

STATE OF PLAY – February 19-22,  
2024

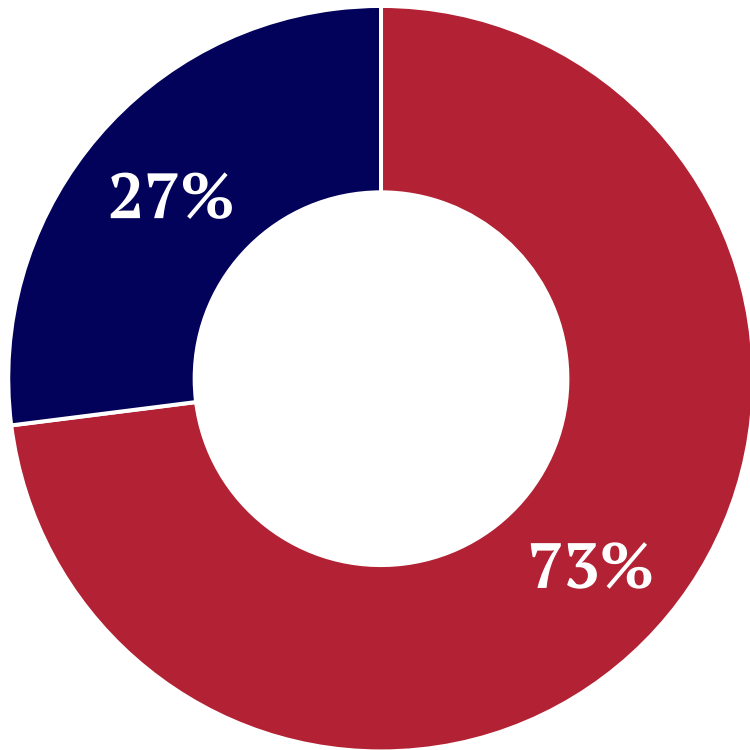
 McLaughlin & Associates



# KEY TAKEAWAYS

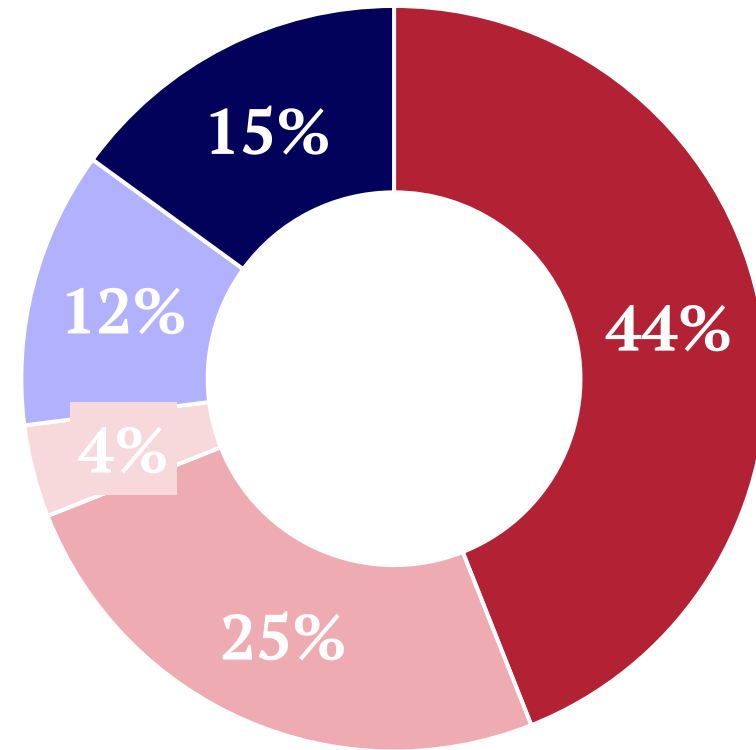
- 3-in-4 Americans continue to say the country is on the wrong track, with Gen Z the most negative age cohort.
- Joe Biden's approval has improved slightly, particularly among older voters, but he is still perceived negatively by nearly 6-in-10 voters.
- The Republican generic ballot lead has narrowed to 2 points among all voters and 4 points among likely voters.
- The cost of living/inflation is still the top issue for Americans going into the 2024 election.
- Republicans continue to lose ground in being perceived as being focused on the right things.
- There has been a 6-point increase in the number of Americans planning to vote early in 2024, including a 10-point increase among Republicans.

# Voter Universe – Feb 19-22, 2024



■ New Majority

■ Left Minority



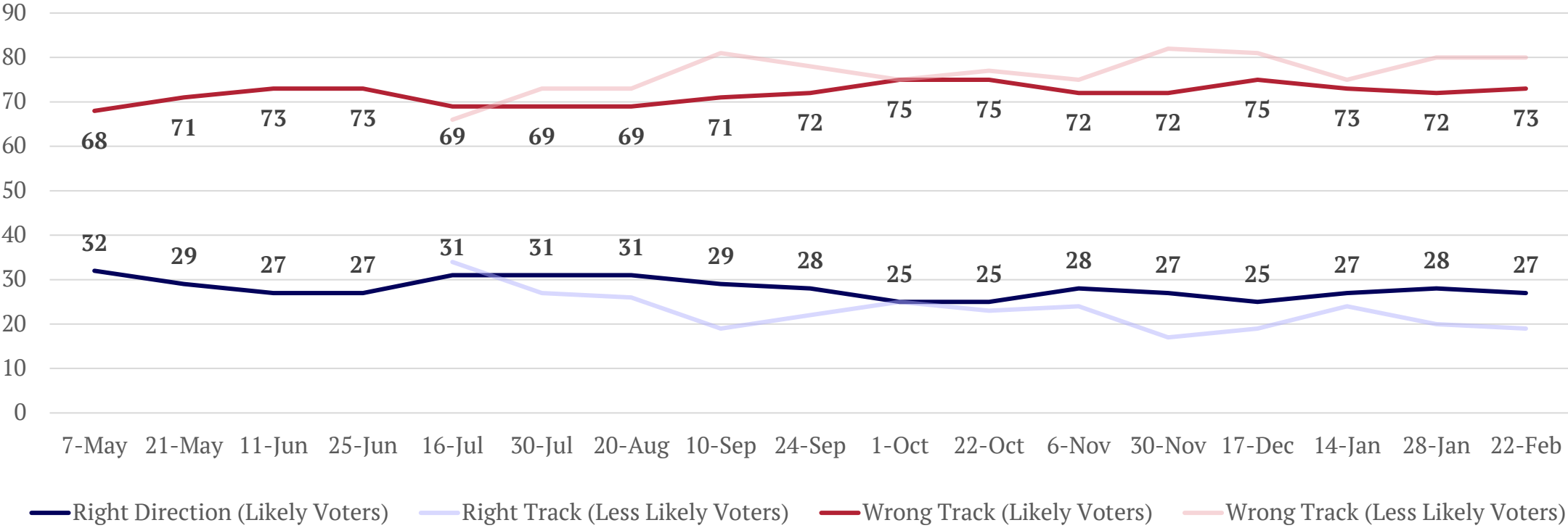
- 8-10 (All)
- 6-7 Filtered (minus def vote dem; prob vote dem & strong approve Biden)
- 0-5 Filtered (inc def, prob, or lean Republican; undecideds)
- 6-7 Remaining
- 0-5 Remaining

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



# Discontent Remains High, With Nearly 3-in-4 Voters Saying U.S. is on the Wrong Track

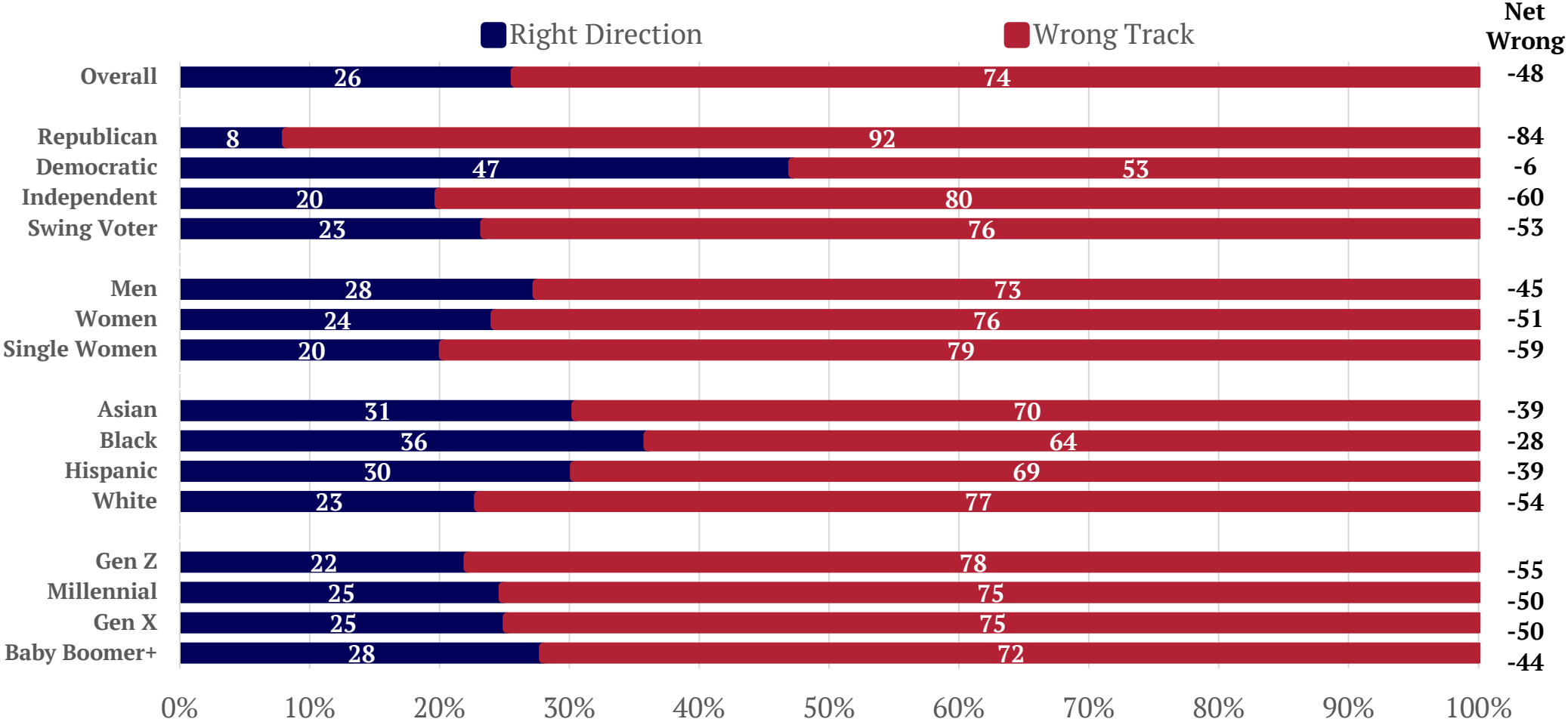
“Generally speaking, would you say things in the United States are going in the right direction, or have they gotten off on the wrong track?”



# Direction of Country Remains Unchanged

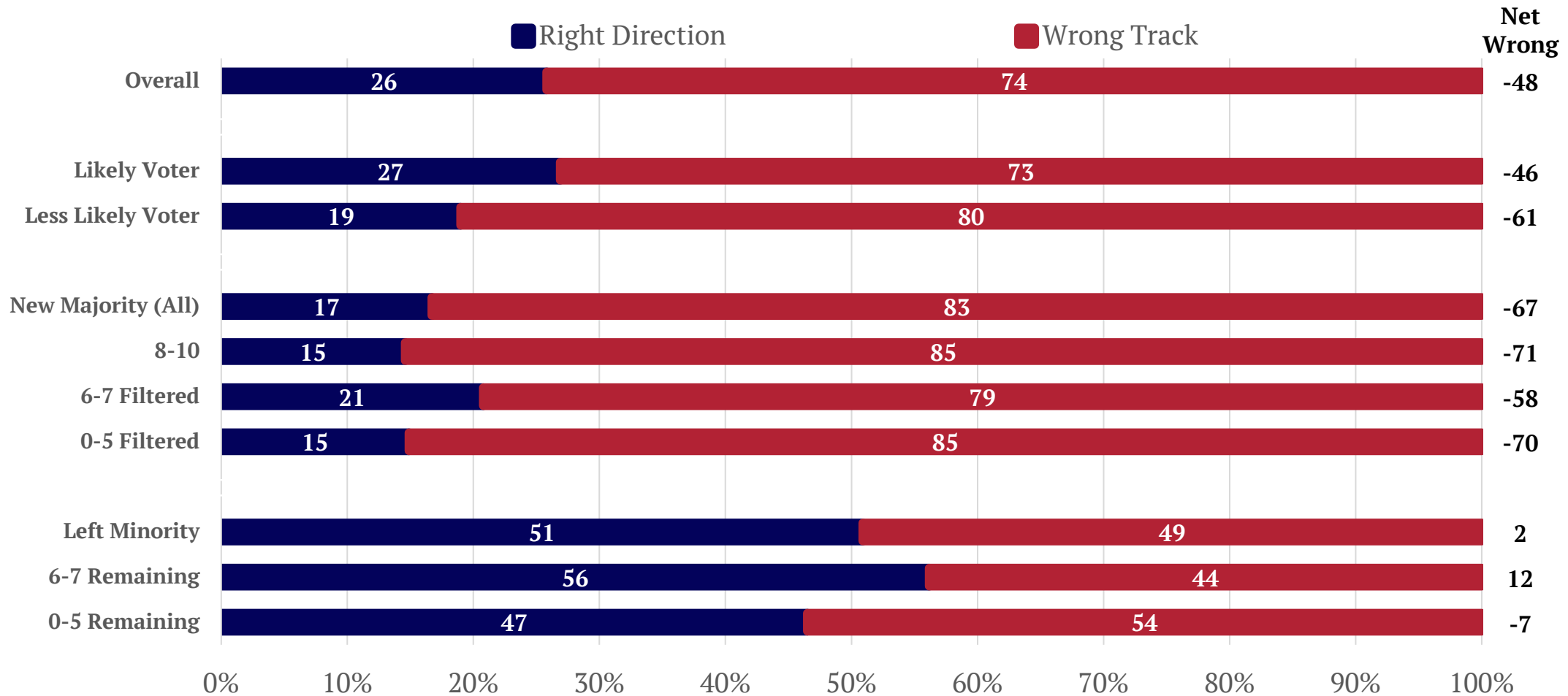
## Gen Z the Most Negative About State of Country

“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?”



# New Majority Voters Very Negative on Direction of the Country

“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?”

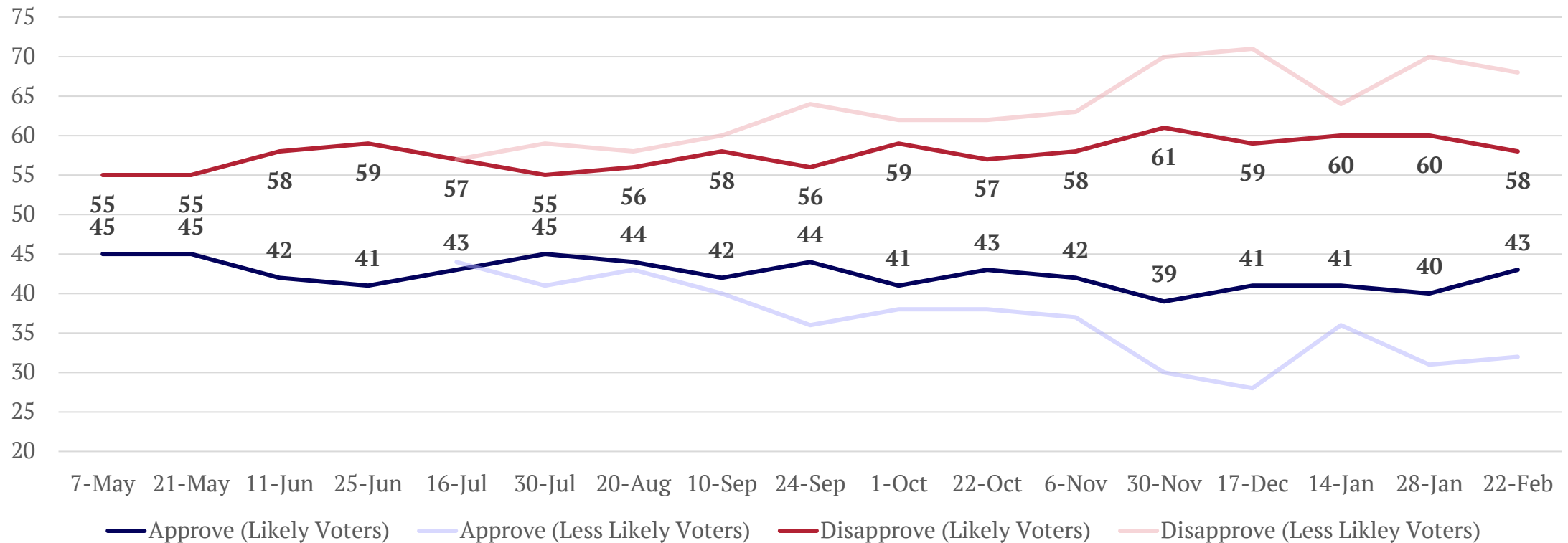


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# Biden Approval Improves Slightly, Still Negative

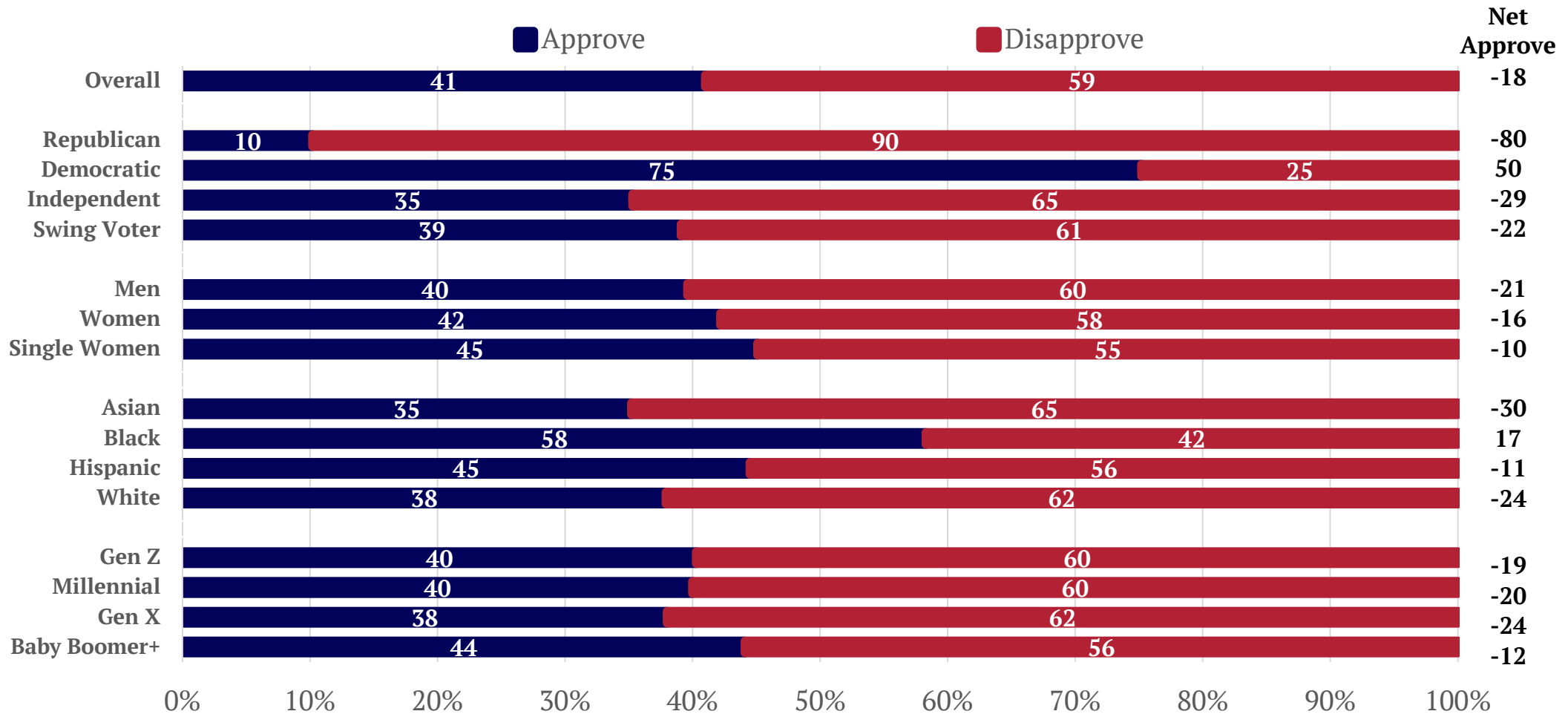
“Do you approve or disapprove of the job Joe Biden is doing as President?”



# 6-in-10 Voters Disapprove of Biden

Gen X and Asians have the highest disapproval.

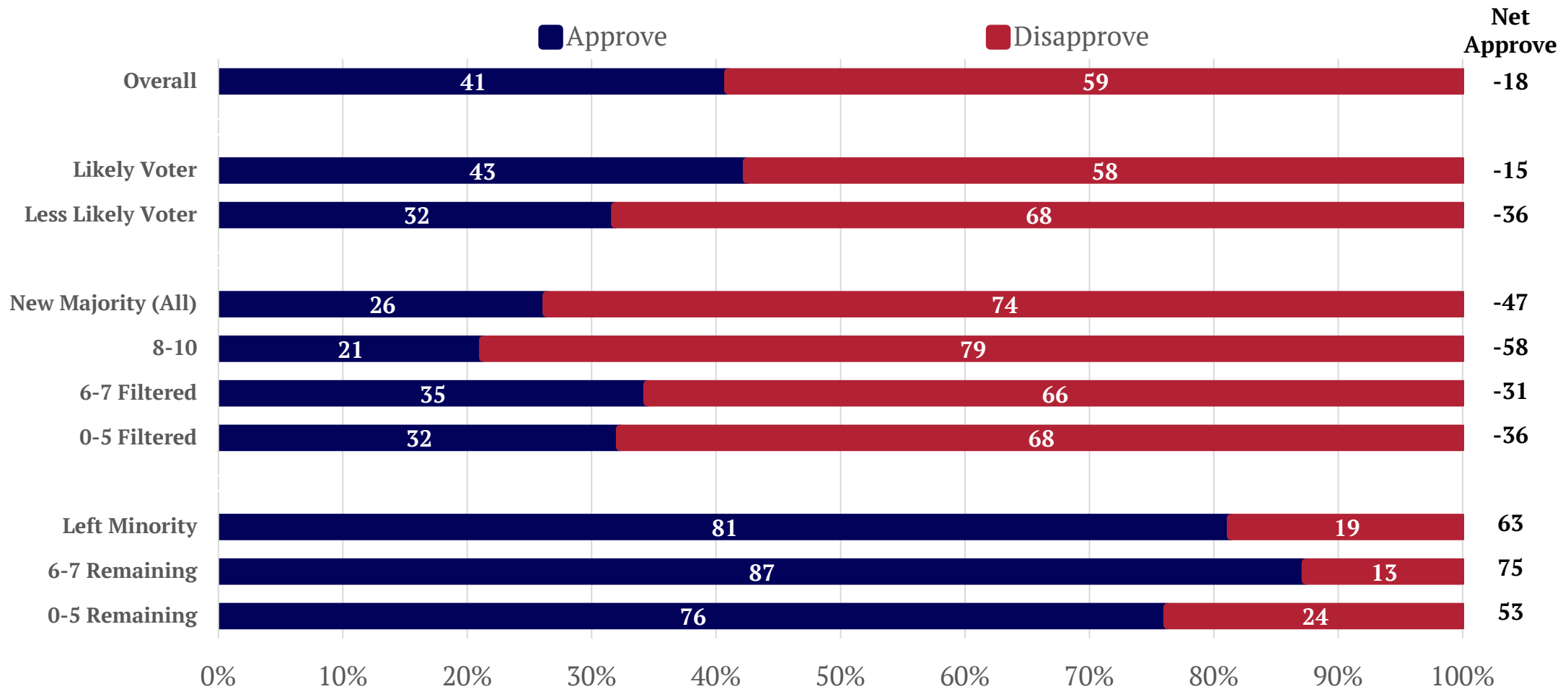
“Do you approve or disapprove of the job Joe Biden is doing as President?”





# All New Majority Voting Groups Disapprove of Joe Biden

“Do you approve or disapprove of the job Joe Biden is doing as President?”

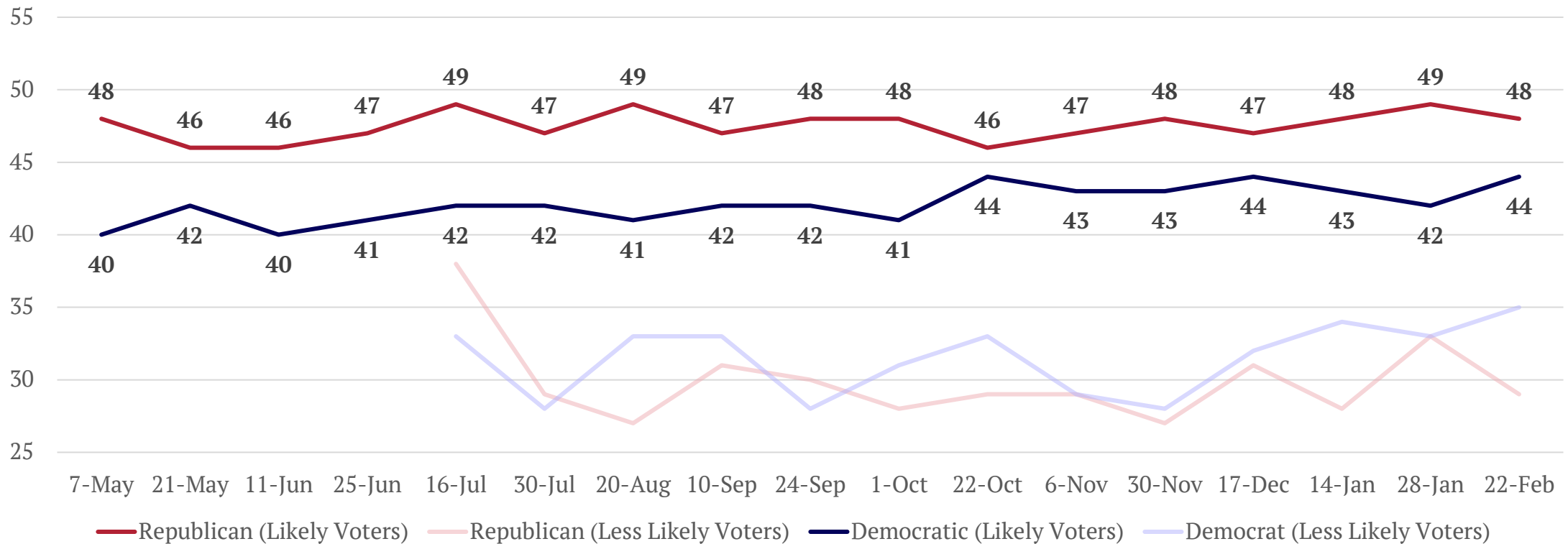


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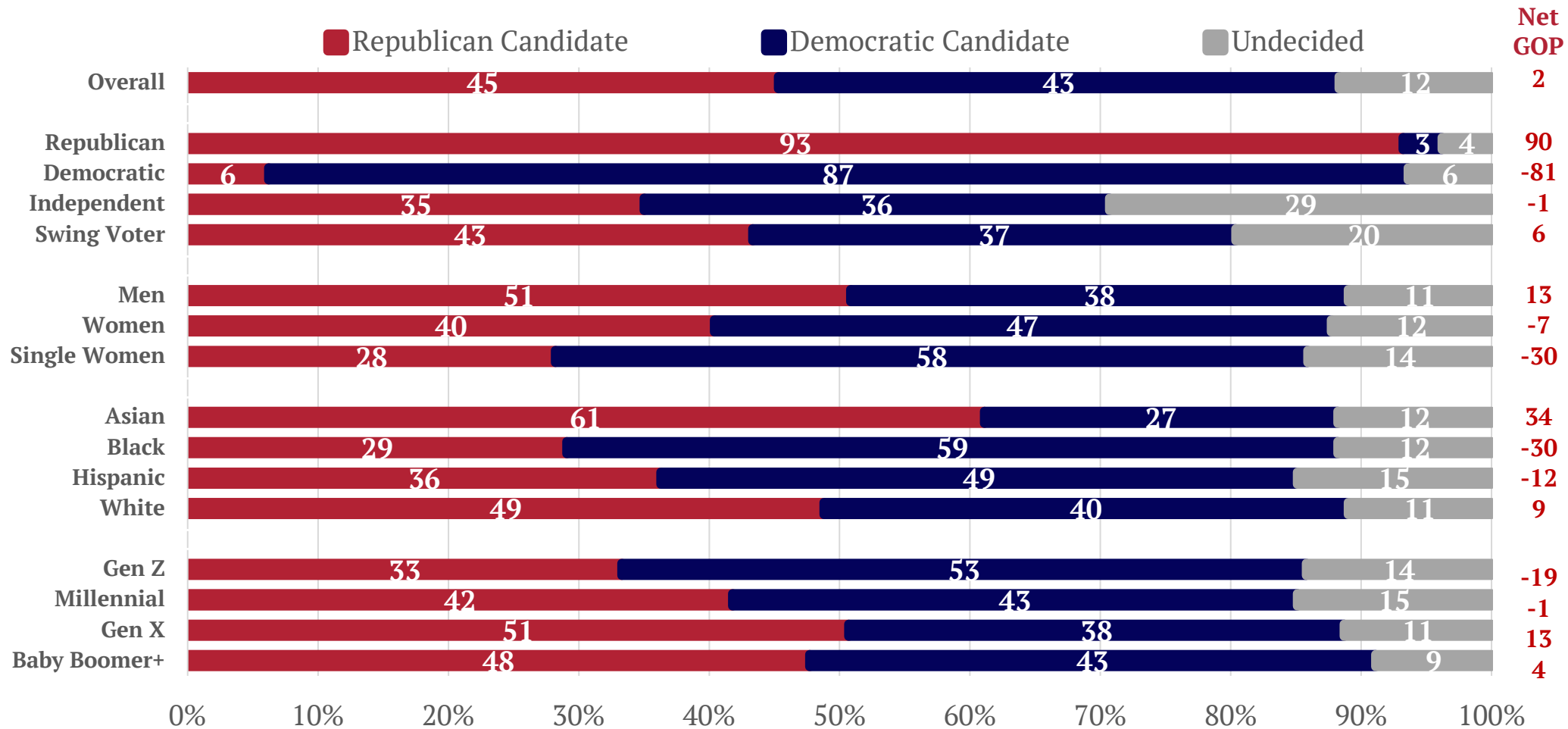
# Republican Generic Ballot Lead Narrows Among Likely Voters

“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



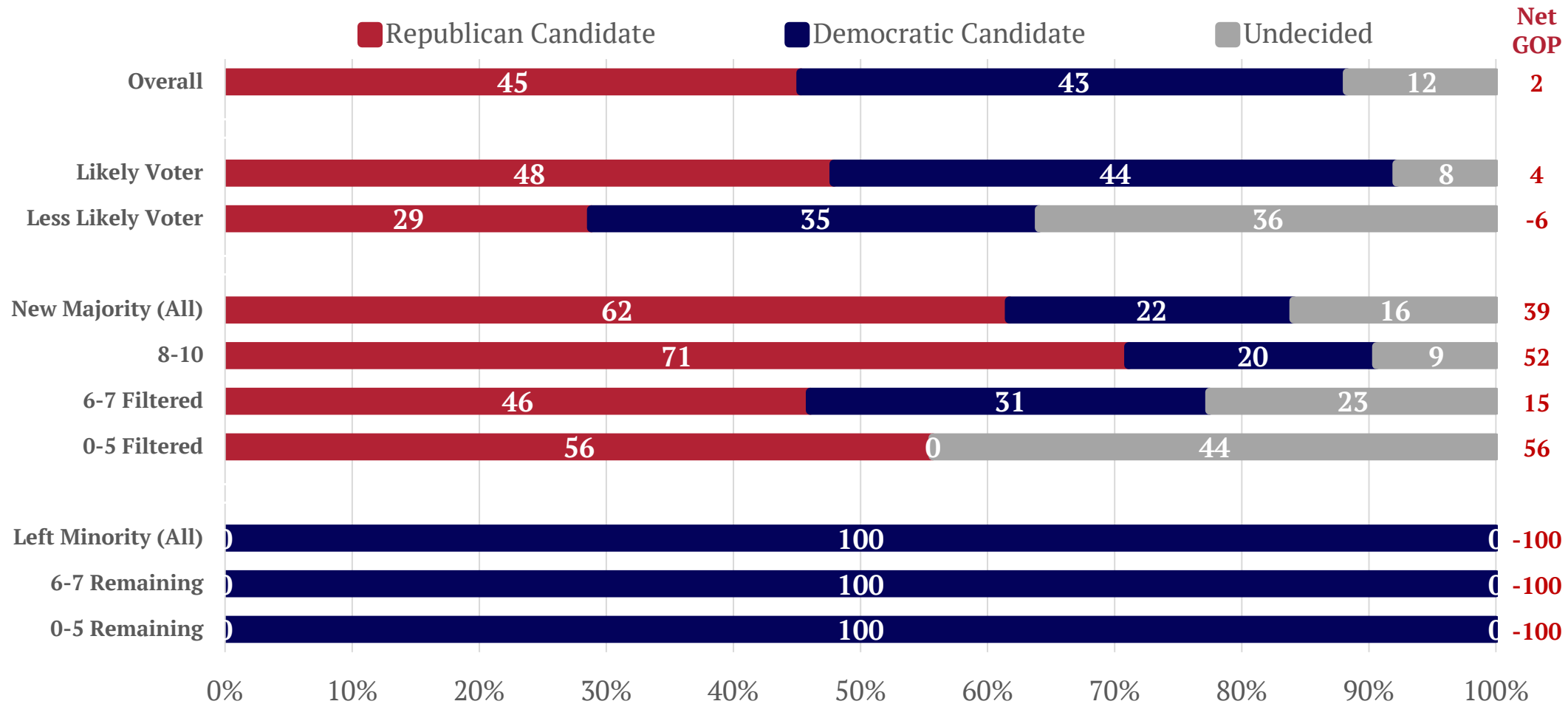
# Swing Voters Prefer GOP Candidate By 6 Points, Independents Split

“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



# 6-in-10 New Majority Voters Prefer a GOP Candidate for Congress.

“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



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# Economic and Immigration Concerns Dominate The Top Issues

“Thinking about the upcoming elections in 2024 for President and Congress, what issue is the MOST important to you?” (COMBINED TOP 3)

	Overall		GOP	DEM	IND	Swing Voter		Men	Women	Single Women		Asian	Black	Hisp.	White		Gen Z	Mill Ennial	Gen X	Baby Boomers+
Rising C.O.L./Inflation	48		52	43	51	48		46	50	54		48	50	49	48		50	57	56	36
Border Security	24		41	7	23	23		27	20	15		19	9	19	27		8	15	26	33
Jobs/Economic Growth	20		22	19	20	21		23	18	19		27	31	21	18		23	29	23	12
Social Sec./Medicare	18		17	20	17	18		16	20	14		9	13	15	20		7	8	16	31
Gun Control	18		6	33	14	16		16	20	19		20	19	23	17		23	17	15	19
Corruption in Govt.	16		17	10	22	16		16	16	16		11	12	17	17		20	16	15	15
Crime/Public Safety	16		20	12	16	17		17	14	13		27	15	17	15		12	16	15	17
Healthcare/Pre. Drugs	15		10	20	15	16		13	17	17		15	17	16	15		14	17	14	15
Govt. Spending./Debt	15		21	7	18	17		17	13	10		18	9	10	17		11	11	16	18
Immigration Reform	15		23	8	14	15		18	13	9		21	11	14	16		7	11	15	21
Climate Change	15		4	25	14	14		14	16	18		10	10	15	16		16	15	14	15
Abortion	13		6	22	11	12		8	18	23		10	14	11	14		22	13	12	12
Nat. Security/Terrorism	13		18	9	13	15		14	12	9		15	8	12	14		7	10	15	16
Protecting Democracy	13		5	19	13	13		13	12	8		12	12	7	14		4	7	11	20
Raising Wages	9		6	13	9	9		9	10	17		8	20	12	7		19	17	8	2
Taxes	8		9	6	10	9		10	7	9		13	10	10	7		17	9	8	5
Fighting Woke Ideology	8		14	2	8	8		9	7	5		11	5	7	8		5	8	8	8
Education	7		5	9	6	7		6	8	11		4	11	13	5		14	11	5	2
Racial Justice/Relations	6		2	11	6	5		6	6	11		4	19	8	3		15	8	4	3
LGBTQ Rights	3		1	6	3	3		3	3	6		1	4	4	3		7	5	3	1



# Top Issues – Combined Top 3 (cont.)

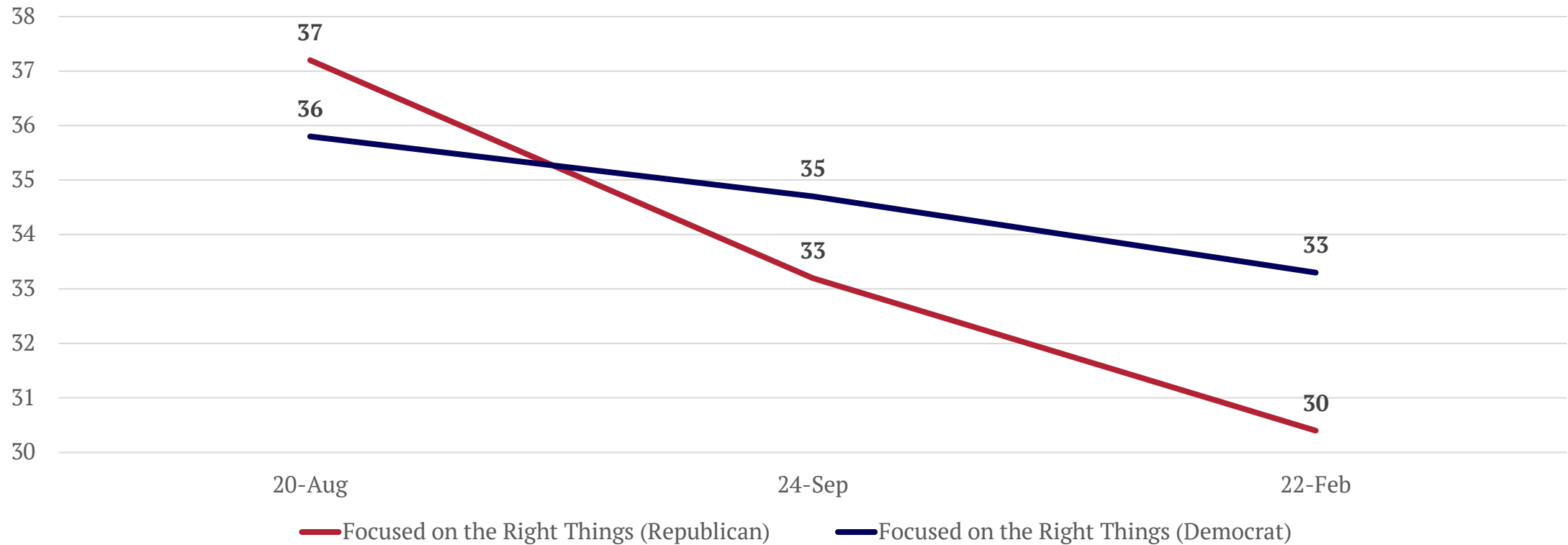
“Thinking about the upcoming elections in 2024 for President and Congress, what issue is the MOST important to you?” (COMBINED TOP 3)

	Overall	Likely Voter	Less Likely Voter	New Majority (All)	Gen Def GOP	Gen Lean/Prob GOP	Gen Und	Gen Dem	Left Minority (All)
Rising C.O.L./Inflation	48	47	58	53	53	54	59	46	37
Border Security	24	26	11	30	49	28	17	11	5
Jobs/Economic Growth	20	20	24	22	21	23	23	23	15
Social Sec./Medicare	18	19	14	17	16	15	14	21	22
Gun Control	18	19	12	13	5	7	16	30	34
Corruption in Govt.	16	15	21	17	19	21	21	9	12
Crime/Public Safety	16	16	16	18	18	24	19	13	8
Healthcare/Pre. Drugs	15	14	22	13	9	12	16	21	20
Govt. Spending./Debt	15	16	12	18	21	22	15	10	8
Immigration Reform	15	16	8	18	28	16	7	12	7
Climate Change	15	15	15	10	4	5	14	21	29
Abortion	13	13	13	8	4	8	9	15	28
Nat. Security/Terrorism	13	14	10	15	18	15	16	10	7
Protecting Democracy	13	14	5	8	4	5	7	20	25
Raising Wages	9	9	15	9	6	11	11	11	10
Taxes	8	7	14	10	9	11	13	8	5
Fighting Woke Ideology	8	8	9	10	14	13	6	3	1
Education	7	6	10	6	3	7	9	8	8
Racial Justice/Relations	6	6	6	4	1	3	5	9	12
LGBTQ Rights	3	3	5	2	0	1	5	2	8



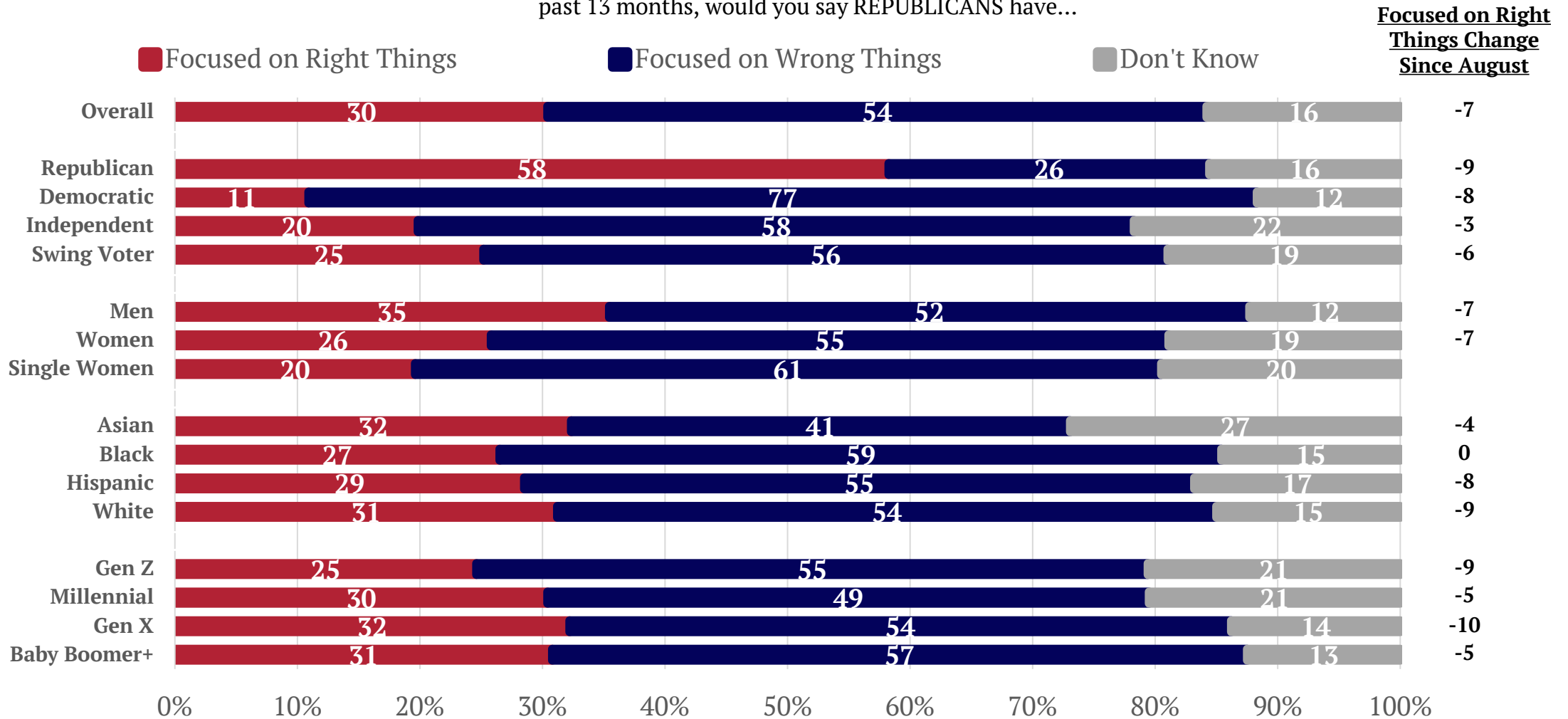
# 7-Point Drop Since August in Americans Who Say Republicans are Focused on the Right Things

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/DEMOCRATS have... 1. Focused on the right things. 2. Focused on the wrong things. 3. Don't know



# Drop in Perception of Republican Focus Driven More By Partisans Than Independents

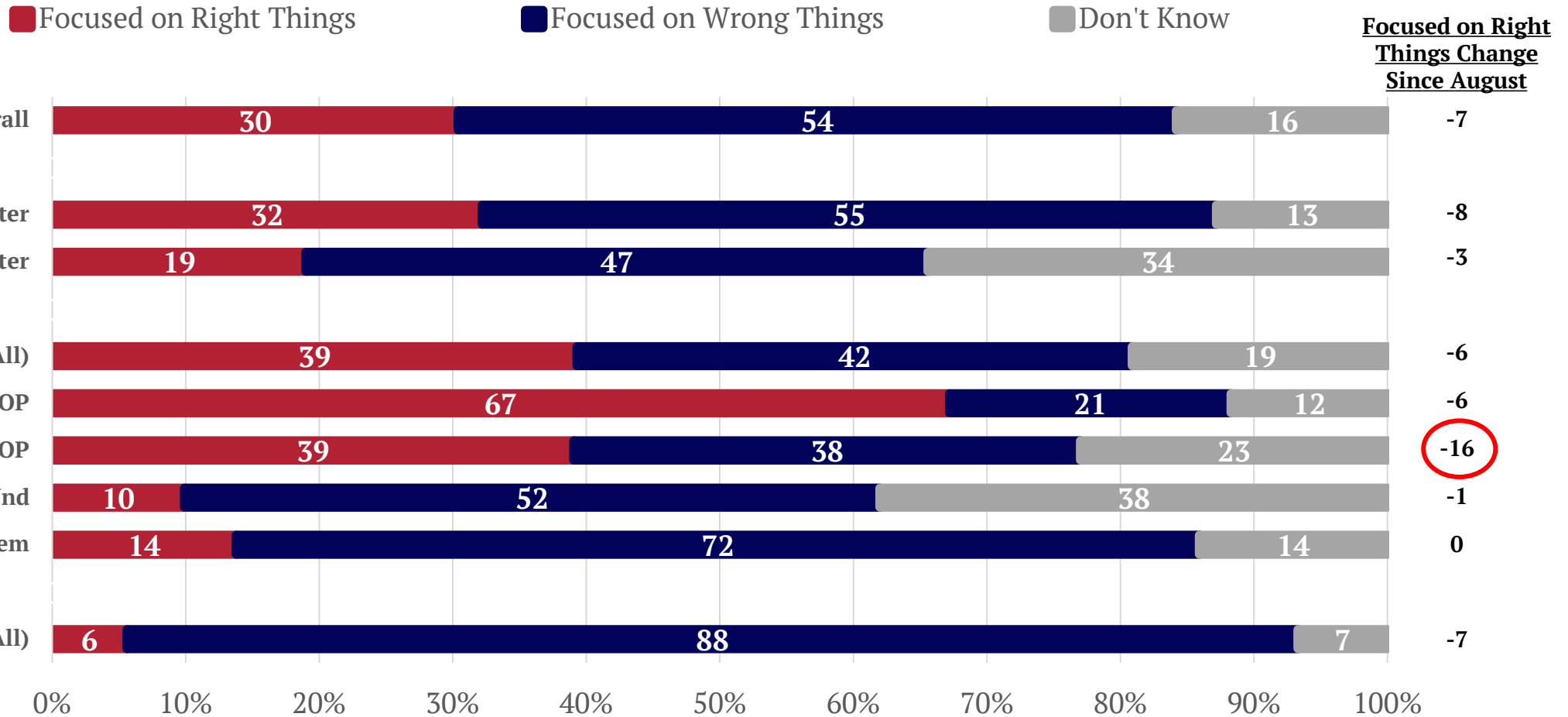
As you may know, since January 2023, Democrats have controlled the White House and U.S. Senate and Republicans have controlled the U.S. House of Representatives. Over the past 13 months, would you say REPUBLICANS have...





# 6-Point Drop Among New Majority Voters of Perception of Republican Focus

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...

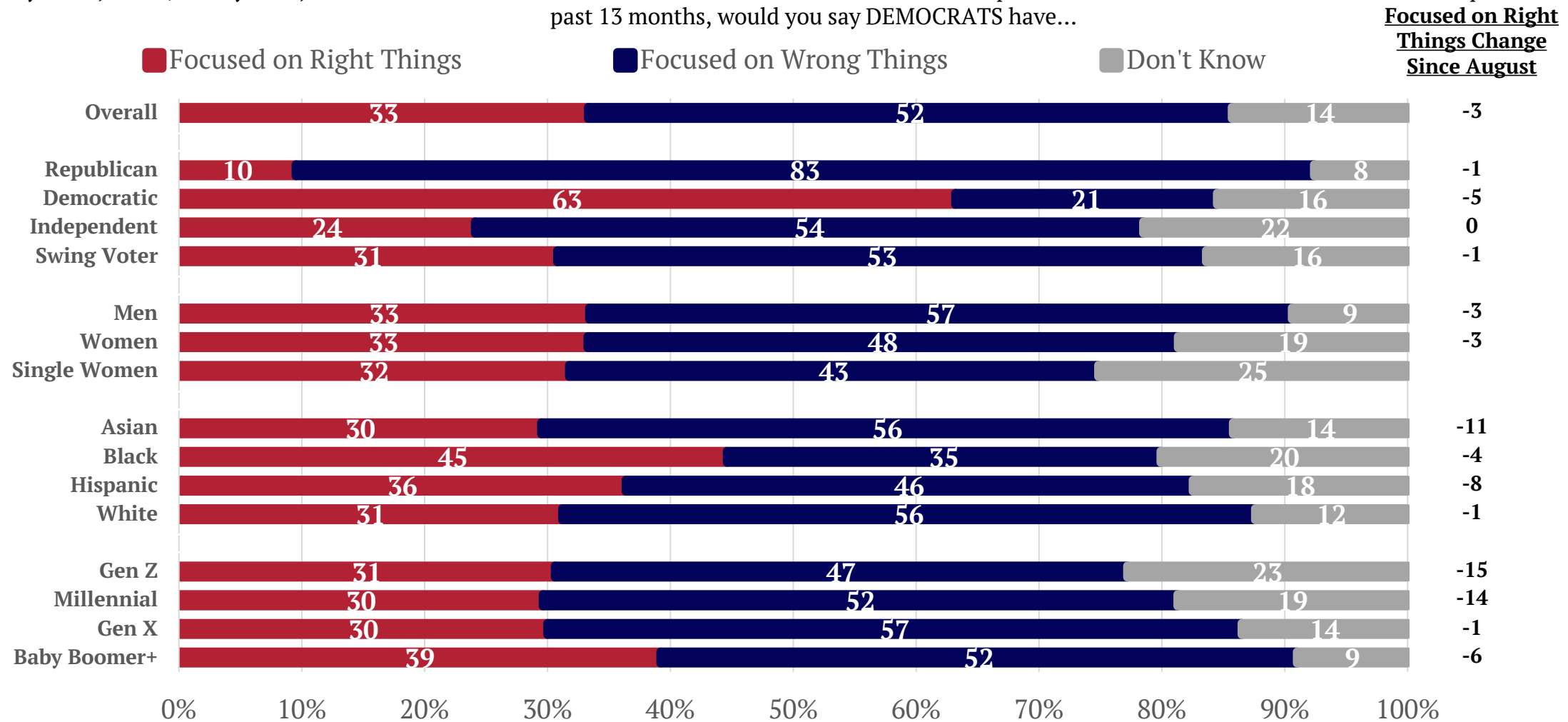


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# 3-Point Drop Since August in Americans Who Say Democrats are Focused on the Right Things

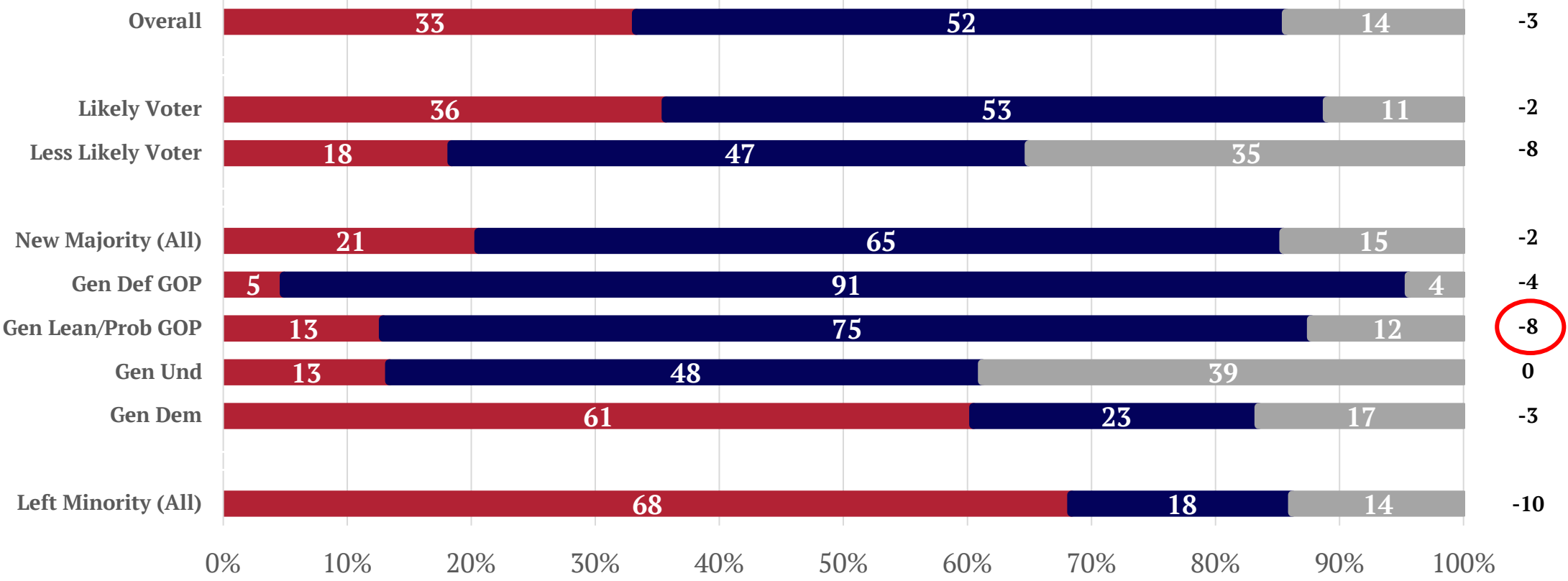
As you may know, since January 2023, Democrats have controlled the White House and U.S. Senate and Republicans have controlled the U.S. House of Representatives. Over the past 13 months, would you say DEMOCRATS have...



# Perception of Democratic Focus Among New Majority Voters Drops Slightly

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 DEMOCRATS have...

■ Focused on Right Things     
 ■ Focused on Wrong Things     
 ■ Don't Know     
 Focused on Right Things Change Since August



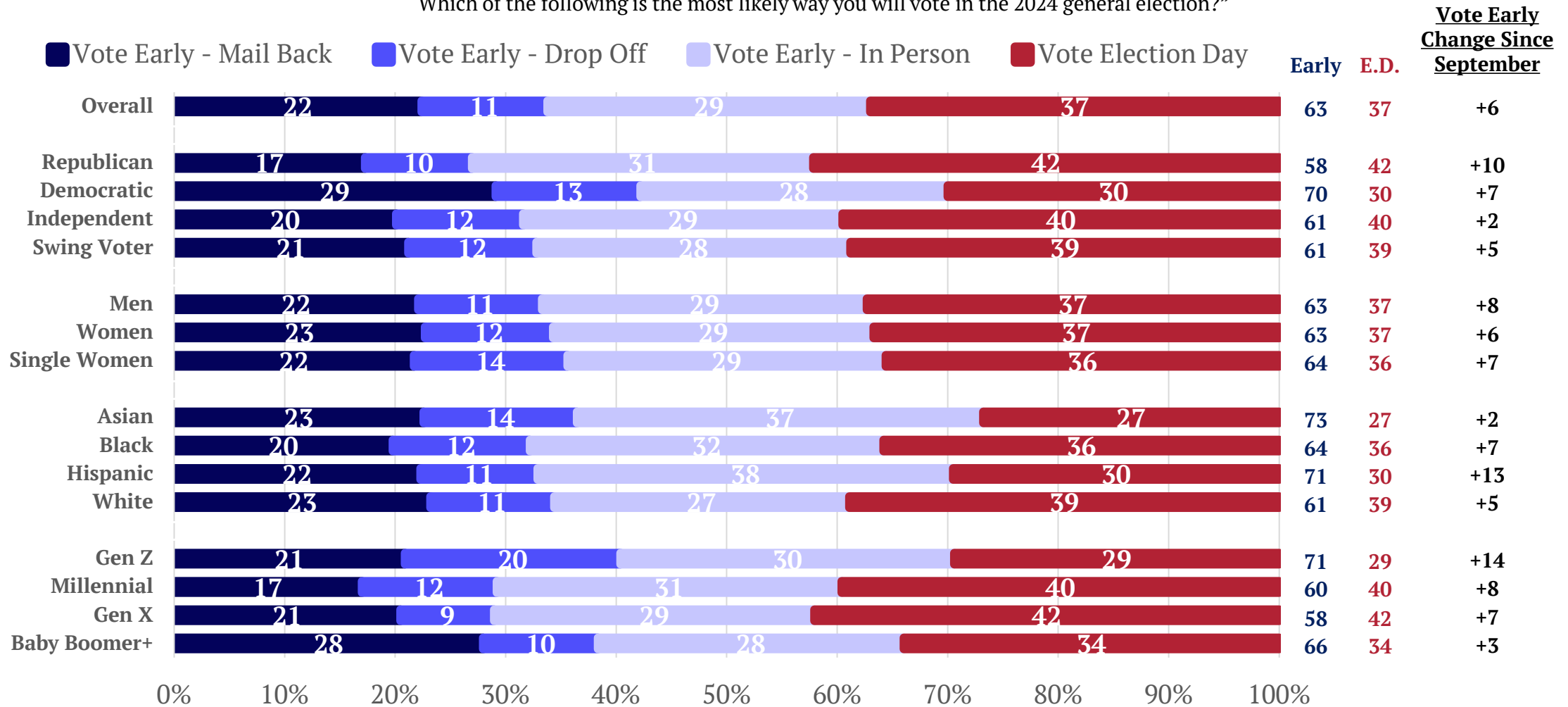
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# 6-Point Increase in Americans Planning to Vote Early

## 10-Point Gain Among Republicans

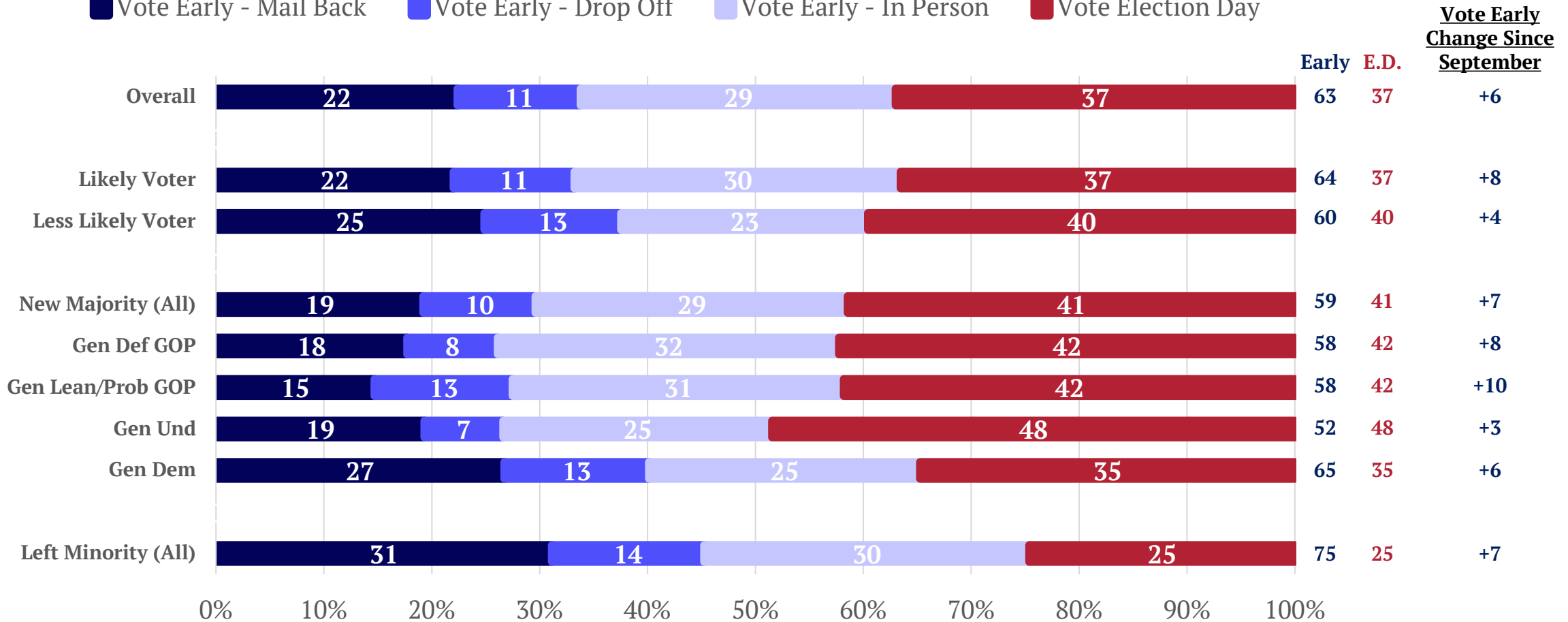
Which of the following is the most likely way you will vote in the 2024 general election?"



# 7-Point Increase in New Majority Voters Planning to Vote Early

Which of the following is the most likely way you will vote in the 2024 general election?"

■ Vote Early - Mail Back  
 ■ Vote Early - Drop Off  
 ■ Vote Early - In Person  
 ■ Vote Election Day



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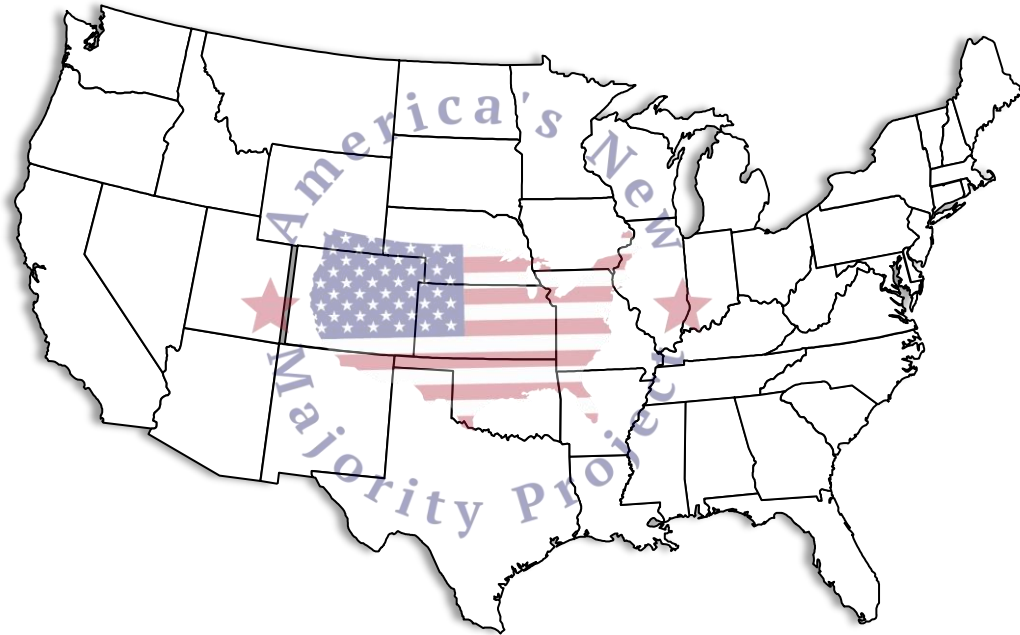


# Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between February 19-22, 2024.

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

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



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

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

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

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

Less/4yr College	65%
Bachelor's/P.G	35%

