPUBLICAN CANDIDATE	47.5	83.3	16.4	83.4	17.3	41.1	80.1	21.7	42.0	86.1	14.1	40.0
DEMOCRATIC CANDIDATE	34.6	4.6	68.3	4.4	68.4	28.8	5.2	69.1	31.8	3.7	67.8	25.0
DON'T KNOW	17.9	12.1	15.4	12.3	14.4	30.1	14.7	9.2	26.2	10.2	18.1	35.0
Net Diff.	12.9	78.7	-51.9	79.0	-51.1	12.3	75.0	-47.4	10.2	82.4	-53.7	15.0



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
REPUBLICAN CANDIDATE	47.5	22.5	20.0	24.4	38.6	74.0	83.6	77.8	83.3	77.3	85.3	16.2	16.9	26.4	20.7	36.4	69.4
DEMOCRATIC CANDIDATE	34.6	62.9	60.0	65.1	36.4	10.8	8.0	9.7	4.0	7.7	3.4	70.8	64.5	66.5	53.6	29.6	10.4
DON'T KNOW	17.9	14.6	20.0	10.5	25.1	15.1	8.4	12.5	12.7	15.0	11.4	13.0	18.6	7.0	25.8	34.0	20.2
Net Diff.	12.9	-40.4	-40.1	-40.7	2.2	63.2	75.6	68.1	79.3	69.6	81.9	-54.5	-47.5	-40.1	-32.9	6.8	59.0



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60. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO SUPPORT? 1. A REPUBLICAN WHO SUPPORTS A SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA BUT ONLY IF IT DOES NOT ADD TO THE DEBT AND DEFICIT. 2. A DEMOCRATIC WHO SUPPORTS A SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA EVEN IF IT DOES ADD TO THE DEBT AND DEFICIT.

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
REPUBLICAN CANDIDATE	47.5	16.1	47.8	82.5	47.9	46.2	42.6	46.6	48.4	47.0	50.8	42.6	55.3	67.2	51.8	30.8
DEMOCRATIC CANDIDATE	34.6	66.2	20.3	4.1	30.2	43.5	57.4	41.8	34.2	36.6	30.5	27.0	28.3	22.0	34.5	45.5
DON'T KNOW	17.9	17.7	31.9	13.4	21.9	10.3	0.0	11.5	17.3	16.4	18.7	30.5	16.4	10.8	13.7	23.7
Net Diff.	12.9	-50.0	27.5	78.4	17.7	2.7	-14.9	4.8	14.2	10.3	20.3	15.6	27.1	45.2	17.4	-14.7



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60. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO SUPPORT? 1. A REPUBLICAN WHO SUPPORTS A SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA BUT ONLY IF IT DOES NOT ADD TO THE DEBT AND DEFICIT. 2. A DEMOCRATIC WHO SUPPORTS A SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA EVEN IF IT DOES ADD TO THE DEBT AND DEFICIT.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
REPUBLICAN CANDIDATE	47.5	49.6	43.7	45.0	41.4	50.1	45.9	49.2	41.9	50.3	41.6	43.8	35.5	57.0	53.0	47.9	42.4	45.0	31.6	39.8
DEMOCRATIC CANDIDATE	34.6	30.0	42.9	41.2	45.8	29.5	44.8	30.6	41.3	33.9	36.2	36.9	42.1	19.0	31.4	36.1	45.0	30.6	44.1	40.0
DON'T KNOW	17.9	20.3	13.4	13.8	12.9	20.5	9.3	20.2	16.8	15.8	22.3	19.3	22.3	24.0	15.6	15.9	12.6	24.5	24.3	20.2
Net Diff.	12.9	19.6	0.8	3.8	-4.4	20.6	1.1	18.7	0.6	16.4	5.4	6.9	-6.6	38.1	21.5	11.8	-2.6	14.4	-12.5	-0.1



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60. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO SUPPORT? 1. A REPUBLICAN WHO SUPPORTS A SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA BUT ONLY IF IT DOES NOT ADD TO THE DEBT AND DEFICIT. 2. A DEMOCRATIC WHO SUPPORTS A SECURITY BILL TO HELP DEFEAT PUTIN, DESTROY HAMAS, AND DETER CHINA EVEN IF IT DOES ADD TO THE DEBT AND DEFICIT.

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	1000	79	143	163	165	179	271	385	615	550	450	470	530
REPUBLICAN CANDIDATE	47.5	45.2	43.0	51.9	49.8	48.5	45.8	47.2	47.7	48.0	46.9	48.6	46.5
DEMOCRATIC CANDIDATE	34.6	27.9	35.4	31.6	32.3	31.7	41.4	32.3	36.1	32.3	37.5	34.7	34.6
DON'T KNOW	17.9	26.9	21.6	16.5	17.9	19.8	12.8	20.5	16.2	19.7	15.6	16.6	18.9
Net Diff.	12.9	17.2	7.5	20.3	17.6	16.8	4.4	14.9	11.6	15.7	9.4	13.9	12.0



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
REPUBLICAN CANDIDATE	47.5	41.0	50.0	50.7	45.6	42.4	47.0	55.7	44.4	40.1	52.5	43.4	46.5	42.8	47.7	53.3
DEMOCRATIC CANDIDATE	34.6	31.8	31.7	32.7	39.0	39.4	38.9	27.6	37.7	26.9	25.8	40.2	39.9	38.9	34.9	28.2
DON'T KNOW	17.9	27.1	18.2	16.6	15.4	18.2	14.0	16.7	18.0	33.0	21.7	16.4	13.6	18.3	17.4	18.5
Net Diff.	12.9	9.2	18.3	18.1	6.7	3.0	8.1	28.1	6.7	13.3	26.7	3.3	6.7	3.9	12.7	25.1



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61. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THE NORTH ATLANTIC TREATY ORGANIZATION (NATO), THE SECURITY ALLIANCE OF NORTH AMERICAN AND EUROPEAN COUNTRIES BUILT AFTER WORLD WAR II TO COUNTER THE SOVIET UNION?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
FAVORABLE	58.3	33.7	46.2	60.0	62.7	65.6	63.2	76.8	60.5	52.5	50.0	58.4	43.9	41.4	53.7	41.3	77.6	74.3	75.4	73.4
Strongly	23.4	9.0	14.1	22.1	21.8	29.2	32.3	42.8	37.4	16.2	16.7	15.9	12.8	12.8	9.7	11.7	32.0	43.4	43.9	42.9
Somewhat	34.9	24.7	32.2	37.9	40.9	36.3	30.9	34.0	23.1	36.3	33.4	42.5	31.0	28.6	44.0	29.6	45.6	30.9	31.5	30.4
UNFAVORABLE	22.7	56.4	37.7	20.9	16.2	13.2	12.7	10.2	16.4	28.2	33.7	18.5	28.4	42.1	28.5	23.7	8.0	7.6	7.4	7.8
Somewhat	15.3	30.9	26.5	14.0	10.3	10.9	10.4	7.5	8.7	18.6	21.8	12.6	20.1	24.5	22.3	16.3	6.1	6.2	6.2	6.1
Strongly	7.5	25.5	11.2	7.0	5.9	2.3	2.3	2.7	7.7	9.7	11.9	5.9	8.3	17.6	6.2	7.3	1.8	1.5	1.1	1.7
DON'T KNOW	19.0	10.0	16.0	19.1	21.1	21.3	24.1	13.0	23.1	19.3	16.3	23.1	27.7	16.5	17.7	35.0	14.4	18.1	17.2	18.8
Net Diff.	35.5	-22.7	8.5	39.0	46.5	52.4	50.5	66.6	44.2	24.3	16.4	39.9	15.5	-0.8	25.2	17.6	69.7	66.7	68.0	65.6
Mean	2.92	2.19	2.58	2.93	3.00	3.17	3.23	3.34	3.17	2.73	2.65	2.89	2.67	2.44	2.70	2.70	3.26	3.42	3.43	3.41



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61. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THE NORTH ATLANTIC TREATY ORGANIZATION (NATO), THE SECURITY ALLIANCE OF NORTH AMERICAN AND EUROPEAN COUNTRIES BUILT AFTER WORLD WAR II TO COUNTER THE SOVIET UNION?

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	1724	1424	301	276	167	108
FAVORABLE	58.3	60.4	61.4	53.9	61.2	60.8	61.2	58.9	42.5	46.7	36.1
Strongly	23.4	26.5	23.5	21.4	24.4	26.0	29.1	11.5	7.1	6.2	8.6
Somewhat	34.9	33.9	37.9	32.5	36.8	34.8	32.1	47.4	35.4	40.6	27.5
UNFAVORABLE	22.7	21.4	20.4	26.9	18.9	22.6	23.5	18.7	23.4	22.7	24.5
Somewhat	15.3	15.3	14.5	17.7	11.7	15.2	15.3	14.8	15.8	15.2	16.9
Strongly	7.5	6.1	5.9	9.2	7.3	7.5	8.2	3.9	7.6	7.6	7.6
DON'T KNOW	19.0	18.2	18.2	19.2	19.9	16.5	15.3	22.4	34.0	30.6	39.4
Net Diff.	35.5	39.0	41.0	27.0	42.3	38.2	37.8	40.1	19.1	24.0	11.6
Mean	2.92	2.99	2.97	2.82	2.98	2.95	2.97	2.86	2.64	2.65	2.61



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
FAVORABLE	58.3	47.3	75.4	44.5	75.6	46.5	43.4	78.7	56.2	55.9	49.7	62.1	67.3	68.7	55.7	51.7
Strongly	23.4	14.9	40.5	11.0	39.2	11.7	11.6	45.0	11.7	11.2	13.6	25.7	30.8	23.7	22.4	19.6
Somewhat	34.9	32.4	34.9	33.5	36.4	34.8	31.8	33.7	44.5	44.7	36.1	36.5	36.4	44.9	33.2	32.2
UNFAVORABLE	22.7	35.8	7.9	38.0	7.0	21.5	39.2	6.4	23.4	23.9	15.6	21.2	17.4	18.1	25.4	25.4
Somewhat	15.3	22.0	6.3	24.4	5.8	14.7	24.9	5.5	16.3	16.7	10.6	14.2	10.9	13.3	17.1	17.1
Strongly	7.5	13.8	1.5	13.6	1.2	6.8	14.3	0.9	7.0	7.2	4.9	7.0	6.5	4.8	8.3	8.3
DON'T KNOW	19.0	16.9	16.7	17.5	17.4	32.0	17.4	14.9	20.4	20.1	34.7	16.6	15.3	13.2	19.0	22.9
Net Diff.	35.5	11.5	67.6	6.5	68.6	25.0	4.2	72.3	32.9	32.0	34.1	40.9	49.8	50.6	30.3	26.4
Mean	2.92	2.58	3.37	2.51	3.37	2.76	2.49	3.44	2.77	2.75	2.89	2.97	3.08	3.01	2.86	2.82



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61. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THE NORTH ATLANTIC TREATY ORGANIZATION (NATO), THE SECURITY ALLIANCE OF NORTH AMERICAN AND EUROPEAN COUNTRIES BUILT AFTER WORLD WAR II TO COUNTER THE SOVIET UNION?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
FAVORABLE	58.3	80.6	50.6	46.2	75.6	41.3	50.2	76.4	85.2	71.5	45.7
Strongly	23.4	43.9	16.3	11.6	39.0	11.7	13.0	41.2	64.6	27.9	11.1
Somewhat	34.9	36.7	34.3	34.7	36.6	29.6	37.2	35.2	20.5	43.6	34.6
UNFAVORABLE	22.7	6.2	28.5	36.8	7.7	23.7	23.9	6.9	4.3	8.4	33.7
Somewhat	15.3	5.8	18.6	23.6	6.2	16.3	18.0	5.6	2.9	7.2	22.0
Strongly	7.5	0.4	10.0	13.1	1.6	7.3	5.9	1.3	1.4	1.2	11.8
DON'T KNOW	19.0	13.2	20.8	17.0	16.7	35.0	25.9	16.6	10.5	20.1	20.6
Net Diff.	35.5	74.4	22.1	9.5	67.8	17.6	26.3	69.5	80.9	63.0	12.0
Mean	2.92	3.43	2.72	2.54	3.36	2.70	2.77	3.40	3.66	3.23	2.57



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
FAVORABLE	58.3	44.8	73.8	47.1	71.1	55.7	52.9	85.7	61.1	41.3	62.9	48.2	
Strongly	23.4	11.9	38.4	12.0	36.1	21.1	16.2	49.4	22.8	7.9	28.7	18.9	
Somewhat	34.9	32.9	35.4	35.0	35.0	34.5	36.7	36.2	38.3	33.4	34.3	29.3	
UNFAVORABLE	22.7	37.3	8.8	35.3	9.1	24.8	38.2	8.9	27.8	32.4	9.2	20.6	
Somewhat	15.3	23.5	6.3	22.0	7.1	17.4	25.6	6.0	18.1	18.5	7.8	16.4	
Strongly	7.5	13.7	2.5	13.3	2.0	7.3	12.6	2.9	9.6	13.9	1.4	4.2	
DON'T KNOW	19.0	18.0	17.4	17.7	19.8	19.5	8.9	5.5	11.1	26.4	27.9	31.2	
Net Diff.	35.5	7.5	65.0	11.8	62.0	30.9	14.7	76.8	33.3	8.9	53.8	27.6	
Mean	2.92	2.52	3.33	2.56	3.31	2.86	2.62	3.40	2.84	2.48	3.25	2.91	



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
FAVORABLE	58.3	73.1	73.0	73.2	59.5	48.8	38.8	45.0	65.1	55.0	43.3	74.4	66.4	67.1	70.8	56.2	42.4
Strongly	23.4	37.8	40.3	36.1	23.3	9.6	15.3	11.8	29.0	11.2	10.9	40.5	31.2	24.3	29.1	22.7	10.3
Somewhat	34.9	35.3	32.7	37.2	36.2	39.1	23.4	33.2	36.1	43.8	32.4	33.9	35.2	42.8	41.7	33.5	32.2
UNFAVORABLE	22.7	10.8	11.6	10.2	17.4	34.3	44.6	38.2	30.3	21.5	39.7	8.8	8.9	12.8	11.3	22.1	43.2
Somewhat	15.3	8.5	7.9	9.0	11.6	25.6	23.2	24.7	25.5	11.7	24.7	7.0	6.6	11.0	7.9	15.4	30.9
Strongly	7.5	2.3	3.8	1.2	5.8	8.6	21.5	13.5	4.9	9.8	14.9	1.8	2.2	1.8	3.4	6.7	12.3
DON'T KNOW	19.0	16.1	15.4	16.6	23.1	17.0	16.6	16.8	4.6	23.4	17.1	16.8	24.7	20.1	17.9	21.7	14.4
Net Diff.	35.5	62.3	61.3	63.0	42.1	14.5	-5.9	6.8	34.8	33.5	3.6	65.7	57.6	54.3	59.5	34.1	-0.8
Mean	2.92	3.30	3.29	3.30	3.00	2.60	2.39	2.52	2.93	2.74	2.47	3.36	3.27	3.12	3.18	2.92	2.47



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
FAVORABLE	58.3	71.6	55.7	44.2	61.1	70.5	79.2	69.4	57.3	60.9	51.5	50.4	56.5	49.7	61.1	59.6
Strongly	23.4	35.6	20.9	10.6	21.8	34.7	65.2	30.9	22.5	24.1	19.8	16.6	22.8	17.6	23.6	25.8
Somewhat	34.9	36.0	34.8	33.6	39.4	35.8	14.0	38.5	34.9	36.9	31.7	33.8	33.7	32.1	37.4	33.8
UNFAVORABLE	22.7	9.9	20.0	38.2	21.5	19.2	9.8	20.4	22.9	21.9	24.4	26.2	23.0	32.4	24.8	18.3
Somewhat	15.3	7.7	14.4	24.1	16.0	11.3	6.2	12.0	15.6	15.7	15.3	17.9	15.2	16.6	18.7	12.1
Strongly	7.5	2.2	5.6	14.1	5.6	7.9	3.6	8.4	7.3	6.2	9.1	8.3	7.8	15.8	6.1	6.2
DON'T KNOW	19.0	18.5	24.3	17.6	17.3	10.3	11.0	10.2	19.8	17.1	24.1	23.4	20.5	18.0	14.2	22.1
Net Diff.	35.5	61.7	35.8	6.1	39.6	51.3	69.4	49.1	34.5	39.0	27.1	24.2	33.5	17.3	36.3	41.3
Mean	2.92	3.29	2.94	2.49	2.94	3.08	3.58	3.02	2.90	2.95	2.82	2.77	2.90	2.63	2.92	3.02



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61. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THE NORTH ATLANTIC TREATY ORGANIZATION (NATO), THE SECURITY ALLIANCE OF NORTH AMERICAN AND EUROPEAN COUNTRIES BUILT AFTER WORLD WAR II TO COUNTER THE SOVIET UNION?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
FAVORABLE	58.3	55.5	63.4	60.4	69.3	60.3	73.0	51.4	54.4	60.2	54.3	57.1	50.2	58.6	64.1	56.7	70.2	45.7	61.9	39.5
Strongly	23.4	21.3	27.2	25.8	30.0	24.7	33.3	18.5	21.5	24.8	20.4	22.9	21.2	14.1	26.9	22.9	33.0	14.0	31.3	12.1
Somewhat	34.9	34.2	36.2	34.6	39.2	35.7	39.6	32.9	32.9	35.4	33.8	34.3	28.9	44.5	37.1	33.8	37.2	31.7	30.6	27.4
UNFAVORABLE	22.7	24.1	20.2	21.6	17.6	28.7	22.4	20.2	18.3	23.6	20.9	20.8	21.3	17.2	28.7	19.1	19.5	21.9	24.4	18.4
Somewhat	15.3	16.5	13.1	13.1	13.1	20.4	12.4	13.1	13.7	16.2	13.4	13.7	14.4	9.5	19.3	13.4	14.0	13.5	15.4	13.5
Strongly	7.5	7.7	7.2	8.5	4.6	8.3	9.9	7.1	4.6	7.5	7.5	7.1	6.8	7.7	9.4	5.7	5.5	8.5	9.0	4.9
DON'T KNOW	19.0	20.4	16.4	18.1	13.1	11.0	4.7	28.5	27.3	16.2	24.9	22.1	28.6	24.2	7.3	24.2	10.3	32.4	13.7	42.1
Net Diff.	35.5	31.4	43.1	38.8	51.7	31.6	50.6	31.2	36.2	36.5	33.4	36.3	28.9	41.4	35.4	37.6	50.6	23.8	37.5	21.1
Mean	2.92	2.87	3.00	2.95	3.09	2.86	3.01	2.88	2.98	2.92	2.89	2.94	2.90	2.86	2.88	2.98	3.09	2.76	2.98	2.81



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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	265	347	325	364	541	771	1229	1095	905	940	1060
FAVORABLE	58.3	59.1	54.6	53.7	51.0	61.7	64.9	55.1	60.3	53.9	63.6	64.9	52.4
Strongly	23.4	15.3	14.1	19.8	21.4	28.1	30.8	16.9	27.5	18.2	29.7	27.8	19.5
Somewhat	34.9	43.8	40.4	33.9	29.7	33.6	34.2	38.2	32.8	35.7	33.9	37.1	32.9
UNFAVORABLE	22.7	21.4	18.4	20.5	27.8	18.9	26.2	20.0	24.5	22.3	23.3	26.4	19.5
Somewhat	15.3	19.2	11.8	13.0	19.2	12.7	16.6	13.8	16.2	15.4	15.1	17.5	13.3
Strongly	7.5	2.2	6.6	7.5	8.6	6.3	9.6	6.1	8.3	6.9	8.2	8.9	6.2
DON'T KNOW	19.0	19.4	27.1	25.8	21.1	19.4	8.8	24.9	15.2	23.8	13.1	8.7	28.1
Net Diff.	35.5	37.7	36.2	33.2	23.2	42.7	38.7	35.1	35.8	31.6	40.3	38.5	32.9
Mean	2.92	2.90	2.85	2.89	2.81	3.04	2.94	2.88	2.94	2.86	2.98	2.92	2.91



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
FAVORABLE	58.3	57.8	54.0	54.8	63.9	69.7	67.2	59.9	66.5	51.5	42.8	48.6	61.7	60.5	58.8	54.1
Strongly	23.4	14.8	18.3	21.7	31.0	20.8	28.5	23.9	32.6	11.6	9.7	19.1	29.7	25.0	23.0	22.3
Somewhat	34.9	43.1	35.7	33.1	32.9	49.0	38.7	36.0	34.0	39.9	33.1	29.5	32.0	35.5	35.8	31.8
UNFAVORABLE	22.7	19.9	20.2	24.5	24.1	22.2	22.8	29.7	27.0	18.7	18.0	18.2	21.7	20.9	21.6	28.1
Somewhat	15.3	17.2	12.4	16.5	15.7	17.7	13.4	20.3	17.9	17.0	11.6	11.8	13.8	15.5	14.3	17.4
Strongly	7.5	2.6	7.8	8.1	8.4	4.5	9.5	9.4	9.1	1.7	6.4	6.4	7.9	5.4	7.3	10.6
DON'T KNOW	19.0	22.3	25.8	20.7	11.9	8.1	10.0	10.4	6.5	29.9	39.2	33.2	16.6	18.6	19.6	17.9
Net Diff.	35.5	37.9	33.8	30.3	39.8	47.6	44.3	30.2	39.5	32.8	24.9	30.4	40.0	39.6	37.2	26.0
Mean	2.92	2.90	2.87	2.86	2.98	2.94	2.96	2.83	2.96	2.87	2.76	2.92	3.00	2.98	2.93	2.80



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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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	46.4	74.5	64.0	57.2	44.0	32.8	25.1	17.2	20.2	55.0	62.9	43.3	42.6	69.1	57.3	33.7	44.2	22.5	30.2	16.0
Strongly	16.6	38.8	25.7	20.4	13.6	8.8	2.6	8.5	9.3	20.1	25.7	12.1	8.8	31.0	13.6	10.4	15.7	6.9	10.3	4.1
Somewhat	29.8	35.6	38.3	36.8	30.4	23.9	22.5	8.7	10.9	35.0	37.2	31.2	33.8	38.1	43.7	23.2	28.5	15.6	19.9	11.9
DISAGREE	38.5	15.6	26.3	28.6	36.9	49.9	56.6	67.6	66.7	30.1	25.4	36.8	40.1	18.9	31.2	36.4	43.2	61.7	54.8	67.5
Somewhat	19.9	9.2	19.5	16.4	19.3	24.0	26.3	27.1	19.3	18.5	16.3	21.9	21.5	13.5	22.6	21.6	20.2	23.8	20.4	26.7
Strongly	18.6	6.4	6.9	12.1	17.7	25.9	30.3	40.5	47.4	11.7	9.1	15.0	18.6	5.4	8.7	14.9	23.0	37.9	34.4	40.8
DON'T KNOW	15.1	9.9	9.7	14.2	19.1	17.3	18.3	15.2	13.0	14.8	11.7	19.9	17.3	12.0	11.5	29.9	12.6	15.8	15.0	16.5
Net Diff.	7.9	58.8	37.6	28.7	7.1	-17.2	-31.5	-50.5	-46.5	24.9	37.5	6.5	2.5	50.3	26.1	-2.8	1.0	-39.2	-24.6	-51.5
Mean	2.52	3.19	2.92	2.76	2.49	2.19	1.97	1.83	1.79	2.75	2.90	2.50	2.40	3.08	2.70	2.42	2.42	1.90	2.07	1.75



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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	1724	1424	301	276	167	108
AGREE	46.4	45.8	45.7	47.6	45.6	47.9	47.4	50.4	36.8	37.1	36.4
Strongly	16.6	15.6	15.6	17.7	16.5	17.9	19.7	9.5	8.5	6.8	11.0
Somewhat	29.8	30.2	30.0	29.9	29.1	30.0	27.8	40.8	28.4	30.2	25.5
DISAGREE	38.5	39.8	37.8	37.7	39.6	38.9	40.5	31.1	36.0	40.3	29.4
Somewhat	19.9	18.1	19.6	21.0	19.6	18.8	18.1	22.1	26.8	31.9	18.8
Strongly	18.6	21.8	18.2	16.7	20.0	20.1	22.5	9.0	9.3	8.4	10.6
DON'T KNOW	15.1	14.4	16.5	14.7	14.8	13.2	12.0	18.5	27.2	22.6	34.2
Net Diff.	7.9	5.9	7.9	9.9	5.9	9.0	6.9	19.2	0.8	-3.3	7.1
Mean	2.52	2.46	2.52	2.57	2.49	2.53	2.51	2.62	2.49	2.46	2.56



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	46.4	63.8	32.6	64.5	29.7	36.6	65.0	27.5	49.3	52.0	36.3	44.7	40.9	47.6	46.6	49.2
Strongly	16.6	26.3	9.3	25.0	9.7	8.7	25.8	8.2	18.7	18.8	7.6	16.4	16.9	13.3	17.2	16.9
Somewhat	29.8	37.5	23.3	39.6	20.0	27.9	39.2	19.3	30.5	33.2	28.6	28.3	24.0	34.3	29.3	32.3
DISAGREE	38.5	23.4	53.0	23.2	55.7	33.9	22.2	58.3	38.9	37.2	33.2	42.0	45.6	37.0	41.2	32.5
Somewhat	19.9	15.7	20.2	16.7	23.5	18.7	16.4	21.2	25.0	24.2	20.8	21.1	21.4	18.4	22.0	17.8
Strongly	18.6	7.7	32.8	6.5	32.2	15.2	5.7	37.1	14.0	13.1	12.4	20.9	24.1	18.6	19.3	14.8
DON'T KNOW	15.1	12.9	14.4	12.3	14.6	29.5	12.8	14.2	11.8	10.8	30.5	13.2	13.5	15.4	12.2	18.2
Net Diff.	7.9	40.4	-20.5	41.4	-26.0	2.7	42.9	-30.8	10.4	14.7	3.1	2.7	-4.6	10.6	5.3	16.7
Mean	2.52	2.94	2.11	2.95	2.08	2.43	2.98	1.98	2.61	2.65	2.45	2.46	2.39	2.50	2.51	2.63



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BANNER 4

	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										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
AGREE	46.4	38.9	49.1	64.5	30.8	33.7	40.3	33.7	33.8	33.6	55.3	
Strongly	16.6	12.6	18.0	24.2	10.3	10.4	10.9	11.3	17.0	8.0	20.3	
Somewhat	29.8	26.2	31.1	40.3	20.5	23.2	29.5	22.4	16.8	25.6	35.0	
DISAGREE	38.5	49.8	34.7	23.8	54.6	36.4	38.8	51.5	54.6	49.7	29.5	
Somewhat	19.9	17.4	20.8	17.0	22.4	21.6	23.6	20.6	12.7	25.0	19.4	
Strongly	18.6	32.3	13.9	6.7	32.2	14.9	15.2	31.0	41.9	24.7	10.1	
DON'T KNOW	15.1	11.4	16.3	11.8	14.6	29.9	20.9	14.8	11.6	16.6	15.3	
Net Diff.	7.9	-10.9	14.4	40.7	-23.8	-2.8	1.6	-17.8	-20.9	-16.1	25.8	
Mean	2.52	2.22	2.63	2.93	2.10	2.42	2.46	2.16	2.10	2.20	2.77	



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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
AGREE	46.4	64.5	32.8	61.8	35.1	41.3	65.6	41.2	44.4	58.1	31.8	37.0
Strongly	16.6	25.5	11.0	23.4	11.3	14.9	24.8	15.8	16.7	21.9	8.7	12.4
Somewhat	29.8	39.1	21.9	38.4	23.9	26.4	40.8	25.4	27.6	36.1	23.1	24.6
DISAGREE	38.5	22.4	53.0	25.6	48.2	42.5	29.2	51.9	45.5	22.0	46.1	38.2
Somewhat	19.9	15.9	21.2	17.5	21.3	21.1	19.6	17.7	20.1	15.5	23.3	22.4
Strongly	18.6	6.5	31.7	8.1	26.8	21.4	9.7	34.1	25.4	6.5	22.7	15.8
DON'T KNOW	15.1	13.1	14.2	12.6	16.7	16.2	5.2	7.0	10.1	19.9	22.2	24.8
Net Diff.	7.9	42.2	-20.2	36.2	-13.0	-1.2	36.3	-10.7	-1.1	36.1	-14.3	-1.2
Mean	2.52	2.96	2.14	2.88	2.23	2.42	2.85	2.25	2.40	2.92	2.23	2.45



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	46.4	32.3	32.9	32.0	42.2	56.7	71.6	62.4	65.5	49.6	65.1	29.9	40.9	50.2	28.5	39.7	55.9
Strongly	16.6	11.7	14.9	9.3	12.7	17.3	36.9	24.8	29.3	11.1	26.4	10.1	12.1	17.0	10.8	14.0	20.8
Somewhat	29.8	20.7	17.9	22.7	29.4	39.4	34.7	37.6	36.2	38.5	38.6	19.8	28.9	33.2	17.6	25.8	35.1
DISAGREE	38.5	54.8	52.1	56.9	38.7	28.9	18.7	25.0	32.0	34.6	22.5	55.8	37.2	38.8	61.1	41.6	30.4
Somewhat	19.9	22.8	20.0	24.8	19.6	20.8	13.1	17.9	25.0	20.1	16.2	20.9	21.3	24.8	30.8	18.0	22.4
Strongly	18.6	32.1	32.1	32.0	19.1	8.1	5.6	7.2	7.0	14.6	6.3	34.9	15.9	14.0	30.4	23.6	8.0
DON'T KNOW	15.1	12.8	15.1	11.2	19.2	14.3	9.6	12.5	2.4	15.8	12.5	14.4	21.8	11.0	10.4	18.7	13.7
Net Diff.	7.9	-22.5	-19.2	-24.9	3.5	27.8	52.9	37.4	33.5	15.0	42.6	-25.9	3.7	11.4	-32.7	-1.9	25.5
Mean	2.52	2.14	2.18	2.10	2.44	2.77	3.14	2.92	2.90	2.55	2.97	2.06	2.47	2.60	2.10	2.37	2.80



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
					COMBO												
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ MIDDLE	Weal- thy	Upper Class	MIDDLE MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549	
AGREE	46.4	33.2	41.3	63.1	44.2	49.3	70.9	46.6	46.2	47.4	44.4	44.3	50.1	56.2	49.8	36.9	
Strongly	16.6	10.8	17.2	22.9	13.8	20.8	42.5	18.1	16.2	15.3	17.6	14.7	17.3	22.0	19.0	11.5	
Somewhat	29.8	22.3	24.1	40.2	30.4	28.5	28.4	28.5	30.0	32.1	26.7	29.6	32.8	34.1	30.9	25.4	
DISAGREE	38.5	50.9	40.8	23.8	41.8	46.3	25.6	48.9	37.7	38.6	36.1	35.3	34.0	31.1	38.2	45.4	
Somewhat	19.9	22.6	20.5	16.6	23.5	24.1	10.2	25.8	19.6	20.2	18.7	16.7	20.1	18.0	20.7	19.0	
Strongly	18.6	28.3	20.3	7.2	18.3	22.2	15.5	23.1	18.0	18.5	17.3	18.6	14.0	13.1	17.5	26.4	
DON'T KNOW	15.1	16.0	17.9	13.1	13.9	4.4	3.5	4.5	16.1	14.0	19.6	20.4	15.8	12.8	11.9	17.7	
Net Diff.	7.9	-17.7	0.5	39.3	2.4	3.0	45.3	-2.2	8.6	8.7	8.3	9.0	16.1	25.1	11.6	-8.6	
Mean	2.52	2.19	2.46	2.91	2.46	2.50	3.01	2.44	2.53	2.51	2.56	2.51	2.64	2.75	2.58	2.27	



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	46.4	47.9	43.7	43.2	44.6	53.8	47.6	42.8	40.0	45.3	48.8	47.2	49.1	51.0	49.7	41.2	53.6	41.5	57.7	41.2
Strongly	16.6	17.4	15.1	15.1	15.1	19.8	19.0	15.3	11.4	15.7	18.4	19.4	18.3	13.8	18.6	13.1	22.4	16.8	22.8	14.2
Somewhat	29.8	30.5	28.6	28.1	29.5	34.0	28.6	27.4	28.6	29.5	30.4	27.8	30.8	37.2	31.1	28.1	31.2	24.7	34.9	27.0
DISAGREE	38.5	35.5	44.1	42.0	48.2	36.7	48.8	34.4	39.6	40.4	34.5	40.1	31.1	31.9	44.0	37.1	42.4	38.1	29.5	32.6
Somewhat	19.9	19.2	21.2	21.0	21.6	19.1	19.4	19.2	22.8	19.9	19.9	22.7	18.5	17.6	20.1	19.7	19.4	25.5	18.2	18.7
Strongly	18.6	16.3	22.9	21.0	26.6	17.6	29.4	15.2	16.8	20.5	14.6	17.4	12.6	14.3	24.0	17.4	23.0	12.6	11.2	13.9
DON'T KNOW	15.1	16.6	12.2	14.8	7.2	9.5	3.5	22.8	20.4	14.3	16.7	12.7	19.8	17.1	6.2	21.6	4.0	20.3	12.9	26.2
Net Diff.	7.9	12.4	-0.4	1.3	-3.6	17.1	-1.2	8.4	0.4	4.9	14.4	7.0	18.0	19.1	5.7	4.1	11.2	3.4	28.2	8.7
Mean	2.52	2.59	2.41	2.44	2.36	2.62	2.39	2.56	2.43	2.47	2.63	2.56	2.68	2.61	2.47	2.47	2.55	2.57	2.79	2.56



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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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	46.4	37.7	45.1	52.3	51.4	44.4	44.1	46.9	46.1	48.2	44.2	51.6	41.8
Strongly	16.6	9.0	16.3	16.2	18.7	15.6	18.6	14.8	17.8	15.9	17.4	19.6	14.0
Somewhat	29.8	28.7	28.8	36.2	32.6	28.9	25.5	32.1	28.4	32.3	26.8	32.0	27.8
DISAGREE	38.5	47.8	33.2	30.4	34.3	40.4	44.9	34.9	40.7	34.7	43.1	41.1	36.2
Somewhat	19.9	37.3	20.3	17.7	18.5	16.5	19.1	22.6	18.2	21.4	18.0	19.2	20.5
Strongly	18.6	10.4	12.9	12.7	15.8	23.9	25.8	12.3	22.6	13.3	25.0	21.9	15.7
DON'T KNOW	15.1	14.5	21.7	17.2	14.4	15.2	11.0	18.2	13.1	17.1	12.7	7.3	22.0
Net Diff.	7.9	-10.0	12.0	21.9	17.1	4.1	-0.8	11.9	5.4	13.5	1.2	10.5	5.6
Mean	2.52	2.42	2.62	2.67	2.63	2.43	2.41	2.60	2.48	2.61	2.42	2.53	2.51



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	46.4	40.8	49.4	50.8	43.0	58.2	55.8	55.3	43.7	31.6	44.0	45.1	42.5	48.5	43.2	51.5
Strongly	16.6	13.4	14.9	18.4	17.5	17.3	21.6	19.5	18.8	11.4	9.2	17.2	16.4	17.2	15.1	19.7
Somewhat	29.8	27.4	34.5	32.3	25.5	40.9	34.2	35.9	25.0	20.3	34.8	28.0	26.0	31.3	28.2	31.9
DISAGREE	38.5	41.7	31.7	34.5	45.0	37.7	36.1	35.9	50.0	43.9	28.0	32.8	40.8	37.2	41.0	34.0
Somewhat	19.9	31.6	18.1	18.5	18.3	26.4	18.1	18.7	18.6	34.4	18.0	18.2	18.0	18.9	20.9	18.6
Strongly	18.6	10.1	13.7	16.0	26.7	11.2	18.0	17.2	31.4	9.5	10.0	14.7	22.8	18.3	20.1	15.4
DON'T KNOW	15.1	17.4	18.8	14.7	12.0	4.2	8.1	8.8	6.3	24.5	28.0	22.0	16.8	14.3	15.8	14.4
Net Diff.	7.9	-0.9	17.7	16.3	-2.0	20.5	19.7	19.5	-6.3	-12.3	16.0	12.3	1.7	11.3	2.3	17.5
Mean	2.52	2.53	2.62	2.62	2.38	2.67	2.65	2.63	2.33	2.44	2.60	2.61	2.43	2.55	2.45	2.65



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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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	50.9	72.6	66.1	60.2	49.9	38.0	33.1	26.7	30.4	58.0	64.7	48.1	46.5	68.8	62.6	39.6	48.0	31.4	37.6	26.3
Strongly	17.2	45.0	29.0	17.7	14.0	7.8	4.0	9.5	7.0	20.8	26.9	11.7	9.9	31.4	17.6	8.3	15.3	7.3	10.3	4.8
Somewhat	33.7	27.6	37.1	42.5	36.0	30.2	29.1	17.2	23.4	37.2	37.7	36.4	36.5	37.4	45.0	31.3	32.7	24.1	27.3	21.5
DISAGREE	29.9	15.6	20.2	22.3	28.4	38.1	42.5	56.3	49.5	24.3	20.3	29.8	33.4	18.6	23.0	29.8	31.2	45.6	38.7	51.5
Somewhat	19.4	9.8	13.7	14.9	21.5	25.3	25.4	29.9	19.7	17.1	13.5	22.6	22.6	13.0	18.2	19.6	21.1	25.7	24.5	26.8
Strongly	10.5	5.8	6.5	7.4	6.9	12.7	17.0	26.4	29.8	7.1	6.7	7.2	10.8	5.5	4.8	10.2	10.2	19.9	14.2	24.7
DON'T KNOW	19.1	11.8	13.7	17.5	21.7	23.9	24.4	16.9	20.1	17.8	15.0	22.1	20.1	12.6	14.4	30.6	20.8	22.9	23.8	22.2
Net Diff.	21.0	57.0	45.9	37.9	21.6	-0.0	-9.4	-29.6	-19.1	33.7	44.4	18.3	13.0	50.2	39.6	9.8	16.8	-14.2	-1.1	-25.3
Mean	2.71	3.27	3.03	2.86	2.73	2.43	2.27	2.12	2.09	2.87	3.00	2.68	2.57	3.08	2.88	2.54	2.67	2.24	2.44	2.08



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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	1724	1424	301	276	167	108
AGREE	50.9	47.7	49.7	53.2	50.8	52.3	52.7	50.3	42.2	46.2	36.1
Strongly	17.2	17.2	14.0	19.7	16.1	18.6	20.6	9.6	8.1	8.1	8.0
Somewhat	33.7	30.4	35.7	33.6	34.7	33.7	32.2	40.7	34.2	38.1	28.1
DISAGREE	29.9	32.0	29.7	28.9	30.5	30.2	30.8	27.8	28.1	30.9	23.8
Somewhat	19.4	23.7	18.2	19.2	17.7	19.0	18.7	20.7	22.0	25.6	16.2
Strongly	10.5	8.3	11.5	9.7	12.8	11.2	12.1	7.1	6.1	5.2	7.6
DON'T KNOW	19.1	20.3	20.7	17.9	18.7	17.4	16.5	21.9	29.7	22.9	40.1
Net Diff.	21.0	15.7	20.0	24.4	20.3	22.1	22.0	22.5	14.2	15.4	12.3
Mean	2.71	2.71	2.66	2.77	2.67	2.72	2.73	2.68	2.63	2.64	2.61



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
AGREE	50.9	65.3	40.3	66.0	37.5	40.9	66.7	36.5	58.0	62.7	31.2	50.5	47.0	53.7	51.9	51.7
Strongly	17.2	27.5	9.7	26.0	9.6	10.2	27.9	9.0	16.9	18.0	5.9	17.3	17.5	14.7	18.2	16.9
Somewhat	33.7	37.8	30.6	40.0	27.9	30.6	38.8	27.5	41.1	44.7	25.3	33.1	29.4	38.9	33.7	34.8
DISAGREE	29.9	20.3	37.9	20.7	40.4	27.0	19.5	42.0	28.7	24.3	30.6	32.2	34.9	28.0	31.7	26.1
Somewhat	19.4	14.9	20.6	15.9	23.6	17.4	14.9	23.3	19.8	16.1	22.8	20.8	20.2	18.4	22.2	17.1
Strongly	10.5	5.5	17.3	4.8	16.8	9.5	4.6	18.7	8.9	8.2	7.8	11.4	14.8	9.6	9.5	9.0
DON'T KNOW	19.1	14.4	21.8	13.3	22.1	32.2	13.8	21.5	13.3	13.1	38.2	17.4	18.1	18.3	16.4	22.1
Net Diff.	21.0	45.0	2.4	45.4	-2.9	13.9	47.2	-5.5	29.3	38.4	0.7	18.3	12.0	25.6	20.2	25.6
Mean	2.71	3.02	2.42	3.01	2.39	2.61	3.04	2.34	2.76	2.83	2.47	2.68	2.61	2.72	2.73	2.77



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
AGREE	50.9	43.6	53.5	66.3	37.8	39.6	46.4	40.1	40.2	40.1	58.4	
Strongly	17.2	12.7	18.8	25.9	10.4	8.3	10.7	10.7	16.6	7.3	21.7	
Somewhat	33.7	30.9	34.7	40.4	27.4	31.3	35.7	29.5	23.6	32.8	36.7	
DISAGREE	29.9	38.5	27.0	20.3	40.1	29.8	29.5	38.9	40.5	38.0	23.7	
Somewhat	19.4	21.0	18.9	15.1	23.9	19.6	21.2	22.5	16.7	25.7	17.3	
Strongly	10.5	17.5	8.1	5.2	16.2	10.2	8.3	16.5	23.8	12.3	6.4	
DON'T KNOW	19.1	17.8	19.5	13.3	22.1	30.6	24.1	21.0	19.4	21.9	17.8	
Net Diff.	21.0	5.1	26.5	46.0	-2.3	9.8	17.0	1.2	-0.3	2.1	34.7	
Mean	2.71	2.47	2.80	3.00	2.41	2.54	2.64	2.43	2.41	2.45	2.90	



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63. DO YOU AGREE OR DISAGREE THAT IF THE UNITED STATES SAYS IT WILL NOT HELP NATO MEMBERS WHO DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED, IT WILL ENCOURAGE THOSE COUNTRIES TO INCREASE THEIR DEFENSE SPENDING?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225			
AGREE	50.9	65.9	40.4	64.0	41.5	46.4	70.5	50.9	48.9	57.5	36.3	42.9			
Strongly	17.2	27.2	9.9	23.4	11.5	16.7	27.2	18.4	21.2	19.8	7.6	10.3			
Somewhat	33.7	38.7	30.4	40.5	30.0	29.8	43.3	32.5	27.7	37.8	28.6	32.6			
DISAGREE	29.9	19.2	39.0	22.5	36.2	31.3	23.1	38.0	35.6	22.0	35.2	25.3			
Somewhat	19.4	14.4	22.4	15.9	21.3	21.7	15.0	19.4	23.2	16.8	22.3	19.5			
Strongly	10.5	4.8	16.6	6.7	14.9	9.6	8.2	18.6	12.4	5.2	12.9	5.7			
DON'T KNOW	19.1	14.8	20.7	13.5	22.3	22.3	6.4	11.2	15.5	20.5	28.6	31.8			
Net Diff.	21.0	46.7	1.4	41.4	5.3	15.1	47.3	12.9	13.3	35.6	1.1	17.7			
Mean	2.71	3.04	2.43	2.93	2.49	2.69	2.96	2.57	2.68	2.91	2.43	2.70			



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	50.9	38.4	44.1	34.2	47.7	64.6	64.6	64.6	65.1	58.9	65.4	36.7	46.1	58.8	33.8	43.8	63.7
Strongly	17.2	11.3	15.4	8.3	12.8	21.2	35.6	26.7	27.3	13.5	26.0	10.0	11.6	22.9	9.7	13.5	31.2
Somewhat	33.7	27.1	28.6	25.9	34.9	43.4	29.1	37.9	37.8	45.4	39.3	26.6	34.6	35.9	24.1	30.3	32.5
DISAGREE	29.9	41.9	40.5	43.0	29.7	21.2	19.1	20.4	30.3	27.6	20.4	42.0	28.7	25.0	47.2	31.5	18.2
Somewhat	19.4	24.2	21.4	26.3	19.8	17.1	11.9	15.1	20.9	18.2	14.8	23.1	18.7	19.0	31.5	21.4	14.7
Strongly	10.5	17.7	19.0	16.7	9.9	4.2	7.2	5.3	9.4	9.4	5.6	18.9	10.1	6.0	15.7	10.1	3.5
DON'T KNOW	19.1	19.7	15.5	22.8	22.6	14.2	16.2	15.0	4.6	13.5	14.2	21.3	25.2	16.2	19.0	24.7	18.1
Net Diff.	21.0	-3.6	3.6	-8.8	18.0	43.4	45.5	44.2	34.8	31.3	44.9	-5.3	17.4	33.8	-13.3	12.3	45.6
Mean	2.71	2.40	2.48	2.33	2.65	2.95	3.11	3.01	2.87	2.73	3.00	2.35	2.64	2.90	2.34	2.63	3.12



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	50.9	40.5	43.0	65.5	50.6	58.4	70.7	56.8	50.0	51.0	48.3	49.1	53.0	61.9	54.1	42.3
Strongly	17.2	11.2	13.0	25.4	14.3	23.4	36.2	21.8	16.2	15.6	17.0	17.3	20.0	22.5	18.2	12.5
Somewhat	33.7	29.2	30.0	40.1	36.3	35.0	34.4	35.1	33.8	35.4	31.3	31.7	33.1	39.4	35.9	29.8
DISAGREE	29.9	37.0	35.3	20.1	32.3	29.1	18.6	30.4	30.7	31.3	29.8	25.1	27.1	22.3	31.6	34.5
Somewhat	19.4	22.3	23.9	14.7	22.5	19.8	10.8	20.9	20.0	20.2	19.8	14.3	18.0	14.8	22.0	20.9
Strongly	10.5	14.7	11.4	5.5	9.8	9.3	7.9	9.5	10.7	11.1	9.9	10.8	9.1	7.5	9.6	13.5
DON'T KNOW	19.1	22.5	21.7	14.4	17.1	12.5	10.7	12.8	19.3	17.7	21.9	25.8	19.9	15.9	14.3	23.2
Net Diff.	21.0	3.5	7.7	45.4	18.3	29.3	52.1	26.4	19.2	19.7	18.5	23.9	25.9	39.6	22.5	7.8
Mean	2.71	2.48	2.57	3.00	2.66	2.83	3.11	2.79	2.69	2.67	2.71	2.75	2.80	2.91	2.73	2.54



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63. DO YOU AGREE OR DISAGREE THAT IF THE UNITED STATES SAYS IT WILL NOT HELP NATO MEMBERS WHO DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED, IT WILL ENCOURAGE THOSE COUNTRIES TO INCREASE THEIR DEFENSE SPENDING?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	50.9	51.5	49.8	48.5	52.6	59.4	54.7	44.7	45.3	50.9	51.1	46.5	52.8	57.0	57.6	44.8	52.7	41.1	57.8	48.2
Strongly	17.2	18.3	15.2	14.3	17.0	23.2	21.7	14.0	9.1	17.3	17.0	16.1	17.5	16.6	23.3	11.9	21.7	11.1	21.3	13.9
Somewhat	33.7	33.2	34.6	34.2	35.6	36.2	33.0	30.7	36.2	33.6	34.0	30.5	35.3	40.5	34.3	33.0	31.0	30.0	36.5	34.3
DISAGREE	29.9	28.9	31.9	33.1	29.7	28.0	37.6	29.6	26.7	30.4	29.0	37.6	24.5	22.2	31.9	29.1	41.6	34.1	24.7	24.3
Somewhat	19.4	18.6	21.0	22.4	18.3	16.5	23.3	20.3	18.9	18.9	20.5	25.3	18.8	15.2	18.7	19.1	25.7	24.9	17.2	20.2
Strongly	10.5	10.3	10.9	10.7	11.3	11.5	14.4	9.3	7.8	11.5	8.4	12.3	5.7	6.9	13.2	10.0	15.9	9.2	7.5	4.0
DON'T KNOW	19.1	19.6	18.2	18.4	17.8	12.6	7.7	25.7	28.0	18.7	20.0	15.9	22.8	20.8	10.6	26.1	5.7	24.8	17.5	27.5
Net Diff.	21.0	22.7	17.9	15.4	22.9	31.4	17.1	15.2	18.6	20.5	22.1	8.9	28.3	34.9	25.7	15.8	11.1	7.0	33.1	23.9
Mean	2.71	2.74	2.66	2.64	2.71	2.81	2.67	2.67	2.65	2.70	2.75	2.60	2.84	2.84	2.76	2.63	2.62	2.57	2.87	2.80



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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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	50.9	43.9	47.6	56.3	58.6	46.6	49.5	50.8	51.0	53.1	48.3	57.7	44.9
Strongly	17.2	8.4	15.3	17.5	18.8	19.6	17.9	14.9	18.6	16.0	18.6	22.7	12.3
Somewhat	33.7	35.5	32.3	38.8	39.8	27.0	31.6	35.9	32.4	37.0	29.7	35.0	32.6
DISAGREE	29.9	38.5	31.6	21.0	23.8	31.1	35.3	28.3	31.0	26.9	33.6	31.5	28.6
Somewhat	19.4	29.0	23.0	13.7	16.9	18.2	20.8	20.1	19.0	19.1	19.8	19.0	19.8
Strongly	10.5	9.5	8.5	7.3	6.8	12.9	14.5	8.2	12.0	7.8	13.8	12.5	8.7
DON'T KNOW	19.1	17.6	20.8	22.6	17.6	22.3	15.2	21.0	18.0	20.0	18.1	10.8	26.5
Net Diff.	21.0	5.4	16.0	35.3	34.8	15.4	14.2	22.5	20.0	26.2	14.7	26.2	16.4
Mean	2.71	2.52	2.69	2.86	2.86	2.69	2.62	2.73	2.70	2.77	2.65	2.76	2.66



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	50.9	45.1	53.0	55.0	48.5	59.3	62.7	61.2	50.8	37.5	44.7	47.4	46.6	54.8	48.2	52.7
Strongly	17.2	11.3	15.9	19.3	18.5	17.6	24.8	22.2	22.9	8.0	8.4	15.9	14.7	18.8	15.3	19.7
Somewhat	33.7	33.7	37.1	35.7	30.1	41.7	38.0	39.0	27.9	29.5	36.3	31.6	31.9	36.0	32.9	32.9
DISAGREE	29.9	34.9	25.9	25.6	34.3	34.9	25.7	27.4	38.2	34.9	26.0	23.4	30.9	26.5	32.0	29.4
Somewhat	19.4	27.0	17.7	16.7	20.1	26.8	14.2	17.2	21.8	27.1	20.6	16.2	18.5	18.7	19.6	20.0
Strongly	10.5	7.9	8.2	8.8	14.2	8.1	11.5	10.2	16.3	7.8	5.4	7.1	12.4	7.7	12.4	9.5
DON'T KNOW	19.1	20.0	21.1	19.4	17.2	5.7	11.5	11.5	11.0	27.6	29.3	29.2	22.5	18.7	19.8	17.9
Net Diff.	21.0	10.1	27.1	29.4	14.3	24.4	37.0	33.8	12.6	2.6	18.6	24.1	15.7	28.3	16.1	23.3
Mean	2.71	2.61	2.77	2.81	2.64	2.73	2.86	2.83	2.64	2.52	2.67	2.79	2.63	2.81	2.64	2.77



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64. IF A NATO MEMBER WHO DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO DECLARE WAR ON RUSSIA TO DEFEND THEM?

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
SUPPORT	38.8	52.7	42.5	41.5	39.7	30.9	43.4	22.2	23.9	41.2	44.0	36.8	41.7	48.5	38.8	28.6	41.5	32.6	32.8	32.4
Strongly	13.8	23.5	18.5	12.2	13.7	11.7	9.1	10.3	12.6	13.9	16.7	11.5	3.9	16.8	10.1	9.0	17.4	13.5	15.5	11.9
Somewhat	25.0	29.2	24.1	29.4	26.0	19.3	34.3	11.9	11.3	27.3	27.3	25.4	37.9	31.7	28.7	19.6	24.1	19.0	17.2	20.5
OPPOSE	39.6	31.9	37.2	35.4	37.5	43.7	35.1	66.1	58.2	36.4	35.5	37.8	36.0	33.7	39.5	33.7	39.1	48.5	46.2	50.3
Somewhat	20.4	11.1	23.8	19.5	23.4	22.0	18.5	17.1	14.3	21.7	19.6	25.3	19.0	18.3	28.3	21.3	20.0	17.0	17.1	16.9
Strongly	19.2	20.8	13.4	15.9	14.1	21.6	16.6	49.0	43.9	14.7	15.8	12.5	17.0	15.4	11.2	12.5	19.1	31.5	29.1	33.4
DON'T KNOW	21.5	15.4	20.2	23.1	22.8	25.4	21.6	11.7	17.9	22.4	20.6	25.3	22.2	17.8	21.7	37.7	19.5	18.9	21.0	17.3
Net Diff.	-0.8	20.8	5.3	6.1	2.1	-12.8	8.3	-43.9	-34.3	4.8	8.5	-1.0	5.7	14.8	-0.7	-5.2	2.4	-15.9	-13.4	-17.8
Mean	2.43	2.65	2.60	2.49	2.51	2.28	2.46	1.81	1.91	2.52	2.56	2.48	2.37	2.61	2.48	2.40	2.49	2.18	2.24	2.13



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64. IF A NATO MEMBER WHO DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO DECLARE WAR ON RUSSIA TO DEFEND THEM?

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	1000	175	225	384	216	863	709	155	137	92	44	
SUPPORT	38.8	42.0	38.6	38.4	37.3	39.2	38.9	40.7	36.7	42.6	24.5	
Strongly	13.8	20.2	14.9	12.4	10.1	14.9	16.5	7.6	7.0	9.2	2.3	
Somewhat	25.0	21.9	23.7	26.0	27.2	24.3	22.4	33.1	29.7	33.4	22.2	
OPPOSE	39.6	34.1	38.0	40.4	44.6	41.2	41.9	37.7	30.1	32.0	26.1	
Somewhat	20.4	14.4	16.3	22.3	26.3	20.1	18.8	26.2	22.6	27.7	11.9	
Strongly	19.2	19.7	21.7	18.1	18.3	21.1	23.1	11.6	7.5	4.3	14.1	
DON'T KNOW	21.5	23.9	23.4	21.2	18.1	19.7	19.2	21.6	33.2	25.4	49.4	
Net Diff.	-0.8	7.9	0.6	-2.0	-7.2	-2.0	-3.1	3.0	6.7	10.6	-1.6	
Mean	2.43	2.56	2.41	2.42	2.36	2.41	2.40	2.47	2.54	2.64	2.25	



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	REF JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
SUPPORT	38.8	45.7	35.8		46.8	32.7	30.1	48.0	32.4	45.1	45.6	21.3	39.5	40.7	47.7	35.4	37.7
Strongly	13.8	16.2	15.0		15.2	14.1	7.0	16.5	15.3	12.4	14.0	3.2	13.4	15.6	12.3	12.0	14.6
Somewhat	25.0	29.5	20.8		31.6	18.6	23.1	31.6	17.0	32.7	31.7	18.1	26.2	25.1	35.4	23.4	23.2
OPPOSE	39.6	34.3	42.5		33.3	46.8	37.8	33.7	48.9	35.7	34.5	36.6	41.0	41.9	36.9	41.8	37.4
Somewhat	20.4	18.4	17.1		21.1	19.7	20.9	21.2	17.2	24.2	24.0	22.4	20.9	20.8	18.3	22.0	19.6
Strongly	19.2	15.9	25.4		12.2	27.2	16.9	12.5	31.7	11.5	10.5	14.1	20.1	21.1	18.6	19.8	17.8
DON'T KNOW	21.5	20.0	21.7		19.9	20.4	32.1	18.2	18.7	19.1	19.9	42.1	19.5	17.3	15.4	22.8	24.9
Net Diff.	-0.8	11.3	-6.8		13.5	-14.1	-7.7	14.3	-16.6	9.4	11.1	-15.3	-1.5	-1.2	10.8	-6.5	0.3
Mean	2.43	2.57	2.32		2.62	2.25	2.30	2.64	2.20	2.57	2.61	2.18	2.41	2.43	2.49	2.36	2.46



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64. IF A NATO MEMBER WHO DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO DECLARE WAR ON RUSSIA TO DEFEND THEM?

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586	
SUPPORT	38.8	39.6	38.7	44.4	35.9	28.6	32.0	34.0	38.9	31.2	42.3	
Strongly	13.8	18.1	12.4	14.0	15.0	9.0	9.0	15.6	25.4	10.2	12.5	
Somewhat	25.0	21.5	26.3	30.5	20.9	19.6	23.0	18.4	13.5	21.0	29.8	
OPPOSE	39.6	44.2	38.3	36.1	44.9	33.7	36.7	44.7	46.4	43.8	36.1	
Somewhat	20.4	19.5	20.8	22.5	18.1	21.3	24.8	18.6	12.7	21.9	21.7	
Strongly	19.2	24.7	17.5	13.7	26.8	12.5	11.9	26.1	33.7	21.9	14.3	
DON'T KNOW	21.5	16.2	23.0	19.4	19.1	37.7	31.3	21.3	14.7	25.0	21.6	
Net Diff.	-0.8	-4.6	0.5	8.3	-9.0	-5.2	-4.7	-10.7	-7.4	-12.6	6.2	
Mean	2.43	2.39	2.44	2.56	2.30	2.40	2.42	2.30	2.36	2.26	2.52	



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BANNER 5

	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
Total	1000	409	447	360	370	270	195	112	162	165	258	108			
SUPPORT	38.8	44.8	34.2	44.4	37.8	32.8	48.5	46.9	32.4	39.6	33.8	33.5			
Strongly	13.8	15.4	14.9	14.1	14.4	12.7	14.1	18.8	14.9	14.0	12.5	9.3			
Somewhat	25.0	29.4	19.4	30.4	23.4	20.1	34.4	28.1	17.5	25.6	21.4	24.1			
OPPOSE	39.6	36.3	43.5	38.0	39.7	41.7	42.1	42.8	46.9	33.3	38.4	33.9			
Somewhat	20.4	21.2	17.9	21.9	18.3	21.4	23.1	15.0	21.6	20.5	19.7	21.0			
Strongly	19.2	15.2	25.6	16.1	21.4	20.3	19.0	27.9	25.3	12.8	18.6	12.9			
DON'T KNOW	21.5	18.9	22.3	17.5	22.5	25.5	9.4	10.2	20.7	27.1	27.8	32.7			
Net Diff.	-0.8	8.5	-9.2	6.4	-1.9	-8.9	6.5	4.1	-14.5	6.3	-4.5	-0.4			
Mean	2.43	2.55	2.30	2.51	2.40	2.34	2.48	2.42	2.28	2.56	2.38	2.44			



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BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
SUPPORT	38.8	40.0	50.0	33.1	36.3	37.7	45.5	40.5	74.8	45.6	42.0	38.3	37.6	34.9	34.4	31.0	36.2
Strongly	13.8	15.2	21.7	10.6	11.9	10.6	21.8	14.7	30.5	14.0	12.9	14.7	12.0	23.9	11.4	10.8	18.8
Somewhat	25.0	24.9	28.3	22.5	24.4	27.0	23.7	25.8	44.3	31.5	29.1	23.6	25.5	11.0	23.0	20.2	17.4
OPPOSE	39.6	42.6	34.8	48.0	36.9	43.9	33.4	40.1	25.2	35.0	39.8	43.2	35.2	34.4	46.6	39.3	43.6
Somewhat	20.4	19.7	15.3	22.8	18.4	27.5	15.4	23.1	10.3	18.7	23.6	19.3	17.2	15.4	24.7	19.2	24.3
Strongly	19.2	22.9	19.5	25.2	18.6	16.3	17.9	16.9	14.9	16.2	16.2	23.9	18.0	19.0	21.9	20.1	19.4
DON'T KNOW	21.5	17.4	15.2	18.9	26.8	18.5	21.2	19.5	0.0	19.5	18.2	18.5	27.3	30.7	19.1	29.7	20.1
Net Diff.	-0.8	-2.6	15.2	-14.9	-0.6	-6.2	12.1	0.4	49.6	10.6	2.1	-4.9	2.4	0.5	-12.2	-8.3	-7.4
Mean	2.43	2.39	2.62	2.23	2.40	2.39	2.63	2.47	2.90	2.54	2.47	2.36	2.43	2.58	2.30	2.31	2.45



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
SUPPORT	38.8	36.6	39.1	41.4	37.9	41.4	72.2	37.6	38.6	41.0	34.6	37.7	38.6	41.8	40.8	35.5
Strongly	13.8	14.3	12.5	13.7	9.9	20.0	58.4	15.3	13.0	11.2	15.9	12.9	16.0	17.8	12.5	11.1
Somewhat	25.0	22.2	26.5	27.7	28.0	21.4	13.8	22.3	25.6	29.8	18.7	24.9	22.6	24.1	28.3	24.4
OPPOSE	39.6	41.6	35.6	38.9	40.4	41.4	15.0	44.7	39.8	39.7	39.9	36.1	37.4	43.4	41.9	39.3
Somewhat	20.4	18.2	23.6	21.7	21.8	19.0	6.8	20.5	21.1	20.0	22.8	16.8	22.0	25.3	21.7	17.6
Strongly	19.2	23.3	12.0	17.2	18.6	22.5	8.2	24.2	18.7	19.7	17.1	19.3	15.4	18.1	20.3	21.7
DON'T KNOW	21.5	21.9	25.3	19.7	21.7	17.2	12.8	17.7	21.6	19.3	25.5	26.1	24.0	14.8	17.3	25.1
Net Diff.	-0.8	-5.0	3.4	2.4	-2.5	-0.0	57.2	-7.1	-1.2	1.3	-5.3	1.6	1.2	-1.6	-1.2	-3.8
Mean	2.43	2.35	2.53	2.47	2.37	2.47	3.40	2.35	2.42	2.40	2.45	2.42	2.52	2.49	2.40	2.33



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
SUPPORT	38.8	38.2	40.1	41.8	36.3	42.0	43.6	35.2	36.4	38.3	40.1	41.9	40.3	43.2	41.6	35.2	43.1	40.7	47.0	35.3
Strongly	13.8	14.4	12.8	10.3	18.3	16.2	14.4	12.9	11.0	13.4	14.6	16.4	16.1	6.8	15.0	12.0	21.3	11.7	17.2	15.2
Somewhat	25.0	23.8	27.3	31.5	18.0	25.8	29.2	22.3	25.4	24.8	25.5	25.5	24.3	36.4	26.6	23.3	21.9	29.0	29.7	20.1
OPPOSE	39.6	39.6	39.8	37.0	46.0	43.2	45.1	36.6	34.2	40.5	37.8	41.2	33.6	32.0	45.4	36.1	46.5	36.1	32.8	34.1
Somewhat	20.4	21.6	18.2	16.8	21.3	22.5	17.6	20.8	18.9	19.9	21.6	24.9	19.2	18.4	20.7	19.1	23.9	25.8	15.5	22.0
Strongly	19.2	18.0	21.6	20.2	24.7	20.7	27.4	15.8	15.3	20.7	16.2	16.3	14.4	13.6	24.6	17.0	22.5	10.3	17.4	12.2
DON'T KNOW	21.5	22.2	20.1	21.2	17.7	14.8	11.4	28.2	29.4	21.2	22.1	16.9	26.1	24.8	13.0	28.6	10.4	23.2	20.2	30.6
Net Diff.	-0.8	-1.4	0.3	4.8	-9.7	-1.3	-1.5	-1.5	2.2	-2.2	2.3	0.7	6.7	11.2	-3.8	-0.9	-3.3	4.7	14.1	1.1
Mean	2.43	2.44	2.39	2.41	2.36	2.44	2.34	2.45	2.46	2.39	2.49	2.51	2.57	2.48	2.37	2.42	2.47	2.55	2.59	2.55



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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
SUPPORT	38.8	40.9	37.2	46.7	42.8	31.8	36.1	42.5	36.5	42.6	34.4	42.6	35.6
Strongly	13.8	11.8	10.7	12.9	15.8	13.8	15.3	12.0	15.0	13.1	14.7	15.5	12.3
Somewhat	25.0	29.0	26.5	33.9	27.0	18.0	20.8	30.6	21.6	29.5	19.7	27.1	23.3
OPPOSE	39.6	39.2	38.0	31.2	37.1	45.1	44.1	35.0	42.6	35.6	44.5	43.9	35.9
Somewhat	20.4	28.3	25.1	21.2	20.4	16.4	18.2	23.9	18.2	22.9	17.5	20.7	20.2
Strongly	19.2	10.9	12.8	10.0	16.7	28.7	25.9	11.1	24.3	12.7	27.0	23.3	15.6
DON'T KNOW	21.5	20.0	24.8	22.0	20.1	23.1	19.8	22.5	20.9	21.8	21.2	13.5	28.6
Net Diff.	-0.8	1.7	-0.8	15.5	5.7	-13.2	-8.0	7.5	-6.0	7.0	-10.1	-1.3	-0.3
Mean	2.43	2.52	2.47	2.64	2.52	2.22	2.32	2.56	2.34	2.55	2.28	2.40	2.45



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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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
SUPPORT	38.8	37.2	45.0	38.6	35.2	44.7	45.7	41.4	40.9	34.1	44.3	35.8	29.4	43.1	36.9	38.4
Strongly	13.8	10.5	12.8	12.4	16.6	5.3	14.0	14.9	18.9	12.7	11.6	10.0	14.3	13.8	13.2	15.4
Somewhat	25.0	26.7	32.2	26.2	18.6	39.4	31.7	26.6	22.0	21.4	32.6	25.8	15.1	29.2	23.7	23.0
OPPOSE	39.6	42.5	31.7	38.6	45.1	47.3	39.0	41.3	48.4	40.5	25.3	35.8	41.8	37.0	39.8	42.9
Somewhat	20.4	31.8	20.3	19.6	17.4	36.1	22.5	18.8	17.9	30.0	18.4	20.4	17.0	19.2	21.3	19.9
Strongly	19.2	10.7	11.4	19.0	27.7	11.2	16.5	22.5	30.5	10.5	6.9	15.4	24.8	17.8	18.5	23.0
DON'T KNOW	21.5	20.3	23.3	22.8	19.7	8.1	15.2	17.3	10.7	25.4	30.4	28.5	28.7	20.0	23.3	18.7
Net Diff.	-0.8	-5.3	13.2	*	-9.9	-2.6	6.7	0.1	-7.4	-6.4	19.0	-0.0	-12.4	6.1	-2.9	-4.5
Mean	2.43	2.46	2.60	2.42	2.30	2.42	2.51	2.41	2.33	2.49	2.70	2.42	2.27	2.49	2.41	2.38



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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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
REPUBLICAN CANDIDATE	40.1	73.7	67.0	45.3	34.7	28.9	18.3	9.9	23.1	52.6	58.9	43.7	49.8	80.7	61.1	31.4	13.8	6.3	5.9	6.7
DEMOCRATIC CANDIDATE	37.7	5.6	15.4	32.7	44.5	43.2	53.2	79.8	55.8	23.7	21.0	29.1	16.5	6.0	18.3	16.5	63.5	75.5	77.2	74.2
DON'T KNOW	22.2	20.6	17.7	22.0	20.7	27.9	28.5	10.3	21.1	23.6	20.1	27.2	33.7	13.3	20.6	52.1	22.6	18.2	17.0	19.2
Net Diff.	2.3	68.1	51.6	12.6	-9.8	-14.3	-34.9	-69.9	-32.7	28.9	37.9	14.6	33.3	74.6	42.8	15.0	-49.7	-69.2	-71.3	-67.5



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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	1000	175	225	384	216	863	709	155	137	92	44
REPUBLICAN CANDIDATE	40.1	35.6	39.5	42.6	39.8	41.5	43.1	33.9	31.3	39.9	13.4
DEMOCRATIC CANDIDATE	37.7	42.9	41.7	33.6	36.9	39.7	40.5	36.1	25.3	25.8	24.3
DON'T KNOW	22.2	21.4	18.8	23.8	23.3	18.8	16.4	30.0	43.3	34.3	62.3
Net Diff.	2.3	-7.3	-2.1	9.0	2.9	1.8	2.6	-2.2	6.0	14.1	-10.9



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365		455	433	112	378	346	151	106	124	624	229	110	285	376
REPUBLICAN CANDIDATE	40.1	68.6	11.1		71.9	9.7	28.3	75.6	6.5	38.0	40.4	28.0	38.0	35.1	36.2	41.0	43.6
DEMOCRATIC CANDIDATE	37.7	13.5	68.0		10.1	69.6	26.6	6.9	76.6	37.7	36.6	23.7	40.8	45.8	43.8	35.6	32.7
DON'T KNOW	22.2	17.9	20.9		18.0	20.6	45.1	17.5	16.9	24.3	23.0	48.3	21.2	19.1	20.0	23.5	23.7
Net Diff.	2.3	55.1	-57.0		61.7	-59.9	1.7	68.7	-70.1	0.4	3.9	4.4	-2.8	-10.7	-7.6	5.4	10.9



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	UNDE-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE		PROVE	
		TION									
Total	1000	247	751	447	434	120	274	414	148	266	586
REPUBLICAN CANDIDATE	40.1	15.0	48.4	72.5	9.1	31.4	33.6	12.1	7.2	14.8	59.9
DEMOCRATIC CANDIDATE	37.7	69.2	27.5	11.2	71.0	16.5	28.1	67.8	84.0	58.7	16.5
DON'T KNOW	22.2	15.8	24.0	16.4	19.9	52.1	38.3	20.2	8.8	26.6	23.6
Net Diff.	2.3	-54.2	20.9	61.3	-61.9	15.0	5.5	-55.7	-76.8	-43.9	43.4



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

65. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?1. A REPUBLICAN WHO OPPOSES DECLARING WAR ON RUSSIA TO DEFEND NATO MEMBERS WHO DON'T MEET THEIR DEFENSE SPENDING COMMITMENT.2. A DEMOCRATIC WHO SUPPORTS DECLARING WAR ON RUSSIA TO DEFEND NATO MEMBERS WHO DON'T MEET THEIR DEFENSE SPENDING COMMITMENT.

BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	DON'T KNOW	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	1000	409	447	360	370	270	195	112	162	165	258	108			
REPUBLICAN CANDIDATE	40.1	72.6	11.9	72.4	14.4	32.2	70.4	14.4	32.7	74.8	14.4	31.4			
DEMOCRATIC CANDIDATE	37.7	10.1	66.0	11.1	63.1	38.5	12.5	78.5	42.2	9.5	56.4	33.0			
DON'T KNOW	22.2	17.3	22.1	16.5	22.5	29.3	17.1	7.1	25.2	15.7	29.2	35.6			
Net Diff.	2.3	62.5	-54.1	61.3	-48.7	-6.3	57.9	-64.1	-9.5	65.4	-42.0	-1.6			



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BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
REPUBLICAN CANDIDATE	40.1	18.0	17.0	18.7	29.3	63.2	79.7	69.2	79.0	60.8	75.1	13.1	14.9	22.6	15.2	26.8	62.0
DEMOCRATIC CANDIDATE	37.7	62.3	69.3	57.5	41.3	18.3	6.7	14.1	21.0	14.3	9.5	66.7	59.8	50.2	59.8	38.3	19.5
DON'T KNOW	22.2	19.7	13.7	23.8	29.4	18.5	13.6	16.7	0.0	24.9	15.4	20.1	25.3	27.2	25.0	34.9	18.5
Net Diff.	2.3	-44.4	-52.3	-38.8	-12.0	44.9	72.9	55.1	58.0	46.4	65.6	-53.6	-44.8	-27.7	-44.6	-11.6	42.5



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
REPUBLICAN CANDIDATE	40.1	13.2	36.8	71.8	37.0	47.5	34.1	49.2	38.8	38.0	40.1	41.1	41.5	51.0	49.3	27.9
DEMOCRATIC CANDIDATE	37.7	63.6	30.9	11.0	37.3	40.5	44.2	40.0	38.6	40.7	35.2	26.8	34.2	31.6	35.1	44.9
DON'T KNOW	22.2	23.3	32.3	17.2	25.7	12.0	21.7	10.8	22.6	21.2	24.7	32.1	24.2	17.4	15.6	27.3
Net Diff.	2.3	-50.4	5.9	60.8	-0.4	7.1	-10.2	9.2	0.2	-2.7	5.0	14.4	7.3	19.3	14.3	-17.0



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-	WHITE	NON-	His-	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE		WHITE	panic								
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.											
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
REPUBLICAN CANDIDATE	40.1	42.8	35.1	37.5	29.6	47.7	37.9	38.8	32.1	41.3	37.5	35.0	33.3	49.6	45.0	37.9	39.1	31.0	40.0	28.2
DEMOCRATIC CANDIDATE	37.7	32.9	46.9	46.0	48.9	33.2	47.1	32.6	46.7	36.5	40.4	43.4	42.6	36.4	37.6	35.4	42.7	44.0	44.4	41.2
DON'T KNOW	22.2	24.4	18.0	16.5	21.5	19.0	15.0	28.7	21.3	22.2	22.1	21.7	24.1	14.0	17.3	26.6	18.2	25.0	15.6	30.6
Net Diff.	2.3	9.9	-11.8	-8.5	-19.3	14.5	-9.1	6.2	-14.6	4.8	-3.0	-8.4	-9.3	13.1	7.4	2.5	-3.6	-13.1	-4.4	-13.0



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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	1000	79	122	184	160	184	270	386	614	545	455	470	530
REPUBLICAN CANDIDATE	40.1	34.2	39.4	44.1	46.3	35.1	39.1	40.6	39.8	42.3	37.5	44.0	36.6
DEMOCRATIC CANDIDATE	37.7	41.9	34.1	33.5	34.2	44.1	38.9	35.4	39.2	35.1	41.0	38.5	37.1
DON'T KNOW	22.2	23.9	26.5	22.3	19.5	20.9	22.0	24.0	21.0	22.7	21.6	17.5	26.3
Net Diff.	2.3	-7.8	5.3	10.6	12.1	-9.0	0.2	5.2	0.6	7.2	-3.5	5.5	-0.4



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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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
REPUBLICAN CANDIDATE	40.1	37.7	41.9	42.6	37.7	42.8	48.2	40.8	43.7	35.6	36.4	44.5	31.6	37.4	39.5	45.3
DEMOCRATIC CANDIDATE	37.7	38.3	34.9	35.7	41.0	34.0	38.6	36.6	40.7	40.0	31.7	34.8	41.4	40.3	37.2	35.6
DON'T KNOW	22.2	24.0	23.1	21.6	21.3	23.1	13.2	22.5	15.6	24.4	31.9	20.7	27.0	22.3	23.3	19.0
Net Diff.	2.3	-0.5	7.0	6.9	-3.3	8.8	9.6	4.2	3.1	-4.5	4.8	9.7	-9.8	-3.0	2.3	9.7



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66. IF A NATO MEMBER WHO CONSISTENTLY DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO HELP DEFEND THEM?

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. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
SUPPORT	41.8	54.0	48.3	46.1	38.6	37.9	27.8	39.6	26.9	45.5	48.3	38.9	48.9	51.1	45.7	33.8	43.6	31.4	37.3	26.3
Strongly	13.2	27.2	17.1	12.6	10.7	9.7	2.9	19.8	12.7	14.7	16.9	9.8	16.7	18.0	15.4	10.3	11.4	8.9	11.0	7.1
Somewhat	28.6	26.8	31.2	33.6	27.9	28.3	24.9	19.8	14.2	30.8	31.5	29.0	32.2	33.1	30.3	23.5	32.2	22.5	26.3	19.2
OPPOSE	42.8	27.3	38.8	40.8	45.4	47.5	51.6	45.9	49.3	39.7	37.7	45.7	29.2	35.0	38.8	44.0	45.7	51.6	47.3	55.3
Somewhat	23.5	17.8	27.9	22.4	26.3	26.8	23.3	10.3	9.4	25.4	23.6	30.5	16.9	24.6	28.8	17.4	28.5	18.4	19.1	17.9
Strongly	19.2	9.5	10.9	18.4	19.1	20.8	28.3	35.6	39.9	14.3	14.0	15.2	12.3	10.4	10.0	26.6	17.2	33.1	28.2	37.5
DON'T KNOW	15.4	18.6	12.9	13.0	16.0	14.5	20.6	14.5	23.8	14.8	14.0	15.4	21.8	14.0	15.5	22.2	10.7	17.0	15.3	18.4
Net Diff.	-1.0	26.7	9.5	5.3	-6.8	-9.6	-23.8	-6.2	-22.3	5.8	10.7	-6.9	19.7	16.1	6.9	-10.2	-2.2	-20.1	-10.0	-29.0
Mean	2.42	2.88	2.63	2.46	2.36	2.31	2.03	2.28	2.00	2.54	2.59	2.40	2.68	2.68	2.60	2.22	2.42	2.09	2.24	1.95



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66. IF A NATO MEMBER WHO CONSISTENTLY DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO HELP DEFEND THEM?

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	1000	175	225	384	216	861	715	146	139	75	64
SUPPORT	41.8	47.3	35.5	41.8	44.1	43.2	42.7	45.6	33.2	32.8	33.8
Strongly	13.2	11.6	9.9	15.3	14.2	14.1	14.6	11.7	7.8	9.4	6.0
Somewhat	28.6	35.7	25.6	26.5	29.9	29.1	28.2	33.9	25.4	23.4	27.8
OPPOSE	42.8	38.0	47.0	41.6	44.4	43.0	44.0	37.9	41.6	40.9	42.4
Somewhat	23.5	25.2	21.3	24.5	22.8	23.5	22.6	27.9	24.0	25.6	22.1
Strongly	19.2	12.8	25.7	17.1	21.6	19.5	21.4	10.0	17.6	15.3	20.2
DON'T KNOW	15.4	14.7	17.6	16.6	11.5	13.8	13.3	16.6	25.2	26.3	23.9
Net Diff.	-1.0	9.3	-11.5	0.2	-0.3	0.2	-1.3	7.7	-8.3	-8.1	-8.6
Mean	2.42	2.54	2.24	2.48	2.41	2.44	2.41	2.57	2.31	2.36	2.26



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				VOTER MODE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
SUPPORT	41.8	49.0	36.9		49.7	34.8	36.3	50.8	35.1	41.6	44.2	29.4	42.1	40.6	45.1	42.0	41.4
Strongly	13.2	18.5	9.8		17.5	9.6	9.1	18.9	10.0	10.5	11.1	5.9	12.7	11.7	10.3	14.4	14.1
Somewhat	28.6	30.5	27.1		32.2	25.2	27.2	31.9	25.2	31.2	33.1	23.5	29.4	28.9	34.8	27.6	27.3
OPPOSE	42.8	36.6	49.4		35.9	50.6	40.2	34.9	50.7	48.3	45.7	37.8	43.9	48.7	44.6	40.2	40.7
Somewhat	23.5	24.5	21.8		25.6	21.6	22.6	24.2	22.1	25.7	26.6	22.7	24.7	24.5	26.9	23.9	21.5
Strongly	19.2	12.1	27.6		10.3	28.9	17.6	10.7	28.6	22.6	19.1	15.1	19.2	24.2	17.7	16.2	19.2
DON'T KNOW	15.4	14.4	13.7		14.5	14.6	23.6	14.3	14.2	10.0	10.1	32.7	14.0	10.6	10.3	17.9	17.9
Net Diff.	-1.0	12.4	-12.5		13.8	-15.8	-3.9	15.9	-15.5	-6.7	-1.5	-8.4	-1.9	-8.1	0.5	1.8	0.7
Mean	2.42	2.65	2.22		2.66	2.18	2.36	2.69	2.19	2.33	2.40	2.30	2.41	2.31	2.42	2.49	2.44



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
SUPPORT	41.8	43.8	41.0	49.1	36.2	33.8	39.1	39.5	38.8	40.0	43.4	
Strongly	13.2	12.4	13.5	17.0	9.9	10.3	11.7	11.8	16.4	9.2	14.1	
Somewhat	28.6	31.4	27.5	32.1	26.3	23.5	27.4	27.7	22.4	30.7	29.2	
OPPOSE	42.8	44.1	42.3	36.4	49.3	44.0	42.5	47.1	47.1	47.1	39.8	
Somewhat	23.5	20.1	24.8	26.2	22.4	17.4	22.4	20.7	9.9	27.0	25.5	
Strongly	19.2	24.0	17.5	10.2	26.9	26.6	20.1	26.3	37.2	20.1	14.4	
DON'T KNOW	15.4	12.1	16.6	14.5	14.5	22.2	18.4	13.4	14.1	12.9	16.8	
Net Diff.	-1.0	-0.4	-1.3	12.7	-13.1	-10.2	-3.4	-7.5	-8.3	-7.1	3.5	
Mean	2.42	2.37	2.44	2.65	2.22	2.22	2.38	2.29	2.21	2.33	2.52	



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66. IF A NATO MEMBER WHO CONSISTENTLY DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO HELP DEFEND THEM?

BANNER 5

	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	1000	409	447		360	370	270	164	154	152	196	216	118
SUPPORT	41.8	49.4	36.8		46.7	38.4	40.0	49.2	42.9	42.5	44.7	35.2	36.7
Strongly	13.2	17.4	10.9		16.7	10.9	11.7	16.0	16.0	12.7	17.3	7.2	10.4
Somewhat	28.6	32.0	25.9		30.0	27.5	28.3	33.2	26.9	29.8	27.4	28.0	26.3
OPPOSE	42.8	36.5	49.9		39.3	46.1	42.9	42.6	46.9	46.3	36.6	45.4	38.5
Somewhat	23.5	26.0	22.5		27.6	22.5	19.7	28.7	17.0	20.6	26.6	26.4	18.4
Strongly	19.2	10.5	27.5		11.8	23.6	23.2	13.9	29.9	25.6	10.0	19.1	20.1
DON'T KNOW	15.4	14.1	13.2		13.9	15.5	17.2	8.2	10.2	11.2	18.7	19.4	24.8
Net Diff.	-1.0	13.0	-13.1		7.4	-7.7	-2.9	6.6	-4.0	-3.8	8.0	-10.3	-1.7
Mean	2.42	2.66	2.23		2.60	2.30	2.34	2.56	2.32	2.33	2.64	2.29	2.36



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66. IF A NATO MEMBER WHO CONSISTENTLY DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO HELP DEFEND THEM?

BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
SUPPORT	41.8	35.6	36.3	35.1	39.8	46.0	54.1	49.2	53.3	40.4	48.1	31.5	46.8	54.7	48.5	34.6	51.7
Strongly	13.2	10.8	13.7	8.6	11.6	11.1	25.9	17.0	21.1	13.7	17.2	9.7	11.0	19.1	10.7	11.0	14.7
Somewhat	28.6	24.8	22.6	26.4	28.2	34.9	28.2	32.2	32.2	26.7	30.8	21.8	35.7	35.6	37.8	23.6	37.0
OPPOSE	42.8	51.9	47.2	55.5	42.4	36.2	35.1	35.8	46.7	43.3	37.5	54.3	34.2	34.6	41.2	47.7	28.7
Somewhat	23.5	23.2	15.9	28.8	23.4	27.1	19.1	23.9	34.8	34.1	24.9	22.4	23.6	17.8	20.6	18.6	22.5
Strongly	19.2	28.7	31.3	26.7	18.9	9.1	16.0	11.9	11.8	9.2	12.6	31.8	10.6	16.8	20.6	29.1	6.2
DON'T KNOW	15.4	12.5	16.5	9.4	17.9	17.8	10.8	15.0	0.0	16.3	14.5	14.2	19.0	10.7	10.3	17.8	19.6
Net Diff.	-1.0	-16.3	-11.0	-20.4	-2.6	9.8	19.0	13.4	6.7	-2.9	10.6	-22.7	12.6	20.0	7.3	-13.1	23.0
Mean	2.42	2.20	2.22	2.19	2.39	2.58	2.72	2.64	2.63	2.54	2.62	2.11	2.58	2.64	2.43	2.20	2.75



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

66. IF A NATO MEMBER WHO CONSISTENTLY DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO HELP DEFEND THEM?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
SUPPORT	41.8	38.1	40.4	46.4	43.1	56.3	65.4	55.2	40.3	40.8	39.5	35.3	38.8	53.1	47.6	36.4
Strongly	13.2	10.2	13.0	16.6	12.0	23.2	21.4	23.5	12.1	10.3	14.9	9.0	10.9	21.3	14.0	12.4
Somewhat	28.6	27.9	27.4	29.8	31.2	33.1	44.0	31.7	28.2	30.5	24.6	26.3	27.9	31.8	33.6	24.1
OPPOSE	42.8	47.2	42.6	37.9	42.8	35.6	27.0	36.7	44.3	45.0	43.2	41.0	42.7	31.1	43.0	46.7
Somewhat	23.5	22.4	17.3	26.9	24.7	20.4	12.2	21.4	24.4	24.9	23.6	21.7	23.5	19.1	27.5	21.6
Strongly	19.2	24.7	25.4	11.0	18.2	15.2	14.8	15.3	19.9	20.1	19.6	19.3	19.2	12.0	15.5	25.1
DON'T KNOW	15.4	14.7	17.0	15.7	14.0	8.1	7.6	8.2	15.4	14.2	17.3	23.7	18.5	15.8	9.4	16.8
Net Diff.	-1.0	-9.0	-2.2	8.5	0.3	20.7	38.4	18.5	-4.0	-4.1	-3.7	-5.6	-3.9	21.9	4.5	-10.3
Mean	2.42	2.28	2.34	2.62	2.43	2.70	2.78	2.69	2.38	2.36	2.42	2.33	2.37	2.74	2.51	2.29



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

66. IF A NATO MEMBER WHO CONSISTENTLY DOESN'T MEET THEIR DEFENSE SPENDING COMMITMENT IS ATTACKED BY RUSSIA, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES REFUSING TO HELP DEFEND THEM?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL- EGE Degree Grad./ COLL- EGE COLL- EGE	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
SUPPORT	41.8	41.7	42.0	41.5	42.8	44.1	46.6	39.5	38.2	40.7	44.2	47.8	39.3	50.3	40.6	40.8	60.7	37.7	50.0	27.6
Strongly	13.2	14.1	11.6	11.2	12.2	14.7	15.5	13.6	8.4	13.2	13.2	11.5	17.8	4.5	13.6	12.9	16.6	7.5	21.7	13.5
Somewhat	28.6	27.6	30.4	30.3	30.5	29.4	31.1	26.0	29.8	27.5	31.0	36.4	21.5	45.8	27.1	27.9	44.1	30.3	28.3	14.1
OPPOSE	42.8	42.1	44.0	42.3	47.1	45.0	45.6	39.3	42.8	44.9	38.3	40.5	39.4	33.1	50.4	39.9	34.3	45.4	33.8	45.6
Somewhat	23.5	24.0	22.8	21.5	25.2	23.2	20.4	24.6	24.8	23.4	23.9	23.5	26.2	26.0	22.7	24.0	21.2	25.3	19.4	33.8
Strongly	19.2	18.1	21.2	20.9	21.9	21.8	25.2	14.7	18.0	21.5	14.4	17.0	13.2	7.1	27.7	15.9	13.1	20.0	14.4	11.8
DON'T KNOW	15.4	16.2	14.0	16.1	10.2	10.9	7.8	21.1	19.0	14.4	17.5	11.6	21.3	16.6	9.0	19.3	4.9	16.9	16.2	26.8
Net Diff.	-1.0	-0.3	-2.1	-0.8	-4.3	-0.9	1.1	0.2	-4.6	-4.2	5.8	7.3	-0.1	17.3	-9.8	0.9	26.4	-7.6	16.2	-18.0
Mean	2.42	2.45	2.38	2.38	2.37	2.42	2.40	2.49	2.35	2.38	2.52	2.48	2.56	2.57	2.29	2.47	2.68	2.30	2.68	2.40



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
SUPPORT	41.8	41.5	44.7	42.6	41.1	41.1	40.9	43.1	41.0	42.5	41.0	45.0	39.0
Strongly	13.2	5.9	15.6	19.2	12.4	13.6	10.8	15.1	12.0	14.3	11.9	15.0	11.7
Somewhat	28.6	35.5	29.1	23.4	28.7	27.6	30.1	28.0	29.0	28.2	29.1	30.0	27.4
OPPOSE	42.8	39.9	38.3	35.8	42.9	46.9	47.3	37.6	46.0	39.2	47.1	45.2	40.6
Somewhat	23.5	23.7	25.7	19.3	24.0	25.1	23.6	22.6	24.1	23.0	24.2	22.3	24.7
Strongly	19.2	16.2	12.6	16.5	19.0	21.7	23.7	15.0	21.9	16.2	22.9	22.9	15.9
DON'T KNOW	15.4	18.6	17.0	21.6	16.0	12.0	11.8	19.3	13.0	18.3	11.9	9.8	20.3
Net Diff.	-1.0	1.5	6.4	6.8	-1.9	-5.8	-6.4	5.5	-5.0	3.3	-6.2	-0.2	-1.6
Mean	2.42	2.38	2.57	2.58	2.41	2.37	2.32	2.54	2.36	2.50	2.34	2.41	2.44



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
SUPPORT	41.8	46.5	41.4	41.1	41.1	64.7	47.8	41.9	39.7	34.6	36.0	39.8	42.1	47.6	38.5	42.0
Strongly	13.2	10.1	16.9	14.4	11.0	19.8	21.5	14.2	9.4	3.7	13.0	14.7	12.1	13.7	12.5	14.3
Somewhat	28.6	36.4	24.5	26.7	30.1	44.9	26.4	27.7	30.3	30.9	23.0	25.1	30.0	33.8	26.0	27.8
OPPOSE	42.8	33.8	39.9	44.9	46.2	29.5	39.8	47.6	51.7	36.6	39.9	40.9	42.3	39.2	44.3	43.9
Somewhat	23.5	21.7	23.1	24.8	23.6	19.5	18.6	26.6	21.3	23.2	26.8	22.2	25.2	20.2	24.5	25.7
Strongly	19.2	12.1	16.8	20.1	22.7	9.9	21.2	21.0	30.5	13.5	13.1	18.7	17.2	19.1	19.8	18.1
DON'T KNOW	15.4	19.7	18.7	14.1	12.7	5.9	12.3	10.5	8.6	28.7	24.1	19.3	15.6	13.2	17.2	14.1
Net Diff.	-1.0	12.7	1.5	-3.8	-5.2	35.2	8.0	-5.6	-12.1	-2.0	-3.9	-1.1	-0.3	8.3	-5.9	-1.9
Mean	2.42	2.55	2.51	2.41	2.34	2.79	2.55	2.39	2.20	2.35	2.47	2.44	2.44	2.49	2.38	2.44



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67. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT? 1. A REPUBLICAN WHO OPPOSES HELPING DEFEND NATO MEMBERS WHO DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED BY RUSSIA. 2. A DEMOCRATIC WHO SUPPORTS HELPING DEFEND NATO MEMBERS THAT DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED BY RUSSIA.

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
REPUBLICAN CANDIDATE	38.8	83.9	66.1	45.7	29.2	18.8	12.7	5.3	4.7	51.3	60.0	36.6	30.8	80.8	61.3	19.9	11.1	3.3	3.1	3.5
DEMOCRATIC CANDIDATE	43.7	3.7	18.6	35.4	52.6	59.2	68.4	82.7	86.1	29.4	23.5	39.3	43.0	7.1	19.7	36.1	73.3	84.4	85.0	83.9
DON'T KNOW	17.5	12.5	15.3	19.0	18.3	22.0	18.9	11.9	9.3	19.3	16.4	24.2	26.2	12.1	18.9	43.9	15.5	12.3	11.9	12.6
Net Diff.	-4.9	80.2	47.5	10.3	-23.4	-40.3	-55.7	-77.4	-81.4	22.0	36.5	-2.7	-12.3	73.7	41.6	-16.2	-62.2	-81.1	-81.9	-80.4



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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	1000	175	225	384	216	861	715	146	139	75	64
REPUBLICAN CANDIDATE	38.8	35.0	33.2	44.3	37.9	41.7	42.7	37.0	20.9	30.6	9.6
DEMOCRATIC CANDIDATE	43.7	50.9	46.5	36.9	47.1	44.5	45.1	41.3	39.0	33.9	45.1
DON'T KNOW	17.5	14.1	20.4	18.7	14.9	13.8	12.2	21.7	40.1	35.6	45.3
Net Diff.	-4.9	-15.9	-13.3	7.4	-9.2	-2.8	-2.5	-4.3	-18.1	-3.3	-35.4



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	REF JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363
REPUBLICAN CANDIDATE	38.8	69.2	10.4	74.5	5.9	18.1	77.1	3.6	33.4	34.3	17.3	33.7	22.8	28.4	43.8	47.8
DEMOCRATIC CANDIDATE	43.7	15.0	78.0	11.3	81.7	25.5	9.2	86.8	44.5	44.5	29.6	49.8	60.7	55.7	39.6	33.0
DON'T KNOW	17.5	15.8	11.6	14.2	12.4	56.4	13.7	9.6	22.1	21.2	53.1	16.5	16.5	15.9	16.7	19.2
Net Diff.	-4.9	54.2	-67.6	63.2	-75.9	-7.4	67.9	-83.3	-11.1	-10.2	-12.2	-16.1	-37.9	-27.3	4.2	14.8



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BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
REPUBLICAN CANDIDATE	38.8	11.8	48.8	73.6	6.4	19.9	28.2	9.6	6.3	11.4	58.8	
DEMOCRATIC CANDIDATE	43.7	80.1	30.4	11.8	80.1	36.1	40.6	80.7	90.0	75.4	18.4	
DON'T KNOW	17.5	8.0	20.8	14.6	13.5	43.9	31.2	9.7	3.7	13.2	22.8	
Net Diff.	-4.9	-68.3	18.4	61.8	-73.8	-16.2	-12.3	-71.2	-83.6	-64.0	40.3	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
REPUBLICAN CANDIDATE	38.8	74.3	10.4	76.2	7.8	31.5	76.7	9.0	34.1	75.7	6.9	28.1			
DEMOCRATIC CANDIDATE	43.7	9.9	77.8	10.8	79.0	39.3	9.7	82.8	42.9	11.7	76.3	34.7			
DON'T KNOW	17.5	15.8	11.8	13.1	13.2	29.2	13.6	8.2	23.0	12.6	16.8	37.2			
Net Diff.	-4.9	64.4	-67.4	65.4	-71.2	-7.8	67.0	-73.8	-8.7	64.0	-69.3	-6.6			



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
REPUBLICAN CANDIDATE	38.8	13.1	13.4	12.8	30.5	63.1	78.1	69.1	76.4	70.4	77.9	6.8	9.6	7.9	10.3	27.2	59.0
DEMOCRATIC CANDIDATE	43.7	78.4	77.9	78.7	44.5	16.7	11.7	14.7	20.0	16.6	8.2	85.2	68.2	78.4	75.0	40.4	12.7
DON'T KNOW	17.5	8.5	8.7	8.4	25.1	20.2	10.3	16.3	3.6	13.0	13.9	8.1	22.2	13.7	14.7	32.4	28.2
Net Diff.	-4.9	-65.3	-64.4	-65.9	-14.0	46.4	66.4	54.4	56.5	53.8	69.7	-78.4	-58.6	-70.6	-64.7	-13.2	46.3



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67. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT? 1. A REPUBLICAN WHO OPPOSES HELPING DEFEND NATO MEMBERS WHO DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED BY RUSSIA. 2. A DEMOCRATIC WHO SUPPORTS HELPING DEFEND NATO MEMBERS THAT DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED BY RUSSIA.

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
REPUBLICAN CANDIDATE	38.8	8.6	29.0	75.9	35.8	33.8	27.5	34.6	40.4	39.4	41.9	33.7	44.8	58.2	42.4	26.2
DEMOCRATIC CANDIDATE	43.7	76.5	41.3	7.8	42.2	53.1	72.5	50.7	42.5	43.5	41.1	40.8	35.9	29.7	46.6	54.1
DON'T KNOW	17.5	15.0	29.7	16.2	22.1	13.1	0.0	14.7	17.0	17.1	16.9	25.5	19.3	12.1	11.0	19.7
Net Diff.	-4.9	-67.9	-12.3	68.1	-6.4	-19.3	-44.9	-16.1	-2.1	-4.0	0.8	-7.1	9.0	28.5	-4.2	-27.9



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67. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?1. A REPUBLICAN WHO OPPOSES HELPING DEFEND NATO MEMBERS WHO DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED BY RUSSIA.2. A DEMOCRATIC WHO SUPPORTS HELPING DEFEND NATO MEMBERS THAT DON'T MEET THEIR DEFENSE SPENDING COMMITMENT IF THEY ARE ATTACKED BY RUSSIA.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
REPUBLICAN CANDIDATE	38.8	41.2	34.6	35.0	33.8	43.9	34.6	38.6	34.6	43.1	29.7	31.7	20.3	50.6	46.6	39.9	29.7	33.3	18.8	22.0
DEMOCRATIC CANDIDATE	43.7	40.2	50.0	49.1	51.5	40.1	52.5	40.3	47.9	41.0	49.6	54.8	53.8	28.5	39.3	42.5	64.0	47.6	56.4	50.9
DON'T KNOW	17.5	18.6	15.4	15.9	14.6	16.0	12.9	21.1	17.5	16.0	20.7	13.5	25.9	20.9	14.1	17.6	6.3	19.1	24.8	27.1
Net Diff.	-4.9	0.9	-15.4	-14.0	-17.7	3.8	-18.0	-1.7	-13.2	2.1	-19.9	-23.1	-33.5	22.1	7.4	-2.6	-34.3	-14.3	-37.6	-28.9



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
REPUBLICAN CANDIDATE	38.8	27.0	33.5	40.2	45.5	45.5	35.7	35.0	41.2	38.2	39.6	40.7	37.1
DEMOCRATIC CANDIDATE	43.7	55.7	44.4	38.9	38.0	40.9	48.1	44.4	43.3	42.5	45.3	44.4	43.1
DON'T KNOW	17.5	17.4	22.0	20.9	16.5	13.6	16.2	20.6	15.5	19.4	15.1	14.9	19.8
Net Diff.	-4.9	-28.7	-10.9	1.3	7.5	4.6	-12.4	-9.4	-2.1	-4.3	-5.6	-3.7	-6.0



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
REPUBLICAN CANDIDATE	38.8	25.7	40.2	45.7	37.3	32.2	35.0	51.2	36.7	21.5	44.6	37.6	37.7	30.1	39.3	49.2
DEMOCRATIC CANDIDATE	43.7	54.1	38.3	41.1	45.7	61.6	47.4	38.1	43.3	49.2	30.9	45.5	47.5	55.0	41.7	33.4
DON'T KNOW	17.5	20.2	21.4	13.2	17.0	6.2	17.6	10.8	20.1	29.3	24.6	16.9	14.8	14.9	19.0	17.5
Net Diff.	-4.9	-28.4	1.9	4.7	-8.5	-29.4	-12.4	13.1	-6.6	-27.7	13.7	-7.8	-9.8	-24.9	-2.4	15.8



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68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

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	0-5
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
CLOSELY	63.6	74.5	69.7	62.1	58.2	62.0	60.1	68.7	60.3	61.9	67.2	53.4	56.1	67.1	61.8	46.2	64.2	68.4	73.2	64.4
Very	21.6	32.7	20.6	20.9	19.4	18.6	18.5	29.5	33.7	19.5	23.0	15.0	10.7	21.9	13.6	12.3	27.1	27.5	27.3	27.7
Somewhat	42.0	41.8	49.0	41.2	38.9	43.4	41.6	39.2	26.7	42.3	44.2	38.4	45.4	45.2	48.3	33.9	37.1	40.9	45.9	36.7
NO CLOSELY	34.8	25.0	28.8	36.1	40.5	36.0	37.2	30.3	39.7	36.4	31.3	44.7	40.7	31.8	36.7	49.5	34.6	30.3	25.7	34.1
Not That	23.7	16.5	21.7	24.2	27.8	22.2	25.2	23.2	27.0	24.4	21.9	28.4	27.1	22.5	24.7	28.7	24.2	21.8	19.0	24.2
Not at All	11.1	8.5	7.2	11.8	12.6	13.7	12.0	7.2	12.6	12.0	9.5	16.3	13.6	9.3	12.0	20.9	10.4	8.4	6.7	9.9
DON'T KNOW	1.6	0.5	1.5	1.8	1.3	2.0	2.7	1.0	0.0	1.7	1.5	1.9	3.2	1.1	1.5	4.2	1.2	1.3	1.2	1.4
Net Diff.	28.8	49.5	40.8	26.1	17.8	26.0	22.9	38.4	20.6	25.4	35.9	8.7	15.5	35.3	25.2	-3.3	29.6	38.2	47.5	30.3
Mean	2.75	2.99	2.84	2.73	2.66	2.68	2.68	2.92	2.81	2.71	2.82	2.53	2.55	2.81	2.64	2.39	2.82	2.89	2.95	2.83



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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	1724	1424	301	276	167	108
CLOSELY	63.6	68.4	62.8	62.4	62.7	68.3	72.1	50.2	34.4	36.2	31.7
Very	21.6	24.3	21.4	19.9	22.9	24.1	27.4	8.6	6.1	4.5	8.5
Somewhat	42.0	44.1	41.3	42.6	39.8	44.1	44.7	41.6	28.4	31.7	23.2
NO CLOSELY	34.8	30.5	36.5	35.0	36.1	30.7	27.1	47.9	60.1	59.4	61.1
Not That	23.7	22.4	24.0	23.6	24.8	22.3	19.9	33.9	32.5	37.2	25.2
Not at All	11.1	8.1	12.6	11.5	11.2	8.4	7.2	14.1	27.6	22.1	35.9
DON'T KNOW	1.6	1.1	0.7	2.5	1.2	1.0	0.8	1.9	5.5	4.4	7.2
Net Diff.	28.8	37.9	26.2	27.4	26.6	37.5	45.0	2.2	-25.6	-23.2	-29.4
Mean	2.75	2.86	2.72	2.73	2.75	2.85	2.93	2.46	2.14	2.19	2.05



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68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
CLOSELY	63.6	68.0	69.7	62.1	69.0	47.6	64.2	74.3	53.7	54.7	41.8	64.0	62.1	69.3	63.4	63.0	
Very	21.6	21.6	28.5	18.4	27.5	11.6	18.9	32.0	13.0	11.8	10.9	23.3	27.4	22.9	20.2	18.9	
Somewhat	42.0	46.5	41.2	43.7	41.6	36.0	45.3	42.3	40.8	42.9	31.0	40.7	34.7	46.4	43.1	44.1	
NO CLOSELY	34.8	30.9	29.0	36.4	30.1	47.8	34.0	24.5	45.7	44.6	54.4	34.9	37.1	29.9	35.2	34.6	
Not That	23.7	21.2	20.3	25.2	21.3	27.3	22.8	17.8	34.0	34.1	31.2	24.5	25.6	21.3	24.9	22.4	
Not at All	11.1	9.7	8.7	11.2	8.7	20.5	11.2	6.7	11.8	10.5	23.2	10.4	11.4	8.6	10.4	12.2	
DON'T KNOW	1.6	1.1	1.3	1.6	0.9	4.6	1.8	1.2	0.5	0.7	3.8	1.1	0.9	0.8	1.4	2.4	
Net Diff.	28.8	37.2	40.7	25.7	39.0	-0.1	30.2	49.8	8.0	10.1	-12.6	29.1	25.0	39.4	28.1	28.4	
Mean	2.75	2.81	2.91	2.70	2.89	2.41	2.73	3.01	2.55	2.56	2.31	2.78	2.79	2.84	2.74	2.71	



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68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
CLOSELY	63.6	72.7	60.6	65.0	66.8	46.2	52.2	71.1	82.9	64.5	58.4
Very	21.6	33.4	17.6	18.6	27.3	12.3	14.2	29.3	47.0	19.3	16.3
Somewhat	42.0	39.3	43.0	46.4	39.5	33.9	38.0	41.8	36.0	45.2	42.1
NO CLOSELY	34.8	26.2	37.7	33.7	31.9	49.5	44.2	27.7	16.3	34.1	39.7
Not That	23.7	18.7	25.4	23.4	22.7	28.7	28.2	19.2	11.3	23.7	26.9
Not at All	11.1	7.4	12.2	10.4	9.2	20.9	16.0	8.5	5.1	10.4	12.9
DON'T KNOW	1.6	1.1	1.8	1.3	1.3	4.2	3.6	1.2	0.7	1.5	1.9
Net Diff.	28.8	46.5	22.9	31.3	34.9	-3.3	8.0	43.5	66.6	30.4	18.6
Mean	2.75	3.00	2.67	2.74	2.86	2.39	2.52	2.93	3.26	2.74	2.63



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68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
CLOSELY	63.6	64.7	69.9	62.6	65.0	63.0	73.0	81.1	71.2	52.3	55.9	51.6	
Very	21.6	19.7	28.1	19.5	24.4	20.8	25.1	37.2	27.9	13.9	17.1	11.0	
Somewhat	42.0	45.0	41.8	43.2	40.7	42.2	47.9	43.9	43.4	38.4	38.8	40.5	
NO CLOSELY	34.8	34.0	29.0	36.1	33.5	34.8	26.7	17.4	27.9	45.5	42.6	44.3	
Not That	23.7	23.5	20.0	26.1	22.1	22.8	20.9	11.6	20.5	31.2	27.9	26.2	
Not at All	11.1	10.5	9.0	10.0	11.5	12.0	5.7	5.9	7.5	14.3	14.6	18.2	
DON'T KNOW	1.6	1.2	1.1	1.3	1.5	2.2	0.3	1.4	0.8	2.2	1.5	4.1	
Net Diff.	28.8	30.7	41.0	26.5	31.5	28.2	46.4	63.7	43.3	6.8	13.4	7.2	
Mean	2.75	2.75	2.90	2.73	2.79	2.74	2.93	3.14	2.92	2.53	2.59	2.46	



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
CLOSELY	63.6	67.6	70.6	65.3	58.3	63.1	71.0	66.1	58.1	50.8	66.4	71.0	56.5	57.5	55.6	63.1	68.5
Very	21.6	29.0	37.0	23.1	17.6	13.9	29.8	20.0	29.3	12.7	20.6	29.3	16.8	20.5	27.2	20.5	16.7
Somewhat	42.0	38.6	33.6	42.2	40.7	49.2	41.2	46.1	28.7	38.1	45.8	41.7	39.7	36.9	28.4	42.6	51.8
NO CLOSELY	34.8	31.9	28.0	34.7	38.6	35.8	28.6	33.1	41.9	45.2	33.0	28.3	40.8	40.7	44.4	33.9	30.0
Not That	23.7	23.9	20.0	26.7	24.0	25.6	19.5	23.3	33.0	27.9	25.0	20.7	24.6	20.3	34.5	21.8	16.8
Not at All	11.1	8.0	8.0	8.0	14.6	10.2	9.1	9.8	9.0	17.3	8.0	7.5	16.2	20.4	9.9	12.1	13.2
DON'T KNOW	1.6	0.6	1.3	0.0	3.1	1.1	0.4	0.8	0.0	4.0	0.6	0.7	2.7	1.8	0.0	3.0	1.5
Net Diff.	28.8	35.7	42.6	30.6	19.8	27.3	42.3	33.0	16.1	5.7	33.4	42.7	15.7	16.7	11.3	29.2	38.5
Mean	2.75	2.89	3.01	2.80	2.63	2.68	2.92	2.77	2.78	2.48	2.80	2.93	2.59	2.59	2.73	2.74	2.73



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68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
CLOSELY	63.6	65.1	58.3	63.8	63.9	79.0	88.6	77.8	63.2	68.8	54.1	48.2	63.4	63.2	69.1	60.4
Very	21.6	25.8	16.0	18.9	19.5	32.9	50.1	30.8	20.8	23.8	16.1	13.9	19.7	16.6	25.2	22.1
Somewhat	42.0	39.3	42.4	44.8	44.4	46.1	38.5	47.0	42.3	45.0	38.0	34.3	43.7	46.7	43.9	38.3
NO CLOSELY	34.8	33.7	37.1	35.2	34.2	20.2	11.4	21.3	35.2	29.3	44.8	49.4	35.1	35.6	29.3	37.6
Not That	23.7	23.2	24.0	24.2	23.6	17.2	11.4	17.9	24.1	20.1	30.5	28.9	23.3	23.3	21.9	23.6
Not at All	11.1	10.5	13.1	11.0	10.6	3.0	0.0	3.4	11.1	9.2	14.2	20.5	11.8	12.3	7.4	13.9
DON'T KNOW	1.6	1.2	4.6	1.0	1.9	0.7	0.0	0.8	1.6	1.9	1.1	2.4	1.4	1.2	1.6	2.0
Net Diff.	28.8	31.4	21.2	28.6	29.8	58.8	77.2	56.5	27.9	39.4	9.3	-1.2	28.3	27.6	39.8	22.9
Mean	2.75	2.81	2.64	2.72	2.74	3.10	3.39	3.06	2.74	2.85	2.57	2.43	2.72	2.68	2.88	2.70



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

68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchl Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
CLOSELY	63.6	58.5	73.0	70.7	77.5	68.9	84.9	49.5	61.9	65.9	58.8	62.5	55.6	57.8	76.5	56.3	75.9	50.8	66.7	45.5
Very	21.6	18.2	27.9	26.9	29.9	22.7	41.3	14.3	15.4	22.9	18.9	19.9	20.2	11.5	31.9	14.8	24.1	16.3	23.5	17.3
Somewhat	42.0	40.3	45.1	43.8	47.7	46.2	43.6	35.1	46.5	42.9	39.9	42.6	35.4	46.3	44.6	41.5	51.7	34.6	43.2	28.3
NO CLOSELY	34.8	39.7	25.7	28.0	21.1	30.0	14.8	48.2	35.9	32.9	38.8	35.8	41.2	41.1	23.2	41.6	24.1	45.9	30.2	51.2
Not That	23.7	26.1	19.3	20.7	16.6	21.5	12.2	30.1	25.9	23.1	25.0	20.7	26.3	33.0	17.9	27.8	15.4	25.4	19.4	32.5
Not at All	11.1	13.6	6.4	7.4	4.5	8.5	2.6	18.1	10.0	9.8	13.8	15.1	14.9	8.1	5.3	13.8	8.8	20.6	10.7	18.7
DON'T KNOW	1.6	1.8	1.3	1.3	1.3	1.1	0.3	2.3	2.2	1.2	2.4	1.7	3.2	1.1	0.3	2.0	0.0	3.2	3.1	3.2
Net Diff.	28.8	18.7	47.3	42.7	56.4	38.9	70.1	1.3	26.0	33.0	20.0	26.8	14.5	16.7	53.3	14.7	51.8	4.9	36.6	-5.7
Mean	2.75	2.64	2.96	2.91	3.04	2.84	3.24	2.47	2.69	2.80	2.65	2.69	2.63	2.62	3.03	2.59	2.91	2.48	2.82	2.46



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

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	265	347	325	364	541	771	1229	1095	905	940	1060	
CLOSELY	63.6	42.6	50.9	57.4	62.9	67.9	77.5	52.1	70.8	55.3	73.6	74.7	53.8	
Very	21.6	6.4	14.8	20.2	20.8	24.3	29.1	15.5	25.5	17.1	27.2	29.5	14.7	
Somewhat	42.0	36.1	36.1	37.3	42.1	43.7	48.3	36.6	45.3	38.3	46.5	45.3	39.0	
NO CLOSELY	34.8	53.2	46.9	39.3	35.2	31.8	22.3	44.8	28.5	41.9	26.1	24.5	43.9	
Not That	23.7	40.5	30.2	23.6	24.5	20.5	17.3	29.4	20.2	27.9	18.6	18.1	28.7	
Not at All	11.1	12.7	16.7	15.7	10.7	11.2	5.0	15.4	8.4	14.0	7.5	6.3	15.3	
DON'T KNOW	1.6	4.3	2.2	3.3	1.8	0.3	0.2	3.1	0.7	2.7	0.2	0.8	2.3	
Net Diff.	28.8	-10.6	4.0	18.2	27.7	36.1	55.1	7.4	42.3	13.4	47.5	50.2	9.8	
Mean	2.75	2.38	2.50	2.64	2.74	2.81	3.02	2.54	2.89	2.60	2.94	2.99	2.54	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

68. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
CLOSELY	63.6	45.1	55.0	63.1	76.1	52.4	70.2	73.5	84.5	41.3	42.0	50.3	68.9	64.0	63.6	63.3
Very	21.6	9.0	18.5	20.6	28.7	15.2	26.6	26.9	37.3	5.8	11.6	13.0	21.4	23.8	21.5	19.1
Somewhat	42.0	36.1	36.5	42.4	47.4	37.3	43.6	46.6	47.2	35.5	30.4	37.2	47.5	40.2	42.0	44.2
NO CLOSELY	34.8	51.7	41.8	35.8	23.7	45.3	29.0	25.6	15.2	55.1	52.7	48.3	30.9	34.5	34.6	35.5
Not That	23.7	37.3	25.9	24.9	16.9	34.7	20.8	19.7	10.8	38.7	30.3	31.2	22.0	23.5	24.1	23.0
Not at All	11.1	14.3	15.9	10.9	6.8	10.5	8.2	5.9	4.4	16.4	22.4	17.1	8.8	11.0	10.5	12.5
DON'T KNOW	1.6	3.2	3.2	1.1	0.3	2.3	0.8	0.9	0.3	3.7	5.3	1.4	0.2	1.5	1.8	1.2
Net Diff.	28.8	-6.6	13.2	27.2	52.4	7.2	41.2	47.9	69.3	-13.8	-10.7	2.0	38.1	29.4	28.9	27.7
Mean	2.75	2.41	2.60	2.74	2.98	2.58	2.89	2.95	3.18	2.32	2.33	2.47	2.82	2.78	2.76	2.71



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

69. WHICH DO YOU BELIEVE IS MORE LIKELY TO LEAD TO LASTING PEACE IN UKRAINE AND EASTERN EUROPE?1. THE DEFEAT OF VLADIMIR PUTIN AND RUSSIA IN UKRAINE.2. A DIPLOMATIC SETTLEMENT IN WHICH UKRAINE AGREES TO GIVE UP SOME TERRITORY TO VLADIMIR PUTIN AND RUSSIA.

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
DEFEAT PUTIN	53.5	47.6	45.9	49.4	52.5	55.1	61.7	73.2	75.7	47.7	47.8	47.3	49.4	44.1	41.5	43.3	63.3	69.7	66.8	72.2
DIPLOMATIC SETTLEMENT	29.1	39.3	35.9	31.3	30.6	23.0	22.8	15.0	17.2	33.3	34.5	31.0	34.5	38.1	41.3	22.8	24.0	17.3	19.6	15.4
DON'T KNOW	17.4	13.1	18.1	19.3	16.9	21.8	15.6	11.8	7.1	19.0	17.7	21.7	16.1	17.7	17.1	33.8	12.6	13.0	13.7	12.4
Net Diff.	24.5	8.2	10.0	18.1	21.9	32.1	38.9	58.1	58.5	14.4	13.2	16.3	14.9	6.0	0.2	20.5	39.3	52.4	47.2	56.8



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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	1724	1424	301	276	167	108
DEFEAT PUTIN	53.5	56.3	57.6	49.2	54.8	55.9	58.6	42.9	38.7	35.1	44.4
DIPLOMATIC SETTLEMENT	29.1	27.2	25.1	31.3	30.7	29.2	27.6	36.7	28.4	32.4	22.4
DON'T KNOW	17.4	16.5	17.3	19.5	14.5	14.9	13.8	20.4	32.8	32.6	33.2
Net Diff.	24.5	29.2	32.6	17.8	24.0	26.7	31.1	6.3	10.3	2.7	22.0



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
DEFEAT PUTIN	53.5	44.5	68.3	41.3	67.8	47.6	41.4	67.6	56.0	56.6	48.5	56.6	61.5	59.4	51.7	48.4	
DIPLOMATIC SETTLEMENT	29.1	37.7	18.9	40.3	19.2	20.7	41.1	20.2	28.1	27.9	16.2	28.2	25.4	25.0	31.6	30.5	
DON'T KNOW	17.4	17.8	12.9	18.4	13.0	31.7	17.5	12.2	15.9	15.5	35.2	15.2	13.1	15.6	16.7	21.1	
Net Diff.	24.5	6.8	49.4	1.0	48.6	27.0	0.3	47.4	28.0	28.7	32.3	28.4	36.1	34.3	20.2	17.8	



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69. WHICH DO YOU BELIEVE IS MORE LIKELY TO LEAD TO LASTING PEACE IN UKRAINE AND EASTERN EUROPE?1. THE DEFEAT OF VLADIMIR PUTIN AND RUSSIA IN UKRAINE.2. A DIPLOMATIC SETTLEMENT IN WHICH UKRAINE AGREES TO GIVE UP SOME TERRITORY TO VLADIMIR PUTIN AND RUSSIA.

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
DEFEAT PUTIN	53.5	60.5	51.2	43.1	67.3	43.3	47.6	63.9	71.3	59.8	46.3
DIPLOMATIC SETTLEMENT	29.1	25.8	30.3	39.4	19.9	22.8	26.8	22.3	20.3	23.5	33.7
DON'T KNOW	17.4	13.8	18.6	17.5	12.9	33.8	25.6	13.7	8.4	16.7	20.0
Net Diff.	24.5	34.7	20.9	3.7	47.4	20.5	20.7	41.6	51.0	36.3	12.6



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69. WHICH DO YOU BELIEVE IS MORE LIKELY TO LEAD TO LASTING PEACE IN UKRAINE AND EASTERN EUROPE?1. THE DEFEAT OF VLADIMIR PUTIN AND RUSSIA IN UKRAINE.2. A DIPLOMATIC SETTLEMENT IN WHICH UKRAINE AGREES TO GIVE UP SOME TERRITORY TO VLADIMIR PUTIN AND RUSSIA.

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
DEFEAT PUTIN	53.5	43.6	65.6	45.7	61.3	53.4	42.6	63.2	57.4	48.7	60.2	47.9
DIPLOMATIC SETTLEMENT	29.1	38.2	21.7	36.4	23.7	26.6	46.2	29.5	27.1	26.7	20.5	25.9
DON'T KNOW	17.4	18.2	12.8	17.9	15.0	20.0	11.2	7.3	15.6	24.6	19.3	26.2
Net Diff.	24.5	5.3	43.9	9.3	37.5	26.8	-3.5	33.7	30.3	22.0	39.7	22.1



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
DEFEAT PUTIN	53.5	64.8	65.1	64.6	52.6	45.8	44.7	45.4	50.5	42.2	46.3	64.1	58.9	49.3	74.8	52.4	39.6
DIPLOMATIC SETTLEMENT	29.1	23.0	23.9	22.3	26.4	34.3	40.9	36.8	39.9	37.0	35.9	23.7	20.9	37.5	11.4	25.9	40.4
DON'T KNOW	17.4	12.2	11.0	13.1	21.0	19.9	14.4	17.8	9.6	20.8	17.8	12.2	20.2	13.2	13.8	21.7	19.9
Net Diff.	24.5	41.8	41.1	42.3	26.1	11.6	3.8	8.6	10.5	5.2	10.3	40.4	38.0	11.7	63.4	26.5	-0.8



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER Class	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
DEFEAT PUTIN	53.5	63.3	49.4	44.0	54.1	56.2	48.4	57.2	54.0	55.2	52.1	46.7	51.0	49.7	52.6	58.9
DIPLOMATIC SETTLEMENT	29.1	21.5	30.2	37.2	28.5	34.9	38.3	34.5	28.2	28.5	27.7	28.5	28.8	33.5	34.1	23.3
DON'T KNOW	17.4	15.2	20.3	18.9	17.4	8.9	13.3	8.3	17.8	16.3	20.3	24.8	20.2	16.9	13.3	17.8
Net Diff.	24.5	41.8	19.2	6.8	25.6	21.4	10.1	22.7	25.8	26.7	24.4	18.3	22.3	16.2	18.5	35.7



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BANNER 8

	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK		
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
DEFEAT PUTIN	53.5	52.1	56.2	55.4	57.7	53.1	54.0	51.3	58.2	57.6	44.8	51.0	37.8	49.9	58.3	57.1	48.0	53.5	34.2	41.0
DIPLOMATIC SETTLEMENT	29.1	28.7	29.7	29.0	31.1	34.0	37.0	24.1	23.0	25.8	35.9	35.0	40.5	26.4	30.6	21.5	43.2	27.8	49.3	32.4
DON'T KNOW	17.4	19.2	14.1	15.6	11.2	13.0	9.1	24.6	18.8	16.5	19.3	14.1	21.8	23.7	11.1	21.4	8.7	18.7	16.5	26.6
Net Diff.	24.5	23.4	26.4	26.3	26.6	19.1	17.0	27.1	35.2	31.8	8.9	16.0	-2.7	23.5	27.7	35.5	4.8	25.8	-15.1	8.6



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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	265	347	325	364	541	771	1229	1095	905	940	1060
DEFEAT PUTIN	53.5	42.3	37.9	44.1	50.6	62.7	66.2	41.6	61.0	44.3	64.8	53.4	53.7
DIPLOMATIC SETTLEMENT	29.1	33.5	42.8	36.8	31.1	20.3	20.8	38.2	23.3	36.1	20.6	35.1	23.7
DON'T KNOW	17.4	24.2	19.3	19.2	18.3	16.9	13.1	20.3	15.6	19.7	14.6	11.6	22.6
Net Diff.	24.5	8.8	-5.0	7.3	19.6	42.4	45.4	3.4	37.7	8.2	44.2	18.3	29.9



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69. WHICH DO YOU BELIEVE IS MORE LIKELY TO LEAD TO LASTING PEACE IN UKRAINE AND EASTERN EUROPE?1. THE DEFEAT OF VLADIMIR PUTIN AND RUSSIA IN UKRAINE.2. A DIPLOMATIC SETTLEMENT IN WHICH UKRAINE AGREES TO GIVE UP SOME TERRITORY TO VLADIMIR PUTIN AND RUSSIA.

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	NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS	URBAN	URBAN	
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG		/SLNTG	/SLNTG			
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
DEFEAT PUTIN	53.5	41.4	40.8	56.1	64.5	38.8	40.1	57.1	63.0	42.7	41.3	54.8	65.8	49.9	55.4	53.7
DIPLOMATIC SETTLEMENT	29.1	34.8	40.1	27.3	20.8	43.9	50.3	29.9	26.9	29.9	31.5	24.1	15.7	33.3	27.6	27.2
DON'T KNOW	17.4	23.9	19.1	16.6	14.6	17.3	9.6	13.0	10.2	27.4	27.2	21.1	18.4	16.9	17.0	19.1
Net Diff.	24.5	6.6	0.7	28.7	43.7	-5.0	-10.1	27.2	36.1	12.7	9.9	30.6	50.1	16.6	27.9	26.5



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70. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?1. SUPPORT UKRAINE UNTIL PUTIN AND RUSSIA ARE DEFEATED.2. END THE WAR AS SOON AS POSSIBLE.

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
SUPPORT UKRAINE	33.4	19.1	27.7	29.7	30.7	36.8	43.0	56.0	53.6	26.3	27.0	25.0	27.1	23.8	23.2	19.9	38.5	52.8	50.7	54.5
END WAR ASAP	56.3	71.7	64.2	58.9	58.2	51.4	44.9	39.1	39.4	62.8	63.2	62.5	60.5	66.8	67.0	60.7	53.1	38.5	40.1	37.0
DON'T KNOW	10.3	9.2	8.1	11.4	11.1	11.8	12.1	4.9	7.0	10.9	9.8	12.5	12.4	9.4	9.8	19.4	8.4	8.8	9.1	8.5
Net Diff.	-23.0	-52.6	-36.4	-29.3	-27.5	-14.6	-1.9	17.0	14.2	-36.5	-36.2	-37.5	-33.5	-43.0	-43.8	-40.9	-14.6	14.3	10.6	17.5



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70. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?1. SUPPORT UKRAINE UNTIL PUTIN AND RUSSIA ARE DEFEATED.2. END THE WAR AS SOON AS POSSIBLE.

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	1724	1424	301	276	167	108
SUPPORT UKRAINE	33.4	36.5	38.4	29.5	32.3	35.9	38.1	25.5	17.3	15.3	20.2
END WAR ASAP	56.3	53.0	50.8	60.5	57.4	55.5	53.7	63.9	61.8	66.5	54.6
DON'T KNOW	10.3	10.5	10.8	10.0	10.2	8.6	8.2	10.6	20.9	18.2	25.1
Net Diff.	-23.0	-16.5	-12.3	-31.0	-25.1	-19.5	-15.5	-38.4	-44.6	-51.2	-34.4



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70. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?1. SUPPORT UKRAINE UNTIL PUTIN AND RUSSIA ARE DEFEATED.2. END THE WAR AS SOON AS POSSIBLE.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
SUPPORT UKRAINE	33.4	26.0	47.8	21.9	48.6	20.1	21.5	51.9	25.9	21.8	27.2	36.8	39.6	36.0	34.9	27.6	
END WAR ASAP	56.3	64.1	43.9	67.6	43.4	60.8	68.6	41.3	63.7	68.4	50.4	54.0	51.3	53.1	56.3	60.4	
DON'T KNOW	10.3	9.9	8.3	10.5	8.0	19.1	9.9	6.8	10.4	9.8	22.4	9.3	9.1	10.9	8.8	12.0	
Net Diff.	-23.0	-38.1	3.9	-45.8	5.1	-40.7	-47.1	10.6	-37.7	-46.6	-23.2	-17.2	-11.7	-17.1	-21.5	-32.8	



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
SUPPORT UKRAINE	33.4	50.0	27.6	23.6	47.3	19.9	23.4	48.4	58.1	43.0	22.9
END WAR ASAP	56.3	43.7	60.7	66.9	44.1	60.7	61.7	43.8	35.4	48.6	65.0
DON'T KNOW	10.3	6.3	11.6	9.5	8.6	19.4	14.8	7.7	6.5	8.4	12.1
Net Diff.	-23.0	6.3	-33.1	-43.3	3.2	-40.9	-38.3	4.6	22.8	-5.7	-42.2



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70. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO VLADIMIR PUTIN AND RUSSIA'S INVASION OF UKRAINE?1. SUPPORT UKRAINE UNTIL PUTIN AND RUSSIA ARE DEFEATED.2. END THE WAR AS SOON AS POSSIBLE.

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
SUPPORT UKRAINE	33.4	24.2	46.3	25.0	42.9	31.4	29.8	48.6	34.5	20.2	39.7	27.2
END WAR ASAP	56.3	66.0	45.9	64.8	48.4	56.0	64.3	46.4	55.9	65.2	49.5	56.3
DON'T KNOW	10.3	9.8	7.8	10.2	8.7	12.5	5.9	5.0	9.6	14.6	10.9	16.6
Net Diff.	-23.0	-41.9	0.5	-39.8	-5.5	-24.6	-34.5	2.2	-21.4	-45.0	-9.8	-29.1



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
SUPPORT UKRAINE	33.4	46.8	46.2	47.1	31.3	24.9	24.4	24.7	38.4	23.5	24.3	48.0	35.3	38.1	44.7	31.7	20.3
END WAR ASAP	56.3	45.6	45.8	45.4	56.3	64.5	66.1	65.1	56.9	64.8	65.4	44.7	53.3	54.7	44.5	54.8	68.6
DON'T KNOW	10.3	7.7	7.9	7.5	12.4	10.6	9.5	10.2	4.7	11.8	10.3	7.3	11.4	7.3	10.7	13.5	11.2
Net Diff.	-23.0	1.2	0.4	1.8	-25.1	-39.6	-41.7	-40.4	-18.5	-41.3	-41.1	3.4	-18.0	-16.6	0.2	-23.1	-48.3



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BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION			
		DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY/WEALTHY	Upper Middle Class	MIDDLE/LOWER Middle Class	Lower Middle Class	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS		
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
SUPPORT UKRAINE	33.4	42.9	27.1	24.8	34.0	40.4	26.0	42.2	33.4	34.9	31.1	24.2	32.1	29.3	33.9	36.3
END WAR ASAP	56.3	47.9	58.8	65.0	56.2	53.3	69.8	51.3	56.0	55.7	56.5	62.5	56.4	62.7	58.7	51.4
DON'T KNOW	10.3	9.2	14.0	10.2	9.9	6.3	4.2	6.5	10.6	9.4	12.4	13.3	11.4	8.0	7.4	12.4
Net Diff.	-23.0	-5.0	-31.7	-40.1	-22.2	-13.0	-43.8	-9.1	-22.6	-20.9	-25.4	-38.3	-24.3	-33.3	-24.7	-15.1



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
SUPPORT UKRAINE	33.4	30.9	37.8	35.0	43.3	33.5	42.5	28.7	33.5	36.6	26.5	32.4	21.2	27.7	39.3	34.2	39.3	26.3	22.5	20.0
END WAR ASAP	56.3	57.9	53.4	55.5	49.5	58.1	53.5	57.8	53.4	52.4	64.7	59.6	69.7	65.3	53.3	51.7	55.0	63.6	74.5	65.2
DON'T KNOW	10.3	11.2	8.7	9.5	7.2	8.5	4.0	13.5	13.1	11.0	8.9	8.1	9.1	7.0	7.4	14.2	5.7	10.1	3.0	14.8
Net Diff.	-23.0	-27.0	-15.6	-20.4	-6.1	-24.6	-11.1	-29.1	-19.8	-15.8	-38.2	-27.2	-48.5	-37.6	-14.0	-17.5	-15.7	-37.3	-52.0	-45.2



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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	265	347	325	364	541	771	1229	1095	905	940	1060
SUPPORT UKRAINE	33.4	21.1	23.7	21.9	28.8	39.0	48.0	22.4	40.3	24.3	44.4	36.7	30.4
END WAR ASAP	56.3	64.3	64.5	66.7	61.4	49.7	44.8	65.4	50.6	64.2	46.8	56.4	56.3
DON'T KNOW	10.3	14.6	11.8	11.4	9.7	11.3	7.3	12.2	9.1	11.5	8.9	6.9	13.4
Net Diff.	-23.0	-43.2	-40.8	-44.8	-32.6	-10.7	3.2	-43.1	-10.4	-40.0	-2.4	-19.7	-25.9



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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
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
SUPPORT UKRAINE	33.4	23.2	22.0	31.5	45.8	26.8	25.3	34.3	49.2	21.3	19.2	28.1	43.0	31.9	36.3	28.0
END WAR ASAP	56.3	62.8	66.3	58.4	45.9	67.1	68.5	58.7	43.4	60.5	64.5	57.9	48.0	59.7	53.0	60.3
DON'T KNOW	10.3	14.0	11.7	10.1	8.3	6.0	6.2	6.9	7.4	18.2	16.3	14.0	9.0	8.4	10.7	11.7
Net Diff.	-23.0	-39.6	-44.3	-26.8	-0.0	-40.3	-43.2	-24.4	5.8	-39.2	-45.3	-29.8	-5.0	-27.9	-16.7	-32.2



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
CLOSELY	64.4	82.1	71.3	62.8	55.2	57.3	65.2	72.0	76.6	62.7	69.5	50.3	64.1	70.5	62.3	44.6	62.9	69.1	67.9	70.1
Very	23.2	36.8	26.0	20.6	18.9	17.6	20.9	33.3	42.0	21.4	25.6	14.9	15.5	26.2	14.5	15.0	25.2	28.4	25.3	31.1
Somewhat	41.2	45.4	45.3	42.2	36.3	39.7	44.3	38.7	34.6	41.3	44.0	35.4	48.6	44.3	47.8	29.6	37.7	40.7	42.7	39.1
NO CLOSELY	34.1	17.2	27.5	35.9	43.6	40.4	31.9	27.0	23.4	35.6	29.3	47.7	29.9	28.2	36.8	50.7	35.9	29.9	30.8	29.1
Not That	21.7	9.0	18.9	22.6	28.4	24.8	19.2	18.6	18.0	22.6	18.7	30.1	19.0	20.1	22.3	27.1	23.9	19.4	20.0	18.8
Not at All	12.4	8.3	8.6	13.3	15.3	15.5	12.7	8.4	5.4	13.0	10.6	17.6	10.9	8.1	14.5	23.6	12.1	10.5	10.9	10.3
DON'T KNOW	1.5	0.6	1.2	1.3	1.2	2.4	2.9	1.0	0.0	1.7	1.1	1.9	6.0	1.3	0.8	4.6	1.2	1.0	1.2	0.8
Net Diff.	30.3	64.9	43.8	27.0	11.5	16.9	33.3	45.0	53.2	27.1	40.2	2.6	34.2	42.3	25.5	-6.1	27.0	39.2	37.1	41.0
Mean	2.76	3.11	2.90	2.71	2.59	2.61	2.76	2.98	3.13	2.72	2.85	2.49	2.73	2.90	2.63	2.38	2.77	2.88	2.83	2.92



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

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	1724	1424	301	276	167	108
CLOSELY	64.4	69.6	62.6	63.5	63.7	69.2	72.8	52.5	34.3	33.4	35.7
Very	23.2	29.9	21.4	22.3	21.3	25.8	29.2	9.7	7.1	3.9	12.2
Somewhat	41.2	39.7	41.2	41.2	42.4	43.4	43.5	42.8	27.2	29.5	23.6
NO CLOSELY	34.1	28.9	36.7	34.9	34.3	29.9	26.4	46.5	60.3	61.7	58.1
Not That	21.7	20.2	21.8	22.8	21.1	19.8	17.9	28.7	34.0	40.2	24.5
Not at All	12.4	8.6	14.9	12.1	13.2	10.1	8.5	17.8	26.3	21.6	33.6
DON'T KNOW	1.5	1.5	0.7	1.7	2.0	0.9	0.9	1.0	5.3	4.8	6.1
Net Diff.	30.3	40.8	26.0	28.6	29.4	39.3	46.4	5.9	-26.0	-28.3	-22.4
Mean	2.76	2.92	2.70	2.75	2.73	2.86	2.94	2.45	2.16	2.17	2.15



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
CLOSELY	64.4	69.4	67.1	65.1	67.9	46.8	66.0	71.1	57.8	55.1	47.1	65.9	62.6	69.4	67.1	61.8	
Very	23.2	24.1	26.1	21.3	27.4	14.4	22.6	29.4	16.7	14.6	15.5	24.3	26.7	24.0	22.6	21.4	
Somewhat	41.2	45.2	41.0	43.8	40.5	32.4	43.5	41.7	41.2	40.5	31.6	41.6	35.9	45.5	44.5	40.5	
NO CLOSELY	34.1	29.3	32.1	33.4	31.3	48.9	32.3	27.9	41.5	44.0	49.4	33.2	37.2	29.7	31.5	35.6	
Not That	21.7	20.3	20.5	21.6	20.3	28.3	21.1	19.1	26.8	29.5	24.9	21.6	23.4	19.8	20.9	21.9	
Not at All	12.4	9.0	11.6	11.8	11.0	20.6	11.2	8.7	14.7	14.6	24.5	11.6	13.8	10.0	10.6	13.7	
DON'T KNOW	1.5	1.3	0.9	1.5	0.8	4.4	1.7	1.0	0.6	0.9	3.5	0.9	0.2	0.9	1.4	2.6	
Net Diff.	30.3	40.0	35.0	31.7	36.6	-2.1	33.7	43.2	16.3	11.1	-2.3	32.7	25.4	39.7	35.6	26.2	
Mean	2.76	2.86	2.82	2.76	2.85	2.43	2.79	2.93	2.60	2.56	2.40	2.79	2.76	2.84	2.80	2.71	



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
CLOSELY	64.4	67.1	63.6	67.3	66.7	44.6	52.7	66.5	78.0	60.0	62.9
Very	23.2	30.0	20.9	21.6	27.2	15.0	16.5	25.4	41.0	16.6	21.7
Somewhat	41.2	37.1	42.7	45.7	39.6	29.6	36.2	41.1	36.9	43.4	41.2
NO CLOSELY	34.1	31.8	34.8	31.6	32.2	50.7	44.0	32.2	21.3	38.4	35.4
Not That	21.7	21.0	22.0	21.0	21.1	27.1	24.5	21.2	13.8	25.3	22.1
Not at All	12.4	10.8	12.8	10.6	11.1	23.6	19.4	11.1	7.5	13.1	13.2
DON'T KNOW	1.5	1.1	1.6	1.1	1.0	4.6	3.3	1.2	0.7	1.5	1.7
Net Diff.	30.3	35.3	28.8	35.7	34.5	-6.1	8.7	34.3	56.6	21.6	27.6
Mean	2.76	2.87	2.73	2.79	2.84	2.38	2.52	2.82	3.12	2.65	2.73



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
CLOSELY	64.4	66.6	68.3	66.7	64.1	61.8	73.1	79.3	66.0	60.4	55.5	56.0	
Very	23.2	23.1	26.9	22.2	25.2	22.0	28.2	35.7	27.5	16.2	19.2	14.3	
Somewhat	41.2	43.5	41.4	44.5	38.9	39.8	44.8	43.5	38.5	44.1	36.3	41.7	
NO CLOSELY	34.1	31.9	30.9	31.7	35.0	36.0	26.6	20.3	33.5	36.8	43.2	39.6	
Not That	21.7	21.8	20.1	21.8	21.6	21.9	20.3	13.0	24.4	23.3	26.4	18.5	
Not at All	12.4	10.1	10.8	9.9	13.4	14.1	6.3	7.3	9.1	13.6	16.8	21.1	
DON'T KNOW	1.5	1.5	0.8	1.6	1.0	2.2	0.3	0.4	0.5	2.8	1.3	4.4	
Net Diff.	30.3	34.7	37.4	35.0	29.1	25.8	46.4	58.9	32.6	23.5	12.3	16.4	
Mean	2.76	2.81	2.85	2.80	2.77	2.71	2.95	3.08	2.85	2.65	2.59	2.51	



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
CLOSELY	64.4	70.6	78.5	64.9	55.9	64.6	74.8	68.5	74.9	54.8	69.5	72.4	50.5	62.0	60.2	60.5	67.0
Very	23.2	30.7	40.4	23.7	17.5	16.5	34.3	23.2	27.0	15.1	23.9	32.2	14.6	18.9	25.6	20.9	22.4
Somewhat	41.2	39.9	38.2	41.2	38.4	48.2	40.5	45.2	47.9	39.7	45.6	40.2	35.9	43.1	34.6	39.6	44.6
NO CLOSELY	34.1	28.8	21.0	34.5	41.6	34.0	24.4	30.3	25.1	42.5	29.2	27.1	47.5	38.0	38.7	36.6	32.2
Not That	21.7	18.9	12.4	23.6	26.3	21.6	15.0	19.1	18.4	29.6	19.8	17.9	29.3	13.9	24.1	22.5	18.4
Not at All	12.4	9.9	8.6	10.9	15.3	12.4	9.3	11.2	6.7	12.9	9.4	9.3	18.2	24.1	14.6	14.1	13.7
DON'T KNOW	1.5	0.5	0.5	0.6	2.5	1.4	0.9	1.2	0.0	2.7	1.4	0.5	1.9	0.0	1.1	2.9	0.8
Net Diff.	30.3	41.8	57.5	30.4	14.3	30.6	50.4	38.1	49.8	12.3	40.3	45.3	3.0	24.0	21.4	23.9	34.8
Mean	2.76	2.92	3.11	2.78	2.60	2.70	3.01	2.81	2.95	2.59	2.85	2.96	2.48	2.57	2.72	2.69	2.76



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- MIDDLE	UPPER thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
CLOSELY	64.4	65.2	54.5	67.0	62.7	80.8	89.4	79.7	63.2	68.6	54.5	53.3	64.2	65.8	67.0	61.1
Very	23.2	26.2	15.9	22.5	20.5	36.9	50.3	35.3	21.8	25.3	16.1	17.1	19.6	23.8	24.7	23.5
Somewhat	41.2	39.0	38.6	44.5	42.2	43.9	39.2	44.4	41.4	43.3	38.4	36.2	44.6	42.0	42.3	37.6
NO CLOSELY	34.1	33.7	42.1	31.8	35.6	18.8	10.6	19.9	35.1	29.6	43.9	45.3	34.7	32.5	31.6	36.7
Not That	21.7	21.0	25.2	21.3	22.5	13.8	3.1	15.1	23.0	19.8	28.2	22.0	21.8	23.6	21.9	21.4
Not at All	12.4	12.6	16.9	10.4	13.1	5.0	7.4	4.7	12.1	9.8	15.7	23.3	12.9	8.8	9.7	15.4
DON'T KNOW	1.5	1.1	3.4	1.3	1.8	0.4	0.0	0.4	1.7	1.8	1.5	1.4	1.1	1.8	1.4	2.2
Net Diff.	30.3	31.5	12.4	35.2	27.1	61.9	78.9	59.8	28.1	38.9	10.6	8.0	29.5	33.3	35.4	24.4
Mean	2.76	2.80	2.55	2.80	2.71	3.13	3.32	3.11	2.74	2.86	2.56	2.48	2.72	2.82	2.83	2.71



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN				WOMEN				RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN				
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136				
CLOSELY	64.4	59.3	73.9	71.6	78.3	66.2	83.4	53.2	65.0	66.0	61.0	64.9	56.2	61.9	73.8	59.0	71.5	59.1	65.8	47.5				
Very	23.2	19.1	30.8	29.7	32.8	22.9	42.8	15.9	19.6	23.5	22.6	24.9	23.0	15.0	31.6	16.2	27.1	22.9	27.8	18.6				
Somewhat	41.2	40.1	43.1	41.8	45.5	43.4	40.6	37.4	45.4	42.5	38.4	40.0	33.2	46.9	42.2	42.8	44.4	36.2	38.0	28.8				
NO CLOSELY	34.1	38.9	25.3	27.6	20.8	33.1	16.6	43.9	33.4	32.4	37.7	33.3	43.1	38.1	26.0	38.1	27.6	38.2	34.2	51.2				
Not That	21.7	24.3	17.1	18.4	14.6	23.1	13.5	25.3	20.4	21.0	23.2	21.3	24.5	25.6	19.3	22.6	20.7	21.8	21.8	27.0				
Not at All	12.4	14.6	8.2	9.2	6.2	10.1	3.1	18.5	13.0	11.4	14.5	12.0	18.6	12.5	6.7	15.5	7.0	16.4	12.4	24.1				
DON'T KNOW	1.5	1.9	0.8	0.8	0.9	0.6	0.0	2.9	1.6	1.6	1.3	1.9	0.7	0.0	0.2	2.9	0.9	2.7	0.0	1.4				
Net Diff.	30.3	20.4	48.5	44.0	57.5	33.1	66.8	9.4	31.5	33.6	23.3	31.6	13.1	23.7	47.8	20.9	43.9	20.9	31.6	-3.7				
Mean	2.76	2.65	2.97	2.93	3.06	2.80	3.23	2.52	2.73	2.79	2.70	2.79	2.61	2.64	2.99	2.62	2.92	2.67	2.81	2.43				



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

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	265	347	325	364	541	771	1229	1095	905	940	1060	
CLOSELY	64.4	50.4	57.6	58.8	63.6	63.0	76.9	56.7	69.3	58.7	71.3	72.5	57.3	
Very	23.2	15.9	21.5	19.6	21.1	24.6	28.9	19.5	25.6	20.0	27.2	30.1	17.1	
Somewhat	41.2	34.4	36.2	39.2	42.4	38.4	48.0	37.2	43.7	38.7	44.1	42.4	40.1	
NO CLOSELY	34.1	44.7	38.9	39.5	35.5	36.2	22.9	40.3	30.2	38.9	28.2	27.1	40.3	
Not That	21.7	23.8	22.8	22.8	23.9	24.5	16.8	23.0	21.0	23.2	19.9	19.6	23.6	
Not at All	12.4	20.9	16.2	16.7	11.7	11.6	6.1	17.4	9.2	15.7	8.3	7.5	16.6	
DON'T KNOW	1.5	5.0	3.5	1.7	0.9	0.8	0.2	3.0	0.6	2.4	0.4	0.4	2.5	
Net Diff.	30.3	5.7	18.7	19.3	28.0	26.8	54.0	16.3	39.1	19.8	43.1	45.3	17.0	
Mean	2.76	2.48	2.65	2.63	2.74	2.77	3.00	2.61	2.86	2.65	2.91	2.95	2.59	



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71. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
CLOSELY	64.4	51.5	58.8	61.4	74.7	53.5	70.0	68.2	82.6	50.5	49.3	53.1	68.0	62.6	66.1	62.7
Very	23.2	18.6	19.8	21.0	28.7	16.3	28.7	27.4	36.9	19.8	12.3	13.2	21.8	24.5	23.9	19.8
Somewhat	41.2	33.0	39.0	40.4	46.0	37.2	41.4	40.7	45.7	30.7	37.0	40.0	46.2	38.0	42.2	42.9
NO CLOSELY	34.1	44.8	38.3	37.5	25.2	46.5	29.1	31.2	17.4	43.9	46.2	45.2	31.8	36.0	32.3	36.0
Not That	21.7	24.9	22.3	25.4	17.6	26.5	19.5	23.5	14.6	24.0	24.7	27.8	20.3	22.8	21.1	21.9
Not at All	12.4	19.9	16.0	12.0	7.5	20.0	9.7	7.7	2.8	19.9	21.5	17.4	11.5	13.2	11.2	14.2
DON'T KNOW	1.5	3.7	2.9	1.1	0.1	0.0	0.8	0.6	0.0	5.6	4.6	1.7	0.2	1.4	1.6	1.3
Net Diff.	30.3	6.7	20.5	23.9	49.5	7.0	40.9	37.0	65.2	6.6	3.1	7.9	36.2	26.5	33.8	26.7
Mean	2.76	2.52	2.64	2.71	2.96	2.50	2.90	2.89	3.17	2.53	2.42	2.50	2.78	2.75	2.80	2.69



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

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. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
HAMAS ATTAK/ON ISRAEL	32.9	47.3	39.9	32.9	27.7	26.7	32.0	29.7	32.9	31.7	38.2	22.7	16.6	40.1	27.6	21.4	29.2	36.3	36.6	36.0
LAND DISPUTE	5.8	4.4	4.3	5.6	6.1	6.1	7.4	6.2	7.3	5.6	4.9	6.9	5.3	4.4	5.7	4.5	8.2	6.2	4.6	7.6
ETERNAL CONFLICT	4.6	3.2	4.0	4.0	5.4	5.4	3.9	6.9	3.7	4.6	3.8	6.5	2.3	2.9	6.7	3.8	5.9	4.4	3.2	5.4
RELIGION/CULTURE	4.4	2.5	3.6	4.8	4.5	5.2	4.8	3.9	5.3	4.7	3.9	5.4	8.8	3.7	6.5	6.4	3.2	3.5	3.7	3.4
TERRORISTS/ATTACK	2.9	7.2	4.0	2.8	2.3	1.9	0.9	3.7	0.0	3.5	4.0	2.9	1.1	5.0	2.9	3.1	1.9	1.1	0.4	1.7
GREED	2.6	3.7	3.0	2.3	2.9	2.1	2.8	0.0	3.6	2.9	2.8	2.6	4.8	3.2	2.2	3.4	2.7	1.8	2.4	1.3
RUSSIA/UKRAINE/PUTIN	2.1	1.2	2.5	1.3	3.3	2.7	1.4	1.1	0.0	2.2	1.7	3.3	0.0	2.4	2.0	1.4	2.5	1.9	2.6	1.4
ATTACK/KILL CIVILIANS	2.1	2.6	1.0	1.4	2.6	3.8	1.0	3.0	0.0	2.1	1.5	3.0	3.7	1.3	2.8	3.0	2.2	2.0	3.4	0.7
MISC	2.0	1.3	0.9	2.7	3.2	1.5	1.7	0.7	3.7	2.5	1.8	3.2	5.3	1.7	2.7	3.6	2.8	0.8	0.8	0.7
PALESTINIANS ABUSED	1.9	0.0	0.6	1.2	1.2	1.8	4.8	6.6	5.3	1.0	0.8	1.4	1.1	0.8	1.0	0.0	1.8	4.4	1.8	6.7
USA/WEAK/BIDEN	1.6	5.8	1.7	1.2	1.0	0.9	0.9	1.8	1.7	2.0	2.2	1.4	2.2	3.3	1.1	1.2	1.1	0.5	0.0	1.0
VAR POLITICAL	1.5	0.7	1.4	1.4	1.9	1.4	1.7	1.0	3.9	1.6	1.3	1.7	3.6	0.9	2.5	2.0	1.3	1.5	1.6	1.3
POWER/CONTROL	1.5	0.0	2.3	1.2	2.1	1.5	1.7	1.0	0.0	1.6	1.4	1.7	3.4	1.1	1.8	2.6	1.6	1.2	2.0	0.6
HATRED	1.4	0.0	0.6	1.3	1.7	2.8	2.1	0.0	0.0	1.4	0.8	2.3	2.2	0.9	2.0	1.8	1.2	1.4	2.1	0.9
PALESTINIAN/ATTAK ISR	1.3	1.3	1.8	1.1	1.7	0.9	0.5	3.1	0.0	1.2	1.4	1.0	1.2	1.3	2.6	0.0	0.5	1.5	2.0	1.1
OIL	1.2	0.6	0.9	1.8	2.9	0.3	0.4	0.0	0.0	1.6	1.2	2.2	1.0	1.4	1.1	1.3	2.5	0.4	0.8	0.0



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

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	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5	
ARGUE/DISAGREE	1.2	0.5	1.6	2.0	0.5	1.8	0.9	1.0	0.0	1.3	1.6	0.8	1.0	0.9	1.9	1.7	0.9	1.1	1.6	0.7
1948/ISRAEL/NAKBA	1.1	1.2	0.6	0.6	0.7	0.9	1.0	5.5	5.4	0.7	0.7	0.6	2.2	0.5	0.8	1.7	0.3	2.2	1.2	3.1
WANT 2 DESTROY ISRAEL	1.0	1.9	1.8	0.5	1.2	1.2	0.0	0.0	0.0	1.2	1.2	1.4	0.0	2.3	0.9	0.0	0.7	0.4	0.8	0.0
ISRAEL	1.0	0.0	0.6	0.8	1.2	0.9	1.0	2.9	2.0	0.7	0.6	1.0	1.1	0.7	1.1	0.4	0.6	1.6	1.2	1.9
ATTACK/INVASION	0.9	0.6	1.2	1.5	0.5	1.2	0.9	0.0	0.0	0.9	1.2	0.6	0.0	0.9	0.9	0.9	1.2	0.9	1.2	0.7
ISRAELI OCCUPATION	0.8	0.0	0.3	1.0	0.0	0.8	1.4	3.1	5.3	0.6	0.6	0.3	2.3	0.3	0.3	1.7	0.6	1.5	0.4	2.5
ISRAEL INVADE GAZA	0.7	0.0	1.1	0.7	0.5	0.6	2.0	0.0	0.0	0.7	0.7	0.6	1.2	0.3	0.9	0.8	1.1	0.8	0.4	1.1
IRAN/PROXIES	0.7	2.0	1.4	1.0	0.5	0.0	0.4	0.0	0.0	0.8	1.3	0.0	0.0	1.8	0.3	0.3	0.0	0.5	0.8	0.3
GAZA	0.6	0.0	0.0	0.8	0.5	0.7	0.0	3.1	2.2	0.5	0.3	0.4	2.6	0.4	0.9	0.4	0.3	0.8	0.9	0.7
NO PALESTINE HOMELAND	0.5	0.0	0.6	0.0	0.7	0.9	0.5	1.8	0.0	0.3	0.2	0.6	0.0	0.4	0.0	0.4	0.6	1.1	1.2	1.0
VAR ECON/FINANC	0.5	0.0	0.6	0.2	0.3	0.8	1.3	0.0	2.0	0.5	0.3	0.5	2.1	0.4	0.7	0.4	0.6	0.6	0.4	0.7
STUPIDITY/IGNORANCE	0.4	1.3	0.3	0.5	0.2	0.0	1.3	0.0	0.0	0.5	0.6	0.2	1.2	0.5	0.3	0.4	0.6	0.3	0.0	0.6
LIKUD PARTY/BEBE	0.4	0.0	0.0	0.3	0.0	0.0	1.9	1.1	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	1.1	0.0	2.1
VAR SPECIFIC EVENT	0.3	1.2	0.3	0.7	0.0	0.3	0.0	0.0	0.0	0.5	0.6	0.2	0.0	0.3	0.5	0.0	0.9	0.0	0.0	0.0
ISLAM/MUSLIMS	0.3	0.0	0.0	0.0	0.2	0.6	1.3	0.0	0.0	0.2	0.0	0.4	1.0	0.3	0.0	0.4	0.0	0.6	0.4	0.7
RESOURCES	0.3	0.0	0.0	0.2	0.3	0.5	0.9	0.0	0.0	0.2	0.1	0.4	1.0	0.2	0.2	0.8	0.0	0.4	0.4	0.3
DISPUTE OVER WATER	0.2	0.0	0.0	0.8	0.0	0.3	0.0	0.0	0.0	0.3	0.3	0.2	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

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					
ISRAEL VS PALESTINE	0.2	0.0	0.3	0.2	0.0	0.3	0.5	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.5	0.0	0.3	0.2	0.0	0.4
THE JEWS	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.8	2.1	0.1	0.0	0.2	1.0	0.2	0.2	0.0	0.0	0.2	0.0	0.4
ISRAEL ATTACK	0.1	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.3
DON'T KNOW	18.8	9.6	16.9	21.3	22.1	22.8	16.6	12.1	12.0	19.7	17.5	23.4	20.9	15.0	18.5	29.8	21.7	16.3	20.4	12.8



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

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	1724	1424	301	276	167	108
HAMAS ATTAK/ON ISRAEL	32.9	31.6	35.6	31.2	34.0	36.1	40.0	17.4	13.0	12.0	14.6
LAND DISPUTE	5.8	7.1	4.4	5.5	6.5	5.4	4.6	9.3	7.9	10.2	4.4
ETERNAL CNFLICT	4.6	4.5	4.4	5.0	4.0	4.3	4.5	3.4	6.1	5.9	6.4
RELIGION/CULTURE	4.4	3.9	4.6	4.1	5.1	4.2	3.7	6.3	5.8	5.9	5.8
TERRORISTS/ATTACK	2.9	2.3	3.9	2.4	3.0	3.1	3.2	2.7	1.1	0.6	2.0
GREED	2.6	0.9	3.0	3.4	2.2	2.5	2.6	2.0	3.2	4.7	0.8
RUSSIA/UKRAINE/PUTIN	2.1	2.4	2.4	2.0	1.7	2.0	1.7	3.4	2.7	2.5	2.9
ATTACK/KILL CIVILIANS	2.1	2.6	1.6	2.5	1.4	2.2	2.2	2.0	1.5	1.3	2.0
MISC	2.0	1.4	2.1	2.2	2.1	1.8	1.6	2.9	3.4	3.2	3.8
PALESTINIANS ABUSED	1.9	3.7	2.1	1.0	1.7	1.9	1.7	2.6	2.1	3.5	0.0
USA/WEAK/BIDEN	1.6	1.7	1.8	1.4	1.6	1.5	1.5	1.9	1.8	1.8	1.7
VAR POLITICAL	1.5	2.0	1.3	1.4	1.5	1.3	1.1	2.5	2.9	4.1	1.0
POWER/CONTROL	1.5	1.2	1.5	1.6	1.7	1.5	1.3	2.2	1.8	1.9	1.8
HATRED	1.4	2.3	1.0	1.1	1.6	1.1	1.0	1.6	2.9	3.5	2.1
PALESTINIAN/ATTAK ISR	1.3	1.7	1.3	1.2	1.1	1.4	1.4	1.6	0.8	0.5	1.1
OIL	1.2	1.5	1.3	1.3	0.9	1.1	1.0	1.6	1.8	1.8	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	
ARGUE/DISAGREE	1.2	1.4	1.0	0.6	2.4	1.1	0.8	2.2	2.2	1.3	3.6	
1948/ISRAEL/NAKBA	1.1	1.2	1.1	1.0	1.3	1.3	1.4	0.7	0.0	0.0	0.0	
WANT 2 DESTROY ISRAEL	1.0	0.6	0.6	1.3	1.1	1.2	1.3	0.3	0.0	0.0	0.0	
ISRAEL	1.0	1.2	1.1	0.8	0.9	1.1	0.9	1.6	0.4	0.6	0.0	
ATTACK/INVASION	0.9	0.0	0.9	1.7	0.5	1.0	1.1	0.4	0.7	0.6	0.9	
ISRAELI OCCUPATION	0.8	1.4	0.0	0.9	1.1	0.7	0.6	1.2	1.5	1.1	2.0	
ISRAEL INVADE GAZA	0.7	0.8	0.2	0.9	1.0	0.7	0.8	0.6	0.7	0.6	0.8	
IRAN/PROXIES	0.7	0.6	0.2	0.8	1.2	0.8	0.9	0.7	0.0	0.0	0.0	
GAZA	0.6	0.9	0.7	0.5	0.2	0.5	0.4	1.0	1.2	1.3	0.9	
NO PALESTINE HOMELAND	0.5	0.3	0.6	0.5	0.7	0.6	0.6	0.3	0.4	0.0	0.9	
VAR ECON/FINANC	0.5	0.3	1.1	0.2	0.6	0.5	0.3	1.3	1.0	1.1	0.8	
STUPIDITY/IGNORANCE	0.4	0.2	0.3	0.7	0.4	0.4	0.4	0.7	0.6	1.1	0.0	
LIKUD PARTY/BEBE	0.4	0.0	0.4	0.4	0.4	0.4	0.5	0.0	0.0	0.0	0.0	
VAR SPECIFIC EVENT	0.3	0.3	0.2	0.5	0.2	0.3	0.3	0.6	0.4	0.6	0.0	
ISLAM/MUSLIMS	0.3	0.6	0.2	0.4	0.0	0.2	0.3	0.0	0.7	0.6	0.9	
RESOURCES	0.3	0.0	0.4	0.5	0.0	0.3	0.2	0.6	0.3	0.5	0.0	
DISPUTE OVER WATER	0.2	0.0	0.4	0.1	0.2	0.2	0.2	0.0	0.4	0.0	0.9	



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BANNER 2

	TOTAL				AREA				2024 VOTER LIKELIHOOD			
	EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not	at All	
ISRAEL VS PALESTINE	0.2	0.0	0.0	0.2	0.4	0.2	0.2	0.3	0.0	0.0	0.0	
THE JEWS	0.1	0.0	0.0	0.3	0.2	0.2	0.2	0.0	0.0	0.0	0.0	
ISRAEL ATTACK	0.1	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	
DON'T KNOW	18.8	19.0	17.6	20.4	17.0	16.9	15.4	24.0	30.6	27.1	36.1	



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
HAMAS ATAK/ON ISRAEL	32.9	35.9	36.2	33.3	35.5	20.3	35.8	38.7	20.8	24.2	21.2	33.6	37.9	30.5	31.5	31.7
LAND DISPUTE	5.8	4.4	7.0	5.5	6.2	5.0	4.9	5.9	6.5	6.1	7.3	6.4	5.4	6.3	7.2	4.7
ETERNAL CONFLICT	4.6	3.9	5.1	4.7	4.2	5.5	4.1	4.5	6.6	7.5	3.7	4.6	5.2	3.1	4.7	4.6
RELIGION/CULTURE	4.4	4.9	3.3	4.2	3.8	7.9	4.0	2.9	5.6	5.5	8.6	4.7	5.5	3.1	4.8	3.8
TERRORISTS/ATTACK	2.9	3.9	1.8	4.0	1.4	4.0	4.3	1.5	3.4	3.3	1.2	2.4	2.2	1.3	3.0	3.6
GREED	2.6	3.4	1.5	3.5	1.7	2.5	3.3	1.1	2.8	3.5	4.6	2.3	1.8	4.9	1.7	3.1
RUSSIA/UKRAINE/PUTIN	2.1	1.9	2.2	2.3	2.0	1.5	2.4	1.8	2.7	3.4	1.4	1.7	2.1	0.8	1.7	2.8
ATTACK/KILL CIVILIANS	2.1	2.2	2.4	1.7	2.5	2.1	1.8	2.7	1.7	2.0	1.8	2.2	2.5	2.2	2.0	1.8
MISC	2.0	2.0	1.7	2.5	1.4	2.8	2.2	1.7	1.8	1.3	2.7	2.1	1.7	2.6	2.3	1.9
PALESTINIANS ABUSED	1.9	0.7	2.6	0.8	3.2	1.3	0.7	2.6	3.5	2.2	1.7	2.1	1.7	2.2	2.4	1.5
USA/WEAK/BIDEN	1.6	2.4	0.9	2.7	0.4	1.4	3.1	0.6	1.2	0.9	0.0	1.2	0.8	0.8	1.7	2.2
VAR POLITICAL	1.5	1.2	1.7	1.6	1.5	1.4	1.8	1.6	0.7	0.5	1.7	1.5	1.7	2.1	1.1	1.6
POWER/CONTROL	1.5	1.5	1.3	1.8	1.1	1.8	1.3	0.7	3.0	2.9	2.8	1.5	2.2	0.4	1.4	1.6
HATRED	1.4	1.0	0.9	1.4	1.7	0.0	1.3	1.3	2.1	2.3	1.0	1.6	1.3	3.8	0.9	1.1
PALESTINIAN/ATTAK ISR	1.3	1.8	0.8	1.5	1.2	0.8	1.8	1.2	0.7	0.9	0.8	1.3	0.7	2.3	1.4	1.3
OIL	1.2	0.7	1.1	1.4	1.0	1.4	1.1	1.1	2.0	2.0	0.9	1.3	0.4	1.2	2.0	1.1



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
ARGUE/DISAGREE	1.2	0.9	1.4	1.2	1.0	2.4	1.0	0.7	2.5	2.2	1.8	1.4	0.9	3.0	1.1	1.0
1948/ISRAEL/NAKBA	1.1	0.7	1.1	0.7	1.5	1.5	0.4	1.1	2.8	1.0	1.4	1.4	2.0	0.8	1.2	0.7
WANT 2 DESTROY ISRAEL	1.0	1.8	0.3	1.5	0.5	1.1	1.2	0.3	0.9	0.9	2.3	0.9	0.4	0.8	1.2	1.2
ISRAEL	1.0	0.8	1.0	1.1	1.1	0.0	1.0	1.2	0.7	0.5	0.4	0.8	1.4	0.9	0.3	1.2
ATTACK/INVASION	0.9	1.2	1.1	0.9	0.9	1.4	0.9	1.0	1.0	1.4	0.9	0.6	0.4	0.0	1.0	1.5
ISRAELI OCCUPATION	0.8	0.5	0.8	0.3	1.3	1.4	0.4	0.9	1.0	0.4	2.3	0.8	0.9	0.4	0.8	1.0
ISRAEL INVADE GAZA	0.7	0.6	0.7	0.6	1.0	0.0	0.4	0.6	1.8	1.2	0.9	0.8	0.9	1.6	0.5	0.5
IRAN/PROXIES	0.7	1.3	0.5	1.3	0.2	0.3	1.5	0.3	0.2	0.3	0.0	0.9	0.2	0.3	1.6	0.4
GAZA	0.6	0.4	0.6	0.6	0.6	0.4	0.5	0.6	0.3	0.0	1.0	0.5	0.3	1.0	0.5	0.7
NO PALESTINE HOMELAND	0.5	0.5	0.5	0.2	0.8	1.0	0.1	0.8	0.6	0.9	0.9	0.7	1.1	0.4	0.5	0.3
VAR ECON/FINANC	0.5	0.3	0.6	0.2	0.6	1.7	0.3	0.6	1.2	0.9	0.3	0.5	0.6	0.3	0.5	0.5
STUPIDITY/IGNORANCE	0.4	0.6	0.3	0.5	0.4	0.0	0.5	0.3	0.9	1.2	0.0	0.4	0.5	0.4	0.4	0.4
LIKUD PARTY/BEBE	0.4	0.1	0.7	0.0	0.8	0.0	0.0	1.0	0.0	0.0	0.0	0.4	0.6	0.4	0.2	0.3
VAR SPECIFIC EVENT	0.3	0.6	0.3	0.4	0.2	0.5	0.5	0.3	0.3	0.5	0.0	0.4	0.0	0.4	0.6	0.3
ISLAM/MUSLIMS	0.3	0.1	0.5	0.2	0.4	0.0	0.2	0.3	0.6	0.5	0.0	0.3	0.4	0.0	0.3	0.2
RESOURCES	0.3	0.1	0.4	0.2	0.3	0.4	0.1	0.4	0.6	0.4	0.0	0.2	0.0	0.5	0.3	0.3
DISPUTE OVER WATER	0.2	0.0	0.4	0.0	0.3	0.5	0.0	0.4	0.0	0.0	0.5	0.2	0.4	0.4	0.0	0.1



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
ISRAEL VS PALESTINE	0.2	0.0	0.4	0.1	0.3	0.0	0.0	0.3	0.6	0.8	0.0	0.3	0.0	0.8	0.3	0.0	
THE JEWS	0.1	0.1	0.2	0.1	0.2	0.0	0.1	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.2	
ISRAEL ATTACK	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.3	0.4	0.0	0.0	
DON'T KNOW	18.8	17.7	17.3	17.0	18.6	27.6	17.0	18.5	18.8	18.6	26.1	17.7	15.4	19.3	18.8	20.7	



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
HAMAS ATAK/ON ISRAEL	32.9	35.6	32.0	35.2	33.6	21.4	22.4	34.5	40.7	31.0	31.7
LAND DISPUTE	5.8	5.1	6.0	4.9	7.0	4.5	5.9	6.2	3.3	7.8	5.5
ETERNAL CONFLICT	4.6	4.1	4.8	4.4	5.0	3.8	5.2	4.3	1.7	5.8	4.8
RELIGION/CULTURE	4.4	4.3	4.4	4.8	3.4	6.4	6.8	3.6	2.6	4.1	5.0
TERRORISTS/ATTACK	2.9	1.4	3.4	4.2	1.4	3.1	3.5	1.3	1.7	1.2	3.9
GREED	2.6	2.0	2.8	2.8	2.2	3.4	2.9	1.8	2.3	1.4	3.2
RUSSIA/UKRAINE/PUTIN	2.1	2.4	2.0	2.2	2.2	1.4	1.7	2.4	3.7	1.6	1.9
ATTACK/KILL CIVILIANS	2.1	2.2	2.0	1.9	2.1	3.0	2.3	2.6	2.1	2.9	1.7
MISC	2.0	1.9	2.1	2.1	1.5	3.6	2.8	1.9	2.4	1.7	2.1
PALESTINIANS ABUSED	1.9	1.2	2.1	0.9	3.4	0.0	1.4	1.5	0.3	2.2	2.1
USA/WEAK/BIDEN	1.6	0.6	1.9	2.5	0.7	1.2	1.2	0.6	0.9	0.4	2.3
VAR POLITICAL	1.5	1.4	1.6	1.5	1.4	2.0	2.1	1.6	3.0	0.8	1.5
POWER/CONTROL	1.5	1.0	1.7	1.4	1.4	2.6	2.2	0.8	0.7	0.9	2.0
HATRED	1.4	1.7	1.3	1.3	1.3	1.8	1.8	1.9	1.0	2.3	1.1
PALESTINIAN/ATAK ISR	1.3	1.1	1.4	1.8	1.1	0.0	1.3	1.2	0.6	1.5	1.4
OIL	1.2	1.3	1.2	1.3	1.2	1.3	1.4	0.9	0.6	1.1	1.4



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 4

	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										
ARGUE/DISAGREE	1.2	1.1	1.3	1.3	1.0	1.7	1.0	0.8	0.3	1.1	1.5	
1948/ISRAEL/NAKBA	1.1	1.0	1.2	0.7	1.5	1.7	1.5	1.3	1.0	1.5	1.0	
WANT 2 DESTROY ISRAEL	1.0	0.4	1.2	1.7	0.5	0.0	0.0	0.5	0.7	0.4	1.3	
ISRAEL	1.0	0.8	1.0	0.9	1.2	0.4	0.8	0.7	1.0	0.6	1.1	
ATTACK/INVASION	0.9	1.7	0.7	0.9	1.0	0.9	1.6	1.0	1.3	0.7	0.9	
ISRAELI OCCUPATION	0.8	0.8	0.9	0.3	1.2	1.7	1.2	0.9	0.7	1.0	0.8	
ISRAEL INVADE GAZA	0.7	0.3	0.9	0.5	0.9	0.8	0.7	0.7	0.7	0.7	0.7	
IRAN/PROXIES	0.7	0.6	0.8	1.2	0.3	0.3	0.1	0.3	0.6	0.2	1.0	
GAZA	0.6	0.4	0.6	0.6	0.6	0.4	0.6	0.5	0.4	0.6	0.6	
NO PALESTINE HOMELAND	0.5	0.7	0.5	0.2	0.9	0.4	0.2	0.9	1.3	0.7	0.2	
VAR ECON/FINANC	0.5	1.1	0.3	0.5	0.6	0.4	0.7	0.7	1.4	0.4	0.4	
STUPIDITY/IGNORANCE	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.6	0.4	
LIKUD PARTY/BEBE	0.4	0.8	0.2	0.0	0.8	0.0	0.0	0.9	0.7	1.0	0.0	
VAR SPECIFIC EVENT	0.3	0.3	0.3	0.4	0.3	0.0	0.4	0.6	0.6	0.5	0.2	
ISLAM/MUSLIMS	0.3	0.2	0.3	0.2	0.3	0.4	0.6	0.4	0.3	0.4	0.2	
RESOURCES	0.3	0.4	0.2	0.2	0.2	0.8	0.7	0.4	0.3	0.4	0.2	
DISPUTE OVER WATER	0.2	0.4	0.1	0.0	0.4	0.4	0.2	0.4	0.3	0.4	0.1	



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BANNER 4

	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										
ISRAEL VS PALESTINE	0.2	0.0	0.3	0.2	0.2	0.0	0.5	0.2	0.0	0.4	0.2	
THE JEWS	0.1	0.2	0.1	0.2	0.1	0.0	0.2	0.3	0.4	0.2	0.1	
ISRAEL ATTACK	0.1	0.2	0.1	0.0	0.2	0.0	0.0	0.3	0.0	0.4	0.0	
DON'T KNOW	18.8	20.7	18.0	16.4	18.3	29.8	23.5	20.6	19.7	21.1	17.5	



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
HAMAS ATTAK/ON ISRAEL	32.9	35.6	34.8	36.1	28.5	34.6	43.1	34.1	36.1	29.1	25.4	32.5	
LAND DISPUTE	5.8	4.8	6.6	5.6	8.5	2.3	4.4	8.4	2.3	6.8	8.5	2.2	
ETERNAL CONFLICT	4.6	4.0	4.2	4.4	4.5	5.1	3.6	3.6	5.5	5.2	4.9	4.4	
RELIGION/CULTURE	4.4	3.8	4.3	4.6	4.1	4.7	6.6	4.7	6.4	2.5	3.7	2.2	
TERRORISTS/ATTACK	2.9	4.1	1.6	4.4	1.6	2.5	5.1	0.7	3.7	3.7	2.1	0.8	
GREED	2.6	3.3	1.9	2.7	2.4	2.8	1.4	2.9	2.2	4.0	2.1	3.5	
RUSSIA/UKRAINE/PUTIN	2.1	2.4	2.1	1.9	2.7	1.7	2.1	1.9	1.3	1.6	3.1	2.2	
ATTACK/KILL CIVILIANS	2.1	1.8	2.6	1.3	2.1	3.1	1.9	2.0	4.3	0.8	2.1	1.4	
MISC	2.0	2.1	1.8	2.2	1.6	2.4	1.7	2.6	0.9	2.8	1.0	4.4	
PALESTINIANS ABUSED	1.9	0.7	2.8	0.8	3.8	0.8	0.5	3.6	1.0	1.0	3.9	0.4	
USA/WEAK/BIDEN	1.6	2.6	0.9	2.5	0.8	1.5	2.7	1.4	2.0	2.3	0.4	0.8	
VAR POLITICAL	1.5	1.6	1.6	1.7	1.5	1.4	1.7	2.2	1.0	1.6	1.1	2.0	
POWER/CONTROL	1.5	1.5	1.5	1.3	1.6	1.8	0.5	1.4	1.9	2.0	1.7	1.7	
HATRED	1.4	1.1	1.4	1.0	1.5	1.7	0.6	2.8	2.0	1.4	0.8	1.4	
PALESTINIAN/ATTAK ISR	1.3	1.6	1.1	1.4	0.9	1.8	1.4	0.8	2.7	1.3	1.0	0.4	
OIL	1.2	1.0	1.2	1.3	1.2	1.2	0.8	1.1	1.4	1.9	1.3	0.9	



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BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
ARGUE/DISAGREE	1.2	1.2	1.2	0.8	1.6	1.2	0.5	1.5	0.6	1.2	1.7	2.2			
1948/ISRAEL/NAKBA	1.1	0.8	1.2	0.7	1.2	1.6	0.9	1.2	1.8	0.5	1.3	1.2			
WANT 2 DESTROY ISRAEL	1.0	1.8	0.6	1.6	0.3	1.1	1.6	0.0	1.6	1.6	0.4	0.4			
ISRAEL	1.0	0.8	1.2	0.7	1.2	0.9	0.9	1.1	1.0	0.5	1.3	0.9			
ATTACK/INVASION	0.9	0.7	0.9	1.3	0.8	0.7	1.7	0.0	0.6	0.8	1.2	0.9			
ISRAELI OCCUPATION	0.8	0.5	1.1	0.4	0.9	1.3	0.5	0.4	1.6	0.3	1.2	1.0			
ISRAEL INVADE GAZA	0.7	0.6	0.8	0.7	1.1	0.3	0.5	0.7	0.3	0.8	1.2	0.4			
IRAN/PROXIES	0.7	1.2	0.5	1.5	0.2	0.3	1.9	0.3	0.3	1.1	0.2	0.3			
GAZA	0.6	0.4	0.5	0.6	0.6	0.6	0.2	0.8	0.0	0.9	0.5	1.4			
NO PALESTINE HOMELAND	0.5	0.5	0.6	0.4	0.5	0.7	0.3	1.1	1.2	0.5	0.2	0.0			
VAR ECON/FINANC	0.5	0.4	0.6	0.4	0.5	0.7	0.3	0.4	0.3	0.5	0.6	1.2			
STUPIDITY/IGNORANCE	0.4	0.6	0.2	0.7	0.1	0.5	0.6	0.0	0.7	0.8	0.2	0.3			
LIKUD PARTY/BEBE	0.4	0.0	0.7	0.0	0.7	0.4	0.0	0.4	0.3	0.0	0.9	0.4			
VAR SPECIFIC EVENT	0.3	0.4	0.2	0.3	0.3	0.5	0.5	0.7	0.6	0.0	0.0	0.4			
ISLAM/MUSLIMS	0.3	0.1	0.4	0.2	0.4	0.2	0.2	0.0	0.3	0.2	0.6	0.0			
RESOURCES	0.3	0.1	0.2	0.1	0.4	0.3	0.0	0.7	0.0	0.2	0.2	0.8			
DISPUTE OVER WATER	0.2	0.0	0.3	0.0	0.4	0.2	0.0	0.7	0.0	0.0	0.2	0.4			



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BANNER 5

	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
ISRAEL VS PALESTINE	0.2	0.1	0.3	0.1	0.1	0.3	0.0	0.0	0.6	0.3	0.2	0.0			
THE JEWS	0.1	0.1	0.2	0.2	0.2	0.0	0.2	0.4	0.0	0.3	0.0	0.0			
ISRAEL ATTACK	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.2	0.0			
DON'T KNOW	18.8	17.8	17.6	16.3	21.1	19.0	11.1	14.9	13.7	21.5	24.6	26.4			



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
HAMAS ATAK/ON ISRAEL	32.9	30.3	22.8	35.7	29.0	38.3	40.8	39.2	8.8	26.2	41.2	33.6	21.1	23.0	24.4	36.2	37.9
LAND DISPUTE	5.8	7.4	6.1	8.3	5.1	6.3	3.4	5.2	4.5	7.2	5.2	8.2	8.6	10.5	5.0	1.4	2.8
ETERNAL CONFLICT	4.6	3.3	3.0	3.6	5.9	4.8	3.1	4.2	4.3	4.7	4.3	3.5	6.7	1.7	2.2	5.9	4.9
RELIGION/CULTURE	4.4	4.4	5.7	3.5	5.3	4.0	2.5	3.4	7.2	7.8	3.4	4.2	4.3	1.8	4.3	4.9	4.3
TERRORISTS/ATTACK	2.9	1.8	1.3	2.1	1.8	4.5	5.5	4.9	2.3	1.4	5.4	2.1	1.1	0.0	0.0	2.5	4.5
GREED	2.6	2.0	2.1	1.9	2.9	3.2	1.9	2.7	0.0	3.3	2.7	1.9	3.3	1.9	3.5	2.4	3.2
RUSSIA/UKRAINE/PUTIN	2.1	2.2	2.5	1.9	2.5	1.0	2.7	1.6	2.0	2.1	1.8	2.2	3.6	1.8	2.2	1.8	0.8
ATTACK/KILL CIVILIANS	2.1	2.2	1.4	2.8	2.6	1.6	1.1	1.4	2.3	2.6	0.9	2.2	1.6	3.4	2.3	3.4	2.8
MISC	2.0	1.6	2.5	0.9	1.9	1.8	3.8	2.6	0.0	2.7	2.3	1.3	1.6	3.7	3.4	1.7	3.5
PALESTINIANS ABUSED	1.9	4.7	7.1	2.8	1.0	0.4	1.0	0.7	0.0	0.6	0.9	5.6	1.6	0.0	2.3	0.6	0.0
USA/WEAK/BIDEN	1.6	0.5	0.8	0.3	1.0	2.6	3.8	3.1	0.0	0.6	3.3	0.4	1.4	0.0	1.1	0.9	3.5
VAR POLITICAL	1.5	1.8	3.0	0.9	1.7	0.9	1.5	1.1	7.3	2.6	0.9	1.4	1.9	0.0	0.9	1.2	2.5
POWER/CONTROL	1.5	1.6	2.9	0.5	2.5	0.7	0.0	0.4	4.5	4.0	0.2	1.1	2.2	1.9	2.1	2.1	0.8
HATRED	1.4	1.5	0.9	2.0	2.0	0.7	0.4	0.6	0.0	3.5	0.4	1.7	1.5	0.0	1.1	1.8	1.8
PALESTINIAN/ATAK ISR	1.3	0.9	0.9	0.9	1.5	1.3	1.6	1.4	0.0	1.4	1.5	0.7	1.1	2.0	2.4	1.9	1.0
OIL	1.2	0.8	0.8	0.9	1.7	1.5	0.4	1.1	4.4	1.3	1.1	0.5	2.0	3.4	1.0	1.6	0.0



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 6

	BANNER 6																
	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	
ARGUE/DISAGREE	1.2	1.3	0.8	1.7	1.3	1.0	1.2	1.1	4.0	0.6	0.6	1.1	1.6	5.8	1.1	1.4	0.9
1948/ISRAEL/NAKBA	1.1	1.9	3.7	0.6	1.2	0.3	0.7	0.4	2.4	0.6	0.6	1.7	0.8	0.0	2.9	1.8	0.0
WANT 2 DESTROY ISRAEL	1.0	0.4	0.0	0.6	0.3	2.3	2.3	2.3	0.0	0.0	2.2	0.5	0.0	0.0	0.0	0.6	3.4
ISRAEL	1.0	1.7	3.1	0.6	0.8	0.7	0.4	0.6	2.5	1.4	0.4	1.7	0.7	0.0	1.2	0.6	1.7
ATTACK/INVASION	0.9	0.7	1.2	0.3	1.2	1.0	0.7	0.9	0.0	2.0	1.1	0.9	0.7	0.0	0.0	1.2	0.0
ISRAELI OCCUPATION	0.8	2.0	2.1	1.9	0.2	0.5	0.7	0.6	0.0	0.0	0.5	1.6	0.0	0.0	4.8	0.5	1.0
ISRAEL INVADE GAZA	0.7	0.8	0.0	1.5	0.5	0.9	0.7	0.8	0.0	0.0	0.9	1.1	1.2	0.0	0.0	0.3	0.8
IRAN/PROXIES	0.7	0.2	0.0	0.3	0.5	0.7	2.6	1.4	0.0	0.6	1.9	0.0	0.7	0.0	1.0	0.2	0.0
GAZA	0.6	1.0	1.4	0.6	0.3	0.5	0.8	0.6	0.0	0.0	0.8	0.7	0.4	0.0	2.5	0.3	0.0
NO PALESTINE HOMELAND	0.5	0.7	0.0	1.2	0.4	0.7	0.4	0.6	0.0	0.6	0.4	0.7	0.0	1.9	1.1	0.5	0.9
VAR ECON/FINANC	0.5	0.9	0.4	1.2	0.7	0.0	0.0	0.0	4.3	0.7	0.0	0.7	0.4	0.0	0.0	1.1	0.0
STUPIDITY/IGNORANCE	0.4	0.2	0.0	0.3	0.8	0.2	0.4	0.3	0.0	1.9	0.4	0.0	0.4	0.0	1.0	0.6	0.0
LIKUD PARTY/BEBE	0.4	0.7	0.4	0.9	0.3	0.3	0.0	0.2	0.0	0.0	0.0	0.7	0.4	2.1	1.1	0.3	0.0
VAR SPECIFIC EVENT	0.3	0.3	0.4	0.3	0.3	0.7	0.0	0.4	0.0	0.0	0.4	0.0	0.7	0.0	1.9	0.0	0.9
ISLAM/MUSLIMS	0.3	0.5	0.4	0.6	0.1	0.2	0.3	0.2	0.0	0.0	0.3	0.5	0.4	0.0	1.0	0.0	0.0
RESOURCES	0.3	0.2	0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.0	1.1	0.0	1.1	0.3	0.0
DISPUTE OVER WATER	0.2	0.2	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.8	0.0	0.0	0.3	0.0



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 6

	TOTAL		IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very Swt.	MOD- ERATE	Smwt. Very	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
ISRAEL VS PALESTINE	0.2	0.2	0.4	0.0	0.2	0.2	0.0	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.5	0.0
THE JEWS	0.1	0.4	0.9	0.0	0.0	0.0	0.3	0.1	2.1	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0
ISRAEL ATTACK	0.1	0.4	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	18.8	18.7	20.0	17.7	21.7	16.3	14.9	15.8	37.0	19.3	13.7	16.3	26.2	35.1	21.1	19.4	16.2



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
HAMAS ATAK/ON ISRAEL	32.9	30.6	29.4	36.7	33.9	44.0	17.3	47.3	32.3	34.8	28.2	23.7	35.7	33.4	30.1	29.8
LAND DISPUTE	5.8	7.6	2.8	4.7	5.9	3.1	0.0	3.5	6.3	6.3	6.3	4.8	7.3	6.5	6.2	3.1
ETERNAL CONFLICT	4.6	4.3	5.7	4.5	5.0	2.3	3.5	2.2	4.9	4.6	5.4	4.9	3.0	4.0	4.5	6.4
RELIGION/CULTURE	4.4	4.0	5.9	4.3	5.3	1.5	0.0	1.7	4.7	5.4	3.6	5.6	3.2	2.9	6.0	5.2
TERRORISTS/ATTACK	2.9	1.6	2.0	4.5	2.4	1.6	0.0	1.8	3.0	3.2	2.6	3.2	3.1	3.6	2.6	3.2
GREED	2.6	2.1	4.2	2.5	2.9	2.8	13.8	1.4	2.5	2.5	2.6	2.9	3.1	4.0	1.8	2.6
RUSSIA/UKRAINE/PUTIN	2.1	2.3	2.2	1.9	1.7	0.3	3.0	0.0	2.3	2.3	2.4	2.4	2.6	3.2	2.3	1.4
ATTACK/KILL CIVILIANS	2.1	1.8	3.9	1.7	2.5	2.8	7.4	2.2	2.1	2.1	2.0	1.4	1.8	0.0	2.9	1.9
MISC	2.0	1.6	2.8	2.2	2.0	2.7	3.6	2.5	1.8	1.5	2.2	3.3	1.7	4.0	2.7	1.8
PALESTINIANS ABUSED	1.9	3.5	0.3	0.7	1.1	2.8	0.0	3.1	1.8	1.6	2.0	1.8	1.3	1.1	1.4	3.2
USA/WEAK/BIDEN	1.6	0.6	1.3	2.7	1.3	1.1	0.0	1.3	1.6	1.0	2.6	1.9	1.1	0.0	2.5	2.0
VAR POLITICAL	1.5	1.4	2.1	1.5	1.4	1.3	4.2	1.0	1.5	1.1	2.1	2.1	1.4	1.9	2.0	1.4
POWER/CONTROL	1.5	1.5	1.3	1.6	1.6	1.6	7.9	0.8	1.6	1.5	1.7	1.0	1.2	2.9	2.4	1.0
HATRED	1.4	1.6	2.3	0.9	2.0	0.4	0.0	0.4	1.6	1.6	1.6	1.0	0.5	1.9	1.3	2.0
PALESTINIAN/ATAK ISR	1.3	1.3	0.3	1.6	1.2	1.7	0.0	1.9	1.3	1.5	0.9	1.0	1.8	1.2	1.2	0.7
OIL	1.2	1.2	1.5	1.2	1.4	1.1	0.0	1.3	1.4	1.2	1.6	0.5	1.3	0.8	2.2	0.5



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 7

	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
ARGUE/DISAGREE	1.2	1.2	2.5	0.8	1.1	0.8	0.0	0.9	1.3	1.1	1.5	1.4	1.4	1.8	0.8	1.5
1948/ISRAEL/NAKBA	1.1	1.6	0.4	0.9	0.9	2.5	0.0	2.8	0.8	1.2	0.1	1.9	0.7	0.5	1.4	1.8
WANT 2 DESTROY ISRAEL	1.0	0.3	0.0	2.1	0.6	1.3	0.0	1.4	1.0	1.1	0.9	0.5	0.9	2.9	0.8	0.5
ISRAEL	1.0	1.2	1.0	0.6	0.7	0.8	0.0	0.9	0.9	0.7	1.2	1.6	0.5	0.0	1.0	2.1
ATTACK/INVASION	0.9	0.8	1.5	0.8	0.9	1.5	0.0	1.7	1.0	0.6	1.6	0.0	1.3	1.3	1.4	0.0
ISRAELI OCCUPATION	0.8	1.3	0.3	0.5	0.4	1.1	3.5	0.8	0.8	0.8	1.0	0.5	0.1	0.6	0.8	1.2
ISRAEL INVADE GAZA	0.7	0.9	0.7	0.6	0.6	0.4	0.0	0.4	0.8	0.7	1.1	0.5	0.5	1.0	1.2	0.5
IRAN/PROXIES	0.7	0.2	0.6	1.3	0.3	0.8	0.0	0.9	0.7	0.7	0.8	0.4	0.8	0.9	1.2	0.3
GAZA	0.6	0.7	0.6	0.4	0.7	0.9	0.0	1.0	0.5	0.8	0.0	1.0	0.2	1.1	0.4	1.0
NO PALESTINE HOMELAND	0.5	0.7	0.4	0.4	0.6	1.5	0.0	1.7	0.4	0.3	0.5	0.4	0.6	0.0	0.2	0.9
VAR ECON/FINANC	0.5	0.5	0.6	0.5	0.5	0.0	0.0	0.0	0.5	0.5	0.5	1.2	0.6	0.5	0.4	0.7
STUPIDITY/IGNORANCE	0.4	0.4	0.0	0.6	0.6	0.0	0.0	0.0	0.6	0.3	1.0	0.0	0.3	0.0	0.6	0.3
LIKUD PARTY/BEBE	0.4	0.8	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.7	0.2	0.0	0.2	0.0	0.2	0.9
VAR SPECIFIC EVENT	0.3	0.3	0.7	0.2	0.4	1.1	3.3	0.8	0.2	0.2	0.2	0.5	0.3	0.6	0.5	0.0
ISLAM/MUSLIMS	0.3	0.5	0.0	0.1	0.4	0.4	0.0	0.4	0.3	0.3	0.3	0.0	0.3	0.0	0.2	0.2
RESOURCES	0.3	0.5	0.0	0.1	0.3	0.0	0.0	0.0	0.4	0.3	0.5	0.0	0.1	0.0	0.2	0.5
DISPUTE OVER WATER	0.2	0.3	0.4	0.0	0.3	0.4	3.6	0.0	0.1	0.1	0.2	0.5	0.3	0.0	0.2	0.0



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 7

	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
ISRAEL VS PALESTINE	0.2	0.2	0.3	0.1	0.3	0.0	0.0	0.0	0.2	0.2	0.3	0.0	0.3	0.0	0.0	0.4
THE JEWS	0.1	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.6	0.0	0.0	0.0	0.4
ISRAEL ATTACK	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.6	0.0	0.6	0.2	0.0
DON'T KNOW	18.8	20.0	21.8	16.4	17.9	15.5	29.0	13.9	18.3	17.0	20.3	26.7	20.7	16.8	16.2	20.8



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
HAMAS ATTACK/ON ISRAEL	32.9	27.0	43.6	40.5	49.6	32.6	48.0	22.3	39.5	37.5	23.1	27.8	17.8	24.9	42.8	32.7	38.6	18.3	17.7	17.9
LAND DISPUTE	5.8	5.6	6.0	6.0	6.0	5.2	4.2	5.9	7.8	4.5	8.5	7.2	10.2	4.5	3.9	5.0	6.2	8.1	8.3	11.8
ETERNAL CONFLICT	4.6	4.6	4.6	5.2	3.4	4.2	4.4	5.0	4.8	4.7	4.3	5.0	2.4	8.6	4.0	5.3	4.6	5.4	2.3	2.6
RELIGION/CULTURE	4.4	5.0	3.4	3.9	2.4	6.8	4.6	3.4	2.2	4.2	4.9	6.3	2.9	5.1	5.8	2.7	8.9	4.0	3.7	2.2
TERRORISTS/ATTACK	2.9	2.9	2.7	2.7	2.9	3.3	3.6	2.6	1.9	3.7	1.1	1.1	0.0	4.2	4.5	3.0	0.0	2.0	0.0	0.0
GREED	2.6	2.7	2.5	2.7	2.0	2.3	1.7	3.0	3.1	2.3	3.2	2.9	4.7	1.1	1.6	2.9	2.5	3.3	5.3	4.2
RUSSIA/UKRAINE/PUTIN	2.1	2.7	1.0	1.2	0.8	2.4	0.7	2.9	1.4	2.1	2.1	1.2	3.7	1.1	1.5	2.6	1.6	0.8	4.0	3.5
ATTACK/KILL CIVILIANS	2.1	2.1	2.0	2.5	0.9	2.9	2.3	1.4	1.6	2.1	2.1	1.6	2.1	4.6	3.3	1.0	0.8	2.4	2.8	1.4
MISC	2.0	2.1	1.9	1.5	2.6	1.8	1.5	2.5	2.2	2.0	2.2	2.4	2.6	1.1	1.6	2.3	2.2	2.6	1.5	3.7
PALESTINIANS ABUSED	1.9	1.3	2.9	2.8	3.0	1.0	2.6	1.7	3.2	1.7	2.2	2.9	1.6	1.1	1.5	2.0	2.5	3.4	1.7	1.4
USA/WEAK/BIDEN	1.6	1.9	1.0	1.2	0.4	2.3	1.7	1.6	0.3	1.5	1.7	1.8	2.1	0.0	1.9	1.2	1.5	2.0	3.7	0.7
VAR POLITICAL	1.5	2.0	0.7	1.1	0.0	2.0	0.9	1.9	0.5	1.4	1.8	2.3	1.8	0.0	1.4	1.4	1.5	3.0	3.0	0.6
POWER/CONTROL	1.5	1.9	0.8	0.4	1.6	1.6	0.6	2.2	1.0	1.4	1.8	2.0	2.2	0.0	0.8	1.9	0.7	3.1	3.8	0.7
HATRED	1.4	1.7	0.9	0.9	0.8	2.0	1.2	1.4	0.5	1.4	1.4	1.1	1.8	1.1	1.2	1.6	2.3	0.0	3.0	0.6
PALESTINIAN/ATTAK ISR	1.3	1.5	1.0	1.1	0.7	1.9	1.2	1.1	0.7	1.4	1.1	0.4	0.4	4.3	2.2	0.7	0.0	0.7	0.7	0.0
OIL	1.2	1.2	1.3	1.0	2.0	1.0	1.1	1.3	1.5	0.8	2.1	1.8	2.5	2.3	0.5	1.2	1.6	2.0	2.3	2.8



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
ARGUE/DISAGREE	1.2	1.6	0.6	0.9	0.0	0.9	0.6	2.2	0.6	1.0	1.7	1.8	1.4	1.2	0.3	1.6	0.8	2.7	3.0	0.0
1948/ISRAEL/NAKBA	1.1	0.8	1.6	1.0	2.9	0.8	2.0	0.8	1.3	1.1	1.1	1.7	0.3	1.3	1.5	0.8	0.7	2.6	0.7	0.0
WANT 2 DESTROY ISRAEL	1.0	0.9	1.1	1.0	1.3	1.0	1.4	0.9	0.8	1.3	0.4	0.0	0.4	1.1	1.4	1.1	0.0	0.0	0.8	0.0
ISRAEL	1.0	0.9	1.0	0.8	1.3	1.5	0.0	0.4	1.9	1.1	0.8	1.5	0.3	0.0	1.0	1.1	1.6	1.4	0.7	0.0
ATTACK/INVASION	0.9	1.1	0.6	0.9	0.0	1.2	0.4	1.1	0.8	0.8	1.2	1.9	0.7	1.1	0.8	0.8	1.8	2.0	0.7	0.7
ISRAELI OCCUPATION	0.8	0.8	1.0	1.3	0.4	1.1	0.3	0.4	1.6	0.7	1.2	1.5	1.1	0.0	0.6	0.7	2.4	0.8	0.0	2.1
ISRAEL INVADE GAZA	0.7	0.9	0.4	0.0	1.2	0.6	0.3	1.1	0.5	0.5	1.1	1.1	1.0	2.3	0.3	0.7	0.7	1.3	0.7	1.3
IRAN/PROXIES	0.7	0.6	1.0	1.0	0.8	0.5	1.7	0.7	0.3	0.6	0.9	1.0	0.3	1.1	0.8	0.4	0.7	1.3	0.7	0.0
GAZA	0.6	0.7	0.3	0.5	0.0	0.3	0.3	1.1	0.3	0.7	0.3	0.4	0.3	0.0	0.3	1.1	0.8	0.0	0.0	0.6
NO PALESTINE HOMELAND	0.5	0.4	0.7	0.6	0.8	0.8	0.9	0.1	0.5	0.4	0.9	0.7	1.0	1.3	0.8	0.0	0.8	0.6	1.4	0.7
VAR ECON/FINANC	0.5	0.7	0.3	0.2	0.4	0.5	0.0	0.8	0.5	0.4	0.9	0.4	1.4	1.3	0.2	0.5	0.8	0.0	0.7	1.9
STUPIDITY/IGNORANCE	0.4	0.6	0.1	0.2	0.0	0.5	0.3	0.7	0.0	0.4	0.6	1.1	0.0	0.0	0.5	0.3	0.9	1.3	0.0	0.0
LIKUD PARTY/BEBE	0.4	0.4	0.3	0.0	0.9	0.2	0.3	0.6	0.3	0.4	0.3	0.8	0.0	0.0	0.3	0.4	0.0	1.5	0.0	0.0
VAR SPECIFIC EVENT	0.3	0.3	0.4	0.4	0.4	0.5	0.8	0.1	0.0	0.2	0.7	1.1	0.7	0.0	0.3	0.0	2.3	0.0	0.7	0.6
ISLAM/MUSLIMS	0.3	0.1	0.5	0.6	0.4	0.2	0.2	0.1	0.8	0.1	0.7	1.1	0.0	2.2	0.0	0.1	0.8	1.4	0.0	0.0
RESOURCES	0.3	0.4	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.7	0.3	1.1	0.0	0.0	0.1	0.0	0.6	1.6	0.6
DISPUTE OVER WATER	0.2	0.2	0.3	0.0	0.8	0.0	0.6	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

BANNER 8

	EDUCATION LEVEL				GENDER				RACE					HISPANIC		BLACK				
	TOTAL	LESS/ COLL-GRAD	COLL-EGE GRAD	Bchlr Degree	Post-Grad./Prof.	LESS/ COLL-GRAD	COLL-EGE GRAD	LESS/ COLL-GRAD	COLL-EGE GRAD	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
ISRAEL VS PALESTINE	0.2	0.1	0.3	0.4	0.0	0.2	0.3	0.1	0.3	0.1	0.3	0.0	0.4	1.1	0.0	0.3	0.0	0.0	0.8	0.0
THE JEWS	0.1	0.1	0.3	0.4	0.0	0.0	0.6	0.1	0.0	0.1	0.3	0.0	0.4	1.1	0.2	0.0	0.0	0.0	0.0	0.7
ISRAEL ATTACK	0.1	0.1	0.1	0.2	0.0	0.2	0.0	0.0	0.3	0.1	0.1	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.7
DON'T KNOW	18.8	22.0	12.9	14.7	9.4	15.5	8.6	27.6	16.9	17.2	22.1	15.7	30.0	21.1	11.8	22.2	9.2	21.3	23.7	35.8



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

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	265	347	325	364	541	771	1229	1095	905	940	1060
HAMAS ATTAK/ON ISRAEL	32.9	10.0	17.3	17.8	34.8	38.9	51.8	16.0	43.5	21.6	46.6	38.2	28.2
LAND DISPUTE	5.8	10.2	9.5	6.8	4.9	4.4	3.4	8.4	4.1	7.4	3.8	4.8	6.6
ETERNAL CONFLICT	4.6	2.9	4.5	5.8	4.0	5.8	3.8	4.8	4.5	4.6	4.6	4.2	4.9
RELIGION/CULTURE	4.4	5.4	4.9	5.9	5.4	4.4	2.3	5.5	3.7	5.5	3.1	6.0	3.0
TERRORISTS/ATTACK	2.9	0.6	1.1	4.9	2.7	3.5	2.7	2.7	2.9	2.7	3.0	3.4	2.4
GREED	2.6	3.0	3.2	2.7	1.8	3.8	1.8	2.9	2.4	2.6	2.6	2.1	3.0
RUSSIA/UKRAINE/PUTIN	2.1	0.6	2.4	2.9	3.3	1.6	1.5	2.3	2.0	2.6	1.5	1.8	2.4
ATTACK/KILL CIVILIANS	2.1	0.6	1.1	1.7	2.0	3.6	2.3	1.3	2.6	1.5	2.8	2.7	1.5
MISC	2.0	2.9	2.9	1.7	2.1	2.6	1.1	2.3	1.8	2.3	1.7	1.7	2.3
PALESTINIANS ABUSED	1.9	5.4	4.9	2.2	0.6	1.6	0.2	3.8	0.7	2.8	0.7	1.6	2.2
USA/WEAK/BIDEN	1.6	1.7	1.9	1.5	2.4	1.2	1.3	1.6	1.5	1.9	1.2	2.1	1.1
VAR POLITICAL	1.5	4.1	2.6	1.9	1.0	1.8	0.2	2.6	0.9	2.1	0.8	1.6	1.5
POWER/CONTROL	1.5	1.8	2.2	2.4	1.2	1.3	0.9	2.2	1.1	1.9	1.1	1.2	1.8
HATRED	1.4	2.3	1.9	1.4	1.9	0.3	1.3	1.8	1.1	1.8	0.9	1.7	1.1
PALESTINIAN/ATTAK ISR	1.3	1.8	0.7	1.2	1.5	1.5	1.2	1.2	1.4	1.3	1.4	1.7	1.0
OIL	1.2	2.5	1.1	2.4	1.2	1.0	0.4	2.0	0.8	1.8	0.6	1.0	1.4



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

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
ARGUE/DISAGREE	1.2	3.0	1.9	1.5	1.4	0.5	0.6	1.9	0.8	1.8	0.6	0.8	1.6
1948/ISRAEL/NAKBA	1.1	2.4	1.9	1.1	0.9	0.9	0.7	1.6	0.8	1.4	0.8	1.3	1.0
WANT 2 DESTROY ISRAEL	1.0	0.0	0.4	0.0	0.3	1.2	2.5	0.1	1.5	0.2	2.0	1.2	0.8
ISRAEL	1.0	1.8	1.1	1.2	1.3	0.9	0.4	1.3	0.7	1.3	0.6	1.0	0.9
ATTACK/INVASION	0.9	0.0	1.2	1.4	0.6	0.3	1.5	1.0	0.9	0.9	1.0	0.9	1.0
ISRAELI OCCUPATION	0.8	1.2	0.8	0.8	1.5	0.6	0.5	0.9	0.8	1.1	0.6	0.8	0.8
ISRAEL INVADE GAZA	0.7	2.3	0.7	0.8	0.9	0.6	0.2	1.1	0.5	1.0	0.4	0.5	0.9
IRAN/PROXIES	0.7	0.0	0.4	0.6	1.1	0.3	1.2	0.4	0.9	0.6	0.8	0.9	0.5
GAZA	0.6	1.2	1.2	0.3	0.0	0.3	0.8	0.8	0.4	0.6	0.6	0.3	0.8
NO PALESTINE HOMELAND	0.5	0.6	0.0	0.3	0.6	0.5	0.9	0.2	0.7	0.4	0.7	0.8	0.3
VAR ECON/FINANC	0.5	0.0	1.7	0.6	0.6	0.6	0.0	0.9	0.3	0.8	0.2	0.3	0.7
STUPIDITY/IGNORANCE	0.4	0.0	0.0	0.7	0.6	0.9	0.2	0.3	0.5	0.4	0.5	0.4	0.4
LIKUD PARTY/BEBE	0.4	0.6	0.4	0.0	0.0	0.3	0.7	0.3	0.4	0.2	0.6	0.2	0.5
VAR SPECIFIC EVENT	0.3	0.5	0.4	1.1	0.0	0.0	0.2	0.7	0.1	0.5	0.1	0.6	0.1
ISLAM/MUSLIMS	0.3	0.6	0.3	0.6	0.3	0.3	0.0	0.5	0.2	0.4	0.1	0.2	0.4
RESOURCES	0.3	1.7	0.4	0.5	0.0	0.0	0.0	0.7	0.0	0.5	0.0	0.2	0.3
DISPUTE OVER WATER	0.2	0.0	0.0	0.3	0.3	0.0	0.4	0.1	0.2	0.2	0.2	0.2	0.2



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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
ISRAEL VS PALESTINE	0.2	0.0	0.4	0.0	0.6	0.0	0.2	0.1	0.2	0.3	0.1	0.2	0.2
THE JEWS	0.1	0.0	0.0	0.5	0.0	0.0	0.2	0.2	0.1	0.2	0.1	0.2	0.1
ISRAEL ATTACK	0.1	0.0	0.4	0.0	0.0	0.3	0.0	0.1	0.1	0.1	0.1	0.1	0.1
DON'T KNOW	18.8	28.3	24.1	24.6	18.5	14.5	12.7	25.2	14.8	23.2	13.4	13.0	23.9



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72. IN A FEW WORDS, WHAT WOULD YOU SAY STARTED THE MOST RECENT FIGHTING IN THE MIDDLE EAST?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
HAMAS ATTAK/ON ISRAEL	32.9	13.3	17.5	33.2	49.8	11.5	20.6	39.9	55.5	14.2	14.8	25.0	44.9	26.7	35.9	33.7
LAND DISPUTE	5.8	10.9	7.0	5.1	3.7	11.6	7.3	4.7	1.5	10.5	6.8	5.5	5.5	6.5	5.8	4.6
ETERNAL CONFLICT	4.6	3.0	5.5	4.4	4.6	2.1	4.8	4.7	4.0	3.6	6.1	4.1	5.0	4.5	5.3	3.0
RELIGION/CULTURE	4.4	5.2	5.7	5.3	2.6	10.2	7.2	7.2	3.1	2.6	4.4	3.1	2.1	4.2	4.5	4.3
TERRORISTS/ATTACK	2.9	1.2	3.4	3.6	2.5	0.0	4.0	3.2	4.0	1.8	2.9	4.0	1.2	1.9	3.0	3.7
GREED	2.6	2.8	3.1	2.7	2.1	1.2	4.2	1.7	1.2	3.7	2.2	3.8	2.9	2.5	2.0	4.1
RUSSIA/UKRAINE/PUTIN	2.1	1.3	2.9	2.8	1.3	3.9	2.7	2.4	0.0	0.0	3.0	3.3	2.4	2.6	1.7	2.4
ATTACK/KILL CIVILIANS	2.1	0.8	1.4	2.7	2.6	0.0	2.1	3.4	3.3	1.2	0.7	1.8	2.0	2.7	2.0	1.5
MISC	2.0	3.1	2.1	2.7	1.1	3.3	1.7	2.1	0.9	3.0	2.5	3.5	1.3	2.4	1.7	2.2
PALESTINIANS ABUSED	1.9	5.1	3.4	1.0	0.5	3.5	2.2	1.1	1.0	6.0	4.3	0.8	0.0	2.3	1.9	1.2
USA/WEAK/BIDEN	1.6	1.5	1.8	2.0	1.1	1.0	2.6	2.7	1.5	1.7	1.1	1.3	0.8	1.7	1.3	2.0
VAR POLITICAL	1.5	3.1	2.5	1.2	0.6	3.5	3.4	0.7	0.7	2.8	1.7	1.8	0.5	2.5	1.3	0.9
POWER/CONTROL	1.5	1.6	2.4	1.5	0.9	3.4	2.5	1.0	0.0	0.6	2.4	2.2	1.6	1.9	1.7	0.7
HATRED	1.4	1.9	1.6	1.3	1.1	3.2	2.6	0.7	1.5	1.2	0.8	2.1	0.8	2.3	1.2	0.7
PALESTINIAN/ATTAK ISR	1.3	1.2	1.2	1.5	1.2	0.0	1.8	1.5	2.2	1.8	0.7	1.6	0.5	0.8	1.7	1.0
OIL	1.2	2.1	1.9	1.1	0.6	2.3	1.2	1.3	0.4	1.9	2.5	0.9	0.8	0.6	1.2	2.2



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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
ARGUE/DISAGREE	1.2	3.2	1.4	0.9	0.7	3.5	1.3	0.5	0.0	3.1	1.5	1.3	1.3	1.7	0.7	2.0
1948/ISRAEL/NAKBA	1.1	2.4	1.3	0.7	0.8	2.4	2.1	0.3	1.2	2.4	0.7	1.2	0.5	0.8	1.4	0.8
WANT 2 DESTROY ISRAEL	1.0	0.0	0.2	0.6	2.2	0.0	0.4	0.4	2.6	0.0	0.0	0.8	1.8	1.0	0.9	1.2
ISRAEL	1.0	2.0	1.0	1.2	0.4	2.2	0.5	1.5	0.6	1.9	1.5	0.8	0.2	1.3	0.7	1.3
ATTACK/INVASION	0.9	0.5	1.2	0.7	1.1	1.4	0.9	0.3	1.2	0.0	1.4	1.2	1.0	1.1	0.8	1.0
ISRAELI OCCUPATION	0.8	1.2	0.8	1.1	0.6	1.1	0.8	1.0	0.6	1.2	0.7	1.3	0.5	1.2	0.6	1.0
ISRAEL INVADE GAZA	0.7	2.3	0.4	0.9	0.3	1.2	0.8	0.3	0.3	2.9	0.0	1.7	0.3	0.7	0.7	0.9
IRAN/PROXIES	0.7	0.0	0.4	1.1	0.9	0.0	0.4	1.4	1.1	0.0	0.4	0.8	0.7	0.8	0.8	0.5
GAZA	0.6	1.7	0.4	0.2	0.6	1.2	0.0	0.0	0.6	2.0	0.7	0.5	0.6	0.2	0.6	1.0
NO PALESTINE HOMELAND	0.5	0.4	0.2	0.5	0.8	1.2	0.4	1.0	0.9	0.0	0.0	0.0	0.7	0.3	0.6	0.7
VAR ECON/FINANC	0.5	0.0	1.3	0.6	0.1	0.0	0.4	0.7	0.0	0.0	2.1	0.4	0.2	1.0	0.3	0.4
STUPIDITY/IGNORANCE	0.4	0.0	0.5	0.4	0.6	0.0	0.4	0.3	0.7	0.0	0.6	0.4	0.5	0.1	0.6	0.5
LIKUD PARTY/BEBE	0.4	0.8	0.0	0.0	0.7	0.0	0.0	0.0	0.6	1.3	0.0	0.0	0.8	0.8	0.2	0.2
VAR SPECIFIC EVENT	0.3	0.8	0.6	0.2	0.1	1.2	1.3	0.3	0.3	0.5	0.0	0.0	0.0	0.2	0.5	0.2
ISLAM/MUSLIMS	0.3	0.4	0.2	0.7	0.0	0.0	0.4	0.3	0.0	0.6	0.0	1.2	0.0	0.3	0.4	0.0
RESOURCES	0.3	1.1	0.4	0.2	0.0	0.0	0.4	0.3	0.0	1.7	0.3	0.0	0.0	0.5	0.2	0.2
DISPUTE OVER WATER	0.2	0.0	0.2	0.2	0.3	0.0	0.0	0.3	0.3	0.0	0.4	0.0	0.3	0.5	0.0	0.2



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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 EMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
ISRAEL VS PALESTINE	0.2	0.0	0.2	0.3	0.1	0.0	0.0	0.6	0.0	0.0	0.4	0.0	0.2	0.2	0.3	0.0
THE JEWS	0.1	0.0	0.2	0.2	0.2	0.0	0.0	0.3	0.4	0.0	0.3	0.0	0.0	0.2	0.2	0.0
ISRAEL ATTACK	0.1	0.4	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.2	0.1	0.0
DON'T KNOW	18.8	24.7	25.8	17.0	13.4	23.9	18.6	11.3	7.9	25.2	31.9	23.8	18.0	20.8	17.4	19.6



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73. DO YOU SUPPORT OR OPPOSE THE UNITED STATES PAYING FOR THE TEMPORARY OR PERMANENT RESETTLEMENT OF PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR INTO OTHER MIDDLE EASTERN COUNTRIES?

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
SUPPORT	37.4	17.9	32.1	34.9	35.6	46.3	48.2	54.2	44.1	32.2	30.8	34.2	36.7	24.0	29.9	35.4	46.6	52.1	51.0	53.1
Strongly	9.4	8.6	6.5	9.0	8.6	6.6	12.9	22.8	14.8	6.9	8.0	5.1	4.6	7.5	4.0	4.1	10.9	16.3	12.7	19.4
Somewhat	28.0	9.3	25.6	25.9	27.0	39.7	35.2	31.4	29.2	25.2	22.8	29.1	32.1	16.5	25.9	31.3	35.7	35.9	38.3	33.7
OPPOSE	45.8	71.7	55.3	49.3	45.4	33.6	31.2	30.9	23.3	52.6	55.5	47.1	49.9	65.1	58.7	39.7	33.5	26.3	28.2	24.6
Somewhat	21.7	23.2	20.8	23.2	24.4	19.3	23.9	15.5	4.8	24.4	22.3	26.9	35.6	23.8	33.0	21.0	19.1	14.0	13.6	14.3
Strongly	24.1	48.5	34.5	26.1	21.0	14.3	7.4	15.4	18.5	28.2	33.2	20.1	14.3	41.3	25.7	18.6	14.4	12.3	14.6	10.3
DON'T KNOW	16.9	10.4	12.6	15.8	19.0	20.1	20.6	14.9	32.6	15.2	13.7	18.7	13.4	10.9	11.4	24.9	19.9	21.6	20.8	22.3
Net Diff.	-8.4	-53.8	-23.1	-14.4	-9.9	12.7	17.0	23.3	20.8	-20.5	-24.6	-12.9	-13.2	-41.2	-28.8	-4.3	13.1	25.9	22.8	28.6
Mean	2.27	1.75	2.05	2.21	2.29	2.48	2.68	2.72	2.60	2.13	2.07	2.24	2.31	1.89	2.09	2.28	2.54	2.72	2.62	2.80



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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	1000	175	225	384	216	861	715	146	139	75	64
SUPPORT	37.4	34.6	33.6	39.0	40.7	38.6	38.1	40.9	30.0	27.2	33.4
Strongly	9.4	9.7	7.1	11.0	8.6	10.3	10.8	8.0	3.5	1.2	6.2
Somewhat	28.0	24.9	26.6	28.0	32.0	28.2	27.3	32.8	26.5	26.0	27.2
OPPOSE	45.8	45.7	48.3	47.0	41.0	46.5	46.9	44.6	41.2	50.0	30.9
Somewhat	21.7	24.6	20.8	22.2	19.4	21.4	20.3	26.4	23.7	31.6	14.4
Strongly	24.1	21.1	27.4	24.8	21.6	25.1	26.5	18.1	17.5	18.4	16.5
DON'T KNOW	16.9	19.6	18.1	14.0	18.4	15.0	15.0	14.5	28.7	22.8	35.7
Net Diff.	-8.4	-11.1	-14.7	-8.0	-0.3	-7.9	-8.8	-3.7	-11.2	-22.8	2.5
Mean	2.27	2.29	2.16	2.29	2.34	2.28	2.26	2.36	2.22	2.13	2.36



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
SUPPORT	37.4	26.0	49.5		24.7	53.2	25.8	23.1	54.3	43.4	39.1	25.5	43.2	47.8	45.9	38.7	27.2
Strongly	9.4	6.0	12.9		5.5	14.8	3.1	5.5	15.6	8.7	8.6	4.2	10.4	12.6	15.1	7.0	7.6
Somewhat	28.0	19.9	36.6		19.1	38.4	22.7	17.7	38.7	34.7	30.6	21.3	32.8	35.3	30.8	31.7	19.6
OPPOSE	45.8	63.3	30.1		64.1	27.7	40.6	65.3	25.3	44.6	49.0	40.8	39.9	33.1	36.5	46.3	55.9
Somewhat	21.7	27.3	15.3		27.3	15.8	21.7	26.7	15.3	23.6	27.2	21.2	19.6	18.3	17.9	21.2	25.4
Strongly	24.1	36.0	14.7		36.8	11.9	18.9	38.6	10.0	21.0	21.8	19.6	20.4	14.8	18.6	25.1	30.6
DON'T KNOW	16.9	10.7	20.4		11.3	19.1	33.6	11.6	20.3	12.0	11.9	33.7	16.9	19.1	17.6	15.0	16.8
Net Diff.	-8.4	-37.3	19.5		-39.4	25.6	-14.8	-42.2	29.0	-1.2	-9.8	-15.3	3.2	14.7	9.4	-7.7	-28.7
Mean	2.27	1.96	2.60		1.93	2.69	2.15	1.89	2.75	2.35	2.29	2.15	2.40	2.56	2.51	2.24	2.05



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	268	731	459	427	113	232	406	148	258	594	
SUPPORT	37.4	58.4	29.7	26.2	50.0	35.4	35.3	55.7	65.5	50.1	24.9	
Strongly	9.4	17.4	6.4	6.2	14.2	4.1	5.9	16.0	24.7	11.0	4.9	
Somewhat	28.0	41.0	23.3	19.9	35.8	31.3	29.4	39.7	40.8	39.1	20.0	
OPPOSE	45.8	22.6	54.3	62.8	29.1	39.7	43.2	25.4	14.9	31.5	59.6	
Somewhat	21.7	13.7	24.7	27.2	16.0	21.0	23.5	15.8	7.9	20.4	25.7	
Strongly	24.1	8.9	29.6	35.6	13.1	18.6	19.7	9.6	7.0	11.1	33.9	
DON'T KNOW	16.9	19.0	16.0	11.1	20.9	24.9	21.5	18.9	19.6	18.5	15.5	
Net Diff.	-8.4	35.8	-24.6	-36.6	20.9	-4.3	-7.9	30.2	50.5	18.6	-34.7	
Mean	2.27	2.83	2.08	1.96	2.65	2.28	2.27	2.76	3.03	2.61	1.95	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118				
SUPPORT	37.4	23.9	52.1	24.1	53.0	33.7	26.0	53.9	35.4	22.5	52.4	31.4				
Strongly	9.4	5.8	13.9	5.3	15.8	6.0	5.0	21.3	7.6	5.6	11.9	4.0				
Somewhat	28.0	18.2	38.3	18.8	37.2	27.6	21.0	32.7	27.8	16.9	40.5	27.4				
OPPOSE	45.8	64.2	28.8	64.4	26.2	47.6	68.7	30.9	50.5	60.8	23.0	43.8				
Somewhat	21.7	27.5	15.4	31.5	13.3	20.1	33.6	11.6	17.3	29.7	14.5	23.8				
Strongly	24.1	36.7	13.4	32.9	13.0	27.5	35.1	19.2	33.2	31.1	8.5	20.1				
DON'T KNOW	16.9	11.8	19.1	11.5	20.7	18.7	5.3	15.2	14.1	16.7	24.7	24.8				
Net Diff.	-8.4	-40.3	23.4	-40.3	26.8	-14.0	-42.7	23.1	-15.1	-38.3	29.4	-12.4				
Mean	2.27	1.92	2.65	1.96	2.70	2.15	1.96	2.66	2.11	1.96	2.74	2.20				



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
SUPPORT	37.4	56.3	56.9	55.8	34.8	27.1	21.7	24.9	41.3	24.3	22.4	57.1	45.4	55.0	61.0	32.0	21.4
Strongly	9.4	19.7	27.8	13.6	5.2	5.9	5.4	5.7	17.4	0.0	5.9	19.9	9.5	11.2	20.2	4.4	2.0
Somewhat	28.0	36.5	29.1	42.2	29.6	21.2	16.4	19.3	23.9	24.3	16.6	37.2	35.9	43.8	40.8	27.6	19.4
OPPOSE	45.8	26.2	25.9	26.5	43.2	63.3	66.4	64.5	54.3	58.3	67.2	23.6	29.0	34.2	23.7	46.3	67.3
Somewhat	21.7	12.8	9.1	15.6	22.8	32.1	21.1	27.7	28.9	34.3	30.9	11.8	16.5	10.9	8.2	22.2	21.4
Strongly	24.1	13.5	16.9	10.9	20.3	31.2	45.4	36.8	25.4	24.0	36.3	11.9	12.6	23.3	15.5	24.1	45.9
DON'T KNOW	16.9	17.5	17.2	17.8	22.1	9.6	11.9	10.5	4.4	17.4	10.3	19.3	25.5	10.8	15.3	21.8	11.3
Net Diff.	-8.4	30.0	31.0	29.3	-8.4	-36.2	-44.7	-39.6	-13.0	-33.9	-44.8	33.4	16.4	20.8	37.3	-14.3	-46.0
Mean	2.27	2.76	2.82	2.71	2.25	2.02	1.79	1.93	2.35	2.00	1.91	2.81	2.57	2.48	2.78	2.16	1.75



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
SUPPORT	37.4	51.3	32.5	23.4	36.2	47.5	63.9	45.4	35.7	37.7	32.5	37.2	37.7	33.8	40.0	35.4
Strongly	9.4	14.7	5.1	4.9	6.5	18.4	57.8	13.6	8.2	10.1	5.4	6.6	6.7	7.9	7.1	12.8
Somewhat	28.0	36.7	27.4	18.5	29.7	29.1	6.2	31.9	27.4	27.6	27.2	30.5	31.0	25.9	32.9	22.6
OPPOSE	45.8	28.4	44.2	65.7	48.4	44.0	20.9	46.8	47.1	45.6	49.6	38.4	45.7	56.2	47.0	42.8
Somewhat	21.7	14.2	22.7	29.7	26.9	18.2	6.7	19.6	22.9	25.4	18.9	17.6	22.5	22.2	23.9	21.0
Strongly	24.1	14.1	21.5	36.0	21.5	25.8	14.2	27.2	24.2	20.1	30.7	20.8	23.2	34.0	23.2	21.8
DON'T KNOW	16.9	20.3	23.3	10.9	15.4	8.6	15.1	7.8	17.2	16.7	17.9	24.4	16.6	10.0	12.9	21.8
Net Diff.	-8.4	23.0	-11.7	-42.3	-12.2	3.5	43.0	-1.3	-11.5	-7.8	-17.1	-1.2	-8.0	-22.4	-7.0	-7.4
Mean	2.27	2.65	2.21	1.91	2.25	2.44	3.27	2.35	2.24	2.33	2.09	2.30	2.25	2.08	2.28	2.34



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
SUPPORT	37.4	33.6	44.1	44.0	44.2	33.7	46.8	33.6	41.8	34.3	43.9	48.4	48.7	23.5	32.8	35.7	58.6	40.4	52.3	44.8
Strongly	9.4	7.0	13.7	13.5	14.0	8.1	17.1	6.0	10.8	7.9	12.5	11.0	17.8	4.7	9.7	6.3	16.6	6.6	16.4	19.4
Somewhat	28.0	26.6	30.4	30.5	30.2	25.6	29.7	27.6	31.0	26.4	31.4	37.4	30.9	18.8	23.1	29.4	42.0	33.9	35.9	25.5
OPPOSE	45.8	48.2	41.4	42.1	40.2	53.3	44.9	43.4	38.6	49.2	38.5	33.2	37.2	55.4	56.0	43.0	33.1	33.2	33.9	40.8
Somewhat	21.7	22.6	20.1	19.2	21.7	24.4	15.0	20.9	24.3	22.7	19.6	16.1	17.9	40.8	22.7	22.6	13.1	18.4	15.8	20.2
Strongly	24.1	25.6	21.3	22.9	18.5	29.0	29.9	22.5	14.3	26.5	18.9	17.1	19.3	14.6	33.3	20.4	20.0	14.8	18.0	20.6
DON'T KNOW	16.9	18.2	14.5	13.8	15.6	13.0	8.3	23.0	19.5	16.5	17.6	18.4	14.1	21.1	11.2	21.3	8.3	26.3	13.8	14.3
Net Diff.	-8.4	-14.6	2.6	1.9	4.0	-19.6	1.9	-9.8	3.2	-14.8	5.4	15.2	11.5	-31.9	-23.2	-7.3	25.5	7.2	18.4	4.0
Mean	2.27	2.18	2.43	2.40	2.47	2.15	2.37	2.22	2.48	2.19	2.46	2.52	2.55	2.17	2.10	2.27	2.60	2.44	2.59	2.51



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
SUPPORT	37.4	45.6	44.5	39.2	33.4	33.0	35.4	42.5	34.2	39.8	34.4	38.2	36.7
Strongly	9.4	13.3	12.8	13.3	7.6	6.6	7.0	13.1	7.0	11.5	6.8	11.2	7.8
Somewhat	28.0	32.4	31.7	25.9	25.8	26.4	28.5	29.4	27.1	28.3	27.6	27.0	28.9
OPPOSE	45.8	39.9	33.6	47.0	49.1	50.1	48.3	40.5	49.0	43.1	49.0	50.4	41.6
Somewhat	21.7	25.5	16.8	17.1	22.4	23.2	24.5	18.7	23.6	19.8	24.0	21.2	22.2
Strongly	24.1	14.4	16.8	29.9	26.7	26.9	23.8	21.8	25.5	23.3	25.0	29.3	19.4
DON'T KNOW	16.9	14.5	21.9	13.9	17.5	16.9	16.3	17.0	16.8	17.1	16.5	11.4	21.7
Net Diff.	-8.4	5.8	11.0	-7.8	-15.7	-17.2	-12.8	2.0	-14.9	-3.3	-14.6	-12.2	-5.0
Mean	2.27	2.52	2.52	2.26	2.17	2.15	2.22	2.41	2.19	2.34	2.19	2.23	2.32



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
SUPPORT	37.4	51.1	38.0	33.3	35.2	58.1	45.8	31.7	33.0	46.6	31.6	35.7	36.8	42.7	36.2	33.1
Strongly	9.4	15.8	12.7	6.7	7.0	18.4	19.2	7.4	6.9	14.1	7.3	5.5	7.0	9.2	9.6	9.2
Somewhat	28.0	35.3	25.4	26.6	28.3	39.8	26.6	24.3	26.1	32.4	24.3	30.2	29.8	33.5	26.6	23.9
OPPOSE	45.8	32.7	43.7	50.7	48.0	29.9	42.8	56.3	56.6	34.5	44.5	42.4	41.9	39.2	47.6	50.3
Somewhat	21.7	18.9	18.0	24.0	23.5	16.0	11.4	26.4	24.4	20.7	23.4	20.4	22.8	19.3	22.6	22.8
Strongly	24.1	13.8	25.8	26.7	24.5	13.8	31.4	29.9	32.1	13.8	21.2	21.9	19.1	19.9	25.0	27.5
DON'T KNOW	16.9	16.2	18.2	16.0	16.8	12.0	11.5	12.0	10.4	18.9	23.8	21.9	21.3	18.2	16.2	16.6
Net Diff.	-8.4	18.4	-5.7	-17.3	-12.7	28.2	3.0	-24.6	-23.5	12.0	-12.9	-6.7	-5.1	3.5	-11.4	-17.3
Mean	2.27	2.63	2.30	2.16	2.21	2.71	2.38	2.11	2.09	2.58	2.23	2.25	2.31	2.39	2.25	2.18



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
SUPPORT	43.2	18.9	20.6	36.7	46.1	51.4	65.5	67.2	65.2	34.6	27.2	43.6	46.6	20.2	34.4	35.7	57.0	66.4	59.7	72.0
Strongly	15.3	2.9	2.7	10.6	13.0	16.9	25.0	52.4	46.8	8.4	6.1	10.6	15.3	3.6	4.1	11.0	18.9	34.1	24.2	42.1
Somewhat	27.9	16.1	17.9	26.1	33.1	34.5	40.4	14.8	18.4	26.2	21.1	33.0	31.3	16.6	30.2	24.7	38.0	32.4	35.5	29.8
OPPOSE	40.8	74.6	67.9	46.2	30.9	28.3	24.4	22.3	23.6	49.4	59.8	34.9	43.5	65.8	53.4	38.7	26.7	17.7	17.9	17.4
Somewhat	18.8	18.4	24.1	24.4	17.2	16.2	20.0	7.5	2.7	22.0	23.2	19.9	24.7	20.5	32.2	18.5	15.4	10.1	9.7	10.4
Strongly	22.0	56.2	43.7	21.8	13.8	12.1	4.3	14.8	20.9	27.4	36.6	15.1	18.8	45.3	21.1	20.2	11.3	7.6	8.3	7.0
DON'T KNOW	15.9	6.5	11.5	17.1	23.0	20.4	10.2	10.5	11.2	16.0	13.0	21.5	9.9	14.0	12.3	25.6	16.3	15.9	22.4	10.6
Net Diff.	2.4	-55.6	-47.2	-9.5	15.1	23.1	41.1	44.9	41.6	-14.8	-32.5	8.7	3.1	-45.6	-19.0	-3.0	30.3	48.8	41.7	54.5
Mean	2.43	1.63	1.77	2.31	2.59	2.71	2.96	3.17	3.03	2.19	1.96	2.50	2.48	1.75	2.20	2.36	2.77	3.11	2.97	3.20



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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	1000	175	225	384	216	863	709	155	137	92	44
SUPPORT	43.2	48.4	43.6	38.5	47.0	44.0	43.2	47.8	38.1	42.2	29.7
Strongly	15.3	20.6	15.5	11.2	18.3	16.0	17.1	11.0	11.1	12.9	7.4
Somewhat	27.9	27.8	28.0	27.3	28.7	28.0	26.1	36.8	27.0	29.3	22.3
OPPOSE	40.8	35.8	40.7	44.6	38.3	40.9	42.5	33.5	40.4	44.0	32.9
Somewhat	18.8	16.5	20.5	20.1	16.6	17.3	17.4	17.0	28.2	31.2	21.9
Strongly	22.0	19.3	20.2	24.5	21.7	23.6	25.1	16.6	12.3	12.9	11.0
DON'T KNOW	15.9	15.8	15.7	16.9	14.6	15.1	14.3	18.6	21.4	13.8	37.4
Net Diff.	2.4	12.6	2.8	-6.1	8.7	3.1	0.7	14.3	-2.3	-1.8	-3.3
Mean	2.43	2.59	2.46	2.30	2.51	2.43	2.41	2.52	2.47	2.49	2.42



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
SUPPORT	43.2	25.4	60.2	25.9	63.4	35.5	23.1	62.7	52.5	48.7	38.8	46.6	46.7	60.7	41.1	37.6
Strongly	15.3	5.1	26.3	3.5	28.6	12.0	2.7	28.0	19.4	13.5	13.6	17.2	17.4	25.9	13.6	12.2
Somewhat	27.9	20.2	33.9	22.4	34.8	23.5	20.4	34.7	33.1	35.3	25.2	29.4	29.2	34.8	27.5	25.3
OPPOSE	40.8	61.5	23.6	60.3	20.5	40.4	63.2	21.9	30.0	32.8	38.8	38.4	38.7	23.8	43.7	44.9
Somewhat	18.8	24.9	13.6	25.8	12.1	16.6	24.2	12.2	15.2	17.9	25.2	16.6	16.1	12.9	18.4	22.5
Strongly	22.0	36.6	9.9	34.5	8.4	23.8	38.9	9.7	14.8	15.0	13.6	21.8	22.7	10.8	25.3	22.4
DON'T KNOW	15.9	13.1	16.2	13.8	16.1	24.0	13.7	15.4	17.6	18.4	22.4	15.0	14.6	15.5	15.1	17.5
Net Diff.	2.4	-36.1	36.6	-34.4	42.9	-4.9	-40.1	40.8	22.5	15.9	*	8.2	7.9	36.9	-2.6	-7.4
Mean	2.43	1.93	2.91	1.94	3.00	2.31	1.85	2.96	2.69	2.58	2.50	2.49	2.49	2.90	2.35	2.33



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	247	751	447	434	120	274	414	148	266	586
SUPPORT	43.2	59.3	37.9	26.1	62.9	35.7	42.0	62.0	59.6	63.4	29.9
Strongly	15.3	21.9	13.2	3.8	28.4	11.0	12.2	24.6	32.2	20.4	8.8
Somewhat	27.9	37.4	24.7	22.3	34.5	24.7	29.8	37.4	27.3	43.1	21.1
OPPOSE	40.8	24.6	46.3	60.6	21.1	38.7	39.9	21.1	24.2	19.4	54.8
Somewhat	18.8	12.7	20.9	25.4	12.1	18.5	22.0	11.0	11.8	10.6	24.3
Strongly	22.0	11.9	25.4	35.2	9.0	20.2	17.9	10.1	12.4	8.8	30.5
DON'T KNOW	15.9	16.1	15.8	13.3	16.1	25.6	18.1	16.8	16.2	17.2	15.3
Net Diff.	2.4	34.7	-8.4	-34.5	41.8	-3.0	2.1	40.9	35.4	44.0	-24.9
Mean	2.43	2.83	2.31	1.94	2.98	2.36	2.44	2.92	2.95	2.91	2.10



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108	
SUPPORT	43.2	23.0	60.3	26.5	59.9	42.7	24.1	62.6	41.9	29.2	58.7	44.0	
Strongly	15.3	4.2	26.1	3.4	28.3	13.4	3.0	30.3	13.4	3.9	27.5	13.5	
Somewhat	27.9	18.7	34.2	23.0	31.6	29.3	21.1	32.3	28.4	25.3	31.2	30.5	
OPPOSE	40.8	63.2	23.9	59.4	23.1	40.4	67.0	27.1	43.1	50.4	21.3	36.4	
Somewhat	18.8	25.0	14.0	23.5	13.5	19.7	25.4	13.6	17.0	21.3	13.5	23.8	
Strongly	22.0	38.2	10.0	35.9	9.5	20.7	41.6	13.5	26.0	29.1	7.8	12.5	
DON'T KNOW	15.9	13.9	15.8	14.1	17.0	16.9	8.9	10.3	15.1	20.4	20.0	19.7	
Net Diff.	2.4	-40.2	36.4	-33.0	36.8	2.3	-42.9	35.5	-1.2	-21.2	37.4	7.6	
Mean	2.43	1.87	2.91	1.93	2.95	2.43	1.84	2.89	2.34	2.05	2.98	2.56	



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
SUPPORT	43.2	70.3	76.5	66.0	39.7	26.8	21.2	24.8	65.7	24.7	24.1	70.5	47.1	38.1	71.4	40.6	22.1
Strongly	15.3	38.5	58.8	24.4	8.8	1.4	6.6	3.3	24.7	4.1	1.7	40.3	11.5	15.5	36.5	8.6	5.3
Somewhat	27.9	31.8	17.7	41.6	31.0	25.4	14.6	21.5	41.1	20.6	22.4	30.2	35.5	22.6	34.9	32.0	16.8
OPPOSE	40.8	17.3	14.7	19.0	40.4	58.1	64.5	60.4	34.3	58.4	61.5	15.9	31.6	38.9	16.8	39.5	64.4
Somewhat	18.8	11.0	9.3	12.1	18.9	28.3	19.2	25.0	24.4	22.7	23.7	10.2	15.5	31.3	9.3	20.1	28.3
Strongly	22.0	6.3	5.4	6.9	21.5	29.7	45.3	35.4	9.9	35.7	37.8	5.7	16.1	7.6	7.4	19.4	36.1
DON'T KNOW	15.9	12.4	8.7	15.0	19.8	15.1	14.3	14.8	0.0	17.0	14.4	13.7	21.3	22.9	11.8	19.9	13.5
Net Diff.	2.4	53.0	61.8	47.0	-0.7	-31.2	-43.3	-35.6	31.4	-33.7	-37.4	54.6	15.4	-0.8	54.7	1.1	-42.3
Mean	2.43	3.17	3.42	2.98	2.34	1.98	1.80	1.91	2.80	1.92	1.86	3.22	2.54	2.60	3.14	2.37	1.90



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE Class	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
SUPPORT	43.2	61.6	41.1	23.2	42.8	51.2	65.2	49.5	42.1	41.9	42.6	41.7	39.3	35.4	37.9	51.6
Strongly	15.3	28.1	12.0	2.2	10.8	16.1	36.1	13.6	14.7	14.7	14.6	19.8	10.7	3.7	12.1	25.8
Somewhat	27.9	33.6	29.1	21.0	32.0	35.1	29.0	35.8	27.5	27.2	28.0	21.9	28.6	31.6	25.7	25.8
OPPOSE	40.8	21.6	42.5	62.0	40.8	38.5	28.4	39.8	41.2	41.9	40.0	41.1	42.1	46.8	50.2	32.3
Somewhat	18.8	12.0	21.6	25.4	21.9	17.0	6.8	18.3	19.8	19.6	20.2	12.6	20.1	23.1	22.2	15.1
Strongly	22.0	9.6	20.9	36.6	18.9	21.5	21.6	21.5	21.3	22.3	19.8	28.4	22.0	23.7	28.1	17.2
DON'T KNOW	15.9	16.8	16.4	14.8	16.4	10.3	6.4	10.7	16.7	16.2	17.5	17.2	18.6	17.8	11.9	16.1
Net Diff.	2.4	40.0	-1.5	-38.9	1.9	12.7	36.8	9.7	1.0	-0.0	2.6	0.6	-2.7	-11.4	-12.4	19.4
Mean	2.43	2.96	2.38	1.87	2.41	2.51	2.85	2.47	2.43	2.41	2.45	2.40	2.35	2.19	2.25	2.72



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN				WOMEN				RACE				WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74			
SUPPORT	43.2	41.8	45.8	42.9	52.2	38.3	41.3	44.7	50.6	44.2	41.0	43.5	42.3	32.3	39.8	48.2	37.7	49.1	44.5	40.6			
Strongly	15.3	13.9	18.0	17.7	18.5	12.2	14.6	15.3	21.5	16.1	13.8	16.3	13.2	7.0	13.0	18.8	16.9	15.7	12.3	13.8			
Somewhat	27.9	27.9	27.8	25.2	33.7	26.1	26.7	29.4	29.0	28.2	27.2	27.2	29.1	25.3	26.8	29.4	20.8	33.4	32.1	26.8			
OPPOSE	40.8	40.7	41.0	43.0	36.6	48.8	49.9	34.3	31.6	40.6	41.3	43.4	31.7	57.9	49.9	32.2	51.7	35.3	35.1	29.1			
Somewhat	18.8	19.4	17.8	18.1	16.9	20.6	18.1	18.4	17.3	18.6	19.3	19.2	17.8	23.3	20.3	17.1	19.2	19.1	16.8	18.6			
Strongly	22.0	21.4	23.3	24.9	19.7	28.2	31.7	15.9	14.2	22.0	22.0	24.2	13.9	34.6	29.6	15.1	32.5	16.1	18.3	10.5			
DON'T KNOW	15.9	17.4	13.2	14.1	11.2	12.9	8.8	21.0	17.8	15.1	17.7	13.2	26.0	9.8	10.3	19.6	10.6	15.7	20.5	30.2			
Net Diff.	2.4	1.1	4.8	-0.1	15.6	-10.5	-8.5	10.4	19.0	3.6	-0.3	0.1	10.6	-25.7	-10.1	16.0	-14.0	13.8	9.4	11.5			
Mean	2.43	2.42	2.47	2.42	2.57	2.26	2.27	2.56	2.70	2.45	2.40	2.41	2.56	2.05	2.26	2.64	2.25	2.58	2.48	2.63			



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

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	1000	79	122	184	160	184	270	386	614	545	455	470	530	
SUPPORT	43.2	66.8	50.8	40.7	40.3	42.0	37.2	49.3	39.4	46.6	39.1	39.4	46.6	
Strongly	15.3	32.7	30.0	15.4	7.5	13.9	9.2	23.6	10.2	18.9	11.1	13.1	17.3	
Somewhat	27.9	34.1	20.9	25.3	32.8	28.1	28.0	25.7	29.2	27.8	28.0	26.3	29.3	
OPPOSE	40.8	19.8	33.8	40.9	42.4	40.0	49.8	34.3	44.9	36.7	45.8	49.2	33.4	
Somewhat	18.8	12.7	21.8	20.1	19.5	16.7	19.4	19.1	18.6	19.2	18.3	19.7	18.0	
Strongly	22.0	7.1	12.1	20.8	22.9	23.3	30.3	15.2	26.3	17.5	27.5	29.5	15.4	
DON'T KNOW	15.9	13.4	15.3	18.4	17.3	18.0	13.0	16.4	15.7	16.7	15.1	11.4	20.0	
Net Diff.	2.4	47.0	17.0	-0.2	-2.1	1.9	-12.6	14.9	-5.5	9.9	-6.7	-9.8	13.1	
Mean	2.43	3.07	2.81	2.43	2.30	2.40	2.18	2.69	2.28	2.58	2.27	2.26	2.61	



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74. DO YOU SUPPORT OR OPPOSE THE UNITED STATES ACCEPTING PALESTINIAN REFUGEES FROM THE ISRAEL-HAMAS WAR?

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
SUPPORT	43.2	63.4	43.5	40.4	38.5	62.8	45.9	34.5	34.3	63.7	41.4	46.5	42.7	54.2	42.5	30.3
Strongly	15.3	34.1	19.4	9.9	10.3	24.9	16.8	11.0	10.0	38.0	21.7	8.8	10.6	19.4	15.7	9.0
Somewhat	27.9	29.3	24.1	30.6	28.2	37.9	29.1	23.6	24.3	25.7	19.7	37.7	32.1	34.8	26.8	21.3
OPPOSE	40.8	23.4	39.4	42.5	46.3	23.3	45.4	51.3	55.1	23.4	34.1	33.6	37.3	33.4	39.9	53.4
Somewhat	18.8	17.8	20.2	19.7	17.6	15.6	21.2	19.0	19.9	18.7	19.3	20.3	15.2	16.5	18.7	22.1
Strongly	22.0	5.6	19.2	22.9	28.7	7.8	24.3	32.2	35.1	4.7	14.9	13.3	22.2	16.8	21.2	31.2
DON'T KNOW	15.9	13.2	17.1	17.0	15.2	13.9	8.7	14.2	10.6	13.0	24.5	19.9	20.0	12.4	17.6	16.3
Net Diff.	2.4	40.1	4.1	-2.1	-7.8	39.4	0.4	-16.7	-20.7	40.3	7.3	12.8	5.4	20.9	2.6	-23.0
Mean	2.43	3.06	2.53	2.33	2.24	2.93	2.42	2.15	2.10	3.11	2.64	2.52	2.39	2.65	2.45	2.10



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...? 1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
ISRAEL/US POLICIES	19.2	10.9	15.9	15.2	22.5	19.5	18.5	35.3	32.0	17.8	14.7	21.0	26.2	17.4	14.5	16.7	22.9	23.1	21.2	24.7
IDEOLOGY OF HATE	67.6	85.1	77.4	72.8	62.6	64.9	60.4	51.4	49.0	69.7	76.8	61.5	55.1	73.1	73.7	59.8	67.1	61.9	68.5	56.4
DON'T KNOW	13.2	4.1	6.7	12.0	14.9	15.6	21.1	13.3	19.0	12.5	8.5	17.4	18.6	9.5	11.8	23.5	10.0	15.0	10.3	18.9
Net Diff.	-48.3	-74.2	-61.5	-57.6	-40.1	-45.4	-41.9	-16.0	-17.0	-51.9	-62.2	-40.5	-28.9	-55.6	-59.2	-43.0	-44.2	-38.7	-47.3	-31.8



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...? 1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

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	1000	175	225	384	216	863	709	155	137	92	44
ISRAEL/US POLICIES	19.2	19.1	17.4	19.9	20.2	18.9	17.8	24.1	21.2	23.7	15.9
IDEOLOGY OF HATE	67.6	65.4	71.9	65.7	68.2	69.7	71.2	63.1	54.2	51.1	60.6
DON'T KNOW	13.2	15.5	10.7	14.4	11.6	11.4	11.0	12.8	24.7	25.3	23.5
Net Diff.	-48.3	-46.4	-54.6	-45.8	-48.0	-50.8	-53.3	-39.0	-33.0	-27.4	-44.7



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...? 1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON	365	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
ISRAEL/US POLICIES	19.2	17.3	20.3	17.9	20.5	19.9	16.5	19.7	22.0	16.1	22.9	20.4	18.7	28.0	18.7	17.4
IDEOLOGY OF HATE	67.6	72.6	65.6	69.9	66.1	64.0	71.7	67.2	68.5	75.3	55.0	67.6	68.9	63.8	68.0	67.6
DON'T KNOW	13.2	10.1	14.2	12.2	13.4	16.2	11.8	13.1	9.5	8.7	22.1	12.1	12.4	8.2	13.3	15.0
Net Diff.	-48.3	-55.3	-45.3	-52.0	-45.6	-44.1	-55.2	-47.5	-46.6	-59.2	-32.1	-47.2	-50.1	-35.8	-49.3	-50.2



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...? 1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
ISRAEL/US POLICIES	19.2	19.4	19.1	16.2	23.0	16.7	19.9	21.5	18.5	23.1	17.7
IDEOLOGY OF HATE	67.6	68.3	67.5	73.3	63.8	59.8	62.0	64.4	70.9	60.8	69.8
DON'T KNOW	13.2	12.3	13.4	10.5	13.1	23.5	18.1	14.2	10.6	16.1	12.5
Net Diff.	-48.3	-48.8	-48.4	-57.1	-40.8	-43.0	-42.2	-42.9	-52.3	-37.7	-52.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108			
ISRAEL/US POLICIES	19.2	17.5	20.8	16.3	21.6	19.9	17.5	26.0	22.3	14.8	19.7	16.3			
IDEOLOGY OF HATE	67.6	72.2	66.5	73.3	64.1	64.8	77.5	66.1	68.3	68.2	63.2	59.4			
DON'T KNOW	13.2	10.3	12.7	10.5	14.3	15.3	5.0	7.9	9.4	17.0	17.1	24.3			
Net Diff.	-48.3	-54.7	-45.7	-57.0	-42.5	-44.9	-59.9	-40.1	-46.0	-53.4	-43.5	-43.1			



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...? 1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

BANNER 6

	TOTAL						REPUBLICAN						DEMOCRAT						INDEPENDENT					
	LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59							
ISRAEL/US POLICIES	19.2	27.2	34.0	22.5	19.5	10.1	16.8	12.5	59.6	21.8	11.6	23.9	17.8	22.5	28.6	19.8	12.2							
IDEOLOGY OF HATE	67.6	60.1	53.1	65.0	64.5	79.6	71.9	76.8	30.2	63.9	78.9	64.4	64.1	61.4	53.8	65.1	73.8							
DON'T KNOW	13.2	12.7	12.9	12.5	16.0	10.3	11.3	10.7	10.2	14.2	9.4	11.6	18.2	16.0	17.6	15.0	14.0							
Net Diff.	-48.3	-32.9	-19.1	-42.5	-45.0	-69.6	-55.1	-64.3	29.5	-42.1	-67.3	-40.5	-46.3	-38.9	-25.2	-45.3	-61.6							



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...? 1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	VB 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
Total	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
ISRAEL/US POLICIES	19.2	23.1	21.5	14.0	17.8	21.5	37.1	19.5	19.2	20.0	18.0	16.5	15.8	20.0	16.4	25.3
IDEOLOGY OF HATE	67.6	61.2	66.3	75.3	68.2	67.0	62.9	67.5	68.2	68.1	68.4	63.0	69.8	71.4	70.1	61.2
DON'T KNOW	13.2	15.7	12.2	10.7	14.0	11.5	0.0	12.9	12.6	11.9	13.7	20.5	14.4	8.6	13.5	13.5
Net Diff.	-48.3	-38.1	-44.8	-61.2	-50.4	-45.5	-25.7	-48.0	-49.0	-48.2	-50.4	-46.5	-54.0	-51.4	-53.6	-35.9



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

BANNER 8

TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK		
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
ISRAEL/US POLICIES	19.2	19.5	18.7	18.0	20.3	22.4	19.2	17.2	18.1	17.0	24.0	25.6	26.7	13.7	18.6	15.6	26.9	24.4	30.4	23.9
IDEOLOGY OF HATE	67.6	65.1	72.2	72.2	72.2	68.3	76.9	62.6	67.1	70.8	60.7	63.2	51.1	75.9	75.9	66.2	65.5	61.1	51.1	51.0
DON'T KNOW	13.2	15.3	9.2	9.9	7.5	9.2	3.8	20.2	14.8	12.1	15.4	11.1	22.2	10.5	5.5	18.2	7.6	14.6	18.5	25.1
Net Diff.	-48.3	-45.6	-53.5	-54.2	-51.8	-45.9	-57.7	-45.4	-49.0	-53.8	-36.7	-37.6	-24.4	-62.2	-57.4	-50.6	-38.5	-36.7	-20.7	-27.2



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

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	1000	79	122	184	160	184	270	386	614	545	455	470	530
ISRAEL/US POLICIES	19.2	38.7	23.8	24.2	17.8	15.9	11.2	27.1	14.3	24.3	13.1	21.2	17.5
IDEOLOGY OF HATE	67.6	47.0	62.4	59.4	65.3	70.9	80.6	57.8	73.7	60.0	76.7	71.6	64.0
DON'T KNOW	13.2	14.3	13.8	16.3	16.9	13.1	8.2	15.1	11.9	15.6	10.2	7.2	18.5
Net Diff.	-48.3	-8.3	-38.5	-35.2	-47.6	-55.0	-69.4	-30.8	-59.4	-35.7	-63.5	-50.4	-46.5



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75. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?1. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT. 2. AN IDEOLOGY OF HATE AND VIOLENCE.

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
ISRAEL/US POLICIES	19.2	34.4	24.5	16.5	12.6	42.6	26.5	18.3	15.7	30.9	22.8	14.6	9.4	22.9	18.2	17.2
IDEOLOGY OF HATE	67.6	51.7	60.3	67.5	77.9	49.4	65.0	71.3	80.3	52.7	56.1	63.7	75.5	64.1	68.1	71.0
DON'T KNOW	13.2	13.9	15.2	15.9	9.5	7.9	8.5	10.3	3.9	16.4	21.1	21.7	15.2	13.0	13.7	11.9
Net Diff.	-48.3	-17.3	-35.7	-51.0	-65.3	-6.8	-38.5	-53.0	-64.6	-21.7	-33.3	-49.1	-66.1	-41.1	-49.9	-53.8



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76. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.2. END THE WAR AS SOON AS POSSIBLE.

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
SUPPORT ISRAEL	34.4	65.4	53.8	38.3	29.5	21.8	22.7	16.5	17.8	38.7	49.3	25.0	26.5	55.2	36.5	22.6	27.0	22.6	27.8	18.3
END WAR ASAP	55.3	30.7	41.4	56.3	60.2	59.8	60.4	75.2	69.8	53.0	45.8	61.3	66.6	40.8	55.2	60.4	64.3	61.6	57.0	65.4
DON'T KNOW	10.3	4.0	4.8	5.4	10.3	18.5	17.0	8.3	12.5	8.3	4.9	13.6	6.9	4.0	8.3	17.0	8.7	15.8	15.2	16.3
Net Diff.	-21.0	34.7	12.4	-18.0	-30.7	-38.0	-37.7	-58.7	-52.0	-14.2	3.4	-36.3	-40.1	14.4	-18.7	-37.9	-37.3	-39.1	-29.2	-47.1



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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	1000	175	225	384	216	863	709	155	137	92	44
SUPPORT ISRAEL	34.4	32.3	37.1	35.9	30.5	37.4	40.3	24.2	15.2	15.2	15.2
END WAR ASAP	55.3	55.2	55.1	53.4	58.9	53.6	50.6	67.4	66.0	67.6	62.5
DON'T KNOW	10.3	12.5	7.7	10.7	10.7	9.0	9.1	8.5	18.9	17.2	22.4
Net Diff.	-21.0	-23.0	-18.0	-17.5	-28.4	-16.2	-10.3	-43.2	-50.8	-52.5	-47.3



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
SUPPORT ISRAEL	34.4	48.9	25.0	47.2	24.8	19.0	50.2	26.1	23.5	24.0	22.2	33.6	32.7	29.5	36.0	35.5
END WAR ASAP	55.3	46.1	62.5	46.9	62.0	63.4	45.3	61.1	65.3	65.6	57.5	56.4	57.8	63.2	52.6	53.5
DON'T KNOW	10.3	5.0	12.6	5.9	13.2	17.6	4.5	12.8	11.2	10.4	20.4	9.9	9.4	7.3	11.4	11.0
Net Diff.	-21.0	2.8	-37.5	0.3	-37.3	-44.4	4.9	-35.0	-41.8	-41.6	-35.3	-22.8	-25.1	-33.7	-16.7	-17.9



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BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
SUPPORT ISRAEL	34.4	26.1	37.1	47.4	24.2	22.6	27.1	25.9	30.8	23.2	40.3
END WAR ASAP	55.3	63.1	52.8	46.8	62.6	60.4	59.5	61.1	57.5	63.0	51.2
DON'T KNOW	10.3	10.8	10.1	5.8	13.1	17.0	13.4	13.0	11.7	13.7	8.5
Net Diff.	-21.0	-37.0	-15.6	0.5	-38.4	-37.9	-32.4	-35.1	-26.7	-39.8	-10.9



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BANNER 5

	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
Total	1000	409	447	360	370	270	195	112	162	165	258	108			
SUPPORT ISRAEL	34.4	49.7	25.4	47.9	23.7	30.9	56.9	25.7	33.4	37.3	22.8	27.1			
END WAR ASAP	55.3	44.8	62.8	46.6	63.3	55.9	40.4	68.1	58.3	54.0	61.2	52.3			
DON'T KNOW	10.3	5.4	11.9	5.4	13.0	13.2	2.7	6.2	8.3	8.7	16.0	20.6			
Net Diff.	-21.0	4.9	-37.4	1.3	-39.6	-25.1	16.5	-42.5	-24.9	-16.8	-38.3	-25.2			



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76. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.2. END THE WAR AS SOON AS POSSIBLE.

BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
SUPPORT ISRAEL	34.4	20.9	17.7	23.2	29.3	45.7	58.8	50.5	31.4	39.2	51.5	19.9	29.2	26.8	21.3	24.7	56.0
END WAR ASAP	55.3	66.0	70.7	62.8	58.2	47.8	36.4	43.7	58.4	52.5	44.2	68.6	55.0	61.4	58.4	63.4	33.7
DON'T KNOW	10.3	13.0	11.6	14.0	12.5	6.5	4.7	5.9	10.2	8.2	4.3	11.5	15.8	11.8	20.3	11.8	10.3
Net Diff.	-21.0	-45.1	-53.0	-39.6	-28.9	-2.1	22.4	6.8	-27.0	-13.3	7.3	-48.7	-25.9	-34.6	-37.2	-38.7	22.3



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
SUPPORT ISRAEL	34.4	21.5	30.1	50.5	33.6	38.6	30.1	39.7	34.4	36.7	30.6	28.5	37.7	49.3	38.8	22.3
END WAR ASAP	55.3	64.8	58.5	43.4	56.6	57.5	69.9	55.9	54.6	53.7	56.1	58.3	50.7	43.5	52.8	65.8
DON'T KNOW	10.3	13.7	11.4	6.2	9.8	3.9	0.0	4.4	11.0	9.6	13.3	13.1	11.7	7.2	8.5	11.9
Net Diff.	-21.0	-43.3	-28.3	7.1	-23.0	-18.9	-39.8	-16.3	-20.2	-17.0	-25.6	-29.8	-13.0	5.8	-14.0	-43.4



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
SUPPORT ISRAEL	34.4	33.4	36.2	34.3	40.5	40.0	43.4	28.0	28.5	36.3	30.2	39.0	19.9	32.6	43.5	29.8	39.9	38.1	22.1	18.2
END WAR ASAP	55.3	55.9	54.1	54.7	52.9	54.4	51.3	57.2	57.2	52.9	60.5	53.1	66.3	67.4	51.4	54.2	51.8	54.4	72.4	61.7
DON'T KNOW	10.3	10.7	9.7	11.0	6.7	5.6	5.3	14.8	14.3	10.8	9.3	7.9	13.8	0.0	5.1	16.0	8.3	7.5	5.5	20.1
Net Diff.	-21.0	-22.6	-17.9	-20.4	-12.4	-14.4	-7.9	-29.1	-28.7	-16.6	-30.3	-14.2	-46.4	-34.8	-7.9	-24.4	-11.9	-16.4	-50.3	-43.5



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76. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.2. END THE WAR AS SOON AS POSSIBLE.

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	1000	79	122	184	160	184	270	386	614	545	455	470	530
SUPPORT ISRAEL	34.4	10.2	26.8	28.7	32.3	36.0	48.8	24.3	40.6	26.7	43.6	41.3	28.2
END WAR ASAP	55.3	76.3	59.6	61.0	55.9	51.4	45.7	63.7	50.0	61.4	48.0	53.2	57.2
DON'T KNOW	10.3	13.5	13.6	10.3	11.9	12.6	5.5	12.0	9.3	11.9	8.4	5.5	14.7
Net Diff.	-21.0	-66.0	-32.8	-32.3	-23.6	-15.3	3.1	-39.4	-9.4	-34.7	-4.4	-11.9	-29.0



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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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
SUPPORT ISRAEL	34.4	15.5	28.0	35.0	44.5	15.3	30.5	44.9	50.8	15.6	25.8	24.9	38.1	30.1	35.2	37.9
END WAR ASAP	55.3	70.9	60.3	54.0	47.7	72.9	65.2	49.6	44.3	70.0	56.0	58.5	51.1	58.2	55.1	51.9
DON'T KNOW	10.3	13.6	11.7	11.0	7.8	11.9	4.4	5.5	4.9	14.4	18.2	16.6	10.8	11.7	9.7	10.2
Net Diff.	-21.0	-55.3	-32.3	-19.1	-3.2	-57.6	-34.7	-4.8	6.5	-54.4	-30.2	-33.6	-13.0	-28.1	-20.0	-14.0



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77. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

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	1000	76	158	176	211	184	113	49	34	730	409	273	47	260	187	120	163	270	121	149
SUPPORT	48.5	13.8	24.2	44.7	49.3	65.5	64.1	77.6	67.2	38.3	31.1	47.6	46.4	21.0	37.3	34.7	69.3	76.2	77.8	74.9
Strongly	21.5	5.8	10.9	12.8	20.4	27.8	31.7	46.6	52.6	13.3	10.8	16.8	14.4	6.3	7.3	12.3	32.0	43.6	39.6	46.9
Somewhat	27.0	8.0	13.3	31.9	28.9	37.7	32.4	31.0	14.6	25.0	20.3	30.7	32.0	14.8	30.0	22.4	37.3	32.6	38.2	28.0
OPPOSE	35.3	75.4	70.2	34.5	27.7	16.0	18.2	13.7	27.1	44.5	55.8	27.7	43.4	67.9	46.5	26.6	18.0	10.4	10.0	10.8
Somewhat	14.5	15.5	21.3	18.9	13.6	12.3	9.7	3.7	6.4	17.6	19.2	15.0	18.8	16.9	28.1	10.0	12.4	6.0	8.3	4.1
Strongly	20.8	60.0	48.9	15.6	14.1	3.8	8.5	10.0	20.7	26.9	36.6	12.7	24.6	51.1	18.4	16.6	5.6	4.5	1.7	6.7
DON'T KNOW	16.2	10.8	5.5	20.8	23.0	18.4	17.7	8.7	5.7	17.2	13.1	24.7	10.2	11.0	16.1	38.6	12.7	13.4	12.2	14.3
Net Diff.	13.2	-61.6	-46.0	10.1	21.6	49.5	45.9	63.8	40.1	-6.3	-24.7	19.9	3.0	-46.9	-9.2	8.1	51.2	65.7	67.8	64.1
Mean	2.59	1.55	1.85	2.53	2.72	3.10	3.06	3.25	3.05	2.30	2.06	2.69	2.40	1.73	2.31	2.50	3.10	3.33	3.32	3.34



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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	1000	175	225	384	216	863	709	155	137	92	44
SUPPORT	48.5	55.4	48.1	43.7	51.8	49.0	48.1	53.2	45.5	55.1	25.7
Strongly	21.5	29.2	23.4	14.8	25.2	22.8	24.3	16.0	13.1	16.0	7.2
Somewhat	27.0	26.1	24.8	28.9	26.6	26.2	23.8	37.2	32.4	39.1	18.6
OPPOSE	35.3	26.6	33.9	39.6	36.2	36.9	39.0	27.1	25.2	25.5	24.6
Somewhat	14.5	8.1	15.1	15.8	16.6	14.3	14.0	15.5	15.8	17.0	13.3
Strongly	20.8	18.5	18.8	23.8	19.5	22.6	25.0	11.6	9.4	8.5	11.3
DON'T KNOW	16.2	18.0	18.0	16.7	12.1	14.1	12.9	19.7	29.2	19.4	49.6
Net Diff.	13.2	28.8	14.2	4.1	15.6	12.1	9.0	26.1	20.3	29.5	1.1
Mean	2.59	2.81	2.64	2.42	2.65	2.57	2.54	2.72	2.70	2.78	2.43



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	1000	413	365	455	433	112	378	346	151	106	124	624	229	110	285	376
SUPPORT	48.5	28.6	71.5	26.9	72.9	42.0	24.3	74.2	58.0	57.1	39.1	52.4	56.7	65.6	43.7	42.1
Strongly	21.5	10.1	34.6	8.0	37.7	13.8	6.6	38.4	25.3	19.0	15.1	24.4	28.8	29.4	18.9	16.7
Somewhat	27.0	18.5	37.0	19.0	35.2	28.3	17.7	35.8	32.7	38.1	24.0	28.0	28.0	36.2	24.8	25.4
OPPOSE	35.3	58.1	13.0	58.9	13.0	25.3	62.2	12.1	24.1	26.7	31.4	33.6	31.3	22.3	39.9	38.1
Somewhat	14.5	21.1	7.5	20.6	8.8	11.5	20.9	8.3	11.3	12.5	15.9	13.4	12.4	14.3	13.9	16.2
Strongly	20.8	37.0	5.5	38.3	4.2	13.9	41.3	3.8	12.8	14.2	15.5	20.2	18.9	7.9	26.0	21.9
DON'T KNOW	16.2	13.3	15.4	14.2	14.1	32.7	13.5	13.6	17.9	16.2	29.4	14.0	12.0	12.1	16.4	19.8
Net Diff.	13.2	-29.5	58.5	-32.0	59.9	16.7	-38.0	62.1	33.9	30.4	7.7	18.8	25.4	43.4	3.8	4.0
Mean	2.59	2.02	3.19	1.96	3.24	2.62	1.88	3.26	2.86	2.74	2.55	2.66	2.76	2.99	2.44	2.46



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BANNER 4

	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	1000	247	751	447	434	120	274	414	148	266	586
SUPPORT	48.5	74.0	40.3	27.9	73.6	34.7	42.1	72.1	79.2	68.2	31.8
Strongly	21.5	36.1	16.7	6.7	39.2	12.3	17.2	35.0	45.6	29.1	11.9
Somewhat	27.0	37.8	23.5	21.1	34.3	22.4	24.9	37.1	33.6	39.1	19.9
OPPOSE	35.3	14.9	42.1	59.0	13.3	26.6	31.6	12.7	10.3	14.1	51.3
Somewhat	14.5	10.5	15.8	21.6	8.4	10.0	16.6	8.6	4.8	10.7	18.6
Strongly	20.8	4.4	26.3	37.4	4.9	16.6	15.0	4.1	5.5	3.4	32.6
DON'T KNOW	16.2	11.2	17.6	13.2	13.1	38.6	26.3	15.1	10.6	17.7	17.0
Net Diff.	13.2	59.1	-1.8	-31.1	60.3	8.1	10.5	59.4	68.9	54.1	-19.5
Mean	2.59	3.19	2.37	1.97	3.24	2.50	2.60	3.21	3.33	3.14	2.13



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77. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 5

	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	1000	409	447	360	370	270	195	112	162	165	258	108			
SUPPORT	48.5	25.5	70.5	28.7	72.2	42.4	27.3	81.6	44.0	30.3	68.1	40.0			
Strongly	21.5	7.7	35.7	7.7	35.9	20.2	8.2	44.4	24.6	7.1	32.1	13.5			
Somewhat	27.0	17.8	34.8	21.0	36.4	22.2	19.1	37.1	19.4	23.2	36.0	26.5			
OPPOSE	35.3	61.2	14.2	59.3	11.9	35.5	66.1	13.2	41.6	51.1	11.3	26.2			
Somewhat	14.5	21.1	8.3	21.2	6.2	16.8	20.1	4.4	20.5	22.5	6.9	11.4			
Strongly	20.8	40.1	5.9	38.0	5.7	18.6	46.0	8.8	21.2	28.6	4.3	14.8			
DON'T KNOW	16.2	13.3	15.3	12.0	15.9	22.1	6.6	5.2	14.4	18.5	20.6	33.8			
Net Diff.	13.2	-35.7	56.4	-30.6	60.4	6.9	-38.8	68.3	2.3	-20.8	56.9	13.9			
Mean	2.59	1.92	3.19	1.98	3.22	2.56	1.89	3.24	2.55	2.11	3.21	2.59			



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BANNER 6

	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	1000	286	117	169	362	224	128	352	19	73	268	213	132	25	54	157	59
SUPPORT	48.5	72.6	78.3	68.6	49.2	32.6	20.5	28.2	55.9	31.0	26.1	77.0	66.5	62.0	60.9	43.2	23.4
Strongly	21.5	40.2	50.8	32.8	19.6	7.5	9.6	8.3	9.7	8.0	7.5	44.0	26.1	19.1	36.4	19.5	7.1
Somewhat	27.0	32.3	27.4	35.8	29.7	25.1	10.9	20.0	46.2	23.0	18.6	33.1	40.4	42.8	24.5	23.7	16.3
OPPOSE	35.3	13.0	10.6	14.7	30.8	51.7	69.2	58.0	34.2	55.2	62.2	8.6	16.4	15.4	22.8	31.5	57.4
Somewhat	14.5	7.7	6.1	8.7	15.6	19.9	17.1	18.9	24.0	23.6	20.4	4.3	9.0	7.4	15.2	17.4	16.8
Strongly	20.8	5.4	4.5	5.9	15.2	31.8	52.0	39.2	10.2	31.6	41.8	4.4	7.4	8.0	7.6	14.1	40.6
DON'T KNOW	16.2	14.4	11.1	16.7	20.0	15.7	10.3	13.7	9.9	13.9	11.7	14.4	17.1	22.6	16.3	25.2	19.2
Net Diff.	13.2	59.5	67.6	53.9	18.5	-19.1	-48.7	-29.8	21.7	-24.2	-36.1	68.4	50.1	46.6	38.1	11.7	-34.0
Mean	2.59	3.26	3.40	3.15	2.67	2.10	1.76	1.97	2.61	2.09	1.91	3.36	3.03	2.94	3.07	2.65	1.87



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	453	148	399	533	123	14	109	783	489	294	94	317	80	246	275
SUPPORT	48.5	70.0	46.9	24.8	48.8	54.8	78.4	51.8	48.2	47.3	49.6	43.1	44.4	36.5	48.7	54.2
Strongly	21.5	36.3	18.1	6.0	18.3	28.8	49.3	26.2	20.5	17.9	24.8	20.6	18.0	11.5	19.8	30.1
Somewhat	27.0	33.7	28.8	18.8	30.5	26.0	29.1	25.6	27.7	29.5	24.8	22.5	26.4	25.0	28.9	24.1
OPPOSE	35.3	13.5	30.4	61.8	34.1	37.0	21.6	38.9	34.8	37.1	30.9	37.5	39.5	44.7	38.9	25.0
Somewhat	14.5	8.1	15.0	21.5	17.3	13.6	0.0	15.3	15.0	15.4	14.4	11.2	17.2	13.0	13.3	12.0
Strongly	20.8	5.4	15.4	40.3	16.8	23.3	21.6	23.6	19.8	21.7	16.5	26.3	22.3	31.7	25.6	12.9
DON'T KNOW	16.2	16.5	22.7	13.4	17.2	8.3	0.0	9.3	17.1	15.6	19.5	19.4	16.1	18.8	12.4	20.9
Net Diff.	13.2	56.5	16.5	-37.0	14.7	17.8	56.8	12.9	13.4	10.3	18.6	5.6	4.8	-8.2	9.8	29.2
Mean	2.59	3.21	2.64	1.89	2.61	2.66	3.06	2.60	2.59	2.52	2.72	2.46	2.48	2.20	2.49	2.90



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL- EGE Degree Grad./ COLL- EGE COLL- EGE	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	
Total	1000	652	348	241	107	290	180	362	168	680	320	130	130	40	323	357	64	66	56	74
SUPPORT	48.5	47.3	50.7	49.5	53.6	44.9	47.9	49.2	53.8	46.5	52.7	55.0	57.2	41.4	43.9	48.9	48.2	61.5	64.1	52.0
Strongly	21.5	20.2	23.9	23.2	25.4	21.4	24.4	19.3	23.3	21.4	21.7	23.5	22.1	11.3	21.7	21.1	27.2	20.0	27.0	18.4
Somewhat	27.0	27.1	26.9	26.2	28.3	23.6	23.4	29.9	30.5	25.1	31.0	31.4	35.1	30.2	22.2	27.8	21.0	41.5	37.1	33.6
OPPOSE	35.3	34.5	36.8	37.5	35.0	43.3	47.8	27.5	25.0	37.3	31.0	34.3	19.6	47.4	47.4	28.2	46.1	22.8	23.8	16.3
Somewhat	14.5	14.8	13.8	13.9	13.7	16.6	16.3	13.4	11.2	16.8	9.5	11.0	5.8	19.9	18.4	15.3	17.8	4.3	7.0	4.9
Strongly	20.8	19.7	22.9	23.6	21.4	26.7	31.5	14.1	13.8	20.5	21.5	23.3	13.8	27.5	29.0	12.8	28.3	18.5	16.9	11.4
DON'T KNOW	16.2	18.2	12.5	13.0	11.3	11.8	4.3	23.3	21.2	16.2	16.2	10.7	23.2	11.2	8.7	23.0	5.7	15.6	12.1	31.7
Net Diff.	13.2	12.8	14.0	11.9	18.6	1.7	*	21.7	28.8	9.2	21.7	20.7	37.7	-6.0	-3.5	20.7	2.1	38.7	40.2	35.7
Mean	2.59	2.58	2.59	2.56	2.65	2.45	2.43	2.71	2.80	2.57	2.63	2.62	2.85	2.28	2.40	2.74	2.50	2.75	2.84	2.86



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77. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

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	1000	79	122	184	160	184	270	386	614	545	455	470	530
SUPPORT	48.5	62.9	49.6	51.2	48.6	48.7	41.8	53.1	45.6	51.8	44.6	46.0	50.7
Strongly	21.5	35.8	28.0	18.4	17.3	21.5	18.9	25.0	19.3	22.8	20.0	22.5	20.6
Somewhat	27.0	27.1	21.6	32.8	31.3	27.1	22.9	28.1	26.3	29.0	24.6	23.5	30.1
OPPOSE	35.3	22.6	29.3	28.0	33.6	34.0	48.6	27.3	40.3	29.1	42.7	45.0	26.7
Somewhat	14.5	14.1	12.5	10.6	15.1	13.4	18.5	11.9	16.1	12.8	16.4	16.5	12.7
Strongly	20.8	8.4	16.8	17.4	18.6	20.6	30.1	15.4	24.2	16.3	26.2	28.5	14.0
DON'T KNOW	16.2	14.5	21.1	20.8	17.8	17.3	9.6	19.6	14.0	19.1	12.7	8.9	22.6
Net Diff.	13.2	40.4	20.3	23.2	15.0	14.6	-6.8	25.8	5.3	22.6	1.9	1.0	24.0
Mean	2.59	3.06	2.77	2.66	2.58	2.60	2.34	2.78	2.47	2.72	2.44	2.44	2.74



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77. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

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	1000	117	257	262	364	35	120	132	183	83	137	130	180	268	533	199
SUPPORT	48.5	58.0	51.0	45.3	46.0	61.8	49.5	43.8	42.4	56.4	52.3	46.8	49.6	56.5	48.6	37.5
Strongly	21.5	31.9	22.9	16.2	20.9	29.0	23.3	20.6	22.2	33.1	22.6	11.7	19.7	26.6	21.0	15.9
Somewhat	27.0	26.1	28.1	29.1	25.0	32.8	26.2	23.2	20.2	23.3	29.7	35.1	29.9	29.8	27.6	21.7
OPPOSE	35.3	22.0	29.4	36.0	43.2	30.1	39.5	42.5	53.2	18.7	20.6	29.5	33.0	27.4	36.1	43.7
Somewhat	14.5	11.4	12.3	15.1	16.6	19.4	14.9	14.8	18.2	8.0	10.0	15.5	14.9	9.5	15.7	18.1
Strongly	20.8	10.7	17.1	20.9	26.6	10.7	24.6	27.7	35.1	10.7	10.6	14.0	18.1	17.9	20.5	25.6
DON'T KNOW	16.2	20.0	19.6	18.6	10.8	8.1	11.0	13.7	4.3	24.9	27.1	23.7	17.4	16.2	15.3	18.8
Net Diff.	13.2	36.0	21.5	9.3	2.8	31.7	10.0	1.4	-10.8	37.7	31.7	17.3	16.6	29.1	12.4	-6.1
Mean	2.59	2.99	2.71	2.50	2.45	2.87	2.54	2.43	2.31	3.05	2.88	2.58	2.62	2.78	2.58	2.34



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78. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	40.2	25.1	28.9	38.9	39.5	42.8	52.0	58.1	71.2	35.7	32.7	38.9	48.8	30.0	34.1	36.7	46.3	52.6	45.2	58.9
Strongly	16.4	16.6	14.0	12.7	13.9	12.9	18.9	32.9	53.4	13.4	13.9	11.8	17.0	14.3	7.4	13.8	18.0	24.6	16.8	31.2
Somewhat	23.8	8.5	14.9	26.2	25.6	29.8	33.0	25.2	17.8	22.3	18.8	27.0	31.8	15.7	26.7	22.9	28.3	28.0	28.4	27.6
DISAGREE	40.1	65.0	54.1	41.2	36.2	31.6	31.3	23.0	23.7	44.3	50.4	35.3	34.9	52.6	50.4	31.4	33.2	28.5	31.7	25.8
Somewhat	15.6	9.7	11.7	15.0	18.9	18.1	23.0	7.9	6.9	15.0	12.8	18.3	19.2	10.4	22.8	12.8	15.9	17.2	19.1	15.6
Strongly	24.5	55.3	42.5	26.2	17.3	13.5	8.3	15.1	16.8	29.3	37.6	17.0	15.7	42.2	27.7	18.5	17.2	11.3	12.6	10.1
DON'T KNOW	19.7	9.9	16.9	19.9	24.3	25.7	16.7	18.9	5.2	19.9	17.0	25.8	16.4	17.4	15.5	31.9	20.5	18.9	23.0	15.4
Net Diff.	0.1	-39.9	-25.2	-2.2	3.3	11.2	20.7	35.1	47.5	-8.6	-17.7	3.6	13.9	-22.6	-16.4	5.4	13.1	24.1	13.5	33.1
Mean	2.40	1.85	2.01	2.32	2.48	2.57	2.75	2.94	3.14	2.25	2.11	2.45	2.60	2.03	2.16	2.47	2.59	2.81	2.64	2.94



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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	1724	1424	301	276	167	108
AGREE	40.2	41.7	44.0	36.0	42.5	40.8	38.6	51.4	36.2	40.4	29.8
Strongly	16.4	20.4	16.9	14.8	15.4	17.5	17.5	17.1	9.5	8.4	11.3
Somewhat	23.8	21.3	27.2	21.2	27.1	23.4	21.1	34.3	26.7	32.0	18.6
DISAGREE	40.1	38.7	38.5	42.9	38.2	41.3	43.5	30.9	32.8	32.3	33.7
Somewhat	15.6	15.2	16.6	16.7	13.1	15.4	15.0	17.2	17.3	18.4	15.6
Strongly	24.5	23.4	22.0	26.2	25.1	25.9	28.5	13.7	15.5	13.9	18.1
DON'T KNOW	19.7	19.6	17.5	21.1	19.4	17.9	17.9	17.6	30.9	27.3	36.5
Net Diff.	0.1	3.0	5.5	-6.9	4.3	-0.5	-4.9	20.5	3.4	8.1	-3.9
Mean	2.40	2.48	2.47	2.31	2.41	2.39	2.34	2.67	2.44	2.48	2.36



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78. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
AGREE	40.2	31.3	49.2	32.2	49.0	38.3	30.9	47.4	48.8	46.0	38.3	43.0	45.1	51.1	38.3	35.4	
Strongly	16.4	12.5	20.3	12.0	21.6	13.5	11.6	20.3	20.0	17.8	15.8	17.7	19.6	21.0	14.9	14.1	
Somewhat	23.8	18.8	28.8	20.2	27.4	24.8	19.3	27.1	28.8	28.2	22.5	25.3	25.5	30.2	23.4	21.3	
DISAGREE	40.1	51.6	29.9	50.8	31.4	29.8	51.1	33.3	34.2	35.2	31.5	40.3	37.3	33.1	45.3	39.9	
Somewhat	15.6	15.2	15.4	15.2	16.9	12.4	14.1	18.3	14.7	16.8	13.8	16.5	15.6	14.2	18.1	14.1	
Strongly	24.5	36.4	14.5	35.7	14.5	17.4	37.0	14.9	19.5	18.5	17.7	23.8	21.7	18.9	27.3	25.8	
DON'T KNOW	19.7	17.1	20.9	16.9	19.6	31.9	18.0	19.3	16.9	18.7	30.2	16.7	17.6	15.8	16.4	24.7	
Net Diff.	0.1	-20.3	19.3	-18.6	17.6	8.5	-20.2	14.1	14.6	10.8	6.9	2.7	7.7	18.0	-7.1	-4.5	
Mean	2.40	2.09	2.70	2.10	2.70	2.51	2.07	2.65	2.59	2.56	2.52	2.44	2.52	2.63	2.31	2.32	



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78. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
AGREE	40.2	47.5	37.6	31.6	50.2	36.7	38.9	47.7	47.6	47.7	35.0
Strongly	16.4	18.2	15.8	11.6	22.1	13.8	15.0	19.0	23.1	16.8	14.5
Somewhat	23.8	29.4	21.8	20.0	28.1	22.9	23.9	28.6	24.6	30.9	20.5
DISAGREE	40.1	32.2	43.0	51.8	30.3	31.4	36.0	31.6	33.5	30.5	46.1
Somewhat	15.6	18.3	14.7	15.3	16.7	12.8	17.1	18.2	16.3	19.3	13.8
Strongly	24.5	13.9	28.2	36.5	13.5	18.5	18.9	13.4	17.2	11.2	32.2
DON'T KNOW	19.7	20.3	19.4	16.6	19.5	31.9	25.2	20.7	18.8	21.7	18.9
Net Diff.	0.1	15.3	-5.4	-20.1	19.9	5.4	2.9	16.1	14.1	17.2	-11.1
Mean	2.40	2.65	2.31	2.08	2.73	2.47	2.47	2.67	2.66	2.68	2.21



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78. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
AGREE	40.2	31.2	48.8	30.4	51.5	37.8	29.8	54.6	36.8	30.9	49.8	39.2	
Strongly	16.4	12.2	21.4	11.9	22.8	13.5	12.4	24.2	13.7	11.5	22.0	13.3	
Somewhat	23.8	19.0	27.3	18.4	28.8	24.3	17.4	30.4	23.2	19.4	27.8	25.9	
DISAGREE	40.1	51.2	31.7	51.3	27.2	42.9	58.4	35.7	48.3	44.4	22.4	35.4	
Somewhat	15.6	14.5	16.1	16.0	13.8	17.6	15.4	17.2	17.8	16.6	11.8	17.4	
Strongly	24.5	36.7	15.6	35.3	13.4	25.3	43.0	18.4	30.5	27.7	10.6	17.9	
DON'T KNOW	19.7	17.6	19.6	18.3	21.3	19.3	11.8	9.7	14.8	24.7	27.8	25.4	
Net Diff.	0.1	-20.0	17.1	-21.0	24.3	-5.1	-28.6	18.9	-11.5	-13.4	27.3	3.8	
Mean	2.40	2.08	2.68	2.09	2.77	2.32	1.99	2.67	2.23	2.20	2.85	2.46	



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	40.2	55.5	63.7	49.5	39.6	28.0	29.2	28.4	54.1	34.6	27.2	55.8	45.5	45.6	54.5	37.3	26.2
Strongly	16.4	27.5	41.2	17.5	12.3	8.2	17.3	11.6	23.2	10.1	11.6	27.5	15.2	20.9	29.8	11.1	7.7
Somewhat	23.8	28.0	22.5	32.0	27.3	19.8	11.9	16.8	30.8	24.6	15.6	28.4	30.3	24.7	24.7	26.2	18.4
DISAGREE	40.1	27.2	23.3	30.1	36.5	54.5	54.7	54.5	36.5	44.4	54.6	25.5	27.8	38.2	31.3	39.5	62.0
Somewhat	15.6	14.8	9.5	18.7	17.4	18.5	7.5	14.3	20.4	22.1	13.9	12.9	14.7	16.2	21.5	17.4	15.4
Strongly	24.5	12.4	13.8	11.4	19.1	35.9	47.2	40.2	16.1	22.3	40.7	12.6	13.1	22.0	9.8	22.1	46.6
DON'T KNOW	19.7	17.3	13.0	20.4	23.9	17.5	16.1	17.0	9.4	20.9	18.2	18.7	26.7	16.2	14.2	23.2	11.8
Net Diff.	0.1	28.2	40.4	19.4	3.1	-26.5	-25.5	-26.1	17.6	-9.8	-27.3	30.4	17.7	7.3	23.2	-2.2	-35.8
Mean	2.40	2.85	3.05	2.70	2.43	2.00	1.99	2.00	2.68	2.28	1.98	2.87	2.65	2.53	2.87	2.34	1.86



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	40.2	50.9	37.8	29.0	38.6	44.6	64.3	42.2	39.2	40.1	37.9	42.1	34.3	33.3	42.6	46.3
Strongly	16.4	22.4	12.5	10.9	12.5	21.5	44.0	18.7	15.5	15.9	14.8	16.6	12.0	11.8	17.5	21.6
Somewhat	23.8	28.4	25.3	18.2	26.0	23.1	20.2	23.4	23.7	24.2	23.0	25.5	22.3	21.5	25.2	24.7
DISAGREE	40.1	27.9	41.2	53.5	42.3	46.6	32.6	48.4	40.0	42.3	36.3	33.3	43.4	51.9	40.4	32.3
Somewhat	15.6	14.4	21.5	14.9	19.1	17.0	29.1	15.5	16.2	16.9	15.3	9.3	16.8	16.9	15.3	15.4
Strongly	24.5	13.5	19.7	38.6	23.2	29.6	3.5	32.8	23.8	25.5	21.0	24.0	26.6	35.0	25.1	17.0
DON'T KNOW	19.7	21.2	21.1	17.4	19.1	8.8	3.1	9.5	20.8	17.6	25.9	24.7	22.3	14.8	16.9	21.3
Net Diff.	0.1	22.9	-3.4	-24.5	-3.8	-2.0	31.7	-6.2	-0.8	-2.2	1.6	8.8	-9.1	-18.6	2.2	14.0
Mean	2.40	2.76	2.39	2.02	2.34	2.40	3.08	2.31	2.39	2.37	2.43	2.46	2.25	2.12	2.42	2.65



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	40.2	40.6	39.4	39.7	38.8	39.3	39.0	41.8	39.8	38.9	43.0	47.0	42.7	36.8	35.9	41.5	45.4	48.5	48.7	37.2
Strongly	16.4	15.2	18.5	19.1	17.3	14.1	19.8	16.2	17.3	15.8	17.5	19.0	18.4	11.4	15.5	16.1	16.7	20.9	20.5	16.5
Somewhat	23.8	25.4	20.9	20.6	21.5	25.2	19.2	25.6	22.5	23.0	25.6	28.1	24.3	25.4	20.4	25.4	28.7	27.5	28.2	20.8
DISAGREE	40.1	37.7	44.6	42.4	48.9	45.9	53.3	30.6	36.5	42.0	36.1	35.2	34.1	39.5	51.7	33.4	42.5	28.9	39.5	29.2
Somewhat	15.6	14.6	17.4	16.9	18.5	16.4	17.3	13.1	17.6	16.2	14.4	13.0	14.7	18.4	17.4	15.1	14.0	12.1	17.3	12.4
Strongly	24.5	23.0	27.2	25.5	30.4	29.5	36.1	17.5	18.9	25.8	21.7	22.3	19.4	21.2	34.3	18.3	28.5	16.8	22.2	16.8
DON'T KNOW	19.7	21.7	16.0	17.9	12.3	14.9	7.7	27.6	23.7	19.1	20.8	17.7	23.2	23.7	12.4	25.1	12.1	22.6	11.8	33.6
Net Diff.	0.1	3.0	-5.2	-2.7	-10.1	-6.6	-14.3	11.2	3.3	-3.2	6.9	11.8	8.6	-2.7	-15.8	8.1	2.9	19.6	9.3	8.0
Mean	2.40	2.42	2.37	2.40	2.29	2.28	2.25	2.56	2.50	2.36	2.49	2.53	2.54	2.35	2.20	2.53	2.38	2.68	2.53	2.56



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78. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

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	265	347	325	364	541	771	1229	1095	905	940	1060
AGREE	40.2	60.0	52.5	47.7	32.6	32.0	33.7	51.9	32.9	46.1	33.0	39.2	41.1
Strongly	16.4	28.4	22.2	20.5	10.7	13.7	12.5	22.7	12.4	19.1	13.0	16.2	16.6
Somewhat	23.8	31.6	30.3	27.2	21.9	18.3	21.2	29.1	20.5	27.0	20.0	23.0	24.6
DISAGREE	40.1	25.4	26.8	32.6	42.9	43.7	51.8	29.1	47.0	33.2	48.6	48.6	32.7
Somewhat	15.6	14.4	11.2	11.9	19.1	16.8	17.7	12.2	17.8	14.2	17.3	16.7	14.7
Strongly	24.5	11.0	15.6	20.7	23.7	26.9	34.2	16.9	29.3	19.0	31.2	31.9	18.0
DON'T KNOW	19.7	14.6	20.8	19.7	24.6	24.3	14.5	19.0	20.1	20.7	18.4	12.2	26.2
Net Diff.	0.1	34.6	25.7	15.1	-10.3	-11.6	-18.1	22.7	-14.1	12.9	-15.5	-9.4	8.5
Mean	2.40	2.91	2.75	2.59	2.26	2.25	2.14	2.71	2.20	2.58	2.18	2.27	2.54



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78. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	40.2	56.6	50.1	31.6	34.1	56.4	54.4	33.0	29.7	56.7	46.5	29.9	37.9	48.3	37.8	35.4
Strongly	16.4	28.9	20.1	10.9	13.6	20.9	24.9	11.3	13.1	33.1	16.1	10.4	14.0	20.6	13.9	16.9
Somewhat	23.8	27.7	30.0	20.7	20.5	35.5	29.5	21.7	16.6	23.6	30.4	19.5	23.9	27.7	23.9	18.5
DISAGREE	40.1	25.1	30.7	44.0	48.8	34.3	35.6	49.7	60.1	20.2	26.6	37.0	39.2	35.2	42.5	40.7
Somewhat	15.6	13.1	11.6	19.4	16.5	22.8	12.9	18.9	15.9	8.0	10.5	20.0	16.9	15.3	16.8	13.2
Strongly	24.5	12.0	19.1	24.6	32.3	11.4	22.6	30.8	44.2	12.2	16.1	16.9	22.3	19.9	25.8	27.5
DON'T KNOW	19.7	18.3	19.1	24.4	17.0	9.3	10.1	17.2	10.2	23.1	26.9	33.1	22.9	16.5	19.7	23.9
Net Diff.	0.1	31.5	19.4	-12.3	-14.7	22.1	18.8	-16.7	-30.4	36.5	20.0	-7.0	-1.3	13.0	-4.7	-5.3
Mean	2.40	2.90	2.63	2.24	2.19	2.73	2.63	2.16	1.98	3.01	2.64	2.35	2.38	2.59	2.32	2.32



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79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
AGREE	30.9	16.5	26.1	30.6	31.4	31.1	37.2	41.1	56.6	28.8	26.4	31.2	39.9	28.1	30.0	28.0	29.2	36.9	31.3	41.6
Strongly	10.7	6.8	11.8	7.3	9.1	7.6	13.2	22.4	36.3	9.0	8.9	8.2	14.5	10.4	6.3	8.8	9.8	15.2	8.9	20.6
Somewhat	20.3	9.7	14.3	23.3	22.3	23.5	24.0	18.7	20.3	19.8	17.5	23.0	25.3	17.8	23.7	19.3	19.4	21.7	22.4	21.0
DISAGREE	46.3	69.6	54.2	45.9	44.7	39.4	37.6	40.2	31.3	48.0	53.3	41.0	34.3	55.2	50.6	30.5	45.6	41.4	45.0	38.3
Somewhat	20.8	13.9	16.4	20.4	24.5	24.7	23.0	17.8	14.7	20.4	17.8	25.1	20.1	15.0	26.3	16.7	25.6	21.8	23.4	20.4
Strongly	25.5	55.7	37.7	25.4	20.2	14.7	14.6	22.4	16.5	27.6	35.5	15.9	14.2	40.2	24.3	13.8	20.1	19.6	21.6	17.9
DON'T KNOW	22.8	13.9	19.7	23.5	24.0	29.5	25.1	18.7	12.1	23.2	20.3	27.8	25.8	16.7	19.4	41.5	25.2	21.7	23.7	20.1
Net Diff.	-15.3	-53.1	-28.1	-15.3	-13.3	-8.3	-0.4	0.9	25.4	-19.2	-26.9	-9.8	5.6	-27.0	-20.6	-2.4	-16.5	-4.5	-13.7	3.3
Mean	2.21	1.62	2.00	2.16	2.27	2.34	2.48	2.51	2.87	2.13	2.00	2.33	2.54	1.98	2.15	2.39	2.25	2.42	2.24	2.55



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79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

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	1724	1424	301	276	167	108
AGREE	30.9	32.2	30.2	27.6	36.7	31.3	30.0	37.1	29.0	32.8	23.2
Strongly	10.7	14.1	9.6	10.2	9.9	11.0	11.7	7.4	8.6	6.9	11.1
Somewhat	20.3	18.1	20.6	17.4	26.9	20.3	18.3	29.7	20.5	25.9	12.1
DISAGREE	46.3	44.9	45.4	50.6	40.5	48.4	51.1	35.9	32.5	35.3	28.2
Somewhat	20.8	20.0	22.6	22.5	16.4	20.5	21.0	18.2	22.4	26.5	15.9
Strongly	25.5	24.9	22.9	28.1	24.1	27.9	30.1	17.7	10.2	8.8	12.3
DON'T KNOW	22.8	22.9	24.4	21.8	22.8	20.3	18.9	27.0	38.4	31.9	48.6
Net Diff.	-15.3	-12.6	-15.2	-23.0	-3.8	-17.2	-21.1	1.3	-3.5	-2.5	-5.0
Mean	2.21	2.28	2.22	2.12	2.29	2.18	2.14	2.37	2.45	2.45	2.43



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79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
AGREE	30.9	27.9	30.3	31.4	31.2	27.9	29.2	29.5	40.5	36.1	28.6	32.5	32.3	39.3	30.1	28.3	
Strongly	10.7	9.6	10.4	10.0	11.9	8.6	9.5	10.2	14.2	10.0	11.4	10.3	12.0	9.7	9.1	11.3	
Somewhat	20.3	18.2	19.9	21.4	19.3	19.3	19.7	19.3	26.3	26.1	17.2	22.3	20.2	29.5	21.0	17.0	
DISAGREE	46.3	52.9	45.4	50.9	44.8	32.1	52.9	47.9	37.6	39.3	29.8	46.0	46.7	41.5	47.2	46.7	
Somewhat	20.8	19.5	24.5	17.9	24.5	17.6	18.2	25.8	19.3	21.2	16.0	21.1	22.8	19.6	20.3	20.2	
Strongly	25.5	33.4	20.9	33.0	20.3	14.5	34.7	22.1	18.3	18.0	13.8	24.9	23.9	21.9	26.9	26.4	
DON'T KNOW	22.8	19.2	24.3	17.7	24.0	40.0	17.9	22.6	21.9	24.6	41.6	21.5	21.0	19.2	22.7	25.1	
Net Diff.	-15.3	-25.1	-15.1	-19.5	-13.6	-4.2	-23.8	-18.5	2.9	-3.1	-1.1	-13.5	-14.5	-2.3	-17.1	-18.4	
Mean	2.21	2.05	2.26	2.10	2.30	2.37	2.05	2.23	2.47	2.37	2.45	2.23	2.26	2.34	2.16	2.18	



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79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
AGREE	30.9	32.8	30.3	28.9	33.9	28.0	30.6	30.4	29.0	31.1	31.3
Strongly	10.7	9.0	11.3	8.8	13.1	8.8	9.9	9.5	12.0	8.1	11.5
Somewhat	20.3	23.8	19.0	20.1	20.8	19.3	20.7	20.9	17.0	23.0	19.9
DISAGREE	46.3	46.6	46.2	53.4	43.0	30.5	38.3	44.7	51.4	41.0	47.3
Somewhat	20.8	23.9	19.7	19.5	23.3	16.7	21.0	23.9	21.3	25.4	18.6
Strongly	25.5	22.8	26.5	33.9	19.8	13.8	17.3	20.8	30.1	15.5	28.8
DON'T KNOW	22.8	20.6	23.5	17.8	23.1	41.5	31.2	24.9	19.6	27.9	21.3
Net Diff.	-15.3	-13.8	-15.9	-24.5	-9.1	-2.4	-7.7	-14.4	-22.4	-9.8	-16.0
Mean	2.21	2.24	2.20	2.05	2.35	2.39	2.34	2.25	2.14	2.33	2.18



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79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
AGREE	30.9	28.7	32.5	28.5	36.4	26.8	27.4	42.9	27.5	29.6	32.7	25.8	
Strongly	10.7	9.6	11.5	8.7	13.8	9.0	7.2	18.2	8.0	10.1	11.4	10.5	
Somewhat	20.3	19.1	21.0	19.9	22.6	17.8	20.3	24.7	19.6	19.5	21.3	15.3	
DISAGREE	46.3	52.5	44.3	52.1	39.4	47.8	58.0	45.6	52.1	46.2	36.0	41.8	
Somewhat	20.8	18.4	23.5	18.1	20.9	24.2	18.3	23.4	24.8	17.8	19.5	23.4	
Strongly	25.5	34.1	20.8	34.0	18.6	23.6	39.7	22.2	27.3	28.4	16.5	18.5	
DON'T KNOW	22.8	18.8	23.2	19.4	24.2	25.4	14.5	11.5	20.4	24.2	31.3	32.4	
Net Diff.	-15.3	-23.8	-11.9	-23.6	-3.1	-21.0	-30.6	-2.8	-24.6	-16.6	-3.3	-16.1	
Mean	2.21	2.05	2.30	2.04	2.42	2.16	1.94	2.44	2.10	2.15	2.40	2.26	



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79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
AGREE	30.9	40.8	49.1	34.7	28.3	24.8	27.4	25.8	49.5	30.7	26.2	39.5	32.2	31.1	42.8	24.3	21.6
Strongly	10.7	17.7	28.2	10.0	7.8	5.4	12.2	8.0	20.8	8.0	7.8	16.7	10.3	7.4	20.9	5.9	8.9
Somewhat	20.3	23.1	20.9	24.7	20.5	19.4	15.2	17.8	28.7	22.7	18.3	22.8	21.9	23.7	21.9	18.4	12.7
DISAGREE	46.3	38.5	34.1	41.7	43.7	54.3	56.8	55.3	41.2	46.3	54.7	38.9	38.8	46.7	34.9	46.4	62.1
Somewhat	20.8	20.6	15.4	24.5	22.7	24.2	10.0	18.8	20.8	22.7	16.5	20.0	20.0	32.4	23.8	24.8	22.9
Strongly	25.5	17.8	18.7	17.2	21.0	30.1	46.9	36.5	20.5	23.5	38.2	19.0	18.7	14.3	11.1	21.6	39.2
DON'T KNOW	22.8	20.8	16.8	23.7	27.9	20.9	15.8	19.0	9.3	23.0	19.2	21.6	29.0	22.3	22.3	29.3	16.4
Net Diff.	-15.3	2.3	15.1	-7.0	-15.4	-29.5	-29.4	-29.5	8.3	-15.6	-28.5	0.5	-6.6	-15.6	7.8	-22.1	-40.5
Mean	2.21	2.51	2.71	2.36	2.21	2.00	1.91	1.97	2.55	2.20	1.95	2.47	2.33	2.31	2.68	2.12	1.90



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- thy MIDDLE	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
AGREE	30.9	35.4	25.0	28.1	30.1	33.2	53.1	30.7	30.4	30.6	30.1	31.9	24.5	26.5	33.1	38.5
Strongly	10.7	13.4	7.4	8.7	7.4	12.6	29.3	10.6	10.0	9.7	10.4	13.2	7.8	8.2	8.8	15.9
Somewhat	20.3	22.0	17.6	19.3	22.7	20.6	23.9	20.2	20.5	20.9	19.7	18.7	16.7	18.3	24.4	22.6
DISAGREE	46.3	40.1	46.5	53.1	46.8	53.1	43.3	54.4	45.9	48.1	42.2	40.7	50.4	58.6	45.4	38.7
Somewhat	20.8	21.6	26.1	17.9	23.7	22.9	28.3	22.3	21.2	21.8	20.3	14.7	23.9	20.1	19.3	20.3
Strongly	25.5	18.5	20.4	35.2	23.2	30.2	15.0	32.1	24.7	26.3	21.9	25.9	26.6	38.5	26.1	18.4
DON'T KNOW	22.8	24.5	28.5	18.9	23.1	13.7	3.6	14.9	23.7	21.2	27.6	27.4	25.0	14.9	21.5	22.9
Net Diff.	-15.3	-4.7	-21.6	-25.0	-16.7	-19.9	9.9	-23.6	-15.4	-17.5	-12.1	-8.7	-25.9	-32.1	-12.2	-0.2
Mean	2.21	2.40	2.17	2.02	2.19	2.18	2.70	2.11	2.21	2.18	2.26	2.26	2.08	1.96	2.20	2.47



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

79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
AGREE	30.9	31.7	29.6	30.9	27.0	31.9	31.6	31.5	27.7	28.2	36.8	40.9	35.0	27.6	27.0	29.3	46.9	35.6	40.8	29.8
Strongly	10.7	10.7	10.6	12.1	7.6	10.8	10.1	10.6	11.0	9.3	13.5	13.9	15.1	4.7	8.7	9.9	14.0	13.9	17.3	13.0
Somewhat	20.3	21.0	19.0	18.8	19.5	21.1	21.5	20.9	16.7	18.9	23.3	26.9	20.0	22.9	18.3	19.4	32.9	21.7	23.5	16.8
DISAGREE	46.3	43.4	51.4	49.5	55.2	49.4	58.0	38.3	45.3	48.6	41.2	40.2	41.6	42.6	58.0	40.2	38.6	41.7	42.2	41.1
Somewhat	20.8	19.3	23.5	22.5	25.5	20.8	24.0	17.9	23.1	21.4	19.5	15.0	22.4	23.7	23.7	19.3	13.4	16.4	23.4	21.6
Strongly	25.5	24.2	27.9	26.9	29.7	28.6	34.0	20.3	22.2	27.3	21.7	25.3	19.2	18.9	34.4	20.9	25.2	25.3	18.8	19.5
DON'T KNOW	22.8	24.9	19.0	19.6	17.8	18.6	10.4	30.2	27.1	23.1	22.1	18.9	23.4	29.9	15.0	30.5	14.5	22.7	17.0	29.1
Net Diff.	-15.3	-11.8	-21.8	-18.6	-28.2	-17.5	-26.3	-6.8	-17.6	-20.4	-4.4	0.6	-6.6	-15.0	-31.1	-10.9	8.3	-6.1	-1.4	-11.3
Mean	2.21	2.24	2.15	2.20	2.06	2.17	2.09	2.31	2.23	2.13	2.37	2.36	2.40	2.19	2.01	2.26	2.42	2.31	2.47	2.33



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79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

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	265	347	325	364	541	771	1229	1095	905	940	1060	
AGREE	30.9	52.6	39.9	40.0	27.6	26.6	19.3	42.6	23.7	38.1	22.3	31.8	30.2	
Strongly	10.7	23.5	16.9	15.5	7.2	7.5	4.9	17.6	6.3	14.5	6.0	10.6	10.7	
Somewhat	20.3	29.1	23.1	24.5	20.4	19.2	14.4	24.9	17.4	23.6	16.3	21.3	19.4	
DISAGREE	46.3	27.7	36.5	37.9	49.1	47.5	59.4	35.3	53.1	39.4	54.6	52.5	40.7	
Somewhat	20.8	19.2	18.7	16.5	20.2	22.8	24.0	17.8	22.6	18.5	23.5	21.9	19.7	
Strongly	25.5	8.5	17.8	21.4	28.9	24.7	35.4	17.5	30.5	20.9	31.1	30.6	21.0	
DON'T KNOW	22.8	19.8	23.6	22.1	23.4	25.9	21.3	22.1	23.2	22.5	23.2	15.6	29.1	
Net Diff.	-15.3	24.9	3.4	2.2	-21.5	-20.8	-40.0	7.3	-29.5	-1.3	-32.3	-20.7	-10.5	
Mean	2.21	2.84	2.51	2.44	2.08	2.13	1.86	2.55	1.99	2.41	1.96	2.14	2.28	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
AGREE	30.9	47.8	40.2	27.2	21.7	53.3	45.4	27.2	21.1	44.9	35.8	27.2	22.2	39.7	27.8	27.2
Strongly	10.7	22.0	15.9	7.7	5.4	21.3	19.2	7.0	5.0	22.4	13.2	8.5	5.7	12.6	9.5	10.8
Somewhat	20.3	25.8	24.3	19.5	16.3	32.0	26.3	20.2	16.1	22.5	22.6	18.6	16.5	27.0	18.3	16.3
DISAGREE	46.3	29.8	37.6	48.9	55.7	33.5	42.1	53.0	64.0	27.8	33.7	43.9	48.7	39.8	49.7	46.1
Somewhat	20.8	18.8	17.1	21.6	23.3	24.0	19.7	22.5	22.5	16.1	14.9	20.5	24.0	19.8	22.4	18.0
Strongly	25.5	11.0	20.5	27.3	32.4	9.5	22.4	30.5	41.5	11.7	18.9	23.4	24.6	20.0	27.4	28.1
DON'T KNOW	22.8	22.4	22.2	23.9	22.6	13.2	12.4	19.8	14.9	27.3	30.5	28.9	29.1	20.5	22.5	26.7
Net Diff.	-15.3	18.0	2.6	-21.8	-34.0	19.8	3.3	-25.8	-42.9	17.1	2.1	-16.8	-26.4	-0.2	-22.0	-19.0
Mean	2.21	2.76	2.46	2.10	1.93	2.75	2.48	2.05	1.82	2.77	2.43	2.17	2.05	2.41	2.13	2.13



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139			
MORE WORRIED	47.8	62.0	56.3	57.0	46.2	35.0	38.6	31.6	18.5	50.9	57.6	40.5	28.6	58.4	51.4	37.6	46.4	39.3	43.4	35.6			
LESS WORRIED	4.3	1.2	1.1	4.8	5.9	3.8	4.8	8.5	14.0	4.4	2.8	6.0	15.3	4.1	6.1	3.7	3.9	4.0	3.2	4.7			
SAME AMOUNT	40.9	31.9	36.7	34.0	39.2	53.1	46.3	58.0	42.1	38.4	34.6	45.3	43.9	34.1	38.4	42.1	43.1	47.9	44.7	50.8			
DON'T KNOW	7.0	4.8	5.8	4.3	8.7	8.0	10.3	1.9	25.4	6.3	4.9	8.2	12.2	3.4	4.2	16.6	6.6	8.8	8.8	8.8			



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

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	1000	175	225	384	216	861	715	146	139	75	64
MORE WORRIED	47.8	45.6	47.2	49.2	47.8	50.6	51.6	46.0	30.6	30.4	30.9
LESS WORRIED	4.3	5.3	4.7	2.9	5.7	4.1	3.3	8.3	5.5	7.5	3.2
SAME AMOUNT	40.9	42.0	39.7	42.3	38.6	39.8	39.9	39.4	47.7	51.6	43.1
DON'T KNOW	7.0	7.2	8.4	5.6	7.9	5.5	5.3	6.3	16.2	10.5	22.8



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
MORE WORRIED	47.8	56.0	44.2		55.6	42.5	34.8	57.6	44.4	38.5	45.2	35.3	47.1	47.1	41.1	49.5	49.1
LESS WORRIED	4.3	4.6	3.5		4.5	4.1	4.9	4.7	4.7	4.2	1.8	1.7	4.4	4.3	8.6	2.9	4.1
SAME AMOUNT	40.9	34.2	45.1		35.9	44.9	46.1	33.3	43.1	50.6	47.9	48.0	41.5	40.9	43.6	41.1	39.8
DON'T KNOW	7.0	5.2	7.2		4.0	8.5	14.3	4.4	7.8	6.7	5.2	14.9	6.9	7.8	6.7	6.4	7.0



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
MORE WORRIED	47.8	44.2	49.2	55.8	42.0	37.6	41.7	42.8	42.3	43.2	51.3	
LESS WORRIED	4.3	6.3	3.6	4.8	3.9	3.7	4.6	4.6	4.6	4.6	4.2	
SAME AMOUNT	40.9	42.0	40.4	35.7	46.1	42.1	41.7	44.5	43.6	45.0	38.4	
DON'T KNOW	7.0	7.4	6.8	3.7	7.9	16.6	12.0	8.1	9.5	7.3	6.2	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
MORE WORRIED	47.8	56.2	43.0	54.3	42.9	46.0	47.2	43.1	44.7	60.2	42.8	47.6			
LESS WORRIED	4.3	5.1	4.2	4.4	4.6	3.7	7.3	6.3	3.8	2.1	3.5	3.7			
SAME AMOUNT	40.9	33.9	45.7	36.7	44.3	41.6	43.0	45.3	45.7	31.5	43.6	36.4			
DON'T KNOW	7.0	4.8	7.1	4.5	8.1	8.7	2.5	5.4	5.8	6.2	10.1	12.3			



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
MORE WORRIED	47.8	45.7	40.3	49.9	43.5	53.5	55.9	54.4	71.7	45.2	55.5	42.8	40.9	52.8	46.7	44.5	50.1
LESS WORRIED	4.3	5.5	8.1	3.5	3.4	3.9	5.1	4.4	3.9	4.9	4.3	5.4	2.1	10.2	7.2	3.6	1.7
SAME AMOUNT	40.9	41.5	41.4	41.5	43.1	39.0	36.0	37.8	15.9	39.3	37.8	43.9	47.5	33.7	43.4	41.8	39.9
DON'T KNOW	7.0	7.3	10.1	5.2	10.0	3.6	3.0	3.4	8.4	10.5	2.3	8.0	9.5	3.3	2.7	10.0	8.2



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

BANNER 7

	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
MORE WORRIED	47.8	42.5	45.1	54.8	48.3	53.7	64.2	52.4	47.6	48.9	45.5	42.8	48.3	48.0	59.4	37.7
LESS WORRIED	4.3	4.7	5.7	3.4	4.3	6.6	7.0	6.6	4.0	4.5	3.2	4.1	3.7	5.2	3.4	5.0
SAME AMOUNT	40.9	45.0	38.2	37.1	40.2	37.5	28.9	38.6	41.6	40.5	43.2	40.0	41.4	41.3	33.1	46.9
DON'T KNOW	7.0	7.8	11.1	4.6	7.2	2.2	0.0	2.5	6.9	6.1	8.1	13.1	6.5	5.5	4.1	10.4



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
MORE WORRIED	47.8	45.3	52.4	50.7	55.4	43.3	48.4	47.1	55.7	50.6	41.9	48.6	31.8	48.4	47.9	53.1	52.4	45.5	29.3	34.5
LESS WORRIED	4.3	4.1	4.8	3.8	6.6	4.8	7.7	3.3	2.4	3.6	5.9	4.4	8.3	2.2	4.7	2.5	5.3	3.7	10.9	5.6
SAME AMOUNT	40.9	43.3	36.5	38.5	33.1	46.0	42.0	40.8	32.0	38.3	46.4	43.4	52.1	44.8	42.7	34.3	40.6	45.6	53.1	51.1
DON'T KNOW	7.0	7.4	6.3	7.1	4.9	5.9	1.9	8.7	9.9	7.5	5.8	3.7	7.7	4.5	4.6	10.1	1.7	5.2	6.7	8.8



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

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	1000	79	143	163	165	179	271	385	615	550	450	470	530
MORE WORRIED	47.8	33.6	41.0	42.0	50.5	54.0	53.5	39.9	52.8	43.1	53.7	45.0	50.3
LESS WORRIED	4.3	5.9	8.3	6.2	4.2	2.2	2.1	6.9	2.7	6.1	2.2	5.8	3.0
SAME AMOUNT	40.9	53.9	40.5	41.3	36.7	40.9	39.6	43.5	39.2	41.5	40.1	44.6	37.5
DON'T KNOW	7.0	6.6	10.3	10.5	8.7	2.9	4.8	9.6	5.3	9.4	4.1	4.5	9.1



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80. SINCE THE ISRAEL-HAMAS WAR BEGAN, HAVE YOU BEEN MORE WORRIED, THE SAME AMOUNT OF WORRIED, OR LESS WORRIED ABOUT ATTACKS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
MORE WORRIED	47.8	39.1	41.9	51.0	52.5	44.4	40.3	46.2	47.5	35.6	43.2	58.1	56.0	49.5	47.4	46.8
LESS WORRIED	4.3	5.4	7.4	4.7	1.6	8.3	8.7	7.3	1.3	3.5	6.4	1.0	1.8	5.0	4.1	4.0
SAME AMOUNT	40.9	46.6	40.0	38.2	41.5	45.0	43.3	42.6	47.6	47.6	37.3	31.5	37.2	40.8	41.6	39.2
DON'T KNOW	7.0	8.9	10.7	6.1	4.5	2.3	7.8	3.9	3.6	13.3	13.1	9.4	5.1	4.8	6.9	10.0



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81. DO YOU AGREE OR DISAGREE THAT A CEASEFIRE BETWEEN ISRAEL AND HAMAS WOULD STOP THE ATTACKS BY IRANIAN-BACKED MILITIAS AND TERRORIST GROUPS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
AGREE	35.0	24.3	32.5	36.0	34.0	39.1	38.7	38.4	43.2	32.9	32.6	33.6	33.2	26.6	30.9	36.3	43.7	40.9	40.9	40.9
Strongly	9.5	10.0	9.6	9.4	10.1	7.0	6.3	12.9	23.7	8.8	9.6	7.8	4.7	7.7	7.6	8.5	12.1	11.5	10.8	12.1
Somewhat	25.5	14.3	22.8	26.6	23.9	32.1	32.4	25.5	19.5	24.1	23.0	25.8	28.5	18.9	23.2	27.9	31.6	29.4	30.1	28.8
DISAGREE	44.4	63.9	50.9	42.8	45.1	37.4	38.3	32.3	33.0	47.6	49.5	45.1	37.4	58.6	48.6	36.2	35.0	35.5	35.8	35.4
Somewhat	23.6	18.7	21.0	21.0	30.4	22.3	26.0	23.2	23.5	23.4	20.6	29.0	25.0	21.7	24.7	22.4	25.6	24.0	23.2	24.8
Strongly	20.9	45.2	29.9	21.7	14.7	15.1	12.3	9.2	9.4	24.2	29.0	16.1	12.5	36.9	23.8	13.8	9.4	11.5	12.6	10.6
DON'T KNOW	20.6	11.8	16.6	21.2	20.9	23.5	23.0	29.3	23.8	19.5	17.9	21.3	29.4	14.8	20.6	27.5	21.3	23.6	23.4	23.8
Net Diff.	-9.4	-39.5	-18.5	-6.8	-11.1	1.6	0.5	6.1	10.3	-14.6	-16.9	-11.6	-4.3	-32.0	-17.7	0.2	8.7	5.3	5.1	5.5
Mean	2.30	1.88	2.15	2.30	2.37	2.41	2.43	2.60	2.75	2.22	2.16	2.32	2.36	1.97	2.18	2.43	2.59	2.53	2.51	2.56



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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	1000	175	225	384	216	861	715	146	139	75	64
AGREE	35.0	36.0	33.5	35.0	35.8	36.3	33.2	51.3	27.2	32.7	20.6
Strongly	9.5	10.3	7.8	8.8	11.8	10.4	9.9	13.1	3.5	1.3	6.1
Somewhat	25.5	25.8	25.7	26.2	23.9	25.8	23.3	38.2	23.7	31.5	14.5
DISAGREE	44.4	44.8	41.6	45.1	45.8	45.4	48.8	28.8	38.4	40.3	36.2
Somewhat	23.6	27.7	19.0	24.0	24.2	23.1	23.8	19.7	26.3	24.3	28.5
Strongly	20.9	17.2	22.6	21.1	21.6	22.3	25.0	9.1	12.2	15.9	7.7
DON'T KNOW	20.6	19.1	24.9	19.9	18.4	18.3	18.0	19.9	34.4	27.0	43.2
Net Diff.	-9.4	-8.8	-8.2	-10.1	-10.0	-9.1	-15.6	22.5	-11.3	-7.5	-15.6
Mean	2.30	2.36	2.25	2.28	2.32	2.30	2.22	2.69	2.28	2.25	2.33



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
AGREE	35.0	27.8	42.0		29.9	41.6	29.3	28.5	43.1	40.7	44.2	23.7	36.4	37.4	38.8	34.8	32.5
Strongly	9.5	7.6	11.3		9.0	11.2	3.8	8.8	11.7	8.1	8.7	6.7	10.0	12.1	12.5	7.6	8.5
Somewhat	25.5	20.2	30.7		20.9	30.4	25.4	19.7	31.4	32.6	35.6	17.0	26.4	25.4	26.3	27.2	23.9
DISAGREE	44.4	54.7	35.9		53.8	36.2	37.0	53.8	34.8	44.0	41.1	41.3	43.7	46.3	39.0	43.5	45.8
Somewhat	23.6	23.8	22.7		23.3	24.0	22.6	22.6	23.0	27.6	25.6	23.3	22.0	25.1	22.9	19.4	26.3
Strongly	20.9	30.9	13.2		30.5	12.1	14.4	31.2	11.9	16.4	15.5	18.0	21.6	21.3	16.1	24.1	19.5
DON'T KNOW	20.6	17.5	22.1		16.2	22.3	33.7	17.7	22.1	15.3	14.6	35.1	19.9	16.2	22.2	21.7	21.8
Net Diff.	-9.4	-26.9	6.2		-23.9	5.4	-7.7	-25.3	8.3	-3.2	3.1	-17.6	-7.2	-8.9	-0.3	-8.7	-13.3
Mean	2.30	2.05	2.52		2.10	2.52	2.28	2.07	2.55	2.38	2.44	2.19	2.31	2.34	2.45	2.23	2.27



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	268	731	459	427	113	232	406	148	258	594
AGREE	35.0	45.8	31.1	28.2	42.0	36.3	35.7	43.9	49.2	40.9	28.9
Strongly	9.5	14.1	7.8	7.7	11.7	8.5	9.2	12.3	17.8	9.2	7.5
Somewhat	25.5	31.6	23.3	20.5	30.3	27.9	26.4	31.6	31.4	31.7	21.4
DISAGREE	44.4	34.9	48.0	54.9	35.3	36.2	38.3	35.0	30.4	37.7	50.8
Somewhat	23.6	23.5	23.6	22.8	24.6	22.4	23.0	24.0	16.0	28.6	23.3
Strongly	20.9	11.5	24.3	32.1	10.7	13.8	15.3	11.0	14.4	9.1	27.6
DON'T KNOW	20.6	19.3	21.0	16.9	22.7	27.5	26.1	21.0	20.4	21.4	20.3
Net Diff.	-9.4	10.8	-16.9	-26.7	6.6	0.2	-2.6	8.9	18.8	3.2	-21.9
Mean	2.30	2.60	2.18	2.05	2.56	2.43	2.40	2.57	2.66	2.52	2.11



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BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
	N	%	TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT		
Total	1000		409	447	360	370	270	164	154	152	196	216	118		
AGREE		35.0	28.9	41.2	28.3	45.7	29.4	26.2	48.9	29.4	30.0	43.4	29.3		
Strongly		9.5	7.5	11.8	6.9	14.3	6.2	4.1	19.7	6.8	9.3	10.5	5.4		
Somewhat		25.5	21.3	29.4	21.3	31.3	23.2	22.1	29.2	22.6	20.7	32.9	23.9		
DISAGREE		44.4	54.1	37.6	53.4	33.0	48.1	64.2	39.4	52.4	44.4	28.5	42.5		
Somewhat		23.6	22.1	24.0	24.2	21.1	26.0	30.9	23.4	24.3	18.6	19.5	28.2		
Strongly		20.9	32.0	13.6	29.2	11.9	22.1	33.3	16.0	28.0	25.8	8.9	14.4		
DON'T KNOW		20.6	17.0	21.3	18.4	21.3	22.6	9.6	11.7	18.2	25.6	28.2	28.2		
Net Diff.		-9.4	-25.3	3.6	-25.1	12.6	-18.7	-38.0	9.4	-22.9	-14.4	14.9	-13.2		
Mean		2.30	2.05	2.50	2.07	2.61	2.17	1.97	2.59	2.10	2.18	2.63	2.28		



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
AGREE	35.0	46.6	52.7	41.9	33.9	26.5	27.3	26.8	61.6	31.2	24.3	45.9	46.3	41.0	40.7	26.5	31.2
Strongly	9.5	14.3	21.5	8.8	10.1	3.6	7.0	4.9	12.4	9.2	5.8	15.2	15.3	3.7	10.0	6.8	1.8
Somewhat	25.5	32.3	31.2	33.1	23.8	23.0	20.2	21.9	49.1	22.0	18.6	30.7	31.1	37.3	30.7	19.7	29.3
DISAGREE	44.4	32.7	27.1	36.9	41.2	57.5	57.8	57.6	25.9	40.8	59.8	31.2	33.6	45.0	46.1	46.6	53.9
Somewhat	23.6	17.8	15.7	19.4	25.4	30.8	19.0	26.1	8.3	19.6	27.1	17.6	24.5	34.2	25.4	28.7	17.7
Strongly	20.9	14.9	11.4	17.5	15.7	26.7	38.8	31.5	17.6	21.3	32.7	13.6	9.1	10.8	20.7	17.9	36.2
DON'T KNOW	20.6	20.8	20.2	21.2	24.9	16.0	14.9	15.6	12.5	28.0	15.9	22.9	20.1	14.0	13.2	26.9	14.9
Net Diff.	-9.4	13.9	25.5	5.0	-7.3	-30.9	-30.5	-30.8	35.6	-9.7	-35.4	14.7	12.7	-4.0	-5.4	-20.1	-22.8
Mean	2.30	2.58	2.79	2.42	2.38	2.04	1.95	2.00	2.64	2.27	1.97	2.62	2.66	2.39	2.35	2.21	1.96



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
AGREE	35.0	43.5	27.7	27.9	31.2	39.3	63.6	36.3	35.1	37.2	31.8	29.1	35.0	22.5	44.1	31.1
Strongly	9.5	13.0	4.9	7.0	6.6	17.5	42.1	14.5	8.3	8.2	8.4	8.1	8.4	3.5	13.9	7.6
Somewhat	25.5	30.5	22.8	20.8	24.6	21.8	21.5	21.8	26.8	29.0	23.4	21.1	26.6	19.0	30.2	23.5
DISAGREE	44.4	34.1	45.1	55.8	48.3	52.2	29.4	55.0	43.6	43.6	43.5	41.2	44.5	60.9	41.4	41.8
Somewhat	23.6	21.6	27.5	24.4	25.7	25.4	12.8	26.9	23.0	23.4	22.4	25.3	23.0	24.3	22.3	25.5
Strongly	20.9	12.5	17.6	31.3	22.5	26.8	16.6	28.1	20.6	20.2	21.1	15.9	21.5	36.6	19.1	16.3
DON'T KNOW	20.6	22.4	27.2	16.4	20.5	8.4	7.0	8.6	21.3	19.2	24.6	29.7	20.5	16.6	14.6	27.1
Net Diff.	-9.4	9.4	-17.3	-27.9	-17.0	-12.9	34.2	-18.7	-8.4	-6.4	-11.7	-12.1	-9.5	-38.4	2.7	-10.6
Mean	2.30	2.57	2.21	2.04	2.19	2.33	2.96	2.25	2.29	2.31	2.25	2.30	2.28	1.87	2.46	2.31



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
AGREE	35.0	33.7	37.4	37.6	36.9	33.0	38.0	34.4	36.8	29.8	45.9	46.7	49.8	38.0	28.9	30.7	51.1	43.3	47.3	52.5
Strongly	9.5	9.4	9.5	10.6	7.7	9.4	11.5	9.5	8.0	7.2	14.3	12.2	16.7	12.3	7.5	7.0	16.7	8.7	16.7	16.7
Somewhat	25.5	24.2	27.8	27.0	29.2	23.6	26.5	24.9	28.9	22.6	31.7	34.5	33.1	25.7	21.4	23.7	34.4	34.6	30.6	35.8
DISAGREE	44.4	44.9	43.5	42.4	45.5	51.7	53.3	38.6	35.5	50.2	32.2	36.6	25.8	33.2	60.2	41.2	37.5	35.8	28.5	22.8
Somewhat	23.6	24.2	22.4	24.2	19.3	26.8	25.4	21.8	20.0	26.0	18.3	19.7	13.9	21.5	30.3	22.2	14.5	23.7	15.0	12.6
Strongly	20.9	20.7	21.1	18.2	26.2	24.9	27.9	16.9	15.6	24.1	13.9	16.9	11.9	11.7	29.9	19.0	23.0	12.1	13.5	10.2
DON'T KNOW	20.6	21.4	19.1	20.0	17.7	15.4	8.7	27.0	27.6	20.0	21.9	16.7	24.5	28.7	10.9	28.1	11.4	20.9	24.2	24.7
Net Diff.	-9.4	-11.2	-6.2	-4.8	-8.6	-18.7	-15.3	-4.3	1.3	-20.3	13.7	10.1	24.0	4.8	-31.3	-10.5	13.6	7.4	18.8	29.7
Mean	2.30	2.28	2.32	2.38	2.22	2.21	2.24	2.37	2.40	2.16	2.59	2.50	2.72	2.54	2.07	2.26	2.51	2.50	2.67	2.78



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
AGREE	35.0	46.9	45.9	35.3	33.6	33.2	27.6	41.6	30.9	39.2	29.8	34.7	35.3
Strongly	9.5	15.0	14.9	12.4	6.3	9.3	5.3	13.9	6.7	11.6	6.9	10.1	8.9
Somewhat	25.5	31.9	31.0	22.9	27.3	23.9	22.3	27.8	24.1	27.6	23.0	24.6	26.4
DISAGREE	44.4	31.5	28.6	39.9	50.5	46.2	54.4	34.0	50.9	39.0	51.1	52.3	37.5
Somewhat	23.6	24.6	14.5	19.6	29.6	23.6	26.7	18.7	26.6	22.0	25.5	26.3	21.1
Strongly	20.9	6.9	14.1	20.4	20.9	22.6	27.6	15.3	24.4	17.0	25.6	25.9	16.4
DON'T KNOW	20.6	21.5	25.5	24.7	15.9	20.6	18.1	24.4	18.2	21.8	19.1	13.1	27.2
Net Diff.	-9.4	15.4	17.3	-4.6	-16.9	-12.9	-26.8	7.6	-20.1	0.3	-21.3	-17.6	-2.2
Mean	2.30	2.70	2.63	2.36	2.23	2.25	2.06	2.53	2.16	2.43	2.14	2.22	2.38



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81. DO YOU AGREE OR DISAGREE THAT A CEASEFIRE BETWEEN ISRAEL AND HAMAS WOULD STOP THE ATTACKS BY IRANIAN-BACKED MILITIAS AND TERRORIST GROUPS ON U.S. TROOPS STATIONED IN THE MIDDLE EAST?

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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
AGREE	35.0	52.2	36.5	34.3	28.7	66.8	39.8	32.1	23.2	42.6	33.7	37.5	32.6	46.7	31.6	27.5
Strongly	9.5	16.2	13.3	7.4	6.2	23.9	19.1	6.0	3.4	11.2	8.5	9.5	8.2	11.7	9.7	6.1
Somewhat	25.5	35.9	23.2	26.9	22.5	42.9	20.8	26.2	19.7	31.4	25.2	28.0	24.5	35.0	21.9	21.4
DISAGREE	44.4	28.0	36.3	48.3	52.6	24.1	43.9	58.2	61.2	30.5	30.0	33.5	46.6	34.1	48.2	49.3
Somewhat	23.6	22.0	17.1	28.7	24.6	20.3	21.5	33.7	24.0	23.2	13.4	21.3	25.1	19.2	24.6	26.9
Strongly	20.9	5.9	19.2	19.5	28.0	3.8	22.4	24.5	37.2	7.3	16.5	12.2	21.5	14.9	23.6	22.4
DON'T KNOW	20.6	19.9	27.2	17.5	18.6	9.1	16.2	9.6	15.6	26.9	36.4	29.0	20.8	19.2	20.2	23.3
Net Diff.	-9.4	24.2	0.2	-14.0	-23.9	42.8	-4.1	-26.1	-38.1	12.1	3.7	4.0	-14.0	12.6	-16.7	-21.8
Mean	2.30	2.78	2.42	2.27	2.08	2.96	2.44	2.15	1.87	2.64	2.40	2.49	2.24	2.54	2.22	2.15



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
YES	27.6	5.6	16.5	23.2	31.5	33.0	37.4	60.3	46.9	19.5	17.6	21.2	33.0	7.4	17.7	15.3	45.3	50.6	52.3	49.1
NO	46.8	87.7	63.1	52.1	39.2	34.4	27.9	20.1	14.6	56.6	62.5	48.2	34.2	79.6	58.3	37.5	27.9	19.1	16.9	21.0
DON'T KNOW	25.6	6.7	20.4	24.7	29.3	32.6	34.8	19.5	38.5	23.9	19.9	30.7	32.8	13.0	24.0	47.2	26.8	30.3	30.8	30.0
Net Diff.	-19.2	-82.1	-46.6	-28.9	-7.7	-1.5	9.5	40.2	32.3	-37.2	-44.9	-27.0	-1.3	-72.2	-40.7	-22.2	17.4	31.5	35.5	28.1



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

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	1000	175	225	384	216	861	715	146	139	75	64
YES	27.6	28.5	25.1	25.3	33.5	29.4	29.3	30.0	16.1	19.5	12.1
NO	46.8	44.3	47.4	48.6	45.1	47.8	48.5	44.5	40.8	41.3	40.3
DON'T KNOW	25.6	27.3	27.4	26.1	21.4	22.7	22.2	25.4	43.1	39.2	47.6
Net Diff.	-19.2	-15.8	-22.3	-23.3	-11.6	-18.4	-19.1	-14.5	-24.7	-21.8	-28.1



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	348	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363	
YES	27.6	12.6	50.1	10.0	50.3	8.0	8.6	54.5	25.0	27.1	13.6	30.1	35.2	35.2	24.3	23.3	
NO	46.8	68.9	20.8	72.7	19.1	49.9	74.5	16.0	50.6	47.8	38.1	42.5	35.8	44.6	46.5	54.4	
DON'T KNOW	25.6	18.4	29.1	17.3	30.6	42.1	16.9	29.5	24.4	25.0	48.4	27.4	29.0	20.2	29.2	22.3	
Net Diff.	-19.2	-56.3	29.3	-62.7	31.3	-41.9	-65.9	38.5	-25.7	-20.7	-24.5	-12.4	-0.7	-9.4	-22.3	-31.1	



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
YES	27.6	61.6	15.0	11.2	48.5	15.3	21.9	55.5	72.6	45.7	8.5	
NO	46.8	14.6	58.8	71.8	22.5	37.5	42.3	16.1	9.9	19.7	67.8	
DON'T KNOW	25.6	23.8	26.3	17.1	29.0	47.2	35.8	28.3	17.4	34.6	23.7	
Net Diff.	-19.2	47.1	-43.8	-60.6	26.0	-22.2	-20.4	39.4	62.7	25.9	-59.3	



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
YES	27.6	8.4	49.6	9.2	50.4	20.8	13.5	59.9	22.6	5.6	43.6	18.5			
NO	46.8	74.4	21.8	72.1	22.8	46.1	72.1	26.1	49.2	72.1	20.4	42.1			
DON'T KNOW	25.6	17.2	28.7	18.7	26.8	33.1	14.4	14.0	28.2	22.3	35.9	39.4			
Net Diff.	-19.2	-66.0	27.8	-62.9	27.6	-25.2	-58.5	33.8	-26.6	-66.5	23.2	-23.5			



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
YES	27.6	49.1	45.9	51.6	27.4	11.8	7.9	10.3	41.2	10.2	6.0	53.4	44.6	53.2	28.4	23.2	8.4
NO	46.8	26.4	27.6	25.5	40.6	65.4	78.0	70.4	46.1	65.4	76.5	21.6	24.4	25.4	42.7	40.9	64.8
DON'T KNOW	25.6	24.5	26.5	23.0	32.0	22.8	14.1	19.3	12.7	24.5	17.5	25.0	31.1	21.3	28.9	35.9	26.7
Net Diff.	-19.2	22.7	18.3	26.1	-13.2	-53.6	-70.0	-60.2	-4.9	-55.2	-70.5	31.8	20.2	27.8	-14.2	-17.7	-56.4



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

BANNER 7

	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
YES	27.6	46.7	21.4	8.3	26.5	37.0	70.3	32.9	27.3	30.2	22.8	18.5	26.7	15.3	29.2	32.0
NO	46.8	24.5	44.4	72.6	45.2	44.8	29.7	46.6	47.1	42.8	53.8	47.3	48.5	62.6	50.0	35.8
DON'T KNOW	25.6	28.8	34.2	19.1	28.4	18.2	0.0	20.5	25.6	27.0	23.3	34.3	24.8	22.1	20.8	32.2
Net Diff.	-19.2	22.1	-23.0	-64.3	-18.7	-7.8	40.6	-13.7	-19.8	-12.7	-31.0	-28.8	-21.7	-47.3	-20.8	-3.8



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
YES	27.6	24.4	33.3	31.9	35.7	26.9	40.9	22.1	27.1	24.8	33.4	33.6	37.6	26.3	25.0	24.7	45.9	23.9	49.7	24.3
NO	46.8	50.1	41.0	41.1	40.7	51.8	45.3	48.5	37.4	50.0	40.2	43.0	37.5	37.8	55.8	44.7	39.7	45.7	33.0	42.5
DON'T KNOW	25.6	25.5	25.7	27.0	23.5	21.3	13.8	29.4	35.5	25.2	26.4	23.4	24.9	35.9	19.2	30.6	14.4	30.4	17.3	33.2
Net Diff.	-19.2	-25.7	-7.7	-9.3	-5.0	-25.0	-4.4	-26.4	-10.4	-25.1	-6.8	-9.4	*	-11.5	-30.8	-20.0	6.3	-21.7	16.6	-18.2



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
YES	27.6	21.2	28.2	28.1	29.0	21.6	32.0	26.7	28.1	27.4	27.8	31.7	24.0
NO	46.8	43.4	47.3	44.5	46.0	48.2	48.6	45.3	47.8	45.5	48.4	49.6	44.4
DON'T KNOW	25.6	35.4	24.5	27.3	25.1	30.3	19.4	27.9	24.1	27.1	23.7	18.7	31.7
Net Diff.	-19.2	-22.1	-19.2	-16.4	-17.0	-26.6	-16.7	-18.6	-19.6	-18.1	-20.6	-17.9	-20.4



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82. IS PRESIDENT BIDEN DOING ENOUGH TO DEFEND THE U.S. TROOPS AGAINST ATTACKS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

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	NIALS		BMMRS	NIALS	BMMRS	NIALS		BMMRS	URBAN	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG	/SLNTG			/SLNTG				
Total	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
YES	27.6	27.2	25.8	28.3	28.4	47.0	35.9	28.3	27.2	14.3	17.4	28.3	29.3	36.8	26.2	18.4
NO	46.8	44.6	45.8	47.7	47.7	38.0	45.0	51.6	54.7	48.8	46.4	42.0	42.8	40.4	46.2	56.8
DON'T KNOW	25.6	28.2	28.5	24.0	23.9	15.0	19.1	20.2	18.1	36.9	36.2	29.7	28.0	22.7	27.6	24.7
Net Diff.	-19.2	-17.3	-20.0	-19.4	-19.3	9.0	-9.1	-23.3	-27.5	-34.5	-29.0	-13.7	-13.5	-3.6	-19.9	-38.4



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83. WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

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. DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
SUPPORT	53.9	71.3	63.2	60.6	52.7	51.5	30.0	31.0	41.7	59.1	63.5	52.5	43.4	70.0	62.1	35.0	53.3	39.2	51.6	28.4
Strongly	24.5	43.1	35.0	28.7	21.0	13.3	10.4	15.5	22.9	28.4	33.6	18.9	19.5	40.4	25.1	14.5	20.2	13.6	15.7	11.7
Somewhat	29.4	28.2	28.2	31.9	31.6	38.2	19.6	15.6	18.7	30.7	29.9	33.6	24.0	29.6	37.0	20.5	33.2	25.7	35.9	16.7
OPPOSE	29.8	19.1	21.7	26.3	31.4	30.9	49.7	35.2	44.5	26.0	23.3	30.1	34.3	18.0	24.7	41.1	30.9	40.8	33.1	47.6
Somewhat	17.0	11.0	11.3	13.3	19.5	18.5	33.0	16.9	15.8	14.8	12.2	18.8	24.1	8.5	17.6	23.0	17.4	23.3	19.7	26.6
Strongly	12.8	8.1	10.4	13.0	11.9	12.4	16.7	18.3	28.6	11.2	11.1	11.4	10.2	9.5	7.1	18.1	13.5	17.5	13.5	21.0
DON'T KNOW	16.3	9.6	15.1	13.1	15.9	17.6	20.3	33.8	13.8	15.0	13.2	17.4	22.3	12.0	13.2	23.9	15.8	19.9	15.3	24.0
Net Diff.	24.0	52.2	41.6	34.3	21.3	20.6	-19.7	-4.1	-2.8	33.1	40.2	22.3	9.1	52.0	37.4	-6.1	22.4	-1.6	18.4	-19.2
Mean	2.78	3.18	3.04	2.88	2.74	2.64	2.30	2.43	2.42	2.90	2.99	2.73	2.68	3.15	2.92	2.41	2.71	2.44	2.64	2.25



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83. WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

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	1000	175	225	384	216	861	715	146	139	75	64
SUPPORT	53.9	57.6	55.0	53.3	50.8	57.1	57.9	53.2	33.8	36.5	30.7
Strongly	24.5	24.3	24.5	26.5	21.2	26.6	28.6	16.8	11.6	16.1	6.4
Somewhat	29.4	33.3	30.5	26.8	29.6	30.5	29.3	36.4	22.2	20.4	24.3
OPPOSE	29.8	25.3	26.5	31.4	34.3	28.7	27.8	32.8	37.1	38.7	35.3
Somewhat	17.0	10.4	15.2	19.8	19.5	16.2	15.4	20.2	22.2	27.0	16.7
Strongly	12.8	14.9	11.4	11.6	14.8	12.5	12.5	12.6	14.9	11.7	18.6
DON'T KNOW	16.3	17.1	18.5	15.3	14.9	14.2	14.2	14.0	29.1	24.8	34.1
Net Diff.	24.0	32.3	28.4	22.0	16.5	28.5	30.1	20.4	-3.3	-2.2	-4.6
Mean	2.78	2.81	2.84	2.81	2.67	2.83	2.86	2.67	2.43	2.54	2.28



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83. WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
SUPPORT	53.9	67.5	46.8		65.2	44.8	41.3	66.1	44.8	52.7	56.6	38.5	53.9	55.7	50.2	53.9	54.0
Strongly	24.5	35.7	17.6		33.8	17.1	13.9	35.6	16.6	21.4	24.7	12.8	22.6	23.1	17.8	24.1	27.9
Somewhat	29.4	31.8	29.2		31.4	27.7	27.5	30.6	28.2	31.3	31.9	25.7	31.3	32.6	32.3	29.9	26.1
OPPOSE	29.8	20.9	37.7		22.1	36.8	35.7	20.7	38.2	34.4	28.8	30.2	30.6	30.9	31.3	30.0	28.6
Somewhat	17.0	11.2	21.4		10.9	22.3	22.4	10.9	24.2	15.9	14.0	18.3	18.4	18.5	18.8	18.2	14.6
Strongly	12.8	9.6	16.3		11.1	14.5	13.3	9.7	14.0	18.5	14.8	11.9	12.2	12.5	12.5	11.8	13.9
DON'T KNOW	16.3	11.6	15.5		12.7	18.5	23.0	13.2	17.0	12.9	14.6	31.3	15.6	13.3	18.5	16.1	17.5
Net Diff.	24.0	46.6	9.1		43.2	8.0	5.7	45.5	6.6	18.3	27.8	8.2	23.3	24.8	18.8	23.9	25.4
Mean	2.78	3.06	2.57		3.01	2.58	2.54	3.06	2.57	2.64	2.78	2.57	2.76	2.77	2.68	2.79	2.82



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83. WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

BANNER 4

	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	1000	268	731	459	427	113	232	406	148	258	594	
SUPPORT	53.9	51.9	54.7	67.1	44.7	35.0	44.9	49.1	50.7	48.2	57.2	
Strongly	24.5	21.5	25.7	34.8	16.1	14.5	18.5	19.4	24.4	16.6	28.0	
Somewhat	29.4	30.4	29.0	32.3	28.6	20.5	26.4	29.7	26.3	31.6	29.2	
OPPOSE	29.8	34.7	28.1	20.5	37.0	41.1	36.4	34.0	34.0	34.0	27.0	
Somewhat	17.0	22.5	15.0	11.9	21.0	23.0	20.0	22.8	22.0	23.3	13.1	
Strongly	12.8	12.2	13.0	8.6	15.9	18.1	16.4	11.2	12.0	10.7	13.9	
DON'T KNOW	16.3	13.4	17.2	12.5	18.3	23.9	18.7	16.9	15.3	17.8	15.8	
Net Diff.	24.0	17.1	26.6	46.6	7.8	-6.1	8.6	15.1	16.7	14.2	30.1	
Mean	2.78	2.71	2.81	3.07	2.55	2.41	2.58	2.69	2.74	2.66	2.85	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
SUPPORT	53.9	66.1	48.3	64.3	48.9	46.9	76.0	57.9	53.9	54.6	42.5	37.9			
Strongly	24.5	34.3	20.0	33.3	20.9	17.8	42.0	33.3	23.3	26.0	12.0	10.7			
Somewhat	29.4	31.8	28.4	31.0	28.0	29.1	34.0	24.6	30.5	28.6	30.4	27.1			
OPPOSE	29.8	21.8	35.9	22.0	35.6	32.4	17.5	35.0	33.8	25.8	36.0	30.6			
Somewhat	17.0	10.6	22.1	12.4	19.0	20.6	12.3	16.5	21.7	12.4	20.8	19.2			
Strongly	12.8	11.2	13.8	9.6	16.6	11.8	5.1	18.5	12.1	13.4	15.3	11.4			
DON'T KNOW	16.3	12.1	15.8	13.7	15.5	20.7	6.5	7.1	12.4	19.6	21.5	31.5			
Net Diff.	24.0	44.3	12.5	42.3	13.3	14.5	58.5	22.8	20.1	28.7	6.4	7.3			
Mean	2.78	3.02	2.65	3.02	2.63	2.67	3.21	2.78	2.74	2.84	2.50	2.54			



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
SUPPORT	53.9	41.6	42.8	40.8	51.8	65.1	68.0	66.2	42.1	54.4	69.4	43.1	56.6	59.7	32.7	47.2	54.9
Strongly	24.5	15.6	24.2	9.1	23.1	28.7	40.4	33.4	13.0	30.4	36.0	17.2	25.1	30.7	7.8	18.4	22.6
Somewhat	29.4	26.0	18.5	31.7	28.7	36.3	27.5	32.8	29.1	24.0	33.4	25.9	31.5	29.0	25.0	28.9	32.3
OPPOSE	29.8	40.8	42.6	39.5	30.5	19.9	20.7	20.2	49.5	26.5	18.1	39.6	29.9	29.9	42.8	32.7	24.8
Somewhat	17.0	21.4	18.6	23.5	18.2	13.0	11.1	12.2	28.1	12.4	10.9	19.7	17.8	18.8	27.3	21.0	14.9
Strongly	12.8	19.5	24.1	15.9	12.3	6.8	9.6	8.0	21.4	14.1	7.2	19.9	12.1	11.1	15.5	11.7	9.9
DON'T KNOW	16.3	17.5	14.6	19.7	17.7	15.1	11.3	13.6	8.4	19.0	12.5	17.3	13.5	10.4	24.5	20.1	20.3
Net Diff.	24.0	0.8	0.1	1.3	21.3	45.2	47.3	46.0	-7.4	27.9	51.3	3.5	26.8	29.7	-10.1	14.6	30.1
Mean	2.78	2.46	2.50	2.42	2.76	3.02	3.11	3.06	2.37	2.87	3.12	2.49	2.81	2.88	2.33	2.67	2.85



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
SUPPORT	53.9	46.3	45.8	65.0	53.5	64.6	64.9	64.6	53.1	55.0	50.1	46.8	60.2	60.2	62.3	40.4
Strongly	24.5	18.0	19.9	33.3	22.3	30.3	50.6	27.8	24.1	25.4	22.1	20.4	25.1	26.1	31.6	16.6
Somewhat	29.4	28.3	25.9	31.7	31.2	34.3	14.3	36.7	29.0	29.6	28.0	26.4	35.1	34.1	30.6	23.8
OPPOSE	29.8	36.9	31.6	21.3	30.1	27.7	28.1	27.6	29.9	29.6	30.4	32.1	23.3	23.4	27.0	38.5
Somewhat	17.0	21.2	19.8	11.5	19.4	16.0	19.9	15.5	17.1	17.5	16.6	17.6	14.6	14.1	15.0	20.2
Strongly	12.8	15.7	11.8	9.9	10.6	11.7	8.2	12.1	12.8	12.1	13.9	14.5	8.7	9.3	12.0	18.3
DON'T KNOW	16.3	16.7	22.6	13.6	16.4	7.7	7.0	7.8	17.0	15.4	19.5	21.1	16.5	16.4	10.7	21.1
Net Diff.	24.0	9.4	14.3	43.7	23.4	36.9	36.8	36.9	23.2	25.4	19.7	14.7	36.8	36.9	35.3	1.9
Mean	2.78	2.58	2.70	3.02	2.78	2.90	3.15	2.87	2.78	2.81	2.72	2.67	2.92	2.92	2.92	2.49



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
SUPPORT	53.9	54.2	53.3	51.0	57.3	64.0	60.7	45.1	47.3	57.6	46.0	53.1	41.5	36.2	66.0	50.1	71.9	38.3	50.3	31.9
Strongly	24.5	24.7	24.3	23.5	25.5	32.3	34.7	17.6	15.7	26.1	21.1	24.6	22.0	9.6	34.2	18.9	38.1	14.0	30.1	13.2
Somewhat	29.4	29.6	29.0	27.4	31.8	31.8	26.0	27.5	31.6	31.5	24.9	28.5	19.5	26.7	31.8	31.2	33.8	24.3	20.2	18.7
OPPOSE	29.8	29.2	30.9	31.1	30.6	27.0	31.4	31.4	30.5	26.8	36.4	31.2	39.9	42.6	26.8	26.8	20.1	39.9	34.6	45.8
Somewhat	17.0	16.3	18.3	17.1	20.5	16.3	17.5	16.3	19.0	15.3	20.6	16.2	23.3	25.7	16.8	14.1	11.8	19.6	15.0	32.4
Strongly	12.8	12.9	12.6	14.0	10.1	10.7	13.9	15.0	11.5	11.4	15.7	15.0	16.6	16.9	10.0	12.7	8.3	20.2	19.5	13.4
DON'T KNOW	16.3	16.5	15.8	17.9	12.1	9.0	7.9	23.5	22.2	15.6	17.6	15.8	18.5	21.2	7.2	23.1	8.0	21.8	15.1	22.3
Net Diff.	24.0	25.0	22.4	19.9	26.7	37.1	29.3	13.8	16.7	30.8	9.7	21.9	1.6	-6.3	39.3	23.3	51.8	-1.5	15.8	-13.9
Mean	2.78	2.79	2.77	2.74	2.83	2.94	2.89	2.62	2.66	2.86	2.62	2.74	2.58	2.37	2.97	2.73	3.11	2.41	2.72	2.41



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
SUPPORT	53.9	43.1	44.4	47.8	54.9	60.0	61.1	45.6	59.1	48.4	60.7	62.9	45.9
Strongly	24.5	11.8	21.8	23.4	24.5	26.4	29.1	20.4	27.1	21.6	28.0	33.1	16.9
Somewhat	29.4	31.3	22.6	24.4	30.4	33.5	32.0	25.1	32.0	26.7	32.6	29.8	29.0
OPPOSE	29.8	38.3	35.8	32.6	30.9	25.1	25.1	35.0	26.7	33.7	25.1	28.5	31.0
Somewhat	17.0	24.0	18.0	11.3	18.5	18.3	16.2	16.4	17.4	17.1	17.0	16.7	17.3
Strongly	12.8	14.3	17.8	21.2	12.4	6.7	9.0	18.5	9.2	16.7	8.1	11.8	13.7
DON'T KNOW	16.3	18.7	19.7	19.7	14.2	15.0	13.8	19.5	14.2	17.9	14.3	8.6	23.0
Net Diff.	24.0	4.8	8.6	15.2	24.0	34.9	36.0	10.6	32.5	14.6	35.6	34.4	14.9
Mean	2.78	2.50	2.60	2.62	2.78	2.94	2.94	2.59	2.90	2.65	2.94	2.92	2.64



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
SUPPORT	53.9	40.6	46.9	58.4	59.7	59.6	54.8	66.3	66.3	28.2	40.4	46.9	55.1	50.0	55.0	56.4
Strongly	24.5	14.9	22.2	27.1	27.4	30.6	30.4	31.1	37.9	4.6	15.3	21.1	20.0	23.2	24.9	25.4
Somewhat	29.4	25.7	24.7	31.4	32.3	28.9	24.3	35.2	28.4	23.6	25.0	25.7	35.0	26.8	30.1	30.9
OPPOSE	29.8	40.5	33.1	26.0	26.9	28.2	34.6	26.2	26.6	48.6	31.8	25.8	27.1	35.2	29.0	24.8
Somewhat	17.0	23.9	13.0	16.9	17.5	15.2	11.0	18.3	19.7	29.6	14.7	14.7	16.0	20.7	15.1	16.6
Strongly	12.8	16.6	20.1	9.1	9.3	13.0	23.6	7.8	6.9	18.9	17.2	11.1	11.1	14.5	13.8	8.2
DON'T KNOW	16.3	18.9	20.0	15.5	13.4	12.2	10.6	7.5	7.1	23.2	27.8	27.3	17.9	14.8	16.0	18.8
Net Diff.	24.0	0.1	13.8	32.4	32.9	31.4	20.2	40.1	39.7	-20.3	8.5	21.1	28.0	14.8	26.1	31.6
Mean	2.78	2.48	2.61	2.90	2.90	2.88	2.69	2.97	3.05	2.18	2.53	2.78	2.78	2.69	2.79	2.91



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84. SUPPORTERS OF DIRECT ATTACKS ON IRAN ARGUE THAT WITHOUT FACING DIRECT CONSEQUENCES, IRAN WILL KEEP FUNDING AND ARMING GROUPS THAT ATTACK U.S. TROOPS. OPPONENTS ARGUE THAT DIRECT ATTACKS ON IRAN RAISES THE RISK OF A WIDER WAR IN THE MIDDLE EAST THAT WOULD PUT U.S. TROOPS AT EVEN GREATER RISK.
NOW THAT YOU'VE HEARD BOTH SIDES, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
SUPPORT	51.1	69.0	60.6	64.1	45.3	44.3	26.7	29.8	42.5	57.3	63.7	46.5	40.8	65.1	61.3	34.6	55.0	33.6	41.9	26.3
Strongly	21.9	44.5	31.7	27.9	17.3	8.6	5.5	9.7	32.9	25.6	32.3	14.1	11.7	38.5	23.3	13.4	14.0	11.1	12.8	9.6
Somewhat	29.2	24.6	28.9	36.2	28.0	35.7	21.2	20.2	9.7	31.6	31.4	32.4	29.1	26.5	38.0	21.2	41.0	22.5	29.1	16.7
OPPOSE	31.3	17.2	26.2	21.5	36.5	30.8	50.0	50.3	43.7	26.3	22.5	32.4	37.3	21.2	22.9	34.5	33.1	45.5	37.2	52.7
Somewhat	20.0	10.4	18.7	13.8	25.2	20.9	28.4	25.3	20.1	17.7	15.0	22.2	25.0	13.3	18.3	22.0	21.9	26.3	25.6	26.9
Strongly	11.3	6.9	7.5	7.7	11.3	9.9	21.5	25.0	23.6	8.6	7.5	10.2	12.3	7.9	4.6	12.4	11.2	19.2	11.6	25.8
DON'T KNOW	17.6	13.7	13.1	14.4	18.1	24.9	23.4	19.8	13.8	16.4	13.8	21.0	21.9	13.7	15.8	30.9	11.9	20.9	20.9	20.9
Net Diff.	19.8	51.8	34.4	42.5	8.8	13.5	-23.3	-20.5	-1.2	30.9	41.2	14.1	3.5	43.8	38.4	0.2	21.8	-11.9	4.6	-26.4
Mean	2.75	3.24	2.98	2.98	2.63	2.57	2.14	2.18	2.60	2.89	3.03	2.64	2.51	3.11	2.95	2.52	2.66	2.32	2.54	2.13



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NOW THAT YOU'VE HEARD BOTH SIDES, WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN?

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	1000	175	225	384	216	861	715	146	139	75	64
SUPPORT	51.1	52.4	53.5	52.1	45.8	53.7	54.4	50.2	35.1	41.2	27.8
Strongly	21.9	21.5	20.1	23.7	20.6	24.1	26.3	13.6	7.8	7.7	7.9
Somewhat	29.2	30.9	33.3	28.3	25.2	29.6	28.1	36.6	27.3	33.5	19.9
OPPOSE	31.3	27.0	25.4	33.4	37.3	30.4	30.1	31.8	37.0	38.3	35.4
Somewhat	20.0	17.8	14.6	20.9	25.6	19.5	18.9	22.2	22.8	26.6	18.4
Strongly	11.3	9.2	10.7	12.5	11.7	10.9	11.2	9.6	14.2	11.7	17.1
DON'T KNOW	17.6	20.6	21.1	14.5	16.9	15.9	15.5	18.0	27.9	20.5	36.7
Net Diff.	19.8	25.5	28.1	18.7	8.5	23.3	24.3	18.4	-1.9	2.9	-7.6
Mean	2.75	2.82	2.80	2.74	2.66	2.80	2.82	2.66	2.40	2.47	2.30



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348	463	441	96	397	348	157	112	98	637	219	118	299	363
SUPPORT	51.1	63.9	41.5	61.7	42.9	37.3	61.6	43.1	51.9	56.2	35.3	50.5	48.2	51.8	51.7	52.1
Strongly	21.9	33.4	14.5	31.8	13.4	12.7	34.3	12.5	16.5	18.6	13.1	21.0	21.8	16.0	22.4	23.4
Somewhat	29.2	30.5	27.0	29.9	29.5	24.7	27.3	30.6	35.4	37.6	22.3	29.5	26.4	35.7	29.3	28.8
OPPOSE	31.3	22.0	41.3	23.2	39.9	30.9	23.3	39.7	34.2	28.5	29.7	32.6	35.3	33.9	30.2	29.0
Somewhat	20.0	15.5	25.0	14.7	24.8	22.8	15.2	24.8	20.6	18.2	21.0	21.4	21.4	23.7	20.6	17.4
Strongly	11.3	6.5	16.3	8.4	15.1	8.1	8.1	14.8	13.5	10.3	8.7	11.2	13.9	10.2	9.7	11.5
DON'T KNOW	17.6	14.1	17.2	15.1	17.2	31.7	15.1	17.2	14.0	15.4	34.9	16.9	16.5	14.3	18.1	18.9
Net Diff.	19.8	41.9	0.3	38.6	3.0	6.4	38.4	3.5	17.7	27.7	5.6	17.9	12.9	17.9	21.5	23.2
Mean	2.75	3.06	2.48	3.00	2.50	2.61	3.04	2.49	2.64	2.76	2.61	2.72	2.67	2.67	2.79	2.79



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPU-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	1000	268	731	459	427	113	232	406	148	258	594	
SUPPORT	51.1	47.5	52.3	63.7	41.9	34.6	43.7	47.9	48.0	47.8	53.3	
Strongly	21.9	18.2	23.2	32.9	12.2	13.4	12.6	17.2	23.2	13.8	25.0	
Somewhat	29.2	29.4	29.1	30.8	29.7	21.2	31.1	30.7	24.8	34.1	28.2	
OPPOSE	31.3	38.1	28.8	21.8	40.7	34.5	33.4	36.2	37.1	35.7	28.0	
Somewhat	20.0	25.3	18.0	15.2	24.6	22.0	21.7	23.8	21.9	24.9	17.3	
Strongly	11.3	12.9	10.8	6.7	16.1	12.4	11.7	12.4	15.2	10.7	10.7	
DON'T KNOW	17.6	14.4	18.8	14.5	17.4	30.9	22.9	15.9	14.8	16.5	18.8	
Net Diff.	19.8	9.4	23.5	41.8	1.3	0.2	10.3	11.7	10.9	12.2	25.3	
Mean	2.75	2.62	2.80	3.05	2.46	2.52	2.58	2.63	2.66	2.61	2.83	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118
SUPPORT	51.1	61.9	45.6	59.8	45.1	47.6	70.2	55.9	52.1	51.1	37.5	41.9
Strongly	21.9	32.8	15.6	31.5	16.6	16.2	40.1	26.2	19.8	24.3	9.8	11.5
Somewhat	29.2	29.1	30.0	28.3	28.5	31.5	30.1	29.7	32.3	26.8	27.7	30.5
OPPOSE	31.3	22.8	37.9	24.5	39.6	29.0	20.0	39.8	29.6	28.2	39.5	28.4
Somewhat	20.0	15.2	23.0	16.9	23.8	18.8	14.7	21.4	18.3	18.8	25.4	19.5
Strongly	11.3	7.6	15.0	7.5	15.9	10.2	5.4	18.4	11.3	9.3	14.1	8.8
DON'T KNOW	17.6	15.3	16.4	15.7	15.2	23.3	9.8	4.3	18.4	20.7	23.0	29.7
Net Diff.	19.8	39.0	7.7	35.3	5.5	18.6	50.2	16.1	22.5	22.9	-2.1	13.6
Mean	2.75	3.03	2.55	2.99	2.54	2.70	3.16	2.67	2.74	2.83	2.43	2.63



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
SUPPORT	51.1	38.9	40.2	37.9	49.3	62.4	64.0	63.0	49.4	45.1	65.3	38.8	53.3	58.5	33.0	48.3	54.9
Strongly	21.9	13.4	19.4	8.9	18.9	26.4	40.6	32.0	13.0	25.2	35.1	14.0	20.0	22.3	10.2	15.3	22.6
Somewhat	29.2	25.5	20.8	29.0	30.4	36.0	23.4	31.0	36.4	19.9	30.2	24.7	33.4	36.2	22.8	33.0	32.3
OPPOSE	31.3	44.9	44.3	45.4	28.8	23.4	22.4	23.0	42.2	30.4	21.0	45.1	30.4	38.1	45.7	27.1	24.5
Somewhat	20.0	23.3	19.5	26.3	19.8	19.1	14.9	17.4	16.5	21.5	15.5	23.6	23.2	27.0	25.9	16.6	21.2
Strongly	11.3	21.6	24.7	19.2	9.1	4.3	7.6	5.6	25.7	8.9	5.5	21.4	7.1	11.1	19.7	10.5	3.3
DON'T KNOW	17.6	16.2	15.5	16.7	21.9	14.3	13.5	14.0	8.4	24.6	13.7	16.2	16.3	3.4	21.4	24.6	20.6
Net Diff.	19.8	-6.0	-4.1	-7.5	20.4	39.0	41.6	40.0	7.2	14.7	44.3	-6.3	23.0	20.4	-12.7	21.2	30.4
Mean	2.75	2.37	2.41	2.33	2.76	2.99	3.12	3.04	2.40	2.81	3.10	2.37	2.79	2.72	2.30	2.71	2.93



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ MIDDLE	Weal- thy	Upper Class	MIDDLE MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
SUPPORT	51.1	43.9	43.3	61.8	49.5	64.2	64.9	64.1	50.2	52.1	47.2	41.9	54.5	63.3	55.3	42.5
Strongly	21.9	15.0	14.6	32.0	18.2	30.3	43.5	28.7	21.2	21.2	21.2	16.6	22.1	33.2	24.6	17.5
Somewhat	29.2	28.9	28.8	29.8	31.3	33.9	21.4	35.4	29.0	30.9	26.0	25.3	32.4	30.1	30.7	25.0
OPPOSE	31.3	38.7	33.9	22.2	31.6	29.8	35.1	29.2	31.5	31.4	31.7	31.7	27.8	22.4	29.0	36.5
Somewhat	20.0	23.6	22.1	15.2	22.9	18.2	28.0	17.0	20.8	21.2	20.0	16.6	19.0	13.5	19.7	21.6
Strongly	11.3	15.1	11.8	7.0	8.7	11.6	7.1	12.2	10.8	10.2	11.7	15.1	8.7	9.0	9.3	14.9
DON'T KNOW	17.6	17.5	22.8	16.0	18.9	6.0	0.0	6.7	18.3	16.5	21.1	26.4	17.7	14.2	15.7	21.0
Net Diff.	19.8	5.2	9.5	39.6	18.0	34.3	29.8	34.9	18.7	20.7	15.5	10.2	26.7	40.9	26.3	6.0
Mean	2.75	2.53	2.60	3.03	2.73	2.88	3.01	2.86	2.74	2.76	2.72	2.59	2.82	3.02	2.84	2.57



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
SUPPORT	51.1	50.7	51.7	51.2	52.7	58.4	62.0	43.6	43.4	54.0	44.9	47.0	47.4	33.6	62.3	46.6	62.4	35.0	54.9	39.1
Strongly	21.9	21.9	21.8	20.8	23.6	27.4	32.0	16.7	13.5	23.6	18.2	21.6	16.3	14.4	30.1	17.7	36.3	10.1	22.1	10.0
Somewhat	29.2	28.8	29.9	30.4	29.1	31.0	30.0	26.8	29.9	30.5	26.6	25.4	31.0	19.2	32.2	28.9	26.0	24.9	32.8	29.1
OPPOSE	31.3	30.9	32.0	30.9	33.8	28.4	31.8	33.3	32.1	28.1	38.2	37.1	37.8	45.3	27.2	28.8	31.4	41.5	33.0	43.0
Somewhat	20.0	19.8	20.3	19.1	22.3	18.0	18.1	21.5	22.0	18.2	23.6	24.4	21.9	31.0	17.4	19.0	19.7	28.0	16.5	27.8
Strongly	11.3	11.1	11.7	11.8	11.5	10.4	13.7	11.8	10.1	9.8	14.6	12.7	15.9	14.3	9.8	9.8	11.7	13.5	16.5	15.2
DON'T KNOW	17.6	18.3	16.3	17.8	13.6	13.2	6.2	23.1	24.5	17.9	16.9	15.9	14.9	21.0	10.4	24.6	6.2	23.5	12.1	17.9
Net Diff.	19.8	19.8	19.8	20.3	18.9	30.0	30.1	10.3	11.3	26.0	6.6	9.9	9.6	-11.7	35.1	17.8	31.0	-6.5	21.9	-3.8
Mean	2.75	2.75	2.74	2.73	2.75	2.87	2.86	2.63	2.62	2.83	2.58	2.67	2.56	2.43	2.92	2.72	2.93	2.41	2.69	2.41



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
SUPPORT	51.1	30.7	44.6	51.0	53.4	52.6	58.1	44.4	55.2	47.1	55.9	59.6	43.5
Strongly	21.9	9.1	15.5	21.1	25.6	23.0	26.4	16.6	25.2	19.3	25.0	29.0	15.5
Somewhat	29.2	21.6	29.1	29.9	27.8	29.6	31.8	27.9	30.1	27.9	30.9	30.7	28.0
OPPOSE	31.3	49.5	36.4	27.4	32.0	27.5	27.8	35.3	28.8	34.3	27.7	29.6	32.8
Somewhat	20.0	29.1	21.0	13.4	20.4	20.3	20.2	19.4	20.3	19.7	20.3	18.0	21.7
Strongly	11.3	20.4	15.4	14.0	11.6	7.2	7.6	15.8	8.5	14.6	7.4	11.5	11.2
DON'T KNOW	17.6	19.8	19.0	21.6	14.7	19.9	14.0	20.3	15.9	18.6	16.4	10.8	23.6
Net Diff.	19.8	-18.8	8.2	23.6	21.4	25.2	30.3	9.2	26.4	12.8	28.3	30.1	10.7
Mean	2.75	2.24	2.55	2.74	2.79	2.85	2.90	2.57	2.85	2.64	2.88	2.86	2.63



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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		NIALS		BMMRS		NIALS		BMMRS		URBAN		
					/SLNTG			/SLNTG				/SLNTG				
Total	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
SUPPORT	51.1	30.9	50.1	56.4	54.7	44.1	61.2	62.5	60.6	22.3	40.9	47.5	50.5	51.2	49.3	55.0
Strongly	21.9	11.5	19.0	25.3	24.7	18.0	27.1	28.9	34.0	7.3	12.2	20.1	18.2	17.4	22.9	25.3
Somewhat	29.2	19.4	31.1	31.1	29.9	26.2	34.0	33.6	26.6	15.0	28.7	27.4	32.3	33.8	26.4	29.7
OPPOSE	31.3	46.9	30.0	29.5	28.3	40.3	30.1	30.4	24.9	51.2	29.8	28.2	30.7	34.1	31.4	27.4
Somewhat	20.0	27.4	15.7	20.0	20.3	21.7	11.3	20.8	18.9	31.2	19.2	18.9	21.3	21.7	19.5	18.8
Strongly	11.3	19.5	14.3	9.5	8.0	18.6	18.8	9.6	6.0	20.0	10.6	9.3	9.4	12.4	11.9	8.7
DON'T KNOW	17.6	22.2	19.9	14.1	17.0	15.6	8.7	7.2	14.5	26.5	29.3	24.3	18.8	14.7	19.3	17.5
Net Diff.	19.8	-16.0	20.2	27.0	26.4	3.8	31.0	32.1	35.7	-28.9	11.1	19.4	19.9	17.1	18.0	27.6
Mean	2.75	2.29	2.68	2.84	2.86	2.51	2.76	2.88	3.04	2.13	2.60	2.77	2.73	2.66	2.75	2.87



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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85. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO VOTE FOR? 1. A REPUBLICAN WHO SUPPORTS LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN. 2. A DEMOCRAT WHO OPPOSES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN.

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	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
REPUBLICAN CANDIDATE	43.7	84.6	65.2	48.6	40.5	26.3	17.3	11.4	13.8	56.6	61.1	48.2	49.9	84.3	72.4	21.8	16.0	7.1	9.2	5.3
DEMOCRATIC CANDIDATE	37.6	4.4	17.0	29.4	42.4	47.0	67.7	71.0	81.6	23.0	20.4	26.7	33.7	6.4	12.9	28.3	58.6	78.9	76.8	80.8
DON'T KNOW	18.7	11.1	17.7	22.1	17.2	26.7	15.0	17.6	4.6	20.4	18.5	25.1	16.4	9.3	14.7	49.9	25.3	14.0	14.0	14.0
Net Diff.	6.1	80.2	48.2	19.2	-1.9	-20.7	-50.4	-59.6	-67.8	33.6	40.8	21.5	16.2	77.9	59.4	-6.6	-42.6	-71.9	-67.7	-75.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. WHICH CANDIDATE WOULD YOU BE MORE LIKELY TO VOTE FOR? 1. A REPUBLICAN WHO SUPPORTS LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN. 2. A DEMOCRAT WHO OPPOSES LAUNCHING DIRECT ATTACKS ON IRAN IN RESPONSE TO ATTACKS ON U.S. TROOPS BY MILITIAS AND TERRORIST GROUPS FUNDED AND ARMED BY IRAN.

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	1000	175	225	384	216	861	715	146	139	75	64
REPUBLICAN CANDIDATE	43.7	38.4	44.2	46.5	42.4	45.9	46.8	41.2	30.2	41.5	16.8
DEMOCRATIC CANDIDATE	37.6	44.4	32.5	34.8	42.3	38.3	37.7	41.4	33.0	29.9	36.6
DON'T KNOW	18.7	17.1	23.3	18.6	15.4	15.8	15.5	17.4	36.9	28.6	46.6
Net Diff.	6.1	-6.0	11.7	11.7	0.1	7.5	9.1	-0.2	-2.8	11.7	-19.9



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

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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
REPUBLICAN CANDIDATE	43.7	74.4	13.5		77.7	11.5	27.7	79.9	10.3	37.7	41.3	25.0	39.9	32.0	37.5	46.6	50.4
DEMOCRATIC CANDIDATE	37.6	11.4	69.1		10.7	68.9	23.4	8.8	72.4	40.1	34.4	26.7	43.6	51.6	50.2	35.1	27.1
DON'T KNOW	18.7	14.1	17.4		11.6	19.6	48.9	11.3	17.3	22.2	24.3	48.3	16.5	16.4	12.2	18.3	22.5
Net Diff.	6.1	63.0	-55.6		67.1	-57.4	4.2	71.1	-62.1	-2.5	6.9	-1.7	-3.7	-19.6	-12.7	11.5	23.3



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

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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
	FOR	AGAINST	FOR	AGAINST	FOR CONGRESS	AGAINST	FOR	AGAINST	FOR	AGAINST	AGAINST	
			RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
			DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
			TION									
Total	1000	268	731	459	427	113	232	406	148	258	594	
REPUBLICAN CANDIDATE	43.7	18.8	52.9	79.9	10.6	21.8	32.4	15.7	13.6	16.9	62.8	
DEMOCRATIC CANDIDATE	37.6	65.8	27.2	8.8	71.0	28.3	33.0	66.7	74.3	62.3	17.7	
DON'T KNOW	18.7	15.4	20.0	11.3	18.4	49.9	34.6	17.6	12.1	20.8	19.5	
Net Diff.	6.1	-47.0	25.7	71.1	-60.5	-6.6	-0.6	-51.0	-60.7	-45.4	45.1	



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118
REPUBLICAN CANDIDATE	43.7	78.3	15.6	78.8	12.9	39.1	81.0	18.2	44.1	77.0	9.0	32.7
DEMOCRATIC CANDIDATE	37.6	8.6	66.1	9.0	71.2	29.6	7.3	69.6	27.3	10.4	72.4	32.5
DON'T KNOW	18.7	13.1	18.3	12.2	15.9	31.3	11.7	12.2	28.6	12.6	18.6	34.8
Net Diff.	6.1	69.7	-50.5	69.8	-58.4	9.5	73.7	-51.4	16.7	66.5	-63.4	0.2



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
REPUBLICAN CANDIDATE	43.7	16.1	16.8	15.5	37.0	66.0	85.3	73.7	74.5	71.6	81.4	9.8	13.6	33.0	15.7	37.8	58.5
DEMOCRATIC CANDIDATE	37.6	69.5	69.0	69.9	36.8	14.9	8.7	12.4	9.5	16.6	6.6	75.7	65.4	62.3	71.4	25.9	14.2
DON'T KNOW	18.7	14.4	14.2	14.6	26.2	19.1	6.0	13.9	16.0	11.7	12.0	14.5	20.9	4.7	12.9	36.3	27.3
Net Diff.	6.1	-53.5	-52.3	-54.4	0.1	51.2	76.6	61.3	65.0	55.0	74.8	-65.8	-51.8	-29.3	-55.7	11.8	44.3



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
REPUBLICAN CANDIDATE	43.7	13.7	35.5	80.0	40.5	48.2	55.7	47.3	43.5	41.7	46.3	39.7	49.3	62.5	49.3	29.2
DEMOCRATIC CANDIDATE	37.6	67.0	27.8	8.0	35.1	39.8	36.7	40.2	38.2	37.9	38.6	31.0	34.9	17.5	33.8	50.4
DON'T KNOW	18.7	19.4	36.8	12.0	24.4	11.9	7.6	12.5	18.3	20.4	15.1	29.4	15.8	20.0	16.9	20.4
Net Diff.	6.1	-53.3	7.7	72.0	5.4	8.4	19.0	7.1	5.3	3.8	7.7	8.7	14.4	45.0	15.5	-21.2



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
REPUBLICAN CANDIDATE	43.7	46.2	39.2	41.5	35.0	49.8	45.9	42.9	33.7	49.5	31.3	35.8	27.5	26.4	54.8	44.7	40.3	32.2	31.6	23.0
DEMOCRATIC CANDIDATE	37.6	34.6	43.0	40.0	48.2	30.5	41.4	38.4	44.3	31.4	50.7	50.2	56.7	40.2	27.1	35.3	45.8	53.7	51.2	62.6
DON'T KNOW	18.7	19.2	17.9	18.5	16.8	19.7	12.8	18.7	22.0	19.0	18.0	14.0	15.8	33.4	18.1	19.9	13.9	14.1	17.1	14.4
Net Diff.	6.1	11.6	-3.8	1.5	-13.2	19.4	4.5	4.5	-10.6	18.1	-19.4	-14.4	-29.1	-13.8	27.8	9.4	-5.5	-21.4	-19.6	-39.6



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
REPUBLICAN CANDIDATE	43.7	30.8	37.0	43.2	46.8	49.5	45.5	38.4	47.0	40.9	47.1	48.5	39.4
DEMOCRATIC CANDIDATE	37.6	55.4	45.4	40.1	34.8	30.3	33.2	45.2	32.8	42.1	32.1	34.2	40.6
DON'T KNOW	18.7	13.8	17.6	16.6	18.3	20.2	21.3	16.4	20.2	17.0	20.8	17.3	20.0
Net Diff.	6.1	-24.7	-8.4	3.1	12.0	19.2	12.2	-6.9	14.2	-1.2	15.0	14.3	-1.2



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
REPUBLICAN CANDIDATE	43.7	29.6	42.3	49.4	45.2	38.3	40.9	55.1	50.4	23.9	43.4	41.0	41.6	36.1	44.8	51.1
DEMOCRATIC CANDIDATE	37.6	56.1	39.9	32.8	33.3	51.4	45.5	29.3	25.5	59.2	35.2	38.0	38.8	46.5	36.3	28.6
DON'T KNOW	18.7	14.3	17.9	17.8	21.5	10.2	13.7	15.6	24.1	16.9	21.4	21.0	19.7	17.4	18.8	20.3
Net Diff.	6.1	-26.5	2.4	16.6	12.0	-13.1	-4.6	25.7	24.9	-35.2	8.2	3.1	2.8	-10.4	8.5	22.5



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86. OPPONENTS OF DIRECT ATTACKS ON IRAN ALSO ARGUE THAT HOLDING IRAN RESPONSIBLE FOR THE ACTIONS OF GROUPS THEY FUND IS THE SAME LOGIC USED BY TERRORIST GROUPS WHO ATTACK THE UNITED STATES FOR ARMING AND FUNDING ISRAEL. IS THIS A FAIR OR UNFAIR COMPARISON?

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. DEM	VOTE	TOTAL	6-7 FLTD	0-5
Total	1000	85	175	215	200	146	103	54	21	739	475	225	39	290	170	113	166	261	122	139
FAIR	38.3	29.2	37.7	42.7	38.6	39.5	33.4	41.2	38.9	38.4	38.4	39.0	33.5	33.4	39.6	35.5	47.7	38.1	39.0	37.2
Very	10.3	12.8	12.6	10.6	7.2	8.0	9.8	11.7	24.0	11.0	11.8	8.0	18.3	13.4	8.7	12.1	8.1	8.6	6.7	10.3
Somewhat	27.9	16.4	25.1	32.0	31.5	31.5	23.6	29.5	15.0	27.4	26.7	31.0	15.2	20.0	30.9	23.4	39.5	29.5	32.4	27.0
UNFAIR	37.4	56.2	40.4	37.4	35.8	30.3	40.2	24.8	22.6	40.0	41.8	34.9	47.3	46.6	40.1	32.8	33.3	30.1	30.8	29.5
Somewhat	20.4	11.2	15.5	20.9	22.9	23.2	32.2	10.9	13.9	19.9	17.2	22.4	37.4	13.4	24.3	23.7	24.2	21.7	24.2	19.6
Very	17.1	45.0	24.9	16.4	12.8	7.0	8.1	13.9	8.7	20.1	24.6	12.4	9.9	33.3	15.8	9.1	9.1	8.4	6.6	9.9
DON'T KNOW	24.3	14.6	21.9	20.0	25.6	30.2	26.4	34.0	38.5	21.6	19.7	26.1	19.2	20.0	20.3	31.7	19.1	31.8	30.2	33.3
Net Diff.	0.9	-27.0	-2.7	5.3	2.9	9.2	-6.9	16.4	16.3	-1.7	-3.4	4.1	-13.8	-13.2	-0.5	2.6	14.4	8.0	8.3	7.7
Mean	2.42	1.97	2.33	2.46	2.44	2.58	2.48	2.59	2.88	2.37	2.32	2.47	2.52	2.17	2.41	2.56	2.58	2.56	2.56	2.56



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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	1000	175	225	384	216	861	715	146	139	75	64
FAIR	38.3	42.0	36.3	38.0	37.9	39.2	38.3	43.9	32.4	31.9	33.0
Very	10.3	9.2	7.5	12.0	11.3	11.1	11.8	7.9	5.7	4.0	7.6
Somewhat	27.9	32.8	28.8	26.0	26.5	28.1	26.5	36.0	26.7	27.9	25.4
UNFAIR	37.4	35.4	36.2	38.4	38.7	37.3	38.3	32.4	38.0	45.2	29.6
Somewhat	20.4	23.2	17.7	19.3	22.8	19.3	17.9	26.1	26.7	32.0	20.6
Very	17.1	12.2	18.5	19.2	15.8	18.0	20.4	6.3	11.3	13.2	9.0
DON'T KNOW	24.3	22.6	27.6	23.6	23.5	23.4	23.4	23.7	29.6	22.9	37.4
Net Diff.	0.9	6.6	0.1	-0.4	-0.8	1.9	-0.1	11.5	-5.6	-13.3	3.4
Mean	2.42	2.50	2.35	2.40	2.44	2.42	2.39	2.60	2.38	2.29	2.51



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	1000	428	348		463	441	96	397	348	157	112	98	637	219	118	299	363
FAIR	38.3	36.0	40.2		36.3	43.4	24.6	35.7	43.8	38.3	38.9	29.0	39.8	41.0	41.9	38.2	35.6
Very	10.3	12.6	8.0		11.3	10.3	6.0	11.7	9.3	10.7	9.3	7.9	10.2	11.7	8.3	9.9	10.6
Somewhat	27.9	23.4	32.2		25.0	33.1	18.6	24.1	34.5	27.6	29.6	21.0	29.6	29.4	33.6	28.3	25.0
UNFAIR	37.4	43.6	33.5		45.0	30.1	34.6	44.5	29.9	39.4	36.7	32.5	37.7	40.4	33.9	37.3	36.9
Somewhat	20.4	17.7	22.4		19.3	21.1	22.0	17.7	21.1	25.0	21.6	21.0	22.4	25.3	20.0	21.1	16.9
Very	17.1	25.8	11.0		25.7	9.0	12.6	26.8	8.8	14.4	15.1	11.5	15.4	15.1	13.9	16.2	20.1
DON'T KNOW	24.3	20.4	26.3		18.7	26.5	40.8	19.8	26.3	22.3	24.4	38.5	22.5	18.6	24.2	24.6	27.5
Net Diff.	0.9	-7.6	6.7		-8.7	13.3	-10.0	-8.7	14.0	-1.1	2.2	-3.6	2.1	0.7	8.0	0.9	-1.3
Mean	2.42	2.29	2.51		2.27	2.61	2.30	2.26	2.60	2.45	2.44	2.41	2.45	2.46	2.48	2.42	2.36



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	268	731	459	427	113	232	406	148	258	594
FAIR	38.3	45.4	35.6	35.7	41.8	35.5	38.0	44.3	39.2	47.2	34.2
Very	10.3	11.4	10.0	11.7	8.4	12.1	11.2	11.2	14.3	9.5	9.7
Somewhat	27.9	34.0	25.6	24.0	33.4	23.4	26.8	33.1	24.9	37.8	24.5
UNFAIR	37.4	26.7	41.4	44.2	31.3	32.8	34.5	29.8	31.4	28.9	42.6
Somewhat	20.4	20.4	20.4	17.4	22.7	23.7	23.7	22.6	18.4	25.0	18.9
Very	17.1	6.3	21.0	26.8	8.7	9.1	10.8	7.2	13.0	3.9	23.8
DON'T KNOW	24.3	28.0	23.0	20.1	26.9	31.7	27.6	25.9	29.4	23.9	23.2
Net Diff.	0.9	18.7	-5.8	-8.5	10.5	2.6	3.5	14.5	7.8	18.3	-8.4
Mean	2.42	2.70	2.32	2.26	2.57	2.56	2.53	2.65	2.57	2.69	2.26



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BANNER 5

	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	1000	409	447	360	370	270	164	154	152	196	216	118			
FAIR	38.3	35.3	44.0	32.8	44.7	36.8	37.2	52.5	41.7	29.2	39.1	30.5			
Very	10.3	11.9	10.1	10.9	9.2	11.2	13.9	14.8	12.7	8.5	5.1	9.1			
Somewhat	27.9	23.4	33.9	21.9	35.5	25.6	23.4	37.7	28.9	20.7	33.9	21.4			
UNFAIR	37.4	45.5	30.7	44.9	30.8	36.5	49.0	34.2	39.4	41.4	28.4	32.8			
Somewhat	20.4	18.2	21.8	19.0	21.4	20.7	20.7	22.4	18.2	17.5	20.7	24.0			
Very	17.1	27.3	8.9	25.9	9.4	15.8	28.3	11.9	21.2	23.9	7.6	8.8			
DON'T KNOW	24.3	19.2	25.3	22.3	24.5	26.7	13.7	13.3	18.9	29.4	32.5	36.7			
Net Diff.	0.9	-10.2	13.3	-12.0	13.8	0.3	-11.8	18.3	2.2	-12.2	10.7	-2.3			
Mean	2.42	2.25	2.61	2.23	2.59	2.44	2.26	2.64	2.41	2.19	2.54	2.49			



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BANNER 6

	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	1000	278	120	157	381	206	135	341	23	79	257	218	124	28	36	178	56
FAIR	38.3	45.4	42.5	47.7	36.7	40.0	25.4	34.2	45.4	34.2	31.3	43.3	43.1	62.2	58.4	33.4	33.6
Very	10.3	10.3	16.1	5.8	10.2	8.7	13.3	10.5	16.3	10.3	10.6	7.7	10.5	14.7	21.8	10.0	7.9
Somewhat	27.9	35.2	26.4	41.9	26.5	31.3	12.1	23.7	29.1	23.9	20.6	35.6	32.6	47.5	36.6	23.4	25.7
UNFAIR	37.4	28.6	29.0	28.2	37.4	38.5	54.0	44.7	37.0	44.9	45.6	29.9	33.2	27.4	15.1	37.0	49.0
Somewhat	20.4	19.6	17.6	21.2	24.5	16.4	16.0	16.3	24.8	29.7	15.1	20.6	23.4	19.1	10.5	23.0	20.1
Very	17.1	8.9	11.4	7.1	12.9	22.1	38.0	28.4	12.2	15.2	30.5	9.3	9.9	8.3	4.7	13.9	28.9
DON'T KNOW	24.3	26.0	28.5	24.1	25.9	21.5	20.6	21.1	17.6	20.9	23.1	26.8	23.7	10.4	26.5	29.6	17.4
Net Diff.	0.9	16.9	13.5	19.5	-0.7	1.5	-28.6	-10.5	8.4	-10.7	-14.3	13.4	9.9	34.8	43.2	-3.6	-15.4
Mean	2.42	2.63	2.66	2.61	2.46	2.34	2.01	2.21	2.60	2.37	2.15	2.57	2.57	2.77	3.03	2.42	2.15



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BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	1000	457	135	408	522	130	14	116	759	464	296	111	303	89	259	274
FAIR	38.3	44.1	34.9	32.9	42.7	37.5	72.6	33.2	40.4	41.3	38.9	25.0	36.0	36.3	41.7	39.5
Very	10.3	10.1	9.0	11.0	10.7	12.6	43.1	8.8	10.2	10.3	10.1	8.5	7.8	10.0	11.8	12.0
Somewhat	27.9	34.0	25.9	21.9	32.0	24.9	29.5	24.3	30.1	30.9	28.9	16.5	28.3	26.2	29.9	27.5
UNFAIR	37.4	30.3	35.4	46.1	35.9	45.2	19.8	48.3	35.1	34.6	35.9	44.4	40.3	47.5	37.2	30.5
Somewhat	20.4	21.5	21.4	18.7	21.2	24.3	19.8	24.9	18.7	18.7	18.7	27.2	21.5	18.0	23.4	17.6
Very	17.1	8.8	14.0	27.4	14.7	20.9	0.0	23.4	16.4	15.9	17.2	17.2	18.8	29.4	13.8	12.8
DON'T KNOW	24.3	25.7	29.7	21.0	21.4	17.4	7.6	18.6	24.6	24.2	25.2	30.5	23.7	16.3	21.1	30.0
Net Diff.	0.9	13.8	-0.5	-13.2	6.7	-7.7	52.8	-15.1	5.3	6.7	3.0	-19.4	-4.3	-11.2	4.6	9.1
Mean	2.42	2.61	2.43	2.21	2.49	2.35	3.25	2.23	2.45	2.47	2.42	2.24	2.33	2.20	2.50	2.55



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	641	359	228	131	309	161	332	198	680	320	130	130	40	321	359	57	73	68	62
FAIR	38.3	39.6	35.9	34.1	38.9	43.2	44.6	36.3	28.7	34.9	45.5	45.3	47.6	48.0	37.9	32.2	62.9	31.4	50.3	44.6
Very	10.3	10.5	10.0	9.3	11.1	12.5	16.3	8.7	4.8	8.9	13.5	12.7	13.3	16.8	10.8	7.2	21.6	5.8	17.4	8.9
Somewhat	27.9	29.1	25.9	24.8	27.7	30.7	28.2	27.7	23.9	26.0	32.0	32.6	34.2	31.2	27.1	25.1	41.3	25.7	32.9	35.7
UNFAIR	37.4	35.9	40.2	39.9	40.8	39.6	43.9	32.4	37.2	40.2	31.6	31.4	32.5	23.6	45.8	35.1	28.8	33.4	35.9	28.8
Somewhat	20.4	19.9	21.1	19.5	23.9	20.1	21.2	19.8	21.0	20.5	20.0	18.8	22.7	9.3	21.0	20.1	14.9	21.8	24.9	20.3
Very	17.1	15.9	19.1	20.3	16.9	19.5	22.8	12.6	16.1	19.6	11.6	12.6	9.8	14.4	24.9	14.9	13.9	11.6	11.0	8.5
DON'T KNOW	24.3	24.5	23.9	26.0	20.3	17.2	11.5	31.2	34.1	24.9	22.9	23.4	19.9	28.4	16.3	32.7	8.3	35.2	13.8	26.6
Net Diff.	0.9	3.8	-4.4	-5.7	-1.9	3.6	0.6	3.9	-8.4	-5.3	13.9	13.9	15.0	24.3	-8.0	-2.9	34.1	-2.0	14.4	15.8
Mean	2.42	2.45	2.35	2.31	2.42	2.44	2.43	2.47	2.26	2.32	2.61	2.59	2.64	2.70	2.28	2.36	2.77	2.40	2.66	2.61



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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	1000	79	143	163	165	179	271	385	615	550	450	470	530
FAIR	38.3	48.6	47.8	42.3	34.6	34.9	32.4	45.6	33.7	42.3	33.4	43.7	33.5
Very	10.3	9.3	11.4	17.1	11.5	9.0	6.2	13.4	8.4	12.8	7.3	13.8	7.2
Somewhat	27.9	39.3	36.3	25.2	23.1	25.9	26.2	32.2	25.3	29.5	26.1	29.8	26.3
UNFAIR	37.4	27.3	26.9	36.8	39.4	42.8	41.5	31.2	41.3	33.6	42.1	41.1	34.2
Somewhat	20.4	24.1	17.8	20.1	21.1	19.7	20.8	20.1	20.5	20.4	20.3	20.5	20.3
Very	17.1	3.2	9.1	16.6	18.3	23.2	20.8	11.1	20.8	13.2	21.7	20.6	13.9
DON'T KNOW	24.3	24.1	25.3	20.9	26.0	22.3	26.1	23.2	25.0	24.1	24.6	15.2	32.3
Net Diff.	0.9	21.3	20.8	5.6	-4.8	-8.0	-9.2	14.5	-7.7	8.7	-8.7	2.6	-0.7
Mean	2.42	2.72	2.67	2.54	2.38	2.27	2.24	2.62	2.28	2.55	2.25	2.44	2.40



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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	1000	124	244	266	366	49	111	159	151	75	133	108	214	285	500	214
FAIR	38.3	51.9	41.8	37.1	32.2	60.4	53.1	41.8	33.3	46.4	32.5	30.0	31.4	49.9	33.7	33.5
Very	10.3	8.4	15.4	10.8	7.3	12.4	25.2	12.0	7.9	5.7	7.3	9.1	6.8	12.4	10.1	8.2
Somewhat	27.9	43.6	26.4	26.3	24.9	47.9	27.9	29.8	25.4	40.7	25.2	21.0	24.6	37.5	23.6	25.3
UNFAIR	37.4	24.9	34.2	40.6	41.6	30.0	29.9	43.9	49.8	21.6	37.7	35.6	35.7	32.7	40.9	35.6
Somewhat	20.4	21.4	19.3	22.5	19.2	26.5	16.4	21.1	20.8	18.0	21.7	24.5	18.1	20.2	21.9	17.1
Very	17.1	3.5	14.9	18.1	22.4	3.5	13.5	22.8	29.1	3.5	16.0	11.1	17.7	12.5	19.0	18.6
DON'T KNOW	24.3	23.2	24.0	22.4	26.2	9.6	17.0	14.3	16.8	32.1	29.9	34.4	32.9	17.5	25.4	30.9
Net Diff.	0.9	27.0	7.7	-3.5	-9.4	30.4	23.2	-2.1	-16.5	24.8	-5.2	-5.5	-4.4	17.2	-7.2	-2.1
Mean	2.42	2.74	2.56	2.38	2.23	2.77	2.78	2.36	2.15	2.71	2.34	2.43	2.31	2.60	2.33	2.33



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87. WHICH IS MORE LIKELY TO LEAD TO LASTING PEACE IN THE MIDDLE EAST?

1. THE DEFEAT OF HAMAS AND OTHER TERRORIST GROUPS DEDICATED TO DESTROYING ISRAEL, AS WELL AS AN END TO IRANIAN FUNDING OF TERRORIST GROUPS.
2. DIPLOMACY LEADING TO A "TWO STATE SOLUTION" THAT GIVES PALESTINIANS THEIR OWN, INDEPENDENT COUNTRY, AS WELL AS A WITHDRAWAL OF THE U.S. FROM THE MIDDLE EAST.

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	0-5
Total	2000	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
DEFEAT OF HAMAS	43.6	75.5	59.1	50.6	41.4	27.5	27.3	19.6	29.5	49.9	58.3	36.9	38.6	65.5	49.9	32.2	36.4	26.2	31.7	21.6
DIPLOMACY	40.1	15.1	29.8	34.7	40.5	50.5	54.2	60.0	55.5	34.1	29.3	41.6	40.6	23.9	33.9	35.4	50.7	56.6	51.7	60.6
DON'T KNOW	16.3	9.4	11.1	14.7	18.1	22.0	18.5	20.3	15.0	15.9	12.4	21.4	20.9	10.6	16.3	32.4	12.9	17.2	16.6	17.8
Net Diff.	3.5	60.3	29.3	15.9	1.0	-23.1	-26.9	-40.4	-26.0	15.8	29.0	-4.7	-2.0	41.6	16.0	-3.2	-14.2	-30.3	-20.0	-39.1



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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	1724	1424	301	276	167	108
DEFEAT OF HAMAS	43.6	41.7	44.6	45.3	41.1	46.4	48.8	35.3	25.9	26.5	25.1
DIPLOMACY	40.1	42.5	40.0	36.6	44.5	39.9	38.5	46.4	41.5	46.6	33.6
DON'T KNOW	16.3	15.8	15.4	18.1	14.5	13.7	12.7	18.4	32.6	27.0	41.3
Net Diff.	3.5	-0.8	4.6	8.7	-3.4	6.6	10.3	-11.1	-15.5	-20.1	-8.5



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

87. WHICH IS MORE LIKELY TO LEAD TO LASTING PEACE IN THE MIDDLE EAST?

1. THE DEFEAT OF HAMAS AND OTHER TERRORIST GROUPS DEDICATED TO DESTROYING ISRAEL, AS WELL AS AN END TO IRANIAN FUNDING OF TERRORIST GROUPS.
2. DIPLOMACY LEADING TO A "TWO STATE SOLUTION" THAT GIVES PALESTINIANS THEIR OWN, INDEPENDENT COUNTRY, AS WELL AS A WITHDRAWAL OF THE U.S. FROM THE MIDDLE EAST.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
DEFEAT OF HAMAS	43.6	60.3	32.3	57.2	31.3	35.4	60.0	31.5	38.9	40.0	30.8	42.9	42.3	39.5	44.6	44.9	
DIPLOMACY	40.1	27.8	50.8	29.5	52.5	34.6	26.5	52.7	48.1	47.0	37.4	42.1	43.2	48.5	38.8	36.7	
DON'T KNOW	16.3	11.9	16.9	13.3	16.2	29.9	13.5	15.8	13.0	13.0	31.8	15.0	14.6	12.0	16.5	18.4	
Net Diff.	3.5	32.5	-18.5	27.7	-21.2	0.8	33.5	-21.2	-9.2	-6.9	-6.7	0.8	-0.9	-8.9	5.8	8.2	



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

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	RE PUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
DEFEAT OF HAMAS	43.6	31.4	47.9	59.4	30.1	32.2	33.9	31.7	32.2	31.5	51.9	
DIPLOMACY	40.1	53.6	35.5	27.8	54.3	35.4	40.2	51.3	53.3	50.1	32.4	
DON'T KNOW	16.3	15.0	16.6	12.8	15.6	32.4	25.9	17.0	14.6	18.4	15.8	
Net Diff.	3.5	-22.2	12.4	31.5	-24.2	-3.2	-6.4	-19.5	-21.1	-18.7	19.5	



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

87. WHICH IS MORE LIKELY TO LEAD TO LASTING PEACE IN THE MIDDLE EAST?

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BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
DEFEAT OF HAMAS	43.6	60.0	32.6	59.8	30.1	40.6	66.6	30.4	46.2	53.0	29.9	32.8
DIPLOMACY	40.1	27.2	52.0	26.6	53.4	39.9	25.9	61.0	39.2	27.3	49.1	40.8
DON'T KNOW	16.3	12.8	15.4	13.6	16.5	19.5	7.5	8.6	14.6	19.6	21.0	26.4
Net Diff.	3.5	32.8	-19.5	33.2	-23.3	0.7	40.7	-30.7	6.9	25.7	-19.2	-8.0



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

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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
DEFEAT OF HAMAS	43.6	26.8	21.2	30.9	38.4	60.3	66.9	62.8	36.9	44.1	66.2	26.8	34.1	37.3	22.2	39.2	59.1
DIPLOMACY	40.1	60.1	63.5	57.7	38.9	26.2	23.3	25.1	51.6	31.5	23.1	61.3	40.8	49.7	58.6	40.9	22.5
DON'T KNOW	16.3	13.0	15.2	11.4	22.6	13.5	9.9	12.1	11.5	24.4	10.6	11.9	25.1	13.0	19.2	20.0	18.4
Net Diff.	3.5	-33.3	-42.3	-26.8	-0.5	34.1	43.6	37.7	-14.7	12.7	43.1	-34.5	-6.7	-12.4	-36.4	-1.7	36.6



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
DEFEAT OF HAMAS	43.6	29.8	36.3	61.8	41.9	49.0	40.6	50.1	44.0	45.4	41.7	34.2	47.6	63.5	46.9	30.2
DIPLOMACY	40.1	53.1	42.5	24.6	40.4	41.0	59.4	38.8	39.4	40.4	37.8	44.0	36.2	24.6	41.0	49.4
DON'T KNOW	16.3	17.1	21.2	13.6	17.7	10.0	0.0	11.2	16.6	14.2	20.5	21.7	16.2	11.9	12.1	20.5
Net Diff.	3.5	-23.3	-6.1	37.1	1.6	8.0	-18.8	11.3	4.6	5.0	3.9	-9.8	11.4	39.0	5.9	-19.2



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
DEFEAT OF HAMAS	43.6	43.8	43.4	42.8	44.4	50.9	47.0	37.6	40.0	47.4	35.5	41.3	27.5	40.7	54.6	41.0	47.0	36.3	26.1	28.7
DIPLOMACY	40.1	37.4	45.1	45.5	44.1	36.4	47.2	38.3	43.0	36.5	47.7	46.4	51.0	46.2	35.7	37.3	45.8	47.0	56.3	46.1
DON'T KNOW	16.3	18.8	11.6	11.7	11.4	12.7	5.8	24.2	17.0	16.0	16.8	12.3	21.6	13.1	9.7	21.7	7.3	16.6	17.6	25.2
Net Diff.	3.5	6.4	-1.7	-2.7	0.3	14.6	-0.2	-0.7	-3.1	10.9	-12.2	-5.2	-23.5	-5.5	18.9	3.7	1.2	-10.7	-30.3	-17.3



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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	265	347	325	364	541	771	1229	1095	905	940	1060
DEFEAT OF HAMAS	43.6	22.5	33.8	29.8	47.2	47.4	58.8	29.7	52.4	34.9	54.2	49.5	38.4
DIPLOMACY	40.1	60.2	49.0	52.0	36.3	32.2	29.8	52.7	32.2	47.8	30.8	40.3	39.9
DON'T KNOW	16.3	17.3	17.2	18.2	16.5	20.4	11.4	17.7	15.4	17.3	15.0	10.2	21.7
Net Diff.	3.5	-37.7	-15.2	-22.3	11.0	15.2	28.9	-23.0	20.1	-12.9	23.4	9.2	-1.5



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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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
DEFEAT OF HAMAS	43.6	27.0	30.3	48.8	54.5	32.6	34.6	54.5	59.7	24.1	26.6	41.8	50.2	35.6	46.1	48.2
DIPLOMACY	40.1	56.3	51.5	33.4	31.7	56.8	55.2	34.8	30.7	56.0	48.4	31.7	32.7	50.0	39.1	29.3
DON'T KNOW	16.3	16.7	18.2	17.8	13.7	10.6	10.2	10.7	9.6	19.9	25.0	26.5	17.2	14.4	14.8	22.5
Net Diff.	3.5	-29.2	-21.3	15.4	22.8	-24.2	-20.6	19.6	29.1	-31.9	-21.8	10.2	17.5	-14.4	7.0	18.9



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88. 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

	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
LIKELY VOTER	86.2	97.0	91.9	91.2	82.5	77.0	79.3	87.4	92.8	85.0	92.5	75.0	65.7	96.2	83.6	57.6	87.2	89.7	90.6	88.9
Definitely Voting	71.2	90.8	81.7	72.6	63.5	62.2	62.0	76.0	78.4	70.0	79.3	58.1	43.1	87.8	62.2	39.0	70.6	74.5	72.9	75.9
Very Likely	15.0	6.2	10.2	18.6	19.0	14.9	17.2	11.5	14.4	15.0	13.2	16.9	22.7	8.4	21.4	18.5	16.6	15.2	17.7	13.0
LESS LIKELY TO VOTE	13.8	3.0	8.1	8.8	17.5	23.0	20.7	12.6	7.2	15.0	7.5	25.0	34.3	3.8	16.4	42.4	12.8	10.3	9.4	11.1
Somewhat Likely	8.4	1.8	4.6	5.5	10.1	14.0	14.0	7.6	3.7	8.7	4.5	14.1	21.0	2.7	13.8	17.4	7.3	7.3	7.1	7.6
Not That Likely	3.4	0.0	2.2	2.3	4.3	5.8	4.6	3.9	3.6	3.9	1.8	6.8	8.0	0.5	2.4	13.6	4.1	2.3	1.2	3.2
Not at All	2.0	1.2	1.4	1.0	3.1	3.2	2.1	1.1	0.0	2.4	1.2	4.1	5.3	0.6	0.2	11.4	1.5	0.7	1.1	0.4
Mean	3.50	3.85	3.69	3.59	3.36	3.27	3.32	3.57	3.68	3.46	3.68	3.18	2.90	3.82	3.43	2.60	3.51	3.60	3.60	3.61



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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	1724	1424	301	276	167	108
LIKELY VOTER	86.2	85.6	88.2	85.0	86.8	100.0	100.0	100.0	0.0	0.0	0.0
Definitely Voting	71.2	70.9	73.2	69.1	73.0	82.6	100.0	0.0	0.0	0.0	0.0
Very Likely	15.0	14.7	15.0	15.9	13.8	17.4	0.0	100.0	0.0	0.0	0.0
LESS LIKELY TO VOTE	13.8	14.4	11.8	15.0	13.2	0.0	0.0	0.0	100.0	100.0	100.0
Somewhat Likely	8.4	8.7	6.9	9.9	6.9	0.0	0.0	0.0	60.7	100.0	0.0
Not That Likely	3.4	4.6	3.8	2.7	3.4	0.0	0.0	0.0	24.9	0.0	63.5
Not at All	2.0	1.2	1.1	2.3	2.9	0.0	0.0	0.0	14.3	0.0	36.5
Mean	3.50	3.50	3.55	3.47	3.51	3.83	4.00	3.00	1.46	2.00	0.64



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
LIKELY VOTER	86.2	91.7	93.0	88.5	90.1	60.1	90.9	92.2	80.8	81.9	58.5	86.8	84.7	84.7	89.2	85.2	
Definitely Voting	71.2	79.2	78.8	74.5	74.6	42.1	79.1	78.0	58.3	62.1	40.4	70.6	70.6	59.7	74.8	72.2	
Very Likely	15.0	12.5	14.2	14.0	15.4	18.1	11.9	14.2	22.6	19.7	18.1	16.2	14.1	25.0	14.4	13.1	
LESS LIKELY TO VOTE	13.8	8.3	7.0	11.5	9.9	39.9	9.1	7.8	19.2	18.1	41.5	13.2	15.3	15.3	10.8	14.8	
Somewhat Likely	8.4	6.3	4.6	8.3	6.0	18.6	6.5	5.4	11.7	12.1	19.5	8.5	9.1	7.7	8.2	8.2	
Not That Likely	3.4	1.6	1.4	2.0	2.7	12.7	1.8	1.6	4.5	4.2	13.2	3.3	3.7	5.7	2.1	3.6	
Not at All	2.0	0.5	1.0	1.2	1.2	8.5	0.8	0.8	2.9	1.8	8.7	1.4	2.4	1.8	0.5	2.9	
Mean	3.50	3.68	3.69	3.59	3.59	2.72	3.67	3.67	3.29	3.36	2.68	3.51	3.47	3.35	3.61	3.48	



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BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
LIKELY VOTER	86.2	89.9	85.1	91.2	88.7	57.6	69.7	89.3	95.3	85.9	84.1
Definitely Voting	71.2	74.4	70.2	77.7	73.0	39.0	50.6	73.0	83.6	67.0	69.9
Very Likely	15.0	15.5	14.9	13.5	15.7	18.5	19.1	16.3	11.7	18.9	14.2
LESS LIKELY TO VOTE	13.8	10.1	14.9	8.8	11.3	42.4	30.3	10.7	4.7	14.1	15.9
Somewhat Likely	8.4	6.9	8.8	7.1	7.3	17.4	15.0	7.1	3.1	9.3	9.3
Not That Likely	3.4	2.0	3.9	1.3	3.0	13.6	9.1	2.5	0.6	3.5	4.1
Not at All	2.0	1.1	2.2	0.4	1.0	11.4	6.2	1.2	1.0	1.3	2.5
Mean	3.50	3.60	3.47	3.67	3.57	2.60	2.99	3.57	3.76	3.47	3.45



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88. 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	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	818	894	720	740	540	359	266	315	361	474	225	
LIKELY VOTER	86.2	92.0	91.6	92.6	88.3	74.8	92.5	88.2	77.7	92.7	88.4	70.8	
Definitely Voting	71.2	79.3	76.1	79.4	69.3	62.8	78.5	72.8	65.2	80.3	67.3	59.6	
Very Likely	15.0	12.7	15.4	13.2	19.0	12.0	14.0	15.4	12.6	12.4	21.1	11.2	
LESS LIKELY TO VOTE	13.8	8.0	8.4	7.4	11.7	25.2	7.5	11.8	22.3	7.3	11.6	29.2	
Somewhat Likely	8.4	6.1	5.7	5.7	7.4	13.3	6.0	8.5	11.6	5.3	6.8	15.7	
Not That Likely	3.4	1.2	1.8	1.2	3.1	6.9	1.1	2.9	6.2	1.2	3.2	8.0	
Not at All	2.0	0.6	0.9	0.6	1.2	4.9	0.4	0.3	4.5	0.9	1.6	5.6	
Mean	3.50	3.69	3.64	3.70	3.52	3.21	3.69	3.57	3.28	3.70	3.49	3.11	



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
LIKELY VOTER	86.2	89.4	88.1	90.4	78.3	89.3	96.6	92.1	89.0	84.7	95.1	91.5	83.7	84.9	79.6	71.4	81.3
Definitely Voting	71.2	71.9	74.3	70.1	61.6	75.7	89.4	80.9	63.9	64.6	84.9	75.1	61.3	60.8	60.2	60.4	72.0
Very Likely	15.0	17.5	13.8	20.3	16.8	13.6	7.2	11.1	25.1	20.1	10.2	16.4	22.4	24.1	19.4	11.0	9.3
LESS LIKELY TO VOTE	13.8	10.6	11.9	9.6	21.7	10.7	3.4	7.9	11.0	15.3	4.9	8.5	16.3	15.1	20.4	28.6	18.7
Somewhat Likely	8.4	7.0	6.3	7.5	11.8	8.0	2.2	5.8	11.0	9.1	4.2	5.6	10.2	7.8	11.5	14.2	12.3
Not That Likely	3.4	2.2	3.0	1.6	6.4	2.2	0.0	1.4	0.0	4.2	0.4	1.9	5.0	3.7	4.5	8.4	4.6
Not at All	2.0	1.4	2.6	0.6	3.5	0.5	1.2	0.8	0.0	2.0	0.2	0.9	1.0	3.5	4.5	6.1	1.8
Mean	3.50	3.56	3.54	3.58	3.27	3.62	3.84	3.70	3.53	3.41	3.79	3.63	3.38	3.35	3.26	3.11	3.45



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. 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	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
LIKELY VOTER	86.2	86.8	67.6	92.1	81.2	94.0	93.1	94.1	86.4	88.2	83.6	75.1	87.7	89.7	89.8	81.5
Definitely Voting	71.2	69.4	51.3	80.2	63.9	80.8	75.8	81.4	70.9	73.5	66.6	61.8	74.6	78.7	73.5	65.1
Very Likely	15.0	17.5	16.3	11.9	17.3	13.1	17.3	12.6	15.6	14.6	17.1	13.4	13.0	11.0	16.3	16.4
LESS LIKELY TO VOTE	13.8	13.2	32.4	7.9	18.8	6.0	6.9	5.9	13.6	11.8	16.4	24.9	12.3	10.3	10.2	18.5
Somewhat Likely	8.4	8.4	16.8	5.4	11.1	2.2	6.9	1.6	8.7	7.6	10.5	13.5	8.1	7.5	7.3	9.4
Not That Likely	3.4	3.1	9.4	1.7	4.7	3.0	0.0	3.4	3.0	2.3	4.2	7.0	2.8	0.0	2.1	6.3
Not at All	2.0	1.7	6.3	0.8	2.9	0.8	0.0	0.9	1.9	2.0	1.6	4.3	1.3	2.8	0.8	2.8
Mean	3.50	3.50	2.97	3.69	3.35	3.70	3.69	3.70	3.51	3.55	3.43	3.21	3.57	3.63	3.60	3.35



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88. 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	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchl Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
LIKELY VOTER	86.2	83.3	91.6	91.2	92.4	82.4	93.3	84.0	90.1	88.6	81.1	82.0	78.2	84.1	87.9	89.3	85.7	78.8	79.1	77.3
Definitely Voting	71.2	66.9	79.0	78.7	79.8	67.1	81.7	66.7	76.6	76.4	60.1	62.2	54.3	62.2	76.5	76.3	66.0	58.8	57.0	51.9
Very Likely	15.0	16.4	12.6	12.5	12.7	15.3	11.6	17.3	13.5	12.2	21.0	19.8	23.8	21.9	11.4	13.0	19.7	20.0	22.0	25.4
LESS LIKELY TO VOTE	13.8	16.7	8.4	8.8	7.6	17.6	6.7	16.0	9.9	11.4	18.9	18.0	21.8	15.9	12.1	10.7	14.3	21.2	20.9	22.7
Somewhat Likely	8.4	10.0	5.5	5.7	5.0	11.1	4.2	9.0	6.6	6.6	12.1	11.5	14.2	8.5	7.1	6.2	11.2	11.7	13.9	14.5
Not That Likely	3.4	4.5	1.5	1.6	1.2	4.5	1.2	4.5	1.8	3.1	4.1	2.9	5.5	5.0	3.2	3.1	1.6	4.1	6.3	4.8
Not at All	2.0	2.3	1.4	1.4	1.3	2.0	1.2	2.5	1.6	1.6	2.7	3.6	2.1	2.4	1.8	1.4	1.5	5.4	0.8	3.4
Mean	3.50	3.41	3.66	3.65	3.68	3.41	3.71	3.41	3.62	3.59	3.32	3.34	3.23	3.37	3.58	3.60	3.47	3.23	3.28	3.18



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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	265	347	325	364	541	771	1229	1095	905	940	1060	
LIKELY VOTER	86.2	67.9	77.1	82.9	87.3	90.0	94.9	77.8	91.5	80.6	93.0	86.4	86.1	
Definitely Voting	71.2	40.7	52.3	63.1	71.7	80.8	87.7	54.8	81.5	59.8	85.0	72.4	70.1	
Very Likely	15.0	27.3	24.8	19.8	15.6	9.2	7.2	23.1	10.0	20.8	8.0	13.9	16.0	
LESS LIKELY TO VOTE	13.8	32.1	22.9	17.1	12.7	10.0	5.1	22.2	8.5	19.4	7.0	13.6	13.9	
Somewhat Likely	8.4	23.0	14.0	9.8	7.9	5.2	2.8	14.0	4.9	12.2	3.8	8.6	8.2	
Not That Likely	3.4	6.1	6.3	3.7	3.4	2.9	1.5	5.1	2.4	4.6	2.1	3.3	3.5	
Not at All	2.0	3.0	2.6	3.6	1.5	1.8	0.8	3.1	1.3	2.6	1.2	1.7	2.2	
Mean	3.50	2.97	3.18	3.35	3.53	3.64	3.80	3.21	3.68	3.31	3.73	3.52	3.48	



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88. 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
LIKELY VOTER	86.2	71.0	81.0	87.3	94.0	65.4	83.6	86.6	93.2	74.1	78.7	88.2	94.7	82.4	87.4	88.4
Definitely Voting	71.2	43.9	59.7	73.1	86.7	39.4	63.5	72.7	86.5	46.2	56.5	73.4	86.9	61.9	73.8	77.2
Very Likely	15.0	27.2	21.3	14.3	7.3	26.0	20.1	13.9	6.7	27.8	22.3	14.8	7.8	20.5	13.6	11.2
LESS LIKELY TO VOTE	13.8	29.0	19.0	12.7	6.0	34.6	16.4	13.4	6.8	25.9	21.3	11.8	5.3	17.6	12.6	11.6
Somewhat Likely	8.4	19.4	11.6	7.5	3.2	25.1	10.6	7.1	4.4	16.3	12.5	7.9	2.1	12.1	7.3	6.1
Not That Likely	3.4	6.9	4.1	3.1	2.1	7.2	4.1	3.4	1.7	6.7	4.1	2.6	2.4	3.8	3.4	3.1
Not at All	2.0	2.7	3.3	2.1	0.7	2.3	1.7	2.8	0.6	2.9	4.6	1.3	0.8	1.7	1.9	2.4
Mean	3.50	3.03	3.30	3.53	3.77	2.93	3.40	3.50	3.77	3.08	3.22	3.56	3.78	3.37	3.54	3.58



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
VOTE EARLY	63.0	52.7	58.6	60.7	64.6	61.4	73.3	72.9	75.1	58.6	58.5	58.6	59.6	57.8	58.2	51.6	65.3	75.4	72.7	77.6
Mailing it Back	22.4	17.6	17.8	20.3	25.1	23.5	23.3	27.7	38.7	19.2	18.9	20.8	14.4	17.7	14.7	19.3	26.7	31.1	31.8	30.5
Dropping it off	11.4	5.6	7.8	12.6	12.9	13.4	12.4	13.4	11.2	10.4	9.5	11.9	11.5	8.4	12.8	7.3	13.4	14.1	15.7	12.8
In Person	29.2	29.5	33.0	27.8	26.6	24.5	37.6	31.8	25.1	28.9	30.1	25.9	33.8	31.6	30.7	24.9	25.1	30.1	25.2	34.3
ELECTION DAY	37.0	47.3	41.4	39.3	35.4	38.6	26.7	27.1	24.9	41.4	41.5	41.4	40.4	42.2	41.8	48.4	34.7	24.6	27.3	22.4



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
VOTE EARLY	63.0	52.6	53.7	61.1	84.6	63.5	62.5	67.8	60.4	63.8	55.2
Mailing it Back	22.4	19.1	18.9	15.2	41.5	22.0	22.2	20.9	24.9	24.5	25.5
Dropping it off	11.4	9.5	8.7	6.2	25.2	11.2	9.6	19.0	12.7	10.6	15.9
In Person	29.2	24.1	26.1	39.7	17.9	30.2	30.7	27.9	22.9	28.7	13.8
ELECTION DAY	37.0	47.4	46.3	38.9	15.4	36.5	37.5	32.2	39.6	36.2	44.8



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
VOTE EARLY	63.0	56.2	70.6	57.6	71.2	52.6	56.3	72.0	66.2	66.6	54.4	100.0	100.0	100.0	100.0	0.0	
Mailing it Back	22.4	17.1	28.5	17.2	28.9	18.2	16.5	29.3	23.9	24.4	19.5	35.5	100.0	0.0	0.0	0.0	
Dropping it off	11.4	10.0	12.5	10.1	13.4	9.1	9.2	13.6	13.5	12.5	9.5	18.1	0.0	100.0	0.0	0.0	
In Person	29.2	29.1	29.7	30.4	29.0	25.2	30.5	29.2	28.8	29.7	25.4	46.3	0.0	0.0	100.0	0.0	
ELECTION DAY	37.0	43.8	29.4	42.4	28.8	47.4	43.7	28.0	33.8	33.4	45.6	0.0	0.0	0.0	0.0	100.0	



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
VOTE EARLY	63.0	68.9	61.0	58.0	71.5	51.6	56.6	70.8	73.4	69.3	57.7
Mailing it Back	22.4	26.4	21.0	16.5	29.4	19.3	18.2	28.4	31.3	26.7	18.2
Dropping it off	11.4	13.8	10.6	10.2	13.9	7.3	10.5	14.0	14.6	13.7	9.6
In Person	29.2	28.7	29.4	31.3	28.2	24.9	27.8	28.3	27.5	28.8	29.8
ELECTION DAY	37.0	31.1	39.0	42.0	28.5	48.4	43.4	29.2	26.6	30.7	42.3



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
VOTE EARLY	63.0	57.4	70.3	57.8	70.0	60.5	55.7	74.1	61.1	59.9	67.7	59.5	
Mailing it Back	22.4	16.0	28.1	17.3	29.1	20.1	18.4	27.7	21.6	16.2	29.9	17.9	
Dropping it off	11.4	10.3	12.5	9.7	13.1	11.5	9.4	16.6	8.8	10.0	11.1	15.2	
In Person	29.2	31.1	29.7	30.9	27.8	28.9	28.0	29.9	30.7	33.7	26.7	26.4	
ELECTION DAY	37.0	42.6	29.7	42.2	30.0	39.5	44.3	25.9	38.9	40.1	32.3	40.5	



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
VOTE EARLY	63.0	72.7	73.0	72.5	59.6	57.1	61.7	58.9	72.8	53.9	57.7	72.5	65.1	73.7	73.6	58.0	57.3
Mailing it Back	22.4	31.3	33.7	29.6	19.9	20.0	14.4	17.9	20.0	17.1	17.1	32.6	24.3	24.4	30.8	17.7	18.5
Dropping it off	11.4	15.3	12.6	17.2	11.0	8.1	9.7	8.7	18.8	9.3	9.1	14.9	9.5	14.9	15.2	12.9	4.3
In Person	29.2	26.1	26.7	25.7	28.7	29.0	37.6	32.3	34.1	27.5	31.6	25.0	31.2	34.4	27.6	27.4	34.5
ELECTION DAY	37.0	27.3	27.0	27.5	40.4	42.9	38.3	41.1	27.2	46.1	42.3	27.5	34.9	26.3	26.4	42.0	42.7



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
VOTE EARLY	63.0	71.2	56.7	56.1	61.2	70.8	68.5	71.0	62.5	65.1	58.3	57.5	59.1	59.8	63.6	65.1
Mailing it Back	22.4	30.1	14.3	16.6	21.2	26.4	25.4	26.5	21.3	21.2	21.4	26.0	19.0	16.7	21.9	26.9
Dropping it off	11.4	13.5	13.9	8.3	11.6	14.1	22.1	13.2	11.4	13.6	7.7	8.5	9.4	8.0	11.1	14.0
In Person	29.2	27.7	28.4	31.2	28.4	30.2	21.1	31.4	29.9	30.3	29.2	23.0	30.8	35.0	30.6	24.2
ELECTION DAY	37.0	28.8	43.3	43.9	38.8	29.2	31.5	29.0	37.5	34.9	41.7	42.5	40.9	40.2	36.4	34.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE	GRAD. GRAD. Prof. GRAD. GRAD. GRAD. GRAD.		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN				
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
VOTE EARLY	63.0	62.5	63.9	62.6	66.7	61.5	65.0	63.5	63.0	61.1	67.2	70.5	64.2	73.2	60.4	61.7	68.7	72.0	64.9	63.6
Mailing it Back	22.4	22.1	22.9	21.8	25.2	22.6	21.2	21.7	24.6	23.2	20.8	22.3	19.8	22.6	22.1	24.1	24.0	20.8	21.6	18.2
Dropping it off	11.4	11.6	11.2	11.4	10.7	10.4	12.7	12.6	9.7	11.2	11.8	10.6	12.4	13.9	10.7	11.8	9.5	11.5	14.9	10.1
In Person	29.2	28.9	29.8	29.3	30.7	28.5	31.0	29.2	28.7	26.7	34.6	37.6	32.0	36.8	27.6	25.8	35.2	39.6	28.4	35.2
ELECTION DAY	37.0	37.5	36.1	37.4	33.3	38.5	35.0	36.5	37.0	38.9	32.8	29.5	35.8	26.8	39.6	38.3	31.3	28.0	35.1	36.4



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL 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	265	347	325	364	541	771	1229	1095	905	940	1060
VOTE EARLY	63.0	74.6	64.2	57.5	58.0	60.5	67.4	63.3	62.9	61.8	64.6	62.7	63.3
Mailing it Back	22.4	25.2	15.2	17.9	17.1	27.4	27.9	18.5	24.9	18.0	27.7	22.1	22.7
Dropping it off	11.4	16.9	17.1	10.6	9.8	6.9	11.5	14.2	9.7	12.9	9.7	11.2	11.6
In Person	29.2	32.6	31.9	29.0	31.1	26.1	28.0	30.7	28.3	30.9	27.2	29.4	29.0
ELECTION DAY	37.0	25.4	35.8	42.5	42.0	39.5	32.6	36.7	37.1	38.2	35.4	37.3	36.7



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89. WHICH OF THE FOLLOWING IS THE MOST LIKELY WAY YOU WILL VOTE IN THE 2024 GENERAL ELECTION?

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		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
VOTE EARLY	63.0	70.6	60.4	57.9	66.0	75.9	61.7	56.9	65.2	67.8	59.3	59.1	66.7	70.8	64.2	49.6
Mailing it Back	22.4	20.9	17.0	20.5	28.0	25.5	17.9	20.7	25.3	18.4	16.3	20.2	30.3	24.0	23.6	17.3
Dropping it off	11.4	19.5	12.2	8.5	10.4	22.8	12.0	9.1	9.6	17.8	12.3	7.7	11.0	14.9	11.1	7.7
In Person	29.2	30.2	31.2	29.0	27.7	27.6	31.7	27.1	30.3	31.5	30.8	31.3	25.5	31.9	29.6	24.6
ELECTION DAY	37.0	29.4	39.6	42.1	34.0	24.1	38.3	43.1	34.8	32.2	40.7	40.9	33.3	29.2	35.8	50.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
LIBERAL	28.2	4.2	7.2	17.9	24.4	41.2	53.1	74.2	63.1	15.6	11.4	20.8	29.1	6.3	8.7	14.1	39.7	62.9	54.7	69.8
Very	11.9	2.3	2.3	7.0	9.5	13.3	22.2	40.4	46.7	5.7	4.4	6.7	13.5	3.7	3.5	5.1	11.9	28.9	20.5	36.1
Somewhat	16.3	1.9	4.9	10.9	14.9	27.9	30.9	33.8	16.4	9.9	7.0	14.1	15.6	2.6	5.3	9.0	27.8	33.9	34.2	33.7
MODERATE	37.2	11.8	29.9	40.3	48.8	45.5	40.5	15.1	24.5	39.0	31.2	51.7	45.8	17.7	44.1	68.0	48.6	32.1	38.3	26.7
CONSERVATIVE	34.7	84.0	62.9	41.8	26.7	13.3	6.3	10.7	12.4	45.3	57.4	27.5	25.1	76.0	47.2	17.9	11.7	5.1	7.0	3.4
Somewhat	21.5	38.5	36.9	28.5	19.1	9.4	6.0	7.1	7.3	27.7	33.5	19.3	17.6	36.4	40.5	14.9	8.7	4.2	5.4	3.1
Very	13.2	45.5	26.0	13.3	7.7	3.9	0.4	3.6	5.1	17.6	23.9	8.1	7.5	39.6	6.7	3.0	3.0	0.9	1.6	0.3
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	0.0	0.0	0.0
Net Diff.	6.5	79.8	55.7	23.9	2.3	-27.9	-46.8	-63.5	-50.7	29.7	46.0	6.7	-4.1	69.7	38.5	3.8	-28.0	-57.8	-47.7	-66.4
Mean	3.08	4.23	3.79	3.30	3.00	2.63	2.31	2.00	2.08	3.42	3.66	3.08	2.90	4.06	3.42	3.02	2.63	2.14	2.33	1.98



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90. 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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
LIBERAL	28.2	36.1	29.4	23.1	29.4	29.2	28.4	32.9	21.6	23.5	18.7
Very	11.9	15.5	11.4	10.8	11.4	12.1	12.4	10.9	10.2	9.0	12.2
Somewhat	16.3	20.7	18.0	12.4	18.0	17.1	16.1	22.0	11.4	14.5	6.5
MODERATE	37.2	35.3	37.0	39.0	35.7	33.8	32.2	41.4	58.4	52.4	67.8
CONSERVATIVE	34.7	28.6	33.6	37.9	34.9	37.0	39.4	25.7	20.0	24.1	13.5
Somewhat	21.5	18.2	19.8	23.0	23.2	22.2	22.9	19.4	16.7	20.7	10.6
Very	13.2	10.4	13.8	14.9	11.6	14.8	16.5	6.3	3.2	3.5	2.9
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	6.5	-7.5	4.2	14.8	5.5	7.8	10.9	-7.2	-1.6	0.7	-5.2
Mean	3.08	2.87	3.07	3.19	3.06	3.10	3.15	2.88	2.91	2.95	2.85



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90. 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	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
LIBERAL	28.2	7.6	52.6	8.4	52.2	14.4	6.6	55.2	27.5	19.8	20.2	32.5	39.4	37.7	25.2	20.8	
Very	11.9	3.6	21.7	4.0	21.4	6.5	3.1	23.2	11.5	7.4	7.7	13.7	17.9	13.1	10.8	8.7	
Somewhat	16.3	4.0	30.9	4.4	30.8	7.8	3.5	32.0	15.9	12.4	12.5	18.7	21.5	24.6	14.3	12.1	
MODERATE	37.2	28.4	39.7	30.5	38.4	61.6	28.3	35.7	49.7	54.3	55.4	35.2	33.0	35.8	36.6	40.6	
CONSERVATIVE	34.7	63.9	7.7	61.1	9.4	24.0	65.1	9.1	22.8	25.9	24.4	32.4	27.6	26.5	38.3	38.6	
Somewhat	21.5	36.6	6.2	35.4	7.5	18.8	36.4	7.3	18.2	21.4	18.3	19.5	19.2	15.3	21.3	24.9	
Very	13.2	27.4	1.5	25.7	1.9	5.1	28.7	1.9	4.6	4.5	6.1	12.9	8.5	11.2	16.9	13.6	
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	0.0	0.0	0.0	0.0	
Net Diff.	6.5	56.3	-44.9	52.6	-42.7	9.6	58.5	-46.0	-4.7	6.2	4.2	-0.1	-11.7	-11.2	13.1	17.8	
Mean	3.08	3.80	2.35	3.74	2.38	3.08	3.84	2.33	2.88	3.03	3.03	2.99	2.79	2.87	3.19	3.23	



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90. 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	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE-	STATES		FOR	CONGRESS	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
LIBERAL	28.2	47.7	21.4	7.3	54.0	14.1	20.7	49.4	58.1	44.5	13.4	
Very	11.9	20.3	9.0	3.6	22.4	5.1	8.0	20.0	31.9	13.3	6.2	
Somewhat	16.3	27.5	12.4	3.7	31.6	9.0	12.7	29.4	26.2	31.2	7.2	
MODERATE	37.2	41.2	35.7	28.1	38.4	68.0	59.2	39.7	33.3	43.3	35.4	
CONSERVATIVE	34.7	11.1	42.8	64.6	7.6	17.9	20.1	10.9	8.7	12.2	51.1	
Somewhat	21.5	7.6	26.3	38.0	5.9	14.9	16.9	8.1	5.7	9.4	30.8	
Very	13.2	3.4	16.5	26.7	1.7	3.0	3.1	2.9	3.0	2.8	20.3	
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	6.5	-36.7	21.4	57.4	-46.4	3.8	-0.7	-38.5	-49.4	-32.3	37.7	
Mean	3.08	2.47	3.29	3.80	2.33	3.02	2.94	2.44	2.22	2.57	3.52	



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90. 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	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	818	894	720	740	540	359	266	315	361	474	225
LIBERAL	28.2	6.9	49.6	5.9	58.2	16.7	4.2	59.7	16.2	7.6	57.4	17.2
Very	11.9	3.4	20.2	3.1	24.8	5.9	2.1	29.5	6.3	4.1	22.1	5.3
Somewhat	16.3	3.5	29.3	2.9	33.4	10.8	2.1	30.2	9.9	3.6	35.2	11.9
MODERATE	37.2	28.6	40.3	21.2	34.6	62.1	19.7	31.5	62.1	22.6	36.4	62.0
CONSERVATIVE	34.7	64.5	10.1	72.9	7.2	21.3	76.1	8.8	21.7	69.8	6.3	20.8
Somewhat	21.5	36.1	8.1	40.6	5.0	18.5	42.5	5.5	18.8	38.8	4.8	18.2
Very	13.2	28.4	2.0	32.3	2.1	2.8	33.6	3.3	2.9	31.0	1.5	2.6
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.	6.5	57.7	-39.5	67.0	-51.0	4.6	71.8	-50.9	5.4	62.1	-51.1	3.5
Mean	3.08	3.83	2.42	3.96	2.26	3.01	4.03	2.23	3.02	3.89	2.28	3.01



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90. 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	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
LIBERAL	28.2	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	11.9	42.1	100.0	0.0	0.0	0.0	0.0	0.0	51.9	0.0	0.0	42.6	0.0	0.0	35.4	0.0	0.0
Somewhat	16.3	57.9	0.0	100.0	0.0	0.0	0.0	0.0	48.1	0.0	0.0	57.4	0.0	0.0	64.6	0.0	0.0
MODERATE	37.2	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	34.7	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	21.5	0.0	0.0	0.0	0.0	100.0	0.0	62.0	0.0	0.0	55.7	0.0	0.0	70.1	0.0	0.0	87.0
Very	13.2	0.0	0.0	0.0	0.0	0.0	100.0	38.0	0.0	0.0	44.3	0.0	0.0	29.9	0.0	0.0	13.0
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.	6.5	-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	3.08	1.58	1.00	2.00	3.00	4.00	5.00	4.38	1.48	3.00	4.44	1.57	3.00	4.30	1.65	3.00	4.13



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90. 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	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
LIBERAL	28.2	54.1	13.0	4.3	20.2	31.1	54.3	28.2	27.0	26.4	27.9	33.7	21.0	13.7	23.7	42.9
Very	11.9	22.5	5.3	2.2	5.4	14.2	50.7	9.7	10.5	10.5	10.6	19.1	6.6	7.8	10.2	20.1
Somewhat	16.3	31.6	7.7	2.1	14.9	16.9	3.6	18.5	16.4	15.9	17.3	14.6	14.4	5.9	13.5	22.9
MODERATE	37.2	38.9	70.4	23.6	50.3	28.8	18.2	30.1	38.5	37.5	40.0	37.9	35.1	28.6	37.9	40.5
CONSERVATIVE	34.7	7.0	16.6	72.1	29.5	40.1	27.5	41.7	34.6	36.2	32.0	28.4	43.9	57.7	38.4	16.6
Somewhat	21.5	5.4	13.7	42.4	24.4	21.8	6.5	23.7	22.3	23.7	20.1	14.8	26.5	26.3	24.7	12.6
Very	13.2	1.6	2.9	29.8	5.1	18.3	21.0	17.9	12.3	12.5	11.9	13.6	17.5	31.4	13.7	4.0
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.	6.5	-47.1	3.6	67.9	9.2	9.0	-26.8	13.4	7.6	9.8	4.1	-5.3	22.9	44.0	14.7	-26.4
Mean	3.08	2.32	3.01	3.95	3.09	3.13	2.44	3.22	3.09	3.12	3.05	2.89	3.34	3.68	3.18	2.58



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90. 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	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
LIBERAL	28.2	25.7	32.7	31.3	35.4	22.1	27.3	28.8	37.7	26.1	32.6	34.3	35.9	21.6	21.6	30.2	31.3	36.8	33.8	37.8
Very	11.9	11.2	13.2	12.8	13.9	10.6	12.5	11.7	13.8	10.3	15.2	15.1	19.9	2.5	9.6	11.0	15.0	15.3	19.2	20.6
Somewhat	16.3	14.5	19.5	18.5	21.6	11.5	14.8	17.1	23.9	15.8	17.4	19.1	16.0	19.2	12.0	19.2	16.4	21.6	14.6	17.2
MODERATE	37.2	38.9	34.0	34.6	32.7	38.5	35.0	39.3	33.0	35.1	41.7	39.1	45.9	38.2	34.9	35.2	37.3	40.7	47.9	44.0
CONSERVATIVE	34.7	35.4	33.4	34.1	31.8	39.4	37.6	31.8	29.4	38.9	25.7	26.6	18.2	40.2	43.6	34.6	31.4	22.5	18.3	18.2
Somewhat	21.5	22.0	20.5	19.9	21.5	24.7	22.9	19.7	18.2	24.0	16.1	17.7	11.1	26.6	27.3	21.1	18.3	17.2	9.8	12.2
Very	13.2	13.3	12.9	14.2	10.3	14.7	14.7	12.1	11.2	14.8	9.6	8.9	7.2	13.6	16.3	13.6	13.1	5.3	8.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	6.5	9.7	0.7	2.8	-3.6	17.4	10.3	3.0	-8.3	12.8	-6.9	-7.7	-17.7	18.6	22.0	4.4	*	-14.4	-15.5	-19.7
Mean	3.08	3.12	3.00	3.04	2.93	3.22	3.13	3.03	2.89	3.17	2.88	2.86	2.70	3.30	3.29	3.07	2.98	2.76	2.74	2.66



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90. 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	265	347	325	364	541	771	1229	1095	905	940	1060
LIBERAL	28.2	42.6	42.8	31.4	23.9	21.6	21.7	37.6	22.2	33.6	21.6	24.0	31.9
Very	11.9	18.0	22.3	17.2	10.3	9.0	4.4	19.1	7.3	16.5	6.3	11.3	12.4
Somewhat	16.3	24.6	20.5	14.2	13.6	12.6	17.3	18.5	14.9	17.1	15.4	12.7	19.5
MODERATE	37.2	43.2	35.9	39.9	40.6	40.0	30.3	39.2	35.9	39.6	34.2	37.2	37.1
CONSERVATIVE	34.7	14.3	21.3	28.7	35.4	38.4	48.0	23.2	41.8	26.8	44.1	38.8	31.0
Somewhat	21.5	12.5	13.2	17.7	21.1	22.8	29.8	15.1	25.5	16.9	27.0	24.1	19.2
Very	13.2	1.7	8.0	11.0	14.3	15.6	18.1	8.1	16.4	9.9	17.1	14.7	11.8
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
Net Diff.	6.5	-28.3	-21.5	-2.7	11.5	16.8	26.3	-14.4	19.6	-6.7	22.5	14.8	-0.9
Mean	3.08	2.55	2.64	2.91	3.16	3.23	3.40	2.75	3.29	2.87	3.33	3.18	2.98



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90. 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	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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
LIBERAL	28.2	45.1	35.2	22.8	21.6	32.9	38.3	19.1	16.1	51.6	32.6	27.4	26.2	36.3	27.0	20.2
Very	11.9	19.5	19.6	9.5	5.7	18.4	22.4	8.4	4.3	20.1	17.2	10.9	6.9	16.4	10.9	8.4
Somewhat	16.3	25.6	15.6	13.3	15.9	14.5	15.8	10.7	11.8	31.4	15.4	16.5	19.3	19.9	16.1	11.9
MODERATE	37.2	38.8	39.4	38.5	34.2	46.0	34.8	40.5	33.8	35.0	43.2	36.0	34.5	40.3	37.5	32.4
CONSERVATIVE	34.7	16.1	25.4	38.7	44.2	21.1	26.9	40.4	50.0	13.4	24.2	36.5	39.3	23.5	35.5	47.4
Somewhat	21.5	12.4	15.9	23.2	27.1	15.1	16.3	26.2	29.8	11.0	15.4	19.6	24.8	15.8	23.0	25.4
Very	13.2	3.7	9.6	15.4	17.1	6.0	10.6	14.2	20.2	2.5	8.7	17.0	14.5	7.7	12.5	22.0
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.	6.5	-29.0	-9.8	15.8	22.6	-11.8	-11.4	21.3	33.9	-38.1	-8.4	9.1	13.1	-12.8	8.5	27.2
Mean	3.08	2.55	2.80	3.22	3.34	2.76	2.77	3.27	3.50	2.44	2.83	3.15	3.21	2.79	3.10	3.41



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91. 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	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
DEMOCRAT	45.5	3.2	16.5	35.2	49.4	64.4	78.4	82.9	74.9	28.5	22.3	38.4	33.9	4.5	8.9	35.5	84.7	92.5	92.2	92.7
Always	24.9	1.2	9.4	17.6	24.5	33.4	41.4	58.3	64.2	10.8	11.6	10.2	6.8	1.4	1.9	7.4	38.5	63.9	65.8	62.3
Usually	20.5	2.0	7.0	17.5	24.9	31.0	36.9	24.5	10.8	17.7	10.8	28.2	27.2	3.0	7.1	28.1	46.2	28.5	26.4	30.3
TICKET-SPLITTER	14.2	8.0	11.2	14.9	17.4	19.3	11.2	11.3	7.3	17.1	12.2	24.0	27.5	4.4	21.6	48.3	11.4	6.0	6.5	5.6
REPUBLICAN	40.4	88.8	72.3	50.0	33.2	16.3	10.5	5.8	17.8	54.4	65.4	37.6	38.5	91.2	69.5	16.2	3.9	1.5	1.2	1.8
Usually	18.1	30.9	31.1	23.7	15.6	8.9	6.8	3.9	6.9	24.1	27.8	18.2	21.3	23.9	51.5	12.4	3.3	1.3	1.2	1.4
Always	22.3	57.9	41.3	26.2	17.7	7.4	3.7	1.9	10.9	30.3	37.6	19.5	17.3	67.3	18.0	3.8	0.6	0.2	0.0	0.3
Net Diff.	-5.1	85.6	55.9	14.8	-16.2	-48.1	-67.9	-77.1	-57.2	26.0	43.1	-0.8	4.6	86.7	60.5	-19.3	-80.7	-91.0	-91.0	-90.9
Mean	2.92	4.42	3.88	3.23	2.77	2.26	1.94	1.66	1.90	3.45	3.69	3.09	3.15	4.53	3.77	2.77	1.81	1.45	1.43	1.47



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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	1724	1424	301	276	167	108
DEMOCRAT	45.5	54.3	48.1	39.6	46.0	45.8	44.3	52.8	43.5	45.6	40.3
Always	24.9	32.5	25.2	20.6	26.2	25.6	25.3	27.1	20.7	21.6	19.1
Usually	20.5	21.9	22.9	19.0	19.7	20.2	19.0	25.7	22.9	24.0	21.2
TICKET-SPLITTER	14.2	14.8	15.0	14.0	13.0	11.1	10.2	15.4	33.3	28.4	40.9
REPUBLICAN	40.4	30.8	36.9	46.4	41.0	43.1	45.5	31.9	23.2	26.0	18.8
Usually	18.1	14.7	19.0	18.5	19.2	18.5	18.2	19.7	15.7	17.9	12.1
Always	22.3	16.1	17.9	27.9	21.8	24.7	27.3	12.2	7.5	8.0	6.7
Net Diff.	-5.1	-23.5	-11.3	6.8	-5.0	-2.7	1.2	-20.9	-20.3	-19.6	-21.5
Mean	2.92	2.60	2.81	3.14	2.91	2.96	3.03	2.64	2.67	2.67	2.66



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
DEMOCRAT	45.5	8.6	86.8	9.9	86.1	31.8	7.5	87.6	49.5	44.8	40.7	51.4	61.1	53.6	43.1	35.4
Always	24.9	2.5	52.8	2.8	51.7	9.7	2.5	54.9	19.8	15.4	16.8	28.4	35.1	29.4	22.8	19.0
Usually	20.5	6.1	34.0	7.1	34.3	22.1	5.1	32.7	29.6	29.4	23.9	23.0	25.9	24.1	20.2	16.4
TICKET-SPLITTER	14.2	12.9	8.9	12.2	10.0	40.5	10.5	8.7	24.6	25.9	29.2	12.7	9.1	17.2	13.8	16.6
REPUBLICAN	40.4	78.5	4.2	77.9	4.0	27.6	81.9	3.6	26.0	29.3	30.1	35.9	29.9	29.2	43.2	48.0
Usually	18.1	30.3	3.7	31.4	3.4	21.0	29.2	3.3	20.6	22.3	21.7	15.6	15.0	12.4	17.3	22.3
Always	22.3	48.1	0.5	46.5	0.6	6.6	52.7	0.3	5.3	7.1	8.3	20.3	14.9	16.8	25.9	25.7
Net Diff.	-5.1	69.9	-82.6	68.0	-82.1	-4.2	74.4	-84.0	-23.5	-15.4	-10.7	-15.4	-31.2	-24.4	0.1	12.6
Mean	2.92	4.15	1.65	4.12	1.67	2.93	4.25	1.61	2.62	2.76	2.81	2.76	2.49	2.63	3.03	3.19



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91. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
DEMOCRAT	45.5	77.1	34.4	6.2	89.5	35.5	40.2	80.0	88.4	75.3	21.4	
Always	24.9	47.9	17.0	1.6	54.2	7.4	12.5	47.8	64.2	38.5	9.0	
Usually	20.5	29.3	17.4	4.6	35.3	28.1	27.7	32.2	24.2	36.8	12.4	
TICKET-SPLITTER	14.2	11.9	14.9	11.1	8.1	48.3	33.7	12.1	7.3	14.8	15.6	
REPUBLICAN	40.4	11.0	50.7	82.6	2.4	16.2	26.1	7.9	4.3	9.9	63.0	
Usually	18.1	6.9	22.0	34.7	2.1	12.4	21.4	6.0	2.6	7.9	26.5	
Always	22.3	4.1	28.7	47.9	0.4	3.8	4.6	1.9	1.7	2.0	36.5	
Net Diff.	-5.1	-66.2	16.2	76.4	-87.1	-19.3	-14.1	-72.2	-84.1	-65.4	41.5	
Mean	2.92	1.90	3.28	4.23	1.59	2.77	2.78	1.82	1.53	1.98	3.69	



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91. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
DEMOCRAT	45.5	5.6	83.9	2.5	93.7	36.6	2.4	93.7	34.2	2.7	93.7	40.0	
Always	24.9	2.0	48.4	0.8	60.1	8.8	0.3	58.7	8.5	1.3	61.0	9.3	
Usually	20.5	3.6	35.4	1.7	33.6	27.8	2.1	35.1	25.7	1.3	32.7	30.7	
TICKET-SPLITTER	14.2	11.2	11.2	7.3	4.7	36.3	6.8	4.8	37.7	7.7	4.7	34.4	
REPUBLICAN	40.4	83.2	4.9	90.2	1.6	27.1	90.9	1.5	28.1	89.6	1.6	25.6	
Usually	18.1	31.9	4.1	34.3	1.3	19.4	38.9	1.1	21.3	29.8	1.4	16.6	
Always	22.3	51.4	0.9	55.9	0.3	7.7	51.9	0.4	6.8	59.8	0.2	9.0	
Net Diff.	-5.1	77.7	-78.9	87.7	-92.1	-9.5	88.5	-92.2	-6.1	86.9	-92.1	-14.3	
Mean	2.92	4.27	1.74	4.43	1.48	2.89	4.40	1.50	2.92	4.45	1.47	2.85	



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BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
DEMOCRAT	45.5	87.3	86.1	88.2	47.6	11.4	5.6	9.2	20.3	5.2	0.3	98.0	88.7	82.8	67.9	35.5	15.5
Always	24.9	58.5	71.3	49.1	19.4	3.5	3.8	3.6	6.7	2.0	0.0	70.1	46.9	43.7	27.5	6.3	1.6
Usually	20.5	28.9	14.8	39.1	28.2	7.9	1.8	5.5	13.6	3.2	0.3	28.0	41.8	39.1	40.4	29.2	13.9
TICKET-SPLITTER	14.2	6.5	6.3	6.7	26.8	9.0	3.1	6.8	20.5	17.4	3.2	1.3	9.4	9.6	24.7	44.4	21.6
REPUBLICAN	40.4	6.2	7.6	5.1	25.6	79.6	91.3	84.1	59.2	77.4	96.4	0.6	1.8	7.6	7.3	20.1	62.8
Usually	18.1	2.5	2.7	2.4	16.4	43.0	15.6	32.6	17.8	40.0	34.1	0.4	1.4	7.6	5.1	17.1	37.2
Always	22.3	3.7	4.9	2.7	9.2	36.6	75.7	51.5	41.4	37.5	62.4	0.2	0.4	0.0	2.2	3.1	25.6
Net Diff.	-5.1	-81.2	-78.4	-83.1	-22.0	68.3	85.7	74.9	38.9	72.3	96.1	-97.4	-86.9	-75.1	-60.6	-15.3	47.3
Mean	2.92	1.64	1.55	1.70	2.68	4.01	4.58	4.23	3.74	4.08	4.59	1.33	1.67	1.81	2.14	2.81	3.71



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91. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
DEMOCRAT	45.5	100.0	0.0	0.0	38.9	46.0	49.8	45.6	45.2	44.9	45.8	46.5	39.4	24.2	39.9	60.8
Always	24.9	54.8	0.0	0.0	0.0	24.9	46.4	22.3	24.8	23.0	27.6	26.2	22.5	10.4	19.7	35.3
Usually	20.5	45.2	0.0	0.0	38.9	21.1	3.4	23.3	20.5	21.9	18.2	20.3	16.9	13.8	20.2	25.5
TICKET-SPLITTER	14.2	0.0	100.0	0.0	26.8	9.5	22.3	7.9	14.4	14.1	14.9	17.8	12.8	13.9	12.9	16.5
REPUBLICAN	40.4	0.0	0.0	100.0	34.3	44.5	27.9	46.5	40.3	41.0	39.3	35.7	47.8	61.9	47.1	22.7
Usually	18.1	0.0	0.0	44.8	34.3	20.1	10.1	21.4	18.2	19.5	16.0	14.9	18.0	22.0	22.5	13.5
Always	22.3	0.0	0.0	55.2	0.0	24.3	17.8	25.1	22.2	21.5	23.3	20.8	29.8	39.9	24.6	9.3
Net Diff.	-5.1	-100.0	0.0	100.0	-4.7	-1.6	-22.0	0.9	-4.9	-3.9	-6.5	-10.8	8.5	37.6	7.2	-38.0
Mean	2.92	1.45	3.00	4.55	2.95	2.98	2.49	3.04	2.93	2.95	2.89	2.84	3.16	3.67	3.12	2.36



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91. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
DEMOCRAT	45.5	42.9	50.2	48.9	52.6	36.0	44.0	48.8	55.9	39.3	58.5	57.0	70.2	39.0	31.7	46.1	51.2	62.2	67.4	72.8
Always	24.9	23.3	28.0	27.7	28.5	18.5	21.4	27.4	34.1	21.1	33.1	28.6	45.5	16.7	15.4	26.1	21.5	34.9	43.6	47.4
Usually	20.5	19.6	22.2	21.2	24.1	17.5	22.6	21.5	21.9	18.2	25.5	28.4	24.7	22.3	16.3	20.0	29.7	27.3	23.8	25.4
TICKET-SPLITTER	14.2	15.0	12.5	12.6	12.4	18.0	13.9	12.5	11.2	14.6	13.2	14.6	12.4	13.2	17.6	11.9	15.7	13.7	12.5	12.2
REPUBLICAN	40.4	42.1	37.3	38.5	35.0	45.9	42.1	38.7	32.8	46.1	28.2	28.3	17.4	47.8	50.6	42.0	33.1	24.1	20.1	15.0
Usually	18.1	18.6	17.2	15.6	20.3	23.1	21.0	14.7	13.6	20.7	12.5	12.4	7.8	22.6	25.0	16.9	15.5	9.7	11.8	4.1
Always	22.3	23.5	20.1	22.9	14.7	22.9	21.1	24.0	19.2	25.4	15.7	15.9	9.7	25.3	25.7	25.1	17.7	14.4	8.3	10.9
Net Diff.	-5.1	-0.8	-12.9	-10.5	-17.6	9.9	-1.9	-10.1	-23.1	6.8	-30.3	-28.7	-52.8	8.8	18.9	-4.1	-18.0	-38.1	-47.2	-57.8
Mean	2.92	2.99	2.79	2.85	2.69	3.14	2.98	2.87	2.62	3.11	2.52	2.59	2.11	3.17	3.29	2.95	2.78	2.41	2.18	2.06



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91. 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	265	347	325	364	541	771	1229	1095	905	940	1060
DEMOCRAT	45.5	62.1	52.7	49.5	38.1	42.8	40.7	53.2	40.6	48.7	41.5	38.9	51.3
Always	24.9	31.7	32.9	26.8	23.3	25.6	18.4	29.9	21.8	27.9	21.3	19.6	29.7
Usually	20.5	30.4	19.8	22.7	14.8	17.2	22.4	23.3	18.8	20.8	20.3	19.3	21.6
TICKET-SPLITTER	14.2	17.0	21.5	16.0	16.1	10.1	10.1	18.1	11.7	17.5	10.1	16.5	12.0
REPUBLICAN	40.4	20.9	25.8	34.5	45.8	47.1	49.2	28.7	47.7	33.8	48.3	44.5	36.7
Usually	18.1	13.2	9.7	14.4	19.3	22.6	22.2	12.5	21.5	14.5	22.4	22.3	14.3
Always	22.3	7.7	16.1	20.1	26.5	24.5	27.0	16.2	26.1	19.2	26.0	22.2	22.4
Net Diff.	-5.1	-41.2	-26.9	-14.9	7.7	4.4	8.4	-24.5	7.0	-14.9	6.8	5.6	-14.6
Mean	2.92	2.35	2.56	2.78	3.11	3.03	3.17	2.62	3.11	2.76	3.12	3.08	2.78



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91. 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 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
DEMOCRAT	45.5	60.1	50.1	39.3	41.9	49.2	50.0	35.1	32.0	65.8	50.1	44.4	50.4	58.3	43.1	34.2
Always	24.9	34.8	27.9	23.8	20.4	26.2	28.3	19.0	12.4	39.4	27.6	29.7	27.2	35.0	22.8	16.9
Usually	20.5	25.3	22.1	15.5	21.5	23.1	21.7	16.1	19.6	26.5	22.5	14.8	23.1	23.3	20.3	17.3
TICKET-SPLITTER	14.2	18.7	18.4	13.7	10.1	26.6	19.0	15.0	13.7	14.5	17.8	12.2	7.0	14.5	14.5	13.0
REPUBLICAN	40.4	21.3	31.5	47.0	48.0	24.2	31.0	49.9	54.4	19.7	32.0	43.4	42.6	27.2	42.4	52.8
Usually	18.1	10.3	12.6	21.2	22.1	12.3	12.6	25.6	28.7	9.2	12.6	15.8	16.6	13.3	19.4	21.2
Always	22.3	11.0	18.9	25.8	25.9	11.9	18.3	24.3	25.7	10.5	19.4	27.6	26.0	14.0	23.0	31.6
Net Diff.	-5.1	-38.8	-18.5	7.7	6.1	-25.1	-19.1	14.8	22.4	-46.1	-18.1	-1.1	-7.8	-31.1	-0.7	18.6
Mean	2.92	2.37	2.72	3.10	3.11	2.61	2.71	3.20	3.36	2.25	2.74	2.97	2.91	2.48	3.00	3.33



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
LESS/COLLEGE GRADUATE	64.7	69.8	70.3	63.7	66.2	61.4	57.0	57.4	74.0	67.1	67.3	67.4	64.0	67.4	65.9	74.5	62.7	57.8	57.2	58.3
Some Grade School	*	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Some High School	1.4	1.8	1.8	1.0	1.9	2.0	0.8	0.0	0.0	1.5	1.5	1.5	1.0	2.0	0.6	2.9	0.6	1.4	2.7	0.3
High School Grad.	21.0	18.9	22.5	22.0	24.1	19.8	17.7	13.8	19.9	22.7	21.6	24.9	21.1	23.1	20.0	28.0	21.2	16.1	16.7	15.7
Some College/Trade	24.2	24.2	27.5	22.4	23.8	23.2	20.9	29.9	28.4	24.6	24.6	24.3	25.8	24.9	25.2	23.9	24.0	23.1	22.0	24.1
Technical/Vocational	5.8	7.3	5.8	6.5	6.1	4.1	5.0	3.8	11.0	6.5	6.4	6.3	8.7	6.7	8.2	5.9	4.6	3.8	2.9	4.6
Associates Degree	12.2	17.6	12.5	11.8	10.3	12.4	12.5	9.9	14.7	11.9	13.1	10.4	7.3	10.6	12.1	13.8	12.4	13.2	12.8	13.6
COLLEGE GRADUATE	35.3	30.2	29.7	36.3	33.8	38.6	43.0	42.6	26.0	32.9	32.7	32.6	36.0	32.6	34.1	25.5	37.3	42.2	42.8	41.7
Bachelors Degree	23.4	20.1	18.8	23.9	22.5	25.6	28.3	30.0	20.7	21.8	21.3	22.3	24.3	22.6	23.8	13.5	24.1	28.0	27.2	28.6
Post-Graduate Degree	11.9	10.0	10.8	12.5	11.3	13.1	14.7	12.6	5.3	11.1	11.4	10.3	11.7	10.0	10.2	12.0	13.1	14.3	15.7	13.1



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92. 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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
LESS/COLLEGE GRADUATE	64.7	61.5	67.5	65.3	63.1	62.4	60.7	70.4	78.5	76.9	81.0
Some Grade School	*	0.0	0.0	0.0	0.2	*	0.1	0.0	0.0	0.0	0.0
Some High School	1.4	0.5	2.6	1.5	0.9	1.1	0.6	3.2	3.7	3.2	4.5
High School Grad.	21.0	22.2	23.3	22.8	14.3	18.7	17.4	24.8	35.1	35.7	34.2
Some College/Trade	24.2	21.5	23.9	22.6	29.6	24.5	24.4	25.0	22.3	22.5	22.0
Technical/Vocational	5.8	4.5	6.3	5.3	7.1	5.6	5.8	4.6	7.0	8.2	5.2
Associates Degree	12.2	12.8	11.4	13.1	11.1	12.5	12.5	12.7	10.3	7.2	15.2
COLLEGE GRADUATE	35.3	38.5	32.5	34.7	36.9	37.6	39.3	29.6	21.5	23.1	19.0
Bachelors Degree	23.4	26.3	19.9	24.1	23.6	24.8	25.9	19.6	14.9	15.9	13.4
Post-Graduate Degree	11.9	12.2	12.5	10.6	13.3	12.8	13.3	10.0	6.6	7.2	5.6



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92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
LESS/COLLEGE GRADUATE	64.7	67.4	55.4	69.8	58.3	68.3	70.3	54.9	68.8	72.1	69.4	64.1	63.8	65.4	63.9	65.5
Some Grade School	*	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0
Some High School	1.4	0.9	0.1	1.8	1.2	0.9	1.8	1.2	0.6	0.9	2.1	1.3	1.5	1.2	1.1	1.8
High School Grad.	21.0	23.1	14.5	23.7	16.8	26.4	23.7	16.3	21.4	22.2	25.2	19.8	19.7	21.3	19.2	23.0
Some College/Trade	24.2	24.3	22.6	25.9	22.9	21.9	26.3	21.5	25.9	26.3	22.9	24.9	23.0	25.7	26.0	23.1
Technical/Vocational	5.8	6.6	5.1	6.8	4.2	8.2	6.9	4.2	6.9	7.4	5.2	6.0	6.4	5.8	5.8	5.3
Associates Degree	12.2	12.2	13.1	11.5	13.2	10.9	11.6	11.6	13.9	15.4	13.9	12.1	13.0	11.4	11.8	12.3
COLLEGE GRADUATE	35.3	32.6	44.6	30.2	41.7	31.7	29.7	45.1	31.2	27.9	30.6	35.9	36.2	34.6	36.1	34.5
Bachelors Degree	23.4	22.2	27.7	21.3	27.0	18.0	20.6	28.7	21.0	20.4	20.4	23.3	22.8	23.5	23.5	23.7
Post-Graduate Degree	11.9	10.4	16.9	8.9	14.7	13.7	9.1	16.4	10.2	7.5	10.2	12.6	13.4	11.2	12.5	10.7



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92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180
LESS/COLLEGE GRADUATE	64.7	58.0	67.0	66.8	59.7	74.5	68.6	58.0	56.9	58.7	69.2
Some Grade School	*	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Some High School	1.4	1.6	1.3	1.4	1.1	2.9	1.5	1.5	1.5	1.4	1.4
High School Grad.	21.0	17.2	22.3	21.9	18.1	28.0	23.6	18.0	16.7	18.8	23.0
Some College/Trade	24.2	21.9	25.0	25.0	23.5	23.9	23.8	21.6	22.0	21.3	26.0
Technical/Vocational	5.8	4.9	6.1	7.3	4.1	5.9	7.0	4.8	3.5	5.5	6.5
Associates Degree	12.2	12.2	12.2	11.1	12.9	13.8	12.7	12.2	13.1	11.6	12.3
COLLEGE GRADUATE	35.3	42.0	33.0	33.2	40.3	25.5	31.4	42.0	43.1	41.3	30.8
Bachelors Degree	23.4	25.8	22.6	23.1	26.5	13.5	20.4	26.0	26.1	25.9	21.7
Post-Graduate Degree	11.9	16.2	10.4	10.1	13.8	12.0	11.0	16.0	17.0	15.4	9.1



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92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
LESS/COLLEGE GRADUATE	64.7	68.0	56.2	65.5	59.9	69.9	62.0	57.6	70.9	69.1	61.3	68.5
Some Grade School	*	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Some High School	1.4	1.1	0.7	1.0	1.8	1.6	0.3	2.5	1.9	1.6	1.4	1.3
High School Grad.	21.0	22.6	16.0	22.2	18.0	23.4	23.6	20.5	20.5	20.8	16.6	27.4
Some College/Trade	24.2	24.6	22.5	24.7	23.3	24.8	22.2	18.1	27.7	27.2	26.2	20.7
Technical/Vocational	5.8	7.4	4.9	6.4	4.6	6.5	6.7	4.0	7.8	6.2	4.9	4.7
Associates Degree	12.2	12.2	12.1	11.1	12.3	13.6	9.3	12.4	13.0	13.0	12.2	14.3
COLLEGE GRADUATE	35.3	32.0	43.8	34.5	40.1	30.1	38.0	42.4	29.1	30.9	38.7	31.5
Bachelors Degree	23.4	21.6	28.3	24.0	26.6	18.3	25.0	29.6	17.9	23.1	24.9	19.0
Post-Graduate Degree	11.9	10.4	15.5	10.5	13.5	11.7	13.0	12.8	11.2	7.9	13.8	12.4



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92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
LESS/COLLEGE GRADUATE	64.7	59.0	60.8	57.7	67.7	66.3	65.4	66.0	76.0	69.7	63.5	55.0	66.5	68.3	70.0	67.7	76.4
Some Grade School	*	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Some High School	1.4	1.4	1.6	1.2	1.8	0.9	1.5	1.1	2.4	1.3	0.7	1.3	2.2	3.7	1.2	1.7	1.8
High School Grad.	21.0	16.0	17.6	14.9	25.3	20.1	20.8	20.4	22.2	25.1	21.4	14.5	23.9	17.5	20.3	26.3	17.2
Some College/Trade	24.2	24.9	25.8	24.2	22.2	26.9	23.9	25.8	35.0	23.6	24.2	22.7	23.0	30.0	30.8	21.0	31.2
Technical/Vocational	5.8	4.0	3.5	4.3	5.9	7.8	6.0	7.1	4.7	8.6	6.0	4.5	4.1	7.4	1.2	6.1	12.1
Associates Degree	12.2	12.7	12.3	13.0	12.6	10.4	13.2	11.5	11.7	11.0	11.1	12.0	13.3	9.7	16.5	12.7	14.0
COLLEGE GRADUATE	35.3	41.0	39.2	42.3	32.3	33.7	34.6	34.0	24.0	30.3	36.5	45.0	33.5	31.7	30.0	32.3	23.6
Bachelors Degree	23.4	26.0	25.3	26.6	21.8	21.7	25.3	23.1	12.9	25.2	24.6	29.8	22.0	22.3	14.1	20.1	16.5
Post-Graduate Degree	11.9	15.0	13.9	15.8	10.5	11.9	9.3	10.9	11.1	5.1	11.9	15.2	11.5	9.4	15.9	12.2	7.1



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92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO					CONSIDER YOURSELF					RELIGION			
		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	CATH-OLIC	NON-RELIGIOUS				
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549				
LESS/COLLEGE GRADUATE	64.7	61.0	68.7	67.3	65.2	32.7	29.1	33.1	66.8	59.4	78.7	87.9	67.8	66.5	59.5	67.5				
Some Grade School	*	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0				
Some High School	1.4	1.7	1.0	1.4	1.4	0.0	0.0	0.0	1.5	0.4	3.1	3.2	1.4	0.6	1.1	1.8				
High School Grad.	21.0	19.2	24.6	21.6	21.2	8.4	10.9	8.1	21.3	18.0	26.8	33.6	21.0	18.8	20.9	23.8				
Some College/Trade	24.2	23.4	22.6	25.7	23.9	11.7	10.9	11.8	25.0	23.2	27.7	34.0	24.6	22.3	23.0	25.2				
Technical/Vocational	5.8	4.0	7.2	7.3	5.8	3.8	3.2	3.9	6.0	5.6	6.8	6.2	6.3	9.6	5.2	5.2				
Associates Degree	12.2	12.7	13.3	11.3	13.0	8.8	4.2	9.4	12.9	12.2	14.2	11.0	14.6	15.4	9.1	11.5				
COLLEGE GRADUATE	35.3	39.0	31.3	32.7	34.8	67.3	70.9	66.9	33.2	40.6	21.3	12.1	32.2	33.5	40.5	32.5				
Bachelors Degree	23.4	25.2	20.8	22.3	22.0	36.6	32.7	37.1	23.4	28.3	15.5	7.2	20.6	21.5	26.9	24.0				
Post-Graduate Degree	11.9	13.8	10.4	10.3	12.8	30.7	38.2	29.8	9.8	12.2	5.8	4.9	11.6	11.9	13.7	8.6				



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92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
LESS/COLLEGE GRADUATE	64.7	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	67.0	59.7	63.9	65.2	26.9	65.6	68.2	64.2	63.5	66.8	63.7
Some Grade School	*	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Some High School	1.4	2.2	0.0	0.0	0.0	2.3	0.0	2.2	0.0	1.1	2.2	1.4	3.5	1.2	1.1	1.1	2.4	0.6	2.8	4.1
High School Grad.	21.0	32.4	0.0	0.0	0.0	34.0	0.0	31.0	0.0	21.3	20.2	24.0	22.3	2.2	21.3	21.4	25.5	22.6	25.8	19.1
Some College/Trade	24.2	37.4	0.0	0.0	0.0	35.9	0.0	38.8	0.0	25.3	22.0	22.9	22.5	14.0	25.2	25.3	19.2	26.2	20.1	24.7
Technical/Vocational	5.8	8.9	0.0	0.0	0.0	9.9	0.0	8.1	0.0	6.3	4.7	5.3	4.5	3.7	6.2	6.3	9.1	2.0	4.2	4.8
Associates Degree	12.2	18.9	0.0	0.0	0.0	17.9	0.0	19.8	0.0	13.0	10.5	10.2	12.4	4.8	11.9	14.1	8.1	12.1	13.9	11.0
COLLEGE GRADUATE	35.3	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	33.0	40.3	36.1	34.8	73.1	34.4	31.8	35.8	36.5	33.2	36.3
Bachelors Degree	23.4	0.0	66.3	100.0	0.0	0.0	65.9	0.0	66.7	21.9	26.7	25.1	23.4	42.8	23.2	20.8	26.6	23.8	21.7	25.0
Post-Graduate Degree	11.9	0.0	33.7	0.0	100.0	0.0	34.1	0.0	33.3	11.1	13.7	11.0	11.4	30.3	11.2	11.0	9.1	12.7	11.5	11.3



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92. 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
Total	2000	158	265	347	325	364	541	771	1229	1095	905	940	1060
LESS/COLLEGE GRADUATE	64.7	88.7	59.6	63.6	66.6	67.2	57.9	67.4	62.9	67.2	61.6	63.7	65.5
Some Grade School	*	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.1
Some High School	1.4	2.8	2.2	2.0	1.5	0.8	0.7	2.2	1.0	2.0	0.8	1.4	1.4
High School Grad.	21.0	42.8	21.8	20.5	20.5	17.6	17.0	25.5	18.1	24.0	17.2	21.7	20.3
Some College/Trade	24.2	32.4	22.6	22.8	26.9	24.8	21.5	24.7	23.9	25.4	22.8	22.9	25.4
Technical/Vocational	5.8	1.7	3.3	5.3	7.1	6.7	7.1	3.9	7.0	4.8	6.9	6.3	5.3
Associates Degree	12.2	8.9	9.8	13.0	10.6	17.3	11.4	11.1	12.9	10.9	13.8	11.4	12.9
COLLEGE GRADUATE	35.3	11.3	40.4	36.4	33.4	32.8	42.1	32.6	37.1	32.8	38.4	36.3	34.5
Bachelors Degree	23.4	11.3	31.5	25.1	23.3	20.0	24.3	24.5	22.8	24.1	22.6	23.9	23.0
Post-Graduate Degree	11.9	0.0	8.9	11.2	10.1	12.8	17.8	8.1	14.3	8.7	15.8	12.4	11.5



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92. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
LESS/COLLEGE GRADUATE	64.7	76.7	63.7	67.5	59.2	76.8	64.3	70.2	54.4	76.7	63.1	64.2	63.3	63.0	60.3	77.8
Some Grade School	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0
Some High School	1.4	2.3	2.3	1.5	0.5	2.0	2.1	2.0	0.3	2.4	2.5	0.9	0.7	2.0	1.3	1.2
High School Grad.	21.0	34.6	21.4	19.6	17.1	42.6	21.1	22.5	16.2	30.3	21.8	16.1	17.9	19.8	18.1	29.7
Some College/Trade	24.2	28.3	23.4	25.2	22.7	21.2	26.5	25.0	19.0	32.1	20.7	25.4	25.8	25.1	23.7	24.4
Technical/Vocational	5.8	2.0	4.3	8.2	6.3	2.1	3.8	8.9	6.8	1.9	4.6	7.3	6.0	6.4	5.0	6.9
Associates Degree	12.2	9.6	12.2	13.1	12.5	8.8	10.8	11.8	12.2	10.0	13.5	14.6	12.7	9.6	12.3	15.5
COLLEGE GRADUATE	35.3	23.3	36.3	32.5	40.8	23.2	35.7	29.8	45.6	23.3	36.9	35.8	36.7	37.0	39.7	22.2
Bachelors Degree	23.4	20.8	26.0	21.3	24.1	19.4	25.7	20.0	27.2	21.5	26.3	22.8	21.5	23.9	26.2	15.8
Post-Graduate Degree	11.9	2.5	10.3	11.2	16.7	3.9	10.0	9.7	18.4	1.8	10.6	12.9	15.2	13.1	13.5	6.4



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93. WOULD YOU CONSIDER YOURSELF...?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
WEALTHY	1.4	0.5	2.6	1.8	1.6	0.5	0.4	0.9	2.1	1.4	1.9	0.8	0.0	1.6	1.4	0.8	1.4	1.4	1.7	1.1
UPPER MIDDLE CLASS	11.2	12.4	10.8	11.3	11.0	13.0	6.8	15.4	10.7	11.1	11.3	10.2	13.7	11.3	13.5	6.6	11.2	11.6	15.3	8.5
MIDDLE CLASS	47.7	48.4	51.5	49.3	46.0	45.8	50.3	43.3	31.9	48.4	50.0	47.3	38.7	48.9	45.8	47.3	51.2	45.6	43.0	47.7
LOWER MIDDLE CLASS	29.5	31.8	27.2	26.8	31.4	31.2	31.7	23.5	32.9	28.4	27.9	29.2	28.5	27.3	31.4	29.6	25.9	32.5	35.5	30.0
POOR	10.3	6.8	7.9	10.8	10.1	9.5	10.8	16.9	22.4	10.8	9.0	12.4	19.2	10.8	7.8	15.7	10.3	8.9	4.5	12.7
Mean	2.64	2.68	2.73	2.66	2.63	2.64	2.54	2.60	2.37	2.64	2.69	2.58	2.47	2.66	2.69	2.47	2.68	2.64	2.74	2.55



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93. WOULD YOU CONSIDER YOURSELF...?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
WEALTHY	1.4	0.8	0.2	2.1	1.8	1.5	1.5	1.6	0.7	1.1	0.0
UPPER MIDDLE CLASS	11.2	12.5	9.6	10.5	13.1	12.2	12.8	9.4	4.8	2.2	8.9
MIDDLE CLASS	47.7	48.4	45.6	47.4	49.7	48.7	49.2	46.4	41.0	43.0	37.8
LOWER MIDDLE CLASS	29.5	28.5	32.7	29.4	26.9	28.6	27.5	33.5	35.0	37.1	31.7
POOR	10.3	9.8	11.9	10.6	8.5	9.0	8.9	9.1	18.5	16.6	21.6
Mean	2.64	2.66	2.54	2.64	2.73	2.69	2.70	2.61	2.34	2.34	2.34



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93. WOULD YOU CONSIDER YOURSELF...?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person	ELEC. DAY
Total	2000	841	713		918	874	208	776	693	308	218	223	1261	448	228	584	739
WEALTHY	1.4	1.8	1.2		1.6	1.1	1.5	1.3	1.4	1.4	0.9	1.3	1.5	1.6	2.7	1.0	1.2
UPPER MIDDLE CLASS	11.2	11.6	13.0		10.8	12.6	7.3	11.4	12.2	8.1	7.8	12.0	12.7	13.3	12.9	12.1	8.8
MIDDLE CLASS	47.7	48.7	48.0		47.5	48.9	43.4	46.9	49.4	47.7	52.4	44.9	49.2	45.1	56.9	49.4	45.0
LOWER MIDDLE CLASS	29.5	28.8	29.1		30.0	28.8	29.7	30.5	29.3	29.2	26.7	26.8	27.2	28.2	19.9	29.4	33.2
POOR	10.3	9.0	8.9		10.1	8.6	18.1	9.9	7.7	13.6	12.2	14.9	9.4	11.9	7.7	8.1	11.8
Mean	2.64	2.68	2.69		2.64	2.69	2.45	2.64	2.70	2.55	2.59	2.58	2.70	2.64	2.83	2.68	2.54



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93. WOULD YOU CONSIDER YOURSELF...?

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		RIGHT	WRONG	UNDE-	REPU-	DEMO-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	CIDED	LICAN	CRATIC	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
WEALTHY	1.4	3.3	0.7	1.5	1.4	0.8	0.8	2.3	5.1	0.7	0.8	
UPPER MIDDLE CLASS	11.2	14.4	10.2	12.2	11.4	6.6	7.9	12.4	13.1	12.0	10.4	
MIDDLE CLASS	47.7	50.9	46.6	47.7	47.7	47.3	50.1	50.6	47.5	52.5	45.6	
LOWER MIDDLE CLASS	29.5	23.1	31.6	28.9	30.0	29.6	29.7	26.9	26.8	26.9	31.3	
POOR	10.3	8.3	11.0	9.6	9.5	15.7	11.5	7.8	7.6	7.9	12.0	
Mean	2.64	2.81	2.58	2.67	2.65	2.47	2.57	2.74	2.81	2.71	2.57	



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93. WOULD YOU CONSIDER YOURSELF...?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
WEALTHY	1.4	1.8	1.3	1.4	1.6	1.1	1.9	4.1	1.6	0.8	0.2	0.4
UPPER MIDDLE CLASS	11.2	12.3	11.4	13.1	11.3	8.7	14.8	13.5	9.0	11.3	10.0	8.3
MIDDLE CLASS	47.7	48.0	50.3	49.2	46.5	47.1	51.2	45.6	46.7	47.2	47.1	47.6
LOWER MIDDLE CLASS	29.5	28.7	28.4	28.4	31.4	28.2	24.0	26.1	28.4	32.7	34.4	28.0
POOR	10.3	9.2	8.5	8.0	9.1	14.9	8.0	10.7	14.3	7.9	8.3	15.7
Mean	2.64	2.69	2.69	2.72	2.65	2.53	2.79	2.74	2.55	2.64	2.59	2.50



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93. WOULD YOU CONSIDER YOURSELF...?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
WEALTHY	1.4	2.7	5.9	0.3	0.7	0.4	2.2	1.1	4.7	0.7	1.3	2.6	0.0	1.7	2.3	1.2	0.0
UPPER MIDDLE CLASS	11.2	11.3	9.2	12.8	9.1	12.4	15.3	13.5	16.0	8.9	14.1	11.8	9.7	14.9	6.4	8.7	10.3
MIDDLE CLASS	47.7	44.6	42.1	46.4	48.1	52.5	45.2	49.7	49.9	47.3	49.7	45.2	46.5	57.1	38.9	49.6	46.3
LOWER MIDDLE CLASS	29.5	29.2	26.3	31.3	31.7	27.6	26.7	27.2	13.8	36.9	27.1	29.5	36.9	20.6	35.2	25.4	31.2
POOR	10.3	12.3	16.5	9.2	10.5	7.1	10.6	8.4	15.7	6.2	7.9	10.9	6.9	5.6	17.2	15.1	12.3
Mean	2.64	2.63	2.62	2.64	2.58	2.71	2.72	2.72	2.80	2.61	2.74	2.66	2.59	2.86	2.41	2.55	2.55



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93. WOULD YOU CONSIDER YOURSELF...?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
WEALTHY	1.4	1.5	2.2	1.0	0.9	11.0	100.0	0.0	0.0	0.0	0.0	0.0	1.4	1.9	1.5	1.3
UPPER MIDDLE CLASS	11.2	11.2	6.3	12.9	11.2	89.0	0.0	100.0	0.0	0.0	0.0	0.0	9.2	9.6	13.0	10.4
MIDDLE CLASS	47.7	47.1	47.5	48.4	50.1	0.0	0.0	0.0	61.8	100.0	0.0	0.0	48.1	46.9	53.1	44.0
LOWER MIDDLE CLASS	29.5	29.7	31.1	28.7	27.4	0.0	0.0	0.0	38.2	0.0	100.0	0.0	31.9	29.3	25.2	30.5
POOR	10.3	10.5	12.9	9.1	10.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	9.3	12.3	7.2	13.9
Mean	2.64	2.64	2.54	2.68	2.65	4.11	5.00	4.00	2.62	3.00	2.00	1.00	2.61	2.59	2.77	2.55



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WOULD YOU CONSIDER YOURSELF...?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
WEALTHY	1.4	0.6	2.8	1.9	4.4	1.0	5.0	0.3	0.8	1.0	2.2	1.8	3.3	1.1	1.7	0.4	3.8	0.0	6.1	0.6
UPPER MIDDLE CLASS	11.2	5.8	21.2	17.8	28.1	5.5	24.8	6.0	17.9	12.0	9.5	8.7	9.3	14.9	12.8	11.3	10.1	7.4	12.9	6.1
MIDDLE CLASS	47.7	43.8	54.7	57.6	48.9	45.1	53.5	42.7	55.8	46.9	49.3	53.4	41.9	63.4	48.5	45.4	49.7	56.7	43.3	40.6
LOWER MIDDLE CLASS	29.5	35.8	17.8	19.5	14.3	33.3	13.3	38.1	22.0	30.0	28.3	24.9	32.7	19.5	27.2	32.5	23.0	26.6	22.0	42.3
POOR	10.3	14.0	3.5	3.1	4.3	15.1	3.4	13.0	3.6	10.1	10.7	11.2	12.9	1.1	9.8	10.3	13.5	9.3	15.7	10.3
Mean	2.64	2.43	3.02	2.96	3.14	2.44	3.15	2.43	2.90	2.64	2.64	2.65	2.57	2.95	2.69	2.59	2.68	2.62	2.72	2.44



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

93. 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	265	347	325	364	541	771	1229	1095	905	940	1060
WEALTHY	1.4	1.2	1.2	3.2	2.0	0.0	0.9	2.1	0.9	2.1	0.6	2.4	0.5
UPPER MIDDLE CLASS	11.2	14.6	7.5	10.6	9.0	9.5	15.0	10.3	11.8	9.9	12.8	12.5	10.1
MIDDLE CLASS	47.7	45.3	43.8	45.7	44.0	48.7	53.0	45.0	49.3	44.7	51.3	48.1	47.2
LOWER MIDDLE CLASS	29.5	31.1	36.1	28.6	30.0	30.0	25.6	31.7	28.1	31.2	27.4	26.0	32.5
POOR	10.3	7.9	11.5	11.9	14.9	11.8	5.6	10.9	9.9	12.1	8.0	10.9	9.7
Mean	2.64	2.70	2.51	2.65	2.53	2.56	2.80	2.61	2.66	2.59	2.70	2.70	2.59



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WOULD YOU CONSIDER YOURSELF...?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
WEALTHY	1.4	1.6	2.4	1.3	0.7	3.4	5.3	1.6	1.0	0.6	0.0	0.8	0.5	3.0	0.9	0.5
UPPER MIDDLE CLASS	11.2	12.0	9.2	9.1	13.9	9.3	9.8	9.8	17.5	13.5	8.6	8.3	10.8	10.3	12.9	8.5
MIDDLE CLASS	47.7	44.4	45.0	45.7	52.0	49.7	47.9	41.7	53.5	41.6	42.5	50.5	50.7	42.6	53.3	40.3
LOWER MIDDLE CLASS	29.5	33.0	31.3	31.6	25.4	30.7	22.9	32.5	21.4	34.3	38.5	30.6	28.8	31.2	25.5	37.1
POOR	10.3	8.9	12.1	12.3	8.0	6.9	14.1	14.4	6.6	10.0	10.4	9.8	9.2	13.0	7.5	13.6
Mean	2.64	2.64	2.59	2.55	2.74	2.72	2.69	2.52	2.85	2.60	2.49	2.60	2.65	2.59	2.74	2.45



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94. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
MAINSTREAM PROTESTANT	31.0	38.8	39.0	33.3	32.6	26.5	20.1	20.0	21.1	32.6	36.5	28.0	20.1	39.5	29.7	25.1	29.8	26.5	33.8	20.3
CATHOLIC	25.2	26.8	27.8	26.0	25.7	24.9	22.6	19.6	19.8	27.4	26.9	27.4	33.4	28.0	31.1	21.5	26.7	19.2	21.0	17.7
EVANGELICAL	8.4	17.5	9.2	10.6	9.0	5.1	5.8	1.0	2.1	10.0	11.3	8.0	9.0	13.9	10.0	6.2	6.3	4.0	5.8	2.4
JEWISH	3.2	1.8	1.8	3.1	4.1	4.3	3.3	2.0	3.8	2.7	2.4	3.5	1.2	2.7	3.0	2.5	2.5	4.4	5.5	3.6
ISLAM	1.1	0.6	0.9	1.1	1.8	0.6	1.7	0.0	0.0	1.1	0.9	1.3	2.1	0.5	1.3	1.2	1.8	0.9	1.1	0.6
BUDDHIST	1.0	0.0	1.2	1.7	0.0	1.4	0.5	3.1	1.8	1.0	1.2	0.9	0.0	0.5	1.6	0.8	1.4	1.0	0.0	1.8
MORMON	0.7	1.2	0.7	1.0	0.9	0.3	0.5	0.0	1.6	1.0	0.9	0.9	2.2	0.7	2.0	1.2	0.3	0.0	0.0	0.0
HINDU	0.5	0.0	0.3	0.2	0.9	1.0	0.0	0.0	0.0	0.6	0.2	1.3	0.0	0.7	0.3	0.8	0.6	0.2	0.3	0.0
SIKH	0.1	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.4
OTHER RELIGION	1.3	0.6	0.3	0.7	1.2	3.4	1.8	0.0	3.7	1.1	0.5	2.1	1.6	0.2	0.6	3.3	1.8	2.0	2.4	1.6
NON-REL/SECULAR/ATHEIST	27.4	12.7	18.8	22.3	23.8	32.2	43.2	54.3	46.0	22.3	19.2	26.3	30.4	13.3	20.5	36.9	28.9	41.7	30.1	51.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. 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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
MAINSTREAM PROTESTANT	31.0	20.8	33.7	37.3	25.2	31.5	32.5	26.9	27.7	30.1	23.9
CATHOLIC	25.2	35.0	23.2	22.8	23.8	26.3	26.1	27.4	18.7	22.1	13.6
EVANGELICAL	8.4	3.5	10.5	10.0	7.4	8.8	9.3	6.2	6.3	7.5	4.4
JEWISH	3.2	4.4	2.4	3.0	3.2	3.3	3.4	2.8	2.4	3.4	0.9
ISLAM	1.1	1.3	1.3	1.1	0.5	1.0	0.8	2.2	1.4	1.1	1.8
BUDDHIST	1.0	1.7	0.8	0.4	1.8	0.9	0.7	1.9	1.8	2.3	0.9
MORMON	0.7	0.5	0.0	0.3	2.5	0.7	0.8	0.3	0.7	0.6	1.0
HINDU	0.5	0.3	0.6	0.5	0.4	0.4	0.4	0.6	0.7	0.0	1.8
SIKH	0.1	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.4	0.0	0.9
OTHER RELIGION	1.3	1.4	1.2	1.1	1.9	1.1	0.9	1.8	3.0	2.0	4.6
NON-REL/SECULAR/ATHEIST	27.4	30.8	26.0	23.4	33.3	25.9	25.1	29.9	36.9	30.9	46.3



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94. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739
MAINSTREAM PROTESTANT	31.0	37.2	28.9	34.8	27.8	27.5	36.6	28.9	27.7	33.3	22.6	29.1	26.2	25.4	32.7	34.3
CATHOLIC	25.2	28.3	23.5	27.8	22.7	24.8	28.3	23.6	24.1	25.6	21.2	25.5	24.7	24.6	26.4	24.9
EVANGELICAL	8.4	12.2	5.3	12.1	5.1	6.2	12.6	4.5	8.7	7.9	5.7	8.0	6.3	5.9	10.1	9.2
JEWISH	3.2	2.9	4.4	2.8	3.7	2.4	2.7	4.0	2.9	1.8	2.6	3.9	5.7	3.6	2.6	1.9
ISLAM	1.1	0.6	1.2	0.8	1.4	0.5	0.6	1.6	0.9	1.3	0.9	1.4	1.1	2.0	1.4	0.5
BUDDHIST	1.0	0.8	0.7	0.7	1.1	1.8	0.7	0.6	1.6	0.8	2.5	1.1	0.2	1.7	1.5	0.9
MORMON	0.7	1.1	0.1	1.1	0.2	1.5	1.0	0.3	1.0	0.9	1.0	0.7	0.9	1.3	0.3	0.8
HINDU	0.5	0.3	0.5	0.6	0.3	0.4	0.6	0.3	0.0	0.0	1.2	0.5	0.2	0.5	0.8	0.4
SIKH	0.1	0.0	0.2	0.0	0.1	0.5	0.0	0.2	0.0	0.0	0.4	0.1	0.3	0.0	0.0	0.1
OTHER RELIGION	1.3	0.2	1.8	0.4	1.7	4.0	0.5	1.4	2.5	2.7	2.6	1.5	1.6	1.5	1.4	1.1
NON-REL/SECULAR/ATHEIST	27.4	16.3	33.4	18.8	35.8	30.5	16.4	34.7	30.6	25.7	39.2	28.3	32.9	33.6	22.8	25.9



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94. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES			FOR CONGRESS		ERS/					
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	515	1482	906	861	233	506	820	297	523	1180	
MAINSTREAM PROTESTANT	31.0	27.4	32.2	35.6	27.7	25.1	27.0	27.4	29.4	26.3	33.5	
CATHOLIC	25.2	26.6	24.8	29.2	22.1	21.5	24.9	25.6	23.5	26.7	25.0	
EVANGELICAL	8.4	5.7	9.4	12.4	4.9	6.2	7.2	5.8	7.0	5.1	10.3	
JEWISH	3.2	4.2	2.8	2.8	3.7	2.5	2.2	3.7	4.6	3.2	2.8	
ISLAM	1.1	1.7	0.8	0.9	1.2	1.2	0.7	1.4	1.7	1.3	0.8	
BUDDHIST	1.0	1.3	0.9	0.9	1.1	0.8	1.4	1.1	0.4	1.5	1.0	
MORMON	0.7	0.5	0.8	1.2	0.1	1.2	1.0	0.3	0.3	0.4	1.0	
HINDU	0.5	0.4	0.5	0.5	0.3	0.8	0.7	0.2	0.3	0.2	0.6	
SIKH	0.1	0.2	0.1	0.0	0.1	0.4	0.2	0.1	0.4	0.0	0.1	
OTHER RELIGION	1.3	1.4	1.3	0.3	1.9	3.3	2.1	1.6	1.4	1.7	1.2	
NON-REL/SECULAR/ATHEIST	27.4	30.7	26.3	16.1	36.8	36.9	32.6	32.7	31.1	33.7	23.8	



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94. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
MAINSTREAM PROTESTANT	31.0	36.8	28.7	37.0	29.2	25.4	33.8	25.0	20.7	40.3	31.6	32.0
CATHOLIC	25.2	28.2	23.2	30.4	23.0	21.5	33.7	24.7	23.1	27.1	22.1	19.3
EVANGELICAL	8.4	13.1	4.9	13.6	4.1	7.5	12.8	4.7	7.4	14.4	3.7	7.7
JEWISH	3.2	2.9	3.9	2.6	4.3	2.3	2.4	5.1	3.1	2.7	3.9	1.3
ISLAM	1.1	0.8	1.1	0.8	1.7	0.5	0.6	1.9	0.6	1.0	1.5	0.4
BUDDHIST	1.0	0.7	1.1	0.7	1.0	1.4	0.3	1.1	0.9	1.1	1.0	2.1
MORMON	0.7	1.1	0.2	1.5	0.2	0.4	1.3	0.7	0.3	1.7	0.0	0.4
HINDU	0.5	0.4	0.5	0.5	0.7	0.0	0.7	0.3	0.0	0.3	0.9	0.0
SIKH	0.1	0.0	0.1	0.0	0.0	0.4	0.0	0.0	0.7	0.0	0.0	0.0
OTHER RELIGION	1.3	0.3	1.5	0.2	1.3	2.9	0.0	1.1	3.0	0.5	1.4	2.7
NON-REL/SECULAR/ATHEIST	27.4	15.7	34.9	12.7	34.4	37.7	14.4	35.3	40.2	10.9	33.8	34.2



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94. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
MAINSTREAM PROTESTANT	31.0	23.1	17.3	27.4	29.2	38.2	41.1	39.3	29.6	24.8	41.2	24.2	36.2	36.4	15.0	25.9	32.1
CATHOLIC	25.2	21.2	21.7	20.9	25.7	29.1	26.2	28.0	30.2	39.1	27.8	20.6	26.4	26.4	20.1	19.2	29.3
EVANGELICAL	8.4	4.1	5.6	3.0	6.5	10.3	20.1	14.1	15.6	7.9	15.1	3.0	4.9	9.3	4.0	7.1	11.5
JEWISH	3.2	5.9	5.4	6.2	2.6	1.6	1.4	1.5	11.6	3.3	1.6	5.7	2.9	0.0	4.3	2.1	1.6
ISLAM	1.1	1.3	2.0	0.9	1.0	1.0	0.7	0.9	6.6	0.0	0.6	1.1	2.2	4.2	0.0	0.6	0.7
BUDDHIST	1.0	0.7	0.0	1.3	1.3	1.3	0.3	1.0	0.0	1.3	0.6	0.5	1.1	5.1	2.4	1.3	0.8
MORMON	0.7	0.0	0.0	0.0	0.7	1.6	1.1	1.4	0.0	2.5	1.3	0.0	0.0	3.4	0.0	0.3	0.9
HINDU	0.5	0.2	0.0	0.3	0.7	0.4	0.3	0.4	0.0	0.7	0.5	0.2	1.7	0.0	0.0	0.0	0.0
SIKH	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
OTHER RELIGION	1.3	1.6	1.7	1.5	2.0	0.5	0.4	0.4	0.0	0.5	0.2	1.4	1.1	1.8	3.2	3.4	0.9
NON-REL/SECULAR/ATHEIST	27.4	41.8	46.4	38.5	29.9	16.1	8.3	13.1	6.4	19.9	11.1	43.4	23.5	13.3	50.9	39.4	22.2



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94. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
MAINSTREAM PROTESTANT	31.0	26.9	28.0	36.7	28.0	26.2	31.5	25.5	32.2	31.3	33.5	28.2	100.0	0.0	0.0	0.0
CATHOLIC	25.2	22.2	23.0	29.5	26.6	29.1	27.8	29.3	25.6	28.1	21.6	17.7	0.0	0.0	100.0	0.0
EVANGELICAL	8.4	4.5	8.3	12.9	7.9	7.7	11.6	7.2	8.3	8.3	8.4	10.1	0.0	100.0	0.0	0.0
JEWISH	3.2	4.0	2.8	2.3	3.3	6.4	0.0	7.2	2.9	3.2	2.4	1.5	0.0	0.0	0.0	0.0
ISLAM	1.1	1.6	1.3	0.4	1.3	2.2	3.6	2.0	0.9	0.8	1.1	0.9	0.0	0.0	0.0	0.0
BUDDHIST	1.0	1.1	1.6	0.7	1.0	0.8	0.0	0.9	1.0	1.3	0.5	1.4	0.0	0.0	0.0	0.0
MORMON	0.7	0.2	0.4	1.5	0.9	0.4	0.0	0.4	0.9	0.8	1.0	0.0	0.0	0.0	0.0	0.0
HINDU	0.5	0.8	0.0	0.2	0.3	1.4	0.0	1.6	0.3	0.2	0.5	0.4	0.0	0.0	0.0	0.0
SIKH	0.1	0.1	0.3	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.5	0.0	0.0	0.0	0.0
OTHER RELIGION	1.3	2.0	2.3	0.3	1.7	0.4	0.0	0.4	1.4	0.7	2.6	2.1	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	27.4	36.7	32.0	15.5	28.8	25.4	25.5	25.4	26.5	25.3	28.4	37.2	0.0	0.0	0.0	100.0



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94. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
MAINSTREAM PROTESTANT	31.0	32.5	28.2	27.3	30.1	29.0	23.2	35.5	32.9	31.9	29.1	16.2	46.4	17.0	28.1	35.3	13.9	18.2	37.2	54.8
CATHOLIC	25.2	23.2	29.0	28.9	29.0	26.1	30.2	20.7	27.8	24.5	26.8	46.5	10.8	24.0	26.2	23.0	50.1	43.3	15.1	6.9
EVANGELICAL	8.4	8.7	8.0	7.7	8.5	9.4	7.5	8.1	8.4	8.3	8.8	7.8	9.8	5.9	9.0	7.7	7.0	8.5	10.0	9.7
JEWISH	3.2	2.2	5.0	4.3	6.4	2.6	4.8	1.7	5.2	3.8	1.9	1.1	3.3	0.0	3.9	3.7	0.8	1.4	4.6	2.1
ISLAM	1.1	0.8	1.5	1.4	1.7	0.5	1.8	1.1	1.3	0.5	2.3	0.4	3.9	4.8	0.5	0.4	0.8	0.0	3.0	4.6
BUDDHIST	1.0	1.0	1.1	0.8	1.5	0.5	1.1	1.4	1.0	0.5	2.0	1.1	1.1	8.2	0.2	0.9	1.7	0.6	0.7	1.4
MORMON	0.7	0.8	0.5	0.4	0.8	0.8	0.8	0.9	0.3	0.8	0.6	0.4	0.4	1.1	0.8	0.9	0.8	0.0	0.7	0.0
HINDU	0.5	0.2	0.9	0.6	1.5	0.1	0.8	0.3	1.0	0.1	1.3	0.3	0.0	7.9	0.0	0.1	0.7	0.0	0.0	0.0
SIKH	0.1	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.3	1.8	0.5	0.4	0.8	1.6	0.8	2.0	0.3	1.2	1.6	1.1	1.4	1.1	1.3	1.2	0.7	1.3	1.4	1.4
NON-REL/SECULAR/ATHEIST	27.4	28.6	25.3	28.1	19.7	29.0	28.9	28.3	21.9	28.3	25.6	25.2	22.9	30.0	29.9	26.9	23.5	26.7	27.2	19.0



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94. 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	265	347	325	364	541	771	1229	1095	905	940	1060
MAINSTREAM PROTESTANT	31.0	15.6	26.4	24.7	34.1	35.8	36.7	23.4	35.8	26.6	36.4	26.9	34.6
CATHOLIC	25.2	26.1	25.2	23.1	23.1	28.0	25.8	24.5	25.7	24.1	26.7	27.6	23.2
EVANGELICAL	8.4	2.7	8.4	10.1	9.8	6.6	9.5	8.0	8.7	8.5	8.3	8.7	8.2
JEWISH	3.2	1.2	2.6	1.9	2.7	2.9	5.3	2.0	3.9	2.2	4.3	3.4	2.9
ISLAM	1.1	3.5	1.9	1.6	0.5	0.0	0.5	2.1	0.4	1.7	0.3	1.0	1.1
BUDDHIST	1.0	1.3	1.3	2.0	0.9	0.3	0.7	1.6	0.6	1.4	0.5	0.7	1.3
MORMON	0.7	0.6	0.0	1.4	0.6	0.6	0.9	0.8	0.7	0.7	0.8	0.8	0.7
HINDU	0.5	0.0	0.7	1.1	0.5	0.0	0.3	0.7	0.3	0.7	0.2	0.4	0.5
SIKH	0.1	0.6	0.0	0.0	0.0	0.3	0.0	0.1	0.1	0.1	0.1	0.2	0.0
OTHER RELIGION	1.3	1.7	1.7	2.0	0.3	1.1	1.5	1.8	1.0	1.4	1.3	1.3	1.4
NON-REL/SECULAR/ATHEIST	27.4	46.6	31.8	32.1	27.5	24.5	18.7	34.9	22.8	32.7	21.1	29.0	26.1



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94. 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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
MAINSTREAM PROTESTANT	31.0	19.1	25.7	34.2	36.3	15.9	21.2	29.7	31.2	20.8	29.5	39.8	40.5	27.0	29.2	40.9
CATHOLIC	25.2	28.4	22.4	24.9	26.4	36.6	25.1	27.6	27.1	24.0	20.1	21.7	25.8	27.5	27.1	17.6
EVANGELICAL	8.4	4.6	9.4	9.0	8.7	4.5	9.1	8.3	9.8	4.7	9.6	9.7	7.7	7.5	8.4	9.7
JEWISH	3.2	2.4	1.8	2.3	5.0	3.5	1.7	3.5	4.5	1.9	1.8	0.8	5.4	3.6	3.7	1.2
ISLAM	1.1	2.7	2.0	0.3	0.4	1.2	1.8	0.6	0.6	3.5	2.1	0.0	0.2	2.6	0.6	0.0
BUDDHIST	1.0	1.9	1.3	0.7	0.7	2.1	1.7	0.0	0.3	1.8	1.0	1.6	1.0	1.0	0.8	1.4
MORMON	0.7	0.4	1.0	0.5	0.8	1.1	0.9	0.6	0.9	0.0	1.1	0.4	0.8	0.5	1.0	0.5
HINDU	0.5	0.0	0.9	0.5	0.2	0.0	0.4	0.9	0.0	0.0	1.4	0.0	0.4	0.8	0.4	0.3
SIKH	0.1	0.4	0.0	0.0	0.2	1.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.3
OTHER RELIGION	1.3	2.1	1.6	0.9	1.2	1.1	1.6	1.2	1.2	2.7	1.6	0.5	1.2	1.2	1.1	2.3
NON-REL/SECULAR/ATHEIST	27.4	37.9	34.0	26.6	20.1	32.8	36.6	27.5	24.1	40.6	31.8	25.5	16.8	28.2	27.6	25.9



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95. 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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
URBAN AREA	27.7	12.6	21.7	29.9	30.3	29.4	32.1	26.1	47.2	26.2	23.7	29.2	34.3	19.7	25.5	31.2	34.1	31.9	31.4	32.2
SUBURBAN AREA	51.6	53.1	48.3	49.2	51.6	54.9	55.7	54.1	45.6	51.0	49.6	52.8	55.7	52.5	51.9	49.6	48.7	53.3	53.6	53.1
RURAL AREA	20.7	34.3	30.0	20.8	18.1	15.7	12.2	19.8	7.2	22.8	26.7	18.0	9.9	27.8	22.6	19.2	17.2	14.8	15.0	14.6



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95. 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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
URBAN AREA	27.7	28.0	27.9	26.0	30.3	26.4	24.1	37.7	35.4	40.1	28.2
SUBURBAN AREA	51.6	58.2	47.9	49.5	54.0	52.4	53.5	46.9	47.2	44.8	50.8
RURAL AREA	20.7	13.8	24.2	24.6	15.6	21.2	22.4	15.4	17.4	15.0	20.9



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95. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
URBAN AREA	27.7	21.6	32.5	24.0	32.3	24.7	23.1	33.3	29.1	27.0	24.1	31.1	29.7	36.0	30.3	21.9	
SUBURBAN AREA	51.6	52.6	53.2	50.9	52.3	52.3	50.8	50.8	50.9	51.6	58.4	52.6	54.4	50.1	52.3	50.0	
RURAL AREA	20.7	25.9	14.3	25.1	15.4	23.0	26.1	15.8	20.0	21.4	17.6	16.3	16.0	13.9	17.4	28.2	



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95. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 4

	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	515	1482	906	861	233	506	820	297	523	1180	
URBAN AREA	27.7	35.5	25.0	22.0	32.7	31.2	29.0	34.7	35.5	34.2	22.8	
SUBURBAN AREA	51.6	50.6	52.1	52.3	51.6	49.6	52.3	50.4	47.9	51.8	52.5	
RURAL AREA	20.7	13.9	23.0	25.7	15.7	19.2	18.7	14.9	16.6	14.0	24.6	



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95. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225	
URBAN AREA	27.7	21.4	32.2	20.6	36.6	24.8	22.0	46.2	27.1	19.2	31.3	21.7	
SUBURBAN AREA	51.6	52.6	52.4	53.2	47.7	54.9	54.7	41.4	51.3	51.8	51.3	60.0	
RURAL AREA	20.7	26.0	15.4	26.2	15.6	20.2	23.3	12.5	21.6	29.0	17.4	18.2	



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95. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
URBAN AREA	27.7	35.6	38.2	33.8	30.0	20.3	16.2	18.8	47.7	23.9	17.5	36.8	36.0	38.4	24.3	28.2	15.6
SUBURBAN AREA	51.6	49.5	47.2	51.2	52.0	55.3	49.2	53.0	36.1	56.3	53.7	49.3	46.9	39.2	56.9	54.1	55.9
RURAL AREA	20.7	14.9	14.6	15.0	18.0	24.4	34.6	28.3	16.2	19.9	28.8	13.9	17.2	22.5	18.8	17.8	28.5



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95. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 7

	TOTAL	VOTE BEHAVIOR				CONSIDER YOURSELF							RELIGION			
		DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/LOWER MIDDLE	UPPER MIDDLE CLASS	MIDDLE MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS	
Total	2000	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
URBAN AREA	27.7	35.5	28.3	18.7	26.8	29.2	60.6	25.3	26.5	24.7	29.3	35.0	24.1	24.7	30.2	28.5
SUBURBAN AREA	51.6	48.9	52.8	54.3	53.0	56.1	32.0	59.1	52.8	57.8	44.7	37.6	48.6	51.5	55.4	52.0
RURAL AREA	20.7	15.5	19.0	27.0	20.2	14.7	7.4	15.6	20.7	17.5	26.1	27.4	27.2	23.8	14.4	19.5



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95. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
URBAN AREA	27.7	27.0	29.0	28.3	30.4	29.4	32.6	24.9	25.6	21.3	41.3	35.3	49.3	35.8	23.5	19.2	36.7	34.0	55.7	43.4
SUBURBAN AREA	51.6	48.2	58.0	57.8	58.5	48.1	52.7	48.2	63.0	54.0	46.7	50.0	40.6	58.2	53.0	54.8	45.7	53.7	38.9	42.0
RURAL AREA	20.7	24.9	13.0	14.0	11.1	22.5	14.7	26.9	11.4	24.7	12.0	14.8	10.2	5.9	23.4	25.9	17.6	12.2	5.4	14.5



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95. 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
Total	2000	158	265	347	325	364	541	771	1229	1095	905	940	1060
URBAN AREA	27.7	33.2	40.8	34.5	27.2	23.6	18.3	36.4	22.2	33.7	20.5	30.6	25.1
SUBURBAN AREA	51.6	50.6	45.8	48.1	52.2	53.5	55.5	47.8	54.0	49.1	54.7	49.8	53.3
RURAL AREA	20.7	16.3	13.4	17.4	20.6	22.8	26.2	15.8	23.7	17.2	24.9	19.7	21.5



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95. 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	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS		BMMRS	URBAN	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG		/SLNTG				
Total	2000	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
URBAN AREA	27.7	38.0	35.5	26.6	19.7	46.5	37.7	28.5	23.4	33.5	33.5	24.3	16.6	100.0	0.0	0.0
SUBURBAN AREA	51.6	46.7	47.8	52.7	55.2	41.3	47.8	52.5	50.9	49.6	47.9	52.8	58.8	0.0	100.0	0.0
RURAL AREA	20.7	15.3	16.7	20.7	25.1	12.3	14.5	19.0	25.7	16.9	18.6	22.9	24.6	0.0	0.0	100.0



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96. 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	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	160	333	391	411	330	216	103	56	1469	884	498	87	549	357	233	329	531	243	288
SINGLE	35.9	19.7	24.6	31.0	37.7	43.4	49.3	49.9	48.0	32.5	26.6	40.2	48.5	24.1	35.8	39.8	37.7	45.3	40.3	49.5
MARRIED	43.9	57.8	53.5	45.3	43.2	40.0	34.7	30.8	24.1	46.8	50.6	42.4	32.2	53.7	47.4	38.5	40.3	35.9	40.4	32.0
SEPARATED/DIVORCED	15.6	16.9	16.8	18.5	15.4	12.8	11.3	13.4	22.1	16.4	17.6	14.4	14.9	17.7	13.3	16.4	17.4	13.4	13.8	13.1
WIDOWED	4.7	5.5	5.1	5.2	3.8	3.9	4.7	5.9	5.9	4.4	5.2	3.0	4.5	4.5	3.5	5.4	4.6	5.4	5.5	5.4



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96. 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	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1724	1424	301	276	167	108
SINGLE	35.9	44.3	35.7	32.2	35.7	33.2	30.7	45.1	52.3	54.1	49.6
MARRIED	43.9	37.6	41.7	47.2	45.4	45.7	47.5	37.1	32.5	33.6	30.7
SEPARATED/DIVORCED	15.6	12.5	16.4	16.5	15.6	15.9	16.2	14.7	13.5	11.7	16.1
WIDOWED	4.7	5.7	6.3	4.1	3.3	5.2	5.6	3.2	1.7	0.6	3.5



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96. WHAT IS YOUR MARITAL STATUS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					VOTER MODE				
		TRUMP	CLIN- TON	713	TRUMP	BIDEN	UNDE- CIDED	208	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	EARLY VOTER	Mail	Drop- off	In Person
Total	2000	841	713	918	874	208	776	693	308	218	223	1261	448	228	584	739	
SINGLE	35.9	23.1	38.2	31.0	39.2	43.1	29.4	37.7	42.9	35.8	42.8	36.3	35.7	41.1	34.8	35.2	
MARRIED	43.9	54.0	41.6	49.5	40.7	32.4	50.1	41.6	37.4	41.4	38.0	43.9	41.6	44.4	45.4	43.9	
SEPARATED/DIVORCED	15.6	17.6	15.1	15.7	14.7	18.5	16.4	14.5	16.6	18.8	14.5	15.0	15.5	11.1	16.1	16.6	
WIDOWED	4.7	5.3	5.1	3.7	5.4	6.0	4.0	6.1	3.1	4.0	4.7	4.9	7.2	3.4	3.7	4.4	



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96. WHAT IS YOUR MARITAL STATUS?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	515	1482	906	861	233	506	820	297	523	1180
SINGLE	35.9	33.7	36.6	28.7	42.4	39.8	43.7	37.8	37.9	37.8	34.5
MARRIED	43.9	44.7	43.6	51.2	37.6	38.5	38.7	41.4	39.4	42.5	45.6
SEPARATED/DIVORCED	15.6	16.2	15.4	16.0	14.9	16.4	13.6	15.2	16.0	14.7	15.9
WIDOWED	4.7	5.4	4.4	4.1	5.1	5.4	4.0	5.6	6.7	4.9	4.1



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96. WHAT IS YOUR MARITAL STATUS?

BANNER 5

	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	818	894	720	740	540	359	266	315	361	474	225
SINGLE	35.9	25.4	38.5	25.4	44.4	38.2	29.7	49.2	38.5	21.2	41.6	37.6
MARRIED	43.9	52.8	41.4	53.2	36.4	41.6	53.7	37.3	40.2	52.8	35.8	43.5
SEPARATED/DIVORCED	15.6	17.1	15.0	16.3	14.6	16.0	13.2	10.2	17.7	19.5	17.0	13.5
WIDOWED	4.7	4.8	5.1	5.0	4.7	4.3	3.5	3.3	3.5	6.6	5.5	5.3



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96. WHAT IS YOUR MARITAL STATUS?

BANNER 6

	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	563	237	326	744	430	263	693	43	152	525	431	256	53	90	335	115
SINGLE	35.9	48.6	55.1	43.9	37.6	23.6	23.7	23.7	41.5	37.0	20.8	48.8	38.7	35.4	50.8	37.0	31.5
MARRIED	43.9	34.7	32.7	36.1	42.1	51.6	56.0	53.3	47.2	43.9	56.5	33.7	40.5	38.2	33.5	42.4	45.6
SEPARATED/DIVORCED	15.6	13.2	8.6	16.6	15.8	18.1	16.0	17.3	11.3	16.4	16.7	13.9	14.8	19.1	11.1	16.2	19.3
WIDOWED	4.7	3.5	3.6	3.4	4.6	6.7	4.3	5.8	0.0	2.7	6.1	3.6	6.0	7.4	4.6	4.4	3.6



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96. WHAT IS YOUR MARITAL STATUS?

BANNER 7

	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	909	283	807	1056	252	28	225	1542	953	589	205	620	169	505	549
SINGLE	35.9	44.7	39.2	24.8	34.3	24.3	38.8	22.5	36.3	33.3	41.1	47.0	28.3	28.5	34.7	47.7
MARRIED	43.9	36.3	42.4	52.9	44.8	64.8	61.2	65.2	44.1	51.3	32.4	16.7	44.9	51.5	48.6	35.5
SEPARATED/DIVORCED	15.6	14.2	14.9	17.4	15.6	7.3	0.0	8.3	14.9	10.6	21.7	31.1	20.4	14.8	12.5	13.7
WIDOWED	4.7	4.8	3.5	5.0	5.2	3.6	0.0	4.1	4.8	4.8	4.8	5.1	6.4	5.2	4.2	3.1



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96. WHAT IS YOUR MARITAL STATUS?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1293	707	469	238	599	341	694	366	1360	640	260	260	80	644	716	121	139	124	136
SINGLE	35.9	37.9	32.2	37.0	22.7	42.7	30.3	33.8	33.9	30.1	48.0	45.0	59.0	26.0	32.7	27.9	45.4	44.7	61.1	57.0
MARRIED	43.9	38.8	53.1	49.1	61.0	38.2	55.7	39.3	50.7	46.7	37.8	40.6	27.3	62.4	48.5	45.1	40.5	40.6	27.8	26.9
SEPARATED/DIVORCED	15.6	18.2	10.9	10.3	12.1	16.0	10.1	20.0	11.5	17.2	12.1	11.9	12.0	9.4	14.4	19.7	11.7	12.1	11.1	12.8
WIDOWED	4.7	5.2	3.8	3.6	4.2	3.2	3.9	6.9	3.8	6.0	2.0	2.5	1.8	2.1	4.4	7.3	2.3	2.6	0.0	3.4



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96. 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
Total	2000	158	265	347	325	364	541	771	1229	1095	905	940	1060
SINGLE	35.9	91.6	67.5	41.9	32.1	22.5	11.5	60.9	20.2	52.4	15.9	38.2	33.8
MARRIED	43.9	8.4	28.9	46.3	46.3	48.7	55.3	32.5	51.0	36.6	52.6	44.5	43.3
SEPARATED/DIVORCED	15.6	0.0	3.6	11.2	20.1	24.3	20.3	6.3	21.4	10.4	21.9	13.9	17.1
WIDOWED	4.7	0.0	0.0	0.6	1.5	4.5	13.0	0.3	7.5	0.6	9.6	3.4	5.8



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96. WHAT IS YOUR MARITAL STATUS?

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	241	501	528	729	84	231	291	335	158	270	237	395	554	1033	413
SINGLE	35.9	86.3	49.7	30.0	14.0	89.5	56.2	35.0	15.6	84.6	44.0	23.8	12.6	48.2	32.5	27.8
MARRIED	43.9	12.1	42.2	47.2	53.1	9.3	35.8	43.2	60.6	13.6	47.6	52.1	46.8	34.2	48.0	46.3
SEPARATED/DIVORCED	15.6	1.6	7.9	20.5	21.9	1.2	7.9	20.3	15.5	1.8	8.0	20.7	27.4	14.8	14.8	18.6
WIDOWED	4.7	0.0	0.2	2.4	11.0	0.0	0.0	1.5	8.3	0.0	0.4	3.5	13.3	2.7	4.7	7.2