



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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
18-24	7.8	0.5	2.4	6.3	6.5	11.4	13.8	13.9	11.0	6.6	3.8	9.3	14.3	3.7	7.1	9.2	10.3	10.7	7.4	12.5
25-34	14.0	6.6	6.9	13.2	11.1	16.3	19.4	20.7	25.2	12.9	9.7	13.7	28.7	9.1	18.1	16.4	12.0	16.6	13.1	18.5
35-44	16.6	14.5	17.7	20.0	18.9	13.4	14.6	17.1	12.7	18.1	18.1	17.7	19.4	18.8	19.6	14.8	17.3	13.1	13.7	12.8
45-54	16.0	13.7	15.5	16.6	17.6	15.5	15.2	16.2	15.9	16.0	15.6	17.8	12.7	14.1	16.1	17.9	18.5	15.9	14.2	16.9
55-64	19.5	24.4	23.7	18.2	21.2	20.5	16.1	13.2	14.9	19.9	21.4	19.8	12.5	21.8	20.8	18.5	15.9	18.6	23.0	16.0
OVER 64	26.0	40.2	33.8	25.6	24.7	22.9	20.8	18.9	20.2	26.4	31.5	21.6	12.5	32.4	18.3	23.2	26.0	25.1	28.5	23.2
Mean	49.32	56.07	53.94	49.35	49.99	47.71	45.47	44.32	45.07	49.84	52.33	48.10	41.20	52.59	47.17	48.01	48.58	48.09	50.67	46.62



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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	1799	1543	256	201	139	62
18-24	7.8	9.1	7.8	7.4	7.5	6.8	5.2	16.6	16.6	16.2	17.3
25-34	14.0	15.2	14.0	12.5	15.7	12.7	10.4	26.6	25.8	28.8	18.8
35-44	16.6	19.0	14.4	15.1	19.8	16.9	16.5	19.3	14.0	13.5	15.1
45-54	16.0	12.2	16.9	17.5	15.4	15.9	16.1	14.5	16.7	17.4	15.1
55-64	19.5	17.5	18.7	21.8	18.2	20.1	21.1	13.9	14.8	12.7	19.6
OVER 64	26.0	27.1	28.3	25.7	23.5	27.6	30.7	9.0	12.1	11.3	14.1
Mean	49.32	48.45	49.86	50.05	48.19	50.16	51.77	40.49	41.83	41.00	43.71



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
18-24	7.8	2.6	3.1	4.9	10.1	11.7	4.2	7.7	16.0	14.2	10.9	7.4	9.8	13.4	0.6	7.8	9.1	13.8
25-34	14.0	10.6	13.5	14.2	13.6	14.7	11.1	13.5	20.3	21.2	19.3	13.6	17.7	15.7	2.3	21.9	11.7	20.9
35-44	16.6	17.7	15.8	19.7	13.9	14.5	20.7	13.5	15.1	15.0	14.0	16.5	21.4	24.3	2.1	20.0	13.7	19.0
45-54	16.0	17.5	16.3	15.7	16.7	13.6	15.8	17.1	14.5	13.5	14.4	15.7	20.1	14.1	3.5	21.8	19.1	19.6
55-64	19.5	22.4	21.8	20.3	19.0	18.6	21.5	19.4	17.1	18.8	15.3	19.2	22.7	19.9	8.9	22.0	27.5	25.0
OVER 64	26.0	29.2	29.5	25.3	26.7	26.9	26.7	28.7	16.9	17.2	26.1	27.6	8.3	12.5	82.6	6.4	18.8	1.6
Mean	49.32	52.23	51.69	49.75	49.06	48.35	50.83	50.21	44.02	44.60	47.24	49.78	44.75	44.27	64.01	44.22	49.22	42.24



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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	532	1466	931	855	214	452	844	305	539	1155
18-24	7.8	9.0	7.4	4.9	10.6	9.2	9.6	8.7	6.5	10.0	7.1
25-34	14.0	14.4	13.9	12.4	15.1	16.4	19.8	13.9	11.7	15.1	14.0
35-44	16.6	13.6	17.8	19.1	14.4	14.8	16.0	14.8	11.8	16.5	18.0
45-54	16.0	15.9	15.9	14.8	16.7	17.9	17.1	16.4	13.2	18.1	15.7
55-64	19.5	17.8	20.2	21.4	17.7	18.5	16.9	18.4	20.3	17.3	20.4
OVER 64	26.0	29.3	24.9	27.3	25.4	23.2	20.4	27.9	36.5	23.0	24.7
Mean	49.32	49.59	49.23	50.61	48.25	48.01	46.45	49.49	52.55	47.75	49.22



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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	REPUB- LICAN	DEMO- CRAT
Total	2000	866	920	724	740	536	366	319	255	358	421	281			
18-24	7.8	3.2	8.9	3.6	11.4	8.5	1.7	6.0	4.5	5.5	15.6	12.1			
25-34	14.0	11.2	15.0	10.6	17.1	14.3	7.0	15.1	12.7	14.2	18.7	15.8			
35-44	16.6	19.0	14.4	19.6	16.2	13.2	17.4	19.2	12.1	22.0	14.0	14.1			
45-54	16.0	16.9	15.9	14.3	14.7	20.0	14.6	15.1	20.9	13.9	14.4	19.2			
55-64	19.5	22.0	18.5	23.7	16.5	18.1	26.5	18.9	18.2	20.9	14.8	18.0			
OVER 64	26.0	27.7	27.3	28.2	24.0	26.0	32.9	25.7	31.7	23.4	22.6	20.8			
Mean	49.32	51.50	49.16	51.71	47.04	49.25	54.30	49.23	51.83	49.07	45.37	46.92			



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
18-24	7.8	12.5	12.2	12.7	8.4	3.1	3.9	3.5	15.1	3.8	2.7	12.7	9.2	10.4	10.1	9.8	3.7
25-34	14.0	18.7	25.9	14.3	15.6	9.3	8.0	8.8	28.3	12.4	8.8	18.5	16.6	8.0	14.8	16.1	8.9
35-44	16.6	17.7	18.7	17.2	15.6	15.6	18.4	16.8	37.5	21.3	18.0	17.4	14.3	14.8	9.8	14.3	12.2
45-54	16.0	13.2	12.9	13.3	18.7	14.7	16.5	15.5	1.2	17.8	14.3	12.6	18.7	14.8	22.4	19.1	21.0
55-64	19.5	15.1	13.1	16.2	20.1	23.9	20.6	22.5	11.6	27.1	23.7	14.6	18.5	24.1	19.3	18.4	16.3
OVER 64	26.0	22.8	17.2	26.3	21.5	33.3	32.6	33.0	6.4	17.7	32.5	24.1	22.7	27.8	23.7	22.2	37.9
Mean	49.32	45.92	43.28	47.52	48.20	53.41	52.71	53.12	38.06	49.62	53.22	46.11	47.95	50.74	48.78	47.79	53.70



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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	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
18-24	7.8	11.1	11.0	3.2	7.4	10.2	13.7	9.7	7.7	8.4	6.5	5.3	5.7	9.6	7.4	9.5
25-34	14.0	16.0	18.5	10.4	13.4	11.3	23.5	9.5	14.8	13.7	16.9	10.7	9.5	15.3	10.0	21.7
35-44	16.6	15.4	16.9	17.9	17.6	19.6	20.1	19.6	16.2	15.6	17.3	16.2	12.7	21.0	16.9	18.3
45-54	16.0	16.1	14.3	16.3	15.7	13.0	14.0	12.9	15.4	14.7	16.5	25.3	17.1	16.9	16.4	15.2
55-64	19.5	17.2	17.0	22.9	20.0	16.4	6.3	17.8	19.3	19.3	19.4	25.5	25.1	18.5	20.4	14.4
OVER 64	26.0	24.2	22.3	29.2	26.0	29.5	22.3	30.5	26.5	28.2	23.4	17.0	29.9	18.7	28.8	20.9
Mean	49.32	47.56	46.57	52.10	49.51	49.18	43.42	50.00	49.29	49.68	48.57	49.77	52.44	46.73	50.79	45.74



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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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
18-24	7.8	8.6	6.1	8.0	2.2	4.4	3.0	12.0	9.5	6.2	11.2	8.2	12.9	18.1	3.0	8.9	3.5	11.7	7.7	19.4
25-34	14.0	13.4	15.2	17.2	11.1	12.7	9.0	14.0	22.0	12.0	18.2	17.4	22.5	10.1	7.8	15.7	16.5	18.1	22.2	23.0
35-44	16.6	16.7	16.5	15.2	19.3	16.5	16.6	16.9	16.3	16.9	16.0	16.7	12.6	29.8	16.6	17.2	16.5	16.8	15.8	8.7
45-54	16.0	15.4	17.2	17.9	15.8	15.7	17.8	15.0	16.6	15.9	16.2	15.0	15.0	16.9	16.6	15.3	14.0	15.8	16.1	13.7
55-64	19.5	20.8	17.1	16.9	17.5	23.3	18.9	18.8	15.2	19.4	19.9	21.7	20.1	14.2	21.3	17.7	21.8	21.6	22.9	16.8
OVER 64	26.0	25.1	27.8	24.9	34.1	27.4	34.8	23.3	20.4	29.6	18.6	21.0	16.8	11.0	34.7	25.2	27.7	16.0	15.4	18.5
Mean	49.32	49.17	49.63	48.31	52.43	51.18	53.16	47.55	45.83	50.74	46.31	47.86	45.00	42.69	53.62	48.26	50.57	45.85	46.28	43.43





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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
18-24	7.8	100.0	0.0	0.0	0.0	0.0	0.0	20.3	0.0	14.3	0.0	3.9	11.3
25-34	14.0	0.0	100.0	0.0	0.0	0.0	0.0	36.4	0.0	25.7	0.0	11.3	16.4
35-44	16.6	0.0	0.0	100.0	0.0	0.0	0.0	43.3	0.0	30.6	0.0	16.6	16.7
45-54	16.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	25.9	29.4	0.0	16.5	15.5
55-64	19.5	0.0	0.0	0.0	0.0	100.0	0.0	0.0	31.7	0.0	42.9	21.6	17.7
OVER 64	26.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	42.3	0.0	57.1	30.1	22.4
Mean	49.32	21.00	29.50	39.50	49.50	59.50	67.00	32.10	60.08	37.21	63.78	51.91	47.03



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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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
18-24	7.8	67.9	0.0	0.0	0.0	59.6	0.0	0.0	0.0	70.9	0.0	0.0	0.0	10.0	7.5	5.8
25-34	14.0	32.1	40.3	0.0	0.0	40.4	36.0	0.0	0.0	29.1	43.8	0.0	0.0	19.1	11.8	13.1
35-44	16.6	0.0	59.7	5.3	0.0	0.0	64.0	4.1	0.0	0.0	56.2	6.4	0.0	20.5	15.0	15.9
45-54	16.0	0.0	0.0	60.5	0.0	0.0	0.0	59.0	0.0	0.0	0.0	61.9	0.0	16.1	15.9	15.9
55-64	19.5	0.0	0.0	34.3	28.7	0.0	0.0	36.8	27.4	0.0	0.0	31.7	30.3	16.2	20.2	22.0
OVER 64	26.0	0.0	0.0	0.0	71.3	0.0	0.0	0.0	72.6	0.0	0.0	0.0	69.7	18.0	29.6	27.2
Mean	49.32	23.73	35.47	52.40	64.85	24.43	35.90	52.77	64.95	23.47	35.12	52.03	64.73	45.56	50.71	50.59



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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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
18-24	7.8	0.5	2.4	6.3	6.5	11.4	13.8	13.9	11.0	6.6	3.8	9.3	14.3	3.7	7.1	9.2	10.3	10.7	7.4	12.5
25-29	7.1	2.6	2.4	7.4	7.0	7.7	8.9	10.8	12.9	6.6	4.7	6.8	16.2	3.7	9.7	8.3	7.6	8.4	8.3	8.4
30-40	17.2	10.8	15.8	19.5	15.0	17.1	19.9	18.0	21.5	17.7	16.4	18.2	23.1	16.3	21.0	19.1	15.7	16.0	11.4	18.6
41-55	24.8	23.3	24.4	25.0	28.1	23.2	23.6	27.8	21.5	25.5	24.5	27.6	24.8	24.0	26.5	24.2	28.4	23.2	22.2	23.8
56-65	18.9	26.2	22.9	18.3	20.6	18.6	14.2	12.7	14.2	19.3	21.5	17.6	11.8	22.9	18.6	17.6	13.4	18.0	24.0	14.6
OVER 65	24.2	36.5	32.0	23.4	22.9	21.9	19.4	16.8	18.9	24.4	29.1	20.4	9.8	29.5	17.0	21.6	24.6	23.8	26.6	22.2
Mean	49.13	56.11	53.73	48.93	49.78	47.56	45.27	44.41	44.87	49.57	52.08	47.76	41.09	52.58	46.87	47.59	47.93	48.06	50.81	46.49



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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	1799	1543	256	201	139	62
18-24	7.8	9.1	7.8	7.4	7.5	6.8	5.2	16.6	16.6	16.2	17.3
25-29	7.1	8.0	6.8	7.0	6.9	6.3	4.9	14.8	14.3	16.4	9.7
30-40	17.2	19.9	15.7	14.8	20.9	16.7	16.0	20.9	22.1	23.1	19.8
41-55	24.8	20.7	25.6	25.1	26.7	24.8	24.5	26.9	24.5	24.9	23.5
56-65	18.9	17.0	17.0	22.5	16.0	19.7	20.9	13.0	11.3	9.4	15.6
OVER 65	24.2	25.4	27.1	23.2	22.0	25.7	28.6	7.8	11.2	9.9	14.1
Mean	49.13	48.22	49.71	49.83	48.00	50.02	51.54	40.81	41.18	40.22	43.34



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IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704		931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
18-24	7.8	2.6	3.1		4.9	10.1	11.7	4.2	7.7	16.0	14.2	10.9	7.4	9.8	13.4	0.6	7.8	9.1	13.8
25-29	7.1	4.5	6.5		6.7	7.3	8.1	4.7	7.2	10.5	9.4	11.7	6.7	9.8	7.1	1.4	8.7	4.0	12.8
30-40	17.2	16.7	16.4		19.9	14.5	16.5	19.3	14.4	19.2	20.8	16.6	17.0	20.9	25.3	2.0	28.2	13.1	19.5
41-55	24.8	27.1	26.1		25.2	24.9	22.1	25.6	25.1	24.0	24.4	21.4	24.5	31.8	23.5	5.5	30.2	30.6	29.5
56-65	18.9	22.4	20.2		20.1	18.0	17.1	21.7	18.4	14.4	15.4	15.5	18.6	21.4	20.9	10.1	20.3	25.8	23.5
OVER 65	24.2	26.7	27.7		23.3	25.0	24.5	24.4	27.1	15.9	15.8	24.0	25.7	6.4	9.8	80.4	4.8	17.3	0.8
Mean	49.13	52.07	51.46		49.64	48.85	47.80	50.70	49.98	43.78	44.42	46.93	49.58	44.48	44.07	63.82	43.84	49.52	42.13



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

IN WHAT YEAR WERE YOU BORN?

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	532	1466	931	855	214	452	844	305	539	1155
18-24	7.8	9.0	7.4	4.9	10.6	9.2	9.6	8.7	6.5	10.0	7.1
25-29	7.1	7.0	7.1	5.9	8.1	8.3	11.0	7.3	7.6	7.1	6.9
30-40	17.2	15.8	17.7	18.0	15.9	19.1	19.4	15.8	11.6	18.2	18.2
41-55	24.8	23.9	25.1	24.9	24.8	24.2	25.8	24.4	19.0	27.4	25.1
56-65	18.9	17.0	19.6	21.3	16.6	17.6	15.4	17.8	21.7	15.6	19.7
OVER 65	24.2	27.4	23.1	24.9	24.0	21.6	18.6	26.0	33.6	21.8	22.9
Mean	49.13	49.37	49.04	50.50	48.02	47.59	46.03	49.24	52.24	47.55	49.06



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 5

	TOTAL			PARTY			MEN			WOMEN		
	2020	BALLOT		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT
Total	2000	866	920	724	740	536	366	319	255	358	421	281
18-24	7.8	3.2	8.9	3.6	11.4	8.5	1.7	6.0	4.5	5.5	15.6	12.1
25-29	7.1	4.9	7.9	4.5	9.6	7.2	1.7	8.2	6.4	7.3	10.7	7.8
30-40	17.2	18.1	15.9	17.8	18.2	15.0	15.5	19.3	14.2	20.1	17.4	15.8
41-55	24.8	26.4	24.1	24.9	22.6	27.8	24.3	25.6	28.0	25.4	20.3	27.7
56-65	18.9	22.0	17.6	23.6	15.5	17.2	26.1	16.5	17.0	21.0	14.8	17.4
OVER 65	24.2	25.5	25.6	25.7	22.6	24.3	30.7	24.4	29.9	20.7	21.2	19.3
Mean	49.13	51.35	48.93	51.63	46.75	49.03	54.28	48.86	51.41	48.92	45.16	46.87



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
18-24	7.8	12.5	12.2	12.7	8.4	3.1	3.9	3.5	15.1	3.8	2.7	12.7	9.2	10.4	10.1	9.8	3.7
25-29	7.1	8.9	11.7	7.1	9.0	3.9	3.8	3.8	10.8	6.4	3.5	9.2	11.4	5.4	5.9	8.4	4.5
30-40	17.2	21.3	24.3	19.5	16.6	13.7	15.7	14.5	40.8	21.4	15.2	20.8	13.9	15.8	14.5	16.5	11.1
41-55	24.8	21.5	23.3	20.4	27.2	25.4	24.5	25.0	17.8	28.6	24.4	20.0	27.2	23.3	31.5	26.7	28.5
56-65	18.9	14.6	13.2	15.4	18.5	22.7	22.5	22.6	9.1	24.3	24.5	14.7	16.4	18.7	16.7	17.7	16.2
OVER 65	24.2	21.2	15.3	24.8	20.2	31.2	29.6	30.5	6.4	15.6	29.7	22.5	21.9	26.4	21.3	20.9	36.0
Mean	49.13	45.84	43.65	47.17	47.83	53.32	52.54	53.00	38.71	48.87	53.25	46.04	47.53	49.34	48.30	47.62	53.47





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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 PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
18-24	7.8	11.1	11.0	3.2	7.4	10.2	13.7	9.7	7.7	8.4	6.5	5.3	5.7	9.6	7.4	9.5
25-29	7.1	8.9	8.0	4.9	6.8	6.1	23.5	3.7	7.3	7.0	7.9	6.3	4.8	7.8	4.7	10.0
30-40	17.2	16.4	21.3	16.8	17.0	16.8	13.3	17.3	17.6	16.2	20.1	14.5	10.9	21.9	15.2	24.6
41-55	24.8	24.8	22.5	25.6	25.6	23.7	20.8	24.2	23.7	23.2	24.5	36.0	25.7	26.2	26.0	23.4
56-65	18.9	16.0	17.4	22.6	18.7	16.1	14.5	16.3	18.8	18.7	19.0	23.7	24.4	18.2	20.1	13.3
OVER 65	24.2	22.9	19.9	27.0	24.6	27.1	14.2	28.9	24.9	26.5	21.9	14.1	28.4	16.3	26.6	19.3
Mean	49.13	47.35	46.52	51.88	49.40	48.94	42.13	49.92	49.17	49.53	48.50	49.01	52.49	46.29	50.59	45.49



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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. 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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
18-24	7.8	8.6	6.1	8.0	2.2	4.4	3.0	12.0	9.5	6.2	11.2	8.2	12.9	18.1	3.0	8.9	3.5	11.7	7.7	19.4
25-29	7.1	5.8	9.7	11.3	6.3	4.7	5.9	6.7	13.7	5.5	10.6	8.6	15.2	5.9	2.8	7.7	7.9	9.1	13.1	17.9
30-40	17.2	18.2	15.1	15.1	15.1	18.4	13.0	18.1	17.3	17.1	17.5	17.0	16.0	26.0	15.1	18.8	17.6	16.6	20.5	10.3
41-55	24.8	24.1	26.1	26.5	25.3	25.4	26.3	23.1	25.9	24.8	24.7	25.4	21.9	26.8	26.1	23.8	22.4	27.6	25.1	18.0
56-65	18.9	20.2	16.4	15.3	18.6	21.4	18.7	19.2	13.9	18.7	19.3	21.8	18.8	13.3	20.2	17.4	21.8	21.8	20.6	16.5
OVER 65	24.2	23.0	26.6	23.8	32.5	25.6	33.0	20.9	19.7	27.7	16.7	19.0	15.1	9.8	32.8	23.3	26.8	13.3	12.9	17.9
Mean	49.13	48.97	49.45	47.96	52.61	50.96	52.86	47.36	45.78	50.56	46.08	48.11	44.45	42.02	53.38	48.13	50.91	46.03	45.53	43.12



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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
18-24	7.8	100.0	0.0	0.0	0.0	0.0	0.0	20.3	0.0	14.3	0.0	3.9	11.3
25-29	7.1	0.0	50.7	0.0	0.0	0.0	0.0	18.5	0.0	13.0	0.0	5.2	8.8
30-40	17.2	0.0	49.3	61.9	0.0	0.0	0.0	44.7	0.0	31.6	0.0	16.4	17.9
41-55	24.8	0.0	0.0	38.1	100.0	12.7	0.0	16.5	30.0	41.0	5.4	25.8	24.0
56-65	18.9	0.0	0.0	0.0	0.0	87.3	7.1	0.0	30.7	0.0	41.5	20.4	17.6
OVER 65	24.2	0.0	0.0	0.0	0.0	0.0	92.9	0.0	39.3	0.0	53.1	28.4	20.5
Mean	49.13	21.00	30.94	39.96	48.00	58.91	66.54	32.83	59.31	37.28	63.27	51.66	46.88



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IN WHAT YEAR WERE YOU BORN?

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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
18-24	7.8	67.9	0.0	0.0	0.0	59.6	0.0	0.0	0.0	70.9	0.0	0.0	0.0	10.0	7.5	5.8
25-29	7.1	32.1	13.3	0.0	0.0	40.4	10.5	0.0	0.0	29.1	15.6	0.0	0.0	11.7	5.7	4.8
30-40	17.2	0.0	67.3	0.0	0.0	0.0	68.3	0.0	0.0	0.0	66.4	0.0	0.0	20.2	15.0	18.8
41-55	24.8	0.0	19.4	75.2	0.0	0.0	21.1	74.0	0.0	0.0	18.0	76.3	0.0	26.4	25.0	22.5
56-65	18.9	0.0	0.0	24.8	33.8	0.0	0.0	26.0	31.6	0.0	0.0	23.7	36.2	15.1	19.2	22.8
OVER 65	24.2	0.0	0.0	0.0	66.2	0.0	0.0	0.0	68.4	0.0	0.0	0.0	63.8	16.6	27.6	25.3
Mean	49.13	22.93	36.45	51.11	64.81	23.42	36.90	51.25	64.95	22.75	36.10	50.96	64.64	45.27	50.46	50.63



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GENERATIONS:

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>GENERATION Z</b>	11.5	2.5	3.1	9.1	11.7	14.4	17.7	21.4	18.4	9.9	5.6	13.4	23.0	5.0	12.3	14.3	14.0	15.4	12.2	17.2
<b>MILLENNIALS</b>	25.6	17.1	22.6	29.2	22.6	25.4	29.8	28.3	30.0	26.3	24.4	26.0	37.5	25.2	30.5	26.2	23.5	23.8	19.6	26.2
<b>GENERATION X</b>	26.4	28.8	25.9	25.6	29.3	26.2	25.3	24.3	24.0	26.7	26.4	29.3	20.9	23.8	29.3	26.5	29.8	25.8	25.1	26.2
<b>BABY BOOMERS</b>	33.4	45.7	42.9	32.3	33.0	32.7	26.0	25.5	24.8	33.5	38.8	29.2	17.5	40.1	26.3	30.4	30.8	33.0	40.3	28.8
<b>THE SILENT GENERATION</b>	3.2	5.9	5.5	3.8	3.4	1.3	1.2	0.5	2.8	3.6	4.8	2.2	1.1	5.8	1.6	2.6	2.0	2.1	2.9	1.7
<b>Mean</b>	49.91	56.77	55.13	50.02	50.31	48.43	45.59	44.51	45.61	50.41	53.19	48.29	41.33	53.77	47.19	48.35	48.73	48.70	51.80	46.94



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

GENERATIONS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
GENERATION Z	11.5	13.3	11.7	11.0	10.7	10.1	7.6	24.9	24.3	24.7	23.5
MILLENNIALS	25.6	28.0	23.8	22.7	30.4	24.9	23.2	35.2	31.6	33.3	27.7
GENERATION X	26.4	22.1	25.2	28.9	26.8	26.3	26.5	25.4	27.3	27.4	27.2
BABY BOOMERS	33.4	32.8	36.2	35.1	27.9	35.2	38.8	13.8	16.7	14.6	21.5
THE SILENT GENERATION	3.2	3.8	3.1	2.3	4.2	3.5	4.0	0.7	0.0	0.0	0.0
Mean	49.91	49.10	50.58	50.57	48.69	50.86	52.59	40.39	41.44	40.70	43.13



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GENERATIONS:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704		931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
GENERATION Z	11.5	4.9	6.3		8.1	14.0	16.4	5.8	11.6	23.1	20.4	17.7	10.9	14.4	17.2	1.6	12.8	12.6	20.2
MILLENNIALS	25.6	24.5	24.6		29.2	22.2	23.5	28.4	21.7	27.8	29.2	26.0	25.1	32.5	34.2	2.7	36.2	21.2	33.1
GENERATION X	26.4	28.6	28.6		26.2	27.1	23.8	27.1	27.4	24.6	23.8	22.2	26.0	34.5	21.3	6.9	32.9	29.8	32.5
BABY BOOMERS	33.4	36.9	38.7		32.3	34.4	33.5	34.3	36.7	22.4	25.3	32.1	34.6	18.2	25.1	77.9	18.1	34.9	14.3
THE SILENT GENERATION	3.2	5.0	1.9		4.1	2.2	2.8	4.4	2.6	2.1	1.3	2.0	3.4	0.5	2.2	10.9	0.0	1.5	0.0
Mean	49.91	53.11	52.08		50.39	49.62	48.77	51.59	50.91	44.02	44.83	47.49	50.42	44.52	45.17	66.44	44.21	50.06	41.97



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GENERATIONS:

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	532	1466	931	855	214	452	844	305	539	1155
GENERATION Z	11.5	12.4	11.2	7.7	14.9	14.3	15.1	13.0	10.4	14.4	10.4
MILLENNIALS	25.6	23.8	26.2	27.1	23.7	26.2	28.9	23.0	19.3	25.1	27.4
GENERATION X	26.4	26.0	26.5	25.8	27.0	26.5	27.5	26.5	23.4	28.3	26.3
BABY BOOMERS	33.4	35.4	32.7	35.0	32.3	30.4	26.6	35.2	44.0	30.1	32.1
THE SILENT GENERATION	3.2	2.4	3.5	4.3	2.1	2.6	1.8	2.3	2.9	2.0	3.8
Mean	49.91	50.05	49.86	51.37	48.71	48.35	46.76	49.94	53.00	48.21	49.90





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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	866	920	724	740	536	366	319	255	358	421	281
GENERATION Z	11.5	5.5	13.5	5.6	16.3	12.8	1.9	9.9	8.9	9.4	21.2	16.3
MILLENNIALS	25.6	26.6	23.1	26.9	26.9	21.9	22.9	28.7	19.9	31.0	25.5	23.7
GENERATION X	26.4	27.3	26.7	25.5	24.6	30.2	27.0	26.9	30.7	24.0	22.8	29.7
BABY BOOMERS	33.4	36.0	34.6	37.7	30.4	31.7	42.8	32.4	34.7	32.5	28.8	28.9
THE SILENT GENERATION	3.2	4.6	2.1	4.4	1.8	3.4	5.5	2.1	5.7	3.2	1.6	1.3
Mean	49.91	52.35	49.64	52.49	47.40	49.89	55.40	49.37	52.52	49.51	45.91	47.51



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	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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
GENERATION Z	11.5	17.3	16.4	17.7	13.1	5.1	5.7	5.4	23.5	6.5	4.1	17.3	14.6	15.9	14.1	14.8	6.4
MILLENNIALS	25.6	30.2	38.7	25.2	25.4	21.5	22.9	22.1	55.5	30.4	24.0	30.0	23.6	15.8	19.2	24.5	16.4
GENERATION X	26.4	21.5	20.6	22.0	29.2	28.2	26.4	27.5	5.5	28.3	26.2	21.0	29.6	32.4	32.4	29.3	31.1
BABY BOOMERS	33.4	29.3	22.3	33.6	30.3	39.9	39.0	39.6	15.5	33.6	40.3	30.3	30.5	30.6	30.8	28.9	40.2
THE SILENT GENERATION	3.2	1.7	1.9	1.5	2.0	5.2	6.0	5.5	0.0	1.3	5.4	1.5	1.6	5.4	3.4	2.5	5.9
Mean	49.91	46.37	44.11	47.74	48.60	54.11	53.82	53.99	37.64	50.08	54.16	46.53	48.37	50.40	49.81	48.15	54.83



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 SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
GENERATION Z	11.5	16.1	14.8	5.4	11.0	12.1	25.5	10.1	11.7	12.3	10.7	8.7	8.7	13.4	9.9	13.9
MILLENNIALS	25.6	24.8	30.7	24.8	25.6	26.5	31.9	25.7	25.7	23.6	29.5	23.5	18.2	31.0	22.4	34.1
GENERATION X	26.4	25.7	23.5	28.0	26.5	23.8	16.9	24.8	25.5	25.0	26.4	38.0	28.5	28.8	27.2	25.2
BABY BOOMERS	33.4	31.0	29.3	37.2	34.0	32.9	17.3	35.1	33.9	36.0	30.2	29.3	41.2	23.3	37.1	24.4
THE SILENT GENERATION	3.2	2.3	1.7	4.6	2.9	4.8	8.5	4.3	3.2	3.2	3.3	0.5	3.4	3.5	3.3	2.4
Mean	49.91	48.03	46.99	52.87	50.09	49.99	43.66	50.89	49.94	50.45	48.98	49.54	53.32	46.83	51.57	46.06



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
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
GENERATION Z	11.5	11.8	10.9	13.3	5.8	6.7	6.2	15.9	16.0	9.1	16.6	13.2	20.3	20.1	4.4	13.1	8.1	17.0	13.6	28.7
MILLENNIALS	25.6	26.1	24.5	24.5	24.7	26.1	20.6	26.1	28.8	24.7	27.4	27.3	27.3	33.6	22.0	27.1	26.7	27.8	32.0	21.5
GENERATION X	26.4	25.8	27.5	28.3	26.0	27.8	28.1	24.2	26.9	25.9	27.6	27.3	26.8	26.3	27.1	24.8	26.1	28.1	30.9	21.8
BABY BOOMERS	33.4	33.7	32.7	30.6	36.9	36.4	38.3	31.6	26.6	36.5	26.7	29.6	24.5	18.7	41.2	32.5	34.0	26.4	22.8	26.7
THE SILENT GENERATION	3.2	2.6	4.4	3.3	6.6	3.0	6.8	2.3	1.7	3.8	1.8	2.6	1.0	1.2	5.3	2.5	5.1	0.7	0.7	1.4
Mean	49.91	49.63	50.47	49.13	53.30	51.65	54.15	48.00	46.50	51.48	46.57	48.31	44.93	43.03	54.51	48.87	51.38	46.03	45.69	43.98



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	156	280	333	319	391	521	769	1231	1088	912	940	1060
GENERATION Z	11.5	100.0	26.4	0.0	0.0	0.0	0.0	29.9	0.0	21.1	0.0	6.5	15.9
MILLENNIALS	25.6	0.0	73.6	91.7	0.0	0.0	0.0	66.5	0.0	47.0	0.0	24.1	26.9
GENERATION X	26.4	0.0	0.0	8.3	100.0	46.3	0.0	3.6	40.6	31.9	19.8	27.9	25.0
BABY BOOMERS	33.4	0.0	0.0	0.0	0.0	53.7	87.8	0.0	54.2	0.0	73.2	37.1	30.1
THE SILENT GENERATION	3.2	0.0	0.0	0.0	0.0	0.0	12.2	0.0	5.1	0.0	6.9	4.4	2.1
Mean	49.91	22.00	31.21	35.83	50.50	59.90	69.46	31.34	61.50	36.96	65.36	52.57	47.55



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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
GENERATION Z	11.5	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	15.1	10.7	9.0
MILLENNIALS	25.6	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	32.0	22.2	25.6
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	27.3	26.1	26.1
BABY BOOMERS	33.4	0.0	0.0	0.0	91.3	0.0	0.0	0.0	89.4	0.0	0.0	0.0	93.5	23.3	37.7	35.4
THE SILENT GENERATION	3.2	0.0	0.0	0.0	8.7	0.0	0.0	0.0	10.6	0.0	0.0	0.0	6.5	2.3	3.3	3.9
Mean	49.91	22.00	34.50	50.50	69.04	22.00	34.50	50.50	69.27	22.00	34.50	50.50	68.78	45.81	51.46	51.19



























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	
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>MALE</b>	47.0	51.4	54.2	48.1	44.2	43.0	48.5	38.9	44.9	47.8	50.9	43.5	43.1	51.7	49.6	37.5	45.3	45.0	43.9	45.7
<b>FEMALE</b>	53.0	48.6	45.8	51.9	55.8	57.0	51.5	61.1	55.1	52.2	49.1	56.5	56.9	48.3	50.4	62.5	54.7	55.0	56.1	54.3



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 TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
MALE	47.0	48.8	47.6	45.7	47.2	48.3	49.0	44.1	35.8	36.0	35.2
FEMALE	53.0	51.2	52.4	54.3	52.8	51.7	51.0	55.9	64.2	64.0	64.8



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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
<b>Total</b>	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
<b>MALE</b>	47.0	52.5	44.5	49.0	46.7	37.4	50.7	48.6	41.0	42.5	33.9	46.9	44.1	49.0	53.1	39.6	51.9	49.3
<b>FEMALE</b>	53.0	47.5	55.5	51.0	53.3	62.6	49.3	51.4	59.0	57.5	66.1	53.1	55.9	51.0	46.9	60.4	48.1	50.7



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	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
<b>Total</b>	2000	532	1466	931	855	214	452	844	305	539	1155
<b>MALE</b>	47.0	53.8	44.6	50.9	45.1	37.5	41.7	49.6	52.0	48.2	45.2
<b>FEMALE</b>	53.0	46.2	55.4	49.1	54.9	62.5	58.3	50.4	48.0	51.8	54.8



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	866	920	724	740	536	366	319	255	358	421	281
MALE	47.0	48.9	46.7	50.6	43.2	47.5	100.0	100.0	100.0	0.0	0.0	0.0
FEMALE	53.0	51.1	53.3	49.4	56.8	52.5	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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
MALE	47.0	41.5	41.0	41.8	45.4	55.3	49.6	52.9	43.0	38.3	54.2	41.8	46.8	38.5	39.1	47.3	53.6
FEMALE	53.0	58.5	59.0	58.2	54.6	44.7	50.4	47.1	57.0	61.7	45.8	58.2	53.2	61.5	60.9	52.7	46.4



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	Upper Middle Class	MIDDLE /LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
MALE	47.0	43.3	48.2	50.7	49.0	51.1	53.6	50.8	46.9	48.9	43.1	42.4	45.1	42.2	51.0	47.4
FEMALE	53.0	56.7	51.8	49.3	51.0	48.9	46.4	49.2	53.1	51.1	56.9	57.6	54.9	57.8	49.0	52.6



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	MEN	WOMEN	
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
MALE	47.0	44.6	51.9	49.3	57.4	100.0	100.0	0.0	0.0	46.3	48.6	42.6	55.3	44.4	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	55.4	48.1	50.7	42.6	0.0	0.0	100.0	100.0	53.7	51.4	57.4	44.7	55.6	0.0	100.0	0.0	100.0	0.0	100.0





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

3. GENDER:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	156	280	333	319	391	521	769	1231	1088	912	940	1060
<b>MALE</b>	47.0	23.5	37.9	46.8	48.5	52.0	54.4	38.8	52.1	41.7	53.4	100.0	0.0
<b>FEMALE</b>	53.0	76.5	62.1	53.2	51.5	48.0	45.6	61.2	47.9	58.3	46.6	0.0	100.0



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

3. GENDER:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
MALE	47.0	26.7	44.2	49.7	53.3	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	51.9	45.8	43.9
FEMALE	53.0	73.3	55.8	50.3	46.7	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	48.1	54.2	56.1



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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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
NEW ENGLAND	4.8	3.0	3.8	5.2	5.1	3.6	5.3	7.5	6.3	4.4	4.2	4.6	4.8	3.8	3.7	6.5	5.1	5.7	4.0	6.7
MIDDLE ATLANTIC	12.7	10.2	8.1	12.0	14.6	14.7	14.3	17.5	10.9	11.9	10.3	14.3	13.5	10.8	13.4	9.4	14.1	14.7	15.2	14.4
EAST NORTH CENTRAL	16.1	11.5	19.8	14.8	16.2	19.2	13.2	17.1	14.8	15.8	15.9	16.1	14.6	17.7	14.7	14.9	13.7	16.8	20.5	14.7
WEST NORTH CENTRAL	6.4	5.7	5.9	6.5	5.4	7.5	6.5	5.7	8.2	6.2	6.2	6.5	5.5	6.1	6.6	5.0	7.0	6.9	6.1	7.3
SOUTH ATLANTIC	21.2	23.3	23.3	18.5	23.6	19.7	19.2	14.9	27.1	21.6	21.2	21.8	23.7	22.4	20.2	21.8	21.6	20.2	22.0	19.2
EAST SOUTH CENTRAL	6.2	9.9	9.0	7.4	4.9	4.5	6.3	3.7	2.3	7.2	8.5	5.0	6.0	8.7	6.8	5.3	5.6	3.9	4.2	3.7
WEST SOUTH CENTRAL	11.0	19.0	12.6	11.5	10.6	8.8	10.1	9.5	6.0	11.7	13.4	9.2	9.4	13.2	11.2	10.6	10.1	9.3	10.9	8.4
MOUNTAIN	7.1	7.4	6.4	9.3	5.9	8.3	6.5	7.0	4.4	7.6	7.9	7.0	8.1	7.2	7.4	8.1	8.4	5.9	7.1	5.1
PACIFIC	14.5	10.0	11.1	14.8	13.6	13.7	18.7	17.1	20.0	13.6	12.5	15.4	14.3	10.1	16.0	18.3	14.5	16.7	10.1	20.5



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

4. REGION:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def- Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
NEW ENGLAND	4.8	27.4	0.0	0.0	0.0	4.8	5.0	3.6	4.6	4.1	5.8
MIDDLE ATLANTIC	12.7	72.6	0.0	0.0	0.0	12.6	12.4	14.0	13.5	13.7	13.1
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	16.3	16.5	15.1	14.1	16.2	9.5
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.8	7.3	3.7	3.3	1.9	6.3
SOUTH ATLANTIC	21.2	0.0	0.0	55.2	0.0	20.9	20.5	23.0	24.3	24.3	24.5
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	6.2	5.8	8.6	6.1	5.0	8.5
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.6	0.0	11.0	11.4	8.8	11.1	12.6	7.6
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.4	7.3	8.3	4.1	4.1	4.1
PACIFIC	14.5	0.0	0.0	0.0	67.1	14.0	13.9	14.9	18.9	18.0	20.7



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					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
NEW ENGLAND	4.8	4.2	5.2	4.2	5.2	5.7	4.5	5.1	3.8	4.4	6.4	5.0	5.5	5.6	5.7	3.6	2.2	2.3
MIDDLE ATLANTIC	12.7	9.3	14.5	11.1	14.5	11.8	12.0	14.4	11.5	10.3	10.3	13.2	12.5	8.0	13.6	21.9	11.0	5.0
EAST NORTH CENTRAL	16.1	17.2	15.8	16.8	15.5	15.6	17.5	15.6	13.1	14.4	16.5	16.1	16.2	11.9	18.6	15.3	12.5	16.3
WEST NORTH CENTRAL	6.4	6.9	6.1	6.7	6.7	3.4	6.6	6.1	6.3	6.4	6.9	6.5	7.5	9.0	5.6	3.2	4.4	4.9
SOUTH ATLANTIC	21.2	21.5	21.4	21.0	20.7	24.5	21.1	21.4	19.9	19.4	22.8	20.7	18.0	27.5	22.2	18.0	27.8	28.5
EAST SOUTH CENTRAL	6.2	7.1	4.0	8.3	4.8	2.1	7.6	3.9	7.9	8.5	6.8	6.0	6.9	4.1	5.6	5.3	3.7	9.9
WEST SOUTH CENTRAL	11.0	12.8	10.2	12.8	9.6	8.5	12.8	10.0	10.3	10.0	8.5	10.9	10.9	13.9	10.1	9.3	16.7	12.8
MOUNTAIN	7.1	8.8	6.2	7.3	6.9	6.8	6.9	7.2	8.6	7.8	5.5	7.1	6.4	7.3	7.5	7.7	9.2	7.7
PACIFIC	14.5	12.2	16.6	11.7	16.1	21.7	11.0	16.2	18.6	19.0	16.3	14.6	16.2	12.7	11.1	15.7	12.5	12.6



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	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	532	1466	931	855	214	452	844	305	539	1155
NEW ENGLAND	4.8	4.1	5.0	3.7	5.5	6.5	4.7	5.1	5.1	5.1	4.5
MIDDLE ATLANTIC	12.7	15.4	11.7	11.8	14.5	9.4	12.2	14.0	14.1	13.9	11.8
EAST NORTH CENTRAL	16.1	16.6	15.9	16.6	15.8	14.9	15.8	16.2	15.7	16.4	16.1
WEST NORTH CENTRAL	6.4	5.9	6.6	6.3	6.9	5.0	5.3	6.4	6.4	6.3	6.4
SOUTH ATLANTIC	21.2	20.4	21.5	21.6	20.6	21.8	22.9	21.0	19.4	21.8	21.4
EAST SOUTH CENTRAL	6.2	4.1	7.0	8.0	4.4	5.3	5.7	4.6	4.5	4.6	7.4
WEST SOUTH CENTRAL	11.0	9.5	11.5	12.4	9.5	10.6	9.8	10.2	10.3	10.1	11.6
MOUNTAIN	7.1	7.9	6.8	7.3	6.6	8.1	7.6	6.8	8.1	6.1	7.3
PACIFIC	14.5	15.9	13.9	12.2	16.0	18.3	16.0	15.9	16.5	15.5	13.5



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	866	920	724	740	536	366	319	255	358	421	281
NEW ENGLAND	4.8	4.1	5.1	3.5	3.2	8.9	4.1	2.8	9.0	2.8	3.4	8.7
MIDDLE ATLANTIC	12.7	11.0	14.7	11.7	15.1	10.7	12.5	17.3	9.0	10.8	13.4	12.4
EAST NORTH CENTRAL	16.1	16.6	16.1	16.1	15.7	16.6	16.5	15.4	17.2	15.6	16.0	16.2
WEST NORTH CENTRAL	6.4	6.7	6.3	6.9	6.3	5.8	8.0	5.2	5.9	5.8	7.1	5.8
SOUTH ATLANTIC	21.2	21.3	21.0	22.0	20.9	20.5	20.2	21.9	22.1	23.8	20.2	19.1
EAST SOUTH CENTRAL	6.2	7.7	4.3	8.8	5.3	4.0	6.8	5.0	3.1	10.8	5.5	4.8
WEST SOUTH CENTRAL	11.0	13.3	9.5	12.0	10.1	10.9	10.5	9.1	13.4	13.5	10.9	8.7
MOUNTAIN	7.1	7.4	6.3	6.8	6.3	8.7	5.7	7.4	7.4	7.9	5.5	9.8
PACIFIC	14.5	12.0	16.8	12.4	17.0	13.9	15.6	15.9	13.0	9.1	17.9	14.6



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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
NEW ENGLAND	4.8	4.1	3.5	4.4	6.6	3.9	3.3	3.6	8.5	1.7	3.6	2.3	5.0	2.0	12.1	9.6	4.7
MIDDLE ATLANTIC	12.7	14.0	15.5	13.1	13.8	11.2	9.6	10.6	13.5	15.7	10.5	14.7	14.9	19.7	10.2	12.4	6.6
EAST NORTH CENTRAL	16.1	16.2	14.7	17.1	16.0	16.2	16.1	16.2	10.0	17.5	16.2	16.7	14.8	11.5	16.2	16.2	18.2
WEST NORTH CENTRAL	6.4	7.4	8.9	6.4	4.9	7.3	6.9	7.2	2.9	4.9	7.8	8.2	3.7	2.0	4.8	5.7	6.7
SOUTH ATLANTIC	21.2	19.6	19.1	19.9	21.3	22.5	22.2	22.4	25.9	19.5	22.3	17.9	26.0	23.5	26.0	18.7	22.2
EAST SOUTH CENTRAL	6.2	4.7	3.0	5.8	5.9	7.2	8.3	7.7	8.4	11.9	8.0	5.0	5.5	6.8	1.3	3.7	6.5
WEST SOUTH CENTRAL	11.0	8.5	8.6	8.5	10.5	11.7	15.8	13.4	7.1	9.8	12.8	9.0	11.4	13.6	6.5	10.2	15.7
MOUNTAIN	7.1	6.7	7.8	6.1	7.1	6.7	8.5	7.5	4.6	6.7	6.9	7.1	3.2	13.6	5.4	9.9	7.2
PACIFIC	14.5	18.8	18.9	18.7	14.0	13.2	9.4	11.6	19.0	12.3	11.9	19.0	15.6	7.2	17.6	13.6	12.1





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

4. REGION:

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
NEW ENGLAND	4.8	4.9	8.2	3.6	6.5	7.0	7.0	7.0	4.8	4.9	4.5	2.1	1.6	1.6	7.3	6.8
MIDDLE ATLANTIC	12.7	15.2	8.4	11.3	12.5	10.1	17.9	9.0	13.2	12.8	14.0	11.8	6.8	9.4	16.7	12.9
EAST NORTH CENTRAL	16.1	16.3	15.7	16.1	17.7	13.1	13.4	13.1	16.7	16.7	16.7	15.4	16.8	17.0	16.3	17.0
WEST NORTH CENTRAL	6.4	6.3	5.1	6.9	6.3	3.8	0.0	4.3	6.6	6.6	6.6	8.2	6.5	5.9	5.0	7.6
SOUTH ATLANTIC	21.2	20.8	19.6	22.1	20.8	24.1	27.7	23.6	20.2	19.8	20.9	25.5	26.2	17.9	19.4	19.4
EAST SOUTH CENTRAL	6.2	4.6	8.7	7.2	5.2	5.0	3.8	5.1	6.4	6.0	7.1	6.6	11.1	12.0	1.9	4.4
WEST SOUTH CENTRAL	11.0	9.0	10.3	13.4	10.0	11.2	6.1	12.0	11.0	11.4	10.3	10.4	14.7	19.1	9.8	6.2
MOUNTAIN	7.1	6.3	8.6	7.5	6.9	7.7	6.6	7.9	6.9	7.4	6.0	7.7	4.6	5.2	9.2	7.1
PACIFIC	14.5	16.7	15.3	11.8	14.1	18.0	17.6	18.0	14.2	14.3	14.0	12.3	11.6	11.9	14.3	18.6



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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	MEN
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
NEW ENGLAND	4.8	3.9	6.6	6.7	6.4	3.3	7.8	4.3	5.3	6.0	2.3	2.9	1.4	2.3	6.1	5.8	2.0	3.7	2.5	0.0
MIDDLE ATLANTIC	12.7	12.6	12.9	12.6	13.5	13.9	12.0	11.6	13.7	11.5	15.2	13.0	18.2	16.4	11.2	11.9	17.0	10.0	19.5	16.6
EAST NORTH CENTRAL	16.1	16.7	14.8	13.1	18.6	16.8	15.5	16.7	14.1	18.1	11.8	8.3	16.4	7.1	18.6	17.7	5.3	10.5	15.9	17.1
WEST NORTH CENTRAL	6.4	6.0	7.2	8.4	4.8	5.8	7.7	6.1	6.7	7.5	4.0	3.0	2.2	9.2	7.9	7.3	3.7	2.5	2.0	2.5
SOUTH ATLANTIC	21.2	23.0	17.6	17.8	17.4	24.9	15.2	21.5	20.3	19.6	24.7	21.8	32.6	15.9	20.0	19.2	17.3	25.2	34.5	30.3
EAST SOUTH CENTRAL	6.2	7.1	4.3	5.0	2.9	5.2	5.1	8.7	3.4	7.0	4.5	2.0	8.9	0.0	5.7	8.1	2.7	1.6	6.9	11.5
WEST SOUTH CENTRAL	11.0	10.1	12.7	13.6	11.0	10.2	11.9	10.1	13.6	9.9	13.3	17.6	10.6	9.9	9.7	10.2	20.8	15.3	9.6	11.9
MOUNTAIN	7.1	7.2	6.9	6.8	7.2	6.6	6.9	7.6	6.9	7.0	7.4	10.7	2.2	7.5	6.5	7.3	12.4	9.4	2.0	2.6
PACIFIC	14.5	13.3	16.9	16.2	18.3	13.3	17.9	13.3	15.8	13.3	17.0	20.6	7.4	31.7	14.3	12.5	18.8	21.9	7.2	7.6



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	156	280	333	319	391	521	769	1231	1088	912	940	1060
NEW ENGLAND	4.8	2.7	4.9	4.3	3.8	5.6	5.7	4.2	5.2	4.1	5.7	5.0	4.6
MIDDLE ATLANTIC	12.7	17.8	14.1	15.7	9.5	10.0	12.5	15.5	10.9	13.8	11.4	13.2	12.3
EAST NORTH CENTRAL	16.1	15.5	16.3	12.5	16.2	15.2	19.2	14.5	17.1	15.0	17.4	16.3	15.9
WEST NORTH CENTRAL	6.4	6.9	6.3	6.9	7.6	6.3	5.3	6.7	6.2	7.0	5.7	6.5	6.3
SOUTH ATLANTIC	21.2	24.5	18.3	15.3	24.9	21.2	23.3	18.3	23.0	20.2	22.4	21.3	21.1
EAST SOUTH CENTRAL	6.2	8.1	7.7	5.7	5.1	7.9	4.6	6.9	5.8	6.4	6.0	5.2	7.1
WEST SOUTH CENTRAL	11.0	3.9	8.3	13.8	12.2	13.8	10.0	9.8	11.8	10.5	11.6	10.8	11.2
MOUNTAIN	7.1	6.1	7.4	8.5	5.4	6.1	8.1	7.6	6.8	7.0	7.2	6.7	7.4
PACIFIC	14.5	14.6	16.8	17.1	15.4	13.9	11.4	16.5	13.3	16.2	12.5	15.0	14.1



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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
NEW ENGLAND	4.8	3.3	4.8	4.2	5.7	3.3	4.3	5.2	5.5	3.3	5.2	3.1	6.0	3.2	5.6	4.7
MIDDLE ATLANTIC	12.7	16.9	14.4	10.4	11.8	14.8	17.6	11.4	11.6	17.7	11.9	9.5	12.1	16.3	11.7	10.8
EAST NORTH CENTRAL	16.1	17.0	14.0	14.8	18.2	24.7	11.4	17.0	17.4	14.1	16.0	12.8	19.2	14.1	17.4	15.5
WEST NORTH CENTRAL	6.4	6.0	7.0	6.6	5.9	3.6	7.0	5.8	7.1	6.8	7.0	7.5	4.6	5.1	6.2	8.5
SOUTH ATLANTIC	21.2	22.1	16.1	23.0	23.2	26.6	14.1	22.0	24.2	20.5	17.7	23.9	22.1	19.1	22.4	20.7
EAST SOUTH CENTRAL	6.2	8.3	6.5	5.9	5.5	2.2	5.1	6.6	4.8	10.5	7.6	5.3	6.4	4.2	4.5	12.7
WEST SOUTH CENTRAL	11.0	6.2	11.5	13.1	10.6	4.7	10.7	11.8	11.1	6.8	12.2	14.4	9.9	11.9	10.5	11.2
MOUNTAIN	7.1	6.4	8.3	5.9	7.4	9.5	9.2	5.7	5.5	5.3	7.5	6.0	9.6	7.4	7.7	5.3
PACIFIC	14.5	13.8	17.4	16.1	11.6	10.4	20.6	14.5	12.8	15.0	14.9	17.6	10.2	18.6	14.1	10.6



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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
EAST	17.5	13.2	11.9	17.2	19.7	18.3	19.6	25.0	17.2	16.3	14.5	19.0	18.4	14.6	17.1	15.9	19.2	20.4	19.2	21.1
MIDWEST	22.5	17.3	25.7	21.3	21.6	26.7	19.7	22.8	23.0	22.0	22.0	22.6	20.2	23.8	21.2	19.9	20.7	23.7	26.5	22.0
SOUTH	38.4	52.1	44.9	37.4	39.1	33.1	35.5	28.1	35.4	40.5	43.1	36.0	39.1	44.3	38.2	37.7	37.2	33.4	37.1	31.3
WEST	21.6	17.4	17.5	24.0	19.6	22.0	25.1	24.2	24.4	21.2	20.4	22.4	22.4	17.3	23.4	26.4	22.8	22.5	17.2	25.6



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

AREA:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
EAST	17.5	100.0	0.0	0.0	0.0	17.4	17.4	17.6	18.1	17.8	18.9
MIDWEST	22.5	0.0	100.0	0.0	0.0	23.1	23.8	18.8	17.4	18.1	15.7
SOUTH	38.4	0.0	0.0	100.0	0.0	38.1	37.7	40.4	41.5	41.9	40.5
WEST	21.6	0.0	0.0	0.0	100.0	21.4	21.2	23.2	23.0	22.1	24.9



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					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
EAST	17.5	13.5	19.7	15.4	19.7	17.4	16.5	19.6	15.3	14.7	16.7	18.2	18.0	13.7	19.3	25.5	13.2	7.3
MIDWEST	22.5	24.1	21.9	23.5	22.2	19.0	24.2	21.7	19.4	20.7	23.4	22.6	23.7	20.8	24.2	18.5	16.9	21.2
SOUTH	38.4	41.4	35.6	42.2	35.1	35.2	41.4	35.4	38.1	37.8	38.1	37.6	35.7	45.5	37.9	32.6	48.3	51.2
WEST	21.6	21.0	22.8	19.0	23.0	28.4	17.9	23.4	27.2	26.8	21.8	21.7	22.5	20.1	18.6	23.4	21.7	20.3



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	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	532	1466	931	855	214	452	844	305	539	1155
EAST	17.5	19.5	16.8	15.5	20.0	15.9	16.9	19.1	19.2	19.1	16.3
MIDWEST	22.5	22.6	22.5	22.9	22.7	19.9	21.1	22.5	22.1	22.8	22.5
SOUTH	38.4	34.1	40.0	42.0	34.6	37.7	38.5	35.7	34.2	36.5	40.4
WEST	21.6	23.8	20.8	19.6	22.6	26.4	23.6	22.7	24.5	21.7	20.8





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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	866	920	724	740	536	366	319	255	358	421	281			
EAST	17.5	15.0	19.8	15.1	18.3	19.6	16.7	20.1	17.9	13.6	16.9	21.1			
MIDWEST	22.5	23.3	22.4	23.0	22.0	22.5	24.5	20.6	23.1	21.5	23.1	21.9			
SOUTH	38.4	42.2	34.8	42.7	36.3	35.4	37.5	36.0	38.6	48.0	36.6	32.6			
WEST	21.6	19.4	23.0	19.1	23.4	22.5	21.2	23.3	20.4	17.0	23.4	24.4			



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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
EAST	17.5	18.1	19.0	17.5	20.4	15.1	12.9	14.2	22.0	17.4	14.1	17.0	19.9	21.7	22.2	21.9	11.3
MIDWEST	22.5	23.6	23.6	23.6	20.8	23.6	23.0	23.3	13.0	22.3	23.9	24.9	18.4	13.5	21.0	21.9	25.0
SOUTH	38.4	32.9	30.7	34.2	37.7	41.4	46.3	43.4	41.4	41.3	43.2	32.0	42.9	43.9	33.8	32.6	44.5
WEST	21.6	25.5	26.7	24.8	21.1	19.9	17.8	19.1	23.7	19.0	18.8	26.1	18.7	20.9	22.9	23.6	19.3



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

AREA:

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	NON- RELI- GIOUS
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
EAST	17.5	20.1	16.6	14.9	19.0	17.1	24.9	16.0	18.0	17.7	18.4	13.9	8.5	11.1	24.0	19.8
MIDWEST	22.5	22.5	20.8	23.0	24.0	16.9	13.4	17.4	23.3	23.3	23.2	23.6	23.3	22.9	21.3	24.6
SOUTH	38.4	34.4	38.6	42.7	36.0	40.3	37.5	40.7	37.6	37.2	38.4	42.5	52.0	49.0	31.1	30.0
WEST	21.6	23.0	24.0	19.4	20.9	25.7	24.1	25.9	21.1	21.7	20.0	20.0	16.2	17.0	23.5	25.6



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
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
EAST	17.5	16.5	19.5	19.3	19.9	17.2	19.9	15.9	19.1	17.5	17.5	15.9	19.6	18.7	17.3	17.7	19.0	13.6	22.0	16.6
MIDWEST	22.5	22.7	22.0	21.4	23.3	22.6	23.2	22.8	20.8	25.7	15.8	11.3	18.7	16.3	26.5	25.0	9.0	13.0	17.9	19.6
SOUTH	38.4	40.3	34.7	36.3	31.3	40.3	32.2	40.2	37.4	36.5	42.4	41.5	52.1	25.8	35.4	37.5	40.8	42.1	50.9	53.6
WEST	21.6	20.5	23.8	23.0	25.5	19.9	24.7	21.0	22.7	20.3	24.4	31.3	9.6	39.2	20.9	19.8	31.2	31.3	9.2	10.2



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	156	280	333	319	391	521	769	1231	1088	912	940	1060
EAST	17.5	20.5	18.9	20.0	13.3	15.6	18.2	19.7	16.1	17.8	17.1	18.2	16.9
MIDWEST	22.5	22.4	22.5	19.5	23.8	21.5	24.4	21.2	23.3	21.9	23.2	22.8	22.2
SOUTH	38.4	36.5	34.3	34.8	42.1	42.8	37.9	35.0	40.5	37.1	40.0	37.3	39.4
WEST	21.6	20.7	24.2	25.7	20.8	20.1	19.5	24.1	20.0	23.2	19.7	21.7	21.5



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

AREA:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
EAST	17.5	20.2	19.2	14.6	17.5	18.2	21.9	16.6	17.1	21.0	17.0	12.7	18.0	19.5	17.3	15.5
MIDWEST	22.5	23.0	21.0	21.5	24.2	28.3	18.4	22.7	24.5	21.0	23.0	20.2	23.8	19.2	23.5	24.1
SOUTH	38.4	36.6	34.1	42.0	39.3	33.6	29.9	40.4	40.1	37.7	37.5	43.6	38.5	35.3	37.4	44.6
WEST	21.6	20.2	25.7	21.9	19.0	19.9	29.8	20.3	18.3	20.3	22.4	23.5	19.7	26.0	21.8	15.8



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 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>YES</b>	13.0	6.1	9.5	13.8	14.8	13.3	12.9	14.2	19.3	12.2	10.7	13.9	15.8	9.8	10.9	16.6	15.8	14.8	14.7	14.9
<b>NO</b>	87.0	93.9	90.5	86.2	85.2	86.7	87.1	85.8	80.7	87.8	89.3	86.1	84.2	90.2	89.1	83.4	84.2	85.2	85.3	85.1



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
YES	13.0	11.8	6.5	14.1	18.8	12.3	11.2	18.7	19.4	20.2	17.5
NO	87.0	88.2	93.5	85.9	81.2	87.7	88.8	81.3	80.6	79.8	82.5





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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
<b>Total</b>	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
<b>YES</b>	13.0	9.5	16.4	10.8	15.0	14.6	10.0	15.2	15.7	15.6	12.9	13.0	12.3	12.8	10.1	17.2	20.2	12.7
<b>NO</b>	87.0	90.5	83.6	89.2	85.0	85.4	90.0	84.8	84.3	84.4	87.1	87.0	87.7	87.2	89.9	82.8	79.8	87.3



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 4

	TOTAL	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									
<b>Total</b>	2000	532	1466	931	855	214	452	844	305	539	1155
<b>YES</b>	13.0	13.9	12.7	10.2	15.1	16.6	14.7	16.0	16.1	15.8	10.8
<b>NO</b>	87.0	86.1	87.3	89.8	84.9	83.4	85.3	84.0	83.9	84.2	89.2



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	866	920	724	740	536	366	319	255	358	421	281
YES	13.0	9.6	15.8	8.8	17.8	12.0	8.8	15.0	12.1	8.9	20.0	11.9
NO	87.0	90.4	84.2	91.2	82.2	88.0	91.2	85.0	87.9	91.1	80.0	88.1



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	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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
YES	13.0	15.1	13.3	16.2	15.3	9.1	9.1	9.1	11.5	13.2	7.5	15.9	20.8	20.8	12.4	12.2	11.0
NO	87.0	84.9	86.7	83.8	84.7	90.9	90.9	90.9	88.5	86.8	92.5	84.1	79.2	79.2	87.6	87.8	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 Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
YES	13.0	16.3	11.2	10.0	13.4	7.4	2.8	8.1	13.8	12.9	15.5	13.4	7.1	10.8	22.4	13.0
NO	87.0	83.7	88.8	90.0	86.6	92.6	97.2	91.9	86.2	87.1	84.5	86.6	92.9	89.2	77.6	87.0



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 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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
YES	13.0	16.3	6.5	8.1	3.0	15.1	6.1	17.2	6.9	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	83.7	93.5	91.9	97.0	84.9	93.9	82.8	93.1	100.0	59.4	0.0	100.0	100.0	100.0	100.0	0.0	0.0	100.0	100.0



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 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
YES	13.0	13.7	16.2	13.0	12.2	14.4	10.5	14.3	12.2	13.7	12.2	11.8	14.1
NO	87.0	86.3	83.8	87.0	87.8	85.6	89.5	85.7	87.8	86.3	87.8	88.2	85.9



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 NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
<b>Total</b>	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
<b>YES</b>	13.0	14.9	13.9	13.4	11.5	14.6	13.1	11.0	11.1	15.0	14.6	15.8	11.8	17.3	12.5	9.0
<b>NO</b>	87.0	85.1	86.1	86.6	88.5	85.4	86.9	89.0	88.9	85.0	85.4	84.2	88.2	82.7	87.5	91.0





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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. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	260	10	28	51	52	39	30	20	31	173	89	60	24	58	37	35	42	87	31	56
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	48.4	51.0	61.1	44.9	40.5	50.7	57.7	35.4	51.5	50.1	50.6	42.8	66.5	48.8	70.2	43.5	40.0	44.9	48.8	42.7
Puerto Rican	17.9	38.9	3.4	10.0	18.2	18.8	14.2	29.0	31.9	13.1	11.3	15.6	13.8	15.7	0.0	20.4	15.0	27.4	23.9	29.3
Cuban	7.5	0.0	19.9	4.0	8.8	5.1	2.9	12.1	7.5	7.7	8.4	7.7	5.1	8.1	3.1	13.6	6.3	7.2	6.3	7.7
Dominican	2.9	0.0	0.0	4.5	1.8	5.2	5.2	4.4	0.0	3.4	2.6	5.0	2.7	2.8	6.6	5.3	0.0	2.0	0.0	3.1
Guatemalan	1.7	0.0	0.0	0.0	2.6	2.5	6.9	0.0	0.0	1.3	0.0	3.9	0.0	0.0	0.0	0.0	5.5	2.3	0.0	3.6
Peruvian	1.4	0.0	0.0	2.3	3.1	2.4	0.0	0.0	0.0	1.1	1.3	1.3	0.0	0.0	2.2	0.0	2.8	2.0	5.6	0.0
Venezuelan	1.0	0.0	0.0	3.4	0.0	0.0	0.0	4.6	0.0	1.0	2.0	0.0	0.0	1.7	0.0	2.2	0.0	1.0	0.0	1.6
Salvadoran	0.8	0.0	0.0	2.3	0.0	0.0	0.0	4.7	0.0	1.2	1.3	0.0	3.8	2.0	0.0	2.6	0.0	0.0	0.0	0.0
Honduran	0.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.4	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.6	1.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.4	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.5	0.0	1.6	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.3	0.0	0.0	2.6	0.0	0.0	3.3	5.2	0.0	0.8	1.5	0.0	0.0	0.0	0.0	0.0	3.2	2.3	0.0	3.6
Other South American	3.2	10.1	2.9	0.0	8.3	5.6	0.0	0.0	0.0	4.3	2.1	9.2	0.0	3.9	5.4	3.6	4.2	1.1	3.1	0.0
Spaniard	10.1	0.0	9.5	20.2	9.4	9.7	3.0	4.6	9.1	10.8	14.5	8.1	3.8	12.0	7.4	8.9	13.8	8.6	12.2	6.5
Other	2.6	0.0	3.1	1.9	5.6	0.0	6.9	0.0	0.0	3.3	2.1	4.9	4.3	0.0	5.1	0.0	9.2	1.2	0.0	1.8



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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	41	29	108	81	221	173	48	39	28	11
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	48.4	10.9	50.8	42.7	74.2	48.0	48.2	46.9	50.8	63.8	16.7
Puerto Rican	17.9	54.2	16.3	15.3	3.4	18.5	18.2	19.4	14.7	12.0	21.5
Cuban	7.5	8.8	3.2	12.0	2.5	6.5	6.4	7.1	13.1	14.4	9.9
Dominican	2.9	9.8	0.0	3.3	0.0	2.7	2.1	4.8	4.5	3.0	8.2
Guatemalan	1.7	0.0	0.0	2.2	2.5	2.0	1.2	4.8	0.0	0.0	0.0
Peruvian	1.4	0.0	6.0	1.8	0.0	1.7	1.0	4.1	0.0	0.0	0.0
Venezuelan	1.0	0.0	0.0	2.5	0.0	0.4	0.5	0.0	4.5	3.5	7.1
Salvadoran	0.8	2.8	0.0	0.8	0.0	0.5	0.7	0.0	2.3	3.2	0.0
Honduran	0.4	2.5	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0
Ecuadorian	0.4	0.0	3.3	0.0	0.0	0.4	0.6	0.0	0.0	0.0	0.0
Nicaraguan	0.4	0.0	0.0	0.9	0.0	0.4	0.0	1.9	0.0	0.0	0.0
Other Central American	1.3	0.0	3.5	2.2	0.0	1.5	1.9	0.0	0.0	0.0	0.0
Other South American	3.2	3.0	0.0	3.8	3.7	3.4	2.9	5.2	2.1	0.0	7.5
Spaniard	10.1	5.5	10.0	9.1	13.8	10.9	12.8	4.0	5.3	0.0	19.0
Other	2.6	2.6	6.9	3.4	0.0	2.6	2.8	1.7	2.8	0.0	10.1



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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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	260	82	115	100	135	25	79	114	43	31	24	245	103	30	55	50	25	15
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
Mexican	48.4	57.0	43.7	54.2	45.8	39.0	51.4	43.8	60.6	64.1	38.1	47.8	54.4	42.0	34.8	55.1	50.9	57.5
Puerto Rican	17.9	7.4	22.5	9.7	23.2	22.3	10.2	25.6	14.5	17.0	12.8	17.5	17.4	22.8	20.4	9.8	18.4	24.1
Cuban	7.5	6.8	6.4	9.5	6.1	7.5	9.2	6.4	4.5	2.9	13.1	7.3	7.0	0.0	12.2	5.8	3.9	11.6
Dominican	2.9	1.2	3.8	4.0	2.0	3.7	5.1	2.3	2.1	3.0	0.0	3.1	2.8	2.2	1.6	4.5	10.1	0.0
Guatemalan	1.7	1.6	2.6	1.3	2.2	0.0	1.7	2.6	0.0	0.0	0.0	1.8	3.2	3.4	0.0	0.0	0.0	0.0
Peruvian	1.4	1.4	1.5	0.0	2.2	3.2	0.0	2.6	0.0	0.0	3.3	1.5	1.1	0.0	4.7	0.0	0.0	0.0
Venezuelan	1.0	0.0	2.3	0.8	1.4	0.0	0.0	1.7	0.0	0.0	3.2	1.1	1.0	0.0	3.1	0.0	0.0	0.0
Salvadoran	0.8	1.1	0.0	2.1	0.0	0.0	1.5	0.8	0.0	0.0	0.0	0.8	0.9	0.0	0.0	2.3	0.0	0.0
Honduran	0.4	1.3	0.0	1.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	4.1	0.0
Ecuadorian	0.4	1.2	0.0	1.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.4	1.1	0.0	0.9	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	1.7	1.9	0.0	0.0
Other Central American	1.3	1.6	0.9	1.3	1.5	0.0	1.7	0.9	2.3	0.0	0.0	1.4	0.9	7.8	0.0	0.0	0.0	0.0
Other South American	3.2	3.7	4.6	3.5	2.1	8.4	4.4	2.4	0.0	0.0	8.8	3.4	1.0	5.3	6.1	4.9	4.7	0.0
Spaniard	10.1	12.1	10.1	9.7	9.9	12.6	11.1	8.4	8.9	6.4	17.1	10.3	6.5	13.3	15.4	12.1	0.0	6.7
Other	2.6	2.4	1.6	1.0	3.6	3.3	0.0	2.5	7.2	6.6	3.5	2.8	2.9	3.2	0.0	3.7	7.9	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			
			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	260	74	186	95	130	35	66	135	49	85	124	
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	48.4	48.3	48.4	57.1	43.3	43.5	45.9	41.0	41.6	40.6	56.0	
Puerto Rican	17.9	17.3	18.2	9.6	23.3	20.4	15.3	25.0	25.1	24.9	10.4	
Cuban	7.5	7.4	7.6	6.1	6.9	13.6	12.4	6.2	3.5	7.7	9.1	
Dominican	2.9	2.5	3.1	4.3	1.3	5.3	2.8	2.7	0.0	4.2	3.3	
Guatemalan	1.7	4.1	0.7	0.0	3.4	0.0	3.5	2.2	2.0	2.4	1.1	
Peruvian	1.4	1.1	1.6	0.8	2.3	0.0	1.2	2.2	4.0	1.1	0.6	
Venezuelan	1.0	1.3	0.9	1.0	0.7	2.2	1.1	1.4	2.0	1.1	0.6	
Salvadoran	0.8	0.0	1.1	1.2	0.0	2.6	1.4	0.7	1.8	0.0	0.9	
Honduran	0.4	0.0	0.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
Ecuadorian	0.4	1.3	0.0	1.0	0.0	0.0	0.0	0.7	2.0	0.0	0.0	
Nicaraguan	0.4	0.0	0.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Other Central American	1.3	1.8	1.1	0.0	2.6	0.0	0.0	2.5	4.8	1.1	0.0	
Other South American	3.2	4.1	2.9	4.5	2.2	3.6	6.1	2.1	3.6	1.2	4.5	
Spaniard	10.1	6.9	11.3	10.2	10.3	8.9	7.5	9.9	7.5	11.3	10.3	
Other	2.6	3.8	2.1	2.0	3.8	0.0	2.9	3.5	2.0	4.4	1.6	



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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- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	260	83	145	64	132	64	32	48	31	32	84	33	
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	48.4	54.1	44.3	53.0	43.1	54.7	56.1	42.9	59.1	49.8	43.2	50.7	
Puerto Rican	17.9	8.4	24.5	10.5	22.9	15.0	6.2	14.9	18.1	14.9	27.5	12.1	
Cuban	7.5	9.2	6.3	10.4	6.3	7.2	17.9	5.5	2.9	2.9	6.8	11.1	
Dominican	2.9	2.8	3.0	2.5	2.1	5.0	2.9	4.1	4.4	2.1	1.0	5.6	
Guatemalan	1.7	1.6	2.1	0.0	3.3	0.0	0.0	4.2	0.0	0.0	2.8	0.0	
Peruvian	1.4	0.0	2.0	0.0	2.2	1.2	0.0	1.7	0.0	0.0	2.5	2.4	
Venezuelan	1.0	0.0	1.3	1.2	0.8	1.4	0.0	0.0	0.0	2.4	1.2	2.7	
Salvadoran	0.8	0.0	0.8	0.0	0.9	1.4	0.0	2.4	3.0	0.0	0.0	0.0	
Honduran	0.4	1.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	
Ecuadorian	0.4	1.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	
Nicaraguan	0.4	1.1	0.0	1.5	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	
Other Central American	1.3	1.6	1.4	0.0	1.0	3.1	0.0	2.8	3.3	0.0	0.0	2.9	
Other South American	3.2	5.7	2.5	1.6	2.3	6.6	3.3	1.7	3.3	0.0	2.7	9.7	
Spaniard	10.1	11.9	9.3	13.3	12.1	2.8	11.1	17.7	2.8	15.5	8.8	2.8	
Other	2.6	1.3	2.6	2.9	3.0	1.5	2.6	2.0	3.2	3.3	3.5	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	86	28	57	109	38	27	65	4	18	41	71	50	11	10	41	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	48.4	44.0	38.7	46.6	43.0	72.0	50.6	63.1	19.4	40.8	62.1	46.1	39.7	39.0	39.8	48.0	86.6
Puerto Rican	17.9	20.9	30.5	16.2	22.8	2.1	10.9	5.8	0.0	25.4	5.0	23.7	23.4	15.5	10.4	20.8	0.0
Cuban	7.5	7.2	3.3	9.1	6.9	7.5	11.2	9.0	0.0	9.8	11.8	7.3	4.2	9.4	9.7	8.8	0.0
Dominican	2.9	3.2	3.1	3.3	3.7	0.0	3.1	1.3	21.0	3.6	0.0	1.2	2.2	7.7	9.7	5.6	0.0
Guatemalan	1.7	3.9	0.0	5.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	4.7	2.0	0.0	0.0	0.0	0.0
Peruvian	1.4	1.4	0.0	2.1	2.3	0.0	0.0	0.0	0.0	0.0	0.0	1.6	3.6	0.0	0.0	1.9	0.0
Venezuelan	1.0	2.2	0.0	3.3	0.0	2.0	0.0	1.2	0.0	0.0	1.9	1.4	0.0	0.0	9.4	0.0	0.0
Salvadoran	0.8	0.0	0.0	0.0	1.1	2.4	0.0	1.4	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	6.9
Honduran	0.4	1.2	3.6	0.0	0.0	0.0	0.0	0.0	23.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ecuadorian	0.4	1.1	3.4	0.0	0.0	0.0	0.0	0.0	21.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.4	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.3	1.2	3.6	0.0	0.9	0.0	5.0	2.1	0.0	0.0	0.0	0.0	0.0	12.2	10.6	2.4	0.0
Other South American	3.2	2.1	0.0	3.2	5.0	0.0	3.9	1.6	0.0	0.0	2.5	1.1	4.6	0.0	10.4	7.8	0.0
Spaniard	10.1	10.3	13.8	8.6	7.2	14.0	15.3	14.5	15.2	5.1	16.7	11.4	12.1	16.1	0.0	2.3	6.5
Other	2.6	1.2	0.0	1.8	5.3	0.0	0.0	0.0	0.0	10.2	0.0	1.4	5.9	0.0	0.0	2.4	0.0



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

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 PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	260	148	29	83	131	19	1	18	217	132	85	25	46	17	117	67	
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	48.4	44.1	47.4	56.4	50.8	47.4	100.0	44.8	50.6	48.8	53.5	29.3	47.3	68.9	52.1	42.2	
Puerto Rican	17.9	22.2	24.0	8.1	14.5	10.8	0.0	11.4	16.7	17.3	15.8	34.0	19.4	5.0	14.1	26.4	
Cuban	7.5	5.9	7.6	10.4	7.1	18.6	0.0	19.5	6.0	5.5	6.9	12.3	10.4	0.0	6.6	9.3	
Dominican	2.9	3.0	3.2	2.8	2.1	0.0	0.0	0.0	3.1	1.5	5.6	3.6	0.0	10.7	3.3	2.0	
Guatemalan	1.7	2.0	4.6	0.0	1.8	0.0	0.0	0.0	2.0	3.3	0.0	0.0	2.9	0.0	2.6	0.0	
Peruvian	1.4	2.0	0.0	1.0	0.6	5.1	0.0	5.4	1.3	2.1	0.0	0.0	0.0	0.0	1.7	1.4	
Venezuelan	1.0	1.3	0.0	0.9	0.6	0.0	0.0	0.0	1.2	2.0	0.0	0.0	1.7	0.0	0.9	1.4	
Salvadoran	0.8	1.4	0.0	0.0	0.9	0.0	0.0	0.0	1.0	1.6	0.0	0.0	0.0	0.0	0.8	1.7	
Honduran	0.4	0.0	0.0	1.2	0.8	5.6	0.0	5.9	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	
Ecuadorian	0.4	0.7	0.0	0.0	0.7	5.2	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	
Nicaraguan	0.4	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.4	0.0	1.1	0.0	2.0	0.0	0.0	0.0	
Other Central American	1.3	1.4	0.0	1.6	1.0	7.3	0.0	7.6	0.5	0.0	1.2	4.1	2.9	0.0	0.9	0.0	
Other South American	3.2	2.8	4.3	3.7	4.8	0.0	0.0	0.0	3.3	3.1	3.6	4.8	2.6	4.7	2.9	2.7	
Spaniard	10.1	10.8	2.3	11.6	9.9	0.0	0.0	0.0	10.7	11.3	9.9	11.9	8.4	5.9	10.1	11.4	
Other	2.6	2.6	6.6	1.3	4.4	0.0	0.0	0.0	3.1	3.5	2.5	0.0	0.0	4.9	3.3	1.6	



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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
Total	260	217	43	37	6	90	21	127	22	-	260	260	-	-	-	-	111	149	-	-
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	48.4	48.4	48.3	51.9	28.2	51.2	51.4	46.4	45.4	-	48.4	48.4	-	-	-	-	51.2	46.3	-	-
Puerto Rican	17.9	18.3	16.1	13.8	29.3	12.7	15.6	22.2	16.5	-	17.9	17.9	-	-	-	-	13.2	21.4	-	-
Cuban	7.5	7.2	9.0	5.3	30.2	8.3	8.8	6.5	9.2	-	7.5	7.5	-	-	-	-	8.4	6.9	-	-
Dominican	2.9	2.3	6.2	7.3	0.0	3.6	5.2	1.4	7.2	-	2.9	2.9	-	-	-	-	3.9	2.3	-	-
Guatemalan	1.7	1.6	2.3	2.7	0.0	1.2	4.7	1.8	0.0	-	1.7	1.7	-	-	-	-	1.8	1.6	-	-
Peruvian	1.4	0.9	4.0	2.6	12.3	0.9	0.0	0.9	7.9	-	1.4	1.4	-	-	-	-	0.7	2.0	-	-
Venezuelan	1.0	0.4	4.4	5.2	0.0	0.0	0.0	0.6	8.6	-	1.0	1.0	-	-	-	-	0.0	1.8	-	-
Salvadoran	0.8	1.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	-	0.8	0.8	-	-	-	-	1.9	0.0	-	-
Honduran	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.8	0.0	-	0.4	0.4	-	-	-	-	0.0	0.7	-	-
Ecuadorian	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.8	0.0	-	0.4	0.4	-	-	-	-	0.0	0.6	-	-
Nicaraguan	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.0	-	0.4	0.4	-	-	-	-	0.0	0.6	-	-
Other Central American	1.3	1.1	2.4	2.8	0.0	1.5	4.8	0.8	0.0	-	1.3	1.3	-	-	-	-	2.1	0.7	-	-
Other South American	3.2	3.8	0.0	0.0	0.0	3.2	0.0	4.3	0.0	-	3.2	3.2	-	-	-	-	2.6	3.7	-	-
Spaniard	10.1	11.1	5.0	5.8	0.0	13.3	4.8	9.6	5.1	-	10.1	10.1	-	-	-	-	11.7	8.9	-	-
Other	2.6	2.7	2.3	2.7	0.0	2.0	4.7	3.1	0.0	-	2.6	2.6	-	-	-	-	2.5	2.7	-	-





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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	260	21	45	43	39	56	55	110	150	149	111	111	149
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	48.4	59.1	53.5	42.1	56.1	51.5	36.2	50.1	47.1	51.7	44.0	51.2	46.3
Puerto Rican	17.9	17.3	13.2	23.0	14.4	15.0	23.6	17.9	17.9	16.9	19.2	13.2	21.4
Cuban	7.5	0.0	10.3	7.3	7.3	4.7	11.5	7.1	7.9	7.1	8.1	8.4	6.9
Dominican	2.9	0.0	2.1	7.2	4.7	3.2	0.0	3.7	2.4	3.9	1.6	3.9	2.3
Guatemalan	1.7	0.0	2.2	0.0	0.0	6.0	0.0	0.9	2.2	0.7	3.0	1.8	1.6
Peruvian	1.4	5.5	0.0	0.0	0.0	1.7	2.9	1.1	1.7	0.8	2.3	0.7	2.0
Venezuelan	1.0	0.0	2.2	0.0	0.0	0.0	3.1	0.9	1.1	0.7	1.5	0.0	1.8
Salvadoran	0.8	0.0	4.6	0.0	0.0	0.0	0.0	1.9	0.0	1.4	0.0	1.9	0.0
Honduran	0.4	0.0	2.3	0.0	0.0	0.0	0.0	0.9	0.0	0.7	0.0	0.0	0.7
Ecuadorian	0.4	0.0	0.0	2.2	0.0	0.0	0.0	0.9	0.0	0.6	0.0	0.0	0.6
Nicaraguan	0.4	0.0	2.1	0.0	0.0	0.0	0.0	0.8	0.0	0.6	0.0	0.0	0.6
Other Central American	1.3	0.0	3.0	2.3	0.0	1.8	0.0	2.1	0.7	1.6	0.9	2.1	0.7
Other South American	3.2	0.0	0.0	7.0	2.1	2.1	6.1	2.8	3.5	2.6	4.0	2.6	3.7
Spaniard	10.1	9.1	2.5	4.6	10.5	14.1	16.6	4.6	14.1	6.1	15.4	11.7	8.9
Other	2.6	9.0	2.2	4.4	5.0	0.0	0.0	4.4	1.3	4.6	0.0	2.5	2.7



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN 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	34	71	71	84	9	30	29	43	25	42	42	40	91	129	40
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	48.4	53.6	51.6	54.3	38.6	57.3	55.3	62.6	39.6	52.3	48.9	48.5	37.4	47.2	44.9	62.5
Puerto Rican	17.9	19.8	15.7	14.4	22.1	23.3	11.2	10.0	14.8	18.6	18.9	17.4	29.9	18.1	20.1	10.4
Cuban	7.5	3.1	8.1	6.7	9.5	0.0	7.1	3.2	14.4	4.2	8.9	9.1	4.4	7.6	7.8	6.5
Dominican	2.9	0.0	5.7	5.1	0.0	0.0	11.5	3.1	0.0	0.0	1.6	6.5	0.0	6.7	1.2	0.0
Guatemalan	1.7	0.0	1.4	3.4	1.2	0.0	0.0	3.6	2.3	0.0	2.4	3.2	0.0	1.1	2.6	0.0
Peruvian	1.4	3.4	0.0	0.0	3.1	0.0	0.0	0.0	1.9	4.6	0.0	0.0	4.3	1.3	2.0	0.0
Venezuelan	1.0	2.9	0.0	0.0	2.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	4.1	2.1	0.0	1.9
Salvadoran	0.8	2.7	1.6	0.0	0.0	10.2	3.9	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.7	0.0
Honduran	0.4	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.8	0.0
Ecuadorian	0.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.7	0.0
Nicaraguan	0.4	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	1.0	0.0	0.0
Other Central American	1.3	0.0	3.3	0.0	1.2	0.0	4.6	0.0	2.4	0.0	2.4	0.0	0.0	1.5	1.5	0.0
Other South American	3.2	0.0	2.9	2.6	5.4	0.0	2.7	3.5	2.4	0.0	3.0	1.9	8.5	4.6	1.6	5.1
Spaniard	10.1	8.9	2.8	9.7	17.0	0.0	3.9	7.2	22.3	12.0	2.1	11.4	11.4	5.2	12.4	13.6
Other	2.6	5.6	2.9	4.0	0.0	9.3	0.0	6.7	0.0	4.3	4.9	2.1	0.0	2.3	3.7	0.0



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 1

	TOTAL	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>WHITE</b>	68.0	85.8	77.4	70.7	65.5	56.5	59.9	68.3	63.8	71.4	76.1	64.6	64.9	82.5	75.2	60.8	50.6	59.8	54.8	62.7
<b>HISPANIC</b>	13.0	6.1	9.5	13.8	14.8	13.3	12.9	14.2	19.3	12.2	10.7	13.9	15.8	9.8	10.9	16.6	15.8	14.8	14.7	14.9
<b>AFRICAN AMERICAN</b>	13.0	3.4	5.7	10.5	13.7	21.6	22.0	13.7	11.3	9.8	7.4	12.6	14.9	2.4	9.0	10.6	26.5	20.8	26.8	17.3
<b>ASIAN</b>	4.0	1.1	3.6	4.3	4.7	5.4	3.5	3.2	4.5	4.2	3.4	5.9	3.8	3.3	3.1	6.5	5.9	3.5	3.2	3.7
<b>OTHER</b>	2.0	3.6	3.8	0.7	1.4	3.2	1.6	0.6	1.1	2.4	2.3	3.1	0.5	2.1	1.9	5.5	1.2	1.1	0.5	1.4



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
WHITE	68.0	68.0	77.6	64.7	63.9	70.5	72.7	57.2	45.4	43.0	50.9
HISPANIC	13.0	11.8	6.5	14.1	18.8	12.3	11.2	18.7	19.4	20.2	17.5
AFRICAN AMERICAN	13.0	14.5	10.8	17.7	5.8	11.9	11.0	17.2	23.2	26.0	16.9
ASIAN	4.0	4.3	2.9	2.7	7.3	3.6	3.5	4.5	7.5	6.3	10.0
OTHER	2.0	1.3	2.3	0.9	4.2	1.7	1.6	2.4	4.5	4.4	4.6



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
WHITE	68.0	82.4	54.5	78.7	57.9	62.8	81.0	57.5	62.0	61.2	63.6	68.2	69.9	68.6	75.1	54.1	55.6	64.7
HISPANIC	13.0	9.5	16.4	10.8	15.0	14.6	10.0	15.2	15.7	15.6	12.9	13.0	12.3	12.8	10.1	17.2	20.2	12.7
AFRICAN AMERICAN	13.0	2.9	23.8	4.7	21.6	13.1	3.7	22.1	15.5	15.5	12.0	12.5	11.3	12.2	9.2	22.1	13.0	20.7
ASIAN	4.0	2.9	4.0	3.6	4.4	4.0	3.5	3.9	3.8	5.0	7.0	4.2	5.6	5.2	2.3	3.0	5.9	1.2
OTHER	2.0	2.3	1.3	2.3	1.1	5.4	1.8	1.3	2.9	2.7	4.5	2.1	0.9	1.2	3.4	3.7	5.3	0.7



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

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	532	1466	931	855	214	452	844	305	539	1155
WHITE	68.0	59.4	71.2	79.8	56.9	60.8	62.2	55.9	58.9	54.3	76.9
HISPANIC	13.0	13.9	12.7	10.2	15.1	16.6	14.7	16.0	16.1	15.8	10.8
AFRICAN AMERICAN	13.0	20.9	10.2	4.8	22.6	10.6	14.3	22.1	22.0	22.2	6.3
ASIAN	4.0	4.2	3.9	3.2	4.3	6.5	5.6	4.6	2.0	6.1	3.5
OTHER	2.0	1.6	2.1	2.0	1.1	5.5	3.3	1.4	0.9	1.6	2.5



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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	866	920		724	740	536	366	319	255	358	421	281
WHITE	68.0	82.2	56.6		82.0	50.8	72.8	81.0	49.0	69.2	83.0	52.3	76.0
HISPANIC	13.0	9.6	15.8		8.8	17.8	12.0	8.8	15.0	12.1	8.9	20.0	11.9
AFRICAN AMERICAN	13.0	2.9	22.0		3.4	25.2	9.1	4.6	30.3	11.9	2.2	21.3	6.6
ASIAN	4.0	3.2	4.3		3.8	5.0	3.0	3.3	4.8	3.1	4.3	5.0	2.8
OTHER	2.0	2.1	1.2		1.9	1.2	3.2	2.3	0.9	3.7	1.5	1.4	2.7



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
WHITE	68.0	60.6	64.1	58.5	60.1	80.4	83.5	81.7	56.7	75.3	85.5	58.6	37.1	47.3	74.5	70.0	79.2
HISPANIC	13.0	15.1	13.3	16.2	15.3	9.1	9.1	9.1	11.5	13.2	7.5	15.9	20.8	20.8	12.4	12.2	11.0
AFRICAN AMERICAN	13.0	17.6	17.0	18.0	18.5	5.1	2.3	3.9	22.3	5.6	1.5	18.6	37.0	28.2	9.5	10.8	4.1
ASIAN	4.0	5.8	4.8	6.5	4.1	2.7	2.0	2.4	9.5	4.9	3.1	5.9	4.3	0.0	3.6	3.7	0.6
OTHER	2.0	0.8	0.8	0.8	2.0	2.7	3.2	2.9	0.0	1.0	2.3	1.1	0.8	3.8	0.0	3.3	5.1





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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
WHITE	68.0	53.9	71.9	82.2	70.1	79.3	71.8	80.4	66.6	69.5	61.1	64.8	67.7	74.6	68.0	68.7
HISPANIC	13.0	16.3	11.2	10.0	13.4	7.4	2.8	8.1	13.8	12.9	15.5	13.4	7.1	10.8	22.4	13.0
AFRICAN AMERICAN	13.0	23.5	9.1	2.8	9.8	8.5	17.3	7.3	13.2	10.8	17.7	17.3	21.6	10.0	4.3	12.3
ASIAN	4.0	4.4	6.4	2.8	4.6	4.2	8.1	3.6	4.3	4.7	3.4	1.4	2.2	0.6	4.6	3.8
OTHER	2.0	1.9	1.3	2.3	2.0	0.6	0.0	0.6	2.1	2.0	2.2	3.1	1.4	4.1	0.7	2.3





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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
WHITE	68.0	54.1	58.5	69.2	67.6	67.4	77.2	62.2	71.6	63.8	73.0	66.9	69.0
HISPANIC	13.0	13.7	16.2	13.0	12.2	14.4	10.5	14.3	12.2	13.7	12.2	11.8	14.1
AFRICAN AMERICAN	13.0	21.6	20.9	9.8	12.2	13.4	8.4	16.2	11.0	15.1	10.5	15.3	11.0
ASIAN	4.0	9.3	2.9	7.2	4.2	2.9	1.7	6.0	2.7	5.5	2.2	3.8	4.2
OTHER	2.0	1.4	1.6	0.8	3.7	1.8	2.2	1.2	2.5	1.9	2.1	2.2	1.8



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
WHITE	68.0	53.7	65.8	66.6	75.1	44.9	61.2	64.9	75.1	56.9	69.4	68.2	75.1	48.6	72.3	81.1
HISPANIC	13.0	14.9	13.9	13.4	11.5	14.6	13.1	11.0	11.1	15.0	14.6	15.8	11.8	17.3	12.5	9.0
AFRICAN AMERICAN	13.0	23.0	13.9	13.2	9.1	31.8	20.4	16.9	8.6	19.8	8.8	9.5	9.6	27.1	9.1	5.1
ASIAN	4.0	7.0	5.3	4.0	2.2	7.0	4.1	4.9	2.3	7.0	6.1	3.0	2.1	5.4	4.3	1.6
OTHER	2.0	1.4	1.2	2.8	2.2	1.7	1.2	2.2	2.9	1.3	1.2	3.3	1.4	1.5	1.7	3.2



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8. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN 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.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	80	2	11	16	16	16	8	4	7	59	28	25	6	19	10	14	16	21	7	14
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Filipino	24.8	0.0	50.6	11.7	24.8	20.2	22.0	23.5	35.7	24.2	25.4	22.2	26.8	29.8	18.3	20.2	24.7	26.4	24.0	27.6
Chinese	21.9	47.7	18.3	25.2	38.3	4.9	23.2	16.9	14.2	20.6	24.1	17.7	16.3	10.6	37.4	33.3	10.6	25.5	37.9	19.4
Indian	17.9	0.0	0.0	27.5	9.4	23.2	24.4	22.5	25.0	14.7	15.4	17.2	0.0	19.0	20.2	5.2	14.0	27.2	12.3	34.5
Japanese	9.8	52.3	0.0	0.0	10.1	22.0	11.2	0.0	12.0	12.0	3.5	17.2	30.2	13.9	0.0	12.5	17.1	3.7	11.1	0.0
Vietnamese	8.2	0.0	5.9	20.3	11.2	0.0	0.0	19.6	0.0	11.0	13.6	7.2	14.8	6.9	16.8	12.1	11.3	0.0	0.0	0.0
Korean	4.3	0.0	7.3	0.0	0.0	6.3	0.0	17.5	13.1	1.3	2.7	0.0	0.0	4.0	0.0	0.0	0.0	13.2	14.7	12.4
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	0.0
Other Southeastern Asian	9.0	0.0	10.2	9.8	6.1	13.0	19.2	0.0	0.0	10.7	9.3	12.0	12.0	15.8	7.3	5.0	11.7	4.1	0.0	6.1
Other Southern Asian	1.1	0.0	0.0	5.5	0.0	0.0	0.0	0.0	0.0	1.5	3.1	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0	0.0
Other	3.0	0.0	7.6	0.0	0.0	10.4	0.0	0.0	0.0	4.1	2.9	6.4	0.0	0.0	0.0	11.7	5.1	0.0	0.0	0.0



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	80	15	13	21	31	65	53	12	15	9	6
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Filipino	24.8	12.3	29.7	28.8	26.0	23.1	24.7	15.7	31.9	31.0	33.2
Chinese	21.9	32.5	6.6	12.4	29.4	22.4	22.5	22.0	19.5	11.2	31.5
Indian	17.9	20.6	16.5	25.6	12.1	19.0	17.9	24.3	12.8	13.7	11.6
Japanese	9.8	5.8	14.4	8.5	10.7	8.4	8.7	7.2	16.1	27.3	0.0
Vietnamese	8.2	6.0	13.1	6.5	8.3	10.1	9.0	15.0	0.0	0.0	0.0
Korean	4.3	6.6	0.0	4.6	4.9	5.3	6.5	0.0	0.0	0.0	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
Other Southeastern Asian	9.0	5.3	19.6	9.8	5.8	7.5	7.6	7.3	15.4	9.7	23.7
Other Southern Asian	1.1	0.0	0.0	0.0	2.8	1.3	1.6	0.0	0.0	0.0	0.0
Other	3.0	10.9	0.0	3.9	0.0	2.8	1.5	8.6	4.2	7.2	0.0



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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					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	80	25	28	34	39	7	27	29	11	10	13	79	47	12	12	9	7	1
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
Filipino	24.8	31.1	16.1	31.7	18.8	25.1	31.6	22.7	7.4	8.0	29.2	25.2	30.3	37.5	0.0	0.0	13.9	0.0
Chinese	21.9	19.9	35.8	18.5	26.4	12.6	19.1	29.1	18.5	20.1	14.2	22.3	21.9	23.0	13.4	30.4	29.0	0.0
Indian	17.9	23.4	7.9	17.1	21.7	0.0	17.6	24.1	23.3	25.2	0.0	18.2	23.8	8.9	13.6	13.5	11.2	0.0
Japanese	9.8	10.8	9.3	10.4	11.1	0.0	9.7	2.6	26.3	20.1	12.7	9.0	3.8	7.6	37.0	8.7	24.2	57.0
Vietnamese	8.2	7.2	5.8	9.2	4.1	26.7	8.1	2.9	16.5	17.9	13.4	7.5	6.9	6.9	15.0	10.9	0.0	43.0
Korean	4.3	3.1	9.7	2.3	6.9	0.0	2.8	9.3	0.0	0.0	0.0	4.4	1.7	0.0	14.4	0.0	12.9	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
Other Southeastern Asian	9.0	4.4	5.8	9.0	6.9	21.2	11.1	3.5	8.0	8.7	17.9	9.2	6.2	16.1	0.0	27.0	0.0	0.0
Other Southern Asian	1.1	0.0	3.1	0.0	2.2	0.0	0.0	3.0	0.0	0.0	0.0	1.1	1.9	0.0	0.0	0.0	0.0	0.0
Other	3.0	0.0	6.5	1.9	2.0	14.4	0.0	2.8	0.0	0.0	12.7	3.1	3.5	0.0	6.6	9.4	8.7	0.0



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

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	80	23	57	30	36	14	25	39	6	33	41	
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Filipino	24.8	32.5	20.5	25.8	25.7	20.2	19.1	21.4	29.2	20.0	27.9	
Chinese	21.9	7.4	28.0	20.0	19.0	33.3	33.3	26.6	27.0	26.6	17.3	
Indian	17.9	26.5	14.7	19.4	21.5	5.2	10.9	19.7	29.6	17.8	16.2	
Japanese	9.8	4.1	12.2	9.0	9.5	12.5	11.0	4.3	0.0	5.1	15.1	
Vietnamese	8.2	4.2	9.9	10.4	4.9	12.1	6.6	6.6	0.0	7.8	9.7	
Korean	4.3	8.6	2.7	2.6	7.4	0.0	0.0	5.0	0.0	5.9	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	9.0	12.8	7.6	12.8	7.4	5.0	9.1	9.6	0.0	11.4	8.5	
Other Southern Asian	1.1	3.8	0.0	0.0	2.4	0.0	3.4	2.2	14.1	0.0	0.0	
Other	3.0	0.0	4.3	0.0	2.2	11.7	6.5	4.6	0.0	5.5	1.5	





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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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	80	28	40	27	37	16	12	15	8	15	21	8			
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
Filipino	24.8	35.5	15.8	27.9	25.5	17.7	23.5	18.1	12.8	31.2	30.9	22.8			
Chinese	21.9	15.1	24.4	10.9	19.8	45.8	17.6	34.9	35.5	5.6	8.7	56.4			
Indian	17.9	18.4	21.3	17.6	23.2	5.9	17.7	24.3	11.8	17.5	22.5	0.0			
Japanese	9.8	9.7	10.9	9.7	9.9	9.8	14.1	10.7	19.4	6.4	9.3	0.0			
Vietnamese	8.2	6.6	8.0	11.4	7.2	4.9	20.7	0.0	0.0	4.0	12.5	9.9			
Korean	4.3	2.8	6.8	2.8	4.8	5.9	0.0	0.0	11.8	5.0	8.3	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	9.0	8.2	8.6	13.9	5.0	9.8	6.3	6.5	8.8	19.7	4.0	10.9			
Other Southern Asian	1.1	0.0	2.2	0.0	2.4	0.0	0.0	5.6	0.0	0.0	0.0	0.0			
Other	3.0	3.6	2.0	5.9	2.2	0.0	0.0	0.0	0.0	10.5	3.8	0.0			



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8. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN 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	80	33	10	23	29	12	6	18	4	7	17	27	10	-	3	12	1
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
Filipino	24.8	19.5	10.2	23.6	28.2	23.6	38.9	28.9	0.0	37.4	30.1	24.2	28.7	-	0.0	22.7	0.0
Chinese	21.9	14.3	30.5	7.0	36.3	18.4	0.0	12.0	0.0	12.7	12.5	10.5	43.9	-	69.1	43.2	0.0
Indian	17.9	27.7	27.6	27.7	9.8	10.0	19.0	13.1	68.1	0.0	13.7	24.9	18.9	-	0.0	7.6	0.0
Japanese	9.8	11.0	7.4	12.6	5.3	7.5	29.7	15.2	0.0	0.0	15.8	13.7	0.0	-	0.0	12.6	0.0
Vietnamese	8.2	5.4	0.0	7.8	11.7	11.6	0.0	7.6	0.0	26.1	7.9	6.7	8.5	-	0.0	6.3	0.0
Korean	4.3	5.3	7.6	4.3	3.2	6.7	0.0	4.4	0.0	0.0	4.5	6.6	0.0	-	0.0	7.6	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	9.0	11.8	8.3	13.3	0.0	22.3	12.4	18.8	31.9	0.0	15.5	7.0	0.0	-	30.9	0.0	100.0
Other Southern Asian	1.1	2.6	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	-	0.0	0.0	0.0
Other	3.0	2.4	0.0	3.5	5.5	0.0	0.0	0.0	0.0	23.8	0.0	3.0	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		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	80	40	17	23	45	10	3	8	67	48	19	3	14	1	24	19
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
Filipino	24.8	23.1	32.3	22.2	24.2	19.9	40.8	13.1	25.1	29.8	12.9	35.9	23.2	100.0	55.0	12.2
Chinese	21.9	17.5	39.4	16.9	24.3	0.0	0.0	0.0	26.1	23.4	33.2	0.0	31.4	0.0	12.6	41.0
Indian	17.9	21.1	9.9	17.9	7.4	46.1	0.0	61.0	14.2	15.9	9.8	0.0	8.2	0.0	3.6	4.3
Japanese	9.8	12.9	0.0	11.6	9.2	0.0	0.0	0.0	10.6	7.9	17.7	28.5	6.6	0.0	3.6	21.5
Vietnamese	8.2	8.3	4.7	10.5	13.1	0.0	0.0	0.0	8.4	8.9	7.1	35.6	0.0	0.0	9.9	7.7
Korean	4.3	4.4	5.7	3.3	6.0	0.0	0.0	0.0	5.2	5.1	5.3	0.0	5.4	0.0	3.9	9.1
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	9.0	8.6	4.2	13.3	12.3	19.6	0.0	25.9	7.7	5.3	14.0	0.0	19.6	0.0	11.4	4.3
Other Southern Asian	1.1	2.1	0.0	0.0	0.0	8.4	34.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	3.0	2.0	3.8	4.3	3.6	6.1	25.0	0.0	2.7	3.7	0.0	0.0	5.7	0.0	0.0	0.0



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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	49	31	22	9	16	19	33	12	-	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	-	-	-	-	-	-
Filipino	24.8	28.7	18.6	13.6	30.1	29.3	9.9	28.4	32.8	-	24.8	-	-	24.8	-	-	-	-	-	-
Chinese	21.9	13.3	35.2	38.3	28.2	11.8	43.6	14.1	21.6	-	21.9	-	-	21.9	-	-	-	-	-	-
Indian	17.9	14.9	22.5	18.2	32.5	17.0	21.2	13.9	24.8	-	17.9	-	-	17.9	-	-	-	-	-	-
Japanese	9.8	12.7	5.3	7.6	0.0	20.0	8.6	9.1	0.0	-	9.8	-	-	9.8	-	-	-	-	-	-
Vietnamese	8.2	8.4	7.9	11.3	0.0	5.5	8.3	9.8	7.3	-	8.2	-	-	8.2	-	-	-	-	-	-
Korean	4.3	5.5	2.5	3.6	0.0	5.8	0.0	5.4	6.5	-	4.3	-	-	4.3	-	-	-	-	-	-
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	9.0	11.5	5.1	7.4	0.0	10.5	3.9	12.0	7.1	-	9.0	-	-	9.0	-	-	-	-	-	-
Other Southern Asian	1.1	0.0	2.8	0.0	9.2	0.0	4.5	0.0	0.0	-	1.1	-	-	1.1	-	-	-	-	-	-
Other	3.0	5.0	0.0	0.0	0.0	0.0	0.0	7.5	0.0	-	3.0	-	-	3.0	-	-	-	-	-	-



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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	14	8	24	14	11	9	46	34	60	20	36	44
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
Filipino	24.8	32.7	12.7	31.3	21.2	32.9	0.0	28.5	19.6	26.8	18.6	18.7	29.6
Chinese	21.9	6.6	21.8	24.0	27.9	39.2	9.9	18.2	27.0	20.4	26.4	29.1	16.1
Indian	17.9	43.7	0.0	12.5	24.8	6.3	10.7	20.1	14.9	21.1	8.2	19.3	16.8
Japanese	9.8	7.2	9.3	0.0	6.1	7.6	49.8	3.9	18.1	4.4	26.0	13.8	6.7
Vietnamese	8.2	4.3	8.8	10.9	0.0	6.9	20.9	8.5	7.8	6.6	13.0	7.0	9.1
Korean	4.3	0.0	9.6	4.2	7.0	0.0	8.7	3.8	5.1	4.5	3.8	2.7	5.7
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
Other Southeastern Asian	9.0	5.4	19.1	13.1	13.0	0.0	0.0	11.7	5.2	12.0	0.0	6.9	10.7
Other Southern Asian	1.1	0.0	10.8	0.0	0.0	0.0	0.0	1.9	0.0	1.4	0.0	2.4	0.0
Other	3.0	0.0	7.9	4.2	0.0	7.1	0.0	3.5	2.4	2.7	4.0	0.0	5.5



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	80	16	27	21	16	4	9	13	9	12	18	8	7	29	44	7
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Filipino	24.8	29.4	31.6	22.0	12.3	18.9	33.3	13.6	10.8	33.2	30.6	35.3	14.3	19.1	27.5	30.1
Chinese	21.9	10.7	18.8	30.0	27.6	18.0	32.9	28.6	31.3	8.1	11.3	32.1	23.0	26.2	18.0	28.6
Indian	17.9	39.3	11.1	19.3	5.9	42.9	10.6	23.7	10.6	37.9	11.3	12.3	0.0	19.3	17.2	16.7
Japanese	9.8	6.5	2.8	3.9	32.8	0.0	8.0	6.4	37.3	8.8	0.0	0.0	27.2	12.3	8.2	10.4
Vietnamese	8.2	3.9	5.8	12.0	11.5	0.0	7.6	6.8	10.0	5.3	4.8	20.3	13.3	8.8	9.1	0.0
Korean	4.3	0.0	6.6	4.5	4.8	0.0	0.0	7.3	0.0	0.0	10.1	0.0	10.9	6.2	3.8	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
Other Southeastern Asian	9.0	4.9	17.4	8.4	0.0	0.0	7.5	13.6	0.0	6.7	22.6	0.0	0.0	5.1	12.9	0.0
Other Southern Asian	1.1	5.4	0.0	0.0	0.0	20.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0
Other	3.0	0.0	6.1	0.0	5.0	0.0	0.0	0.0	0.0	0.0	9.3	0.0	11.4	0.0	3.2	14.2



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
REPUBLICAN	36.2	65.3	64.1	50.3	31.0	22.8	12.0	7.7	17.4	50.8	58.2	40.1	40.7	85.3	53.7	11.4	2.2	1.1	1.4	1.0
DEMOCRATIC	37.0	5.2	14.4	27.5	37.6	47.3	59.9	62.3	58.8	19.3	18.4	22.7	15.2	4.3	5.3	15.6	73.4	79.5	81.1	78.6
INDEPENDENT/OTHER	26.8	29.5	21.6	22.2	31.4	29.9	28.0	30.0	23.9	29.9	23.5	37.2	44.1	10.4	41.1	73.0	24.3	19.4	17.5	20.4
Net Diff.	-0.8	60.1	49.7	22.8	-6.6	-24.5	-47.9	-54.6	-41.4	31.4	39.8	17.4	25.5	81.0	48.4	-4.2	-71.2	-78.3	-79.8	-77.5



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
REPUBLICAN	36.2	31.3	37.0	40.3	32.1	38.3	40.2	26.7	17.5	17.6	17.2
DEMOCRATIC	37.0	38.6	36.2	35.0	40.0	37.1	36.9	38.7	35.8	39.7	27.1
INDEPENDENT/OTHER	26.8	30.0	26.8	24.7	27.9	24.6	22.9	34.5	46.7	42.7	55.7
Net Diff.	-0.8	-7.3	0.8	5.2	-8.0	1.2	3.3	-12.0	-18.3	-22.1	-9.9





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704		931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
REPUBLICAN	36.2	70.8	3.6		69.9	4.5	19.3	75.2	3.5	25.3	27.6	18.5	36.3	38.4	32.3	38.4	28.6	37.5	34.2
DEMOCRATIC	37.0	6.9	75.1		6.7	71.3	21.8	4.9	75.9	30.3	28.4	26.8	37.6	37.3	40.8	35.3	43.1	38.0	27.6
INDEPENDENT/OTHER	26.8	22.3	21.2		23.4	24.2	58.9	20.0	20.6	44.4	44.0	54.7	26.1	24.3	26.9	26.3	28.3	24.5	38.2
Net Diff.	-0.8	64.0	-71.5		63.2	-66.8	-2.4	70.3	-72.4	-5.0	-0.9	-8.2	-1.3	1.2	-8.5	3.1	-14.5	-0.4	6.6



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9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

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	532	1466	931	855	214	452	844	305	539	1155
REPUBLICAN	36.2	12.1	45.0	73.8	1.5	11.4	17.4	7.1	5.0	8.2	57.5
DEMOCRATIC	37.0	67.3	26.0	4.6	77.6	15.6	23.4	68.9	79.4	62.9	13.7
INDEPENDENT/OTHER	26.8	20.6	29.0	21.6	20.9	73.0	59.2	24.0	15.6	28.9	28.8
Net Diff.	-0.8	-55.2	19.0	69.1	-76.1	-4.2	-6.0	-61.9	-74.4	-54.7	43.8



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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	866	920	724	740	536	366	319	255	358	421	281
REPUBLICAN	36.2	74.1	4.6	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRATIC	37.0	4.7	71.1	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	26.8	21.2	24.3	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-0.8	69.4	-66.5	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
REPUBLICAN	36.2	6.9	4.2	8.5	19.4	68.7	86.2	75.9	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC	37.0	79.4	86.8	74.9	33.3	7.9	6.7	7.4	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	26.8	13.8	9.0	16.6	47.3	23.4	7.2	16.7	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-0.8	-72.5	-82.6	-66.4	-13.9	60.8	79.5	68.6	100.0	100.0	100.0	-100.0	-100.0	-100.0	0.0	0.0	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
REPUBLICAN	36.2	2.4	18.2	78.6	29.6	38.4	32.6	39.3	36.5	39.7	30.7	30.2	40.5	62.8	41.6	18.9
DEMOCRATIC	37.0	76.8	12.3	1.4	26.2	35.8	54.9	33.0	37.3	35.4	40.9	35.9	34.1	20.3	33.7	46.2
INDEPENDENT/OTHER	26.8	20.8	69.5	20.0	44.2	25.8	12.4	27.7	26.1	24.9	28.3	33.9	25.4	16.9	24.7	34.9
Net Diff.	-0.8	-74.4	6.0	77.3	3.4	2.7	-22.3	6.2	-0.8	4.3	-10.2	-5.7	6.5	42.5	8.0	-27.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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.			WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
REPUBLICAN	36.2	36.5	35.5	34.7	37.2	37.3	41.7	35.9	28.9	43.7	20.3	24.6	9.5	34.3	47.1	40.7	28.9	21.4	11.7	6.9
DEMOCRATIC	37.0	38.0	35.0	37.0	30.8	38.0	27.0	38.0	43.6	27.7	56.8	50.8	71.7	45.8	24.8	30.1	43.3	56.3	67.3	77.1
INDEPENDENT/OTHER	26.8	25.5	29.5	28.3	31.9	24.7	31.3	26.1	27.6	28.7	22.8	24.7	18.8	19.8	28.0	29.3	27.7	22.4	21.0	16.0
Net Diff.	-0.8	-1.5	0.5	-2.2	6.4	-0.7	14.7	-2.1	-14.7	16.0	-36.5	-26.2	-62.1	-11.5	22.3	10.6	-14.4	-34.9	-55.6	-70.2



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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
REPUBLICAN	36.2	16.6	27.3	42.7	32.4	43.9	39.2	31.8	38.9	32.0	41.2	38.9	33.8
DEMOCRATIC	37.0	54.2	45.3	36.1	34.1	31.3	34.0	43.1	33.2	40.5	32.9	34.0	39.7
INDEPENDENT/OTHER	26.8	29.1	27.4	21.2	33.6	24.8	26.7	25.1	27.9	27.6	25.9	27.1	26.5
Net Diff.	-0.8	-37.6	-18.0	6.7	-1.7	12.6	5.2	-11.3	5.8	-8.5	8.4	5.0	-5.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
REPUBLICAN	36.2	17.6	38.1	34.9	41.6	11.3	37.0	37.6	45.3	19.9	38.9	32.3	37.5	25.8	37.9	44.7
DEMOCRATIC	37.0	52.5	38.9	34.4	32.6	51.7	40.5	32.6	28.3	52.8	37.7	36.2	37.6	51.6	34.8	24.8
INDEPENDENT/OTHER	26.8	29.9	23.0	30.6	25.7	37.0	22.5	29.8	26.4	27.2	23.4	31.5	25.0	22.7	27.3	30.5
Net Diff.	-0.8	-34.9	-0.9	0.5	9.0	-40.4	-3.5	4.9	17.0	-32.9	1.2	-3.9	-0.1	-25.8	3.1	19.9





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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 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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
DONALD TRUMP	43.3	84.6	76.6	58.2	36.5	24.1	14.5	11.5	23.3	60.1	70.0	44.3	50.7	91.2	71.2	23.1	6.9	2.8	3.6	2.4
JOE BIDEN	46.0	8.6	16.8	29.9	49.8	63.8	74.6	76.1	67.7	27.4	21.0	37.9	32.1	4.4	15.5	39.2	83.7	90.9	93.2	89.5
ANOTHER CANDIDATE	3.0	2.8	1.7	3.4	4.8	2.4	1.0	4.0	3.9	3.8	2.7	5.5	5.1	0.6	4.1	14.6	1.9	1.1	0.0	1.7
DIDN'T VOTE/PRES.	0.6	0.0	0.5	1.0	1.1	0.0	0.8	0.0	0.6	0.6	0.6	0.7	0.6	0.3	1.2	1.2	0.4	0.5	0.5	0.5
DIDN'T VOTE 2020	7.1	4.0	4.3	7.4	7.8	9.6	9.1	8.4	4.6	8.1	5.6	11.5	11.5	3.6	7.9	21.9	7.1	4.8	2.7	5.9
DON'T KNOW	*	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	*	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Net Diff.	-2.7	76.0	59.8	28.3	-13.2	-39.7	-60.0	-64.7	-44.4	32.8	49.0	6.4	18.6	86.9	55.7	-16.1	-76.8	-88.0	-89.6	-87.1



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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 TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
DONALD TRUMP	43.3	37.2	44.9	47.6	38.9	46.1	47.8	36.0	18.4	24.2	5.2
JOE BIDEN	46.0	51.9	45.8	41.7	49.1	46.5	46.9	44.6	41.2	45.0	32.6
ANOTHER CANDIDATE	3.0	3.0	2.4	2.5	4.5	2.7	2.5	3.8	5.8	5.7	6.3
DIDN'T VOTE/PRES.	0.6	1.9	0.5	0.3	0.2	0.4	0.3	0.7	2.8	2.6	3.3
DIDN'T VOTE 2020	7.1	6.0	6.4	7.9	7.3	4.3	2.6	14.9	31.7	22.4	52.6
DON'T KNOW	*	0.0	0.0	*	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Net Diff.	-2.7	-14.8	-0.9	5.9	-10.1	-0.5	0.9	-8.6	-22.8	-20.7	-27.5



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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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
DONALD TRUMP	43.3	87.9	3.8	86.0	2.4	26.0	90.7	2.3	30.0	34.2	26.7	43.9	46.8	38.8	44.5	35.3	44.6	34.3
JOE BIDEN	46.0	9.1	92.8	5.6	90.2	34.0	4.4	92.7	42.9	40.8	39.0	46.5	44.3	52.4	48.7	48.4	43.6	37.7
ANOTHER CANDIDATE	3.0	0.9	1.3	1.6	1.5	18.4	0.1	0.7	13.1	11.6	9.9	2.8	4.0	2.1	2.5	1.4	1.3	6.2
DIDN'T VOTE/PRES.	0.6	0.4	0.3	0.6	0.5	0.8	0.3	0.3	2.3	1.7	0.9	0.6	0.7	0.0	0.3	1.3	0.0	1.1
DIDN'T VOTE 2020	7.1	1.7	1.9	6.3	5.3	20.7	4.6	4.0	11.7	11.6	23.5	6.2	4.2	6.7	3.9	13.6	10.5	20.7
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	*	*	0.0	0.0	0.0	0.0	0.0
Net Diff.	-2.7	78.8	-88.9	80.4	-87.8	-8.0	86.2	-90.4	-12.9	-6.6	-12.3	-2.7	2.4	-13.7	-4.2	-13.1	1.0	-3.4



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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 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	532	1466	931	855	214	452	844	305	539	1155
DONALD TRUMP	43.3	14.1	54.0	83.9	4.1	23.1	29.2	7.4	7.1	7.5	69.6
JOE BIDEN	46.0	80.9	33.3	8.4	88.6	39.2	43.5	85.7	90.8	82.8	17.0
ANOTHER CANDIDATE	3.0	1.4	3.6	1.9	1.3	14.6	10.3	1.4	0.3	2.1	4.1
DIDN'T VOTE/PRES.	0.6	0.3	0.7	0.6	0.5	1.2	1.7	0.7	0.3	0.9	0.5
DIDN'T VOTE 2020	7.1	3.4	8.4	5.1	5.5	21.9	15.3	4.8	1.4	6.8	8.7
DON'T KNOW	*	0.0	*	*	0.0	0.0	*	0.0	0.0	0.0	*
Net Diff.	-2.7	-66.8	20.7	75.5	-84.5	-16.1	-14.3	-78.4	-83.7	-75.3	52.6



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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	ANOTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT
Total	2000	866	920	724	740	536	366	319	255	358	421	281			
DONALD TRUMP	43.3	100.0	0.0	88.6	5.5	34.3	87.2	5.5	34.0	90.1	5.5	34.5			
JOE BIDEN	46.0	0.0	100.0	5.9	88.4	41.7	7.4	89.9	45.6	4.3	87.2	38.2			
ANOTHER CANDIDATE	3.0	0.0	0.0	1.3	0.7	8.5	1.7	0.7	8.9	0.9	0.8	8.1			
DIDN'T VOTE/PRES.	0.6	0.0	0.0	0.6	0.3	1.1	0.0	0.3	0.4	1.1	0.3	1.8			
DIDN'T VOTE 2020	7.1	0.0	0.0	3.7	5.1	14.4	3.8	3.7	11.2	3.5	6.3	17.3			
DON'T KNOW	*	0.0	0.0	*	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0			
Net Diff.	-2.7	100.0	-100.0	82.8	-82.9	-7.4	79.8	-84.4	-11.6	85.8	-81.7	-3.7			



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10. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
DONALD TRUMP	43.3	9.1	4.4	11.9	30.4	78.2	89.9	83.0	78.4	76.6	92.4	2.6	7.9	19.4	12.0	27.2	68.7
JOE BIDEN	46.0	84.2	86.5	82.8	51.6	13.2	6.4	10.3	17.7	14.1	2.9	91.9	84.1	77.4	73.2	44.2	14.5
ANOTHER CANDIDATE	3.0	1.3	2.5	0.5	5.2	3.2	0.9	2.2	0.0	1.1	1.4	1.0	0.4	0.0	3.6	10.1	6.9
DIDN'T VOTE/PRES.	0.6	0.5	0.0	0.8	0.9	0.7	0.0	0.4	2.1	1.8	0.1	0.2	0.5	0.0	1.3	0.8	1.9
DIDN'T VOTE 2020	7.1	4.9	6.5	4.0	12.0	4.8	2.8	3.9	1.8	6.3	3.1	4.3	7.1	3.2	10.0	17.7	8.1
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.	-2.7	-75.2	-82.1	-70.9	-21.2	65.0	83.5	72.7	60.8	62.5	89.5	-89.4	-76.2	-58.1	-61.3	-16.9	54.2



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

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
DONALD TRUMP	43.3	5.2	34.1	87.7	40.8	50.3	40.8	51.7	42.7	46.0	36.5	38.6	49.9	66.5	46.2	27.5
JOE BIDEN	46.0	86.5	37.3	4.6	44.1	46.1	54.9	44.8	46.0	44.8	48.3	45.7	39.7	26.5	45.5	58.5
ANOTHER CANDIDATE	3.0	1.9	8.6	2.4	4.6	1.1	2.0	1.0	3.1	3.0	3.3	4.9	2.8	1.0	2.2	4.5
DIDN'T VOTE/PRES.	0.6	0.4	1.9	0.4	1.0	0.0	0.0	0.0	0.8	0.7	0.9	0.0	0.7	0.0	0.6	0.4
DIDN'T VOTE 2020	7.1	6.0	18.0	4.9	9.5	2.5	2.2	2.6	7.4	5.5	10.9	10.7	6.9	5.9	5.5	9.2
DON'T KNOW	*	0.0	0.0	*	*	0.0	0.0	0.0	*	*	0.0	0.0	0.0	0.1	0.0	0.0
Net Diff.	-2.7	-81.4	-3.3	83.2	-3.2	4.3	-14.1	6.9	-3.3	1.3	-11.8	-7.1	10.1	40.0	0.8	-30.9



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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	MEN
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
DONALD TRUMP	43.3	43.3	43.3	42.2	45.5	42.1	49.9	44.3	36.0	52.3	24.1	32.1	9.8	34.4	54.8	50.3	37.2	28.2	11.3	7.9
JOE BIDEN	46.0	44.7	48.5	47.9	49.7	47.8	42.2	42.3	55.3	38.3	62.3	55.9	77.7	50.0	37.6	39.0	54.0	57.4	77.8	77.6
ANOTHER CANDIDATE	3.0	2.4	4.3	5.4	1.9	2.4	4.8	2.3	3.7	3.1	2.8	1.5	2.7	4.2	3.0	3.1	2.6	0.6	2.1	3.4
DIDN'T VOTE/PRES.	0.6	0.6	0.5	0.8	0.0	0.0	0.6	1.1	0.5	0.5	0.9	1.8	0.4	0.0	0.3	0.6	0.0	3.1	0.0	0.8
DIDN'T VOTE 2020	7.1	8.9	3.4	3.6	2.9	7.7	2.5	10.0	4.4	5.8	9.9	8.7	9.5	11.4	4.3	7.0	6.1	10.7	8.9	10.3
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
Net Diff.	-2.7	-1.4	-5.2	-5.7	-4.2	-5.6	7.7	2.0	-19.2	14.0	-38.2	-23.9	-67.9	-15.6	17.2	11.3	-16.8	-29.2	-66.5	-69.7





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	156	280	333	319	391	521	769	1231	1088	912	940	1060
DONALD TRUMP	43.3	17.7	34.6	49.5	45.9	48.7	46.1	37.6	46.9	40.0	47.2	45.0	41.8
JOE BIDEN	46.0	52.3	49.4	39.7	45.7	43.6	48.3	45.8	46.1	45.8	46.3	45.7	46.2
ANOTHER CANDIDATE	3.0	0.6	5.2	3.9	2.6	2.4	2.7	3.7	2.6	3.4	2.5	3.3	2.7
DIDN'T VOTE/PRES.	0.6	2.1	0.6	1.1	0.3	0.5	0.1	1.1	0.3	0.9	0.3	0.2	1.0
DIDN'T VOTE 2020	7.1	27.3	10.2	5.7	5.5	5.0	2.8	11.7	4.2	9.9	3.7	5.7	8.3
DON'T KNOW	*	0.0	0.0	0.1	0.0	0.0	0.0	*	0.0	*	0.0	0.0	*
Net Diff.	-2.7	-34.6	-14.8	9.8	0.2	5.1	-2.2	-8.2	0.7	-5.7	0.9	-0.7	-4.4



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
DONALD TRUMP	43.3	20.7	45.0	44.8	48.1	17.0	42.0	45.3	51.0	22.0	47.4	44.3	44.9	29.7	45.3	54.8
JOE BIDEN	46.0	54.0	41.6	46.5	46.2	67.7	44.6	45.1	43.4	49.0	39.2	47.9	49.4	58.5	44.4	34.8
ANOTHER CANDIDATE	3.0	1.6	4.9	2.7	2.4	4.7	4.2	3.6	2.3	0.5	5.4	1.8	2.4	2.6	3.2	2.9
DIDN'T VOTE/PRES.	0.6	1.4	1.0	0.4	0.2	0.0	0.4	0.4	0.0	1.9	1.5	0.4	0.4	1.0	0.5	0.3
DIDN'T VOTE 2020	7.1	22.3	7.5	5.6	3.1	10.6	8.8	5.6	3.3	26.5	6.5	5.5	2.9	8.2	6.5	7.2
DON'T KNOW	*	0.0	*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	*	0.0	0.0
Net Diff.	-2.7	-33.3	3.4	-1.7	1.9	-50.7	-2.6	0.2	7.6	-27.0	8.2	-3.6	-4.6	-28.8	1.0	20.0



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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 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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
DONALD TRUMP	42.9	80.9	72.3	59.5	37.2	23.5	18.9	13.2	19.2	57.9	68.3	42.4	45.4	86.3	66.9	21.8	12.9	6.7	7.8	6.1
HILLARY CLINTON	35.2	6.2	14.7	23.3	38.2	49.5	54.5	52.0	55.8	19.8	16.8	25.8	19.3	2.8	10.1	28.5	62.6	72.3	78.9	68.5
ANOTHER CANDIDATE	5.5	5.0	3.9	3.3	6.8	5.6	5.1	10.0	7.6	6.0	3.8	7.9	11.8	2.4	5.4	17.2	5.7	4.4	2.8	5.2
DIDN'T VOTE/PRES.	1.5	0.6	1.6	1.5	1.4	1.9	0.0	2.9	2.6	1.6	1.3	2.4	0.3	0.6	1.5	4.6	1.3	1.3	0.0	2.1
DIDN'T VOTE 2016	14.9	6.8	7.6	12.4	16.4	19.5	21.6	21.9	14.8	14.7	9.6	21.4	23.2	7.9	16.1	27.9	17.3	15.3	10.4	18.1
DON'T KNOW	*	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Net Diff.	7.7	74.7	57.6	36.2	-1.0	-25.9	-35.6	-38.8	-36.6	38.1	51.5	16.6	26.1	83.5	56.8	-6.8	-49.7	-65.6	-71.1	-62.4



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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 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	1799	1543	256	201	139	62
DONALD TRUMP	42.9	33.1	46.0	46.2	41.8	45.9	47.0	39.3	15.8	19.0	8.7
HILLARY CLINTON	35.2	39.7	34.3	32.6	37.1	35.6	36.8	27.9	31.9	32.8	29.9
ANOTHER CANDIDATE	5.5	6.4	4.5	4.7	7.3	5.4	5.5	5.0	6.2	7.6	3.0
DIDN'T VOTE/PRES.	1.5	1.5	2.4	1.1	1.3	1.1	1.0	1.8	5.1	6.0	3.0
DIDN'T VOTE 2016	14.9	19.0	12.8	15.5	12.5	11.9	9.7	25.7	41.0	34.6	55.5
DON'T KNOW	*	0.2	0.0	0.0	0.0	*	0.0	0.3	0.0	0.0	0.0
Net Diff.	7.7	-6.6	11.6	13.6	4.7	10.4	10.2	11.3	-16.1	-13.8	-21.2



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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					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
DONALD TRUMP	42.9	100.0	0.0	78.9	8.6	27.3	84.3	8.0	30.7	32.9	25.7	43.7	45.7	41.9	46.5	33.9	45.8	30.2
HILLARY CLINTON	35.2	0.0	100.0	4.8	68.8	24.2	2.7	73.3	30.7	33.4	26.4	36.0	33.5	36.5	40.8	36.1	34.3	23.0
ANOTHER CANDIDATE	5.5	0.0	0.0	3.2	5.7	17.0	1.6	4.4	15.1	11.4	12.4	5.3	5.8	5.3	5.6	4.2	2.6	8.8
DIDN'T VOTE/PRES.	1.5	0.0	0.0	1.0	1.3	5.1	0.6	1.3	3.5	2.5	3.0	1.4	1.8	0.0	1.0	3.0	0.6	2.3
DIDN'T VOTE 2016	14.9	0.0	0.0	12.1	15.5	26.5	10.9	12.9	20.0	19.8	32.5	13.5	13.2	16.3	5.9	22.9	16.7	35.7
DON'T KNOW	*	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	*	0.0	0.0	0.2	0.0	0.0	0.0
Net Diff.	7.7	100.0	-100.0	74.0	-60.2	3.1	81.6	-65.3	-0.0	-0.5	-0.7	7.7	12.1	5.3	5.7	-2.1	11.5	7.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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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		
	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	532	1466	931	855	214	452	844	305	539	1155
DONALD TRUMP	42.9	17.9	52.0	79.2	8.6	21.8	29.1	11.8	13.9	10.6	65.7
HILLARY CLINTON	35.2	64.8	24.4	5.5	69.2	28.5	30.0	67.9	76.5	63.0	11.4
ANOTHER CANDIDATE	5.5	5.1	5.6	3.5	4.8	17.2	12.7	5.6	2.7	7.3	5.4
DIDN'T VOTE/PRES.	1.5	0.3	1.9	0.9	1.3	4.6	3.9	1.1	0.6	1.4	1.7
DIDN'T VOTE 2016	14.9	11.8	16.0	10.9	15.9	27.9	24.3	13.5	6.0	17.7	15.9
DON'T KNOW	*	0.2	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.0	0.0
Net Diff.	7.7	-46.9	27.7	73.7	-60.6	-6.8	-0.8	-56.0	-62.6	-52.3	54.3



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 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	ANOTHER	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	866	920	724	740	536	366	319	255	358	421	281			
DONALD TRUMP	42.9	87.1	8.5	84.0	8.0	35.7	86.0	11.0	39.5	81.9	5.7	32.2			
HILLARY CLINTON	35.2	3.1	71.0	3.5	71.5	27.9	2.6	74.4	25.9	4.5	69.2	29.7			
ANOTHER CANDIDATE	5.5	2.3	5.4	3.3	2.8	12.1	2.8	2.4	14.9	3.8	3.2	9.5			
DIDN'T VOTE/PRES.	1.5	0.5	1.7	1.0	1.2	2.6	1.1	0.7	2.3	0.8	1.6	2.9			
DIDN'T VOTE 2016	14.9	7.0	13.4	8.2	16.4	21.7	7.5	11.3	17.4	9.0	20.2	25.7			
DON'T KNOW	*	0.0	0.1	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0			
Net Diff.	7.7	83.9	-62.5	80.4	-63.5	7.8	83.4	-63.5	13.6	77.4	-63.5	2.5			



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 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
DONALD TRUMP	42.9	11.9	9.5	13.4	30.5	75.8	84.9	79.6	67.5	70.9	88.4	6.3	8.6	19.7	16.3	29.4	65.8
HILLARY CLINTON	35.2	66.4	68.4	65.2	37.8	9.6	5.8	8.1	11.0	8.0	1.9	73.1	69.9	64.7	55.5	27.5	11.1
ANOTHER CANDIDATE	5.5	4.2	4.4	4.1	8.3	4.6	2.3	3.7	13.8	2.8	2.7	2.3	3.8	3.2	10.5	13.8	8.3
DIDN'T VOTE/PRES.	1.5	1.4	1.7	1.2	2.7	0.7	0.0	0.4	1.2	3.4	0.3	1.2	1.4	0.0	2.4	3.3	0.8
DIDN'T VOTE 2016	14.9	16.1	16.1	16.1	20.5	9.2	7.0	8.3	6.6	14.9	6.7	17.1	15.9	12.3	15.2	26.0	14.0
DON'T KNOW	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Net Diff.	7.7	-54.5	-58.9	-51.9	-7.3	66.2	79.1	71.5	56.6	62.9	86.6	-66.8	-61.4	-45.0	-39.2	1.9	54.7





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					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
DONALD TRUMP	42.9	7.5	38.2	82.9	41.0	52.5	49.1	53.0	41.9	44.6	36.8	38.4	48.8	63.7	48.3	25.6
HILLARY CLINTON	35.2	69.0	21.0	2.8	31.5	34.2	32.6	34.4	34.9	34.4	35.8	39.3	31.8	16.9	33.7	45.0
ANOTHER CANDIDATE	5.5	4.4	15.4	3.6	8.6	4.4	9.8	3.6	5.7	5.1	6.7	5.4	5.2	5.4	3.7	7.5
DIDN'T VOTE/PRES.	1.5	1.8	1.8	1.0	2.2	0.6	0.0	0.7	1.7	1.3	2.3	1.0	1.5	1.9	1.1	1.7
DIDN'T VOTE 2016	14.9	17.2	23.6	9.6	16.8	8.3	8.5	8.2	15.8	14.4	18.4	15.9	12.7	12.1	13.0	20.3
DON'T KNOW	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0
Net Diff.	7.7	-61.5	17.2	80.1	9.5	18.4	16.5	18.6	7.0	10.3	1.0	-0.9	17.1	46.7	14.6	-19.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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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.			WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
DONALD TRUMP	42.9	41.5	45.7	44.2	48.7	43.9	54.8	39.6	35.9	52.0	23.7	31.4	9.7	30.9	58.0	46.7	38.3	26.3	13.0	5.7
HILLARY CLINTON	35.2	34.4	36.9	37.1	36.5	34.9	30.5	33.9	43.8	28.2	50.0	44.4	64.4	34.8	26.4	29.9	38.2	49.0	63.6	65.5
ANOTHER CANDIDATE	5.5	4.9	6.7	6.8	6.3	4.7	8.0	5.0	5.2	6.1	4.2	3.5	4.1	4.2	6.0	6.1	6.5	1.3	3.8	4.5
DIDN'T VOTE/PRES.	1.5	1.6	1.3	0.8	2.1	1.4	1.1	1.8	1.5	1.5	1.5	1.6	1.4	1.2	1.2	1.7	1.8	1.5	1.0	1.9
DIDN'T VOTE 2016	14.9	17.6	9.5	11.0	6.3	14.9	5.6	19.7	13.7	12.2	20.6	19.1	20.3	28.9	8.3	15.5	15.3	21.9	18.7	22.4
DON'T KNOW	*	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.7	7.2	8.8	7.1	12.2	9.0	24.3	5.7	-7.9	23.7	-26.4	-12.9	-54.7	-4.0	31.7	16.9	0.1	-22.6	-50.6	-59.8



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 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
DONALD TRUMP	42.9	14.1	32.4	45.7	47.1	49.2	48.1	34.5	48.2	38.2	48.6	47.9	38.5
HILLARY CLINTON	35.2	14.0	33.8	33.5	36.0	39.2	39.9	29.7	38.7	31.5	39.6	33.3	36.9
ANOTHER CANDIDATE	5.5	1.9	6.8	7.4	7.0	3.1	5.5	6.1	5.1	6.3	4.5	5.9	5.1
DIDN'T VOTE/PRES.	1.5	1.2	3.4	1.9	1.6	0.7	0.8	2.3	1.0	2.1	0.8	1.3	1.7
DIDN'T VOTE 2016	14.9	68.7	23.6	11.5	8.4	7.7	5.5	27.5	7.0	21.9	6.5	11.5	17.9
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.1	0.0
Net Diff.	7.7	0.1	-1.4	12.3	11.1	10.0	8.1	4.8	9.5	6.7	8.9	14.6	1.6



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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 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
DONALD TRUMP	42.9	18.4	41.1	46.5	49.2	27.9	42.6	47.9	54.2	15.0	40.0	45.2	43.6	29.3	44.8	54.7
HILLARY CLINTON	35.2	19.4	33.8	38.1	39.0	29.7	30.8	35.0	34.2	15.7	36.3	41.2	44.6	45.6	33.9	25.9
ANOTHER CANDIDATE	5.5	2.6	8.0	5.3	4.8	3.3	8.8	6.4	4.4	2.3	7.3	4.3	5.3	3.9	5.7	6.8
DIDN'T VOTE/PRES.	1.5	1.3	2.9	1.5	0.6	0.0	2.2	1.7	0.6	1.7	3.5	1.3	0.5	2.5	1.1	1.1
DIDN'T VOTE 2016	14.9	58.4	14.2	8.6	6.2	39.1	15.6	9.1	6.3	65.4	13.0	8.1	6.1	18.5	14.4	11.5
DON'T KNOW	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Net Diff.	7.7	-1.0	7.3	8.4	10.2	-1.8	11.8	12.9	20.0	-0.7	3.7	4.0	-1.0	-16.2	10.9	28.8



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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 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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
RIGHT DIRECTION	26.6	3.5	9.7	22.7	24.2	37.0	43.8	37.4	43.2	16.5	14.2	18.9	22.1	7.7	11.4	13.5	44.8	51.0	52.6	50.1
WRONG TRACK	73.3	96.5	90.3	77.3	75.5	62.7	56.2	62.6	56.8	83.5	85.8	81.1	77.9	92.3	88.6	86.5	55.2	48.7	46.6	49.9
DON'T KNOW	0.1	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	0.0
Net Diff.	-46.7	-93.0	-80.6	-54.6	-51.3	-25.7	-12.4	-25.1	-13.6	-67.0	-71.5	-62.2	-55.9	-84.7	-77.1	-73.0	-10.4	2.3	6.0	0.1



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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 TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
RIGHT DIRECTION	26.6	29.7	26.7	23.6	29.4	27.8	27.6	29.3	15.9	19.6	7.4
WRONG TRACK	73.3	70.3	73.3	76.3	70.4	72.1	72.3	70.7	84.1	80.4	92.6
DON'T KNOW	0.1	0.0	0.0	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0
Net Diff.	-46.7	-40.5	-46.6	-52.6	-41.0	-44.3	-44.7	-41.4	-68.2	-60.7	-85.1



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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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
RIGHT DIRECTION	26.6	11.1	49.0	7.9	49.5	8.4	7.3	54.3	17.7	17.4	10.4	27.1	25.5	30.9	30.5	29.0	29.1	19.8
WRONG TRACK	73.3	88.9	50.8	92.1	50.3	91.6	92.7	45.5	82.3	82.6	89.6	72.8	74.4	68.7	69.5	71.0	70.9	80.2
DON'T KNOW	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0
Net Diff.	-46.7	-77.8	-1.8	-84.3	-0.7	-83.1	-85.3	8.8	-64.6	-65.3	-79.3	-45.8	-48.8	-37.7	-39.0	-42.0	-41.8	-60.4



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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 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	532	1466	931	855	214	452	844	305	539	1155
RIGHT DIRECTION	26.6	100.0	0.0	9.0	49.1	13.5	16.2	58.0	77.1	47.1	3.7
WRONG TRACK	73.3	0.0	100.0	91.0	50.7	86.5	83.8	41.8	22.3	52.9	96.3
DON'T KNOW	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.6	0.0	0.0
Net Diff.	-46.7	100.0	-100.0	-81.9	-1.7	-73.0	-67.6	16.2	54.8	-5.7	-92.5





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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 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	866	920	724	740	536	366	319	255	358	421	281	
RIGHT DIRECTION	26.6	8.6	46.8	8.9	48.4	20.4	10.4	59.5	23.0	7.4	40.1	18.1	
WRONG TRACK	73.3	91.4	53.0	91.1	51.4	79.4	89.6	40.5	77.0	92.6	59.7	81.6	
DON'T KNOW	0.1	0.0	0.2	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.3	
Net Diff.	-46.7	-82.7	-6.2	-82.2	-3.0	-59.0	-79.2	18.9	-53.9	-85.2	-19.6	-63.6	



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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 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
RIGHT DIRECTION	26.6	48.3	48.0	48.5	27.9	8.1	8.5	8.3	53.5	14.1	4.4	50.6	44.4	48.3	32.4	22.0	8.2
WRONG TRACK	73.3	51.5	52.0	51.2	72.0	91.9	91.5	91.7	46.5	85.9	95.6	49.2	55.6	51.7	67.6	77.7	91.8
DON'T KNOW	0.1	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0
Net Diff.	-46.7	-3.2	-4.0	-2.7	-44.0	-83.8	-83.0	-83.4	7.0	-71.7	-91.2	1.4	-11.3	-3.5	-35.3	-55.7	-83.5



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 7

	TOTAL	VOTE BEHAVIOR				CONSIDER YOURSELF							RELIGION			
		DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
RIGHT DIRECTION	26.6	46.6	20.8	6.7	24.5	37.9	56.4	35.3	25.5	26.4	23.8	20.9	23.0	16.8	28.9	29.0
WRONG TRACK	73.3	53.2	79.2	93.3	75.4	62.1	43.6	64.7	74.4	73.4	76.2	79.1	77.0	82.7	71.0	71.0
DON'T KNOW	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.6	0.2	0.0
Net Diff.	-46.7	-6.6	-58.3	-86.6	-50.9	-24.1	12.7	-29.4	-48.9	-47.1	-52.3	-58.2	-53.9	-65.9	-42.1	-42.1



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 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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
RIGHT DIRECTION	26.6	26.2	27.4	26.1	30.2	32.3	27.4	21.4	27.3	23.2	33.8	28.5	42.7	28.2	26.2	20.7	34.5	24.1	46.4	38.2
WRONG TRACK	73.3	73.8	72.4	73.5	69.8	67.7	72.6	78.6	72.1	76.7	66.1	71.5	57.3	70.8	73.8	79.2	65.5	75.9	53.6	61.8
DON'T KNOW	0.1	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.5	0.1	0.1	0.0	0.0	1.0	0.0	0.1	0.0	0.0	0.0	0.0
Net Diff.	-46.7	-47.5	-45.0	-47.5	-39.7	-35.5	-45.1	-57.2	-44.8	-53.5	-32.2	-43.0	-14.5	-42.6	-47.5	-58.6	-31.1	-51.8	-7.2	-23.6



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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 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
RIGHT DIRECTION	26.6	30.7	27.4	21.8	26.5	24.2	29.9	25.7	27.2	25.9	27.5	30.5	23.2
WRONG TRACK	73.3	69.3	72.6	78.2	73.0	75.8	70.1	74.3	72.6	73.9	72.5	69.5	76.6
DON'T KNOW	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.2
Net Diff.	-46.7	-38.6	-45.1	-56.4	-46.5	-51.5	-40.1	-48.7	-45.4	-48.0	-45.0	-39.0	-53.5



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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 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
RIGHT DIRECTION	26.6	28.8	24.8	26.2	27.5	46.1	32.0	29.3	28.0	22.5	19.0	23.3	27.0	35.3	25.0	20.1
WRONG TRACK	73.3	71.2	75.2	73.4	72.5	53.9	68.0	70.7	72.0	77.5	81.0	76.1	73.0	64.7	74.8	79.9
DON'T KNOW	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.2	0.0
Net Diff.	-46.7	-42.4	-50.5	-47.2	-45.0	-7.8	-36.0	-41.5	-44.0	-55.1	-62.0	-52.8	-46.0	-29.4	-49.8	-59.9



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

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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
APPROVE	42.2	7.5	14.6	28.9	47.0	59.2	64.9	71.6	60.2	24.9	19.5	33.0	30.6	6.0	12.2	29.2	79.1	83.9	92.0	79.4
Strongly	15.3	2.7	6.2	13.3	12.8	17.6	23.7	23.1	31.7	6.4	8.7	1.9	6.8	2.4	1.3	3.0	24.2	36.6	41.6	33.8
Somewhat	26.9	4.8	8.4	15.6	34.2	41.5	41.2	48.5	28.5	18.5	10.9	31.2	23.8	3.6	10.9	26.1	54.9	47.3	50.4	45.6
DISAPPROVE	57.8	92.5	85.4	71.1	53.0	40.8	35.1	28.4	39.2	75.1	80.5	67.0	69.4	94.0	87.8	70.8	20.9	15.9	8.0	20.4
Somewhat	15.4	4.3	12.8	16.3	17.3	18.6	20.0	12.0	16.8	17.0	12.6	23.9	21.2	6.1	28.3	32.0	14.7	11.8	5.8	15.2
Strongly	42.3	88.2	72.6	54.8	35.7	22.2	15.2	16.4	22.4	58.2	67.9	43.1	48.2	88.0	59.5	38.8	6.2	4.1	2.2	5.2
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Net Diff.	-15.6	-85.0	-70.8	-42.2	-6.1	18.3	29.8	43.3	21.0	-50.3	-60.9	-33.9	-38.8	-88.1	-75.6	-41.6	58.3	68.0	84.0	59.0
Mean	2.15	1.22	1.48	1.87	2.24	2.55	2.73	2.78	2.70	1.73	1.60	1.92	1.89	1.20	1.54	1.93	2.97	3.17	3.31	3.08



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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 TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
APPROVE	42.2	46.1	42.2	39.2	44.3	42.6	42.3	44.5	38.2	43.3	26.8
Strongly	15.3	16.7	15.0	13.6	17.3	16.4	18.1	6.4	5.1	5.9	3.2
Somewhat	26.9	29.4	27.3	25.6	27.0	26.2	24.3	38.1	33.2	37.4	23.7
DISAPPROVE	57.8	53.7	57.8	60.8	55.7	57.3	57.6	55.5	61.8	56.7	73.2
Somewhat	15.4	15.9	14.9	14.9	16.6	13.5	12.1	21.8	33.1	29.0	42.4
Strongly	42.3	37.8	42.9	45.9	39.1	43.8	45.5	33.7	28.7	27.8	30.8
DON'T KNOW	*	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Net Diff.	-15.6	-7.6	-15.5	-21.6	-11.3	-14.7	-15.3	-11.0	-23.6	-13.5	-46.3
Mean	2.15	2.25	2.14	2.07	2.23	2.15	2.15	2.17	2.15	2.21	1.99





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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					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Pri-vate	Medi-care	Medi-caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
APPROVE	42.2	11.6	81.3	6.8	83.6	17.7	5.2	88.6	32.5	30.2	26.9	42.9	39.7	48.9	45.7	48.8	42.8	30.8
Strongly	15.3	4.9	33.1	2.2	31.6	0.7	1.6	37.3	4.2	2.9	0.9	15.6	12.5	20.1	21.0	14.5	13.1	10.2
Somewhat	26.9	6.7	48.2	4.6	52.0	17.0	3.6	51.3	28.3	27.3	25.9	27.3	27.2	28.8	24.6	34.3	29.7	20.6
DISAPPROVE	57.8	88.4	18.7	93.2	16.3	82.3	94.8	11.4	67.1	69.8	73.1	57.0	60.3	51.1	54.3	50.8	57.2	69.2
Somewhat	15.4	12.7	12.5	12.4	13.0	44.5	11.3	9.7	30.4	30.3	34.3	15.1	17.3	15.0	11.9	15.1	13.7	20.4
Strongly	42.3	75.7	6.2	80.8	3.3	37.8	83.6	1.8	36.7	39.5	38.8	41.9	43.0	36.1	42.4	35.7	43.5	48.8
DON'T KNOW	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	*	0.0	0.0	0.0	0.3	0.0	0.0
Net Diff.	-15.6	-76.7	62.7	-86.4	67.2	-64.7	-89.7	77.2	-34.6	-39.5	-46.3	-14.1	-20.6	-2.2	-8.7	-2.0	-14.4	-38.4
Mean	2.15	1.41	3.08	1.28	3.12	1.81	1.23	3.24	2.00	1.94	1.89	2.17	2.09	2.33	2.24	2.28	2.12	1.92



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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			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	532	1466	931	855	214	452	844	305	539	1155
APPROVE	42.2	91.9	24.1	8.2	82.4	29.2	31.2	100.0	100.0	100.0	0.0
Strongly	15.3	44.2	4.6	2.0	32.7	3.0	5.8	36.2	100.0	0.0	0.0
Somewhat	26.9	47.7	19.4	6.2	49.7	26.1	25.3	63.8	0.0	100.0	0.0
DISAPPROVE	57.8	8.1	75.9	91.8	17.5	70.8	68.8	0.0	0.0	0.0	100.0
Somewhat	15.4	4.5	19.5	14.2	12.7	32.0	32.1	0.0	0.0	0.0	26.7
Strongly	42.3	3.7	56.4	77.6	4.8	38.8	36.7	0.0	0.0	0.0	73.3
DON'T KNOW	*	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-15.6	83.8	-51.8	-83.5	65.0	-41.6	-37.7	100.0	100.0	100.0	-100.0
Mean	2.15	3.32	1.72	1.33	3.11	1.93	2.00	3.36	4.00	3.00	1.27



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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	866	920	724	740	536	366	319	255	358	421	281
APPROVE	42.2	7.2	78.6	8.2	78.6	37.9	10.7	84.7	42.8	5.7	74.0	33.4
Strongly	15.3	2.5	30.1	2.1	32.8	8.9	2.4	39.3	9.5	1.8	27.8	8.3
Somewhat	26.9	4.7	48.5	6.1	45.8	29.0	8.3	45.4	33.3	3.9	46.2	25.1
DISAPPROVE	57.8	92.8	21.4	91.8	21.4	62.0	89.3	15.3	57.2	94.3	26.0	66.3
Somewhat	15.4	11.8	15.1	12.5	13.9	21.5	11.4	9.9	17.7	13.7	17.0	24.9
Strongly	42.3	81.1	6.2	79.2	7.5	40.5	77.9	5.5	39.5	80.6	9.1	41.3
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3
Net Diff.	-15.6	-85.7	57.2	-83.6	57.2	-24.1	-78.6	69.3	-14.5	-88.6	47.9	-32.8
Mean	2.15	1.29	3.03	1.31	3.04	2.06	1.35	3.18	2.13	1.27	2.93	2.00



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
APPROVE	42.2	78.6	72.8	82.1	45.5	11.1	9.1	10.3	48.4	14.2	3.8	82.1	73.6	70.7	73.5	38.6	12.7
Strongly	15.3	34.1	42.7	29.0	12.2	1.7	5.8	3.4	18.4	2.4	0.9	37.3	23.6	35.4	23.9	8.3	0.8
Somewhat	26.9	44.5	30.1	53.2	33.3	9.4	3.3	6.9	29.9	11.8	3.0	44.8	50.0	35.4	49.6	30.3	12.0
DISAPPROVE	57.8	21.4	27.2	17.9	54.3	88.9	90.9	89.7	51.6	85.8	96.2	17.9	26.4	29.3	26.5	61.1	87.3
Somewhat	15.4	12.9	15.1	11.5	21.6	15.4	5.5	11.3	7.6	23.9	10.0	13.7	14.0	15.3	10.8	26.1	15.5
Strongly	42.3	8.5	12.1	6.3	32.7	73.5	85.4	78.4	44.1	61.8	86.2	4.2	12.4	13.9	15.7	35.1	71.7
DON'T KNOW	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Net Diff.	-15.6	57.2	45.6	64.3	-8.8	-77.9	-81.8	-79.5	-3.3	-71.5	-92.3	64.2	47.3	41.5	47.0	-22.6	-74.5
Mean	2.15	3.04	3.03	3.05	2.25	1.39	1.30	1.35	2.23	1.55	1.19	3.15	2.85	2.92	2.82	2.12	1.42



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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	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
APPROVE	42.2	77.4	34.4	6.3	39.6	47.1	54.1	46.1	41.5	40.3	43.6	41.6	38.2	28.8	41.9	48.8
Strongly	15.3	30.9	4.6	1.6	8.9	25.9	39.3	24.0	13.5	13.3	13.9	15.8	13.2	8.1	15.0	18.9
Somewhat	26.9	46.5	29.8	4.7	30.7	21.1	14.8	22.1	28.0	27.1	29.7	25.9	25.0	20.7	27.0	29.9
DISAPPROVE	57.8	22.5	65.6	93.7	60.4	52.9	45.9	53.9	58.5	59.7	56.2	58.4	61.8	71.2	58.1	51.0
Somewhat	15.4	14.8	25.0	13.2	20.7	11.4	13.3	11.1	16.0	15.3	17.2	16.4	15.6	13.7	15.5	15.4
Strongly	42.3	7.7	40.6	80.5	39.7	41.6	32.6	42.8	42.5	44.3	39.0	41.9	46.2	57.5	42.6	35.6
DON'T KNOW	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Net Diff.	-15.6	54.9	-31.2	-87.4	-20.7	-5.8	8.3	-7.8	-17.0	-19.3	-12.6	-16.8	-23.6	-42.4	-16.2	-2.2
Mean	2.15	3.01	1.98	1.27	2.09	2.31	2.61	2.27	2.13	2.09	2.19	2.15	2.05	1.79	2.14	2.32



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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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
APPROVE	42.2	41.6	43.4	41.5	47.4	46.7	40.7	37.5	46.2	34.7	58.1	51.8	71.8	48.8	36.2	33.4	53.2	50.7	74.5	68.5
Strongly	15.3	14.3	17.1	16.2	19.1	16.0	18.4	13.0	15.8	13.2	19.6	18.9	25.8	7.7	14.6	12.0	20.9	17.5	25.9	25.8
Somewhat	26.9	27.3	26.3	25.3	28.3	30.7	22.4	24.5	30.5	21.5	38.5	32.8	46.0	41.1	21.6	21.4	32.3	33.2	48.7	42.7
DISAPPROVE	57.8	58.4	56.5	58.3	52.6	53.3	59.3	62.5	53.5	65.3	41.7	47.9	28.2	51.2	63.8	66.6	46.8	48.6	25.5	31.5
Somewhat	15.4	15.7	15.0	16.0	12.7	12.5	12.7	18.2	17.4	14.7	17.0	19.8	15.4	17.4	13.2	16.0	11.9	25.7	10.1	22.1
Strongly	42.3	42.7	41.5	42.3	39.9	40.8	46.6	44.3	36.0	50.6	24.7	28.1	12.7	33.8	50.6	50.6	34.9	23.0	15.4	9.4
DON'T KNOW	*	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Net Diff.	-15.6	-16.8	-13.1	-16.8	-5.2	-6.6	-18.5	-25.0	-7.2	-30.6	16.4	3.9	43.7	-2.5	-27.5	-33.2	6.4	2.1	49.0	37.0
Mean	2.15	2.13	2.19	2.15	2.27	2.22	2.13	2.06	2.26	1.97	2.53	2.43	2.85	2.23	2.00	1.95	2.39	2.46	2.85	2.85



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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
APPROVE	42.2	47.1	41.8	37.5	43.2	39.7	45.2	41.0	42.9	41.7	42.8	44.5	40.1
Strongly	15.3	12.8	12.7	10.8	12.6	15.8	21.4	11.9	17.4	12.1	19.0	16.9	13.8
Somewhat	26.9	34.4	29.1	26.7	30.6	23.8	23.8	29.1	25.6	29.6	23.8	27.6	26.3
DISAPPROVE	57.8	52.9	57.9	62.5	56.8	60.3	54.8	58.9	57.1	58.3	57.2	55.5	59.8
Somewhat	15.4	25.0	21.9	16.5	14.5	14.1	10.1	20.1	12.5	18.5	11.8	12.6	18.0
Strongly	42.3	27.9	36.0	46.0	42.3	46.2	44.7	38.7	44.6	39.8	45.3	42.9	41.8
DON'T KNOW	*	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Net Diff.	-15.6	-5.7	-16.1	-25.0	-13.6	-20.6	-9.6	-17.8	-14.1	-16.6	-14.3	-11.0	-19.6
Mean	2.15	2.32	2.18	2.02	2.13	2.09	2.22	2.14	2.16	2.14	2.17	2.18	2.12



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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 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
APPROVE	42.2	47.7	38.0	42.4	43.2	66.5	46.0	43.9	40.6	40.8	31.7	40.9	46.3	55.8	40.1	30.9
Strongly	15.3	13.8	11.5	13.5	19.6	25.8	14.6	13.6	19.0	9.4	9.1	13.4	20.3	20.2	15.0	9.9
Somewhat	26.9	33.9	26.5	28.9	23.7	40.7	31.4	30.3	21.6	31.4	22.6	27.5	26.0	35.6	25.0	21.0
DISAPPROVE	57.8	52.3	61.8	57.6	56.8	33.5	54.0	56.1	59.4	59.2	68.0	59.1	53.7	44.0	59.9	69.1
Somewhat	15.4	24.6	18.7	15.0	10.6	15.6	14.3	13.6	10.4	27.8	22.2	16.5	10.8	16.6	14.2	16.9
Strongly	42.3	27.8	43.1	42.6	46.2	17.9	39.7	42.5	49.0	31.4	45.7	42.6	43.0	27.4	45.7	52.2
DON'T KNOW	*	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0
Net Diff.	-15.6	-4.7	-23.8	-15.2	-13.5	33.0	-8.0	-12.2	-18.8	-18.4	-36.3	-18.1	-7.5	11.8	-19.9	-38.1
Mean	2.15	2.34	2.06	2.13	2.17	2.74	2.21	2.15	2.11	2.19	1.95	2.12	2.24	2.49	2.09	1.89





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

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	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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
REPUBLICAN CANDIDATE	46.6	86.8	79.0	62.9	39.7	28.0	18.2	13.1	25.9	65.9	73.4	51.4	66.2	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	29.6	67.0	57.7	40.0	21.4	13.4	8.7	4.4	14.1	41.9	51.7	26.5	31.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	10.3	15.4	14.8	12.9	10.2	8.2	5.0	3.9	7.4	14.5	14.1	13.8	18.8	0.0	60.3	0.0	0.0	0.0	0.0	0.0
Lean	6.8	4.3	6.5	10.1	8.2	6.5	4.6	4.9	4.3	9.6	7.6	11.0	15.7	0.0	39.7	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	42.8	6.6	13.5	27.3	44.6	59.0	71.4	75.8	66.3	19.0	18.3	27.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	28.3	4.5	9.7	17.1	28.6	35.8	44.5	59.0	48.8	7.0	11.9	0.0	0.0	0.0	0.0	0.0	36.9	79.5	96.4	69.8
Probably	9.3	1.7	2.4	6.4	9.0	15.8	17.4	11.0	12.1	7.3	4.0	16.3	0.0	0.0	0.0	0.0	38.7	14.0	3.6	19.9
Lean	5.2	0.5	1.4	3.9	7.0	7.4	9.6	5.7	5.4	4.6	2.3	10.7	0.0	0.0	0.0	0.0	24.4	6.6	0.0	10.3
UNDECIDED	10.7	6.5	7.5	9.7	15.7	13.0	10.3	11.2	7.8	15.1	8.3	21.6	33.8	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	3.8	80.2	65.4	35.6	-4.8	-31.0	-53.2	-62.7	-40.4	46.9	55.1	24.4	66.2	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.07	6.19	5.74	4.88	3.82	3.17	2.63	2.21	2.86	5.24	5.45	4.75	5.49	7.00	5.60	4.00	1.88	1.27	1.04	1.40



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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	1799	1543	256	201	139	62
REPUBLICAN CANDIDATE	46.6	41.3	47.3	51.0	42.2	49.2	50.3	42.3	23.2	27.1	14.2
Definitely	29.6	24.7	31.3	34.1	23.7	32.0	34.6	16.1	7.8	11.3	0.0
Probably	10.3	11.2	9.2	9.8	11.4	10.7	10.1	14.0	6.3	6.4	6.0
Lean	6.8	5.5	6.8	7.1	7.0	6.5	5.5	12.2	9.1	9.5	8.2
DEMOCRATIC CANDIDATE	42.8	48.9	43.2	38.5	44.8	43.2	43.1	43.4	39.0	43.3	29.4
Definitely	28.3	32.1	29.0	25.3	29.7	29.7	31.2	20.6	15.5	17.5	11.0
Probably	9.3	10.3	9.3	8.2	10.4	8.7	7.5	16.1	14.6	15.6	12.3
Lean	5.2	6.6	4.9	5.0	4.6	4.8	4.5	6.7	8.9	10.2	6.0
UNDECIDED	10.7	9.7	9.4	10.5	13.1	7.6	6.5	14.3	37.8	29.5	56.4
Net Diff.	3.8	-7.6	4.1	12.5	-2.6	6.0	7.2	-1.1	-15.9	-16.2	-15.1
Mean	4.07	3.79	4.09	4.32	3.86	4.13	4.17	3.88	3.60	3.62	3.57



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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 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
REPUBLICAN CANDIDATE	46.6	86.0	7.3	89.7	5.5	28.1	94.3	4.1	40.1	41.7	24.2	46.5	49.0	43.5	47.0	38.3	45.1	48.3
Definitely	29.6	59.5	2.4	60.7	2.0	4.9	67.9	1.5	11.2	10.9	6.7	29.7	29.5	28.6	33.9	22.0	32.8	27.9
Probably	10.3	18.0	2.6	18.4	1.9	9.6	18.3	1.8	11.8	12.1	7.6	10.2	12.0	9.0	7.9	8.8	8.8	11.7
Lean	6.8	8.5	2.2	10.5	1.6	13.5	8.1	0.7	17.1	18.7	9.9	6.6	7.6	5.9	5.2	7.5	3.6	8.7
DEMOCRATIC CANDIDATE	42.8	8.6	84.1	3.3	88.2	19.2	2.1	91.5	36.7	33.0	28.0	43.4	40.7	48.4	43.3	49.7	43.4	33.5
Definitely	28.3	5.0	61.3	1.6	60.4	5.1	1.0	68.1	11.0	9.1	9.3	28.6	25.6	33.9	32.3	30.3	27.2	22.8
Probably	9.3	2.2	14.4	1.0	18.5	5.9	0.4	16.0	15.5	14.8	10.4	9.6	10.1	8.7	6.6	13.2	10.0	5.1
Lean	5.2	1.4	8.4	0.7	9.3	8.2	0.6	7.4	10.2	9.1	8.2	5.2	5.0	5.8	4.4	6.1	6.2	5.6
UNDECIDED	10.7	5.4	8.7	7.1	6.4	52.7	3.6	4.4	23.2	25.3	47.9	10.2	10.3	8.1	9.7	12.1	11.5	18.1
Net Diff.	3.8	77.3	-76.8	86.4	-82.7	8.9	92.3	-87.5	3.5	8.7	-3.8	3.1	8.3	-4.9	3.6	-11.4	1.7	14.8
Mean	4.07	6.02	1.94	6.22	1.84	4.12	6.44	1.65	4.00	4.10	3.88	4.06	4.18	3.85	4.08	3.68	4.12	4.32



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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 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	532	1466	931	855	214	452	844	305	539	1155	
REPUBLICAN CANDIDATE	46.6	15.8	57.8	100.0	0.0	0.0	29.8	9.1	6.1	10.8	74.0	
Definitely	29.6	8.5	37.3	63.5	0.0	0.0	0.0	4.2	4.6	3.9	48.1	
Probably	10.3	4.8	12.3	22.0	0.0	0.0	0.0	3.0	1.5	3.9	15.6	
Lean	6.8	2.5	8.3	14.5	0.0	0.0	29.8	1.9	0.0	3.0	10.3	
DEMOCRATIC CANDIDATE	42.8	78.8	29.6	0.0	100.0	0.0	23.0	83.5	91.8	78.9	12.9	
Definitely	28.3	58.6	17.2	0.0	66.1	0.0	0.0	59.5	79.8	48.0	5.5	
Probably	9.3	14.3	7.5	0.0	21.7	0.0	0.0	16.6	5.4	23.0	3.9	
Lean	5.2	5.8	5.0	0.0	12.1	0.0	23.0	7.4	6.5	7.9	3.6	
UNDECIDED	10.7	5.4	12.6	0.0	0.0	100.0	47.2	7.4	2.1	10.4	13.1	
Net Diff.	3.8	-62.9	28.2	100.0	-100.0	0.0	6.9	-74.4	-85.6	-68.1	61.1	
Mean	4.07	2.27	4.73	6.49	1.46	4.00	4.07	2.01	1.60	2.25	5.58	



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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	866	920	724	740	536	366	319	255	358	421	281	
REPUBLICAN CANDIDATE	46.6	90.3	8.5	94.9	5.9	37.5	94.4	8.2	40.3	95.3	4.1	35.1	
Definitely	29.6	62.3	2.8	69.7	3.4	11.5	69.1	4.6	15.0	70.3	2.5	8.3	
Probably	10.3	19.3	2.6	18.1	1.2	12.1	18.0	1.5	13.0	18.2	1.0	11.2	
Lean	6.8	8.7	3.2	7.1	1.2	14.0	7.4	2.1	12.3	6.8	0.5	15.5	
DEMOCRATIC CANDIDATE	42.8	4.0	82.4	1.8	89.7	33.4	2.2	90.1	35.2	1.3	89.3	31.7	
Definitely	28.3	1.8	56.7	0.7	64.2	15.9	0.8	66.9	16.7	0.6	62.2	15.2	
Probably	9.3	1.4	16.5	0.7	16.8	10.6	0.8	16.3	10.9	0.5	17.2	10.3	
Lean	5.2	0.9	9.1	0.4	8.6	6.9	0.7	6.9	7.6	0.2	9.9	6.2	
UNDECIDED	10.7	5.7	9.1	3.4	4.5	29.1	3.3	1.7	24.5	3.4	6.6	33.2	
Net Diff.	3.8	86.2	-73.8	93.1	-83.8	4.2	92.2	-82.0	5.0	94.0	-85.2	3.4	
Mean	4.07	6.25	2.04	6.49	1.79	3.97	6.46	1.79	4.04	6.51	1.79	3.91	



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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 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
REPUBLICAN CANDIDATE	46.6	9.4	5.6	11.8	33.6	86.2	92.1	88.7	87.9	85.1	97.8	2.7	8.3	21.1	8.8	30.2	76.7
Definitely	29.6	6.1	4.7	7.0	13.7	49.3	84.1	63.7	60.5	47.5	75.9	2.2	3.9	11.4	1.4	6.8	31.3
Probably	10.3	2.1	0.4	3.1	8.8	25.9	7.1	18.1	22.0	21.9	16.9	0.0	2.5	6.1	4.4	7.9	28.7
Lean	6.8	1.2	0.4	1.6	11.0	11.1	0.9	6.9	5.4	15.7	5.0	0.5	2.0	3.6	3.0	15.5	16.7
DEMOCRATIC CANDIDATE	42.8	86.4	90.0	84.3	44.7	7.2	5.6	6.5	9.1	5.0	0.4	95.2	82.8	73.6	74.8	34.0	4.6
Definitely	28.3	63.6	73.4	57.6	24.2	3.9	5.6	4.6	7.2	1.5	0.0	71.9	51.4	57.2	43.9	14.4	2.1
Probably	9.3	14.7	9.2	18.1	13.2	1.9	0.0	1.1	0.0	1.8	0.4	15.7	20.5	9.3	16.3	12.7	0.8
Lean	5.2	8.1	7.4	8.5	7.3	1.4	0.0	0.8	1.9	1.7	0.0	7.5	11.0	7.1	14.6	7.0	1.8
UNDECIDED	10.7	4.1	4.4	3.9	21.7	6.6	2.4	4.8	3.0	9.8	1.7	2.1	8.8	5.3	16.3	35.7	18.7
Net Diff.	3.8	-77.0	-84.4	-72.5	-11.1	79.0	86.5	82.1	78.8	80.1	97.4	-92.4	-74.5	-52.5	-66.0	-3.8	72.1
Mean	4.07	1.96	1.69	2.11	3.64	5.94	6.51	6.17	6.07	5.92	6.66	1.53	2.12	2.53	2.37	3.76	5.58



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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/ 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	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
REPUBLICAN CANDIDATE	46.6	6.1	38.1	93.2	45.1	51.3	45.6	52.1	46.6	49.8	40.7	39.6	52.8	70.8	51.5	29.6
Definitely	29.6	2.8	11.6	64.4	17.0	34.3	32.5	34.5	29.0	32.0	23.6	27.6	32.9	49.6	33.8	16.7
Probably	10.3	1.9	10.0	19.4	15.7	13.6	10.2	14.1	9.9	10.1	9.6	8.6	13.3	11.0	10.9	6.8
Lean	6.8	1.5	16.5	9.4	12.4	3.4	2.9	3.5	7.7	7.8	7.5	3.4	6.7	10.3	6.8	6.1
DEMOCRATIC CANDIDATE	42.8	86.6	21.9	1.5	35.4	41.7	44.1	41.3	42.4	40.6	45.9	46.9	37.9	23.5	38.1	56.1
Definitely	28.3	59.4	7.1	1.0	16.1	29.4	38.0	28.2	27.5	26.3	29.8	33.0	22.8	13.6	25.9	40.3
Probably	9.3	17.6	8.4	0.5	12.8	7.1	3.3	7.6	9.8	9.7	10.1	7.6	9.6	7.1	8.0	10.9
Lean	5.2	9.6	6.3	0.1	6.5	5.2	2.8	5.5	5.1	4.6	6.0	6.2	5.5	2.8	4.2	4.9
UNDECIDED	10.7	7.3	40.0	5.3	19.5	7.0	10.3	6.6	10.9	9.6	13.4	13.6	9.3	5.7	10.4	14.4
Net Diff.	3.8	-80.5	16.3	91.7	9.7	9.6	1.5	10.8	4.2	9.2	-5.2	-7.3	14.9	47.3	13.4	-26.5
Mean	4.07	1.90	4.27	6.38	4.14	4.26	3.97	4.30	4.07	4.21	3.82	3.83	4.39	5.23	4.32	3.22



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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 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-	COLL- COLL- Degree Grad./ COLL- COLL- COLL- COLL-
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
REPUBLICAN CANDIDATE	46.6	45.8	48.2	47.8	48.9	46.5	57.2	45.2	38.4	54.7	29.4	36.5	17.1	37.1	58.5	51.3	47.3	28.5	20.6	12.9
Definitely	29.6	28.9	30.9	31.9	28.8	29.5	37.7	28.4	23.6	35.9	16.2	22.3	5.4	24.1	39.7	32.6	29.7	16.9	5.2	5.7
Probably	10.3	10.4	9.9	9.1	11.5	11.0	11.1	10.0	8.6	11.8	6.9	8.3	5.4	6.0	11.8	11.9	12.5	5.2	8.3	1.8
Lean	6.8	6.5	7.3	6.7	8.6	6.1	8.3	6.8	6.2	7.0	6.3	5.9	6.3	7.0	7.0	6.9	5.1	6.4	7.1	5.4
DEMOCRATIC CANDIDATE	42.8	42.9	42.5	42.1	43.3	44.7	34.8	41.4	50.9	35.8	57.5	49.8	74.2	45.5	33.7	37.6	47.3	51.7	71.0	78.0
Definitely	28.3	28.4	27.9	27.0	29.9	29.8	23.7	27.3	32.6	24.1	37.0	34.0	47.1	24.7	23.0	25.1	31.3	36.0	46.5	47.7
Probably	9.3	9.4	9.0	9.9	7.0	10.1	6.6	8.9	11.5	7.5	13.2	9.8	17.3	13.6	6.6	8.2	11.3	8.6	16.0	19.0
Lean	5.2	5.0	5.6	5.2	6.4	4.8	4.5	5.2	6.8	4.2	7.3	6.0	9.8	7.1	4.1	4.3	4.7	7.1	8.5	11.4
UNDECIDED	10.7	11.3	9.3	10.1	7.8	8.8	8.1	13.4	10.7	9.5	13.1	13.6	8.7	17.4	7.8	11.1	5.4	19.8	8.4	9.1
Net Diff.	3.8	2.9	5.7	5.7	5.6	1.8	22.4	3.7	-12.4	18.9	-28.2	-13.3	-57.0	-8.3	24.8	13.8	*	-23.2	-50.4	-65.1
Mean	4.07	4.05	4.13	4.15	4.08	4.02	4.55	4.07	3.67	4.47	3.24	3.62	2.48	3.83	4.63	4.32	3.98	3.35	2.59	2.34





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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 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
REPUBLICAN CANDIDATE	46.6	29.5	41.3	53.4	43.3	51.1	48.7	44.2	48.1	43.9	49.8	50.5	43.1
Definitely	29.6	14.0	19.3	33.4	26.2	33.0	36.8	24.3	32.8	24.9	35.2	32.5	27.0
Probably	10.3	6.8	10.7	14.1	9.4	12.5	7.4	11.4	9.5	10.8	9.6	11.1	9.5
Lean	6.8	8.7	11.3	5.9	7.7	5.6	4.6	8.4	5.7	8.2	5.0	6.9	6.6
DEMOCRATIC CANDIDATE	42.8	57.8	46.2	37.1	44.8	38.8	41.7	44.6	41.6	44.7	40.5	41.0	44.3
Definitely	28.3	32.6	27.0	23.1	28.9	27.3	31.3	26.4	29.4	27.2	29.6	27.6	28.9
Probably	9.3	18.7	11.0	7.6	11.3	7.6	6.7	11.1	8.2	11.1	7.1	8.8	9.7
Lean	5.2	6.6	8.2	6.4	4.6	4.0	3.7	7.1	4.0	6.4	3.8	4.7	5.7
UNDECIDED	10.7	12.6	12.5	9.5	11.9	10.1	9.5	11.2	10.3	11.4	9.8	8.5	12.6
Net Diff.	3.8	-28.3	-4.9	16.3	-1.5	12.3	7.0	-0.5	6.5	-0.8	9.3	9.4	-1.2
Mean	4.07	3.23	3.79	4.44	3.91	4.29	4.19	3.96	4.15	3.94	4.23	4.22	3.95



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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 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
REPUBLICAN CANDIDATE	46.6	31.2	49.4	45.6	50.1	33.3	50.6	48.1	54.6	30.4	48.5	43.0	45.0	33.8	48.9	56.4
Definitely	29.6	12.9	29.2	26.7	37.2	3.1	29.8	29.2	40.9	16.5	28.7	24.2	32.8	19.8	31.8	36.0
Probably	10.3	9.3	12.3	11.4	8.3	19.6	13.8	10.7	8.3	5.5	11.1	12.0	8.3	8.2	9.9	13.5
Lean	6.8	9.0	7.9	7.5	4.7	10.7	7.0	8.2	5.4	8.4	8.7	6.8	3.9	5.8	7.2	6.8
DEMOCRATIC CANDIDATE	42.8	55.6	39.6	43.7	40.2	55.2	41.6	43.4	36.9	55.7	38.1	44.1	43.9	54.9	41.4	31.5
Definitely	28.3	31.2	24.3	28.3	30.1	36.5	25.5	26.0	28.4	29.3	23.4	30.6	32.0	37.3	27.3	19.8
Probably	9.3	16.8	8.6	10.1	6.8	15.7	9.4	11.9	5.3	17.2	7.9	8.4	8.6	12.7	8.7	6.5
Lean	5.2	7.6	6.7	5.3	3.3	3.1	6.7	5.4	3.3	9.2	6.8	5.2	3.3	4.9	5.4	5.1
UNDECIDED	10.7	13.3	10.9	10.7	9.7	11.5	7.8	8.5	8.4	13.9	13.4	12.9	11.1	11.3	9.7	12.1
Net Diff.	3.8	-24.4	9.8	1.8	9.9	-21.9	9.0	4.7	17.7	-25.3	10.4	-1.1	1.0	-21.1	7.5	24.9
Mean	4.07	3.32	4.23	4.00	4.26	3.15	4.22	4.10	4.46	3.38	4.24	3.90	4.02	3.39	4.18	4.64



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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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
TRUMP	46.5	88.5	78.9	63.9	38.1	27.3	16.9	15.0	26.7	64.8	74.2	48.3	60.5	95.5	79.2	30.9	5.8	2.5	2.5	2.6
Definitely	33.3	80.6	62.0	44.6	21.6	17.3	10.6	7.1	15.0	46.6	58.0	28.1	36.7	85.0	36.4	12.8	1.7	1.2	2.5	0.5
Probably	8.6	4.7	12.7	12.0	12.5	5.2	2.7	4.7	7.4	11.9	10.7	13.7	12.6	8.6	28.5	6.3	2.3	0.9	0.0	1.4
Lean	4.6	3.2	4.2	7.3	3.9	4.8	3.6	3.2	4.2	6.4	5.4	6.5	11.2	1.9	14.3	11.7	1.8	0.4	0.0	0.6
BIDEN	44.9	7.0	15.6	27.1	49.1	63.2	75.6	76.7	65.2	24.1	19.0	35.5	19.3	3.0	9.1	26.8	87.2	95.0	96.0	94.5
Definitely	32.7	4.8	11.2	18.0	33.9	44.3	51.5	69.0	53.0	12.8	12.9	14.1	8.6	1.7	2.8	11.5	50.9	80.6	88.3	76.1
Probably	8.8	1.6	3.1	7.4	10.2	13.5	19.0	4.3	8.2	7.6	4.7	13.9	5.9	0.8	4.2	7.4	27.2	11.8	7.2	14.3
Lean	3.4	0.6	1.3	1.8	5.0	5.4	5.0	3.3	3.9	3.6	1.4	7.6	4.8	0.5	2.1	8.0	9.1	2.7	0.5	4.0
UNDECIDED	8.6	4.6	5.5	8.9	12.8	9.5	7.6	8.3	8.1	11.1	6.8	16.2	20.2	1.4	11.7	42.3	7.0	2.4	1.5	2.9
Net Diff.	1.6	81.5	63.3	36.8	-11.0	-35.8	-58.7	-61.7	-38.5	40.7	55.2	12.8	41.1	92.5	70.1	4.0	-81.4	-92.5	-93.5	-91.9
Mean	4.03	6.36	5.74	4.95	3.67	3.02	2.43	2.15	2.85	5.13	5.51	4.41	5.04	6.67	5.61	4.06	1.95	1.38	1.28	1.44



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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	1799	1543	256	201	139	62
TRUMP	46.5	40.9	48.5	51.1	40.9	48.3	49.2	43.0	30.2	36.0	17.1
Definitely	33.3	29.4	32.7	38.4	27.9	35.9	38.2	22.1	9.8	12.7	3.2
Probably	8.6	8.1	10.3	8.2	8.2	8.7	7.9	13.5	8.3	10.2	3.9
Lean	4.6	3.4	5.5	4.5	4.8	3.8	3.1	7.4	12.1	13.1	10.0
BIDEN	44.9	50.6	44.2	41.1	47.8	45.4	45.5	44.9	40.1	43.5	32.4
Definitely	32.7	33.8	33.6	29.9	35.9	34.7	36.4	24.6	14.5	16.0	10.9
Probably	8.8	10.4	7.2	8.8	9.3	7.8	6.8	13.9	18.1	20.1	13.7
Lean	3.4	6.4	3.5	2.4	2.6	2.9	2.3	6.5	7.5	7.4	7.8
UNDECIDED	8.6	8.5	7.2	7.8	11.3	6.2	5.2	12.1	29.7	20.4	50.5
Net Diff.	1.6	-9.8	4.3	10.0	-6.9	2.9	3.7	-1.9	-9.9	-7.5	-15.3
Mean	4.03	3.79	4.06	4.26	3.76	4.06	4.08	3.93	3.71	3.76	3.60



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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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
TRUMP	46.5	85.5	6.4	100.0	0.0	0.0	99.0	1.3	35.0	39.2	23.0	46.1	50.0	39.8	44.3	40.4	43.6	52.8
Definitely	33.3	65.2	2.6	71.5	0.0	0.0	77.4	0.9	13.7	15.6	5.4	33.1	33.8	33.1	33.9	27.3	34.1	35.8
Probably	8.6	15.5	1.4	18.6	0.0	0.0	16.9	0.2	8.8	11.3	7.6	8.7	11.0	3.5	6.9	8.5	7.9	7.7
Lean	4.6	4.8	2.4	9.9	0.0	0.0	4.7	0.2	12.5	12.3	9.9	4.3	5.2	3.3	3.5	4.6	1.5	9.3
BIDEN	44.9	9.0	87.7	0.0	100.0	0.0	0.5	98.2	42.7	39.0	21.9	45.4	42.5	53.1	47.0	49.8	44.2	37.5
Definitely	32.7	4.9	70.4	0.0	72.8	0.0	0.3	79.7	15.6	13.1	6.5	33.1	29.2	38.6	38.9	36.3	26.7	26.1
Probably	8.8	2.3	13.8	0.0	19.7	0.0	0.1	16.0	15.3	15.1	7.4	8.9	9.9	10.0	6.1	9.4	10.9	8.3
Lean	3.4	1.8	3.6	0.0	7.5	0.0	0.1	2.5	11.9	10.7	8.0	3.4	3.5	4.5	2.0	4.2	6.5	3.1
UNDECIDED	8.6	5.4	5.9	0.0	0.0	100.0	0.5	0.5	22.3	21.8	55.1	8.5	7.5	7.1	8.7	9.8	12.2	9.8
Net Diff.	1.6	76.5	-81.3	100.0	-100.0	0.0	98.5	-96.9	-7.8	0.2	1.1	0.7	7.5	-13.2	-2.7	-9.4	-0.6	15.3
Mean	4.03	6.10	1.71	6.62	1.35	4.00	6.69	1.30	3.82	4.01	3.99	4.01	4.18	3.69	3.88	3.72	4.11	4.34



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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	532	1466	931	855	214	452	844	305	539	1155
TRUMP	46.5	13.7	58.5	89.6	3.6	30.9	37.6	7.5	6.6	8.0	75.1
Definitely	33.3	8.2	42.4	67.3	1.4	12.8	13.5	3.9	4.4	3.6	54.8
Probably	8.6	4.0	10.3	15.9	1.3	6.3	10.0	2.2	0.9	2.9	13.4
Lean	4.6	1.5	5.7	6.4	0.8	11.7	14.2	1.4	1.3	1.4	6.9
BIDEN	44.9	83.6	30.8	5.3	92.6	26.8	34.2	88.9	93.0	86.6	12.7
Definitely	32.7	69.6	19.2	2.1	71.3	11.5	14.4	70.5	87.5	60.9	5.1
Probably	8.8	11.3	8.0	2.0	16.6	7.4	9.6	14.9	4.2	21.0	4.4
Lean	3.4	2.7	3.6	1.1	4.7	8.0	10.2	3.5	1.3	4.7	3.2
UNDECIDED	8.6	2.7	10.7	5.2	3.8	42.3	28.2	3.6	0.4	5.4	12.2
Net Diff.	1.6	-69.8	27.7	84.3	-89.0	4.0	3.4	-81.4	-86.4	-78.6	62.4
Mean	4.03	2.00	4.77	6.28	1.56	4.06	4.02	1.73	1.44	1.89	5.71



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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-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
					LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	866	920	724	740	536	366	319	255	358	421	281	
TRUMP	46.5	92.4	5.6	89.8	8.4	40.7	86.7	10.2	41.8	93.0	7.1	39.7	
Definitely	33.3	70.8	2.0	70.8	4.2	22.8	69.6	5.8	24.9	72.0	3.0	20.8	
Probably	8.6	17.0	1.4	14.3	2.6	9.4	13.5	3.0	9.9	15.0	2.4	8.8	
Lean	4.6	4.6	2.2	4.8	1.6	8.6	3.6	1.3	7.0	6.0	1.7	10.0	
BIDEN	44.9	2.5	88.1	5.6	86.5	40.5	7.3	87.7	44.5	4.0	85.7	36.9	
Definitely	32.7	1.4	67.4	2.5	67.5	25.4	3.7	71.6	31.2	1.3	64.5	20.1	
Probably	8.8	0.6	15.6	2.2	15.2	8.9	2.4	14.0	8.6	2.0	16.2	9.2	
Lean	3.4	0.5	5.0	0.9	3.8	6.2	1.2	2.1	4.7	0.7	5.0	7.5	
UNDECIDED	8.6	5.1	6.3	4.6	5.0	18.8	6.1	2.1	13.8	3.0	7.2	23.4	
Net Diff.	1.6	89.9	-82.4	84.2	-78.1	0.2	79.4	-77.5	-2.7	89.0	-78.6	2.9	
Mean	4.03	6.45	1.73	6.33	1.83	3.95	6.22	1.80	3.86	6.43	1.85	4.04	



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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 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
TRUMP	46.5	9.7	5.8	12.2	36.5	80.3	92.6	85.4	73.3	78.8	93.7	3.4	14.7	22.3	14.4	34.4	75.4
Definitely	33.3	5.7	5.3	5.8	20.6	55.8	84.3	67.6	54.9	54.5	76.0	0.9	7.2	18.7	8.3	16.1	51.1
Probably	8.6	3.2	0.4	4.9	8.5	17.3	7.1	13.1	15.4	15.6	13.8	2.1	4.3	0.0	3.5	8.6	15.3
Lean	4.6	0.9	0.0	1.4	7.4	7.2	1.2	4.7	3.0	8.7	3.9	0.4	3.3	3.6	2.5	9.8	9.0
BIDEN	44.9	86.2	88.1	85.1	48.3	11.5	5.7	9.1	24.3	12.0	2.7	93.6	76.6	71.3	74.6	43.2	10.6
Definitely	32.7	69.2	74.2	66.3	30.9	6.0	5.3	5.7	13.7	6.8	0.6	76.4	53.0	57.6	55.7	25.2	6.2
Probably	8.8	13.6	10.4	15.6	11.6	3.7	0.4	2.3	10.6	3.6	1.3	14.1	18.1	12.0	12.3	10.3	2.8
Lean	3.4	3.3	3.6	3.2	5.8	1.7	0.0	1.0	0.0	1.6	0.8	3.1	5.5	1.7	6.7	7.7	1.6
UNDECIDED	8.6	4.0	6.1	2.8	15.2	8.3	1.6	5.5	2.4	9.2	3.6	3.0	8.6	6.4	11.0	22.4	14.0
Net Diff.	1.6	-76.5	-82.3	-72.9	-11.8	68.8	86.9	76.3	49.0	66.9	91.0	-90.2	-61.9	-49.0	-60.2	-8.8	64.8
Mean	4.03	1.86	1.70	1.96	3.64	5.82	6.52	6.11	5.36	5.74	6.54	1.47	2.33	2.61	2.36	3.71	5.67





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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 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	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
TRUMP	46.5	8.0	45.6	88.7	45.3	48.4	45.5	48.8	46.9	49.7	41.6	41.0	52.2	69.4	49.6	30.9
Definitely	33.3	3.2	23.0	69.2	25.5	33.6	28.3	34.3	33.3	36.1	28.0	32.9	37.7	52.8	36.2	20.9
Probably	8.6	2.4	11.5	14.5	12.4	12.5	11.2	12.7	8.2	8.4	7.8	7.1	10.5	12.1	8.7	5.5
Lean	4.6	2.4	11.2	5.0	7.5	2.3	6.0	1.8	5.4	5.2	5.8	1.0	4.0	4.5	4.7	4.5
BIDEN	44.9	85.1	34.5	4.4	40.7	44.3	46.8	44.0	44.8	42.8	48.3	47.0	40.0	25.0	41.1	58.4
Definitely	32.7	65.0	19.5	1.6	25.0	36.3	40.1	35.7	31.8	30.0	35.1	35.5	28.5	17.6	28.6	45.9
Probably	8.8	15.4	8.3	1.9	10.8	6.6	6.7	6.6	9.3	9.1	9.6	8.0	8.2	6.8	8.9	8.9
Lean	3.4	4.7	6.7	0.9	4.9	1.4	0.0	1.6	3.7	3.7	3.6	3.5	3.3	0.6	3.6	3.7
UNDECIDED	8.6	6.9	19.8	6.9	13.9	7.3	7.7	7.2	8.4	7.5	10.1	12.0	7.7	5.7	9.4	10.7
Net Diff.	1.6	-77.0	11.1	84.3	4.6	4.1	-1.3	4.9	2.1	6.9	-6.7	-6.0	12.2	44.4	8.5	-27.5
Mean	4.03	1.86	4.21	6.32	4.07	4.04	3.80	4.08	4.04	4.18	3.77	3.88	4.33	5.20	4.24	3.19



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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 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- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
TRUMP	46.5	47.3	44.9	44.2	46.4	46.7	51.7	47.9	37.6	53.8	31.0	38.5	16.6	42.2	55.9	52.0	44.7	33.9	19.5	13.2
Definitely	33.3	34.3	31.3	30.7	32.6	34.4	38.4	34.2	23.6	40.1	18.9	24.7	8.4	28.9	43.0	37.5	30.5	20.3	11.4	4.8
Probably	8.6	8.1	9.7	9.6	10.0	8.3	10.1	8.0	9.3	9.6	6.6	9.7	3.2	6.5	9.9	9.3	10.8	8.8	3.4	2.8
Lean	4.6	4.9	3.9	4.0	3.8	4.0	3.2	5.7	4.6	4.2	5.5	4.2	5.1	6.7	3.0	5.1	3.5	4.7	4.7	5.5
BIDEN	44.9	43.9	47.0	45.9	49.1	46.9	40.8	41.4	53.6	38.3	59.0	51.8	74.7	49.2	37.6	38.9	50.4	52.8	73.8	75.8
Definitely	32.7	31.7	34.7	32.6	39.3	36.5	30.2	27.8	39.6	28.5	41.6	37.4	52.8	31.4	29.3	27.8	38.9	36.4	55.4	49.6
Probably	8.8	9.0	8.5	9.4	6.6	8.0	8.1	9.8	8.9	7.3	12.2	9.5	15.5	12.2	6.5	7.9	6.4	11.9	15.1	16.0
Lean	3.4	3.2	3.7	3.9	3.3	2.4	2.5	3.8	5.0	2.5	5.2	4.9	6.4	5.5	1.7	3.2	5.2	4.6	3.3	10.2
UNDECIDED	8.6	8.8	8.2	9.9	4.5	6.4	7.5	10.7	8.8	7.9	10.0	9.7	8.7	8.6	6.5	9.1	4.8	13.2	6.7	11.0
Net Diff.	1.6	3.5	-2.1	-1.8	-2.8	-0.2	10.8	6.4	-16.0	15.6	-28.0	-13.3	-58.0	-7.0	18.4	13.2	-5.7	-18.9	-54.3	-62.6
Mean	4.03	4.08	3.92	3.95	3.87	3.96	4.29	4.17	3.52	4.41	3.21	3.61	2.41	3.82	4.49	4.34	3.82	3.46	2.46	2.35



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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 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
TRUMP	46.5	29.0	47.2	55.0	45.7	48.3	45.2	46.9	46.3	46.6	46.5	48.5	44.8
Definitely	33.3	11.0	26.4	41.2	33.1	36.7	36.1	29.7	35.5	30.7	36.4	35.8	31.0
Probably	8.6	10.4	9.2	10.5	8.0	10.2	5.9	10.0	7.8	9.4	7.7	8.9	8.4
Lean	4.6	7.6	11.6	3.4	4.6	1.3	3.2	7.2	3.0	6.4	2.4	3.7	5.4
BIDEN	44.9	58.2	43.8	37.5	47.0	43.6	46.0	44.0	45.5	44.9	45.0	44.7	45.1
Definitely	32.7	32.7	31.4	24.1	32.8	33.4	38.3	28.5	35.3	29.8	36.2	34.2	31.4
Probably	8.8	18.3	9.1	10.1	9.2	7.4	5.9	11.4	7.2	10.7	6.6	8.0	9.5
Lean	3.4	7.2	3.3	3.3	5.0	2.8	1.7	4.1	2.9	4.4	2.2	2.4	4.2
UNDECIDED	8.6	12.8	9.0	7.5	7.3	8.1	8.9	9.1	8.2	8.6	8.6	6.8	10.1
Net Diff.	1.6	-29.2	3.5	17.5	-1.3	4.7	-0.8	2.9	0.8	1.7	1.5	3.8	-0.4
Mean	4.03	3.20	3.94	4.52	3.98	4.14	3.95	4.04	4.02	4.02	4.03	4.08	3.98



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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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
TRUMP	46.5	32.8	53.1	46.2	46.4	33.7	51.3	47.3	50.0	32.5	54.6	45.1	42.4	33.8	47.8	58.6
Definitely	33.3	13.6	36.8	34.1	36.5	8.8	36.1	38.4	38.2	15.3	37.2	29.8	34.5	23.2	34.5	42.6
Probably	8.6	10.2	9.8	8.6	7.4	11.4	10.8	6.8	9.0	9.7	9.1	10.3	5.6	7.3	8.6	10.4
Lean	4.6	9.1	6.6	3.5	2.6	13.4	4.4	2.2	2.8	7.5	8.2	4.9	2.3	3.3	4.8	5.6
BIDEN	44.9	54.9	39.0	46.1	45.0	61.5	42.2	46.3	42.4	52.5	36.5	45.9	48.1	57.3	43.4	33.6
Definitely	32.7	33.0	26.6	32.7	36.8	41.9	29.2	33.0	36.7	29.8	24.6	32.5	36.9	40.0	32.3	24.8
Probably	8.8	15.6	9.4	9.4	5.9	18.2	11.1	9.3	3.8	14.7	8.0	9.4	8.4	12.2	8.3	6.2
Lean	3.4	6.2	3.0	4.0	2.3	1.4	1.9	4.0	1.9	8.0	3.8	4.0	2.8	5.2	2.8	2.6
UNDECIDED	8.6	12.3	7.9	7.7	8.5	4.9	6.5	6.4	7.6	15.0	9.0	9.0	9.5	8.8	8.8	7.8
Net Diff.	1.6	-22.1	14.1	0.1	1.4	-27.8	9.1	1.1	7.7	-20.0	18.1	-0.8	-5.7	-23.5	4.5	25.1
Mean	4.03	3.34	4.35	4.02	4.02	2.99	4.23	4.09	4.16	3.46	4.44	3.95	3.87	3.38	4.09	4.65



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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 GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	169	291	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374	
TRUMP	39.5	77.7	72.3	55.4	32.6	21.7	12.4	8.3	16.3	55.4	65.9	40.4	41.0	90.7	61.3	13.3	3.6	1.2	1.7	0.9
BIDEN	37.4	7.7	12.8	21.7	40.1	50.8	61.6	69.5	57.6	17.8	15.7	24.2	10.8	1.9	5.7	15.3	70.1	84.8	87.1	83.5
KENNEDY JR.	9.8	6.5	5.8	11.4	10.5	12.2	10.7	10.8	9.2	11.6	8.4	14.9	19.6	3.6	17.8	23.3	12.0	5.6	4.1	6.5
WEST	1.5	0.5	0.6	1.8	1.3	2.2	1.0	0.0	4.8	1.7	1.1	2.0	3.6	0.5	2.6	2.9	2.2	1.2	1.1	1.2
STEIN	1.7	0.0	0.3	1.0	1.9	2.2	3.1	0.9	5.2	1.4	0.6	2.4	3.2	0.7	1.3	2.6	2.2	2.4	1.2	3.1
MAPSTEAD	0.8	1.3	1.0	0.5	1.0	0.4	1.1	0.6	0.6	1.0	0.8	1.0	1.7	0.5	1.8	1.3	0.8	0.3	0.0	0.5
UNDECIDED	9.2	6.4	7.3	8.1	12.6	10.5	10.0	9.9	6.3	11.1	7.5	15.0	20.1	2.1	9.4	41.2	9.3	4.5	4.9	4.3
Net Diff.	2.1	70.0	59.5	33.7	-7.5	-29.2	-49.2	-61.2	-41.3	37.7	50.2	16.2	30.1	88.8	55.6	-2.0	-66.5	-83.6	-85.4	-82.6



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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 TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1799	1543	256	201	139	62	
TRUMP	39.5	37.3	42.4	42.6	32.7	42.2	43.6	33.2	15.6	21.1	3.2	
BIDEN	37.4	41.9	36.0	34.5	40.6	38.9	39.9	32.6	24.4	27.7	17.1	
KENNEDY JR.	9.8	8.3	9.1	9.7	12.2	8.9	7.9	14.9	18.7	20.1	15.4	
WEST	1.5	1.1	1.3	1.5	2.2	1.4	1.3	1.9	2.9	2.8	3.0	
STEIN	1.7	2.2	0.7	2.1	1.8	1.6	1.4	2.4	3.0	3.6	1.5	
MAPSTEAD	0.8	0.6	0.9	0.5	1.3	0.8	0.7	1.0	1.1	0.7	1.8	
UNDECIDED	9.2	8.8	9.6	9.1	9.3	6.4	5.1	13.9	34.3	23.8	58.0	
Net Diff.	2.1	-4.6	6.4	8.1	-7.8	3.3	3.7	0.6	-8.8	-6.6	-13.9	



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704		931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
TRUMP	39.5	77.6	3.0		84.0	0.4	2.4	100.0	0.0	0.0	0.0	0.0	39.2	42.5	36.3	38.4	31.4	35.6	44.1
BIDEN	37.4	7.0	78.0		1.0	81.9	2.3	0.0	100.0	0.0	0.0	0.0	38.1	34.1	45.8	42.6	42.4	31.0	27.5
KENNEDY JR.	9.8	7.6	9.3		8.3	8.5	25.1	0.0	0.0	71.0	100.0	0.0	9.9	11.5	6.5	6.7	10.7	18.4	9.3
WEST	1.5	1.2	0.8		0.8	1.4	5.7	0.0	0.0	10.9	0.0	0.0	1.3	1.1	2.5	1.3	1.1	0.6	4.3
STEIN	1.7	0.5	1.6		0.9	2.4	2.8	0.0	0.0	12.4	0.0	0.0	1.8	2.3	0.9	0.9	2.8	1.8	0.0
MAPSTEAD	0.8	0.7	0.3		0.4	0.8	2.5	0.0	0.0	5.7	0.0	0.0	0.8	1.2	0.0	0.8	0.6	0.8	0.0
UNDECIDED	9.2	5.5	6.9		4.5	4.5	59.1	0.0	0.0	0.0	0.0	100.0	8.8	7.4	8.0	9.2	11.1	11.8	14.9
Net Diff.	2.1	70.6	-75.0		83.0	-81.4	0.1	100.0	-100.0	0.0	0.0	0.0	1.1	8.4	-9.5	-4.2	-11.0	4.6	16.6



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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-	CRATIC	CIDED	CIDED	ROVE			PROVE
		DIREC-	TRACK	LICAN							
		TION									
Total	2000	532	1466	931	855	214	452	844	305	539	1155
TRUMP	39.5	10.9	49.9	80.0	1.9	13.3	21.5	4.8	4.0	5.3	64.8
BIDEN	37.4	76.3	23.2	3.3	80.2	15.3	20.8	78.6	91.6	71.3	7.4
KENNEDY JR.	9.8	6.4	11.1	8.8	7.6	23.3	23.1	7.1	1.9	10.0	11.9
WEST	1.5	0.7	1.8	1.2	1.5	2.9	3.4	0.9	0.7	1.1	1.9
STEIN	1.7	1.6	1.8	0.9	2.4	2.6	2.2	2.2	1.3	2.7	1.4
MAPSTEAD	0.8	0.5	0.9	1.0	0.5	1.3	2.2	0.5	0.0	0.8	1.0
UNDECIDED	9.2	3.6	11.2	4.8	6.0	41.2	26.8	5.9	0.6	8.8	11.6
Net Diff.	2.1	-65.5	26.7	76.7	-78.3	-2.0	0.7	-73.8	-87.5	-66.0	57.4





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BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	UNDECIDED	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT
Total	2000	866	920	724	740	536	366	319	255	358	421	281			
TRUMP	39.5	82.7	3.8	82.0	5.2	29.4	81.3	8.0	30.4	82.8	3.1	28.6			
BIDEN	37.4	2.0	75.5	3.6	76.8	28.8	5.0	80.8	34.5	2.2	73.8	23.8			
KENNEDY JR.	9.8	7.8	8.7	7.5	7.6	16.2	7.5	6.2	14.3	7.4	8.6	17.9			
WEST	1.5	1.0	1.3	0.9	0.8	3.3	0.7	0.7	3.5	1.0	0.9	3.1			
STEIN	1.7	0.5	2.4	0.9	2.3	2.0	0.3	0.6	1.2	1.4	3.6	2.8			
MAPSTEAD	0.8	0.4	0.5	0.5	0.6	1.5	0.9	0.5	1.9	0.0	0.7	1.0			
UNDECIDED	9.2	5.7	7.8	4.7	6.7	18.8	4.3	3.3	14.2	5.1	9.2	22.8			
Net Diff.	2.1	80.7	-71.7	78.4	-71.6	0.6	76.3	-72.9	-4.1	80.6	-70.7	4.8			



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
TRUMP	39.5	7.2	4.3	9.0	26.8	69.9	88.3	77.5	57.0	69.7	86.9	2.6	7.3	17.7	9.0	22.9	61.2
BIDEN	37.4	74.6	78.7	72.1	37.9	8.9	6.2	7.8	16.0	9.2	1.3	83.2	66.1	70.8	54.4	29.8	9.7
KENNEDY JR.	9.8	6.8	4.4	8.2	14.8	11.1	2.1	7.4	8.2	11.5	6.4	6.0	10.3	8.3	10.4	19.3	11.1
WEST	1.5	1.3	1.4	1.3	2.5	1.0	0.3	0.7	5.0	0.0	0.8	0.7	1.2	0.0	3.2	4.3	0.5
STEIN	1.7	2.8	4.3	1.9	2.2	0.6	0.0	0.3	5.5	2.4	0.1	1.9	3.3	1.6	6.5	1.4	0.7
MAPSTEAD	0.8	1.1	0.4	1.6	0.6	1.2	0.0	0.7	0.0	0.0	0.6	0.8	0.5	0.0	3.7	0.9	1.5
UNDECIDED	9.2	6.1	6.5	5.9	15.3	7.3	3.1	5.6	8.3	7.1	3.8	4.8	11.4	1.5	12.8	21.4	15.1
Net Diff.	2.1	-67.4	-74.4	-63.1	-11.1	60.9	82.1	69.7	41.0	60.5	85.6	-80.6	-58.8	-53.0	-45.4	-6.9	51.5



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BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT  CRAT	REPU-  SPLTTR	SWING  LICAN	WLTHY/  VOTER	Weal-  thy	Upper  Middle	MIDDLE  LOWER	Middle  Class	Lower  Middle	POOR	MAIN-  STREAM	EVAN-  GEL-	CATH-  OLIC	NON-  RELI-	
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
TRUMP	39.5	4.2	31.3	80.5	34.2	43.6	40.0	44.1	39.3	42.5	33.3	35.5	44.3	60.7	44.1	25.3
BIDEN	37.4	73.8	21.5	2.9	30.7	40.2	46.7	39.2	36.9	35.7	39.2	38.3	33.5	19.5	35.5	47.5
KENNEDY JR.	9.8	9.0	19.0	8.0	14.6	5.0	0.0	5.7	10.9	9.6	13.2	7.7	11.1	9.9	8.9	9.4
WEST	1.5	1.4	3.6	1.0	2.3	0.9	0.0	1.0	1.6	0.9	2.8	1.6	1.3	1.8	1.4	1.5
STEIN	1.7	2.7	2.4	0.4	2.2	0.9	4.0	0.4	1.6	1.6	1.5	4.1	1.2	2.1	1.2	2.6
MAPSTEAD	0.8	0.6	0.4	1.1	1.0	1.2	0.0	1.4	0.8	0.6	1.2	0.0	0.6	1.3	0.3	0.9
UNDECIDED	9.2	8.4	21.8	6.1	15.0	8.3	9.4	8.1	8.9	9.0	8.8	12.8	8.1	4.6	8.5	12.8
Net Diff.	2.1	-69.6	9.7	77.7	3.5	3.4	-6.7	4.9	2.4	6.8	-5.9	-2.7	10.8	41.2	8.6	-22.3



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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
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
TRUMP	39.5	39.3	39.9	39.4	41.0	39.9	47.2	38.8	32.1	47.1	23.4	30.2	11.4	34.3	50.3	44.3	39.4	23.4	12.9	9.5
BIDEN	37.4	36.0	40.3	38.4	44.2	40.3	36.0	32.6	44.9	31.7	49.7	43.9	63.6	36.3	32.8	30.7	41.8	45.5	63.6	63.5
KENNEDY JR.	9.8	10.8	7.9	8.7	6.3	9.8	7.4	11.7	8.4	8.9	11.9	11.8	11.7	12.3	8.2	9.5	9.8	13.3	12.0	11.4
WEST	1.5	1.4	1.8	2.0	1.4	1.6	1.2	1.2	2.4	1.5	1.5	0.8	2.2	1.0	1.3	1.7	0.0	1.3	2.6	1.7
STEIN	1.7	2.1	1.0	1.1	0.9	0.7	0.6	3.2	1.5	1.6	2.0	3.1	1.9	0.0	0.3	2.6	1.9	4.0	1.4	2.6
MAPSTEAD	0.8	0.6	1.1	1.0	1.4	0.7	1.6	0.5	0.6	0.7	1.0	1.0	0.7	0.0	0.9	0.5	1.4	0.7	0.7	0.7
UNDECIDED	9.2	9.8	8.0	9.5	4.8	7.0	6.0	12.1	10.1	8.6	10.4	9.1	8.5	16.1	6.2	10.7	5.7	11.6	6.7	10.6
Net Diff.	2.1	3.2	-0.3	1.0	-3.2	-0.4	11.2	6.2	-12.8	15.4	-26.3	-13.7	-52.2	-1.9	17.5	13.5	-2.3	-22.1	-50.7	-54.0



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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	2000	156	280	333	319	391	521	769	1231	1088	912	940	1060
TRUMP	39.5	21.5	31.2	49.2	39.0	43.5	40.5	37.0	41.0	37.6	41.8	42.6	36.8
BIDEN	37.4	37.2	36.1	30.4	40.2	37.1	41.3	33.9	39.7	35.7	39.5	38.7	36.3
KENNEDY JR.	9.8	17.9	14.9	8.9	8.3	9.5	6.5	12.9	7.9	11.6	7.8	8.9	10.7
WEST	1.5	3.3	2.8	1.2	1.7	0.5	1.2	2.2	1.1	2.0	0.9	1.5	1.5
STEIN	1.7	5.4	1.5	2.2	1.6	1.7	0.5	2.6	1.2	2.3	1.0	0.7	2.7
MAPSTEAD	0.8	2.0	0.9	0.3	1.0	0.5	0.8	0.8	0.7	0.9	0.7	1.0	0.6
UNDECIDED	9.2	12.8	12.6	7.8	8.3	7.2	9.2	10.6	8.3	9.9	8.4	6.6	11.5
Net Diff.	2.1	-15.7	-4.9	18.8	-1.2	6.4	-0.9	3.2	1.4	1.9	2.3	3.9	0.5



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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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
TRUMP	39.5	20.1	43.8	40.5	41.8	20.0	44.5	42.4	45.1	20.1	43.3	38.6	38.1	28.0	40.4	51.2
BIDEN	37.4	37.9	31.7	38.8	40.3	50.7	34.9	39.1	38.8	33.2	29.2	38.5	42.1	49.6	36.7	24.6
KENNEDY JR.	9.8	17.5	11.2	8.9	7.2	12.3	10.8	9.4	6.9	19.4	11.6	8.3	7.4	10.4	9.0	11.2
WEST	1.5	4.0	1.5	1.4	0.8	4.7	1.2	2.1	0.7	3.7	1.7	0.7	1.0	2.0	1.5	0.9
STEIN	1.7	5.1	1.6	1.9	0.6	0.0	1.5	0.8	0.2	6.9	1.7	3.1	1.0	2.0	1.7	1.5
MAPSTEAD	0.8	1.3	0.7	0.8	0.7	1.6	1.2	0.8	1.0	1.2	0.3	0.7	0.3	0.8	0.9	0.5
UNDECIDED	9.2	14.2	9.4	7.7	8.6	10.8	5.9	5.4	7.2	15.4	12.1	10.0	10.1	7.3	9.8	10.1
Net Diff.	2.1	-17.8	12.1	1.7	1.5	-30.7	9.6	3.3	6.3	-13.1	14.1	0.1	-4.0	-21.6	3.7	26.5



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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

	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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
AGREE	64.5	100.0	93.3	89.8	68.4	52.7	37.8	19.8	5.7	76.7	93.1	65.5	19.5	84.0	72.3	63.2	77.0	35.0	52.7	25.0
Strongly	48.1	99.3	82.6	74.8	42.0	24.8	19.2	6.5	3.5	60.6	82.5	36.1	11.0	71.8	54.6	43.9	56.9	18.0	30.1	11.1
10	25.2	90.7	52.8	27.9	13.2	9.0	5.9	4.1	1.7	32.9	49.4	11.3	4.5	45.6	23.7	20.3	26.5	6.6	11.2	4.0
9	9.3	4.4	15.3	20.5	8.5	5.6	4.5	0.0	0.7	11.8	15.4	7.9	2.8	11.5	14.9	7.7	11.7	3.3	5.8	1.9
8	13.7	4.3	14.5	26.4	20.3	10.2	8.8	2.4	1.1	16.0	17.7	16.9	3.8	14.8	16.0	15.9	18.7	8.1	13.2	5.2
7	9.6	0.7	7.6	8.9	16.4	17.0	8.1	6.3	0.4	10.3	6.8	18.6	6.3	8.3	11.7	9.8	13.4	7.7	12.7	4.9
6	6.8	0.0	3.1	6.1	10.1	11.0	10.5	7.1	1.8	5.8	3.8	10.8	2.2	3.9	6.0	9.4	6.7	9.3	9.9	8.9
NEUTRAL-5	13.2	0.0	5.3	8.0	15.4	23.8	26.7	17.2	5.8	10.1	5.4	18.4	12.2	6.8	9.5	15.9	13.5	20.5	20.9	20.2
DISAGREE	22.4	0.0	1.4	2.2	16.2	23.5	35.5	62.9	88.4	13.2	1.5	16.1	68.2	9.2	18.1	21.0	9.4	44.5	26.4	54.8
4	5.3	0.0	0.8	1.0	4.6	8.4	12.0	11.5	10.1	3.7	0.7	4.9	17.1	3.1	3.5	6.0	3.7	9.0	9.2	8.9
3	5.5	0.0	0.0	1.3	4.1	5.8	8.4	23.9	13.6	3.0	0.6	4.1	13.4	1.6	4.2	5.4	2.9	11.4	6.4	14.3
2	4.4	0.0	0.0	0.0	3.3	4.7	6.1	12.8	19.8	2.5	0.0	3.0	14.8	1.1	3.9	5.8	1.4	9.1	5.9	10.9
1	2.6	0.0	0.0	0.0	1.4	0.8	3.6	8.2	16.1	1.5	0.0	1.3	10.4	0.8	3.1	2.4	0.3	5.3	0.9	7.9
0	4.5	0.0	0.6	0.0	2.8	3.8	5.3	6.5	28.8	2.3	0.2	2.8	12.6	2.6	3.4	1.4	1.2	9.7	4.1	12.8
Mean	6.67	9.85	8.83	8.21	6.61	5.86	5.12	3.84	2.12	7.51	8.76	6.46	3.67	8.13	7.03	6.58	7.48	4.67	5.90	3.96



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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?  
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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	1799	1543	256	201	139	62
AGREE	64.5	60.6	64.6	67.9	61.4	66.1	66.0	66.6	50.2	45.9	59.8
Strongly	48.1	45.0	45.0	52.6	46.1	49.9	50.9	43.7	32.3	31.0	35.3
10	25.2	23.3	22.5	29.6	21.7	26.3	27.7	17.6	15.4	12.3	22.4
9	9.3	8.8	9.4	8.4	11.1	9.6	9.6	9.7	6.4	6.7	5.7
8	13.7	12.9	13.1	14.6	13.3	14.0	13.6	16.4	10.5	11.9	7.2
7	9.6	9.4	11.6	9.0	8.7	9.6	8.6	15.5	9.6	8.7	11.5
6	6.8	6.3	8.1	6.4	6.6	6.6	6.5	7.4	8.3	6.2	13.0
NEUTRAL-5	13.2	14.3	12.5	12.6	13.9	12.6	12.2	14.6	18.3	19.0	16.8
DISAGREE	22.4	25.1	22.9	19.4	24.8	21.3	21.8	18.8	31.5	35.1	23.5
4	5.3	7.7	6.3	3.6	5.3	5.2	5.3	4.7	5.9	7.9	1.4
3	5.5	6.2	5.7	5.0	5.5	5.3	5.4	4.3	7.4	6.7	8.9
2	4.4	4.4	3.2	4.2	6.2	3.8	3.4	6.2	10.4	10.7	9.7
1	2.6	2.3	3.1	2.5	2.6	2.5	2.7	1.3	4.1	5.1	1.8
0	4.5	4.5	4.5	4.1	5.1	4.6	5.0	2.3	3.6	4.6	1.6
Mean	6.67	6.50	6.58	6.93	6.46	6.78	6.80	6.66	5.75	5.51	6.29





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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?  
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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
AGREE	64.5	80.8	47.4	79.9	48.5	64.8	82.2	46.0	65.6	67.8	62.1	64.5	65.0	66.5	65.9	59.3	61.7	64.7
Strongly	48.1	67.4	30.1	66.1	29.7	47.3	68.9	28.8	45.6	47.0	41.3	48.2	48.8	44.0	50.7	43.8	44.0	47.3
10	25.2	39.2	11.9	39.5	11.8	17.9	41.7	11.5	18.1	18.8	20.6	25.1	23.8	27.0	26.6	23.2	24.0	26.3
9	9.3	12.7	6.6	11.9	6.2	11.0	12.1	6.4	9.0	9.7	9.4	9.4	9.3	7.5	11.0	9.6	9.0	6.9
8	13.7	15.6	11.6	14.7	11.7	18.4	15.1	10.9	18.5	18.5	11.3	13.6	15.7	9.5	13.1	10.9	11.0	14.0
7	9.6	8.7	9.9	9.2	10.1	8.6	9.2	9.3	10.8	10.4	10.5	9.5	9.2	14.4	9.1	9.7	8.6	10.1
6	6.8	4.7	7.5	4.5	8.7	9.0	4.1	7.9	9.1	10.4	10.3	6.8	7.0	8.1	6.1	5.8	9.1	7.3
NEUTRAL-5	13.2	7.7	17.9	7.3	18.3	18.2	7.5	19.7	9.3	8.0	16.9	13.2	12.6	10.5	15.9	13.6	10.4	12.6
DISAGREE	22.4	11.4	34.6	12.8	33.3	17.0	10.3	34.3	25.1	24.2	21.0	22.3	22.4	22.9	18.1	27.2	27.9	22.7
4	5.3	2.6	8.0	3.1	7.5	5.5	2.3	7.7	6.7	7.5	6.2	5.3	6.4	6.3	4.1	3.6	7.7	5.3
3	5.5	2.9	8.9	2.3	9.2	3.8	1.8	8.3	7.5	8.7	6.7	5.6	6.0	5.9	4.6	6.2	5.9	4.2
2	4.4	1.4	7.2	2.8	6.6	2.1	1.8	7.3	4.3	3.9	4.5	4.3	3.4	2.9	4.2	7.7	4.1	5.9
1	2.6	1.4	4.1	1.6	3.6	3.0	1.5	4.2	2.1	1.0	2.2	2.6	2.1	3.2	1.7	3.3	5.9	3.9
0	4.5	3.1	6.4	3.0	6.4	2.6	2.9	6.9	4.5	3.1	1.3	4.5	4.5	4.6	3.6	6.3	4.3	3.4
Mean	6.67	7.81	5.52	7.75	5.56	6.70	7.93	5.45	6.47	6.63	6.57	6.68	6.69	6.68	6.90	6.29	6.38	6.65



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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	532	1466	931	855	214	452	844	305	539	1155	
AGREE	64.5	49.9	69.8	79.8	48.2	63.2	64.6	48.1	43.1	50.9	76.5	
Strongly	48.1	30.6	54.5	65.5	30.2	43.9	44.9	28.8	30.9	27.7	62.3	
10	25.2	11.0	30.4	37.6	12.8	20.3	18.4	11.5	14.1	10.1	35.2	
9	9.3	8.6	9.5	12.7	5.9	7.7	9.4	6.6	8.2	5.6	11.3	
8	13.7	11.1	14.6	15.2	11.4	15.9	17.0	10.8	8.7	11.9	15.8	
7	9.6	10.1	9.4	9.5	9.5	9.8	10.5	10.3	6.3	12.5	9.0	
6	6.8	9.2	5.9	4.7	8.5	9.4	9.2	9.0	5.9	10.7	5.2	
NEUTRAL-5	13.2	16.1	12.1	7.8	18.3	15.9	14.8	18.4	17.6	18.8	9.3	
DISAGREE	22.4	34.1	18.1	12.4	33.5	21.0	20.6	33.5	39.2	30.3	14.2	
4	5.3	6.7	4.8	3.2	7.4	6.0	4.7	7.9	7.0	8.4	3.4	
3	5.5	8.7	4.3	2.5	8.7	5.4	5.4	8.4	9.2	8.0	3.4	
2	4.4	7.7	3.3	2.1	6.6	5.8	5.7	6.8	8.8	5.7	2.7	
1	2.6	3.6	2.3	1.7	3.8	2.4	2.6	4.0	4.1	4.0	1.6	
0	4.5	7.4	3.4	2.9	7.0	1.4	2.2	6.4	10.2	4.2	3.1	
Mean	6.67	5.53	7.09	7.73	5.55	6.58	6.57	5.53	5.29	5.66	7.51	



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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	LICAN	CRAT	ENDENT
Total	2000	866	920	724	740	536	366	319	255	358	421	281			
AGREE	64.5	80.7	48.8	79.9	49.6	64.3	82.1	50.2	63.4	77.5	49.0	65.2			
Strongly	48.1	67.8	30.7	65.4	33.4	45.1	67.9	33.9	44.7	62.9	33.0	45.4			
10	25.2	39.7	12.9	37.9	14.0	23.5	38.3	12.9	23.8	37.5	14.8	23.2			
9	9.3	12.3	6.1	12.5	6.7	8.5	15.4	5.5	9.3	9.5	7.6	7.8			
8	13.7	15.8	11.7	15.1	12.7	13.1	14.3	15.4	11.6	15.9	10.6	14.4			
7	9.6	8.7	10.3	10.5	8.3	10.1	10.5	8.6	10.2	10.5	8.0	9.9			
6	6.8	4.2	7.8	3.9	7.9	9.2	3.7	7.8	8.4	4.1	8.0	9.9			
NEUTRAL-5	13.2	7.4	18.1	8.3	17.0	14.4	7.9	13.8	14.4	8.8	19.4	14.4			
DISAGREE	22.4	11.9	33.1	11.8	33.5	21.3	10.0	35.9	22.3	13.7	31.6	20.4			
4	5.3	3.3	7.6	3.3	7.1	5.4	2.4	7.2	5.8	4.3	7.1	5.0			
3	5.5	2.0	8.9	2.3	8.2	6.1	0.9	9.6	6.0	3.6	7.2	6.2			
2	4.4	2.5	6.4	1.8	7.0	4.5	2.5	6.9	4.4	1.1	7.2	4.5			
1	2.6	1.4	3.8	1.4	3.7	2.8	0.8	4.0	3.3	2.1	3.5	2.3			
0	4.5	2.7	6.4	3.0	7.3	2.6	3.3	8.2	2.8	2.6	6.7	2.4			
Mean	6.67	7.83	5.60	7.76	5.63	6.65	7.89	5.54	6.62	7.62	5.70	6.68			



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt. ERATE	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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
AGREE	64.5	46.6	38.9	51.2	61.7	80.1	83.2	81.4	67.8	66.9	84.0	44.1	56.5	64.7	50.3	63.2	76.7
Strongly	48.1	27.5	27.2	27.7	44.0	65.9	72.0	68.5	37.8	52.3	70.8	27.3	40.1	54.4	23.7	43.2	64.2
10	25.2	9.5	12.6	7.6	21.4	31.7	54.7	41.3	12.1	27.7	42.4	9.7	20.1	23.2	7.0	19.9	44.3
9	9.3	5.8	3.7	7.1	9.2	14.2	9.1	12.1	7.5	13.0	12.7	5.1	7.7	15.5	9.0	8.7	7.9
8	13.7	12.2	10.9	13.1	13.3	20.0	8.2	15.1	18.2	11.6	15.7	12.5	12.4	15.8	7.7	14.7	12.0
7	9.6	10.7	3.9	14.8	10.2	9.3	6.2	8.0	29.9	12.0	8.8	8.3	9.3	3.5	14.7	10.2	6.5
6	6.8	8.4	7.7	8.7	7.5	4.9	4.9	4.9	0.0	2.6	4.5	8.5	7.1	6.7	11.9	9.7	6.0
NEUTRAL-5	13.2	16.9	14.6	18.3	15.0	9.6	6.5	8.3	8.7	11.9	7.4	18.4	16.7	6.1	12.6	15.1	13.5
DISAGREE	22.4	36.5	46.5	30.5	23.3	10.2	10.4	10.3	23.6	21.2	8.6	37.5	26.8	29.2	37.1	21.7	9.8
4	5.3	7.0	7.1	7.0	6.9	2.1	2.7	2.3	8.5	5.7	2.4	6.9	7.6	7.0	7.0	6.9	0.0
3	5.5	8.8	9.6	8.4	6.3	2.9	1.1	2.1	4.9	5.4	1.3	9.3	6.9	5.7	8.3	6.2	4.3
2	4.4	7.3	7.0	7.5	5.4	0.9	1.6	1.2	7.5	4.4	0.7	7.4	6.5	6.6	7.0	5.0	1.1
1	2.6	4.3	5.4	3.6	2.1	1.5	2.5	1.9	2.7	0.8	1.5	4.0	2.5	6.3	6.2	2.3	1.8
0	4.5	9.1	17.5	4.0	2.6	2.8	2.6	2.7	0.0	4.9	2.7	9.9	3.3	3.5	8.5	1.2	2.6
Mean	6.67	5.28	4.70	5.63	6.55	7.68	8.20	7.89	6.54	6.94	8.05	5.18	6.27	6.58	5.23	6.58	7.76



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
					COMBO												
		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	NON- RELI- GIOUS	
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517	
AGREE	64.5	49.0	62.5	82.0	65.5	69.2	70.6	69.0	64.3	66.1	61.0	59.3	67.2	74.5	66.5	56.1	
Strongly	48.1	30.6	45.6	68.0	45.7	49.8	55.1	49.1	48.1	49.1	46.2	46.3	51.4	61.1	47.8	39.8	
10	25.2	12.6	21.9	39.9	19.6	22.6	22.4	22.6	25.1	24.3	26.6	29.7	27.5	35.1	25.7	19.3	
9	9.3	6.8	6.3	12.9	9.4	11.4	12.3	11.3	9.3	10.6	6.9	5.8	9.8	9.4	7.7	9.0	
8	13.7	11.2	17.4	15.2	16.7	15.8	20.4	15.1	13.7	14.2	12.7	10.8	14.1	16.6	14.5	11.5	
7	9.6	9.9	9.9	9.1	11.6	11.4	15.5	10.8	9.4	10.6	7.2	8.2	9.7	10.1	9.2	9.2	
6	6.8	8.5	7.0	4.9	8.2	8.0	0.0	9.1	6.8	6.4	7.6	4.9	6.1	3.3	9.5	7.1	
NEUTRAL-5	13.2	17.7	14.9	7.7	12.8	10.0	9.5	10.1	13.9	12.1	17.4	10.9	13.0	10.0	13.6	14.2	
DISAGREE	22.4	33.4	22.7	10.3	21.7	20.8	19.9	20.9	21.7	21.8	21.6	29.8	19.9	15.5	19.9	29.7	
4	5.3	7.3	6.1	2.9	5.7	2.9	0.0	3.3	5.8	6.0	5.3	4.7	5.1	2.9	4.1	6.8	
3	5.5	8.4	7.7	1.7	5.3	5.2	8.5	4.8	5.5	5.3	5.8	6.2	5.3	4.5	4.4	7.5	
2	4.4	7.1	4.4	1.6	4.9	3.1	4.0	3.0	4.4	4.6	4.1	6.4	2.9	4.8	4.3	6.5	
1	2.6	3.7	2.9	1.4	2.5	4.4	4.0	4.4	2.4	1.9	3.3	2.3	3.2	0.0	3.0	2.1	
0	4.5	6.9	1.6	2.7	3.2	5.2	3.4	5.4	3.7	4.0	3.1	10.2	3.5	3.3	4.0	6.8	
Mean	6.67	5.57	6.59	7.90	6.60	6.71	6.92	6.68	6.71	6.76	6.63	6.29	6.90	7.44	6.72	6.09	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
AGREE	64.5	63.7	66.0	65.1	67.9	63.5	70.8	63.9	60.8	66.4	60.5	62.0	55.4	65.8	69.5	63.6	61.7	62.3	52.5	59.1
Strongly	48.1	47.4	49.7	48.8	51.5	47.9	53.8	46.9	45.2	50.2	43.8	46.5	39.2	41.7	53.1	47.6	47.9	45.5	36.3	42.7
10	25.2	25.5	24.5	24.9	23.6	25.5	26.2	25.6	22.6	27.0	21.4	24.0	17.0	21.3	27.6	26.4	30.2	19.4	14.1	20.6
9	9.3	8.7	10.5	11.2	9.0	9.1	12.6	8.3	8.3	9.2	9.4	9.4	9.1	6.4	10.9	7.8	7.5	10.8	9.2	9.0
8	13.7	13.2	14.7	12.6	19.0	13.3	15.0	13.0	14.3	14.0	13.0	13.1	13.0	14.0	14.6	13.4	10.1	15.2	13.0	13.1
7	9.6	9.6	9.5	9.7	8.9	9.3	10.7	9.9	8.2	9.2	10.2	9.1	9.5	16.4	9.8	8.8	8.9	9.3	8.2	11.1
6	6.8	6.8	6.9	6.6	7.5	6.3	6.4	7.1	7.5	7.0	6.5	6.4	6.7	7.8	6.7	7.2	5.0	7.5	7.9	5.3
NEUTRAL-5	13.2	13.7	12.0	12.2	11.6	13.4	8.8	14.0	15.4	12.7	14.0	12.4	15.5	17.6	10.9	14.4	12.8	12.2	13.9	17.4
DISAGREE	22.4	22.5	22.0	22.8	20.5	23.1	20.4	22.1	23.7	20.9	25.5	25.5	29.1	16.6	19.6	22.0	25.5	25.5	33.6	23.5
4	5.3	4.7	6.6	7.5	4.7	4.0	6.7	5.2	6.5	5.3	5.3	4.5	5.7	5.1	4.1	6.4	4.6	4.4	9.0	1.7
3	5.5	6.0	4.5	4.2	5.3	6.1	3.7	5.9	5.4	5.2	6.2	4.5	8.6	5.9	4.7	5.6	4.1	4.9	9.4	7.6
2	4.4	5.1	3.1	2.8	3.9	5.2	3.4	5.1	2.8	3.7	6.0	6.9	6.9	2.2	3.8	3.6	6.8	7.0	6.9	6.8
1	2.6	2.3	3.2	3.5	2.7	2.3	3.0	2.3	3.5	2.6	2.8	2.9	3.2	2.3	2.2	2.9	2.9	2.8	3.7	2.6
0	4.5	4.5	4.5	4.9	3.8	5.5	3.6	3.6	5.5	4.1	5.3	6.7	4.7	1.1	4.8	3.5	7.0	6.5	4.7	4.8
Mean	6.67	6.64	6.74	6.71	6.79	6.60	7.00	6.68	6.45	6.81	6.38	6.42	6.07	6.76	6.94	6.71	6.54	6.33	5.84	6.34



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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	156	280	333	319	391	521	769	1231	1088	912	940	1060	
AGREE	64.5	58.6	54.2	68.2	66.3	65.1	67.9	61.1	66.6	62.7	66.7	66.2	63.0	
Strongly	48.1	37.1	38.9	55.0	47.6	49.4	51.3	45.5	49.8	46.1	50.5	50.1	46.4	
10	25.2	20.2	20.0	27.7	23.9	27.0	27.2	23.4	26.3	23.5	27.2	25.7	24.7	
9	9.3	5.6	6.1	10.6	9.5	10.4	10.3	7.9	10.1	8.4	10.3	10.4	8.3	
8	13.7	11.2	12.8	16.7	14.2	12.0	13.8	14.2	13.3	14.2	13.0	13.9	13.4	
7	9.6	12.4	9.9	8.2	9.3	10.5	8.9	9.7	9.5	9.6	9.6	9.8	9.4	
6	6.8	9.2	5.4	5.0	9.4	5.1	7.7	6.0	7.3	7.0	6.6	6.4	7.2	
NEUTRAL-5	13.2	14.2	11.3	11.9	11.9	13.9	14.9	12.2	13.8	12.1	14.4	11.7	14.5	
DISAGREE	22.4	27.2	34.5	19.9	21.8	21.1	17.3	26.7	19.6	25.2	18.9	22.1	22.6	
4	5.3	9.4	7.7	4.7	5.3	4.3	3.9	6.7	4.4	6.3	4.1	5.0	5.6	
3	5.5	7.1	7.3	4.2	5.1	6.0	4.7	6.0	5.2	5.7	5.3	5.2	5.7	
2	4.4	4.6	7.4	5.1	2.2	3.1	4.8	5.8	3.6	4.8	4.1	4.5	4.4	
1	2.6	3.6	4.9	1.0	3.9	3.5	0.7	2.9	2.5	3.2	1.9	2.6	2.7	
0	4.5	2.5	7.1	5.0	5.3	4.1	3.2	5.2	4.0	5.2	3.6	4.8	4.2	
Mean	6.67	6.27	5.88	6.95	6.64	6.79	6.98	6.42	6.83	6.49	6.90	6.75	6.61	



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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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?  
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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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
AGREE	64.5	57.9	61.2	66.7	67.2	53.3	61.9	69.1	68.8	59.6	60.7	64.4	65.5	60.4	66.0	65.9
Strongly	48.1	37.7	47.6	48.9	51.2	37.1	49.2	47.6	54.3	37.9	46.4	50.1	47.7	44.5	49.0	50.4
10	25.2	19.9	24.3	25.3	27.4	13.6	26.4	23.2	29.0	22.2	22.6	27.4	25.6	22.8	24.8	29.0
9	9.3	5.9	8.9	9.4	10.5	3.5	9.1	10.3	12.3	6.7	8.7	8.5	8.5	7.7	9.9	9.6
8	13.7	11.9	14.5	14.1	13.3	20.0	13.7	14.1	13.1	9.0	15.1	14.2	13.6	14.0	14.3	11.7
7	9.6	12.6	8.2	9.9	9.3	9.6	7.6	13.0	9.0	13.7	8.7	6.9	9.7	10.7	9.7	7.9
6	6.8	7.6	5.4	8.0	6.7	6.7	5.1	8.6	5.5	7.9	5.7	7.4	8.0	5.2	7.2	7.7
NEUTRAL-5	13.2	11.8	13.0	11.3	15.0	12.4	10.1	9.9	13.7	11.5	15.3	12.6	16.6	13.6	11.9	15.6
DISAGREE	22.4	30.3	25.8	22.0	17.7	34.3	28.0	21.0	17.5	28.9	24.0	23.0	17.9	26.0	22.1	18.5
4	5.3	8.6	6.3	4.9	3.8	3.8	6.6	5.3	3.9	10.4	6.0	4.6	3.8	5.7	5.3	4.7
3	5.5	7.2	5.5	5.8	4.7	11.0	6.7	3.8	4.4	5.9	4.5	7.8	5.1	6.3	5.3	5.1
2	4.4	5.8	6.0	3.0	4.0	8.4	6.5	2.2	4.3	4.9	5.6	3.8	3.6	5.8	4.7	2.1
1	2.6	4.4	2.3	3.3	1.9	6.3	1.5	3.4	2.0	3.7	2.9	3.2	1.7	3.0	2.7	2.0
0	4.5	4.3	5.8	4.9	3.3	4.8	6.7	6.2	2.8	4.1	5.0	3.7	3.9	5.2	4.1	4.6
Mean	6.67	6.12	6.49	6.71	6.95	5.67	6.51	6.70	7.08	6.28	6.48	6.72	6.80	6.40	6.72	6.90





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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 1

	ANMP SCORE										NEW MAJORITY			NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>AGREE</b>	72.4	100.0	97.5	91.5	85.7	65.9	49.8	23.8	10.0	82.4	95.3	77.6	25.3	86.6	79.4	73.1	84.1	48.3	74.7	33.3
<b>Strongly</b>	59.3	100.0	92.7	82.5	65.8	41.1	26.0	16.6	5.2	70.7	89.6	55.1	11.5	78.1	66.2	59.8	68.5	31.8	53.4	19.6
10	37.0	95.5	69.7	43.5	33.2	18.8	12.5	7.7	3.3	45.7	63.3	25.7	6.4	57.3	42.4	32.1	34.8	16.3	28.6	9.3
9	10.8	3.8	14.0	21.8	14.2	7.8	5.0	3.5	0.0	13.1	15.4	12.2	2.6	11.6	12.1	13.1	17.4	5.5	9.4	3.3
8	11.4	0.7	9.0	17.2	18.4	14.4	8.5	5.4	1.9	11.9	10.9	17.2	2.5	9.2	11.7	14.5	16.2	10.0	15.4	7.0
7	7.2	0.0	2.9	6.1	11.3	12.2	12.3	3.2	2.5	6.2	3.7	11.0	6.4	5.5	5.7	8.7	6.5	9.4	13.2	7.2
6	5.9	0.0	1.9	2.9	8.6	12.5	11.6	3.9	2.3	5.5	2.0	11.5	7.4	2.9	7.5	4.6	9.1	7.1	8.1	6.5
<b>NEUTRAL-5</b>	8.9	0.0	1.9	3.9	8.4	13.5	19.7	22.3	7.7	6.2	2.4	10.6	14.6	4.3	6.2	10.2	7.1	15.3	11.1	17.6
<b>DISAGREE</b>	18.8	0.0	0.6	4.7	5.8	20.6	30.5	53.9	82.3	11.4	2.3	11.8	60.1	9.0	14.3	16.7	8.8	36.4	14.2	49.1
4	4.3	0.0	0.0	1.9	2.0	6.3	9.8	18.5	3.7	3.0	0.8	4.2	11.4	1.8	3.2	4.8	3.9	7.5	3.5	9.8
3	4.7	0.0	0.0	0.9	1.3	6.5	6.7	17.3	17.1	2.2	0.4	3.1	9.9	1.7	3.1	2.8	1.9	10.5	4.9	13.7
2	3.3	0.0	0.0	0.5	0.7	2.9	6.3	6.7	18.9	2.1	0.2	1.4	14.0	1.1	3.2	3.8	1.4	6.4	2.3	8.7
1	2.2	0.0	0.0	0.0	0.3	0.6	3.5	3.1	17.8	0.9	0.0	0.0	8.7	0.7	1.9	1.3	0.0	5.1	1.3	7.3
0	4.3	0.0	0.6	1.4	1.6	4.3	4.2	8.2	24.9	3.2	0.8	3.1	16.1	3.7	2.9	4.0	1.6	7.0	2.3	9.6
<b>Mean</b>	7.29	9.95	9.36	8.59	7.94	6.54	5.67	4.52	2.39	8.01	9.14	7.33	3.81	8.45	7.73	7.32	7.95	5.57	7.25	4.61



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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	1799	1543	256	201	139	62	
AGREE	72.4	67.1	70.8	76.3	71.2	73.3	73.6	71.9	63.8	61.6	68.9	
Strongly	59.3	51.9	58.4	64.7	56.4	60.5	61.0	57.6	48.1	43.2	58.9	
10	37.0	30.5	36.5	41.5	35.0	38.1	39.0	32.8	27.5	21.5	40.9	
9	10.8	9.8	11.5	11.1	10.5	11.2	10.7	14.6	7.4	9.5	2.7	
8	11.4	11.6	10.4	12.1	10.9	11.2	11.3	10.2	13.2	12.2	15.3	
7	7.2	9.2	6.6	6.4	7.5	7.4	7.3	7.9	4.9	5.8	2.9	
6	5.9	6.0	5.8	5.2	7.3	5.4	5.2	6.4	10.9	12.6	7.1	
NEUTRAL-5	8.9	11.3	10.1	7.0	9.0	8.8	9.4	5.5	9.4	8.9	10.5	
DISAGREE	18.8	21.7	19.0	16.7	19.8	17.9	17.1	22.6	26.8	29.5	20.7	
4	4.3	3.8	4.7	4.2	4.5	4.0	3.6	6.3	7.1	6.7	7.9	
3	4.7	7.0	4.3	3.8	4.8	4.6	4.3	6.2	5.4	6.4	3.1	
2	3.3	3.6	3.6	2.7	3.9	3.2	2.9	5.0	4.8	6.0	1.8	
1	2.2	1.8	2.2	2.4	2.0	2.0	2.1	1.3	3.9	5.0	1.5	
0	4.3	5.5	4.4	3.6	4.5	4.1	4.2	3.7	5.7	5.4	6.3	
Mean	7.29	6.88	7.24	7.59	7.15	7.38	7.41	7.17	6.51	6.22	7.17	



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
AGREE	72.4	83.9	64.0	84.4	60.3	70.1	86.3	60.0	66.1	68.3	72.2	72.4	70.5	72.9	74.4	72.3	67.6	72.2
Strongly	59.3	74.2	48.5	74.9	43.7	55.7	77.4	43.2	51.6	54.0	58.3	59.1	56.2	58.1	61.0	61.7	54.1	62.1
10	37.0	52.0	24.5	52.9	21.8	31.1	55.0	21.3	31.9	33.0	31.9	37.3	35.7	31.0	37.7	41.9	34.0	33.6
9	10.8	11.4	11.5	11.5	10.0	11.8	12.0	9.8	9.0	9.4	12.7	10.6	9.7	13.6	12.3	8.2	11.2	14.9
8	11.4	10.8	12.4	10.6	11.9	12.8	10.4	12.1	10.7	11.6	13.6	11.2	10.8	13.5	11.1	11.5	9.0	13.6
7	7.2	5.2	8.8	5.3	8.8	8.4	5.2	9.0	7.1	8.4	8.3	7.3	7.7	7.6	8.1	6.2	5.5	5.8
6	5.9	4.5	6.7	4.2	7.7	6.0	3.8	7.8	7.4	6.0	5.6	6.0	6.5	7.2	5.4	4.5	8.0	4.3
NEUTRAL-5	8.9	5.0	12.1	5.0	12.8	8.9	4.7	13.4	8.9	10.5	8.6	9.0	9.5	10.8	9.1	8.9	7.3	7.0
DISAGREE	18.8	11.1	24.0	10.5	26.9	20.9	9.0	26.6	25.0	21.2	19.2	18.6	20.0	16.3	16.5	18.7	25.1	20.8
4	4.3	2.3	4.8	2.2	6.4	5.2	2.1	5.7	6.3	5.2	5.5	4.2	4.5	3.8	4.8	4.2	6.7	5.6
3	4.7	1.9	6.4	2.2	7.4	4.0	1.9	7.4	5.0	4.7	5.1	4.7	5.5	2.5	4.1	4.2	7.1	4.1
2	3.3	2.0	4.5	1.7	4.9	3.7	1.1	4.7	5.1	4.3	4.6	3.3	3.8	2.7	2.0	4.0	5.4	4.4
1	2.2	1.3	3.3	1.2	3.2	2.3	0.7	3.5	3.3	2.4	1.4	2.1	2.1	2.3	1.8	2.1	1.6	2.6
0	4.3	3.5	4.9	3.3	5.0	5.7	3.2	5.4	5.3	4.5	2.7	4.3	4.1	4.9	3.7	4.2	4.3	4.1
Mean	7.29	8.18	6.61	8.24	6.36	7.02	8.40	6.33	6.78	7.00	7.25	7.29	7.16	7.21	7.47	7.40	6.95	7.26



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

18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

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	532	1466	931	855	214	452	844	305	539	1155
AGREE	72.4	59.3	77.1	84.0	59.5	73.1	72.0	61.7	61.3	61.9	80.2
Strongly	59.3	44.3	64.7	73.8	43.3	59.8	56.7	44.8	47.3	43.4	69.9
10	37.0	20.8	42.9	51.9	22.1	32.1	31.1	21.8	25.8	19.6	48.2
9	10.8	11.7	10.5	11.8	9.2	13.1	12.5	10.1	10.5	9.8	11.4
8	11.4	11.7	11.2	10.1	12.0	14.5	13.2	12.9	11.0	14.0	10.3
7	7.2	8.6	6.7	5.6	8.5	8.7	8.1	9.1	9.6	8.8	5.7
6	5.9	6.4	5.8	4.6	7.7	4.6	7.1	7.8	4.4	9.6	4.6
NEUTRAL-5	8.9	12.7	7.5	5.0	12.7	10.2	9.2	12.0	10.6	12.8	6.6
DISAGREE	18.8	28.0	15.4	11.0	27.8	16.7	18.9	26.3	28.1	25.3	13.2
4	4.3	6.0	3.7	2.4	6.3	4.8	5.2	6.3	4.4	7.4	2.9
3	4.7	7.2	3.8	2.2	7.8	2.8	3.8	7.4	7.8	7.2	2.7
2	3.3	5.6	2.5	1.9	4.8	3.8	4.3	4.2	4.9	3.8	2.7
1	2.2	3.8	1.6	1.1	3.5	1.3	1.9	3.4	5.4	2.3	1.2
0	4.3	5.5	3.9	3.4	5.3	4.0	3.7	4.9	5.6	4.5	3.7
Mean	7.29	6.30	7.65	8.19	6.31	7.32	7.16	6.42	6.43	6.41	7.94



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

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
<b>Total</b>	2000	866	920	724	740	536	366	319	255	358	421	281
<b>AGREE</b>	72.4	84.2	61.1	84.7	61.0	71.4	85.3	62.3	72.7	84.0	60.0	70.3
<b>Strongly</b>	59.3	74.3	45.8	74.0	46.9	56.4	75.2	48.7	59.9	72.8	45.6	53.3
10	37.0	52.6	23.3	51.3	25.0	34.5	47.5	25.2	34.2	55.1	24.8	34.8
9	10.8	11.5	10.1	11.7	10.4	10.3	15.3	11.7	13.0	8.1	9.5	7.8
8	11.4	10.2	12.4	11.0	11.5	11.6	12.4	11.9	12.6	9.6	11.3	10.7
7	7.2	5.7	8.5	6.2	7.1	8.6	6.5	7.9	7.2	5.9	6.5	9.8
6	5.9	4.2	6.9	4.5	6.9	6.5	3.7	5.7	5.6	5.3	7.9	7.3
<b>NEUTRAL-5</b>	8.9	4.9	12.4	5.3	12.2	9.1	4.6	13.4	8.6	5.9	11.3	9.6
<b>DISAGREE</b>	18.8	10.9	26.4	10.1	26.8	19.4	10.1	24.3	18.7	10.1	28.7	20.0
4	4.3	2.2	6.1	2.7	5.8	4.5	3.3	4.8	4.3	2.1	6.5	4.7
3	4.7	2.3	7.4	1.9	6.8	5.5	2.3	6.7	6.7	1.5	6.9	4.4
2	3.3	1.9	4.7	1.3	5.2	3.4	0.7	5.7	3.1	2.0	4.9	3.6
1	2.2	1.1	3.7	1.2	3.4	1.8	1.3	2.2	1.9	1.1	4.3	1.8
0	4.3	3.4	4.5	3.0	5.5	4.2	2.6	4.9	2.8	3.5	6.0	5.5
<b>Mean</b>	7.29	8.21	6.45	8.23	6.46	7.18	8.25	6.61	7.33	8.21	6.34	7.05



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
AGREE	72.4	57.1	49.3	61.9	68.6	87.0	89.7	88.1	68.1	70.9	89.3	55.6	67.6	76.9	60.6	68.3	87.3
Strongly	59.3	40.5	38.7	41.5	54.5	75.4	83.6	78.8	50.5	55.5	80.4	39.8	56.5	64.7	39.6	52.6	78.0
10	37.0	20.0	19.6	20.2	31.2	49.2	66.1	56.2	17.5	38.6	56.9	19.9	31.9	36.6	21.6	27.7	62.0
9	10.8	10.1	10.8	9.6	9.9	13.6	10.6	12.3	12.3	7.1	12.8	9.9	9.6	18.1	9.8	11.3	7.6
8	11.4	10.4	8.3	11.7	13.3	12.6	6.9	10.2	20.8	9.8	10.6	9.9	15.0	10.0	8.2	13.6	8.4
7	7.2	9.2	6.4	11.0	6.9	7.3	3.7	5.8	5.8	8.6	5.6	9.0	3.9	5.5	12.3	8.3	7.0
6	5.9	7.4	4.2	9.4	7.3	4.2	2.3	3.4	11.8	6.9	3.4	6.8	7.3	6.7	8.8	7.4	2.3
NEUTRAL-5	8.9	13.0	15.5	11.5	10.1	4.8	3.9	4.4	5.5	10.3	4.0	13.6	11.9	1.7	13.2	8.8	7.5
DISAGREE	18.8	29.9	35.2	26.7	21.3	8.3	6.5	7.5	26.4	18.8	6.7	30.8	20.4	21.4	26.2	22.9	5.2
4	4.3	6.0	5.2	6.5	4.8	3.3	1.4	2.5	0.0	3.0	2.8	7.0	4.0	3.6	3.2	6.2	0.6
3	4.7	7.6	10.0	6.2	5.9	1.3	1.0	1.2	10.9	5.4	0.3	7.4	5.7	7.0	7.3	6.2	2.5
2	3.3	5.6	5.2	5.9	3.8	1.0	1.2	1.1	4.8	2.6	0.7	5.8	4.4	4.5	5.2	3.8	1.1
1	2.2	4.1	3.6	4.4	2.0	0.8	1.0	0.9	7.6	1.3	0.7	3.9	2.1	5.0	3.4	2.1	0.0
0	4.3	6.6	11.2	3.7	4.9	1.9	1.9	1.9	3.1	6.5	2.2	6.8	4.2	1.3	7.1	4.7	0.9
Mean	7.29	6.10	5.72	6.33	6.97	8.36	8.83	8.55	6.40	7.15	8.63	6.05	7.00	7.45	6.23	6.87	8.68



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
AGREE	72.4	61.2	69.6	85.4	71.5	68.3	69.7	68.1	73.0	73.3	72.4	72.5	76.7	81.2	74.4	61.3
Strongly	59.3	45.3	57.2	75.1	56.3	55.5	57.8	55.1	59.8	59.8	59.6	60.2	64.1	74.3	61.8	46.8
10	37.0	23.8	30.6	53.5	31.5	30.9	23.3	32.0	37.3	36.8	38.3	43.2	43.2	45.7	36.7	28.5
9	10.8	9.8	12.8	11.3	11.2	13.0	26.7	11.1	11.2	11.8	10.1	5.1	10.1	15.6	11.9	8.4
8	11.4	11.7	13.8	10.2	13.6	11.5	7.8	12.1	11.3	11.3	11.3	11.8	10.7	13.0	13.2	10.0
7	7.2	8.7	6.6	5.7	7.5	6.6	4.0	6.9	6.9	7.0	6.8	10.0	7.4	2.5	6.2	8.5
6	5.9	7.2	5.8	4.6	7.7	6.2	7.8	6.0	6.3	6.5	5.9	2.3	5.3	4.4	6.4	6.0
NEUTRAL-5	8.9	12.3	8.7	5.2	9.5	11.4	10.1	11.6	8.7	8.8	8.6	6.9	8.9	4.4	8.2	11.5
DISAGREE	18.8	26.5	21.6	9.4	19.0	20.3	20.2	20.4	18.3	17.9	19.1	20.6	14.4	14.4	17.4	27.2
4	4.3	5.8	5.3	2.4	5.1	3.6	2.8	3.7	4.8	4.8	4.9	1.1	4.2	2.1	3.2	6.7
3	4.7	7.1	5.5	1.8	4.7	6.6	11.7	5.8	4.5	4.5	4.4	3.7	3.0	6.5	4.1	6.3
2	3.3	4.8	4.2	1.5	3.5	3.2	2.9	3.2	3.4	3.4	3.4	2.9	2.3	0.7	4.9	4.3
1	2.2	3.4	2.1	0.9	2.1	3.0	2.8	3.0	1.8	1.6	2.2	4.3	1.9	0.6	1.5	3.4
0	4.3	5.5	4.5	2.9	3.6	4.0	0.0	4.6	3.8	3.6	4.1	8.7	3.1	4.5	3.7	6.4
Mean	7.29	6.43	7.05	8.31	7.14	7.02	7.16	7.00	7.35	7.37	7.32	7.17	7.69	7.97	7.39	6.51



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
AGREE	72.4	73.6	69.9	69.2	71.4	73.6	74.9	73.6	64.5	72.4	72.3	70.3	73.4	68.3	73.9	71.1	69.6	70.8	76.9	69.1
Strongly	59.3	61.4	55.1	54.5	56.3	61.8	62.5	61.0	47.1	59.5	58.7	57.1	58.9	55.6	62.4	57.1	59.8	55.2	61.0	56.4
10	37.0	40.2	30.7	31.7	28.8	38.3	32.9	41.7	28.4	36.8	37.7	38.4	37.9	26.7	35.6	37.8	38.0	38.7	39.0	36.4
9	10.8	10.0	12.4	10.1	17.3	13.3	13.6	7.4	11.1	11.4	9.6	7.6	10.1	15.3	14.4	8.9	12.2	4.2	8.7	11.9
8	11.4	11.1	11.9	12.7	10.3	10.1	15.9	11.9	7.5	11.4	11.4	11.1	10.9	13.6	12.4	10.4	9.6	12.3	13.2	8.1
7	7.2	6.8	7.9	7.3	9.1	6.8	7.9	6.8	7.8	6.9	7.6	6.1	8.8	8.7	6.7	7.2	3.8	7.7	9.7	7.8
6	5.9	5.4	7.0	7.4	6.0	5.1	4.5	5.7	9.6	5.9	6.0	7.1	5.7	4.1	4.8	6.9	6.0	7.9	6.2	5.0
NEUTRAL-5	8.9	7.7	11.2	11.0	11.6	8.1	9.7	7.4	12.8	8.6	9.4	9.7	8.8	12.9	8.1	9.1	13.6	6.8	6.8	11.2
DISAGREE	18.8	18.7	18.9	19.8	17.0	18.3	15.4	19.0	22.8	19.0	18.3	20.1	17.8	18.7	18.0	19.8	16.8	22.4	16.3	19.7
4	4.3	4.1	4.9	5.9	2.7	3.8	4.5	4.2	5.2	4.6	3.8	2.2	5.7	3.5	4.5	4.6	2.3	2.1	3.7	8.2
3	4.7	4.5	5.0	4.9	5.3	5.3	4.4	3.9	5.7	4.5	5.0	5.0	5.0	7.6	4.7	4.4	5.6	4.6	6.9	2.6
2	3.3	3.4	3.2	2.9	3.9	3.3	2.5	3.4	4.0	3.3	3.5	4.3	3.0	4.3	3.3	3.2	3.5	4.9	1.2	5.1
1	2.2	2.4	1.7	1.7	1.7	2.3	0.8	2.5	2.7	1.9	2.8	3.9	2.5	0.0	1.6	2.1	1.6	5.6	3.1	1.8
0	4.3	4.4	4.1	4.5	3.4	3.6	3.2	5.0	5.2	4.8	3.2	4.6	1.7	3.4	3.9	5.5	3.8	5.1	1.4	2.0
Mean	7.29	7.39	7.10	7.05	7.19	7.42	7.47	7.36	6.69	7.29	7.31	7.11	7.43	7.08	7.41	7.18	7.32	6.96	7.55	7.28





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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

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	156	280	333	319	391	521	769	1231	1088	912	940	1060
AGREE	72.4	49.0	61.8	78.9	75.8	76.8	75.5	66.6	76.0	69.3	76.0	74.1	70.8
Strongly	59.3	33.7	47.1	68.9	64.7	61.2	62.5	53.8	62.7	57.0	62.0	62.0	56.8
10	37.0	14.7	26.6	44.9	39.8	42.8	38.3	32.1	40.1	34.4	40.2	36.3	37.7
9	10.8	7.7	10.2	12.8	11.3	8.6	12.2	10.8	10.8	11.0	10.7	13.4	8.5
8	11.4	11.2	10.3	11.1	13.6	9.8	12.0	10.8	11.7	11.6	11.1	12.3	10.6
7	7.2	6.2	7.3	5.6	5.9	9.0	7.7	6.4	7.7	6.2	8.3	7.2	7.1
6	5.9	9.1	7.4	4.4	5.1	6.5	5.2	6.5	5.6	6.1	5.8	4.9	6.9
NEUTRAL-5	8.9	13.1	14.3	5.5	6.8	6.9	9.6	10.2	8.0	9.2	8.4	8.7	9.0
DISAGREE	18.8	37.9	23.9	15.6	17.4	16.3	14.9	23.2	16.0	21.5	15.5	17.2	20.1
4	4.3	8.4	5.5	3.8	3.7	3.3	4.0	5.3	3.7	4.8	3.7	4.1	4.5
3	4.7	7.8	5.8	3.9	4.9	4.1	4.0	5.4	4.2	5.2	4.0	5.0	4.4
2	3.3	9.8	5.8	2.1	2.5	2.6	1.9	5.0	2.3	4.3	2.2	3.0	3.6
1	2.2	4.4	2.5	1.1	2.6	2.0	1.9	2.3	2.1	2.4	1.9	1.7	2.5
0	4.3	7.5	4.3	4.8	3.8	4.4	3.1	5.2	3.7	4.8	3.7	3.4	5.0
Mean	7.29	5.51	6.61	7.79	7.52	7.53	7.56	6.89	7.54	7.08	7.55	7.44	7.16



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
<b>Total</b>	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
<b>AGREE</b>	72.4	54.4	71.2	75.8	76.4	54.7	68.6	76.6	78.6	54.3	73.2	75.0	73.8	72.1	71.2	75.4
<b>Strongly</b>	59.3	37.7	60.5	62.9	62.6	45.3	58.5	63.1	66.0	34.9	62.1	62.6	58.7	58.0	57.4	65.1
<b>10</b>	37.0	18.6	36.8	42.1	39.4	20.7	33.5	37.3	39.8	17.8	39.5	46.8	38.9	33.0	36.4	43.3
<b>9</b>	10.8	7.8	12.6	8.8	12.0	13.9	14.5	11.9	13.8	5.6	11.1	5.8	9.9	12.5	10.1	10.5
<b>8</b>	11.4	11.3	11.0	11.9	11.3	10.8	10.5	13.9	12.4	11.5	11.5	10.0	9.9	12.5	10.8	11.3
<b>7</b>	7.2	6.9	5.9	6.9	8.3	4.7	5.7	7.2	8.5	7.7	6.1	6.7	8.0	6.5	7.8	6.5
<b>6</b>	5.9	9.8	4.8	6.0	5.5	4.7	4.4	6.3	4.2	11.7	5.0	5.7	7.0	7.6	6.0	3.8
<b>NEUTRAL-5</b>	8.9	12.8	9.6	5.5	9.5	10.9	9.2	5.9	9.9	13.6	10.0	5.1	9.1	7.3	9.2	10.0
<b>DISAGREE</b>	18.8	32.7	19.2	18.7	14.1	34.5	22.3	17.5	11.4	32.1	16.8	19.9	17.1	20.5	19.6	14.7
<b>4</b>	4.3	7.9	4.2	4.5	3.1	6.3	4.5	5.5	2.5	8.4	4.1	3.6	3.8	5.1	4.3	3.6
<b>3</b>	4.7	6.3	5.1	4.9	3.7	7.4	7.4	4.5	3.5	5.9	3.2	5.3	4.0	4.3	5.3	3.6
<b>2</b>	3.3	8.6	3.7	2.3	2.2	11.0	3.3	1.7	2.5	7.7	3.9	2.8	1.8	4.3	3.1	2.7
<b>1</b>	2.2	4.3	1.2	3.0	1.6	3.6	1.7	2.3	1.1	4.5	0.7	3.8	2.1	2.8	2.0	1.7
<b>0</b>	4.3	5.7	5.1	4.0	3.5	6.1	5.4	3.6	1.8	5.6	4.8	4.4	5.4	4.0	4.9	3.1
<b>Mean</b>	7.29	5.90	7.29	7.48	7.60	6.06	7.10	7.50	7.82	5.84	7.44	7.47	7.34	7.15	7.20	7.68



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

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>AGREE</b>	73.8	100.0	95.8	93.0	84.9	68.8	54.1	28.1	14.3	82.6	95.4	76.7	29.6	86.6	78.4	72.3	87.3	52.7	79.4	37.5
<b>Strongly</b>	60.5	99.1	91.5	84.3	67.5	47.7	25.2	14.5	7.0	71.7	89.8	56.2	17.0	78.4	64.7	56.8	77.5	33.7	63.2	16.9
10	40.3	96.5	75.8	46.8	39.7	24.5	10.4	8.4	2.5	49.8	67.1	30.6	9.6	59.6	41.9	32.9	51.4	17.7	37.2	6.6
9	9.7	1.7	7.6	19.0	12.6	11.6	4.6	3.7	3.3	10.7	11.5	12.2	2.8	9.5	10.1	10.5	14.6	7.2	12.2	4.4
8	10.5	0.9	8.0	18.5	15.2	11.5	10.2	2.4	1.3	11.2	11.2	13.4	4.6	9.4	12.7	13.3	11.4	8.7	13.8	5.8
7	6.8	0.9	3.5	6.6	10.1	11.0	8.8	5.4	2.8	6.6	4.4	11.7	3.9	5.4	6.6	9.8	6.5	7.3	8.0	7.0
6	6.5	0.0	0.8	2.1	7.3	10.2	20.1	8.2	4.4	4.3	1.2	8.8	8.6	2.7	7.0	5.8	3.4	11.7	8.2	13.7
<b>NEUTRAL-5</b>	8.5	0.0	2.1	3.3	7.1	15.3	17.4	21.5	7.1	5.8	2.2	9.6	14.1	4.4	5.4	10.3	5.7	14.9	13.3	15.9
<b>DISAGREE</b>	17.7	0.0	2.0	3.7	8.0	15.9	28.5	50.4	78.6	11.6	2.4	13.6	56.4	9.0	16.2	17.4	7.0	32.4	7.4	46.6
4	3.5	0.0	0.5	2.2	1.7	6.1	6.1	10.1	5.7	2.4	1.1	4.0	4.8	2.2	3.9	1.2	2.1	6.2	3.1	8.0
3	4.3	0.0	0.4	0.3	2.0	3.9	5.7	21.5	14.0	3.2	0.3	3.6	17.7	1.1	4.4	7.2	3.0	7.0	1.4	10.1
2	3.5	0.0	0.0	0.5	1.8	3.1	6.6	6.1	17.9	2.3	0.2	2.6	12.6	1.5	3.9	3.4	1.2	6.3	1.9	8.8
1	2.4	0.0	0.0	0.0	0.8	0.7	6.0	7.2	12.5	1.1	0.0	0.9	7.2	0.8	2.0	1.5	0.0	5.7	0.4	8.7
0	4.0	0.0	1.1	0.8	1.6	2.1	4.2	5.5	28.5	2.7	0.7	2.5	14.0	3.5	2.1	4.2	0.7	7.2	0.5	11.0
<b>Mean</b>	7.40	9.94	9.35	8.73	8.00	6.99	5.57	4.55	2.60	8.09	9.19	7.39	4.13	8.48	7.66	7.19	8.51	5.72	7.85	4.51



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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	1799	1543	256	201	139	62
AGREE	73.8	75.6	73.1	73.3	74.1	75.3	76.5	68.5	60.2	58.7	63.6
Strongly	60.5	59.6	59.2	62.0	60.1	61.8	64.3	46.7	48.8	45.5	56.4
10	40.3	38.2	38.4	43.4	38.8	41.6	44.1	26.7	29.1	25.4	37.5
9	9.7	10.4	9.7	9.3	9.9	9.7	9.6	10.4	9.8	11.3	6.3
8	10.5	11.0	11.1	9.3	11.4	10.5	10.7	9.6	9.9	8.8	12.6
7	6.8	8.0	7.9	5.6	6.8	6.9	6.0	12.5	5.6	6.8	2.8
6	6.5	8.1	6.0	5.7	7.2	6.6	6.1	9.4	5.8	6.4	4.5
NEUTRAL-5	8.5	7.0	10.1	8.9	7.0	8.0	7.6	10.1	12.5	12.0	13.5
DISAGREE	17.7	17.3	16.8	17.8	18.9	16.7	15.9	21.3	27.3	29.3	22.8
4	3.5	2.7	4.3	3.3	3.8	3.4	2.8	7.3	4.5	4.6	4.4
3	4.3	4.2	3.7	4.7	4.2	3.8	3.6	5.4	8.2	7.0	11.0
2	3.5	3.1	2.6	4.0	3.7	3.2	3.1	3.8	6.0	6.2	5.6
1	2.4	2.5	2.7	1.9	3.0	2.2	2.2	2.5	4.1	5.9	0.0
0	4.0	4.8	3.4	4.0	4.2	4.0	4.3	2.4	4.4	5.6	1.8
Mean	7.40	7.35	7.38	7.47	7.32	7.49	7.60	6.87	6.54	6.30	7.08



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
AGREE	73.8	84.5	67.7	82.5	65.6	69.8	84.8	65.8	65.5	70.2	72.2	74.7	73.6	69.8	83.8	70.3	65.4	59.6
Strongly	60.5	75.1	50.9	72.7	48.3	58.3	75.5	48.4	51.5	55.8	59.0	61.1	58.9	58.9	72.7	52.6	52.3	51.0
10	40.3	54.4	30.8	52.7	28.6	34.7	55.6	29.1	30.4	31.9	35.5	40.8	36.8	43.2	52.2	35.1	34.1	33.1
9	9.7	9.8	10.1	9.1	10.3	10.1	8.9	10.1	9.7	11.7	11.5	10.0	10.5	7.5	11.0	7.7	12.6	5.2
8	10.5	10.9	10.0	10.9	9.4	13.5	10.9	9.3	11.4	12.2	12.0	10.3	11.7	8.2	9.5	9.7	5.6	12.7
7	6.8	5.2	7.9	6.2	7.5	6.5	5.8	7.2	7.3	7.1	8.6	7.1	6.7	6.7	5.9	9.7	9.1	2.9
6	6.5	4.2	9.0	3.6	9.8	5.0	3.4	10.1	6.8	7.4	4.7	6.6	7.9	4.2	5.2	8.1	4.0	5.7
NEUTRAL-5	8.5	5.0	11.1	4.8	11.6	11.7	4.5	11.1	10.3	9.2	12.1	8.1	8.6	9.7	6.3	8.6	6.9	13.5
DISAGREE	17.7	10.5	21.2	12.7	22.8	18.5	10.8	23.2	24.1	20.6	15.7	17.1	17.8	20.5	9.9	21.1	27.7	26.9
4	3.5	1.7	4.1	2.6	4.9	1.6	2.3	5.4	4.1	3.8	0.0	3.4	4.3	4.0	1.3	3.5	4.6	4.8
3	4.3	2.3	4.8	3.0	5.1	7.1	2.3	5.6	4.5	5.2	7.2	4.2	4.5	2.5	3.1	4.4	7.5	5.8
2	3.5	2.5	3.7	2.7	4.3	3.0	2.0	4.3	4.6	4.2	4.4	3.3	3.8	4.1	1.4	4.0	4.0	5.9
1	2.4	1.2	3.8	1.3	3.7	1.8	1.2	3.8	3.8	3.4	0.0	2.3	1.9	4.8	1.0	4.2	4.4	3.7
0	4.0	2.8	4.9	3.1	4.8	5.1	2.9	4.1	7.1	4.0	4.2	3.9	3.3	5.1	3.0	5.0	7.2	6.8
Mean	7.40	8.26	6.85	8.11	6.71	7.15	8.29	6.73	6.69	7.04	7.33	7.45	7.33	7.22	8.20	6.97	6.75	6.54



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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	532	1466	931	855	214	452	844	305	539	1155	
AGREE	73.8	67.4	76.1	83.6	63.6	72.3	70.3	67.2	70.0	65.6	78.7	
Strongly	60.5	50.2	64.2	73.4	47.4	56.8	55.2	50.0	56.4	46.5	68.2	
10	40.3	28.5	44.7	53.1	28.3	32.9	30.2	29.4	35.8	25.7	48.4	
9	9.7	11.0	9.2	9.7	9.5	10.5	10.7	10.6	11.1	10.3	9.1	
8	10.5	10.8	10.4	10.6	9.6	13.3	14.4	10.1	9.4	10.5	10.7	
7	6.8	7.2	6.7	5.9	7.1	9.8	8.6	7.9	6.2	8.8	6.0	
6	6.5	10.0	5.3	4.3	9.1	5.8	6.5	9.3	7.4	10.3	4.5	
NEUTRAL-5	8.5	11.4	7.4	4.8	12.0	10.3	9.9	11.1	10.2	11.7	6.4	
DISAGREE	17.7	21.2	16.5	11.7	24.4	17.4	19.8	21.6	19.8	22.7	14.9	
4	3.5	5.0	3.0	2.8	4.9	1.2	3.2	4.5	3.0	5.4	2.8	
3	4.3	5.1	4.0	2.3	5.7	7.2	7.1	5.7	4.7	6.2	3.3	
2	3.5	4.3	3.2	2.4	4.7	3.4	5.4	4.5	5.8	3.7	2.7	
1	2.4	2.1	2.5	1.3	3.9	1.5	1.4	2.3	2.6	2.1	2.5	
0	4.0	4.8	3.8	3.0	5.2	4.2	2.6	4.7	3.8	5.3	3.5	
Mean	7.40	6.83	7.60	8.18	6.60	7.19	7.08	6.82	7.13	6.65	7.82	



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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	866	920	724	740	536	366	319	255	358	421	281
AGREE	73.8	84.7	66.1	84.4	63.8	73.3	85.9	67.9	73.1	82.8	60.8	73.5
Strongly	60.5	75.1	49.0	75.6	48.7	56.4	76.9	51.0	56.4	74.2	47.1	56.5
10	40.3	54.9	29.0	54.4	30.3	35.1	54.9	30.9	35.6	54.0	29.9	34.7
9	9.7	9.5	10.2	10.3	9.3	9.5	10.5	10.0	9.2	10.2	8.7	9.8
8	10.5	10.6	9.9	10.8	9.2	11.8	11.5	10.0	11.6	10.0	8.5	12.0
7	6.8	5.3	8.1	5.4	6.3	9.5	5.9	7.8	10.5	4.9	5.1	8.5
6	6.5	4.3	9.0	3.4	8.8	7.4	3.1	9.1	6.1	3.7	8.6	8.6
NEUTRAL-5	8.5	4.7	11.3	5.0	11.8	8.5	4.5	10.9	8.8	5.6	12.4	8.2
DISAGREE	17.7	10.6	22.6	10.6	24.4	18.2	9.6	21.2	18.1	11.5	26.9	18.3
4	3.5	1.7	4.7	2.4	4.6	3.5	1.8	4.3	4.0	3.0	4.8	3.1
3	4.3	2.4	5.5	1.5	5.9	5.9	1.1	4.7	5.4	1.8	6.7	6.4
2	3.5	2.4	4.1	1.7	4.7	4.2	1.5	4.6	3.9	2.0	4.7	4.4
1	2.4	1.0	3.5	1.6	3.8	1.7	1.3	2.8	2.0	1.9	4.5	1.4
0	4.0	3.1	4.8	3.3	5.5	2.9	3.9	4.8	2.7	2.8	6.1	3.1
Mean	7.40	8.26	6.74	8.27	6.64	7.26	8.33	6.87	7.29	8.20	6.47	7.24



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
AGREE	73.8	59.1	49.9	64.6	73.4	85.1	87.0	85.9	72.4	79.4	86.5	58.3	69.3	86.1	56.5	73.8	82.9
Strongly	60.5	42.4	37.8	45.2	57.9	75.9	79.6	77.4	52.9	68.8	78.9	41.5	56.9	73.3	42.3	54.0	72.4
10	40.3	24.1	25.6	23.1	36.8	49.2	67.1	56.7	23.1	45.4	59.0	24.3	37.3	50.2	23.3	32.9	49.0
9	9.7	9.5	9.2	9.7	9.1	12.3	7.8	10.5	23.8	10.0	9.5	8.9	8.5	15.9	6.2	9.1	12.6
8	10.5	8.8	3.0	12.3	11.9	14.3	4.6	10.3	6.0	13.4	10.5	8.4	11.1	7.2	12.7	12.0	10.7
7	6.8	7.1	5.1	8.3	7.7	6.3	4.7	5.7	11.8	5.0	5.0	7.2	4.4	6.9	4.6	11.1	7.9
6	6.5	9.5	7.1	11.0	7.8	2.9	2.8	2.8	7.8	5.7	2.6	9.7	7.9	5.9	9.7	8.6	2.6
NEUTRAL-5	8.5	12.1	15.5	10.1	9.0	5.6	4.2	5.0	7.8	6.5	4.5	13.1	10.2	7.3	8.7	9.1	6.5
DISAGREE	17.7	28.8	34.6	25.3	17.7	9.3	8.8	9.1	19.8	14.1	9.0	28.5	20.5	6.6	34.8	17.1	10.5
4	3.5	5.8	4.3	6.6	3.3	1.6	2.4	1.9	5.9	2.4	2.2	5.4	3.5	2.1	7.5	3.6	0.7
3	4.3	5.9	5.2	6.3	5.8	1.5	1.6	1.5	0.0	4.0	0.9	6.2	5.9	2.8	7.1	6.4	3.8
2	3.5	6.1	5.9	6.1	3.6	1.8	0.7	1.3	7.7	3.5	0.8	5.6	3.9	0.0	7.9	3.3	4.1
1	2.4	4.9	7.1	3.6	1.7	1.6	0.6	1.2	2.3	2.2	1.4	5.4	1.2	1.7	3.6	1.9	0.0
0	4.0	6.2	12.0	2.7	3.3	2.8	3.4	3.1	3.8	2.0	3.6	6.0	5.9	0.0	8.7	1.9	1.9
Mean	7.40	6.22	5.70	6.54	7.31	8.24	8.65	8.41	7.02	7.83	8.47	6.20	7.09	8.41	5.95	7.25	8.16





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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	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
AGREE	73.8	63.4	70.6	86.1	75.0	79.1	74.6	79.8	74.3	77.0	69.1	62.8	77.5	79.7	78.4	64.2
Strongly	60.5	47.2	57.1	76.1	58.6	66.8	64.7	67.1	60.7	64.1	54.2	50.7	65.3	66.4	67.0	47.5
10	40.3	28.6	32.1	55.7	35.5	40.2	42.8	39.8	40.6	43.2	35.7	38.5	44.0	44.2	47.7	30.3
9	9.7	9.7	10.3	9.6	10.4	13.4	18.8	12.6	9.9	10.8	8.2	3.2	9.2	12.3	10.7	7.6
8	10.5	8.9	14.6	10.8	12.7	13.2	3.0	14.7	10.2	10.1	10.4	9.0	12.1	9.8	8.6	9.6
7	6.8	7.6	8.0	5.5	8.3	6.0	3.8	6.3	7.1	6.9	7.5	5.6	6.3	7.4	6.8	7.8
6	6.5	8.6	5.5	4.5	8.0	6.3	6.2	6.3	6.5	6.0	7.4	6.6	5.9	6.0	4.6	8.9
NEUTRAL-5	8.5	11.1	10.7	4.9	8.4	8.3	11.7	7.9	8.2	6.8	10.8	10.7	8.0	5.3	6.6	12.1
DISAGREE	17.7	25.5	18.7	9.0	16.6	12.5	13.7	12.4	17.5	16.2	20.1	26.5	14.5	14.9	15.0	23.7
4	3.5	5.0	2.0	2.4	3.6	0.8	0.0	0.9	4.0	4.1	3.7	3.5	3.3	3.8	3.1	4.1
3	4.3	6.3	5.9	1.5	4.6	2.6	0.0	3.0	4.4	4.3	4.6	5.6	2.7	4.1	4.0	6.3
2	3.5	5.0	4.0	1.7	3.4	4.8	9.7	4.1	3.1	2.8	3.6	5.0	2.0	2.5	4.0	4.8
1	2.4	3.7	4.1	0.6	1.9	1.3	4.0	0.9	2.5	1.7	3.8	3.7	2.7	1.1	0.9	3.9
0	4.0	5.5	2.8	2.8	3.0	3.1	0.0	3.5	3.6	3.2	4.4	8.7	3.9	3.4	3.0	4.5
Mean	7.40	6.58	7.11	8.38	7.36	7.72	7.67	7.73	7.44	7.65	7.04	6.62	7.67	7.80	7.84	6.66



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

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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
AGREE	73.8	71.7	78.1	76.5	81.6	73.1	81.9	70.5	74.1	76.0	69.1	70.9	63.3	76.4	79.3	73.3	73.5	69.0	64.9	61.2
Strongly	60.5	58.9	63.7	62.5	66.1	59.1	68.4	58.8	58.6	63.1	55.1	60.6	45.7	62.3	66.4	60.2	65.1	57.2	41.3	51.1
10	40.3	40.5	40.1	39.9	40.5	40.6	43.1	40.3	36.9	42.4	36.1	43.7	27.4	34.9	44.1	40.8	48.3	40.3	25.7	29.4
9	9.7	8.4	12.3	11.9	13.1	8.3	12.8	8.5	11.8	10.1	8.9	9.5	6.4	14.7	11.4	9.0	7.5	11.0	4.0	9.3
8	10.5	10.1	11.2	10.7	12.5	10.2	12.5	10.0	9.9	10.6	10.1	7.3	12.0	12.7	10.9	10.4	9.3	5.8	11.6	12.4
7	6.8	6.7	6.9	7.4	5.9	7.8	7.8	5.9	5.9	7.0	6.4	3.0	8.9	7.5	7.5	6.5	3.6	2.5	12.2	4.9
6	6.5	6.0	7.5	6.6	9.6	6.2	5.6	5.8	9.6	6.0	7.6	7.4	8.6	6.6	5.4	6.5	4.8	9.3	11.3	5.3
NEUTRAL-5	8.5	8.5	8.3	9.4	6.0	7.8	8.0	9.1	8.7	7.2	11.1	10.8	12.1	11.1	6.1	8.2	11.5	10.3	11.9	12.4
DISAGREE	17.7	19.8	13.6	14.1	12.4	19.1	10.2	20.4	17.2	16.8	19.8	18.3	24.7	12.5	14.7	18.6	15.0	20.8	23.3	26.4
4	3.5	4.3	1.9	2.2	1.2	4.2	1.6	4.4	2.2	3.4	3.7	2.6	5.3	3.7	3.0	3.8	2.2	2.9	5.2	5.5
3	4.3	4.5	3.8	3.5	4.4	4.5	1.7	4.5	6.1	3.9	5.1	5.1	5.8	2.5	2.9	4.8	3.8	6.1	6.6	4.8
2	3.5	3.9	2.5	2.2	3.2	3.9	2.0	4.0	3.0	2.8	4.9	6.4	4.4	3.0	2.3	3.2	6.4	6.5	5.4	3.1
1	2.4	2.7	1.8	1.4	2.6	2.3	1.5	3.1	2.2	2.5	2.2	1.0	4.2	1.0	2.3	2.7	0.7	1.2	2.2	6.7
0	4.0	4.3	3.5	4.7	1.0	4.2	3.3	4.4	3.7	4.1	3.9	3.2	4.9	2.3	4.1	4.1	1.9	4.2	3.8	6.2
Mean	7.40	7.28	7.63	7.56	7.79	7.34	7.92	7.24	7.32	7.54	7.10	7.40	6.53	7.60	7.74	7.37	7.70	7.18	6.52	6.54



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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
<b>Total</b>	2000	156	280	333	319	391	521	769	1231	1088	912	940	1060
<b>AGREE</b>	73.8	53.2	58.4	70.3	71.2	83.4	84.9	62.5	80.9	65.1	84.3	76.3	71.6
<b>Strongly</b>	60.5	39.2	42.8	54.4	58.6	70.5	74.1	47.1	68.9	50.5	72.5	62.5	58.7
10	40.3	20.5	27.4	32.2	38.2	49.5	52.9	28.1	48.0	31.1	51.4	41.5	39.3
9	9.7	8.7	7.4	11.7	10.9	7.5	11.0	9.5	9.9	9.9	9.5	10.0	9.5
8	10.5	10.0	8.0	10.5	9.4	13.4	10.3	9.5	11.1	9.5	11.6	11.0	9.9
7	6.8	3.9	7.9	9.0	5.5	7.4	6.0	7.6	6.3	7.0	6.6	7.8	5.9
6	6.5	10.1	7.8	6.9	7.1	5.5	4.8	7.9	5.6	7.6	5.1	6.0	7.0
<b>NEUTRAL-5</b>	8.5	13.1	10.8	7.8	11.3	6.1	6.3	10.0	7.5	10.4	6.2	7.8	9.0
<b>DISAGREE</b>	17.7	33.7	30.8	21.9	17.5	10.5	8.8	27.5	11.6	24.6	9.6	15.8	19.4
4	3.5	7.9	3.1	4.7	4.1	3.3	1.5	4.8	2.7	4.6	2.3	3.3	3.8
3	4.3	8.3	6.4	6.5	3.9	1.2	3.1	6.8	2.7	6.0	2.3	3.5	5.0
2	3.5	5.6	7.9	3.4	2.8	2.6	1.5	5.5	2.2	4.7	2.0	3.2	3.7
1	2.4	5.9	5.2	2.4	2.5	1.1	0.8	4.1	1.3	3.7	0.9	2.0	2.8
0	4.0	6.1	8.1	4.9	4.2	2.4	1.9	6.3	2.6	5.7	2.1	3.9	4.2
<b>Mean</b>	7.40	5.90	6.13	7.02	7.30	8.08	8.31	6.47	7.98	6.71	8.21	7.55	7.26



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

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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
AGREE	73.8	53.4	65.5	75.7	84.7	59.4	66.4	77.7	83.8	51.2	64.8	73.6	85.7	69.3	74.6	77.4
Strongly	60.5	39.3	49.5	62.6	73.4	42.6	50.4	63.5	72.1	38.0	48.8	61.8	74.8	55.0	61.2	65.6
10	40.3	20.2	30.5	42.0	52.4	17.4	30.6	43.5	50.4	21.2	30.5	40.6	54.6	36.0	41.7	42.4
9	9.7	8.0	10.5	9.2	10.1	8.1	11.2	7.8	11.0	7.9	10.0	10.5	9.1	10.8	8.4	11.6
8	10.5	11.1	8.5	11.4	10.9	17.1	8.6	12.2	10.8	8.9	8.4	10.7	11.1	8.2	11.1	11.6
7	6.8	5.2	8.3	6.6	6.4	9.8	7.1	8.7	7.2	3.5	9.3	4.5	5.4	7.7	6.6	6.1
6	6.5	8.9	7.7	6.5	4.9	7.0	8.9	5.5	4.5	9.7	6.7	7.4	5.5	6.7	6.8	5.6
NEUTRAL-5	8.5	11.5	9.8	9.5	5.8	10.1	7.7	8.7	7.0	12.0	11.5	10.3	4.4	9.3	7.8	9.0
DISAGREE	17.7	35.1	24.7	14.8	9.5	30.6	25.9	13.5	9.2	36.8	23.7	16.1	9.9	21.4	17.6	13.6
4	3.5	5.8	4.2	4.1	2.0	9.5	2.6	4.2	2.0	4.5	5.5	3.9	1.9	4.7	2.9	3.6
3	4.3	8.8	6.1	2.8	2.7	4.8	6.1	2.1	2.7	10.2	6.1	3.5	2.6	4.1	4.2	4.6
2	3.5	6.6	5.0	3.0	1.8	4.3	4.7	2.9	2.4	7.4	5.2	3.1	1.1	3.8	4.0	1.9
1	2.4	5.8	3.6	1.7	1.0	2.9	5.4	0.8	0.6	6.9	2.3	2.6	1.5	3.5	2.2	1.7
0	4.0	8.2	5.8	3.3	2.1	9.0	7.2	3.5	1.4	7.8	4.7	3.0	2.8	5.4	4.3	1.8
Mean	7.40	5.78	6.70	7.59	8.25	6.08	6.61	7.70	8.23	5.67	6.77	7.48	8.29	7.05	7.42	7.77



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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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		
	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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
AGREE	51.8	100.0	85.7	74.3	53.0	30.4	19.5	12.0	5.0	62.6	83.5	39.9	13.0	68.5	60.3	42.4	68.4	26.0	48.4	13.2
Strongly	40.8	97.4	72.9	61.5	36.1	16.7	10.0	5.9	3.3	50.5	72.8	24.2	3.5	56.6	42.9	33.8	59.9	17.4	33.3	8.3
10	24.5	80.1	48.7	31.1	15.6	7.5	4.8	3.7	2.7	30.7	47.3	9.2	1.9	37.0	23.8	20.7	33.6	9.3	17.5	4.7
9	8.0	6.6	13.9	14.5	9.2	3.4	3.6	2.2	0.6	9.4	12.7	5.9	1.6	8.5	9.0	8.3	12.9	4.5	7.9	2.6
8	8.3	10.6	10.3	16.0	11.3	5.7	1.6	0.0	0.0	10.4	12.9	9.2	0.0	11.1	10.1	4.8	13.5	3.5	7.8	1.0
7	6.3	2.6	8.3	7.6	9.9	7.7	4.1	0.7	0.5	6.9	6.8	8.8	1.9	6.0	11.5	4.2	5.3	4.7	9.1	2.3
6	4.8	0.0	4.5	5.1	7.0	6.0	5.3	5.4	1.2	5.2	3.9	6.8	7.7	5.9	5.9	4.4	3.2	3.9	6.0	2.6
NEUTRAL-5	11.1	0.0	7.9	11.3	15.9	18.7	13.0	9.8	2.7	11.0	7.8	18.3	8.1	10.4	10.6	16.0	9.1	11.4	14.8	9.4
DISAGREE	37.0	0.0	6.4	14.4	31.1	50.9	67.6	78.1	92.3	26.4	8.7	41.8	78.9	21.1	29.1	41.5	22.5	62.6	36.8	77.4
4	5.2	0.0	1.6	3.4	4.7	9.4	10.6	6.8	5.1	4.4	2.1	6.6	11.1	4.3	3.3	9.7	1.9	6.9	7.4	6.7
3	5.5	0.0	0.3	2.2	6.1	8.5	8.8	14.7	8.6	5.2	1.1	9.2	16.0	3.1	7.6	6.2	5.8	6.2	3.1	7.9
2	6.0	0.0	0.4	2.9	4.2	8.4	10.1	11.7	18.1	4.8	1.4	6.9	17.0	4.0	6.1	5.2	4.4	8.9	4.5	11.3
1	4.8	0.0	0.0	1.9	3.6	6.6	12.5	9.1	9.6	3.0	0.8	6.0	6.0	1.0	3.2	6.4	4.4	9.1	2.8	12.7
0	15.7	0.0	4.0	4.1	12.5	18.1	25.5	35.8	50.9	9.0	3.3	13.2	28.8	8.7	8.9	14.0	6.1	31.6	18.9	38.8
Mean	5.65	9.64	8.27	7.37	5.69	4.22	3.21	2.47	1.49	6.55	8.15	4.86	2.65	7.00	6.20	5.31	6.99	3.49	5.34	2.43



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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	1799	1543	256	201	139	62
AGREE	51.8	47.7	51.0	56.9	47.0	53.2	53.2	52.6	40.0	39.9	40.3
Strongly	40.8	38.0	38.4	45.7	36.8	42.3	42.9	38.1	27.5	24.4	34.5
10	24.5	21.6	22.8	27.7	22.8	25.3	26.4	18.9	16.8	13.4	24.4
9	8.0	8.4	6.2	8.3	8.9	8.2	7.8	11.1	5.6	4.9	7.3
8	8.3	8.0	9.4	9.7	5.1	8.7	8.8	8.1	5.1	6.2	2.8
7	6.3	6.5	7.4	6.5	4.6	6.1	6.3	5.2	7.4	9.5	2.8
6	4.8	3.2	5.3	4.7	5.6	4.8	4.0	9.3	5.1	6.0	3.0
NEUTRAL-5	11.1	11.6	9.9	12.1	10.3	10.9	10.3	14.8	13.0	12.5	14.1
DISAGREE	37.0	40.7	39.0	31.0	42.7	35.9	36.5	32.5	47.0	47.6	45.6
4	5.2	4.3	5.9	4.7	5.8	5.1	4.9	6.0	6.0	5.6	7.0
3	5.5	6.4	4.9	5.2	5.8	5.1	5.0	5.8	8.8	10.5	5.0
2	6.0	7.9	6.5	4.7	6.2	5.4	5.4	5.4	11.4	12.1	9.8
1	4.8	4.6	4.4	3.8	6.9	4.7	5.0	3.1	5.5	5.4	5.5
0	15.7	17.4	17.4	12.5	18.0	15.7	16.3	12.3	15.3	13.9	18.3
Mean	5.65	5.35	5.47	6.11	5.26	5.74	5.74	5.75	4.86	4.76	5.08



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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 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
AGREE	51.8	65.3	40.4	66.0	39.1	41.8	68.1	40.0	44.6	45.1	40.9	51.8	51.5	55.1	54.9	46.9	49.7	52.0
Strongly	40.8	52.9	31.0	52.3	30.3	32.9	54.3	31.3	32.8	32.8	32.9	41.1	39.6	42.6	45.3	38.2	40.2	35.9
10	24.5	32.6	18.7	33.4	16.4	18.1	34.5	17.8	18.3	18.5	18.0	24.5	22.2	27.4	28.0	23.8	25.6	23.9
9	8.0	9.0	6.9	7.9	7.4	11.1	8.5	7.2	6.8	6.6	10.6	8.1	8.2	7.8	7.8	8.1	8.4	6.0
8	8.3	11.3	5.4	11.0	6.5	3.7	11.3	6.4	7.7	7.7	4.3	8.5	9.2	7.5	9.5	6.2	6.2	6.1
7	6.3	7.2	4.9	7.8	4.8	5.9	8.0	4.5	6.0	4.7	6.3	6.1	6.4	6.4	6.5	6.1	4.3	9.0
6	4.8	5.3	4.5	5.9	3.9	3.0	5.8	4.1	5.8	7.7	1.7	4.6	5.5	6.1	3.1	2.6	5.1	7.1
NEUTRAL-5	11.1	10.0	11.0	10.2	10.9	18.1	10.4	11.4	11.4	14.6	12.8	11.2	10.3	9.2	13.8	13.0	5.7	10.3
DISAGREE	37.0	24.6	48.6	23.8	50.1	40.1	21.5	48.5	44.0	40.2	46.3	37.0	38.2	35.8	31.3	40.2	44.7	37.6
4	5.2	4.4	4.9	4.4	5.7	6.7	4.3	4.8	6.7	6.5	8.0	5.3	5.9	4.9	4.8	5.2	5.3	3.3
3	5.5	4.2	6.4	4.2	6.5	6.9	3.9	6.2	7.2	7.5	6.7	5.4	5.1	5.1	5.7	6.8	5.4	6.6
2	6.0	4.1	7.3	4.8	7.0	6.4	3.9	6.9	7.3	6.8	8.8	6.1	6.9	5.0	4.1	4.3	11.3	4.6
1	4.8	3.0	7.0	2.3	7.4	4.2	1.4	7.6	6.0	4.5	6.2	4.7	4.2	7.3	3.8	6.2	4.0	5.8
0	15.7	9.0	23.1	8.1	23.5	15.9	8.0	23.1	16.8	15.0	16.7	15.5	16.2	13.5	12.9	17.7	18.6	17.4
Mean	5.65	6.70	4.69	6.76	4.58	5.25	6.93	4.66	5.09	5.24	5.04	5.66	5.55	5.83	6.08	5.40	5.35	5.46



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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	532	1466	931	855	214	452	844	305	539	1155	
AGREE	51.8	44.8	54.4	65.5	39.3	42.4	47.8	42.2	45.5	40.4	58.9	
Strongly	40.8	35.3	42.7	51.6	30.7	33.8	35.3	32.5	36.9	30.1	46.8	
10	24.5	19.8	26.2	32.2	16.9	20.7	18.7	18.1	22.9	15.4	29.1	
9	8.0	9.0	7.6	8.7	7.1	8.3	8.6	7.6	8.5	7.1	8.3	
8	8.3	6.6	8.9	10.7	6.6	4.8	8.1	6.8	5.5	7.6	9.5	
7	6.3	4.8	6.8	8.0	4.9	4.2	7.5	5.4	4.1	6.1	6.9	
6	4.8	4.8	4.8	5.9	3.7	4.4	5.0	4.3	4.6	4.2	5.1	
NEUTRAL-5	11.1	10.6	11.4	10.5	10.7	16.0	13.7	11.1	8.3	12.6	11.2	
DISAGREE	37.0	44.6	34.3	24.0	50.1	41.5	38.5	46.7	46.1	47.0	29.9	
4	5.2	4.5	5.4	3.9	5.3	9.7	6.0	5.0	3.8	5.7	5.3	
3	5.5	7.7	4.7	4.8	6.1	6.2	8.0	6.5	4.4	7.7	4.7	
2	6.0	8.0	5.2	4.8	7.4	5.2	6.8	7.7	8.0	7.5	4.7	
1	4.8	5.5	4.5	1.8	7.6	6.4	4.7	6.7	8.2	5.8	3.4	
0	15.7	18.8	14.5	8.8	23.6	14.0	13.0	20.8	21.8	20.3	11.8	
Mean	5.65	5.09	5.86	6.71	4.58	5.31	5.46	4.85	4.99	4.76	6.24	





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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	866	920	724	740	536	366	319	255	358	421	281
AGREE	51.8	65.2	40.3	65.5	42.4	46.4	67.3	45.7	51.2	63.7	39.9	42.0
Strongly	40.8	52.3	30.4	54.2	32.3	34.4	55.7	33.6	36.4	52.7	31.2	32.6
10	24.5	33.2	16.9	34.3	18.7	19.2	31.2	19.6	16.0	37.4	18.0	22.0
9	8.0	8.4	7.2	9.1	7.8	6.8	12.1	6.9	6.9	6.0	8.4	6.6
8	8.3	10.7	6.3	10.9	5.8	8.4	12.4	7.1	13.5	9.3	4.8	3.9
7	6.3	7.2	5.4	6.5	6.1	6.2	6.6	7.0	6.5	6.4	5.5	5.9
6	4.8	5.7	4.5	4.8	4.0	5.8	5.0	5.1	8.3	4.6	3.2	3.6
NEUTRAL-5	11.1	10.4	11.7	10.5	11.3	11.7	11.9	13.5	11.1	9.2	9.7	12.3
DISAGREE	37.0	24.4	48.0	23.9	46.3	41.9	20.8	40.8	37.7	27.1	50.5	45.7
4	5.2	4.7	4.8	3.8	5.8	6.1	2.8	4.6	4.7	4.8	6.8	7.3
3	5.5	4.3	6.2	4.9	5.3	6.5	5.1	5.8	5.5	4.7	4.9	7.4
2	6.0	4.5	7.2	4.1	6.9	7.2	3.0	7.9	5.3	5.2	6.2	8.8
1	4.8	2.6	7.1	2.0	5.8	7.1	1.5	4.9	8.6	2.6	6.4	5.8
0	15.7	8.3	22.6	9.1	22.5	15.1	8.5	17.6	13.6	9.7	26.1	16.4
Mean	5.65	6.73	4.67	6.78	4.85	5.22	6.89	5.18	5.35	6.67	4.60	5.10



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
AGREE	51.8	36.3	31.5	39.3	46.8	66.7	72.3	69.1	64.3	51.6	69.2	36.0	47.5	72.7	24.0	44.3	66.9
Strongly	40.8	28.4	27.2	29.2	35.9	50.3	62.3	55.3	52.1	39.0	58.2	27.5	37.1	50.6	21.9	33.8	44.2
10	24.5	15.1	18.1	13.3	20.1	29.2	46.0	36.2	21.6	24.4	37.7	15.2	22.6	30.2	11.1	16.5	32.0
9	8.0	8.6	5.0	10.8	6.6	10.1	7.2	8.9	16.5	6.8	9.1	8.1	6.4	10.6	7.4	6.5	7.0
8	8.3	4.7	4.0	5.1	9.3	11.0	9.1	10.2	14.0	7.8	11.4	4.1	8.1	9.7	3.4	10.8	5.2
7	6.3	4.2	1.7	5.7	6.0	9.8	5.9	8.2	5.5	5.2	6.9	4.6	6.8	15.8	1.0	5.8	10.5
6	4.8	3.7	2.6	4.4	4.8	6.6	4.1	5.6	6.8	7.3	4.0	3.9	3.6	6.3	1.1	4.7	12.2
NEUTRAL-5	11.1	9.5	9.0	9.9	12.3	12.1	10.0	11.2	6.8	11.2	10.6	10.3	13.8	8.6	6.4	11.8	15.1
DISAGREE	37.0	54.1	59.6	50.8	40.9	21.2	17.7	19.7	28.9	37.2	20.2	53.6	38.7	18.6	69.7	43.9	18.1
4	5.2	5.1	2.8	6.5	6.7	4.4	2.7	3.7	5.3	3.5	3.8	5.4	7.7	1.6	3.2	7.4	4.1
3	5.5	4.3	3.4	4.9	8.0	4.5	2.7	3.8	7.7	9.1	3.6	3.7	8.9	2.1	6.2	7.0	5.3
2	6.0	7.3	7.3	7.3	7.3	4.5	2.5	3.7	6.0	5.3	3.6	7.0	6.6	7.5	9.4	8.5	2.1
1	4.8	8.9	7.2	10.0	5.2	0.6	1.7	1.1	6.9	4.7	1.0	8.0	3.0	0.0	15.4	7.0	1.9
0	15.7	28.5	39.0	22.2	13.6	7.2	8.0	7.5	3.0	14.6	8.2	29.5	12.5	7.4	35.5	14.1	4.7
Mean	5.65	4.22	3.74	4.52	5.38	6.80	7.39	7.05	6.52	5.61	7.10	4.21	5.60	6.96	3.16	5.12	6.85



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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	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517	
AGREE	51.8	39.8	47.4	66.3	50.4	55.3	58.7	54.8	51.9	53.6	48.8	46.4	59.7	69.4	53.7	34.9	
Strongly	40.8	30.5	35.3	53.7	37.6	42.7	49.3	41.7	40.8	41.6	39.4	37.8	47.1	60.0	43.4	25.8	
10	24.5	17.2	19.4	33.9	20.4	25.0	27.5	24.6	24.0	24.1	23.7	27.6	29.7	37.9	24.5	15.1	
9	8.0	7.6	5.5	9.2	7.7	5.2	9.4	4.6	8.6	9.9	6.2	6.3	8.4	10.0	9.3	5.0	
8	8.3	5.7	10.5	10.6	9.5	12.4	12.4	12.4	8.2	7.5	9.5	3.9	8.9	12.1	9.6	5.6	
7	6.3	5.3	6.9	7.1	7.7	5.2	2.8	5.6	6.8	7.8	5.0	3.2	7.6	5.3	5.4	4.7	
6	4.8	4.0	5.3	5.5	5.1	7.4	6.6	7.5	4.3	4.2	4.4	5.3	5.0	4.0	4.9	4.4	
NEUTRAL-5	11.1	10.5	13.9	11.0	11.4	8.4	11.4	8.0	11.8	11.2	13.0	8.9	11.5	10.6	12.9	10.4	
DISAGREE	37.0	49.7	38.7	22.7	38.2	36.3	29.9	37.2	36.2	35.2	38.2	44.7	28.8	20.0	33.4	54.7	
4	5.2	5.5	6.9	4.2	5.8	3.4	3.3	3.4	5.5	5.3	5.7	5.1	5.1	1.1	6.4	5.4	
3	5.5	6.6	5.6	4.2	6.2	5.9	3.7	6.2	5.3	5.5	5.0	6.2	4.8	3.4	7.2	5.1	
2	6.0	7.9	5.9	3.9	7.4	6.2	13.1	5.2	6.0	6.3	5.5	5.4	4.6	6.3	5.6	8.3	
1	4.8	6.9	6.5	1.9	5.6	7.3	6.8	7.3	4.6	4.5	4.7	3.1	2.8	1.3	4.1	8.7	
0	15.7	22.8	13.7	8.5	13.2	13.5	3.0	15.1	14.9	13.6	17.3	25.0	11.6	7.9	10.0	27.2	
Mean	5.65	4.64	5.38	6.83	5.53	5.71	6.32	5.62	5.70	5.81	5.49	5.16	6.32	7.09	6.00	4.15	



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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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
AGREE	51.8	51.3	52.9	52.3	54.0	51.9	62.0	50.9	43.0	53.1	49.1	44.8	50.3	57.3	57.6	49.3	48.6	42.0	49.6	51.2
Strongly	40.8	40.0	42.4	42.5	42.2	39.3	49.4	40.5	34.8	42.5	37.2	34.3	37.6	41.2	45.2	40.1	32.7	35.5	38.0	37.0
10	24.5	25.7	22.0	20.4	25.2	23.4	22.8	27.6	21.1	25.8	21.6	20.6	22.2	18.2	24.4	27.0	18.3	22.2	22.8	21.5
9	8.0	7.3	9.4	10.3	7.6	7.0	12.2	7.4	6.4	8.3	7.4	5.6	7.2	13.3	9.3	7.3	3.7	7.0	7.1	7.3
8	8.3	7.0	11.0	11.8	9.3	8.8	14.4	5.5	7.3	8.4	8.2	8.2	8.2	9.7	11.4	5.8	10.8	6.3	8.2	8.2
7	6.3	6.9	5.0	4.5	6.0	7.5	5.4	6.5	4.5	5.9	7.0	5.0	8.5	9.6	6.4	5.5	8.2	2.6	6.9	10.5
6	4.8	4.4	5.5	5.4	5.8	5.1	7.3	3.9	3.6	4.7	4.9	5.5	4.2	6.5	6.0	3.6	7.7	3.9	4.6	3.6
NEUTRAL-5	11.1	11.3	10.8	11.3	9.7	13.2	10.6	9.8	11.1	10.0	13.6	14.6	13.6	12.3	11.3	8.9	18.5	11.7	13.2	14.1
DISAGREE	37.0	37.4	36.3	36.3	36.3	35.0	27.4	39.3	45.9	36.9	37.3	40.6	36.1	30.4	31.2	41.8	32.8	46.4	37.3	34.8
4	5.2	5.6	4.3	4.5	4.0	4.5	2.9	6.5	5.9	5.2	5.0	4.8	5.8	3.7	4.3	6.0	0.8	7.7	3.4	8.8
3	5.5	5.4	5.6	5.3	6.1	5.7	5.0	5.2	6.2	5.6	5.2	4.8	7.0	2.1	5.4	5.7	3.6	5.8	7.8	6.0
2	6.0	5.9	6.1	5.5	7.4	5.7	4.5	6.0	7.8	5.9	6.2	6.0	6.6	6.2	4.8	6.8	4.6	7.0	8.6	4.2
1	4.8	4.7	5.0	4.7	5.6	4.8	4.2	4.6	5.9	4.7	4.8	4.6	5.6	3.5	4.5	5.0	6.7	3.0	4.0	7.6
0	15.7	15.8	15.3	16.3	13.1	14.3	10.8	17.1	20.1	15.5	16.0	20.4	11.1	14.9	12.1	18.3	17.0	22.8	13.5	8.2
Mean	5.65	5.65	5.66	5.61	5.76	5.68	6.27	5.62	5.00	5.73	5.47	5.12	5.68	5.84	6.04	5.47	5.29	5.00	5.57	5.81



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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	156	280	333	319	391	521	769	1231	1088	912	940	1060	
AGREE	51.8	43.2	45.8	57.8	47.4	51.0	57.2	50.5	52.7	49.6	54.5	55.6	48.5	
Strongly	40.8	28.3	33.4	47.7	36.7	40.0	47.1	38.6	42.2	38.0	44.1	43.0	38.8	
10	24.5	14.4	20.0	29.8	21.9	22.5	29.6	23.1	25.3	22.7	26.5	23.2	25.6	
9	8.0	9.3	7.1	9.6	6.3	7.5	8.4	8.6	7.6	7.9	8.0	8.9	7.1	
8	8.3	4.7	6.3	8.3	8.5	10.0	9.2	6.9	9.3	7.3	9.5	10.9	6.1	
7	6.3	6.4	6.4	5.6	6.4	7.1	5.9	6.1	6.4	6.2	6.4	6.7	5.9	
6	4.8	8.5	6.1	4.5	4.4	3.8	4.1	5.9	4.1	5.4	4.0	5.9	3.8	
NEUTRAL-5	11.1	12.3	10.8	6.0	12.5	12.2	12.7	9.0	12.5	10.0	12.5	12.2	10.2	
DISAGREE	37.0	44.5	43.4	36.2	40.1	36.9	30.1	40.5	34.9	40.4	33.0	32.2	41.3	
4	5.2	4.1	5.6	5.9	3.9	5.1	5.5	5.4	5.0	5.0	5.3	3.9	6.3	
3	5.5	8.3	5.3	4.4	4.7	5.6	5.8	5.5	5.5	5.3	5.7	5.4	5.5	
2	6.0	5.7	8.5	6.6	7.3	4.6	4.5	7.1	5.3	7.2	4.5	5.3	6.6	
1	4.8	6.2	5.3	3.4	5.7	5.2	4.0	4.7	4.8	5.0	4.5	4.6	5.0	
0	15.7	20.2	18.7	15.9	18.4	16.3	10.3	17.8	14.3	18.0	12.9	13.0	18.0	
Mean	5.65	4.81	5.09	6.01	5.27	5.58	6.27	5.43	5.79	5.38	5.97	5.90	5.44	



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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 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	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
AGREE	51.8	43.7	53.1	49.5	55.2	55.6	54.1	52.8	58.3	39.4	52.3	46.1	51.6	51.2	48.9	59.4
Strongly	40.8	28.6	42.3	39.5	44.4	30.5	43.9	41.7	45.2	27.9	41.0	37.3	43.6	40.5	38.0	47.6
10	24.5	15.1	26.2	22.9	27.3	10.4	23.9	22.1	25.5	16.8	28.0	23.7	29.5	24.2	21.3	32.0
9	8.0	8.5	8.6	6.8	8.2	12.1	9.7	7.5	8.9	7.2	7.7	6.1	7.3	8.4	8.3	6.7
8	8.3	5.0	7.5	9.8	8.9	8.1	10.3	12.2	10.8	3.9	5.3	7.5	6.7	8.0	8.3	8.8
7	6.3	6.4	6.1	6.5	6.2	6.3	6.8	7.4	6.3	6.5	5.5	5.7	6.1	6.2	6.0	7.1
6	4.8	8.7	4.7	3.4	4.6	18.7	3.4	3.7	6.8	5.0	5.8	3.2	2.0	4.6	4.9	4.7
NEUTRAL-5	11.1	10.3	8.3	11.5	13.1	5.0	7.7	12.8	15.6	12.2	8.8	10.2	10.3	10.7	13.1	7.1
DISAGREE	37.0	46.0	38.6	39.0	31.7	39.5	38.2	34.4	26.0	48.3	38.8	43.7	38.1	38.0	38.0	33.4
4	5.2	4.3	5.8	4.0	5.8	1.4	7.1	1.8	3.9	5.4	4.8	6.3	7.9	5.9	4.4	6.1
3	5.5	6.2	5.3	4.8	5.9	9.8	4.1	5.5	5.4	4.8	6.2	4.0	6.4	5.9	5.5	4.9
2	6.0	7.2	7.1	6.7	4.2	7.1	7.2	5.2	3.9	7.3	7.0	8.2	4.6	6.5	6.2	4.9
1	4.8	6.8	3.4	6.7	3.7	5.9	2.9	6.5	4.0	7.2	3.8	6.8	3.4	4.8	5.2	3.8
0	15.7	21.4	17.0	16.9	12.0	15.2	16.9	15.4	8.8	23.7	17.0	18.4	15.7	15.0	16.9	13.7
Mean	5.65	4.73	5.69	5.43	6.08	5.14	5.73	5.64	6.28	4.59	5.65	5.22	5.84	5.64	5.43	6.18



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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

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>AGREE</b>	54.8	100.0	85.6	70.4	59.8	41.0	29.9	11.5	2.0	66.0	81.8	53.5	15.3	72.9	63.2	50.6	66.6	27.8	46.5	17.2
<b>Strongly</b>	39.0	97.5	71.9	54.1	33.6	18.3	12.8	3.8	0.6	49.4	69.2	27.0	5.4	57.3	43.2	36.0	50.7	14.0	26.0	7.3
10	20.4	84.7	42.5	18.7	11.9	6.9	3.2	1.9	0.0	26.6	40.5	9.2	0.6	33.6	22.1	18.2	23.8	5.4	10.5	2.5
9	8.5	9.3	18.0	16.3	7.1	3.4	3.4	0.0	0.0	11.0	15.5	5.6	1.9	12.6	10.7	6.9	10.8	2.7	5.1	1.3
8	10.1	3.5	11.4	19.0	14.7	8.0	6.1	1.9	0.6	11.8	13.2	12.3	3.0	11.1	10.4	10.9	16.1	6.0	10.4	3.5
7	8.0	2.5	6.7	9.4	14.0	11.5	6.6	2.1	0.0	8.8	7.1	14.7	1.3	7.6	9.8	8.4	10.3	6.1	9.1	4.3
6	7.8	0.0	7.0	6.9	12.1	11.2	10.5	5.6	1.4	7.8	5.5	11.8	8.6	8.0	10.1	6.2	5.6	7.7	11.4	5.6
<b>NEUTRAL-5</b>	9.8	0.0	8.1	10.4	11.2	14.6	16.6	5.9	2.7	9.1	7.5	13.6	5.4	6.8	11.3	12.4	9.0	11.2	11.1	11.3
<b>DISAGREE</b>	35.5	0.0	6.2	19.2	29.1	44.4	53.5	82.5	95.3	24.9	10.7	32.9	79.2	20.4	25.5	37.0	24.4	60.9	42.4	71.5
4	6.1	0.0	1.5	5.6	7.6	9.8	10.7	9.1	3.5	5.5	3.0	8.8	9.4	4.4	5.8	7.4	5.7	7.8	8.3	7.5
3	7.4	0.0	1.3	6.6	5.7	8.6	11.7	18.7	13.3	5.9	3.4	7.5	14.9	5.7	6.9	5.8	5.1	10.9	6.1	13.6
2	6.8	0.0	0.3	3.0	4.4	8.4	10.2	21.7	19.4	4.8	1.4	5.3	21.4	3.3	5.8	7.8	4.4	11.7	8.1	13.8
1	5.3	0.0	0.5	1.0	3.0	6.4	7.3	15.3	20.9	3.2	0.6	4.3	14.1	2.1	2.6	6.7	3.6	10.3	5.1	13.3
0	9.9	0.0	2.6	3.0	8.4	11.1	13.6	17.7	38.3	5.6	2.3	7.1	19.4	4.9	4.4	9.3	5.6	20.2	14.8	23.3
<b>Mean</b>	5.78	9.76	8.19	6.95	5.86	4.73	4.10	2.64	1.40	6.66	7.96	5.54	2.74	7.16	6.45	5.58	6.65	3.68	4.95	2.97



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21. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY 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	2000	350	450	768	432	1799	1543	256	201	139	62
AGREE	54.8	51.2	56.6	54.5	56.2	56.6	57.1	53.7	38.4	37.9	39.4
Strongly	39.0	36.0	37.9	40.4	40.3	40.7	41.8	34.4	23.8	20.8	30.6
10	20.4	18.7	18.8	21.9	20.6	21.3	22.2	15.7	12.7	9.3	20.4
9	8.5	7.6	10.3	8.3	7.9	9.0	9.1	8.3	4.6	5.3	2.9
8	10.1	9.7	8.7	10.2	11.7	10.5	10.5	10.3	6.5	6.2	7.3
7	8.0	9.1	8.9	7.2	7.5	7.9	7.6	10.0	8.3	10.0	4.4
6	7.8	6.0	9.8	7.0	8.4	7.9	7.7	9.3	6.3	7.1	4.4
NEUTRAL-5	9.8	9.4	10.4	10.0	9.0	8.9	9.3	6.8	16.9	14.3	22.9
DISAGREE	35.5	39.4	33.0	35.5	34.8	34.4	33.6	39.5	44.7	47.8	37.7
4	6.1	4.4	6.4	7.0	5.7	5.9	6.0	5.5	8.2	6.9	11.2
3	7.4	8.6	6.8	6.9	7.8	6.8	6.4	9.5	12.3	13.6	9.3
2	6.8	8.8	7.4	6.4	5.3	6.5	6.3	7.8	9.6	11.6	5.0
1	5.3	6.5	5.1	5.3	4.5	5.2	4.7	7.8	6.3	7.2	4.4
0	9.9	11.1	7.3	9.9	11.6	10.1	10.2	8.9	8.3	8.6	7.7
Mean	5.78	5.48	5.90	5.84	5.80	5.88	5.94	5.49	4.96	4.73	5.48





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

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
AGREE	54.8	70.3	41.3	68.5	40.8	53.0	70.9	39.7	50.5	54.5	53.4	54.9	55.4	55.6	58.2	47.0	52.9	52.4
Strongly	39.0	53.8	26.0	53.1	25.3	34.3	55.3	25.4	32.8	34.6	34.4	38.8	38.7	40.5	42.9	31.5	36.8	42.8
10	20.4	30.0	11.8	30.2	11.1	15.9	31.6	11.2	15.0	16.6	17.8	20.1	18.9	22.0	21.8	19.7	22.3	24.5
9	8.5	12.2	5.7	12.7	4.6	6.4	13.0	5.0	8.0	8.0	4.3	8.7	9.7	7.7	9.6	5.7	8.2	6.2
8	10.1	11.5	8.5	10.2	9.6	12.0	10.6	9.1	9.8	10.0	12.3	10.0	10.1	10.9	11.5	6.1	6.3	12.0
7	8.0	8.7	7.5	7.2	8.0	12.4	7.7	7.2	10.6	12.0	8.3	8.1	8.3	7.0	8.7	8.0	7.3	5.6
6	7.8	7.9	7.8	8.2	7.6	6.3	7.9	7.2	7.0	7.9	10.7	8.0	8.4	8.0	6.6	7.5	8.9	4.0
NEUTRAL-5	9.8	8.1	10.9	8.4	10.9	11.1	8.2	11.6	9.6	10.6	9.1	9.8	8.2	10.6	11.7	11.5	7.7	8.7
DISAGREE	35.5	21.6	47.8	23.1	48.3	35.9	20.9	48.7	39.9	34.9	37.5	35.3	36.4	33.9	30.1	41.5	39.4	39.0
4	6.1	5.1	5.7	5.4	7.1	5.5	4.7	7.0	7.4	8.9	6.8	6.1	6.2	6.7	5.2	7.0	6.1	7.5
3	7.4	5.7	8.5	6.4	9.0	4.4	6.4	8.6	6.0	4.6	8.6	7.2	8.5	7.3	5.6	6.0	8.7	10.0
2	6.8	3.9	9.3	4.1	9.1	9.3	3.7	9.4	6.7	7.2	9.8	6.9	7.7	5.8	5.5	7.4	8.3	5.8
1	5.3	1.8	9.4	2.3	8.4	5.2	1.8	8.4	6.4	6.0	5.8	5.1	5.0	6.2	3.7	7.4	6.4	7.7
0	9.9	5.0	14.9	4.9	14.7	11.5	4.3	15.3	13.3	8.2	6.4	10.0	9.0	8.0	10.0	13.6	9.9	8.0
Mean	5.78	6.98	4.67	6.91	4.67	5.52	7.08	4.63	5.33	5.72	5.62	5.78	5.77	5.92	6.08	5.24	5.63	5.83



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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	532	1466	931	855	214	452	844	305	539	1155
AGREE	54.8	43.1	59.0	69.3	40.0	50.6	51.4	42.3	41.5	42.8	63.9
Strongly	39.0	28.9	42.7	52.1	25.5	36.0	33.7	26.9	29.5	25.4	48.0
10	20.4	11.1	23.8	29.4	11.1	18.2	16.7	11.1	13.7	9.6	27.2
9	8.5	7.8	8.8	11.9	5.3	6.9	6.7	6.1	8.0	5.0	10.3
8	10.1	10.0	10.1	10.8	9.1	10.9	10.3	9.7	7.8	10.8	10.4
7	8.0	7.0	8.3	8.4	7.4	8.4	10.0	8.0	5.8	9.2	8.0
6	7.8	7.2	8.0	8.8	7.1	6.2	7.8	7.5	6.3	8.1	8.0
NEUTRAL-5	9.8	11.3	9.2	8.4	10.5	12.4	12.0	10.1	9.9	10.3	9.5
DISAGREE	35.5	45.7	31.8	22.3	49.5	37.0	36.6	47.6	48.6	47.0	26.6
4	6.1	7.0	5.8	4.9	7.2	7.4	6.7	6.9	6.7	7.1	5.6
3	7.4	9.2	6.6	6.1	9.1	5.8	7.7	8.5	7.9	8.8	6.5
2	6.8	8.9	6.0	4.2	9.5	7.8	7.2	9.4	9.3	9.4	5.0
1	5.3	6.3	4.9	2.3	8.2	6.7	7.0	8.5	6.1	9.9	2.9
0	9.9	14.2	8.3	4.7	15.6	9.3	8.0	14.3	18.7	11.8	6.6
Mean	5.78	4.90	6.11	6.90	4.61	5.58	5.57	4.75	4.74	4.75	6.54



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21. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY 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
<b>Total</b>	2000	866	920	724	740	536	366	319	255	358	421	281
<b>AGREE</b>	54.8	70.9	41.1	69.8	39.8	55.2	72.8	41.3	55.2	66.7	38.6	55.3
<b>Strongly</b>	39.0	54.2	25.7	52.0	27.1	38.0	54.6	29.2	38.8	49.3	25.5	37.3
10	20.4	30.9	11.3	28.4	11.9	21.3	29.0	12.3	19.9	27.9	11.5	22.6
9	8.5	12.2	5.0	12.4	6.0	6.8	13.8	7.1	6.2	11.0	5.2	7.3
8	10.1	11.1	9.4	11.2	9.2	9.9	11.8	9.8	12.6	10.5	8.8	7.3
7	8.0	8.3	7.5	9.0	6.3	8.9	9.5	6.1	9.8	8.6	6.4	8.1
6	7.8	8.5	8.0	8.7	6.4	8.3	8.6	6.0	6.5	8.8	6.7	9.9
<b>NEUTRAL-5</b>	9.8	8.4	10.8	8.6	10.6	10.2	7.7	11.2	10.3	9.4	10.1	10.2
<b>DISAGREE</b>	35.5	20.7	48.1	21.7	49.7	34.5	19.5	47.5	34.5	23.9	51.3	34.5
4	6.1	4.6	6.6	5.2	6.7	6.6	3.9	4.7	5.2	6.6	8.3	7.8
3	7.4	5.2	9.1	6.2	8.9	6.9	4.8	10.9	7.6	7.6	7.3	6.2
2	6.8	4.3	9.3	3.6	9.3	7.6	3.5	8.0	7.6	3.8	10.4	7.6
1	5.3	1.7	9.1	1.6	8.4	5.8	1.9	8.0	5.7	1.3	8.8	6.0
0	9.9	4.9	13.9	5.0	16.3	7.6	5.3	15.9	8.6	4.6	16.6	6.8
<b>Mean</b>	5.78	7.02	4.69	6.92	4.62	5.85	7.05	4.76	5.80	6.79	4.52	5.89



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21. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY 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	2000	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
AGREE	54.8	37.6	31.9	41.0	50.6	71.3	74.1	72.4	57.5	62.3	72.5	36.4	41.4	61.2	34.6	52.2	77.0
Strongly	39.0	24.9	22.8	26.2	33.6	51.1	61.6	55.5	41.5	42.7	55.1	24.0	28.8	45.8	22.2	33.3	61.5
10	20.4	10.3	11.0	9.9	17.2	27.0	37.7	31.5	18.2	17.9	31.8	9.0	15.8	18.5	14.3	17.9	35.6
9	8.5	5.3	5.9	4.9	7.8	10.5	13.6	11.8	12.7	14.1	12.0	5.2	5.7	14.1	1.9	6.8	10.0
8	10.1	9.3	5.9	11.4	8.6	13.6	10.3	12.2	10.6	10.7	11.3	9.8	7.2	13.3	5.9	8.6	15.9
7	8.0	6.6	3.6	8.3	8.4	11.3	5.1	8.7	10.2	10.0	8.7	6.4	5.9	7.2	5.7	9.5	9.4
6	7.8	6.1	5.5	6.4	8.6	8.9	7.3	8.3	5.7	9.5	8.7	6.0	6.7	8.3	6.7	9.5	6.1
NEUTRAL-5	9.8	8.2	8.2	8.3	13.0	9.3	5.4	7.7	5.7	13.4	7.6	8.9	14.3	7.6	5.7	11.9	8.4
DISAGREE	35.5	54.2	59.9	50.7	36.4	19.4	20.5	19.9	36.9	24.4	19.9	54.7	44.3	31.1	59.7	35.8	14.6
4	6.1	8.0	6.2	9.2	6.1	4.1	5.4	4.7	8.5	7.0	4.6	7.8	4.1	9.2	9.0	7.2	3.1
3	7.4	10.1	7.5	11.7	7.3	6.5	3.4	5.2	9.0	6.1	6.0	9.8	8.7	1.9	12.6	6.8	3.2
2	6.8	10.3	10.0	10.4	7.6	2.7	4.3	3.3	6.7	6.3	2.8	10.0	8.0	9.6	13.6	7.8	3.2
1	5.3	9.6	12.7	7.7	5.4	1.8	1.8	1.8	2.3	1.3	1.7	10.1	6.1	5.3	10.8	6.5	0.7
0	9.9	16.1	23.5	11.7	10.0	4.3	5.6	4.8	10.4	3.7	4.9	17.0	17.4	5.1	13.7	7.4	4.4
Mean	5.78	4.42	3.89	4.73	5.54	6.95	7.31	7.10	5.92	6.46	7.11	4.31	4.86	6.22	4.29	5.63	7.47



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

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	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
AGREE	54.8	38.7	60.9	70.4	56.9	61.9	62.6	61.8	54.2	58.2	46.8	50.0	57.4	59.0	58.9	45.4
Strongly	39.0	25.0	40.1	53.9	37.6	43.3	47.7	42.7	38.6	42.0	32.2	37.0	42.3	44.2	40.4	31.0
10	20.4	11.5	19.3	30.4	16.9	18.3	15.5	18.6	20.3	21.7	17.5	24.4	23.5	22.3	18.9	17.1
9	8.5	4.9	7.2	12.9	9.0	12.5	22.5	11.1	8.3	9.3	6.5	5.1	8.1	10.0	10.8	5.1
8	10.1	8.6	13.5	10.7	11.8	12.6	9.7	13.0	10.0	11.0	8.2	7.5	10.7	11.9	10.6	8.7
7	8.0	6.5	11.2	8.6	10.0	8.9	7.1	9.2	7.9	8.4	7.0	7.2	7.5	8.5	9.9	7.3
6	7.8	7.1	9.6	7.9	9.3	9.6	7.8	9.9	7.7	7.8	7.5	5.9	7.6	6.2	8.6	7.2
NEUTRAL-5	9.8	10.9	8.8	8.8	10.1	6.9	6.1	7.0	10.1	9.9	10.4	10.7	11.9	12.9	8.7	8.7
DISAGREE	35.5	50.4	30.4	20.8	33.0	31.2	31.3	31.2	35.7	31.9	42.9	39.2	30.7	28.1	32.4	45.8
4	6.1	7.1	5.7	5.2	6.8	5.4	5.2	5.5	6.2	5.4	7.7	6.4	5.9	6.3	5.7	7.1
3	7.4	9.2	7.2	5.4	8.6	6.7	4.0	7.1	7.6	8.1	6.8	6.0	5.5	8.1	7.9	9.4
2	6.8	10.0	5.1	3.8	6.0	6.7	13.1	5.8	7.0	6.4	8.2	5.0	5.8	4.0	6.8	8.8
1	5.3	8.9	4.9	1.5	5.3	5.2	0.0	5.9	5.3	4.3	7.2	5.3	4.7	4.0	3.7	7.1
0	9.9	15.1	7.4	5.0	6.2	7.2	9.0	6.9	9.5	7.7	12.9	16.6	8.9	5.7	8.4	13.4
Mean	5.78	4.56	6.06	7.02	5.91	6.11	6.21	6.09	5.77	6.07	5.20	5.48	6.07	6.32	6.00	5.06



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21. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY 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	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
AGREE	54.8	51.8	60.7	59.0	64.3	51.4	67.5	52.1	53.4	59.8	44.0	45.3	34.1	61.4	63.2	56.9	47.8	43.5	33.8	34.4
Strongly	39.0	37.0	43.1	40.3	49.1	37.4	49.1	36.7	36.7	43.1	30.4	31.1	21.2	45.4	46.3	40.4	36.2	27.3	20.7	21.9
10	20.4	20.4	20.4	19.2	23.0	19.9	22.5	20.7	18.2	22.9	15.1	15.5	10.4	18.6	23.2	22.6	17.5	14.0	13.1	7.0
9	8.5	7.5	10.7	9.4	13.3	8.1	11.8	7.0	9.4	9.3	7.0	8.7	4.2	8.6	10.4	8.4	12.0	6.3	2.8	6.0
8	10.1	9.1	12.0	11.6	12.8	9.3	14.8	9.0	9.0	10.9	8.3	6.9	6.7	18.2	12.7	9.4	6.7	7.0	4.8	8.9
7	8.0	7.5	9.0	9.7	7.4	7.6	9.9	7.4	7.9	8.8	6.2	5.9	5.3	11.7	9.5	8.2	5.4	6.3	5.5	4.9
6	7.8	7.3	8.7	9.1	7.7	6.4	8.5	8.0	8.9	7.9	7.5	8.4	7.6	4.2	7.4	8.3	6.2	10.0	7.6	7.6
NEUTRAL-5	9.8	10.5	8.3	9.2	6.5	10.7	7.7	10.2	9.0	9.4	10.6	9.7	13.1	6.9	9.3	9.4	8.7	10.4	12.2	14.2
DISAGREE	35.5	37.8	30.9	31.7	29.3	37.9	24.8	37.6	37.5	30.8	45.4	45.0	52.8	31.8	27.5	33.7	43.5	46.0	54.1	51.4
4	6.1	6.8	4.9	5.9	2.8	5.3	3.2	8.0	6.7	6.9	4.6	4.6	5.3	2.2	4.9	8.5	2.7	6.0	4.3	6.5
3	7.4	8.0	6.2	6.5	5.4	8.9	5.5	7.2	6.9	7.2	7.8	8.7	7.7	8.7	7.2	7.2	10.7	7.2	9.7	5.2
2	6.8	6.7	7.1	7.4	6.4	6.6	5.4	6.8	8.9	5.2	10.3	10.5	11.8	6.1	4.8	5.5	10.0	10.9	9.9	14.1
1	5.3	5.5	4.8	4.0	6.7	5.5	4.1	5.5	5.6	4.3	7.3	6.1	9.8	5.4	4.0	4.6	5.4	6.7	10.3	9.1
0	9.9	10.8	8.0	8.0	8.0	11.6	6.6	10.2	9.5	7.3	15.4	15.0	18.3	9.3	6.5	7.9	14.8	15.3	19.9	16.4
Mean	5.78	5.63	6.10	6.00	6.30	5.59	6.52	5.66	5.64	6.19	4.91	5.00	4.20	6.04	6.39	6.02	5.23	4.82	4.16	4.25



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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
<b>Total</b>	2000	156	280	333	319	391	521	769	1231	1088	912	940	1060
<b>AGREE</b>	54.8	43.5	41.0	56.0	58.5	59.2	59.1	48.0	59.0	51.1	59.2	57.3	52.5
<b>Strongly</b>	39.0	30.2	29.6	42.9	35.4	43.2	43.4	35.5	41.3	35.5	43.3	41.7	36.7
10	20.4	12.9	14.7	22.7	20.8	24.7	20.8	17.8	22.0	18.7	22.4	20.9	20.0
9	8.5	4.5	7.8	8.7	6.2	10.0	10.5	7.5	9.2	7.1	10.2	9.5	7.7
8	10.1	12.8	7.1	11.6	8.5	8.6	12.1	10.2	10.0	9.7	10.6	11.4	9.0
7	8.0	6.3	2.6	8.1	12.1	8.3	8.5	5.7	9.4	7.6	8.4	8.4	7.6
6	7.8	7.1	8.7	5.0	10.9	7.7	7.3	6.8	8.4	8.0	7.5	7.2	8.3
<b>NEUTRAL-5</b>	9.8	7.4	10.1	6.7	7.4	12.2	11.8	8.1	10.8	7.9	12.0	9.6	9.9
<b>DISAGREE</b>	35.5	49.0	48.9	37.3	34.1	28.6	29.1	43.9	30.2	41.0	28.9	33.1	37.6
4	6.1	12.7	5.7	4.9	6.9	5.3	5.4	6.8	5.8	6.8	5.4	4.5	7.6
3	7.4	9.3	12.0	9.8	5.5	5.3	5.4	10.5	5.4	9.0	5.3	7.6	7.1
2	6.8	11.1	11.3	6.5	6.8	4.0	5.4	9.2	5.3	8.5	4.8	6.1	7.4
1	5.3	5.7	7.1	5.9	5.8	4.4	4.1	6.3	4.6	6.2	4.2	5.0	5.5
0	9.9	10.2	12.8	10.1	9.1	9.6	8.8	11.1	9.1	10.5	9.1	9.8	10.0
<b>Mean</b>	5.78	5.02	4.84	5.86	5.82	6.20	6.14	5.32	6.07	5.46	6.16	5.93	5.65



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21. DISCRIMINATION AND RACISM ARE BAD, BUT THEY ARE NOT THE CAUSE OF ALL DISPARITIES IN AMERICAN SOCIETY 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	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
AGREE	54.8	41.8	50.0	58.8	59.2	49.2	45.8	62.4	61.8	39.1	53.4	55.2	56.3	48.1	57.3	56.9
Strongly	39.0	28.8	37.6	38.5	43.7	41.0	36.5	38.2	47.2	24.4	38.4	38.7	39.7	35.0	39.7	42.3
10	20.4	12.3	20.3	22.0	21.8	13.1	17.8	21.6	23.4	12.1	22.3	22.3	20.1	18.8	19.7	23.9
9	8.5	6.4	7.4	8.0	10.4	9.5	7.2	7.9	11.8	5.2	7.5	8.1	8.8	8.2	8.6	8.7
8	10.1	10.1	9.9	8.5	11.4	18.3	11.5	8.7	12.0	7.1	8.6	8.3	10.8	8.0	11.3	9.7
7	8.0	5.5	6.0	10.3	8.5	6.8	3.3	13.2	8.5	5.0	8.1	7.5	8.5	7.5	8.7	6.9
6	7.8	7.5	6.5	10.0	7.1	1.4	6.0	11.0	6.2	9.8	6.9	9.0	8.2	5.5	8.9	7.7
NEUTRAL-5	9.8	8.3	8.5	8.2	12.2	5.7	8.2	8.3	11.9	9.3	8.6	8.2	12.6	10.8	9.1	10.0
DISAGREE	35.5	49.8	41.5	33.0	28.5	45.0	46.0	29.3	26.3	51.6	38.0	36.6	31.1	41.1	33.6	33.1
4	6.1	11.2	4.8	6.2	5.5	6.4	5.3	3.9	4.2	12.9	4.4	8.4	7.0	6.0	5.6	7.7
3	7.4	10.6	10.8	5.9	5.0	13.9	13.0	5.0	5.3	9.4	9.1	6.8	4.6	7.0	7.6	7.2
2	6.8	11.6	8.5	5.6	5.0	6.9	8.2	5.7	5.1	13.4	8.7	5.5	4.9	8.3	5.9	7.1
1	5.3	6.8	6.1	5.2	4.3	14.5	5.1	4.7	3.6	4.0	6.9	5.7	5.0	6.1	5.3	4.2
0	9.9	9.6	11.4	10.1	8.8	3.3	14.4	10.0	8.0	11.9	9.0	10.1	9.6	13.8	9.1	6.9
Mean	5.78	4.93	5.46	5.92	6.18	5.44	5.17	6.03	6.38	4.75	5.69	5.81	5.94	5.33	5.88	6.10





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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

	TOTAL	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>AGREE</b>	72.7	100.0	98.0	92.7	87.2	68.7	43.4	28.2	7.0	84.2	96.1	82.5	24.9	88.2	80.8	71.1	90.2	44.9	71.3	29.8
<b>Strongly</b>	57.8	99.3	92.5	84.2	63.1	39.3	20.4	13.6	3.8	71.6	90.2	56.3	13.6	78.5	65.2	57.5	75.5	24.7	44.1	13.6
10	35.3	92.6	72.6	42.0	31.0	17.0	7.5	5.5	0.0	45.7	63.0	27.0	4.0	56.0	38.7	36.8	38.6	10.3	19.8	5.0
9	12.1	6.0	15.0	24.6	14.5	10.7	5.5	0.7	0.7	14.9	17.5	14.3	3.1	13.2	17.5	7.9	21.1	5.2	9.8	2.6
8	10.4	0.7	4.9	17.6	17.6	11.6	7.5	7.4	3.2	11.0	9.7	15.0	6.5	9.3	8.9	12.7	15.8	9.1	14.5	6.0
7	9.1	0.7	3.7	5.3	14.6	19.8	12.3	7.4	1.9	8.5	3.8	18.0	7.6	5.9	11.2	10.6	9.5	10.5	14.8	8.0
6	5.8	0.0	1.8	3.2	9.6	9.6	10.7	7.2	1.3	4.1	2.1	8.2	3.8	3.8	4.4	3.1	5.2	9.7	12.4	8.2
<b>NEUTRAL-5</b>	9.9	0.0	1.4	4.4	7.0	19.4	24.7	20.8	6.2	6.1	2.4	10.5	13.6	2.9	6.1	15.4	5.8	18.8	17.0	19.9
<b>DISAGREE</b>	17.5	0.0	0.6	2.9	5.8	11.8	31.9	51.0	86.8	9.7	1.5	7.0	61.5	8.9	13.0	13.5	4.1	36.3	11.7	50.3
4	4.8	0.0	0.3	1.3	2.8	4.9	11.6	17.9	9.9	2.7	0.7	3.6	11.1	1.4	4.8	4.5	1.6	10.0	4.0	13.4
3	4.6	0.0	0.0	0.9	2.0	2.5	9.0	21.4	15.0	2.9	0.4	2.2	18.2	3.2	2.9	4.1	1.1	8.6	2.2	12.3
2	2.7	0.0	0.0	0.0	0.5	2.3	4.2	5.5	17.6	1.3	0.0	0.9	9.6	0.7	1.9	2.8	0.7	6.0	2.2	8.2
1	1.7	0.0	0.0	0.2	0.0	0.6	2.6	1.3	15.4	0.8	0.1	0.0	7.1	0.8	1.3	0.8	0.3	3.9	0.8	5.7
0	3.6	0.0	0.3	0.5	0.5	1.6	4.5	4.9	29.0	1.9	0.3	0.2	15.4	2.7	2.1	1.4	0.4	7.7	2.6	10.7
<b>Mean</b>	7.33	9.90	9.45	8.68	7.93	6.85	5.42	4.67	2.18	8.17	9.20	7.69	3.89	8.49	7.85	7.47	8.40	5.31	6.93	4.39



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
AGREE	72.7	71.5	73.0	73.7	71.5	74.4	74.5	74.3	56.9	57.7	55.2
Strongly	57.8	58.1	54.2	61.5	54.7	59.5	60.2	55.3	42.3	42.0	42.9
10	35.3	35.9	31.8	38.4	32.9	36.7	38.0	28.8	22.6	19.4	29.9
9	12.1	11.8	13.3	12.2	10.9	12.5	12.3	13.5	8.6	8.7	8.2
8	10.4	10.5	9.1	10.9	10.9	10.3	9.9	13.0	11.0	13.8	4.7
7	9.1	9.1	12.3	7.8	8.3	8.7	8.1	12.5	12.4	12.5	12.3
6	5.8	4.3	6.5	4.4	8.5	6.2	6.1	6.5	2.2	3.2	0.0
NEUTRAL-5	9.9	9.2	9.6	10.4	9.7	9.2	8.9	11.4	15.5	13.9	19.0
DISAGREE	17.5	19.3	17.4	16.0	18.8	16.3	16.7	14.3	27.6	28.5	25.8
4	4.8	6.1	6.2	3.7	4.3	4.4	4.2	5.3	8.9	8.1	10.6
3	4.6	4.1	3.9	5.1	4.6	4.0	4.0	3.4	10.0	11.4	6.8
2	2.7	3.2	2.7	1.9	3.7	2.6	2.6	2.4	3.7	4.5	1.7
1	1.7	2.3	1.8	1.3	2.0	1.6	1.7	1.2	2.7	2.4	3.3
0	3.6	3.5	2.8	3.8	4.2	3.8	4.1	2.0	2.5	2.1	3.3
Mean	7.33	7.30	7.28	7.49	7.12	7.43	7.44	7.34	6.45	6.37	6.62



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

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
AGREE	72.7	86.6	60.9	85.1	59.7	73.2	88.3	57.4	72.4	74.9	68.5	72.9	74.6	72.4	72.8	70.2	69.1	69.4
Strongly	57.8	76.3	41.5	74.1	40.7	58.8	77.3	37.8	56.3	57.7	57.4	58.0	59.2	56.9	59.1	52.2	55.5	54.0
10	35.3	51.2	21.5	50.7	19.3	35.1	53.8	18.6	29.8	29.2	32.0	35.4	35.5	34.7	36.9	32.5	30.4	33.2
9	12.1	15.4	8.7	14.0	9.7	14.4	14.0	8.3	15.1	15.4	14.9	12.5	12.0	12.8	13.9	13.0	13.7	6.1
8	10.4	9.7	11.4	9.4	11.7	9.2	9.5	11.0	11.3	13.1	10.5	10.1	11.7	9.4	8.4	6.8	11.5	14.6
7	9.1	6.4	11.1	6.7	11.1	12.2	7.4	11.5	8.6	9.8	7.7	9.3	9.4	10.1	8.4	11.4	9.3	7.0
6	5.8	3.9	8.2	4.3	7.9	2.3	3.6	8.0	7.5	7.4	3.5	5.6	6.0	5.4	5.3	6.6	4.3	8.4
NEUTRAL-5	9.9	4.0	13.6	4.7	15.5	8.6	3.6	15.5	9.7	10.6	13.8	9.8	10.3	8.2	11.3	8.7	9.9	10.3
DISAGREE	17.5	9.4	25.6	10.2	24.8	18.2	8.1	27.1	17.9	14.5	17.8	17.3	15.1	19.5	15.9	21.0	21.1	20.3
4	4.8	2.5	6.7	2.2	6.9	8.1	1.8	7.3	5.7	6.4	6.8	4.9	4.8	5.6	3.5	6.0	5.1	4.1
3	4.6	3.3	5.5	3.7	5.8	2.8	2.9	6.6	3.2	2.0	5.7	4.7	4.0	4.8	4.2	5.7	6.2	3.2
2	2.7	0.8	4.2	1.1	4.2	3.3	0.8	4.5	2.8	2.0	3.2	2.6	2.3	5.0	2.4	2.8	0.7	3.5
1	1.7	0.6	3.3	0.9	2.7	1.6	0.6	3.4	1.2	0.7	0.9	1.6	0.7	2.0	2.3	2.5	4.4	3.2
0	3.6	2.2	5.7	2.3	5.3	2.4	2.1	5.4	5.0	3.6	1.2	3.5	3.2	2.1	3.6	4.1	4.7	6.2
Mean	7.33	8.39	6.34	8.27	6.32	7.45	8.49	6.16	7.18	7.37	7.33	7.35	7.47	7.30	7.41	7.08	7.03	6.92



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

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	532	1466	931	855	214	452	844	305	539	1155
AGREE	72.7	57.6	78.1	85.5	59.1	71.1	72.9	58.4	49.1	63.6	83.2
Strongly	57.8	40.0	64.2	73.7	40.6	57.5	56.2	40.0	35.5	42.6	70.8
10	35.3	17.0	41.9	49.7	19.2	36.8	30.8	18.8	19.1	18.7	47.3
9	12.1	9.7	13.0	14.8	10.2	7.9	13.1	9.3	7.3	10.4	14.1
8	10.4	13.2	9.4	9.2	11.2	12.7	12.3	11.9	9.1	13.5	9.3
7	9.1	9.4	9.0	7.8	10.2	10.6	11.3	10.1	7.3	11.7	8.4
6	5.8	8.2	4.9	4.1	8.3	3.1	5.4	8.3	6.3	9.4	3.9
NEUTRAL-5	9.9	15.4	7.9	4.1	14.7	15.4	11.7	15.8	17.3	15.0	5.5
DISAGREE	17.5	27.1	14.0	10.4	26.2	13.5	15.4	25.8	33.6	21.4	11.3
4	4.8	7.1	4.0	2.6	7.3	4.5	5.4	6.8	5.7	7.5	3.4
3	4.6	7.6	3.5	3.1	6.3	4.1	4.4	6.9	9.0	5.7	2.9
2	2.7	3.8	2.3	1.2	4.3	2.8	3.0	3.6	5.5	2.4	2.0
1	1.7	2.7	1.4	1.0	2.8	0.8	0.6	2.8	4.2	2.1	0.9
0	3.6	5.9	2.8	2.5	5.4	1.4	2.0	5.7	9.3	3.7	2.1
Mean	7.33	6.17	7.75	8.26	6.28	7.47	7.36	6.24	5.70	6.55	8.13



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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
<b>Total</b>	2000	866	920	724	740	536	366	319	255	358	421	281
<b>AGREE</b>	72.7	86.6	60.6	86.9	59.5	71.6	87.8	61.7	73.2	86.1	57.8	70.1
<b>Strongly</b>	57.8	75.7	41.8	75.4	42.9	54.7	75.6	42.7	57.7	75.2	43.0	51.9
10	35.3	51.8	20.5	49.9	21.2	35.0	49.1	21.3	34.4	50.7	21.1	35.6
9	12.1	15.1	9.5	15.9	10.4	9.2	15.8	9.0	11.7	15.9	11.6	7.0
8	10.4	8.8	11.8	9.6	11.2	10.4	10.6	12.5	11.7	8.6	10.3	9.2
7	9.1	6.8	11.1	6.8	10.0	11.0	7.7	10.9	9.9	5.9	9.3	12.0
6	5.8	4.1	7.6	4.7	6.6	6.0	4.5	8.1	5.6	4.9	5.5	6.3
<b>NEUTRAL-5</b>	9.9	3.6	15.0	3.4	14.8	11.7	2.8	11.2	11.4	4.0	17.6	12.0
<b>DISAGREE</b>	17.5	9.9	24.4	9.7	25.7	16.7	9.5	27.1	15.3	9.9	24.6	17.9
4	4.8	2.6	6.9	2.3	7.1	5.2	2.6	7.4	4.5	1.9	6.9	5.8
3	4.6	3.2	5.5	3.1	6.0	4.6	2.6	6.7	4.1	3.6	5.4	5.1
2	2.7	1.0	4.4	1.0	4.6	2.3	0.7	3.9	2.2	1.2	5.1	2.5
1	1.7	0.9	2.8	1.0	2.6	1.6	0.8	1.8	1.9	1.1	3.2	1.4
0	3.6	2.2	4.8	2.4	5.4	2.9	2.7	7.3	2.7	2.1	3.9	3.1
<b>Mean</b>	7.33	8.37	6.40	8.33	6.38	7.29	8.34	6.34	7.39	8.32	6.41	7.20



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
AGREE	72.7	53.9	42.9	60.5	72.1	87.3	89.0	88.0	63.2	81.8	89.9	53.6	67.0	75.7	50.6	71.8	84.6
Strongly	57.8	37.0	32.1	39.9	55.2	74.0	80.8	76.8	50.7	66.9	79.3	35.5	53.9	55.9	38.8	51.2	74.7
10	35.3	16.1	17.5	15.3	32.5	44.9	64.7	53.1	14.6	42.6	54.3	15.3	29.2	35.3	21.7	30.7	55.9
9	12.1	9.7	7.2	11.2	11.3	18.9	8.9	14.7	26.1	13.3	15.8	9.3	12.2	11.9	3.6	9.9	10.9
8	10.4	11.1	7.4	13.4	11.3	10.2	7.2	9.0	9.9	11.0	9.2	10.9	12.5	8.6	13.5	10.6	7.9
7	9.1	9.3	6.0	11.3	11.6	8.1	4.4	6.6	2.8	10.6	6.1	10.6	8.8	11.1	4.9	13.9	6.5
6	5.8	7.6	4.9	9.3	5.4	5.2	3.9	4.6	9.7	4.2	4.5	7.6	4.3	8.7	6.9	6.7	3.5
NEUTRAL-5	9.9	15.7	15.8	15.6	11.3	4.8	2.6	3.9	13.4	4.5	2.4	15.7	14.1	10.8	16.8	12.0	7.5
DISAGREE	17.5	30.5	41.3	23.9	16.6	8.0	8.4	8.1	23.4	13.7	7.7	30.7	18.9	13.5	32.6	16.2	7.8
4	4.8	8.2	9.2	7.6	4.9	2.5	1.5	2.1	3.0	3.9	1.8	8.5	5.2	3.8	9.1	5.2	2.5
3	4.6	6.5	6.2	6.7	4.8	3.0	2.6	2.8	8.1	3.2	2.7	6.1	5.9	5.4	7.8	4.7	2.4
2	2.7	5.4	7.3	4.3	2.5	1.2	0.0	0.7	1.7	2.6	0.5	5.9	2.9	1.5	4.8	2.2	1.1
1	1.7	3.4	5.5	2.1	1.6	0.2	1.2	0.6	5.6	1.5	0.5	2.9	1.9	2.8	5.0	1.4	0.0
0	3.6	6.9	13.1	3.2	2.7	1.2	3.1	2.0	5.0	2.6	2.2	7.3	3.0	0.0	5.9	2.6	1.8
Mean	7.33	5.93	5.24	6.35	7.28	8.34	8.66	8.47	6.51	7.88	8.57	5.89	7.06	7.51	5.91	7.19	8.43



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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	NON- RELI- GIOUS
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517	
AGREE	72.7	59.3	72.1	87.4	73.7	72.3	65.3	73.3	73.3	74.6	70.9	68.0	76.8	82.6	75.8	63.0	
Strongly	57.8	41.7	54.8	76.2	57.0	57.6	56.5	57.8	57.9	60.8	52.7	56.8	62.4	66.6	62.4	45.9	
10	35.3	20.7	32.9	51.9	31.9	27.9	22.2	28.7	36.1	38.0	32.5	38.8	39.9	42.2	35.2	29.1	
9	12.1	9.7	11.6	14.9	13.6	18.3	14.2	18.9	11.4	11.9	10.4	9.5	12.4	13.2	15.7	8.0	
8	10.4	11.3	10.2	9.5	11.5	11.5	20.2	10.2	10.5	10.9	9.8	8.4	10.1	11.3	11.5	8.8	
7	9.1	9.9	12.0	7.4	10.5	8.2	6.0	8.5	9.6	9.0	10.6	6.5	8.2	10.6	8.1	10.8	
6	5.8	7.7	5.3	3.8	6.2	6.5	2.8	7.0	5.8	4.8	7.6	4.7	6.3	5.4	5.3	6.3	
NEUTRAL-5	9.9	14.5	13.5	3.6	10.4	9.3	11.3	9.0	10.1	9.0	12.3	8.1	9.8	7.4	7.9	12.8	
DISAGREE	17.5	26.1	14.4	9.0	15.9	18.4	23.4	17.7	16.6	16.4	16.8	23.9	13.3	10.0	16.3	24.2	
4	4.8	7.1	3.2	2.9	5.4	3.1	0.0	3.5	5.4	5.2	5.7	2.4	3.9	1.7	4.4	7.0	
3	4.6	6.1	5.1	2.7	4.5	4.6	4.0	4.7	4.5	4.7	4.2	4.9	3.8	4.1	4.1	5.5	
2	2.7	4.8	2.4	0.5	1.9	3.0	9.6	2.1	2.5	2.7	2.3	3.4	1.7	1.3	3.3	3.5	
1	1.7	2.7	1.9	0.7	1.8	3.2	2.8	3.2	0.9	1.1	0.5	6.7	1.4	0.0	1.5	3.2	
0	3.6	5.5	1.8	2.2	2.3	4.5	7.0	4.1	3.2	2.7	4.0	6.5	2.6	3.0	3.0	5.1	
Mean	7.33	6.32	7.34	8.42	7.37	7.13	6.60	7.21	7.41	7.52	7.19	6.93	7.67	7.95	7.51	6.65	



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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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
AGREE	72.7	71.4	75.2	74.8	76.0	72.8	78.8	70.3	71.3	74.9	68.0	70.0	63.4	73.0	78.3	71.9	71.1	69.1	63.8	63.0
Strongly	57.8	56.9	59.5	58.9	60.9	57.1	63.8	56.7	55.0	59.5	54.2	56.6	46.9	62.7	61.7	57.6	59.1	54.7	48.5	45.1
10	35.3	35.9	34.1	34.4	33.5	35.1	36.7	36.5	31.3	37.1	31.5	36.8	23.9	33.4	37.2	37.0	41.7	33.1	26.5	20.8
9	12.1	11.3	13.7	13.5	14.3	10.7	15.3	11.7	12.1	12.3	11.5	11.5	11.1	13.0	13.2	11.6	10.5	12.3	9.2	13.5
8	10.4	9.8	11.7	11.0	13.1	11.4	11.7	8.5	11.6	10.1	11.1	8.3	11.9	16.2	11.3	9.1	7.0	9.3	12.8	10.8
7	9.1	9.0	9.4	10.3	7.4	9.8	8.7	8.4	10.1	9.3	8.7	7.2	10.8	9.3	9.8	8.9	8.3	6.3	9.5	12.4
6	5.8	5.5	6.3	5.6	7.7	5.8	6.3	5.2	6.3	6.1	5.1	6.2	5.7	1.0	6.9	5.4	3.6	8.1	5.9	5.6
NEUTRAL-5	9.9	10.5	8.6	8.4	9.1	8.8	6.7	11.9	10.7	8.9	11.9	8.6	14.6	11.9	6.1	11.3	7.5	9.4	14.0	15.4
DISAGREE	17.5	18.1	16.2	16.8	14.9	18.5	14.6	17.8	18.0	16.2	20.1	21.4	22.0	15.1	15.6	16.8	21.4	21.4	22.2	21.6
4	4.8	5.2	4.2	5.0	2.6	5.6	3.2	4.8	5.3	5.1	4.3	3.8	5.5	3.9	5.0	5.2	4.1	3.5	5.4	5.7
3	4.6	4.9	3.9	4.2	3.4	4.5	4.1	5.2	3.8	4.3	5.2	4.6	6.2	3.5	3.7	4.7	4.2	5.0	7.7	4.5
2	2.7	2.5	3.0	2.5	4.0	2.2	2.2	2.8	3.8	1.9	4.4	5.8	3.7	4.2	1.8	1.9	4.1	7.1	2.7	5.0
1	1.7	1.9	1.5	1.2	2.2	1.3	1.6	2.3	1.4	1.5	2.3	3.0	2.3	1.3	1.3	1.6	2.6	3.3	1.6	3.2
0	3.6	3.7	3.6	4.0	2.7	4.8	3.5	2.8	3.7	3.5	3.9	4.2	4.1	2.3	3.7	3.3	6.5	2.6	4.8	3.3
Mean	7.33	7.29	7.41	7.40	7.43	7.27	7.62	7.30	7.18	7.47	7.03	7.12	6.68	7.48	7.57	7.38	7.24	7.03	6.73	6.62





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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
AGREE	72.7	60.2	66.3	76.7	73.4	75.7	74.6	69.5	74.6	70.7	75.1	75.0	70.6
Strongly	57.8	40.6	47.2	64.3	56.4	63.7	60.9	53.2	60.6	54.2	62.1	59.6	56.2
10	35.3	18.3	23.5	41.2	34.8	41.2	38.8	30.1	38.5	31.5	39.8	35.7	34.9
9	12.1	12.8	9.5	13.4	11.4	11.2	13.4	11.9	12.2	11.7	12.5	12.4	11.8
8	10.4	9.5	14.1	9.7	10.2	11.2	8.7	11.3	9.9	11.0	9.8	11.5	9.4
7	9.1	9.3	13.9	6.8	10.1	7.7	8.4	9.9	8.6	10.0	8.1	9.4	8.9
6	5.8	10.3	5.2	5.6	6.8	4.3	5.3	6.4	5.4	6.5	4.9	6.0	5.5
NEUTRAL-5	9.9	17.0	9.8	7.4	9.1	8.7	10.6	10.3	9.6	9.9	9.8	8.0	11.5
DISAGREE	17.5	22.8	23.9	15.9	17.6	15.6	14.8	20.2	15.8	19.4	15.1	17.0	17.9
4	4.8	5.8	7.5	4.6	5.1	4.1	3.7	5.9	4.2	5.7	3.9	4.7	4.9
3	4.6	5.4	5.5	4.8	4.7	4.7	3.5	5.2	4.2	5.0	4.0	4.4	4.7
2	2.7	5.9	3.7	2.6	1.8	1.5	2.7	3.7	2.1	3.1	2.2	2.2	3.1
1	1.7	2.6	2.4	1.1	1.2	1.7	1.9	1.9	1.7	1.7	1.8	1.4	2.0
0	3.6	3.1	4.8	2.8	4.8	3.6	3.1	3.6	3.7	3.9	3.3	4.3	3.1
Mean	7.33	6.40	6.68	7.67	7.29	7.62	7.54	7.05	7.50	7.12	7.57	7.40	7.26



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
AGREE	72.7	63.1	71.7	74.6	75.0	65.9	71.3	77.1	77.1	62.0	71.9	72.1	72.6	68.9	72.7	77.1
Strongly	57.8	43.1	57.0	58.3	62.6	40.3	56.2	58.7	65.1	44.1	57.6	57.8	59.8	54.1	57.2	63.6
10	35.3	20.5	34.1	36.7	39.8	11.7	32.9	35.5	41.1	23.7	35.0	37.8	38.2	32.2	34.9	39.8
9	12.1	11.4	11.8	11.6	12.8	12.1	11.7	12.7	12.6	11.2	11.9	10.5	13.1	9.9	12.7	13.2
8	10.4	11.1	11.1	10.0	10.0	16.5	11.6	10.5	11.4	9.2	10.6	9.5	8.5	12.0	9.5	10.6
7	9.1	10.3	9.7	10.0	7.7	12.5	9.0	12.1	7.3	9.5	10.2	7.9	8.2	8.1	10.0	8.3
6	5.8	9.7	5.0	6.3	4.6	13.1	6.1	6.3	4.7	8.4	4.2	6.4	4.6	6.6	5.6	5.1
NEUTRAL-5	9.9	14.3	8.9	8.6	10.1	7.8	7.9	6.0	9.4	16.6	9.6	11.1	10.9	9.6	10.1	9.6
DISAGREE	17.5	22.6	19.5	16.8	15.0	26.3	20.7	16.8	13.6	21.3	18.5	16.8	16.5	21.6	17.2	13.3
4	4.8	5.9	6.0	5.0	3.5	8.7	6.2	4.6	3.4	4.8	5.9	5.5	3.8	5.1	5.1	4.0
3	4.6	5.3	5.4	4.7	3.7	9.3	6.6	4.8	2.0	3.9	4.4	4.6	5.6	5.3	4.4	4.1
2	2.7	4.9	3.0	1.7	2.5	1.9	1.4	1.1	3.5	6.0	4.2	2.4	1.3	4.2	2.6	1.0
1	1.7	3.1	1.4	1.3	1.8	1.6	1.5	0.8	1.8	3.7	1.4	1.8	1.9	2.7	1.4	1.4
0	3.6	3.4	3.7	4.1	3.4	4.7	5.1	5.6	2.9	2.9	2.5	2.5	4.0	4.3	3.7	2.8
Mean	7.33	6.51	7.26	7.41	7.58	6.32	7.15	7.42	7.70	6.58	7.34	7.40	7.43	6.99	7.34	7.71



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23. THE BIBLE AND RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
DISAGREE	70.9	100.0	90.9	75.6	66.2	63.9	51.5	54.3	58.9	77.0	85.9	66.4	58.7	83.4	80.1	64.9	68.6	56.3	62.5	52.7
Strongly	62.2	98.7	88.2	70.0	58.6	49.8	39.5	38.3	41.8	69.2	82.3	54.6	39.4	78.5	71.3	53.0	59.0	45.4	54.6	40.1
10	49.4	96.4	79.0	53.9	44.5	37.1	27.5	22.7	22.9	56.6	71.3	40.2	22.9	66.8	57.9	41.5	44.3	32.0	43.1	25.6
9	6.7	1.2	6.0	8.8	8.4	5.5	6.4	7.9	6.4	6.9	6.2	8.4	6.1	6.2	7.6	5.5	8.6	6.2	4.6	7.1
8	6.2	1.1	3.3	7.4	5.7	7.1	5.6	7.8	12.5	5.7	4.7	6.1	10.4	5.4	5.8	6.0	6.1	7.2	6.9	7.4
7	5.1	1.3	1.5	2.8	4.6	7.8	6.2	11.0	10.3	4.7	2.0	7.3	12.5	3.0	6.1	6.4	5.6	5.9	3.6	7.2
6	3.7	0.0	1.1	2.8	2.9	6.3	5.8	4.9	6.7	3.1	1.7	4.5	6.8	2.0	2.7	5.5	4.0	5.1	4.4	5.5
NEUTRAL-5	9.3	0.0	4.3	4.3	12.1	13.7	18.3	14.8	8.1	7.2	3.4	13.5	9.4	4.4	7.2	14.2	7.6	14.6	11.5	16.3
AGREE	19.7	0.0	4.9	20.1	21.7	22.4	30.2	30.9	33.0	15.8	10.7	20.1	31.9	12.2	12.7	20.9	23.8	29.1	26.0	30.9
4	3.3	0.0	1.3	1.6	4.6	4.9	7.4	3.5	2.7	2.7	1.2	4.0	7.0	2.4	2.9	3.9	2.1	4.8	6.2	4.1
3	2.3	0.0	0.0	2.2	4.1	2.8	4.1	0.7	2.8	1.7	1.0	3.1	2.1	1.4	1.6	2.6	2.0	3.5	4.3	3.1
2	3.1	0.0	0.0	3.7	4.2	3.4	4.6	6.6	3.0	2.5	1.6	3.4	4.5	1.1	3.0	2.8	4.6	4.7	4.8	4.7
1	2.9	0.0	0.8	4.6	2.1	2.4	5.6	5.1	2.2	2.8	2.3	2.6	5.4	1.9	1.2	3.5	6.0	3.1	1.5	4.0
0	8.2	0.0	2.8	7.9	6.7	8.9	8.6	15.1	22.3	6.2	4.5	7.0	12.9	5.3	4.0	8.1	9.2	12.9	9.3	15.0
Mean	7.36	9.93	9.14	7.60	7.18	6.76	6.04	5.75	5.68	7.85	8.61	7.06	5.91	8.40	8.12	6.94	7.00	6.20	6.85	5.83



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23. THE BIBLE AND RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	1799	1543	256	201	139	62
DISAGREE	70.9	62.1	72.5	76.6	66.3	72.0	72.7	68.0	61.2	60.4	63.1
Strongly	62.2	53.4	62.5	68.9	57.1	63.9	65.4	55.0	46.9	45.9	49.3
10	49.4	41.7	50.2	57.1	41.0	51.6	53.4	40.5	29.4	25.1	39.2
9	6.7	5.6	7.1	6.4	7.5	6.3	6.3	6.1	10.2	12.4	5.4
8	6.2	6.2	5.2	5.4	8.6	6.0	5.6	8.5	7.2	8.4	4.7
7	5.1	4.7	4.8	4.8	6.1	4.6	4.1	7.1	9.7	10.9	6.8
6	3.7	4.0	5.2	2.9	3.1	3.5	3.2	5.9	4.7	3.6	7.0
NEUTRAL-5	9.3	11.1	11.0	7.1	10.2	8.9	8.3	12.6	13.1	13.0	13.3
AGREE	19.7	26.7	16.4	16.3	23.6	19.1	19.0	19.4	25.6	26.5	23.6
4	3.3	4.7	3.4	2.8	3.0	3.1	3.2	2.4	5.2	6.2	3.0
3	2.3	3.2	1.3	1.8	3.5	2.2	1.5	6.5	3.0	2.7	3.6
2	3.1	5.5	3.0	2.4	2.7	2.9	2.9	3.4	4.9	5.6	3.4
1	2.9	2.3	2.3	2.9	3.8	2.8	3.1	1.3	2.9	3.6	1.3
0	8.2	11.0	6.4	6.5	10.7	8.0	8.4	5.8	9.6	8.4	12.2
Mean	7.36	6.71	7.54	7.82	6.90	7.46	7.52	7.13	6.48	6.41	6.65



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23. THE BIBLE AND RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
DISAGREE	70.9	81.1	59.7	82.0	60.0	68.1	82.4	59.4	66.8	67.3	75.1	71.0	69.3	71.0	73.3	65.6	71.7	70.1
Strongly	62.2	74.7	50.6	75.6	49.8	54.1	76.8	49.0	57.0	55.4	61.0	62.4	60.2	64.2	66.2	57.7	57.1	59.0
10	49.4	63.0	37.0	63.0	36.9	40.9	64.9	37.3	43.5	43.1	40.6	49.4	46.4	54.2	52.9	46.1	43.2	48.1
9	6.7	6.3	6.9	7.1	6.1	7.4	6.5	5.6	7.2	6.1	10.8	6.7	7.0	5.0	7.2	6.0	4.6	5.8
8	6.2	5.4	6.8	5.6	6.9	5.8	5.4	6.1	6.2	6.3	9.6	6.2	6.7	5.0	6.2	5.6	9.3	5.1
7	5.1	4.5	5.2	3.9	5.5	9.5	3.1	5.7	6.8	7.5	8.4	5.0	5.6	3.5	3.4	4.5	10.3	6.6
6	3.7	2.0	4.0	2.6	4.6	4.4	2.4	4.6	3.1	4.4	5.7	3.6	3.6	3.3	3.7	3.4	4.3	4.5
NEUTRAL-5	9.3	5.8	12.1	5.4	12.7	13.4	5.2	13.1	11.1	11.1	9.3	9.5	9.6	7.2	9.7	10.6	7.6	7.6
AGREE	19.7	13.1	28.2	12.6	27.3	18.5	12.4	27.6	22.1	21.7	15.6	19.6	21.0	21.8	17.0	23.8	20.7	22.3
4	3.3	2.0	4.9	2.4	4.4	2.7	2.5	4.3	3.3	2.7	2.9	3.4	3.1	4.3	3.4	2.7	4.7	2.0
3	2.3	2.1	2.8	1.8	2.8	2.1	1.7	2.9	2.3	1.6	2.2	2.3	2.5	3.0	1.3	3.4	0.0	2.3
2	3.1	1.6	4.9	1.7	4.6	3.5	1.6	4.1	4.4	4.1	4.0	3.0	4.0	1.7	2.3	3.5	1.5	5.1
1	2.9	2.5	4.0	1.8	4.0	2.5	1.3	4.6	3.3	3.9	1.7	2.8	3.5	3.3	2.8	3.0	2.2	3.1
0	8.2	4.9	11.6	5.0	11.5	7.7	5.3	11.7	8.9	9.4	4.8	8.0	8.0	9.4	7.3	11.3	12.3	9.8
Mean	7.36	8.22	6.48	8.27	6.48	7.09	8.33	6.44	7.03	6.97	7.48	7.38	7.21	7.40	7.62	6.95	7.08	7.13



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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	532	1466	931	855	214	452	844	305	539	1155
DISAGREE	70.9	55.7	76.6	82.2	60.1	64.9	69.6	59.1	55.1	61.3	79.6
Strongly	62.2	46.1	68.1	75.8	49.6	53.0	57.5	48.3	45.5	49.9	72.3
10	49.4	33.4	55.2	63.6	35.8	41.5	42.9	35.9	38.2	34.7	59.2
9	6.7	5.9	7.0	6.7	7.0	5.5	8.4	5.9	3.3	7.4	7.2
8	6.2	6.8	5.9	5.6	6.8	6.0	6.3	6.5	4.1	7.9	5.8
7	5.1	5.9	4.8	4.1	5.8	6.4	6.8	6.0	5.6	6.2	4.4
6	3.7	3.8	3.6	2.3	4.7	5.5	5.2	4.8	4.0	5.2	2.9
NEUTRAL-5	9.3	11.8	8.5	5.4	12.4	14.2	11.1	12.2	9.1	13.9	7.3
AGREE	19.7	32.5	15.0	12.4	27.5	20.9	19.4	28.7	35.8	24.7	13.2
4	3.3	5.3	2.6	2.6	4.0	3.9	3.3	4.9	5.2	4.7	2.2
3	2.3	4.7	1.4	1.5	3.1	2.6	2.3	4.0	5.2	3.3	1.0
2	3.1	4.8	2.5	1.8	4.7	2.8	3.8	4.8	4.8	4.8	1.9
1	2.9	4.4	2.3	1.7	4.0	3.5	2.7	4.0	6.1	2.8	2.0
0	8.2	13.4	6.2	4.8	11.8	8.1	7.2	11.1	14.5	9.2	6.0
Mean	7.36	6.13	7.82	8.30	6.45	6.94	7.19	6.41	6.04	6.61	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	866	920	724	740	536	366	319	255	358	421	281
DISAGREE	70.9	83.0	59.5	83.9	57.5	71.9	82.8	58.4	71.9	85.0	56.8	72.0
Strongly	62.2	76.7	49.1	77.0	47.3	62.8	76.9	50.2	62.7	77.2	45.0	62.9
10	49.4	64.6	36.1	65.3	33.6	49.5	64.8	36.6	50.8	65.8	31.4	48.4
9	6.7	6.4	6.4	6.1	6.9	7.1	6.4	5.9	5.5	5.8	7.6	8.5
8	6.2	5.7	6.7	5.6	6.7	6.2	5.6	7.7	6.4	5.6	6.0	6.0
7	5.1	4.4	5.4	4.4	5.8	5.1	3.9	3.4	5.0	4.9	7.6	5.2
6	3.7	2.0	4.9	2.5	4.5	4.1	2.1	4.8	4.2	2.9	4.2	3.9
NEUTRAL-5	9.3	5.0	12.7	5.2	12.2	10.9	5.5	12.4	10.3	5.0	12.1	11.4
AGREE	19.7	11.9	27.9	10.9	30.3	17.1	11.7	29.2	17.8	10.0	31.1	16.5
4	3.3	1.9	4.7	2.2	4.8	2.8	1.8	5.1	3.7	2.6	4.6	1.9
3	2.3	1.8	3.0	1.8	3.1	1.9	1.9	3.4	0.9	1.6	2.8	2.7
2	3.1	1.5	4.4	1.5	4.8	3.1	0.9	5.2	2.8	2.0	4.5	3.4
1	2.9	1.9	4.0	1.6	5.1	1.5	2.1	4.8	0.8	1.0	5.4	2.2
0	8.2	4.8	11.7	3.9	12.5	7.9	5.0	10.8	9.6	2.8	13.8	6.4
Mean	7.36	8.35	6.43	8.43	6.24	7.47	8.35	6.41	7.44	8.52	6.11	7.50



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
DISAGREE	70.9	56.1	54.0	57.3	67.5	85.8	86.2	86.0	46.9	72.6	89.4	56.1	61.2	52.5	60.2	69.9	85.3
Strongly	62.2	46.3	45.7	46.6	56.2	79.0	83.0	80.7	24.1	63.0	84.4	46.4	49.2	45.4	56.6	58.3	79.5
10	49.4	31.4	32.0	31.1	43.3	65.7	74.8	69.5	16.9	50.2	72.6	32.0	36.7	34.1	35.7	45.2	70.9
9	6.7	7.7	6.1	8.7	6.7	7.5	3.3	5.8	0.0	7.1	6.3	7.4	6.3	5.3	13.4	6.9	3.5
8	6.2	7.1	7.6	6.8	6.2	5.8	4.9	5.4	7.2	5.8	5.4	7.0	6.3	6.1	7.5	6.2	5.1
7	5.1	6.2	5.7	6.5	6.2	4.1	1.7	3.1	21.0	5.0	3.0	5.5	6.7	3.5	2.5	6.4	3.2
6	3.7	3.6	2.6	4.2	5.1	2.7	1.6	2.2	1.8	4.6	2.0	4.2	5.3	3.6	1.2	5.3	2.6
NEUTRAL-5	9.3	11.6	10.8	12.0	12.8	4.2	4.2	4.2	6.3	10.2	3.9	11.6	15.0	5.8	14.2	12.2	5.0
AGREE	19.7	32.4	35.2	30.7	19.7	10.0	9.6	9.8	46.8	17.2	6.7	32.3	23.8	41.7	25.6	17.9	9.7
4	3.3	5.4	3.9	6.2	3.2	2.0	1.5	1.8	12.5	4.5	0.9	5.2	3.5	7.0	2.6	2.4	3.9
3	2.3	3.4	2.0	4.3	2.8	0.8	0.8	0.8	14.1	2.7	0.6	2.6	3.9	3.4	2.5	2.2	0.5
2	3.1	4.8	4.0	5.3	4.1	1.1	0.6	0.9	9.2	2.7	0.6	4.6	4.8	6.0	3.8	4.1	0.0
1	2.9	4.9	6.4	3.9	2.4	2.0	1.4	1.8	5.4	2.7	1.0	5.3	3.3	11.7	2.0	1.7	0.8
0	8.2	13.9	18.8	11.0	7.2	4.0	5.2	4.5	5.7	4.5	3.6	14.5	8.4	13.7	14.7	7.5	4.5
Mean	7.36	6.10	5.82	6.27	7.13	8.52	8.70	8.59	5.32	7.60	8.87	6.08	6.65	5.74	6.60	7.27	8.62





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23. THE BIBLE AND RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	NON- RELI- GIOUS
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517	
DISAGREE	70.9	59.2	67.6	84.8	72.2	64.8	46.8	67.4	71.8	71.2	73.0	71.5	81.1	86.0	68.2	60.6	
Strongly	62.2	48.5	56.7	78.9	62.3	57.5	41.1	59.8	62.6	62.4	63.0	65.2	74.4	80.0	57.7	50.2	
10	49.4	34.8	46.7	66.1	47.7	43.6	32.1	45.3	49.6	48.9	50.7	55.4	62.5	72.1	44.2	35.5	
9	6.7	6.9	6.2	6.6	8.0	6.8	6.1	6.9	7.0	7.6	6.1	3.3	7.1	5.6	5.8	6.3	
8	6.2	6.8	3.8	6.2	6.6	7.1	3.0	7.6	6.0	5.9	6.2	6.4	4.8	2.3	7.8	8.3	
7	5.1	5.7	6.8	3.9	6.0	4.9	5.7	4.8	5.2	5.1	5.5	3.8	3.9	4.4	5.9	6.0	
6	3.7	5.0	4.1	2.0	4.0	2.4	0.0	2.8	4.0	3.7	4.5	2.5	2.9	1.7	4.6	4.3	
NEUTRAL-5	9.3	12.5	11.8	5.1	10.3	9.0	7.8	9.2	9.2	9.0	9.6	11.1	6.3	4.1	9.3	13.4	
AGREE	19.7	28.3	20.6	10.1	17.5	26.1	45.4	23.4	19.0	19.8	17.4	17.4	12.6	9.9	22.5	26.1	
4	3.3	4.5	3.7	1.9	3.6	4.3	4.0	4.3	3.3	3.1	3.6	2.3	2.8	1.3	3.8	4.0	
3	2.3	2.8	2.8	1.6	2.3	3.7	3.0	3.8	2.3	2.6	1.8	0.0	1.3	0.5	3.6	2.1	
2	3.1	4.6	4.5	1.1	3.7	3.8	8.0	3.3	3.0	2.9	3.2	3.3	2.1	2.4	3.1	3.9	
1	2.9	4.4	2.1	1.4	1.5	4.4	13.2	3.1	2.8	3.3	1.9	1.0	2.1	1.6	4.2	2.9	
0	8.2	12.0	7.5	4.2	6.4	9.9	17.3	8.8	7.6	7.9	6.9	10.8	4.4	4.0	7.8	13.2	
Mean	7.36	6.37	7.19	8.50	7.49	6.89	5.32	7.11	7.42	7.37	7.53	7.49	8.24	8.64	7.07	6.47	



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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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
DISAGREE	70.9	71.5	69.8	69.4	70.8	73.1	69.0	70.2	70.8	74.2	63.9	69.1	63.5	48.1	73.6	74.7	71.1	67.6	66.6	59.6
Strongly	62.2	62.4	61.8	60.3	65.0	65.2	61.9	60.1	61.7	66.8	52.5	56.9	51.5	37.5	67.3	66.3	60.2	54.4	57.5	44.0
10	49.4	50.0	48.2	47.4	49.9	52.4	49.7	48.0	46.5	53.3	40.9	41.7	42.5	28.0	53.7	53.0	48.1	37.0	48.4	35.1
9	6.7	6.1	7.7	7.0	9.2	6.1	5.8	6.1	9.8	7.2	5.5	6.0	5.1	3.8	6.4	7.9	5.0	6.8	5.0	5.2
8	6.2	6.3	5.9	5.9	5.9	6.7	6.3	6.0	5.4	6.2	6.0	9.1	3.9	5.7	7.2	5.4	7.1	10.6	4.0	3.8
7	5.1	5.2	4.9	5.0	4.6	4.0	4.0	6.1	5.8	4.5	6.3	5.9	7.2	5.2	3.3	5.5	4.9	6.7	5.7	9.0
6	3.7	3.9	3.2	4.1	1.2	3.9	3.1	3.9	3.3	2.9	5.2	6.3	4.8	5.4	3.0	2.9	6.0	6.5	3.4	6.6
NEUTRAL-5	9.3	9.1	9.7	10.3	8.4	9.1	9.2	9.2	10.3	8.8	10.4	10.7	9.3	12.4	9.2	8.6	9.7	11.4	8.1	10.7
AGREE	19.7	19.4	20.4	20.3	20.8	17.8	21.8	20.6	18.9	16.9	25.7	20.3	27.3	39.5	17.2	16.7	19.2	21.0	25.3	29.7
4	3.3	3.4	3.2	4.1	1.3	3.3	3.6	3.4	2.7	2.9	4.3	2.3	5.1	6.9	2.6	3.1	3.8	1.2	5.7	4.3
3	2.3	2.2	2.4	2.0	3.1	1.6	3.1	2.7	1.6	1.9	3.0	2.3	3.4	5.6	2.2	1.7	1.7	2.8	2.3	4.9
2	3.1	3.2	3.0	3.1	2.5	2.6	3.4	3.8	2.5	2.5	4.6	3.5	6.3	4.6	2.4	2.5	1.0	5.3	5.7	7.1
1	2.9	2.4	3.7	3.3	4.5	2.0	3.7	2.8	3.7	2.5	3.6	3.7	4.2	3.6	2.4	2.5	3.6	3.7	2.3	6.5
0	8.2	8.1	8.2	7.7	9.2	8.4	8.0	7.9	8.5	7.2	10.2	8.5	8.3	18.9	7.6	6.9	9.1	8.1	9.4	6.9
Mean	7.36	7.40	7.30	7.27	7.35	7.54	7.27	7.28	7.32	7.66	6.73	7.04	6.75	5.48	7.64	7.68	7.27	6.86	7.06	6.36



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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
DISAGREE	70.9	60.0	64.0	69.6	69.7	77.3	74.7	65.6	74.2	66.8	75.8	71.6	70.4
Strongly	62.2	45.3	50.5	60.8	62.8	71.1	67.4	53.9	67.4	56.5	69.0	64.0	60.6
10	49.4	33.2	37.0	49.3	49.9	58.7	53.5	41.6	54.2	44.0	55.7	51.4	47.5
9	6.7	3.3	7.7	5.8	6.8	7.2	7.3	6.0	7.1	6.2	7.2	6.0	7.3
8	6.2	8.8	5.8	5.7	6.1	5.2	6.6	6.4	6.0	6.3	6.0	6.6	5.8
7	5.1	7.8	8.2	5.8	3.9	4.1	3.6	7.1	3.8	6.2	3.8	4.0	6.0
6	3.7	6.9	5.3	3.0	3.0	2.1	3.8	4.6	3.0	4.2	3.1	3.6	3.7
NEUTRAL-5	9.3	11.5	11.7	6.8	11.4	6.9	9.6	9.6	9.2	10.1	8.4	9.1	9.5
AGREE	19.7	28.5	24.2	23.5	18.9	15.8	15.7	24.8	16.6	23.1	15.7	19.3	20.1
4	3.3	6.6	3.2	4.3	3.8	1.0	3.2	4.4	2.6	4.2	2.3	3.4	3.2
3	2.3	4.7	4.5	2.7	1.0	1.9	1.1	3.8	1.3	3.0	1.4	2.2	2.4
2	3.1	2.2	3.7	4.1	3.5	3.4	2.0	3.6	2.8	3.6	2.6	2.9	3.4
1	2.9	4.3	3.7	4.2	2.2	1.4	2.6	4.0	2.1	3.5	2.1	2.6	3.1
0	8.2	10.6	9.0	8.2	8.5	8.1	6.8	9.0	7.6	8.8	7.3	8.2	8.1
Mean	7.36	6.35	6.71	7.22	7.38	7.87	7.72	6.86	7.68	7.01	7.78	7.44	7.29



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23. THE BIBLE AND RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
DISAGREE	70.9	62.6	66.3	72.8	75.4	63.4	64.1	71.6	77.2	62.3	68.0	74.1	73.4	61.3	72.9	78.0
Strongly	62.2	47.2	56.5	64.8	69.0	51.9	54.5	63.7	71.6	45.5	58.1	65.9	66.0	51.3	64.0	70.9
10	49.4	34.6	44.8	51.3	55.8	33.7	43.8	51.4	58.7	34.9	45.5	51.2	52.6	40.3	49.7	59.5
9	6.7	5.7	6.0	7.4	6.9	7.9	6.0	5.2	6.3	4.9	6.0	9.6	7.6	3.7	8.6	5.7
8	6.2	6.9	5.8	6.1	6.2	10.3	4.7	7.2	6.6	5.7	6.7	5.1	5.8	7.3	5.8	5.7
7	5.1	8.9	6.1	4.6	3.5	6.0	5.1	4.3	2.8	10.0	6.9	5.0	4.2	4.4	5.7	4.3
6	3.7	6.5	3.7	3.4	2.9	5.5	4.5	3.5	2.8	6.9	3.0	3.2	3.1	5.5	3.1	2.7
NEUTRAL-5	9.3	10.8	9.4	9.5	8.8	9.5	10.0	8.3	9.1	11.3	8.9	10.6	8.4	12.3	8.7	7.3
AGREE	19.7	26.6	24.3	17.7	15.8	27.1	25.8	20.1	13.7	26.4	23.1	15.4	18.2	26.5	18.4	14.8
4	3.3	5.0	4.2	2.6	2.7	6.4	3.8	3.7	2.5	4.5	4.5	1.4	2.9	3.9	3.2	2.9
3	2.3	4.5	3.7	1.3	1.3	7.1	3.1	1.6	1.2	3.5	4.2	0.9	1.4	3.2	2.2	1.4
2	3.1	3.1	3.7	4.0	2.1	3.4	3.0	5.3	1.1	3.0	4.2	2.8	3.3	5.4	2.4	2.1
1	2.9	4.6	3.5	2.7	2.0	6.6	4.3	2.1	1.4	3.9	2.8	3.3	2.6	4.5	2.5	1.6
0	8.2	9.4	9.3	7.2	7.7	3.5	11.7	7.3	7.5	11.5	7.4	7.0	7.9	9.4	8.1	6.8
Mean	7.36	6.52	6.98	7.53	7.77	6.74	6.77	7.43	7.95	6.44	7.14	7.63	7.57	6.61	7.49	7.96



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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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
DRUG PENALTIES	7.40	9.94	9.35	8.73	8.00	6.99	5.57	4.55	2.60	8.09	9.19	7.39	4.13	8.48	7.66	7.19	8.51	5.72	7.85	4.51
CENSOR THE BIBLE	7.36	9.93	9.14	7.60	7.18	6.76	6.04	5.75	5.68	7.85	8.61	7.06	5.91	8.40	8.12	6.94	7.00	6.20	6.85	5.83
CUT SPENDING	7.33	9.90	9.45	8.68	7.93	6.85	5.42	4.67	2.18	8.17	9.20	7.69	3.89	8.49	7.85	7.47	8.40	5.31	6.93	4.39
FINAL SAY IN EDUCATION	7.29	9.95	9.36	8.59	7.94	6.54	5.67	4.52	2.39	8.01	9.14	7.33	3.81	8.45	7.73	7.32	7.95	5.57	7.25	4.61
GOV'T/GET OUT OF THE WAY	6.67	9.85	8.83	8.21	6.61	5.86	5.12	3.84	2.12	7.51	8.76	6.46	3.67	8.13	7.03	6.58	7.48	4.67	5.90	3.96
RACISM NOT CAUSE/ALL PREMS	5.78	9.76	8.19	6.95	5.86	4.73	4.10	2.64	1.40	6.66	7.96	5.54	2.74	7.16	6.45	5.58	6.65	3.68	4.95	2.97
SUPPORT WOMEN/ABORTION	5.65	9.64	8.27	7.37	5.69	4.22	3.21	2.47	1.49	6.55	8.15	4.86	2.65	7.00	6.20	5.31	6.99	3.49	5.34	2.43



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

SUMMARY MEANS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
DRUG PENALTIES	7.40	7.35	7.38	7.47	7.32	7.49	7.60	6.87	6.54	6.30	7.08
CENSOR THE BIBLE	7.36	6.71	7.54	7.82	6.90	7.46	7.52	7.13	6.48	6.41	6.65
CUT SPENDING	7.33	7.30	7.28	7.49	7.12	7.43	7.44	7.34	6.45	6.37	6.62
FINAL SAY IN EDUCATION	7.29	6.88	7.24	7.59	7.15	7.38	7.41	7.17	6.51	6.22	7.17
GOV'T/GET OUT OF THE WAY	6.67	6.50	6.58	6.93	6.46	6.78	6.80	6.66	5.75	5.51	6.29
RACISM NOT CAUSE/ALL PREMS	5.78	5.48	5.90	5.84	5.80	5.88	5.94	5.49	4.96	4.73	5.48
SUPPORT WOMEN/ABORTION	5.65	5.35	5.47	6.11	5.26	5.74	5.74	5.75	4.86	4.76	5.08



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SUMMARY MEANS:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704		931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
DRUG PENALTIES	7.40	8.26	6.85		8.11	6.71	7.15	8.29	6.73	6.69	7.04	7.33	7.45	7.33	7.22	8.20	6.97	6.75	6.54
CENSOR THE BIBLE	7.36	8.22	6.48		8.27	6.48	7.09	8.33	6.44	7.03	6.97	7.48	7.38	7.21	7.40	7.62	6.95	7.08	7.13
CUT SPENDING	7.33	8.39	6.34		8.27	6.32	7.45	8.49	6.16	7.18	7.37	7.33	7.35	7.47	7.30	7.41	7.08	7.03	6.92
FINAL SAY IN EDUCATION	7.29	8.18	6.61		8.24	6.36	7.02	8.40	6.33	6.78	7.00	7.25	7.29	7.16	7.21	7.47	7.40	6.95	7.26
GOV'T/GET OUT OF THE WAY	6.67	7.81	5.52		7.75	5.56	6.70	7.93	5.45	6.47	6.63	6.57	6.68	6.69	6.68	6.90	6.29	6.38	6.65
RACISM NOT CAUSE/ALL PREMS	5.78	6.98	4.67		6.91	4.67	5.52	7.08	4.63	5.33	5.72	5.62	5.78	5.77	5.92	6.08	5.24	5.63	5.83
SUPPORT WOMEN/ABORTION	5.65	6.70	4.69		6.76	4.58	5.25	6.93	4.66	5.09	5.24	5.04	5.66	5.55	5.83	6.08	5.40	5.35	5.46



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	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	532	1466	931	855	214	452	844	305	539	1155
DRUG PENALTIES	7.40	6.83	7.60	8.18	6.60	7.19	7.08	6.82	7.13	6.65	7.82
CENSOR THE BIBLE	7.36	6.13	7.82	8.30	6.45	6.94	7.19	6.41	6.04	6.61	8.06
CUT SPENDING	7.33	6.17	7.75	8.26	6.28	7.47	7.36	6.24	5.70	6.55	8.13
FINAL SAY IN EDUCATION	7.29	6.30	7.65	8.19	6.31	7.32	7.16	6.42	6.43	6.41	7.94
GOV'T/GET OUT OF THE WAY	6.67	5.53	7.09	7.73	5.55	6.58	6.57	5.53	5.29	5.66	7.51
RACISM NOT CAUSE/ALL PREMS	5.78	4.90	6.11	6.90	4.61	5.58	5.57	4.75	4.74	4.75	6.54
SUPPORT WOMEN/ABORTION	5.65	5.09	5.86	6.71	4.58	5.31	5.46	4.85	4.99	4.76	6.24





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	866	920	724	740	536	366	319	255	358	421	281	
DRUG PENALTIES	7.40	8.26	6.74	8.27	6.64	7.26	8.33	6.87	7.29	8.20	6.47	7.24	
CENSOR THE BIBLE	7.36	8.35	6.43	8.43	6.24	7.47	8.35	6.41	7.44	8.52	6.11	7.50	
CUT SPENDING	7.33	8.37	6.40	8.33	6.38	7.29	8.34	6.34	7.39	8.32	6.41	7.20	
FINAL SAY IN EDUCATION	7.29	8.21	6.45	8.23	6.46	7.18	8.25	6.61	7.33	8.21	6.34	7.05	
GOV'T/GET OUT OF THE WAY	6.67	7.83	5.60	7.76	5.63	6.65	7.89	5.54	6.62	7.62	5.70	6.68	
RACISM NOT CAUSE/ALL PREMS	5.78	7.02	4.69	6.92	4.62	5.85	7.05	4.76	5.80	6.79	4.52	5.89	
SUPPORT WOMEN/ABORTION	5.65	6.73	4.67	6.78	4.85	5.22	6.89	5.18	5.35	6.67	4.60	5.10	



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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
DRUG PENALTIES	7.40	6.22	5.70	6.54	7.31	8.24	8.65	8.41	7.02	7.83	8.47	6.20	7.09	8.41	5.95	7.25	8.16
CENSOR THE BIBLE	7.36	6.10	5.82	6.27	7.13	8.52	8.70	8.59	5.32	7.60	8.87	6.08	6.65	5.74	6.60	7.27	8.62
CUT SPENDING	7.33	5.93	5.24	6.35	7.28	8.34	8.66	8.47	6.51	7.88	8.57	5.89	7.06	7.51	5.91	7.19	8.43
FINAL SAY IN EDUCATION	7.29	6.10	5.72	6.33	6.97	8.36	8.83	8.55	6.40	7.15	8.63	6.05	7.00	7.45	6.23	6.87	8.68
GOV'T/GET OUT OF THE WAY	6.67	5.28	4.70	5.63	6.55	7.68	8.20	7.89	6.54	6.94	8.05	5.18	6.27	6.58	5.23	6.58	7.76
RACISM NOT CAUSE/ALL PREMS	5.78	4.42	3.89	4.73	5.54	6.95	7.31	7.10	5.92	6.46	7.11	4.31	4.86	6.22	4.29	5.63	7.47
SUPPORT WOMEN/ABORTION	5.65	4.22	3.74	4.52	5.38	6.80	7.39	7.05	6.52	5.61	7.10	4.21	5.60	6.96	3.16	5.12	6.85



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

SUMMARY MEANS:

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 PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
DRUG PENALTIES	7.40	6.58	7.11	8.38	7.36	7.72	7.67	7.73	7.44	7.65	7.04	6.62	7.67	7.80	7.84	6.66
CENSOR THE BIBLE	7.36	6.37	7.19	8.50	7.49	6.89	5.32	7.11	7.42	7.37	7.53	7.49	8.24	8.64	7.07	6.47
CUT SPENDING	7.33	6.32	7.34	8.42	7.37	7.13	6.60	7.21	7.41	7.52	7.19	6.93	7.67	7.95	7.51	6.65
FINAL SAY IN EDUCATION	7.29	6.43	7.05	8.31	7.14	7.02	7.16	7.00	7.35	7.37	7.32	7.17	7.69	7.97	7.39	6.51
GOV'T/GET OUT OF THE WAY	6.67	5.57	6.59	7.90	6.60	6.71	6.92	6.68	6.71	6.76	6.63	6.29	6.90	7.44	6.72	6.09
RACISM NOT CAUSE/ALL PREMS	5.78	4.56	6.06	7.02	5.91	6.11	6.21	6.09	5.77	6.07	5.20	5.48	6.07	6.32	6.00	5.06
SUPPORT WOMEN/ABORTION	5.65	4.64	5.38	6.83	5.53	5.71	6.32	5.62	5.70	5.81	5.49	5.16	6.32	7.09	6.00	4.15



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	MEN	WOMEN	
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
DRUG PENALTIES	7.40	7.28	7.63	7.56	7.79	7.34	7.92	7.24	7.32	7.54	7.10	7.40	6.53	7.60	7.74	7.37	7.70	7.18	6.52	6.54
CENSOR THE BIBLE	7.36	7.40	7.30	7.27	7.35	7.54	7.27	7.28	7.32	7.66	6.73	7.04	6.75	5.48	7.64	7.68	7.27	6.86	7.06	6.36
CUT SPENDING	7.33	7.29	7.41	7.40	7.43	7.27	7.62	7.30	7.18	7.47	7.03	7.12	6.68	7.48	7.57	7.38	7.24	7.03	6.73	6.62
FINAL SAY IN EDUCATION	7.29	7.39	7.10	7.05	7.19	7.42	7.47	7.36	6.69	7.29	7.31	7.11	7.43	7.08	7.41	7.18	7.32	6.96	7.55	7.28
GOV'T/GET OUT OF THE WAY	6.67	6.64	6.74	6.71	6.79	6.60	7.00	6.68	6.45	6.81	6.38	6.42	6.07	6.76	6.94	6.71	6.54	6.33	5.84	6.34
RACISM NOT CAUSE/ALL PREMS	5.78	5.63	6.10	6.00	6.30	5.59	6.52	5.66	5.64	6.19	4.91	5.00	4.20	6.04	6.39	6.02	5.23	4.82	4.16	4.25
SUPPORT WOMEN/ABORTION	5.65	5.65	5.66	5.61	5.76	5.68	6.27	5.62	5.00	5.73	5.47	5.12	5.68	5.84	6.04	5.47	5.29	5.00	5.57	5.81



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	156	280	333	319	391	521	769	1231	1088	912	940	1060
DRUG PENALTIES	7.40	5.90	6.13	7.02	7.30	8.08	8.31	6.47	7.98	6.71	8.21	7.55	7.26
CENSOR THE BIBLE	7.36	6.35	6.71	7.22	7.38	7.87	7.72	6.86	7.68	7.01	7.78	7.44	7.29
CUT SPENDING	7.33	6.40	6.68	7.67	7.29	7.62	7.54	7.05	7.50	7.12	7.57	7.40	7.26
FINAL SAY IN EDUCATION	7.29	5.51	6.61	7.79	7.52	7.53	7.56	6.89	7.54	7.08	7.55	7.44	7.16
GOV'T/GET OUT OF THE WAY	6.67	6.27	5.88	6.95	6.64	6.79	6.98	6.42	6.83	6.49	6.90	6.75	6.61
RACISM NOT CAUSE/ALL PREMS	5.78	5.02	4.84	5.86	5.82	6.20	6.14	5.32	6.07	5.46	6.16	5.93	5.65
SUPPORT WOMEN/ABORTION	5.65	4.81	5.09	6.01	5.27	5.58	6.27	5.43	5.79	5.38	5.97	5.90	5.44



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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
DRUG PENALTIES	7.40	5.78	6.70	7.59	8.25	6.08	6.61	7.70	8.23	5.67	6.77	7.48	8.29	7.05	7.42	7.77
CENSOR THE BIBLE	7.36	6.52	6.98	7.53	7.77	6.74	6.77	7.43	7.95	6.44	7.14	7.63	7.57	6.61	7.49	7.96
CUT SPENDING	7.33	6.51	7.26	7.41	7.58	6.32	7.15	7.42	7.70	6.58	7.34	7.40	7.43	6.99	7.34	7.71
FINAL SAY IN EDUCATION	7.29	5.90	7.29	7.48	7.60	6.06	7.10	7.50	7.82	5.84	7.44	7.47	7.34	7.15	7.20	7.68
GOV'T/GET OUT OF THE WAY	6.67	6.12	6.49	6.71	6.95	5.67	6.51	6.70	7.08	6.28	6.48	6.72	6.80	6.40	6.72	6.90
RACISM NOT CAUSE/ALL PREMS	5.78	4.93	5.46	5.92	6.18	5.44	5.17	6.03	6.38	4.75	5.69	5.81	5.94	5.33	5.88	6.10
SUPPORT WOMEN/ABORTION	5.65	4.73	5.69	5.43	6.08	5.14	5.73	5.64	6.28	4.59	5.65	5.22	5.84	5.64	5.43	6.18



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	
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
10	8.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.9	20.3	0.0	0.0	19.1	9.8	5.2	4.2	0.0	0.0	0.0
9	14.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	20.6	35.1	0.0	0.0	28.4	18.2	10.2	14.7	0.0	0.0	0.0
8	18.5	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	26.1	44.6	0.0	0.0	25.0	25.0	16.8	37.7	0.0	0.0	0.0
7	17.5	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	17.6	0.0	57.8	0.0	12.7	18.9	25.8	20.5	17.2	47.5	0.0
6	14.7	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	12.9	0.0	42.2	0.0	6.7	12.6	17.9	22.9	19.0	52.5	0.0
NEUTRAL-5	11.5	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	4.6	0.0	0.0	42.9	3.4	6.4	11.1	0.0	27.9	0.0	43.8
4	6.9	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	2.4	0.0	0.0	21.9	1.0	3.5	7.2	0.0	17.8	0.0	27.9
3	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	59.7	1.6	0.0	0.0	14.8	1.5	2.4	2.7	0.0	12.4	0.0	19.5
2	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.0	1.4	0.0	0.0	13.0	1.0	2.1	3.1	0.0	5.3	0.0	8.3
1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.7	0.0	0.0	6.8	1.2	1.0	0.0	0.0	0.0	0.0	0.0
0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.0	0.7	0.2	0.0	0.0	0.0	0.3	0.0	0.5
<b>Mean</b>	6.79	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.50	7.56	8.76	6.58	3.79	8.04	7.28	6.65	7.57	4.93	6.48	4.06



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

ANMP SCALE:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	
Total	2000	350	450	768	432	1799	1543	256	201	139	62	
10	8.4	6.4	6.5	11.4	6.8	9.2	9.8	5.8	1.4	0.6	3.0	
9	14.6	9.9	16.6	17.0	11.8	15.4	16.7	7.8	6.6	3.4	13.7	
8	18.5	18.2	17.5	18.0	20.5	19.1	18.8	20.9	12.8	13.7	10.7	
7	17.5	19.7	16.8	17.9	15.9	17.3	16.8	20.1	19.5	19.1	20.3	
6	14.7	15.3	17.4	12.6	15.0	13.9	12.9	19.8	21.9	25.0	14.9	
NEUTRAL-5	11.5	12.9	10.1	10.6	13.4	10.9	10.5	13.2	16.6	13.9	22.8	
4	6.9	9.8	7.0	5.0	7.7	6.7	6.6	7.2	8.9	8.6	9.5	
3	4.8	5.0	5.4	4.3	4.8	4.5	4.6	3.9	7.0	8.6	3.2	
2	2.6	2.6	2.8	2.1	3.1	2.3	2.5	1.2	4.9	6.3	1.8	
1	0.5	0.3	0.0	0.8	0.7	0.5	0.6	0.0	0.6	0.8	0.0	
0	0.1	0.0	0.0	0.1	0.5	0.2	0.2	0.0	0.0	0.0	0.0	
Mean	6.79	6.52	6.76	7.04	6.58	6.88	6.92	6.65	5.93	5.73	6.36	





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

ANMP SCALE:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
10	8.4	15.9	1.5	16.0	1.3	4.5	16.6	1.7	5.0	5.6	5.9	8.5	7.8	8.2	11.9	4.0	5.9	7.5
9	14.6	24.5	6.1	24.7	5.1	9.3	26.6	5.0	8.0	8.5	11.5	14.3	13.5	11.0	19.1	11.7	15.3	17.9
8	18.5	25.6	12.2	25.4	11.2	19.3	25.9	10.7	19.6	21.4	16.3	18.6	19.2	22.3	17.3	17.7	14.0	16.0
7	17.5	15.2	19.0	14.3	19.2	26.2	14.5	18.8	18.6	18.7	24.0	17.9	17.6	19.2	16.5	21.0	15.0	11.3
6	14.7	8.1	20.6	8.6	20.7	16.4	8.1	19.9	18.0	18.3	16.8	14.7	15.6	12.1	13.7	15.3	19.4	13.7
NEUTRAL-5	11.5	5.0	17.8	4.2	19.3	10.2	3.6	18.9	13.2	12.5	12.5	11.2	11.3	11.7	8.7	13.9	14.7	15.4
4	6.9	2.1	10.2	2.2	11.8	6.7	1.4	12.8	6.1	7.6	7.4	6.9	7.2	8.1	6.0	8.7	4.3	6.2
3	4.8	1.4	8.5	2.2	7.5	3.9	1.4	8.0	5.8	4.0	4.3	4.6	4.7	3.7	4.6	5.3	5.7	6.7
2	2.6	1.1	3.9	1.4	3.7	3.0	0.9	4.0	4.4	2.9	1.2	2.5	2.5	3.6	2.0	1.5	4.1	3.5
1	0.5	1.0	0.0	0.9	0.1	0.7	0.9	0.0	1.2	0.6	0.0	0.5	0.5	0.0	0.3	1.0	0.9	1.0
0	0.1	0.1	0.3	0.1	0.2	0.0	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.7	0.8
Mean	6.79	7.80	5.87	7.77	5.80	6.60	7.93	5.76	6.36	6.56	6.70	6.80	6.74	6.76	7.12	6.49	6.47	6.56



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

ANMP SCALE:

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	532	1466	931	855	214	452	844	305	539	1155	
10	8.4	1.1	11.1	15.7	1.3	5.2	4.2	1.5	1.5	1.5	13.5	
9	14.6	5.3	17.9	24.7	4.6	10.2	9.9	5.0	5.9	4.5	21.5	
8	18.5	15.7	19.5	25.0	11.8	16.8	19.3	12.7	16.1	10.7	22.7	
7	17.5	15.9	18.1	15.0	18.3	25.8	23.9	19.5	14.7	22.2	16.1	
6	14.7	20.4	12.6	8.8	20.3	17.9	17.4	20.6	17.0	22.6	10.4	
NEUTRAL-5	11.5	18.9	8.8	4.5	19.2	11.1	12.4	17.6	17.8	17.5	7.0	
4	6.9	9.7	5.9	1.9	12.2	7.2	6.6	11.7	10.4	12.4	3.4	
3	4.8	8.4	3.5	1.8	8.5	2.7	3.8	7.0	11.3	4.6	3.1	
2	2.6	4.1	2.0	1.4	3.7	3.1	2.1	3.9	4.7	3.5	1.5	
1	0.5	0.2	0.6	1.1	0.0	0.0	0.3	0.2	0.3	0.2	0.7	
0	0.1	0.3	0.1	0.1	0.2	0.0	0.0	0.2	0.3	0.2	0.1	
Mean	6.79	5.85	7.13	7.76	5.76	6.65	6.62	5.86	5.76	5.91	7.47	



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

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	866	920		724	740	536	366	319	255	358	421	281
10	8.4	16.5	1.6		15.2	1.2	9.3	15.7	1.9	9.1	14.7	0.7	9.5
9	14.6	25.8	5.3		25.7	5.6	11.7	27.0	7.0	14.3	24.5	4.6	9.4
8	18.5	24.8	12.0		25.7	13.7	15.3	25.4	15.5	13.9	25.9	12.4	16.6
7	17.5	14.8	19.0		15.0	17.8	20.5	15.6	15.9	18.5	14.4	19.3	22.3
6	14.7	8.2	20.4		9.2	18.8	16.4	8.0	17.6	16.0	10.6	19.6	16.7
NEUTRAL-5	11.5	3.9	18.6		3.8	18.6	12.0	3.0	20.8	13.3	4.6	16.9	10.8
4	6.9	1.8	11.4		1.5	11.6	7.7	1.4	9.4	7.3	1.6	13.3	8.1
3	4.8	2.1	7.6		1.6	8.7	3.7	1.5	7.6	5.2	1.7	9.4	2.3
2	2.6	1.1	3.8		1.1	3.8	2.8	1.3	3.9	1.6	0.9	3.6	3.9
1	0.5	0.9	0.1		1.0	0.0	0.6	0.9	0.0	0.8	1.1	0.0	0.4
0	0.1	0.1	0.2		0.1	0.2	0.0	0.3	0.3	0.0	0.0	0.2	0.0
Mean	6.79	7.84	5.84		7.83	5.83	6.71	7.89	5.95	6.71	7.76	5.73	6.70



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

ANMP SCALE:

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
10	8.4	0.6	0.6	0.5	4.8	12.9	25.7	18.2	0.0	6.9	18.4	0.3	2.8	1.8	2.5	5.4	24.5
9	14.6	2.4	3.5	1.7	11.5	24.9	30.2	27.1	4.4	16.0	29.7	2.5	9.6	14.4	0.9	10.9	20.9
8	18.5	12.6	11.8	13.1	16.3	29.0	19.9	25.3	32.1	22.3	26.1	11.0	16.4	24.6	12.1	13.7	21.9
7	17.5	15.1	9.7	18.4	21.6	17.5	12.4	15.4	16.5	20.8	13.5	15.3	19.1	33.6	13.6	23.7	16.1
6	14.7	19.3	11.8	23.9	19.4	7.5	4.7	6.3	23.3	16.1	6.5	19.1	21.1	5.3	18.7	19.6	5.9
NEUTRAL-5	11.5	19.2	18.1	19.9	13.9	3.5	2.2	3.0	7.3	10.4	1.9	20.8	16.2	10.4	15.7	13.7	4.6
4	6.9	14.5	17.0	12.9	5.9	2.5	1.0	1.9	2.3	1.9	1.3	14.6	7.8	3.2	19.8	6.2	4.0
3	4.8	10.3	16.3	6.7	4.1	0.9	1.4	1.1	5.8	3.9	0.7	11.0	5.0	4.9	8.2	3.6	1.1
2	2.6	5.6	10.3	2.8	1.9	0.2	1.6	0.8	8.4	0.0	0.9	4.9	2.1	1.7	8.6	2.5	0.0
1	0.5	0.0	0.0	0.0	0.6	0.7	1.0	0.8	0.0	1.6	0.9	0.0	0.0	0.0	0.0	0.7	0.9
0	0.1	0.3	0.9	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0
Mean	6.79	5.46	4.99	5.75	6.59	7.85	8.26	8.02	6.31	7.07	8.13	5.41	6.37	6.95	5.36	6.56	8.00



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

ANMP SCALE:

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	VB COMBO	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
10	8.4	1.4	6.7	16.7	6.2	8.9	5.8	9.4	8.0	8.6	7.0	11.0	12.2	14.7	7.3	4.8
9	14.6	4.5	12.1	26.3	12.0	13.0	12.3	13.1	14.9	16.9	11.4	13.3	17.1	22.7	15.3	8.6
8	18.5	12.7	15.9	25.6	19.8	22.4	24.0	22.1	18.7	18.8	18.3	11.6	18.4	25.9	21.8	12.7
7	17.5	18.5	23.7	14.5	21.8	16.1	17.8	15.8	17.7	17.3	18.5	17.6	19.8	10.9	20.4	13.7
6	14.7	19.5	16.9	8.8	16.3	13.0	7.8	13.7	15.2	15.1	15.4	12.3	14.2	11.5	12.5	17.8
NEUTRAL-5	11.5	18.7	10.9	3.8	11.7	12.0	11.9	12.0	11.1	9.2	14.7	13.5	9.4	6.7	9.5	17.0
4	6.9	12.3	6.1	1.2	5.6	5.0	6.7	4.7	7.2	6.9	7.8	6.6	3.6	3.7	6.8	12.2
3	4.8	8.4	3.3	1.3	4.2	4.3	10.9	3.3	4.7	5.1	3.9	6.2	3.0	0.7	4.6	7.6
2	2.6	3.8	3.9	0.8	2.0	4.6	2.8	4.8	1.9	1.4	2.7	5.4	2.0	1.3	0.9	5.1
1	0.5	0.1	0.4	1.0	0.4	0.4	0.0	0.5	0.3	0.4	0.2	2.2	0.3	1.9	0.8	0.2
0	0.1	0.2	0.0	0.1	0.0	0.4	0.0	0.5	0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.4
Mean	6.79	5.78	6.68	7.92	6.77	6.78	6.56	6.81	6.83	6.93	6.64	6.47	7.22	7.59	6.93	5.96



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
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
10	8.4	7.9	9.5	9.2	10.1	7.8	11.7	8.0	7.1	10.6	3.7	4.0	2.2	2.3	12.0	9.5	4.2	3.8	3.3	0.8
9	14.6	14.5	14.7	13.8	16.8	16.1	17.9	13.1	11.3	16.6	10.3	10.6	6.3	13.2	18.6	14.8	16.3	6.4	7.6	4.8
8	18.5	18.5	18.4	17.3	20.9	17.5	21.3	19.3	15.3	19.2	16.9	19.6	15.0	19.8	19.3	19.1	20.6	18.9	14.4	15.8
7	17.5	17.4	17.8	18.7	16.0	15.9	17.5	18.6	18.2	16.9	18.9	20.0	18.4	20.5	16.7	17.0	14.2	24.3	14.6	23.1
6	14.7	15.3	13.5	14.6	11.2	15.9	9.2	14.8	18.1	12.2	20.0	15.1	24.4	19.6	10.5	13.6	14.5	15.5	25.1	23.5
NEUTRAL-5	11.5	11.4	11.6	12.6	9.4	12.7	10.4	10.4	12.8	10.1	14.4	11.4	19.5	10.1	10.0	10.2	11.8	11.1	20.3	18.4
4	6.9	6.8	7.1	7.9	5.5	5.9	5.3	7.4	9.1	6.9	6.8	7.5	7.3	5.5	5.1	8.5	8.9	6.4	8.1	6.2
3	4.8	5.0	4.3	2.6	8.0	5.1	3.6	4.9	5.1	3.8	6.7	9.5	4.2	7.8	4.2	3.6	7.5	11.0	4.5	3.9
2	2.6	2.7	2.2	2.5	1.7	2.4	2.1	3.0	2.3	2.9	1.8	1.4	2.7	1.2	2.8	3.0	0.0	2.5	2.1	3.5
1	0.5	0.6	0.3	0.3	0.5	0.7	0.3	0.5	0.4	0.5	0.5	0.9	0.0	0.0	0.5	0.6	2.0	0.0	0.0	0.0
0	0.1	0.0	0.4	0.6	0.0	0.0	0.6	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0
Mean	6.79	6.75	6.85	6.80	6.95	6.77	7.16	6.74	6.52	6.97	6.41	6.42	6.19	6.60	7.11	6.84	6.59	6.29	6.21	6.16



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

ANMP SCALE:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	156	280	333	319	391	521	769	1231	1088	912	940	1060
10	8.4	0.6	4.0	7.3	7.3	10.5	13.0	4.7	10.7	5.5	12.0	9.2	7.7
9	14.6	4.5	7.2	15.5	14.1	17.6	18.9	10.2	17.2	11.4	18.3	16.8	12.6
8	18.5	15.0	17.4	22.2	19.2	17.2	18.2	19.0	18.1	19.1	17.8	18.9	18.1
7	17.5	14.6	13.9	19.9	19.3	19.0	16.6	16.6	18.1	17.4	17.7	16.5	18.4
6	14.7	21.4	17.1	11.8	14.2	15.4	12.9	15.7	14.1	15.3	14.0	13.4	15.8
<b>NEUTRAL-5</b>	11.5	20.4	15.9	10.1	10.9	9.5	9.2	14.3	9.7	13.3	9.3	11.9	11.1
4	6.9	12.3	10.2	7.1	7.0	4.7	5.0	9.3	5.4	8.6	4.9	5.7	7.9
3	4.8	7.0	8.3	3.3	3.5	4.0	4.5	5.9	4.1	5.2	4.3	4.6	4.9
2	2.6	4.3	5.3	1.5	3.8	1.1	1.5	3.5	2.0	3.6	1.3	2.3	2.8
1	0.5	0.0	0.4	1.0	0.3	1.0	0.2	0.6	0.5	0.5	0.5	0.6	0.5
0	0.1	0.0	0.3	0.3	0.3	0.0	0.0	0.2	0.1	0.3	0.0	0.2	0.1
<b>Mean</b>	6.79	5.77	6.00	6.93	6.75	7.08	7.22	6.36	7.06	6.47	7.16	6.91	6.67



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 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
10	8.4	1.8	5.7	9.2	11.9	1.6	5.2	9.3	12.7	1.9	6.0	9.2	11.0	5.0	8.5	12.4
9	14.6	3.9	12.9	14.3	19.3	0.0	12.3	13.8	24.1	5.3	13.3	14.8	13.8	11.2	16.0	15.1
8	18.5	14.6	21.1	17.9	18.3	22.4	21.6	19.6	16.4	11.8	20.7	16.2	20.5	18.2	16.2	24.0
7	17.5	17.9	15.5	19.5	17.4	15.0	14.2	19.2	16.3	19.0	16.5	19.8	18.8	18.3	18.1	15.3
6	14.7	18.4	14.6	14.6	13.7	21.6	14.7	13.2	11.6	17.3	14.5	16.0	16.0	15.5	14.7	13.8
NEUTRAL-5	11.5	17.7	13.4	11.0	8.5	13.3	14.4	13.0	9.3	19.3	12.6	9.0	7.6	14.6	11.4	7.9
4	6.9	12.8	7.6	6.3	4.9	19.1	6.2	4.2	4.3	10.5	8.7	8.4	5.6	6.8	7.2	6.2
3	4.8	8.1	5.2	3.6	4.3	1.7	5.7	4.4	4.5	10.4	4.8	2.8	4.1	6.2	4.7	3.2
2	2.6	4.8	2.9	3.1	1.2	5.3	3.7	2.7	0.7	4.6	2.3	3.5	1.8	3.9	2.2	1.9
1	0.5	0.0	0.9	0.4	0.5	0.0	1.4	0.4	0.3	0.0	0.4	0.4	0.8	0.4	0.7	0.2
0	0.1	0.0	0.4	0.2	0.0	0.0	0.5	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0
Mean	6.79	5.80	6.56	6.85	7.21	5.88	6.46	6.87	7.36	5.77	6.64	6.83	7.03	6.44	6.79	7.20





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

24. 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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPTIMISTIC	58.3	49.8	48.7	63.6	55.1	61.1	63.4	57.4	66.8	53.3	55.6	48.1	55.6	51.2	58.3	33.4	68.2	69.7	76.6	65.8
Very	16.0	14.7	13.9	15.8	13.7	19.4	13.5	18.5	22.0	13.2	14.9	9.9	13.3	15.4	6.9	4.1	24.2	22.4	28.7	18.8
Somewhat	42.3	35.1	34.8	47.7	41.4	41.7	49.9	39.0	44.8	40.1	40.6	38.2	42.4	35.8	51.4	29.4	44.1	47.3	48.0	47.0
PESSIMISTIC	35.7	46.5	41.5	32.2	40.1	30.9	32.1	35.9	27.5	39.9	38.4	44.5	35.2	41.7	39.0	54.7	24.2	26.3	19.3	30.3
Somewhat	23.6	25.1	26.1	17.9	26.7	25.5	25.4	24.3	17.5	25.0	22.2	32.4	19.1	24.2	27.5	34.9	15.1	20.6	14.1	24.2
Very	12.1	21.4	15.5	14.4	13.4	5.4	6.6	11.6	10.0	14.9	16.1	12.1	16.1	17.5	11.5	19.7	9.1	5.8	5.2	6.1
DON'T KNOW	6.0	3.7	9.7	4.2	4.8	8.0	4.5	6.7	5.7	6.8	6.1	7.5	9.2	7.1	2.7	11.9	7.5	4.0	4.1	3.9
Net Diff.	22.6	3.4	7.2	31.3	15.0	30.2	31.4	21.5	39.3	13.4	17.2	3.6	20.4	9.4	19.3	-21.2	44.0	43.4	57.3	35.5
Mean	2.66	2.45	2.52	2.68	2.58	2.82	2.74	2.69	2.84	2.55	2.58	2.50	2.58	2.53	2.55	2.20	2.90	2.90	3.04	2.82



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24. 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 LIKELY	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	899	768	131	101	69	32
OPTIMISTIC	58.3	59.2	56.4	56.9	62.2	60.5	61.0	57.3	38.9	45.7	24.1
Very	16.0	12.7	16.2	19.0	13.3	17.1	18.7	8.1	6.0	5.6	6.7
Somewhat	42.3	46.6	40.2	37.9	48.9	43.4	42.3	49.3	32.9	40.0	17.4
PESSIMISTIC	35.7	36.7	36.2	35.7	34.4	34.1	34.4	32.6	49.8	43.4	63.7
Somewhat	23.6	25.0	25.5	22.5	22.5	22.9	22.1	27.5	29.9	28.3	33.5
Very	12.1	11.7	10.7	13.2	11.9	11.2	12.3	5.1	19.9	15.1	30.3
DON'T KNOW	6.0	4.1	7.4	7.4	3.4	5.4	4.6	10.0	11.3	10.9	12.1
Net Diff.	22.6	22.5	20.2	21.1	27.8	26.3	26.6	24.7	-10.9	2.3	-39.6
Mean	2.66	2.63	2.67	2.68	2.66	2.70	2.71	2.67	2.28	2.41	2.01



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

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPTIMISTIC	58.3	54.0	70.8	51.7	69.5	34.7	52.2	73.0	49.8	55.3	35.0	59.2	57.0	58.1	61.9	60.0	63.0	45.1
Very	16.0	14.1	24.4	12.5	22.4	1.3	13.3	25.1	7.7	10.2	1.2	16.3	13.7	23.7	21.6	15.7	6.7	11.6
Somewhat	42.3	39.9	46.5	39.2	47.1	33.5	38.9	47.9	42.1	45.1	33.9	42.9	43.3	34.4	40.3	44.2	56.2	33.5
PESSIMISTIC	35.7	40.4	25.1	42.2	25.8	53.2	41.4	23.0	44.4	39.9	52.7	34.9	37.5	34.7	32.1	34.0	28.8	47.2
Somewhat	23.6	25.1	18.2	25.8	19.7	33.0	25.5	18.1	27.2	23.0	34.3	23.4	24.9	24.8	21.2	22.4	18.3	26.5
Very	12.1	15.2	7.0	16.4	6.2	20.2	15.9	4.9	17.2	17.0	18.3	11.5	12.6	9.9	10.8	11.6	10.5	20.7
DON'T KNOW	6.0	5.7	4.1	6.1	4.7	12.1	6.4	4.0	5.8	4.7	12.3	5.8	5.5	7.2	6.1	6.0	8.2	7.7
Net Diff.	22.6	13.6	45.7	9.5	43.6	-18.5	10.8	50.0	5.4	15.4	-17.7	24.3	19.4	23.4	29.8	26.0	34.1	-2.1
Mean	2.66	2.56	2.92	2.51	2.90	2.18	2.53	2.97	2.43	2.51	2.20	2.68	2.61	2.77	2.77	2.68	2.64	2.39



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

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	275	723	461	433	106	220	433	157	276	566	
OPTIMISTIC	58.3	90.1	46.1	53.8	69.3	33.4	45.1	74.2	85.7	67.6	46.3	
Very	16.0	35.8	8.4	12.3	22.9	4.1	5.1	25.2	44.8	14.1	9.0	
Somewhat	42.3	54.2	37.8	41.5	46.4	29.4	40.0	49.0	40.9	53.6	37.2	
PESSIMISTIC	35.7	6.7	46.9	40.8	25.7	54.7	46.1	20.0	10.9	25.2	47.7	
Somewhat	23.6	6.3	30.3	25.4	19.0	34.9	29.7	15.6	5.6	21.3	29.8	
Very	12.1	0.4	16.6	15.4	6.7	19.7	16.4	4.4	5.3	3.8	17.8	
DON'T KNOW	6.0	3.3	7.0	5.5	5.0	11.9	8.8	5.8	3.4	7.2	6.1	
Net Diff.	22.6	83.4	-0.7	13.0	43.6	-21.2	-1.0	54.2	74.9	42.5	-1.4	
Mean	2.66	3.30	2.41	2.54	2.90	2.20	2.37	3.01	3.30	2.84	2.40	



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

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
Total	1000	433	460	362	370	268	181	157	132	181	213	136
OPTIMISTIC	58.3	53.0	66.9	54.7	69.5	47.7	60.6	75.9	54.0	48.8	64.7	41.7
Very	16.0	13.7	21.3	13.9	25.0	6.4	16.2	32.4	7.1	11.7	19.6	5.8
Somewhat	42.3	39.4	45.6	40.8	44.5	41.4	44.4	43.6	46.9	37.1	45.1	35.9
PESSIMISTIC	35.7	40.7	27.8	39.1	26.0	44.6	34.1	21.2	40.0	44.1	29.5	49.0
Somewhat	23.6	25.1	19.6	24.2	19.5	28.7	20.7	16.1	21.4	27.7	21.9	35.8
Very	12.1	15.6	8.2	15.0	6.5	15.9	13.5	5.1	18.6	16.5	7.6	13.2
DON'T KNOW	6.0	6.3	5.3	6.1	4.5	7.7	5.3	2.9	6.1	7.0	5.8	9.3
Net Diff.	22.6	12.3	39.1	15.6	43.5	3.2	26.5	54.7	14.0	4.7	35.2	-7.3
Mean	2.66	2.55	2.84	2.57	2.92	2.41	2.67	3.06	2.45	2.47	2.81	2.38



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24. 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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPTIMISTIC	58.3	70.0	67.4	71.7	56.4	51.2	50.6	51.0	77.3	54.6	53.1	72.6	65.8	58.7	50.4	50.5	37.5
Very	16.0	25.6	30.1	22.8	11.8	8.3	19.6	12.7	39.6	8.0	13.7	27.4	20.3	26.6	7.4	7.5	2.4
Somewhat	42.3	44.4	37.3	48.9	44.6	42.9	30.9	38.2	37.7	46.6	39.5	45.2	45.6	32.1	43.0	43.0	35.1
PESSIMISTIC	35.7	27.6	29.4	26.5	35.0	44.4	40.8	43.0	22.7	36.8	40.9	24.9	26.4	34.3	47.1	40.1	56.4
Somewhat	23.6	20.3	16.7	22.6	26.2	27.5	17.7	23.7	22.7	30.0	22.7	18.4	20.5	24.6	30.8	28.5	27.8
Very	12.1	7.3	12.7	4.0	8.8	16.9	23.2	19.3	0.0	6.8	18.2	6.5	5.9	9.7	16.3	11.6	28.6
DON'T KNOW	6.0	2.3	3.3	1.7	8.7	4.4	8.6	6.0	0.0	8.6	5.9	2.5	7.8	7.1	2.5	9.3	6.1
Net Diff.	22.6	42.4	38.0	45.2	21.4	6.8	9.7	8.0	54.6	17.7	12.2	47.8	39.4	24.4	3.2	10.4	-18.9
Mean	2.66	2.90	2.88	2.92	2.65	2.45	2.51	2.47	3.17	2.61	2.52	2.96	2.87	2.81	2.43	2.51	2.12



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24. 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 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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
OPTIMISTIC	58.3	68.3	50.3	50.3	55.3	63.4	72.3	61.9	59.2	61.7	54.5	44.5	60.8	51.4	63.3	50.9
Very	16.0	22.2	9.7	11.6	11.8	28.7	53.2	24.5	15.2	17.0	11.8	7.3	18.3	9.1	18.2	13.1
Somewhat	42.3	46.2	40.5	38.8	43.5	34.7	19.1	37.4	44.0	44.7	42.7	37.2	42.4	42.3	45.1	37.9
PESSIMISTIC	35.7	27.2	40.3	43.4	38.6	31.6	24.0	33.0	34.8	32.5	38.9	49.2	31.7	41.4	33.5	42.8
Somewhat	23.6	19.4	27.6	26.8	27.1	20.6	11.9	22.1	24.0	23.1	25.7	24.1	23.0	24.7	19.5	28.3
Very	12.1	7.7	12.7	16.6	11.5	11.1	12.1	10.9	10.7	9.4	13.2	25.1	8.7	16.7	14.0	14.6
DON'T KNOW	6.0	4.5	9.4	6.3	6.1	4.9	3.8	5.1	6.1	5.8	6.6	6.3	7.5	7.2	3.2	6.2
Net Diff.	22.6	41.2	10.0	7.0	16.7	31.8	48.3	28.9	24.4	29.2	15.6	-4.7	29.0	10.0	29.8	8.1
Mean	2.66	2.87	2.52	2.48	2.59	2.85	3.18	2.80	2.68	2.74	2.57	2.29	2.76	2.47	2.70	2.53



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24. 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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPTIMISTIC	58.3	59.0	57.0	58.4	54.1	66.9	58.2	52.2	55.9	54.8	65.8	65.3	71.0	55.1	59.0	51.6	75.2	56.9	72.5	68.1
Very	16.0	15.8	16.4	17.3	14.4	18.8	19.5	13.3	13.4	13.9	20.6	19.1	24.9	14.6	14.9	13.1	19.6	18.7	33.0	10.0
Somewhat	42.3	43.1	40.7	41.1	39.7	48.1	38.6	38.8	42.5	40.9	45.2	46.2	46.0	40.5	44.1	38.5	55.5	38.3	39.5	58.1
PESSIMISTIC	35.7	33.3	40.6	38.5	44.9	26.7	40.5	39.0	40.6	39.2	28.3	28.6	23.7	37.3	36.0	41.6	24.8	31.9	21.6	27.5
Somewhat	23.6	22.2	26.5	24.3	31.0	17.2	23.4	26.5	29.4	25.8	19.0	16.3	17.4	23.8	21.8	28.8	15.3	17.2	14.2	23.2
Very	12.1	11.1	14.1	14.2	13.9	9.5	17.1	12.5	11.2	13.4	9.2	12.3	6.3	13.5	14.2	12.8	9.5	14.6	7.4	4.3
DON'T KNOW	6.0	7.7	2.4	3.1	1.0	6.5	1.3	8.8	3.5	6.0	5.9	6.1	5.3	7.6	5.0	6.8	0.0	11.2	5.9	4.3
Net Diff.	22.6	25.7	16.5	19.9	9.2	40.2	17.7	13.2	15.3	15.5	37.6	36.7	47.2	17.9	23.0	9.9	50.4	25.1	50.8	40.6
Mean	2.66	2.69	2.61	2.63	2.55	2.81	2.61	2.58	2.60	2.59	2.82	2.77	2.95	2.61	2.63	2.56	2.85	2.69	3.04	2.77





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24. 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	78	136	175	162	187	263	389	611	550	450	470	530
OPTIMISTIC	58.3	45.8	62.3	54.3	64.8	55.0	61.0	55.4	60.2	58.2	58.5	63.9	53.4
Very	16.0	8.9	19.7	17.5	10.6	13.8	20.1	16.5	15.7	14.8	17.5	19.0	13.4
Somewhat	42.3	37.0	42.7	36.8	54.1	41.2	40.9	38.9	44.5	43.4	41.0	44.9	40.0
PESSIMISTIC	35.7	45.9	32.9	40.8	30.4	36.8	33.3	39.1	33.6	36.5	34.7	31.4	39.5
Somewhat	23.6	31.8	26.6	25.1	19.0	23.2	21.9	27.0	21.5	24.6	22.4	19.3	27.5
Very	12.1	14.1	6.3	15.7	11.5	13.6	11.4	12.1	12.1	11.9	12.3	12.1	12.1
DON'T KNOW	6.0	8.3	4.8	4.9	4.8	8.2	5.7	5.5	6.2	5.3	6.8	4.7	7.1
Net Diff.	22.6	-0.1	29.4	13.6	34.3	18.2	27.8	16.4	26.6	21.6	23.8	32.4	13.9
Mean	2.66	2.44	2.79	2.59	2.67	2.60	2.74	2.63	2.68	2.64	2.68	2.74	2.59



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24. 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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPTIMISTIC	58.3	47.8	59.5	60.6	59.1	76.0	68.0	65.1	59.4	39.8	53.8	55.7	58.7	69.2	55.2	52.6
Very	16.0	11.3	18.9	12.8	17.8	35.1	25.0	13.6	17.7	4.5	14.8	11.9	18.0	23.7	13.1	13.7
Somewhat	42.3	36.5	40.6	47.8	41.3	40.9	43.0	51.5	41.7	35.3	39.0	43.7	40.7	45.5	42.1	38.9
PESSIMISTIC	35.7	45.6	36.1	32.3	34.9	16.6	29.7	28.5	36.3	53.9	40.4	36.4	33.2	24.2	40.5	38.4
Somewhat	23.6	33.3	25.3	20.3	21.8	8.5	24.2	14.0	21.9	40.4	26.1	27.2	21.8	16.8	26.7	24.6
Very	12.1	12.3	10.7	11.9	13.1	8.1	5.5	14.5	14.4	13.5	14.3	9.2	11.4	7.4	13.7	13.9
DON'T KNOW	6.0	6.6	4.4	7.1	6.0	7.4	2.4	6.4	4.3	6.3	5.8	8.0	8.1	6.6	4.4	9.0
Net Diff.	22.6	2.2	23.4	28.3	24.2	59.4	38.3	36.6	23.1	-14.1	13.4	19.3	25.5	45.0	14.7	14.1
Mean	2.66	2.50	2.71	2.66	2.68	3.11	2.90	2.69	2.66	2.33	2.58	2.63	2.71	2.91	2.57	2.58



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25. 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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
LESS CORRUPTION/GOV'T	11.2	14.3	15.2	12.3	9.6	8.5	11.9	8.6	8.3	13.0	13.7	10.8	15.0	14.6	12.5	17.9	5.7	7.3	5.8	8.0
LOWER PRICES	10.9	11.9	9.8	12.2	15.7	12.3	4.2	9.3	7.6	12.4	11.3	15.7	9.5	11.4	10.9	14.1	15.4	7.4	11.1	5.2
LESS ILLEGAL IMMIGRATION	10.5	32.5	19.4	12.9	6.4	6.8	2.6	0.0	4.2	14.3	19.1	9.4	2.5	22.9	12.9	5.9	3.1	1.9	1.1	2.4
MORE ACCOUNTABILITY GOV'T	10.3	6.2	13.1	7.9	8.7	8.7	11.5	18.8	11.9	9.8	9.4	6.8	19.7	10.2	6.3	11.9	11.5	11.4	12.3	11.0
COMPROMISE/BIPARTISANSHIP	9.8	2.3	3.6	4.7	8.7	15.5	18.0	19.3	11.6	5.4	3.8	8.6	5.2	3.7	7.9	5.2	6.3	19.8	18.0	20.8
TREATING EACH OTHER BETTER	6.9	4.5	5.7	5.1	6.1	8.3	9.4	5.7	11.2	5.3	5.2	5.9	4.2	4.0	4.7	7.6	7.3	10.4	9.4	11.0
BETTER PAY	4.2	2.6	2.8	4.2	3.7	5.4	5.5	4.7	5.0	4.1	3.4	4.9	5.8	2.9	4.8	5.0	5.3	4.5	3.8	4.9
LOWER FED. DEFICITS/DEBT	3.8	3.9	5.7	7.9	2.3	2.3	1.4	0.0	3.7	5.2	6.3	3.5	3.8	5.2	7.4	2.5	4.5	0.6	0.0	1.0
HONEST/LESS DIVISIVE NEWS	3.6	6.8	4.3	4.3	1.3	3.0	4.9	1.4	3.7	4.3	4.8	2.2	7.3	5.0	3.7	3.8	3.7	2.2	2.0	2.3
MORE JOBS	3.4	2.5	3.5	4.1	4.1	3.6	3.4	3.3	1.1	3.8	3.6	4.3	3.3	2.9	6.3	0.9	4.9	2.6	2.9	2.5
LESS CRIME	3.3	3.9	1.4	5.1	4.8	3.1	3.1	1.7	1.2	3.7	3.5	3.8	3.9	3.2	5.1	3.4	3.0	2.6	4.5	1.5
LOWER TAXES	3.3	0.0	1.9	5.3	3.9	2.1	4.2	4.1	2.6	3.4	3.1	3.9	4.0	1.6	3.1	4.6	7.0	2.9	1.7	3.6
BETTER EDUCATION OPP.	3.2	0.0	2.8	2.4	3.2	5.3	4.9	4.3	1.4	3.2	2.1	4.7	5.0	0.3	5.0	6.5	4.7	3.2	3.2	3.2
FEWER MASS SHOOTINGS	3.2	0.0	0.7	2.2	6.0	3.3	4.6	5.2	2.6	1.8	1.2	2.7	2.1	0.2	0.5	1.9	6.9	6.3	8.8	5.0
MORE PRIDE/BEING AMERICAN	2.6	4.9	4.3	2.1	4.5	0.0	2.5	0.0	1.8	3.4	3.4	2.9	4.7	4.8	2.9	0.8	3.1	0.9	1.6	0.5
HEALTHIER ENVIRONMENT	2.2	0.0	0.0	1.6	2.1	6.3	2.4	3.0	1.0	1.8	0.7	4.4	0.0	1.0	3.1	3.9	0.0	3.0	3.3	2.9



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25. 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
MORE TRUST IN ELECTIONS	2.1	1.3	4.0	1.6	2.8	1.4	0.8	2.8	2.4	2.0	2.4	1.9	0.0	3.2	0.6	1.1	1.6	2.5	2.6	2.5
FEWER CAREER POLITICIANS	1.8	2.4	0.7	1.8	3.4	0.5	1.6	2.5	2.3	1.6	1.5	1.4	2.7	1.6	1.2	2.2	1.6	2.3	3.4	1.7
PRGRSS/RACIAL MINORITIES	1.7	0.0	0.0	0.7	2.0	2.2	2.4	1.3	6.4	0.9	0.3	2.2	0.0	0.5	0.0	0.0	3.8	3.6	1.9	4.6
PROGRESS/LGBTQ AMERICANS	1.2	0.0	0.0	0.5	0.0	0.7	0.0	4.1	8.8	0.2	0.2	0.0	1.2	0.0	0.5	0.0	0.6	3.3	0.9	4.6
RESPECTED/WORLD STAGE	0.6	0.0	0.5	1.2	0.5	0.0	0.7	0.0	1.1	0.4	0.7	0.0	0.0	0.7	0.0	0.7	0.0	0.9	0.9	0.9
FEWER DRUG OVERDOSES	0.2	0.0	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.8	0.0



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25. 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	899	768	131	101	69	32
LESS CORRUPTION/GOV'T	11.2	7.1	10.6	13.1	11.9	11.2	11.1	12.0	11.4	11.4	11.5
LOWER PRICES	10.9	12.4	9.3	11.7	9.8	9.7	8.6	15.8	21.9	18.5	29.2
LESS ILLEGAL IMMIGRATION	10.5	9.0	10.8	12.6	7.6	11.3	12.1	6.7	3.4	4.0	2.2
MORE ACCOUNTABILITY GOV'T	10.3	7.6	7.9	12.3	11.2	10.4	11.2	5.4	9.4	8.1	12.1
COMPROMISE/BIPARTISANSHIP	9.8	6.3	12.2	7.5	14.3	10.9	11.6	6.2	0.7	1.1	0.0
TREATING EACH OTHER BETTER	6.9	8.4	8.3	6.9	4.1	7.2	7.0	8.4	3.8	2.4	6.9
BETTER PAY	4.2	7.4	2.7	4.1	3.5	3.7	3.5	5.4	8.5	7.9	9.7
LOWER FED. DEFICITS/DEBT	3.8	3.9	5.8	2.5	4.0	3.9	4.3	1.3	2.9	3.0	2.7
HONEST/LESS DIVISIVE NEWS	3.6	6.9	2.0	3.4	3.1	3.7	3.8	3.3	2.9	2.6	3.5
MORE JOBS	3.4	4.9	2.6	3.7	2.6	3.3	2.7	6.7	4.8	5.5	3.2
LESS CRIME	3.3	4.8	3.1	2.9	3.2	3.1	3.2	2.4	5.6	5.6	5.8
LOWER TAXES	3.3	3.9	4.3	2.0	3.9	3.2	2.8	5.9	3.5	3.5	3.4
BETTER EDUCATION OPP.	3.2	2.4	3.5	3.4	3.2	3.1	3.0	3.7	4.0	4.5	2.8
FEWER MASS SHOOTINGS	3.2	3.4	5.8	1.3	3.6	3.0	3.0	3.6	4.3	4.8	3.2
MORE PRIDE/BEING AMERICAN	2.6	4.0	0.8	3.5	1.8	2.7	3.1	0.0	2.3	3.4	0.0
HEALTHIER ENVIRONMENT	2.2	2.4	2.1	1.0	4.1	1.9	1.7	3.4	4.3	6.2	0.0



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25. 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
MORE TRUST IN ELECTIONS	2.1	1.6	2.7	2.8	0.9	2.1	2.1	1.5	2.9	4.2	0.0
FEWER CAREER POLITICIANS	1.8	1.6	1.9	2.0	1.8	1.9	1.6	3.9	1.1	0.0	3.6
PRGRSS/RACIAL MINORITIES	1.7	1.0	2.3	2.1	1.0	1.8	2.1	0.0	1.3	1.9	0.0
PROGRESS/LGBTQ AMERICANS	1.2	0.0	1.3	0.5	3.2	1.2	0.9	2.9	1.1	1.6	0.0
RESPECTED/WORLD STAGE	0.6	0.5	0.0	0.8	0.8	0.6	0.6	0.7	0.0	0.0	0.0
FEWER DRUG OVERDOSES	0.2	0.5	0.0	0.0	0.4	0.2	0.1	0.7	0.0	0.0	0.0



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25. 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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
LESS CORRUPTION/GOV'T	11.2	15.0	7.2	14.5	7.0	15.6	14.2	6.0	20.3	21.5	7.8	11.1	11.3	9.4	10.4	8.4	23.5	12.4
LOWER PRICES	10.9	9.4	9.9	12.2	9.7	10.4	11.2	8.7	14.2	11.7	14.2	10.7	8.4	13.2	7.7	17.7	8.8	14.0
LESS ILLEGAL IMMIGRATION	10.5	20.3	2.4	19.2	2.2	6.8	20.5	2.2	7.2	9.7	5.9	10.4	8.6	9.2	15.1	5.7	9.2	11.8
MORE ACCOUNTABILITY GOV'T	10.3	9.3	11.1	8.5	12.4	8.6	8.7	11.7	8.8	9.6	13.3	10.3	9.4	11.7	12.7	8.3	8.7	9.4
COMPROMISE/BIPARTISANSHIP	9.8	6.5	15.7	3.6	17.3	4.4	3.2	17.3	9.7	12.0	7.8	9.9	8.5	4.6	16.4	5.9	10.3	9.0
TREATING EACH OTHER BETTER	6.9	3.4	9.1	4.2	9.7	6.8	3.7	10.4	7.7	6.4	4.7	7.0	8.6	7.1	5.5	7.2	9.1	5.6
BETTER PAY	4.2	3.5	4.6	3.1	5.0	6.4	3.1	5.3	3.2	4.3	5.9	4.3	4.9	7.3	0.7	8.3	1.4	3.4
LOWER FED. DEFICITS/DEBT	3.8	6.2	1.9	5.3	1.4	8.4	5.7	1.4	2.9	2.1	6.8	3.9	3.8	1.6	5.4	2.2	4.1	2.4
HONEST/LESS DIVISIVE NEWS	3.6	5.5	2.8	5.1	2.2	3.2	5.5	1.9	2.7	0.9	4.0	3.5	3.8	4.1	3.8	2.0	1.5	4.8
MORE JOBS	3.4	3.3	4.2	3.8	3.1	3.6	4.1	3.1	2.5	3.3	3.0	3.4	2.6	2.5	1.6	8.5	4.6	4.4
LESS CRIME	3.3	3.1	3.1	3.8	2.6	4.4	4.2	2.8	1.5	2.0	4.2	3.6	4.3	4.8	2.6	4.7	1.3	0.0
LOWER TAXES	3.3	2.1	3.8	2.6	3.9	3.5	2.5	4.1	2.4	3.2	4.3	3.5	5.2	4.9	1.4	2.7	0.0	0.0
BETTER EDUCATION OPP.	3.2	2.0	3.1	1.9	3.8	6.9	1.6	3.2	5.1	6.0	7.8	3.3	4.3	4.9	1.7	2.9	1.5	1.4
FEWER MASS SHOOTINGS	3.2	0.6	5.9	0.6	5.5	4.7	0.5	6.0	2.8	2.9	3.4	3.0	2.7	2.1	3.0	3.3	3.9	5.8
MORE PRIDE/BEING AMERICAN	2.6	3.4	2.8	4.0	1.6	0.0	4.0	2.3	0.9	1.2	0.0	2.7	2.0	2.5	3.7	4.4	2.3	1.9
HEALTHIER ENVIRONMENT	2.2	1.5	2.5	1.6	2.4	4.0	1.1	2.9	2.5	2.1	3.4	2.1	2.8	1.6	2.0	2.1	1.5	2.9



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25. 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					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
MORE TRUST IN ELECTIONS	2.1	2.0	2.5	2.7	2.0	0.0	2.9	2.5	0.0	0.0	0.0	2.1	2.8	1.6	1.8	0.9	1.7	3.0
FEWER CAREER POLITICIANS	1.8	1.7	2.0	1.7	1.9	2.4	1.7	1.9	1.7	1.2	2.4	2.0	2.5	1.7	2.7	0.6	3.1	0.0
PRGRSS/RACIAL MINORITIES	1.7	0.7	3.0	0.6	3.2	0.0	0.7	3.0	1.7	0.0	1.0	1.8	1.8	3.5	0.7	3.1	2.0	0.0
PROGRESS/LGBTQ AMERICANS	1.2	0.2	1.4	0.2	2.4	0.0	0.2	2.3	1.6	0.0	0.0	0.8	1.1	0.8	0.4	0.7	0.0	6.6
RESPECTED/WORLD STAGE	0.6	0.2	0.8	0.6	0.6	0.0	0.5	0.7	0.6	0.0	0.0	0.6	0.5	0.8	0.6	0.6	0.0	0.0
FEWER DRUG OVERDOSES	0.2	0.0	0.3	0.2	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.4	1.4





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25. WHICH OF THE FOLLOWING WOULD YOU 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	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	275	723	461	433	106	220	433	157	276	566
LESS CORRUPTION/GOV'T	11.2	5.5	13.4	13.8	6.8	17.9	15.1	5.5	3.3	6.8	15.6
LOWER PRICES	10.9	6.9	12.4	11.2	9.7	14.1	13.6	9.9	5.6	12.3	11.7
LESS ILLEGAL IMMIGRATION	10.5	2.4	13.6	19.3	2.3	5.9	7.2	2.5	3.2	2.1	16.6
MORE ACCOUNTABILITY GOV'T	10.3	11.0	10.0	8.8	11.5	11.9	9.8	11.5	12.8	10.7	9.4
COMPROMISE/BIPARTISANSHIP	9.8	16.8	7.2	5.2	15.9	5.2	6.8	16.6	17.3	16.1	4.5
TREATING EACH OTHER BETTER	6.9	8.0	6.3	4.2	9.5	7.6	7.1	9.2	13.5	6.7	5.1
BETTER PAY	4.2	4.7	4.1	3.6	4.7	5.0	5.3	4.3	3.7	4.6	4.2
LOWER FED. DEFICITS/DEBT	3.8	2.3	4.4	6.0	1.7	2.5	4.1	1.1	1.1	1.0	5.9
HONEST/LESS DIVISIVE NEWS	3.6	2.2	4.2	4.5	2.6	3.8	2.7	2.7	2.9	2.6	4.4
MORE JOBS	3.4	5.0	2.9	4.2	3.3	0.9	3.6	4.0	2.6	4.8	3.0
LESS CRIME	3.3	4.8	2.8	3.9	2.7	3.4	4.0	3.7	5.2	2.8	3.1
LOWER TAXES	3.3	5.5	2.4	2.2	4.1	4.6	3.2	4.1	3.8	4.3	2.6
BETTER EDUCATION OPP.	3.2	3.1	3.1	2.0	3.6	6.5	5.6	3.6	3.0	3.9	2.9
FEWER MASS SHOOTINGS	3.2	4.9	2.5	0.3	6.5	1.9	2.1	6.0	8.0	4.9	1.0
MORE PRIDE/BEING AMERICAN	2.6	1.9	2.9	4.1	1.5	0.8	1.6	2.4	3.2	1.9	2.8
HEALTHIER ENVIRONMENT	2.2	3.9	1.5	1.8	2.2	3.9	3.1	3.3	4.3	2.7	1.3



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25. WHICH OF THE FOLLOWING WOULD YOU 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										
MORE TRUST IN ELECTIONS	2.1	3.7	1.6	2.3	2.2	1.1	1.0	2.5	2.5	2.5	1.8
FEWER CAREER POLITICIANS	1.8	1.6	1.9	1.5	2.1	2.2	2.4	1.7	1.1	2.0	2.0
PRGRSS/RACIAL MINORITIES	1.7	1.9	1.7	0.3	3.7	0.0	1.1	3.0	1.2	4.0	0.8
PROGRESS/LGBTQ AMERICANS	1.2	2.9	0.5	0.2	2.5	0.0	0.0	1.8	0.6	2.5	0.7
RESPECTED/WORLD STAGE	0.6	0.6	0.5	0.5	0.6	0.7	0.3	0.6	1.2	0.3	0.5
FEWER DRUG OVERDOSES	0.2	0.3	0.1	0.2	0.2	0.0	0.4	0.2	0.0	0.3	0.2



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25. WHICH OF THE FOLLOWING WOULD YOU 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	433	460	362	370	268	181	157	132	181	213	136
LESS CORRUPTION/GOV'T	11.2	14.2	6.3	15.2	6.8	12.0	10.5	6.1	5.9	19.9	7.4	17.8
LOWER PRICES	10.9	10.9	9.0	11.9	10.2	10.5	10.6	10.3	10.2	13.2	10.1	10.8
LESS ILLEGAL IMMIGRATION	10.5	20.3	2.1	20.3	3.0	7.6	21.7	3.4	9.0	18.9	2.6	6.3
MORE ACCOUNTABILITY GOV'T	10.3	8.6	12.8	8.5	12.7	9.4	7.4	12.1	9.0	9.5	13.1	9.8
COMPROMISE/BIPARTISANSHIP	9.8	4.7	15.7	4.6	12.0	13.9	6.5	11.4	16.1	2.7	12.4	11.9
TREATING EACH OTHER BETTER	6.9	3.9	9.1	4.2	8.9	7.6	3.9	9.6	11.7	4.5	8.5	3.5
BETTER PAY	4.2	3.6	4.6	4.0	5.3	3.1	4.4	4.2	2.3	3.5	6.0	3.9
LOWER FED. DEFICITS/DEBT	3.8	5.9	1.8	6.1	1.3	4.2	8.2	1.8	5.6	3.9	0.9	2.8
HONEST/LESS DIVISIVE NEWS	3.6	5.1	2.8	3.7	2.9	4.5	4.3	5.7	7.3	3.1	0.9	1.8
MORE JOBS	3.4	3.5	3.3	3.5	3.6	3.1	2.7	5.3	2.5	4.4	2.2	3.8
LESS CRIME	3.3	3.4	3.8	3.6	3.2	3.0	4.9	4.5	1.5	2.4	2.3	4.5
LOWER TAXES	3.3	2.1	4.2	1.9	4.7	3.1	0.8	3.4	2.3	3.0	5.6	3.9
BETTER EDUCATION OPP.	3.2	2.1	4.0	1.9	4.0	3.8	2.1	1.8	0.8	1.7	5.7	6.8
FEWER MASS SHOOTINGS	3.2	0.5	5.6	0.7	5.7	3.0	0.0	2.7	2.1	1.3	8.0	3.9
MORE PRIDE/BEING AMERICAN	2.6	4.3	1.6	3.7	1.7	2.5	4.3	1.1	5.0	3.1	2.1	0.0
HEALTHIER ENVIRONMENT	2.2	1.8	2.8	1.3	2.6	2.8	2.1	3.6	2.1	0.5	1.8	3.4



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

BANNER 5

	TOTAL			PARTY			MEN			WOMEN		
	2020	BALLOT		TRUMP	BIDEN		TRUMP	BIDEN		TRUMP	BIDEN	
	TRUMP	BIDEN		REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT	REPU- LICAN	DEMO- CRAT	INDEP- ENDENT
MORE TRUST IN ELECTIONS	2.1	2.2	2.4	2.2	2.5	1.6	2.3	1.4	2.5	2.2	3.3	0.7
FEWER CAREER POLITICIANS	1.8	1.4	2.0	1.3	1.5	3.0	2.2	2.4	2.9	0.5	0.8	3.0
PRGRSS/RACIAL MINORITIES	1.7	0.6	3.2	0.4	4.0	0.4	0.0	4.7	0.0	0.7	3.6	0.7
PROGRESS/LGBTQ AMERICANS	1.2	0.2	2.2	0.3	2.4	0.7	0.0	3.2	0.6	0.5	1.9	0.7
RESPECTED/WORLD STAGE	0.6	0.5	0.6	0.6	0.7	0.3	1.2	1.2	0.6	0.0	0.4	0.0
FEWER DRUG OVERDOSES	0.2	0.2	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.5	0.4	0.0



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25. WHICH OF THE FOLLOWING WOULD YOU 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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
LESS CORRUPTION/GOV'T	11.2	6.3	6.6	6.1	11.4	12.3	19.1	15.0	6.0	13.8	16.2	5.3	8.3	13.8	12.4	12.7	9.6
LOWER PRICES	10.9	8.1	7.1	8.8	12.7	13.4	7.7	11.2	5.2	13.0	12.1	7.5	15.6	7.9	13.5	10.6	8.4
LESS ILLEGAL IMMIGRATION	10.5	2.3	3.0	1.9	5.9	21.6	22.1	21.8	6.0	10.3	24.0	2.0	5.4	0.0	2.4	4.5	20.5
MORE ACCOUNTABILITY GOV'T	10.3	12.4	15.1	10.6	10.9	6.6	10.1	8.0	3.5	11.7	8.0	13.4	12.2	8.0	10.4	9.7	8.0
COMPROMISE/BIPARTISANSHIP	9.8	15.1	9.9	18.4	11.3	5.8	1.4	4.1	0.0	7.3	4.2	16.3	6.4	0.0	16.0	16.3	5.4
TREATING EACH OTHER BETTER	6.9	8.0	7.7	8.2	8.9	5.6	1.2	3.9	10.5	2.3	4.3	7.4	11.9	8.6	10.4	9.4	0.0
BETTER PAY	4.2	5.7	4.7	6.3	4.7	2.7	2.3	2.5	5.4	7.7	2.9	5.6	4.8	3.9	6.2	3.5	0.0
LOWER FED. DEFICITS/DEBT	3.8	1.0	0.0	1.6	3.5	5.7	7.4	6.3	0.0	7.6	6.1	1.2	0.9	3.6	0.0	3.6	8.8
HONEST/LESS DIVISIVE NEWS	3.6	3.3	2.8	3.6	2.1	5.9	4.9	5.5	10.1	1.2	3.9	2.8	1.6	11.0	3.0	2.8	10.5
MORE JOBS	3.4	2.9	2.7	3.0	4.6	1.9	3.8	2.6	14.7	6.3	2.0	2.3	4.2	11.7	0.0	4.2	2.0
LESS CRIME	3.3	2.2	3.0	1.6	3.7	4.9	2.2	3.8	4.8	1.4	4.2	1.9	5.5	4.1	2.3	3.5	2.2
LOWER TAXES	3.3	4.3	3.4	4.9	4.6	1.0	0.9	1.0	7.2	2.9	1.2	4.8	5.5	0.0	0.0	4.8	0.0
BETTER EDUCATION OPP.	3.2	4.2	4.7	3.9	3.6	2.8	0.7	2.0	6.0	4.1	1.0	4.3	3.4	3.9	2.4	3.5	5.7
FEWER MASS SHOOTINGS	3.2	5.7	5.6	5.7	4.3	0.0	0.0	0.0	3.9	2.3	0.0	6.3	5.8	0.0	2.9	4.0	0.0
MORE PRIDE/BEING AMERICAN	2.6	2.0	0.8	2.8	0.7	2.1	9.7	5.0	5.6	2.4	3.9	1.6	0.0	11.4	3.0	0.6	7.9
HEALTHIER ENVIRONMENT	2.2	3.4	2.9	3.8	1.8	2.0	0.6	1.5	6.4	1.0	1.0	3.3	1.7	0.0	2.5	2.3	4.3



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25. WHICH OF THE FOLLOWING WOULD YOU 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
MORE TRUST IN ELECTIONS	2.1	2.5	2.0	2.9	0.9	1.7	5.1	3.1	0.0	1.7	2.5	2.7	0.8	8.3	2.7	0.7	3.4
FEWER CAREER POLITICIANS	1.8	1.6	1.6	1.6	2.2	2.8	0.0	1.7	0.0	0.0	1.8	0.8	3.1	0.0	7.2	2.4	2.1
PRGRSS/RACIAL MINORITIES	1.7	4.0	6.6	2.4	1.6	0.0	0.0	0.0	0.0	1.9	0.0	5.1	2.9	0.0	0.0	0.6	0.0
PROGRESS/LGBTQ AMERICANS	1.2	3.9	8.2	1.2	0.2	0.0	0.0	0.0	4.6	0.0	0.0	4.0	0.0	0.0	2.6	0.5	0.0
RESPECTED/WORLD STAGE	0.6	0.7	1.7	0.0	0.0	1.2	0.9	1.1	0.0	0.0	0.8	0.8	0.0	3.7	0.0	0.0	1.3
FEWER DRUG OVERDOSES	0.2	0.3	0.0	0.5	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0



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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
LESS CORRUPTION/GOV'T	11.2	7.9	13.7	14.0	10.5	8.6	0.0	10.1	11.5	10.8	12.8	12.1	9.7	15.4	11.3	12.4
LOWER PRICES	10.9	9.8	16.1	10.3	11.3	3.7	0.0	4.4	10.8	9.5	13.2	20.6	8.6	15.6	13.9	8.9
LESS ILLEGAL IMMIGRATION	10.5	2.7	5.4	20.7	8.6	12.9	20.6	11.6	10.6	11.6	8.7	6.9	13.9	10.1	13.5	4.8
MORE ACCOUNTABILITY GOV'T	10.3	12.1	8.6	8.9	9.7	8.5	6.4	8.9	10.6	10.9	10.1	9.3	9.9	8.1	10.8	11.2
COMPROMISE/BIPARTISANSHIP	9.8	14.4	8.7	5.3	12.2	12.9	0.0	15.2	9.8	10.9	7.8	6.3	11.5	3.9	7.7	12.2
TREATING EACH OTHER BETTER	6.9	8.8	6.6	4.9	6.7	1.4	3.8	1.0	7.6	8.4	6.1	7.4	5.7	9.0	6.2	7.6
BETTER PAY	4.2	5.4	2.1	3.7	3.0	1.9	0.0	2.2	4.2	3.2	6.0	7.7	2.1	5.4	2.4	7.4
LOWER FED. DEFICITS/DEBT	3.8	1.0	6.2	5.9	4.9	7.7	10.7	7.1	3.3	3.3	3.4	3.1	5.7	3.7	3.1	2.7
HONEST/LESS DIVISIVE NEWS	3.6	2.4	4.6	4.6	4.4	3.9	0.0	4.6	4.0	4.7	2.6	0.0	3.8	6.9	5.0	2.2
MORE JOBS	3.4	3.2	4.1	3.5	2.7	6.2	12.3	5.1	3.2	2.8	3.9	2.2	3.4	4.9	4.0	1.2
LESS CRIME	3.3	2.9	5.4	3.1	3.5	1.6	5.4	0.9	3.6	3.4	4.0	3.2	3.7	6.4	2.7	2.4
LOWER TAXES	3.3	4.4	3.5	1.9	4.3	6.1	5.6	6.2	2.9	3.7	1.4	2.5	3.0	0.0	4.1	3.4
BETTER EDUCATION OPP.	3.2	3.7	4.3	2.2	3.8	1.6	11.1	0.0	3.3	3.6	2.6	4.5	3.0	4.0	2.9	3.8
FEWER MASS SHOOTINGS	3.2	6.1	2.5	0.2	2.9	0.0	0.0	0.0	3.6	3.3	4.1	3.4	2.3	1.2	1.6	5.6
MORE PRIDE/BEING AMERICAN	2.6	1.7	1.3	4.0	2.0	5.8	5.2	5.9	2.2	1.8	3.0	2.1	3.0	2.7	3.9	1.3
HEALTHIER ENVIRONMENT	2.2	3.1	3.0	0.8	2.9	4.3	0.0	5.0	1.8	2.4	0.8	2.3	2.0	1.3	1.1	3.0



25. WHICH OF THE FOLLOWING WOULD YOU 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 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	2.1	2.2	0.0	2.8	1.6	7.4	13.5	6.3	1.6	1.6	1.7	0.0	2.0	1.3	3.1	1.8
FEWER CAREER POLITICIANS	1.8	1.8	1.6	2.0	2.5	2.6	0.0	3.0	1.7	1.8	1.6	1.9	2.9	0.0	0.8	2.0
PRGRSS/RACIAL MINORITIES	1.7	3.3	1.0	0.3	0.9	2.0	5.5	1.4	1.6	0.9	3.0	2.3	2.6	0.0	0.4	2.1
PROGRESS/LGBTQ AMERICANS	1.2	2.4	0.6	0.0	1.2	0.0	0.0	0.0	1.2	0.8	2.0	2.1	0.3	0.0	0.7	3.2
RESPECTED/WORLD STAGE	0.6	0.4	0.6	0.7	0.4	0.8	0.0	1.0	0.6	0.2	1.3	0.0	0.9	0.0	0.4	0.7
FEWER DRUG OVERDOSES	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.4	0.4





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25. WHICH OF THE FOLLOWING WOULD YOU 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
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
LESS CORRUPTION/GOV'T	11.2	13.6	6.5	5.3	9.3	9.5	4.4	17.1	8.6	11.6	10.4	11.3	7.1	10.8	7.7	14.6	12.1	10.7	3.4	13.9
LOWER PRICES	10.9	12.8	7.0	8.8	3.4	12.8	5.7	12.8	8.4	9.4	14.0	13.3	15.9	9.8	6.8	11.4	17.8	9.5	18.0	12.1
LESS ILLEGAL IMMIGRATION	10.5	10.3	10.8	11.7	8.8	11.5	12.9	9.3	8.7	12.2	6.8	12.4	3.5	0.0	16.0	9.4	8.5	15.7	4.2	2.2
MORE ACCOUNTABILITY GOV'T	10.3	10.4	10.1	9.9	10.5	9.4	9.6	11.2	10.5	10.7	9.3	10.2	6.6	12.9	9.6	11.6	11.2	9.2	7.0	5.8
COMPROMISE/BIPARTISANSHIP	9.8	5.6	18.4	18.2	18.9	6.3	19.4	4.9	17.4	11.3	6.7	7.3	5.2	8.3	12.9	10.1	6.5	8.1	5.9	4.0
TREATING EACH OTHER BETTER	6.9	6.6	7.3	7.1	8.0	7.1	9.8	6.2	5.0	5.7	9.3	7.7	11.7	8.5	7.2	4.7	10.3	5.5	12.5	10.2
BETTER PAY	4.2	3.9	4.8	4.5	5.5	3.6	4.2	4.2	5.4	3.8	5.2	3.7	9.0	0.0	3.1	4.3	1.7	5.4	9.0	8.9
LOWER FED. DEFICITS/DEBT	3.8	3.4	4.5	3.4	6.8	5.1	5.9	2.0	3.2	4.9	1.5	0.7	1.5	0.0	6.9	3.3	1.6	0.0	2.3	0.0
HONEST/LESS DIVISIVE NEWS	3.6	4.0	2.9	2.6	3.5	6.0	4.8	2.2	1.1	3.6	3.6	5.6	2.1	4.4	5.0	2.6	12.1	0.0	3.2	0.0
MORE JOBS	3.4	3.5	3.2	4.0	1.6	3.5	3.5	3.6	2.9	2.5	5.4	4.6	7.9	3.0	2.8	2.2	0.0	8.5	9.9	4.3
LESS CRIME	3.3	3.9	2.2	2.4	1.9	4.5	2.5	3.4	2.0	2.7	4.6	3.1	6.2	7.1	2.6	2.8	5.3	1.2	5.1	8.1
LOWER TAXES	3.3	3.3	3.1	2.6	4.3	2.6	1.2	4.0	4.9	2.9	4.0	2.2	2.5	16.4	1.5	4.0	0.0	4.1	3.9	0.0
BETTER EDUCATION OPP.	3.2	2.4	4.7	5.0	4.2	1.6	1.6	3.2	7.6	3.1	3.3	2.4	4.5	4.1	1.6	4.3	1.6	3.0	1.2	10.5
FEWER MASS SHOOTINGS	3.2	3.3	2.9	2.6	3.6	2.0	0.5	4.5	5.1	3.0	3.5	2.7	4.7	4.3	1.5	4.1	1.4	3.7	1.0	11.4
MORE PRIDE/BEING AMERICAN	2.6	2.8	2.3	1.2	4.5	3.6	3.2	2.1	1.4	2.5	3.0	4.9	1.7	2.2	3.9	1.4	3.1	6.5	2.6	0.0
HEALTHIER ENVIRONMENT	2.2	1.8	2.9	3.5	1.6	2.2	3.3	1.5	2.4	1.7	3.2	3.4	1.2	6.1	1.4	1.9	5.2	1.8	0.8	2.0



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25. WHICH OF THE FOLLOWING WOULD YOU 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
MORE TRUST IN ELECTIONS	2.1	2.0	2.5	2.8	1.8	1.7	2.7	2.2	2.3	2.7	0.9	1.5	0.7	0.0	3.3	2.3	0.0	2.8	0.0	2.0
FEWER CAREER POLITICIANS	1.8	1.7	2.1	3.0	0.0	1.9	3.6	1.6	0.6	2.5	0.5	0.0	0.6	2.2	3.4	1.7	0.0	0.0	0.9	0.0
PRGRSS/RACIAL MINORITIES	1.7	2.3	0.6	0.4	1.0	2.1	0.6	2.5	0.6	1.0	3.2	1.4	5.8	0.0	0.3	1.6	0.0	2.6	6.5	4.4
PROGRESS/LGBTQ AMERICANS	1.2	1.3	0.9	0.9	0.9	1.6	0.6	1.1	1.2	1.2	1.0	1.7	0.9	0.0	1.3	1.2	1.7	1.6	1.4	0.0
RESPECTED/WORLD STAGE	0.6	0.8	0.0	0.0	0.0	1.5	0.0	0.3	0.0	0.6	0.5	0.0	0.7	0.0	1.0	0.2	0.0	0.0	1.1	0.0
FEWER DRUG OVERDOSES	0.2	0.1	0.3	0.4	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0



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25. WHICH OF THE FOLLOWING WOULD YOU 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	78	136	175	162	187	263	389	611	550	450	470	530
LESS CORRUPTION/GOV'T	11.2	19.7	12.9	9.0	8.9	11.1	10.9	12.5	10.4	11.4	11.0	7.7	14.3
LOWER PRICES	10.9	14.3	9.3	16.6	10.5	12.8	5.8	13.6	9.2	12.7	8.7	10.4	11.3
LESS ILLEGAL IMMIGRATION	10.5	2.6	3.6	4.3	13.9	15.6	14.8	3.7	14.8	6.7	15.1	12.0	9.1
MORE ACCOUNTABILITY GOV'T	10.3	8.6	6.4	10.4	10.2	10.0	13.0	8.6	11.3	9.1	11.7	9.5	11.0
COMPROMISE/BIPARTISANSHIP	9.8	0.0	8.1	4.8	7.4	10.5	18.0	5.0	12.9	5.7	14.9	10.8	8.9
TREATING EACH OTHER BETTER	6.9	8.6	7.6	7.9	6.2	7.1	5.5	7.9	6.2	7.4	6.2	8.0	5.9
BETTER PAY	4.2	3.8	9.5	9.6	3.0	1.6	0.7	8.4	1.6	6.8	1.1	3.8	4.6
LOWER FED. DEFICITS/DEBT	3.8	1.9	0.8	2.1	4.7	4.2	6.2	1.6	5.2	2.5	5.3	5.3	2.4
HONEST/LESS DIVISIVE NEWS	3.6	2.3	4.3	3.2	2.6	3.9	4.4	3.4	3.8	3.2	4.2	5.6	1.9
MORE JOBS	3.4	2.6	4.8	6.1	4.2	3.5	0.7	5.0	2.5	4.7	1.9	3.5	3.4
LESS CRIME	3.3	2.4	5.5	4.4	1.8	5.2	1.4	4.4	2.6	3.6	2.9	3.8	2.9
LOWER TAXES	3.3	3.6	2.3	5.5	5.6	1.6	1.9	4.0	2.8	4.5	1.8	2.1	4.3
BETTER EDUCATION OPP.	3.2	11.6	4.0	1.3	5.5	1.0	1.7	4.3	2.5	4.6	1.4	1.6	4.6
FEWER MASS SHOOTINGS	3.2	4.7	5.1	3.2	2.7	1.6	3.0	4.2	2.5	3.8	2.5	1.5	4.7
MORE PRIDE/BEING AMERICAN	2.6	0.0	1.4	2.8	4.3	1.7	3.5	1.8	3.2	2.5	2.7	3.4	1.9
HEALTHIER ENVIRONMENT	2.2	3.4	4.6	2.0	2.3	0.6	1.7	3.2	1.5	2.9	1.3	2.6	1.8



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25. WHICH OF THE FOLLOWING WOULD YOU 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
MORE TRUST IN ELECTIONS	2.1	2.5	2.5	1.9	0.6	2.6	2.6	2.2	2.1	1.8	2.6	2.0	2.2
FEWER CAREER POLITICIANS	1.8	0.0	0.8	0.7	3.0	2.2	2.7	0.6	2.6	1.3	2.5	2.5	1.3
PRGRSS/RACIAL MINORITIES	1.7	3.5	3.4	3.3	0.5	1.3	0.3	3.4	0.7	2.5	0.7	1.6	1.9
PROGRESS/LGBTQ AMERICANS	1.2	2.4	3.0	1.2	0.6	0.6	0.7	2.1	0.6	1.6	0.6	1.2	1.1
RESPECTED/WORLD STAGE	0.6	0.0	0.0	0.0	0.7	1.5	0.6	0.0	0.9	0.2	1.0	1.0	0.2
FEWER DRUG OVERDOSES	0.2	1.2	0.0	0.0	0.6	0.0	0.0	0.2	0.2	0.3	0.0	0.0	0.3



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25. WHICH OF THE FOLLOWING WOULD YOU 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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
LESS CORRUPTION/GOV'T	11.2	17.3	10.5	9.9	10.8	0.0	6.4	7.5	9.6	22.3	13.2	12.5	12.4	9.0	11.1	14.3
LOWER PRICES	10.9	12.8	14.4	11.2	7.5	15.4	17.3	7.6	8.1	12.0	12.5	15.2	6.8	15.8	10.1	6.9
LESS ILLEGAL IMMIGRATION	10.5	2.7	3.5	14.2	15.2	0.0	3.8	16.4	14.7	3.5	3.3	11.7	15.8	5.3	12.0	13.0
MORE ACCOUNTABILITY GOV'T	10.3	8.5	9.2	9.1	12.4	4.2	8.4	10.1	10.2	9.8	9.8	7.9	15.2	8.4	10.9	11.2
COMPROMISE/BIPARTISANSHIP	9.8	1.8	6.4	7.0	16.9	0.0	9.2	5.0	17.0	2.3	4.5	9.2	16.7	7.1	10.4	11.7
TREATING EACH OTHER BETTER	6.9	8.4	7.6	6.9	5.8	17.0	8.1	7.3	7.3	6.0	7.2	6.6	3.9	6.6	7.2	6.3
BETTER PAY	4.2	7.4	9.0	2.9	0.8	13.5	9.1	3.5	0.0	5.7	8.9	2.3	1.7	4.6	4.7	2.6
LOWER FED. DEFICITS/DEBT	3.8	1.3	1.8	4.4	5.5	6.0	1.2	5.6	7.2	0.0	2.2	3.0	3.4	3.8	3.0	5.6
HONEST/LESS DIVISIVE NEWS	3.6	2.4	3.7	2.3	4.9	3.6	6.2	3.7	6.9	2.1	2.1	0.7	2.4	1.0	3.6	6.9
MORE JOBS	3.4	5.3	4.5	5.6	0.5	12.1	4.2	6.5	0.0	3.4	4.7	4.5	1.1	7.0	2.1	2.2
LESS CRIME	3.3	3.5	4.6	3.5	2.2	8.0	5.2	3.6	2.7	2.2	4.2	3.4	1.6	5.4	2.2	3.6
LOWER TAXES	3.3	2.5	4.2	4.1	2.2	0.0	2.7	3.5	1.0	3.2	5.2	4.7	3.7	4.0	3.7	1.4
BETTER EDUCATION OPP.	3.2	7.9	3.0	3.7	1.5	3.2	1.9	2.9	0.3	9.3	3.7	4.6	2.9	4.1	3.1	2.4
FEWER MASS SHOOTINGS	3.2	5.2	3.7	1.9	3.1	3.7	0.0	1.8	1.7	5.6	6.3	2.0	4.7	4.5	2.9	2.3
MORE PRIDE/BEING AMERICAN	2.6	0.8	2.3	3.4	2.8	3.4	2.1	3.3	4.2	0.0	2.5	3.6	1.0	4.0	2.3	1.7
HEALTHIER ENVIRONMENT	2.2	3.9	3.1	1.8	1.2	10.0	3.2	1.9	1.8	2.1	3.0	1.7	0.5	3.0	2.1	1.4



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25. WHICH OF THE FOLLOWING WOULD YOU 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
MORE TRUST IN ELECTIONS	2.1	1.7	2.6	1.4	2.5	0.0	4.2	0.6	2.1	2.2	1.5	2.4	2.9	2.1	2.2	2.2
FEWER CAREER POLITICIANS	1.8	0.0	0.9	2.9	2.3	0.0	1.1	4.2	2.4	0.0	0.8	1.6	2.2	1.0	2.3	1.7
PRGRSS/RACIAL MINORITIES	1.7	2.4	3.2	1.5	0.6	0.0	3.4	2.1	0.4	3.1	3.1	0.8	0.8	2.0	2.2	0.4
PROGRESS/LGBTQ AMERICANS	1.2	3.4	1.6	0.7	0.5	0.0	2.1	1.4	0.9	4.4	1.3	0.0	0.0	1.2	1.3	0.8
RESPECTED/WORLD STAGE	0.6	0.0	0.0	1.1	0.7	0.0	0.0	1.5	1.3	0.0	0.0	0.7	0.0	0.3	0.7	0.5
FEWER DRUG OVERDOSES	0.2	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.7	0.0	0.0	0.0	0.8



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26. 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			
	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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
MORE ACCOUNTABILITY GOV'T	10.4	8.2	11.5	11.5	4.0	13.0	15.9	2.5	15.1	10.1	10.8	7.8	12.4	8.1	11.4	15.0	8.9	11.0	8.8	12.3
LOWER PRICES	10.2	13.7	6.4	11.8	16.1	9.4	7.4	3.6	8.5	11.6	10.3	14.9	9.6	12.4	10.9	7.3	14.4	7.0	9.3	5.7
LESS ILLEGAL IMMIGRATION	9.0	16.8	17.1	10.9	8.5	2.6	0.8	9.5	7.7	11.6	14.3	6.4	12.2	18.0	10.9	1.6	6.4	3.1	4.6	2.2
LESS CORRUPTION/GOV'T	8.0	13.5	10.3	6.0	9.2	6.0	8.9	6.6	3.6	8.5	9.0	6.0	12.9	8.4	6.6	14.8	6.2	6.8	11.0	4.4
LESS CRIME	6.9	5.7	8.0	8.6	7.3	11.4	3.6	1.4	3.4	7.6	7.8	8.8	3.3	9.4	6.1	5.1	7.7	5.5	9.9	2.9
LOWER FED. DEFICITS/DEBT	5.6	7.8	7.4	7.0	4.5	3.9	5.2	4.0	4.9	6.4	7.3	4.6	6.7	5.5	8.0	4.3	8.1	3.9	3.5	4.1
TREATING EACH OTHER BETTER	5.3	2.4	2.1	5.8	3.8	4.4	9.4	10.0	7.5	4.3	3.8	5.2	4.4	2.5	7.3	5.4	3.6	7.5	1.9	10.7
BETTER PAY	5.1	1.1	2.2	5.8	8.5	6.6	6.2	4.2	2.1	4.7	3.6	6.9	4.1	2.8	2.8	11.7	5.7	6.2	9.0	4.6
COMPROMISE/BIPARTISANSHIP	4.4	1.6	1.8	2.1	3.9	8.0	7.7	5.6	5.7	2.7	1.9	3.8	3.5	1.3	1.9	3.9	5.8	8.4	9.6	7.7
LOWER TAXES	4.2	3.2	5.8	3.4	4.9	3.1	4.7	4.1	3.6	4.4	4.2	3.9	6.5	4.7	5.9	5.4	0.7	3.7	4.3	3.4
HONEST/LESS DIVISIVE NEWS	4.1	2.1	7.4	3.4	3.7	3.4	4.0	7.0	1.4	4.2	4.6	4.7	1.2	4.1	6.2	2.3	3.6	3.8	1.5	5.1
FEWER MASS SHOOTINGS	3.7	1.1	1.3	2.1	4.2	3.4	6.7	4.0	9.5	2.6	1.6	4.9	1.3	1.2	2.3	4.0	5.0	6.4	1.7	9.0
MORE JOBS	3.3	1.2	2.8	3.2	3.4	3.9	3.4	4.9	4.0	3.5	2.6	4.3	5.9	3.6	1.8	2.2	6.8	2.9	2.4	3.2
FEWER CAREER POLITICIANS	3.3	1.3	2.7	5.1	3.4	2.7	1.5	5.5	3.8	3.5	3.5	3.0	5.3	3.7	3.6	4.0	2.5	2.7	3.3	2.4
BETTER EDUCATION OPP.	3.0	2.7	1.2	1.6	3.5	5.8	2.5	4.1	3.5	2.0	1.6	3.3	0.0	0.6	2.4	1.8	4.7	5.4	7.0	4.4
HEALTHIER ENVIRONMENT	2.9	1.2	2.1	1.7	2.6	2.2	3.2	4.6	9.0	1.9	1.7	1.8	3.2	0.4	2.6	3.4	3.2	5.2	3.7	6.1



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26. 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 GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
MORE PRIDE/BEING AMERICAN	2.4	4.2	3.1	2.9	1.9	4.6	0.0	1.1	0.0	2.9	3.2	3.3	0.0	4.2	3.5	0.0	1.5	1.3	2.8	0.4
MORE TRUST IN ELECTIONS	2.2	7.1	2.2	2.2	1.0	0.7	3.7	3.0	0.0	2.5	3.2	0.9	2.8	4.7	0.7	1.2	0.6	1.7	0.8	2.3
PRGRSS/RACIAL MINORITIES	1.9	0.0	0.8	1.6	0.6	2.8	3.6	3.9	3.5	1.2	1.0	1.1	2.2	0.8	0.6	3.2	0.9	3.7	2.6	4.2
RESPECTED/WORLD STAGE	1.7	1.3	3.1	1.2	2.6	1.6	0.0	2.9	0.8	2.0	1.9	2.4	1.4	2.4	1.3	2.4	1.5	1.1	1.5	0.8
PROGRESS/LGBTQ AMERICANS	1.3	1.3	0.8	1.1	1.2	0.0	0.9	6.2	2.2	0.9	1.0	1.0	0.0	0.3	1.2	1.0	1.7	2.3	0.0	3.6
FEWER DRUG OVERDOSES	0.9	2.4	0.0	1.2	1.1	0.6	0.8	1.4	0.0	1.0	1.0	0.9	1.2	1.0	1.8	0.0	0.7	0.6	0.8	0.5





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26. 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	899	768	131	101	69	32
MORE ACCOUNTABILITY GOV'T	10.4	9.0	10.1	9.8	12.8	10.3	10.4	9.7	11.4	10.1	14.2
LOWER PRICES	10.2	10.2	8.8	11.3	9.7	9.9	9.1	15.1	12.6	15.4	6.5
LESS ILLEGAL IMMIGRATION	9.0	11.9	9.6	9.1	6.0	9.6	9.8	8.3	4.0	4.4	3.0
LESS CORRUPTION/GOV'T	8.0	7.1	8.8	7.9	7.9	7.9	8.3	5.7	8.4	6.1	13.3
LESS CRIME	6.9	5.8	8.5	6.1	7.8	7.2	6.4	11.4	5.1	4.4	6.6
LOWER FED. DEFICITS/DEBT	5.6	5.8	5.5	7.2	2.9	5.8	5.7	6.6	4.0	2.0	8.4
TREATING EACH OTHER BETTER	5.3	5.9	4.7	4.5	6.8	5.4	5.9	2.6	4.4	6.4	0.0
BETTER PAY	5.1	3.9	3.2	8.6	2.1	4.7	4.1	8.2	9.3	8.8	10.2
COMPROMISE/BIPARTISANSHIP	4.4	5.8	5.1	3.3	4.5	4.8	5.1	3.3	0.9	0.0	2.9
LOWER TAXES	4.2	4.5	5.5	3.8	3.2	3.9	3.4	6.9	6.6	5.5	8.8
HONEST/LESS DIVISIVE NEWS	4.1	1.6	4.4	3.6	6.7	4.2	4.2	4.2	3.0	4.4	0.0
FEWER MASS SHOOTINGS	3.7	3.7	4.1	3.1	4.6	3.4	3.3	3.9	7.1	7.0	7.2
MORE JOBS	3.3	5.4	2.1	2.7	4.0	3.3	3.4	2.3	4.0	3.4	5.2
FEWER CAREER POLITICIANS	3.3	0.9	2.6	3.3	5.7	3.1	3.3	2.3	4.5	6.6	0.0
BETTER EDUCATION OPP.	3.0	6.6	3.1	1.5	2.7	3.1	3.4	1.5	1.9	1.3	3.3
HEALTHIER ENVIRONMENT	2.9	2.1	2.1	3.6	3.3	2.8	2.9	2.2	3.7	5.4	0.0



26. 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
MORE PRIDE/BEING AMERICAN	2.4	1.6	4.3	2.0	1.7	2.7	2.9	1.5	0.0	0.0	0.0
MORE TRUST IN ELECTIONS	2.2	1.7	2.4	3.0	1.3	2.4	2.8	0.0	1.3	0.0	4.0
PRGRSS/RACIAL MINORITIES	1.9	3.1	1.2	1.3	2.7	1.9	1.7	2.9	2.3	1.9	3.3
RESPECTED/WORLD STAGE	1.7	0.4	2.2	2.5	0.9	1.8	2.1	0.0	0.6	0.9	0.0
PROGRESS/LGBTQ AMERICANS	1.3	1.6	1.3	1.1	1.6	1.1	1.2	0.8	3.0	2.9	3.2
FEWER DRUG OVERDOSES	0.9	1.2	0.4	0.8	1.3	0.8	0.8	0.7	2.0	2.9	0.0



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26. 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						HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
MORE ACCOUNTABILITY GOV'T	10.4	10.1	12.4	9.5	10.7	13.5	8.7	9.5	16.7	16.3	12.8	10.3	10.1	7.8	12.4	12.1	3.9	11.0
LOWER PRICES	10.2	12.5	7.9	12.3	7.7	12.1	12.9	7.7	8.8	10.9	10.9	9.6	9.2	8.0	7.7	12.1	13.6	19.7
LESS ILLEGAL IMMIGRATION	9.0	13.9	4.5	15.1	3.4	5.9	16.0	3.7	5.5	5.8	5.6	9.0	7.9	9.5	13.4	4.3	6.1	10.0
LESS CORRUPTION/GOV'T	8.0	8.5	5.7	9.2	6.8	7.7	9.1	6.0	8.4	5.9	10.8	8.1	8.7	9.8	6.8	8.0	8.9	6.2
LESS CRIME	6.9	8.6	5.8	7.8	6.3	5.5	7.9	6.2	4.4	4.2	9.2	6.8	5.8	5.0	6.5	10.6	10.6	9.7
LOWER FED. DEFICITS/DEBT	5.6	6.6	5.1	6.1	4.9	6.6	6.6	4.9	3.0	4.0	7.8	5.5	6.6	3.3	7.1	1.5	5.1	8.1
TREATING EACH OTHER BETTER	5.3	4.9	6.9	3.3	7.7	3.5	3.2	8.1	3.1	2.8	5.6	5.5	6.1	2.3	5.8	4.9	6.3	1.5
BETTER PAY	5.1	2.6	6.7	4.2	6.0	5.8	3.5	5.3	9.2	11.0	5.8	5.3	4.8	8.2	1.2	11.4	3.0	3.2
COMPROMISE/BIPARTISANSHIP	4.4	1.9	7.2	0.9	8.7	1.2	0.7	8.8	5.2	5.9	1.0	4.7	2.8	4.6	8.5	5.4	5.4	0.0
LOWER TAXES	4.2	4.0	3.5	4.3	2.7	11.4	4.3	3.0	5.6	6.5	6.5	4.1	4.7	5.5	1.7	5.7	2.7	4.6
HONEST/LESS DIVISIVE NEWS	4.1	4.2	3.2	4.5	3.7	3.5	4.4	3.7	6.0	6.0	1.9	4.1	5.2	3.1	3.2	0.9	9.3	4.1
FEWER MASS SHOOTINGS	3.7	1.5	4.9	1.6	5.8	4.7	1.9	5.6	4.4	0.9	3.4	3.6	3.9	3.6	3.0	4.9	1.4	6.6
MORE JOBS	3.3	2.7	3.3	2.8	4.1	2.3	2.9	4.1	2.5	3.3	3.1	3.3	3.1	5.7	1.4	3.7	4.9	4.3
FEWER CAREER POLITICIANS	3.3	4.7	2.3	4.0	2.5	3.6	4.3	2.3	4.5	6.0	1.0	3.4	3.4	3.9	4.0	3.0	1.3	1.1
BETTER EDUCATION OPP.	3.0	1.0	5.9	1.5	5.0	1.0	1.2	5.8	1.4	0.9	1.2	2.9	2.4	4.7	4.3	2.3	0.0	4.5
HEALTHIER ENVIRONMENT	2.9	0.9	5.9	1.2	4.8	2.2	0.5	5.3	3.0	2.2	3.0	3.1	3.5	5.2	2.2	2.0	2.3	0.0



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26. 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					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
MORE PRIDE/BEING AMERICAN	2.4	3.5	1.3	4.1	1.1	0.0	4.3	1.3	1.5	2.1	0.0	2.4	2.5	2.7	1.8	2.5	1.5	2.4
MORE TRUST IN ELECTIONS	2.2	3.6	1.4	3.2	1.3	1.5	3.8	1.4	0.0	0.0	2.2	2.3	1.9	3.4	3.3	0.9	5.1	1.4
PRGRSS/RACIAL MINORITIES	1.9	0.7	2.3	0.8	2.7	4.0	0.4	2.7	3.7	1.9	2.6	2.0	3.2	1.4	1.3	0.8	2.3	0.0
RESPECTED/WORLD STAGE	1.7	2.1	1.4	2.3	1.1	1.3	1.8	1.3	0.7	0.9	4.3	1.8	1.5	0.8	3.5	0.0	3.8	0.0
PROGRESS/LGBTQ AMERICANS	1.3	0.3	2.0	0.2	2.3	2.5	0.3	2.4	1.5	1.1	1.2	1.4	2.3	0.8	0.7	0.8	0.0	0.0
FEWER DRUG OVERDOSES	0.9	1.2	0.5	1.1	0.8	0.2	1.2	0.7	0.8	1.1	0.0	0.8	0.3	0.7	0.4	2.2	2.6	1.5



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26. WHICH OF THE FOLLOWING WOULD YOU SECOND 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	DEMO-	UNDE-	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	275	723	461	433	106	220	433	157	276	566
MORE ACCOUNTABILITY GOV'T	10.4	10.3	10.4	9.3	10.4	15.0	14.1	10.2	13.6	8.3	10.5
LOWER PRICES	10.2	9.0	10.7	11.9	9.1	7.3	9.6	8.1	6.6	9.0	11.8
LESS ILLEGAL IMMIGRATION	9.0	3.1	11.3	15.4	4.1	1.6	4.2	3.1	5.6	1.7	13.5
LESS CORRUPTION/GOV'T	8.0	4.6	9.1	7.7	6.6	14.8	11.1	7.1	8.7	6.2	8.7
LESS CRIME	6.9	6.0	7.3	8.2	6.1	5.1	4.3	6.9	4.4	8.3	7.0
LOWER FED. DEFICITS/DEBT	5.6	6.4	5.3	6.4	5.1	4.3	4.1	6.0	3.3	7.6	5.3
TREATING EACH OTHER BETTER	5.3	7.5	4.5	4.2	6.4	5.4	6.2	7.9	5.3	9.3	3.3
BETTER PAY	5.1	4.9	5.3	2.8	6.1	11.7	9.3	5.8	2.9	7.4	4.7
COMPROMISE/BIPARTISANSHIP	4.4	9.3	2.6	1.5	7.6	3.9	3.7	8.7	10.6	7.6	1.2
LOWER TAXES	4.2	2.0	5.0	5.1	2.8	5.4	4.7	2.8	1.9	3.3	5.2
HONEST/LESS DIVISIVE NEWS	4.1	3.5	4.3	4.9	3.7	2.3	4.4	3.5	3.7	3.3	4.6
FEWER MASS SHOOTINGS	3.7	5.1	3.2	1.6	6.0	4.0	4.9	5.5	3.5	6.7	2.2
MORE JOBS	3.3	3.9	3.0	2.9	4.0	2.2	2.5	3.6	3.1	3.8	3.2
FEWER CAREER POLITICIANS	3.3	2.7	3.5	3.7	2.6	4.0	4.5	2.4	4.1	1.4	3.9
BETTER EDUCATION OPP.	3.0	5.0	2.3	1.2	5.2	1.8	2.2	4.5	6.7	3.2	1.9
HEALTHIER ENVIRONMENT	2.9	5.3	2.0	1.2	4.6	3.4	2.1	4.5	6.2	3.6	1.7



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26. WHICH OF THE FOLLOWING WOULD YOU SECOND 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										
MORE PRIDE/BEING AMERICAN	2.4	1.5	2.7	3.9	1.3	0.0	2.0	1.1	1.3	1.0	3.4
MORE TRUST IN ELECTIONS	2.2	1.7	2.5	3.3	1.4	1.2	0.6	1.4	2.3	0.9	2.9
PRGRSS/RACIAL MINORITIES	1.9	2.8	1.6	0.8	2.8	3.2	1.5	2.4	1.8	2.8	1.5
RESPECTED/WORLD STAGE	1.7	1.6	1.8	2.0	1.2	2.4	1.6	1.2	0.6	1.5	2.1
PROGRESS/LGBTQ AMERICANS	1.3	1.9	1.1	0.7	2.1	1.0	1.4	2.2	2.0	2.3	0.7
FEWER DRUG OVERDOSES	0.9	2.1	0.4	1.3	0.6	0.0	1.0	1.1	1.9	0.7	0.7



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26. 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- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	433	460	362	370	268	181	157	132	181	213	136
MORE ACCOUNTABILITY GOV'T	10.4	9.4	11.9	8.7	10.1	13.0	7.5	10.0	12.8	10.0	10.2	13.1
LOWER PRICES	10.2	12.9	7.4	11.9	9.7	8.5	10.6	8.8	10.9	13.3	10.4	6.2
LESS ILLEGAL IMMIGRATION	9.0	15.5	4.2	14.9	5.0	6.7	19.9	6.4	8.2	9.9	3.9	5.3
LESS CORRUPTION/GOV'T	8.0	9.4	6.5	7.1	6.1	11.7	6.8	3.5	11.5	7.5	8.0	11.8
LESS CRIME	6.9	8.1	6.3	8.1	5.8	7.0	10.0	7.6	6.4	6.1	4.5	7.6
LOWER FED. DEFICITS/DEBT	5.6	6.2	5.4	6.1	5.5	5.2	6.8	7.4	4.6	5.5	4.1	5.8
TREATING EACH OTHER BETTER	5.3	3.7	7.1	5.2	6.9	3.2	6.4	5.7	3.0	4.0	7.8	3.5
BETTER PAY	5.1	3.8	5.3	3.7	6.1	5.9	1.3	4.6	4.1	6.0	7.2	7.6
COMPROMISE/BIPARTISANSHIP	4.4	1.2	8.0	1.8	6.9	4.4	3.0	9.8	7.5	0.7	4.8	1.4
LOWER TAXES	4.2	4.1	3.3	5.9	3.3	3.0	5.7	3.6	2.1	6.1	3.2	3.9
HONEST/LESS DIVISIVE NEWS	4.1	3.9	3.3	3.8	2.4	6.8	3.5	1.9	6.5	4.1	2.7	7.1
FEWER MASS SHOOTINGS	3.7	1.6	5.4	1.5	5.8	4.0	0.4	2.6	1.3	2.6	8.1	6.6
MORE JOBS	3.3	2.8	4.2	3.5	4.4	1.6	3.9	5.3	1.8	3.0	3.8	1.4
FEWER CAREER POLITICIANS	3.3	3.8	2.4	3.4	2.9	3.7	2.7	3.9	2.4	4.0	2.1	4.9
BETTER EDUCATION OPP.	3.0	0.7	5.2	0.8	5.0	3.3	1.0	5.6	3.7	0.5	4.5	3.0
HEALTHIER ENVIRONMENT	2.9	1.3	4.7	1.4	5.0	2.1	0.9	4.6	2.8	1.9	5.3	1.5



26. 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- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
MORE PRIDE/BEING AMERICAN	2.4	3.9	1.0	3.6	1.0	2.6	1.7	0.7	4.6	5.5	1.2	0.7			
MORE TRUST IN ELECTIONS	2.2	3.5	1.3	3.5	0.9	2.3	3.7	1.8	1.6	3.3	0.4	3.0			
PRGRSS/RACIAL MINORITIES	1.9	1.0	2.8	1.0	3.2	1.5	0.0	3.1	2.0	1.9	3.2	1.0			
RESPECTED/WORLD STAGE	1.7	2.0	1.5	2.6	1.0	1.5	2.7	1.1	1.3	2.5	1.0	1.6			
PROGRESS/LGBTQ AMERICANS	1.3	0.3	1.8	0.2	2.3	1.6	0.0	1.5	0.8	0.4	2.9	2.3			
FEWER DRUG OVERDOSES	0.9	1.1	0.8	1.4	0.8	0.3	1.7	0.6	0.0	1.1	0.8	0.6			





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26. WHICH OF THE FOLLOWING WOULD YOU SECOND 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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
MORE ACCOUNTABILITY GOV'T	10.4	12.0	12.9	11.4	11.2	8.3	8.1	8.2	3.7	11.8	8.3	11.9	8.7	0.0	16.7	12.7	11.5
LOWER PRICES	10.2	5.8	6.5	5.4	13.0	9.4	12.8	10.7	4.7	17.3	11.0	6.9	14.3	12.6	0.0	10.4	8.5
LESS ILLEGAL IMMIGRATION	9.0	3.1	3.5	2.9	6.7	14.1	19.3	16.1	6.6	12.3	16.1	3.3	7.2	8.7	0.0	4.1	19.2
LESS CORRUPTION/GOV'T	8.0	7.5	5.8	8.5	7.9	9.1	7.5	8.5	21.7	1.3	7.6	6.6	5.6	4.3	5.5	12.2	14.1
LESS CRIME	6.9	4.9	4.6	5.1	7.5	7.5	8.8	8.0	0.0	6.6	9.1	5.2	6.1	9.8	5.6	8.9	2.2
LOWER FED. DEFICITS/DEBT	5.6	5.1	4.7	5.4	5.2	8.5	3.4	6.5	0.0	7.4	6.2	5.5	5.3	5.7	5.1	4.2	8.4
TREATING EACH OTHER BETTER	5.3	8.2	7.3	8.8	5.1	3.7	2.2	3.1	16.3	6.5	4.0	8.9	4.5	0.0	0.0	5.0	0.0
BETTER PAY	5.1	3.7	1.7	5.0	6.7	6.8	1.5	4.7	0.0	5.6	3.4	3.4	8.8	17.0	7.2	5.6	6.0
COMPROMISE/BIPARTISANSHIP	4.4	7.3	4.6	9.0	5.1	2.3	0.0	1.4	3.9	1.3	1.8	8.4	5.6	0.0	2.7	6.2	0.0
LOWER TAXES	4.2	4.5	3.6	5.1	2.4	5.2	6.6	5.7	10.6	5.9	5.6	3.4	1.5	11.7	8.1	1.6	3.9
HONEST/LESS DIVISIVE NEWS	4.1	4.0	1.8	5.4	3.7	3.9	5.6	4.5	0.0	1.6	4.7	3.0	1.6	0.0	12.3	6.0	5.7
FEWER MASS SHOOTINGS	3.7	6.9	9.9	5.1	3.7	1.1	1.5	1.3	0.0	1.3	1.6	7.1	4.5	0.0	9.8	4.1	0.0
MORE JOBS	3.3	4.4	5.4	3.8	3.5	1.6	3.4	2.3	7.2	4.3	3.0	4.9	4.5	0.0	0.0	2.5	0.0
FEWER CAREER POLITICIANS	3.3	3.6	2.6	4.2	2.5	3.1	5.0	3.9	3.8	1.5	3.9	2.7	3.6	0.0	8.5	2.1	5.5
BETTER EDUCATION OPP.	3.0	5.3	6.2	4.7	2.9	2.2	0.0	1.3	0.0	0.0	1.0	5.6	3.9	4.1	5.8	3.4	1.5
HEALTHIER ENVIRONMENT	2.9	4.2	5.9	3.1	2.3	2.2	3.2	2.6	6.1	0.0	1.4	3.8	3.9	22.4	5.4	2.1	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
MORE PRIDE/BEING AMERICAN	2.4	0.8	1.1	0.7	3.4	3.4	1.4	2.6	6.0	7.0	2.6	0.5	2.1	0.0	0.0	2.8	4.0
MORE TRUST IN ELECTIONS	2.2	1.2	0.0	2.0	1.6	2.5	5.5	3.7	0.0	2.9	3.9	0.8	1.4	0.0	4.5	1.3	4.1
PRGRSS/RACIAL MINORITIES	1.9	2.7	5.3	1.1	2.4	0.8	0.8	0.8	0.0	0.9	1.1	3.4	3.4	0.0	0.0	2.2	0.0
RESPECTED/WORLD STAGE	1.7	1.0	1.0	1.0	1.0	3.6	2.1	3.1	0.0	2.3	2.8	1.2	0.9	0.0	0.0	0.5	5.4
PROGRESS/LGBTQ AMERICANS	1.3	2.7	4.0	1.8	1.6	0.0	0.0	0.0	0.0	1.0	0.0	2.8	1.7	0.0	2.9	1.8	0.0
FEWER DRUG OVERDOSES	0.9	1.0	1.7	0.6	0.8	0.5	1.5	0.9	9.5	1.3	0.9	0.4	0.8	3.6	0.0	0.5	0.0



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26. 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		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
MORE ACCOUNTABILITY GOV'T	10.4	10.5	12.5	9.5	10.7	10.3	10.7	10.2	10.5	10.7	10.0	9.6	9.1	9.0	9.6	12.5
LOWER PRICES	10.2	8.6	11.7	11.4	10.4	6.3	12.3	5.3	11.1	10.0	13.0	7.4	11.7	10.8	10.1	8.2
LESS ILLEGAL IMMIGRATION	9.0	3.7	8.0	15.1	8.3	8.3	5.4	8.8	8.8	9.7	7.3	11.6	8.3	11.9	12.9	6.5
LESS CORRUPTION/GOV'T	8.0	7.1	7.4	9.2	8.7	7.9	6.4	8.1	8.1	7.3	9.6	7.1	10.1	6.7	8.1	7.1
LESS CRIME	6.9	6.1	7.0	7.9	5.7	9.4	13.6	8.7	6.7	7.4	5.3	6.4	6.2	2.8	9.0	7.3
LOWER FED. DEFICITS/DEBT	5.6	5.1	4.7	6.6	6.6	8.3	5.5	8.8	5.2	5.6	4.5	5.5	6.0	7.0	5.1	5.7
TREATING EACH OTHER BETTER	5.3	6.3	3.8	4.7	5.8	6.3	7.2	6.1	5.4	5.3	5.6	3.2	4.6	7.2	4.9	5.2
BETTER PAY	5.1	6.3	9.2	2.5	5.3	0.0	0.0	0.0	5.3	4.6	6.6	10.0	3.7	6.4	5.3	6.0
COMPROMISE/BIPARTISANSHIP	4.4	7.0	5.3	1.3	5.9	6.1	0.0	7.1	4.1	3.7	4.9	5.1	4.2	3.6	2.8	5.4
LOWER TAXES	4.2	3.1	5.3	5.0	3.6	4.3	0.0	5.0	4.1	3.6	4.9	5.0	4.8	9.1	3.7	2.6
HONEST/LESS DIVISIVE NEWS	4.1	3.5	2.6	5.3	3.9	6.0	0.0	7.0	3.8	3.8	3.8	4.2	4.0	6.5	3.2	4.9
FEWER MASS SHOOTINGS	3.7	6.1	3.5	1.3	3.3	3.3	0.0	3.9	3.3	3.2	3.6	7.7	3.8	1.2	3.3	5.0
MORE JOBS	3.3	4.0	2.7	2.9	3.0	1.7	11.8	0.0	3.5	3.6	3.2	4.0	2.9	4.3	3.5	2.9
FEWER CAREER POLITICIANS	3.3	3.0	2.2	3.9	2.9	4.2	0.0	4.9	3.4	3.9	2.4	1.0	3.7	3.5	1.9	3.5
BETTER EDUCATION OPP.	3.0	5.3	2.1	0.9	3.0	1.7	0.0	2.0	3.4	3.7	2.8	1.1	2.5	0.0	3.6	3.6
HEALTHIER ENVIRONMENT	2.9	4.0	4.0	1.3	3.3	6.2	5.5	6.3	2.3	2.8	1.4	4.0	1.4	1.5	3.8	4.5



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26. 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					CONSIDER YOURSELF					RELIGION				
		TCKT  CRAT	REPU-  SPLTR	SWING  LICAN	WLTHY/  UPPER	Wcal-  thy	Upper  Middle	MIDDLE  LOWER	Middle  Class	Lower  Middle	POOR	MAIN-  STREAM	EVAN-  GEL-	CATH-  OLIC	NON-  RELI-  GIOUS	
MORE PRIDE/BEING AMERICAN	2.4	1.1	2.6	3.7	1.8	3.0	7.0	2.3	2.5	2.5	2.4	1.0	3.9	0.0	2.5	1.8
MORE TRUST IN ELECTIONS	2.2	1.7	0.0	3.6	1.8	1.7	5.2	1.1	2.3	2.9	1.2	1.9	2.9	3.0	2.3	1.5
PRGRSS/RACIAL MINORITIES	1.9	3.3	0.6	0.9	1.1	0.0	0.0	0.0	2.2	1.3	3.7	2.1	2.2	2.5	0.0	2.7
RESPECTED/WORLD STAGE	1.7	1.2	2.1	2.1	2.4	2.3	3.8	2.0	1.8	2.1	1.3	0.0	2.5	1.5	1.9	0.4
PROGRESS/LGBTQ AMERICANS	1.3	2.3	1.5	0.2	1.7	1.9	0.0	2.2	1.2	1.0	1.5	1.9	0.8	0.0	1.1	2.3
FEWER DRUG OVERDOSES	0.9	0.8	1.3	0.8	0.8	0.8	5.6	0.0	1.0	1.0	1.0	0.0	0.6	1.4	1.4	0.4



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26. 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
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
MORE ACCOUNTABILITY GOV'T	10.4	10.7	9.8	8.2	13.2	9.7	10.0	11.5	9.6	11.0	9.0	10.4	6.5	14.9	10.1	11.7	10.7	10.2	6.8	5.9
LOWER PRICES	10.2	12.4	5.8	7.3	2.5	12.6	5.3	12.3	6.3	8.9	13.0	13.0	13.7	14.5	8.7	9.1	12.0	13.8	11.8	17.2
LESS ILLEGAL IMMIGRATION	9.0	9.9	7.2	7.8	5.8	13.4	9.7	7.0	4.8	9.9	7.1	7.8	4.3	13.1	13.9	7.0	11.9	4.4	6.6	0.0
LESS CORRUPTION/GOV'T	8.0	7.4	9.1	9.1	8.9	6.9	7.3	7.9	10.7	9.3	5.2	6.4	4.5	2.1	7.5	10.6	7.5	5.5	5.8	2.2
LESS CRIME	6.9	6.5	7.8	9.5	4.2	7.8	9.0	5.5	6.6	5.5	9.9	10.8	9.4	11.4	6.5	4.8	13.7	8.3	7.9	12.2
LOWER FED. DEFICITS/DEBT	5.6	5.1	6.6	6.8	6.1	5.4	8.2	4.9	5.1	6.1	4.7	4.0	5.6	6.4	6.8	5.5	5.8	2.5	4.8	6.9
TREATING EACH OTHER BETTER	5.3	4.2	7.4	7.5	7.1	5.0	5.5	3.5	9.2	5.7	4.4	4.4	2.9	4.6	5.1	6.2	5.1	3.8	3.3	2.2
BETTER PAY	5.1	6.2	3.0	4.0	0.8	4.5	0.6	7.7	5.2	4.0	7.6	6.2	10.9	2.5	1.8	5.6	0.0	11.5	10.0	12.5
COMPROMISE/BIPARTISANSHIP	4.4	4.0	5.3	4.6	7.0	5.1	9.3	3.0	1.6	4.5	4.2	4.6	3.5	2.3	6.7	2.9	6.4	3.1	5.4	0.0
LOWER TAXES	4.2	4.6	3.3	3.6	2.6	4.8	2.4	4.5	4.1	4.2	4.1	2.7	6.0	0.0	3.8	4.5	2.9	2.4	6.9	4.5
HONEST/LESS DIVISIVE NEWS	4.1	3.1	6.0	5.0	8.2	1.6	8.0	4.5	4.1	4.7	2.7	4.6	0.9	4.2	5.8	3.9	0.0	8.4	0.0	2.4
FEWER MASS SHOOTINGS	3.7	3.9	3.4	3.0	4.4	1.8	0.6	5.7	6.1	3.4	4.5	4.3	4.6	4.8	0.8	5.3	1.7	6.5	3.6	6.5
MORE JOBS	3.3	3.6	2.9	3.4	1.7	4.4	2.6	2.8	3.1	2.5	5.0	2.2	7.2	6.0	3.1	2.2	3.2	1.4	7.4	6.9
FEWER CAREER POLITICIANS	3.3	3.1	3.7	2.5	6.0	2.5	4.1	3.6	3.2	4.1	1.5	1.4	1.7	0.0	3.8	4.3	1.5	1.2	1.6	2.0
BETTER EDUCATION OPP.	3.0	2.2	4.7	3.8	6.5	2.5	4.9	1.9	4.5	2.9	3.3	2.8	4.6	2.5	2.6	3.0	4.6	1.2	6.0	2.0
HEALTHIER ENVIRONMENT	2.9	2.6	3.5	3.5	3.6	3.2	1.7	2.2	5.2	2.7	3.5	4.6	2.2	3.0	3.0	2.5	4.7	4.5	1.2	4.1



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26. 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
MORE PRIDE/BEING AMERICAN	2.4	2.7	1.7	2.1	0.9	2.3	2.0	3.1	1.4	2.7	1.6	1.5	1.8	2.3	2.4	3.0	1.7	1.4	2.8	0.0
MORE TRUST IN ELECTIONS	2.2	2.4	2.0	2.2	1.5	2.2	2.9	2.5	1.1	2.6	1.5	3.0	0.0	1.9	2.9	2.4	5.1	1.2	0.0	0.0
PRGRSS/RACIAL MINORITIES	1.9	1.9	2.0	2.0	1.8	1.8	1.2	2.0	2.7	1.1	3.6	3.1	4.6	2.1	0.9	1.3	0.0	5.7	4.7	4.4
RESPECTED/WORLD STAGE	1.7	1.3	2.6	2.2	3.3	1.2	2.9	1.4	2.3	1.9	1.4	1.5	0.6	1.6	1.9	1.8	1.5	1.5	0.9	0.0
PROGRESS/LGBTQ AMERICANS	1.3	1.2	1.7	1.5	2.1	0.7	0.8	1.5	2.5	1.4	1.2	0.8	2.3	0.0	0.8	1.8	0.0	1.4	1.3	4.1
FEWER DRUG OVERDOSES	0.9	0.9	0.9	0.4	2.0	0.6	1.3	1.1	0.5	0.9	0.9	0.0	2.1	0.0	1.0	0.8	0.0	0.0	1.2	3.9



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26. 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	78	136	175	162	187	263	389	611	550	450	470	530
MORE ACCOUNTABILITY GOV'T	10.4	7.5	11.0	10.1	8.0	9.9	12.9	9.9	10.7	9.3	11.6	9.8	10.9
LOWER PRICES	10.2	9.8	7.7	11.1	16.0	11.2	6.7	9.7	10.5	11.5	8.6	10.1	10.3
LESS ILLEGAL IMMIGRATION	9.0	1.2	8.0	10.5	5.8	8.7	13.1	7.8	9.8	7.2	11.3	12.1	6.3
LESS CORRUPTION/GOV'T	8.0	7.7	8.3	7.1	11.3	7.0	7.2	7.6	8.2	8.7	7.1	7.0	8.8
LESS CRIME	6.9	3.5	7.2	7.1	8.3	6.9	6.9	6.4	7.3	7.0	6.9	8.2	5.8
LOWER FED. DEFICITS/DEBT	5.6	4.5	4.7	6.6	4.2	6.4	6.1	5.5	5.7	5.1	6.2	6.4	5.0
TREATING EACH OTHER BETTER	5.3	3.6	6.1	4.3	7.5	2.3	6.8	4.8	5.6	5.6	4.9	5.2	5.4
BETTER PAY	5.1	12.0	4.3	9.0	5.8	4.8	0.9	8.0	3.4	7.3	2.5	3.2	6.9
COMPROMISE/BIPARTISANSHIP	4.4	1.2	1.6	1.9	2.9	4.5	9.4	1.6	6.2	2.0	7.4	6.5	2.5
LOWER TAXES	4.2	7.4	4.6	3.5	5.9	5.5	1.4	4.7	3.8	5.1	3.1	4.0	4.4
HONEST/LESS DIVISIVE NEWS	4.1	6.8	5.9	0.6	4.6	4.2	4.3	3.7	4.3	4.0	4.2	3.8	4.3
FEWER MASS SHOOTINGS	3.7	12.5	3.7	3.3	2.6	2.7	3.0	5.3	2.8	4.5	2.8	1.4	5.8
MORE JOBS	3.3	5.2	5.4	3.9	3.8	3.3	1.0	4.7	2.4	4.4	2.0	3.8	2.9
FEWER CAREER POLITICIANS	3.3	0.0	2.2	1.8	0.6	7.6	4.3	1.6	4.3	1.3	5.7	3.0	3.5
BETTER EDUCATION OPP.	3.0	1.1	2.2	3.0	3.6	3.0	3.6	2.4	3.4	2.7	3.3	3.3	2.7
HEALTHIER ENVIRONMENT	2.9	1.4	2.2	4.8	4.6	3.0	1.3	3.2	2.7	3.6	2.0	2.7	3.2



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26. 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
MORE PRIDE/BEING AMERICAN	2.4	3.5	2.3	3.2	2.1	1.8	2.2	2.9	2.0	2.7	2.0	2.2	2.5
MORE TRUST IN ELECTIONS	2.2	0.0	1.9	1.8	1.0	3.4	3.3	1.5	2.7	1.3	3.3	2.5	2.1
PRGRSS/RACIAL MINORITIES	1.9	1.1	5.4	2.6	0.6	1.2	1.3	3.3	1.1	2.5	1.2	1.6	2.2
RESPECTED/WORLD STAGE	1.7	3.8	1.5	0.0	0.0	1.1	3.8	1.3	2.0	0.9	2.7	1.8	1.7
PROGRESS/LGBTQ AMERICANS	1.3	3.8	3.1	1.9	0.7	0.6	0.3	2.7	0.5	2.1	0.4	0.7	1.9
FEWER DRUG OVERDOSES	0.9	2.3	0.7	1.8	0.0	1.0	0.3	1.5	0.5	1.1	0.6	0.9	0.9





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26. 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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
MORE ACCOUNTABILITY GOV'T	10.4	8.1	11.0	8.1	12.3	7.5	9.4	9.9	10.2	8.2	12.1	6.2	14.8	10.1	9.9	11.8
LOWER PRICES	10.2	11.3	8.9	14.3	7.8	3.9	8.4	15.6	7.9	13.4	9.2	12.9	7.7	10.2	8.2	14.9
LESS ILLEGAL IMMIGRATION	9.0	1.8	9.3	8.4	11.5	4.5	14.3	9.1	14.0	1.1	6.0	7.7	8.3	6.8	10.8	7.5
LESS CORRUPTION/GOV'T	8.0	8.0	8.0	8.9	7.3	4.0	8.1	9.8	5.0	9.1	7.9	7.8	10.3	7.6	7.6	9.3
LESS CRIME	6.9	6.0	5.6	8.3	7.2	11.0	6.8	9.7	7.5	4.6	4.7	6.8	6.9	8.5	7.3	4.3
LOWER FED. DEFICITS/DEBT	5.6	4.6	5.8	4.5	6.6	6.7	4.5	6.5	7.2	4.0	6.7	2.4	5.9	3.4	7.4	4.1
TREATING EACH OTHER BETTER	5.3	5.5	4.4	5.8	5.5	8.6	5.0	3.7	5.9	4.6	4.0	8.1	5.0	4.5	5.7	5.2
BETTER PAY	5.1	9.4	7.5	5.9	1.6	7.7	7.5	2.8	0.6	9.9	7.5	9.3	2.8	8.2	3.6	5.1
COMPROMISE/BIPARTISANSHIP	4.4	1.7	1.7	2.5	8.6	4.2	3.1	4.1	10.3	1.0	0.8	0.7	6.5	5.1	4.6	3.3
LOWER TAXES	4.2	5.1	4.8	5.8	2.2	11.6	3.4	4.8	2.7	3.2	5.8	6.9	1.6	4.5	4.4	3.4
HONEST/LESS DIVISIVE NEWS	4.1	6.2	2.9	4.6	3.9	3.5	3.1	4.4	3.8	7.0	2.7	4.7	4.1	2.7	4.7	4.2
FEWER MASS SHOOTINGS	3.7	9.4	3.1	3.3	2.7	0.0	1.1	1.9	1.4	12.0	4.5	4.9	4.4	2.8	4.6	3.0
MORE JOBS	3.3	6.3	4.0	4.4	1.2	8.3	8.9	4.1	0.4	5.7	0.6	4.7	2.2	6.1	1.6	4.0
FEWER CAREER POLITICIANS	3.3	0.8	1.8	3.1	5.3	3.6	1.3	2.8	4.0	0.0	2.1	3.3	6.9	3.9	2.7	3.9
BETTER EDUCATION OPP.	3.0	0.8	3.2	3.2	3.4	0.0	2.0	3.6	4.2	1.0	4.1	2.8	2.3	3.4	3.2	2.1
HEALTHIER ENVIRONMENT	2.9	1.7	4.1	3.9	1.7	4.3	1.2	4.1	2.2	1.0	6.0	3.7	1.2	3.2	3.2	1.9



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26. 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
MORE PRIDE/BEING AMERICAN	2.4	2.4	3.4	2.0	1.9	10.7	2.3	1.7	1.5	0.0	4.2	2.5	2.5	1.7	2.7	2.5
MORE TRUST IN ELECTIONS	2.2	0.0	2.2	1.4	3.6	0.0	2.4	0.0	4.5	0.0	2.1	2.9	2.5	0.7	2.6	3.4
PRGRSS/RACIAL MINORITIES	1.9	3.3	3.4	0.4	1.5	0.0	1.9	0.7	2.2	4.3	4.5	0.0	0.6	1.9	1.6	2.6
RESPECTED/WORLD STAGE	1.7	2.6	0.8	0.4	3.1	0.0	0.0	0.0	4.1	3.4	1.3	0.8	1.7	2.2	2.0	0.5
PROGRESS/LGBTQ AMERICANS	1.3	3.5	2.5	0.8	0.2	0.0	2.3	0.8	0.0	4.5	2.7	0.9	0.4	1.5	1.0	1.8
FEWER DRUG OVERDOSES	0.9	1.6	1.6	0.0	0.8	0.0	3.0	0.0	0.5	2.0	0.7	0.0	1.1	1.1	0.5	1.4



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27. 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 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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
LESS CORRUPTION/GOV'T	8.8	10.8	4.7	14.3	8.4	5.3	8.9	6.5	11.0	9.4	10.2	7.3	10.7	9.7	12.0	7.3	6.9	7.6	6.3	8.3
MORE ACCOUNTABILITY GOV'T	7.9	6.6	10.1	7.0	8.2	8.9	6.0	5.8	9.4	8.0	8.0	8.4	6.7	7.0	10.7	8.0	6.7	7.7	8.8	7.0
LOWER PRICES	7.3	5.7	6.1	10.0	5.9	7.0	9.8	7.3	4.4	7.4	7.8	6.6	7.6	8.2	7.1	6.2	6.9	7.0	5.9	7.6
LESS ILLEGAL IMMIGRATION	6.3	6.7	9.3	10.9	5.9	4.7	2.5	6.1	0.0	8.0	9.5	6.4	4.6	9.3	8.5	9.2	3.2	2.4	3.3	1.9
LESS CRIME	6.3	11.2	8.6	6.2	5.2	7.1	4.1	3.0	4.4	7.0	8.0	5.3	6.0	8.9	6.2	5.4	5.0	4.7	7.6	3.1
TREATING EACH OTHER BETTER	5.8	4.3	1.9	3.3	7.9	6.6	7.8	14.1	3.6	4.3	3.0	6.2	6.3	2.5	3.5	7.3	7.2	9.0	9.5	8.8
LOWER FED. DEFICITS/DEBT	5.5	11.2	14.8	2.3	4.6	3.8	4.6	0.0	1.6	7.1	8.5	5.1	4.8	10.3	4.5	8.0	2.3	2.0	2.5	1.7
HONEST/LESS DIVISIVE NEWS	5.4	9.3	7.3	2.3	5.1	8.9	5.4	3.0	1.1	6.2	5.4	7.4	6.9	8.0	8.3	2.4	2.3	3.6	5.8	2.3
LOWER TAXES	5.2	6.3	6.0	4.6	8.1	4.5	5.3	1.2	2.4	6.5	5.4	9.0	5.1	7.2	6.4	3.2	7.7	2.4	1.6	2.8
COMPROMISE/BIPARTISANSHIP	4.9	2.9	4.1	6.0	3.4	1.7	8.7	8.5	5.7	3.9	4.7	2.3	4.2	2.0	4.8	5.1	6.2	7.0	3.3	9.1
FEWER MASS SHOOTINGS	4.9	2.3	6.0	3.7	4.3	5.9	5.7	6.1	5.0	4.3	4.2	5.6	1.5	2.9	2.6	5.5	8.9	6.0	4.0	7.1
HEALTHIER ENVIRONMENT	4.8	3.5	0.8	5.2	3.5	7.3	4.8	8.5	8.1	3.7	3.3	5.4	1.3	1.7	1.9	2.5	11.9	7.4	4.9	8.8
BETTER PAY	4.5	0.0	1.7	4.0	6.3	6.4	4.2	4.2	8.7	4.3	2.4	6.8	7.3	3.2	4.1	8.1	3.8	5.1	5.6	4.9
FEWER CAREER POLITICIANS	3.8	6.7	4.5	2.1	3.0	2.7	6.1	2.6	5.1	3.2	3.9	2.2	2.7	3.2	3.8	2.7	2.9	5.2	4.2	5.8
MORE PRIDE/BEING AMERICAN	3.6	4.0	4.1	7.6	3.7	1.9	0.8	0.0	2.9	4.9	5.7	3.5	4.5	6.6	5.7	0.7	3.2	0.6	1.7	0.0
BETTER EDUCATION OPP.	3.5	1.5	2.5	3.5	3.1	5.2	2.5	2.7	7.7	3.4	2.8	4.0	4.7	2.2	4.6	5.4	2.6	4.0	4.1	3.9



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27. 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 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 JOBS	3.1	1.5	1.8	3.7	2.8	6.2	1.8	1.3	3.7	2.7	2.6	3.5	1.4	1.0	2.5	4.5	5.4	3.8	6.0	2.6
MORE TRUST IN ELECTIONS	2.8	4.1	2.3	2.9	4.5	0.0	4.0	1.4	2.8	2.6	2.9	1.8	3.0	4.2	1.8	1.1	1.1	3.2	3.6	3.0
PRGRSS/RACIAL MINORITIES	2.6	0.0	0.0	0.0	4.1	1.8	4.5	8.7	5.5	0.4	0.0	0.4	2.5	0.0	0.0	1.8	0.8	7.5	8.0	7.1
RESPECTED/WORLD STAGE	1.3	1.4	1.6	0.5	0.5	2.9	0.0	2.0	2.3	1.4	1.0	1.2	4.2	0.7	1.2	2.9	2.1	0.9	2.4	0.0
FEWER DRUG OVERDOSES	1.1	0.0	2.0	0.0	1.6	0.6	0.8	1.4	2.4	1.1	0.7	1.3	2.6	1.1	0.0	1.7	2.1	0.9	0.9	1.0
PROGRESS/LGBTQ AMERICANS	0.8	0.0	0.0	0.0	0.0	0.6	1.5	5.6	2.3	0.3	0.0	0.4	1.3	0.0	0.0	1.0	0.7	2.1	0.0	3.3



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27. 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 TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	899	768	131	101	69	32
LESS CORRUPTION/GOV'T	8.8	7.3	10.3	6.5	12.6	9.0	9.3	7.4	7.2	9.2	3.0
MORE ACCOUNTABILITY GOV'T	7.9	7.0	9.0	7.0	9.0	7.8	7.9	7.5	8.6	8.5	9.0
LOWER PRICES	7.3	9.3	6.4	7.8	5.6	7.0	7.0	7.0	9.5	8.1	12.6
LESS ILLEGAL IMMIGRATION	6.3	6.7	5.2	8.0	4.0	6.3	6.3	6.6	6.1	4.3	9.9
LESS CRIME	6.3	8.3	4.0	7.2	5.4	6.3	6.6	4.9	5.7	5.3	6.7
TREATING EACH OTHER BETTER	5.8	4.4	5.1	6.2	6.9	5.8	5.4	8.4	5.2	4.9	5.7
LOWER FED. DEFICITS/DEBT	5.5	2.4	6.9	5.8	6.0	5.7	6.0	4.0	3.8	3.0	5.6
HONEST/LESS DIVISIVE NEWS	5.4	6.8	6.1	4.7	4.7	5.9	5.7	7.1	0.9	1.3	0.0
LOWER TAXES	5.2	5.0	3.6	5.7	6.3	4.8	4.8	4.9	8.7	10.9	4.1
COMPROMISE/BIPARTISANSHIP	4.9	2.4	6.0	5.4	4.7	5.1	5.5	2.3	3.0	2.6	3.8
FEWER MASS SHOOTINGS	4.9	6.4	6.0	3.3	5.0	4.7	5.0	3.2	6.1	3.2	12.3
HEALTHIER ENVIRONMENT	4.8	5.0	3.8	5.0	5.5	4.8	4.9	3.7	5.6	8.2	0.0
BETTER PAY	4.5	5.1	2.0	6.2	3.7	4.3	3.5	8.7	7.0	5.8	9.6
FEWER CAREER POLITICIANS	3.8	2.1	5.7	3.3	4.3	4.1	4.5	2.1	1.1	0.0	3.4
MORE PRIDE/BEING AMERICAN	3.6	1.2	5.2	3.4	4.0	3.6	3.5	3.9	3.2	3.2	3.4
BETTER EDUCATION OPP.	3.5	5.0	2.9	3.6	2.9	3.4	3.2	4.4	5.3	7.7	0.0



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27. 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 TO VTE	Smwht Likely	Not lv /Not at All	
MORE JOBS	3.1	5.3	2.9	3.0	1.5	2.7	2.3	5.3	6.0	7.7	2.4	
MORE TRUST IN ELECTIONS	2.8	3.4	3.8	2.9	0.8	2.8	3.0	1.5	2.5	2.0	3.5	
PRGRSS/RACIAL MINORITIES	2.6	4.2	2.5	1.8	2.8	2.5	2.4	3.2	2.8	2.8	2.8	
RESPECTED/WORLD STAGE	1.3	0.5	0.4	1.3	2.7	1.3	1.1	2.7	0.7	0.0	2.3	
FEWER DRUG OVERDOSES	1.1	1.1	0.4	1.4	1.0	1.1	1.1	0.7	0.9	1.3	0.0	
PROGRESS/LGBTQ AMERICANS	0.8	0.9	1.7	0.6	0.4	0.9	1.0	0.7	0.0	0.0	0.0	



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27. 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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
LESS CORRUPTION/GOV'T	8.8	9.4	7.8	10.5	7.6	5.6	9.7	6.8	10.8	8.2	10.9	9.1	9.2	5.7	8.1	11.2	11.0	5.0
MORE ACCOUNTABILITY GOV'T	7.9	8.8	7.1	8.3	7.2	9.5	8.3	7.6	9.3	10.5	5.7	8.2	9.1	6.8	9.4	2.3	9.9	3.4
LOWER PRICES	7.3	8.5	7.1	7.1	7.1	9.3	8.2	6.7	6.7	7.3	6.4	7.4	8.3	7.5	3.8	8.5	13.0	5.9
LESS ILLEGAL IMMIGRATION	6.3	9.8	3.6	9.2	3.2	6.6	9.8	3.3	3.0	4.0	8.4	6.7	5.2	7.0	8.5	10.3	4.9	0.0
LESS CRIME	6.3	7.4	4.5	8.5	4.3	4.9	9.3	4.1	4.3	4.6	5.2	6.3	5.3	6.8	7.6	7.9	5.6	5.8
TREATING EACH OTHER BETTER	5.8	2.7	8.4	2.8	8.6	7.2	2.5	8.2	6.7	7.0	8.7	5.4	5.2	8.5	5.3	1.5	5.6	11.3
LOWER FED. DEFICITS/DEBT	5.5	9.4	3.5	7.9	2.9	6.3	7.6	3.2	6.4	8.6	4.7	5.5	5.0	6.3	8.4	2.0	9.9	6.1
HONEST/LESS DIVISIVE NEWS	5.4	8.2	3.2	7.4	3.0	6.8	7.5	3.1	6.6	5.6	4.0	5.2	5.1	2.9	6.9	4.6	6.4	7.8
LOWER TAXES	5.2	6.8	4.5	7.2	3.3	4.9	7.3	3.4	2.4	2.3	7.8	5.2	5.4	5.2	4.1	9.0	4.2	5.3
COMPROMISE/BIPARTISANSHIP	4.9	3.8	6.4	2.8	6.4	7.7	2.8	6.4	5.0	4.7	7.0	4.9	5.3	3.2	7.0	1.6	3.0	4.8
FEWER MASS SHOOTINGS	4.9	2.7	6.6	2.8	6.4	8.1	3.0	6.6	5.2	5.9	5.1	4.9	5.6	3.8	4.8	3.0	3.1	4.6
HEALTHIER ENVIRONMENT	4.8	1.4	7.9	2.0	8.5	1.1	2.0	8.8	4.0	4.5	1.8	4.5	4.5	6.9	3.7	3.5	5.3	9.8
BETTER PAY	4.5	3.3	5.0	4.2	3.9	9.3	4.2	4.6	3.2	3.4	7.8	4.4	4.2	5.7	3.5	8.2	0.0	5.9
FEWER CAREER POLITICIANS	3.8	3.1	4.1	3.0	4.6	3.7	2.9	4.8	4.9	4.9	2.3	3.8	4.2	1.8	4.0	2.4	4.5	4.7
MORE PRIDE/BEING AMERICAN	3.6	5.5	1.2	6.0	1.7	0.0	5.7	1.5	5.4	5.5	0.0	3.5	2.6	5.3	4.0	2.7	1.9	4.2
BETTER EDUCATION OPP.	3.5	1.9	4.5	3.0	4.1	3.5	2.3	4.2	5.9	5.6	3.2	3.8	4.8	3.4	2.4	4.6	4.1	0.0



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
MORE JOBS	3.1	1.2	2.8	2.1	4.3	1.9	1.6	4.0	4.9	4.3	3.1	2.9	2.4	5.6	1.9	4.9	1.5	4.7
MORE TRUST IN ELECTIONS	2.8	4.0	2.8	3.3	2.4	1.3	4.0	2.6	0.0	0.0	2.3	2.7	3.7	0.9	1.7	3.6	1.5	3.5
PRGRSS/RACIAL MINORITIES	2.6	0.2	4.5	0.0	5.5	1.1	0.2	5.5	2.3	1.1	1.0	2.5	2.2	2.5	1.9	3.6	3.1	3.1
RESPECTED/WORLD STAGE	1.3	1.0	1.2	1.2	1.4	1.0	0.8	1.2	1.5	2.0	3.5	1.2	1.2	1.5	1.3	1.6	0.0	1.7
FEWER DRUG OVERDOSES	1.1	0.7	1.5	0.6	1.7	0.0	0.5	1.9	0.8	0.0	0.0	1.1	0.9	1.6	0.4	2.2	1.4	0.0
PROGRESS/LGBTQ AMERICANS	0.8	0.0	1.5	0.0	1.9	0.0	0.0	1.7	0.8	0.0	1.1	0.7	0.5	1.0	1.3	0.7	0.0	2.7





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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	275	723	461	433	106	220	433	157	276	566
LESS CORRUPTION/GOV'T	8.8	7.7	9.3	10.5	7.4	7.3	8.2	7.6	10.6	6.0	9.7
MORE ACCOUNTABILITY GOV'T	7.9	7.7	8.0	8.3	7.4	8.0	8.6	7.0	7.6	6.6	8.6
LOWER PRICES	7.3	5.8	7.8	7.8	7.0	6.2	8.2	7.4	5.2	8.6	7.2
LESS ILLEGAL IMMIGRATION	6.3	3.6	7.4	9.0	2.7	9.2	7.0	2.9	2.5	3.1	8.9
LESS CRIME	6.3	6.0	6.4	7.9	4.8	5.4	5.2	5.2	4.8	5.4	7.2
TREATING EACH OTHER BETTER	5.8	7.4	5.2	2.9	8.5	7.3	5.9	8.1	6.3	9.1	4.0
LOWER FED. DEFICITS/DEBT	5.5	2.7	6.6	8.2	2.1	8.0	4.6	2.8	1.3	3.7	7.6
HONEST/LESS DIVISIVE NEWS	5.4	3.6	6.0	8.1	3.2	2.4	3.7	3.1	4.6	2.3	7.1
LOWER TAXES	5.2	2.2	6.4	6.9	3.9	3.2	6.6	3.2	2.3	3.7	6.8
COMPROMISE/BIPARTISANSHIP	4.9	5.4	4.6	3.0	6.8	5.1	3.8	5.8	7.8	4.7	4.1
FEWER MASS SHOOTINGS	4.9	6.2	4.2	2.8	6.9	5.5	3.6	7.0	7.3	6.8	3.2
HEALTHIER ENVIRONMENT	4.8	9.7	3.0	1.8	8.7	2.5	5.4	8.0	8.9	7.5	2.4
BETTER PAY	4.5	6.4	3.8	3.5	4.7	8.1	6.9	5.2	4.8	5.5	4.0
FEWER CAREER POLITICIANS	3.8	4.6	3.5	3.4	4.5	2.7	4.3	4.1	4.2	4.0	3.6
MORE PRIDE/BEING AMERICAN	3.6	1.0	4.5	6.3	1.4	0.7	3.4	1.3	1.3	1.3	5.3
BETTER EDUCATION OPP.	3.5	6.2	2.5	3.1	3.6	5.4	5.2	4.7	5.2	4.4	2.7



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27. 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	DEMO-	UNDE-	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
MORE JOBS	3.1	2.5	3.3	1.6	4.3	4.5	3.6	3.8	3.4	4.0	2.5	
MORE TRUST IN ELECTIONS	2.8	2.4	2.9	3.3	2.6	1.1	0.5	3.1	4.3	2.4	2.5	
PRGRSS/RACIAL MINORITIES	2.6	4.4	1.8	0.0	5.5	1.8	1.7	4.4	1.9	5.8	1.0	
RESPECTED/WORLD STAGE	1.3	1.7	1.1	0.9	1.2	2.9	1.9	1.5	1.2	1.6	1.1	
FEWER DRUG OVERDOSES	1.1	1.4	0.9	0.7	1.3	1.7	1.3	2.0	1.8	2.1	0.4	
PROGRESS/LGBTQ AMERICANS	0.8	1.4	0.6	0.0	1.7	1.0	0.5	1.7	2.5	1.2	0.2	



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27. 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	433	460	362	370	268	181	157	132	181	213	136
LESS CORRUPTION/GOV'T	8.8	9.9	7.1	10.8	8.0	7.1	8.8	7.6	7.5	12.8	8.3	6.8
MORE ACCOUNTABILITY GOV'T	7.9	8.0	7.2	8.1	7.0	8.8	9.5	6.9	10.5	6.7	7.0	7.2
LOWER PRICES	7.3	8.0	7.0	8.4	7.0	6.1	9.2	7.1	4.4	7.7	7.0	7.7
LESS ILLEGAL IMMIGRATION	6.3	9.7	3.7	8.6	3.9	6.5	7.4	3.6	6.6	9.8	4.1	6.5
LESS CRIME	6.3	9.2	3.9	9.0	5.0	4.5	8.3	3.9	5.2	9.6	5.8	3.8
TREATING EACH OTHER BETTER	5.8	3.1	8.4	3.1	7.4	7.2	3.1	4.4	5.4	3.1	9.6	8.8
LOWER FED. DEFICITS/DEBT	5.5	8.4	2.9	8.9	2.4	5.1	11.0	2.4	4.8	6.9	2.4	5.5
HONEST/LESS DIVISIVE NEWS	5.4	8.5	2.9	6.5	2.4	7.9	7.6	2.3	11.1	5.4	2.5	4.9
LOWER TAXES	5.2	6.4	3.8	7.4	4.6	3.1	7.5	4.0	3.6	7.3	5.1	2.6
COMPROMISE/BIPARTISANSHIP	4.9	3.3	6.5	2.9	7.4	4.0	2.7	8.0	5.7	3.0	7.0	2.3
FEWER MASS SHOOTINGS	4.9	2.4	6.4	3.1	6.7	4.7	2.1	7.5	2.3	4.0	6.1	7.1
HEALTHIER ENVIRONMENT	4.8	1.4	8.4	2.1	6.6	6.1	2.1	6.5	5.8	2.1	6.7	6.4
BETTER PAY	4.5	3.7	5.6	2.9	5.8	4.9	2.2	6.6	2.9	3.6	5.3	6.9
FEWER CAREER POLITICIANS	3.8	3.2	4.7	3.7	4.0	3.8	2.5	4.5	4.5	4.9	3.6	3.1
MORE PRIDE/BEING AMERICAN	3.6	5.7	1.2	5.9	1.9	2.7	6.7	3.0	2.2	5.0	1.1	3.1
BETTER EDUCATION OPP.	3.5	2.7	4.5	2.3	4.3	4.2	3.1	3.9	2.5	1.4	4.7	5.8



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27. 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
MORE JOBS	3.1	1.4	3.5	1.6	4.8	2.7	1.5	6.5	2.2	1.7	3.5	3.1			
MORE TRUST IN ELECTIONS	2.8	3.3	2.6	2.6	2.1	3.8	2.2	1.8	5.1	3.1	2.3	2.6			
PRGRSS/RACIAL MINORITIES	2.6	0.0	5.2	0.2	5.0	2.5	0.0	6.3	2.3	0.4	4.0	2.7			
RESPECTED/WORLD STAGE	1.3	1.3	1.4	1.3	1.0	1.5	1.2	0.6	1.3	1.4	1.3	1.8			
FEWER DRUG OVERDOSES	1.1	0.5	1.5	0.6	1.0	1.8	1.2	1.3	2.2	0.0	0.8	1.3			
PROGRESS/LGBTQ AMERICANS	0.8	0.0	1.6	0.0	1.6	0.9	0.0	1.4	1.9	0.0	1.7	0.0			



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27. 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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
LESS CORRUPTION/GOV'T	8.8	8.8	8.2	9.2	7.9	8.5	11.5	9.7	4.7	12.8	10.7	8.9	6.8	6.2	10.6	6.7	6.1
MORE ACCOUNTABILITY GOV'T	7.9	8.0	7.4	8.3	7.1	9.7	7.0	8.6	7.2	4.7	9.1	8.4	4.8	5.0	5.9	9.7	8.0
LOWER PRICES	7.3	6.9	4.5	8.4	7.0	8.3	7.4	7.9	7.7	9.1	8.3	6.2	7.2	13.7	10.2	5.9	3.7
LESS ILLEGAL IMMIGRATION	6.3	1.3	1.6	1.1	7.5	8.8	9.6	9.1	0.0	12.7	8.1	1.6	5.3	18.2	0.0	6.9	9.8
LESS CRIME	6.3	4.0	2.5	4.9	7.2	5.5	9.7	7.2	6.1	10.0	8.9	4.5	6.8	0.0	0.0	6.3	2.1
TREATING EACH OTHER BETTER	5.8	9.9	11.6	8.8	5.0	4.5	1.5	3.3	8.3	1.6	3.2	8.8	6.2	0.0	17.4	5.6	5.4
LOWER FED. DEFICITS/DEBT	5.5	2.1	0.9	2.9	3.5	9.6	11.4	10.3	9.3	2.8	10.5	1.8	2.5	7.6	0.0	4.5	10.5
HONEST/LESS DIVISIVE NEWS	5.4	2.3	0.8	3.2	5.1	10.7	4.1	8.1	4.6	1.3	8.0	2.4	2.8	0.0	0.0	8.3	12.0
LOWER TAXES	5.2	2.1	2.7	1.7	6.2	6.3	7.4	6.7	5.6	10.4	6.7	1.6	8.7	12.7	3.2	2.8	4.1
COMPROMISE/BIPARTISANSHIP	4.9	8.2	9.4	7.4	3.7	4.2	2.1	3.4	0.0	1.4	3.5	9.4	5.2	0.0	5.2	3.6	4.3
FEWER MASS SHOOTINGS	4.9	5.3	4.8	5.6	6.2	3.4	2.7	3.1	0.0	4.1	3.0	6.3	7.3	8.0	2.5	6.2	1.5
HEALTHIER ENVIRONMENT	4.8	8.4	10.1	7.4	5.0	3.0	0.0	1.8	6.0	5.5	0.9	7.6	4.6	7.5	15.0	4.9	3.9
BETTER PAY	4.5	5.9	10.6	3.0	6.4	1.9	0.7	1.4	16.0	6.5	1.0	5.6	6.6	4.3	3.0	6.3	2.2
FEWER CAREER POLITICIANS	3.8	3.9	2.3	4.9	4.2	1.5	6.3	3.4	0.0	5.2	3.6	4.1	3.5	4.7	4.8	4.2	2.0
MORE PRIDE/BEING AMERICAN	3.6	2.1	0.0	3.4	2.0	5.1	8.2	6.3	5.4	5.6	6.0	2.1	1.1	4.5	0.0	1.2	8.7
BETTER EDUCATION OPP.	3.5	5.9	2.8	7.8	3.1	2.5	1.5	2.1	15.4	0.0	1.9	4.5	4.2	3.8	9.2	3.7	2.4



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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 JOBS	3.1	3.1	4.3	2.4	4.6	1.8	0.6	1.4	0.0	4.2	1.0	3.9	7.4	0.0	0.0	2.9	3.7
MORE TRUST IN ELECTIONS	2.8	2.5	4.1	1.5	2.3	1.9	5.9	3.5	0.0	1.2	3.2	2.7	1.5	0.0	3.0	3.2	6.2
PRGRSS/RACIAL MINORITIES	2.6	5.0	6.7	3.9	2.7	0.9	0.0	0.5	0.0	1.0	0.0	5.4	4.5	3.7	5.1	2.2	1.8
RESPECTED/WORLD STAGE	1.3	1.5	0.0	2.5	1.1	1.0	1.5	1.2	3.7	0.0	1.5	1.2	0.7	0.0	2.4	1.9	0.0
FEWER DRUG OVERDOSES	1.1	1.0	1.7	0.6	1.3	0.9	0.9	0.9	0.0	0.0	0.8	1.3	0.7	0.0	0.0	2.2	1.6
PROGRESS/LGBTQ AMERICANS	0.8	1.7	2.8	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.6	0.0	2.4	0.9	0.0



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27. 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		CONSIDER YOURSELF					RELIGION			
		DEMO- CRAT	TCKT SPLTTR	RE PUB- 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	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
LESS CORRUPTION/GOV'T	8.8	7.4	8.4	10.4	8.7	9.9	5.4	10.6	8.5	5.8	13.5	10.4	9.9	12.8	6.2	9.9
MORE ACCOUNTABILITY GOV'T	7.9	6.6	9.6	8.7	9.4	8.0	0.0	9.4	8.3	7.3	10.1	4.4	10.8	10.4	5.0	7.8
LOWER PRICES	7.3	7.4	4.1	8.2	7.2	3.3	0.0	3.9	6.8	7.3	5.9	16.4	7.0	5.5	6.6	8.7
LESS ILLEGAL IMMIGRATION	6.3	3.5	7.4	8.9	7.3	7.3	6.4	7.4	6.1	6.8	4.7	7.0	8.6	3.6	4.1	5.0
LESS CRIME	6.3	4.9	9.2	6.8	5.5	7.0	3.8	7.5	6.2	6.8	4.9	6.5	6.3	0.0	9.7	3.7
TREATING EACH OTHER BETTER	5.8	8.7	4.4	3.1	6.6	7.7	17.5	6.1	5.2	6.2	3.3	8.4	4.7	8.4	5.4	7.2
LOWER FED. DEFICITS/DEBT	5.5	2.0	5.5	9.3	5.3	6.1	5.4	6.2	5.7	6.4	4.4	3.2	6.2	9.2	5.7	2.7
HONEST/LESS DIVISIVE NEWS	5.4	3.2	6.2	7.4	6.8	3.5	0.0	4.1	5.6	4.9	7.0	5.6	5.7	8.7	4.7	4.5
LOWER TAXES	5.2	3.5	7.0	6.5	4.4	1.9	0.0	2.3	5.7	5.5	5.9	5.6	4.8	8.6	7.7	2.3
COMPROMISE/BIPARTISANSHIP	4.9	6.6	4.3	3.1	4.8	9.0	13.4	8.3	4.5	4.8	4.0	2.3	4.5	2.6	2.7	8.4
FEWER MASS SHOOTINGS	4.9	6.7	2.6	3.7	3.5	6.7	5.5	6.9	4.8	5.6	3.4	3.0	1.8	4.2	6.0	7.1
HEALTHIER ENVIRONMENT	4.8	7.6	4.4	2.0	4.0	2.3	0.0	2.7	5.2	6.6	2.7	4.7	4.3	4.4	5.2	5.5
BETTER PAY	4.5	5.4	9.3	2.0	4.9	3.2	7.0	2.5	5.0	3.9	7.0	2.2	4.0	9.6	4.4	4.5
FEWER CAREER POLITICIANS	3.8	4.0	4.3	3.5	3.1	5.3	6.7	5.1	3.6	3.1	4.4	4.0	2.9	2.4	4.7	4.7
MORE PRIDE/BEING AMERICAN	3.6	1.6	0.8	6.6	3.3	4.2	0.0	4.9	3.6	3.5	3.8	2.5	5.2	4.0	2.8	2.0
BETTER EDUCATION OPP.	3.5	4.2	2.0	3.4	3.9	3.6	7.2	3.0	3.5	3.2	4.1	4.0	3.5	1.2	3.5	3.5



27. 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		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	Upper Middle Class	MIDDLE/LOWER	Middle Class	Lower Middle Class	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC
MORE JOBS	3.1	4.6	2.8	1.5	3.2	2.4	10.8	0.9	3.3	4.0	2.0	1.8	2.7	1.3	3.8	3.6
MORE TRUST IN ELECTIONS	2.8	2.5	1.5	3.5	1.5	1.1	0.0	1.2	3.1	3.5	2.3	2.1	3.0	0.0	3.9	1.9
PRGRSS/RACIAL MINORITIES	2.6	5.1	2.1	0.0	2.3	1.7	0.0	2.0	2.7	2.3	3.3	2.9	2.7	0.0	1.9	3.8
RESPECTED/WORLD STAGE	1.3	1.7	1.5	0.8	2.0	3.1	11.0	1.8	1.0	1.2	0.7	0.9	0.6	3.1	2.6	0.4
FEWER DRUG OVERDOSES	1.1	1.3	1.4	0.7	1.4	0.8	0.0	1.0	1.0	1.1	0.7	2.1	0.5	0.0	2.6	0.8
PROGRESS/LGBTQ AMERICANS	0.8	1.5	1.3	0.0	0.9	1.9	0.0	2.3	0.8	0.3	1.7	0.0	0.3	0.0	0.7	1.9





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27. 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. 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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
LESS CORRUPTION/GOV'T	8.8	8.7	9.0	10.3	6.2	8.1	8.0	9.3	9.9	9.9	6.5	7.0	5.4	9.1	9.0	10.6	4.9	8.8	7.1	2.1
MORE ACCOUNTABILITY GOV'T	7.9	7.3	9.0	9.3	8.4	8.9	9.0	6.0	9.0	8.5	6.5	5.6	8.2	2.2	10.6	6.9	3.3	7.6	7.0	10.5
LOWER PRICES	7.3	8.3	5.2	5.6	4.4	8.3	4.9	8.3	5.5	7.0	7.9	8.8	8.3	4.6	7.2	6.8	10.6	7.2	7.4	10.1
LESS ILLEGAL IMMIGRATION	6.3	6.6	5.6	4.7	7.5	5.8	6.1	7.4	5.2	7.1	4.7	4.8	4.6	4.8	7.5	6.7	1.3	7.7	5.7	2.4
LESS CRIME	6.3	7.1	4.7	3.6	7.1	7.5	2.9	6.7	6.4	5.2	8.6	8.5	7.1	13.3	4.1	6.0	13.5	4.3	7.3	6.9
TREATING EACH OTHER BETTER	5.8	5.4	6.6	5.2	9.6	3.3	6.0	7.2	7.1	6.0	5.4	6.0	6.0	4.0	4.2	7.3	4.3	7.5	5.8	6.2
LOWER FED. DEFICITS/DEBT	5.5	5.6	5.3	5.5	4.9	7.2	4.8	4.3	5.8	6.3	3.9	4.4	3.1	2.1	7.9	5.1	3.1	5.5	4.8	0.0
HONEST/LESS DIVISIVE NEWS	5.4	5.0	6.1	4.9	8.6	5.3	9.7	4.8	2.7	6.3	3.3	2.4	2.2	2.4	8.3	4.9	5.2	0.0	1.1	4.2
LOWER TAXES	5.2	5.0	5.7	6.8	3.5	5.7	4.4	4.4	6.9	5.0	5.6	6.6	4.8	7.7	4.9	5.2	4.8	8.2	5.2	4.1
COMPROMISE/BIPARTISANSHIP	4.9	3.8	6.9	6.9	6.9	3.6	8.7	4.1	5.2	5.2	4.0	5.7	3.7	2.0	6.6	4.2	5.0	6.3	3.5	4.0
FEWER MASS SHOOTINGS	4.9	4.6	5.4	6.2	3.7	4.4	3.0	4.7	7.6	4.7	5.1	4.5	5.3	9.0	3.1	6.0	3.4	5.5	4.7	6.4
HEALTHIER ENVIRONMENT	4.8	4.7	5.1	5.2	4.9	4.9	4.1	4.6	6.1	4.5	5.6	4.5	5.8	6.3	3.9	5.0	6.2	3.0	3.6	10.0
BETTER PAY	4.5	4.6	4.3	5.2	2.4	3.7	4.2	5.4	4.4	2.7	8.4	7.5	10.3	9.2	1.1	3.9	4.8	9.8	12.5	6.2
FEWER CAREER POLITICIANS	3.8	4.3	2.9	2.6	3.6	3.9	3.5	4.6	2.4	3.9	3.7	6.4	1.5	2.3	3.8	3.9	7.6	5.3	1.2	2.0
MORE PRIDE/BEING AMERICAN	3.6	4.1	2.4	1.7	3.8	4.8	3.1	3.6	1.7	4.7	1.0	1.3	0.6	0.0	5.9	3.8	1.4	1.2	1.0	0.0
BETTER EDUCATION OPP.	3.5	3.4	3.8	3.5	4.5	3.0	3.5	3.8	4.1	3.2	4.3	2.6	5.2	4.3	2.5	3.7	2.3	3.0	5.4	5.0



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27. 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. 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
MORE JOBS	3.1	3.4	2.4	2.7	1.7	3.9	2.4	3.0	2.4	1.6	6.2	4.5	8.1	8.6	1.0	2.0	6.6	2.8	7.6	9.0
MORE TRUST IN ELECTIONS	2.8	2.1	4.2	4.6	3.3	1.0	6.6	3.0	1.9	3.2	1.9	2.3	1.7	2.2	3.3	3.1	5.1	0.0	0.0	4.9
PRGRSS/RACIAL MINORITIES	2.6	2.3	3.0	4.1	0.8	2.8	2.6	1.9	3.4	2.0	3.9	1.5	6.0	4.1	1.4	2.4	1.7	1.3	7.0	4.0
RESPECTED/WORLD STAGE	1.3	1.5	0.9	0.5	1.6	1.0	1.2	1.9	0.5	1.6	0.5	0.7	0.0	1.8	1.7	1.6	0.0	1.2	0.0	0.0
FEWER DRUG OVERDOSES	1.1	1.3	0.6	0.4	1.0	1.9	0.7	0.7	0.5	0.6	2.1	4.4	0.7	0.0	1.0	0.2	5.1	3.8	1.1	0.0
PROGRESS/LGBTQ AMERICANS	0.8	0.8	0.9	0.4	1.7	1.2	0.6	0.5	1.1	0.8	0.8	0.0	1.4	0.0	1.0	0.7	0.0	0.0	1.1	2.0



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27. 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	78	136	175	162	187	263	389	611	550	450	470	530
LESS CORRUPTION/GOV'T	8.8	5.1	8.8	12.3	9.2	7.4	8.3	9.6	8.3	9.5	8.0	8.1	9.5
MORE ACCOUNTABILITY GOV'T	7.9	7.4	8.7	7.5	6.3	7.1	9.5	7.9	7.9	7.4	8.5	8.9	7.0
LOWER PRICES	7.3	8.0	6.9	8.1	9.1	10.9	3.0	7.6	7.0	8.1	6.3	7.1	7.4
LESS ILLEGAL IMMIGRATION	6.3	2.2	2.6	6.7	4.6	7.3	9.5	4.4	7.5	4.5	8.6	5.9	6.7
LESS CRIME	6.3	6.5	5.6	6.7	4.9	6.5	6.9	6.3	6.3	5.9	6.8	6.0	6.6
TREATING EACH OTHER BETTER	5.8	5.0	8.0	6.1	6.5	4.2	5.3	6.5	5.3	6.5	4.9	4.2	7.2
LOWER FED. DEFICITS/DEBT	5.5	2.5	4.2	3.9	4.3	3.3	10.5	3.7	6.6	3.9	7.5	6.4	4.7
HONEST/LESS DIVISIVE NEWS	5.4	1.5	4.4	3.8	4.2	9.3	6.0	3.5	6.5	3.7	7.4	6.8	4.1
LOWER TAXES	5.2	3.2	4.1	8.4	7.0	5.6	2.9	5.9	4.8	6.2	4.0	5.2	5.2
COMPROMISE/BIPARTISANSHIP	4.9	3.6	3.7	1.9	4.8	5.2	7.6	2.9	6.1	3.4	6.6	5.3	4.4
FEWER MASS SHOOTINGS	4.9	8.5	3.8	4.7	4.9	4.2	4.8	5.2	4.7	5.1	4.6	4.0	5.6
HEALTHIER ENVIRONMENT	4.8	7.6	6.9	2.7	5.1	4.9	4.2	5.2	4.6	5.1	4.5	4.6	5.1
BETTER PAY	4.5	11.0	6.5	5.2	6.2	2.6	1.5	6.8	3.1	6.6	2.0	3.9	5.1
FEWER CAREER POLITICIANS	3.8	3.6	1.8	2.5	4.1	4.2	5.4	2.5	4.7	2.9	4.9	3.7	3.9
MORE PRIDE/BEING AMERICAN	3.6	5.2	1.6	4.5	3.6	2.8	3.9	3.7	3.5	3.7	3.4	4.2	3.0
BETTER EDUCATION OPP.	3.5	2.2	6.9	4.2	3.2	2.9	2.4	4.7	2.8	4.3	2.6	3.2	3.9



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27. 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
MORE JOBS	3.1	6.7	6.1	3.3	4.9	1.4	0.3	4.9	1.9	4.9	0.8	3.4	2.8
MORE TRUST IN ELECTIONS	2.8	0.0	4.3	1.8	2.5	3.5	3.2	2.3	3.1	2.4	3.3	2.9	2.7
PRGRSS/RACIAL MINORITIES	2.6	7.0	3.1	2.4	1.1	2.6	2.0	3.6	1.9	2.9	2.2	2.7	2.4
RESPECTED/WORLD STAGE	1.3	2.1	0.0	0.8	1.2	2.7	1.0	0.8	1.6	0.9	1.7	1.0	1.5
FEWER DRUG OVERDOSES	1.1	0.0	0.7	1.8	2.3	1.1	0.4	1.0	1.1	1.4	0.6	1.5	0.7
PROGRESS/LGBTQ AMERICANS	0.8	1.3	1.4	0.7	0.0	0.4	1.3	1.1	0.7	0.8	0.9	1.0	0.7



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27. 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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
LESS CORRUPTION/GOV'T	8.8	5.3	11.4	8.1	8.6	0.0	12.7	6.2	8.0	6.9	10.5	10.2	9.3	8.2	8.9	9.2
MORE ACCOUNTABILITY GOV'T	7.9	5.9	9.3	5.6	9.2	8.5	12.8	4.1	10.3	5.2	6.9	7.4	7.8	6.8	7.9	9.2
LOWER PRICES	7.3	8.5	7.1	8.8	5.8	5.4	8.1	9.0	5.5	9.4	6.5	8.6	6.1	6.5	6.7	9.6
LESS ILLEGAL IMMIGRATION	6.3	1.5	5.9	4.6	9.3	0.0	5.3	3.6	8.5	1.9	6.4	5.7	10.3	5.4	6.5	7.0
LESS CRIME	6.3	5.4	7.1	4.5	7.3	0.0	5.2	5.3	7.6	6.9	8.3	3.7	7.0	4.0	7.1	7.1
TREATING EACH OTHER BETTER	5.8	5.4	6.7	6.5	4.7	0.0	3.0	3.6	5.8	6.9	9.2	9.8	3.3	7.2	4.4	7.4
LOWER FED. DEFICITS/DEBT	5.5	2.4	4.2	4.5	8.1	4.2	3.2	4.7	9.4	1.9	4.9	4.4	6.5	2.3	7.0	5.8
HONEST/LESS DIVISIVE NEWS	5.4	5.0	2.3	7.2	6.4	4.5	1.7	8.0	8.9	5.1	2.7	6.2	3.3	4.7	5.9	4.9
LOWER TAXES	5.2	3.3	6.7	7.5	3.1	6.0	6.5	9.0	1.9	2.6	6.8	5.9	4.6	6.1	5.0	4.7
COMPROMISE/BIPARTISANSHIP	4.9	4.1	2.5	4.8	6.8	0.0	2.2	5.8	7.3	5.3	2.8	3.7	6.1	3.8	5.9	3.5
FEWER MASS SHOOTINGS	4.9	6.8	4.8	4.0	4.9	11.1	1.1	5.6	3.4	5.6	7.2	2.2	6.9	3.9	6.4	2.3
HEALTHIER ENVIRONMENT	4.8	7.0	4.7	4.2	4.8	7.5	4.1	4.7	4.4	6.8	5.1	3.6	5.2	5.7	4.8	4.0
BETTER PAY	4.5	10.1	5.5	4.9	1.9	18.8	5.2	4.4	1.0	7.6	5.7	5.4	3.0	8.4	3.2	2.9
FEWER CAREER POLITICIANS	3.8	2.4	2.6	4.0	5.0	0.0	3.0	4.0	4.4	3.1	2.3	4.0	5.8	4.5	3.2	4.4
MORE PRIDE/BEING AMERICAN	3.6	4.4	3.2	3.4	3.7	7.9	5.6	4.0	3.2	3.4	1.5	2.8	4.3	1.4	3.9	5.3
BETTER EDUCATION OPP.	3.5	4.0	5.4	3.3	2.3	0.0	6.8	2.5	2.3	5.1	4.5	4.2	2.3	5.3	2.2	4.7



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27. 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
MORE JOBS	3.1	7.9	3.2	4.1	0.7	11.2	5.9	4.3	0.4	7.0	1.3	3.9	1.0	5.4	2.5	1.6
MORE TRUST IN ELECTIONS	2.8	0.9	2.7	3.1	3.1	0.0	2.1	4.6	2.5	1.1	3.2	1.5	3.9	2.7	2.8	2.7
PRGRSS/RACIAL MINORITIES	2.6	6.6	2.2	2.2	1.9	11.4	2.2	2.9	1.8	5.2	2.1	1.3	2.0	4.4	2.2	1.3
RESPECTED/WORLD STAGE	1.3	1.4	0.5	2.3	1.0	0.0	0.0	2.3	0.9	1.9	0.9	2.3	1.2	0.7	1.5	1.4
FEWER DRUG OVERDOSES	1.1	0.8	0.9	2.1	0.5	3.6	2.1	1.4	0.9	0.0	0.0	2.8	0.0	2.2	0.9	0.0
PROGRESS/LGBTQ AMERICANS	0.8	0.9	1.3	0.3	0.9	0.0	1.2	0.0	1.7	1.1	1.3	0.6	0.0	0.3	0.9	1.3



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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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
MORE ACCOUNTABILITY GOV'T	28.5	21.0	34.7	26.4	20.8	30.7	33.4	27.0	36.3	27.8	28.3	23.0	38.8	25.2	28.4	34.8	27.1	30.2	29.9	30.3
LOWER PRICES	28.4	31.3	22.3	34.0	37.6	28.7	21.4	20.2	20.5	31.5	29.3	37.3	26.7	32.1	29.0	27.6	36.7	21.3	26.4	18.5
LESS CORRUPTION/GOV'T	28.0	38.6	30.2	32.6	27.2	19.8	29.8	21.7	22.9	30.9	32.9	24.2	38.7	32.7	31.1	40.0	18.7	21.6	23.1	20.7
LESS ILLEGAL IMMIGRATION	25.8	56.0	45.8	34.7	20.8	14.1	5.9	15.6	11.9	33.9	42.9	22.3	19.3	50.2	32.3	16.7	12.8	7.4	9.1	6.5
COMPROMISE/BIPARTISANSHIP	19.1	6.7	9.5	12.8	16.0	25.1	34.3	33.4	23.0	12.0	10.4	14.7	12.9	7.0	14.6	14.3	18.3	35.2	30.9	37.6
TREATING EACH OTHER BETTER	17.9	11.2	9.7	14.2	17.7	19.3	26.6	29.8	22.3	13.9	12.0	17.2	14.9	9.0	15.4	20.3	18.1	27.0	20.8	30.5
LESS CRIME	16.6	20.9	17.9	19.9	17.3	21.6	10.8	6.1	9.0	18.2	19.4	17.8	13.2	21.5	17.3	13.9	15.7	12.8	22.0	7.6
LOWER FED. DEFICITS/DEBT	14.9	22.9	27.9	17.2	11.5	9.9	11.2	4.0	10.2	18.7	22.1	13.3	15.3	21.0	19.9	14.8	14.9	6.5	6.0	6.7
BETTER PAY	13.9	3.7	6.8	13.9	18.6	18.4	15.8	13.0	15.9	13.1	9.4	18.6	17.2	8.8	11.7	24.7	14.9	15.8	18.4	14.4
HONEST/LESS DIVISIVE NEWS	13.1	18.2	19.0	9.9	10.1	15.4	14.4	11.4	6.2	14.7	14.8	14.2	15.3	17.1	18.2	8.5	9.6	9.5	9.3	9.6
LOWER TAXES	12.7	9.5	13.7	13.4	16.9	9.7	14.3	9.4	8.7	14.3	12.7	16.8	15.6	13.5	15.4	13.3	15.3	9.0	7.6	9.8
FEWER MASS SHOOTINGS	11.8	3.4	7.9	8.0	14.5	12.6	17.0	15.2	17.1	8.7	7.0	13.2	4.8	4.3	5.5	11.4	20.8	18.7	14.5	21.1
HEALTHIER ENVIRONMENT	9.9	4.8	2.9	8.4	8.2	15.8	10.4	16.1	18.1	7.4	5.7	11.6	4.5	3.1	7.6	9.9	15.1	15.6	11.8	17.8
MORE JOBS	9.8	5.2	8.1	11.0	10.3	13.7	8.7	9.5	8.8	10.0	8.8	12.1	10.7	7.6	10.6	7.6	17.0	9.3	11.3	8.2
BETTER EDUCATION OPP.	9.7	4.2	6.5	7.4	9.8	16.3	9.9	11.1	12.6	8.5	6.5	12.0	9.7	3.1	12.1	13.6	12.0	12.5	14.3	11.5
FEWER CAREER POLITICIANS	8.9	10.5	7.8	9.0	9.9	5.9	9.2	10.6	11.1	8.4	8.9	6.5	10.8	8.6	8.6	8.9	7.0	10.2	10.9	9.9



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ISSUE COMBO

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
MORE PRIDE/BEING AMERICAN	8.6	13.0	11.5	12.6	10.0	6.5	3.3	1.1	4.7	11.1	12.3	9.6	9.2	15.6	12.0	1.5	7.8	2.8	6.1	0.9
MORE TRUST IN ELECTIONS	7.1	12.5	8.5	6.7	8.3	2.1	8.4	7.3	5.2	7.0	8.5	4.7	5.8	12.2	3.1	3.4	3.3	7.4	6.9	7.7
PRGRSS/RACIAL MINORITIES	6.2	0.0	0.8	2.3	6.7	6.9	10.6	13.9	15.4	2.4	1.3	3.8	4.8	1.3	0.6	5.0	5.4	14.7	12.5	16.0
RESPECTED/WORLD STAGE	3.5	2.7	5.2	2.8	3.6	4.4	0.7	4.9	4.3	3.8	3.6	3.6	5.6	3.9	2.5	6.1	3.7	2.8	4.8	1.7
PROGRESS/LGBTQ AMERICANS	3.3	1.3	0.8	1.6	1.2	1.3	2.4	15.8	13.3	1.4	1.2	1.4	2.5	0.3	1.8	1.9	3.1	7.7	0.9	11.5
FEWER DRUG OVERDOSES	2.1	2.4	2.7	1.2	2.7	1.8	1.6	2.7	2.4	2.2	2.0	2.2	3.8	2.1	2.4	1.7	2.8	1.8	2.5	1.5





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ISSUE COMBO

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	899	768	131	101	69	32
MORE ACCOUNTABILITY GOV'T	28.5	23.6	27.0	29.2	33.0	28.4	29.5	22.5	29.4	26.7	35.3
LOWER PRICES	28.4	31.9	24.5	30.9	25.1	26.6	24.7	37.9	44.0	42.1	48.4
LESS CORRUPTION/GOV'T	28.0	21.5	29.7	27.5	32.5	28.1	28.6	25.1	27.0	26.7	27.8
LESS ILLEGAL IMMIGRATION	25.8	27.6	25.6	29.7	17.7	27.2	28.1	21.6	13.5	12.7	15.1
COMPROMISE/BIPARTISANSHIP	19.1	14.5	23.4	16.2	23.5	20.7	22.2	11.8	4.6	3.7	6.7
TREATING EACH OTHER BETTER	17.9	18.7	18.1	17.5	17.8	18.4	18.3	19.4	13.4	13.7	12.6
LESS CRIME	16.6	18.9	15.5	16.2	16.4	16.6	16.2	18.7	16.4	15.2	19.1
LOWER FED. DEFICITS/DEBT	14.9	12.1	18.2	15.5	12.8	15.4	16.0	12.0	10.7	7.9	16.6
BETTER PAY	13.9	16.4	8.0	18.9	9.2	12.7	11.1	22.3	24.7	22.5	29.5
HONEST/LESS DIVISIVE NEWS	13.1	15.4	12.5	11.6	14.4	13.8	13.7	14.6	6.8	8.3	3.5
LOWER TAXES	12.7	13.4	13.4	11.5	13.4	12.0	11.0	17.7	18.7	19.9	16.3
FEWER MASS SHOOTINGS	11.8	13.5	16.0	7.7	13.2	11.1	11.2	10.6	17.4	15.0	22.7
HEALTHIER ENVIRONMENT	9.9	9.4	8.0	9.6	13.0	9.5	9.6	9.3	13.6	19.8	0.0
MORE JOBS	9.8	15.6	7.7	9.4	8.1	9.3	8.4	14.2	14.8	16.6	10.8
BETTER EDUCATION OPP.	9.7	13.9	9.5	8.5	8.8	9.6	9.6	9.6	11.2	13.5	6.1
FEWER CAREER POLITICIANS	8.9	4.6	10.2	8.6	11.8	9.2	9.3	8.3	6.7	6.6	7.0



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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 TO VTE	Smwht Likely	Not lv /Not at All	
MORE PRIDE/BEING AMERICAN	8.6	6.8	10.3	8.8	7.6	8.9	9.5	5.4	5.6	6.5	3.4	
MORE TRUST IN ELECTIONS	7.1	6.7	8.9	8.6	3.0	7.2	7.9	3.0	6.6	6.1	7.5	
PRGRSS/RACIAL MINORITIES	6.2	8.3	6.1	5.2	6.5	6.2	6.2	6.0	6.5	6.7	6.2	
RESPECTED/WORLD STAGE	3.5	1.4	2.6	4.6	4.4	3.8	3.8	3.4	1.3	0.9	2.3	
PROGRESS/LGBTQ AMERICANS	3.3	2.6	4.2	2.2	5.1	3.3	3.1	4.4	4.1	4.6	3.2	
FEWER DRUG OVERDOSES	2.1	2.9	0.8	2.2	2.7	2.0	2.0	2.2	2.9	4.2	0.0	



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

ISSUE COMBO

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364		464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
MORE ACCOUNTABILITY GOV'T	28.5	28.1	30.5		26.3	30.3	31.5	25.6	28.7	34.8	36.4	31.7	28.9	28.6	26.4	34.5	22.8	22.6	23.8
LOWER PRICES	28.4	30.5	24.9		31.6	24.4	31.8	32.2	23.2	29.7	29.9	31.5	27.6	26.0	28.8	19.1	38.3	35.4	39.6
LESS CORRUPTION/GOV'T	28.0	32.9	20.7		34.2	21.5	28.9	32.9	18.8	39.5	35.7	29.5	28.3	29.1	24.8	25.3	27.5	43.3	23.6
LESS ILLEGAL IMMIGRATION	25.8	44.0	10.5		43.5	8.8	19.3	46.3	9.2	15.8	19.4	20.0	26.1	21.6	25.7	37.0	20.3	20.1	21.8
COMPROMISE/BIPARTISANSHIP	19.1	12.1	29.3		7.2	32.4	13.3	6.6	32.5	20.0	22.6	15.8	19.5	16.7	12.4	31.9	12.8	18.7	13.8
TREATING EACH OTHER BETTER	17.9	11.0	24.4		10.2	26.0	17.5	9.5	26.7	17.4	16.2	19.0	17.9	19.9	18.0	16.6	13.7	21.0	18.3
LESS CRIME	16.6	19.1	13.3		20.2	13.2	14.9	21.4	13.2	10.2	10.8	18.6	16.6	15.4	16.7	16.7	23.2	17.6	15.5
LOWER FED. DEFICITS/DEBT	14.9	22.2	10.5		19.3	9.2	21.3	19.9	9.6	12.4	14.7	19.3	14.8	15.4	11.1	20.9	5.7	19.1	16.6
BETTER PAY	13.9	9.4	16.4		11.6	14.9	21.5	10.8	15.3	15.5	18.7	19.5	14.0	14.0	21.2	5.3	27.9	4.4	12.5
HONEST/LESS DIVISIVE NEWS	13.1	18.0	9.2		17.1	8.9	13.5	17.4	8.7	15.3	12.6	9.8	12.8	14.0	10.1	13.9	7.4	17.3	16.7
LOWER TAXES	12.7	12.9	11.8		14.0	9.9	19.8	14.2	10.4	10.4	12.1	18.6	12.8	15.3	15.5	7.2	17.4	6.9	9.9
FEWER MASS SHOOTINGS	11.8	4.8	17.4		5.0	17.6	17.5	5.3	18.2	12.4	9.7	11.9	11.4	12.3	9.6	10.9	11.2	8.5	17.0
HEALTHIER ENVIRONMENT	9.9	3.8	16.3		4.8	15.7	7.3	3.6	17.0	9.6	8.8	8.3	9.7	10.8	13.7	7.9	7.7	9.1	12.6
MORE JOBS	9.8	7.3	10.3		8.6	11.4	7.8	8.6	11.2	9.9	10.9	9.3	9.6	8.1	13.8	4.9	17.0	10.9	13.4
BETTER EDUCATION OPP.	9.7	5.0	13.5		6.4	12.9	11.4	5.1	13.2	12.3	12.6	12.1	10.0	11.5	13.1	8.4	9.9	5.7	5.9
FEWER CAREER POLITICIANS	8.9	9.5	8.4		8.8	9.0	9.7	9.0	8.9	11.1	12.1	5.8	9.1	10.1	7.3	10.7	6.0	8.9	5.8



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ISSUE COMBO

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	5.3	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
MORE PRIDE/BEING AMERICAN	8.6	12.4	5.3	14.1	4.4	0.0	14.1	5.1	7.9	8.8	0.0	8.6	7.1	10.5	9.5	9.6	5.7	8.5
MORE TRUST IN ELECTIONS	7.1	9.7	6.7	9.3	5.8	2.9	10.6	6.5	0.0	0.0	4.5	7.1	8.4	5.9	6.8	5.4	8.3	7.9
PRGRSS/RACIAL MINORITIES	6.2	1.6	9.8	1.3	11.4	5.1	1.3	11.2	7.7	3.0	4.6	6.4	7.2	7.3	3.9	7.4	7.3	3.1
RESPECTED/WORLD STAGE	3.5	3.3	3.4	4.1	3.1	2.3	3.1	3.3	2.7	2.8	7.8	3.7	3.2	3.0	5.4	2.3	3.8	1.7
PROGRESS/LGBTQ AMERICANS	3.3	0.5	5.0	0.4	6.5	2.5	0.5	6.4	3.9	1.1	2.3	2.9	4.0	2.7	2.3	2.1	0.0	9.3
FEWER DRUG OVERDOSES	2.1	1.9	2.3	1.9	2.7	0.2	2.0	2.9	1.7	1.1	0.0	2.1	1.2	2.3	0.7	4.4	5.5	2.9



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ISSUE COMBO

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	275	723	461	433	106	220	433	157	276	566
MORE ACCOUNTABILITY GOV'T	28.5	29.0	28.4	26.4	29.3	34.8	32.5	28.7	34.0	25.7	28.5
LOWER PRICES	28.4	21.7	31.0	30.9	25.8	27.6	31.3	25.4	17.5	29.9	30.7
LESS CORRUPTION/GOV'T	28.0	17.8	31.8	32.1	20.7	40.0	34.4	20.3	22.5	19.0	34.0
LESS ILLEGAL IMMIGRATION	25.8	9.1	32.2	43.7	9.0	16.7	18.4	8.5	11.4	6.9	39.1
COMPROMISE/BIPARTISANSHIP	19.1	31.5	14.4	9.7	30.3	14.3	14.2	31.0	35.7	28.4	9.9
TREATING EACH OTHER BETTER	17.9	22.9	16.0	11.3	24.4	20.3	19.1	25.1	25.1	25.1	12.5
LESS CRIME	16.6	16.8	16.5	19.9	13.6	13.9	13.4	15.7	14.4	16.5	17.2
LOWER FED. DEFICITS/DEBT	14.9	11.4	16.3	20.6	8.9	14.8	12.8	9.9	5.8	12.3	18.8
BETTER PAY	13.9	15.9	13.2	9.9	15.5	24.7	21.5	15.3	11.4	17.5	12.8
HONEST/LESS DIVISIVE NEWS	13.1	9.3	14.5	17.5	9.5	8.5	10.8	9.3	11.1	8.2	16.0
LOWER TAXES	12.7	9.7	13.8	14.2	10.8	13.3	14.6	10.1	8.0	11.3	14.6
FEWER MASS SHOOTINGS	11.8	16.2	10.0	4.8	19.3	11.4	10.6	18.5	18.8	18.4	6.4
HEALTHIER ENVIRONMENT	9.9	18.8	6.6	4.7	15.5	9.9	10.6	15.8	19.4	13.8	5.4
MORE JOBS	9.8	11.3	9.2	8.7	11.6	7.6	9.7	11.3	9.0	12.7	8.7
BETTER EDUCATION OPP.	9.7	14.3	7.9	6.4	12.4	13.6	13.0	12.8	14.9	11.6	7.4
FEWER CAREER POLITICIANS	8.9	8.9	9.0	8.6	9.3	8.9	11.1	8.2	9.4	7.5	9.5



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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 PRIDE/BEING AMERICAN	8.6	4.4	10.2	14.3	4.2	1.5	7.0	4.8	5.8	4.2	11.4
MORE TRUST IN ELECTIONS	7.1	7.7	6.9	8.9	6.2	3.4	2.1	7.0	9.1	5.8	7.2
PRGRSS/RACIAL MINORITIES	6.2	9.0	5.0	1.1	12.0	5.0	4.3	9.8	4.9	12.6	3.3
RESPECTED/WORLD STAGE	3.5	3.9	3.4	3.4	3.1	6.1	3.9	3.3	3.0	3.5	3.7
PROGRESS/LGBTQ AMERICANS	3.3	6.1	2.3	0.9	6.3	1.9	1.8	5.7	5.2	6.0	1.6
FEWER DRUG OVERDOSES	2.1	3.8	1.5	2.2	2.1	1.7	2.7	3.3	3.6	3.1	1.2



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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
Total	1000	433	460	362	370	268	181	157	132	181	213	136
MORE ACCOUNTABILITY GOV'T	28.5	25.9	31.9	25.3	29.7	31.2	24.4	29.0	32.3	26.2	30.3	30.2
LOWER PRICES	28.4	31.7	23.4	32.3	26.9	25.1	30.3	26.2	25.5	34.2	27.4	24.7
LESS CORRUPTION/GOV'T	28.0	33.5	19.8	33.1	21.0	30.7	26.1	17.3	24.9	40.1	23.8	36.4
LESS ILLEGAL IMMIGRATION	25.8	45.5	10.1	43.7	11.8	20.9	48.9	13.5	23.8	38.6	10.6	18.1
COMPROMISE/BIPARTISANSHIP	19.1	9.2	30.2	9.3	26.3	22.4	12.2	29.1	29.4	6.4	24.3	15.5
TREATING EACH OTHER BETTER	17.9	10.7	24.6	12.5	23.2	18.0	13.4	19.6	20.1	11.6	25.8	15.9
LESS CRIME	16.6	20.7	13.9	20.7	14.0	14.6	23.2	16.0	13.1	18.1	12.5	16.0
LOWER FED. DEFICITS/DEBT	14.9	20.5	10.1	21.1	9.2	14.5	25.9	11.6	15.0	16.3	7.4	14.1
BETTER PAY	13.9	11.1	15.5	10.5	17.2	14.0	7.9	15.4	9.4	13.2	18.5	18.4
HONEST/LESS DIVISIVE NEWS	13.1	17.4	9.0	14.1	7.7	19.2	15.4	9.8	24.9	12.7	6.1	13.7
LOWER TAXES	12.7	12.6	11.4	15.2	12.7	9.2	13.9	11.0	8.0	16.4	13.9	10.4
FEWER MASS SHOOTINGS	11.8	4.6	17.4	5.2	18.2	11.7	2.5	12.7	5.7	7.9	22.3	17.6
HEALTHIER ENVIRONMENT	9.9	4.5	15.9	4.8	14.2	11.0	5.0	14.8	10.6	4.5	13.8	11.4
MORE JOBS	9.8	7.8	11.0	8.6	12.8	7.4	8.1	17.2	6.5	9.1	9.6	8.3
BETTER EDUCATION OPP.	9.7	5.6	13.7	4.9	13.3	11.3	6.2	11.3	6.9	3.7	14.8	15.5
FEWER CAREER POLITICIANS	8.9	8.4	9.1	8.4	8.3	10.5	7.4	10.8	9.9	9.4	6.6	11.0



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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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
MORE PRIDE/BEING AMERICAN	8.6	13.9	3.9	13.2	4.6	7.8	12.7	4.9	11.8	13.6	4.4	3.8			
MORE TRUST IN ELECTIONS	7.1	9.0	6.3	8.4	5.5	7.7	8.2	4.9	9.1	8.5	6.0	6.4			
PRGRSS/RACIAL MINORITIES	6.2	1.6	11.2	1.5	12.2	4.3	0.0	14.1	4.3	3.1	10.8	4.4			
RESPECTED/WORLD STAGE	3.5	3.7	3.5	4.5	2.7	3.3	5.1	2.8	3.2	3.9	2.7	3.4			
PROGRESS/LGBTQ AMERICANS	3.3	0.5	5.6	0.4	6.3	3.2	0.0	6.1	3.3	0.9	6.5	3.0			
FEWER DRUG OVERDOSES	2.1	1.8	2.5	2.2	2.0	2.1	2.9	1.9	2.2	1.6	2.1	2.0			





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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
MORE ACCOUNTABILITY GOV'T	28.5	32.3	35.5	30.3	29.2	24.6	25.2	24.9	14.4	28.2	25.3	33.7	25.6	13.0	33.1	32.1	27.5
LOWER PRICES	28.4	20.8	18.1	22.6	32.7	31.1	27.9	29.8	17.5	39.4	31.4	20.6	37.1	34.2	23.8	26.9	20.6
LESS CORRUPTION/GOV'T	28.0	22.6	20.6	23.9	27.3	30.0	38.0	33.1	32.4	27.9	34.6	20.8	20.7	24.3	28.5	31.6	29.7
LESS ILLEGAL IMMIGRATION	25.8	6.7	8.1	5.9	20.1	44.5	51.0	47.0	12.6	35.3	48.3	6.9	17.9	26.9	2.4	15.5	49.5
COMPROMISE/BIPARTISANSHIP	19.1	30.6	23.8	34.9	20.0	12.3	3.5	8.9	3.9	9.9	9.5	34.0	17.3	0.0	23.8	26.2	9.7
TREATING EACH OTHER BETTER	17.9	26.1	26.7	25.8	19.0	13.7	4.9	10.3	35.2	10.4	11.4	25.0	22.7	8.6	27.9	20.0	5.4
LESS CRIME	16.6	11.1	10.2	11.6	18.4	18.0	20.7	19.0	10.9	17.9	22.1	11.6	18.4	14.0	7.9	18.6	6.5
LOWER FED. DEFICITS/DEBT	14.9	8.2	5.6	9.9	12.2	23.8	22.3	23.2	9.3	17.9	22.8	8.6	8.7	16.9	5.1	12.2	27.6
BETTER PAY	13.9	15.3	17.0	14.3	17.8	11.4	4.4	8.7	21.4	19.8	7.3	14.6	20.3	25.2	16.4	15.3	8.2
HONEST/LESS DIVISIVE NEWS	13.1	9.6	5.4	12.2	10.9	20.4	14.6	18.2	14.7	4.1	16.7	8.2	6.0	11.0	15.3	17.1	28.3
LOWER TAXES	12.7	10.9	9.7	11.7	13.3	12.4	14.9	13.4	23.4	19.1	13.5	9.8	15.7	24.4	11.3	9.2	8.0
FEWER MASS SHOOTINGS	11.8	17.9	20.3	16.4	14.1	4.5	4.2	4.4	3.9	7.7	4.6	19.6	17.6	8.0	15.2	14.3	1.5
HEALTHIER ENVIRONMENT	9.9	16.0	18.8	14.3	9.1	7.3	3.8	5.9	18.5	6.5	3.3	14.7	10.2	29.9	22.9	9.4	8.2
MORE JOBS	9.8	10.4	12.4	9.1	12.7	5.4	7.8	6.3	21.9	14.7	6.0	11.1	16.1	11.7	0.0	9.6	5.7
BETTER EDUCATION OPP.	9.7	15.3	13.7	16.3	9.6	7.5	2.2	5.4	21.4	4.1	4.0	14.4	11.6	11.7	17.4	10.5	9.6
FEWER CAREER POLITICIANS	8.9	9.1	6.5	10.8	8.8	7.5	11.3	9.0	3.8	6.7	9.2	7.7	10.2	4.7	20.5	8.6	9.5



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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
MORE PRIDE/BEING AMERICAN	8.6	4.9	1.9	6.9	6.2	10.6	19.3	14.0	17.0	15.0	12.4	4.2	3.2	15.9	3.0	4.6	20.6
MORE TRUST IN ELECTIONS	7.1	6.3	6.1	6.5	4.8	6.2	16.5	10.2	0.0	5.8	9.7	6.3	3.6	8.3	10.1	5.3	13.7
PRGRSS/RACIAL MINORITIES	6.2	11.7	18.6	7.4	6.7	1.7	0.8	1.4	0.0	3.7	1.1	13.8	10.8	3.7	5.1	5.0	1.8
RESPECTED/WORLD STAGE	3.5	3.2	2.7	3.5	2.1	5.8	4.5	5.3	3.7	2.3	5.1	3.3	1.6	3.7	2.4	2.4	6.7
PROGRESS/LGBTQ AMERICANS	3.3	8.3	15.0	4.0	2.8	0.0	0.0	0.0	4.6	1.0	0.0	8.6	3.3	0.0	8.0	3.2	0.0
FEWER DRUG OVERDOSES	2.1	2.4	3.4	1.7	2.3	1.4	2.4	1.8	9.5	2.6	1.6	2.2	1.5	3.6	0.0	2.7	1.6



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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
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
MORE ACCOUNTABILITY GOV'T	28.5	29.2	30.7	27.1	29.7	26.8	17.1	28.5	29.4	29.0	30.2	23.2	29.8	27.5	25.3	31.5
LOWER PRICES	28.4	25.8	32.0	29.9	29.0	13.4	12.3	13.5	28.7	26.8	32.1	44.4	27.3	31.9	30.7	25.8
LESS CORRUPTION/GOV'T	28.0	22.4	29.4	33.6	27.9	26.4	11.8	28.9	28.1	23.9	35.9	29.6	29.7	34.9	25.7	29.5
LESS ILLEGAL IMMIGRATION	25.8	9.9	20.8	44.7	24.2	28.5	32.3	27.9	25.4	28.0	20.7	25.6	30.8	25.6	30.4	16.3
COMPROMISE/BIPARTISANSHIP	19.1	28.0	18.4	9.7	22.9	28.1	13.4	30.6	18.5	19.4	16.7	13.6	20.2	10.1	13.1	26.0
TREATING EACH OTHER BETTER	17.9	23.9	14.8	12.6	19.1	15.4	28.5	13.2	18.2	19.8	15.1	19.0	15.0	24.7	16.5	20.0
LESS CRIME	16.6	13.8	21.7	17.8	14.7	17.9	22.8	17.1	16.4	17.6	14.2	16.1	16.3	9.2	21.4	13.3
LOWER FED. DEFICITS/DEBT	14.9	8.1	16.4	21.8	16.9	22.1	21.6	22.2	14.3	15.3	12.3	11.8	17.9	20.0	14.0	11.2
BETTER PAY	13.9	17.1	20.6	8.2	13.3	5.0	7.0	4.7	14.5	11.7	19.6	20.0	9.8	21.4	12.0	17.8
HONEST/LESS DIVISIVE NEWS	13.1	9.1	13.4	17.3	15.1	13.4	0.0	15.7	13.4	13.4	13.4	9.8	13.5	22.1	13.0	11.6
LOWER TAXES	12.7	11.0	15.8	13.4	12.2	12.3	5.6	13.5	12.6	12.8	12.3	13.1	12.6	17.7	15.5	8.3
FEWER MASS SHOOTINGS	11.8	18.9	8.6	5.2	9.6	10.0	5.5	10.8	11.8	12.1	11.1	14.0	8.0	6.6	10.9	17.8
HEALTHIER ENVIRONMENT	9.9	14.8	11.4	4.2	10.2	12.8	5.5	14.0	9.4	11.8	4.9	11.0	7.6	7.1	10.2	13.0
MORE JOBS	9.8	11.8	9.5	7.8	8.9	10.3	34.9	6.1	10.0	10.4	9.1	8.0	9.1	10.5	11.3	7.6
BETTER EDUCATION OPP.	9.7	13.2	8.4	6.5	10.6	6.9	18.2	4.9	10.2	10.5	9.5	9.6	9.0	5.2	10.0	10.8
FEWER CAREER POLITICIANS	8.9	8.8	8.1	9.3	8.5	12.1	6.7	13.0	8.7	8.8	8.5	7.0	9.5	6.0	7.4	10.2



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ISSUE COMBO

BANNER 7

ISSUE COMBO	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB COMBO	DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	POOR	MAINSTREAM/PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
MORE PRIDE/BEING AMERICAN	8.6	4.5	4.7	14.3	7.2	13.0	12.2	13.1	8.3	7.8	9.2	5.6	12.0	6.7	9.2	5.0
MORE TRUST IN ELECTIONS	7.1	6.4	1.5	9.9	4.9	10.2	18.7	8.7	7.1	8.1	5.2	4.0	7.8	4.4	9.3	5.2
PRGRSS/RACIAL MINORITIES	6.2	11.7	3.6	1.3	4.4	3.7	5.5	3.4	6.4	4.5	10.0	7.4	7.5	2.5	2.3	8.6
RESPECTED/WORLD STAGE	3.5	3.3	4.2	3.5	4.9	6.2	14.8	4.7	3.4	3.5	3.4	0.9	4.0	4.5	4.9	1.5
PROGRESS/LGBTQ AMERICANS	3.3	6.2	3.4	0.2	3.7	3.8	0.0	4.5	3.2	2.2	5.1	4.0	1.4	0.0	2.6	7.4
FEWER DRUG OVERDOSES	2.1	2.3	2.7	1.7	2.2	1.7	5.6	1.0	2.2	2.5	1.6	2.1	1.1	1.4	4.4	1.6



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
MORE ACCOUNTABILITY GOV'T	28.5	28.4	28.9	27.4	32.1	28.0	28.6	28.7	29.1	30.3	24.8	26.2	21.3	29.9	30.4	30.2	25.2	27.0	20.8	22.2
LOWER PRICES	28.4	33.5	18.0	21.7	10.3	33.7	15.8	33.3	20.1	25.3	34.9	35.1	38.0	28.9	22.7	27.2	40.4	30.6	37.2	39.4
LESS CORRUPTION/GOV'T	28.0	29.7	24.6	24.7	24.4	24.4	19.8	34.3	29.1	30.8	22.1	24.8	16.9	21.9	24.2	35.8	24.5	25.0	16.2	18.3
LESS ILLEGAL IMMIGRATION	25.8	26.9	23.6	24.3	22.1	30.7	28.7	23.7	18.7	29.2	18.5	25.0	12.3	17.9	37.5	23.0	21.7	27.8	16.5	4.6
COMPROMISE/BIPARTISANSHIP	19.1	13.3	30.6	29.7	32.7	15.0	37.4	11.9	24.2	21.1	14.9	17.6	12.4	12.5	26.2	17.3	17.8	17.4	14.8	8.0
TREATING EACH OTHER BETTER	17.9	16.2	21.3	19.7	24.7	15.4	21.2	17.0	21.4	17.4	19.0	18.1	20.6	17.1	16.4	18.2	19.7	16.8	21.6	18.6
LESS CRIME	16.6	17.5	14.7	15.4	13.2	19.8	14.4	15.5	15.0	13.4	23.2	22.4	22.7	31.8	13.2	13.6	32.4	13.8	20.3	27.2
LOWER FED. DEFICITS/DEBT	14.9	14.2	16.4	15.8	17.8	17.7	18.8	11.2	14.1	17.2	10.1	9.1	10.2	8.5	21.6	13.9	10.4	8.0	11.9	6.9
BETTER PAY	13.9	14.8	12.1	13.7	8.7	11.8	9.0	17.4	15.0	10.5	21.1	17.4	30.1	11.7	6.1	13.9	6.5	26.7	31.5	27.6
HONEST/LESS DIVISIVE NEWS	13.1	12.1	15.0	12.4	20.2	12.9	22.5	11.5	7.9	14.7	9.7	12.5	5.1	10.9	19.2	11.3	17.3	8.4	4.3	6.7
LOWER TAXES	12.7	12.9	12.1	13.0	10.3	13.1	8.0	12.8	16.0	12.2	13.7	11.5	13.3	24.2	10.2	13.6	7.7	14.7	15.9	8.6
FEWER MASS SHOOTINGS	11.8	11.8	11.7	11.7	11.7	8.2	4.1	14.9	18.9	11.1	13.2	11.5	14.6	18.1	5.5	15.4	6.5	15.8	9.3	24.4
HEALTHIER ENVIRONMENT	9.9	9.2	11.5	12.1	10.1	10.2	9.1	8.2	13.7	8.8	12.3	12.4	9.3	15.4	8.2	9.3	16.1	9.4	5.6	16.2
MORE JOBS	9.8	10.5	8.5	10.2	5.0	11.8	8.5	9.4	8.4	6.6	16.6	11.3	23.2	17.6	6.9	6.4	9.8	12.7	24.9	20.2
BETTER EDUCATION OPP.	9.7	8.0	13.2	12.2	15.3	7.1	10.0	8.8	16.2	9.2	10.9	7.8	14.3	10.9	6.7	11.0	8.5	7.2	12.5	17.6
FEWER CAREER POLITICIANS	8.9	9.1	8.7	8.2	9.6	8.2	11.3	9.8	6.2	10.4	5.8	7.7	3.8	4.5	11.0	10.0	9.2	6.5	3.7	4.0



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ISSUE COMBO

BANNER 8

ISSUE COMBO	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
MORE PRIDE/BEING AMERICAN	8.6	9.7	6.4	5.0	9.2	10.7	8.3	8.8	4.5	9.9	5.6	7.7	4.2	4.5	12.2	8.2	6.2	9.1	6.4	0.0
MORE TRUST IN ELECTIONS	7.1	6.4	8.6	9.5	6.6	4.9	12.1	7.7	5.2	8.5	4.3	6.8	2.4	4.1	9.5	7.7	10.2	4.0	0.0	6.9
PRGRSS/RACIAL MINORITIES	6.2	6.5	5.6	6.6	3.6	6.7	4.4	6.3	6.8	4.1	10.7	6.0	16.4	6.2	2.6	5.2	1.7	9.6	18.3	12.8
RESPECTED/WORLD STAGE	3.5	3.6	3.4	2.7	4.9	3.6	4.1	3.5	2.8	4.1	2.4	2.2	1.3	3.4	4.6	3.7	1.5	2.7	2.1	0.0
PROGRESS/LGBTQ AMERICANS	3.3	3.3	3.4	2.8	4.7	3.5	1.9	3.1	4.8	3.5	3.1	2.4	4.6	0.0	3.1	3.8	1.7	3.0	3.7	6.1
FEWER DRUG OVERDOSES	2.1	2.3	1.8	1.2	2.9	2.6	2.0	2.1	1.6	1.7	3.0	4.4	2.9	0.0	2.1	1.5	5.1	3.8	2.3	3.9



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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	78	136	175	162	187	263	389	611	550	450	470	530
MORE ACCOUNTABILITY GOV'T	28.5	23.5	26.1	28.0	24.5	26.9	35.3	26.4	29.9	25.8	31.8	28.2	28.8
LOWER PRICES	28.4	32.2	23.9	35.8	35.6	34.8	15.5	30.9	26.7	32.3	23.5	27.6	29.1
LESS CORRUPTION/GOV'T	28.0	32.5	30.0	28.3	29.4	25.5	26.3	29.8	26.9	29.7	26.0	22.8	32.6
LESS ILLEGAL IMMIGRATION	25.8	6.0	14.3	21.4	24.3	31.6	37.4	15.8	32.2	18.3	35.0	30.0	22.1
COMPROMISE/BIPARTISANSHIP	19.1	4.8	13.5	8.5	15.0	20.3	35.0	9.5	25.2	11.1	28.9	22.7	15.9
TREATING EACH OTHER BETTER	17.9	17.3	21.7	18.2	20.2	13.6	17.7	19.2	17.1	19.5	16.0	17.4	18.4
LESS CRIME	16.6	12.4	18.3	18.2	15.0	18.6	15.2	17.1	16.2	16.5	16.6	18.0	15.3
LOWER FED. DEFICITS/DEBT	14.9	9.0	9.6	12.6	13.2	13.9	22.8	10.8	17.5	11.5	19.1	18.1	12.1
BETTER PAY	13.9	26.9	20.3	23.8	15.0	8.9	3.1	23.2	8.0	20.8	5.5	10.8	16.6
HONEST/LESS DIVISIVE NEWS	13.1	10.6	14.6	7.7	11.3	17.4	14.7	10.7	14.6	10.9	15.8	16.2	10.3
LOWER TAXES	12.7	14.2	11.0	17.4	18.6	12.8	6.2	14.5	11.5	15.7	8.9	11.3	13.9
FEWER MASS SHOOTINGS	11.8	25.7	12.6	11.2	10.2	8.5	10.9	14.6	10.0	13.3	9.9	6.8	16.2
HEALTHIER ENVIRONMENT	9.9	12.4	13.6	9.6	12.0	8.5	7.3	11.5	8.9	11.7	7.8	9.8	10.0
MORE JOBS	9.8	14.5	16.3	13.3	12.9	8.2	2.0	14.6	6.8	14.1	4.6	10.7	9.1
BETTER EDUCATION OPP.	9.7	14.9	13.2	8.5	12.3	6.9	7.7	11.4	8.7	11.7	7.4	8.1	11.2
FEWER CAREER POLITICIANS	8.9	3.6	4.9	5.0	7.7	13.9	12.5	4.6	11.7	5.5	13.1	9.3	8.7



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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 PRIDE/BEING AMERICAN	8.6	8.7	5.4	10.6	10.1	6.2	9.5	8.4	8.7	8.9	8.2	9.9	7.4
MORE TRUST IN ELECTIONS	7.1	2.5	8.6	5.5	4.2	9.5	9.0	6.0	7.9	5.4	9.2	7.4	6.9
PRGRSS/RACIAL MINORITIES	6.2	11.5	11.9	8.3	2.3	5.0	3.6	10.2	3.7	7.9	4.2	5.9	6.5
RESPECTED/WORLD STAGE	3.5	5.9	1.5	0.8	2.0	5.3	5.5	2.0	4.5	2.0	5.4	3.8	3.3
PROGRESS/LGBTQ AMERICANS	3.3	7.5	7.6	3.8	1.3	1.5	2.2	5.8	1.8	4.5	1.9	3.0	3.7
FEWER DRUG OVERDOSES	2.1	3.5	1.4	3.6	2.8	2.1	0.7	2.8	1.7	2.8	1.3	2.4	1.9





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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
MORE ACCOUNTABILITY GOV'T	28.5	22.5	29.5	22.9	33.9	20.2	30.7	24.1	30.7	23.1	28.8	21.5	37.9	25.2	28.7	32.2
LOWER PRICES	28.4	32.6	30.4	34.4	21.2	24.7	33.8	32.2	21.5	34.8	28.2	36.7	20.7	32.6	24.9	31.3
LESS CORRUPTION/GOV'T	28.0	30.7	29.8	26.9	26.7	4.0	27.2	23.5	22.5	38.3	31.6	30.6	32.0	24.8	27.6	32.8
LESS ILLEGAL IMMIGRATION	25.8	6.0	18.8	27.2	36.0	4.5	23.3	29.1	37.2	6.5	15.7	25.2	34.4	17.4	29.3	27.5
COMPROMISE/BIPARTISANSHIP	19.1	7.7	10.6	14.3	32.3	4.2	14.5	15.0	34.6	8.6	8.0	13.6	29.3	16.0	20.9	18.5
TREATING EACH OTHER BETTER	17.9	19.2	18.7	19.3	16.0	25.6	16.1	14.5	19.0	17.4	20.5	24.4	12.2	18.3	17.3	18.9
LESS CRIME	16.6	14.9	17.3	16.3	16.8	19.0	17.3	18.5	17.8	13.7	17.3	13.9	15.5	17.9	16.6	14.9
LOWER FED. DEFICITS/DEBT	14.9	8.3	11.9	13.4	20.3	16.9	8.9	16.8	23.8	5.9	13.9	9.7	15.8	9.5	17.5	15.5
BETTER PAY	13.9	26.8	22.0	13.7	4.2	39.9	21.8	10.7	1.6	23.1	22.2	17.0	7.6	21.3	11.5	10.6
HONEST/LESS DIVISIVE NEWS	13.1	13.6	8.9	14.0	15.2	11.6	11.0	16.1	19.6	14.2	7.4	11.7	9.8	8.5	14.2	16.0
LOWER TAXES	12.7	10.9	15.7	17.4	7.5	17.6	12.7	17.3	5.7	9.0	17.8	17.5	9.9	14.5	13.1	9.4
FEWER MASS SHOOTINGS	11.8	21.3	11.6	9.2	10.7	14.7	2.2	9.3	6.5	23.2	18.0	9.2	16.1	11.2	13.9	7.5
HEALTHIER ENVIRONMENT	9.9	12.6	11.8	9.9	7.7	21.8	8.6	10.8	8.4	10.0	14.0	9.0	6.9	11.8	10.1	7.3
MORE JOBS	9.8	19.5	11.6	14.0	2.4	31.6	19.1	14.9	0.8	16.1	6.6	13.1	4.4	18.5	6.3	7.8
BETTER EDUCATION OPP.	9.7	12.7	11.6	10.2	7.1	3.2	10.6	9.0	6.8	15.4	12.2	11.6	7.6	12.7	8.5	9.1
FEWER CAREER POLITICIANS	8.9	3.2	5.3	9.9	12.6	3.6	5.4	11.0	10.7	3.1	5.2	8.8	14.9	9.4	8.3	10.0



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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
MORE PRIDE/BEING AMERICAN	8.6	7.6	8.9	8.9	8.4	22.0	10.0	9.0	8.9	3.4	8.2	8.8	7.8	7.1	8.9	9.5
MORE TRUST IN ELECTIONS	7.1	2.6	7.5	5.9	9.2	0.0	8.7	5.2	9.1	3.3	6.7	6.7	9.3	5.4	7.5	8.3
PRGRSS/RACIAL MINORITIES	6.2	12.3	8.8	4.0	4.1	11.4	7.5	5.7	4.5	12.6	9.7	2.2	3.5	8.3	6.0	4.3
RESPECTED/WORLD STAGE	3.5	4.1	1.3	3.8	4.8	0.0	0.0	3.8	6.3	5.2	2.1	3.8	2.9	3.2	4.2	2.4
PROGRESS/LGBTQ AMERICANS	3.3	7.7	5.4	1.9	1.6	0.0	5.6	2.2	2.6	9.9	5.2	1.5	0.4	3.0	3.3	3.9
FEWER DRUG OVERDOSES	2.1	3.2	2.5	2.4	1.3	3.6	5.1	1.4	1.4	3.1	0.7	3.6	1.1	3.4	1.4	2.2



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28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?  
1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.  
2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.  
3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
MORE LEGAL/MORE ILLEGAL	5.2	1.6	2.4	3.8	5.8	2.7	2.7	10.3	19.4	4.1	2.9	3.4	12.5	3.7	3.7	4.4	5.3	7.7	6.3	8.5
MORE LEGAL/LESS ILLEGAL	53.9	33.7	54.5	56.1	53.2	55.4	62.0	61.4	47.7	50.7	51.1	52.3	43.5	44.5	57.6	51.6	54.9	61.2	57.9	63.0
LESS LEGAL/LESS ILLEGAL	29.8	58.7	37.4	34.4	31.7	24.9	19.9	8.6	15.1	36.3	40.3	32.0	26.9	47.4	34.2	22.4	24.6	15.2	22.0	11.4
OTHER	3.0	2.3	1.9	1.6	1.7	2.5	6.2	8.3	3.6	2.1	1.8	1.7	4.6	1.3	2.5	4.5	1.5	5.1	2.8	6.5
DON'T KNOW	8.1	3.6	3.7	4.2	7.6	14.5	9.1	11.3	14.1	6.9	3.9	10.6	12.4	3.1	1.9	17.1	13.7	10.8	11.1	10.7



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?
1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.
  2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.
  3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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	899	768	131	101	69	32
MORE LEGAL/MORE ILLEGAL	5.2	5.9	6.3	4.3	5.0	4.7	4.6	5.3	9.2	8.0	11.7
MORE LEGAL/LESS ILLEGAL	53.9	58.7	53.9	50.3	56.2	55.2	56.9	45.3	42.1	54.1	16.0
LESS LEGAL/LESS ILLEGAL	29.8	26.7	29.9	33.9	24.8	30.5	30.5	30.6	23.2	18.7	33.0
OTHER	3.0	2.1	2.3	3.4	4.1	2.9	2.9	3.2	4.0	1.5	9.2
DON'T KNOW	8.1	6.7	7.6	8.1	9.8	6.6	5.1	15.5	21.6	17.7	30.1



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?  
1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.  
2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.  
3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
MORE LEGAL/MORE ILLEGAL	5.2	3.8	6.3	4.2	6.1	6.0	3.9	4.9	12.3	11.2	2.1	5.1	6.9	4.9	2.2	3.2	5.0	6.6
MORE LEGAL/LESS ILLEGAL	53.9	49.0	61.2	49.3	59.8	47.2	46.7	61.0	56.9	54.8	51.3	54.7	55.2	57.0	60.0	46.8	49.5	41.8
LESS LEGAL/LESS ILLEGAL	29.8	43.6	17.5	41.7	19.2	20.7	45.1	18.8	24.1	27.0	16.8	29.9	27.6	30.2	29.5	36.4	26.9	27.8
OTHER	3.0	1.5	3.6	1.5	3.7	8.2	1.8	3.8	2.4	2.3	6.6	2.9	2.9	3.4	1.4	2.4	7.7	5.2
DON'T KNOW	8.1	2.1	11.4	3.3	11.2	18.0	2.6	11.6	4.3	4.7	23.2	7.4	7.3	4.5	6.9	11.1	10.8	18.7



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?  
 1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.  
 2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.  
 3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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	275	723	461	433	106	220	433	157	276	566
MORE LEGAL/MORE ILLEGAL	5.2	6.3	4.8	3.7	7.0	4.4	5.6	5.8	4.8	6.4	4.7
MORE LEGAL/LESS ILLEGAL	53.9	64.9	49.7	49.3	59.3	51.6	54.0	60.9	68.3	56.7	48.4
LESS LEGAL/LESS ILLEGAL	29.8	15.3	35.3	42.6	17.9	22.4	25.0	18.3	17.4	18.8	38.6
OTHER	3.0	3.0	3.1	1.7	4.1	4.5	4.3	3.3	1.9	4.1	2.9
DON'T KNOW	8.1	10.4	7.2	2.7	11.7	17.1	11.1	11.7	7.5	14.0	5.4



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?
1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.
  2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.
  3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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	433	460	362	370	268	181	157	132	181	213	136			
MORE LEGAL/MORE ILLEGAL	5.2	3.9	5.9	2.8	7.2	5.6	1.8	6.6	2.8	3.8	7.7	8.3			
MORE LEGAL/LESS ILLEGAL	53.9	49.4	59.5	47.1	57.4	58.2	52.5	63.1	63.8	41.7	53.1	52.9			
LESS LEGAL/LESS ILLEGAL	29.8	42.5	19.5	45.8	19.4	22.6	42.7	21.9	23.9	48.9	17.5	21.4			
OTHER	3.0	1.6	3.8	1.9	4.5	2.5	2.6	2.8	2.1	1.3	5.7	3.0			
DON'T KNOW	8.1	2.5	11.4	2.4	11.6	11.0	0.5	5.6	7.5	4.3	16.1	14.5			



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?

1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.
2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.
3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

BANNER 6

	BANNER 6																
	TOTAL	LIBERAL						MODERATE						CONSERVATIVE			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	
Total	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
MORE LEGAL/MORE ILLEGAL	5.2	8.1	13.2	4.9	6.0	1.7	2.5	2.0	6.6	6.8	1.5	7.8	7.5	0.0	10.5	4.6	5.4
MORE LEGAL/LESS ILLEGAL	53.9	59.8	51.8	64.8	54.1	53.2	42.0	48.9	58.3	44.7	46.9	60.6	49.6	65.8	55.8	61.1	51.0
LESS LEGAL/LESS ILLEGAL	29.8	15.1	13.9	15.9	27.6	41.0	48.3	43.8	35.0	43.2	47.2	13.9	28.1	27.1	12.2	20.8	34.8
OTHER	3.0	5.8	8.4	4.2	2.0	1.8	2.0	1.9	0.0	3.3	1.7	6.5	1.7	0.0	5.0	1.6	3.6
DON'T KNOW	8.1	11.1	12.6	10.2	10.3	2.2	5.2	3.4	0.0	2.0	2.7	11.2	13.2	7.1	16.4	11.8	5.2





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?  
 1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.  
 2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.  
 3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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 Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
MORE LEGAL/MORE ILLEGAL	5.2	7.6	4.2	3.0	4.4	3.9	0.0	4.6	5.1	4.8	5.6	7.6	2.6	4.7	5.4	8.7
MORE LEGAL/LESS ILLEGAL	53.9	57.7	57.1	48.7	59.1	62.2	61.7	62.3	54.0	56.4	49.5	42.5	48.7	62.6	54.2	53.4
LESS LEGAL/LESS ILLEGAL	29.8	18.1	26.4	43.6	25.8	27.2	34.5	25.9	29.8	29.1	31.2	32.7	38.8	25.9	35.3	16.7
OTHER	3.0	4.4	2.9	1.6	2.8	0.0	0.0	0.0	2.8	2.6	3.1	9.2	1.8	3.3	1.5	6.5
DON'T KNOW	8.1	12.3	9.4	3.2	7.9	6.7	3.8	7.2	8.3	7.1	10.7	8.0	8.1	3.5	3.6	14.7



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?  
1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.  
2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.  
3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
MORE LEGAL/MORE ILLEGAL	5.2	4.8	5.9	7.1	3.4	2.5	6.0	6.8	5.9	4.2	7.3	6.4	8.7	9.2	2.5	5.4	5.3	7.4	5.5	14.8
MORE LEGAL/LESS ILLEGAL	53.9	50.6	60.3	58.7	63.8	55.8	65.7	46.3	55.2	54.7	52.1	52.1	50.3	53.6	60.9	50.0	60.7	45.0	54.7	42.2
LESS LEGAL/LESS ILLEGAL	29.8	32.1	25.2	24.3	27.2	33.3	25.0	31.0	25.4	31.5	26.2	28.9	22.6	27.9	31.8	31.3	32.3	26.0	22.8	22.2
OTHER	3.0	3.0	3.1	3.6	1.9	2.9	1.8	3.1	4.2	2.8	3.5	3.7	4.8	0.0	1.9	3.5	1.7	5.4	6.3	2.1
DON'T KNOW	8.1	9.4	5.4	6.3	3.6	5.6	1.4	12.8	9.2	6.8	10.9	8.8	13.5	9.4	2.8	9.8	0.0	16.3	10.8	18.6



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?  
 1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.  
 2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.  
 3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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	78	136	175	162	187	263	389	611	550	450	470	530
MORE LEGAL/MORE ILLEGAL	5.2	11.6	10.7	5.3	6.9	1.7	1.8	8.5	3.1	8.0	1.7	3.7	6.5
MORE LEGAL/LESS ILLEGAL	53.9	54.5	57.9	50.8	47.9	48.7	61.1	54.0	53.8	52.2	55.9	59.2	49.2
LESS LEGAL/LESS ILLEGAL	29.8	16.6	16.1	32.1	34.1	41.5	28.2	23.4	33.9	26.6	33.8	30.4	29.2
OTHER	3.0	3.8	3.1	4.7	3.4	3.1	1.4	4.0	2.5	3.8	2.1	2.5	3.5
DON'T KNOW	8.1	13.5	12.2	7.1	7.7	5.0	7.5	10.2	6.8	9.4	6.5	4.2	11.6



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

28. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEWS ABOUT IMMIGRATION. THE UNITED STATES NEEDS...?  
 1. MORE LEGAL IMMIGRATION AND MORE ILLEGAL IMMIGRATION.  
 2. MORE LEGAL IMMIGRATION BUT LESS ILLEGAL IMMIGRATION.  
 3. LESS LEGAL IMMIGRATION AND LESS ILLEGAL IMMIGRATION.

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
MORE LEGAL/MORE ILLEGAL	5.2	10.6	7.0	6.1	1.5	7.9	4.4	5.9	1.3	11.3	8.8	6.3	1.9	5.4	6.2	2.5
MORE LEGAL/LESS ILLEGAL	53.9	55.0	55.1	48.1	56.8	58.2	61.4	50.7	64.1	54.1	50.9	45.3	47.8	54.1	54.6	51.9
LESS LEGAL/LESS ILLEGAL	29.8	17.8	24.5	36.0	32.8	25.2	28.5	35.5	28.6	15.7	21.8	36.5	38.0	28.0	29.4	32.9
OTHER	3.0	5.3	3.6	3.2	1.8	0.0	2.4	4.0	1.9	6.8	4.5	2.2	1.7	5.0	1.8	3.5
DON'T KNOW	8.1	11.3	9.7	6.7	7.0	8.7	3.4	3.9	4.1	12.0	14.0	9.7	10.6	7.5	8.0	9.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
ILLEGAL IMMIGRANT	49.9	89.5	68.3	59.3	54.5	40.2	24.0	21.8	27.6	62.3	68.4	57.3	43.5	76.1	65.3	42.9	42.4	21.8	30.0	17.2
UNDOCUMENTED PERSON	39.6	9.3	24.7	31.9	31.9	45.2	62.9	69.4	59.0	27.8	24.9	29.0	40.2	18.0	25.8	39.8	43.3	66.1	55.2	72.3
OTHER	3.6	1.2	2.7	2.7	3.3	3.0	5.7	3.3	8.3	3.1	2.4	3.8	5.3	3.0	3.3	3.6	2.8	4.6	2.1	6.1
DON'T KNOW	7.0	0.0	4.3	6.2	10.3	11.5	7.5	5.4	5.0	6.7	4.3	9.9	11.0	2.9	5.5	13.7	11.5	7.4	12.8	4.4
Net Diff.	10.3	80.3	43.6	27.4	22.7	-5.0	-38.9	-47.6	-31.4	34.5	43.6	28.3	3.3	58.1	39.5	3.1	-0.9	-44.3	-25.2	-55.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	899	768	131	101	69	32
ILLEGAL IMMIGRANT	49.9	49.5	50.7	55.6	39.1	51.6	53.8	38.6	34.2	32.2	38.6
UNDOCUMENTED PERSON	39.6	41.6	37.1	34.0	50.5	38.7	36.9	49.3	47.5	50.0	42.1
OTHER	3.6	2.9	4.3	3.8	3.1	3.3	3.2	4.5	5.9	7.1	3.3
DON'T KNOW	7.0	6.1	7.9	6.7	7.2	6.4	6.1	7.6	12.4	10.7	15.9
Net Diff.	10.3	7.9	13.7	21.6	-11.4	12.9	17.0	-10.7	-13.3	-17.8	-3.5



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

29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
ILLEGAL IMMIGRANT	49.9	72.7	31.0	71.2	29.6	41.2	72.3	29.0	47.4	51.6	42.7	50.1	47.8	47.8	55.3	49.6	50.5	46.8
UNDOCUMENTED PERSON	39.6	20.5	57.9	21.7	58.2	38.0	20.8	58.9	44.8	42.8	33.1	39.5	41.6	42.5	36.3	37.2	32.8	41.3
OTHER	3.6	2.9	3.5	3.2	3.5	6.6	3.7	3.9	1.4	1.9	5.0	3.5	3.5	4.7	1.0	4.6	8.8	5.7
DON'T KNOW	7.0	3.9	7.5	3.9	8.7	14.2	3.2	8.2	6.3	3.6	19.2	7.0	7.1	5.0	7.4	8.7	7.9	6.2
Net Diff.	10.3	52.2	-26.8	49.5	-28.7	3.2	51.6	-29.9	2.6	8.8	9.6	10.6	6.3	5.3	19.0	12.4	17.7	5.5



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

29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR CON	GRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	275	723	461	433	106	220	433	157	276	566	
ILLEGAL IMMIGRANT	49.9	26.7	58.7	72.2	27.8	42.9	44.6	28.9	28.1	29.4	65.9	
UNDOCUMENTED PERSON	39.6	58.5	32.4	20.8	59.5	39.8	39.7	56.8	61.8	53.9	26.3	
OTHER	3.6	4.2	3.4	3.1	4.1	3.6	5.2	4.1	2.4	5.1	3.2	
DON'T KNOW	7.0	10.6	5.6	3.8	8.6	13.7	10.6	10.1	7.6	11.5	4.6	
Net Diff.	10.3	-31.8	26.3	51.3	-31.7	3.1	4.9	-27.9	-33.7	-24.5	39.6	





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29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	433	460	362	370	268	181	157	132	181	213	136
ILLEGAL IMMIGRANT	49.9	73.8	29.6	72.1	29.4	48.1	78.8	28.8	54.3	65.4	29.9	42.1
UNDOCUMENTED PERSON	39.6	20.2	57.6	21.2	58.0	39.0	16.2	61.9	32.2	26.2	55.1	45.5
OTHER	3.6	2.7	3.5	2.9	4.2	3.7	3.4	2.7	6.7	2.3	5.4	0.8
DON'T KNOW	7.0	3.3	9.3	3.8	8.4	9.2	1.6	6.6	6.8	6.0	9.6	11.6
Net Diff.	10.3	53.5	-28.1	50.8	-28.6	9.1	62.6	-33.1	22.0	39.2	-25.2	-3.5



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29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
ILLEGAL IMMIGRANT	49.9	25.4	25.6	25.2	44.5	73.4	77.6	75.1	47.2	57.1	77.8	22.9	39.0	42.3	28.8	43.2	75.6
UNDOCUMENTED PERSON	39.6	64.5	63.5	65.1	39.9	21.3	16.2	19.3	42.9	30.4	17.2	66.4	45.4	42.2	64.1	40.0	19.4
OTHER	3.6	4.3	6.4	3.1	4.3	1.7	3.3	2.3	5.2	5.5	2.0	5.0	2.3	7.2	0.0	5.1	1.9
DON'T KNOW	7.0	5.8	4.5	6.6	11.3	3.6	2.9	3.3	4.6	7.0	2.9	5.7	13.3	8.4	7.0	11.7	3.1
Net Diff.	10.3	-39.2	-37.9	-40.0	4.7	52.1	61.5	55.8	4.3	26.7	60.6	-43.5	-6.3	0.1	-35.3	3.2	56.1



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29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
ILLEGAL IMMIGRANT	49.9	27.2	49.8	74.2	49.8	54.7	67.9	52.4	50.2	52.5	46.1	40.7	59.4	53.8	53.4	35.3
UNDOCUMENTED PERSON	39.6	59.5	36.1	19.3	38.2	36.4	28.3	37.8	39.2	37.2	42.8	46.9	32.0	33.4	37.3	51.1
OTHER	3.6	4.2	5.7	2.3	3.7	1.7	0.0	1.9	3.7	3.5	4.0	5.3	2.0	9.0	2.2	6.5
DON'T KNOW	7.0	9.1	8.4	4.2	8.3	7.3	3.8	7.9	6.9	6.8	7.1	7.0	6.6	3.8	7.2	7.0
Net Diff.	10.3	-32.3	13.7	54.9	11.6	18.3	39.7	14.6	11.0	15.3	3.2	-6.2	27.3	20.4	16.1	-15.8



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29. WHICH IS THE BETTER WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
ILLEGAL IMMIGRANT	49.9	50.3	48.9	47.9	51.0	54.1	57.2	47.1	41.2	54.7	39.6	43.5	34.7	46.0	62.4	48.9	46.1	41.3	40.0	25.0
UNDOCUMENTED PERSON	39.6	37.3	44.1	45.3	41.6	35.3	37.4	39.1	50.4	36.1	47.0	43.8	51.1	36.4	29.8	40.8	47.7	40.5	46.9	58.7
OTHER	3.6	4.2	2.3	2.9	1.1	5.2	2.0	3.4	2.6	3.0	4.9	3.7	5.8	6.0	3.9	2.3	3.5	3.9	5.7	6.1
DON'T KNOW	7.0	8.1	4.7	3.9	6.4	5.4	3.5	10.4	5.8	6.2	8.5	9.0	8.4	11.6	3.9	8.0	2.7	14.3	7.4	10.2
Net Diff.	10.3	13.0	4.8	2.6	9.4	18.8	19.7	8.0	-9.3	18.6	-7.4	-0.3	-16.4	9.6	32.5	8.1	-1.6	0.8	-7.0	-33.6



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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	78	136	175	162	187	263	389	611	550	450	470	530
ILLEGAL IMMIGRANT	49.9	28.0	35.3	48.2	49.5	60.9	57.4	39.6	56.4	42.5	58.8	55.2	45.2
UNDOCUMENTED PERSON	39.6	60.0	51.4	39.5	40.2	29.4	34.3	47.8	34.4	45.6	32.3	36.0	42.7
OTHER	3.6	3.5	3.9	6.5	5.2	2.5	1.4	5.0	2.7	5.0	1.8	4.1	3.2
DON'T KNOW	7.0	8.6	9.4	5.8	5.1	7.2	6.9	7.6	6.5	6.9	7.1	4.8	8.9
Net Diff.	10.3	-32.0	-16.1	8.6	9.2	31.5	23.1	-8.1	22.0	-3.0	26.6	19.1	2.4



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
ILLEGAL IMMIGRANT	49.9	31.0	41.6	54.0	58.7	35.1	45.3	58.1	60.7	29.9	39.0	49.4	56.1	42.6	53.4	50.2
UNDOCUMENTED PERSON	39.6	56.1	46.5	35.8	32.2	56.3	43.4	32.6	32.0	56.0	48.6	39.3	32.5	46.5	37.7	35.8
OTHER	3.6	3.6	5.3	4.5	1.8	5.4	5.6	5.3	2.3	3.1	5.0	3.6	1.1	4.2	2.6	5.4
DON'T KNOW	7.0	9.3	6.7	5.7	7.4	3.3	5.7	3.9	5.0	11.0	7.3	7.6	10.3	6.7	6.3	8.6
Net Diff.	10.3	-25.0	-5.0	18.2	26.4	-21.2	2.0	25.5	28.7	-26.1	-9.6	10.1	23.7	-3.9	15.7	14.4



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30. THE WHITE HOUSE RECENTLY REFERRED TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION AS "NEWCOMERS." DO YOU AGREE OR DISAGREE THAT "NEWCOMERS" IS GOOD WAY TO DESCRIBE THESE PEOPLE?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
AGREE	29.6	4.4	11.2	23.7	30.1	34.8	41.9	56.3	48.5	18.9	15.5	20.9	31.0	10.9	16.9	23.8	35.9	53.9	54.0	53.8
Strongly	7.3	2.1	4.6	6.3	3.3	8.7	4.9	15.9	21.7	6.3	4.9	6.5	13.0	4.6	2.5	7.7	14.1	9.6	4.4	12.5
Somewhat	22.3	2.3	6.6	17.3	26.9	26.1	37.0	40.4	26.8	12.6	10.6	14.5	18.0	6.3	14.3	16.1	21.9	44.3	49.6	41.3
DISAGREE	63.3	95.6	83.3	70.9	62.9	55.6	48.0	36.1	39.5	74.4	80.2	70.8	54.3	86.1	77.8	60.9	54.3	38.0	38.0	37.9
Somewhat	17.9	4.9	12.0	15.6	20.2	20.2	27.4	21.4	19.1	15.8	12.2	20.8	20.7	7.9	17.8	20.8	27.2	22.6	19.1	24.5
Strongly	45.4	90.7	71.3	55.3	42.6	35.4	20.6	14.8	20.4	58.7	68.0	50.0	33.7	78.2	60.0	40.1	27.1	15.4	18.9	13.4
DON'T KNOW	7.1	0.0	5.5	5.4	7.0	9.6	10.1	7.5	12.0	6.7	4.4	8.3	14.6	3.1	5.3	15.3	9.7	8.1	8.0	8.2
Net Diff.	-33.6	-91.2	-72.0	-47.2	-32.7	-20.8	-6.1	20.2	9.0	-55.6	-64.7	-49.9	-23.3	-75.2	-61.0	-37.1	-18.4	15.9	16.0	15.9
Mean	1.91	1.16	1.41	1.73	1.90	2.09	2.29	2.62	2.57	1.64	1.50	1.75	2.12	1.35	1.57	1.90	2.25	2.52	2.43	2.58



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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	899	768	131	101	69	32
AGREE	29.6	37.3	27.7	24.5	34.4	28.1	27.2	32.9	43.3	51.0	26.6
Strongly	7.3	9.0	5.7	6.3	9.3	6.7	7.0	5.3	12.4	13.7	9.5
Somewhat	22.3	28.3	22.0	18.2	25.1	21.4	20.3	27.7	30.9	37.2	17.1
DISAGREE	63.3	56.4	66.4	67.1	58.7	65.6	67.0	57.8	42.1	36.1	55.4
Somewhat	17.9	13.7	21.4	16.7	19.5	17.5	17.1	20.1	20.6	20.9	20.0
Strongly	45.4	42.7	45.0	50.4	39.2	48.1	49.8	37.7	21.5	15.2	35.5
DON'T KNOW	7.1	6.2	5.9	8.4	6.9	6.3	5.8	9.3	14.5	13.0	17.9
Net Diff.	-33.6	-19.1	-38.7	-42.6	-24.2	-37.5	-39.7	-24.8	1.2	14.9	-28.8
Mean	1.91	2.04	1.88	1.79	2.05	1.86	1.83	2.01	2.40	2.57	2.01





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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE									
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	83	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	90	936	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64				
AGREE	29.6	13.5	47.1	13.6	47.6	21.4	13.3	49.6	24.5	23.4	24.0	29.8	30.3	33.8	21.9	38.5	28.5	26.2				
Strongly	7.3	4.7	8.8	4.7	10.4	4.8	5.0	10.6	4.9	3.4	6.5	7.0	7.3	11.8	2.7	8.7	6.0	10.8				
Somewhat	22.3	8.8	38.3	8.9	37.2	16.5	8.2	39.0	19.6	20.0	17.6	22.8	23.1	22.0	19.2	29.8	22.5	15.4				
DISAGREE	63.3	83.4	44.9	82.8	44.0	58.5	83.9	41.6	68.4	73.3	57.1	63.0	61.5	60.0	71.5	54.9	66.2	66.6				
Somewhat	17.9	11.3	24.7	12.0	24.3	15.7	10.4	23.0	26.3	25.5	17.1	17.9	17.6	19.2	19.1	17.2	15.7	17.1				
Strongly	45.4	72.1	20.2	70.9	19.7	42.8	73.5	18.5	42.1	47.8	40.0	45.1	43.9	40.8	52.4	37.7	50.5	49.6				
DON'T KNOW	7.1	3.1	8.0	3.6	8.4	20.1	2.8	8.9	7.1	3.2	18.9	7.1	8.1	6.2	6.6	6.6	5.3	7.2				
Net Diff.	-33.6	-69.8	2.2	-69.2	3.6	-37.2	-70.6	8.0	-43.9	-49.9	-33.1	-33.2	-31.2	-26.1	-49.7	-16.4	-37.7	-40.4				
Mean	1.91	1.44	2.39	1.45	2.42	1.79	1.43	2.46	1.86	1.78	1.88	1.91	1.93	2.05	1.70	2.10	1.83	1.86				



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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	1000	275	723	461	433	106	220	433	157	276	566	
AGREE	29.6	53.3	20.5	13.0	48.7	23.8	23.9	49.3	52.8	47.3	14.4	
Strongly	7.3	12.3	5.4	3.8	10.9	7.7	6.7	11.3	10.6	11.7	4.1	
Somewhat	22.3	41.1	15.1	9.2	37.8	16.1	17.2	38.0	42.2	35.6	10.4	
DISAGREE	63.3	36.9	73.3	83.1	42.7	60.9	66.0	40.1	38.0	41.3	81.1	
Somewhat	17.9	19.1	17.4	11.5	23.9	20.8	23.7	23.0	21.9	23.6	13.9	
Strongly	45.4	17.8	55.9	71.6	18.8	40.1	42.3	17.1	16.1	17.7	67.1	
DON'T KNOW	7.1	9.8	6.2	3.9	8.6	15.3	10.1	10.6	9.2	11.4	4.5	
Net Diff.	-33.6	16.4	-52.8	-70.0	6.0	-37.1	-42.0	9.2	14.9	6.0	-66.7	
Mean	1.91	2.53	1.68	1.43	2.45	1.90	1.87	2.49	2.52	2.47	1.49	



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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	433	460	362	370	268	181	157	132	181	213	136				
AGREE	29.6	12.8	45.5	13.6	50.6	22.3	15.8	51.5	22.2	11.5	49.8	22.4				
Strongly	7.3	4.2	10.7	4.6	11.2	5.6	3.9	11.5	7.2	5.3	10.9	4.0				
Somewhat	22.3	8.6	34.8	9.0	39.4	16.7	11.9	40.1	14.9	6.2	38.9	18.4				
DISAGREE	63.3	84.0	45.8	82.4	40.4	68.9	82.1	39.3	71.4	82.7	41.2	66.5				
Somewhat	17.9	10.9	24.2	11.2	19.0	25.3	6.5	17.6	23.0	15.8	20.0	27.6				
Strongly	45.4	73.1	21.7	71.2	21.4	43.6	75.6	21.6	48.4	66.9	21.2	38.9				
DON'T KNOW	7.1	3.2	8.7	4.0	9.0	8.8	2.1	9.2	6.4	5.9	8.9	11.0				
Net Diff.	-33.6	-71.2	-0.4	-68.8	10.2	-46.7	-66.3	12.3	-49.3	-71.2	8.6	-44.1				
Mean	1.91	1.42	2.38	1.45	2.44	1.83	1.43	2.46	1.80	1.47	2.43	1.86				



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30. THE WHITE HOUSE RECENTLY REFERRED TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION AS "NEWCOMERS." DO YOU AGREE OR DISAGREE THAT "NEWCOMERS" IS GOOD WAY TO DESCRIBE THESE PEOPLE?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
AGREE	29.6	51.8	53.6	50.7	31.1	10.1	10.5	10.3	61.8	17.7	9.0	53.9	45.4	44.8	33.8	26.6	1.6
Strongly	7.3	13.0	22.6	7.0	7.4	1.7	4.0	2.6	7.0	9.7	3.1	14.1	7.1	3.6	9.1	6.7	0.0
Somewhat	22.3	38.9	31.0	43.8	23.6	8.4	6.5	7.7	54.9	8.0	6.0	39.8	38.3	41.2	24.7	19.9	1.6
DISAGREE	63.3	40.4	37.7	42.1	59.2	85.3	86.5	85.8	27.7	75.6	88.1	38.1	44.2	42.5	61.2	62.8	92.8
Somewhat	17.9	22.5	19.9	24.1	20.3	15.0	6.4	11.6	11.1	15.9	9.9	20.2	16.1	22.2	42.2	25.0	15.4
Strongly	45.4	17.9	17.8	18.0	38.9	70.4	80.1	74.2	16.6	59.7	78.2	17.9	28.1	20.3	19.0	37.8	77.5
DON'T KNOW	7.1	7.7	8.7	7.1	9.8	4.6	2.9	3.9	10.5	6.7	2.8	7.9	10.4	12.7	5.0	10.6	5.6
Net Diff.	-33.6	11.4	15.9	8.6	-28.1	-75.2	-76.0	-75.5	34.2	-57.9	-79.1	15.8	1.2	2.3	-27.4	-36.2	-91.2
Mean	1.91	2.51	2.64	2.43	1.99	1.39	1.32	1.36	2.58	1.65	1.32	2.55	2.27	2.32	2.25	1.95	1.20



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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	thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
AGREE	29.6	47.8	25.0	11.6	25.9	30.2	46.2	27.4	29.8	26.7	35.7	26.8	21.4	23.2	28.3	39.7
Strongly	7.3	10.3	9.6	3.2	6.3	6.8	23.4	3.9	7.7	6.4	10.0	4.4	4.1	6.4	7.5	9.5
Somewhat	22.3	37.5	15.4	8.4	19.7	23.4	22.8	23.5	22.2	20.3	25.7	22.4	17.2	16.8	20.8	30.2
DISAGREE	63.3	43.1	63.5	84.8	66.1	62.3	50.0	64.4	62.8	66.7	55.6	68.2	73.4	62.7	65.7	51.3
Somewhat	17.9	23.6	20.7	10.7	20.6	15.2	10.9	15.9	17.3	18.1	15.9	25.6	18.8	8.5	20.7	17.0
Strongly	45.4	19.5	42.8	74.1	45.5	47.1	39.0	48.5	45.5	48.6	39.7	42.6	54.6	54.1	45.0	34.3
DON'T KNOW	7.1	9.1	11.4	3.6	8.0	7.5	3.8	8.1	7.3	6.6	8.7	5.0	5.3	14.2	6.0	9.0
Net Diff.	-33.6	4.7	-38.5	-73.2	-40.1	-32.1	-3.7	-37.0	-33.0	-40.0	-19.9	-41.4	-52.0	-39.5	-37.4	-11.6
Mean	1.91	2.42	1.91	1.38	1.86	1.89	2.32	1.81	1.91	1.83	2.07	1.88	1.69	1.71	1.90	2.16



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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- COLL- Degree Grad./ COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-	COLL- COLL- COLL- COLL-
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
AGREE	29.6	28.5	31.8	30.6	34.5	29.2	30.2	27.9	33.4	23.9	41.8	36.3	49.4	38.9	23.3	24.3	33.5	38.5	47.1	53.8
Strongly	7.3	6.8	8.3	6.6	11.9	6.4	9.1	7.1	7.5	5.9	10.3	9.6	10.4	11.5	5.4	6.2	8.4	10.6	11.5	8.4
Somewhat	22.3	21.7	23.6	24.0	22.6	22.8	21.0	20.8	25.9	18.0	31.5	26.6	39.0	27.4	17.9	18.1	25.1	27.9	35.6	45.4
DISAGREE	63.3	63.5	62.7	61.7	64.6	64.7	64.9	62.5	60.6	69.7	49.6	54.7	41.5	55.9	73.0	67.1	58.6	51.3	43.3	38.2
Somewhat	17.9	16.0	21.6	22.1	20.5	13.4	17.5	18.2	25.4	17.9	17.8	14.7	20.5	21.7	14.9	20.1	13.9	15.3	17.2	26.5
Strongly	45.4	47.6	41.1	39.6	44.1	51.2	47.3	44.4	35.2	51.8	31.8	40.0	21.0	34.2	58.1	47.1	44.7	35.9	26.1	11.6
DON'T KNOW	7.1	8.0	5.5	7.7	0.8	6.1	5.0	9.6	6.0	6.5	8.6	9.1	9.1	5.2	3.7	8.6	7.8	10.2	9.6	8.1
Net Diff.	-33.6	-35.1	-30.8	-31.2	-30.1	-35.5	-34.7	-34.7	-27.2	-45.8	-7.8	-18.4	8.0	-17.0	-49.8	-42.8	-25.1	-12.8	3.8	15.6
Mean	1.91	1.87	1.99	1.97	2.02	1.83	1.92	1.90	2.06	1.76	2.22	2.06	2.43	2.17	1.69	1.82	1.97	2.15	2.36	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	78	136	175	162	187	263	389	611	550	450	470	530
AGREE	29.6	48.8	46.3	34.8	32.3	16.3	19.6	41.6	22.0	38.9	18.3	29.5	29.7
Strongly	7.3	16.3	13.5	9.9	9.6	0.6	3.0	12.5	4.0	11.6	2.0	7.4	7.2
Somewhat	22.3	32.5	32.7	24.8	22.7	15.8	16.7	29.1	18.0	27.2	16.3	22.2	22.4
DISAGREE	63.3	40.9	44.2	58.3	61.6	78.5	73.3	49.8	71.8	53.3	75.4	64.8	61.9
Somewhat	17.9	16.7	18.5	16.9	19.7	16.3	18.4	17.4	18.1	18.1	17.5	14.9	20.5
Strongly	45.4	24.2	25.6	41.3	41.9	62.2	54.8	32.4	53.7	35.2	57.9	49.9	41.4
DON'T KNOW	7.1	10.3	9.6	7.0	6.1	5.2	7.1	8.6	6.2	7.8	6.3	5.7	8.4
Net Diff.	-33.6	7.9	2.1	-23.5	-29.3	-62.1	-53.6	-8.3	-49.8	-14.4	-57.2	-35.2	-32.2
Mean	1.91	2.46	2.38	2.04	2.00	1.52	1.65	2.24	1.70	2.17	1.60	1.86	1.95



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
AGREE	29.6	45.9	40.7	28.2	17.6	55.7	49.6	28.7	16.5	43.1	34.8	27.7	18.9	41.3	26.3	23.4
Strongly	7.3	17.0	10.6	6.9	2.2	23.4	14.5	6.6	2.2	15.2	7.9	7.3	2.1	10.6	6.0	6.3
Somewhat	22.3	28.9	30.2	21.3	15.4	32.3	35.0	22.1	14.3	28.0	26.9	20.3	16.8	30.6	20.3	17.1
DISAGREE	63.3	42.3	51.9	65.6	76.3	34.7	46.5	65.0	77.8	44.4	55.5	66.2	74.4	51.4	68.0	66.2
Somewhat	17.9	17.9	17.3	18.1	18.0	8.6	13.6	12.4	18.0	20.6	19.8	24.3	18.1	18.7	16.8	19.3
Strongly	45.4	24.3	34.5	47.5	58.2	26.1	32.9	52.6	59.8	23.8	35.7	41.8	56.2	32.7	51.2	46.9
DON'T KNOW	7.1	11.8	7.4	6.2	6.2	9.6	3.9	6.3	5.7	12.5	9.7	6.2	6.7	7.3	5.7	10.4
Net Diff.	-33.6	3.7	-11.1	-37.3	-58.7	20.9	3.0	-36.3	-61.3	-1.3	-20.7	-38.5	-55.5	-10.2	-41.7	-42.8
Mean	1.91	2.44	2.18	1.87	1.59	2.59	2.33	1.81	1.56	2.39	2.08	1.93	1.62	2.21	1.80	1.81





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31. NOW, WHICH IS THE BEST WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
ILLEGAL IMMIGRANT	48.2	86.2	69.5	58.5	53.1	37.9	17.4	24.6	24.6	60.6	67.9	54.2	39.7	76.0	60.2	41.0	41.8	20.2	30.8	14.2
UNDOCUMENTED PERSON	31.2	10.3	18.7	25.2	22.0	38.9	54.5	46.3	45.3	22.6	20.0	23.7	34.0	16.4	24.9	29.8	28.1	50.6	41.4	55.8
NEWCOMER	12.9	1.2	5.9	13.0	14.7	12.7	17.2	20.3	20.0	9.0	8.1	10.1	10.6	5.1	5.6	13.0	19.2	21.6	20.8	22.0
OTHER	2.4	1.2	2.8	0.5	3.0	3.1	0.9	4.7	5.2	2.6	1.5	3.6	5.6	0.9	4.0	6.3	1.4	2.1	2.1	2.1
DON'T KNOW	5.3	1.1	3.2	2.8	7.1	7.4	10.0	4.1	4.9	5.2	2.6	8.5	10.0	1.6	5.3	9.9	9.5	5.5	4.9	5.9



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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
Total	1000	175	225	384	216	899	768	131	101	69	32
ILLEGAL IMMIGRANT	48.2	49.8	48.1	54.9	35.0	50.3	52.9	35.6	28.8	24.1	39.0
UNDOCUMENTED PERSON	31.2	28.3	32.4	25.7	42.3	30.9	30.4	33.9	34.0	36.1	29.4
NEWCOMER	12.9	14.0	12.0	11.1	15.9	11.9	10.6	19.3	21.9	24.6	16.0
OTHER	2.4	2.3	2.6	2.8	1.7	2.3	1.7	5.6	3.9	4.4	2.9
DON'T KNOW	5.3	5.7	4.8	5.5	5.1	4.6	4.5	5.6	11.4	10.8	12.7



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
ILLEGAL IMMIGRANT	48.2	70.8	28.8	70.2	27.5	37.4	71.8	27.1	45.6	50.7	37.0	48.4	46.4	46.7	57.1	43.4	41.0	45.1
UNDOCUMENTED PERSON	31.2	17.7	46.2	19.5	43.3	31.3	18.0	44.5	34.9	31.5	28.1	31.3	32.5	29.2	31.7	26.0	39.9	29.8
NEWCOMER	12.9	6.5	17.7	6.1	20.5	9.5	6.2	19.9	13.4	11.9	11.2	13.0	13.2	17.2	5.7	22.1	10.1	10.4
OTHER	2.4	2.2	2.2	1.9	2.1	7.4	1.7	2.2	3.1	4.2	5.9	2.1	2.8	2.3	0.7	3.2	2.7	7.6
DON'T KNOW	5.3	2.8	5.2	2.3	6.7	14.3	2.3	6.2	3.0	1.7	17.8	5.2	5.1	4.5	4.8	5.3	6.3	7.0



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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	275	723	461	433	106	220	433	157	276	566
ILLEGAL IMMIGRANT	48.2	22.6	57.9	70.2	26.5	41.0	44.2	26.4	24.6	27.3	64.9
UNDOCUMENTED PERSON	31.2	45.9	25.7	19.5	44.0	29.8	30.4	43.2	49.0	40.0	22.1
NEWCOMER	12.9	21.4	9.5	5.3	20.9	13.0	12.3	20.5	18.3	21.7	6.9
OTHER	2.4	3.7	1.9	2.0	1.9	6.3	6.0	3.1	2.7	3.3	1.9
DON'T KNOW	5.3	6.4	4.9	2.9	6.7	9.9	7.1	6.8	5.3	7.7	4.1



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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	433	460	362	370	268	181	157	132	181	213	136
ILLEGAL IMMIGRANT	48.2	71.8	27.9	71.5	28.4	44.0	76.9	31.0	51.7	66.0	26.5	36.5
UNDOCUMENTED PERSON	31.2	18.5	43.1	19.6	43.0	30.6	15.4	47.0	22.8	23.9	40.1	38.2
NEWCOMER	12.9	5.3	20.2	4.5	21.2	12.6	5.0	16.8	10.4	4.0	24.5	14.8
OTHER	2.4	2.1	1.9	1.5	1.4	5.2	1.6	0.9	6.0	1.3	1.7	4.5
DON'T KNOW	5.3	2.3	6.9	2.9	6.0	7.6	1.1	4.4	9.1	4.8	7.2	6.0



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31. NOW, WHICH IS THE BEST WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
ILLEGAL IMMIGRANT	48.2	24.3	23.9	24.6	40.9	72.6	78.4	74.9	37.8	56.2	78.0	22.8	37.4	36.0	26.5	37.1	76.4
UNDOCUMENTED PERSON	31.2	48.2	49.1	47.6	30.9	19.7	15.3	18.0	31.7	31.0	15.7	50.4	30.6	36.1	43.0	31.0	21.2
NEWCOMER	12.9	20.9	23.5	19.3	14.8	5.5	2.7	4.4	16.5	3.9	3.8	22.1	20.5	16.1	16.1	15.2	2.4
OTHER	2.4	2.5	0.8	3.5	3.7	1.2	0.8	1.1	5.4	3.3	0.7	1.4	0.0	8.2	7.6	6.4	0.0
DON'T KNOW	5.3	4.1	2.6	5.0	9.7	0.9	2.8	1.7	8.5	5.6	1.8	3.3	11.5	3.6	6.8	10.2	0.0



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31. NOW, WHICH IS THE BEST WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
ILLEGAL IMMIGRANT	48.2	26.6	44.7	72.6	46.5	50.9	62.3	49.0	48.5	50.6	44.5	42.0	55.4	58.0	53.0	33.2
UNDOCUMENTED PERSON	31.2	44.3	28.4	18.2	30.9	30.2	22.7	31.5	30.8	31.3	29.8	36.5	27.6	23.2	29.2	38.6
NEWCOMER	12.9	20.7	11.6	4.9	11.9	11.3	11.2	11.3	13.1	10.6	17.7	13.0	9.9	11.8	11.0	18.4
OTHER	2.4	2.4	5.3	1.5	3.1	1.9	0.0	2.3	2.2	2.1	2.4	5.1	1.8	4.7	2.4	3.5
DON'T KNOW	5.3	6.0	10.0	3.0	7.6	5.7	3.8	6.0	5.5	5.4	5.7	3.4	5.3	2.4	4.4	6.2



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31. NOW, WHICH IS THE BEST WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
ILLEGAL IMMIGRANT	48.2	49.3	45.8	45.3	47.0	54.6	54.2	44.8	37.9	52.7	38.5	39.7	35.9	48.3	61.0	46.5	44.0	36.0	43.7	21.7
UNDOCUMENTED PERSON	31.2	29.0	35.7	37.8	31.4	26.6	30.8	31.0	40.4	29.9	34.0	34.0	32.6	28.0	24.8	33.8	37.0	31.5	27.6	41.9
NEWCOMER	12.9	12.6	13.3	12.1	15.9	11.0	9.6	14.1	16.9	9.9	19.3	16.7	24.7	13.8	7.0	12.0	16.2	17.2	20.4	32.5
OTHER	2.4	2.8	1.6	1.4	2.1	3.2	1.4	2.5	1.9	2.6	2.0	1.3	2.2	2.4	3.2	2.2	0.0	2.5	2.4	2.0
DON'T KNOW	5.3	6.2	3.5	3.4	3.7	4.6	4.1	7.6	2.9	4.9	6.1	8.2	4.5	7.5	4.0	5.6	2.7	12.9	5.9	2.0





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31. NOW, WHICH IS THE BEST WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	78	136	175	162	187	263	389	611	550	450	470	530
ILLEGAL IMMIGRANT	48.2	22.9	29.6	44.3	46.0	62.3	59.2	34.9	56.7	38.1	60.5	54.5	42.6
UNDOCUMENTED PERSON	31.2	35.1	38.1	33.4	28.5	25.6	30.7	35.4	28.6	33.4	28.6	28.0	34.1
NEWCOMER	12.9	28.9	26.9	14.1	16.8	2.8	4.8	21.5	7.4	20.1	4.0	10.5	15.0
OTHER	2.4	2.5	1.0	2.6	4.1	4.3	0.7	2.0	2.7	2.7	2.2	2.6	2.3
DON'T KNOW	5.3	10.5	4.4	5.7	4.6	5.0	4.6	6.2	4.7	5.7	4.8	4.4	6.1



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31. NOW, WHICH IS THE BEST WAY TO DESCRIBE FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
ILLEGAL IMMIGRANT	48.2	25.8	36.5	53.2	59.8	20.1	40.1	59.5	62.7	27.5	34.1	46.2	56.2	38.4	50.5	54.4
UNDOCUMENTED PERSON	31.2	37.3	36.5	25.9	29.5	40.7	32.9	22.0	28.1	36.3	38.9	30.1	31.3	32.6	32.6	26.3
NEWCOMER	12.9	25.9	20.0	11.8	4.5	20.3	23.6	10.0	2.8	27.4	17.6	13.7	6.5	20.2	11.3	7.8
OTHER	2.4	2.9	1.4	4.3	1.6	9.6	1.3	3.2	1.9	1.0	1.5	5.5	1.2	2.1	1.7	4.5
DON'T KNOW	5.3	8.1	5.5	4.9	4.6	9.3	2.1	5.3	4.4	7.7	7.8	4.4	4.8	6.7	3.9	6.9



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32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
AGREE	30.5	8.0	18.4	18.4	26.7	41.5	43.8	49.8	52.2	21.6	16.4	26.6	35.5	17.4	17.6	30.7	29.1	50.5	46.7	52.6
Strongly	12.7	6.8	7.3	8.4	9.4	15.5	13.5	19.2	32.3	9.0	7.7	9.6	14.4	10.6	5.0	11.4	8.7	20.8	17.2	22.9
Somewhat	17.8	1.2	11.0	10.1	17.3	25.9	30.4	30.6	19.9	12.6	8.7	16.9	21.1	6.7	12.7	19.3	20.3	29.6	29.5	29.7
DISAGREE	63.0	92.0	79.2	74.7	65.5	50.8	51.6	37.1	35.1	73.0	79.7	66.2	56.6	81.3	79.2	55.6	60.1	40.3	44.6	37.8
Somewhat	18.5	5.3	6.3	17.4	23.8	21.6	34.7	15.1	17.1	16.9	11.1	25.9	22.3	9.1	17.2	20.1	31.6	22.3	16.8	25.5
Strongly	44.4	86.6	72.9	57.3	41.7	29.2	16.9	22.0	18.0	56.1	68.6	40.2	34.3	72.2	61.9	35.5	28.4	17.9	27.8	12.4
DON'T KNOW	6.6	0.0	2.4	6.8	7.8	7.7	4.6	13.1	12.6	5.4	3.9	7.3	7.9	1.3	3.2	13.8	10.8	9.2	8.7	9.6
Net Diff.	-32.5	-83.9	-60.8	-56.3	-38.8	-9.4	-7.7	12.7	17.1	-51.4	-63.3	-39.6	-21.0	-64.0	-61.5	-24.9	-31.0	10.2	2.1	14.8
Mean	1.99	1.28	1.52	1.67	1.94	2.30	2.42	2.54	2.76	1.73	1.54	1.96	2.17	1.55	1.59	2.08	2.11	2.59	2.40	2.70



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32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

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	899	768	131	101	69	32	
AGREE	30.5	36.7	33.0	24.2	33.9	29.1	28.6	31.6	43.0	45.2	38.1	
Strongly	12.7	12.5	13.3	11.7	13.8	12.4	12.7	10.5	15.3	15.5	14.8	
Somewhat	17.8	24.3	19.6	12.5	20.1	16.7	16.0	21.1	27.6	29.7	23.3	
DISAGREE	63.0	60.3	62.4	68.2	56.4	65.1	66.3	58.1	43.9	40.0	52.5	
Somewhat	18.5	19.8	20.6	16.8	18.5	17.8	17.4	20.1	25.1	25.8	23.6	
Strongly	44.4	40.5	41.8	51.3	37.9	47.3	48.9	38.0	18.8	14.2	28.9	
DON'T KNOW	6.6	3.0	4.6	7.6	9.7	5.8	5.1	10.3	13.1	14.8	9.4	
Net Diff.	-32.5	-23.5	-29.5	-43.9	-22.6	-36.0	-37.6	-26.5	-1.0	5.2	-14.4	
Mean	1.99	2.09	2.05	1.83	2.11	1.94	1.92	2.05	2.45	2.55	2.26	



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE							
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	83	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	936	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64		
AGREE	30.5	16.2	45.7	17.4	44.2	28.5	17.4	44.7	28.7	26.5	30.2	30.6	31.8	31.1	28.2	30.3	30.1	28.7		
Strongly	12.7	7.8	18.8	9.1	17.3	7.1	10.0	17.4	9.9	8.1	7.9	12.8	12.4	16.1	10.7	10.7	15.9	10.8		
Somewhat	17.8	8.4	26.9	8.3	26.9	21.4	7.4	27.2	18.7	18.4	22.3	17.8	19.4	15.0	17.6	19.6	14.2	17.9		
DISAGREE	63.0	81.8	44.9	80.6	46.9	51.8	80.7	46.0	66.3	69.7	52.2	62.7	60.7	62.7	65.5	63.3	64.7	66.6		
Somewhat	18.5	12.7	22.8	12.4	25.1	17.5	10.6	23.7	26.7	23.3	20.3	18.7	18.8	24.1	14.7	20.9	23.7	16.7		
Strongly	44.4	69.1	22.1	68.3	21.8	34.3	70.0	22.3	39.7	46.4	31.9	44.0	41.9	38.6	50.8	42.4	41.0	49.9		
DON'T KNOW	6.6	2.0	9.4	2.0	8.9	19.7	1.9	9.4	5.0	3.8	17.7	6.7	7.4	6.2	6.3	6.4	5.2	4.7		
Net Diff.	-32.5	-65.6	0.8	-63.2	-2.6	-23.2	-63.2	-1.3	-37.7	-43.2	-22.0	-32.1	-28.9	-31.6	-37.2	-33.0	-34.6	-37.9		
Mean	1.99	1.54	2.47	1.57	2.44	2.02	1.57	2.44	1.99	1.88	2.07	1.99	2.03	2.09	1.87	1.99	2.05	1.89		



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32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		RIGHT	WRONG	UNDE-	REPU-	DEMO-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	CEDED	LICAN	CRATIC	CEDED	ROVE			PROVE	
		TION										
Total	1000	275	723	461	433	106	220	433	157	276	566	
AGREE	30.5	47.8	23.7	17.5	44.3	30.7	29.5	45.7	49.9	43.4	18.7	
Strongly	12.7	18.3	10.5	8.6	17.3	11.4	11.3	16.6	20.4	14.5	9.5	
Somewhat	17.8	29.5	13.2	8.9	26.9	19.3	18.2	29.1	29.5	28.9	9.2	
DISAGREE	63.0	43.8	70.4	80.6	46.0	55.6	60.6	44.2	42.4	45.3	77.4	
Somewhat	18.5	23.0	16.9	12.1	25.0	20.1	19.7	23.3	22.9	23.5	14.9	
Strongly	44.4	20.8	53.5	68.5	21.0	35.5	40.9	20.9	19.5	21.7	62.4	
DON'T KNOW	6.6	8.4	5.9	2.0	9.7	13.8	9.9	10.0	7.8	11.3	3.9	
Net Diff.	-32.5	4.0	-46.7	-63.1	-1.8	-24.9	-31.1	1.5	7.5	-1.9	-58.7	
Mean	1.99	2.49	1.80	1.57	2.45	2.08	2.00	2.46	2.55	2.41	1.64	



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32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

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	433	460	362	370	268	181	157	132	181	213	136
AGREE	30.5	16.4	43.9	18.4	46.9	24.0	18.1	47.4	21.8	18.7	46.6	26.2
Strongly	12.7	8.1	17.8	9.2	20.6	6.3	9.9	21.0	6.9	8.6	20.2	5.8
Somewhat	17.8	8.3	26.1	9.2	26.4	17.7	8.2	26.4	15.0	10.1	26.3	20.4
DISAGREE	63.0	81.8	46.3	79.2	44.2	67.0	80.8	46.8	71.3	77.6	42.2	62.8
Somewhat	18.5	11.5	23.9	11.1	23.0	22.4	9.0	22.7	22.5	13.2	23.3	22.3
Strongly	44.4	70.3	22.4	68.0	21.2	44.6	71.8	24.2	48.8	64.3	18.9	40.5
DON'T KNOW	6.6	1.8	9.7	2.4	8.9	9.0	1.1	5.7	6.9	3.8	11.2	11.1
Net Diff.	-32.5	-65.4	-2.4	-60.8	2.7	-42.9	-62.6	0.6	-49.4	-58.9	4.3	-36.6
Mean	1.99	1.53	2.44	1.59	2.51	1.84	1.56	2.47	1.78	1.61	2.54	1.90



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
AGREE	30.5	49.5	55.7	45.6	33.8	11.1	13.0	11.8	59.1	34.2	11.3	50.8	42.7	31.5	36.1	27.3	6.1
Strongly	12.7	22.1	30.1	17.0	11.6	5.1	7.8	6.2	11.2	19.5	6.4	23.9	15.7	13.9	16.4	5.5	2.2
Somewhat	17.8	27.4	25.5	28.6	22.1	5.9	5.1	5.6	48.0	14.6	4.9	26.9	27.1	17.6	19.7	21.8	4.0
DISAGREE	63.0	43.3	37.6	46.9	57.7	84.8	83.3	84.2	40.9	61.9	86.5	41.8	47.9	48.1	53.8	62.7	88.5
Somewhat	18.5	23.0	20.2	24.7	22.5	14.3	5.3	10.8	14.7	14.1	10.1	23.4	22.5	21.9	24.8	26.0	9.7
Strongly	44.4	20.3	17.3	22.1	35.2	70.5	78.1	73.4	26.2	47.8	76.5	18.3	25.4	26.2	29.0	36.7	78.8
DON'T KNOW	6.6	7.3	6.8	7.6	8.6	4.1	3.7	4.0	0.0	3.9	2.2	7.4	9.3	20.4	10.2	10.0	5.4
Net Diff.	-32.5	6.2	18.1	-1.3	-23.9	-73.8	-70.4	-72.4	18.2	-27.7	-75.3	9.1	-5.2	-16.6	-17.7	-35.4	-82.4
Mean	1.99	2.55	2.73	2.44	2.11	1.43	1.41	1.42	2.44	2.06	1.40	2.61	2.36	2.24	2.26	1.96	1.26





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32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
						COMBO											
		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	NON- RELI- GIOUS	
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246	
AGREE	30.5	45.6	25.4	15.9	29.1	29.4	29.1	29.5	30.6	29.9	32.0	30.2	23.5	13.1	32.0	38.5	
Strongly	12.7	18.5	6.1	8.7	9.8	12.8	12.3	12.9	12.7	11.8	14.4	12.1	9.7	5.4	13.1	15.2	
Somewhat	17.8	27.2	19.3	7.2	19.3	16.6	16.7	16.6	17.9	18.1	17.7	18.1	13.8	7.7	18.9	23.3	
DISAGREE	63.0	44.8	64.3	82.0	63.4	61.5	67.2	60.6	63.1	64.4	60.8	63.5	69.8	82.5	63.7	52.8	
Somewhat	18.5	24.1	20.9	11.8	21.1	19.3	22.6	18.7	18.5	17.3	20.6	18.1	18.1	25.4	17.6	18.9	
Strongly	44.4	20.8	43.4	70.2	42.3	42.2	44.6	41.8	44.6	47.0	40.1	45.4	51.7	57.1	46.2	33.9	
DON'T KNOW	6.6	9.6	10.3	2.1	7.5	9.0	3.8	10.0	6.3	5.8	7.2	6.3	6.7	4.4	4.3	8.7	
Net Diff.	-32.5	0.8	-38.9	-66.1	-34.3	-32.1	-38.1	-31.1	-32.4	-34.5	-28.7	-33.3	-46.3	-69.3	-31.8	-14.3	
Mean	1.99	2.48	1.87	1.53	1.96	2.00	1.97	2.01	1.99	1.94	2.07	1.97	1.80	1.60	1.99	2.22	



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32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

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	WHITE  NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
		GRAD  GRAD.	Prof.  GRAD.  GRAD.  GRAD.  GRAD.  GRAD.																		
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46	
AGREE	30.5	29.4	32.5	31.5	34.6	29.1	28.7	29.7	36.1	25.6	40.9	34.3	48.2	41.5	24.6	26.3	34.2	34.3	41.0	61.6	
Strongly	12.7	12.2	13.6	12.6	15.5	12.5	13.3	11.9	13.8	10.6	17.0	19.5	18.8	6.0	11.6	9.8	16.5	22.0	17.1	21.9	
Somewhat	17.8	17.2	18.9	18.9	19.1	16.6	15.4	17.8	22.3	15.0	23.8	14.8	29.4	35.5	13.0	16.5	17.7	12.3	23.9	39.7	
DISAGREE	63.0	62.8	63.3	63.5	62.8	65.4	69.3	60.6	57.6	67.9	52.4	58.9	44.3	51.2	70.7	65.8	65.8	53.1	54.3	26.1	
Somewhat	18.5	15.9	23.9	27.0	17.4	14.5	22.7	17.0	25.0	18.4	18.9	18.2	20.1	15.6	16.0	20.1	17.2	19.2	20.7	19.1	
Strongly	44.4	46.9	39.4	36.6	45.4	50.8	46.6	43.5	32.6	49.5	33.5	40.7	24.2	35.6	54.6	45.7	48.6	33.9	33.6	7.0	
DON'T KNOW	6.6	7.8	4.2	4.9	2.6	5.5	2.0	9.7	6.3	6.5	6.7	6.8	7.4	7.3	4.7	7.9	0.0	12.6	4.8	12.3	
Net Diff.	-32.5	-33.3	-30.8	-32.0	-28.1	-36.2	-40.7	-30.9	-21.4	-42.3	-11.6	-24.6	3.9	-9.7	-46.1	-39.5	-31.5	-18.8	-13.3	35.5	
Mean	1.99	1.94	2.07	2.08	2.05	1.90	1.95	1.98	2.19	1.86	2.26	2.14	2.46	2.13	1.81	1.90	2.02	2.26	2.26	2.87	



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

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	78	136	175	162	187	263	389	611	550	450	470	530	
AGREE	30.5	52.9	40.0	32.8	26.4	21.7	26.1	39.4	24.8	35.5	24.3	29.0	31.8	
Strongly	12.7	18.6	20.7	13.2	8.4	11.2	10.0	16.9	9.9	14.4	10.5	12.8	12.5	
Somewhat	17.8	34.3	19.3	19.6	18.0	10.5	16.1	22.4	14.9	21.1	13.7	16.2	19.2	
DISAGREE	63.0	39.9	54.6	60.6	67.7	70.1	67.7	54.3	68.4	58.3	68.7	66.7	59.6	
Somewhat	18.5	22.0	21.5	17.3	23.0	16.6	15.4	19.8	17.8	20.7	15.9	17.4	19.6	
Strongly	44.4	17.9	33.0	43.2	44.7	53.5	52.3	34.6	50.7	37.5	52.8	49.4	40.0	
DON'T KNOW	6.6	7.2	5.5	6.6	5.9	8.2	6.2	6.3	6.8	6.2	7.1	4.3	8.6	
Net Diff.	-32.5	13.0	-14.6	-27.8	-41.3	-48.4	-41.6	-15.0	-43.6	-22.7	-44.4	-37.7	-27.8	
Mean	1.99	2.58	2.29	2.03	1.89	1.78	1.83	2.23	1.83	2.13	1.81	1.92	2.05	



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32. DO YOU AGREE OR DISAGREE THAT IT IS "OFFENSIVE" TO CALL SOMEONE WHO IS IN THE UNITED STATES WITHOUT LEGAL PERMISSION AN "ILLEGAL IMMIGRANT"?

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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
AGREE	30.5	49.2	36.2	22.8	26.1	53.9	37.2	24.6	24.7	47.9	35.5	20.9	27.9	41.7	27.2	24.7
Strongly	12.7	19.7	16.4	7.7	11.4	30.9	19.0	7.0	11.3	16.5	14.7	8.5	11.5	18.3	11.0	9.8
Somewhat	17.8	29.6	19.8	15.1	14.7	22.9	18.2	17.6	13.4	31.4	20.8	12.4	16.4	23.4	16.2	14.9
DISAGREE	63.0	43.8	58.4	70.0	67.1	37.5	61.9	70.1	70.6	45.6	56.1	69.8	62.6	51.2	67.0	67.7
Somewhat	18.5	22.2	19.3	22.0	14.3	15.6	21.4	18.0	15.0	24.1	17.9	26.3	13.4	16.8	19.8	17.8
Strongly	44.4	21.6	39.1	48.0	52.7	21.9	40.5	52.1	55.5	21.5	38.2	43.5	49.2	34.4	47.2	49.9
DON'T KNOW	6.6	7.0	5.4	7.2	6.8	8.7	0.9	5.3	4.8	6.5	8.4	9.3	9.4	7.1	5.8	7.7
Net Diff.	-32.5	5.4	-22.3	-47.1	-41.0	16.4	-24.7	-45.5	-45.9	2.3	-20.6	-48.9	-34.7	-9.4	-39.8	-43.0
Mean	1.99	2.51	2.14	1.81	1.84	2.69	2.16	1.78	1.79	2.46	2.13	1.84	1.89	2.28	1.90	1.83



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
ANYONE CAN PASS THRU	32.0	24.2	27.8	34.0	38.7	31.2	34.1	28.7	29.8	32.2	29.8	35.9	33.9	29.7	39.1	25.9	34.0	31.8	34.0	30.5
NO RESTRICTION	9.5	2.3	9.8	7.5	9.2	9.9	13.0	14.7	11.3	8.2	7.3	9.7	8.6	6.8	8.9	9.5	9.2	12.6	9.2	14.6
FREE ENTRY	7.4	2.6	10.7	2.8	7.5	10.1	9.8	9.0	5.8	6.3	5.6	7.8	6.0	2.8	6.3	12.1	9.7	9.7	10.4	9.4
ILLEGAL IMMIGRATION	6.2	18.3	6.2	10.2	2.8	4.0	4.3	0.0	5.4	8.0	10.4	4.2	6.2	11.9	5.7	6.2	3.8	2.2	1.6	2.6
LARGE NUMBER ENTER	3.8	3.3	6.6	2.5	4.5	3.2	2.9	4.6	2.2	4.1	4.1	4.5	3.4	5.2	1.6	2.2	6.7	2.9	2.8	3.0
EASY PASSAGE	3.7	1.3	2.6	2.0	3.9	4.2	6.4	7.5	3.8	3.1	2.1	4.4	4.6	1.7	3.9	4.7	3.9	5.2	3.3	6.4
NO CONTROLS	3.4	4.6	4.7	4.2	4.3	2.9	0.6	1.6	2.3	3.6	4.5	3.1	0.0	4.2	4.0	1.5	3.1	2.9	4.7	1.9
NO SECURITY	3.3	4.6	5.8	4.6	2.3	1.9	1.5	3.0	2.5	3.8	5.0	1.8	2.5	5.0	3.9	0.8	3.1	2.3	2.7	2.1
NO VETTING	3.1	10.7	2.2	4.3	2.1	2.4	3.0	1.5	0.0	4.3	4.8	3.4	3.7	4.0	4.6	2.6	5.7	0.6	0.0	1.0
CRIMINALS/DRUGS ETC	3.1	8.7	7.1	3.8	1.1	1.2	1.0	2.5	0.0	4.2	5.9	1.7	1.6	6.9	3.0	3.4	0.0	0.5	0.0	0.9
MISC	2.8	0.0	0.0	2.7	2.9	4.9	4.9	1.3	4.2	2.5	1.2	3.6	6.3	1.6	2.0	7.2	1.1	3.4	4.3	2.8
VAR NEGATIVE	2.6	9.9	2.5	4.3	1.3	0.7	0.8	1.8	1.3	3.6	4.8	1.1	4.4	5.2	4.4	2.1	0.0	0.3	0.9	0.0
FIND LEGAL PATH	2.4	0.0	0.0	2.2	3.7	4.2	3.6	0.0	3.9	1.9	1.0	3.4	2.3	1.8	1.4	2.6	2.2	3.6	4.8	3.0
ALL ARE WELCOME	2.4	0.0	2.5	1.9	2.3	2.8	2.9	5.9	1.0	2.0	1.8	1.9	3.8	1.3	1.7	3.6	3.0	3.1	3.7	2.8
BAD	2.2	4.1	3.4	1.3	3.5	0.7	0.8	1.4	3.3	2.9	2.6	3.4	3.6	3.9	2.7	3.4	0.7	0.6	0.0	1.0
ENTER W/DOCUMENTS	1.7	1.2	1.2	2.1	2.1	2.7	0.7	0.0	2.6	1.5	1.6	1.9	0.0	1.7	0.5	0.0	3.7	2.2	3.3	1.5



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
NO BORDER	1.2	0.0	1.5	1.0	1.2	1.3	1.8	0.0	2.6	1.0	1.0	1.4	0.0	1.0	0.5	0.0	2.4	1.8	0.9	2.2
CURRENT/BIDEN POLICY	1.2	2.8	2.9	1.7	0.5	0.6	0.0	0.0	0.8	1.4	2.3	0.0	0.0	2.5	1.3	0.0	0.0	0.8	1.7	0.3
FOES' CATCHPHRASE	1.2	0.0	0.0	0.0	0.0	1.8	0.8	5.5	5.4	0.3	0.0	0.4	1.2	0.0	0.0	0.9	0.7	3.3	1.7	4.2
ALL COME/BETTER LIFE	1.2	0.0	0.0	1.2	1.8	1.7	1.6	1.3	1.0	1.0	0.5	1.8	1.3	0.0	0.6	2.6	2.6	1.5	1.7	1.4
ENTER W/RULES	0.7	1.4	0.0	1.8	0.5	0.4	0.0	0.0	1.1	0.6	1.1	0.0	0.0	0.7	0.8	0.0	0.9	0.8	1.4	0.5
SAFE ENTRY	0.6	0.0	0.6	0.0	0.7	0.0	0.0	1.6	4.1	0.5	0.2	0.6	1.4	0.3	0.0	2.1	0.0	1.1	0.0	1.7
ENTER IF VETTED	0.6	0.0	0.0	0.4	0.0	1.3	0.0	2.7	1.6	0.4	0.2	0.9	0.0	0.0	0.0	1.0	1.3	1.0	0.0	1.6
NO PAPERS REQUIRED	0.5	0.0	0.0	0.5	0.5	1.3	0.0	1.4	0.0	0.3	0.2	0.0	1.2	0.6	0.0	0.0	0.0	0.9	2.5	0.0
VAR POSITIVE	0.4	0.0	0.8	0.5	0.0	0.0	0.7	1.4	0.0	0.4	0.5	0.0	1.3	0.4	0.0	0.9	0.7	0.3	0.0	0.4
FOUNDING PRINCIPLE	0.3	0.0	0.0	0.0	0.0	1.5	0.0	0.0	1.0	0.3	0.0	0.6	1.0	0.4	0.0	0.7	0.0	0.3	0.8	0.0
ENTER BASED ON SKILLS	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
ENTER IF PASS TEST	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	0.0
DK/REFUSED	2.4	0.0	1.2	2.5	2.7	2.7	3.9	2.6	2.9	1.9	1.5	2.6	1.8	0.6	3.1	4.0	1.6	3.5	2.8	3.9



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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	1000	175	225	384	216	899	768	131	101	69	32
ANYONE CAN PASS THRU	32.0	30.6	29.7	34.2	31.8	32.0	32.2	31.1	32.0	28.1	40.5
NO RESTRICTION	9.5	9.4	10.1	8.7	10.5	9.5	10.0	6.6	10.0	5.9	19.1
FREE ENTRY	7.4	11.8	7.7	4.1	9.1	6.6	6.7	6.4	13.8	17.7	5.2
ILLEGAL IMMIGRATION	6.2	9.2	4.9	7.8	2.4	6.1	6.4	4.2	7.4	7.9	6.2
LARGE NUMBER ENTER	3.8	4.2	4.4	3.4	3.5	3.8	3.6	5.2	3.5	5.1	0.0
EASY PASSAGE	3.7	1.6	4.8	3.8	4.4	3.5	3.5	3.4	5.9	4.5	9.0
NO CONTROLS	3.4	2.3	2.5	5.1	2.1	3.7	3.9	3.0	0.0	0.0	0.0
NO SECURITY	3.3	4.1	3.5	3.4	2.2	3.7	3.5	4.6	0.0	0.0	0.0
NO VETTING	3.1	2.1	1.7	4.5	3.1	3.3	3.3	3.2	1.7	2.5	0.0
CRIMINALS/DRUGS ETC	3.1	3.7	4.2	2.7	2.1	3.3	3.3	3.5	0.8	1.2	0.0
MISC	2.8	3.4	2.9	3.4	0.9	2.0	1.2	6.9	9.3	8.8	10.5
VAR NEGATIVE	2.6	3.2	2.2	3.0	1.8	2.8	2.6	3.8	1.1	1.5	0.0
FIND LEGAL PATH	2.4	1.2	4.2	1.7	3.0	2.6	2.5	3.1	0.9	1.3	0.0
ALL ARE WELCOME	2.4	1.1	3.5	1.5	3.7	2.5	2.8	0.7	1.0	1.5	0.0
BAD	2.2	4.1	1.9	1.5	2.3	2.5	2.5	2.4	0.0	0.0	0.0
ENTER W/DOCUMENTS	1.7	1.5	2.5	1.3	1.7	1.9	2.1	0.8	0.0	0.0	0.0



33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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
NO BORDER	1.2	0.5	0.8	2.2	0.4	1.1	1.0	2.2	1.9	2.8	0.0
CURRENT/BIDEN POLICY	1.2	1.0	2.2	0.8	0.9	1.3	1.3	1.5	0.0	0.0	0.0
FOES' CATCHPHRASE	1.2	0.6	1.2	0.7	2.6	1.3	1.5	0.0	0.0	0.0	0.0
ALL COME/BETTER LIFE	1.2	0.9	0.5	1.1	2.2	0.9	0.8	1.4	3.8	5.5	0.0
ENTER W/RULES	0.7	0.9	0.0	1.1	0.5	0.7	0.9	0.0	0.2	0.3	0.0
SAFE ENTRY	0.6	0.0	0.5	0.9	0.9	0.6	0.5	0.9	1.4	2.0	0.0
ENTER IF VETTED	0.6	0.0	0.4	0.3	1.8	0.6	0.6	0.8	0.0	0.0	0.0
NO PAPERS REQUIRED	0.5	0.5	0.8	0.0	0.8	0.5	0.6	0.0	0.0	0.0	0.0
VAR POSITIVE	0.4	0.5	0.4	0.3	0.4	0.4	0.4	0.7	0.0	0.0	0.0
FOUNDING PRINCIPLE	0.3	0.4	0.4	0.0	0.6	0.3	0.4	0.0	0.0	0.0	0.0
ENTER BASED ON SKILLS	0.1	0.0	0.5	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
ENTER IF PASS TEST	0.1	0.5	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
DK/REFUSED	2.4	0.7	1.6	2.5	4.3	2.1	1.8	3.6	5.3	3.4	9.5





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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
ANYONE CAN PASS THRU	32.0	32.8	32.0	33.7	31.8	24.5	33.2	33.1	33.0	34.9	21.0	32.5	33.8	28.2	27.0	33.4	43.7	25.9
NO RESTRICTION	9.5	7.0	12.6	6.5	12.0	12.7	5.6	11.9	12.6	10.8	12.8	9.8	9.9	10.1	11.5	7.3	9.7	6.0
FREE ENTRY	7.4	5.0	8.7	5.2	9.7	6.8	4.6	9.7	5.8	6.6	11.8	7.4	8.9	7.9	3.9	11.4	6.0	6.6
ILLEGAL IMMIGRATION	6.2	9.7	2.8	9.9	2.7	4.5	11.1	2.7	2.4	1.2	5.4	6.2	6.6	5.1	5.9	6.8	3.2	6.6
LARGE NUMBER ENTER	3.8	4.9	3.0	3.6	3.8	4.8	4.0	3.8	4.0	3.7	2.4	3.7	1.7	4.7	5.3	5.0	6.4	4.4
EASY PASSAGE	3.7	1.8	4.2	2.3	4.1	9.7	1.8	4.6	4.3	4.7	7.8	3.5	5.3	0.7	1.8	4.9	1.4	7.2
NO CONTROLS	3.4	3.8	3.2	4.1	3.0	1.0	3.7	2.9	3.4	4.5	3.9	3.5	2.7	6.0	4.9	0.0	6.1	1.2
NO SECURITY	3.3	4.4	3.0	4.8	2.2	1.1	5.0	2.1	3.5	1.5	1.0	3.2	1.8	9.1	2.3	4.7	0.0	4.8
NO VETTING	3.1	4.1	2.5	4.2	2.4	1.1	4.4	1.9	2.4	3.2	3.8	3.2	2.8	2.1	4.7	3.1	5.2	2.0
CRIMINALS/DRUGS ETC	3.1	5.3	0.8	6.0	0.6	0.0	7.0	0.7	0.0	0.0	0.0	2.9	2.4	2.1	4.4	2.6	3.3	4.8
MISC	2.8	1.2	3.2	1.5	3.0	8.6	0.8	3.2	3.0	1.1	9.3	2.8	3.0	1.5	2.2	4.3	5.1	2.9
VAR NEGATIVE	2.6	4.3	0.5	5.2	0.2	1.1	5.8	0.3	0.8	1.1	1.0	2.4	2.6	3.2	1.9	2.6	0.0	6.0
FIND LEGAL PATH	2.4	2.3	3.9	1.5	2.9	4.8	1.3	3.4	2.2	2.9	3.4	2.5	2.0	0.0	4.5	1.8	1.4	1.8
ALL ARE WELCOME	2.4	1.6	3.2	1.5	3.4	2.0	1.2	3.0	4.7	5.3	1.8	2.3	2.2	1.7	3.3	2.2	0.0	2.8
BAD	2.2	3.6	1.1	3.3	0.9	3.9	3.4	0.7	2.4	2.4	3.2	2.4	2.7	4.7	1.7	0.7	1.5	0.0
ENTER W/DOCUMENTS	1.7	1.2	2.6	1.3	2.3	1.1	1.2	1.7	3.0	2.1	1.8	1.7	1.7	2.8	2.0	0.7	1.5	1.4



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
NO BORDER	1.2	0.9	1.7	0.6	2.0	0.0	0.8	1.8	1.7	2.3	0.0	1.1	1.5	0.0	0.7	0.8	1.5	3.7
CURRENT/BIDEN POLICY	1.2	2.0	0.4	1.8	0.8	0.0	1.9	0.7	1.4	1.8	0.0	1.2	1.3	2.7	0.9	0.7	0.0	1.7
FOES' CATCHPHRASE	1.2	0.0	2.2	0.0	2.6	0.0	0.0	2.8	0.7	0.0	0.0	1.2	0.5	0.0	2.4	2.7	0.0	1.4
ALL COME/BETTER LIFE	1.2	0.5	1.1	0.4	1.9	1.3	0.3	1.3	3.0	2.0	1.8	1.2	2.4	1.6	0.8	0.0	2.2	0.0
ENTER W/RULES	0.7	0.8	1.0	0.7	0.8	0.2	0.5	0.9	1.0	1.3	0.0	0.7	0.5	0.0	2.1	0.0	0.0	0.0
SAFE ENTRY	0.6	0.0	0.9	0.2	1.0	1.3	0.2	0.9	0.9	1.2	1.2	0.6	1.1	0.9	0.0	0.0	0.0	1.4
ENTER IF VETTED	0.6	0.3	0.7	0.0	1.1	1.1	0.0	1.0	1.0	1.4	1.0	0.4	0.5	0.7	0.3	0.0	0.0	3.2
NO PAPERS REQUIRED	0.5	0.4	0.8	0.4	0.6	0.0	0.4	0.5	0.0	0.0	1.0	0.5	0.2	0.7	0.7	0.6	0.0	0.0
VAR POSITIVE	0.4	0.3	0.5	0.2	0.4	1.2	0.3	0.2	0.7	0.9	1.1	0.3	0.2	0.9	0.0	0.6	0.0	1.5
FOUNDING PRINCIPLE	0.3	0.3	0.3	0.3	0.4	0.0	0.3	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.7	0.0	2.0	0.0
ENTER BASED ON SKILLS	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.4	0.0	0.0	0.0
ENTER IF PASS TEST	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
DK/REFUSED	2.4	1.5	2.6	0.9	3.0	7.3	1.3	3.3	2.3	3.1	3.5	2.4	1.7	2.6	3.3	3.2	0.0	2.7



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

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	1000	275	723	461	433	106	220	433	157	276	566
ANYONE CAN PASS THRU	32.0	32.7	31.9	33.1	32.4	25.9	28.5	32.7	35.1	31.3	31.6
NO RESTRICTION	9.5	11.2	8.9	7.6	11.6	9.5	9.1	11.5	6.7	14.3	7.9
FREE ENTRY	7.4	8.3	6.9	4.0	9.7	12.1	8.6	9.6	8.6	10.2	5.6
ILLEGAL IMMIGRATION	6.2	2.9	7.5	9.6	2.7	6.2	4.8	2.7	1.8	3.3	8.9
LARGE NUMBER ENTER	3.8	2.9	4.1	3.9	4.0	2.2	4.1	4.1	4.4	3.9	3.5
EASY PASSAGE	3.7	3.7	3.8	2.5	4.9	4.7	6.2	3.9	3.8	3.9	3.6
NO CONTROLS	3.4	3.0	3.5	4.2	3.0	1.5	2.0	2.7	2.9	2.6	3.9
NO SECURITY	3.3	1.9	3.7	4.6	2.5	0.8	3.8	2.3	3.1	1.8	4.1
NO VETTING	3.1	1.5	3.7	4.2	2.1	2.6	3.6	1.9	1.7	2.0	4.1
CRIMINALS/DRUGS ETC	3.1	0.7	4.0	5.5	0.4	3.4	2.6	0.6	0.6	0.6	5.0
MISC	2.8	4.6	2.1	1.8	2.7	7.2	5.8	3.3	3.9	3.0	2.3
VAR NEGATIVE	2.6	0.4	3.5	5.0	0.2	2.1	2.3	0.0	0.0	0.0	4.6
FIND LEGAL PATH	2.4	4.2	1.8	1.6	3.2	2.6	2.7	3.0	4.3	2.2	2.0
ALL ARE WELCOME	2.4	3.4	2.0	1.4	3.1	3.6	3.1	3.5	3.1	3.7	1.5
BAD	2.2	1.3	2.6	3.4	0.7	3.4	3.1	0.7	0.0	1.1	3.4
ENTER W/DOCUMENTS	1.7	2.7	1.3	1.3	2.6	0.0	0.4	2.1	2.4	2.0	1.4



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
NO BORDER	1.2	1.4	1.2	0.8	1.9	0.0	0.6	2.0	2.5	1.8	0.6	
CURRENT/BIDEN POLICY	1.2	0.6	1.4	2.0	0.6	0.0	0.5	0.6	0.6	0.6	1.7	
FOES' CATCHPHRASE	1.2	3.0	0.5	0.0	2.5	0.9	0.4	2.7	4.0	2.0	0.0	
ALL COME/BETTER LIFE	1.2	1.6	1.0	0.2	1.8	2.6	1.6	1.9	1.7	2.0	0.6	
ENTER W/RULES	0.7	1.0	0.6	0.7	0.8	0.0	0.6	0.8	0.6	1.0	0.6	
SAFE ENTRY	0.6	0.3	0.8	0.2	0.8	2.1	1.0	0.8	0.7	0.8	0.6	
ENTER IF VETTED	0.6	1.4	0.3	0.0	1.1	1.0	0.9	0.9	0.5	1.1	0.4	
NO PAPERS REQUIRED	0.5	0.7	0.4	0.4	0.6	0.0	0.0	0.6	0.6	0.6	0.3	
VAR POSITIVE	0.4	0.4	0.4	0.2	0.4	0.9	0.4	0.6	0.5	0.7	0.2	
FOUNDING PRINCIPLE	0.3	0.3	0.3	0.3	0.2	0.7	0.4	0.2	0.6	0.0	0.4	
ENTER BASED ON SKILLS	0.1	0.4	0.0	0.0	0.2	0.0	0.0	0.2	0.7	0.0	0.0	
ENTER IF PASS TEST	0.1	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.6	0.0	0.0	
DK/REFUSED	2.4	3.4	2.0	1.5	3.0	4.0	2.8	3.6	3.7	3.6	1.4	



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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	1000	433	460		362	370	268	181	157	132	181	213	136
ANYONE CAN PASS THRU	32.0	32.5	31.9		32.8	36.7	24.6	28.3	36.5	20.6	37.2	36.9	28.5
NO RESTRICTION	9.5	8.7	10.8		6.9	10.4	11.9	5.8	11.3	13.3	8.0	9.8	10.5
FREE ENTRY	7.4	4.3	9.6		3.2	9.1	10.5	3.2	10.3	10.2	3.2	8.3	10.8
ILLEGAL IMMIGRATION	6.2	10.2	3.1		10.0	2.9	5.8	8.6	3.2	6.7	11.3	2.7	4.9
LARGE NUMBER ENTER	3.8	4.2	3.8		4.5	3.9	2.6	6.1	4.9	3.1	2.8	3.1	2.2
EASY PASSAGE	3.7	1.9	5.4		2.1	4.9	4.4	3.1	3.3	3.4	1.1	6.1	5.4
NO CONTROLS	3.4	4.1	2.6		4.9	2.5	2.5	7.2	3.9	3.7	2.6	1.5	1.4
NO SECURITY	3.3	4.8	2.4		4.8	2.4	2.5	5.6	3.3	2.4	4.0	1.8	2.5
NO VETTING	3.1	4.2	2.7		3.9	2.0	3.7	2.7	3.1	4.3	5.0	1.3	3.0
CRIMINALS/DRUGS ETC	3.1	5.6	1.0		6.4	0.7	1.8	5.9	1.3	0.9	6.8	0.4	2.6
MISC	2.8	1.3	3.3		0.8	3.6	4.3	0.5	2.5	3.9	1.1	4.4	4.6
VAR NEGATIVE	2.6	5.1	0.2		5.1	0.3	2.5	6.3	0.6	4.4	3.8	0.0	0.7
FIND LEGAL PATH	2.4	1.5	3.0		1.0	2.4	4.4	0.9	3.1	4.3	1.1	1.9	4.4
ALL ARE WELCOME	2.4	1.3	3.1		1.7	2.4	3.1	1.6	0.7	2.1	1.9	3.7	4.1
BAD	2.2	3.8	0.8		3.8	0.5	2.4	4.1	1.2	3.0	3.6	0.0	1.8
ENTER W/DOCUMENTS	1.7	1.1	2.5		1.6	2.3	1.1	1.0	1.9	0.7	2.2	2.6	1.4



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
NO BORDER	1.2	0.7	2.0	0.7	1.1	2.1	1.4	0.6	1.7	0.0	1.4	2.5			
CURRENT/BIDEN POLICY	1.2	1.8	0.3	1.8	0.5	1.3	2.6	0.6	1.8	1.1	0.5	0.8			
FOES' CATCHPHRASE	1.2	0.0	2.4	0.0	2.0	1.7	0.0	2.3	2.7	0.0	1.7	0.7			
ALL COME/BETTER LIFE	1.2	0.3	1.7	0.5	2.4	0.4	0.6	1.7	0.0	0.3	2.8	0.8			
ENTER W/RULES	0.7	0.7	0.8	0.8	0.5	0.7	1.5	0.7	0.7	0.1	0.4	0.8			
SAFE ENTRY	0.6	0.0	0.7	0.2	1.2	0.4	0.0	0.9	0.0	0.5	1.4	0.9			
ENTER IF VETTED	0.6	0.0	1.3	0.0	0.5	1.5	0.0	0.0	1.6	0.0	0.8	1.4			
NO PAPERS REQUIRED	0.5	0.4	0.6	0.5	0.5	0.3	0.5	0.0	0.0	0.5	0.9	0.7			
VAR POSITIVE	0.4	0.2	0.4	0.3	0.2	0.7	0.6	0.0	0.6	0.0	0.4	0.7			
FOUNDING PRINCIPLE	0.3	0.3	0.4	0.4	0.3	0.3	0.0	0.6	0.6	0.7	0.0	0.0			
ENTER BASED ON SKILLS	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0			
ENTER IF PASS TEST	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0			
DK/REFUSED	2.4	1.1	2.9	1.5	3.2	2.5	1.8	1.9	3.0	1.2	4.1	2.1			



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
ANYONE CAN PASS THRU	32.0	34.1	31.9	35.4	30.9	35.1	26.3	31.6	59.0	32.3	31.0	33.7	40.1	48.6	23.4	23.8	27.6
NO RESTRICTION	9.5	10.5	7.9	12.1	10.6	11.6	1.4	7.6	6.1	5.7	7.3	11.4	10.0	3.4	7.2	13.1	11.1
FREE ENTRY	7.4	10.5	10.6	10.4	8.6	2.9	4.5	3.5	3.7	2.5	3.4	10.5	8.4	0.0	13.5	11.4	5.7
ILLEGAL IMMIGRATION	6.2	1.0	1.1	1.0	6.2	8.0	14.3	10.5	6.0	11.1	10.0	0.8	5.9	8.0	0.0	4.4	13.8
LARGE NUMBER ENTER	3.8	2.8	2.9	2.8	4.4	5.8	0.9	3.9	0.0	3.5	5.1	3.1	6.0	0.0	2.4	3.6	0.0
EASY PASSAGE	3.7	4.8	5.5	4.3	4.7	1.4	2.8	2.0	0.0	2.3	2.1	4.6	5.4	4.7	8.3	5.1	0.0
NO CONTROLS	3.4	2.5	2.5	2.5	2.7	4.8	4.6	4.7	5.2	4.4	5.0	2.2	2.5	5.0	2.7	2.2	3.3
NO SECURITY	3.3	1.8	2.9	1.1	2.2	5.5	5.9	5.7	0.0	0.0	6.5	2.3	3.3	0.0	0.0	2.4	4.2
NO VETTING	3.1	2.6	2.6	2.7	2.2	5.0	3.7	4.5	0.0	2.5	4.5	2.8	1.0	0.0	2.8	3.0	6.3
CRIMINALS/DRUGS ETC	3.1	0.6	0.8	0.4	2.5	4.2	7.8	5.6	0.0	6.6	6.8	0.7	0.9	0.0	0.0	1.9	2.5
MISC	2.8	4.5	6.2	3.5	3.1	0.9	1.1	1.0	0.0	2.7	0.4	4.4	0.8	10.3	8.1	4.8	0.0
VAR NEGATIVE	2.6	0.0	0.0	0.0	2.0	3.2	8.6	5.3	0.0	7.3	4.8	0.0	0.0	4.2	0.0	1.3	7.9
FIND LEGAL PATH	2.4	3.3	2.1	4.1	3.0	1.0	1.3	1.1	3.5	1.5	0.7	2.7	2.5	0.0	7.0	4.0	3.7
ALL ARE WELCOME	2.4	3.0	1.0	4.3	2.6	1.6	1.4	1.5	0.0	2.6	1.6	2.1	3.5	0.0	10.1	2.1	1.8
BAD	2.2	0.4	0.0	0.6	2.7	1.7	5.4	3.2	0.0	6.5	3.4	0.5	0.8	0.0	0.0	2.5	3.5
ENTER W/DOCUMENTS	1.7	3.1	3.7	2.7	1.2	1.4	0.7	1.1	4.8	1.2	1.5	3.0	1.4	0.0	2.6	1.1	0.0



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

33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

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	
NO BORDER	1.2	0.7	1.9	0.0	1.1	2.2	0.9	1.7	0.0	0.0	1.0	0.9	0.7	3.9	0.0	1.8	4.3
CURRENT/BIDEN POLICY	1.2	0.0	0.0	0.0	1.1	0.9	4.5	2.3	0.0	1.4	2.1	0.0	1.5	0.0	0.0	0.7	4.1
FOES' CATCHPHRASE	1.2	2.9	5.1	1.5	1.0	0.0	0.0	0.0	0.0	0.0	2.8	0.9	0.0	4.9	1.5	0.0	
ALL COME/BETTER LIFE	1.2	2.8	3.3	2.5	1.0	0.0	0.0	0.0	5.6	0.9	0.0	3.0	1.7	0.0	0.0	0.6	0.0
ENTER W/RULES	0.7	0.7	1.0	0.5	0.7	0.5	0.8	0.6	0.0	0.9	0.8	0.5	0.8	0.0	2.4	0.6	0.0
SAFE ENTRY	0.6	1.6	2.8	0.8	0.6	0.0	0.0	0.0	0.0	1.2	0.0	2.0	0.0	0.0	0.0	0.7	0.0
ENTER IF VETTED	0.6	0.6	0.0	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	2.3	0.0
NO PAPERS REQUIRED	0.5	1.0	0.0	1.6	0.0	0.8	0.0	0.5	0.0	0.0	0.6	0.8	0.0	0.0	2.5	0.0	0.0
VAR POSITIVE	0.4	0.3	0.0	0.5	0.5	0.5	0.0	0.3	0.0	0.0	0.4	0.4	0.0	0.0	0.0	1.0	0.0
FOUNDING PRINCIPLE	0.3	0.3	0.0	0.5	0.2	0.0	0.9	0.4	0.0	0.0	0.5	0.4	0.0	0.0	0.0	0.4	0.0
ENTER BASED ON SKILLS	0.1	0.4	0.0	0.6	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
ENTER IF PASS TEST	0.1	0.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
DK/REFUSED	2.4	2.9	4.4	1.9	3.0	1.0	2.1	1.4	6.1	2.9	0.8	2.7	2.3	11.8	2.1	3.4	0.0





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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
ANYONE CAN PASS THRU	32.0	33.3	28.4	31.9	33.1	23.4	28.2	22.5	33.2	32.1	35.3	32.9	34.2	33.1	33.9	28.1
NO RESTRICTION	9.5	10.6	12.0	7.6	11.4	14.4	13.4	14.5	8.4	10.5	4.4	13.4	7.1	9.5	8.7	12.1
FREE ENTRY	7.4	9.7	9.9	3.9	7.8	4.0	5.6	3.7	7.8	7.7	8.0	7.5	6.1	2.4	8.0	11.6
ILLEGAL IMMIGRATION	6.2	3.5	4.2	9.9	5.0	8.1	19.2	6.2	6.1	5.9	6.5	4.9	5.9	2.5	9.1	5.3
LARGE NUMBER ENTER	3.8	4.0	1.7	4.2	2.9	2.7	0.0	3.2	4.2	3.9	4.8	1.0	4.4	0.0	5.2	2.4
EASY PASSAGE	3.7	5.6	1.8	2.4	3.5	2.1	0.0	2.4	3.7	3.7	3.7	6.2	3.7	4.5	2.2	6.1
NO CONTROLS	3.4	2.9	2.0	4.4	3.9	9.3	0.0	10.9	2.6	3.2	1.7	2.3	5.3	5.3	2.8	1.2
NO SECURITY	3.3	2.7	1.9	4.5	2.8	1.8	0.0	2.1	3.6	4.3	2.3	2.4	4.3	8.5	1.9	3.0
NO VETTING	3.1	2.0	3.3	4.3	2.9	0.8	5.4	0.0	3.3	3.7	2.6	4.7	2.8	5.6	3.0	2.4
CRIMINALS/DRUGS ETC	3.1	0.4	4.5	5.5	2.9	0.7	0.0	0.9	3.6	4.1	2.6	1.4	3.0	4.0	3.0	2.3
MISC	2.8	3.8	3.6	1.4	3.4	4.1	7.2	3.5	2.7	1.9	4.1	1.9	2.1	2.4	2.7	3.5
VAR NEGATIVE	2.6	0.2	2.1	5.3	2.4	3.7	5.4	3.4	2.1	1.8	2.6	5.9	3.1	5.9	2.3	1.3
FIND LEGAL PATH	2.4	3.0	3.4	1.5	3.0	2.8	0.0	3.3	2.4	2.2	2.7	2.3	2.3	1.3	2.9	1.6
ALL ARE WELCOME	2.4	2.7	3.0	1.7	2.5	3.2	6.3	2.7	2.3	2.3	2.2	1.8	2.1	2.5	2.1	2.1
BAD	2.2	0.6	4.0	3.3	2.2	2.0	0.0	2.4	2.4	2.5	2.0	1.3	1.8	3.0	3.1	2.0
ENTER W/DOCUMENTS	1.7	2.5	0.0	1.4	1.3	2.6	0.0	3.1	1.8	1.6	2.1	0.0	1.8	1.3	1.7	2.4



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN TO YOU?

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	NON- RELI- GIOUS	
NO BORDER	1.2	1.6	0.7	0.9	1.1	2.8	0.0	3.3	1.0	0.8	1.3	1.3	1.6	1.2	0.7	0.8	
CURRENT/BIDEN POLICY	1.2	0.4	0.5	2.3	0.9	0.0	0.0	0.0	1.5	1.7	1.2	0.0	1.6	1.7	0.6	0.9	
FOES' CATCHPHRASE	1.2	2.3	1.2	0.0	1.1	0.7	0.0	0.9	1.2	0.9	1.7	2.0	1.4	0.0	0.4	2.5	
ALL COME/BETTER LIFE	1.2	1.7	2.7	0.0	1.0	1.3	3.8	0.9	1.3	1.4	1.1	0.0	0.3	0.0	1.7	1.6	
ENTER W/RULES	0.7	0.7	1.2	0.5	0.8	1.6	0.0	1.9	0.6	0.6	0.7	0.0	1.1	0.3	0.7	0.4	
SAFE ENTRY	0.6	1.0	0.0	0.5	0.4	0.0	0.0	0.0	0.7	0.4	1.3	1.0	0.0	1.2	0.0	2.3	
ENTER IF VETTED	0.6	0.6	2.1	0.0	0.8	0.7	0.0	0.8	0.5	0.6	0.3	1.2	0.6	0.0	0.3	0.7	
NO PAPERS REQUIRED	0.5	0.6	0.0	0.4	0.4	1.5	0.0	1.8	0.3	0.2	0.7	0.0	0.5	1.3	0.7	0.0	
VAR POSITIVE	0.4	0.2	1.3	0.3	0.4	0.0	0.0	0.0	0.2	0.4	0.0	2.0	0.0	1.2	0.3	0.4	
FOUNDING PRINCIPLE	0.3	0.2	0.5	0.3	0.2	0.0	0.0	0.0	0.2	0.3	0.0	1.4	0.3	0.0	0.3	0.0	
ENTER BASED ON SKILLS	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.4	
ENTER IF PASS TEST	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.3	0.0	0.0	0.0	
DK/REFUSED	2.4	2.6	4.1	1.6	1.8	5.7	5.6	5.7	2.0	1.1	3.7	1.3	2.4	1.5	1.9	2.5	



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
ANYONE CAN PASS THRU	32.0	36.8	22.5	23.1	21.2	33.8	19.4	39.4	25.5	30.3	35.7	32.2	41.1	32.9	22.8	36.0	30.8	33.3	43.9	35.9
NO RESTRICTION	9.5	6.4	15.7	16.5	14.0	5.3	18.1	7.4	13.5	9.9	8.8	11.2	4.3	12.3	10.0	9.8	14.7	8.2	4.5	4.0
FREE ENTRY	7.4	6.9	8.3	7.8	9.3	7.2	8.1	6.6	8.5	6.2	9.8	4.4	11.6	20.1	6.1	6.3	1.5	6.8	13.3	8.4
ILLEGAL IMMIGRATION	6.2	7.4	3.9	3.6	4.5	7.5	3.9	7.4	3.9	6.4	6.0	5.6	5.7	11.1	6.9	6.0	7.4	4.0	3.8	9.2
LARGE NUMBER ENTER	3.8	4.0	3.2	3.9	1.6	5.6	3.5	2.7	2.9	3.3	4.8	6.0	4.4	2.3	4.7	2.2	7.4	4.8	4.6	4.2
EASY PASSAGE	3.7	2.7	5.8	6.5	4.3	2.0	5.6	3.3	6.0	3.7	3.9	3.0	5.2	2.1	4.0	3.4	1.7	4.1	1.9	11.2
NO CONTROLS	3.4	2.7	4.7	2.8	9.0	3.7	7.8	1.8	1.9	3.5	3.0	3.6	3.2	2.4	5.2	2.3	6.3	1.3	4.9	0.0
NO SECURITY	3.3	3.3	3.2	4.4	0.8	4.4	3.0	2.4	3.5	3.6	2.6	1.5	4.2	0.0	4.1	3.2	0.0	2.8	6.5	0.0
NO VETTING	3.1	2.7	4.1	4.3	3.5	2.3	5.2	3.0	2.9	3.2	3.0	4.6	1.5	4.2	2.9	3.4	7.4	2.2	2.3	0.0
CRIMINALS/DRUGS ETC	3.1	4.0	1.1	1.2	0.8	4.1	0.7	4.0	1.5	3.8	1.4	0.6	0.7	2.7	3.5	4.1	1.4	0.0	1.1	0.0
MISC	2.8	2.8	2.6	3.8	0.0	2.6	1.2	3.1	3.8	2.0	4.3	4.5	5.5	0.0	1.6	2.3	1.7	6.9	4.1	8.1
VAR NEGATIVE	2.6	3.0	1.9	2.4	0.8	4.6	2.6	1.6	1.2	2.9	2.0	3.3	1.6	0.0	4.7	1.5	4.1	2.6	2.5	0.0
FIND LEGAL PATH	2.4	2.3	2.6	3.0	1.9	2.7	2.3	2.0	2.9	2.5	2.3	4.3	1.3	0.0	3.1	2.1	4.0	4.5	0.9	2.0
ALL ARE WELCOME	2.4	2.0	3.1	2.5	4.5	1.2	1.8	2.6	4.5	2.9	1.3	1.7	1.4	0.0	1.9	3.6	1.7	1.8	0.0	4.0
BAD	2.2	2.7	1.3	1.9	0.0	3.3	2.0	2.2	0.7	2.3	2.0	1.6	0.7	6.4	3.3	1.6	3.6	0.0	1.1	0.0
ENTER W/DOCUMENTS	1.7	1.2	2.7	2.6	2.7	1.2	1.2	1.2	4.0	1.7	1.8	2.2	2.3	0.0	0.6	2.4	3.2	1.3	2.3	2.2



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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
NO BORDER	1.2	1.1	1.5	1.0	2.6	1.0	1.8	1.2	1.2	1.4	0.9	0.8	1.4	0.0	2.0	0.9	0.0	1.4	0.0	4.0
CURRENT/BIDEN POLICY	1.2	1.0	1.5	0.7	3.2	1.3	2.4	0.8	0.7	1.5	0.6	0.7	0.7	0.0	2.7	0.6	0.0	1.2	0.0	2.1
FOES' CATCHPHRASE	1.2	1.0	1.6	1.7	1.6	1.1	2.3	0.8	1.0	1.7	0.0	0.0	0.0	0.0	2.5	1.2	0.0	0.0	0.0	0.0
ALL COME/BETTER LIFE	1.2	1.1	1.2	0.9	1.8	0.6	1.2	1.6	1.2	1.0	1.5	1.8	0.7	3.6	1.0	1.1	1.7	1.9	0.0	1.9
ENTER W/RULES	0.7	0.4	1.2	0.9	1.8	0.9	1.2	0.1	1.2	1.0	0.0	0.0	0.0	0.0	1.6	0.6	0.0	0.0	0.0	0.0
SAFE ENTRY	0.6	0.5	1.0	1.5	0.0	0.0	0.8	0.9	1.1	0.7	0.6	0.9	0.7	0.0	0.5	0.8	0.0	1.7	0.0	1.9
ENTER IF VETTED	0.6	0.4	0.9	0.4	1.7	0.7	0.0	0.2	1.7	0.7	0.3	0.7	0.0	0.0	0.7	0.7	0.0	1.4	0.0	0.0
NO PAPERS REQUIRED	0.5	0.1	1.1	0.8	1.6	0.0	0.6	0.3	1.5	0.7	0.0	0.0	0.0	0.0	0.3	0.9	0.0	0.0	0.0	0.0
VAR POSITIVE	0.4	0.6	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.1	0.9	1.3	0.0	0.0	0.0	0.3	1.4	1.2	0.0	0.0
FOUNDING PRINCIPLE	0.3	0.2	0.5	0.4	0.7	0.0	1.1	0.4	0.0	0.3	0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
ENTER BASED ON SKILLS	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
ENTER IF PASS TEST	0.1	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
DK/REFUSED	2.4	2.3	2.5	0.9	5.9	2.1	2.2	2.5	2.8	2.5	2.2	3.6	1.9	0.0	2.8	2.2	0.0	6.6	2.4	1.0



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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	78	136	175	162	187	263	389	611	550	450	470	530
ANYONE CAN PASS THRU	32.0	37.1	30.0	36.1	29.8	35.3	28.0	34.2	30.7	32.9	31.0	28.9	34.9
NO RESTRICTION	9.5	6.8	11.2	9.1	7.6	7.9	12.1	9.4	9.6	8.8	10.4	9.7	9.4
FREE ENTRY	7.4	12.9	8.0	9.1	10.3	6.1	3.3	9.5	6.0	9.7	4.5	7.5	7.2
ILLEGAL IMMIGRATION	6.2	5.0	4.7	6.1	9.1	6.6	5.5	5.4	6.8	6.5	5.9	6.2	6.2
LARGE NUMBER ENTER	3.8	1.2	3.4	3.3	3.8	2.7	5.8	2.9	4.3	3.1	4.5	4.9	2.8
EASY PASSAGE	3.7	8.2	8.2	1.7	3.3	3.3	2.1	5.2	2.8	4.7	2.6	3.2	4.2
NO CONTROLS	3.4	2.2	1.3	2.4	2.6	4.0	5.3	2.0	4.2	2.2	4.8	5.1	1.8
NO SECURITY	3.3	1.2	4.5	3.8	5.8	3.3	1.5	3.5	3.2	4.2	2.2	3.9	2.7
NO VETTING	3.1	0.0	1.6	2.3	3.8	1.6	6.1	1.6	4.1	2.2	4.2	3.3	3.0
CRIMINALS/DRUGS ETC	3.1	1.5	2.7	2.5	2.7	3.4	4.0	2.4	3.5	2.5	3.8	2.9	3.2
MISC	2.8	7.4	6.5	2.7	1.1	1.6	1.3	5.0	1.4	3.8	1.5	2.1	3.3
VAR NEGATIVE	2.6	1.2	0.0	6.2	2.0	3.9	1.4	3.0	2.3	2.7	2.4	3.9	1.5
FIND LEGAL PATH	2.4	1.1	2.5	1.9	1.2	1.6	4.5	2.0	2.7	1.7	3.3	2.6	2.3
ALL ARE WELCOME	2.4	1.3	2.4	0.6	2.9	3.1	3.0	1.4	3.0	1.8	3.0	1.4	3.2
BAD	2.2	1.5	1.7	2.2	1.9	3.2	2.2	1.9	2.4	1.9	2.6	2.8	1.7
ENTER W/DOCUMENTS	1.7	2.7	1.5	1.1	2.4	1.5	1.7	1.6	1.8	1.8	1.6	1.2	2.1



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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
NO BORDER	1.2	0.0	2.3	1.4	1.1	1.2	1.0	1.4	1.1	1.3	1.1	1.2	1.2
CURRENT/BIDEN POLICY	1.2	1.2	0.0	1.9	0.7	2.7	0.6	1.1	1.3	1.0	1.5	1.7	0.8
FOES' CATCHPHRASE	1.2	0.0	0.0	0.0	2.3	1.5	2.0	0.0	1.9	0.7	1.8	1.5	0.9
ALL COME/BETTER LIFE	1.2	2.2	2.7	0.6	1.9	0.0	0.8	1.6	0.8	1.7	0.5	0.8	1.5
ENTER W/RULES	0.7	0.0	0.0	0.1	0.0	0.0	2.5	0.1	1.1	*	1.5	1.0	0.4
SAFE ENTRY	0.6	1.4	1.7	1.3	0.0	0.0	0.3	1.5	0.1	1.0	0.2	0.3	1.0
ENTER IF VETTED	0.6	0.0	0.9	0.0	0.5	1.6	0.3	0.3	0.7	0.4	0.8	0.5	0.7
NO PAPERS REQUIRED	0.5	0.0	0.0	0.5	1.1	0.0	0.7	0.2	0.6	0.5	0.4	0.2	0.7
VAR POSITIVE	0.4	0.0	0.0	0.6	0.0	0.9	0.4	0.3	0.4	0.2	0.6	0.4	0.3
FOUNDING PRINCIPLE	0.3	1.6	0.0	0.0	0.0	0.0	0.7	0.3	0.3	0.2	0.4	0.4	0.2
ENTER BASED ON SKILLS	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.2	0.0	0.2
ENTER IF PASS TEST	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.2	0.0	0.2
DK/REFUSED	2.4	2.6	2.2	2.4	2.1	3.2	2.1	2.3	2.4	2.3	2.5	2.1	2.6



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
ANYONE CAN PASS THRU	32.0	36.2	32.1	32.6	30.3	38.1	32.0	28.2	26.5	35.6	32.1	37.3	35.1	31.9	31.9	32.6
NO RESTRICTION	9.5	8.2	10.2	6.5	11.7	16.0	6.0	5.6	13.7	6.0	13.0	7.4	9.2	7.2	12.0	6.7
FREE ENTRY	7.4	11.4	8.9	9.7	3.2	7.6	8.2	12.7	3.7	12.5	9.5	6.3	2.7	9.3	6.9	6.0
ILLEGAL IMMIGRATION	6.2	5.2	5.4	7.5	6.2	6.9	6.9	7.9	4.7	4.7	4.5	6.9	8.2	4.9	5.8	8.9
LARGE NUMBER ENTER	3.8	0.8	3.3	3.7	5.0	0.0	7.5	3.2	5.3	1.0	0.5	4.4	4.7	3.0	3.9	4.3
EASY PASSAGE	3.7	11.1	3.0	3.6	2.1	6.0	3.4	3.4	2.7	12.6	2.8	3.9	1.2	4.7	3.6	2.8
NO CONTROLS	3.4	2.2	2.1	3.0	4.9	0.0	5.1	4.5	6.1	2.8	0.0	1.4	3.4	2.9	3.0	4.8
NO SECURITY	3.3	0.8	4.9	4.6	2.0	0.0	7.1	5.2	2.0	1.1	3.5	3.9	2.0	3.7	3.3	2.7
NO VETTING	3.1	0.9	1.6	3.1	4.9	0.0	0.0	3.5	5.3	1.2	2.7	2.6	4.6	2.5	3.2	3.6
CRIMINALS/DRUGS ETC	3.1	1.9	2.4	2.3	4.4	0.0	2.2	1.3	4.8	2.4	2.5	3.4	4.0	2.6	3.1	3.4
MISC	2.8	5.9	4.9	1.4	1.2	7.6	2.4	2.1	1.3	5.4	6.5	0.7	1.1	5.1	2.1	1.5
VAR NEGATIVE	2.6	0.8	4.2	2.4	2.2	0.0	6.4	3.3	3.5	1.0	2.8	1.4	0.5	2.1	2.9	2.6
FIND LEGAL PATH	2.4	0.8	2.6	1.5	3.5	0.0	3.1	0.7	3.9	1.0	2.3	2.3	3.0	2.6	2.6	1.7
ALL ARE WELCOME	2.4	0.9	1.7	3.2	2.7	0.0	1.0	2.0	1.4	1.1	2.2	4.4	4.4	2.9	2.2	2.1
BAD	2.2	1.0	2.4	2.3	2.4	4.7	2.4	4.4	1.7	0.0	2.4	0.0	3.2	1.1	2.6	2.7
ENTER W/DOCUMENTS	1.7	1.8	1.2	2.1	1.7	0.0	0.9	1.4	1.5	2.3	1.4	3.0	2.1	3.0	1.4	0.9



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33. IN A FEW WORDS, WHAT DOES "OPEN BORDERS" MEAN 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
NO BORDER	1.2	1.8	1.3	1.5	0.7	0.0	0.0	3.0	0.8	2.3	2.2	0.0	0.6	2.0	0.3	2.4
CURRENT/BIDEN POLICY	1.2	0.8	1.3	1.7	0.9	0.0	2.2	2.5	1.1	1.1	0.7	0.9	0.5	0.4	1.3	1.9
FOES' CATCHPHRASE	1.2	0.0	0.0	1.8	2.0	0.0	0.0	1.3	2.7	0.0	0.0	2.2	1.1	1.7	1.2	0.5
ALL COME/BETTER LIFE	1.2	1.5	1.8	1.1	0.6	3.5	1.0	0.7	0.4	0.9	2.3	1.6	0.8	1.4	1.1	0.9
ENTER W/RULES	0.7	0.0	0.1	0.0	1.8	0.0	0.0	0.0	2.3	0.0	0.1	0.0	1.2	0.1	1.0	0.8
SAFE ENTRY	0.6	2.1	1.2	0.0	0.2	5.4	0.0	0.0	0.0	1.2	2.1	0.0	0.5	1.1	0.7	0.0
ENTER IF VETTED	0.6	0.0	0.5	0.7	0.8	0.0	1.2	0.0	0.4	0.0	0.0	1.4	1.2	0.0	0.3	1.9
NO PAPERS REQUIRED	0.5	0.0	0.3	0.7	0.5	0.0	0.0	0.0	0.5	0.0	0.5	1.4	0.6	0.3	0.7	0.0
VAR POSITIVE	0.4	0.0	0.4	0.3	0.5	0.0	1.0	0.0	0.4	0.0	0.0	0.7	0.6	0.7	0.0	0.8
FOUNDING PRINCIPLE	0.3	1.1	0.0	0.0	0.5	0.0	0.0	0.0	0.9	1.4	0.0	0.0	0.0	0.0	0.2	1.0
ENTER BASED ON SKILLS	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0
ENTER IF PASS TEST	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0
DK/REFUSED	2.4	2.6	2.1	2.7	2.3	4.3	0.0	3.0	2.4	2.1	3.5	2.4	2.1	2.8	2.2	2.3





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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	21.2	1.2	6.3	9.7	17.8	31.8	31.9	43.5	45.8	12.2	6.8	18.7	22.8	5.8	10.4	20.8	22.1	41.5	34.9	45.2
Strongly	5.7	1.2	0.6	3.0	1.8	8.6	5.1	10.1	25.1	3.1	1.8	3.4	8.9	1.5	4.2	6.2	2.5	11.5	7.8	13.6
Somewhat	15.5	0.0	5.6	6.7	16.1	23.2	26.9	33.4	20.7	9.1	5.0	15.3	13.8	4.3	6.2	14.7	19.6	30.0	27.1	31.6
OPPOSE	71.9	98.8	88.5	85.7	73.4	59.5	59.7	43.0	47.1	81.8	89.3	73.9	64.3	92.6	86.1	59.4	69.8	49.4	53.8	46.9
Somewhat	18.3	4.8	13.1	15.8	20.1	24.4	30.3	18.5	13.2	14.7	12.6	18.9	14.1	6.6	18.6	15.6	27.6	26.4	28.1	25.4
Strongly	53.6	94.0	75.4	70.0	53.3	35.2	29.3	24.5	33.9	67.1	76.6	55.0	50.2	86.0	67.5	43.9	42.1	23.0	25.7	21.5
DON'T KNOW	6.9	0.0	5.3	4.6	8.8	8.7	8.4	13.4	7.2	6.0	3.9	7.4	12.9	1.6	3.5	19.7	8.1	9.1	11.3	7.9
Net Diff.	-50.7	-97.6	-82.2	-76.1	-55.5	-27.7	-27.7	0.5	-1.3	-69.6	-82.5	-55.2	-41.5	-86.8	-75.7	-38.6	-47.6	-7.9	-18.9	-1.7
Mean	1.71	1.08	1.28	1.40	1.63	2.06	2.08	2.34	2.40	1.45	1.29	1.64	1.79	1.20	1.45	1.79	1.81	2.33	2.19	2.41



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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	899	768	131	101	69	32	
SUPPORT	21.2	20.6	25.1	15.8	27.2	20.6	18.7	31.7	26.7	26.4	27.3	
Strongly	5.7	6.5	7.5	2.3	9.0	5.4	5.1	7.3	7.9	7.3	9.3	
Somewhat	15.5	14.1	17.6	13.5	18.2	15.2	13.6	24.4	18.8	19.1	18.1	
OPPOSE	71.9	74.0	70.7	76.3	63.5	73.4	76.4	55.8	57.9	57.2	59.4	
Somewhat	18.3	24.7	19.3	14.8	18.4	16.9	17.4	14.3	30.8	33.8	24.3	
Strongly	53.6	49.2	51.5	61.5	45.1	56.5	59.1	41.5	27.1	23.4	35.1	
DON'T KNOW	6.9	5.4	4.2	7.9	9.3	6.0	4.9	12.5	15.4	16.4	13.3	
Net Diff.	-50.7	-53.4	-45.6	-60.5	-36.3	-52.9	-57.8	-24.0	-31.2	-30.8	-32.1	
Mean	1.71	1.77	1.80	1.53	1.90	1.68	1.63	1.97	2.09	2.12	2.02	



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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
SUPPORT	21.2	8.8	33.7	7.7	34.6	23.9	6.8	33.9	28.3	24.5	20.7	20.6	20.7	25.5	17.0	23.3	25.3	29.4
Strongly	5.7	3.4	8.0	3.0	8.8	3.5	2.5	8.6	8.0	6.5	4.0	5.5	6.4	7.5	2.7	6.7	7.7	8.6
Somewhat	15.5	5.4	25.6	4.7	25.7	20.4	4.3	25.3	20.3	18.0	16.7	15.2	14.3	18.0	14.3	16.6	17.7	20.7
OPPOSE	71.9	90.3	56.0	89.8	56.1	57.4	91.9	56.7	64.7	71.1	57.7	72.6	71.5	66.8	78.1	68.4	73.3	60.8
Somewhat	18.3	11.9	23.1	11.1	25.5	19.8	10.6	26.3	18.1	18.4	19.0	19.0	21.5	11.6	15.5	26.1	14.1	8.3
Strongly	53.6	78.4	32.9	78.8	30.6	37.6	81.3	30.5	46.6	52.7	38.7	53.6	50.0	55.2	62.5	42.3	59.2	52.5
DON'T KNOW	6.9	0.9	10.3	2.5	9.3	18.7	1.3	9.3	7.0	4.4	21.6	6.7	7.8	7.8	4.9	8.3	1.3	9.9
Net Diff.	-50.7	-81.5	-22.3	-82.2	-21.5	-33.6	-85.1	-22.8	-36.4	-46.6	-36.9	-52.0	-50.8	-41.3	-61.0	-45.1	-48.0	-31.4
Mean	1.71	1.33	2.10	1.30	2.14	1.87	1.27	2.13	1.89	1.77	1.82	1.70	1.75	1.76	1.55	1.87	1.73	1.84



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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	275	723	461	433	106	220	433	157	276	566	
SUPPORT	21.2	38.3	14.6	7.5	35.9	20.8	19.9	33.5	35.0	32.6	11.8	
Strongly	5.7	9.9	4.1	2.5	8.9	6.2	5.7	7.6	11.4	5.4	4.2	
Somewhat	15.5	28.4	10.5	5.0	27.0	14.7	14.2	25.9	23.6	27.2	7.6	
OPPOSE	71.9	53.1	79.1	90.3	55.3	59.4	67.5	55.1	58.6	53.1	84.8	
Somewhat	18.3	24.8	15.8	11.0	26.8	15.6	20.7	25.5	24.2	26.2	12.9	
Strongly	53.6	28.3	63.3	79.3	28.6	43.9	46.8	29.6	34.5	26.9	71.9	
DON'T KNOW	6.9	8.6	6.3	2.3	8.8	19.7	12.6	11.4	6.4	14.3	3.4	
Net Diff.	-50.7	-14.8	-64.4	-82.8	-19.5	-38.6	-47.7	-21.6	-23.6	-20.5	-73.0	
Mean	1.71	2.22	1.52	1.29	2.18	1.79	1.76	2.13	2.13	2.13	1.42	



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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	433	460		362	370	268	181	157	132	181	213	136
SUPPORT	21.2	8.1	33.6		7.7	36.2	18.7	7.7	29.6	16.1	7.6	41.1	21.3
Strongly	5.7	2.5	9.0		2.8	10.3	3.2	3.4	8.8	2.4	2.1	11.4	3.9
Somewhat	15.5	5.5	24.6		4.9	25.9	15.6	4.3	20.7	13.7	5.5	29.7	17.4
OPPOSE	71.9	90.8	56.6		90.9	54.7	69.9	92.3	63.4	75.5	89.4	48.3	64.4
Somewhat	18.3	9.6	24.8		10.7	24.5	20.0	9.4	23.0	17.4	12.0	25.7	22.6
Strongly	53.6	81.1	31.7		80.2	30.2	49.8	82.9	40.5	58.1	77.4	22.6	41.8
DON'T KNOW	6.9	1.1	9.8		1.5	9.1	11.4	0.0	7.0	8.4	3.0	10.6	14.3
Net Diff.	-50.7	-82.7	-23.0		-83.2	-18.5	-51.1	-84.6	-33.9	-59.3	-81.8	-7.2	-43.1
Mean	1.71	1.29	2.12		1.29	2.18	1.68	1.28	1.98	1.57	1.30	2.33	1.81



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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	21.2	42.7	48.1	39.2	20.2	4.6	5.6	5.0	34.5	13.6	4.2	43.8	24.8	21.8	40.0	19.7	2.0
Strongly	5.7	13.2	23.2	7.0	3.5	1.9	1.8	1.8	5.4	3.5	2.4	14.2	5.0	0.0	11.1	2.5	0.0
Somewhat	15.5	29.5	25.0	32.3	16.7	2.7	3.8	3.2	29.1	10.1	1.8	29.6	19.8	21.8	28.9	17.2	2.0
OPPOSE	71.9	48.2	43.0	51.5	69.7	92.7	93.7	93.1	59.5	83.4	95.1	47.1	65.0	74.8	49.3	67.3	91.1
Somewhat	18.3	24.5	14.5	30.7	22.3	12.7	3.7	9.2	22.1	16.0	8.4	24.2	25.7	21.9	27.5	22.5	7.4
Strongly	53.6	23.8	28.5	20.8	47.4	79.9	90.0	83.9	37.4	67.4	86.7	22.9	39.3	52.9	21.9	44.7	83.6
DON'T KNOW	6.9	9.1	8.9	9.2	10.1	2.7	0.7	1.9	6.0	3.0	0.7	9.1	10.2	3.4	10.7	13.0	6.9
Net Diff.	-50.7	-5.5	5.2	-12.3	-49.5	-88.1	-88.1	-88.1	-25.0	-69.8	-91.0	-3.2	-40.2	-53.0	-9.4	-47.6	-89.0
Mean	1.71	2.35	2.47	2.28	1.74	1.25	1.17	1.21	2.03	1.48	1.19	2.39	1.90	1.68	2.33	1.74	1.12



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	21.2	36.7	15.3	6.5	17.5	23.5	20.5	24.1	20.3	18.6	23.4	26.2	13.5	16.2	17.7	33.8
Strongly	5.7	9.9	3.6	1.8	3.5	5.9	9.3	5.3	5.3	4.6	6.6	8.5	3.4	0.0	2.7	11.4
Somewhat	15.5	26.8	11.7	4.7	14.0	17.6	11.1	18.7	15.0	14.0	16.9	17.7	10.1	16.2	15.1	22.4
OPPOSE	71.9	53.2	73.1	91.5	73.7	72.2	79.5	71.0	72.3	74.4	68.4	67.6	80.2	74.4	77.8	55.6
Somewhat	18.3	25.4	19.2	10.4	23.0	19.4	17.3	19.8	17.9	17.1	19.4	20.2	17.0	15.3	19.9	17.2
Strongly	53.6	27.9	53.9	81.1	50.7	52.8	62.2	51.2	54.4	57.3	49.0	47.5	63.2	59.1	57.9	38.5
DON'T KNOW	6.9	10.1	11.6	2.0	8.7	4.2	0.0	5.0	7.4	7.0	8.1	6.2	6.3	9.4	4.5	10.6
Net Diff.	-50.7	-16.5	-57.8	-85.0	-56.2	-48.7	-59.0	-46.9	-52.0	-55.8	-45.0	-41.4	-66.6	-58.2	-60.1	-21.9
Mean	1.71	2.21	1.60	1.26	1.68	1.76	1.68	1.77	1.69	1.63	1.79	1.86	1.51	1.53	1.61	2.08



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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	21.2	20.0	23.6	22.9	25.0	16.1	19.9	23.3	27.1	16.7	30.8	33.5	31.4	23.2	14.1	18.6	22.7	42.6	24.9	43.4
Strongly	5.7	5.5	6.0	4.8	8.4	4.3	6.3	6.6	5.7	4.7	7.8	7.1	8.4	3.6	5.3	4.2	0.0	13.1	7.0	11.0
Somewhat	15.5	14.5	17.6	18.1	16.6	11.9	13.6	16.7	21.5	12.0	23.0	26.4	22.9	19.5	8.8	14.4	22.7	29.5	17.8	32.3
OPPOSE	71.9	73.8	68.0	68.8	66.5	80.0	74.0	68.5	62.4	76.5	61.9	60.5	59.3	70.6	82.0	72.4	77.3	46.3	66.5	45.9
Somewhat	18.3	17.1	20.8	21.7	18.8	16.8	15.1	17.3	26.2	18.6	17.7	11.3	23.6	18.9	15.1	21.2	11.0	11.6	23.9	23.0
Strongly	53.6	56.7	47.2	47.1	47.6	63.2	58.9	51.1	36.2	58.0	44.2	49.2	35.7	51.7	66.9	51.2	66.3	34.7	42.6	22.9
DON'T KNOW	6.9	6.2	8.4	8.3	8.5	3.9	6.1	8.2	10.5	6.8	7.3	6.0	9.4	6.2	3.9	9.0	0.0	11.1	8.6	10.7
Net Diff.	-50.7	-53.8	-44.4	-45.8	-41.5	-63.8	-54.2	-45.2	-35.2	-59.9	-31.2	-27.1	-27.9	-47.4	-67.9	-53.8	-54.6	-3.7	-41.7	-2.6
Mean	1.71	1.67	1.81	1.79	1.84	1.55	1.65	1.77	1.96	1.61	1.94	1.91	2.05	1.73	1.51	1.69	1.56	2.24	1.88	2.35





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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	78	136	175	162	187	263	389	611	550	450	470	530
SUPPORT	21.2	47.9	35.8	18.7	18.6	12.6	15.1	30.5	15.3	27.0	14.1	17.4	24.6
Strongly	5.7	14.9	16.1	5.3	4.2	1.0	2.0	11.0	2.3	9.0	1.6	5.0	6.3
Somewhat	15.5	33.0	19.7	13.4	14.4	11.5	13.1	19.5	13.0	18.0	12.5	12.4	18.3
OPPOSE	71.9	41.2	53.2	72.4	74.0	83.1	81.0	59.4	79.8	63.7	81.8	77.9	66.5
Somewhat	18.3	21.6	23.8	16.9	21.1	15.2	15.9	20.3	17.1	20.5	15.6	16.2	20.2
Strongly	53.6	19.6	29.4	55.5	52.9	67.9	65.1	39.2	62.7	43.2	66.2	61.7	46.3
DON'T KNOW	6.9	11.0	11.0	8.9	7.4	4.4	3.9	10.1	5.0	9.3	4.1	4.7	9.0
Net Diff.	-50.7	6.7	-17.4	-53.8	-55.4	-70.5	-65.9	-28.9	-64.5	-36.7	-67.8	-60.5	-41.9
Mean	1.71	2.48	2.25	1.65	1.68	1.43	1.50	2.03	1.52	1.92	1.47	1.59	1.83



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34. DO YOU SUPPORT OR OPPOSE OPEN BORDERS?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	21.2	41.5	27.0	16.0	14.5	45.5	24.4	14.6	12.2	40.3	28.8	17.5	17.3	28.6	18.4	18.8
Strongly	5.7	15.5	9.7	2.6	2.0	16.0	7.7	4.2	2.6	15.3	11.1	0.7	1.1	7.1	5.3	4.8
Somewhat	15.5	26.0	17.3	13.4	12.5	29.5	16.7	10.4	9.5	25.0	17.7	16.8	16.2	21.5	13.1	14.0
OPPOSE	71.9	46.6	64.0	76.9	81.7	44.9	69.4	81.1	84.3	47.1	60.4	72.3	78.4	65.3	74.0	74.9
Somewhat	18.3	21.7	20.3	18.4	15.8	14.0	20.1	14.2	15.8	23.8	20.5	23.0	15.8	22.4	17.4	15.7
Strongly	53.6	25.0	43.7	58.5	65.9	30.9	49.3	66.9	68.5	23.3	40.0	49.4	62.7	42.9	56.6	59.2
DON'T KNOW	6.9	11.9	8.9	7.1	3.8	9.6	6.2	4.3	3.5	12.6	10.8	10.2	4.2	6.1	7.6	6.4
Net Diff.	-50.7	-5.2	-37.0	-60.9	-67.2	0.6	-45.0	-66.5	-72.1	-6.8	-31.6	-54.8	-61.1	-36.7	-55.5	-56.1
Mean	1.71	2.36	1.92	1.57	1.49	2.34	1.82	1.50	1.44	2.37	2.00	1.65	1.54	1.92	1.64	1.62



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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
AGREE	57.1	75.5	69.5	60.9	52.8	49.3	51.5	44.6	51.2	62.9	66.9	56.7	59.4	67.0	71.0	51.9	52.0	44.1	40.7	46.0
Strongly	24.4	59.1	41.0	29.4	18.9	13.9	8.3	11.8	15.5	31.6	39.4	19.7	23.9	42.4	30.3	21.3	17.1	7.9	10.6	6.4
Somewhat	32.8	16.3	28.6	31.6	34.0	35.4	43.2	32.7	35.7	31.3	27.5	37.0	35.5	24.6	40.7	30.7	34.8	36.1	30.1	39.5
DISAGREE	22.8	20.9	16.3	22.8	22.3	23.4	27.1	29.6	24.1	20.9	20.1	22.1	21.6	23.3	17.3	16.1	24.1	27.1	24.1	28.9
Somewhat	10.7	3.6	3.4	10.8	9.5	13.1	19.6	15.5	11.6	8.4	6.7	10.4	11.3	8.5	4.9	8.1	12.9	16.1	12.6	18.1
Strongly	12.1	17.3	12.9	12.0	12.8	10.3	7.5	14.2	12.5	12.5	13.4	11.7	10.3	14.8	12.5	8.0	11.2	11.1	11.5	10.8
DON'T KNOW	20.1	3.6	14.2	16.3	24.9	27.3	21.3	25.8	24.7	16.2	13.0	21.2	19.0	9.8	11.6	31.9	24.0	28.8	35.2	25.2
Net Diff.	34.3	54.5	53.2	38.2	30.5	25.9	24.4	14.9	27.2	42.0	46.8	34.6	37.8	43.7	53.7	35.8	27.9	16.9	16.6	17.1
Mean	2.87	3.22	3.14	2.94	2.78	2.73	2.66	2.57	2.72	2.98	3.07	2.82	2.90	3.05	3.01	2.96	2.76	2.58	2.61	2.56



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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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	899	768	131	101	69	32
AGREE	57.1	55.7	55.0	62.4	51.2	57.3	57.4	56.6	55.5	52.6	62.0
Strongly	24.4	21.0	22.9	29.0	20.4	26.1	27.9	15.4	9.1	6.8	14.1
Somewhat	32.8	34.7	32.1	33.4	30.8	31.2	29.5	41.2	46.4	45.7	47.9
DISAGREE	22.8	25.3	23.1	19.3	26.7	23.2	22.9	25.0	18.9	19.8	17.0
Somewhat	10.7	14.6	9.7	8.7	12.3	10.5	9.8	14.5	13.1	14.8	9.5
Strongly	12.1	10.7	13.4	10.6	14.4	12.8	13.2	10.4	5.8	5.0	7.5
DON'T KNOW	20.1	19.0	21.9	18.3	22.1	19.5	19.6	18.4	25.6	27.7	21.0
Net Diff.	34.3	30.4	31.9	43.0	24.5	34.1	34.5	31.6	36.6	32.8	45.0
Mean	2.87	2.82	2.83	2.99	2.73	2.88	2.90	2.75	2.79	2.75	2.87



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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE							
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	83	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	90	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64		
AGREE	57.1	68.6	46.3	68.2	45.8	56.8	68.4	44.1	68.3	71.8	46.9	56.8	57.1	65.8	54.3	52.6	58.1	61.8		
Strongly	24.4	39.3	13.0	38.1	10.8	21.2	40.4	9.5	20.6	25.6	22.2	24.3	23.4	28.5	27.7	17.2	22.3	26.0		
Somewhat	32.8	29.3	33.3	30.1	35.0	35.5	28.0	34.6	47.7	46.2	24.7	32.6	33.7	37.4	26.6	35.5	35.8	35.9		
DISAGREE	22.8	21.0	27.8	20.7	27.3	9.8	21.7	27.4	15.9	14.4	17.8	23.4	22.8	18.1	23.0	28.7	30.1	14.0		
Somewhat	10.7	7.2	15.4	6.6	15.8	6.0	7.0	15.8	8.5	8.2	8.9	10.9	10.9	9.2	10.2	11.4	15.3	8.7		
Strongly	12.1	13.8	12.4	14.1	11.5	3.8	14.7	11.6	7.4	6.2	8.9	12.5	12.0	8.9	12.8	17.3	14.7	5.3		
DON'T KNOW	20.1	10.4	26.0	11.1	26.8	33.5	9.9	28.5	15.9	13.9	35.3	19.8	20.1	16.1	22.7	18.7	11.8	24.2		
Net Diff.	34.3	47.6	18.5	47.4	18.5	47.0	46.7	16.8	52.4	57.4	29.1	33.4	34.3	47.7	31.3	24.0	28.0	47.8		
Mean	2.87	3.05	2.63	3.04	2.62	3.12	3.04	2.59	2.97	3.06	2.93	2.85	2.86	3.02	2.89	2.65	2.74	3.09		



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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	275	723	461	433	106	220	433	157	276	566
AGREE	57.1	44.8	61.7	68.4	46.4	51.9	62.1	43.6	40.0	45.6	67.6
Strongly	24.4	10.4	29.5	38.0	10.6	21.3	24.2	9.8	11.5	8.8	35.6
Somewhat	32.8	34.4	32.2	30.5	35.7	30.7	37.9	33.8	28.5	36.8	32.0
DISAGREE	22.8	29.8	20.2	21.1	26.3	16.1	17.4	28.4	32.9	25.9	18.5
Somewhat	10.7	17.4	8.2	7.2	15.2	8.1	9.6	17.0	17.2	16.8	6.0
Strongly	12.1	12.5	12.0	13.9	11.1	8.0	7.8	11.4	15.7	9.0	12.6
DON'T KNOW	20.1	25.3	18.1	10.5	27.4	31.9	20.5	28.0	27.1	28.5	13.9
Net Diff.	34.3	15.0	41.5	47.3	20.1	35.8	44.8	15.1	7.1	19.7	49.1
Mean	2.87	2.57	2.97	3.03	2.63	2.96	2.99	2.58	2.49	2.63	3.05



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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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	433	460	362	370	268	181	157	132	181	213	136
AGREE	57.1	68.0	47.5	67.4	48.4	55.3	72.1	51.5	56.9	62.8	46.1	53.8
Strongly	24.4	37.8	13.6	36.8	13.7	22.2	42.8	15.4	27.9	30.9	12.4	16.8
Somewhat	32.8	30.2	33.9	30.6	34.7	33.0	29.3	36.1	29.0	31.8	33.7	37.0
DISAGREE	22.8	20.2	26.0	21.2	25.9	20.7	20.1	29.2	18.9	22.3	23.5	22.5
Somewhat	10.7	5.8	15.1	7.0	13.8	11.6	6.6	15.5	12.0	7.4	12.5	11.1
Strongly	12.1	14.4	10.9	14.2	12.1	9.2	13.5	13.7	6.8	14.9	11.0	11.4
DON'T KNOW	20.1	11.8	26.5	11.4	25.7	24.0	7.9	19.4	24.3	14.9	30.4	23.7
Net Diff.	34.3	47.8	21.5	46.2	22.5	34.6	52.0	22.3	38.0	40.4	22.7	31.2
Mean	2.87	3.04	2.68	3.02	2.67	2.90	3.10	2.66	3.03	2.93	2.68	2.78



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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
AGREE	57.1	48.7	47.3	49.7	53.6	68.5	66.1	67.5	73.2	62.6	68.3	46.0	52.2	52.1	52.7	50.8	70.7
Strongly	24.4	11.3	16.5	8.0	18.3	37.6	46.6	41.1	14.9	23.7	41.9	11.0	18.4	15.2	11.2	16.0	48.3
Somewhat	32.8	37.4	30.7	41.6	35.3	30.8	19.5	26.4	58.3	38.9	26.3	35.0	33.8	36.9	41.4	34.8	22.3
DISAGREE	22.8	26.5	27.2	26.1	20.9	20.4	24.0	21.8	16.7	17.4	22.6	27.2	22.5	30.4	27.4	21.3	14.6
Somewhat	10.7	15.7	15.0	16.2	10.4	7.9	5.7	7.0	12.1	4.9	7.2	16.1	10.5	8.2	15.3	12.7	5.7
Strongly	12.1	10.8	12.2	9.9	10.5	12.5	18.3	14.8	4.6	12.5	15.3	11.1	12.0	22.1	12.1	8.6	8.9
DON'T KNOW	20.1	24.8	25.5	24.3	25.5	11.2	9.8	10.7	10.1	20.0	9.2	26.8	25.3	17.5	19.9	27.9	14.7
Net Diff.	34.3	22.2	20.1	23.6	32.7	48.1	42.1	45.8	56.5	45.3	45.7	18.8	29.7	21.8	25.3	29.5	56.0
Mean	2.87	2.65	2.69	2.63	2.82	3.05	3.05	3.05	2.93	2.92	3.04	2.63	2.78	2.55	2.65	2.81	3.29





AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
AGREE	57.1	49.2	48.1	68.7	57.0	57.9	73.4	55.2	57.2	57.0	57.6	55.5	62.6	72.7	52.9	50.9
Strongly	24.4	13.4	16.5	38.9	22.1	27.3	49.7	23.4	24.2	26.5	19.9	22.3	29.4	35.1	21.9	17.8
Somewhat	32.8	35.9	31.6	29.8	34.9	30.6	23.7	31.8	33.0	30.5	37.7	33.2	33.1	37.6	31.1	33.1
DISAGREE	22.8	25.3	21.9	20.4	21.8	22.0	22.8	21.9	22.9	23.4	22.0	22.8	18.1	14.9	32.9	20.9
Somewhat	10.7	14.0	11.4	7.0	10.9	12.3	17.6	11.4	10.6	11.0	9.8	10.0	9.1	7.8	15.0	7.9
Strongly	12.1	11.3	10.5	13.4	10.9	9.7	5.2	10.4	12.3	12.4	12.2	12.7	9.1	7.1	17.9	13.0
DON'T KNOW	20.1	25.5	30.0	10.9	21.2	20.1	3.8	23.0	19.9	19.6	20.4	21.7	19.3	12.4	14.2	28.2
Net Diff.	34.3	23.9	26.2	48.3	35.2	35.9	50.6	33.3	34.3	33.6	35.6	32.7	44.4	57.8	20.0	30.0
Mean	2.87	2.69	2.77	3.06	2.87	2.95	3.23	2.88	2.86	2.88	2.82	2.83	3.03	3.15	2.66	2.78



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

35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
AGREE	57.1	57.3	56.7	54.2	62.1	62.3	58.2	53.1	55.3	57.9	55.4	49.2	61.4	60.5	62.8	54.3	56.1	43.4	57.2	69.2
Strongly	24.4	23.5	26.1	23.3	31.9	28.3	31.5	19.4	20.9	26.7	19.5	20.7	13.9	33.4	33.1	21.8	31.0	12.0	14.9	12.1
Somewhat	32.8	33.8	30.6	30.9	30.2	34.0	26.7	33.7	34.4	31.3	35.9	28.5	47.5	27.2	29.7	32.5	25.1	31.3	42.3	57.1
DISAGREE	22.8	22.3	23.7	25.5	20.1	20.9	26.4	23.6	21.2	22.3	23.8	26.1	19.3	25.4	22.1	22.5	31.8	21.4	19.9	18.1
Somewhat	10.7	9.5	13.1	13.7	11.8	9.0	15.0	10.0	11.3	10.0	12.2	12.1	11.8	11.1	11.2	9.2	11.8	12.5	11.4	12.4
Strongly	12.1	12.8	10.6	11.7	8.2	11.9	11.3	13.6	9.9	12.3	11.7	14.0	7.5	14.3	10.9	13.3	20.0	8.9	8.5	5.7
DON'T KNOW	20.1	20.3	19.6	20.4	17.9	16.8	15.4	23.3	23.5	19.7	20.8	24.6	19.3	14.0	15.1	23.2	12.1	35.2	22.9	12.6
Net Diff.	34.3	35.0	33.0	28.7	42.0	41.4	31.9	29.5	34.0	35.6	31.6	23.1	42.1	35.1	40.8	31.8	24.3	22.0	37.3	51.1
Mean	2.87	2.85	2.90	2.83	3.04	2.95	2.93	2.77	2.87	2.90	2.80	2.74	2.84	2.93	3.00	2.82	2.76	2.72	2.82	2.87



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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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	78	136	175	162	187	263	389	611	550	450	470	530
AGREE	57.1	73.5	52.1	57.3	59.1	55.6	54.6	58.7	56.1	58.8	55.0	60.9	53.8
Strongly	24.4	18.7	13.1	26.1	23.3	26.9	29.6	20.1	27.1	21.0	28.5	29.4	19.9
Somewhat	32.8	54.8	39.0	31.1	35.9	28.7	25.1	38.6	29.0	37.8	26.6	31.5	33.9
DISAGREE	22.8	14.0	26.0	24.1	21.0	25.1	22.4	22.7	22.9	22.2	23.5	22.8	22.8
Somewhat	10.7	14.0	17.8	6.5	11.5	9.9	9.0	12.0	9.9	11.8	9.4	11.1	10.4
Strongly	12.1	0.0	8.1	17.5	9.4	15.2	13.4	10.7	12.9	10.4	14.2	11.7	12.4
DON'T KNOW	20.1	12.5	21.9	18.7	19.9	19.3	22.9	18.6	21.0	19.0	21.4	16.3	23.4
Net Diff.	34.3	59.5	26.2	33.2	38.2	30.5	32.2	36.0	33.3	36.6	31.5	38.1	31.0
Mean	2.87	3.05	2.73	2.81	2.91	2.83	2.92	2.84	2.89	2.86	2.88	2.94	2.80



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35. DO YOU AGREE OR DISAGREE THAT PEOPLE WHO USE THE TERM "UNDOCUMENTED PERSON" TO REFER TO FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION TEND TO PREFER OPEN BORDERS?

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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
AGREE	57.1	65.7	55.5	58.2	54.8	79.8	61.5	60.7	58.3	61.7	51.4	55.4	50.4	55.2	57.8	58.0
Strongly	24.4	19.0	19.9	25.0	28.8	21.6	26.5	27.9	32.9	18.3	15.5	21.7	23.6	19.8	27.9	21.7
Somewhat	32.8	46.8	35.5	33.2	26.0	58.2	34.9	32.8	25.4	43.5	35.9	33.7	26.8	35.4	29.9	36.3
DISAGREE	22.8	17.6	24.9	22.7	23.0	7.3	26.1	22.4	23.3	20.6	24.0	23.0	22.8	23.1	24.3	19.0
Somewhat	10.7	14.7	11.6	10.6	9.0	7.3	15.7	11.4	9.0	16.8	8.8	9.7	9.0	14.0	9.9	8.7
Strongly	12.1	3.0	13.3	12.1	14.1	0.0	10.4	11.0	14.3	3.8	15.3	13.3	13.8	9.1	14.4	10.3
DON'T KNOW	20.1	16.6	19.6	19.1	22.2	12.9	12.4	16.9	18.4	17.7	24.6	21.6	26.9	21.7	18.0	23.0
Net Diff.	34.3	48.1	30.6	35.5	31.8	72.5	35.3	38.4	35.1	41.2	27.4	32.4	27.6	32.1	33.5	38.9
Mean	2.87	2.98	2.77	2.88	2.89	3.16	2.89	2.94	2.94	2.93	2.68	2.81	2.82	2.84	2.87	2.90



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

36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPEN BORDERS	8.4	0.0	0.0	4.2	1.8	12.2	15.0	22.8	26.8	4.7	1.9	6.8	13.6	3.6	3.6	6.9	6.7	17.0	6.0	23.2
CLOSED BORDERS	18.2	36.7	27.5	17.7	17.3	14.8	10.6	9.0	12.4	23.3	24.9	21.0	20.6	32.2	23.0	13.4	11.1	6.8	6.7	6.9
SECURE BORDERS	67.6	63.3	69.3	76.5	75.9	62.2	67.1	53.1	53.2	67.1	71.3	64.5	51.9	63.9	72.6	61.2	72.1	68.7	79.6	62.5
OTHER	1.1	0.0	0.8	0.0	0.0	2.5	1.5	4.7	1.1	0.8	0.3	0.9	3.1	0.0	0.8	1.9	1.5	1.8	1.7	1.8
DON'T KNOW	4.7	0.0	2.4	1.6	5.0	8.3	5.8	10.3	6.5	4.2	1.6	6.9	10.8	0.3	0.0	16.6	8.6	5.8	5.9	5.7



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

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	899	768	131	101	69	32
OPEN BORDERS	8.4	11.9	8.3	6.0	10.2	7.9	7.1	12.5	13.5	11.2	18.4
CLOSED BORDERS	18.2	21.8	14.9	21.0	13.7	18.5	19.6	12.2	15.2	18.3	8.5
SECURE BORDERS	67.6	62.0	69.7	67.3	70.4	69.1	69.8	65.1	53.8	55.1	51.0
OTHER	1.1	0.5	2.0	0.9	1.0	1.0	0.9	1.9	1.8	2.6	0.0
DON'T KNOW	4.7	3.9	5.1	4.8	4.6	3.5	2.6	8.2	15.7	12.8	22.1



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36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPEN BORDERS	8.4	3.7	11.1	3.2	14.5	4.8	3.0	13.9	11.0	6.9	5.6	8.2	10.8	7.6	4.1	11.5	4.7	12.7
CLOSED BORDERS	18.2	28.5	9.9	29.5	8.6	7.1	31.4	8.4	15.2	17.6	6.0	18.2	19.0	17.2	14.7	19.9	18.4	18.8
SECURE BORDERS	67.6	66.4	72.0	66.5	68.8	66.8	65.3	69.8	68.5	70.6	67.0	68.4	64.2	71.2	78.0	59.4	74.1	55.9
OTHER	1.1	0.6	1.5	0.3	1.7	2.0	0.4	2.0	0.0	0.0	1.9	0.9	0.9	0.7	1.0	1.0	0.0	3.2
DON'T KNOW	4.7	0.7	5.6	0.5	6.3	19.3	0.0	5.9	5.3	4.9	19.5	4.4	5.0	3.2	2.1	8.1	2.8	9.5



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

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	275	723	461	433	106	220	433	157	276	566
OPEN BORDERS	8.4	16.8	5.3	3.6	14.0	6.9	7.9	13.2	12.8	13.5	4.8
CLOSED BORDERS	18.2	5.6	23.0	28.9	8.1	13.4	19.5	7.8	6.1	8.8	26.2
SECURE BORDERS	67.6	69.7	66.7	67.1	69.6	61.2	61.2	70.1	75.7	66.9	65.7
OTHER	1.1	3.0	0.4	0.3	1.7	1.9	2.0	2.3	2.5	2.2	0.2
DON'T KNOW	4.7	4.9	4.6	0.2	6.6	16.6	9.4	6.6	2.9	8.7	3.1





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

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	433	460	362	370	268	181	157	132	181	213	136
OPEN BORDERS	8.4	3.0	13.4	3.1	15.6	5.7	3.5	12.5	7.7	2.8	17.9	3.8
CLOSED BORDERS	18.2	28.3	10.6	30.5	10.6	12.2	25.7	11.1	13.5	35.2	10.2	11.0
SECURE BORDERS	67.6	67.4	68.2	65.8	66.2	71.8	70.8	72.1	72.3	60.9	61.9	71.3
OTHER	1.1	0.3	2.0	0.4	1.2	1.8	0.0	1.1	2.1	0.8	1.3	1.6
DON'T KNOW	4.7	0.9	5.7	0.2	6.4	8.4	0.0	3.2	4.3	0.4	8.8	12.3



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPEN BORDERS	8.4	19.7	27.6	14.8	5.5	3.1	1.6	2.5	27.3	2.7	1.5	20.5	6.4	15.9	11.1	6.0	1.6
CLOSED BORDERS	18.2	6.1	8.3	4.7	17.3	20.8	41.5	28.9	24.8	28.2	31.5	5.4	18.8	16.6	0.0	11.8	21.6
SECURE BORDERS	67.6	67.0	58.8	72.2	67.7	75.2	56.3	67.9	48.0	66.1	67.0	67.3	65.4	60.4	75.5	69.9	75.2
OTHER	1.1	1.3	0.8	1.6	1.7	0.4	0.0	0.2	0.0	2.0	0.0	0.8	1.6	3.4	5.4	1.7	0.0
DON'T KNOW	4.7	5.8	4.4	6.7	7.8	0.4	0.6	0.5	0.0	1.1	0.0	6.0	7.7	3.6	8.0	10.7	1.6



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36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
OPEN BORDERS	8.4	15.4	4.4	2.4	5.8	7.0	0.0	8.2	8.2	7.2	10.2	11.9	2.9	5.2	7.6	15.3
CLOSED BORDERS	18.2	8.5	17.4	29.0	15.0	17.9	32.6	15.3	18.3	18.0	18.7	18.0	20.1	18.7	21.7	11.5
SECURE BORDERS	67.6	67.6	67.6	67.5	72.2	68.9	56.6	71.0	67.8	69.4	64.8	63.8	72.5	71.8	66.5	64.0
OTHER	1.1	1.5	3.0	0.0	1.8	0.8	5.2	0.0	1.1	1.3	0.8	1.0	1.1	1.9	0.8	1.1
DON'T KNOW	4.7	7.1	7.6	1.1	5.2	5.5	5.6	5.4	4.5	4.0	5.5	5.4	3.3	2.4	3.3	8.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

36. FROM THE FOLLOWING, WHICH DO YOU PREFER FOR THE UNITED STATES?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPEN BORDERS	8.4	8.4	8.5	7.9	9.8	8.6	6.0	8.2	10.9	5.7	14.3	15.0	14.3	11.0	5.2	6.1	12.2	17.4	13.3	16.3
CLOSED BORDERS	18.2	20.3	14.1	13.2	15.9	19.8	12.7	20.6	15.4	18.5	17.7	20.2	16.4	17.8	17.0	19.6	16.7	23.1	20.0	9.7
SECURE BORDERS	67.6	65.2	72.4	74.2	68.7	67.9	78.8	62.8	66.4	70.1	62.2	57.9	62.4	69.3	74.3	66.9	71.2	46.7	61.9	63.4
OTHER	1.1	1.2	0.8	0.4	1.6	0.6	1.7	1.8	0.0	1.2	0.9	1.4	0.7	0.0	1.5	0.9	0.0	2.6	0.0	2.1
DON'T KNOW	4.7	4.9	4.2	4.3	3.9	3.1	0.8	6.6	7.3	4.6	4.9	5.5	6.1	1.9	2.1	6.5	0.0	10.2	4.8	8.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

36. FROM THE FOLLOWING, WHICH DO YOU PREFER 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	1000	78	136	175	162	187	263	389	611	550	450	470	530
OPEN BORDERS	8.4	26.8	20.3	5.0	5.8	4.0	3.9	14.7	4.4	12.1	3.9	7.7	9.1
CLOSED BORDERS	18.2	8.3	12.1	23.5	20.5	24.0	15.3	16.4	19.3	17.6	18.9	17.4	18.9
SECURE BORDERS	67.6	54.9	61.0	65.4	66.7	66.9	77.3	61.7	71.3	63.2	72.9	71.6	64.0
OTHER	1.1	1.2	0.0	1.3	1.9	1.0	1.0	0.8	1.3	1.1	1.0	1.0	1.2
DON'T KNOW	4.7	8.8	6.6	4.9	5.1	4.1	2.5	6.3	3.7	5.9	3.2	2.3	6.8



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

36. FROM THE FOLLOWING, WHICH DO YOU PREFER 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPEN BORDERS	8.4	24.4	11.4	5.0	3.8	22.9	14.0	5.5	4.1	24.8	9.7	4.4	3.6	12.8	6.2	8.4
CLOSED BORDERS	18.2	9.0	18.5	21.9	18.2	11.3	19.2	23.2	13.3	8.4	18.0	20.5	24.4	18.0	18.6	17.6
SECURE BORDERS	67.6	58.6	63.6	67.2	73.5	56.7	66.9	66.7	79.4	59.1	61.4	67.7	66.2	62.4	70.8	66.3
OTHER	1.1	0.8	0.6	1.4	1.3	0.0	0.0	0.7	1.8	1.1	0.9	2.3	0.7	1.4	0.7	1.5
DON'T KNOW	4.7	7.2	6.0	4.5	3.1	9.1	0.0	3.9	1.5	6.7	10.0	5.1	5.2	5.4	3.7	6.2



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

37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPEN BORDERS	54.0	95.0	82.5	70.8	49.9	37.0	24.9	27.1	31.8	69.7	79.8	57.1	51.8	89.1	82.8	44.7	28.4	18.4	19.0	18.1
CLOSED BORDERS	2.8	1.2	0.7	1.9	1.6	3.3	5.4	4.1	6.3	2.5	1.3	3.2	6.7	2.7	1.9	4.1	1.5	3.4	0.9	4.8
SECURE BORDERS	33.2	1.3	9.8	19.4	36.1	46.1	57.2	60.4	47.7	17.2	12.4	24.3	22.5	4.9	11.7	22.8	48.1	69.4	72.2	67.9
OTHER	1.5	0.0	0.6	2.9	1.0	2.2	0.7	4.1	0.0	1.9	1.5	2.4	2.6	0.4	2.5	0.9	5.2	0.6	0.0	0.9
DON'T KNOW	8.6	2.4	6.4	5.0	11.3	11.4	11.8	4.3	14.1	8.7	5.0	13.1	16.5	2.9	1.1	27.5	16.8	8.2	7.9	8.3



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

37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	899	768	131	101	69	32
OPEN BORDERS	54.0	50.6	53.9	58.6	48.4	55.3	55.4	55.1	41.9	48.2	28.0
CLOSED BORDERS	2.8	5.2	2.2	1.6	3.5	2.4	1.8	5.7	6.4	6.6	5.9
SECURE BORDERS	33.2	34.9	34.1	30.0	36.7	34.4	36.1	24.3	22.7	24.3	19.2
OTHER	1.5	1.7	1.7	1.5	1.0	1.3	1.0	3.2	2.8	4.0	0.0
DON'T KNOW	8.6	7.5	8.2	8.4	10.3	6.6	5.7	11.6	26.3	16.9	46.8





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPEN BORDERS	54.0	83.9	22.1	86.2	21.3	51.8	87.6	20.6	58.5	63.1	41.3	53.3	55.9	57.8	50.3	45.7	53.1	63.6
CLOSED BORDERS	2.8	2.4	1.9	2.7	3.0	2.3	2.6	2.3	3.3	0.0	4.6	2.8	2.9	2.3	1.5	3.8	2.8	2.8
SECURE BORDERS	33.2	9.7	64.9	6.6	63.8	15.5	6.6	67.0	23.7	22.7	20.5	33.9	33.5	33.7	39.4	31.7	24.6	23.2
OTHER	1.5	1.0	1.5	1.0	2.1	1.0	0.9	1.4	3.9	4.2	0.9	1.5	0.9	1.5	1.7	3.0	2.0	1.5
DON'T KNOW	8.6	3.1	9.6	3.6	9.9	29.5	2.4	8.7	10.6	10.0	32.7	8.6	6.8	4.7	7.0	15.8	17.5	8.9



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	275	723	461	433	106	220	433	157	276	566	
OPEN BORDERS	54.0	21.8	66.3	86.8	21.3	44.7	51.6	20.8	20.2	21.1	79.3	
CLOSED BORDERS	2.8	3.9	2.3	2.4	2.9	4.1	5.1	3.0	1.4	3.9	2.6	
SECURE BORDERS	33.2	66.9	20.2	7.4	63.3	22.8	23.3	64.7	71.5	60.8	9.2	
OTHER	1.5	1.0	1.6	1.2	1.9	0.9	2.6	1.3	0.6	1.7	1.6	
DON'T KNOW	8.6	6.3	9.5	2.2	10.7	27.5	17.3	10.3	6.2	12.6	7.3	



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37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	433	460	362	370	268	181	157	132	181	213	136
OPEN BORDERS	54.0	86.9	23.6	84.9	23.7	53.9	87.3	23.8	55.4	82.5	23.6	52.5
CLOSED BORDERS	2.8	1.9	3.0	2.1	3.6	2.6	2.8	3.0	2.1	1.3	4.0	3.1
SECURE BORDERS	33.2	7.0	61.3	9.0	60.5	28.3	8.7	65.3	28.9	9.4	56.9	27.6
OTHER	1.5	1.0	2.2	1.1	1.7	1.6	0.0	0.0	3.2	2.2	3.0	0.0
DON'T KNOW	8.6	3.2	9.9	2.9	10.5	13.6	1.2	7.9	10.4	4.6	12.4	16.8



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37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPEN BORDERS	54.0	20.7	22.4	19.7	50.1	83.1	87.1	84.6	62.4	74.1	89.4	16.9	34.7	32.3	21.9	50.9	83.9
CLOSED BORDERS	2.8	3.9	4.2	3.6	2.4	1.4	3.8	2.3	2.3	4.1	1.5	3.3	1.5	16.7	8.1	2.3	0.0
SECURE BORDERS	33.2	65.4	62.4	67.2	33.0	10.6	3.1	7.7	35.3	18.1	4.7	69.0	49.7	35.0	59.2	27.6	10.3
OTHER	1.5	1.3	1.7	1.0	1.4	2.1	0.9	1.7	0.0	1.3	1.2	1.6	1.7	3.4	0.0	1.3	3.4
DON'T KNOW	8.6	8.8	9.3	8.5	13.1	2.8	5.0	3.7	0.0	2.6	3.2	9.2	12.4	12.7	10.8	17.9	2.4



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37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
OPEN BORDERS	54.0	24.2	54.5	85.8	54.2	48.8	39.0	50.5	55.3	59.0	48.4	48.9	61.6	72.6	57.3	39.1
CLOSED BORDERS	2.8	2.9	3.4	2.4	2.6	2.0	7.2	1.1	2.6	1.9	3.8	5.3	1.7	1.5	2.9	3.3
SECURE BORDERS	33.2	60.6	25.7	6.3	32.4	44.9	48.2	44.3	31.5	30.4	33.6	33.5	25.3	21.1	33.1	45.5
OTHER	1.5	1.9	0.7	1.3	1.0	0.8	5.6	0.0	1.6	1.6	1.6	1.4	1.9	1.2	1.2	0.9
DON'T KNOW	8.6	10.4	15.8	4.1	9.9	3.5	0.0	4.1	9.0	7.1	12.7	10.9	9.5	3.7	5.5	11.2



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37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPEN BORDERS	54.0	56.9	48.0	50.8	42.2	59.5	52.5	54.7	43.8	59.4	42.4	46.9	37.3	38.8	64.9	55.3	44.1	49.3	39.8	32.6
CLOSED BORDERS	2.8	2.6	3.0	3.5	2.0	3.1	1.9	2.2	4.1	1.8	4.7	4.9	4.0	8.7	1.4	2.2	7.7	2.6	2.4	7.0
SECURE BORDERS	33.2	29.1	41.4	37.7	49.3	30.2	39.3	28.2	43.4	29.9	40.4	35.7	46.5	39.8	27.3	31.8	41.4	30.9	48.9	42.1
OTHER	1.5	1.5	1.4	1.3	1.7	0.8	1.1	2.1	1.7	0.8	2.8	3.2	2.2	2.0	1.0	0.7	2.3	4.0	0.0	6.2
DON'T KNOW	8.6	9.8	6.1	6.7	4.7	6.5	5.1	12.7	7.0	8.0	9.7	9.2	10.0	10.7	5.4	10.1	4.5	13.1	8.8	12.2



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37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS 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	1000	78	136	175	162	187	263	389	611	550	450	470	530
OPEN BORDERS	54.0	41.8	47.8	59.3	52.6	62.3	52.1	51.8	55.4	52.0	56.4	57.1	51.2
CLOSED BORDERS	2.8	11.0	4.0	1.9	3.2	1.1	1.2	4.5	1.7	4.1	1.1	2.7	2.8
SECURE BORDERS	33.2	29.4	36.1	29.9	33.4	27.9	38.7	32.0	34.0	32.4	34.2	33.3	33.1
OTHER	1.5	5.3	1.4	1.9	0.0	0.9	1.4	2.4	0.9	1.7	1.2	0.9	2.0
DON'T KNOW	8.6	12.5	10.7	7.0	10.9	7.7	6.6	9.4	8.1	9.8	7.1	6.0	10.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

37. WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPEN BORDERS	54.0	42.4	54.7	57.1	54.8	46.5	56.5	61.3	55.9	41.2	53.5	52.5	53.5	42.6	55.5	63.9
CLOSED BORDERS	2.8	8.4	3.0	2.3	1.1	16.0	3.6	2.0	1.0	6.3	2.7	2.7	1.3	5.0	2.2	1.4
SECURE BORDERS	33.2	30.4	33.5	30.7	35.8	32.0	33.7	28.3	36.8	29.9	33.3	33.5	34.5	38.6	34.4	24.0
OTHER	1.5	4.4	1.3	0.3	1.5	0.0	1.3	0.0	1.4	5.7	1.3	0.6	1.6	2.6	0.9	1.5
DON'T KNOW	8.6	14.4	7.5	9.6	6.8	5.4	4.9	8.5	4.9	16.9	9.2	10.7	9.1	11.2	6.9	9.3





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38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPEN BORDERS	1.9	0.0	0.7	2.2	0.5	1.3	5.3	1.4	4.4	2.0	1.2	0.9	9.3	1.2	3.9	2.7	0.7	1.6	0.8	2.0
CLOSED BORDERS	57.8	26.3	38.8	43.5	62.3	74.8	73.7	78.8	71.0	46.5	38.5	60.7	49.5	31.6	38.5	61.1	79.6	83.1	82.0	83.7
SECURE BORDERS	34.4	72.7	56.7	51.4	29.6	18.0	12.8	12.0	11.3	46.5	57.5	31.4	29.7	66.3	56.2	18.8	10.5	7.3	10.7	5.3
OTHER	0.9	0.0	0.6	0.0	1.5	0.0	0.8	3.5	2.5	0.6	0.2	0.4	3.1	0.0	0.8	0.9	1.4	1.6	1.6	1.6
DON'T KNOW	5.1	1.0	3.2	2.9	6.1	5.8	7.3	4.3	10.8	4.4	2.6	6.5	8.3	0.8	0.5	16.6	7.8	6.5	4.9	7.4



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

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	899	768	131	101	69	32
OPEN BORDERS	1.9	1.7	0.8	2.4	2.1	1.6	1.3	3.5	3.9	4.2	3.2
CLOSED BORDERS	57.8	61.5	55.5	53.4	64.7	56.9	56.3	60.2	65.5	67.7	60.8
SECURE BORDERS	34.4	33.1	38.6	36.4	27.7	36.5	37.8	28.6	16.1	17.3	13.5
OTHER	0.9	0.0	1.3	1.1	0.9	1.0	0.9	1.8	0.0	0.0	0.0
DON'T KNOW	5.1	3.6	3.8	6.7	4.6	4.0	3.7	5.9	14.5	10.8	22.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPEN BORDERS	1.9	1.8	1.8	1.8	2.1	1.2	1.5	2.6	2.0	1.1	0.0	2.0	2.4	0.8	2.0	3.3	3.7	0.0
CLOSED BORDERS	57.8	34.5	79.8	32.7	82.3	64.4	31.2	80.7	69.2	67.9	61.3	57.6	58.0	55.3	57.2	59.9	52.8	59.6
SECURE BORDERS	34.4	62.4	10.1	63.3	7.2	21.2	66.5	7.9	24.1	26.9	20.1	34.3	34.0	38.2	35.7	28.7	35.3	36.0
OTHER	0.9	0.3	1.6	0.5	1.5	0.0	0.4	1.9	0.0	0.0	0.0	1.0	0.5	0.9	1.7	1.6	0.0	0.0
DON'T KNOW	5.1	0.9	6.8	1.8	6.9	13.2	0.5	6.8	4.6	4.1	18.6	5.1	5.1	4.8	3.4	6.5	8.2	4.5



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

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	275	723	461	433	106	220	433	157	276	566
OPEN BORDERS	1.9	3.1	1.4	2.2	1.3	2.7	1.7	3.0	4.1	2.3	1.0
CLOSED BORDERS	57.8	76.3	50.6	34.1	82.1	61.1	63.6	78.4	72.5	81.7	41.9
SECURE BORDERS	34.4	12.5	42.9	62.6	8.2	18.8	23.8	10.3	11.1	9.8	53.0
OTHER	0.9	1.9	0.5	0.3	1.5	0.9	1.1	1.8	1.3	2.1	0.2
DON'T KNOW	5.1	6.2	4.6	0.7	6.9	16.6	9.8	6.5	11.1	4.0	3.9



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

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	433	460	362	370	268	181	157	132	181	213	136	
OPEN BORDERS	1.9	1.8	1.8	1.1	2.1	2.6	1.1	2.1	2.2	1.0	2.1	3.0	
CLOSED BORDERS	57.8	32.8	80.1	36.9	79.2	56.2	32.0	78.1	50.4	41.8	80.1	61.9	
SECURE BORDERS	34.4	63.6	9.2	59.8	10.0	33.9	65.2	12.3	42.0	54.4	8.3	26.0	
OTHER	0.9	0.3	1.6	0.6	1.3	0.7	0.0	1.1	1.3	1.3	1.4	0.0	
DON'T KNOW	5.1	1.5	7.2	1.6	7.4	6.6	1.7	6.4	4.0	1.5	8.0	9.1	



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

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPEN BORDERS	1.9	2.8	1.9	3.3	1.5	1.7	1.1	1.5	5.4	1.3	0.7	1.6	1.5	10.3	8.5	1.7	1.6
CLOSED BORDERS	57.8	82.1	81.1	82.7	63.4	32.4	32.2	32.3	57.0	42.3	34.0	84.1	77.1	44.0	83.0	62.6	19.3
SECURE BORDERS	34.4	7.7	7.8	7.6	26.9	63.1	64.7	63.7	31.0	50.4	64.3	6.5	12.0	33.0	2.7	27.5	73.9
OTHER	0.9	1.0	1.1	1.0	1.4	0.4	0.0	0.2	0.0	3.2	0.0	1.3	1.6	0.0	0.0	0.5	1.5
DON'T KNOW	5.1	6.4	8.2	5.3	6.8	2.3	2.0	2.2	6.6	2.7	0.9	6.5	7.9	12.7	5.8	7.7	3.7



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

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
OPEN BORDERS	1.9	2.5	2.1	1.1	2.5	2.2	0.0	2.6	1.8	1.6	2.1	2.1	1.2	1.3	3.7	0.8
CLOSED BORDERS	57.8	79.4	60.4	33.5	58.3	61.7	55.7	62.7	56.8	53.9	62.2	61.1	57.2	34.8	56.4	67.7
SECURE BORDERS	34.4	9.3	27.8	63.8	32.5	31.8	38.7	30.6	35.2	38.8	28.7	30.7	36.3	55.6	35.2	24.7
OTHER	0.9	1.5	1.7	0.0	1.2	0.7	0.0	0.9	1.0	1.0	1.1	0.0	1.3	1.9	0.3	0.5
DON'T KNOW	5.1	7.3	8.1	1.6	5.4	3.5	5.6	3.2	5.2	4.8	5.9	6.1	3.9	6.4	4.4	6.4



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

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPEN BORDERS	1.9	1.5	2.5	2.8	1.9	2.0	1.2	1.1	3.7	1.0	3.7	5.2	3.2	2.2	0.6	1.3	7.3	3.4	2.6	4.4
CLOSED BORDERS	57.8	55.7	61.8	63.2	58.9	54.3	49.3	56.9	73.6	54.9	63.8	54.8	76.3	59.5	45.7	61.8	45.5	62.7	79.6	70.3
SECURE BORDERS	34.4	36.4	30.4	29.9	31.6	40.0	42.8	33.3	18.8	39.5	23.7	27.9	14.3	29.6	49.8	31.7	37.7	19.6	14.0	14.9
OTHER	0.9	0.8	1.1	0.8	1.6	0.0	2.2	1.5	0.0	0.7	1.2	1.7	0.0	4.3	0.9	0.6	0.0	3.1	0.0	0.0
DON'T KNOW	5.1	5.5	4.2	3.3	5.9	3.6	4.4	7.1	3.9	3.9	7.6	10.4	6.1	4.5	3.0	4.6	9.6	11.1	3.8	10.4





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS 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	1000	78	136	175	162	187	263	389	611	550	450	470	530
OPEN BORDERS	1.9	5.0	3.3	1.5	2.4	0.5	1.1	2.8	1.3	2.7	0.8	1.8	2.0
CLOSED BORDERS	57.8	66.9	64.5	55.8	52.2	59.4	55.1	61.1	55.6	58.5	56.9	52.6	62.3
SECURE BORDERS	34.4	19.0	23.9	38.4	40.9	35.6	37.0	29.5	37.6	32.8	36.4	41.0	28.6
OTHER	0.9	0.0	0.0	2.0	0.6	0.4	1.4	0.9	0.9	0.8	1.0	0.8	1.0
DON'T KNOW	5.1	9.1	8.3	2.3	3.9	4.1	5.5	5.7	4.6	5.2	4.9	3.9	6.1



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

38. WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPEN BORDERS	1.9	4.2	2.4	1.5	1.0	7.8	2.5	1.5	0.9	3.2	2.4	1.5	1.3	2.0	2.1	1.0
CLOSED BORDERS	57.8	67.6	59.1	55.4	55.4	58.0	58.8	52.7	48.6	70.4	59.3	58.4	63.9	68.4	56.3	48.4
SECURE BORDERS	34.4	19.1	32.9	39.2	36.9	28.8	36.4	43.1	43.4	16.3	30.5	34.9	28.7	23.2	35.8	44.5
OTHER	0.9	0.0	1.0	0.7	1.2	0.0	0.0	0.6	1.3	0.0	1.7	0.8	1.1	1.1	0.7	1.1
DON'T KNOW	5.1	9.1	4.6	3.2	5.5	5.4	2.3	2.1	5.8	10.1	6.2	4.4	5.1	5.2	5.0	4.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPEN BORDERS	49.2	90.4	78.8	63.0	42.1	37.2	22.9	18.1	28.2	65.1	74.0	53.7	50.0	88.1	77.0	34.0	22.2	13.1	13.5	12.9
CLOSED BORDERS	3.9	2.5	3.4	6.3	2.1	3.3	2.4	5.9	6.2	4.6	4.5	3.2	8.6	2.3	5.2	5.5	8.1	2.3	1.6	2.8
SECURE BORDERS	36.2	3.7	10.6	24.3	39.5	45.2	63.2	62.4	53.1	19.0	15.4	25.3	20.4	6.2	12.9	21.4	54.9	75.0	74.4	75.4
OTHER	1.0	0.0	0.0	0.0	1.9	0.9	0.8	3.5	2.2	1.1	0.0	1.6	5.4	0.4	1.4	1.6	1.6	0.8	1.2	0.5
DON'T KNOW	9.8	3.3	7.2	6.4	14.3	13.4	10.8	10.1	10.2	10.3	6.1	16.3	15.7	3.0	3.5	37.5	13.2	8.7	9.2	8.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	899	768	131	101	69	32
OPEN BORDERS	49.2	49.0	48.1	53.6	42.5	51.3	52.3	45.3	30.3	31.4	27.8
CLOSED BORDERS	3.9	3.2	5.6	4.0	2.5	3.4	3.2	4.1	8.5	9.6	6.0
SECURE BORDERS	36.2	36.9	38.2	30.7	43.3	37.5	38.3	32.8	24.9	29.5	14.9
OTHER	1.0	1.2	0.4	1.2	1.0	1.0	0.7	2.7	1.0	1.5	0.0
DON'T KNOW	9.8	9.7	7.7	10.6	10.6	6.9	5.5	15.1	35.4	28.0	51.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPEN BORDERS	49.2	79.8	17.4	83.5	15.7	39.4	85.4	14.5	49.6	52.2	36.1	48.6	50.4	49.7	48.8	41.8	45.3	58.1
CLOSED BORDERS	3.9	3.0	4.2	3.8	4.0	3.6	3.8	3.5	5.6	6.4	3.5	3.7	3.4	4.7	1.0	5.5	10.6	6.5
SECURE BORDERS	36.2	11.7	68.1	7.2	69.3	17.8	6.2	72.7	32.9	30.7	18.0	37.2	37.0	37.8	40.1	35.0	35.7	21.3
OTHER	1.0	1.2	0.5	1.1	0.8	1.2	1.3	1.0	0.0	0.0	1.2	0.9	0.8	0.0	1.0	1.0	2.0	1.8
DON'T KNOW	9.8	4.3	9.8	4.5	10.0	38.0	3.4	8.4	12.0	10.7	41.3	9.6	8.4	7.8	9.1	16.7	6.4	12.2



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	275	723	461	433	106	220	433	157	276	566	
OPEN BORDERS	49.2	19.6	60.5	84.0	15.8	34.0	46.9	17.2	13.2	19.6	73.7	
CLOSED BORDERS	3.9	4.4	3.7	3.4	4.0	5.5	6.2	4.4	4.2	4.5	3.5	
SECURE BORDERS	36.2	68.5	23.7	8.6	69.2	21.4	23.6	66.9	77.3	61.0	12.8	
OTHER	1.0	0.9	1.0	0.8	1.0	1.6	2.3	0.8	0.0	1.3	1.1	
DON'T KNOW	9.8	6.7	11.0	3.2	10.0	37.5	21.0	10.7	5.4	13.7	8.9	



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

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	433	460	362	370	268	181	157	132	181	213	136	
OPEN BORDERS	49.2	82.6	18.2	82.9	18.7	45.8	83.8	18.3	53.6	81.9	19.0	38.2	
CLOSED BORDERS	3.9	3.4	4.2	4.0	3.9	3.6	3.9	4.6	1.7	4.2	3.4	5.6	
SECURE BORDERS	36.2	8.1	66.2	8.5	66.5	31.7	10.4	71.6	33.1	6.5	62.8	30.4	
OTHER	1.0	1.2	0.8	1.0	0.3	1.9	0.5	0.0	3.0	1.5	0.5	0.8	
DON'T KNOW	9.8	4.7	10.6	3.6	10.6	17.0	1.4	5.6	8.7	5.8	14.3	25.1	



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

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPEN BORDERS	49.2	18.7	15.6	20.6	39.1	81.7	88.0	84.1	43.8	66.4	90.1	17.0	20.7	23.5	15.6	40.5	81.4
CLOSED BORDERS	3.9	4.0	5.4	3.1	4.6	2.3	4.3	3.1	12.4	6.0	2.9	2.2	5.6	11.8	10.9	3.3	0.0
SECURE BORDERS	36.2	69.3	71.9	67.7	38.4	9.5	4.0	7.3	43.8	18.4	3.3	71.6	60.6	48.5	68.8	31.1	9.4
OTHER	1.0	0.4	0.0	0.6	1.8	0.4	0.9	0.6	0.0	3.3	0.5	0.5	0.0	0.0	0.0	2.4	1.6
DON'T KNOW	9.8	7.6	7.0	7.9	16.2	6.2	2.8	4.9	0.0	5.9	3.3	8.7	13.1	16.1	4.8	22.6	7.7





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
OPEN BORDERS	49.2	17.0	47.9	84.3	47.1	50.2	51.6	50.0	49.8	52.2	45.3	42.3	52.4	67.1	54.1	36.0
CLOSED BORDERS	3.9	4.5	5.0	2.9	4.5	3.5	0.0	4.1	3.7	3.4	4.2	6.1	4.5	6.6	2.7	3.1
SECURE BORDERS	36.2	67.7	23.0	6.8	34.4	37.8	44.6	36.6	35.7	35.1	36.9	38.3	31.2	20.8	34.9	47.3
OTHER	1.0	0.5	3.9	0.5	1.3	0.0	0.0	0.0	1.1	1.7	0.0	1.4	0.9	1.9	1.2	0.0
DON'T KNOW	9.8	10.4	20.3	5.5	12.7	8.5	3.8	9.3	9.7	7.6	13.6	11.9	11.1	3.7	7.1	13.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPEN BORDERS	49.2	52.1	43.2	43.8	42.2	55.3	49.6	49.3	37.3	55.8	35.1	43.4	24.5	35.8	62.8	50.5	46.1	41.2	28.9	16.4
CLOSED BORDERS	3.9	4.5	2.7	2.6	2.8	3.9	2.7	5.0	2.6	2.5	6.9	2.1	10.2	15.0	2.2	2.7	1.7	2.4	6.9	16.3
SECURE BORDERS	36.2	32.1	44.3	43.3	46.4	35.3	41.0	29.4	47.4	31.3	46.5	43.8	54.4	37.2	29.6	32.6	47.5	40.8	56.4	50.6
OTHER	1.0	0.9	1.1	0.4	2.5	0.8	1.6	1.1	0.6	1.1	0.7	0.7	0.0	0.0	1.4	0.9	1.6	0.0	0.0	0.0
DON'T KNOW	9.8	10.3	8.7	10.0	6.1	4.7	5.2	15.2	12.1	9.3	10.8	9.9	11.0	12.0	4.1	13.2	3.2	15.6	7.8	16.7



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39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER 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	1000	78	136	175	162	187	263	389	611	550	450	470	530
OPEN BORDERS	49.2	34.5	44.7	52.6	48.8	55.2	49.5	46.2	51.0	47.0	51.8	53.4	45.4
CLOSED BORDERS	3.9	10.1	2.4	6.5	4.9	2.6	1.4	5.8	2.7	5.5	1.9	3.5	4.2
SECURE BORDERS	36.2	39.9	36.4	30.0	40.1	32.3	39.4	34.2	37.4	35.9	36.5	37.3	35.2
OTHER	1.0	1.6	2.3	1.6	0.0	0.0	1.0	1.9	0.4	1.3	0.6	1.0	0.9
DON'T KNOW	9.8	13.8	14.2	9.3	6.2	9.9	8.8	11.9	8.4	10.2	9.2	4.8	14.2



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

39. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST DEMOCRATS IN WASHINGTON PREFER 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPEN BORDERS	49.2	37.1	50.1	50.3	51.5	34.5	53.1	52.8	56.2	37.9	48.0	47.5	45.5	37.0	50.7	60.2
CLOSED BORDERS	3.9	7.8	5.3	4.0	1.5	16.4	5.1	2.8	1.5	5.4	5.4	5.4	1.6	5.3	3.2	3.9
SECURE BORDERS	36.2	36.7	32.6	37.5	37.6	43.7	35.4	37.9	36.9	34.6	30.7	37.0	38.5	46.7	36.4	23.1
OTHER	1.0	2.1	1.9	0.0	0.7	0.0	2.2	0.0	1.3	2.7	1.6	0.0	0.0	0.8	0.7	1.8
DON'T KNOW	9.8	16.3	10.2	8.2	8.6	5.4	4.1	6.5	4.0	19.4	14.3	10.2	14.4	10.2	9.1	11.0



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40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPEN BORDERS	4.3	6.8	3.7	5.7	2.4	2.6	2.9	3.3	9.8	4.9	5.2	2.5	9.9	3.8	4.9	6.1	6.2	3.0	2.6	3.2
CLOSED BORDERS	50.0	28.1	31.9	35.7	47.2	64.4	67.9	75.7	66.1	36.2	32.8	42.8	35.8	28.9	26.9	36.8	65.3	81.0	78.7	82.3
SECURE BORDERS	36.4	61.4	56.5	53.0	36.7	20.3	20.3	10.5	14.1	49.1	55.9	40.4	37.0	63.2	64.4	24.0	17.0	7.9	7.8	7.9
OTHER	0.7	0.0	0.6	0.7	1.0	0.0	0.0	3.5	1.1	0.9	0.5	0.8	3.1	0.0	0.8	3.7	0.6	0.3	0.0	0.5
DON'T KNOW	8.6	3.7	7.3	4.9	12.6	12.6	8.9	6.9	8.8	8.9	5.5	13.5	14.2	4.2	2.9	29.3	10.9	7.8	10.9	6.1



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	899	768	131	101	69	32
OPEN BORDERS	4.3	2.5	4.4	4.5	5.3	4.2	4.0	5.4	5.0	5.7	3.5
CLOSED BORDERS	50.0	54.0	43.6	49.9	53.4	50.6	50.1	54.1	44.0	46.3	38.9
SECURE BORDERS	36.4	36.4	40.0	36.0	33.6	38.3	40.0	28.9	19.3	20.9	15.8
OTHER	0.7	0.5	0.8	0.9	0.4	0.7	0.6	1.1	0.9	1.3	0.0
DON'T KNOW	8.6	6.6	11.3	8.7	7.2	6.1	5.3	10.5	30.9	25.9	41.8



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

40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPEN BORDERS	4.3	4.9	4.3	4.8	4.1	2.6	4.4	4.5	2.8	1.1	4.9	4.1	2.6	3.4	2.4	10.4	10.8	7.8
CLOSED BORDERS	50.0	27.0	74.0	28.0	75.5	34.4	27.5	76.4	52.6	50.2	32.8	50.0	51.4	47.4	49.3	52.4	39.5	49.2
SECURE BORDERS	36.4	64.2	12.5	61.4	12.0	29.8	63.1	10.2	38.3	41.1	27.7	37.0	38.2	40.6	39.3	26.2	40.3	27.4
OTHER	0.7	0.7	0.7	0.8	0.6	1.0	0.7	0.7	0.0	0.0	1.9	0.7	0.3	0.0	1.3	1.6	0.0	1.3
DON'T KNOW	8.6	3.2	8.4	5.1	7.8	32.1	4.2	8.2	6.3	7.6	32.7	8.2	7.5	8.6	7.7	9.3	9.4	14.3



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	275	723	461	433	106	220	433	157	276	566
OPEN BORDERS	4.3	5.2	4.0	4.2	3.9	6.1	4.9	4.9	6.7	4.0	3.8
CLOSED BORDERS	50.0	67.0	43.5	28.2	76.4	36.8	46.9	70.8	69.5	71.6	33.9
SECURE BORDERS	36.4	18.4	43.4	63.6	10.5	24.0	29.7	13.8	12.1	14.7	53.8
OTHER	0.7	1.2	0.5	0.3	0.4	3.7	2.5	0.9	0.6	1.1	0.5
DON'T KNOW	8.6	8.2	8.6	3.7	8.7	29.3	16.0	9.5	11.2	8.6	7.9





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	433	460	362	370	268	181	157	132	181	213	136	
OPEN BORDERS	4.3	4.8	4.1	3.1	4.4	5.7	1.8	6.0	5.7	4.4	3.2	5.8	
CLOSED BORDERS	50.0	26.4	73.5	29.9	74.9	42.7	22.9	72.0	41.9	36.8	77.1	43.4	
SECURE BORDERS	36.4	64.2	12.7	62.7	10.2	37.2	72.1	12.8	42.7	53.2	8.3	31.8	
OTHER	0.7	0.8	0.6	0.6	0.5	1.2	0.5	0.6	2.4	0.8	0.4	0.0	
DON'T KNOW	8.6	3.8	9.0	3.7	10.0	13.3	2.6	8.6	7.4	4.8	11.0	18.9	



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40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPEN BORDERS	4.3	5.5	6.8	4.7	4.0	4.4	2.3	3.6	18.0	4.3	1.7	3.5	4.0	14.2	11.1	3.9	7.9
CLOSED BORDERS	50.0	75.2	79.7	72.4	53.2	25.7	27.5	26.4	39.7	39.0	26.7	79.4	73.0	42.4	68.2	45.2	18.1
SECURE BORDERS	36.4	11.8	7.3	14.7	28.6	64.6	63.9	64.3	42.3	47.9	68.0	8.1	10.1	30.7	18.3	33.5	60.7
OTHER	0.7	0.6	0.0	1.0	0.9	0.4	1.0	0.6	0.0	2.0	0.3	0.8	0.0	0.0	0.0	1.0	2.3
DON'T KNOW	8.6	6.8	6.3	7.2	13.3	4.9	5.3	5.1	0.0	6.8	3.1	8.2	12.8	12.7	2.3	16.3	10.9



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40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
OPEN BORDERS	4.3	4.6	3.9	4.1	4.7	8.1	5.5	8.5	3.6	3.2	4.2	6.1	2.4	4.1	5.6	4.8
CLOSED BORDERS	50.0	74.7	42.5	25.9	45.5	49.3	46.8	49.7	48.9	48.2	50.1	60.3	46.5	36.2	47.0	59.4
SECURE BORDERS	36.4	11.0	34.2	64.6	38.2	33.2	31.6	33.5	38.0	40.8	32.9	26.8	42.2	52.8	38.2	24.8
OTHER	0.7	0.6	2.3	0.3	1.1	1.2	0.0	1.4	0.6	1.0	0.0	0.9	0.9	1.9	0.0	0.7
DON'T KNOW	8.6	9.1	17.2	5.1	10.4	8.3	16.1	6.9	8.9	6.9	12.8	6.0	8.0	5.0	9.2	10.3



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40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER FOR THE UNITED STATES?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPEN BORDERS	4.3	4.5	3.9	4.4	2.8	5.2	2.6	3.9	5.1	4.0	4.8	4.6	4.8	8.1	3.3	4.6	5.6	3.7	6.3	2.2
CLOSED BORDERS	50.0	48.9	52.1	52.9	50.5	45.4	43.3	51.9	60.5	45.8	58.9	51.4	71.2	49.8	38.1	51.6	44.9	56.9	68.7	76.0
SECURE BORDERS	36.4	37.4	34.6	32.6	38.7	43.6	44.8	32.0	24.9	41.2	26.3	35.2	12.9	31.2	51.8	33.2	45.1	26.7	13.6	11.5
OTHER	0.7	0.7	0.8	0.8	0.8	0.7	1.7	0.6	0.0	0.8	0.5	0.0	0.0	2.0	1.4	0.4	0.0	0.0	0.0	0.0
DON'T KNOW	8.6	8.6	8.6	9.2	7.2	5.1	7.6	11.6	9.5	8.2	9.5	8.8	11.1	8.8	5.4	10.3	4.4	12.6	11.5	10.4



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40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER 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	1000	78	136	175	162	187	263	389	611	550	450	470	530
OPEN BORDERS	4.3	2.4	5.5	7.0	5.1	4.9	1.5	5.6	3.5	5.4	2.9	4.3	4.3
CLOSED BORDERS	50.0	63.2	54.2	48.0	43.2	50.3	49.2	53.2	47.9	50.3	49.6	44.7	54.7
SECURE BORDERS	36.4	22.1	28.6	37.2	40.8	36.4	41.5	31.2	39.8	34.0	39.4	44.0	29.7
OTHER	0.7	0.0	0.0	0.8	1.4	0.9	0.7	0.4	0.9	0.7	0.8	1.0	0.4
DON'T KNOW	8.6	12.3	11.8	7.0	9.5	7.5	7.1	9.7	7.9	9.7	7.3	6.0	10.9



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40. WHICH OF THE FOLLOWING DO YOU BELIEVE MOST REPUBLICANS IN WASHINGTON PREFER 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPEN BORDERS	4.3	4.0	6.1	4.7	2.8	11.1	5.0	4.5	3.0	2.0	6.9	4.8	2.6	4.7	4.3	3.8
CLOSED BORDERS	50.0	59.4	50.4	46.2	49.5	41.5	48.6	43.4	43.9	64.5	51.6	49.2	56.5	57.8	48.6	44.0
SECURE BORDERS	36.4	23.2	34.5	39.1	40.0	38.7	42.2	43.5	45.9	18.7	29.3	34.2	32.6	27.6	38.8	41.4
OTHER	0.7	0.0	0.6	0.8	1.0	0.0	0.0	1.6	1.3	0.0	0.9	0.0	0.5	0.7	0.5	1.2
DON'T KNOW	8.6	13.4	8.4	9.2	6.7	8.7	4.2	6.9	5.9	14.7	11.3	11.8	7.8	9.3	7.8	9.6



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41. PRESIDENT BIDEN RECENTLY REFERRED TO A VENEZUELAN MAN IN THE UNITED STATES WITHOUT LEGAL PERMISSION WHO WAS ARRESTED FOR THE MURDER OF AN AMERICAN NURSING STUDENT AS "AN ILLEGAL" BUT LATER SAID HE SHOULD HAVE CALLED THE MAN "AN UNDOCUMENTED PERSON."

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BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
AGREE	32.3	3.9	15.3	21.0	25.6	47.5	43.2	55.5	66.3	19.2	15.6	24.6	23.3	9.8	16.0	22.8	42.3	61.9	56.9	64.8
Strongly	11.8	2.5	6.0	5.9	5.8	11.3	14.2	28.2	40.4	6.1	5.3	4.6	14.7	2.2	5.9	10.7	11.4	24.6	15.6	29.7
Somewhat	20.5	1.4	9.2	15.1	19.8	36.2	28.9	27.3	26.0	13.1	10.3	20.0	8.7	7.5	10.0	12.2	30.9	37.3	41.3	35.0
DISAGREE	57.7	93.4	80.5	69.7	64.4	39.6	39.2	30.1	24.8	71.9	78.2	65.0	57.9	86.6	77.8	51.9	46.8	25.5	30.2	22.8
Somewhat	14.4	5.4	6.0	12.8	23.7	17.3	19.7	17.2	6.2	14.4	8.9	23.0	19.5	10.2	12.4	16.3	25.4	14.4	16.4	13.3
Strongly	43.2	88.0	74.5	56.9	40.7	22.3	19.5	12.9	18.5	57.5	69.3	41.9	38.4	76.4	65.4	35.6	21.5	11.0	13.7	9.5
DON'T KNOW	10.0	2.7	4.2	9.3	9.9	13.0	17.6	14.4	8.9	8.9	6.2	10.5	18.8	3.6	6.2	25.2	10.9	12.6	13.0	12.4
Net Diff.	-25.4	-89.5	-65.3	-48.8	-38.8	7.9	4.0	25.3	41.6	-52.7	-62.7	-40.4	-34.6	-76.8	-61.8	-29.1	-4.6	36.4	26.7	42.0
Mean	2.01	1.16	1.44	1.67	1.90	2.42	2.46	2.83	2.97	1.65	1.48	1.86	1.99	1.33	1.54	1.97	2.36	2.86	2.67	2.97



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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	899	768	131	101	69	32
AGREE	32.3	34.9	32.3	26.2	41.1	32.1	32.2	31.6	33.7	36.8	26.8
Strongly	11.8	13.2	12.0	9.5	14.4	12.1	13.2	6.0	8.7	6.1	14.4
Somewhat	20.5	21.7	20.3	16.7	26.7	20.0	19.1	25.6	25.0	30.7	12.4
DISAGREE	57.7	55.2	57.4	63.5	49.6	59.5	60.0	57.0	41.1	39.4	44.9
Somewhat	14.4	13.7	14.6	16.1	11.8	14.1	11.9	27.2	17.0	20.8	8.6
Strongly	43.2	41.5	42.8	47.4	37.7	45.4	48.0	29.8	24.1	18.6	36.3
DON'T KNOW	10.0	9.9	10.3	10.4	9.3	8.3	7.8	11.4	25.2	23.8	28.3
Net Diff.	-25.4	-20.3	-25.1	-37.3	-8.5	-27.4	-27.7	-25.3	-7.4	-2.6	-18.0
Mean	2.01	2.07	2.02	1.87	2.20	1.99	1.97	2.09	2.24	2.32	2.07





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Pri-vate	Medi-care	Medi-caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
AGREE	32.3	12.9	53.2	11.8	55.8	18.8	11.3	56.4	35.3	32.4	18.1	32.4	35.1	34.3	28.2	29.5	39.2	30.7
Strongly	11.8	4.4	20.9	2.9	21.5	8.4	3.1	21.3	13.9	12.2	6.7	11.9	12.7	13.5	11.6	8.5	13.2	10.4
Somewhat	20.5	8.5	32.3	8.9	34.3	10.3	8.2	35.1	21.5	20.2	11.5	20.5	22.4	20.9	16.6	20.9	26.0	20.2
DISAGREE	57.7	82.9	33.2	83.1	32.3	53.2	84.1	31.9	55.5	58.3	53.9	57.9	55.4	59.6	61.7	57.6	56.7	53.5
Somewhat	14.4	9.3	17.8	10.6	17.8	17.6	9.5	17.5	19.1	16.2	16.3	14.6	13.2	18.6	12.2	19.3	16.1	12.5
Strongly	43.2	73.6	15.4	72.5	14.6	35.6	74.6	14.3	36.4	42.1	37.6	43.4	42.3	41.0	49.5	38.3	40.6	40.9
DON'T KNOW	10.0	4.2	13.6	5.0	11.9	28.0	4.6	11.8	9.2	9.3	27.9	9.6	9.5	6.0	10.1	12.9	4.0	15.9
Net Diff.	-25.4	-70.0	20.0	-71.3	23.5	-34.4	-72.8	24.5	-20.1	-26.0	-35.8	-25.5	-20.3	-25.3	-33.5	-28.2	-17.5	-22.8
Mean	2.01	1.41	2.68	1.39	2.71	1.88	1.37	2.72	2.14	2.03	1.82	2.01	2.06	2.07	1.89	2.00	2.12	2.00



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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	275	723	461	433	106	220	433	157	276	566
AGREE	32.3	61.7	21.1	12.0	56.2	22.8	23.2	55.9	62.9	51.9	14.2
Strongly	11.8	24.1	7.1	3.6	20.8	10.7	9.4	19.3	27.7	14.6	5.9
Somewhat	20.5	37.6	13.9	8.5	35.4	12.2	13.7	36.5	35.2	37.3	8.3
DISAGREE	57.7	25.8	69.8	83.4	31.7	51.9	58.8	30.5	24.1	34.1	78.5
Somewhat	14.4	14.8	14.2	11.0	17.6	16.3	16.8	17.1	12.7	19.6	12.4
Strongly	43.2	11.0	55.6	72.4	14.1	35.6	42.0	13.4	11.4	14.6	66.1
DON'T KNOW	10.0	12.5	9.1	4.6	12.1	25.2	18.0	13.6	13.0	14.0	7.3
Net Diff.	-25.4	36.0	-48.8	-71.3	24.5	-29.1	-35.6	25.4	38.9	17.7	-64.4
Mean	2.01	2.86	1.70	1.41	2.72	1.97	1.89	2.72	2.91	2.60	1.50



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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	433	460		362	370	268	181	157	132	181	213	136
AGREE	32.3	11.7	53.1		12.9	55.6	26.3	12.9	54.2	21.2	12.9	56.7	31.2
Strongly	11.8	2.3	21.7		3.1	22.3	9.0	4.2	23.8	7.4	1.9	21.2	10.6
Somewhat	20.5	9.4	31.4		9.8	33.4	17.2	8.7	30.5	13.8	11.0	35.5	20.6
DISAGREE	57.7	83.9	34.6		82.4	32.7	58.7	85.3	37.4	64.5	79.5	29.2	52.9
Somewhat	14.4	9.7	18.9		9.3	16.9	17.9	8.6	19.1	19.2	10.0	15.3	16.6
Strongly	43.2	74.1	15.8		73.1	15.8	40.8	76.8	18.3	45.3	69.5	13.9	36.3
DON'T KNOW	10.0	4.5	12.3		4.7	11.6	15.1	1.7	8.3	14.3	7.6	14.1	15.9
Net Diff.	-25.4	-72.2	18.5		-69.5	22.9	-32.4	-72.4	16.8	-43.3	-66.6	27.4	-21.7
Mean	2.01	1.37	2.67		1.40	2.70	1.94	1.39	2.65	1.80	1.41	2.74	2.07



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
AGREE	32.3	59.1	66.1	54.8	32.1	10.4	12.0	11.0	67.2	16.3	8.1	60.9	46.0	55.3	44.3	28.9	6.4
Strongly	11.8	23.7	38.2	14.6	10.6	3.0	4.1	3.5	9.7	4.7	2.2	24.9	17.3	22.8	23.6	8.4	1.5
Somewhat	20.5	35.4	27.9	40.2	21.5	7.3	7.9	7.6	57.5	11.6	5.9	36.0	28.7	32.5	20.7	20.5	4.9
DISAGREE	57.7	28.4	24.3	31.0	53.5	85.8	85.0	85.4	32.8	74.6	88.1	26.1	43.3	41.1	39.9	51.9	91.5
Somewhat	14.4	16.4	11.6	19.4	18.2	13.5	1.7	8.9	16.2	15.8	7.1	16.9	17.8	12.9	13.4	19.4	16.2
Strongly	43.2	12.0	12.7	11.6	35.3	72.2	83.3	76.5	16.7	58.8	81.0	9.2	25.5	28.2	26.5	32.5	75.3
DON'T KNOW	10.0	12.5	9.6	14.3	14.4	3.8	3.0	3.5	0.0	9.1	3.8	13.0	10.7	3.6	15.8	19.2	2.1
Net Diff.	-25.4	30.7	41.8	23.8	-21.4	-75.4	-72.9	-74.4	34.3	-58.3	-80.0	34.7	2.7	14.2	4.4	-22.9	-85.1
Mean	2.01	2.81	3.01	2.67	2.09	1.39	1.31	1.36	2.60	1.58	1.26	2.88	2.42	2.52	2.49	2.06	1.31



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
AGREE	32.3	55.2	24.4	10.4	28.0	40.2	58.7	36.9	31.5	32.1	30.5	29.3	23.6	18.2	31.5	43.5
Strongly	11.8	21.0	7.7	3.3	8.8	17.6	35.6	14.5	11.2	11.4	10.7	9.9	8.0	2.5	11.6	17.7
Somewhat	20.5	34.2	16.7	7.2	19.2	22.6	23.1	22.5	20.4	20.7	19.8	19.4	15.6	15.7	19.9	25.7
DISAGREE	57.7	32.4	57.5	84.9	58.6	46.2	37.5	47.6	59.3	58.9	60.0	58.1	68.0	73.7	59.4	43.1
Somewhat	14.4	17.2	18.6	10.0	16.6	6.8	5.4	7.1	15.2	12.1	21.1	16.9	16.4	18.8	16.1	12.2
Strongly	43.2	15.2	38.9	74.9	42.0	39.3	32.0	40.6	44.0	46.8	38.9	41.3	51.7	54.9	43.3	30.8
DON'T KNOW	10.0	12.4	18.1	4.7	13.4	13.7	3.8	15.4	9.2	9.1	9.5	12.6	8.4	8.1	9.1	13.5
Net Diff.	-25.4	22.7	-33.2	-74.4	-30.6	-6.0	21.2	-10.7	-27.7	-26.8	-29.4	-28.8	-44.5	-55.4	-27.9	0.4
Mean	2.01	2.70	1.92	1.36	1.94	2.21	2.65	2.13	1.99	1.96	2.03	1.98	1.78	1.63	2.00	2.35



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
AGREE	32.3	28.7	39.5	36.7	45.3	28.0	31.2	29.3	47.3	28.5	40.5	38.7	44.8	36.1	22.4	33.0	35.0	41.7	45.0	44.4
Strongly	11.8	9.0	17.2	14.5	23.1	10.0	14.7	8.2	19.6	10.8	13.8	15.9	12.9	11.7	9.8	11.6	15.0	16.7	14.4	10.0
Somewhat	20.5	19.7	22.2	22.3	22.2	17.9	16.5	21.2	27.7	17.6	26.7	22.7	31.9	24.4	12.6	21.4	20.1	25.0	30.6	34.4
DISAGREE	57.7	61.2	50.5	52.0	47.3	65.6	59.3	57.5	42.2	61.8	48.8	51.8	45.6	53.8	69.5	56.0	58.9	45.9	51.5	34.7
Somewhat	14.4	15.0	13.2	15.8	7.6	16.3	12.8	14.0	13.6	12.2	19.3	15.0	25.3	20.6	12.9	11.6	11.8	17.7	27.2	21.9
Strongly	43.2	46.2	37.3	36.1	39.7	49.4	46.5	43.5	28.6	49.7	29.6	36.9	20.2	33.2	56.6	44.4	47.1	28.2	24.3	12.8
DON'T KNOW	10.0	10.0	10.0	11.3	7.4	6.4	9.5	13.2	10.5	9.7	10.7	9.5	9.6	10.0	8.1	11.0	6.0	12.4	3.5	20.9
Net Diff.	-25.4	-32.5	-11.0	-15.3	-2.0	-37.7	-28.1	-28.1	5.2	-33.4	-8.4	-13.2	-0.7	-17.7	-47.1	-23.0	-23.9	-4.1	-6.4	9.7
Mean	2.01	1.91	2.22	2.17	2.31	1.88	1.99	1.93	2.43	1.89	2.28	2.20	2.41	2.16	1.73	2.00	2.03	2.35	2.36	2.53



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

41. PRESIDENT BIDEN RECENTLY REFERRED TO A VENEZUELAN MAN IN THE UNITED STATES WITHOUT LEGAL PERMISSION WHO WAS ARRESTED FOR THE MURDER OF AN AMERICAN NURSING STUDENT AS "AN ILLEGAL" BUT LATER SAID HE SHOULD HAVE CALLED THE MAN "AN UNDOCUMENTED PERSON."

DO YOU AGREE OR DISAGREE WITH PRESIDENT BIDEN THAT IT'S BETTER TO REFER TO A MURDER SUSPECT IN THE UNITED STATES WITHOUT LEGAL PERMISSION AS "AN UNDOCUMENTED PERSON" INSTEAD OF "AN ILLEGAL"?

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	78	136	175	162	187	263	389	611	550	450	470	530
AGREE	32.3	49.7	50.1	30.0	29.1	24.2	27.2	41.0	26.8	37.5	25.9	29.1	35.2
Strongly	11.8	9.7	21.0	12.4	9.3	9.5	10.3	14.8	9.8	13.2	10.0	11.7	11.9
Somewhat	20.5	40.0	29.1	17.7	19.8	14.6	16.9	26.1	17.0	24.3	15.9	17.4	23.3
DISAGREE	57.7	34.9	40.4	58.9	60.3	69.7	62.3	47.6	64.0	51.4	65.4	63.4	52.5
Somewhat	14.4	14.5	15.6	14.8	17.1	16.9	10.2	15.0	14.1	15.6	13.0	15.1	13.8
Strongly	43.2	20.4	24.9	44.2	43.1	52.8	52.2	32.7	50.0	35.7	52.4	48.4	38.7
DON'T KNOW	10.0	15.4	9.5	11.0	10.6	6.2	10.4	11.4	9.2	11.1	8.7	7.5	12.3
Net Diff.	-25.4	14.9	9.6	-28.9	-31.2	-45.5	-35.1	-6.7	-37.3	-13.9	-39.4	-34.4	-17.4
Mean	2.01	2.46	2.51	1.98	1.95	1.80	1.84	2.26	1.85	2.17	1.82	1.92	2.10



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
AGREE	32.3	48.9	37.8	29.3	25.4	62.4	38.3	26.1	22.1	45.1	37.4	32.7	29.5	45.4	30.9	20.0
Strongly	11.8	11.8	15.8	10.8	9.6	15.7	19.3	9.8	8.5	10.7	13.4	11.9	11.0	16.8	10.8	8.2
Somewhat	20.5	37.1	22.0	18.4	15.8	46.7	19.0	16.3	13.7	34.4	24.0	20.8	18.5	28.6	20.1	11.9
DISAGREE	57.7	38.5	50.9	62.5	64.9	25.7	57.5	67.3	68.6	42.1	46.5	57.3	60.3	45.3	59.6	67.8
Somewhat	14.4	17.2	14.7	17.5	11.2	11.2	18.9	17.9	11.7	18.9	11.8	17.0	10.5	15.2	12.7	17.6
Strongly	43.2	21.3	36.3	45.0	53.8	14.5	38.6	49.4	56.9	23.2	34.7	40.2	49.8	30.1	47.0	50.2
DON'T KNOW	10.0	12.6	11.3	8.2	9.7	11.9	4.2	6.6	9.2	12.8	16.1	10.0	10.2	9.3	9.5	12.1
Net Diff.	-25.4	10.5	-13.1	-33.2	-39.6	36.8	-19.2	-41.1	-46.5	3.0	-9.1	-24.6	-30.9	0.1	-28.8	-47.8
Mean	2.01	2.45	2.20	1.95	1.79	2.72	2.20	1.86	1.71	2.37	2.19	2.05	1.90	2.35	1.94	1.75





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

42. PRESIDENT BIDEN RECENTLY SAID THE FOLLOWING ABOUT FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION: "I'M NOT GOING TO TREAT ANY OF THESE PEOPLE WITH DISRESPECT. LOOK, THEY BUILT THE COUNTRY. [THEY'RE] THE REASON OUR ECONOMY IS GROWING." DO YOU AGREE OR DISAGREE WITH PRESIDENT BIDEN'S STATEMENTS?

FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION BUILT THE COUNTRY.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
AGREE	33.2	3.8	15.1	18.3	35.0	39.0	55.8	63.3	53.6	20.4	14.3	27.6	32.6	9.8	14.3	31.4	44.0	62.1	54.3	66.5
Strongly	10.1	1.3	6.2	4.9	7.0	10.4	15.0	23.6	24.1	5.6	4.7	6.0	9.6	3.0	1.1	11.4	12.7	20.1	13.4	23.9
Somewhat	23.2	2.5	8.8	13.5	28.0	28.6	40.7	39.7	29.5	14.8	9.7	21.7	23.0	6.8	13.2	20.0	31.3	42.0	40.9	42.6
DISAGREE	59.6	93.4	79.8	76.0	55.4	51.1	37.4	28.6	38.8	73.2	80.8	64.1	58.6	86.5	82.7	52.2	47.6	28.9	32.8	26.7
Somewhat	17.8	7.0	10.9	20.2	18.3	23.9	21.8	16.4	18.6	16.8	14.2	21.0	18.6	13.6	19.2	21.2	17.4	20.2	20.6	19.9
Strongly	41.8	86.5	69.0	55.8	37.1	27.2	15.6	12.1	20.1	56.4	66.6	43.1	40.0	72.9	63.5	31.0	30.2	8.7	12.2	6.8
DON'T KNOW	7.2	2.7	5.1	5.7	9.7	10.0	6.8	8.1	7.6	6.3	4.9	8.2	8.8	3.7	3.0	16.5	8.5	9.0	12.8	6.8
Net Diff.	-26.4	-89.6	-64.7	-57.6	-20.4	-12.1	18.4	34.7	14.8	-52.8	-66.5	-36.5	-25.9	-76.7	-68.3	-20.8	-3.6	33.1	21.5	39.7
Mean	2.02	1.16	1.50	1.65	2.05	2.25	2.59	2.81	2.62	1.68	1.50	1.90	2.02	1.38	1.51	2.14	2.29	2.81	2.64	2.90



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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	899	768	131	101	69	32
AGREE	33.2	32.7	32.1	29.9	40.6	32.9	31.4	41.7	36.3	41.7	24.6
Strongly	10.1	10.2	9.5	7.8	14.5	10.2	10.5	8.5	8.8	6.0	14.8
Somewhat	23.2	22.5	22.7	22.1	26.0	22.7	20.9	33.2	27.5	35.6	9.9
DISAGREE	59.6	60.7	61.8	61.7	52.8	61.0	63.1	48.5	47.7	44.6	54.4
Somewhat	17.8	17.8	18.0	18.0	17.4	17.0	16.7	18.2	25.6	28.9	18.4
Strongly	41.8	42.9	43.7	43.7	35.5	44.0	46.3	30.3	22.1	15.7	36.0
DON'T KNOW	7.2	6.6	6.1	8.3	6.6	6.2	5.5	9.8	16.0	13.7	21.0
Net Diff.	-26.4	-28.0	-29.6	-31.8	-12.3	-28.1	-31.7	-6.9	-11.4	-3.0	-29.8
Mean	2.02	2.00	1.98	1.93	2.21	1.99	1.95	2.22	2.27	2.37	2.04



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
AGREE	33.2	11.8	55.0	11.5	55.4	33.7	10.3	55.8	40.8	35.2	27.6	32.5	35.7	33.7	27.2	31.2	27.8	43.2
Strongly	10.1	4.4	15.4	3.1	17.3	9.4	2.9	17.2	13.7	10.0	6.5	9.4	10.9	10.2	6.0	9.6	12.1	18.9
Somewhat	23.2	7.4	39.5	8.4	38.1	24.3	7.4	38.6	27.1	25.2	21.2	23.1	24.8	23.4	21.3	21.7	15.7	24.3
DISAGREE	59.6	85.0	36.0	85.0	35.7	47.9	86.0	34.7	55.8	62.4	54.9	60.0	57.5	59.5	64.9	57.4	66.6	53.6
Somewhat	17.8	16.0	21.0	15.1	21.2	15.3	15.2	20.6	19.5	22.1	15.6	18.1	17.1	16.4	20.7	14.7	25.9	14.0
Strongly	41.8	69.1	15.1	70.0	14.6	32.7	70.8	14.1	36.4	40.2	39.4	42.0	40.4	43.1	44.2	42.7	40.7	39.6
DON'T KNOW	7.2	3.2	9.0	3.5	8.9	18.4	3.8	9.6	3.3	2.5	17.4	7.4	6.7	6.8	7.8	11.3	5.6	3.2
Net Diff.	-26.4	-73.2	19.0	-73.5	19.7	-14.2	-75.7	21.1	-15.0	-27.2	-27.3	-27.5	-21.8	-25.9	-37.7	-26.2	-38.8	-10.4
Mean	2.02	1.45	2.61	1.43	2.64	2.13	1.40	2.65	2.19	2.05	1.94	2.00	2.07	2.01	1.88	1.98	1.99	2.23



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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	275	723	461	433	106	220	433	157	276	566	
AGREE	33.2	56.6	24.3	11.5	56.8	31.4	29.2	54.9	59.0	52.5	16.5	
Strongly	10.1	20.1	6.3	2.3	17.9	11.4	7.8	16.3	22.7	12.6	5.1	
Somewhat	23.2	36.5	18.0	9.2	38.9	20.0	21.4	38.6	36.2	39.9	11.4	
DISAGREE	59.6	34.5	69.2	85.1	34.3	52.2	58.6	35.1	32.7	36.6	78.5	
Somewhat	17.8	21.2	16.6	15.6	19.4	21.2	21.2	21.7	21.8	21.6	14.9	
Strongly	41.8	13.4	52.6	69.5	15.0	31.0	37.3	13.5	10.8	15.0	63.5	
DON'T KNOW	7.2	8.9	6.5	3.4	8.9	16.5	12.2	10.0	8.4	10.9	5.0	
Net Diff.	-26.4	22.0	-44.9	-73.6	22.5	-20.8	-29.3	19.7	26.3	16.0	-61.9	
Mean	2.02	2.69	1.76	1.42	2.66	2.14	2.00	2.64	2.77	2.56	1.56	



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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	433	460	362	370	268	181	157	132	181	213	136
AGREE	33.2	11.2	55.1	10.2	57.1	31.3	11.8	55.3	26.3	8.6	58.5	36.2
Strongly	10.1	2.8	17.4	2.9	16.9	10.2	2.2	17.1	8.3	3.6	16.8	12.1
Somewhat	23.2	8.3	37.8	7.3	40.2	21.1	9.6	38.1	18.0	5.0	41.7	24.1
DISAGREE	59.6	85.5	35.8	85.9	34.0	59.5	86.6	38.0	66.6	85.3	31.0	52.6
Somewhat	17.8	14.5	20.2	15.3	18.1	20.9	15.6	22.0	21.9	14.9	15.2	20.0
Strongly	41.8	71.1	15.6	70.7	15.9	38.6	71.0	16.0	44.7	70.3	15.8	32.6
DON'T KNOW	7.2	3.3	9.1	3.9	8.9	9.2	1.7	6.7	7.1	6.1	10.5	11.2
Net Diff.	-26.4	-74.4	19.3	-75.7	23.1	-28.2	-74.8	17.2	-40.3	-76.6	27.4	-16.4
Mean	2.02	1.41	2.63	1.40	2.64	2.03	1.42	2.60	1.89	1.38	2.66	2.18



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
AGREE	33.2	62.4	73.5	55.4	34.9	8.8	7.1	8.1	46.2	16.7	5.9	65.1	46.4	36.2	54.5	34.4	6.9
Strongly	10.1	19.4	32.3	11.3	9.6	2.6	3.8	3.1	10.7	2.3	2.5	19.4	14.0	8.1	23.8	9.5	3.6
Somewhat	23.2	43.0	41.2	44.1	25.3	6.2	3.3	5.0	35.5	14.5	3.4	45.6	32.4	28.1	30.7	24.9	3.3
DISAGREE	59.6	30.5	19.2	37.6	55.5	86.9	88.0	87.3	40.3	82.2	90.2	28.1	41.4	52.4	40.0	54.2	88.4
Somewhat	17.8	19.0	12.5	23.0	18.8	19.5	10.2	15.9	17.2	15.7	15.0	17.9	16.8	26.6	26.5	21.5	15.5
Strongly	41.8	11.5	6.7	14.5	36.6	67.4	77.8	71.5	23.0	66.5	75.2	10.2	24.6	25.8	13.6	32.6	72.9
DON'T KNOW	7.2	7.1	7.3	7.1	9.7	4.3	4.9	4.6	13.5	1.1	3.9	6.8	12.2	11.4	5.5	11.5	4.7
Net Diff.	-26.4	31.9	54.3	17.8	-20.6	-78.1	-81.0	-79.2	5.9	-65.4	-84.3	37.0	5.0	-16.1	14.5	-19.8	-81.5
Mean	2.02	2.76	3.07	2.56	2.09	1.41	1.30	1.37	2.39	1.52	1.30	2.80	2.41	2.21	2.68	2.13	1.35



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
AGREE	33.2	56.9	29.7	9.0	30.7	37.6	47.6	35.9	31.9	28.9	37.4	39.3	23.9	19.3	30.7	49.2
Strongly	10.1	17.0	10.6	2.4	8.8	11.6	36.9	7.2	8.8	7.1	11.9	18.9	6.3	0.0	8.2	17.1
Somewhat	23.2	39.9	19.1	6.5	21.9	26.0	10.7	28.6	23.1	21.8	25.5	20.3	17.6	19.3	22.5	32.1
DISAGREE	59.6	33.2	60.6	87.8	61.4	55.1	52.4	55.5	61.1	63.8	55.9	53.0	68.9	72.9	64.9	41.6
Somewhat	17.8	18.0	23.6	15.6	21.0	13.1	14.9	12.8	18.9	19.5	17.8	14.6	18.8	17.9	20.1	13.0
Strongly	41.8	15.1	37.0	72.1	40.5	41.9	37.5	42.7	42.2	44.4	38.1	38.3	50.0	55.1	44.9	28.6
DON'T KNOW	7.2	10.0	9.7	3.3	7.9	7.3	0.0	8.6	7.1	7.3	6.7	7.8	7.2	7.8	4.3	9.2
Net Diff.	-26.4	23.7	-30.9	-78.8	-30.7	-17.5	-4.8	-19.7	-29.2	-34.9	-18.5	-13.7	-45.0	-53.7	-34.2	7.6
Mean	2.02	2.65	2.04	1.37	1.99	2.08	2.47	2.00	1.98	1.91	2.12	2.22	1.79	1.61	1.94	2.41



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FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION BUILT THE COUNTRY.

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
AGREE	33.2	30.3	39.0	38.1	40.7	29.2	32.7	31.3	44.9	27.5	45.4	49.9	49.1	29.7	21.8	31.7	46.9	52.3	46.8	53.2
Strongly	10.1	9.5	11.2	11.4	10.7	8.4	9.8	10.4	12.5	8.8	12.8	14.7	12.3	6.4	8.0	9.4	9.6	19.0	10.9	15.0
Somewhat	23.2	20.8	27.8	26.7	30.0	20.8	23.0	20.9	32.4	18.7	32.7	35.2	36.7	23.3	13.9	22.3	37.3	33.3	35.9	38.2
DISAGREE	59.6	61.5	55.9	56.0	55.5	66.0	62.3	57.7	49.8	66.3	45.4	41.7	41.5	59.8	74.1	60.5	50.0	34.7	46.4	32.5
Somewhat	17.8	17.2	19.1	19.6	18.2	19.4	19.7	15.2	18.6	18.3	16.9	12.8	18.8	18.9	20.5	16.6	16.1	10.0	18.0	20.3
Strongly	41.8	44.3	36.7	36.4	37.4	46.5	42.6	42.4	31.2	48.0	28.5	28.9	22.7	40.9	53.6	43.8	33.9	24.7	28.4	12.3
DON'T KNOW	7.2	8.2	5.2	5.8	3.7	4.9	4.9	11.0	5.4	6.2	9.2	8.4	9.4	10.5	4.1	7.8	3.1	13.0	6.8	14.2
Net Diff.	-26.4	-31.2	-16.9	-17.9	-14.8	-36.8	-29.6	-26.4	-4.9	-38.9	*	8.1	7.5	-30.1	-52.3	-28.8	-3.1	17.6	0.4	20.7
Mean	2.02	1.95	2.14	2.14	2.15	1.91	2.00	1.99	2.28	1.87	2.33	2.39	2.43	1.95	1.75	1.97	2.23	2.54	2.31	2.65





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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	78	136	175	162	187	263	389	611	550	450	470	530
AGREE	33.2	55.9	49.6	32.9	29.9	23.5	27.2	43.4	26.7	39.4	25.6	30.4	35.7
Strongly	10.1	17.2	16.8	9.7	9.4	8.3	6.3	13.7	7.8	12.4	7.2	8.9	11.1
Somewhat	23.2	38.7	32.8	23.3	20.4	15.2	20.8	29.7	19.0	27.0	18.5	21.5	24.6
DISAGREE	59.6	33.5	45.5	60.3	65.3	66.8	65.7	49.7	65.9	54.3	66.1	64.7	55.1
Somewhat	17.8	14.1	20.8	13.9	18.6	15.9	21.0	16.3	18.8	17.0	18.9	19.5	16.3
Strongly	41.8	19.5	24.7	46.4	46.7	50.9	44.7	33.4	47.1	37.3	47.3	45.2	38.8
DON'T KNOW	7.2	10.6	4.9	6.8	4.8	9.7	7.2	6.9	7.3	6.3	8.2	4.9	9.2
Net Diff.	-26.4	22.4	4.1	-27.4	-35.4	-43.3	-38.5	-6.4	-39.2	-14.9	-40.5	-34.3	-19.4
Mean	2.02	2.60	2.44	1.96	1.92	1.79	1.88	2.25	1.86	2.15	1.84	1.94	2.09



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
AGREE	33.2	53.0	40.3	27.1	26.4	61.0	34.7	24.4	28.5	50.6	44.1	30.0	23.9	41.8	31.7	26.5
Strongly	10.1	16.3	12.7	9.4	6.7	23.0	10.6	6.4	8.0	14.4	14.0	12.7	5.1	13.6	8.7	9.0
Somewhat	23.2	36.7	27.6	17.7	19.7	38.0	24.0	18.0	20.5	36.3	30.1	17.3	18.7	28.2	23.0	17.5
DISAGREE	59.6	36.0	55.2	65.8	65.7	30.3	63.4	68.3	67.2	37.6	49.6	63.0	63.8	49.7	61.8	66.5
Somewhat	17.8	14.7	17.4	18.1	19.0	13.3	20.0	18.3	20.9	15.1	15.5	17.8	16.6	20.6	16.4	17.9
Strongly	41.8	21.3	37.8	47.7	46.7	17.0	43.3	50.0	46.4	22.5	34.1	45.2	47.2	29.1	45.4	48.6
DON'T KNOW	7.2	11.0	4.5	7.1	7.8	8.7	2.0	7.3	4.3	11.7	6.3	7.0	12.3	8.5	6.6	6.9
Net Diff.	-26.4	16.9	-14.9	-38.7	-39.3	30.7	-28.7	-43.9	-38.8	13.0	-5.6	-32.9	-40.0	-7.9	-30.1	-40.0
Mean	2.02	2.54	2.16	1.88	1.85	2.73	2.02	1.79	1.90	2.48	2.26	1.97	1.79	2.29	1.95	1.86



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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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
AGREE	28.2	3.7	12.5	18.1	23.6	30.6	49.5	52.1	56.3	16.6	13.2	19.5	26.5	10.5	14.4	23.2	28.3	54.5	40.8	62.2
Strongly	8.2	1.3	2.3	7.9	6.2	7.1	10.9	10.6	26.4	5.1	4.6	5.0	8.4	4.6	1.8	8.3	8.2	15.2	9.7	18.2
Somewhat	20.0	2.4	10.2	10.2	17.4	23.5	38.6	41.5	29.9	11.5	8.7	14.5	18.1	6.0	12.6	14.9	20.1	39.3	31.0	44.0
DISAGREE	62.0	93.8	79.8	74.7	65.1	53.5	39.7	37.7	33.5	75.0	80.3	69.3	62.9	86.2	81.6	54.9	57.4	32.5	41.4	27.4
Somewhat	20.5	8.5	13.3	16.9	29.0	27.6	23.3	24.3	14.8	19.7	14.0	27.8	28.1	11.2	24.0	23.7	30.5	22.3	29.6	18.2
Strongly	41.4	85.3	66.5	57.8	36.0	25.9	16.4	13.4	18.7	55.3	66.4	41.6	34.8	75.0	57.5	31.1	26.8	10.1	11.8	9.2
DON'T KNOW	9.8	2.4	7.7	7.2	11.4	15.9	10.8	10.2	10.1	8.4	6.4	11.2	10.6	3.3	4.0	21.9	14.3	13.1	17.8	10.4
Net Diff.	-33.7	-90.1	-67.4	-56.7	-41.5	-22.8	9.8	14.4	22.8	-58.4	-67.1	-49.8	-36.4	-75.7	-67.2	-31.7	-29.1	22.0	-0.6	34.8
Mean	1.94	1.18	1.44	1.66	1.93	2.14	2.49	2.55	2.71	1.63	1.48	1.81	2.00	1.38	1.57	2.01	2.11	2.68	2.47	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	899	768	131	101	69	32	
AGREE	28.2	30.3	25.9	25.0	34.7	27.9	27.5	30.2	31.0	33.6	25.4	
Strongly	8.2	8.7	7.3	6.9	11.0	8.1	8.3	6.8	9.2	4.3	19.7	
Somewhat	20.0	21.6	18.6	18.1	23.7	19.8	19.2	23.4	21.8	29.3	5.7	
DISAGREE	62.0	61.1	63.0	66.0	54.3	63.3	64.5	55.9	50.4	51.3	48.4	
Somewhat	20.5	17.8	23.3	22.1	17.1	19.9	19.6	21.7	25.9	32.1	12.4	
Strongly	41.4	43.3	39.7	44.0	37.2	43.3	44.9	34.2	24.5	19.3	36.0	
DON'T KNOW	9.8	8.6	11.0	8.9	11.0	8.8	8.0	13.9	18.6	15.1	26.2	
Net Diff.	-33.7	-30.8	-37.1	-41.0	-19.6	-35.3	-37.0	-25.7	-19.4	-17.8	-22.9	
Mean	1.94	1.95	1.93	1.87	2.10	1.92	1.90	2.03	2.19	2.22	2.12	



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
AGREE	28.2	11.3	46.9	11.3	46.6	23.4	10.6	48.3	31.0	26.7	16.6	28.2	31.0	31.0	22.4	25.2	28.7	29.2
Strongly	8.2	4.9	11.6	3.7	13.0	7.5	4.0	12.9	9.9	9.0	4.7	8.2	8.7	9.7	5.2	9.8	10.5	8.0
Somewhat	20.0	6.4	35.4	7.6	33.6	15.9	6.6	35.5	21.1	17.7	11.9	20.0	22.3	21.3	17.2	15.4	18.2	21.2
DISAGREE	62.0	84.9	39.8	84.6	40.2	54.1	86.0	37.8	62.6	66.8	57.7	61.8	59.3	61.3	67.0	60.4	64.0	64.9
Somewhat	20.5	15.1	24.5	15.5	25.7	20.7	14.1	23.5	29.5	28.1	23.9	20.4	18.7	21.7	22.9	17.5	28.1	22.1
Strongly	41.4	69.8	15.3	69.1	14.5	33.4	72.0	14.3	33.1	38.7	33.8	41.3	40.6	39.6	44.1	42.9	35.8	42.9
DON'T KNOW	9.8	3.8	13.3	4.2	13.2	22.5	3.4	13.9	6.4	6.6	25.7	10.1	9.7	7.7	10.6	14.3	7.3	5.9
Net Diff.	-33.7	-73.6	7.2	-73.3	6.4	-30.7	-75.4	10.5	-31.6	-40.1	-41.1	-33.6	-28.3	-30.3	-44.6	-35.2	-35.2	-35.7
Mean	1.94	1.44	2.50	1.43	2.52	1.97	1.41	2.54	2.08	1.97	1.83	1.95	1.99	2.01	1.81	1.91	2.04	1.94



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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	275	723	461	433	106	220	433	157	276	566
AGREE	28.2	50.6	19.8	11.9	46.8	23.2	22.0	46.6	57.0	40.8	14.1
Strongly	8.2	13.8	6.1	3.5	13.1	8.3	5.3	12.0	19.1	7.9	5.3
Somewhat	20.0	36.8	13.7	8.4	33.7	14.9	16.7	34.7	37.9	32.8	8.7
DISAGREE	62.0	36.0	71.9	84.5	39.7	54.9	63.9	38.5	33.0	41.6	80.0
Somewhat	20.5	23.5	19.5	15.9	24.7	23.7	25.7	26.2	20.0	29.7	16.3
Strongly	41.4	12.5	52.4	68.6	15.0	31.1	38.2	12.3	13.0	12.0	63.7
DON'T KNOW	9.8	13.4	8.3	3.6	13.4	21.9	14.1	14.9	10.0	17.6	5.9
Net Diff.	-33.7	14.7	-52.1	-72.6	7.1	-31.7	-41.9	8.1	24.0	-0.9	-66.0
Mean	1.94	2.60	1.71	1.45	2.52	2.01	1.87	2.54	2.70	2.45	1.53



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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	LICAN	CRAT	ENDENT
Total	1000	433	460	362	370	268	181	157	132	181	213	136	
AGREE	28.2	12.0	45.5	11.1	48.0	24.1	11.9	51.8	26.8	10.3	45.2	21.6	
Strongly	8.2	3.8	12.7	3.7	13.6	6.9	3.6	14.8	7.1	3.8	12.7	6.7	
Somewhat	20.0	8.2	32.8	7.4	34.4	17.2	8.3	37.0	19.7	6.6	32.5	14.9	
DISAGREE	62.0	84.5	41.3	84.3	39.1	63.3	84.9	40.9	64.7	83.6	37.8	61.9	
Somewhat	20.5	13.8	25.9	15.0	23.1	24.5	15.8	24.5	24.9	14.2	22.0	24.1	
Strongly	41.4	70.7	15.5	69.3	16.0	38.8	69.1	16.4	39.9	69.4	15.8	37.8	
DON'T KNOW	9.8	3.5	13.2	4.6	12.9	12.5	3.2	7.3	8.5	6.1	16.9	16.5	
Net Diff.	-33.7	-72.5	4.2	-73.2	8.8	-39.2	-73.1	10.9	-38.0	-73.3	7.4	-40.4	
Mean	1.94	1.43	2.49	1.43	2.52	1.91	1.45	2.54	1.93	1.41	2.51	1.89	



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
AGREE	28.2	50.1	61.3	43.1	29.4	10.5	8.0	9.5	45.8	13.6	7.9	52.5	40.7	42.1	38.0	28.0	3.4
Strongly	8.2	15.1	25.8	8.4	8.1	1.8	4.3	2.8	6.0	6.2	2.8	15.9	10.3	8.5	15.4	7.3	0.0
Somewhat	20.0	35.0	35.5	34.7	21.2	8.7	3.7	6.8	39.8	7.3	5.1	36.7	30.4	33.6	22.6	20.7	3.4
DISAGREE	62.0	37.1	26.1	43.9	59.5	83.4	86.2	84.5	46.7	81.9	87.6	34.1	47.2	46.1	50.0	58.7	86.0
Somewhat	20.5	22.9	13.0	29.1	24.7	19.1	6.7	14.2	29.8	19.4	12.8	21.3	26.6	22.0	28.9	25.6	18.1
Strongly	41.4	14.1	13.0	14.8	34.7	64.4	79.5	70.3	16.8	62.5	74.8	12.8	20.6	24.1	21.2	33.1	67.9
DON'T KNOW	9.8	12.8	12.6	12.9	11.2	6.1	5.7	6.0	7.6	4.5	4.5	13.4	12.1	11.8	12.0	13.3	10.6
Net Diff.	-33.7	13.1	35.3	-0.8	-30.1	-73.0	-78.2	-75.0	-0.9	-68.3	-79.7	18.4	-6.5	-4.0	-12.1	-30.7	-82.6
Mean	1.94	2.59	2.85	2.42	2.03	1.44	1.29	1.38	2.38	1.55	1.33	2.64	2.35	2.30	2.37	2.03	1.28





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

43. FOREIGN-BORN PEOPLE IN THE UNITED STATES WITHOUT LEGAL PERMISSION ARE THE REASON OUR ECONOMY IS GROWING.

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	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
AGREE	28.2	46.0	24.7	10.3	24.7	30.4	42.1	28.4	28.2	25.5	33.3	25.8	19.0	16.3	27.6	41.2
Strongly	8.2	12.6	5.3	4.5	6.2	9.6	30.1	6.1	7.2	6.7	8.2	14.8	4.1	4.4	7.9	13.1
Somewhat	20.0	33.4	19.4	5.8	18.5	20.8	12.0	22.3	21.0	18.8	25.0	11.0	14.8	11.8	19.7	28.1
DISAGREE	62.0	39.5	62.5	86.0	64.1	59.4	57.9	59.6	61.9	63.6	58.7	66.1	73.6	71.9	65.0	44.4
Somewhat	20.5	24.8	25.0	14.4	25.4	21.7	25.9	20.9	19.8	19.3	20.7	25.2	23.7	22.9	21.7	16.0
Strongly	41.4	14.7	37.5	71.5	38.7	37.7	32.0	38.7	42.0	44.2	37.9	40.8	49.9	49.0	43.3	28.4
DON'T KNOW	9.8	14.5	12.9	3.7	11.3	10.2	0.0	12.0	9.9	11.0	8.1	8.1	7.4	11.8	7.5	14.4
Net Diff.	-33.7	6.6	-37.8	-75.7	-39.4	-28.9	-15.9	-31.2	-33.6	-38.1	-25.4	-40.2	-54.6	-55.6	-37.4	-3.2
Mean	1.94	2.51	1.91	1.41	1.91	2.03	2.40	1.95	1.93	1.86	2.04	2.00	1.71	1.68	1.92	2.30



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
AGREE	28.2	25.7	33.4	33.3	33.6	28.5	31.2	23.3	35.4	23.6	38.0	37.4	44.3	24.3	24.7	22.8	34.7	39.7	43.1	46.5
Strongly	8.2	8.3	8.0	8.0	7.9	7.3	10.2	9.2	5.8	7.0	10.8	13.0	10.6	4.2	8.1	6.2	9.3	16.1	9.7	12.4
Somewhat	20.0	17.4	25.4	25.3	25.7	21.2	21.0	14.1	29.6	16.6	27.3	24.4	33.7	20.1	16.6	16.7	25.3	23.6	33.5	34.1
DISAGREE	62.0	63.8	58.3	58.1	58.8	64.8	63.9	62.9	53.0	66.9	51.5	52.1	45.5	63.5	70.9	63.9	59.2	46.2	47.7	41.5
Somewhat	20.5	20.3	21.0	21.1	21.0	20.1	23.5	20.4	18.7	18.9	24.1	23.3	26.4	24.3	19.7	18.2	28.5	18.8	22.8	32.9
Strongly	41.4	43.5	37.3	37.0	37.8	44.7	40.4	42.4	34.3	48.0	27.4	28.8	19.2	39.2	51.2	45.6	30.6	27.3	24.9	8.6
DON'T KNOW	9.8	10.5	8.3	8.6	7.6	6.7	4.9	13.8	11.6	9.5	10.5	10.5	10.2	12.2	4.4	13.3	6.2	14.2	9.1	12.0
Net Diff.	-33.7	-38.1	-24.9	-24.8	-25.1	-36.4	-32.7	-39.6	-17.6	-43.3	-13.4	-14.7	-1.2	-39.2	-46.2	-41.1	-24.5	-6.5	-4.6	5.0
Mean	1.94	1.89	2.04	2.05	2.04	1.90	2.01	1.88	2.08	1.81	2.24	2.24	2.40	1.88	1.81	1.81	2.14	2.33	2.31	2.57



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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	78	136	175	162	187	263	389	611	550	450	470	530
AGREE	28.2	48.9	37.5	27.9	25.2	21.6	24.2	35.5	23.7	32.4	23.1	29.4	27.2
Strongly	8.2	16.5	12.6	9.6	6.9	5.6	5.2	12.0	5.8	10.5	5.4	8.3	8.1
Somewhat	20.0	32.3	24.9	18.3	18.2	16.0	19.0	23.4	17.9	21.9	17.8	21.1	19.1
DISAGREE	62.0	36.1	51.1	62.6	66.4	71.1	65.5	53.3	67.5	57.1	67.9	64.5	59.7
Somewhat	20.5	17.9	24.1	18.7	23.3	18.8	20.2	20.4	20.6	21.3	19.7	21.3	19.9
Strongly	41.4	18.2	27.0	44.0	43.1	52.3	45.3	32.9	46.8	35.9	48.2	43.2	39.8
DON'T KNOW	9.8	15.1	11.4	9.5	8.4	7.2	10.3	11.3	8.9	10.4	9.0	6.1	13.1
Net Diff.	-33.7	12.8	-13.6	-34.8	-41.3	-49.5	-41.4	-17.8	-43.8	-24.7	-44.7	-35.1	-32.5
Mean	1.94	2.56	2.26	1.93	1.88	1.73	1.82	2.16	1.81	2.08	1.78	1.94	1.95



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
AGREE	28.2	44.7	32.0	24.4	23.2	51.4	30.2	29.4	26.2	42.8	33.2	18.8	19.5	37.4	26.5	21.4
Strongly	8.2	15.7	11.2	6.4	5.0	26.9	12.3	6.2	5.4	12.5	10.4	6.7	4.6	11.1	7.5	6.4
Somewhat	20.0	29.0	20.8	18.0	18.2	24.5	17.9	23.3	20.8	30.3	22.7	12.1	14.9	26.3	19.0	15.0
DISAGREE	62.0	41.3	57.8	68.1	66.9	36.7	62.1	66.1	68.2	42.6	55.0	70.2	65.3	51.5	63.6	70.6
Somewhat	20.5	20.7	20.9	22.0	19.2	24.6	21.5	20.5	21.3	19.5	20.4	23.6	16.6	22.8	19.9	19.3
Strongly	41.4	20.6	37.0	46.1	47.7	12.1	40.6	45.6	46.9	23.1	34.5	46.6	48.7	28.7	43.7	51.3
DON'T KNOW	9.8	13.9	10.2	7.6	9.8	11.9	7.8	4.5	5.6	14.5	11.9	11.0	15.2	11.1	9.9	8.0
Net Diff.	-33.7	3.4	-25.9	-43.7	-43.7	14.7	-31.9	-36.6	-42.0	0.2	-21.8	-51.5	-45.8	-14.1	-37.1	-49.2
Mean	1.94	2.46	2.07	1.83	1.78	2.75	2.02	1.90	1.84	2.38	2.10	1.76	1.71	2.22	1.89	1.74



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44. HUMANITARIAN PAROLE IS A PROGRAM THAT ALLOWS CITIZENS OF OTHER COUNTRIES TO TEMPORARILY ENTER THE UNITED STATES DUE TO A COMPELLING EMERGENCY, EVEN IF THEY DO NOT QUALIFY FOR LEGAL ADMISSION. FORMER PRESIDENTS BARACK OBAMA AND DONALD TRUMP PAROLED - ON AVERAGE - 5,623 MIGRANTS INTO THE UNITED STATES EACH YEAR. LAST YEAR, 2023, PRESIDENT BIDEN PAROLED OVER 1,000,000 MIGRANTS, AFTER PAROLING NEARLY 800,000 IN 2022.

DO YOU AGREE OR DISAGREE THAT PRESIDENT BIDEN IS USING THE HUMANITARIAN PAROLE PROGRAM INAPPROPRIATELY?

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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
AGREE	57.5	79.4	69.4	66.1	57.8	48.7	51.1	25.8	47.6	65.3	69.9	59.7	57.0	77.3	68.7	49.1	46.7	39.9	42.0	38.7
Strongly	36.4	77.2	59.3	49.6	32.8	18.6	19.4	7.8	16.5	47.0	58.5	34.6	20.2	66.9	47.7	25.3	17.9	12.5	10.2	13.9
Somewhat	21.1	2.2	10.0	16.5	25.0	30.2	31.7	18.0	31.2	18.4	11.4	25.1	36.8	10.4	21.1	23.8	28.8	27.4	31.9	24.8
DISAGREE	28.8	19.5	23.0	27.8	29.3	30.1	26.5	45.9	36.3	25.0	24.5	25.3	27.3	20.1	30.1	23.2	31.4	37.3	38.0	36.9
Somewhat	11.5	2.5	3.1	8.5	15.9	15.3	17.3	19.1	10.7	6.6	5.4	9.6	4.9	1.3	5.0	13.3	15.4	22.6	27.2	20.0
Strongly	17.3	17.0	19.9	19.4	13.4	14.8	9.1	26.8	25.6	18.4	19.1	15.7	22.5	18.8	25.1	9.9	16.0	14.7	10.8	16.9
DON'T KNOW	13.7	1.1	7.6	6.1	12.8	21.2	22.4	28.3	16.0	9.6	5.7	15.0	15.7	2.6	1.1	27.7	21.9	22.8	20.0	24.4
Net Diff.	28.7	59.9	46.4	38.2	28.5	18.7	24.7	-20.1	11.3	40.3	45.4	34.4	29.7	57.1	38.6	25.9	15.4	2.6	4.1	1.8
Mean	2.89	3.41	3.18	3.03	2.89	2.67	2.79	2.09	2.46	3.04	3.16	2.92	2.65	3.29	2.92	2.89	2.62	2.49	2.52	2.47



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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	1000	175	225	384	216	899	768	131	101	69	32
AGREE	57.5	58.8	57.9	60.9	50.2	57.9	57.7	59.0	54.5	59.6	43.4
Strongly	36.4	34.1	35.1	41.8	30.1	38.3	39.3	32.1	19.9	17.2	25.7
Somewhat	21.1	24.7	22.8	19.1	20.1	19.6	18.4	27.0	34.6	42.3	17.7
DISAGREE	28.8	28.9	31.4	25.6	31.8	29.7	30.6	25.0	20.4	21.3	18.6
Somewhat	11.5	13.8	12.4	9.7	12.0	11.6	11.4	12.9	11.0	14.7	2.9
Strongly	17.3	15.1	19.0	15.8	19.8	18.2	19.2	12.1	9.5	6.6	15.8
DON'T KNOW	13.7	12.3	10.7	13.6	18.0	12.4	11.8	15.9	25.1	19.2	38.0
Net Diff.	28.7	29.9	26.5	35.3	18.4	28.1	27.1	34.0	34.0	38.3	24.7
Mean	2.89	2.89	2.83	3.00	2.74	2.89	2.88	2.94	2.87	2.87	2.86



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
AGREE	57.5	71.7	44.3	72.8	43.3	49.7	74.1	41.3	59.1	58.3	51.3	57.2	53.3	61.1	56.0	57.5	77.3	62.8
Strongly	36.4	59.7	13.5	59.4	13.8	30.8	62.1	11.7	33.8	35.8	31.9	36.0	33.8	38.9	38.0	31.3	47.7	42.3
Somewhat	21.1	12.0	30.8	13.4	29.4	18.9	12.1	29.6	25.3	22.5	19.4	21.2	19.5	22.2	18.0	26.2	29.5	20.5
DISAGREE	28.8	25.9	35.6	24.3	35.0	20.1	23.6	36.0	31.1	35.3	17.8	29.3	33.3	25.9	27.9	28.4	17.7	22.0
Somewhat	11.5	2.8	22.0	2.2	20.7	13.7	1.9	21.2	15.6	19.0	6.8	11.9	13.6	10.1	11.2	11.6	11.1	6.3
Strongly	17.3	23.1	13.6	22.1	14.3	6.4	21.7	14.8	15.5	16.4	11.0	17.4	19.8	15.8	16.7	16.8	6.6	15.8
DON'T KNOW	13.7	2.4	20.1	2.9	21.7	30.2	2.3	22.7	9.8	6.3	30.9	13.6	13.4	13.0	16.1	14.1	5.0	15.2
Net Diff.	28.7	45.9	8.8	48.5	8.2	29.6	50.5	5.2	28.0	23.0	33.6	27.9	19.9	35.2	28.2	29.2	59.5	40.7
Mean	2.89	3.11	2.55	3.13	2.55	3.06	3.17	2.49	2.86	2.83	3.05	2.88	2.78	2.97	2.92	2.84	3.25	3.05



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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	1000	275	723	461	433	106	220	433	157	276	566
AGREE	57.5	45.3	62.2	74.2	41.9	49.1	55.8	43.1	39.2	45.4	68.5
Strongly	36.4	13.2	45.3	59.9	14.1	25.3	30.1	11.4	13.0	10.5	55.4
Somewhat	21.1	32.1	16.9	14.3	27.8	23.8	25.6	31.7	26.2	34.9	13.1
DISAGREE	28.8	35.5	26.3	23.8	35.6	23.2	27.0	34.0	39.5	30.9	24.9
Somewhat	11.5	19.5	8.5	2.7	20.5	13.3	10.5	19.0	18.2	19.4	5.8
Strongly	17.3	16.0	17.8	21.1	15.1	9.9	16.5	15.1	21.3	11.5	19.0
DON'T KNOW	13.7	19.2	11.5	2.1	22.5	27.7	17.3	22.8	21.3	23.7	6.7
Net Diff.	28.7	9.8	35.9	50.4	6.3	25.9	28.8	9.1	-0.4	14.4	43.6
Mean	2.89	2.52	3.01	3.15	2.53	2.89	2.84	2.51	2.39	2.58	3.12





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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	433	460	362	370	268	181	157	132	181	213	136
AGREE	57.5	73.3	43.0	72.7	42.6	57.7	74.7	46.6	57.2	70.6	39.6	58.2
Strongly	36.4	61.9	13.4	59.8	14.5	35.0	58.9	15.9	36.0	60.8	13.4	34.1
Somewhat	21.1	11.4	29.6	12.8	28.1	22.7	15.9	30.7	21.2	9.8	26.2	24.1
DISAGREE	28.8	23.7	36.0	23.5	35.4	27.0	23.8	37.6	32.1	23.1	33.7	22.0
Somewhat	11.5	1.9	21.1	2.8	19.4	12.4	3.3	18.8	14.4	2.3	19.9	10.5
Strongly	17.3	21.8	14.9	20.7	15.9	14.6	20.5	18.8	17.8	20.8	13.8	11.5
DON'T KNOW	13.7	3.0	21.0	3.9	22.0	15.3	1.5	15.8	10.6	6.3	26.7	19.9
Net Diff.	28.7	49.6	7.1	49.2	7.2	30.7	50.9	9.0	25.1	47.5	5.9	36.2
Mean	2.89	3.17	2.53	3.16	2.53	2.92	3.15	2.52	2.84	3.18	2.54	3.01



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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	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
AGREE	57.5	44.3	36.6	49.1	54.6	69.4	74.0	71.2	79.4	67.3	73.6	40.5	44.2	54.1	48.6	56.6	67.1
Strongly	36.4	14.9	14.7	15.0	29.1	57.7	66.7	61.2	24.0	48.5	65.4	12.6	15.9	24.8	23.9	30.3	56.7
Somewhat	21.1	29.4	21.9	34.1	25.5	11.7	7.3	10.0	55.4	18.8	8.2	27.9	28.3	29.4	24.7	26.2	10.4
DISAGREE	28.8	31.9	40.8	26.3	30.6	25.7	22.4	24.4	13.2	24.4	23.9	33.6	39.8	29.8	31.4	26.8	24.5
Somewhat	11.5	18.4	17.3	19.1	13.8	4.7	2.1	3.7	4.8	3.4	2.5	19.3	19.4	21.5	20.2	14.2	1.8
Strongly	17.3	13.5	23.6	7.2	16.8	21.1	20.3	20.8	8.3	21.0	21.5	14.3	20.4	8.3	11.3	12.6	22.7
DON'T KNOW	13.7	23.8	22.6	24.6	14.8	4.9	3.5	4.3	7.4	8.3	2.4	25.9	16.0	16.1	20.0	16.6	8.4
Net Diff.	28.7	12.4	-4.3	22.8	24.0	43.7	51.6	46.8	66.3	42.9	49.7	6.9	4.4	24.4	17.2	29.7	42.6
Mean	2.89	2.60	2.36	2.75	2.79	3.12	3.25	3.17	3.03	3.03	3.21	2.52	2.47	2.84	2.77	2.89	3.10



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- UPPER	thy MIDDLE	Upper MIDDLE	Middle LOWER	Lower Class	POOR	MAIN- STREAM	EVAN- GEL-	CATH- OLIC	NON- RELI- GIOUS
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
AGREE	57.5	43.4	55.4	73.5	56.2	58.2	54.7	58.8	57.0	55.9	59.0	61.6	59.4	68.5	59.4	51.4
Strongly	36.4	14.3	31.4	61.9	33.3	37.5	36.8	37.6	36.1	36.6	35.3	37.2	42.1	46.5	36.5	28.3
Somewhat	21.1	29.1	24.0	11.6	22.8	20.7	17.9	21.2	20.8	19.3	23.7	24.4	17.3	22.0	22.8	23.1
DISAGREE	28.8	34.5	27.6	23.1	29.5	28.4	36.0	27.1	29.2	29.9	27.9	25.9	28.2	23.9	30.1	27.5
Somewhat	11.5	19.9	11.0	2.7	12.1	9.6	11.1	9.4	12.0	11.4	13.2	9.8	11.7	5.2	10.1	13.6
Strongly	17.3	14.6	16.6	20.3	17.4	18.8	24.9	17.8	17.2	18.5	14.7	16.0	16.5	18.6	20.0	13.9
DON'T KNOW	13.7	22.1	17.0	3.4	14.3	13.4	9.3	14.1	13.8	14.2	13.1	12.5	12.4	7.6	10.5	21.1
Net Diff.	28.7	8.9	27.8	50.4	26.6	29.8	18.6	31.7	27.8	26.0	31.1	35.7	31.2	44.7	29.3	23.8
Mean	2.89	2.55	2.85	3.19	2.84	2.89	2.73	2.92	2.88	2.86	2.92	2.95	2.97	3.04	2.85	2.83



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
AGREE	57.5	59.5	53.7	51.5	58.2	61.6	58.2	57.7	49.4	59.6	53.1	58.0	48.1	48.2	62.9	57.1	57.6	58.4	47.9	48.5
Strongly	36.4	37.5	34.3	31.5	40.1	37.7	38.6	37.2	30.1	40.9	26.8	34.8	18.1	20.8	43.1	39.2	39.4	31.0	19.1	16.2
Somewhat	21.1	22.0	19.4	20.0	18.2	23.8	19.5	20.4	19.3	18.7	26.3	23.2	30.1	27.4	19.8	17.9	18.2	27.5	28.9	32.3
DISAGREE	28.8	27.2	32.1	32.8	30.6	30.2	31.9	24.6	32.2	27.8	30.9	27.0	34.6	37.5	30.1	26.2	34.8	20.3	35.4	33.0
Somewhat	11.5	10.4	13.7	13.8	13.4	11.4	12.1	9.6	15.2	9.8	15.3	11.6	20.8	12.9	8.7	10.6	15.4	8.4	20.8	20.8
Strongly	17.3	16.7	18.4	18.9	17.2	18.8	19.9	15.0	17.0	18.1	15.6	15.4	13.8	24.6	21.4	15.6	19.4	12.0	14.6	12.2
DON'T KNOW	13.7	13.4	14.3	15.7	11.2	8.3	9.9	17.7	18.4	12.6	16.0	15.0	17.3	14.3	7.0	16.7	7.6	21.3	16.6	18.5
Net Diff.	28.7	32.3	21.6	18.7	27.7	31.4	26.2	33.1	17.2	31.8	22.3	31.0	13.6	10.7	32.8	31.0	22.7	38.1	12.5	15.5
Mean	2.89	2.93	2.81	2.76	2.91	2.88	2.85	2.97	2.77	2.94	2.77	2.91	2.63	2.52	2.91	2.97	2.84	2.98	2.63	2.64



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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	78	136	175	162	187	263	389	611	550	450	470	530	
AGREE	57.5	51.8	59.2	56.6	57.6	58.1	58.6	56.5	58.2	56.8	58.4	60.4	55.0	
Strongly	36.4	20.4	30.3	38.4	31.6	43.1	41.1	32.0	39.2	31.9	41.9	38.1	34.9	
Somewhat	21.1	31.5	28.8	18.1	26.0	15.0	17.5	24.6	19.0	25.0	16.4	22.3	20.1	
DISAGREE	28.8	30.2	27.9	31.9	31.1	28.4	25.7	30.1	28.0	30.4	26.8	30.8	27.1	
Somewhat	11.5	10.6	13.5	11.3	14.0	10.8	9.9	12.0	11.3	12.6	10.3	11.6	11.4	
Strongly	17.3	19.5	14.4	20.5	17.1	17.6	15.8	18.2	16.7	17.9	16.6	19.2	15.6	
DON'T KNOW	13.7	18.0	13.0	11.5	11.3	13.5	15.8	13.3	13.9	12.7	14.8	8.8	17.9	
Net Diff.	28.7	21.7	31.3	24.7	26.5	29.7	32.9	26.4	30.2	26.4	31.5	29.6	27.9	
Mean	2.89	2.64	2.86	2.84	2.81	2.97	3.00	2.81	2.94	2.81	2.98	2.87	2.91	



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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	NIALS		EMMRS	URBAN		
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG		/SLNTG	/SLNTG			
Total	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
AGREE	57.5	56.9	56.4	57.8	58.4	63.4	61.8	60.4	59.3	55.0	52.7	55.0	57.2	56.9	57.4	58.5
Strongly	36.4	26.8	34.3	34.6	42.3	25.8	35.0	38.8	40.7	27.1	33.8	30.0	44.3	25.4	38.9	43.8
Somewhat	21.1	30.1	22.1	23.2	16.1	37.6	26.8	21.6	18.6	27.9	18.9	25.0	12.9	31.5	18.5	14.8
DISAGREE	28.8	27.9	31.2	30.0	26.5	28.0	31.9	32.3	29.5	27.9	30.8	27.4	22.8	28.4	29.6	27.4
Somewhat	11.5	11.8	12.8	11.1	10.8	7.8	10.3	12.5	12.2	12.9	14.5	9.6	9.1	14.8	11.8	6.9
Strongly	17.3	16.1	18.4	18.9	15.7	20.2	21.6	19.9	17.3	15.0	16.3	17.8	13.6	13.6	17.8	20.4
DON'T KNOW	13.7	15.2	12.4	12.2	15.1	8.7	6.3	7.3	11.2	17.1	16.5	17.6	20.1	14.7	13.0	14.1
Net Diff.	28.7	28.9	25.1	27.8	31.9	35.4	29.9	28.0	29.8	27.1	21.9	27.6	34.4	28.5	27.8	31.2
Mean	2.89	2.80	2.82	2.84	3.00	2.76	2.80	2.86	2.93	2.81	2.84	2.82	3.10	2.80	2.90	2.95



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1. RETURN TO THEIR HOME COUNTRY.
2. STAY IN THE UNITED STATES WITHOUT LEGAL PERMISSION.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
RETURN/THEIR HOME COUNTRY	15.3	17.9	14.2	17.5	19.2	9.1	14.3	10.8	17.9	16.3	16.4	15.5	17.6	17.6	15.9	14.9	14.7	13.1	12.8	13.3
STAY IN THE US	68.6	81.2	77.0	76.4	63.6	73.3	59.8	59.0	46.9	72.9	77.6	68.7	59.9	76.3	79.2	57.3	69.8	58.7	66.8	54.1
OTHER	4.5	0.0	2.7	2.3	4.3	6.5	3.5	6.3	13.4	3.1	2.0	3.3	8.7	1.8	1.5	7.7	4.6	7.5	9.2	6.6
DON'T KNOW	11.7	1.0	6.0	3.8	12.9	11.0	22.4	24.0	21.7	7.7	4.0	12.5	13.8	4.3	3.3	20.1	10.8	20.7	11.2	26.0
Net Diff.	-53.3	-63.3	-62.8	-58.9	-44.5	-64.2	-45.5	-48.2	-29.0	-56.7	-61.2	-53.2	-42.3	-58.7	-63.3	-42.3	-55.1	-45.6	-54.0	-40.8



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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	1000	175	225	384	216	899	768	131	101	69	32
RETURN/THEIR HOME COUNTRY	15.3	20.5	12.4	16.5	11.9	15.3	15.2	15.9	15.1	17.4	10.0
STAY IN THE US	68.6	64.1	71.0	68.9	69.0	69.6	70.6	64.0	59.2	61.0	55.4
OTHER	4.5	4.7	3.9	3.7	6.4	4.3	3.5	8.8	6.2	7.4	3.5
DON'T KNOW	11.7	10.7	12.8	10.9	12.6	10.8	10.7	11.3	19.5	14.1	31.1
Net Diff.	-53.3	-43.6	-58.6	-52.4	-57.1	-54.3	-55.4	-48.1	-44.1	-43.6	-45.4





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2. STAY IN THE UNITED STATES WITHOUT LEGAL PERMISSION.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
RETURN/THEIR HOME COUNTRY	15.3	15.8	14.8	18.6	13.9	4.6	19.7	14.1	10.6	10.1	7.2	16.0	15.7	19.4	11.6	22.4	14.7	4.5
STAY IN THE US	68.6	78.9	61.0	76.1	60.8	68.3	75.5	60.0	74.5	79.8	65.7	68.1	68.0	67.9	72.1	57.9	69.3	75.7
OTHER	4.5	2.4	6.9	1.5	6.7	8.6	1.3	7.1	5.0	3.1	6.7	4.6	3.9	4.4	4.2	8.6	5.7	3.1
DON'T KNOW	11.7	3.0	17.3	3.8	18.5	18.5	3.5	18.7	9.9	7.0	20.4	11.3	12.4	8.3	12.0	11.1	10.3	16.7
Net Diff.	-53.3	-63.1	-46.1	-57.5	-46.9	-63.7	-55.8	-45.9	-63.8	-69.7	-58.6	-52.0	-52.3	-48.5	-60.5	-35.5	-54.7	-71.2



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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	1000	275	723	461	433	106	220	433	157	276	566
RETURN/THEIR HOME COUNTRY	15.3	16.2	15.0	17.0	13.6	14.9	16.0	15.4	16.3	14.9	15.2
STAY IN THE US	68.6	56.4	73.2	77.4	61.9	57.3	64.8	58.7	54.5	61.2	76.0
OTHER	4.5	8.3	2.9	1.7	6.7	7.7	5.7	7.7	8.9	7.0	2.0
DON'T KNOW	11.7	19.1	8.9	4.0	17.8	20.1	13.5	18.2	20.3	17.0	6.7
Net Diff.	-53.3	-40.2	-58.3	-60.4	-48.4	-42.3	-48.8	-43.3	-38.2	-46.3	-60.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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45. WHAT DO YOU THINK THE OVER 2 MILLION PEOPLE WHO WERE GRANTED HUMANITARIAN PAROLE UNDER PRESIDENT BIDEN ARE MORE LIKELY TO DO WHEN THEIR HUMANITARIAN PAROLE EXPIRES (USUALLY AFTER 1 YEAR)?

1. RETURN TO THEIR HOME COUNTRY.
2. STAY IN THE UNITED STATES WITHOUT LEGAL PERMISSION.

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	1000	433	460	362	370	268	181	157	132	181	213	136	
RETURN/THEIR HOME COUNTRY	15.3	17.4	15.4	15.8	15.8	13.9	18.3	16.9	18.2	13.3	15.1	9.6	
STAY IN THE US	68.6	77.8	59.4	79.0	59.4	67.1	79.7	62.4	67.2	78.3	57.2	66.9	
OTHER	4.5	1.6	6.9	1.6	6.5	5.6	0.5	5.0	4.3	2.6	7.6	6.9	
DON'T KNOW	11.7	3.2	18.2	3.6	18.3	13.4	1.5	15.7	10.2	5.8	20.2	16.6	
Net Diff.	-53.3	-60.4	-44.0	-63.2	-43.6	-53.2	-61.5	-45.5	-49.0	-64.9	-42.1	-57.3	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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45. WHAT DO YOU THINK THE OVER 2 MILLION PEOPLE WHO WERE GRANTED HUMANITARIAN PAROLE UNDER PRESIDENT BIDEN ARE MORE LIKELY TO DO WHEN THEIR HUMANITARIAN PAROLE EXPIRES (USUALLY AFTER 1 YEAR)?

1. RETURN TO THEIR HOME COUNTRY.
2. STAY IN THE UNITED STATES WITHOUT LEGAL PERMISSION.

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
RETURN/THEIR HOME COUNTRY	15.3	17.9	15.8	19.2	13.3	13.0	19.0	15.3	41.5	15.2	14.1	16.5	12.8	25.7	14.0	12.8	17.0
STAY IN THE US	68.6	57.3	54.6	59.0	66.6	81.8	76.1	79.6	54.6	72.5	82.5	55.8	66.4	57.8	67.8	64.4	74.8
OTHER	4.5	7.9	5.2	9.6	5.3	0.6	1.4	0.9	3.9	5.5	0.4	8.1	3.9	3.8	8.6	6.1	2.1
DON'T KNOW	11.7	16.9	24.3	12.3	14.8	4.7	3.5	4.2	0.0	6.7	3.1	19.6	16.9	12.7	9.6	16.7	6.1
Net Diff.	-53.3	-39.5	-38.8	-39.9	-53.4	-68.8	-57.1	-64.2	-13.0	-57.3	-68.4	-39.4	-53.6	-32.1	-53.8	-51.6	-57.8



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

45. WHAT DO YOU THINK THE OVER 2 MILLION PEOPLE WHO WERE GRANTED HUMANITARIAN PAROLE UNDER PRESIDENT BIDEN ARE MORE LIKELY TO DO WHEN THEIR HUMANITARIAN PAROLE EXPIRES (USUALLY AFTER 1 YEAR)?

1. RETURN TO THEIR HOME COUNTRY.
2. STAY IN THE UNITED STATES WITHOUT LEGAL PERMISSION.

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
RETURN/THEIR HOME COUNTRY	15.3	13.4	20.5	15.6	15.4	20.8	41.9	17.1	14.5	14.6	14.2	15.7	10.2	17.0	22.6	15.9
STAY IN THE US	68.6	62.4	55.5	79.7	67.6	66.7	49.1	69.7	69.3	69.9	68.4	64.2	78.9	65.9	62.5	61.0
OTHER	4.5	6.4	9.2	0.8	5.3	3.3	0.0	3.9	4.8	4.6	5.1	3.0	2.5	8.4	5.3	4.9
DON'T KNOW	11.7	17.8	14.8	4.0	11.7	9.2	9.0	9.3	11.4	10.9	12.3	17.1	8.4	8.7	9.5	18.1
Net Diff.	-53.3	-49.1	-35.0	-64.1	-52.1	-45.9	-7.1	-52.6	-54.9	-55.3	-54.1	-48.5	-68.6	-48.9	-40.0	-45.1



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45. WHAT DO YOU THINK THE OVER 2 MILLION PEOPLE WHO WERE GRANTED HUMANITARIAN PAROLE UNDER PRESIDENT BIDEN ARE MORE LIKELY TO DO WHEN THEIR HUMANITARIAN PAROLE EXPIRES (USUALLY AFTER 1 YEAR)?

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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
RETURN/THEIR HOME COUNTRY	15.3	14.5	16.8	17.2	15.9	17.2	18.9	12.2	14.8	13.3	19.6	21.0	16.9	33.7	14.3	12.4	27.9	15.1	21.8	7.9
STAY IN THE US	68.6	67.6	70.4	68.8	74.0	70.0	71.3	65.6	69.6	72.1	61.0	57.8	66.2	46.1	75.9	69.3	56.9	58.6	66.2	66.1
OTHER	4.5	4.4	4.5	5.5	2.5	3.3	2.8	5.5	6.2	4.4	4.6	6.6	2.1	8.5	2.9	5.6	8.9	4.6	0.0	6.0
DON'T KNOW	11.7	13.4	8.2	8.5	7.6	9.6	7.0	16.7	9.4	10.2	14.8	14.6	14.8	11.7	6.9	12.7	6.3	21.6	12.0	20.0
Net Diff.	-53.3	-53.1	-53.6	-51.5	-58.1	-52.8	-52.4	-53.4	-54.8	-58.9	-41.4	-36.8	-49.3	-12.3	-61.5	-56.8	-29.0	-43.5	-44.4	-58.3



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45. WHAT DO YOU THINK THE OVER 2 MILLION PEOPLE WHO WERE GRANTED HUMANITARIAN PAROLE UNDER PRESIDENT BIDEN ARE MORE LIKELY TO DO WHEN THEIR HUMANITARIAN PAROLE EXPIRES (USUALLY AFTER 1 YEAR)?

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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	78	136	175	162	187	263	389	611	550	450	470	530
RETURN/THEIR HOME COUNTRY	15.3	9.7	14.2	23.4	19.2	18.6	7.4	17.4	13.9	18.0	12.0	17.8	13.1
STAY IN THE US	68.6	65.2	69.5	61.3	67.1	67.2	75.7	65.0	70.8	65.6	72.2	70.4	66.9
OTHER	4.5	5.2	5.1	4.3	4.6	3.7	4.6	4.8	4.3	4.7	4.2	3.1	5.7
DON'T KNOW	11.7	19.9	11.2	11.0	9.1	10.5	12.3	12.8	10.9	11.7	11.6	8.7	14.3
Net Diff.	-53.3	-55.5	-55.4	-37.9	-47.9	-48.6	-68.3	-47.5	-56.9	-47.7	-60.1	-52.6	-53.8



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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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
RETURN/THEIR HOME COUNTRY	15.3	8.6	20.5	20.1	10.2	0.0	23.5	24.3	12.6	11.1	18.5	15.5	7.1	20.5	14.4	11.2
STAY IN THE US	68.6	71.2	62.5	66.3	73.7	78.9	68.9	64.6	74.2	69.1	58.2	68.2	73.0	60.4	70.2	74.5
OTHER	4.5	3.6	5.3	3.1	5.2	3.9	3.3	2.0	3.7	3.5	6.7	4.4	7.1	5.2	4.3	4.1
DON'T KNOW	11.7	16.6	11.7	10.4	11.0	17.2	4.4	9.1	9.5	16.4	16.7	11.9	12.9	13.9	11.2	10.2
Net Diff.	-53.3	-62.6	-42.0	-46.2	-63.5	-78.9	-45.4	-40.3	-61.6	-57.9	-39.7	-52.7	-65.9	-39.9	-55.8	-63.3





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46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPEN BORDERS	58.2	97.4	84.5	74.0	57.4	43.1	30.6	22.6	39.1	74.1	82.4	64.5	57.1	91.9	82.8	53.0	38.9	22.3	24.6	21.1
CLOSED BORDERS	4.1	1.2	0.0	3.5	4.0	5.9	6.8	6.0	7.3	4.0	1.8	6.0	10.2	2.6	4.9	3.5	6.6	4.4	2.6	5.4
SECURE BORDERS	30.8	1.3	11.0	17.0	29.9	39.9	56.6	62.4	45.5	15.1	11.7	19.6	20.5	3.1	9.1	23.5	44.1	66.2	62.9	68.0
OTHER	1.4	0.0	1.0	2.7	1.6	0.6	0.0	3.5	1.4	1.7	1.6	1.3	3.1	0.5	0.8	3.6	3.8	0.7	0.9	0.6
DON'T KNOW	5.5	0.0	3.5	2.8	7.1	10.5	6.0	5.5	6.7	5.1	2.5	8.5	9.1	1.9	2.4	16.4	6.6	6.4	9.0	4.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	899	768	131	101	69	32
OPEN BORDERS	58.2	59.9	56.5	62.7	50.6	58.9	58.9	58.7	52.4	53.1	51.0
CLOSED BORDERS	4.1	4.5	4.6	3.2	5.0	3.7	2.8	8.8	8.3	9.4	6.0
SECURE BORDERS	30.8	30.6	32.9	25.8	37.6	31.7	33.9	18.7	22.5	25.3	16.4
OTHER	1.4	0.0	1.2	2.2	1.2	1.4	1.0	3.4	1.1	1.6	0.0
DON'T KNOW	5.5	4.9	4.8	6.1	5.6	4.3	3.3	10.4	15.6	10.5	26.6



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46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPEN BORDERS	58.2	86.3	26.0	88.9	27.3	55.3	90.3	24.7	60.1	63.0	56.8	57.6	57.1	64.0	55.2	58.0	54.3	67.5
CLOSED BORDERS	4.1	3.8	4.4	3.6	4.8	3.5	3.4	4.6	4.3	1.2	5.4	3.9	3.6	6.2	2.1	7.2	6.9	7.2
SECURE BORDERS	30.8	7.0	61.6	4.1	60.9	16.6	3.2	64.1	26.8	28.0	16.2	31.8	33.0	26.5	37.8	23.7	28.9	15.8
OTHER	1.4	1.0	1.9	0.9	1.7	2.1	1.0	1.7	1.7	2.3	0.7	1.3	0.9	0.0	1.6	2.4	3.1	1.8
DON'T KNOW	5.5	1.9	6.1	2.5	5.4	22.5	2.1	4.8	7.1	5.5	21.0	5.3	5.4	3.2	3.3	8.6	6.8	7.8



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	275	723	461	433	106	220	433	157	276	566	
OPEN BORDERS	58.2	23.9	71.4	88.6	27.2	53.0	59.2	25.6	20.1	28.7	83.1	
CLOSED BORDERS	4.1	6.9	3.1	3.5	5.0	3.5	6.2	5.3	5.7	5.1	3.3	
SECURE BORDERS	30.8	62.9	18.4	5.3	59.8	23.5	21.2	60.4	67.1	56.6	8.2	
OTHER	1.4	1.7	1.2	0.6	1.6	3.6	3.8	1.8	0.9	2.3	1.1	
DON'T KNOW	5.5	4.5	5.9	2.1	6.4	16.4	9.6	6.9	6.2	7.4	4.4	



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46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	433	460		362	370	268	181	157	132	181	213	136
OPEN BORDERS	58.2	89.3	28.7		88.1	28.9	58.4	87.1	26.3	56.1	89.0	30.9	60.6
CLOSED BORDERS	4.1	3.6	4.1		3.0	5.4	4.0	2.8	4.9	4.9	3.1	5.8	3.1
SECURE BORDERS	30.8	3.7	59.2		5.8	57.4	27.9	8.2	63.9	33.2	3.3	52.6	22.7
OTHER	1.4	1.0	1.9		1.2	1.4	1.5	0.8	0.7	2.4	1.7	1.9	0.7
DON'T KNOW	5.5	2.4	6.1		2.0	6.9	8.3	1.1	4.2	3.5	2.9	8.8	12.9



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46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPEN BORDERS	58.2	24.3	25.6	23.5	56.3	86.3	89.2	87.4	51.0	80.7	92.7	22.4	40.2	32.8	21.9	57.3	85.3
CLOSED BORDERS	4.1	4.8	6.9	3.5	4.7	1.4	5.7	3.1	10.1	5.0	1.9	3.9	4.7	23.3	7.7	4.5	0.0
SECURE BORDERS	30.8	63.7	61.0	65.4	28.9	8.1	3.5	6.3	31.7	6.9	3.6	66.8	44.9	32.4	61.9	27.0	8.4
OTHER	1.4	1.6	0.0	2.5	1.7	0.7	1.0	0.8	7.2	3.2	0.2	1.3	1.8	0.0	0.0	1.1	3.9
DON'T KNOW	5.5	5.6	6.5	5.0	8.4	3.5	0.6	2.4	0.0	4.1	1.6	5.6	8.4	11.4	8.5	10.1	2.4



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46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	NON- RELI- GIOUS
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246	
OPEN BORDERS	58.2	28.2	61.0	89.6	58.0	51.9	51.6	52.0	59.1	59.7	58.1	57.9	64.5	71.9	61.0	47.2	
CLOSED BORDERS	4.1	5.0	6.7	2.4	4.7	5.2	5.6	5.2	3.9	3.2	5.1	5.3	2.9	4.7	4.3	2.8	
SECURE BORDERS	30.8	58.4	20.3	4.6	28.5	38.7	42.7	38.0	29.6	30.4	28.1	31.3	24.5	15.0	30.9	41.4	
OTHER	1.4	1.6	2.3	0.8	1.7	2.4	0.0	2.8	1.4	1.7	0.7	0.0	2.3	1.9	1.3	0.5	
DON'T KNOW	5.5	6.8	9.7	2.6	7.1	1.7	0.0	2.0	6.0	5.0	8.0	5.5	5.9	6.5	2.5	8.1	



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46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS FOR THE UNITED STATES?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPEN BORDERS	58.2	61.5	51.6	55.3	43.6	61.4	51.5	61.6	51.7	64.3	45.2	48.5	40.7	45.7	65.1	63.7	49.8	47.4	42.5	37.2
CLOSED BORDERS	4.1	4.7	3.1	3.2	2.9	4.3	3.8	5.0	2.5	2.4	8.0	8.9	6.9	6.6	2.7	2.1	9.5	8.3	4.8	10.8
SECURE BORDERS	30.8	26.2	40.1	36.8	47.0	30.4	40.5	22.5	39.7	26.9	39.0	34.1	45.0	39.6	28.0	26.1	39.3	29.7	48.0	39.6
OTHER	1.4	1.6	0.8	0.8	0.8	1.2	1.1	2.0	0.5	1.3	1.6	2.4	0.8	2.0	1.6	1.0	0.0	4.5	1.3	0.0
DON'T KNOW	5.5	6.0	4.4	3.8	5.6	2.6	3.1	8.9	5.6	5.1	6.2	6.1	6.6	6.0	2.7	7.0	1.4	10.1	3.4	12.4





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

46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS 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	1000	78	136	175	162	187	263	389	611	550	450	470	530
OPEN BORDERS	58.2	45.9	53.7	62.3	61.0	65.3	54.7	56.0	59.6	57.5	59.1	58.0	58.4
CLOSED BORDERS	4.1	12.3	8.3	4.4	3.3	3.2	0.6	7.4	2.1	6.2	1.7	4.1	4.2
SECURE BORDERS	30.8	31.8	32.0	23.1	30.0	26.7	38.4	28.0	32.6	28.6	33.5	33.9	28.1
OTHER	1.4	0.0	0.0	3.5	2.1	0.4	1.3	1.6	1.2	1.7	0.9	1.2	1.5
DON'T KNOW	5.5	10.0	6.0	6.6	3.7	4.4	5.0	7.1	4.5	6.1	4.7	2.8	7.9



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

46. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE PRESIDENT BIDEN PREFERS 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPEN BORDERS	58.2	48.7	59.7	61.6	57.6	40.4	59.2	62.4	56.6	51.0	60.1	60.9	58.9	44.8	61.1	67.7
CLOSED BORDERS	4.1	10.2	6.6	2.7	1.6	26.6	5.6	3.3	1.1	5.6	7.2	2.1	2.2	5.6	3.5	4.0
SECURE BORDERS	30.8	30.1	26.1	30.8	34.3	24.3	30.2	31.3	38.8	31.8	23.4	30.3	28.7	41.8	29.6	20.4
OTHER	1.4	0.0	2.4	1.2	1.2	0.0	2.4	1.0	0.9	0.0	2.4	1.6	1.5	1.3	1.1	2.1
DON'T KNOW	5.5	10.9	5.2	3.6	5.3	8.7	2.7	2.1	2.6	11.6	6.9	5.2	8.7	6.5	4.8	5.8



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
OPEN BORDERS	2.3	1.2	0.0	3.4	1.7	2.0	2.3	2.7	6.2	2.0	1.7	2.0	3.7	1.7	0.9	1.3	5.1	2.8	1.6	3.5
CLOSED BORDERS	56.9	27.9	36.4	42.7	61.6	70.8	76.3	76.1	71.7	45.0	37.5	56.6	52.4	32.5	35.2	62.1	72.9	83.5	83.4	83.6
SECURE BORDERS	36.7	69.8	60.0	52.4	32.1	21.8	14.8	14.5	16.7	49.8	58.6	37.5	37.4	65.5	63.4	25.1	15.8	7.1	8.0	6.7
OTHER	0.6	0.0	1.2	0.0	0.5	0.0	0.8	2.6	1.1	0.5	0.4	0.4	1.2	0.0	0.0	1.7	1.4	0.9	0.0	1.4
DON'T KNOW	3.6	1.0	2.4	1.5	4.1	5.4	5.8	4.0	4.3	2.7	1.7	3.5	5.3	0.3	0.5	9.8	4.9	5.6	7.0	4.8



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

47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	899	768	131	101	69	32	
OPEN BORDERS	2.3	1.3	2.8	3.0	1.2	1.9	1.6	3.6	5.6	8.2	0.0	
CLOSED BORDERS	56.9	59.5	53.4	54.3	62.9	56.8	56.1	61.1	57.4	57.5	57.1	
SECURE BORDERS	36.7	37.0	39.2	37.6	32.2	37.8	38.8	31.8	26.8	26.9	26.6	
OTHER	0.6	0.5	0.4	0.4	1.3	0.6	0.6	0.7	0.8	1.2	0.0	
DON'T KNOW	3.6	1.7	4.2	4.6	2.4	2.9	2.9	2.7	9.3	6.2	16.2	



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

47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
OPEN BORDERS	2.3	1.5	3.0	2.1	2.4	2.5	1.6	3.5	1.7	2.2	1.2	2.2	1.9	2.4	1.2	3.9	5.4	3.9
CLOSED BORDERS	56.9	35.0	79.5	32.5	82.1	55.4	30.9	81.7	63.0	59.0	57.1	56.9	58.3	53.2	56.6	58.8	53.2	55.7
SECURE BORDERS	36.7	63.0	10.8	64.8	9.2	28.6	67.3	9.2	31.1	34.1	26.2	36.7	35.9	41.0	37.4	32.8	36.2	36.3
OTHER	0.6	0.0	1.2	0.0	1.0	2.0	0.0	1.2	0.0	0.0	1.9	0.7	0.5	0.0	1.3	1.2	0.0	0.0
DON'T KNOW	3.6	0.5	5.4	0.6	5.2	11.3	0.3	4.4	4.2	4.7	13.6	3.5	3.4	3.4	3.4	3.3	5.1	4.0



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47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	275	723	461	433	106	220	433	157	276	566
OPEN BORDERS	2.3	3.4	1.8	1.4	3.5	1.3	2.9	3.5	4.8	2.7	1.4
CLOSED BORDERS	56.9	75.2	49.8	33.5	80.5	62.1	58.5	77.9	75.4	79.3	40.7
SECURE BORDERS	36.7	15.2	44.9	64.7	9.6	25.1	31.6	12.1	10.8	12.9	55.5
OTHER	0.6	1.0	0.5	0.0	1.0	1.7	0.8	1.0	0.6	1.3	0.3
DON'T KNOW	3.6	5.1	3.0	0.4	5.4	9.8	6.2	5.4	8.4	3.8	2.1



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47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	433	460	362	370	268	181	157	132	181	213	136
OPEN BORDERS	2.3	1.8	2.9	1.5	3.3	2.0	0.5	3.6	2.2	2.4	3.1	1.9
CLOSED BORDERS	56.9	31.9	80.8	35.9	78.2	55.8	30.4	77.6	52.1	41.4	78.6	59.4
SECURE BORDERS	36.7	65.2	10.4	61.5	12.3	36.8	68.7	13.8	40.9	54.3	11.3	32.7
OTHER	0.6	0.0	1.2	0.3	1.0	0.7	0.0	0.6	1.4	0.5	1.2	0.0
DON'T KNOW	3.6	1.2	4.8	0.9	5.3	4.8	0.5	4.5	3.4	1.3	5.8	6.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
OPEN BORDERS	2.3	2.4	3.7	1.5	2.2	2.5	1.8	2.2	8.4	1.3	1.0	1.8	3.1	17.9	2.5	2.0	1.6
CLOSED BORDERS	56.9	82.5	78.8	84.9	63.4	30.0	28.4	29.4	66.7	47.1	30.6	84.2	76.8	27.7	80.6	60.9	24.0
SECURE BORDERS	36.7	9.8	12.1	8.3	28.6	65.5	68.6	66.7	24.9	47.7	67.8	8.2	14.0	43.0	11.2	30.9	71.3
OTHER	0.6	0.6	0.0	1.0	1.0	0.4	0.0	0.2	0.0	1.3	0.0	0.8	0.8	3.4	0.0	1.0	0.0
DON'T KNOW	3.6	4.7	5.4	4.3	4.7	1.6	1.2	1.4	0.0	2.5	0.5	5.0	5.3	7.9	5.8	5.1	3.1





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47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
OPEN BORDERS	2.3	3.2	1.4	1.6	2.6	3.1	0.0	3.6	2.3	2.1	2.7	1.0	2.3	1.3	2.1	1.5
CLOSED BORDERS	56.9	78.4	59.3	32.8	57.7	56.9	52.2	57.7	56.5	55.2	58.9	59.6	55.5	31.5	57.2	66.3
SECURE BORDERS	36.7	12.0	33.5	64.3	35.1	36.7	42.1	35.8	36.9	39.2	32.5	35.0	37.9	62.4	37.9	26.6
OTHER	0.6	1.0	1.3	0.0	0.8	0.0	0.0	0.0	0.7	0.7	0.7	1.0	1.1	0.0	0.0	0.7
DON'T KNOW	3.6	5.4	4.5	1.3	3.8	3.3	5.6	2.9	3.6	2.7	5.2	3.5	3.2	4.8	2.8	4.9



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47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS FOR THE UNITED STATES?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
OPEN BORDERS	2.3	2.3	2.2	2.0	2.6	2.8	0.6	1.9	3.8	1.6	3.8	2.5	6.0	3.0	1.2	1.8	3.0	2.1	4.8	8.1
CLOSED BORDERS	56.9	55.8	59.0	61.9	52.9	53.7	49.6	57.6	67.9	53.7	63.6	54.7	73.6	68.6	45.9	59.6	50.0	58.7	73.8	73.1
SECURE BORDERS	36.7	37.8	34.4	32.7	38.0	41.6	44.3	34.6	25.1	41.4	26.6	33.2	16.9	24.6	49.8	35.1	41.0	26.6	19.1	13.0
OTHER	0.6	0.7	0.5	0.4	0.8	0.3	1.1	1.0	0.0	0.5	0.8	1.4	0.0	2.0	0.9	0.2	0.0	2.6	0.0	0.0
DON'T KNOW	3.6	3.4	3.8	2.9	5.7	1.7	4.4	4.9	3.3	2.8	5.2	8.2	3.5	1.8	2.1	3.3	6.1	10.0	2.3	5.7



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47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS 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	1000	78	136	175	162	187	263	389	611	550	450	470	530
OPEN BORDERS	2.3	2.6	4.7	3.8	2.0	1.5	0.7	3.9	1.3	3.3	1.0	2.0	2.5
CLOSED BORDERS	56.9	65.7	59.6	54.0	55.1	57.3	55.4	58.3	55.9	57.4	56.2	52.3	60.9
SECURE BORDERS	36.7	26.8	30.0	40.5	40.1	37.5	37.8	34.1	38.3	35.9	37.7	42.5	31.5
OTHER	0.6	0.0	0.0	0.5	1.2	0.4	1.0	0.2	0.9	0.5	0.8	0.6	0.7
DON'T KNOW	3.6	5.0	5.6	1.2	1.6	3.2	5.0	3.5	3.6	3.0	4.3	2.6	4.4



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. NOW, WHICH OF THE FOLLOWING DO YOU BELIEVE FORMER PRESIDENT DONALD TRUMP PREFERS 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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
OPEN BORDERS	2.3	5.3	3.5	2.3	0.5	11.6	1.0	2.6	0.9	3.5	5.2	1.9	0.0	3.8	2.1	0.9
CLOSED BORDERS	56.9	61.5	57.7	55.0	56.2	40.2	57.5	50.2	52.5	67.6	57.8	60.2	60.8	64.1	56.0	50.3
SECURE BORDERS	36.7	27.9	35.9	40.1	37.5	39.5	40.4	45.8	41.7	24.6	32.8	33.8	32.3	28.6	38.0	43.3
OTHER	0.6	0.0	0.0	1.0	1.0	0.0	0.0	0.6	0.9	0.0	0.0	1.4	1.1	1.0	0.3	0.8
DON'T KNOW	3.6	5.3	3.0	1.7	4.8	8.7	1.1	0.7	4.0	4.3	4.2	2.7	5.9	2.5	3.6	4.7



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	67.0	98.9	87.1	83.7	69.8	56.8	42.2	41.0	34.5	79.9	87.9	72.6	58.2	93.1	87.2	55.7	59.9	37.7	47.0	32.4
Strongly	44.5	93.1	78.2	57.2	37.8	30.7	14.6	14.9	18.6	59.6	71.8	44.9	35.9	82.4	58.9	31.8	30.5	10.5	14.7	8.1
Somewhat	22.5	5.8	8.8	26.5	31.9	26.2	27.6	26.1	16.0	20.4	16.1	27.7	22.3	10.7	28.2	23.9	29.4	27.2	32.4	24.3
OPPOSE	26.0	1.1	10.6	11.5	22.0	33.4	46.3	46.6	57.0	14.2	9.1	19.6	25.8	4.9	10.0	27.2	30.3	52.7	41.9	58.8
Somewhat	13.6	1.1	7.2	8.2	13.7	22.0	25.9	15.4	13.4	9.8	6.4	14.1	15.4	3.7	8.1	15.2	21.6	22.3	24.1	21.2
Strongly	12.4	0.0	3.4	3.3	8.3	11.4	20.4	31.1	43.7	4.4	2.7	5.5	10.4	1.2	1.9	12.1	8.7	30.5	17.8	37.7
DON'T KNOW	7.0	0.0	2.4	4.8	8.3	9.7	11.5	12.4	8.4	5.9	3.0	7.8	16.0	2.0	2.8	17.0	9.7	9.6	11.1	8.8
Net Diff.	41.0	97.8	76.5	72.2	47.8	23.4	-4.1	-5.5	-22.5	65.8	78.8	53.0	32.4	88.2	77.2	28.5	29.6	-15.0	5.1	-26.4
Mean	3.07	3.92	3.66	3.44	3.08	2.84	2.41	2.28	2.10	3.44	3.62	3.21	3.00	3.78	3.48	2.91	2.91	2.20	2.49	2.03



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	899	768	131	101	69	32
SUPPORT	67.0	68.1	65.9	71.3	59.4	68.4	69.7	61.1	53.7	52.2	56.8
Strongly	44.5	40.5	46.3	49.2	37.4	47.8	50.0	34.7	15.2	11.5	23.2
Somewhat	22.5	27.6	19.6	22.1	22.0	20.7	19.7	26.4	38.5	40.7	33.6
OPPOSE	26.0	26.4	26.2	22.0	32.6	25.1	25.1	25.1	33.8	36.5	28.1
Somewhat	13.6	13.6	12.7	13.4	14.8	12.1	11.4	16.5	26.9	32.0	15.7
Strongly	12.4	12.8	13.4	8.6	17.8	13.0	13.8	8.6	7.0	4.5	12.4
DON'T KNOW	7.0	5.5	8.0	6.7	8.0	6.4	5.2	13.8	12.5	11.2	15.1
Net Diff.	41.0	41.7	39.7	49.3	26.8	43.3	44.6	36.0	19.8	15.7	28.8
Mean	3.07	3.01	3.07	3.20	2.86	3.10	3.12	3.01	2.71	2.67	2.80



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE							
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	83	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	90	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64		
SUPPORT	67.0	90.0	46.3	91.2	44.4	54.5	93.9	44.0	58.9	61.8	56.9	67.0	64.7	69.2	70.2	67.5	61.2	66.0		
Strongly	44.5	75.4	18.6	73.0	17.2	33.6	76.8	16.6	36.0	41.7	32.3	44.4	43.2	48.2	50.7	37.7	39.2	45.4		
Somewhat	22.5	14.6	27.7	18.2	27.1	20.8	17.0	27.5	22.8	20.1	24.6	22.6	21.5	21.0	19.5	29.8	22.0	20.6		
OPPOSE	26.0	7.6	45.5	6.4	46.2	25.8	4.5	47.5	31.8	28.9	21.3	25.9	26.6	23.8	25.1	27.0	31.4	27.1		
Somewhat	13.6	5.7	20.6	4.8	21.7	18.8	3.6	22.2	16.8	16.3	16.7	13.8	13.4	14.7	11.3	20.0	18.7	10.9		
Strongly	12.4	1.9	24.8	1.6	24.5	7.1	0.9	25.3	15.0	12.7	4.6	12.1	13.3	9.1	13.8	7.0	12.7	16.2		
DON'T KNOW	7.0	2.4	8.3	2.4	9.4	19.7	1.6	8.5	9.3	9.3	21.8	7.0	8.6	7.0	4.7	5.5	7.5	6.9		
Net Diff.	41.0	82.4	0.8	84.8	-1.9	28.6	89.4	-3.4	27.1	32.9	35.6	41.1	38.1	45.4	45.1	40.5	29.8	38.9		
Mean	3.07	3.68	2.44	3.67	2.41	3.01	3.73	2.39	2.88	3.00	3.08	3.07	3.04	3.17	3.12	3.04	2.95	3.02		



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	275	723	461	433	106	220	433	157	276	566
SUPPORT	67.0	48.8	73.9	91.0	44.2	55.7	65.4	47.0	47.7	46.6	82.3
Strongly	44.5	19.9	54.0	73.9	16.3	31.8	35.9	18.5	21.0	17.1	64.5
Somewhat	22.5	28.9	19.9	17.1	27.9	23.9	29.6	28.5	26.6	29.6	17.9
OPPOSE	26.0	41.8	19.9	6.8	46.2	27.2	22.4	43.1	40.7	44.5	12.8
Somewhat	13.6	18.3	11.8	5.3	22.1	15.2	13.7	20.6	13.5	24.7	8.2
Strongly	12.4	23.5	8.1	1.5	24.1	12.1	8.7	22.5	27.1	19.9	4.5
DON'T KNOW	7.0	9.4	6.2	2.3	9.6	17.0	12.2	9.9	11.7	8.8	4.9
Net Diff.	41.0	7.0	54.0	84.2	-2.1	28.5	43.0	3.9	7.0	2.1	69.6
Mean	3.07	2.50	3.28	3.67	2.40	2.91	3.05	2.48	2.47	2.48	3.50





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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	1000	433	460	362	370	268	181	157	132	181	213	136	
SUPPORT	67.0	91.2	46.3	90.1	44.7	66.4	94.1	49.8	71.2	86.1	40.9	61.8	
Strongly	44.5	74.5	20.3	76.3	19.6	35.9	83.1	28.9	44.0	69.6	12.7	28.0	
Somewhat	22.5	16.7	26.0	13.8	25.1	30.5	11.0	20.9	27.2	16.5	28.3	33.8	
OPPOSE	26.0	7.0	44.4	7.6	45.0	24.6	5.5	44.6	23.0	9.7	45.3	26.1	
Somewhat	13.6	5.2	21.0	6.3	20.9	13.3	4.1	19.6	11.9	8.5	21.9	14.8	
Strongly	12.4	1.8	23.5	1.3	24.1	11.2	1.4	25.1	11.1	1.2	23.4	11.4	
DON'T KNOW	7.0	1.9	9.2	2.3	10.2	9.0	0.4	5.5	5.8	4.2	13.7	12.1	
Net Diff.	41.0	84.2	1.9	82.5	-0.3	41.8	88.6	5.2	48.2	76.4	-4.4	35.6	
Mean	3.07	3.67	2.47	3.69	2.45	3.00	3.77	2.57	3.11	3.61	2.35	2.89	



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	67.0	37.6	28.8	43.1	65.1	91.9	93.5	92.5	59.2	84.3	93.9	33.7	59.9	71.2	49.7	60.7	94.9
Strongly	44.5	16.3	18.8	14.7	35.5	71.0	85.1	76.5	37.9	64.9	82.1	14.4	27.6	27.3	15.9	28.9	70.2
Somewhat	22.5	21.3	10.0	28.4	29.5	20.9	8.4	16.0	21.3	19.4	11.7	19.3	32.3	43.9	33.7	31.8	24.7
OPPOSE	26.0	52.2	59.0	47.9	25.7	6.9	3.0	5.4	36.9	11.8	4.4	54.7	31.1	25.2	45.0	27.7	1.8
Somewhat	13.6	21.5	17.3	24.2	16.3	6.0	2.1	4.5	23.8	11.8	3.6	21.6	19.7	20.9	20.0	15.7	1.8
Strongly	12.4	30.6	41.7	23.7	9.4	0.9	0.9	0.9	13.1	0.0	0.8	33.1	11.4	4.3	25.0	12.0	0.0
DON'T KNOW	7.0	10.3	12.2	9.0	9.3	1.3	3.5	2.1	3.9	3.9	1.8	11.6	9.0	3.6	5.4	11.6	3.3
Net Diff.	41.0	-14.6	-30.2	-4.8	39.4	85.0	90.4	87.1	22.3	72.6	89.5	-20.9	28.8	46.0	4.7	33.0	93.1
Mean	3.07	2.26	2.07	2.37	3.00	3.64	3.84	3.72	2.87	3.55	3.78	2.17	2.84	2.98	2.43	2.88	3.71



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	67.0	45.1	65.3	91.0	69.0	69.6	73.4	69.0	67.1	69.4	62.9	62.1	74.1	74.1	74.7	51.0
Strongly	44.5	16.7	40.3	75.9	41.5	49.2	56.9	47.9	44.2	47.7	37.7	41.4	53.6	54.5	50.3	29.2
Somewhat	22.5	28.5	25.1	15.1	27.5	20.4	16.5	21.1	23.0	21.8	25.2	20.7	20.5	19.6	24.4	21.8
OPPOSE	26.0	44.3	24.5	6.8	23.3	21.6	17.2	22.4	26.2	24.0	30.1	30.0	22.2	18.4	19.5	37.6
Somewhat	13.6	20.6	14.7	5.7	13.1	11.3	10.9	11.3	13.9	12.3	17.0	13.6	13.6	14.3	12.0	13.3
Strongly	12.4	23.7	9.8	1.1	10.2	10.4	6.3	11.1	12.2	11.8	13.1	16.4	8.6	4.1	7.6	24.3
DON'T KNOW	7.0	10.5	10.1	2.2	7.7	8.7	9.4	8.6	6.7	6.5	7.0	7.9	3.7	7.5	5.8	11.4
Net Diff.	41.0	0.8	40.8	84.2	45.7	48.0	56.2	46.6	41.0	45.4	32.8	32.1	51.9	55.7	55.1	13.4
Mean	3.07	2.43	3.07	3.70	3.09	3.19	3.37	3.16	3.06	3.13	2.94	2.95	3.24	3.35	3.25	2.63



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	67.0	69.4	62.0	61.5	63.1	75.7	67.5	64.1	56.8	72.1	56.0	61.7	47.4	59.5	78.7	67.2	74.1	51.3	54.8	33.9
Strongly	44.5	46.5	40.5	39.5	42.5	54.6	52.7	39.5	28.9	49.8	33.1	38.9	24.9	38.6	61.9	40.7	52.3	27.6	34.4	7.5
Somewhat	22.5	23.0	21.5	21.9	20.6	21.0	14.7	24.6	27.9	22.3	22.9	22.8	22.5	20.9	16.8	26.4	21.8	23.7	20.4	26.3
OPPOSE	26.0	22.7	32.6	32.3	33.4	20.1	30.0	24.9	35.2	21.4	35.8	30.3	44.1	33.1	19.6	22.7	21.7	37.6	37.5	56.3
Somewhat	13.6	13.2	14.4	14.5	14.2	11.6	11.1	14.6	17.4	10.5	20.2	17.0	26.6	13.0	8.8	11.8	12.0	21.1	20.2	38.3
Strongly	12.4	9.5	18.3	17.8	19.2	8.5	18.8	10.3	17.7	10.9	15.7	13.3	17.6	20.1	10.8	10.9	9.6	16.4	17.3	18.0
DON'T KNOW	7.0	7.9	5.4	6.2	3.5	4.2	2.6	11.0	8.0	6.5	8.1	8.0	8.4	7.3	1.7	10.1	4.3	11.1	7.6	9.8
Net Diff.	41.0	46.7	29.4	29.2	29.8	55.5	37.5	39.2	21.7	50.7	20.2	31.5	3.3	26.4	59.0	44.5	52.4	13.7	17.3	-22.4
Mean	3.07	3.16	2.89	2.89	2.90	3.27	3.04	3.05	2.74	3.19	2.80	2.95	2.60	2.84	3.32	3.08	3.22	2.70	2.78	2.26



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	78	136	175	162	187	263	389	611	550	450	470	530
SUPPORT	67.0	46.4	53.2	66.2	70.5	80.5	68.9	57.7	72.9	61.4	73.7	72.8	61.7
Strongly	44.5	18.3	27.2	46.1	43.3	56.9	52.1	33.9	51.2	36.7	54.1	54.0	36.1
Somewhat	22.5	28.1	26.0	20.1	27.2	23.6	16.8	23.8	21.7	24.8	19.7	18.8	25.7
OPPOSE	26.0	40.6	37.6	24.5	24.5	15.6	25.0	32.3	22.0	30.0	21.1	23.5	28.2
Somewhat	13.6	22.1	21.9	13.8	14.1	8.3	10.1	18.3	10.6	17.1	9.3	11.5	15.5
Strongly	12.4	18.5	15.7	10.7	10.4	7.2	14.9	14.0	11.4	13.0	11.7	12.1	12.7
DON'T KNOW	7.0	13.0	9.2	9.3	5.0	3.9	6.1	10.0	5.1	8.5	5.2	3.6	10.0
Net Diff.	41.0	5.7	15.6	41.7	45.9	64.9	43.9	25.4	50.9	31.4	52.6	49.3	33.5
Mean	3.07	2.53	2.71	3.12	3.09	3.35	3.13	2.86	3.19	2.93	3.22	3.19	2.95



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48. DO YOU SUPPORT OR OPPOSE LAWS THAT LET STATE AND LOCAL POLICE ARREST PEOPLE FOR BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION?

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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	67.0	47.4	60.5	75.8	71.3	60.0	69.0	76.2	74.1	43.7	54.7	75.3	67.8	61.5	67.9	71.3
Strongly	44.5	20.4	38.2	48.3	53.7	32.4	51.8	53.5	58.2	17.0	29.1	42.7	48.1	35.6	47.0	49.3
Somewhat	22.5	26.9	22.2	27.4	17.6	27.6	17.2	22.7	16.0	26.8	25.6	32.6	19.7	26.0	20.9	22.0
OPPOSE	26.0	40.4	30.2	20.6	22.5	27.2	27.9	20.0	23.2	44.2	31.7	21.2	21.6	32.0	25.2	20.7
Somewhat	13.6	24.1	16.2	11.8	9.8	11.8	15.4	11.0	9.7	27.6	16.8	12.6	9.9	14.4	14.0	11.7
Strongly	12.4	16.3	14.0	8.8	12.7	15.4	12.5	9.0	13.5	16.5	14.9	8.6	11.7	17.6	11.2	9.0
DON'T KNOW	7.0	12.3	9.4	3.7	6.2	12.8	3.2	3.8	2.7	12.1	13.6	3.5	10.6	6.5	6.9	8.0
Net Diff.	41.0	7.0	30.3	55.2	48.8	32.8	41.1	56.1	50.9	-0.4	23.0	54.1	46.2	29.5	42.6	50.7
Mean	3.07	2.59	2.94	3.20	3.20	2.88	3.12	3.25	3.22	2.50	2.80	3.13	3.17	2.85	3.11	3.21



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49. WHEN SOMEONE IS ARRESTED FOR COMMITTING A CRIME AND IS SUSPECTED OF BEING IN THE UNITED STATES WITHOUT LEGAL PERMISSION, DO YOU SUPPORT OR OPPOSE LAWS REQUIRING LOCAL LAW ENFORCEMENT TO CHECK THEIR STATUS WITH IMMIGRATION AUTHORITIES AND DETAIN THEM FOR DEPORTATION IF THEY ARE HERE ILLEGALLY?

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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	83.0	100.0	90.4	91.1	88.7	82.6	68.9	61.9	62.1	88.0	92.6	86.8	67.5	95.2	92.3	70.1	80.8	71.5	84.3	64.2
Strongly	59.0	97.6	83.0	75.1	61.6	46.0	24.9	32.2	35.2	70.0	82.4	56.8	40.9	84.9	69.7	50.5	51.9	34.3	49.8	25.4
Somewhat	24.0	2.4	7.3	15.9	27.1	36.7	44.0	29.6	27.0	18.1	10.2	30.0	26.6	10.3	22.5	19.6	28.9	37.2	34.4	38.8
OPPOSE	11.1	0.0	4.5	5.2	7.0	12.5	20.8	23.3	28.8	6.7	3.9	8.1	17.6	2.9	5.6	15.2	9.9	21.1	12.1	26.2
Somewhat	7.5	0.0	3.0	2.8	5.7	9.6	16.7	18.7	9.7	4.6	2.3	6.1	12.8	1.9	4.3	10.6	6.3	13.9	10.3	16.0
Strongly	3.7	0.0	1.5	2.4	1.3	2.8	4.1	4.6	19.2	2.1	1.6	2.1	4.8	1.0	1.3	4.6	3.6	7.2	1.8	10.3
DON'T KNOW	5.9	0.0	5.2	3.7	4.3	4.9	10.3	14.8	9.0	5.2	3.5	5.1	14.8	1.8	2.1	14.7	9.3	7.4	3.6	9.6
Net Diff.	71.8	100.0	85.9	85.8	81.7	70.2	48.1	38.6	33.3	81.3	88.6	78.7	49.9	92.3	86.7	54.9	70.9	50.3	72.1	38.0
Mean	3.47	3.98	3.81	3.70	3.56	3.32	3.00	3.05	2.86	3.65	3.80	3.49	3.22	3.82	3.64	3.36	3.42	3.06	3.37	2.88



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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	899	768	131	101	69	32
SUPPORT	83.0	80.3	85.3	83.0	82.5	84.6	85.9	77.3	68.2	69.5	65.2
Strongly	59.0	54.1	58.1	65.1	53.2	61.9	64.3	47.7	33.1	23.6	54.0
Somewhat	24.0	26.2	27.3	17.9	29.4	22.7	21.5	29.6	35.0	46.0	11.2
OPPOSE	11.1	13.9	9.1	11.0	11.5	10.5	9.9	14.4	16.6	16.9	16.0
Somewhat	7.5	7.3	6.6	7.4	8.6	7.1	6.2	12.7	10.4	10.8	9.6
Strongly	3.7	6.6	2.5	3.5	2.8	3.4	3.7	1.7	6.2	6.1	6.4
DON'T KNOW	5.9	5.8	5.6	6.1	6.0	4.9	4.3	8.2	15.2	13.5	18.8
Net Diff.	71.8	66.5	76.3	72.0	71.1	74.1	76.0	62.9	51.5	52.6	49.2
Mean	3.47	3.36	3.49	3.54	3.41	3.50	3.53	3.34	3.12	3.01	3.39





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
SUPPORT	83.0	95.1	73.6	94.3	73.3	72.2	95.6	72.7	79.9	83.1	75.0	83.1	81.4	78.4	89.7	82.9	79.6	80.6
Strongly	59.0	81.7	38.8	80.1	39.3	48.1	82.2	38.5	54.0	59.3	50.9	59.3	57.3	59.6	67.2	52.1	54.5	55.2
Somewhat	24.0	13.4	34.8	14.1	34.0	24.1	13.4	34.2	25.9	23.7	24.0	23.9	24.2	18.8	22.5	30.8	25.1	25.4
OPPOSE	11.1	3.4	17.6	3.7	18.6	12.2	2.6	18.3	16.5	14.3	10.6	11.0	12.5	15.0	4.8	10.5	18.1	13.0
Somewhat	7.5	2.2	12.4	2.8	12.4	7.2	1.6	12.7	9.6	10.0	8.3	7.6	9.2	7.7	3.8	8.4	11.9	6.2
Strongly	3.7	1.2	5.2	0.9	6.3	5.0	1.0	5.6	6.9	4.2	2.3	3.5	3.3	7.3	1.0	2.2	6.2	6.8
DON'T KNOW	5.9	1.4	8.9	2.1	8.0	15.7	1.8	8.9	3.6	2.7	14.5	5.9	6.0	6.7	5.6	6.5	2.3	6.4
Net Diff.	71.8	91.7	56.0	90.6	54.7	60.0	93.0	54.4	63.4	68.8	64.4	72.1	68.9	63.4	84.9	72.4	61.5	67.5
Mean	3.47	3.78	3.18	3.77	3.16	3.37	3.80	3.16	3.32	3.42	3.44	3.48	3.44	3.40	3.65	3.42	3.31	3.38



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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
	UNITS	PERCENT	RIGHT	WRONG	FOR CONGRESS	ERS/	ERS/	ERS/	ERS/	ERS/		
			DIREC- TION	TRACK	REPU- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	APP- ROVE	Strong	Smwht	DISAP- PROVE
Total	1000		275	723	461	433	106	220	433	157	276	566
SUPPORT	83.0		77.1	85.1	94.2	74.2	70.1	76.4	73.8	77.7	71.6	90.1
Strongly	59.0		40.0	66.3	79.4	39.4	50.5	50.3	38.8	43.4	36.2	74.5
Somewhat	24.0		37.1	18.9	14.8	34.8	19.6	26.1	35.0	34.2	35.4	15.6
OPPOSE	11.1		15.0	9.7	3.9	17.9	15.2	13.6	17.4	14.3	19.2	6.2
Somewhat	7.5		10.9	6.2	2.8	11.7	10.6	10.1	13.1	11.8	13.9	3.2
Strongly	3.7		4.1	3.5	1.1	6.1	4.6	3.6	4.3	2.5	5.4	3.0
DON'T KNOW	5.9		7.9	5.1	1.9	8.0	14.7	10.0	8.8	8.1	9.2	3.7
Net Diff.	71.8		62.2	75.4	90.2	56.3	54.9	62.7	56.4	63.4	52.4	83.9
Mean	3.47		3.23	3.56	3.76	3.17	3.36	3.37	3.19	3.29	3.13	3.68



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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	433	460	362	370	268	181	157	132	181	213	136
SUPPORT	83.0	94.8	73.5	94.5	71.0	83.9	96.8	75.2	86.6	92.2	67.9	81.2
Strongly	59.0	82.3	39.6	82.5	39.6	54.0	85.6	43.1	59.3	79.4	37.0	48.9
Somewhat	24.0	12.5	33.9	12.0	31.4	29.8	11.1	32.2	27.2	12.8	30.9	32.3
OPPOSE	11.1	3.2	18.6	3.7	20.4	8.5	2.1	21.1	7.5	5.2	19.9	9.5
Somewhat	7.5	2.3	12.2	2.5	13.8	5.5	1.5	16.2	6.1	3.5	12.0	4.9
Strongly	3.7	1.0	6.5	1.1	6.6	3.0	0.6	4.9	1.4	1.7	7.8	4.6
DON'T KNOW	5.9	1.9	7.9	1.9	8.6	7.6	1.1	3.7	5.9	2.6	12.2	9.3
Net Diff.	71.8	91.6	54.8	90.8	50.7	75.3	94.7	54.2	79.0	87.0	48.1	71.7
Mean	3.47	3.80	3.16	3.79	3.14	3.46	3.84	3.18	3.54	3.74	3.11	3.38



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	83.0	69.1	55.7	77.5	81.8	94.4	96.5	95.3	79.9	89.2	96.9	67.5	75.9	79.4	72.8	82.9	93.9
Strongly	59.0	34.2	32.5	35.3	54.7	80.4	87.8	83.3	50.4	72.4	87.5	32.1	52.0	47.2	38.5	49.3	78.5
Somewhat	24.0	34.8	23.1	42.1	27.1	14.0	8.8	12.0	29.5	16.8	9.4	35.4	23.9	32.2	34.2	33.6	15.4
OPPOSE	11.1	21.8	32.5	15.1	10.6	3.9	2.1	3.2	16.3	5.4	2.3	22.8	16.5	17.0	18.8	8.5	1.8
Somewhat	7.5	15.3	18.3	13.4	6.9	2.9	0.0	1.8	16.3	3.9	1.1	16.1	10.5	8.9	10.1	5.7	1.8
Strongly	3.7	6.6	14.2	1.7	3.6	1.0	2.1	1.4	0.0	1.6	1.1	6.8	6.0	8.1	8.7	2.8	0.0
DON'T KNOW	5.9	9.1	11.8	7.4	7.6	1.7	1.4	1.6	3.9	5.4	0.8	9.6	7.6	3.6	8.4	8.5	4.3
Net Diff.	71.8	47.2	23.1	62.3	71.3	90.5	94.5	92.1	63.6	83.7	94.7	44.7	59.4	62.4	54.0	74.4	92.1
Mean	3.47	3.06	2.84	3.20	3.44	3.77	3.85	3.80	3.35	3.69	3.85	3.03	3.32	3.23	3.12	3.42	3.80



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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	NON- RELI- GIOUS
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	83.0	73.0	78.4	95.3	84.2	89.9	79.0	91.8	82.5	83.8	80.1	78.3	86.9	86.6	86.1	75.5
Strongly	59.0	38.8	52.5	83.0	58.2	63.7	60.8	64.2	58.8	61.8	53.4	54.6	67.6	62.8	63.2	46.6
Somewhat	24.0	34.2	25.9	12.2	26.0	26.2	18.2	27.5	23.7	22.0	26.7	23.7	19.4	23.9	22.9	28.9
OPPOSE	11.1	18.0	14.0	2.7	10.5	6.9	17.2	5.1	11.6	10.2	14.2	12.7	9.0	6.0	8.7	16.1
Somewhat	7.5	12.0	9.1	2.0	7.7	6.2	17.2	4.3	7.6	6.9	8.8	8.0	6.0	6.0	6.5	9.8
Strongly	3.7	6.0	5.0	0.7	2.9	0.7	0.0	0.9	4.0	3.2	5.3	4.7	3.0	0.0	2.2	6.3
DON'T KNOW	5.9	9.0	7.6	2.0	5.2	3.2	3.8	3.1	5.9	6.0	5.7	9.0	4.1	7.4	5.2	8.3
Net Diff.	71.8	55.0	64.3	92.5	73.7	83.0	61.9	86.6	70.9	73.6	65.9	65.7	78.0	80.7	77.4	59.4
Mean	3.47	3.16	3.36	3.81	3.47	3.58	3.45	3.60	3.46	3.51	3.36	3.41	3.58	3.61	3.55	3.26



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	83.0	83.8	81.3	80.6	82.9	87.5	85.1	80.5	77.8	87.0	74.4	75.1	71.8	73.2	90.5	84.3	85.8	66.0	76.0	63.9
Strongly	59.0	61.6	53.7	51.1	59.3	65.4	61.2	58.4	46.6	63.7	49.1	52.7	43.6	56.0	68.5	60.0	61.3	45.5	52.5	27.4
Somewhat	24.0	22.1	27.6	29.5	23.6	22.1	23.8	22.2	31.1	23.3	25.3	22.3	28.1	17.2	22.0	24.3	24.5	20.5	23.6	36.5
OPPOSE	11.1	9.9	13.7	14.3	12.5	9.1	11.7	10.6	15.5	8.4	17.1	12.4	21.6	23.4	7.5	9.0	5.9	18.0	19.4	25.5
Somewhat	7.5	6.3	9.8	9.8	9.6	7.7	7.8	5.2	11.6	5.6	11.5	8.1	15.4	15.4	5.6	5.6	4.1	11.5	16.9	12.5
Strongly	3.7	3.5	3.9	4.4	2.9	1.4	3.9	5.4	3.9	2.8	5.6	4.3	6.2	8.0	1.8	3.5	1.8	6.5	2.5	13.1
DON'T KNOW	5.9	6.4	5.0	5.2	4.6	3.4	3.2	8.9	6.7	4.7	8.5	12.5	6.7	3.4	2.1	6.6	8.3	16.0	4.6	10.6
Net Diff.	71.8	73.9	67.6	66.3	70.4	78.5	73.4	70.0	62.2	78.6	57.4	62.7	50.2	49.8	83.0	75.3	79.9	48.0	56.6	38.3
Mean	3.47	3.51	3.38	3.34	3.46	3.57	3.47	3.47	3.29	3.55	3.29	3.41	3.17	3.26	3.60	3.51	3.59	3.25	3.32	2.87



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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	78	136	175	162	187	263	389	611	550	450	470	530
SUPPORT	83.0	62.8	70.6	78.7	87.6	91.3	89.4	72.7	89.5	77.1	90.2	86.7	79.6
Strongly	59.0	25.4	39.9	60.1	60.5	71.1	68.6	46.1	67.2	50.3	69.6	64.0	54.6
Somewhat	24.0	37.4	30.7	18.6	27.1	20.2	20.8	26.6	22.3	26.8	20.5	22.7	25.1
OPPOSE	11.1	24.9	22.2	14.0	9.6	5.1	4.7	19.0	6.1	16.3	4.9	10.0	12.2
Somewhat	7.5	17.6	12.6	9.8	5.7	4.1	3.8	12.4	4.4	10.4	3.9	7.7	7.3
Strongly	3.7	7.3	9.6	4.2	3.9	1.1	0.9	6.7	1.8	5.9	1.0	2.3	4.9
DON'T KNOW	5.9	12.2	7.2	7.3	2.8	3.6	5.9	8.3	4.4	6.7	4.9	3.3	8.2
Net Diff.	71.8	37.9	48.4	64.7	78.0	86.2	84.6	53.7	83.4	60.8	85.3	76.7	67.5
Mean	3.47	2.92	3.09	3.45	3.48	3.67	3.67	3.22	3.62	3.30	3.67	3.54	3.41



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	83.0	66.1	75.6	88.5	89.4	78.8	80.4	89.0	89.3	62.5	72.3	88.0	89.5	77.7	83.8	87.3
Strongly	59.0	29.3	52.6	63.1	69.9	29.7	59.9	64.4	70.2	29.2	47.8	61.6	69.5	48.2	61.9	65.0
Somewhat	24.0	36.7	23.0	25.5	19.5	49.0	20.6	24.6	19.2	33.2	24.6	26.4	20.0	29.5	21.8	22.3
OPPOSE	11.1	23.4	17.2	8.4	5.0	15.8	18.5	7.7	6.4	25.6	16.3	9.1	3.3	15.3	9.8	9.4
Somewhat	7.5	15.6	11.0	5.2	4.1	11.7	13.0	5.4	6.0	16.7	9.6	5.0	1.7	9.9	6.8	6.2
Strongly	3.7	7.9	6.2	3.1	0.9	4.1	5.5	2.3	0.4	8.9	6.7	4.1	1.7	5.4	3.0	3.2
DON'T KNOW	5.9	10.5	7.2	3.1	5.6	5.4	1.0	3.3	4.3	11.9	11.4	2.9	7.2	7.0	6.5	3.3
Net Diff.	71.8	42.6	58.4	80.2	84.4	62.9	61.9	81.3	82.9	36.8	56.1	79.0	86.2	62.4	74.0	77.9
Mean	3.47	2.98	3.32	3.53	3.68	3.10	3.36	3.56	3.66	2.94	3.28	3.50	3.70	3.30	3.53	3.54





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

50. WHICH IS THE BEST WAY FOR THE U.S. IMMIGRATION SYSTEM TO WORK?

1. A MERIT-BASED SYSTEM THAT PRIORITIZES ADMITTING HIGH SKILL IMMIGRANTS.
2. A FAMILY-BASED SYSTEM THAT PRIORITIZES ADMITTING RELATIVES OF U.S. RESIDENTS.
3. A HUMANITARIAN-BASED SYSTEM THAT PRIORITIZES ADMITTING PEOPLE FLEEING POVERTY, VIOLENCE, AND PERSECUTION.

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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
MERIT-BASED SYSTEM	25.8	51.8	39.3	29.5	24.2	17.1	14.8	16.4	12.5	31.6	37.4	25.0	19.2	39.9	30.2	19.5	24.3	12.8	13.1	12.7
FAMILY-BASED SYSTEM	16.6	6.8	17.6	20.7	15.6	22.1	17.1	15.3	8.2	18.9	16.8	20.2	26.1	18.9	18.5	17.8	20.4	11.5	15.4	9.3
HUMANITARIAN-BASED SYSTEM	37.2	22.2	21.3	30.5	36.2	37.6	51.3	49.7	64.2	28.0	25.6	30.3	34.0	22.6	31.3	34.6	30.5	58.0	49.4	62.9
DON'T KNOW	20.4	19.2	21.8	19.4	24.0	23.2	16.8	18.6	15.0	21.5	20.2	24.4	20.6	18.6	20.0	28.1	24.8	17.7	22.2	15.2



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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	1000	175	225	384	216	899	768	131	101	69	32
MERIT-BASED SYSTEM	25.8	24.9	24.5	27.3	25.3	26.9	27.8	21.5	16.0	19.6	8.1
FAMILY-BASED SYSTEM	16.6	22.2	15.6	16.0	14.3	16.0	14.7	23.5	22.6	24.3	18.8
HUMANITARIAN-BASED SYSTEM	37.2	35.5	41.1	34.5	39.3	37.3	37.7	35.2	36.4	40.3	28.0
DON'T KNOW	20.4	17.5	18.8	22.2	21.0	19.8	19.8	19.8	25.0	15.9	45.1



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
MERIT-BASED SYSTEM	25.8	37.2	16.7	35.3	17.7	16.5	36.3	16.3	24.7	25.6	21.5	26.0	25.6	27.2	28.4	21.5	21.9	22.7
FAMILY-BASED SYSTEM	16.6	17.0	15.3	18.6	14.7	15.9	17.5	14.5	22.3	23.8	13.6	16.9	18.7	17.2	10.8	17.5	28.5	11.9
HUMANITARIAN-BASED SYSTEM	37.2	27.1	47.1	26.2	48.8	35.3	26.2	50.0	37.5	33.9	30.7	36.4	36.0	36.7	36.9	35.9	35.0	48.9
DON'T KNOW	20.4	18.7	20.8	19.8	18.7	32.3	20.0	19.1	15.4	16.7	34.2	20.6	19.7	18.9	23.9	25.1	14.7	16.5



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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	275	723	461	433	106	220	433	157	276	566
MERIT-BASED SYSTEM	25.8	17.2	29.2	36.4	16.1	19.5	21.3	16.9	19.9	15.2	32.7
FAMILY-BASED SYSTEM	16.6	16.2	16.7	18.7	14.1	17.8	20.5	16.5	12.3	18.8	16.8
HUMANITARIAN-BASED SYSTEM	37.2	48.3	32.9	25.8	50.0	34.6	33.0	47.2	50.7	45.3	29.6
DON'T KNOW	20.4	18.2	21.2	19.1	19.8	28.1	25.2	19.4	17.1	20.7	21.0



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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	
Total	1000	433	460	362	370	268	181	157	132	181	213	136			
MERIT-BASED SYSTEM	25.8	35.8	17.2	34.7	15.7	27.7	42.5	20.9	35.3	27.0	11.9	20.4			
FAMILY-BASED SYSTEM	16.6	17.5	15.0	17.2	16.1	16.6	16.7	16.8	18.0	17.6	15.6	15.2			
HUMANITARIAN-BASED SYSTEM	37.2	25.7	49.2	28.5	50.3	30.9	25.3	48.8	23.4	31.7	51.4	38.1			
DON'T KNOW	20.4	21.0	18.5	19.6	17.9	24.8	15.5	13.5	23.3	23.6	21.1	26.2			



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57	
MERIT-BASED SYSTEM	25.8	16.9	14.9	18.2	22.3	34.8	39.6	36.7	43.8	26.7	36.2	14.4	17.5	19.2	17.9	23.8	46.2	
FAMILY-BASED SYSTEM	16.6	13.3	9.6	15.6	17.6	17.9	18.9	18.3	20.5	11.7	18.4	11.4	22.2	29.5	20.8	16.8	13.2	
HUMANITARIAN-BASED SYSTEM	37.2	55.4	60.4	52.3	35.4	27.0	20.6	24.5	31.8	37.0	26.0	60.1	38.2	19.3	39.5	32.8	19.4	
DON'T KNOW	20.4	14.4	15.2	14.0	24.7	20.3	20.9	20.5	3.9	24.6	19.4	14.1	22.1	32.0	21.8	26.6	21.2	



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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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
MERIT-BASED SYSTEM	25.8	16.7	23.5	36.5	27.0	38.6	60.1	34.9	24.2	25.8	21.2	24.1	25.4	28.9	28.9	23.9
FAMILY-BASED SYSTEM	16.6	15.4	20.8	16.5	17.6	16.6	10.5	17.7	17.6	18.3	16.2	8.4	17.1	19.0	21.7	8.0
HUMANITARIAN-BASED SYSTEM	37.2	48.9	28.3	27.7	34.1	28.1	24.0	28.8	37.3	35.8	40.3	47.3	34.8	24.7	32.2	49.3
DON'T KNOW	20.4	19.0	27.4	19.3	21.4	16.7	5.4	18.7	20.9	20.2	22.2	20.2	22.8	27.4	17.2	18.7



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
MERIT-BASED SYSTEM	25.8	22.2	33.1	32.1	35.3	27.5	44.3	17.6	22.6	27.2	23.0	29.4	15.9	22.0	37.6	19.3	35.3	24.3	18.4	11.2
FAMILY-BASED SYSTEM	16.6	18.6	12.6	12.3	13.4	19.5	12.5	17.8	12.8	15.4	19.3	17.8	20.0	28.3	15.4	15.4	21.9	14.4	21.4	17.5
HUMANITARIAN-BASED SYSTEM	37.2	36.3	38.9	41.1	34.4	33.8	30.4	38.5	47.0	36.0	39.8	34.7	47.6	35.3	29.1	41.2	33.4	35.8	44.6	53.1
DON'T KNOW	20.4	22.9	15.3	14.5	17.0	19.2	12.9	26.0	17.6	21.5	18.0	18.1	16.5	14.4	17.9	24.2	9.4	25.5	15.6	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	78	136	175	162	187	263	389	611	550	450	470	530
MERIT-BASED SYSTEM	25.8	11.1	18.3	30.2	23.7	31.2	28.6	22.2	28.1	22.6	29.7	33.2	19.2
FAMILY-BASED SYSTEM	16.6	29.5	16.6	20.4	16.4	14.8	11.8	20.9	13.9	19.5	13.0	17.1	16.2
HUMANITARIAN-BASED SYSTEM	37.2	47.1	53.2	30.6	35.4	30.5	36.4	41.8	34.3	39.9	33.9	32.6	41.3
DON'T KNOW	20.4	12.3	12.0	18.9	24.6	23.5	23.2	15.1	23.7	17.9	23.3	17.0	23.3



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
MERIT-BASED SYSTEM	25.8	12.5	24.9	27.0	29.8	21.6	30.2	31.6	37.4	9.9	21.4	22.0	20.2	22.7	27.9	24.8
FAMILY-BASED SYSTEM	16.6	24.6	18.7	17.2	12.2	22.0	22.4	18.4	12.9	25.3	16.2	16.0	11.3	20.0	17.0	11.7
HUMANITARIAN-BASED SYSTEM	37.2	48.1	41.4	32.5	34.2	38.8	38.5	32.0	29.2	50.8	43.3	33.1	40.5	41.2	35.5	36.5
DON'T KNOW	20.4	14.7	15.0	23.2	23.8	17.6	8.9	18.0	20.6	13.9	19.2	29.0	27.9	16.1	19.6	27.1



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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51. THE UNITED STATES IS UNIQUE AMONG MAJOR INDUSTRIALIZED COUNTRIES IN HAVING A FAMILY-BASED IMMIGRATION SYSTEM THAT PRIORITIZES ADMITTING RELATIVES OF U.S. RESIDENTS. WOULD YOU SUPPORT OR OPPOSE THE UNITED STATES BECOMING MORE OF A MERIT-BASED SYSTEM THAT PRIORITIZES ADMITTING IMMIGRANTS WITH VALUABLE SKILLS?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	56.7	63.3	64.0	63.2	57.0	56.2	49.5	48.0	41.5	60.9	63.5	57.5	56.4	60.9	66.3	43.9	68.0	47.3	55.0	43.0
Strongly	17.5	36.4	25.5	22.0	16.3	9.3	8.2	6.6	15.1	21.9	26.1	16.4	15.2	28.0	18.1	14.2	19.4	7.5	6.8	7.9
Somewhat	39.2	26.9	38.5	41.1	40.7	46.9	41.3	41.3	26.4	39.0	37.4	41.1	41.2	32.9	48.2	29.7	48.5	39.9	48.2	35.1
OPPOSE	25.8	25.0	22.5	19.3	21.7	27.8	32.8	33.4	34.8	21.7	21.5	21.6	23.0	25.3	21.4	22.8	12.8	34.9	30.1	37.7
Somewhat	17.5	8.9	13.9	10.9	14.7	20.5	29.5	23.8	24.1	12.8	11.6	14.7	13.9	12.7	13.9	14.5	10.1	28.2	22.4	31.4
Strongly	8.3	16.1	8.6	8.4	7.0	7.3	3.3	9.6	10.7	8.9	10.0	6.8	9.1	12.6	7.5	8.4	2.7	6.8	7.7	6.3
DON'T KNOW	17.5	11.7	13.5	17.5	21.3	16.0	17.7	18.6	23.7	17.4	15.0	20.9	20.6	13.8	12.3	33.2	19.3	17.7	14.9	19.3
Net Diff.	30.9	38.3	41.5	43.9	35.3	28.4	16.7	14.5	6.7	39.2	41.9	35.9	33.4	35.6	44.8	21.1	55.2	12.4	24.8	5.3
Mean	2.80	2.95	2.94	2.93	2.84	2.69	2.66	2.55	2.60	2.89	2.94	2.85	2.79	2.89	2.88	2.75	3.05	2.58	2.63	2.55



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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	899	768	131	101	69	32
SUPPORT	56.7	54.8	59.8	57.5	53.6	57.2	57.3	56.1	52.7	59.8	37.2
Strongly	17.5	12.9	18.9	19.7	15.7	18.2	18.7	15.3	11.2	12.2	9.0
Somewhat	39.2	41.9	40.9	37.8	37.9	39.0	38.7	40.8	41.5	47.6	28.2
OPPOSE	25.8	25.1	25.2	24.3	29.5	26.1	27.0	20.5	23.2	22.6	24.5
Somewhat	17.5	17.9	15.8	15.9	21.9	17.7	18.4	13.4	16.0	17.7	12.4
Strongly	8.3	7.3	9.5	8.4	7.6	8.4	8.6	7.1	7.2	4.9	12.1
DON'T KNOW	17.5	20.1	15.0	18.2	16.9	16.8	15.6	23.4	24.1	17.6	38.3
Net Diff.	30.9	29.6	34.6	33.2	24.1	31.1	30.3	35.6	29.5	37.2	12.8
Mean	2.80	2.76	2.81	2.84	2.74	2.80	2.80	2.84	2.75	2.81	2.55



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
SUPPORT	56.7	62.8	53.0	61.8	52.9	49.1	61.2	53.0	57.5	61.7	51.3	57.1	56.3	60.9	57.4	55.1	60.8	50.7
Strongly	17.5	24.6	10.5	24.4	11.3	11.8	24.4	11.3	17.8	17.6	12.4	17.5	15.7	20.7	20.0	13.7	22.0	16.7
Somewhat	39.2	38.2	42.6	37.4	41.5	37.2	36.8	41.7	39.7	44.1	38.9	39.6	40.6	40.2	37.4	41.5	38.8	34.0
OPPOSE	25.8	24.2	28.2	23.3	28.4	25.4	23.4	27.7	32.7	29.1	18.3	25.7	28.4	17.6	24.3	26.3	27.2	27.4
Somewhat	17.5	13.6	22.6	12.7	22.8	15.8	12.1	22.4	21.6	18.3	15.0	17.5	19.2	12.4	17.4	16.5	17.8	18.5
Strongly	8.3	10.5	5.6	10.7	5.5	9.7	11.3	5.3	11.1	10.8	3.2	8.2	9.1	5.2	6.9	9.8	9.4	8.8
DON'T KNOW	17.5	13.1	18.8	14.9	18.8	25.5	15.4	19.2	9.8	9.3	30.4	17.2	15.4	21.6	18.3	18.6	12.0	21.9
Net Diff.	30.9	38.6	24.9	38.5	24.5	23.6	37.8	25.3	24.8	32.6	33.0	31.5	27.9	43.3	33.1	28.8	33.6	23.3
Mean	2.80	2.88	2.71	2.89	2.72	2.69	2.88	2.73	2.71	2.76	2.87	2.80	2.74	2.97	2.86	2.72	2.83	2.75



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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	1000	275	723	461	433	106	220	433	157	276	566	
SUPPORT	56.7	57.4	56.5	62.8	53.3	43.9	50.8	55.1	54.7	55.4	58.0	
Strongly	17.5	11.8	19.7	24.4	10.9	14.2	13.6	11.2	13.4	10.0	22.3	
Somewhat	39.2	45.6	36.8	38.5	42.4	29.7	37.3	43.9	41.3	45.4	35.7	
OPPOSE	25.8	24.2	26.3	23.9	28.5	22.8	24.1	25.1	25.5	24.9	26.2	
Somewhat	17.5	19.9	16.6	13.2	22.9	14.5	16.6	20.4	21.5	19.7	15.4	
Strongly	8.3	4.3	9.8	10.7	5.6	8.4	7.4	4.7	4.0	5.2	10.8	
DON'T KNOW	17.5	18.4	17.2	13.3	18.2	33.2	25.1	19.8	19.8	19.8	15.8	
Net Diff.	30.9	33.2	30.1	38.9	24.8	21.1	26.8	30.0	29.2	30.5	31.8	
Mean	2.80	2.79	2.80	2.88	2.72	2.75	2.76	2.77	2.80	2.75	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	433	460	362	370	268	181	157	132	181	213	136
SUPPORT	56.7	61.5	53.0	60.6	52.3	57.5	68.6	57.3	68.7	52.7	48.6	46.7
Strongly	17.5	23.2	12.5	22.7	12.4	17.5	28.0	14.3	22.4	17.4	10.9	12.7
Somewhat	39.2	38.3	40.5	37.9	39.9	40.1	40.6	43.0	46.3	35.3	37.7	34.0
OPPOSE	25.8	24.8	27.8	26.5	29.2	20.1	22.5	28.8	12.3	30.5	29.5	27.7
Somewhat	17.5	13.3	21.9	14.7	23.0	13.8	12.7	22.4	9.7	16.7	23.4	17.8
Strongly	8.3	11.5	5.9	11.8	6.3	6.3	9.7	6.5	2.6	13.8	6.1	9.9
DON'T KNOW	17.5	13.7	19.3	12.9	18.5	22.4	9.0	13.9	19.1	16.8	21.9	25.6
Net Diff.	30.9	36.6	25.2	34.1	23.1	37.5	46.1	28.4	56.4	22.2	19.1	19.1
Mean	2.80	2.85	2.74	2.82	2.72	2.89	2.95	2.76	3.09	2.68	2.68	2.67



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	56.7	49.2	41.7	53.9	57.8	63.5	58.6	61.6	76.1	57.5	60.3	47.1	59.5	65.0	47.9	56.7	66.5
Strongly	17.5	11.1	14.3	9.1	14.5	22.3	31.0	25.7	25.6	12.3	25.3	10.5	15.6	13.6	7.2	14.6	32.8
Somewhat	39.2	38.1	27.4	44.8	43.3	41.3	27.6	35.9	50.5	45.2	35.0	36.6	43.8	51.4	40.6	42.1	33.7
OPPOSE	25.8	32.8	36.7	30.3	22.3	22.6	25.7	23.9	20.0	31.9	25.5	33.9	22.6	18.2	32.4	18.0	18.4
Somewhat	17.5	26.3	28.3	24.9	14.8	15.1	10.6	13.4	13.4	16.8	14.2	27.2	17.6	10.1	27.3	12.0	10.6
Strongly	8.3	6.5	8.3	5.4	7.5	7.5	15.1	10.5	6.6	15.1	11.3	6.7	5.0	8.1	5.1	6.0	7.7
DON'T KNOW	17.5	18.0	21.6	15.8	20.0	13.8	15.7	14.5	3.9	10.6	14.2	19.0	17.9	16.8	19.8	25.3	15.2
Net Diff.	30.9	16.4	5.1	23.6	35.5	40.9	32.8	37.8	56.1	25.6	34.8	13.1	36.9	46.8	15.5	38.7	48.1
Mean	2.80	2.66	2.61	2.68	2.81	2.91	2.88	2.90	2.99	2.61	2.87	2.63	2.85	2.85	2.62	2.87	3.08





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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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	56.7	54.6	51.4	60.8	60.0	64.4	79.2	61.8	55.8	57.4	52.7	55.1	59.9	58.7	58.9	49.1
Strongly	17.5	11.3	13.6	25.5	17.0	29.0	50.8	25.2	15.8	15.6	16.0	18.0	17.8	12.2	19.4	16.1
Somewhat	39.2	43.4	37.8	35.3	43.0	35.4	28.4	36.6	40.0	41.8	36.7	37.1	42.1	46.5	39.5	33.0
OPPOSE	25.8	28.1	19.6	25.4	22.4	21.0	17.0	21.7	26.8	24.4	31.3	22.7	26.3	21.8	22.4	30.0
Somewhat	17.5	21.9	13.4	14.2	17.2	16.8	10.6	17.9	17.9	16.5	20.7	14.7	18.7	13.6	13.8	20.1
Strongly	8.3	6.2	6.3	11.1	5.3	4.2	6.4	3.8	8.9	7.9	10.6	8.0	7.6	8.2	8.7	9.9
DON'T KNOW	17.5	17.2	29.0	13.9	17.5	14.6	3.8	16.5	17.4	18.2	16.0	22.2	13.8	19.5	18.6	21.0
Net Diff.	30.9	26.5	31.8	35.4	37.6	43.4	62.2	40.1	29.0	33.0	21.4	32.4	33.7	36.9	36.5	19.1
Mean	2.80	2.72	2.83	2.87	2.87	3.04	3.28	3.00	2.76	2.80	2.69	2.84	2.81	2.78	2.86	2.70



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	56.7	53.6	63.0	62.8	63.5	61.2	71.7	47.0	54.9	55.6	59.0	59.5	56.7	63.5	66.0	47.8	59.6	59.4	64.3	42.9
Strongly	17.5	15.2	22.1	19.5	27.4	19.5	26.3	11.5	18.1	17.1	18.2	24.1	12.5	20.2	22.9	12.7	28.8	20.2	14.6	8.5
Somewhat	39.2	38.4	41.0	43.3	36.1	41.7	45.4	35.5	36.8	38.5	40.8	35.4	44.3	43.2	43.1	35.1	30.9	39.2	49.6	34.4
OPPOSE	25.8	25.6	26.1	25.0	28.3	22.0	21.3	28.8	30.6	26.7	23.8	23.1	25.2	21.2	21.3	30.8	27.3	19.6	20.2	34.3
Somewhat	17.5	16.6	19.4	17.8	22.9	14.2	16.8	18.6	21.9	18.1	16.3	16.0	15.9	14.0	15.1	20.4	17.7	14.5	12.4	22.3
Strongly	8.3	9.1	6.6	7.2	5.4	7.7	4.5	10.2	8.7	8.6	7.6	7.1	9.3	7.2	6.2	10.4	9.5	5.1	7.7	12.0
DON'T KNOW	17.5	20.8	10.9	12.2	8.2	16.8	7.0	24.3	14.5	17.7	17.2	17.4	18.1	15.3	12.7	21.4	13.1	21.0	15.5	22.8
Net Diff.	30.9	27.9	36.9	37.8	35.2	39.2	50.4	18.2	24.2	28.9	35.2	36.4	31.6	42.2	44.7	17.0	32.3	39.8	44.1	8.6
Mean	2.80	2.75	2.88	2.86	2.93	2.88	3.01	2.64	2.75	2.78	2.84	2.93	2.73	2.90	2.95	2.64	2.91	2.94	2.84	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	78	136	175	162	187	263	389	611	550	450	470	530
SUPPORT	56.7	49.0	51.7	60.4	58.2	58.3	57.1	55.1	57.8	56.0	57.6	64.8	49.5
Strongly	17.5	12.0	13.7	20.0	12.8	17.3	22.3	16.2	18.3	15.2	20.2	21.8	13.6
Somewhat	39.2	36.9	38.0	40.4	45.4	41.0	34.8	38.8	39.5	40.8	37.4	43.0	35.9
OPPOSE	25.8	29.8	30.3	19.3	28.5	28.6	22.9	25.2	26.1	26.2	25.3	21.7	29.4
Somewhat	17.5	19.7	21.2	12.2	21.9	17.8	15.7	16.8	18.0	18.3	16.6	15.1	19.7
Strongly	8.3	10.1	9.1	7.1	6.6	10.8	7.2	8.4	8.2	7.9	8.7	6.6	9.7
DON'T KNOW	17.5	21.3	18.0	20.4	13.3	13.1	20.0	19.7	16.1	17.8	17.1	13.5	21.1
Net Diff.	30.9	19.2	21.4	41.1	29.7	29.6	34.2	29.8	31.6	29.8	32.3	43.1	20.2
Mean	2.80	2.65	2.69	2.92	2.74	2.75	2.90	2.78	2.81	2.77	2.83	2.92	2.68



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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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	56.7	49.4	56.6	59.7	56.9	65.8	67.0	64.1	64.0	44.7	49.5	54.9	48.0	59.4	57.9	50.8
Strongly	17.5	12.5	16.6	15.0	21.5	18.6	19.1	19.0	25.6	10.8	14.9	10.6	16.3	16.2	19.5	14.2
Somewhat	39.2	36.8	40.0	44.7	35.4	47.2	47.9	45.1	38.4	33.9	34.6	44.3	31.7	43.1	38.4	36.6
OPPOSE	25.8	27.1	25.2	26.8	25.0	13.3	20.1	22.6	23.1	31.0	28.7	31.5	27.4	21.8	26.6	28.5
Somewhat	17.5	17.7	17.2	18.1	17.3	9.2	11.3	15.3	17.7	20.1	21.2	21.2	16.7	18.1	16.4	19.5
Strongly	8.3	9.4	8.0	8.7	7.7	4.1	8.8	7.3	5.4	11.0	7.5	10.3	10.6	3.7	10.3	8.9
DON'T KNOW	17.5	23.5	18.2	13.5	18.1	20.9	12.8	13.3	12.9	24.3	21.8	13.6	24.6	18.8	15.5	20.7
Net Diff.	30.9	22.2	31.4	32.9	32.0	52.5	46.9	41.5	41.0	13.6	20.8	23.4	20.6	37.5	31.2	22.4
Mean	2.80	2.69	2.80	2.76	2.86	3.02	2.89	2.88	2.97	2.59	2.73	2.64	2.71	2.89	2.79	2.71



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52. HOW FAMILIAR ARE YOU WITH THE IMMIGRATION BILL BACKED BY PRESIDENT BIDEN AND SOME REPUBLICANS THAT WAS INTRODUCED IN THE U.S. SENATE LAST MONTH?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
FAMILIAR	36.0	47.1	37.9	37.2	33.9	24.6	35.0	35.1	46.3	36.0	39.4	32.8	26.6	42.3	34.1	15.8	40.9	36.0	23.7	43.0
Very	6.2	14.0	5.9	5.1	3.7	3.5	6.6	7.6	9.6	6.2	7.1	3.5	8.2	7.3	5.4	2.8	7.3	6.2	3.7	7.6
Somewhat	29.8	33.1	32.0	32.1	30.2	21.1	28.4	27.5	36.7	29.8	32.3	29.2	18.4	35.0	28.7	13.0	33.5	29.9	19.9	35.5
NOT FAMILIAR	57.8	46.7	59.4	55.5	58.7	67.9	58.6	59.1	48.5	57.4	55.2	59.2	64.1	51.9	63.5	67.4	53.7	58.8	70.1	52.4
Not That	30.6	25.0	36.6	26.3	26.7	36.2	34.6	31.8	26.5	29.9	29.7	27.6	37.1	27.2	37.2	25.8	29.8	32.3	37.7	29.2
Not at All	27.2	21.7	22.8	29.3	32.0	31.8	24.0	27.3	22.1	27.5	25.5	31.6	27.0	24.7	26.4	41.6	23.9	26.5	32.4	23.2
DON'T KNOW	6.2	6.2	2.7	7.2	7.3	7.5	6.4	5.8	5.1	6.6	5.4	8.0	9.2	5.9	2.4	16.8	5.5	5.1	6.2	4.5
Net Diff.	-21.8	0.4	-21.5	-18.3	-24.8	-43.3	-23.5	-23.9	-2.2	-21.4	-15.8	-26.5	-37.5	-9.6	-29.5	-51.6	-12.8	-22.8	-46.4	-9.4
Mean	2.16	2.42	2.22	2.14	2.06	1.96	2.19	2.16	2.36	2.16	2.22	2.05	2.09	2.26	2.13	1.72	2.26	2.17	1.95	2.29



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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	899	768	131	101	69	32
FAMILIAR	36.0	37.2	32.6	36.8	37.1	38.0	39.4	29.8	18.0	20.9	11.4
Very	6.2	5.4	5.2	6.3	7.5	6.5	7.0	3.7	2.9	3.0	2.7
Somewhat	29.8	31.9	27.4	30.5	29.6	31.5	32.4	26.1	15.0	17.9	8.7
NOT FAMILIAR	57.8	56.8	63.5	56.3	55.6	56.7	55.2	65.3	67.9	72.1	58.8
Not That	30.6	29.0	34.4	30.0	29.1	30.3	29.6	34.8	33.0	43.2	10.5
Not at All	27.2	27.7	29.1	26.3	26.5	26.4	25.6	30.6	34.9	28.8	48.2
DON'T KNOW	6.2	6.0	3.9	6.9	7.3	5.3	5.4	4.9	14.2	7.0	29.8
Net Diff.	-21.8	-19.5	-30.8	-19.5	-18.5	-18.7	-15.8	-35.5	-49.9	-51.1	-47.3
Mean	2.16	2.16	2.09	2.18	2.19	2.19	2.22	2.03	1.84	1.95	1.51



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Pri-vate	Medi-care	Medi-caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
FAMILIAR	36.0	41.0	36.9	38.7	37.3	14.3	40.2	39.1	25.9	23.9	18.1	36.3	33.8	49.5	38.3	31.1	31.8	31.9
Very	6.2	7.8	6.4	6.4	6.7	2.0	6.4	7.4	4.0	3.3	2.9	6.1	4.8	9.5	7.6	5.4	3.7	7.7
Somewhat	29.8	33.2	30.5	32.3	30.6	12.3	33.8	31.7	21.9	20.6	15.2	30.2	29.1	40.1	30.7	25.7	28.1	24.2
NOT FAMILIAR	57.8	53.9	58.5	56.1	57.4	70.1	54.6	56.4	69.7	73.2	61.4	57.9	60.5	44.6	56.8	61.3	60.3	57.5
Not That	30.6	27.7	32.2	30.2	30.9	31.2	30.6	31.3	32.7	35.0	24.6	31.0	30.7	26.6	33.3	30.8	31.6	25.2
Not at All	27.2	26.2	26.2	25.9	26.5	38.9	24.0	25.1	37.0	38.2	36.8	26.9	29.7	18.0	23.5	30.5	28.8	32.3
DON'T KNOW	6.2	5.1	4.6	5.3	5.4	15.6	5.2	4.4	4.4	3.0	20.5	5.9	5.7	5.9	4.9	7.6	7.8	10.6
Net Diff.	-21.8	-12.9	-21.6	-17.4	-20.1	-55.8	-14.4	-17.3	-43.8	-49.3	-43.2	-21.6	-26.7	4.9	-18.5	-30.2	-28.5	-25.6
Mean	2.16	2.24	2.18	2.20	2.18	1.73	2.24	2.22	1.93	1.89	1.80	2.16	2.09	2.44	2.24	2.07	2.07	2.08



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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	275	723	461	433	106	220	433	157	276	566	
FAMILIAR	36.0	44.8	32.6	39.3	37.4	15.8	22.7	39.4	48.3	34.3	33.5	
Very	6.2	10.8	4.4	6.6	6.5	2.8	4.9	7.6	13.7	4.1	5.1	
Somewhat	29.8	34.0	28.2	32.7	30.9	13.0	17.8	31.8	34.6	30.2	28.4	
NOT FAMILIAR	57.8	50.2	60.8	56.1	57.3	67.4	67.4	55.2	47.4	59.5	60.0	
Not That	30.6	28.9	31.3	30.8	31.6	25.8	33.9	30.5	26.7	32.6	30.7	
Not at All	27.2	21.3	29.4	25.3	25.8	41.6	33.4	24.7	20.7	26.9	29.2	
DON'T KNOW	6.2	5.0	6.6	4.6	5.2	16.8	9.9	5.5	4.2	6.2	6.6	
Net Diff.	-21.8	-5.4	-28.2	-16.8	-19.9	-51.6	-44.7	-15.8	0.9	-25.3	-26.5	
Mean	2.16	2.36	2.08	2.22	2.19	1.72	1.94	2.24	2.43	2.12	2.10	





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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	433	460	362	370	268	181	157	132	181	213	136
FAMILIAR	36.0	38.8	37.2	38.2	36.6	32.0	47.9	45.2	45.4	28.6	30.3	19.0
Very	6.2	7.1	6.5	6.3	6.7	5.1	8.7	9.5	8.1	4.0	4.7	2.2
Somewhat	29.8	31.7	30.6	31.9	29.9	26.9	39.2	35.7	37.3	24.6	25.6	16.8
NOT FAMILIAR	57.8	56.4	57.7	56.5	57.4	60.2	49.0	50.9	48.4	64.0	62.2	71.7
Not That	30.6	29.7	32.5	31.3	30.4	29.9	31.9	29.8	24.4	30.7	30.9	35.3
Not at All	27.2	26.7	25.2	25.3	27.0	30.2	17.1	21.1	23.9	33.3	31.3	36.4
DON'T KNOW	6.2	4.8	5.2	5.2	6.0	7.8	3.0	3.9	6.2	7.4	7.5	9.3
Net Diff.	-21.8	-17.6	-20.5	-18.3	-20.8	-28.1	-1.1	-5.7	-3.0	-35.4	-31.9	-52.7
Mean	2.16	2.20	2.19	2.20	2.17	2.08	2.41	2.35	2.32	1.99	2.04	1.83



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
FAMILIAR	36.0	38.1	38.9	37.7	30.9	36.3	44.7	39.6	65.4	29.7	38.6	36.2	36.4	42.2	35.6	27.6	43.4
Very	6.2	7.8	12.5	4.8	4.1	4.7	10.6	7.0	15.8	4.9	6.0	7.9	3.8	10.3	2.4	4.1	10.1
Somewhat	29.8	30.4	26.4	32.9	26.7	31.7	34.1	32.6	49.6	24.8	32.5	28.3	32.6	31.8	33.2	23.5	33.3
NOT FAMILIAR	57.8	57.5	55.1	59.1	60.6	59.3	48.6	55.1	34.6	63.9	56.2	58.8	56.2	49.9	62.0	62.4	52.3
Not That	30.6	29.7	26.8	31.4	31.2	34.8	24.5	30.7	14.4	40.1	30.2	30.1	29.4	39.2	35.4	28.8	30.0
Not at All	27.2	27.9	28.3	27.6	29.4	24.5	24.2	24.4	20.2	23.7	26.0	28.7	26.9	10.7	26.6	33.6	22.4
DON'T KNOW	6.2	4.3	5.9	3.3	8.5	4.4	6.7	5.3	0.0	6.4	5.3	5.0	7.4	7.9	2.4	10.1	4.3
Net Diff.	-21.8	-19.4	-16.2	-21.4	-29.8	-23.0	-3.9	-15.5	30.9	-34.2	-17.6	-22.6	-19.9	-7.7	-26.3	-34.8	-9.0
Mean	2.16	2.19	2.25	2.15	2.06	2.17	2.33	2.23	2.61	2.12	2.20	2.16	2.14	2.45	2.12	1.98	2.32



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
					COMBO												
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- UPPER MIDDLE	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	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246	
FAMILIAR	36.0	36.5	25.3	39.2	35.2	47.0	46.2	47.1	35.3	38.8	28.9	28.1	35.6	43.1	41.3	29.6	
Very	6.2	6.4	5.1	6.3	6.1	11.1	28.7	8.1	5.9	7.2	3.5	2.0	4.6	4.5	7.9	3.9	
Somewhat	29.8	30.1	20.2	32.8	29.1	35.8	17.5	39.0	29.4	31.6	25.4	26.1	31.1	38.6	33.4	25.7	
NOT FAMILIAR	57.8	57.7	63.2	56.1	59.1	46.0	41.8	46.8	58.2	55.4	63.5	68.9	59.3	49.5	53.3	62.5	
Not That	30.6	31.4	30.5	29.8	29.1	24.1	22.8	24.4	31.9	31.5	32.7	27.1	30.5	30.5	28.7	32.9	
Not at All	27.2	26.3	32.6	26.3	30.0	21.9	19.1	22.4	26.3	23.9	30.7	41.8	28.8	19.0	24.5	29.6	
DON'T KNOW	6.2	5.8	11.6	4.8	5.7	7.0	12.0	6.1	6.4	5.8	7.6	3.0	5.1	7.4	5.4	7.9	
Net Diff.	-21.8	-21.3	-37.9	-16.9	-23.9	0.9	4.4	0.3	-22.9	-16.6	-34.5	-40.9	-23.7	-6.3	-12.0	-32.9	
Mean	2.16	2.18	1.97	2.20	2.12	2.39	2.63	2.35	2.16	2.23	2.02	1.88	2.12	2.31	2.26	2.04	



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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- 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
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
FAMILIAR	36.0	32.1	43.8	41.2	49.4	40.4	57.7	25.0	30.8	35.2	37.7	39.8	41.2	33.9	47.8	25.7	50.7	30.7	44.9	34.4
Very	6.2	5.2	8.0	6.0	12.3	7.7	10.9	3.1	5.4	5.8	6.9	7.1	6.1	10.5	9.2	3.2	11.3	3.5	5.1	7.9
Somewhat	29.8	26.9	35.8	35.2	37.1	32.6	46.8	21.9	25.4	29.4	30.8	32.8	35.1	23.4	38.6	22.4	39.3	27.2	39.9	26.4
NOT FAMILIAR	57.8	60.4	52.6	54.3	49.0	54.4	40.1	65.6	64.4	58.5	56.5	51.2	54.5	62.7	48.2	66.2	41.5	59.4	51.7	59.7
Not That	30.6	31.1	29.7	31.1	26.8	31.1	25.2	31.0	34.0	29.9	32.0	29.8	33.6	29.1	27.4	31.8	28.6	30.9	30.4	39.4
Not at All	27.2	29.4	22.9	23.2	22.2	23.2	14.9	34.7	30.4	28.5	24.5	21.4	20.9	33.6	20.8	34.3	12.9	28.6	21.3	20.4
DON'T KNOW	6.2	7.5	3.6	4.5	1.6	5.3	2.2	9.4	4.8	6.4	5.8	8.9	4.3	3.4	3.9	8.2	7.8	9.9	3.4	5.9
Net Diff.	-21.8	-28.4	-8.8	-13.2	0.5	-14.0	17.5	-40.7	-33.6	-23.3	-18.8	-11.4	-13.3	-28.8	-0.4	-40.5	9.1	-28.8	-6.8	-25.4
Mean	2.16	2.09	2.30	2.25	2.40	2.26	2.55	1.93	2.06	2.13	2.21	2.28	2.27	2.11	2.38	1.94	2.53	2.06	2.30	2.23



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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	78	136	175	162	187	263	389	611	550	450	470	530	
FAMILIAR	36.0	27.4	34.2	33.8	36.6	40.2	37.6	32.6	38.1	33.8	38.7	46.3	26.8	
Very	6.2	3.9	5.9	8.9	4.8	4.2	7.4	6.8	5.7	6.2	6.1	8.8	3.8	
Somewhat	29.8	23.5	28.3	24.9	31.7	36.0	30.2	25.8	32.4	27.5	32.6	37.5	23.0	
NOT FAMILIAR	57.8	67.0	56.9	59.3	59.2	54.7	56.0	60.0	56.4	59.8	55.4	49.5	65.2	
Not That	30.6	31.8	29.8	31.4	29.1	30.2	31.3	31.0	30.4	30.4	30.8	29.1	31.9	
Not at All	27.2	35.2	27.1	27.9	30.1	24.5	24.7	29.1	26.0	29.4	24.6	20.4	33.3	
DON'T KNOW	6.2	5.7	8.9	6.9	4.2	5.1	6.4	7.3	5.4	6.4	5.9	4.2	7.9	
Net Diff.	-21.8	-39.6	-22.8	-25.5	-22.7	-14.4	-18.4	-27.4	-18.3	-26.0	-16.8	-3.2	-38.4	
Mean	2.16	1.96	2.14	2.16	2.12	2.21	2.22	2.11	2.19	2.11	2.21	2.36	1.97	



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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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
FAMILIAR	36.0	28.2	33.0	40.0	37.6	48.5	40.3	50.9	46.0	22.4	28.1	28.0	27.2	41.7	34.8	31.9
Very	6.2	4.4	7.5	5.2	6.4	11.6	10.1	5.9	9.9	2.4	5.7	4.6	2.2	7.2	5.9	5.5
Somewhat	29.8	23.8	25.5	34.7	31.2	36.9	30.2	45.1	36.1	20.0	22.4	23.4	25.0	34.5	28.9	26.4
NOT FAMILIAR	57.8	63.9	59.4	56.1	56.1	42.8	54.9	47.1	49.1	70.0	62.4	65.9	64.8	53.6	59.4	59.2
Not That	30.6	28.0	32.9	28.7	31.2	19.6	26.4	27.7	32.7	30.4	37.3	29.9	29.3	26.9	33.2	29.0
Not at All	27.2	35.9	26.5	27.4	24.9	23.2	28.6	19.4	16.4	39.6	25.1	36.0	35.5	26.7	26.2	30.3
DON'T KNOW	6.2	7.9	7.6	4.0	6.3	8.7	4.8	2.0	4.9	7.7	9.5	6.1	8.0	4.7	5.8	8.9
Net Diff.	-21.8	-35.8	-26.4	-16.1	-18.4	5.6	-14.6	3.8	-3.2	-47.6	-34.3	-37.9	-37.6	-11.9	-24.6	-27.3
Mean	2.16	1.96	2.15	2.19	2.20	2.40	2.23	2.38	2.41	1.84	2.10	1.96	1.93	2.23	2.15	2.08



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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	
<b>Total</b>	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
<b>BETTER</b>	27.0	6.5	13.1	21.7	23.4	33.0	43.4	41.5	42.9	17.5	15.6	20.1	20.4	11.6	12.6	14.1	40.8	48.3	42.7	51.5
<b>Much</b>	4.6	1.3	3.3	4.8	4.1	2.7	6.0	7.7	10.0	2.8	3.6	2.1	1.0	1.4	0.0	1.5	11.1	8.7	6.0	10.2
<b>Somewhat</b>	22.3	5.2	9.8	16.9	19.3	30.3	37.4	33.9	32.8	14.7	12.1	17.9	19.4	10.2	12.6	12.6	29.6	39.6	36.7	41.3
<b>WORSE</b>	27.6	46.8	35.6	33.4	31.4	19.4	14.5	13.7	20.4	34.7	36.8	31.3	32.7	47.0	39.8	22.4	9.5	11.7	15.4	9.6
<b>Somewhat</b>	12.8	6.5	16.1	15.2	17.3	11.0	11.0	7.5	8.5	14.5	13.8	14.3	18.8	17.1	21.9	5.6	6.1	9.0	14.6	5.8
<b>Much</b>	14.8	40.3	19.6	18.2	14.1	8.4	3.5	6.2	11.9	20.2	23.0	17.0	13.9	29.9	17.9	16.8	3.4	2.8	0.8	3.9
<b>MAKE NO DIFFERENCE</b>	13.1	18.0	24.7	12.6	11.8	9.8	8.7	7.8	8.9	15.2	17.9	12.7	7.4	17.5	14.9	5.8	17.9	8.4	7.5	9.0
<b>DK/REFUSED</b>	32.3	28.7	26.5	32.4	33.4	37.8	33.4	36.9	27.9	32.6	29.6	35.9	39.5	23.9	32.6	57.7	31.8	31.5	34.4	29.9
<b>Net Diff</b>	14.2	-0.0	-2.9	6.5	6.2	22.0	32.3	34.0	34.3	3.0	1.8	5.8	1.6	-5.5	-9.3	8.5	34.7	39.3	28.1	45.7
<b>Mean</b>	2.84	1.89	2.47	2.63	2.73	3.13	3.47	3.46	3.29	2.49	2.42	2.59	2.58	2.16	2.33	2.44	3.57	3.62	3.50	3.69



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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	899	768	131	101	69	32
BETTER	27.0	31.5	24.2	23.5	32.4	27.5	28.3	23.1	21.9	26.3	12.3
Much	4.6	4.0	4.9	3.1	7.5	5.0	5.7	1.4	0.9	1.4	0.0
Somewhat	22.3	27.5	19.3	20.4	24.8	22.5	22.6	21.7	21.0	24.9	12.3
WORSE	27.6	29.3	25.7	30.4	23.4	28.0	28.0	28.2	24.2	29.1	13.4
Somewhat	12.8	16.9	10.8	14.5	8.6	12.8	12.7	14.0	12.4	16.7	3.2
Much	14.8	12.4	14.9	16.0	14.7	15.2	15.3	14.2	11.7	12.4	10.2
MAKE NO DIFFERENCE	13.1	11.2	10.9	15.8	12.1	13.5	14.3	8.8	9.8	11.4	6.4
DK/REFUSED	32.3	28.0	39.2	30.3	32.2	31.0	29.4	39.9	44.1	33.2	67.8
Net Diff	14.2	14.6	13.5	9.0	23.7	14.7	15.6	9.1	9.5	9.6	9.1
Mean	2.84	2.91	2.81	2.72	3.03	2.85	2.87	2.70	2.77	2.79	2.65





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
BETTER	27.0	13.5	46.8	10.7	46.4	11.8	10.4	50.2	19.3	18.4	12.0	28.1	26.7	30.3	31.2	23.8	26.2	10.7
Much	4.6	2.2	9.0	0.9	9.1	1.1	1.0	10.8	0.0	0.0	1.0	4.7	4.4	5.6	6.6	4.4	1.3	3.1
Somewhat	22.3	11.3	37.8	9.9	37.3	10.7	9.3	39.5	19.3	18.4	11.0	23.3	22.3	24.6	24.6	19.4	24.9	7.6
WORSE	27.6	43.2	11.9	45.8	10.3	20.4	47.4	9.4	28.0	32.8	17.8	27.0	27.8	22.0	26.3	31.3	26.0	36.5
Somewhat	12.8	17.0	7.5	18.0	8.2	8.8	17.9	7.4	15.6	17.3	9.4	12.5	12.7	10.7	11.6	14.5	19.2	17.5
Much	14.8	26.2	4.4	27.8	2.1	11.7	29.5	1.9	12.4	15.5	8.4	14.5	15.1	11.3	14.7	16.8	6.8	19.0
MAKE NO DIFFERENCE	13.1	15.2	11.4	16.5	10.6	7.6	16.7	10.5	13.2	11.1	8.4	13.1	9.8	19.7	15.0	8.8	18.8	13.2
DK/REFUSED	32.3	28.1	29.9	26.9	32.6	60.2	25.6	29.9	39.6	37.7	61.8	31.8	35.6	28.0	27.5	36.1	29.0	39.7
Net Diff	14.2	-3.6	39.3	-7.3	38.2	3.0	-7.5	42.8	3.7	1.1	2.6	15.6	14.0	19.5	19.6	9.3	7.1	-6.8
Mean	2.84	2.25	3.56	2.15	3.64	2.52	2.12	3.71	2.65	2.52	2.65	2.87	2.81	3.04	2.96	2.69	2.93	2.31



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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	1000	275	723	461	433	106	220	433	157	276	566
BETTER	27.0	54.5	16.4	12.0	46.1	14.1	18.5	48.4	60.4	41.6	10.6
Much	4.6	12.7	1.6	0.9	9.4	1.5	2.4	9.6	17.0	5.5	0.8
Somewhat	22.3	41.8	14.9	11.1	36.7	12.6	16.2	38.8	43.4	36.1	9.8
WORSE	27.6	10.9	34.1	44.4	11.1	22.4	27.8	11.5	9.5	12.7	40.0
Somewhat	12.8	8.2	14.6	18.8	8.1	5.6	12.0	7.8	6.4	8.6	16.7
Much	14.8	2.7	19.5	25.5	2.9	16.8	15.8	3.8	3.1	4.1	23.3
MAKE NO DIFFERENCE	13.1	9.1	14.7	16.6	11.2	5.8	12.6	9.8	7.3	11.2	15.7
DK/REFUSED	32.3	25.6	34.8	27.1	31.6	57.7	41.0	30.3	22.8	34.5	33.7
Net Diff	14.2	46.3	1.8	-6.9	38.0	8.5	6.6	40.6	54.0	33.0	-6.1
Mean	2.84	3.72	2.45	2.22	3.61	2.44	2.61	3.61	3.84	3.46	2.22



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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	433	460	362	370	268	181	157	132	181	213	136
BETTER	27.0	10.5	44.1	11.2	42.5	26.7	14.0	53.4	34.5	8.5	34.5	19.1
Much	4.6	1.2	8.7	1.5	8.7	3.2	2.5	15.7	6.5	0.6	3.5	0.0
Somewhat	22.3	9.3	35.4	9.7	33.8	23.5	11.4	37.7	28.0	8.0	31.0	19.1
WORSE	27.6	45.8	11.9	43.3	14.2	25.0	45.8	12.6	26.9	40.8	15.4	23.1
Somewhat	12.8	18.9	8.0	19.6	8.6	9.4	18.9	8.4	10.2	20.4	8.8	8.5
Much	14.8	26.9	3.9	23.7	5.6	15.6	26.9	4.2	16.7	20.5	6.6	14.6
MAKE NO DIFFERENCE	13.1	16.8	10.5	15.3	10.9	13.2	18.4	13.6	15.6	12.1	8.9	10.9
DK/REFUSED	32.3	26.9	33.4	30.2	32.4	35.1	21.8	20.3	23.0	38.5	41.3	46.8
Net Diff	14.2	-8.4	36.1	-8.4	33.9	17.3	-5.0	45.0	24.2	-11.8	25.7	10.6
Mean	2.84	2.17	3.56	2.22	3.46	2.83	2.28	3.66	2.97	2.15	3.27	2.65



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
BETTER	27.0	46.6	40.4	50.4	25.8	12.3	12.8	12.5	40.1	11.3	9.2	47.4	31.2	54.2	44.8	28.0	11.0
Much	4.6	9.4	13.6	6.8	3.6	1.1	3.0	1.9	0.0	1.1	1.8	11.4	4.7	3.6	2.5	3.9	1.6
Somewhat	22.3	37.1	26.8	43.6	22.1	11.2	9.8	10.7	40.1	10.1	7.4	36.0	26.5	50.6	42.4	24.1	9.5
WORSE	27.6	12.3	16.0	10.0	24.4	39.8	48.8	43.3	35.2	41.6	44.3	10.5	18.3	28.5	11.1	21.6	44.5
Somewhat	12.8	9.6	12.9	7.6	11.0	20.3	12.5	17.3	30.5	21.0	18.5	8.1	8.7	13.0	8.0	8.4	13.3
Much	14.8	2.7	3.1	2.4	13.5	19.4	36.3	26.0	4.7	20.6	25.8	2.4	9.6	15.5	3.2	13.2	31.3
MAKE NO DIFFERENCE	13.1	8.4	5.3	10.3	15.8	13.7	14.5	14.1	9.3	19.0	14.7	8.4	17.6	0.0	7.7	13.2	16.8
DK/REFUSED	32.3	32.8	38.3	29.3	34.0	34.1	23.8	30.1	15.5	28.1	31.8	33.7	32.9	17.2	36.4	37.2	27.6
Net Diff	14.2	36.9	27.5	42.9	14.8	-8.0	0.3	-4.7	9.6	-9.7	-9.3	39.3	22.5	41.2	36.9	19.6	-2.2
Mean	2.84	3.61	3.56	3.64	2.87	2.31	2.09	2.21	3.00	2.31	2.13	3.69	3.12	3.17	3.52	2.95	2.13



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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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
BETTER	27.0	43.5	24.5	10.0	26.2	40.5	46.0	39.5	26.3	25.5	27.6	16.4	23.4	22.7	30.6	27.6
Much	4.6	8.1	3.6	1.3	4.3	8.7	22.7	6.3	4.2	5.5	1.9	3.2	2.9	1.3	6.0	5.4
Somewhat	22.3	35.4	20.9	8.7	22.0	31.8	23.3	33.2	22.0	20.0	25.8	13.1	20.5	21.4	24.6	22.2
WORSE	27.6	12.8	28.3	43.3	26.5	19.4	23.4	18.7	28.5	29.6	26.2	30.8	27.7	39.7	31.1	21.8
Somewhat	12.8	9.2	9.9	17.7	12.8	10.4	5.4	11.2	13.2	13.6	12.4	12.5	13.2	19.3	13.8	10.2
Much	14.8	3.6	18.5	25.7	13.6	9.0	17.9	7.5	15.3	16.1	13.8	18.3	14.5	20.5	17.3	11.6
MAKE NO DIFFERENCE	13.1	10.7	8.3	17.3	11.6	12.2	0.0	14.3	13.6	14.9	11.1	10.0	17.1	11.1	10.9	11.2
DK/REFUSED	32.3	32.9	38.8	29.3	35.7	27.9	30.6	27.4	31.7	29.9	35.0	42.8	31.9	26.4	27.4	39.4
Net Diff	14.2	34.3	14.7	-7.6	13.4	30.1	40.6	28.3	13.1	11.9	15.2	3.8	10.2	3.5	16.8	17.4
Mean	2.84	3.52	2.70	2.18	2.85	3.29	3.39	3.27	2.81	2.79	2.84	2.48	2.77	2.51	2.84	2.99



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
BETTER	27.0	23.6	33.7	33.5	34.1	29.5	39.6	18.6	28.1	23.8	33.8	31.6	41.4	26.0	30.0	19.1	33.3	30.1	49.2	27.1
Much	4.6	3.5	7.0	6.5	7.9	6.0	12.1	1.3	2.2	5.0	3.8	3.7	4.5	4.2	9.4	1.7	6.3	1.4	5.9	1.9
Somewhat	22.3	20.2	26.7	27.0	26.2	23.5	27.5	17.3	25.9	18.7	30.0	27.9	36.9	21.8	20.6	17.4	27.0	28.7	43.2	25.2
WORSE	27.6	28.5	25.9	26.9	23.6	29.4	29.3	27.7	22.6	28.5	25.8	31.7	17.6	28.6	32.5	25.6	33.7	30.0	12.8	26.6
Somewhat	12.8	13.3	11.9	11.7	12.3	12.6	13.7	13.8	10.2	12.4	13.6	12.7	14.2	9.4	12.9	12.0	11.7	13.5	10.0	21.9
Much	14.8	15.3	14.0	15.2	11.4	16.8	15.6	13.9	12.4	16.1	12.1	19.0	3.4	19.1	19.5	13.5	22.0	16.5	2.8	4.6
MAKE NO DIFFERENCE	13.1	13.9	11.6	9.8	15.3	15.7	16.6	12.2	6.9	12.2	15.0	11.7	19.1	17.9	15.7	9.6	14.3	9.5	20.7	16.2
DK/REFUSED	32.3	34.0	28.9	29.8	27.0	25.4	14.5	41.4	42.4	35.5	25.5	25.0	21.9	27.6	21.9	45.8	18.7	30.3	17.4	30.2
Net Diff	14.2	10.4	21.8	21.7	21.8	16.9	25.9	4.8	17.9	11.3	20.2	18.9	27.2	16.6	17.1	7.0	21.7	16.6	39.2	5.1
Mean	2.84	2.75	3.01	2.97	3.10	2.85	3.08	2.63	2.92	2.75	3.00	2.79	3.32	2.76	2.84	2.66	2.80	2.78	3.48	2.97



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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	78	136	175	162	187	263	389	611	550	450	470	530
BETTER	27.0	22.4	32.5	22.8	26.0	24.7	30.5	26.1	27.5	26.1	28.1	32.9	21.7
Much	4.6	3.5	3.7	3.3	3.5	3.7	7.7	3.5	5.4	3.5	6.0	8.1	1.6
Somewhat	22.3	18.8	28.7	19.5	22.5	21.0	22.7	22.6	22.2	22.6	22.0	24.9	20.1
WORSE	27.6	26.3	21.3	34.2	25.8	30.3	26.2	28.1	27.3	27.4	27.9	29.4	26.1
Somewhat	12.8	15.1	10.5	15.2	13.0	13.0	11.5	13.5	12.4	13.4	12.1	13.0	12.7
Much	14.8	11.2	10.8	19.0	12.8	17.3	14.7	14.6	15.0	14.1	15.8	16.4	13.4
MAKE NO DIFFERENCE	13.1	7.7	8.3	12.1	12.7	17.4	15.1	9.9	15.2	10.7	16.0	16.0	10.5
DK/REFUSED	32.3	43.6	38.0	30.9	35.5	27.5	28.3	35.9	30.0	35.8	28.0	21.6	41.7
Net Diff	14.2	7.2	22.0	7.6	13.0	11.7	19.0	12.6	15.2	12.7	16.0	20.0	9.0
Mean	2.84	2.79	3.07	2.61	2.86	2.74	2.96	2.80	2.87	2.81	2.87	2.94	2.72



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53. BASED ON WHAT YOU KNOW, WOULD THE BILL MAKE OUR IMMIGRATION SYSTEM BETTER, WORSE, OR MAKE NO DIFFERENCE?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
BETTER	27.0	23.0	28.2	26.4	27.8	36.0	35.0	30.6	33.1	19.3	23.5	21.8	21.1	37.4	25.3	18.5
Much	4.6	3.2	3.9	3.3	6.6	10.6	7.7	5.6	9.6	1.1	1.3	0.7	2.9	3.8	5.5	3.7
Somewhat	22.3	19.8	24.3	23.1	21.1	25.4	27.4	25.0	23.4	18.2	22.3	21.1	18.2	33.6	19.8	14.7
WORSE	27.6	24.3	27.4	28.3	28.4	30.4	30.9	26.0	30.8	22.6	25.1	30.7	25.4	23.0	29.1	29.8
Somewhat	12.8	14.1	12.1	14.0	12.1	16.3	14.1	12.1	12.6	13.4	10.8	16.0	11.4	13.0	12.9	12.4
Much	14.8	10.2	15.3	14.3	16.3	14.1	16.9	13.9	18.2	9.1	14.2	14.7	14.0	10.0	16.2	17.4
MAKE NO DIFFERENCE	13.1	8.9	10.2	13.9	15.9	12.3	9.6	19.7	17.3	7.9	10.7	7.5	14.2	13.3	12.2	15.0
DK/REFUSED	32.3	43.8	34.2	31.5	27.9	21.3	24.5	23.7	18.8	50.3	40.7	40.0	39.4	26.4	33.4	36.7
Net Diff	14.2	8.9	16.1	12.4	15.7	19.7	21.0	18.5	20.5	5.9	12.7	5.8	9.7	24.4	12.4	6.1
Mean	2.84	2.85	2.84	2.81	2.86	3.03	2.93	2.95	2.92	2.77	2.76	2.62	2.75	3.11	2.78	2.61





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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	31.5	6.5	18.0	26.2	28.7	38.2	48.6	47.0	46.9	22.2	19.4	24.8	30.3	12.4	18.6	20.3	51.6	52.5	49.0	54.5
Strongly	8.6	4.0	4.7	6.0	6.5	7.3	17.2	14.3	15.0	5.1	5.1	5.0	5.0	3.4	1.1	3.5	15.6	16.6	10.4	20.0
Somewhat	22.9	2.5	13.3	20.2	22.2	31.0	31.5	32.8	31.9	17.2	14.3	19.7	25.3	9.0	17.5	16.7	36.0	36.0	38.6	34.5
OPPOSE	33.1	64.5	50.2	40.0	34.2	22.7	13.2	15.8	17.9	42.6	48.5	35.8	30.4	60.0	48.4	21.0	12.4	11.7	15.9	9.3
Somewhat	15.8	11.3	20.7	17.7	22.4	14.8	10.4	8.6	8.6	18.7	17.5	21.9	16.1	22.0	27.9	5.7	9.8	9.2	13.3	6.8
Strongly	17.3	53.2	29.5	22.3	11.8	7.9	2.8	7.2	9.3	23.9	31.0	13.9	14.3	38.1	20.5	15.3	2.7	2.6	2.6	2.5
DON'T KNOW	35.3	29.0	31.7	33.8	37.1	39.0	38.1	37.2	35.1	35.2	32.1	39.4	39.3	27.5	32.9	58.8	35.9	35.8	35.1	36.1
Net Diff.	-1.6	-58.1	-32.2	-13.8	-5.5	15.5	35.4	31.3	29.0	-20.3	-29.1	-11.0	-0.2	-47.6	-29.8	-0.7	39.2	40.8	33.1	45.2
Mean	2.35	1.40	1.90	2.15	2.37	2.62	3.02	2.86	2.81	2.05	1.91	2.26	2.34	1.69	1.99	2.21	3.01	3.04	2.88	3.13



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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	899	768	131	101	69	32	
SUPPORT	31.5	36.4	30.1	27.0	37.2	31.8	33.0	24.9	28.9	36.6	12.0	
Strongly	8.6	7.9	7.5	6.6	13.9	9.2	10.2	3.4	3.1	4.5	0.0	
Somewhat	22.9	28.5	22.6	20.4	23.3	22.6	22.8	21.6	25.8	32.2	12.0	
OPPOSE	33.1	31.2	29.1	38.5	29.3	34.0	34.5	30.8	25.4	30.9	13.4	
Somewhat	15.8	16.3	13.9	17.8	13.7	15.6	15.1	18.7	17.1	24.9	0.0	
Strongly	17.3	14.9	15.2	20.7	15.6	18.4	19.4	12.1	8.3	6.0	13.4	
DON'T KNOW	35.3	32.4	40.9	34.5	33.5	34.2	32.5	44.3	45.7	32.4	74.6	
Net Diff.	-1.6	5.2	1.0	-11.5	7.9	-2.1	-1.5	-5.9	3.4	5.7	-1.5	
Mean	2.35	2.43	2.38	2.20	2.53	2.35	2.35	2.29	2.43	2.52	1.94	



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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
SUPPORT	31.5	16.6	52.8	14.1	52.2	17.0	13.6	56.1	26.4	23.3	13.4	31.9	31.0	32.5	33.0	32.3	33.9	26.5
Strongly	8.6	5.0	15.1	2.4	16.4	1.1	2.8	18.8	1.3	0.0	1.0	8.9	7.9	7.9	11.2	10.1	2.8	4.5
Somewhat	22.9	11.6	37.7	11.7	35.8	16.0	10.7	37.3	25.1	23.3	12.4	23.0	23.2	24.6	21.7	22.1	31.1	22.0
OPPOSE	33.1	54.6	12.3	56.3	11.1	23.3	58.1	10.1	31.4	35.3	23.2	33.1	32.1	33.7	35.5	30.4	36.3	32.9
Somewhat	15.8	22.3	9.4	23.1	8.9	12.4	22.6	8.1	17.8	19.9	15.6	15.8	14.4	21.3	14.5	16.4	19.4	14.8
Strongly	17.3	32.3	2.9	33.2	2.2	10.9	35.5	2.1	13.7	15.3	7.6	17.3	17.7	12.4	21.0	14.0	16.9	18.1
DON'T KNOW	35.3	28.8	34.8	29.6	36.7	59.6	28.4	33.7	42.2	41.4	63.4	35.0	36.9	33.8	31.5	37.3	29.8	40.6
Net Diff.	-1.6	-38.0	40.5	-42.2	41.0	-6.3	-44.5	46.0	-5.1	-11.9	-9.8	-1.2	-1.1	-1.2	-2.5	1.9	-2.4	-6.4
Mean	2.35	1.85	3.00	1.76	3.05	2.18	1.73	3.10	2.24	2.14	2.19	2.36	2.34	2.42	2.34	2.45	2.28	2.22



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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	275	723	461	433	106	220	433	157	276	566	
SUPPORT	31.5	61.1	20.2	14.7	52.3	20.3	28.7	54.0	65.8	47.2	14.4	
Strongly	8.6	20.2	4.1	2.6	16.3	3.5	5.1	17.6	30.7	10.1	1.8	
Somewhat	22.9	41.0	16.1	12.1	36.0	16.7	23.7	36.4	35.1	37.1	12.7	
OPPOSE	33.1	9.1	42.3	55.8	11.9	21.0	28.1	11.0	6.9	13.3	50.1	
Somewhat	15.8	6.9	19.2	24.1	9.3	5.7	11.9	8.2	3.9	10.7	21.6	
Strongly	17.3	2.2	23.2	31.7	2.6	15.3	16.2	2.8	3.0	2.7	28.5	
DON'T KNOW	35.3	29.8	37.4	29.5	35.8	58.8	43.2	35.0	27.2	39.4	35.5	
Net Diff.	-1.6	52.0	-22.1	-41.1	40.3	-0.7	0.7	43.0	58.9	33.9	-35.6	
Mean	2.35	3.13	2.02	1.80	3.03	2.21	2.31	3.06	3.28	2.90	1.81	



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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	433	460	362	370	268	181	157	132	181	213	136
SUPPORT	31.5	12.9	51.2	13.5	48.0	33.2	17.4	61.2	39.5	9.6	38.2	27.0
Strongly	8.6	2.5	15.8	2.8	14.7	8.0	4.3	24.0	11.4	1.4	7.8	4.8
Somewhat	22.9	10.4	35.5	10.7	33.3	25.1	13.2	37.2	28.2	8.2	30.4	22.2
OPPOSE	33.1	56.6	12.5	55.1	14.3	29.3	61.5	13.1	33.3	48.8	15.2	25.5
Somewhat	15.8	23.5	8.6	24.0	9.9	12.7	25.1	7.9	13.4	22.9	11.5	12.0
Strongly	17.3	33.1	3.8	31.1	4.3	16.7	36.4	5.2	20.0	25.9	3.7	13.4
DON'T KNOW	35.3	30.6	36.3	31.3	37.7	37.5	21.0	25.7	27.1	41.6	46.6	47.6
Net Diff.	-1.6	-43.7	38.8	-41.6	33.7	3.8	-44.1	48.1	6.2	-39.2	23.1	1.5
Mean	2.35	1.74	2.99	1.78	2.94	2.39	1.81	3.08	2.42	1.74	2.79	2.35



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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	31.5	50.7	42.7	55.7	34.1	14.9	11.4	13.5	39.2	16.9	10.7	50.9	42.3	49.9	55.2	35.6	11.4
Strongly	8.6	17.5	24.3	13.2	6.9	3.1	3.7	3.3	2.3	4.1	2.5	18.8	7.7	11.1	17.3	7.4	3.9
Somewhat	22.9	33.1	18.4	42.4	27.3	11.8	7.7	10.2	36.9	12.8	8.2	32.1	34.6	38.8	37.9	28.2	7.5
OPPOSE	33.1	13.4	17.8	10.7	26.0	51.2	64.3	56.3	47.7	46.9	57.9	10.8	18.2	26.8	11.2	22.8	61.1
Somewhat	15.8	10.9	13.3	9.5	13.6	23.4	19.6	21.9	37.1	25.4	22.7	10.0	8.5	17.0	3.0	12.3	20.3
Strongly	17.3	2.5	4.5	1.2	12.4	27.8	44.7	34.4	10.5	21.5	35.2	0.9	9.7	9.8	8.2	10.6	40.8
DON'T KNOW	35.3	35.9	39.5	33.6	39.8	34.0	24.3	30.2	13.2	36.2	31.4	38.3	39.5	23.3	33.6	41.5	27.6
Net Diff.	-1.6	37.2	24.9	44.9	8.1	-36.3	-52.9	-42.8	-8.5	-30.0	-47.1	40.1	24.0	23.1	44.0	12.8	-49.7
Mean	2.35	3.02	3.03	3.02	2.47	1.85	1.61	1.75	2.36	1.99	1.68	3.12	2.67	2.67	2.97	2.56	1.65



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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	31.5	51.8	24.6	12.2	31.5	37.9	47.6	36.2	31.9	31.4	32.9	20.5	27.1	21.2	34.7	36.7
Strongly	8.6	15.4	4.7	2.7	7.0	14.9	22.7	13.5	8.3	9.4	6.3	3.2	6.1	5.3	9.0	10.8
Somewhat	22.9	36.4	19.9	9.5	24.6	23.0	24.9	22.7	23.6	21.9	26.6	17.3	21.0	15.9	25.6	25.9
OPPOSE	33.1	12.3	30.1	56.6	29.2	30.4	25.7	31.2	32.9	34.5	30.0	38.3	37.1	47.9	36.4	22.1
Somewhat	15.8	8.5	16.2	23.4	14.9	17.6	20.3	17.1	14.8	15.6	13.2	22.1	18.1	19.6	18.3	9.2
Strongly	17.3	3.7	13.8	33.2	14.3	12.8	5.4	14.1	18.1	18.9	16.7	16.2	19.0	28.3	18.1	12.9
DON'T KNOW	35.3	36.0	45.3	31.2	39.3	31.7	26.8	32.6	35.2	34.2	37.1	41.1	35.8	30.9	28.9	41.2
Net Diff.	-1.6	39.5	-5.5	-44.4	2.3	7.5	21.9	5.0	-1.0	-3.1	3.0	-17.8	-10.0	-26.8	-1.7	14.7
Mean	2.35	2.99	2.28	1.73	2.40	2.58	2.89	2.53	2.34	2.33	2.36	2.13	2.22	1.97	2.36	2.59



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54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	31.5	27.8	38.9	40.5	35.6	34.8	44.9	21.8	33.3	27.3	40.5	37.0	49.4	36.6	33.5	22.6	39.8	34.6	55.5	38.2
Strongly	8.6	6.5	12.7	11.8	14.7	9.9	18.6	3.7	7.2	8.4	9.1	9.9	10.0	6.0	13.7	4.4	12.3	7.9	11.7	6.8
Somewhat	22.9	21.3	26.2	28.7	21.0	25.0	26.2	18.1	26.2	18.9	31.4	27.1	39.4	30.6	19.8	18.3	27.5	26.7	43.8	31.4
OPPOSE	33.1	34.7	30.0	28.5	33.2	37.3	37.5	32.4	22.9	35.4	28.4	34.4	20.6	30.1	42.7	29.8	39.3	30.3	20.5	20.8
Somewhat	15.8	17.2	12.8	11.8	14.9	17.4	13.3	17.1	12.3	16.3	14.7	16.0	13.5	15.5	17.6	15.3	14.5	17.4	14.0	12.5
Strongly	17.3	17.4	17.2	16.7	18.2	19.9	24.1	15.3	10.6	19.1	13.7	18.4	7.2	14.7	25.1	14.5	24.8	12.9	6.6	8.3
DON'T KNOW	35.3	37.5	31.1	31.0	31.2	27.8	17.6	45.8	43.8	37.3	31.2	28.6	30.0	33.3	23.8	47.5	20.9	35.1	24.0	41.0
Net Diff.	-1.6	-6.8	9.0	12.0	2.5	-2.5	7.4	-10.6	10.4	-8.0	12.1	2.6	28.7	6.5	-9.1	-7.2	0.5	4.3	34.9	17.4
Mean	2.35	2.27	2.50	2.52	2.47	2.34	2.48	2.19	2.53	2.27	2.52	2.40	2.74	2.42	2.29	2.24	2.35	2.46	2.80	2.62





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

54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	78	136	175	162	187	263	389	611	550	450	470	530
SUPPORT	31.5	31.9	37.2	26.0	31.6	30.0	33.2	31.1	31.8	31.3	31.9	38.3	25.6
Strongly	8.6	2.4	12.4	3.3	7.5	9.2	12.4	6.3	10.1	6.6	11.1	12.9	4.8
Somewhat	22.9	29.5	24.9	22.7	24.2	20.8	20.9	24.8	21.7	24.7	20.8	25.4	20.7
OPPOSE	33.1	21.2	22.5	36.4	32.1	42.2	34.1	28.5	36.1	29.5	37.5	37.4	29.3
Somewhat	15.8	9.6	14.9	19.9	18.4	17.4	12.5	16.1	15.6	16.8	14.5	16.0	15.5
Strongly	17.3	11.6	7.6	16.4	13.7	24.8	21.7	12.4	20.5	12.8	23.0	21.3	13.8
DON'T KNOW	35.3	46.9	40.3	37.6	36.2	27.8	32.6	40.4	32.1	39.2	30.6	24.3	45.1
Net Diff.	-1.6	10.7	14.7	-10.4	-0.5	-12.2	-0.9	2.6	-4.2	1.7	-5.6	0.9	-3.8
Mean	2.35	2.43	2.70	2.21	2.40	2.20	2.36	2.42	2.32	2.41	2.29	2.39	2.30



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

54. BASED ON WHAT YOU KNOW, DO YOU SUPPORT OR OPPOSE THE IMMIGRATION BILL?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	31.5	32.3	30.5	32.8	31.1	47.0	42.1	38.1	35.4	28.1	22.7	27.0	25.8	43.4	28.7	24.0
Strongly	8.6	5.0	6.8	7.8	11.6	10.9	13.3	9.9	15.0	3.3	2.5	5.4	7.4	8.0	10.0	6.1
Somewhat	22.9	27.3	23.7	25.0	19.5	36.1	28.8	28.2	20.4	24.8	20.2	21.5	18.4	35.5	18.6	18.0
OPPOSE	33.1	20.9	30.3	36.6	36.4	24.1	32.3	39.5	40.3	20.0	28.9	33.5	31.5	24.2	35.1	39.1
Somewhat	15.8	12.2	17.2	19.2	13.4	20.5	15.4	18.4	14.2	9.8	18.4	20.0	12.4	14.4	16.2	16.4
Strongly	17.3	8.7	13.1	17.5	23.0	3.6	16.9	21.1	26.1	10.2	10.5	13.6	19.1	9.8	18.9	22.7
DON'T KNOW	35.3	46.8	39.2	30.6	32.5	28.9	25.7	22.4	24.4	51.9	48.4	39.5	42.7	32.4	36.2	36.9
Net Diff.	-1.6	11.4	0.2	-3.8	-5.2	22.9	9.8	-1.3	-4.9	8.1	-6.3	-6.6	-5.7	19.2	-6.4	-15.0
Mean	2.35	2.54	2.40	2.33	2.29	2.76	2.52	2.35	2.32	2.44	2.28	2.31	2.25	2.61	2.31	2.12



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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1. THEY DON'T WANT TO GIVE PRESIDENT BIDEN A VICTORY.
2. THEY BELIEVE THE BILL DOESN'T DO ENOUGH TO SECURE THE BORDER AND MAY MAKE

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
NOT GIVE BIDEN A VICTORY	35.1	9.0	15.2	18.5	36.0	48.2	54.0	63.2	54.7	19.7	15.5	27.9	19.3	7.6	11.3	24.2	55.3	69.8	67.8	71.0
DOESN'T DO ENOUGH	54.9	89.7	79.1	71.9	49.0	39.9	35.5	21.1	37.6	69.2	77.9	56.8	57.8	86.7	78.6	47.3	34.7	22.4	21.8	22.8
DON'T KNOW	10.0	1.3	5.7	9.6	15.0	11.9	10.5	15.7	7.6	11.0	6.6	15.2	22.8	5.7	10.1	28.5	10.0	7.8	10.4	6.3
Net Diff.	-19.8	-80.6	-63.8	-53.4	-13.0	8.3	18.6	42.1	17.1	-49.5	-62.5	-28.9	-38.5	-79.0	-67.4	-23.1	20.7	47.4	46.0	48.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	899	768	131	101	69	32
NOT GIVE BIDEN A VICTORY	35.1	32.5	36.3	32.0	41.5	36.7	38.2	27.9	20.6	18.1	25.9
DOESN'T DO ENOUGH	54.9	59.6	51.6	57.4	50.0	55.1	54.9	56.2	53.2	60.1	38.1
DON'T KNOW	10.0	7.9	12.1	10.6	8.5	8.2	6.9	16.0	26.2	21.8	35.9
Net Diff.	-19.8	-27.2	-15.3	-25.4	-8.5	-18.3	-16.6	-28.3	-32.6	-42.0	-12.2



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
NOT GIVE BIDEN A VICTORY	35.1	11.7	67.8	7.2	66.5	20.6	5.7	70.3	29.6	24.7	22.8	36.2	35.5	29.8	46.8	31.5	23.3	19.7
DOESN'T DO ENOUGH	54.9	82.2	24.9	85.0	24.7	50.9	87.1	21.5	57.8	60.1	50.5	53.8	53.4	56.8	49.9	56.5	61.2	69.8
DON'T KNOW	10.0	6.1	7.3	7.9	8.9	28.5	7.2	8.2	12.5	15.2	26.8	10.0	11.1	13.4	3.4	11.9	15.5	10.5
Net Diff.	-19.8	-70.4	42.9	-77.8	41.8	-30.3	-81.5	48.8	-28.2	-35.4	-27.7	-17.7	-17.9	-26.9	-3.1	-25.0	-37.9	-50.1



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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									
Total	1000	275	723	461	433	106	220	433	157	276	566
NOT GIVE BIDEN A VICTORY	35.1	65.3	23.5	9.0	65.6	24.2	23.5	65.1	72.6	60.8	12.2
DOESN'T DO ENOUGH	54.9	25.8	66.1	83.7	26.0	47.3	57.6	24.9	21.4	26.9	77.7
DON'T KNOW	10.0	9.0	10.5	7.3	8.4	28.5	18.9	10.0	6.0	12.3	10.1
Net Diff.	-19.8	39.5	-42.6	-74.8	39.6	-23.1	-34.0	40.1	51.2	33.9	-65.5



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2. THEY BELIEVE THE BILL DOESN'T DO ENOUGH TO SECURE THE BORDER AND MAY MAKE

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	433	460	362	370	268	181	157	132	181	213	136
NOT GIVE BIDEN A VICTORY	35.1	8.1	64.2	9.7	60.7	34.0	10.6	68.2	40.3	8.8	55.1	27.9
DOESN'T DO ENOUGH	54.9	86.1	26.4	83.3	28.9	52.3	82.8	23.8	51.4	83.8	32.6	53.2
DON'T KNOW	10.0	5.8	9.4	7.0	10.4	13.6	6.6	8.0	8.2	7.4	12.3	18.8
Net Diff.	-19.8	-78.0	37.7	-73.6	31.8	-18.3	-72.2	44.4	-11.1	-75.0	22.5	-25.3



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very LIB- ERAL	Swmt. MOD- ERATE	MOD- ERATE	Swmt. 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	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
NOT GIVE BIDEN A VICTORY	35.1	64.6	65.5	64.0	36.1	13.2	6.2	10.5	19.5	13.5	8.0	68.0	52.0	35.1	67.1	34.3	11.8
DOESN'T DO ENOUGH	54.9	28.7	27.1	29.7	48.4	78.7	88.8	82.6	75.7	77.0	85.5	23.9	35.0	44.4	32.9	45.9	84.7
DON'T KNOW	10.0	6.8	7.4	6.4	15.5	8.1	5.0	6.9	4.8	9.5	6.4	8.0	12.9	20.5	0.0	19.8	3.5
Net Diff.	-19.8	35.9	38.4	34.3	-12.4	-65.5	-82.6	-72.1	-56.2	-63.5	-77.5	44.1	17.0	-9.4	34.2	-11.6	-72.9





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
		COMBO	DEMO-CRAT	TCKT-SPLTR	REPUB-LICAN	SWING-VOTER	WLTHY-UPPER	Weal-thy	Upper-Middle	MIDDLE-LOWER	Middle-Class	Lower-Middle	POOR	MAIN-STREAM	EVAN-GEL	CATH-OLIC	NON-RELIGIOUS
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246	
NOT GIVE BIDEN A VICTORY	35.1	60.9	27.8	9.9	33.8	42.4	36.8	43.4	34.8	35.5	33.6	28.3	35.2	17.9	30.4	45.3	
DOESN'T DO ENOUGH	54.9	29.0	51.6	83.8	53.2	47.5	53.8	46.4	55.2	56.7	52.3	61.6	55.3	73.9	61.7	40.1	
DON'T KNOW	10.0	10.1	20.6	6.3	13.0	10.1	9.4	10.2	10.0	7.8	14.1	10.1	9.5	8.2	8.0	14.6	
Net Diff.	-19.8	31.8	-23.8	-73.9	-19.4	-5.0	-16.9	-3.0	-20.3	-21.2	-18.6	-33.3	-20.2	-56.0	-31.3	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	WOMEN
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
NOT GIVE BIDEN A VICTORY	35.1	29.1	47.0	46.1	49.0	32.6	49.0	26.2	45.1	33.2	39.1	38.7	44.2	30.4	33.7	32.9	44.8	33.4	53.2	27.6
DOESN'T DO ENOUGH	54.9	59.9	44.9	45.2	44.2	58.1	46.8	61.3	43.1	57.5	49.4	50.9	41.6	61.7	59.6	55.8	50.1	51.6	33.6	56.4
DON'T KNOW	10.0	11.0	8.1	8.7	6.8	9.3	4.2	12.5	11.8	9.3	11.5	10.4	14.2	7.9	6.7	11.3	5.0	15.0	13.2	16.0
Net Diff.	-19.8	-30.7	2.1	0.9	4.8	-25.5	2.2	-35.2	2.1	-24.2	-10.3	-12.2	2.5	-31.3	-26.0	-22.9	-5.3	-18.1	19.6	-28.8



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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	78	136	175	162	187	263	389	611	550	450	470	530
NOT GIVE BIDEN A VICTORY	35.1	13.1	33.4	25.5	38.6	33.9	47.6	25.8	41.0	29.5	41.9	38.3	32.3
DOESN'T DO ENOUGH	54.9	62.7	53.5	58.8	52.7	58.8	49.2	57.8	53.0	56.3	53.2	54.2	55.4
DON'T KNOW	10.0	24.2	13.1	15.7	8.7	7.4	3.2	16.5	5.9	14.2	4.9	7.5	12.3
Net Diff.	-19.8	-49.5	-20.2	-33.3	-14.1	-24.9	-1.5	-32.0	-12.0	-26.7	-11.2	-16.0	-23.1



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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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
NOT GIVE BIDEN A VICTORY	35.1	20.4	28.1	35.5	44.4	30.7	27.7	35.3	46.7	17.4	28.4	35.8	41.5	39.9	36.4	26.2
DOESN'T DO ENOUGH	54.9	59.9	57.1	56.3	50.7	45.1	59.1	59.1	49.5	64.1	55.6	53.2	52.2	48.1	55.8	60.7
DON'T KNOW	10.0	19.7	14.8	8.2	4.9	24.2	13.2	5.7	3.7	18.4	15.9	11.1	6.3	11.9	7.8	13.1
Net Diff.	-19.8	-39.5	-28.9	-20.8	-6.3	-14.4	-31.5	-23.8	-2.8	-46.7	-27.2	-17.4	-10.7	-8.2	-19.4	-34.5



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

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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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
NOT GIVE BIDEN A VICTORY	36.9	7.8	17.1	22.2	39.3	44.8	57.7	62.9	60.7	21.9	17.5	30.7	20.5	11.6	14.3	29.2	50.0	70.9	63.3	75.2
DOESN'T DO ENOUGH	52.4	88.4	74.8	69.2	47.2	41.6	31.5	22.4	27.6	66.4	75.0	53.7	56.6	81.7	74.5	45.9	37.3	20.7	27.2	17.0
DON'T KNOW	10.7	3.8	8.1	8.7	13.5	13.5	10.8	14.8	11.7	11.7	7.5	15.6	22.9	6.7	11.3	24.9	12.7	8.4	9.5	7.8
Net Diff.	-15.4	-80.6	-57.7	-47.0	-7.9	3.2	26.2	40.5	33.1	-44.5	-57.4	-23.0	-36.1	-70.2	-60.2	-16.7	12.6	50.2	36.0	58.2



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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	1000	175	225	384	216	899	768	131	101	69	32
NOT GIVE BIDEN A VICTORY	36.9	34.3	37.9	35.0	41.4	38.3	39.2	33.4	24.5	25.6	22.3
DOESN'T DO ENOUGH	52.4	55.9	50.1	54.4	48.2	51.9	52.1	50.9	56.4	62.9	42.3
DON'T KNOW	10.7	9.8	12.0	10.5	10.4	9.7	8.7	15.7	19.0	11.5	35.5
Net Diff.	-15.4	-21.6	-12.2	-19.4	-6.8	-13.6	-12.9	-17.5	-31.9	-37.3	-20.0



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
NOT GIVE BIDEN A VICTORY	36.9	14.0	65.4	10.9	65.2	28.6	9.9	68.2	34.1	31.0	27.5	37.7	36.5	30.3	47.5	35.1	35.0	25.7
DOESN'T DO ENOUGH	52.4	77.9	26.6	80.9	24.2	45.9	82.4	22.3	53.7	56.6	45.8	51.8	52.4	53.4	47.9	50.0	55.4	60.1
DON'T KNOW	10.7	8.1	8.0	8.1	10.6	25.6	7.7	9.6	12.2	12.4	26.6	10.4	11.0	16.3	4.6	14.8	9.5	14.2
Net Diff.	-15.4	-64.0	38.8	-70.0	41.0	-17.3	-72.5	45.9	-19.6	-25.5	-18.3	-14.1	-15.9	-23.1	-0.4	-14.9	-20.4	-34.4



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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	275	723	461	433	106	220	433	157	276	566	
NOT GIVE BIDEN A VICTORY	36.9	66.1	25.7	12.6	64.8	29.2	29.1	64.9	74.4	59.6	15.4	
DOESN'T DO ENOUGH	52.4	26.0	62.5	79.1	25.5	45.9	53.3	24.9	17.2	29.3	73.5	
DON'T KNOW	10.7	7.9	11.8	8.4	9.7	24.9	17.6	10.2	8.5	11.1	11.1	
Net Diff.	-15.4	40.1	-36.9	-66.5	39.3	-16.7	-24.2	40.0	57.2	30.3	-58.1	





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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	433	460	362	370	268	181	157	132	181	213	136
NOT GIVE BIDEN A VICTORY	36.9	10.8	63.8	14.4	60.3	35.1	16.9	65.6	40.5	12.0	56.5	29.8
DOESN'T DO ENOUGH	52.4	81.7	26.2	77.0	29.0	51.4	74.7	26.8	49.4	79.2	30.7	53.3
DON'T KNOW	10.7	7.6	10.0	8.6	10.6	13.6	8.4	7.6	10.1	8.8	12.9	17.0
Net Diff.	-15.4	-70.9	37.6	-62.5	31.3	-16.3	-57.8	38.7	-8.9	-67.3	25.8	-23.5



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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	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
NOT GIVE BIDEN A VICTORY	36.9	67.6	65.2	69.1	35.9	18.4	5.8	13.5	48.9	18.8	10.8	68.3	49.4	40.5	73.0	33.5	15.2
DOESN'T DO ENOUGH	52.4	22.9	23.8	22.4	49.0	73.3	89.4	79.5	40.9	67.6	82.1	21.1	40.3	46.8	24.8	47.2	81.3
DON'T KNOW	10.7	9.5	10.9	8.5	15.2	8.3	4.8	6.9	10.3	13.6	7.2	10.6	10.3	12.7	2.1	19.3	3.5
Net Diff.	-15.4	44.6	41.4	46.7	-13.1	-54.9	-83.5	-66.0	8.0	-48.8	-71.3	47.2	9.1	-6.3	48.2	-13.7	-66.1



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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	MIDDLE LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
NOT GIVE BIDEN A VICTORY	36.9	61.5	32.8	12.0	36.5	44.8	36.8	46.2	36.2	37.0	34.8	33.5	34.9	23.0	33.4	47.7
DOESN'T DO ENOUGH	52.4	27.5	51.3	79.5	50.9	43.7	53.8	42.0	53.2	55.0	49.9	55.8	56.3	64.2	57.6	37.8
DON'T KNOW	10.7	11.0	16.0	8.5	12.6	11.5	9.4	11.9	10.6	8.0	15.3	10.6	8.8	12.8	9.0	14.6
Net Diff.	-15.4	33.9	-18.5	-67.5	-14.4	1.1	-16.9	4.2	-17.0	-18.0	-15.1	-22.3	-21.4	-41.2	-24.2	9.9



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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	MEN	WOMEN
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
NOT GIVE BIDEN A VICTORY	36.9	33.3	44.2	41.9	48.9	35.6	47.9	31.4	40.7	34.0	43.2	42.6	49.9	32.1	36.7	31.9	41.8	43.2	56.9	37.1
DOESN'T DO ENOUGH	52.4	55.5	46.0	48.6	40.6	54.7	45.6	56.3	46.4	55.2	46.4	48.0	39.0	56.0	55.4	55.0	53.6	43.3	30.4	54.9
DON'T KNOW	10.7	11.1	9.8	9.5	10.5	9.7	6.6	12.3	12.9	10.8	10.3	9.4	11.0	11.9	7.9	13.1	4.6	13.5	12.7	8.0
Net Diff.	-15.4	-22.2	-1.9	-6.7	8.3	-19.1	2.3	-24.9	-5.8	-21.2	-3.2	-5.5	10.9	-23.9	-18.6	-23.1	-11.8	-0.1	26.5	-17.9



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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	78	136	175	162	187	263	389	611	550	450	470	530
NOT GIVE BIDEN A VICTORY	36.9	25.0	39.3	26.0	36.9	35.5	47.6	30.4	41.1	32.3	42.6	39.8	34.4
DOESN'T DO ENOUGH	52.4	54.4	45.1	61.0	51.7	56.4	47.3	54.1	51.3	53.4	51.1	51.6	53.1
DON'T KNOW	10.7	20.6	15.6	13.0	11.4	8.1	5.1	15.4	7.7	14.2	6.3	8.6	12.5
Net Diff.	-15.4	-29.4	-5.8	-35.0	-14.8	-20.9	0.3	-23.7	-10.2	-21.1	-8.5	-11.7	-18.7



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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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
NOT GIVE BIDEN A VICTORY	36.9	31.8	30.5	35.7	44.1	38.1	31.8	36.2	46.7	30.1	29.6	35.1	40.8	46.7	35.8	27.9
DOESN'T DO ENOUGH	52.4	49.0	55.4	54.7	49.6	43.0	55.8	56.1	47.3	50.7	55.1	53.2	52.5	43.3	54.2	58.9
DON'T KNOW	10.7	19.1	14.2	9.6	6.3	18.9	12.4	7.7	6.0	19.2	15.4	11.7	6.7	10.0	10.0	13.1
Net Diff.	-15.4	-17.2	-24.9	-19.0	-5.5	-4.9	-24.0	-19.9	-0.6	-20.7	-25.5	-18.1	-11.7	3.4	-18.4	-31.0



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57. WOULD YOU SUPPORT OR OPPOSE A LAW THAT REQUIRES SINGLE ADULTS ON WELFARE WHO ARE SUSPECTED OF BEING ADDICTED TO ILLEGAL DRUGS TO UNDERGO SCREENING AND AGREE TO SOME FORM OF TREATMENT TO CONTINUE RECEIVING WELFARE BENEFITS?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	75.8	91.1	84.4	86.7	78.7	67.6	69.3	60.3	53.3	79.8	86.8	71.3	66.5	85.1	82.3	65.0	76.5	66.9	78.0	60.6
Strongly	49.5	84.2	71.7	58.8	48.1	34.5	30.7	27.9	32.2	57.2	68.4	43.5	36.2	73.2	52.4	40.9	40.2	32.0	38.8	28.2
Somewhat	26.3	6.9	12.7	27.9	30.6	33.1	38.5	32.4	21.1	22.6	18.4	27.8	30.3	11.9	29.9	24.1	36.4	34.9	39.2	32.4
OPPOSE	18.8	8.9	10.2	9.3	16.6	25.3	25.9	24.6	42.4	14.9	9.6	22.6	22.0	12.8	15.0	20.7	14.9	27.7	16.8	33.8
Somewhat	10.2	0.8	6.8	3.3	7.7	17.4	17.9	14.1	17.6	7.7	4.1	13.9	9.6	6.5	6.3	10.8	9.6	15.7	8.7	19.7
Strongly	8.7	8.1	3.4	6.0	8.9	7.9	8.0	10.4	24.8	7.2	5.5	8.7	12.4	6.3	8.7	9.9	5.2	11.9	8.1	14.1
DON'T KNOW	5.3	0.0	5.4	3.9	4.7	7.1	4.8	15.1	4.4	5.3	3.7	6.1	11.5	2.1	2.7	14.3	8.6	5.4	5.2	5.5
Net Diff.	57.0	82.3	74.2	77.4	62.1	42.3	43.4	35.7	10.9	64.9	77.2	48.8	44.5	72.3	67.3	44.2	61.7	39.2	61.1	26.8
Mean	3.23	3.67	3.61	3.45	3.24	3.01	2.97	2.92	2.63	3.37	3.55	3.13	3.02	3.55	3.30	3.12	3.22	2.92	3.15	2.79



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57. WOULD YOU SUPPORT OR OPPOSE A LAW THAT REQUIRES SINGLE ADULTS ON WELFARE WHO ARE SUSPECTED OF BEING ADDICTED TO ILLEGAL DRUGS TO UNDERGO SCREENING AND AGREE TO SOME FORM OF TREATMENT TO CONTINUE RECEIVING WELFARE BENEFITS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	899	768	131	101	69	32
SUPPORT	75.8	75.2	76.3	77.1	73.6	77.4	78.5	70.6	62.3	59.7	67.8
Strongly	49.5	44.8	48.8	54.1	45.9	51.9	55.2	32.8	27.7	25.8	31.8
Somewhat	26.3	30.4	27.5	23.1	27.7	25.4	23.3	37.8	34.6	34.0	36.0
OPPOSE	18.8	22.1	18.0	16.8	20.7	18.4	18.3	18.9	22.9	26.4	15.4
Somewhat	10.2	13.2	9.3	8.3	11.9	9.8	9.5	11.2	13.7	18.6	3.1
Strongly	8.7	8.9	8.7	8.4	8.8	8.6	8.8	7.8	9.2	7.8	12.3
DON'T KNOW	5.3	2.7	5.7	6.1	5.7	4.3	3.2	10.5	14.8	13.9	16.8
Net Diff.	57.0	53.1	58.3	60.4	52.9	59.0	60.2	51.7	39.3	33.3	52.4
Mean	3.23	3.14	3.23	3.31	3.17	3.26	3.29	3.07	2.95	2.90	3.05





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
SUPPORT	75.8	86.2	68.9	81.7	71.1	69.4	82.4	69.5	77.4	80.8	71.5	76.1	75.2	78.9	81.5	69.2	73.2	72.0
Strongly	49.5	66.4	37.8	64.7	35.6	40.2	66.3	34.4	50.0	54.7	39.0	49.8	50.4	53.5	56.6	35.5	48.1	44.4
Somewhat	26.3	19.8	31.2	17.0	35.5	29.2	16.1	35.2	27.4	26.1	32.5	26.3	24.8	25.5	24.9	33.7	25.1	27.6
OPPOSE	18.8	11.7	25.4	16.0	22.3	16.0	15.4	23.5	19.7	18.1	12.7	18.4	18.4	16.4	14.3	23.1	24.3	25.1
Somewhat	10.2	5.1	14.3	7.7	13.0	8.0	7.2	13.4	11.1	10.7	8.4	10.2	9.7	10.3	9.0	11.7	12.9	9.7
Strongly	8.7	6.6	11.1	8.2	9.3	7.9	8.3	10.1	8.7	7.3	4.3	8.2	8.7	6.1	5.3	11.4	11.4	15.4
DON'T KNOW	5.3	2.1	5.7	2.4	6.6	14.7	2.2	7.0	2.8	1.2	15.8	5.5	6.4	4.7	4.1	7.7	2.5	2.9
Net Diff.	57.0	74.5	43.6	65.7	48.8	53.4	66.9	46.1	57.7	62.7	58.8	57.7	56.8	62.5	67.2	46.1	48.9	46.9
Mean	3.23	3.49	3.01	3.41	3.04	3.19	3.44	3.01	3.22	3.30	3.26	3.25	3.25	3.32	3.39	3.01	3.13	3.04



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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	275	723	461	433	106	220	433	157	276	566
SUPPORT	75.8	70.2	78.0	84.1	69.7	65.0	68.1	70.0	73.1	68.2	80.3
Strongly	49.5	35.8	54.7	65.6	34.4	40.9	41.0	33.8	35.6	32.8	61.6
Somewhat	26.3	34.4	23.4	18.5	35.3	24.1	27.2	36.1	37.5	35.4	18.7
OPPOSE	18.8	23.5	17.0	13.6	24.0	20.7	22.3	22.8	20.5	24.1	15.8
Somewhat	10.2	13.6	8.7	6.4	14.0	10.8	11.1	13.8	10.9	15.4	7.4
Strongly	8.7	9.9	8.2	7.2	10.0	9.9	11.2	9.1	9.6	8.7	8.4
DON'T KNOW	5.3	6.3	5.0	2.3	6.4	14.3	9.5	7.2	6.4	7.7	3.9
Net Diff.	57.0	46.7	61.1	70.5	45.7	44.2	45.8	47.1	52.5	44.0	64.5
Mean	3.23	3.03	3.31	3.46	3.01	3.12	3.08	3.02	3.06	3.00	3.39



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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	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	1000	433	460	362	370	268	181	157	132	181	213	136			
SUPPORT	75.8	83.6	70.7	83.5	69.3	74.6	85.3	70.7	74.5	81.6	68.3	74.7			
Strongly	49.5	67.0	37.0	68.3	35.9	42.9	64.4	39.2	45.2	72.2	33.4	40.6			
Somewhat	26.3	16.6	33.7	15.2	33.4	31.7	20.9	31.4	29.2	9.5	34.9	34.1			
OPPOSE	18.8	13.9	23.5	14.3	24.3	17.5	13.0	23.2	18.1	15.5	25.0	16.9			
Somewhat	10.2	5.7	13.9	7.0	13.6	9.6	5.1	12.2	14.4	8.9	14.7	5.0			
Strongly	8.7	8.2	9.5	7.3	10.6	7.9	7.9	11.0	3.7	6.6	10.4	11.9			
DON'T KNOW	5.3	2.6	5.9	2.3	6.4	7.9	1.7	6.1	7.4	2.9	6.7	8.4			
Net Diff.	57.0	69.7	47.2	69.2	45.1	57.1	72.3	47.5	56.4	66.1	43.3	57.8			
Mean	3.23	3.46	3.04	3.48	3.01	3.19	3.44	3.05	3.25	3.51	2.98	3.13			



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	75.8	67.3	54.4	75.4	74.0	85.2	83.8	84.6	64.3	76.6	86.7	66.4	76.8	58.6	74.0	71.0	85.9
Strongly	49.5	29.6	30.8	28.8	45.9	62.8	79.2	69.2	15.5	60.3	74.2	29.9	44.1	50.3	34.7	41.2	53.4
Somewhat	26.3	37.7	23.6	46.6	28.1	22.3	4.6	15.4	48.8	16.3	12.4	36.5	32.7	8.3	39.3	29.8	32.5
OPPOSE	18.8	27.1	39.2	19.5	18.3	13.0	12.4	12.8	35.7	21.4	10.8	27.3	15.3	41.4	21.6	19.0	10.1
Somewhat	10.2	13.3	18.3	10.1	10.4	8.7	5.4	7.4	16.6	9.0	5.8	13.9	9.2	33.6	7.6	11.9	4.0
Strongly	8.7	13.9	20.9	9.4	7.8	4.3	7.1	5.4	19.1	12.5	5.0	13.4	6.1	7.8	14.0	7.1	6.1
DON'T KNOW	5.3	5.6	6.4	5.1	7.7	1.8	3.8	2.6	0.0	2.0	2.5	6.3	8.0	0.0	4.4	10.0	4.0
Net Diff.	57.0	40.2	15.2	55.8	55.7	72.2	71.4	71.8	28.6	55.2	75.8	39.1	61.5	17.2	52.4	52.0	75.8
Mean	3.23	2.88	2.69	3.00	3.21	3.46	3.62	3.52	2.61	3.27	3.60	2.89	3.25	3.01	2.99	3.17	3.39



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		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	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	75.8	70.7	66.4	84.6	76.4	80.6	84.7	79.9	76.3	78.1	73.0	65.8	77.6	80.0	79.5	70.0
Strongly	49.5	35.5	38.4	68.3	48.1	56.6	60.9	55.8	48.5	50.8	44.3	49.2	54.5	55.6	53.2	39.9
Somewhat	26.3	35.2	27.9	16.3	28.3	24.0	23.8	24.1	27.8	27.3	28.7	16.6	23.1	24.4	26.3	30.1
OPPOSE	18.8	22.5	24.6	12.9	17.9	17.7	15.3	18.2	17.8	16.8	19.8	28.9	17.4	15.7	16.6	22.1
Somewhat	10.2	13.1	11.0	6.7	9.6	9.7	3.8	10.7	10.1	9.3	11.6	11.1	9.0	14.1	8.7	11.2
Strongly	8.7	9.4	13.6	6.2	8.3	8.1	11.5	7.5	7.7	7.4	8.2	17.9	8.4	1.6	7.9	10.9
DON'T KNOW	5.3	6.8	9.0	2.5	5.7	1.7	0.0	2.0	5.9	5.1	7.2	5.3	5.1	4.4	4.0	8.0
Net Diff.	57.0	48.2	41.8	71.7	58.5	62.8	69.4	61.7	58.5	61.4	53.2	36.9	60.2	64.3	62.9	47.9
Mean	3.23	3.04	3.00	3.50	3.23	3.31	3.34	3.31	3.24	3.28	3.18	3.03	3.30	3.40	3.30	3.08



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	75.8	74.9	77.7	75.0	83.5	76.9	78.2	73.2	77.3	80.3	66.3	70.6	63.6	59.1	82.0	79.0	81.0	61.8	63.5	63.9
Strongly	49.5	50.0	48.6	47.5	50.9	51.3	49.2	48.8	48.0	54.5	38.9	51.1	24.7	40.7	55.4	53.8	57.5	45.8	29.9	15.2
Somewhat	26.3	25.0	29.1	27.5	32.6	25.6	29.0	24.4	29.3	25.8	27.4	19.5	38.9	18.4	26.6	25.3	23.5	16.1	33.6	48.7
OPPOSE	18.8	19.5	17.6	19.2	14.1	17.4	18.7	21.2	16.5	15.9	25.1	20.9	27.6	30.7	15.5	16.1	13.0	27.6	27.7	27.5
Somewhat	10.2	9.3	11.8	12.4	10.6	9.1	12.0	9.5	11.7	8.6	13.5	13.2	13.1	13.9	9.4	8.0	9.6	16.2	13.6	12.4
Strongly	8.7	10.1	5.7	6.8	3.5	8.3	6.6	11.7	4.8	7.3	11.7	7.7	14.5	16.9	6.1	8.1	3.3	11.3	14.1	15.1
DON'T KNOW	5.3	5.6	4.7	5.8	2.4	5.7	3.1	5.6	6.3	3.8	8.5	8.5	8.7	10.2	2.5	4.8	6.1	10.6	8.8	8.6
Net Diff.	57.0	55.4	60.2	55.8	69.4	59.5	59.5	52.0	60.8	64.5	41.2	49.7	36.0	28.4	66.5	62.9	68.0	34.3	35.8	36.4
Mean	3.23	3.22	3.27	3.23	3.34	3.27	3.25	3.17	3.28	3.33	3.02	3.25	2.81	2.92	3.35	3.31	3.44	3.08	2.87	2.70



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	78	136	175	162	187	263	389	611	550	450	470	530
SUPPORT	75.8	58.6	64.1	72.6	76.9	83.7	82.9	66.8	81.6	69.8	83.2	77.4	74.5
Strongly	49.5	21.7	35.2	51.8	50.3	56.3	58.2	40.0	55.5	43.0	57.4	50.6	48.5
Somewhat	26.3	36.9	28.9	20.8	26.6	27.4	24.7	26.8	26.0	26.8	25.8	26.8	26.0
OPPOSE	18.8	31.6	27.8	21.9	17.6	14.3	12.3	25.9	14.3	23.5	13.2	17.9	19.7
Somewhat	10.2	18.7	16.2	11.4	9.8	5.4	7.3	14.5	7.4	13.2	6.5	10.1	10.2
Strongly	8.7	12.9	11.6	10.5	7.8	8.9	5.0	11.4	7.0	10.3	6.7	7.8	9.5
DON'T KNOW	5.3	9.8	8.1	5.5	5.5	2.0	4.7	7.3	4.1	6.7	3.6	4.8	5.8
Net Diff.	57.0	27.0	36.3	50.7	59.3	69.4	70.6	40.9	67.2	46.3	70.1	59.5	54.8
Mean	3.23	2.75	2.95	3.20	3.26	3.34	3.43	3.03	3.36	3.10	3.39	3.26	3.21



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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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	75.8	66.1	68.3	76.5	83.8	73.2	66.7	75.7	84.5	64.1	69.4	77.3	82.9	66.3	78.4	81.2
Strongly	49.5	31.0	44.0	49.3	59.4	30.3	40.8	47.0	60.6	31.3	46.2	51.7	57.8	38.1	52.4	56.3
Somewhat	26.3	35.1	24.3	27.2	24.4	42.9	25.9	28.7	23.9	32.9	23.2	25.6	25.1	28.2	26.0	24.9
OPPOSE	18.8	26.0	24.9	19.2	12.0	18.1	27.8	19.9	11.3	28.2	22.9	18.5	12.9	26.6	17.6	12.4
Somewhat	10.2	14.6	14.0	10.4	5.8	14.1	13.4	11.5	7.0	14.7	14.5	9.3	4.4	15.3	9.1	6.4
Strongly	8.7	11.4	10.9	8.8	6.2	4.0	14.4	8.4	4.4	13.5	8.5	9.2	8.4	11.3	8.5	5.9
DON'T KNOW	5.3	7.9	6.8	4.3	4.2	8.7	5.5	4.4	4.2	7.7	7.7	4.3	4.2	7.1	3.9	6.4
Net Diff.	57.0	40.1	43.4	57.3	71.8	55.0	38.9	55.8	73.2	35.9	46.5	58.8	70.1	39.7	60.8	68.9
Mean	3.23	2.93	3.09	3.22	3.43	3.09	2.99	3.20	3.47	2.89	3.16	3.25	3.38	3.00	3.27	3.41





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58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
FAITH IN THEM	17.8	15.6	14.8	19.5	22.8	16.4	16.5	10.1	21.3	18.0	17.0	18.5	21.8	21.8	12.1	11.9	22.2	17.2	22.5	14.2
FAITH IN YOURSELF/USA	68.1	76.0	69.8	68.5	62.0	69.4	68.9	67.8	66.0	67.7	70.4	66.9	55.8	67.6	79.3	54.8	63.4	68.8	62.5	72.4
DON'T KNOW	14.2	8.4	15.4	12.1	15.1	14.2	14.6	22.1	12.8	14.3	12.6	14.6	22.4	10.5	8.6	33.3	14.4	14.0	15.0	13.4
Net Diff.	-50.3	-60.4	-54.9	-49.0	-39.2	-52.9	-52.5	-57.7	-44.7	-49.7	-53.4	-48.4	-34.0	-45.8	-67.2	-43.0	-41.2	-51.6	-40.0	-58.2



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

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

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	899	768	131	101	69	32
FAITH IN THEM	17.8	20.8	15.4	18.0	17.4	17.7	17.4	19.2	18.7	20.1	15.5
FAITH IN YOURSELF/USA	68.1	65.8	67.7	67.8	70.7	69.5	70.4	63.9	55.3	60.6	44.0
DON'T KNOW	14.2	13.4	16.9	14.2	11.9	12.8	12.2	16.9	26.0	19.3	40.5
Net Diff.	-50.3	-45.1	-52.3	-49.8	-53.3	-51.8	-53.0	-44.7	-36.7	-40.4	-28.4



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

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE									
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	83	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	90	936	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64				
FAITH IN THEM	17.8	19.1	17.6	17.8	18.6	13.1	19.8	18.6	13.6	10.3	11.1	18.3	20.6	19.3	13.9	21.4	19.7	9.5				
FAITH IN YOURSELF/USA	68.1	71.0	69.1	71.4	67.6	52.1	70.4	68.2	70.9	76.1	53.4	67.9	68.8	65.6	70.3	61.7	67.1	70.7				
DON'T KNOW	14.2	9.9	13.3	10.9	13.8	34.8	9.9	13.2	15.5	13.6	35.5	13.8	10.6	15.1	15.8	16.9	13.2	19.9				
Net Diff.	-50.3	-51.9	-51.6	-53.6	-49.0	-39.0	-50.6	-49.6	-57.3	-65.8	-42.3	-49.5	-48.2	-46.3	-56.5	-40.3	-47.4	-61.2				



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

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	275	723	461	433	106	220	433	157	276	566
FAITH IN THEM	17.8	20.5	16.8	18.3	18.7	11.9	13.2	19.3	22.5	17.4	16.6
FAITH IN YOURSELF/USA	68.1	67.7	68.3	71.9	67.3	54.8	62.1	67.2	67.0	67.3	68.9
DON'T KNOW	14.2	11.8	15.0	9.8	14.1	33.3	24.7	13.6	10.5	15.3	14.5
Net Diff.	-50.3	-47.2	-51.5	-53.6	-48.6	-43.0	-49.0	-47.9	-44.5	-49.8	-52.2



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

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

BANNER 5

	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	1000	433	460	362	370	268	181	157	132	181	213	136
FAITH IN THEM	17.8	18.4	18.5	17.7	21.4	12.9	19.5	22.2	9.4	15.9	20.8	16.3
FAITH IN YOURSELF/USA	68.1	72.6	65.7	71.4	64.3	68.8	72.0	66.5	78.8	70.8	62.6	59.1
DON'T KNOW	14.2	9.0	15.8	10.9	14.3	18.3	8.5	11.3	11.8	13.4	16.6	24.6
Net Diff.	-50.3	-54.3	-47.2	-53.7	-42.9	-55.9	-52.5	-44.3	-69.4	-54.9	-41.8	-42.8



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

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swt.	MOD- ERATE	Swt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
FAITH IN THEM	17.8	22.5	22.9	22.3	15.5	13.9	20.1	16.3	39.4	20.7	15.3	22.5	17.1	32.9	13.8	12.2	14.3
FAITH IN YOURSELF/USA	68.1	66.7	63.4	68.8	65.1	75.0	67.9	72.2	60.6	65.4	73.8	65.8	63.2	55.8	75.8	66.3	71.8
DON'T KNOW	14.2	10.8	13.7	8.9	19.4	11.1	12.0	11.4	0.0	14.0	10.9	11.8	19.7	11.3	10.4	21.5	13.8
Net Diff.	-50.3	-44.2	-40.5	-46.5	-49.6	-61.1	-47.8	-55.9	-21.2	-44.7	-58.5	-43.3	-46.1	-22.9	-62.1	-54.1	-57.5



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

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
FAITH IN THEM	17.8	19.2	13.9	17.6	15.5	20.5	25.3	19.7	18.1	18.1	18.1	11.3	14.7	24.7	22.4	15.5
FAITH IN YOURSELF/USA	68.1	66.0	65.7	71.1	69.2	71.6	65.7	72.6	67.3	69.7	62.8	70.2	71.0	64.6	68.3	63.6
DON'T KNOW	14.2	14.9	20.4	11.3	15.2	7.9	9.0	7.7	14.6	12.2	19.0	18.5	14.3	10.7	9.4	20.9
Net Diff.	-50.3	-46.8	-51.9	-53.5	-53.7	-51.1	-40.4	-53.0	-49.2	-51.6	-44.7	-58.8	-56.4	-39.9	-45.9	-48.1



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

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
FAITH IN THEM	17.8	18.2	16.8	16.0	18.6	19.3	14.3	17.3	19.3	16.2	21.1	21.0	23.9	15.1	14.3	17.7	22.2	20.0	27.0	18.3
FAITH IN YOURSELF/USA	68.1	65.3	73.6	72.4	76.0	68.2	79.5	62.9	67.9	70.7	62.4	59.6	61.4	68.1	76.2	66.6	62.5	57.2	65.0	54.9
DON'T KNOW	14.2	16.4	9.6	11.6	5.4	12.5	6.2	19.8	12.8	13.1	16.5	19.4	14.6	16.8	9.5	15.8	15.4	22.8	8.0	26.8
Net Diff.	-50.3	-47.1	-56.7	-56.4	-57.4	-48.9	-65.3	-45.5	-48.7	-54.5	-41.3	-38.6	-37.5	-53.0	-61.9	-48.9	-40.3	-37.2	-37.9	-36.6





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

BANNER 9

	TOTAL	AGE					AGE COMBOS				GENDER		
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	78	136	175	162	187	263	389	611	550	450	470	530
FAITH IN THEM	17.8	27.9	23.5	17.7	13.8	18.6	13.7	21.8	15.2	19.4	15.7	17.6	18.0
FAITH IN YOURSELF/USA	68.1	52.6	63.5	71.4	74.0	65.7	70.9	64.9	70.1	67.5	68.7	72.1	64.5
DON'T KNOW	14.2	19.6	13.0	10.9	12.2	15.7	15.5	13.4	14.7	13.0	15.6	10.4	17.5
Net Diff.	-50.3	-24.7	-40.0	-53.7	-60.2	-47.0	-57.2	-43.1	-54.9	-48.1	-53.0	-54.5	-46.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

58. WHAT KIND OF LEADER ARE YOU LOOKING FOR WHEN IT COMES TO YOUR ELECTED REPRESENTATIVES AND THE PRESIDENT?

1. A LEADER WHO ASKS YOU TO HAVE FAITH IN THEM.
2. A LEADER WHO ASKS YOU TO HAVE FAITH IN YOURSELF AND YOUR FELLOW AMERICANS.

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
FAITH IN THEM	17.8	24.6	19.8	16.1	15.4	39.4	19.8	15.6	15.0	20.4	19.8	16.6	15.9	25.2	17.4	9.8
FAITH IN YOURSELF/USA	68.1	55.7	69.8	71.5	68.2	48.6	75.1	75.6	71.1	57.7	66.2	67.0	64.7	63.0	69.7	70.3
DON'T KNOW	14.2	19.7	10.4	12.4	16.4	12.0	5.1	8.8	13.9	22.0	14.0	16.4	19.4	11.8	12.9	19.9
Net Diff.	-50.3	-31.1	-50.0	-55.4	-52.8	-9.2	-55.3	-59.9	-56.1	-37.3	-46.4	-50.4	-48.8	-37.7	-52.4	-60.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
A GREAT DEAL	30.4	46.2	37.8	25.8	27.1	19.8	29.6	36.1	35.3	30.0	34.1	22.5	28.7	36.8	28.0	23.0	22.6	31.5	26.1	34.6
SOME	39.1	35.7	35.8	40.4	41.6	42.6	35.7	42.1	36.4	38.3	37.8	43.1	27.6	33.2	47.2	34.3	42.0	40.8	40.0	41.3
A LITTLE	16.9	11.4	13.8	19.6	15.6	19.2	22.2	15.1	13.3	17.0	15.9	18.2	19.9	17.8	12.7	20.3	18.5	16.4	15.5	16.9
NOTHING	13.6	6.7	12.6	14.2	15.7	18.4	12.5	6.7	15.0	14.7	12.1	16.2	23.7	12.3	12.1	22.5	16.9	11.2	18.3	7.2



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	899	768	131	101	69	32
A GREAT DEAL	30.4	32.2	28.1	33.1	26.7	31.7	33.6	20.2	19.4	18.2	22.0
SOME	39.1	39.4	38.3	39.2	39.5	39.7	38.8	45.5	33.3	37.6	24.0
A LITTLE	16.9	14.2	19.3	16.4	17.3	16.0	15.0	22.1	24.1	20.2	32.7
NOTHING	13.6	14.2	14.3	11.3	16.5	12.5	12.6	12.2	23.1	24.0	21.2



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

59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
A GREAT DEAL	30.4	31.2	28.5	33.6	28.8	21.6	34.1	28.8	28.4	24.8	23.9	30.1	32.5	30.7	27.9	28.9	25.0	34.9
SOME	39.1	39.3	40.8	36.9	42.1	35.0	37.2	42.5	35.9	39.9	37.6	39.1	39.1	45.1	40.2	32.0	42.0	38.8
A LITTLE	16.9	17.1	16.0	16.5	16.2	22.2	16.7	15.5	20.9	21.7	17.6	17.1	15.6	13.3	18.9	19.1	19.7	13.3
NOTHING	13.6	12.4	14.7	13.0	12.8	21.2	12.0	13.2	14.8	13.7	20.9	13.7	12.8	10.8	13.0	20.1	13.3	12.9



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

59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	275	723	461	433	106	220	433	157	276	566
A GREAT DEAL	30.4	30.6	30.5	33.6	28.9	23.0	24.8	27.5	32.0	25.0	32.5
SOME	39.1	38.8	39.1	38.3	41.2	34.3	39.0	42.6	39.9	44.1	36.5
A LITTLE	16.9	15.9	17.3	15.9	17.0	20.3	17.3	15.9	13.7	17.1	17.6
NOTHING	13.6	14.7	13.2	12.3	12.9	22.5	18.9	13.9	14.3	13.7	13.4



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

59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	433	460	362	370	268	181	157	132	181	213	136
A GREAT DEAL	30.4	33.0	29.3	32.8	29.7	28.2	33.0	30.1	30.5	32.7	29.4	26.0
SOME	39.1	37.1	42.4	37.8	39.3	40.6	40.5	40.4	42.7	35.1	38.5	38.5
A LITTLE	16.9	16.1	16.2	15.7	15.6	20.1	16.8	13.6	19.5	14.7	17.1	20.7
NOTHING	13.6	13.8	12.1	13.6	15.4	11.1	9.7	15.9	7.3	17.5	15.0	14.9



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

59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
A GREAT DEAL	30.4	33.4	41.1	28.5	25.4	31.1	36.9	33.3	38.2	23.4	35.0	34.5	22.3	21.9	23.8	28.5	30.2
SOME	39.1	39.6	36.8	41.4	40.4	37.6	37.0	37.4	41.8	47.6	34.9	38.3	37.8	56.4	46.6	39.2	40.9
A LITTLE	16.9	15.6	14.1	16.5	18.8	17.0	14.1	15.9	9.7	17.2	15.8	15.1	18.9	3.8	21.3	19.4	21.4
NOTHING	13.6	11.4	8.0	13.6	15.4	14.4	12.0	13.5	10.3	11.8	14.3	12.1	21.0	17.9	8.2	12.9	7.5





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59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
A GREAT DEAL	30.4	30.0	20.6	34.3	28.7	34.1	61.0	29.4	30.4	30.1	30.9	26.2	31.3	28.3	28.1	29.7
SOME	39.1	40.1	41.0	37.4	39.0	46.1	33.5	48.3	38.0	40.1	34.1	40.1	37.3	47.8	39.8	39.4
A LITTLE	16.9	16.5	18.6	16.6	18.0	10.4	0.0	12.2	18.4	18.0	19.0	11.5	18.1	10.3	17.5	18.7
NOTHING	13.6	13.5	19.8	11.6	14.3	9.4	5.4	10.0	13.2	11.8	15.9	22.2	13.4	13.6	14.7	12.2



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59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
A GREAT DEAL	30.4	27.5	36.3	33.2	42.9	26.3	40.9	28.5	32.0	30.8	29.7	29.0	33.4	22.6	31.9	29.9	33.0	25.7	29.7	40.4
SOME	39.1	38.1	41.2	42.4	38.6	40.6	42.0	35.9	40.5	39.2	38.9	40.5	40.3	33.4	41.1	37.8	42.4	38.9	41.8	37.7
A LITTLE	16.9	19.1	12.3	13.3	10.4	18.7	12.2	19.4	12.5	17.0	16.6	18.1	11.0	22.1	16.6	17.3	20.2	16.3	10.6	11.8
NOTHING	13.6	15.3	10.1	11.1	8.1	14.4	4.9	16.2	15.0	13.0	14.8	12.3	15.2	22.0	10.4	15.0	4.4	19.1	18.0	10.1



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	78	136	175	162	187	263	389	611	550	450	470	530
A GREAT DEAL	30.4	35.6	34.9	28.9	25.2	32.7	29.2	32.3	29.2	30.3	30.7	31.3	29.6
SOME	39.1	44.0	37.7	35.8	41.8	36.5	40.8	38.1	39.7	39.2	39.0	41.1	37.3
A LITTLE	16.9	15.2	16.3	12.6	17.3	18.3	19.1	14.4	18.4	15.3	18.8	16.5	17.2
NOTHING	13.6	5.3	11.1	22.6	15.7	12.5	10.9	15.1	12.6	15.3	11.6	11.1	15.8



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59. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT THE SOCIAL MEDIA PLATFORM TIKTOK?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
A GREAT DEAL	30.4	37.4	31.4	26.0	30.8	27.0	32.0	28.3	33.5	40.3	31.0	23.5	27.3	32.0	32.5	23.7
SOME	39.1	41.8	36.1	40.2	39.6	60.9	38.8	39.4	40.9	36.4	34.3	41.0	37.9	39.5	40.2	36.0
A LITTLE	16.9	13.8	14.2	18.8	18.2	7.9	13.7	17.0	18.6	15.5	14.6	20.8	17.8	14.2	15.6	22.9
NOTHING	13.6	6.9	18.2	15.0	11.4	4.2	15.5	15.2	7.0	7.7	20.1	14.7	17.0	14.2	11.7	17.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
CHINA	80.1	89.8	87.9	79.6	81.9	75.0	74.9	75.2	74.5	79.8	84.6	76.3	64.3	81.8	81.4	70.8	80.7	80.6	83.4	79.0
SINGAPORE	2.6	0.0	0.5	3.0	2.2	3.4	1.8	7.5	4.5	2.2	1.5	3.8	1.1	0.9	3.2	3.7	2.6	3.6	0.8	5.1
USA	2.1	1.1	0.8	2.3	1.8	3.4	3.7	1.4	1.2	2.5	1.5	3.5	4.4	1.9	4.2	2.2	1.7	1.3	0.8	1.6
JAPAN	1.9	1.6	1.5	1.2	1.0	4.7	2.3	2.1	0.0	1.4	1.4	2.0	0.0	1.1	1.0	3.2	1.1	2.9	4.1	2.2
BYTE DANCE	0.5	0.0	0.0	0.0	0.6	0.0	0.7	3.5	1.1	0.5	0.0	0.0	4.2	0.0	0.8	1.7	0.0	0.6	1.0	0.4
ASIAN	0.5	0.0	0.0	1.2	0.6	0.0	1.0	0.0	0.0	0.5	0.6	0.5	0.0	0.3	1.4	0.0	0.0	0.4	0.0	0.6
META	0.3	0.0	0.0	0.6	0.7	0.6	0.0	0.0	0.0	0.3	0.3	0.6	0.0	0.0	0.6	0.0	1.0	0.3	0.9	0.0
USA & CHINA	0.3	0.0	0.8	0.6	0.0	0.0	0.7	0.0	0.0	0.3	0.6	0.0	0.0	0.4	0.0	0.0	0.8	0.3	0.0	0.4
GOOGLE	0.2	1.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.3	0.6	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
RUSSIA	0.2	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.3	0.2	0.5	0.0	0.0	0.6	0.6	0.0	0.0	0.0	0.0
MALAYSIA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7
GREAT BRITAIN	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
GERMANY	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9	0.0
SOUTH KOREA	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
CAYMAN ISLANDS	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4
NOT OWNED BY NATION	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	1.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	
DK/REFUSED	10.8	6.2	8.0	11.0	9.1	12.8	14.1	10.3	15.0	11.7	9.0	12.2	24.9	12.8	6.6	17.2	11.3	8.7	8.2	8.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	899	768	131	101	69	32
CHINA	80.1	76.6	84.2	79.1	80.2	82.6	84.2	73.1	57.4	58.8	54.2
SINGAPORE	2.6	1.7	2.2	4.0	1.3	2.5	2.1	4.7	3.7	4.0	3.1
USA	2.1	3.0	2.4	1.5	2.1	1.8	1.6	3.1	4.7	6.8	0.0
JAPAN	1.9	1.5	1.4	1.6	3.1	2.0	1.8	2.8	1.0	0.0	3.1
BYTE DANCE	0.5	1.0	0.0	0.4	0.9	0.4	0.2	1.1	1.9	1.5	2.8
ASIAN	0.5	0.0	0.0	0.6	1.0	0.4	0.4	0.0	1.3	1.9	0.0
META	0.3	0.0	0.0	0.8	0.0	0.1	0.1	0.0	2.2	1.8	3.2
USA & CHINA	0.3	0.5	0.5	0.3	0.0	0.3	0.3	0.8	0.0	0.0	0.0
GOOGLE	0.2	0.0	0.0	0.6	0.0	0.3	0.3	0.0	0.0	0.0	0.0
RUSSIA	0.2	0.0	0.3	0.0	0.5	0.2	0.2	0.0	0.0	0.0	0.0
MALAYSIA	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.4	2.0	0.0
GREAT BRITAIN	0.1	0.6	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
GERMANY	0.1	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0
SOUTH KOREA	0.1	0.5	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
CAYMAN ISLANDS	0.1	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0
NOT OWNED BY NATION	0.1	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	
DK/REFUSED	10.8	14.1	8.9	10.5	10.5	9.0	8.1	14.4	26.4	23.2	33.5





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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
CHINA	80.1	82.2	83.6	81.9	81.5	62.3	82.7	82.6	72.9	71.9	67.9	80.2	81.2	82.1	84.2	70.7	72.6	78.5
SINGAPORE	2.6	0.8	1.4	1.9	2.4	7.4	1.5	1.1	10.1	9.3	3.4	2.5	3.4	4.3	0.0	1.7	3.8	4.7
USA	2.1	2.4	1.5	2.1	1.8	3.9	2.5	1.8	1.6	2.2	2.6	2.2	2.5	0.7	1.5	4.0	1.5	1.5
JAPAN	1.9	1.8	1.6	2.0	2.1	0.0	2.0	2.0	1.0	1.3	2.0	1.9	2.3	1.0	1.5	3.0	0.0	1.4
BYTE DANCE	0.5	0.3	0.2	0.3	0.4	2.3	0.4	0.2	0.0	0.0	3.2	0.6	0.2	0.7	0.3	1.0	1.6	0.0
ASIAN	0.5	0.8	0.4	0.5	0.2	1.5	0.2	0.3	2.0	2.7	0.0	0.5	0.3	0.0	0.4	0.9	1.7	0.0
META	0.3	0.0	0.6	0.0	0.5	1.2	0.0	0.6	0.8	1.1	0.0	0.3	0.3	0.0	0.0	1.6	0.0	0.0
USA & CHINA	0.3	0.3	0.2	0.3	0.2	1.3	0.3	0.2	0.0	0.0	1.2	0.3	0.3	0.0	0.7	0.0	0.0	0.0
GOOGLE	0.2	0.6	0.0	0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.9	0.0	0.0
RUSSIA	0.2	0.3	0.0	0.0	0.0	2.1	0.0	0.0	0.9	1.1	0.7	0.2	0.3	0.0	0.3	0.0	0.0	0.0
MALAYSIA	0.1	0.0	0.4	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0
GREAT BRITAIN	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.4	0.0	0.0	0.0
GERMANY	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.5	0.0
SOUTH KOREA	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0
CAYMAN ISLANDS	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
NOT OWNED BY NATION	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

BANNER 3

TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE							
	TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.	
DK/REFUSED	10.8	10.6	9.0	10.6	9.6	18.0	9.9	10.0	10.8	10.4	18.0	10.6	8.3	11.1	10.5	16.1	17.3	14.0



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	275	723	461	433	106	220	433	157	276	566
CHINA	80.1	79.4	80.3	81.7	80.6	70.8	74.4	79.3	81.8	77.9	80.6
SINGAPORE	2.6	1.6	3.0	1.7	3.3	3.7	3.8	2.2	1.4	2.6	2.9
USA	2.1	2.7	1.9	2.7	1.4	2.2	2.9	1.9	2.0	1.8	2.3
JAPAN	1.9	1.9	1.9	1.1	2.4	3.2	3.2	1.8	2.4	1.5	1.9
BYTE DANCE	0.5	0.5	0.5	0.3	0.4	1.7	1.5	0.3	0.0	0.5	0.7
ASIAN	0.5	0.8	0.3	0.7	0.3	0.0	0.6	0.5	0.8	0.4	0.4
META	0.3	0.0	0.4	0.2	0.5	0.0	0.0	0.5	0.0	0.8	0.2
USA & CHINA	0.3	0.3	0.3	0.3	0.4	0.0	0.0	0.2	0.0	0.3	0.4
GOOGLE	0.2	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4
RUSSIA	0.2	0.0	0.2	0.2	0.0	0.6	0.3	0.0	0.0	0.0	0.3
MALAYSIA	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.3	0.0	0.5	0.0
GREAT BRITAIN	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.4	0.0
GERMANY	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.3	0.0
SOUTH KOREA	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
CAYMAN ISLANDS	0.1	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.3	0.0
NOT OWNED BY NATION	0.1	0.0	0.1	0.0	0.0	0.7	0.4	0.0	0.0	0.0	0.1



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 (Continued)

60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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										
DK/REFUSED	10.8	12.4	10.2	10.6	9.4	17.2	13.0	12.3	11.7	12.7	9.6



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	433	460		362	370	268	181	157	132	181	213	136
CHINA	80.1	81.0	81.9		81.8	78.3	80.2	87.6	84.0	88.1	76.1	74.0	72.4
SINGAPORE	2.6	1.8	2.2		1.9	2.4	3.8	1.1	1.5	2.1	2.7	3.2	5.4
USA	2.1	2.8	1.8		2.4	1.7	2.3	2.7	1.4	2.6	2.2	1.9	1.9
JAPAN	1.9	1.6	2.1		1.2	2.2	2.2	1.1	0.6	1.0	1.3	3.4	3.4
BYTE DANCE	0.5	0.3	0.4		0.4	0.8	0.3	0.0	0.6	0.0	0.8	0.9	0.7
ASIAN	0.5	1.1	0.0		0.6	0.4	0.5	0.0	0.0	0.9	1.1	0.6	0.0
META	0.3	0.0	0.5		0.0	0.6	0.4	0.0	0.6	0.0	0.0	0.6	0.7
USA & CHINA	0.3	0.3	0.4		0.0	0.3	0.8	0.0	0.7	1.5	0.0	0.0	0.0
GOOGLE	0.2	0.5	0.0		0.6	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
RUSSIA	0.2	0.3	0.0		0.5	0.0	0.0	0.6	0.0	0.0	0.4	0.0	0.0
MALAYSIA	0.1	0.0	0.0		0.0	0.4	0.0	0.0	0.9	0.0	0.0	0.0	0.0
GREAT BRITAIN	0.1	0.0	0.2		0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0
GERMANY	0.1	0.0	0.2		0.0	0.3	0.0	0.0	0.6	0.0	0.0	0.0	0.0
SOUTH KOREA	0.1	0.0	0.2		0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0
CAYMAN ISLANDS	0.1	0.0	0.2		0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0
NOT OWNED BY NATION	0.1	0.0	0.2		0.0	0.0	0.3	0.0	0.0	0.6	0.0	0.0	0.0



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	
DK/REFUSED	10.8	10.3	9.8	10.5	12.0	9.4	6.8	9.1	3.0	14.2	14.1	15.5





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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	
DK/REFUSED	10.8	9.9	7.9	11.2	13.4	7.7	10.3	8.7	27.8	15.3	8.0	8.8	15.1	27.0	7.7	11.4	4.2





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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
CHINA	80.1	79.8	71.9	83.2	80.6	84.7	83.4	84.9	79.6	82.0	75.1	78.4	82.5	76.4	79.0	79.6
SINGAPORE	2.6	2.7	4.7	1.8	2.8	2.1	0.0	2.4	2.0	1.8	2.4	8.4	1.7	4.0	0.4	5.3
USA	2.1	1.9	1.7	2.5	1.7	0.8	0.0	0.9	2.4	2.7	1.8	1.3	2.5	5.2	2.0	0.5
JAPAN	1.9	2.0	3.3	1.2	1.5	3.2	5.5	2.8	1.9	1.8	2.0	0.0	0.3	1.7	3.1	2.6
BYTE DANCE	0.5	0.8	1.0	0.0	0.5	0.0	0.0	0.0	0.5	0.3	1.0	0.9	0.0	1.9	0.0	1.1
ASIAN	0.5	0.3	0.9	0.5	0.7	0.0	0.0	0.0	0.6	0.4	0.8	0.0	1.1	0.0	0.0	0.4
META	0.3	0.5	0.0	0.2	0.5	0.0	0.0	0.0	0.4	0.2	0.8	0.0	0.6	1.7	0.0	0.0
USA & CHINA	0.3	0.4	0.0	0.3	0.4	0.0	0.0	0.0	0.4	0.6	0.0	0.0	0.3	0.0	0.8	0.0
GOOGLE	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.3	1.7	0.0	0.0
RUSSIA	0.2	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.2	0.1	0.4	0.0	0.5	0.0	0.0	0.0
MALAYSIA	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.6
GREAT BRITAIN	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.4	0.0
GERMANY	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	1.3	0.0	0.0
SOUTH KOREA	0.1	0.2	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
CAYMAN ISLANDS	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3
NOT OWNED BY NATION	0.1	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.3	0.0



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 (Continued)

60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

BANNER 7

TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION					
	DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY	WEALTHY	UPPER MIDDLE CLASS	MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS		
DK/REFUSED	10.8	10.4	15.9	9.4	10.6	8.5	11.1	8.1	11.1	9.0	14.9	10.9	10.1	6.1	14.0	9.2



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
CHINA	80.1	76.4	87.4	86.6	89.1	83.5	92.5	70.3	82.6	81.9	76.2	76.1	75.7	81.5	87.5	77.6	88.8	65.4	82.2	63.9
SINGAPORE	2.6	3.0	1.9	2.4	0.8	2.0	0.5	3.8	3.1	3.0	1.7	0.7	2.9	2.1	2.1	3.7	0.0	1.2	1.2	6.1
USA	2.1	2.2	1.9	2.3	0.8	2.7	1.3	1.8	2.4	1.8	2.8	2.6	2.7	5.5	2.6	1.1	2.0	3.2	0.8	6.1
JAPAN	1.9	2.5	0.5	0.8	0.0	1.1	0.6	3.8	0.4	1.8	2.1	2.6	1.8	0.0	0.7	2.6	0.0	4.7	2.8	0.0
BYTE DANCE	0.5	0.8	0.0	0.0	0.0	0.3	0.0	1.2	0.0	0.5	0.6	0.7	0.0	2.3	0.0	0.9	0.0	1.2	0.0	0.0
ASIAN	0.5	0.7	0.0	0.0	0.0	0.4	0.0	0.9	0.0	0.7	0.0	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0
META	0.3	0.5	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	1.0	0.9	1.5	0.0	0.0	0.0	0.0	1.7	1.1	2.2
USA & CHINA	0.3	0.2	0.6	0.9	0.0	0.3	1.3	0.0	0.0	0.3	0.4	0.9	0.0	0.0	0.6	0.0	2.0	0.0	0.0	0.0
GOOGLE	0.2	0.2	0.4	0.5	0.0	0.0	0.0	0.3	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
RUSSIA	0.2	0.3	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0
MALAYSIA	0.1	0.0	0.4	0.6	0.0	0.0	0.8	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
GREAT BRITAIN	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
GERMANY	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.1	0.0
SOUTH KOREA	0.1	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
CAYMAN ISLANDS	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
NOT OWNED BY NATION	0.1	0.0	0.2	0.0	0.7	0.0	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	
DK/REFUSED	10.8	12.9	6.5	5.5	8.5	8.7	2.5	16.6	10.2	8.8	14.9	15.4	14.6	8.7	4.9	11.7	7.2	22.4	10.7	21.8



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	78	136	175	162	187	263	389	611	550	450	470	530
CHINA	80.1	55.5	71.1	80.8	81.0	85.2	87.3	72.4	85.0	74.9	86.4	86.6	74.3
SINGAPORE	2.6	19.3	3.0	1.4	2.2	0.5	0.0	5.6	0.7	4.6	0.2	1.5	3.6
USA	2.1	3.9	5.1	2.3	2.5	0.6	0.7	3.6	1.2	3.3	0.7	2.3	2.0
JAPAN	1.9	2.3	3.7	0.6	2.3	1.7	1.5	2.0	1.8	2.1	1.6	0.9	2.7
BYTE DANCE	0.5	2.3	0.8	0.8	0.0	0.0	0.3	1.1	0.1	0.8	0.2	0.2	0.8
ASIAN	0.5	0.0	0.0	0.0	1.6	0.6	0.4	0.0	0.7	0.5	0.4	0.3	0.6
META	0.3	1.3	0.0	0.7	0.0	0.5	0.0	0.6	0.2	0.4	0.2	0.2	0.4
USA & CHINA	0.3	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.5	0.2	0.4	0.7	0.0
GOOGLE	0.2	0.0	0.0	0.7	0.7	0.0	0.0	0.3	0.2	0.4	0.0	0.0	0.4
RUSSIA	0.2	0.0	0.0	0.0	0.7	0.0	0.3	0.0	0.3	0.2	0.1	0.2	0.1
MALAYSIA	0.1	0.0	1.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.3	0.0
GREAT BRITAIN	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.2	0.0	0.2
GERMANY	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.0	0.2	0.2	0.0
SOUTH KOREA	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.2
CAYMAN ISLANDS	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.2	0.0	0.2
NOT OWNED BY NATION	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.2	0.2	0.0



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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	
DK/REFUSED	10.8	15.5	14.6	12.7	8.3	10.4	7.8	13.9	8.8	12.3	8.9	6.5	14.5





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60. TO THE BEST OF YOUR KNOWLEDGE, FROM WHAT COUNTRY IS THE COMPANY THAT OWNS TIKTOK?

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	
DK/REFUSED	10.8	13.5	15.0	9.2	8.0	11.8	12.6	5.0	3.8	14.0	16.7	13.7	13.4	13.2	9.0	12.0





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61. TIKTOK IS A SOCIAL MEDIA PLATFORM OWNED BY A CHINESE COMPANY WITH ABOUT 150 MILLION USERS IN THE UNITED STATES. THIS COMPANY, LIKE MANY CHINESE COMPANIES, HAS CLOSE TIES TO THE CHINESE COMMUNIST PARTY. DO YOU SUPPORT OR OPPOSE A LAW THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK?

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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	63.9	77.1	75.8	69.2	69.5	59.9	49.8	48.9	47.1	65.8	73.1	59.1	46.0	75.9	65.9	49.5	56.2	59.5	76.6	49.9
Strongly	39.8	63.5	54.5	46.3	41.9	28.4	25.3	26.4	25.4	44.0	52.6	32.7	29.8	57.6	35.9	31.1	34.0	30.3	41.5	24.0
Somewhat	24.1	13.6	21.2	22.9	27.6	31.5	24.6	22.5	21.7	21.8	20.5	26.4	16.2	18.3	29.9	18.4	22.2	29.2	35.1	25.9
OPPOSE	26.9	17.4	18.2	23.0	24.1	28.5	34.4	37.9	42.8	25.3	20.2	30.5	37.3	19.0	29.6	32.0	28.2	30.6	17.7	38.0
Somewhat	11.5	4.7	7.6	10.8	9.1	14.6	16.3	9.9	19.8	10.5	8.4	14.5	9.7	9.0	12.2	6.8	14.4	13.7	6.0	18.1
Strongly	15.4	12.7	10.6	12.2	15.0	13.9	18.1	28.0	23.0	14.8	11.7	16.0	27.7	10.0	17.3	25.2	13.8	16.9	11.7	19.8
DON'T KNOW	9.2	5.5	6.0	7.8	6.4	11.6	15.8	13.1	10.1	8.9	6.7	10.4	16.7	5.1	4.5	18.5	15.6	9.8	5.7	12.2
Net Diff.	37.0	59.7	57.5	46.2	45.4	31.4	15.4	11.0	4.4	40.6	52.9	28.6	8.6	56.8	36.3	17.4	28.0	28.9	58.9	11.9
Mean	2.97	3.35	3.27	3.12	3.03	2.84	2.68	2.55	2.55	3.04	3.22	2.85	2.58	3.30	2.88	2.68	2.91	2.81	3.13	2.61



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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	1000	175	225	384	216	899	768	131	101	69	32
SUPPORT	63.9	62.4	63.7	64.1	65.0	65.8	68.7	49.0	46.8	49.0	42.2
Strongly	39.8	38.2	40.1	40.1	40.2	42.3	46.2	19.6	17.4	12.2	28.5
Somewhat	24.1	24.1	23.6	24.0	24.8	23.5	22.5	29.4	29.5	36.7	13.6
OPPOSE	26.9	27.0	26.5	25.9	29.0	26.0	24.0	37.7	34.7	33.2	37.7
Somewhat	11.5	10.4	10.9	10.9	13.9	11.2	10.2	16.8	13.9	14.1	13.4
Strongly	15.4	16.6	15.6	15.0	15.1	14.8	13.8	20.9	20.8	19.1	24.3
DON'T KNOW	9.2	10.7	9.7	10.0	6.0	8.2	7.3	13.4	18.5	17.8	20.1
Net Diff.	37.0	35.4	37.2	38.2	35.9	39.8	44.6	11.3	12.2	15.7	4.4
Mean	2.97	2.94	2.98	2.99	2.96	3.02	3.09	2.55	2.53	2.51	2.58



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Pri-vate	Medi-care	Medi-caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
SUPPORT	63.9	74.6	63.8	71.1	60.0	45.1	71.9	62.1	53.9	56.4	50.4	64.4	59.4	60.4	78.9	53.1	70.5	56.9
Strongly	39.8	53.1	36.2	50.1	32.2	24.0	51.6	33.9	27.9	30.7	29.3	40.8	34.7	34.2	57.4	29.8	48.4	24.8
Somewhat	24.1	21.5	27.6	21.0	27.8	21.1	20.3	28.2	26.0	25.7	21.2	23.6	24.7	26.2	21.5	23.3	22.0	32.1
OPPOSE	26.9	20.8	25.4	23.6	28.5	36.7	23.0	26.5	39.3	38.5	28.5	26.6	29.7	32.6	12.4	38.9	24.5	31.6
Somewhat	11.5	10.0	13.5	10.2	13.1	9.6	10.8	14.1	7.8	9.6	8.1	11.6	12.2	12.6	7.2	16.7	11.0	9.9
Strongly	15.4	10.8	11.8	13.4	15.4	27.1	12.2	12.4	31.5	28.9	20.4	15.0	17.5	20.0	5.3	22.3	13.5	21.7
DON'T KNOW	9.2	4.6	10.8	5.3	11.6	18.2	5.2	11.4	6.8	5.1	21.0	9.0	10.9	7.0	8.7	7.9	5.1	11.5
Net Diff.	37.0	53.8	38.4	47.5	31.5	8.5	48.9	35.6	14.6	18.0	21.9	37.8	29.6	27.9	66.4	14.2	46.0	25.3
Mean	2.97	3.23	2.99	3.14	2.87	2.51	3.17	2.94	2.54	2.61	2.75	2.99	2.86	2.80	3.43	2.66	3.11	2.68



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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN		
	UNION	STATES	RIGHT	WRONG	FOR CONGRESS	ERS/	ERS/	Strong	Smwht	DISAP-	
			DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE		PROVE
			TION								
Total	1000	275	723	461	433	106	220	433	157	276	566
SUPPORT	63.9	61.9	64.7	72.2	58.6	49.5	52.3	61.6	72.2	55.5	65.8
Strongly	39.8	35.8	41.3	49.7	31.4	31.1	28.0	33.0	45.4	26.1	45.0
Somewhat	24.1	26.1	23.4	22.5	27.2	18.4	24.3	28.5	26.8	29.5	20.8
OPPOSE	26.9	27.4	26.6	22.9	29.9	32.0	33.7	27.0	17.9	32.1	26.7
Somewhat	11.5	14.6	10.3	10.2	13.9	6.8	12.3	13.7	8.9	16.4	9.8
Strongly	15.4	12.9	16.3	12.7	16.0	25.2	21.4	13.3	9.0	15.8	16.9
DON'T KNOW	9.2	10.7	8.7	4.9	11.5	18.5	13.9	11.5	10.0	12.3	7.5
Net Diff.	37.0	34.5	38.1	49.3	28.7	17.4	18.6	34.6	54.3	23.4	39.1
Mean	2.97	2.95	2.98	3.15	2.84	2.68	2.68	2.92	3.21	2.75	3.01



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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	433	460	362	370	268	181	157	132	181	213	136
SUPPORT	63.9	73.9	61.1	72.4	60.4	57.3	80.7	68.7	63.5	64.0	54.3	51.2
Strongly	39.8	51.3	34.1	50.5	33.6	33.9	56.8	39.7	36.0	44.2	29.1	31.8
Somewhat	24.1	22.5	27.0	21.9	26.8	23.4	24.0	29.0	27.5	19.8	25.2	19.4
OPPOSE	26.9	21.4	27.8	22.6	28.5	30.5	17.7	24.1	27.3	27.6	31.7	33.6
Somewhat	11.5	9.4	11.9	11.6	12.1	10.4	10.5	11.7	12.1	12.6	12.4	8.7
Strongly	15.4	12.0	15.9	11.1	16.3	20.1	7.2	12.4	15.2	15.0	19.2	24.9
DON'T KNOW	9.2	4.8	11.1	5.0	11.1	12.2	1.6	7.2	9.2	8.4	14.0	15.2
Net Diff.	37.0	52.5	33.3	49.7	32.0	26.7	63.1	44.6	36.2	36.5	22.6	17.6
Mean	2.97	3.19	2.89	3.18	2.87	2.81	3.32	3.03	2.93	3.02	2.75	2.68



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	63.9	56.8	49.8	61.1	58.5	78.3	70.5	75.3	48.9	67.6	75.3	57.9	62.8	71.7	53.8	51.7	76.4
Strongly	39.8	30.1	27.6	31.6	32.3	51.9	60.9	55.4	16.0	39.3	56.0	31.1	37.9	35.4	31.2	25.6	60.9
Somewhat	24.1	26.7	22.2	29.5	26.2	26.5	9.6	19.9	32.9	28.3	19.4	26.8	25.0	36.4	22.6	26.1	15.5
OPPOSE	26.9	34.1	41.9	29.2	29.1	17.4	21.1	18.8	51.1	27.2	19.4	31.7	24.1	19.9	39.7	33.4	15.8
Somewhat	11.5	13.4	13.1	13.6	13.2	8.9	6.7	8.0	31.1	16.0	9.0	12.1	12.3	11.8	12.3	12.7	2.1
Strongly	15.4	20.7	28.8	15.6	15.9	8.5	14.3	10.8	20.0	11.2	10.4	19.6	11.8	8.1	27.5	20.7	13.6
DON'T KNOW	9.2	9.1	8.3	9.7	12.4	4.3	8.5	5.9	0.0	5.2	5.3	10.4	13.1	8.4	6.5	14.9	7.8
Net Diff.	37.0	22.7	7.9	31.9	29.4	60.9	49.4	56.5	-2.2	40.4	56.0	26.2	38.7	51.8	14.1	18.3	60.6
Mean	2.97	2.73	2.53	2.85	2.86	3.27	3.28	3.27	2.45	3.01	3.28	2.77	3.02	3.08	2.61	2.67	3.34



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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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	63.9	58.2	51.4	74.3	62.0	64.6	67.6	64.1	65.3	67.3	61.7	50.5	67.6	62.0	69.2	52.7
Strongly	39.8	32.3	25.7	52.7	33.5	44.3	44.7	44.3	40.0	40.2	39.6	32.3	41.6	46.1	45.4	28.2
Somewhat	24.1	25.9	25.7	21.6	28.5	20.3	22.9	19.8	25.3	27.1	22.1	18.2	26.0	15.9	23.8	24.5
OPPOSE	26.9	30.2	35.0	20.5	26.7	25.3	28.6	24.8	25.6	23.0	30.4	40.1	22.8	30.5	23.9	35.0
Somewhat	11.5	12.6	15.2	8.9	12.2	14.1	5.4	15.6	10.9	10.6	11.3	13.3	11.5	11.2	8.7	14.5
Strongly	15.4	17.6	19.9	11.6	14.6	11.2	23.2	9.1	14.7	12.4	19.1	26.8	11.4	19.3	15.2	20.5
DON'T KNOW	9.2	11.6	13.6	5.1	11.2	10.0	3.8	11.1	9.1	9.7	7.9	9.4	9.5	7.5	6.9	12.3
Net Diff.	37.0	28.0	16.4	53.8	35.3	39.3	39.0	39.3	39.7	44.3	31.2	10.3	44.8	31.5	45.2	17.7
Mean	2.97	2.82	2.66	3.22	2.91	3.09	2.93	3.12	3.00	3.05	2.89	2.62	3.08	2.96	3.07	2.69



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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	MEN
Total	1000	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	63.9	63.3	65.1	65.3	64.5	70.4	74.7	57.2	56.0	66.7	57.9	66.7	46.8	63.2	74.8	60.6	78.4	56.8	56.4	29.2
Strongly	39.8	39.9	39.6	39.4	40.0	44.1	47.5	36.3	32.1	42.5	34.1	45.4	22.8	29.7	47.2	39.0	61.0	32.2	30.3	8.8
Somewhat	24.1	23.4	25.5	26.0	24.5	26.3	27.2	20.9	23.9	24.2	23.8	21.3	24.0	33.5	27.7	21.7	17.4	24.6	26.0	20.3
OPPOSE	26.9	27.7	25.3	25.5	24.7	24.4	18.9	30.5	31.3	25.1	30.7	23.9	39.1	29.2	20.4	28.6	16.9	29.8	35.3	46.1
Somewhat	11.5	11.4	11.6	11.8	11.3	11.1	11.9	11.6	11.4	10.5	13.6	11.9	15.0	11.5	11.0	10.1	9.5	13.8	14.4	16.1
Strongly	15.4	16.3	13.6	13.7	13.4	13.3	7.1	18.9	19.8	14.6	17.1	12.0	24.1	17.7	9.5	18.5	7.4	15.9	20.9	30.0
DON'T KNOW	9.2	9.0	9.6	9.1	10.7	5.2	6.3	12.2	12.7	8.2	11.4	9.4	14.1	7.6	4.8	10.7	4.7	13.5	8.3	24.8
Net Diff.	37.0	35.6	39.8	39.8	39.8	45.9	55.8	26.7	24.7	41.6	27.1	42.8	7.7	34.0	54.4	32.0	61.5	27.0	21.1	-16.9
Mean	2.97	2.95	3.01	3.00	3.02	3.07	3.23	2.85	2.78	3.03	2.84	3.10	2.53	2.81	3.18	2.91	3.39	2.84	2.72	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	78	136	175	162	187	263	389	611	550	450	470	530
SUPPORT	63.9	30.5	40.5	63.2	58.6	74.4	82.2	48.7	73.6	51.6	78.9	71.9	56.8
Strongly	39.8	11.6	15.4	39.0	34.1	44.4	61.5	25.3	49.0	27.9	54.4	45.2	35.0
Somewhat	24.1	18.9	25.0	24.2	24.5	30.0	20.7	23.4	24.5	23.7	24.6	26.6	21.9
OPPOSE	26.9	58.4	46.7	30.0	31.0	18.0	9.0	41.6	17.6	38.5	12.8	22.5	30.8
Somewhat	11.5	14.7	17.5	13.4	14.4	11.6	4.2	15.1	9.2	14.9	7.3	11.4	11.5
Strongly	15.4	43.7	29.2	16.7	16.6	6.4	4.8	26.5	8.4	23.6	5.5	11.2	19.2
DON'T KNOW	9.2	11.1	12.8	6.8	10.4	7.5	8.9	9.8	8.9	9.9	8.3	5.6	12.4
Net Diff.	37.0	-27.9	-6.3	33.1	27.6	56.4	73.2	7.1	56.0	13.1	66.2	49.3	26.1
Mean	2.97	1.98	2.31	2.92	2.85	3.22	3.52	2.53	3.25	2.62	3.39	3.12	2.83



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	63.9	31.9	55.2	65.0	79.3	36.6	62.2	68.4	83.6	30.5	50.5	61.3	74.0	55.5	66.9	66.9
Strongly	39.8	11.9	29.4	38.5	56.9	10.5	34.3	39.6	59.1	12.3	26.2	37.2	54.2	31.0	43.3	42.1
Somewhat	24.1	19.9	25.8	26.5	22.4	26.1	28.0	28.7	24.5	18.2	24.3	24.1	19.8	24.5	23.6	24.8
OPPOSE	26.9	54.6	36.8	26.4	11.5	58.0	36.7	24.1	9.7	53.6	36.9	29.0	13.7	35.1	24.4	23.1
Somewhat	11.5	14.6	15.7	13.8	5.8	30.1	17.5	11.8	5.6	10.2	14.5	16.0	6.0	13.0	10.7	11.5
Strongly	15.4	40.0	21.1	12.6	5.7	27.9	19.2	12.3	4.1	43.4	22.5	13.0	7.7	22.1	13.7	11.6
DON'T KNOW	9.2	13.6	8.0	8.6	9.2	5.4	1.1	7.5	6.7	15.9	12.6	9.7	12.4	9.4	8.8	10.0
Net Diff.	37.0	-22.7	18.4	38.6	67.9	-21.4	25.6	44.3	73.9	-23.1	13.6	32.3	60.3	20.5	42.5	43.8
Mean	2.97	2.04	2.69	2.99	3.44	2.20	2.78	3.03	3.48	1.99	2.62	2.95	3.37	2.71	3.06	3.08



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62. KNOWING THAT TIKTOK IS OWNED BY A CHINESE COMPANY WITH CLOSE TIES TO THE CHINESE COMMUNIST PARTY, HOW CONCERNED ARE YOU ABOUT EACH OF THE FOLLOWING?

THE AMOUNT OF TIME CHILDREN AND TEENAGERS SPEND ON TIKTOK.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
CONCERNED	81.6	93.7	91.3	85.2	82.3	72.8	73.8	80.2	71.6	82.9	89.1	74.6	73.4	87.1	80.2	79.0	80.1	78.5	84.3	75.3
Very	53.0	75.6	75.5	58.7	55.3	45.9	26.3	37.1	39.3	57.5	68.0	44.6	37.8	66.2	50.6	47.4	55.1	42.7	63.3	31.0
Somewhat	28.6	18.2	15.8	26.5	27.0	26.9	47.5	43.2	32.3	25.4	21.0	30.0	35.6	20.9	29.6	31.7	25.0	35.9	21.1	44.3
NOT THAT CONCERNED	15.1	4.7	6.2	11.7	15.3	23.7	19.9	18.3	21.9	13.4	8.4	21.9	16.6	9.4	17.8	13.9	16.6	18.7	13.9	21.5
Not that Concerned	9.5	2.3	4.9	5.9	12.7	15.6	10.2	10.0	13.1	8.2	4.8	15.5	5.6	6.5	10.6	7.0	9.9	12.4	11.1	13.1
Not Concerned at All	5.6	2.4	1.3	5.8	2.6	8.2	9.7	8.3	8.8	5.3	3.5	6.5	11.0	2.9	7.2	6.9	6.7	6.3	2.7	8.4
DON'T KNOW	3.4	1.6	2.5	3.1	2.4	3.4	6.3	1.4	6.5	3.7	2.6	3.4	10.1	3.5	2.0	7.1	3.3	2.7	1.8	3.3
Net Diff.	66.5	89.1	85.1	73.6	67.0	49.1	53.9	61.9	49.7	69.5	80.7	52.7	56.8	77.6	62.4	65.1	63.5	59.8	70.5	53.8
Mean	3.33	3.70	3.70	3.43	3.38	3.15	2.96	3.11	3.09	3.40	3.58	3.17	3.11	3.56	3.26	3.29	3.33	3.18	3.48	3.01



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THE AMOUNT OF TIME CHILDREN AND TEENAGERS SPEND ON TIKTOK.

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	899	768	131	101	69	32
CONCERNED	81.6	82.5	77.8	83.6	81.2	82.9	84.8	71.7	70.1	69.7	71.0
Very	53.0	48.3	54.8	57.1	47.5	55.5	58.7	36.8	30.2	26.1	39.1
Somewhat	28.6	34.3	23.0	26.5	33.7	27.4	26.1	34.9	39.9	43.6	31.9
NOT THAT CONCERNED	15.1	13.3	19.2	12.8	16.2	14.4	12.8	24.2	20.6	22.6	16.3
Not that Concerned	9.5	6.6	12.9	7.8	11.3	8.7	7.4	16.1	16.5	21.1	6.4
Not Concerned at All	5.6	6.7	6.4	5.0	4.9	5.7	5.3	8.1	4.1	1.5	9.9
DON'T KNOW	3.4	4.2	3.0	3.7	2.6	2.7	2.5	4.1	9.3	7.8	12.7
Net Diff.	66.5	69.2	58.6	70.8	65.1	68.4	72.0	47.5	49.5	47.1	54.8
Mean	3.33	3.29	3.30	3.41	3.27	3.36	3.42	3.05	3.06	3.02	3.15



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	REF. JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
CONCERNED	81.6	86.5	84.4	85.3	79.9	69.8	85.7	81.1	73.2	77.4	76.8	82.0	79.5	85.1	90.2	74.2	75.8	74.6
Very	53.0	63.4	51.8	62.0	46.4	37.8	61.2	47.8	45.9	48.8	48.4	53.6	47.1	55.3	69.3	43.7	50.6	43.4
Somewhat	28.6	23.2	32.6	23.2	33.5	32.0	24.6	33.3	27.3	28.7	28.4	28.4	32.4	29.8	20.9	30.5	25.2	31.2
NOT THAT CONCERNED	15.1	11.4	12.2	12.2	16.7	22.2	11.4	15.6	24.2	20.8	15.8	14.5	16.5	12.7	6.4	21.6	21.9	23.8
Not that Concerned	9.5	7.6	9.0	7.5	10.6	14.3	8.3	10.4	9.4	8.5	10.8	9.0	9.4	8.3	5.4	11.3	18.6	17.1
Not Concerned at All	5.6	3.9	3.3	4.6	6.1	7.9	3.2	5.2	14.8	12.3	5.0	5.5	7.1	4.3	1.0	10.3	3.3	6.7
DON'T KNOW	3.4	2.0	3.4	2.6	3.3	8.0	2.8	3.3	2.5	1.7	7.5	3.5	4.0	2.2	3.4	4.3	2.3	1.5
Net Diff.	66.5	75.1	72.1	73.1	63.2	47.7	74.3	65.5	49.0	56.6	61.0	67.6	63.0	72.4	83.8	52.6	53.9	50.8
Mean	3.33	3.49	3.38	3.46	3.24	3.08	3.48	3.28	3.07	3.16	3.30	3.35	3.25	3.39	3.64	3.12	3.26	3.13



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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	275	723	461	433	106	220	433	157	276	566	
CONCERNED	81.6	77.8	83.0	84.6	79.0	79.0	77.4	80.2	84.9	77.5	82.8	
Very	53.0	44.8	56.1	60.5	46.3	47.4	45.5	46.9	52.0	43.9	57.7	
Somewhat	28.6	33.0	26.9	24.1	32.7	31.7	32.0	33.3	32.8	33.6	25.1	
NOT THAT CONCERNED	15.1	18.0	14.0	12.5	18.1	13.9	17.7	15.8	10.8	18.7	14.3	
Not that Concerned	9.5	12.1	8.5	8.0	11.7	7.0	11.5	10.4	6.5	12.6	8.8	
Not Concerned at All	5.6	5.9	5.5	4.5	6.4	6.9	6.3	5.4	4.3	6.0	5.6	
DON'T KNOW	3.4	4.3	3.0	3.0	2.9	7.1	4.8	4.0	4.3	3.8	2.9	
Net Diff.	66.5	59.8	69.0	72.1	60.9	65.1	59.7	64.4	74.1	58.9	68.4	
Mean	3.33	3.22	3.38	3.45	3.22	3.29	3.23	3.27	3.39	3.20	3.39	



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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	433	460	362	370	268	181	157	132	181	213	136	
CONCERNED	81.6	87.2	80.5	86.9	78.8	78.2	88.1	80.3	80.4	85.6	77.7	76.0	
Very	53.0	63.8	47.8	63.0	48.2	45.9	62.2	52.9	46.7	63.7	44.8	45.2	
Somewhat	28.6	23.4	32.6	23.9	30.6	32.3	25.9	27.4	33.7	22.0	33.0	30.8	
NOT THAT CONCERNED	15.1	10.4	16.2	10.9	16.6	18.5	10.0	15.0	17.2	11.9	17.7	19.8	
Not that Concerned	9.5	6.6	10.6	7.6	11.4	9.4	6.9	9.7	7.7	8.2	12.7	11.0	
Not Concerned at All	5.6	3.8	5.6	3.4	5.2	9.2	3.1	5.3	9.5	3.6	5.0	8.9	
DON'T KNOW	3.4	2.4	3.3	2.2	4.6	3.3	1.8	4.7	2.4	2.5	4.5	4.1	
Net Diff.	66.5	76.8	64.2	75.9	62.2	59.7	78.1	65.3	63.2	73.8	60.0	56.2	
Mean	3.33	3.51	3.27	3.50	3.28	3.19	3.50	3.34	3.21	3.49	3.23	3.17	



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THE AMOUNT OF TIME CHILDREN AND TEENAGERS SPEND ON TIKTOK.

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
CONCERNED	81.6	78.4	77.9	78.6	78.1	88.3	86.9	87.8	56.1	86.2	89.3	79.4	79.4	70.5	83.9	73.8	87.8
Very	53.0	41.6	41.4	41.8	48.8	63.4	70.9	66.3	17.4	55.7	68.2	42.6	61.2	35.6	48.6	37.4	70.2
Somewhat	28.6	36.7	36.5	36.8	29.3	25.0	16.0	21.5	38.7	30.5	21.1	36.8	18.2	34.8	35.4	36.4	17.5
NOT THAT CONCERNED	15.1	18.0	20.4	16.6	18.2	10.5	7.8	9.4	43.9	10.2	8.8	16.1	16.5	21.2	16.1	22.6	7.6
Not that Concerned	9.5	12.3	13.7	11.5	10.6	7.6	3.4	6.0	24.8	7.7	6.3	11.1	11.7	13.0	13.4	11.1	1.5
Not Concerned at All	5.6	5.7	6.6	5.1	7.6	2.9	4.3	3.4	19.2	2.6	2.4	5.0	4.8	8.2	2.6	11.5	6.2
DON'T KNOW	3.4	3.6	1.7	4.8	3.7	1.2	5.3	2.8	0.0	3.6	2.0	4.5	4.0	8.4	0.0	3.6	4.6
Net Diff.	66.5	60.3	57.5	62.1	59.9	77.8	79.2	78.3	12.2	76.0	80.5	63.3	62.9	49.3	67.8	51.2	80.2
Mean	3.33	3.19	3.15	3.21	3.24	3.51	3.62	3.55	2.54	3.44	3.58	3.22	3.42	3.07	3.30	3.03	3.59





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
CONCERNED	81.6	79.0	75.5	86.4	81.5	80.2	71.5	81.7	83.0	84.9	79.6	70.6	82.1	84.0	84.0	76.4
Very	53.0	46.8	41.4	63.6	50.9	49.0	48.9	49.0	54.5	56.9	50.0	44.2	60.3	45.7	56.4	42.7
Somewhat	28.6	32.2	34.1	22.8	30.6	31.2	22.6	32.7	28.5	27.9	29.6	26.4	21.9	38.2	27.6	33.7
NOT THAT CONCERNED	15.1	17.4	19.7	11.0	15.4	14.0	24.7	12.1	14.2	13.6	15.4	23.7	13.1	14.8	13.9	19.8
Not that Concerned	9.5	11.9	9.6	6.9	8.5	6.8	12.5	5.8	9.6	9.9	9.2	11.4	9.0	12.3	7.7	10.5
Not Concerned at All	5.6	5.5	10.1	4.1	6.9	7.2	12.2	6.3	4.6	3.7	6.2	12.2	4.2	2.5	6.2	9.3
DON'T KNOW	3.4	3.6	4.8	2.6	3.0	5.9	3.8	6.2	2.7	1.6	4.9	5.7	4.7	1.2	2.1	3.8
Net Diff.	66.5	61.6	55.8	75.5	66.1	66.2	46.8	69.6	68.8	71.3	64.2	46.9	69.0	69.1	70.1	56.6
Mean	3.33	3.25	3.12	3.50	3.30	3.30	3.12	3.33	3.37	3.40	3.30	3.09	3.45	3.29	3.37	3.14



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
CONCERNED	81.6	80.1	84.4	84.0	85.3	80.6	88.6	79.8	80.5	84.9	74.6	80.5	67.0	79.6	86.4	83.7	89.4	73.0	68.8	63.6
Very	53.0	53.8	51.2	49.2	55.5	53.5	57.2	54.1	45.5	55.7	47.0	56.7	35.1	53.9	56.9	54.9	66.1	48.7	40.6	25.1
Somewhat	28.6	26.3	33.3	34.8	29.9	27.1	31.4	25.6	35.0	29.1	27.5	23.9	31.8	25.7	29.5	28.9	23.3	24.3	28.2	38.5
NOT THAT CONCERNED	15.1	15.7	13.7	14.1	12.8	15.7	10.0	15.8	17.2	12.2	21.2	15.0	27.5	18.8	10.6	13.3	7.9	21.0	27.1	28.3
Not that Concerned	9.5	10.0	8.4	8.7	7.8	9.0	6.3	10.9	10.4	7.8	13.1	9.0	15.2	13.7	6.4	8.8	6.1	11.5	11.7	21.5
Not Concerned at All	5.6	5.7	5.3	5.4	5.1	6.7	3.7	4.9	6.8	4.4	8.1	6.0	12.4	5.1	4.3	4.5	1.8	9.6	15.4	6.8
DON'T KNOW	3.4	4.1	1.9	1.9	1.8	3.8	1.4	4.4	2.3	3.0	4.2	4.4	5.5	1.6	3.0	2.9	2.7	5.9	4.1	8.1
Net Diff.	66.5	64.4	70.7	69.9	72.5	64.9	78.6	63.9	63.3	72.7	53.4	65.5	39.4	60.8	75.8	70.4	81.5	52.0	41.7	35.3
Mean	3.33	3.34	3.33	3.30	3.38	3.32	3.44	3.35	3.22	3.40	3.19	3.37	2.95	3.30	3.43	3.38	3.58	3.19	2.98	2.89



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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	78	136	175	162	187	263	389	611	550	450	470	530
CONCERNED	81.6	55.1	74.9	83.8	79.2	83.1	91.8	74.9	85.8	76.2	88.2	83.3	80.0
Very	53.0	22.1	35.9	50.8	46.9	59.4	71.5	39.8	61.3	41.9	66.5	54.8	51.3
Somewhat	28.6	33.0	39.1	33.0	32.2	23.8	20.3	35.1	24.5	34.3	21.7	28.6	28.7
NOT THAT CONCERNED	15.1	42.6	21.0	11.9	17.4	13.1	5.9	21.2	11.1	20.1	8.9	13.7	16.3
Not that Concerned	9.5	28.1	10.5	6.8	10.3	9.3	4.9	12.3	7.7	11.8	6.7	8.1	10.7
Not Concerned at All	5.6	14.4	10.5	5.1	7.1	3.9	1.0	8.9	3.5	8.3	2.2	5.6	5.5
DON'T KNOW	3.4	2.4	4.1	4.4	3.4	3.8	2.4	3.9	3.1	3.7	2.9	3.0	3.7
Net Diff.	66.5	12.5	53.9	71.9	61.7	70.0	85.9	53.7	74.6	56.1	79.3	69.6	63.7
Mean	3.33	2.64	3.05	3.35	3.23	3.44	3.66	3.10	3.48	3.14	3.57	3.36	3.31



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62. KNOWING THAT TIKTOK IS OWNED BY A CHINESE COMPANY WITH CLOSE TIES TO THE CHINESE COMMUNIST PARTY, HOW CONCERNED ARE YOU ABOUT EACH OF THE FOLLOWING?

THE AMOUNT OF TIME CHILDREN AND TEENAGERS SPEND ON TIKTOK.

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
CONCERNED	81.6	59.9	80.9	81.1	89.2	69.3	78.1	80.7	89.6	57.2	82.8	81.6	88.6	76.9	83.6	82.4
Very	53.0	27.2	43.8	50.6	69.3	30.0	44.3	50.1	66.5	26.4	43.4	51.2	72.8	44.6	55.2	57.7
Somewhat	28.6	32.7	37.2	30.5	19.9	39.3	33.8	30.6	23.1	30.8	39.4	30.4	15.8	32.3	28.4	24.6
NOT THAT CONCERNED	15.1	36.5	14.9	16.0	7.8	25.3	19.2	16.1	7.8	39.6	11.9	15.9	7.8	19.4	13.8	12.9
Not that Concerned	9.5	24.8	7.0	10.6	5.6	9.3	7.9	10.9	6.0	29.2	6.3	10.2	5.1	11.4	8.6	9.2
Not Concerned at All	5.6	11.7	7.9	5.4	2.1	16.0	11.3	5.2	1.8	10.4	5.6	5.8	2.6	8.0	5.1	3.8
DON'T KNOW	3.4	3.6	4.2	2.8	3.1	5.4	2.7	3.2	2.6	3.1	5.3	2.4	3.6	3.7	2.6	4.7
Net Diff.	66.5	23.4	66.1	65.1	81.4	44.0	58.9	64.7	81.8	17.6	70.9	65.7	80.8	57.6	69.8	69.4
Mean	3.33	2.78	3.22	3.30	3.61	2.88	3.14	3.30	3.58	2.76	3.27	3.30	3.65	3.18	3.37	3.43



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

63. TIKTOK SHARING AMERICANS' PERSONAL INFORMATION WITH THE CHINESE COMMUNIST PARTY.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
CONCERNED	77.0	90.2	89.1	84.6	77.9	71.7	66.7	71.4	54.6	81.0	87.3	75.6	62.9	88.4	77.2	65.2	82.2	68.1	74.0	64.7
Very	55.1	77.3	72.3	64.2	53.0	44.5	40.0	42.6	39.7	59.8	69.7	47.7	41.0	70.5	52.5	43.0	58.8	44.5	51.6	40.4
Somewhat	21.9	12.8	16.7	20.3	24.9	27.2	26.6	28.7	14.9	21.2	17.6	27.9	21.9	17.9	24.7	22.2	23.4	23.6	22.4	24.3
NOT THAT CONCERNED	19.1	9.8	9.8	12.2	19.1	23.2	25.9	23.8	38.8	15.1	10.9	19.3	26.1	9.7	20.7	25.4	11.8	28.2	24.2	30.5
Not that Concerned	11.5	8.7	5.2	6.3	14.4	12.1	15.9	13.4	20.8	8.2	6.4	9.5	14.5	7.2	12.3	9.5	4.1	18.8	20.8	17.6
Not Concerned at All	7.7	1.1	4.6	5.9	4.7	11.1	10.0	10.4	18.1	6.9	4.5	9.9	11.6	2.5	8.4	15.9	7.7	9.4	3.4	12.8
DON'T KNOW	3.8	0.0	1.2	3.2	3.0	5.1	7.5	4.9	6.5	3.9	1.9	5.1	11.0	1.9	2.1	9.4	6.1	3.7	1.8	4.8
Net Diff.	57.9	80.3	79.3	72.4	58.8	48.5	40.8	47.6	15.8	65.9	76.4	56.3	36.8	78.7	56.5	39.8	70.4	39.9	49.8	34.3
Mean	3.29	3.66	3.59	3.48	3.30	3.11	3.05	3.09	2.82	3.39	3.55	3.20	3.04	3.59	3.24	3.02	3.42	3.07	3.25	2.97



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63. TIKTOK SHARING AMERICANS' PERSONAL INFORMATION WITH THE CHINESE COMMUNIST PARTY.

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	899	768	131	101	69	32	
CONCERNED	77.0	75.3	76.7	78.0	77.1	78.5	81.2	62.8	64.0	66.2	59.4	
Very	55.1	50.5	58.1	56.3	53.5	57.8	61.4	36.8	30.5	26.2	39.9	
Somewhat	21.9	24.8	18.5	21.7	23.7	20.7	19.7	26.0	33.5	39.9	19.5	
NOT THAT CONCERNED	19.1	19.7	19.5	18.2	19.9	18.5	16.2	32.0	25.0	25.3	24.5	
Not that Concerned	11.5	10.6	12.5	11.2	11.4	10.6	9.5	17.1	19.3	23.9	9.4	
Not Concerned at All	7.7	9.1	7.0	7.0	8.5	7.9	6.7	14.8	5.7	1.4	15.1	
DON'T KNOW	3.8	4.9	3.8	3.8	3.0	3.0	2.6	5.2	11.0	8.6	16.1	
Net Diff.	57.9	55.6	57.2	59.7	57.3	60.0	65.0	30.9	39.0	40.9	34.9	
Mean	3.29	3.23	3.33	3.32	3.26	3.32	3.40	2.89	3.00	3.00	3.00	



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
CONCERNED	77.0	84.7	78.3	84.0	72.5	62.9	85.2	74.1	64.7	67.2	70.8	77.2	73.0	79.5	87.4	69.9	68.1	74.6
Very	55.1	66.9	53.4	65.0	48.1	37.4	66.3	50.2	42.4	46.5	44.1	55.6	50.1	49.1	70.7	45.9	55.3	47.7
Somewhat	21.9	17.8	25.0	19.0	24.3	25.5	18.9	23.9	22.3	20.7	26.7	21.6	22.9	30.4	16.7	24.0	12.8	27.0
NOT THAT CONCERNED	19.1	14.4	17.0	14.0	23.3	25.3	12.5	21.4	32.4	31.1	20.3	18.8	22.5	18.2	8.5	24.4	30.5	23.9
Not that Concerned	11.5	8.7	11.8	8.5	14.5	11.7	7.3	15.0	12.6	14.5	13.3	11.2	12.1	12.8	6.3	13.2	19.6	15.3
Not Concerned at All	7.7	5.7	5.2	5.5	8.8	13.6	5.2	6.4	19.9	16.5	6.9	7.6	10.4	5.4	2.2	11.2	11.0	8.6
DON'T KNOW	3.8	0.9	4.7	2.0	4.2	11.8	2.3	4.5	2.8	1.7	8.9	4.0	4.5	2.2	4.1	5.7	1.3	1.4
Net Diff.	57.9	70.4	61.4	70.1	49.1	37.6	72.7	52.7	32.3	36.1	50.5	58.4	50.5	61.3	79.0	45.5	37.6	50.7
Mean	3.29	3.47	3.33	3.46	3.17	2.98	3.50	3.23	2.90	2.99	3.19	3.30	3.18	3.26	3.63	3.11	3.14	3.15



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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-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE		PROVE	
		TION									
Total	1000	275	723	461	433	106	220	433	157	276	566
CONCERNED	77.0	71.9	79.1	84.3	72.2	65.2	68.1	72.0	79.2	67.9	81.0
Very	55.1	49.5	57.3	63.9	48.6	43.0	44.1	47.9	59.7	41.3	60.7
Somewhat	21.9	22.4	21.7	20.4	23.6	22.2	24.0	24.1	19.5	26.6	20.4
NOT THAT CONCERNED	19.1	22.7	17.7	13.7	23.4	25.4	24.5	22.0	16.4	25.2	16.8
Not that Concerned	11.5	15.1	10.0	9.0	14.5	9.5	11.8	15.7	12.7	17.4	8.2
Not Concerned at All	7.7	7.6	7.7	4.7	8.9	15.9	12.7	6.3	3.8	7.8	8.6
DON'T KNOW	3.8	5.4	3.2	2.0	4.4	9.4	7.5	6.0	4.3	6.9	2.2
Net Diff.	57.9	49.2	61.4	70.6	48.8	39.8	43.6	50.0	62.8	42.7	64.2
Mean	3.29	3.20	3.33	3.47	3.17	3.02	3.08	3.21	3.41	3.09	3.36





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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	433	460		362	370	268	181	157	132	181	213	136
CONCERNED	77.0	85.4	73.4		84.6	72.3	73.3	85.5	79.5	78.0	83.8	67.1	68.7
Very	55.1	67.5	48.4		65.3	50.2	48.1	64.5	56.6	51.2	66.1	45.4	45.1
Somewhat	21.9	18.0	25.0		19.3	22.2	25.2	20.9	22.9	26.9	17.7	21.7	23.6
NOT THAT CONCERNED	19.1	12.9	22.0		13.8	21.7	22.8	13.9	16.8	19.8	13.8	25.3	25.7
Not that Concerned	11.5	7.8	13.8		8.9	14.1	11.2	10.6	11.0	9.9	7.2	16.5	12.4
Not Concerned at All	7.7	5.1	8.2		4.9	7.6	11.6	3.3	5.9	9.9	6.6	8.8	13.2
DON'T KNOW	3.8	1.7	4.6		1.5	5.9	3.9	0.7	3.7	2.2	2.4	7.6	5.7
Net Diff.	57.9	72.6	51.5		70.8	50.6	50.5	71.6	62.7	58.2	70.0	41.7	43.0
Mean	3.29	3.50	3.19		3.47	3.22	3.14	3.48	3.35	3.22	3.47	3.12	3.07



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63. TIKTOK SHARING AMERICANS' PERSONAL INFORMATION WITH THE CHINESE COMMUNIST PARTY.

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
CONCERNED	77.0	66.6	67.8	65.8	74.6	87.8	88.2	88.0	43.2	79.3	89.0	68.2	79.5	75.5	69.0	69.3	88.3
Very	55.1	43.8	42.7	44.4	51.0	64.5	74.6	68.4	25.0	59.0	69.9	46.3	58.4	44.5	38.0	42.6	71.4
Somewhat	21.9	22.8	25.1	21.4	23.6	23.3	13.7	19.6	18.2	20.3	19.1	21.8	21.1	31.0	31.0	26.7	16.9
NOT THAT CONCERNED	19.1	29.1	29.7	28.8	20.4	10.6	8.7	9.8	56.8	16.0	10.2	26.4	14.0	16.1	31.0	26.6	5.7
Not that Concerned	11.5	18.1	14.2	20.5	12.4	5.8	4.2	5.2	47.1	10.6	5.7	16.5	10.9	8.0	12.2	14.1	1.5
Not Concerned at All	7.7	11.0	15.5	8.2	8.0	4.7	4.5	4.7	9.7	5.4	4.4	9.9	3.2	8.1	18.7	12.5	4.2
DON'T KNOW	3.8	4.3	2.6	5.4	5.0	1.6	3.0	2.2	0.0	4.7	0.8	5.4	6.5	8.4	0.0	4.1	6.1
Net Diff.	57.9	37.4	38.1	37.0	54.2	77.3	79.5	78.1	-13.6	63.3	78.9	41.8	65.4	59.4	38.0	42.7	82.6
Mean	3.29	3.04	2.97	3.08	3.24	3.50	3.63	3.55	2.59	3.39	3.56	3.11	3.44	3.22	2.88	3.04	3.65



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63. TIKTOK SHARING AMERICANS' PERSONAL INFORMATION WITH THE CHINESE COMMUNIST PARTY.

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	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
CONCERNED	77.0	72.0	70.1	84.8	76.6	78.2	87.5	76.6	77.9	79.9	74.2	68.3	81.1	72.7	83.4	66.8
Very	55.1	48.5	42.5	66.5	51.8	56.6	61.4	55.7	55.4	56.8	52.9	50.4	62.3	49.1	59.0	42.8
Somewhat	21.9	23.5	27.6	18.3	24.8	21.7	26.1	20.9	22.5	23.1	21.3	17.9	18.8	23.6	24.4	23.9
NOT THAT CONCERNED	19.1	23.3	22.3	13.6	19.3	16.2	12.5	16.8	18.5	17.1	21.1	28.6	14.8	21.7	14.2	28.6
Not that Concerned	11.5	15.4	8.5	8.3	11.7	11.0	12.5	10.7	11.5	11.6	11.3	11.8	9.2	17.7	8.6	15.9
Not Concerned at All	7.7	7.9	13.8	5.3	7.6	5.2	0.0	6.1	7.0	5.5	9.8	16.8	5.5	4.1	5.7	12.7
DON'T KNOW	3.8	4.7	7.6	1.6	4.1	5.6	0.0	6.6	3.6	3.0	4.7	3.1	4.1	5.6	2.4	4.7
Net Diff.	57.9	48.7	47.8	71.2	57.3	62.1	74.9	59.8	59.4	62.8	53.1	39.7	66.3	50.9	69.2	38.2
Mean	3.29	3.18	3.07	3.48	3.26	3.37	3.49	3.35	3.31	3.35	3.23	3.05	3.44	3.25	3.40	3.02



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63. TIKTOK SHARING AMERICANS' PERSONAL INFORMATION WITH THE CHINESE COMMUNIST PARTY.

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
CONCERNED	77.0	75.9	79.3	80.2	77.4	80.2	83.6	72.2	75.3	79.5	71.7	75.4	68.0	75.4	83.5	76.6	89.3	63.6	72.0	60.7
Very	55.1	56.4	52.5	54.1	49.0	57.8	58.8	55.2	46.5	58.0	49.0	54.9	42.7	55.8	60.7	55.9	69.3	42.7	45.2	38.3
Somewhat	21.9	19.5	26.8	26.1	28.3	22.4	24.8	17.0	28.7	21.6	22.7	20.5	25.3	19.5	22.8	20.7	20.0	20.9	26.9	22.4
NOT THAT CONCERNED	19.1	20.1	17.2	15.9	20.0	17.6	14.4	22.2	19.9	17.1	23.4	18.8	25.8	24.6	14.3	19.3	10.7	25.7	23.8	29.3
Not that Concerned	11.5	12.0	10.4	8.9	13.7	11.0	9.6	12.8	11.2	10.0	14.6	11.8	14.7	15.9	9.3	10.6	7.6	15.4	12.4	18.9
Not Concerned at All	7.7	8.1	6.8	7.0	6.2	6.6	4.8	9.4	8.7	7.1	8.8	7.0	11.1	8.8	5.0	8.7	3.1	10.3	11.4	10.4
DON'T KNOW	3.8	4.0	3.5	3.9	2.7	2.1	2.0	5.6	4.9	3.3	4.9	5.8	6.2	0.0	2.2	4.2	0.0	10.7	4.1	10.0
Net Diff.	57.9	55.8	62.1	64.3	57.4	62.6	69.2	50.0	55.4	62.4	48.3	56.6	42.3	50.7	69.2	57.3	78.6	38.0	48.2	31.4
Mean	3.29	3.29	3.30	3.32	3.23	3.34	3.40	3.25	3.19	3.35	3.18	3.31	3.06	3.22	3.42	3.29	3.56	3.08	3.10	2.98



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

63. TIKTOK SHARING AMERICANS' PERSONAL INFORMATION WITH THE CHINESE COMMUNIST PARTY.

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	78	136	175	162	187	263	389	611	550	450	470	530
CONCERNED	77.0	43.2	65.5	75.4	76.9	81.9	90.9	65.4	84.4	68.8	87.1	81.4	73.2
Very	55.1	12.0	39.7	55.9	47.2	62.8	74.7	41.4	63.8	43.1	69.8	58.1	52.4
Somewhat	21.9	31.1	25.8	19.5	29.7	19.1	16.2	24.0	20.6	25.7	17.4	23.2	20.8
NOT THAT CONCERNED	19.1	49.4	29.6	20.1	21.0	15.5	5.6	29.3	12.7	26.9	9.7	16.5	21.5
Not that Concerned	11.5	26.9	15.3	13.2	12.7	10.2	3.9	16.7	8.1	15.5	6.5	10.5	12.3
Not Concerned at All	7.7	22.5	14.4	6.9	8.3	5.3	1.7	12.6	4.5	11.4	3.2	6.0	9.2
DON'T KNOW	3.8	7.5	4.9	4.5	2.2	2.6	3.6	5.2	2.9	4.3	3.2	2.1	5.3
Net Diff.	57.9	-6.2	35.8	55.2	55.9	66.4	85.3	36.1	71.7	41.9	77.4	64.8	51.7
Mean	3.29	2.35	2.95	3.30	3.18	3.43	3.70	2.99	3.48	3.05	3.59	3.36	3.23



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

63. TIKTOK SHARING AMERICANS' PERSONAL INFORMATION WITH THE CHINESE COMMUNIST PARTY.

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
CONCERNED	77.0	48.1	71.8	79.6	88.0	63.0	74.5	80.1	88.1	43.9	69.9	79.2	87.8	72.5	79.1	77.6
Very	55.1	19.6	48.9	52.3	72.7	30.9	51.6	52.1	69.1	16.3	47.0	52.5	77.4	48.7	56.5	59.4
Somewhat	21.9	28.6	22.9	27.4	15.2	32.2	22.9	28.0	19.0	27.6	22.9	26.6	10.4	23.8	22.6	18.2
NOT THAT CONCERNED	19.1	44.7	23.5	18.2	8.7	31.5	25.5	17.4	9.4	48.5	22.1	19.2	7.8	22.4	18.3	17.2
Not that Concerned	11.5	26.5	12.5	11.7	5.8	24.2	15.8	8.2	7.7	27.1	10.3	15.5	3.4	14.0	10.2	11.5
Not Concerned at All	7.7	18.2	11.0	6.5	2.9	7.3	9.7	9.2	1.7	21.4	11.8	3.6	4.3	8.4	8.1	5.7
DON'T KNOW	3.8	7.2	4.7	2.1	3.3	5.4	0.0	2.5	2.5	7.6	8.0	1.7	4.4	5.0	2.6	5.2
Net Diff.	57.9	3.4	48.3	61.4	79.3	31.5	49.0	62.7	78.7	-4.6	47.9	60.0	80.0	50.1	60.8	60.3
Mean	3.29	2.53	3.15	3.28	3.63	2.92	3.16	3.26	3.59	2.42	3.14	3.30	3.68	3.19	3.31	3.38



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

64. TIKTOK BEING USED TO COMMUNICATE CHINESE COMMUNIST PARTY PROPAGANDA TO AMERICAN CHILDREN AND TEENAGERS.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
CONCERNED	72.0	88.7	87.9	77.4	77.3	62.1	56.5	60.3	55.0	75.8	83.4	68.1	57.4	84.5	72.5	59.6	73.7	63.3	74.5	56.9
Very	46.5	77.4	61.4	53.4	45.2	38.2	30.1	30.6	30.0	51.7	61.0	39.8	35.9	65.8	43.8	35.5	43.3	34.6	46.3	28.0
Somewhat	25.5	11.3	26.5	24.0	32.1	23.9	26.4	29.7	25.1	24.1	22.4	28.4	21.5	18.8	28.7	24.0	30.4	28.7	28.3	28.9
NOT THAT CONCERNED	24.0	11.3	10.2	19.5	19.3	32.4	36.2	34.8	37.6	20.0	14.6	26.2	31.6	13.3	25.4	28.7	21.3	32.8	23.7	38.1
Not that Concerned	13.1	10.2	4.5	13.8	11.8	16.9	22.8	11.7	12.8	11.7	9.7	13.2	18.1	10.1	14.0	13.0	11.3	16.4	15.9	16.7
Not Concerned at All	10.8	1.1	5.8	5.7	7.5	15.6	13.3	23.1	24.8	8.3	4.8	13.0	13.5	3.1	11.4	15.6	10.0	16.5	7.8	21.4
DON'T KNOW	4.1	0.0	1.8	3.1	3.4	5.5	7.3	4.9	7.4	4.1	2.0	5.7	11.0	2.2	2.1	11.8	5.0	3.9	1.8	5.1
Net Diff.	48.0	77.4	77.7	57.9	58.1	29.7	20.4	25.5	17.5	55.8	68.8	42.0	25.8	71.3	47.2	30.9	52.5	30.4	50.9	18.8
Mean	3.12	3.65	3.46	3.29	3.19	2.90	2.79	2.71	2.65	3.24	3.42	3.01	2.90	3.50	3.07	2.90	3.13	2.85	3.15	2.67



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64. TIKTOK BEING USED TO COMMUNICATE CHINESE COMMUNIST PARTY PROPAGANDA TO AMERICAN CHILDREN AND TEENAGERS.

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	899	768	131	101	69	32
CONCERNED	72.0	70.4	70.4	73.8	71.7	73.7	76.3	58.4	56.8	60.0	49.6
Very	46.5	40.6	47.9	50.5	42.5	49.2	52.7	28.3	22.5	20.6	26.6
Somewhat	25.5	29.8	22.5	23.3	29.2	24.5	23.6	30.1	34.2	39.4	23.0
NOT THAT CONCERNED	24.0	24.4	24.7	22.2	25.9	23.3	21.1	36.3	29.8	29.2	31.0
Not that Concerned	13.1	11.8	15.2	12.4	13.4	12.5	11.1	20.6	19.2	23.5	9.9
Not Concerned at All	10.8	12.6	9.5	9.8	12.5	10.8	10.0	15.8	10.6	5.7	21.1
DON'T KNOW	4.1	5.2	4.9	4.0	2.4	3.0	2.6	5.2	13.5	10.7	19.4
Net Diff.	48.0	45.9	45.7	51.6	45.8	50.4	55.2	22.1	27.0	30.8	18.6
Mean	3.12	3.04	3.14	3.19	3.04	3.15	3.22	2.75	2.79	2.84	2.68





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
CONCERNED	72.0	81.5	71.9	81.4	66.0	52.2	82.5	68.3	56.9	60.5	62.4	72.9	66.7	72.1	83.9	68.3	77.2	58.9
Very	46.5	59.9	42.3	58.8	36.7	30.9	60.1	40.0	29.7	32.3	37.5	47.1	39.2	40.0	66.0	35.8	54.2	37.6
Somewhat	25.5	21.6	29.6	22.6	29.3	21.3	22.4	28.3	27.2	28.2	24.9	25.8	27.5	32.0	18.0	32.4	23.0	21.3
NOT THAT CONCERNED	24.0	17.1	23.9	16.1	30.0	35.0	15.0	27.4	40.3	37.8	25.8	23.1	28.4	25.7	12.2	27.1	20.5	36.8
Not that Concerned	13.1	10.5	14.7	10.4	14.9	19.0	9.5	14.9	15.8	19.2	17.8	12.6	13.8	18.1	7.2	13.3	14.0	20.5
Not Concerned at All	10.8	6.6	9.3	5.7	15.1	16.0	5.5	12.5	24.4	18.6	8.0	10.4	14.7	7.6	5.0	13.8	6.5	16.3
DON'T KNOW	4.1	1.4	4.1	2.5	4.0	12.8	2.5	4.3	2.8	1.7	11.8	4.0	4.9	2.2	3.9	4.7	2.3	4.3
Net Diff.	48.0	64.4	48.0	65.3	36.0	17.2	67.5	40.9	16.6	22.7	36.6	49.8	38.3	46.3	71.7	41.2	56.6	22.1
Mean	3.12	3.37	3.09	3.38	2.91	2.77	3.41	3.00	2.64	2.75	3.04	3.14	2.96	3.07	3.51	2.95	3.28	2.84



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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	275	723	461	433	106	220	433	157	276	566	
CONCERNED	72.0	68.4	73.5	80.2	66.3	59.6	62.8	67.8	73.1	64.9	75.3	
Very	46.5	37.3	50.1	57.8	37.1	35.5	35.7	38.3	49.3	32.1	52.8	
Somewhat	25.5	31.0	23.5	22.4	29.2	24.0	27.1	29.5	23.8	32.8	22.5	
NOT THAT CONCERNED	24.0	26.6	22.8	17.7	29.5	28.7	28.5	26.4	21.9	28.9	22.0	
Not that Concerned	13.1	14.3	12.5	11.5	14.9	13.0	13.9	14.0	13.6	14.2	12.5	
Not Concerned at All	10.8	12.3	10.3	6.1	14.6	15.6	14.6	12.4	8.3	14.7	9.4	
DON'T KNOW	4.1	5.0	3.7	2.1	4.2	11.8	8.6	5.8	5.0	6.2	2.8	
Net Diff.	48.0	41.8	50.8	62.5	36.8	30.9	34.3	41.4	51.1	35.9	53.3	
Mean	3.12	2.98	3.18	3.35	2.93	2.90	2.92	2.99	3.20	2.88	3.22	



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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	433	460	362	370	268	181	157	132	181	213	136
CONCERNED	72.0	83.0	66.6	80.4	66.8	67.7	81.8	71.9	72.6	79.1	63.1	63.0
Very	46.5	60.7	38.8	58.8	38.9	40.3	56.9	41.7	44.8	60.7	36.8	35.9
Somewhat	25.5	22.3	27.8	21.6	27.9	27.4	24.9	30.2	27.7	18.4	26.3	27.1
NOT THAT CONCERNED	24.0	15.1	28.9	17.1	27.6	28.1	17.6	23.8	24.6	16.7	30.5	31.5
Not that Concerned	13.1	10.1	14.4	11.6	14.7	13.1	11.8	12.5	13.5	11.3	16.4	12.8
Not Concerned at All	10.8	5.0	14.5	5.6	12.9	15.0	5.8	11.3	11.1	5.3	14.1	18.7
DON'T KNOW	4.1	1.9	4.4	2.5	5.5	4.2	0.7	4.3	2.8	4.3	6.4	5.5
Net Diff.	48.0	67.9	37.7	63.3	39.2	39.6	64.2	48.1	48.0	62.4	32.6	31.5
Mean	3.12	3.41	2.95	3.37	2.98	2.97	3.34	3.07	3.09	3.40	2.92	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	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
CONCERNED	72.0	61.8	57.0	64.8	69.2	82.7	83.7	83.0	59.8	71.8	84.2	62.2	73.9	74.8	60.7	64.8	81.0
Very	46.5	32.6	31.9	33.1	41.8	58.1	69.3	62.5	17.4	52.4	63.5	33.5	48.2	42.3	35.3	32.9	66.1
Somewhat	25.5	29.2	25.1	31.7	27.5	24.5	14.4	20.6	42.4	19.5	20.7	28.6	25.8	32.4	25.4	31.9	14.9
NOT THAT CONCERNED	24.0	34.4	40.5	30.6	25.3	15.7	11.8	14.2	40.2	21.7	14.2	33.1	19.6	16.9	39.3	30.7	12.9
Not that Concerned	13.1	15.1	16.5	14.3	15.0	11.2	7.3	9.7	24.1	15.4	9.6	14.9	14.8	12.5	11.9	14.8	8.7
Not Concerned at All	10.8	19.3	23.9	16.4	10.3	4.5	4.5	4.5	16.1	6.2	4.6	18.2	4.8	4.3	27.4	15.8	4.2
DON'T KNOW	4.1	3.8	2.6	4.5	5.5	1.6	4.5	2.8	0.0	6.5	1.6	4.7	6.5	8.4	0.0	4.5	6.1
Net Diff.	48.0	27.4	16.5	34.2	44.0	66.9	71.9	68.8	19.6	50.1	70.0	29.0	54.4	57.9	21.3	34.2	68.1
Mean	3.12	2.78	2.67	2.85	3.07	3.38	3.56	3.45	2.61	3.26	3.45	2.81	3.25	3.23	2.69	2.86	3.52



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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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
CONCERNED	72.0	65.2	65.5	81.5	70.7	74.3	90.7	71.4	72.9	75.4	68.3	61.0	75.4	71.1	78.6	62.1
Very	46.5	37.0	36.4	60.2	42.4	51.6	40.1	53.6	46.6	47.8	44.3	39.2	52.7	44.7	49.8	37.4
Somewhat	25.5	28.3	29.1	21.3	28.3	22.6	50.6	17.8	26.3	27.6	24.1	21.8	22.8	26.4	28.8	24.7
NOT THAT CONCERNED	24.0	29.8	27.4	16.4	24.6	20.7	5.5	23.3	23.2	21.2	27.0	34.2	20.0	23.3	19.5	32.5
Not that Concerned	13.1	15.3	13.0	10.8	14.0	10.5	0.0	12.3	13.7	13.3	14.4	11.9	12.6	16.7	11.3	14.0
Not Concerned at All	10.8	14.5	14.4	5.6	10.6	10.2	5.5	11.0	9.6	7.9	12.6	22.3	7.4	6.6	8.3	18.5
DON'T KNOW	4.1	4.9	7.2	2.1	4.8	5.1	3.8	5.3	3.8	3.4	4.6	4.8	4.6	5.6	1.9	5.5
Net Diff.	48.0	35.4	38.1	65.1	46.1	53.6	85.2	48.2	49.7	54.2	41.3	26.8	55.4	47.8	59.1	29.6
Mean	3.12	2.92	2.94	3.39	3.08	3.22	3.30	3.20	3.14	3.19	3.05	2.82	3.26	3.16	3.22	2.86



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
CONCERNED	72.0	71.7	72.6	72.7	72.4	75.3	77.0	68.6	68.4	73.3	69.2	75.7	63.1	71.8	78.0	69.8	79.9	72.2	68.2	53.7
Very	46.5	47.1	45.2	46.2	43.2	47.6	49.9	46.6	40.8	48.3	42.5	51.6	31.8	49.4	50.4	46.8	61.5	43.2	33.4	28.9
Somewhat	25.5	24.6	27.4	26.5	29.2	27.6	27.1	21.9	27.6	25.0	26.7	24.2	31.3	22.4	27.6	23.0	18.4	29.0	34.8	24.8
NOT THAT CONCERNED	24.0	24.1	23.7	23.2	25.0	22.3	20.4	25.6	26.9	23.0	25.9	20.4	29.9	26.7	19.9	25.4	20.1	20.7	26.5	36.3
Not that Concerned	13.1	13.0	13.5	12.6	15.5	12.6	12.3	13.3	14.7	12.7	14.1	10.0	15.9	18.6	12.1	13.1	12.7	7.8	10.4	26.0
Not Concerned at All	10.8	11.1	10.2	10.6	9.4	9.7	8.1	12.3	12.2	10.3	11.8	10.4	14.0	8.0	7.7	12.3	7.4	12.9	16.0	10.2
DON'T KNOW	4.1	4.3	3.7	4.1	2.7	2.5	2.6	5.8	4.7	3.7	4.9	3.8	7.0	1.6	2.2	4.8	0.0	7.1	5.3	10.0
Net Diff.	48.0	47.6	48.9	49.6	47.4	53.0	56.6	43.0	41.6	50.3	43.2	55.3	33.2	45.1	58.1	44.4	59.8	51.5	41.7	17.5
Mean	3.12	3.12	3.12	3.13	3.09	3.16	3.22	3.09	3.02	3.16	3.05	3.22	2.87	3.15	3.23	3.10	3.34	3.10	2.90	2.80



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64. TIKTOK BEING USED TO COMMUNICATE CHINESE COMMUNIST PARTY PROPAGANDA TO AMERICAN CHILDREN AND TEENAGERS.

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	78	136	175	162	187	263	389	611	550	450	470	530
CONCERNED	72.0	36.6	57.3	71.1	72.3	77.0	86.9	59.4	80.0	63.2	82.8	75.9	68.5
Very	46.5	11.0	24.5	45.2	39.3	53.2	68.8	31.1	56.3	33.5	62.4	48.4	44.7
Somewhat	25.5	25.7	32.8	25.9	33.0	23.7	18.1	28.3	23.8	29.7	20.4	27.5	23.8
NOT THAT CONCERNED	24.0	55.9	38.2	23.9	24.4	19.9	9.8	35.3	16.7	32.1	14.0	21.6	26.0
Not that Concerned	13.1	27.5	17.9	12.1	14.1	13.5	6.3	17.2	10.5	16.3	9.3	12.5	13.7
Not Concerned at All	10.8	28.4	20.3	11.8	10.3	6.4	3.5	18.1	6.2	15.8	4.7	9.1	12.3
DON'T KNOW	4.1	7.5	4.5	5.0	3.3	3.2	3.3	5.3	3.3	4.7	3.2	2.5	5.5
Net Diff.	48.0	-19.3	19.1	47.2	47.9	57.1	77.1	24.0	63.3	31.0	68.8	54.3	42.5
Mean	3.12	2.21	2.64	3.10	3.05	3.28	3.57	2.76	3.34	2.85	3.45	3.18	3.07



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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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
CONCERNED	72.0	40.2	66.1	75.1	83.9	54.8	68.9	74.9	82.8	36.0	64.2	75.3	85.2	69.1	73.8	71.0
Very	46.5	12.6	37.1	44.1	65.6	18.8	37.0	43.1	61.7	10.9	37.1	45.1	70.4	37.6	50.5	47.6
Somewhat	25.5	27.5	29.0	31.0	18.3	36.0	31.9	31.8	21.1	25.1	27.1	30.2	14.8	31.5	23.3	23.5
NOT THAT CONCERNED	24.0	52.7	29.0	21.7	13.0	39.8	31.1	21.2	14.7	56.4	27.6	22.2	10.7	26.0	23.4	22.9
Not that Concerned	13.1	26.8	13.9	13.3	8.2	28.6	15.4	10.9	10.0	26.3	12.8	16.0	5.9	14.5	12.3	13.6
Not Concerned at All	10.8	25.9	15.2	8.4	4.7	11.2	15.7	10.3	4.7	30.1	14.8	6.2	4.8	11.5	11.1	9.3
DON'T KNOW	4.1	7.2	4.9	3.2	3.2	5.4	0.0	3.9	2.5	7.6	8.2	2.4	4.0	4.9	2.8	6.0
Net Diff.	48.0	-12.5	37.1	53.4	70.9	15.0	37.8	53.6	68.1	-20.4	36.6	53.1	74.5	43.2	50.5	48.1
Mean	3.12	2.29	2.93	3.14	3.49	2.66	2.90	3.12	3.43	2.18	2.94	3.17	3.57	3.00	3.17	3.16





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65. TIKTOK BEING USED BY THE CHINSE COMMUNIST PARTY TO MAKE AMERICANS DUMBER AND LESS PRODUCTIVE.

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
CONCERNED	64.1	80.0	80.0	72.0	65.6	56.3	48.1	55.5	45.9	69.6	76.4	61.6	55.7	80.5	68.1	51.7	61.3	51.8	60.8	46.8
Very	40.4	69.7	55.6	46.7	41.2	29.4	24.7	23.7	26.4	45.5	54.4	35.0	27.9	57.1	39.7	29.8	39.8	28.6	37.2	23.8
Somewhat	23.8	10.3	24.4	25.3	24.4	26.9	23.5	31.9	19.5	24.1	22.0	26.6	27.8	23.4	28.4	21.9	21.5	23.2	23.6	23.0
NOT THAT CONCERNED	31.4	20.0	17.5	23.2	30.2	38.1	45.4	41.7	46.0	25.5	20.6	32.0	33.4	15.7	30.0	35.8	33.5	44.9	37.4	49.1
Not that Concerned	17.1	11.1	13.0	11.5	18.2	18.1	27.5	23.6	17.4	13.8	12.0	15.5	19.0	9.5	17.4	15.5	17.7	24.4	23.1	25.2
Not Concerned at All	14.3	8.9	4.5	11.7	12.1	20.0	17.9	18.1	28.6	11.7	8.6	16.5	14.4	6.2	12.6	20.2	15.8	20.4	14.4	23.8
DON'T KNOW	4.4	0.0	2.5	4.7	4.2	5.6	6.5	2.8	8.1	4.9	3.0	6.4	10.9	3.7	1.9	12.5	5.2	3.3	1.8	4.2
Net Diff.	32.7	60.0	62.5	48.8	35.3	18.1	2.7	13.8	-0.2	44.1	55.9	29.6	22.3	64.8	38.1	16.0	27.7	7.0	23.3	-2.3
Mean	2.94	3.41	3.34	3.12	2.99	2.70	2.59	2.63	2.47	3.09	3.26	2.86	2.78	3.37	2.97	2.70	2.90	2.62	2.85	2.49



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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
Total	1000	175	225	384	216	899	768	131	101	69	32
CONCERNED	64.1	62.2	62.5	65.6	64.9	65.9	67.3	57.7	48.2	50.1	44.1
Very	40.4	33.7	39.4	44.3	39.6	42.4	45.6	23.3	22.2	21.5	23.9
Somewhat	23.8	28.5	23.0	21.2	25.3	23.5	21.7	34.4	26.0	28.6	20.2
NOT THAT CONCERNED	31.4	31.3	32.6	30.1	32.7	30.8	29.5	38.3	37.5	39.1	33.8
Not that Concerned	17.1	15.0	18.6	18.4	14.8	16.3	15.3	22.5	23.9	29.1	12.5
Not Concerned at All	14.3	16.2	14.0	11.7	17.9	14.4	14.2	15.7	13.6	10.1	21.2
DON'T KNOW	4.4	6.5	4.9	4.3	2.4	3.3	3.2	4.0	14.3	10.7	22.1
Net Diff.	32.7	31.0	29.9	35.4	32.2	35.2	37.8	19.5	10.8	11.0	10.4
Mean	2.94	2.85	2.92	3.03	2.89	2.97	3.02	2.68	2.66	2.69	2.60



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
CONCERNED	64.1	77.2	59.9	76.5	55.5	42.4	77.5	56.9	49.8	52.2	56.2	64.3	59.7	65.9	72.6	58.4	60.1	61.2
Very	40.4	53.7	36.2	51.7	31.9	23.1	53.8	33.4	25.7	28.7	30.9	40.4	34.3	36.9	54.1	28.2	43.9	39.8
Somewhat	23.8	23.5	23.7	24.8	23.6	19.2	23.7	23.5	24.1	23.5	25.4	24.0	25.3	29.0	18.5	30.2	16.2	21.5
NOT THAT CONCERNED	31.4	20.9	35.5	20.3	40.6	44.0	19.9	39.0	45.0	44.7	31.3	31.1	34.9	30.1	23.0	37.2	37.6	36.0
Not that Concerned	17.1	11.8	20.9	10.8	21.8	26.5	11.5	21.6	19.2	21.4	20.1	16.9	15.8	20.7	15.6	18.9	21.8	20.4
Not Concerned at All	14.3	9.2	14.7	9.4	18.8	17.5	8.5	17.4	25.8	23.3	11.2	14.3	19.1	9.4	7.4	18.3	15.8	15.6
DON'T KNOW	4.4	1.9	4.6	3.2	3.9	13.6	2.6	4.2	5.3	3.1	12.5	4.5	5.5	4.0	4.4	4.4	2.3	2.8
Net Diff.	32.7	56.3	24.4	56.2	14.9	-1.6	57.6	17.9	4.8	7.4	25.0	33.2	24.8	35.8	49.6	21.1	22.5	25.2
Mean	2.94	3.24	2.85	3.23	2.71	2.56	3.26	2.76	2.52	2.59	2.87	2.95	2.79	2.97	3.25	2.71	2.90	2.88



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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	275	723	461	433	106	220	433	157	276	566	
CONCERNED	64.1	58.5	66.4	76.0	54.6	51.7	54.0	56.7	63.5	52.9	69.9	
Very	40.4	32.1	43.6	50.7	31.9	29.8	29.6	32.9	41.6	28.0	46.1	
Somewhat	23.8	26.4	22.9	25.3	22.7	21.9	24.4	23.8	21.8	25.0	23.8	
NOT THAT CONCERNED	31.4	37.4	29.0	20.9	41.6	35.8	37.2	38.2	32.2	41.6	26.2	
Not that Concerned	17.1	19.9	15.8	12.4	22.5	15.5	17.7	21.6	20.0	22.6	13.7	
Not Concerned at All	14.3	17.6	13.1	8.5	19.1	20.2	19.4	16.5	12.3	19.0	12.5	
DON'T KNOW	4.4	4.0	4.6	3.1	3.9	12.5	8.8	5.1	4.3	5.5	3.9	
Net Diff.	32.7	21.1	37.4	55.1	13.0	16.0	16.9	18.6	31.2	11.4	43.7	
Mean	2.94	2.76	3.02	3.22	2.70	2.70	2.70	2.77	2.97	2.66	3.08	



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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	433	460	362	370	268	181	157	132	181	213	136
CONCERNED	64.1	77.0	56.0	75.1	59.5	55.7	75.5	64.1	59.0	74.7	56.1	52.4
Very	40.4	53.1	33.4	51.0	34.5	34.1	49.2	38.3	37.1	52.8	31.6	31.1
Somewhat	23.8	23.9	22.5	24.1	25.1	21.6	26.3	25.8	22.0	21.9	24.5	21.3
NOT THAT CONCERNED	31.4	20.1	39.8	21.4	35.4	39.5	21.8	32.2	38.1	21.1	37.8	40.8
Not that Concerned	17.1	12.1	21.6	12.6	18.4	21.4	15.3	15.5	20.0	10.0	20.5	22.7
Not Concerned at All	14.3	8.0	18.2	8.8	17.0	18.1	6.5	16.7	18.1	11.1	17.3	18.1
DON'T KNOW	4.4	2.9	4.3	3.5	5.1	4.8	2.7	3.7	2.8	4.2	6.1	6.8
Net Diff.	32.7	56.9	16.2	53.7	24.1	16.2	53.8	31.9	20.9	53.6	18.3	11.7
Mean	2.94	3.26	2.74	3.22	2.81	2.75	3.22	2.89	2.80	3.22	2.75	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	1000	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
CONCERNED	64.1	54.1	51.9	55.4	60.5	75.8	76.4	76.0	64.8	68.6	77.6	55.3	68.5	53.9	41.1	51.6	77.8
Very	40.4	27.5	27.3	27.6	36.5	49.2	63.4	54.7	23.4	41.3	55.6	28.4	46.4	31.3	24.0	27.6	60.4
Somewhat	23.8	26.6	24.6	27.9	24.0	26.6	13.0	21.3	41.4	27.4	22.0	26.9	22.1	22.6	17.1	24.0	17.3
NOT THAT CONCERNED	31.4	42.0	44.4	40.5	34.6	20.8	18.0	19.7	28.6	27.8	19.2	40.4	25.8	37.7	58.9	43.5	14.7
Not that Concerned	17.1	18.5	15.7	20.2	21.7	13.6	7.5	11.2	18.9	17.7	10.8	17.7	17.5	29.8	23.2	26.2	5.4
Not Concerned at All	14.3	23.5	28.7	20.2	12.9	7.2	10.5	8.5	9.7	10.1	8.4	22.7	8.3	7.9	35.6	17.3	9.2
DON'T KNOW	4.4	4.0	3.7	4.1	4.9	3.4	5.6	4.3	6.6	3.6	3.2	4.4	5.7	8.4	0.0	5.0	7.6
Net Diff.	32.7	12.1	7.5	15.0	25.9	55.0	58.4	56.3	36.2	40.8	58.4	14.9	42.8	16.2	-17.7	8.1	63.1
Mean	2.94	2.60	2.52	2.65	2.88	3.22	3.37	3.28	2.84	3.03	3.29	2.64	3.13	2.84	2.30	2.65	3.40



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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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
CONCERNED	64.1	55.7	56.8	75.7	61.8	66.2	78.5	64.1	65.1	67.4	60.9	53.2	67.0	64.5	71.1	53.2
Very	40.4	32.4	30.5	52.3	36.7	44.3	42.7	44.6	40.9	42.2	38.6	30.3	43.2	35.5	46.3	32.5
Somewhat	23.8	23.3	26.3	23.5	25.1	21.9	35.8	19.5	24.2	25.2	22.3	22.9	23.8	29.0	24.8	20.7
NOT THAT CONCERNED	31.4	39.7	36.4	20.8	33.5	28.7	17.7	30.6	30.5	29.0	33.4	42.8	28.5	29.4	26.1	40.9
Not that Concerned	17.1	21.4	17.5	12.4	19.2	18.6	5.5	20.9	16.7	15.8	18.5	18.4	16.0	17.2	14.7	21.3
Not Concerned at All	14.3	18.3	19.0	8.5	14.2	10.1	12.2	9.7	13.8	13.2	14.9	24.4	12.6	12.2	11.4	19.6
DON'T KNOW	4.4	4.6	6.8	3.4	4.7	5.1	3.8	5.3	4.4	3.6	5.7	4.0	4.4	6.1	2.8	6.0
Net Diff.	32.7	16.1	20.4	54.9	28.4	37.5	60.8	33.5	34.6	38.4	27.5	10.4	38.5	35.1	45.0	12.3
Mean	2.94	2.73	2.73	3.24	2.88	3.06	3.13	3.04	2.97	3.00	2.90	2.62	3.02	2.93	3.09	2.70



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
CONCERNED	64.1	65.0	62.5	63.0	61.5	67.0	67.3	63.2	58.0	65.6	61.1	71.5	50.1	69.8	67.8	63.9	81.0	63.4	55.8	39.8
Very	40.4	41.7	37.7	39.6	33.7	42.0	42.4	41.4	33.3	41.5	37.8	47.7	26.0	51.0	42.2	41.0	62.0	35.5	28.5	21.3
Somewhat	23.8	23.3	24.8	23.4	27.8	24.9	24.9	21.9	24.7	24.0	23.3	23.8	24.2	18.8	25.5	22.9	19.0	27.9	27.2	18.6
NOT THAT CONCERNED	31.4	29.8	34.7	34.2	35.8	29.7	30.2	29.9	39.1	30.3	33.8	24.4	42.7	28.6	29.2	31.1	19.0	29.0	38.6	50.2
Not that Concerned	17.1	15.2	20.9	19.3	24.4	15.9	18.2	14.6	23.5	16.5	18.4	11.8	23.9	17.6	18.4	15.0	9.0	14.1	15.3	39.7
Not Concerned at All	14.3	14.6	13.8	15.0	11.4	13.8	12.0	15.3	15.6	13.9	15.4	12.6	18.8	11.0	10.8	16.1	10.0	14.9	23.3	10.4
DON'T KNOW	4.4	5.3	2.8	2.8	2.7	3.3	2.6	6.9	3.0	4.1	5.1	4.1	7.2	1.6	3.0	5.0	0.0	7.6	5.6	10.0
Net Diff.	32.7	35.2	27.8	28.7	25.8	37.3	37.1	33.4	18.9	35.2	27.3	47.1	7.5	41.2	38.5	32.7	62.0	34.4	17.2	-10.3
Mean	2.94	2.97	2.89	2.90	2.86	2.98	3.00	2.96	2.78	2.97	2.88	3.11	2.62	3.12	3.02	2.93	3.33	2.91	2.65	2.56





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65. TIKTOK BEING USED BY THE CHINSE COMMUNIST PARTY TO MAKE AMERICANS DUMBER AND LESS PRODUCTIVE.

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	78	136	175	162	187	263	389	611	550	450	470	530
CONCERNED	64.1	32.2	54.2	69.8	63.2	62.7	76.6	56.8	68.8	58.7	70.8	67.1	61.5
Very	40.4	10.7	24.6	39.4	35.5	44.0	58.3	28.4	47.9	30.5	52.4	42.1	38.8
Somewhat	23.8	21.4	29.6	30.4	27.7	18.7	18.3	28.4	20.9	28.2	18.4	24.9	22.8
NOT THAT CONCERNED	31.4	62.9	38.5	25.0	34.1	33.7	19.5	37.3	27.7	36.4	25.4	29.9	32.8
Not that Concerned	17.1	28.8	17.4	11.8	17.3	23.9	12.0	17.2	17.1	17.2	17.0	16.7	17.4
Not Concerned at All	14.3	34.1	21.1	13.2	16.8	9.8	7.5	20.2	10.6	19.2	8.4	13.2	15.4
DON'T KNOW	4.4	4.9	7.3	5.2	2.7	3.6	3.9	5.9	3.5	5.0	3.8	3.1	5.6
Net Diff.	32.7	-30.8	15.7	44.8	29.1	29.0	57.1	19.5	41.1	22.3	45.4	37.2	28.7
Mean	2.94	2.09	2.62	3.01	2.84	3.01	3.33	2.69	3.10	2.74	3.19	2.99	2.90



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

65. TIKTOK BEING USED BY THE CHINSE COMMUNIST PARTY TO MAKE AMERICANS DUMBER AND LESS PRODUCTIVE.

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
CONCERNED	64.1	36.6	63.9	63.6	73.4	50.3	69.4	59.8	73.0	32.6	60.2	67.7	73.9	61.6	66.8	60.9
Very	40.4	10.8	33.9	38.6	55.5	7.8	34.7	38.4	52.8	11.6	33.4	38.8	58.9	34.2	43.1	41.3
Somewhat	23.8	25.8	30.0	25.0	17.9	42.6	34.7	21.4	20.1	21.0	26.9	28.9	15.0	27.4	23.7	19.7
NOT THAT CONCERNED	31.4	58.1	29.6	34.0	22.5	44.2	28.0	37.0	24.0	62.0	30.6	30.6	20.6	33.5	30.1	32.2
Not that Concerned	17.1	27.5	12.7	20.0	14.8	11.3	9.2	21.4	18.0	32.1	15.0	18.6	10.8	16.9	16.6	18.4
Not Concerned at All	14.3	30.6	16.9	14.0	7.7	33.0	18.8	15.7	6.0	29.9	15.6	12.1	9.8	16.5	13.4	13.8
DON'T KNOW	4.4	5.4	6.5	2.4	4.1	5.4	2.6	3.1	3.0	5.4	9.2	1.7	5.5	4.9	3.1	6.9
Net Diff.	32.7	-21.5	34.4	29.6	50.9	6.1	41.3	22.8	48.9	-29.4	29.6	37.0	53.3	28.1	36.7	28.8
Mean	2.94	2.18	2.87	2.90	3.26	2.27	2.88	2.85	3.23	2.15	2.86	2.96	3.30	2.83	3.00	2.95



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66. NOW, DO YOU SUPPORT OR OPPOSE A LAW THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
SUPPORT	68.3	78.3	82.5	75.4	70.6	62.9	58.1	52.5	51.3	70.7	78.5	60.9	56.7	82.2	65.4	54.6	64.6	62.9	78.8	53.8
Strongly	43.5	68.9	59.3	50.9	45.4	32.5	26.1	24.9	32.6	48.2	57.4	36.1	33.0	61.3	37.6	37.6	40.7	33.0	45.9	25.7
Somewhat	24.8	9.4	23.2	24.5	25.2	30.4	31.9	27.6	18.7	22.5	21.1	24.9	23.7	20.9	27.7	17.0	23.9	29.9	32.9	28.1
OPPOSE	23.9	18.7	13.7	16.6	21.3	27.0	33.1	36.3	39.6	20.9	16.0	28.4	26.6	14.0	29.4	29.0	19.1	30.7	15.4	39.4
Somewhat	12.3	9.0	6.8	4.9	11.6	16.6	20.7	17.1	19.1	9.8	6.4	15.9	10.9	6.1	16.9	11.8	7.4	18.0	10.0	22.6
Strongly	11.6	9.7	6.9	11.6	9.7	10.4	12.4	19.2	20.5	11.1	9.6	12.5	15.7	7.9	12.5	17.2	11.7	12.7	5.4	16.8
DON'T KNOW	7.7	3.0	3.9	8.0	8.1	10.1	8.9	11.2	9.1	8.3	5.5	10.7	16.7	3.8	5.3	16.4	16.3	6.4	5.8	6.8
Net Diff.	44.4	59.6	68.8	58.8	49.3	35.9	25.0	16.2	11.6	49.8	62.5	32.6	30.1	68.2	36.0	25.6	45.5	32.2	63.4	14.4
Mean	3.09	3.42	3.40	3.25	3.16	2.95	2.79	2.66	2.70	3.18	3.34	2.95	2.89	3.41	2.95	2.90	3.12	2.89	3.27	2.67



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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	899	768	131	101	69	32
SUPPORT	68.3	66.8	65.8	69.3	70.3	70.6	73.1	55.9	47.9	51.9	39.2
Strongly	43.5	42.2	42.1	45.3	42.9	46.7	49.9	27.6	15.7	13.8	19.7
Somewhat	24.8	24.6	23.7	24.0	27.4	23.9	23.2	28.4	32.3	38.1	19.5
OPPOSE	23.9	26.4	25.8	21.4	24.5	22.7	21.3	31.2	35.0	33.6	38.0
Somewhat	12.3	15.1	13.3	10.5	12.3	11.4	10.8	15.1	20.3	24.9	10.3
Strongly	11.6	11.3	12.5	10.9	12.2	11.3	10.4	16.1	14.7	8.7	27.7
DON'T KNOW	7.7	6.8	8.3	9.2	5.3	6.7	5.7	12.8	17.1	14.5	22.8
Net Diff.	44.4	40.4	40.0	47.9	45.8	47.9	51.8	24.7	13.0	18.4	1.2
Mean	3.09	3.05	3.04	3.14	3.07	3.14	3.19	2.77	2.59	2.67	2.40



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE							
		TRUMP	CLIN- TON	364	TRUMP	BIDEN	UNDE- CIDED	83	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	90	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64		
SUPPORT	68.3	79.7	67.7	75.6	65.5	42.9	76.3	67.1	60.0	59.7	49.7	68.7	64.3	67.2	81.8	62.0	64.6	62.2		
Strongly	43.5	56.9	39.8	53.2	36.6	27.5	55.2	37.4	33.7	36.3	32.1	44.3	38.2	42.5	59.4	33.5	46.5	33.0		
Somewhat	24.8	22.8	27.9	22.4	28.9	15.5	21.1	29.7	26.4	23.4	17.6	24.5	26.1	24.7	22.4	28.5	18.1	29.2		
OPPOSE	23.9	16.6	22.5	20.3	25.7	34.5	19.7	23.6	35.6	35.2	27.8	23.5	27.8	26.5	9.6	29.9	27.8	30.5		
Somewhat	12.3	8.2	15.2	10.2	14.3	13.7	9.6	15.2	10.6	13.3	14.2	12.1	13.3	12.3	6.0	15.8	15.3	15.6		
Strongly	11.6	8.4	7.2	10.1	11.4	20.8	10.1	8.4	24.9	21.9	13.6	11.4	14.5	14.3	3.6	14.0	12.4	14.9		
DON'T KNOW	7.7	3.7	9.9	4.1	8.8	22.5	4.0	9.3	4.4	5.1	22.5	7.8	7.9	6.3	8.6	8.1	7.6	7.4		
Net Diff.	44.4	63.2	45.2	55.3	39.8	8.4	56.6	43.5	24.5	24.5	21.9	45.2	36.6	40.6	72.2	32.2	36.8	31.7		
Mean	3.09	3.33	3.11	3.24	2.99	2.64	3.26	3.06	2.72	2.78	2.88	3.10	2.96	3.02	3.51	2.89	3.07	2.87		



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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	275	723	461	433	106	220	433	157	276	566
SUPPORT	68.3	70.2	67.6	76.1	63.4	54.6	55.7	67.3	78.2	61.1	69.2
Strongly	43.5	40.5	44.8	52.7	35.3	37.6	33.8	37.2	48.2	31.0	48.4
Somewhat	24.8	29.8	22.8	23.4	28.1	17.0	21.9	30.1	29.9	30.2	20.8
OPPOSE	23.9	21.7	24.7	19.6	27.3	29.0	31.0	23.3	13.8	28.8	24.3
Somewhat	12.3	13.5	11.9	10.0	15.0	11.8	13.9	14.2	8.7	17.3	10.9
Strongly	11.6	8.2	12.8	9.6	12.4	17.2	17.2	9.1	5.1	11.4	13.4
DON'T KNOW	7.7	8.1	7.6	4.3	9.3	16.4	13.3	9.4	8.1	10.1	6.5
Net Diff.	44.4	48.5	42.9	56.5	36.0	25.6	24.7	44.0	64.4	32.4	44.9
Mean	3.09	3.12	3.08	3.25	2.95	2.90	2.83	3.05	3.32	2.90	3.12



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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	LICAN	CRAT	ENDENT
Total	1000	433	460	362	370	268	181	157	132	181	213	136			
SUPPORT	68.3	77.9	65.7	77.9	64.7	60.3	83.4	75.4	63.2	72.4	56.8	57.5			
Strongly	43.5	55.5	38.3	55.0	37.6	36.2	58.7	45.2	39.3	51.4	32.0	33.2			
Somewhat	24.8	22.4	27.4	22.9	27.1	24.1	24.7	30.2	23.9	21.1	24.8	24.3			
OPPOSE	23.9	18.3	25.1	18.2	25.6	29.5	14.5	17.4	27.5	21.9	31.6	31.4			
Somewhat	12.3	9.1	13.6	9.9	14.3	13.0	8.3	9.2	14.8	11.4	18.0	11.1			
Strongly	11.6	9.2	11.5	8.3	11.3	16.5	6.1	8.1	12.6	10.5	13.6	20.3			
DON'T KNOW	7.7	3.8	9.2	3.9	9.7	10.2	2.2	7.2	9.3	5.7	11.6	11.1			
Net Diff.	44.4	59.6	40.6	59.7	39.1	30.8	68.9	58.1	35.7	50.5	25.1	26.1			
Mean	3.09	3.29	3.02	3.30	3.01	2.89	3.39	3.21	2.99	3.20	2.85	2.79			



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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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
SUPPORT	68.3	62.5	53.5	68.2	62.3	79.4	78.9	79.2	66.1	68.7	81.2	61.3	69.4	72.6	68.1	54.7	72.3
Strongly	43.5	32.5	28.5	35.0	39.1	53.9	61.8	57.0	18.7	47.9	59.5	32.5	47.5	35.9	39.5	29.7	53.8
Somewhat	24.8	30.1	24.9	33.3	23.2	25.5	17.1	22.2	47.3	20.8	21.7	28.8	22.0	36.7	28.6	25.0	18.5
OPPOSE	23.9	29.2	39.7	22.7	28.0	15.4	15.5	15.5	33.9	27.4	14.6	28.9	19.8	23.8	29.2	33.9	16.1
Somewhat	12.3	14.9	16.7	13.8	14.7	10.0	4.3	7.8	19.1	17.9	7.1	15.2	11.6	19.4	11.2	15.5	6.2
Strongly	11.6	14.3	23.0	8.9	13.3	5.4	11.2	7.7	14.8	9.5	7.5	13.7	8.2	4.3	18.0	18.4	9.9
DON'T KNOW	7.7	8.2	6.8	9.1	9.7	5.2	5.6	5.3	0.0	3.9	4.2	9.8	10.8	3.6	2.8	11.3	11.6
Net Diff.	44.4	33.3	13.8	45.6	34.3	63.9	63.4	63.7	32.1	41.3	66.6	32.5	49.6	48.8	38.9	20.8	56.2
Mean	3.09	2.88	2.63	3.04	2.98	3.35	3.37	3.36	2.70	3.11	3.39	2.89	3.22	3.08	2.92	2.75	3.31





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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	thy	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
SUPPORT	68.3	64.5	53.8	77.3	65.9	73.0	78.6	72.0	69.4	71.6	65.2	53.3	72.9	63.9	73.5	56.8
Strongly	43.5	36.9	30.2	55.2	38.5	47.2	41.5	48.2	44.2	45.3	42.1	33.3	49.0	46.0	48.6	29.9
Somewhat	24.8	27.6	23.6	22.1	27.4	25.8	37.1	23.8	25.2	26.3	23.1	20.0	23.8	18.0	24.9	26.8
OPPOSE	23.9	25.8	34.1	18.4	24.8	18.1	17.6	18.2	23.4	20.9	27.9	36.3	18.4	26.6	21.3	33.2
Somewhat	12.3	13.6	20.0	8.4	13.2	9.4	5.5	10.1	12.8	11.9	14.6	11.5	10.9	11.7	12.5	15.3
Strongly	11.6	12.3	14.2	10.0	11.5	8.7	12.1	8.1	10.5	9.0	13.3	24.8	7.6	14.8	8.8	18.0
DON'T KNOW	7.7	9.6	12.1	4.3	9.3	8.9	3.8	9.8	7.3	7.5	6.9	10.5	8.7	9.5	5.2	10.0
Net Diff.	44.4	38.7	19.7	58.9	41.1	54.8	61.0	53.8	46.0	50.7	37.3	17.0	54.4	37.4	52.2	23.5
Mean	3.09	2.99	2.79	3.28	3.02	3.22	3.12	3.24	3.11	3.17	3.01	2.69	3.25	3.05	3.20	2.76



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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66. NOW, DO YOU SUPPORT OR OPPOSE A LAW THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
SUPPORT	68.3	68.3	68.3	66.4	72.2	73.9	77.2	63.5	59.8	70.4	63.9	69.6	56.0	73.0	75.9	66.2	83.8	57.7	65.1	39.3
Strongly	43.5	44.6	41.5	40.2	44.2	48.9	48.4	40.8	35.0	46.2	37.9	48.1	28.2	37.7	49.0	44.0	66.1	32.8	37.2	11.5
Somewhat	24.8	23.8	26.8	26.2	28.0	25.0	28.9	22.7	24.8	24.2	26.0	21.6	27.8	35.4	26.9	22.2	17.7	24.8	27.9	27.7
OPPOSE	23.9	24.3	23.2	24.8	19.9	20.4	16.5	27.6	29.5	22.3	27.5	24.1	33.5	19.7	19.3	24.5	11.1	35.0	26.4	46.7
Somewhat	12.3	11.9	13.2	14.7	10.0	10.3	10.7	13.3	15.5	10.9	15.3	15.8	16.8	7.1	11.2	10.7	7.8	22.5	10.7	28.0
Strongly	11.6	12.4	10.0	10.1	9.9	10.1	5.7	14.4	14.1	11.4	12.2	8.3	16.8	12.6	8.1	13.8	3.3	12.5	15.7	18.7
DON'T KNOW	7.7	7.4	8.5	8.9	7.9	5.7	6.3	8.8	10.7	7.4	8.6	6.3	10.5	7.3	4.8	9.3	5.1	7.3	8.5	14.0
Net Diff.	44.4	44.0	45.0	41.6	52.3	53.5	60.7	35.9	30.3	48.1	36.5	45.6	22.5	53.3	56.6	41.6	72.7	22.6	38.7	-7.5
Mean	3.09	3.08	3.09	3.06	3.16	3.19	3.28	2.99	2.90	3.14	2.98	3.17	2.75	3.06	3.23	3.06	3.54	2.84	2.95	2.37



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66. NOW, DO YOU SUPPORT OR OPPOSE A LAW THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK?

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	78	136	175	162	187	263	389	611	550	450	470	530	
SUPPORT	68.3	35.4	49.9	67.4	64.2	77.4	84.3	54.9	76.8	57.6	81.4	75.0	62.3	
Strongly	43.5	12.4	27.9	37.2	39.9	49.5	63.1	29.0	52.8	32.2	57.4	48.7	38.9	
Somewhat	24.8	23.0	22.0	30.2	24.3	27.9	21.1	25.9	24.0	25.4	24.0	26.3	23.4	
OPPOSE	23.9	56.2	42.7	25.8	26.7	16.6	7.0	37.8	15.2	34.5	11.0	19.1	28.3	
Somewhat	12.3	19.3	24.8	13.7	12.6	10.7	3.9	18.7	8.3	16.9	6.7	10.5	14.0	
Strongly	11.6	36.9	17.8	12.1	14.1	5.9	3.1	19.1	6.9	17.6	4.3	8.6	14.3	
DON'T KNOW	7.7	8.5	7.4	6.8	9.1	6.0	8.7	7.4	8.0	7.9	7.6	5.9	9.4	
Net Diff.	44.4	-20.8	7.3	41.6	37.5	60.7	77.2	17.1	61.7	23.1	70.4	56.0	34.1	
Mean	3.09	2.12	2.65	2.99	2.99	3.29	3.58	2.70	3.33	2.78	3.46	3.22	2.96	



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66. NOW, DO YOU SUPPORT OR OPPOSE A LAW THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK?

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	1000	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
SUPPORT	68.3	38.0	60.9	69.7	82.1	44.7	69.3	71.4	84.3	36.0	55.2	67.9	79.3	63.1	69.5	71.6
Strongly	43.5	15.1	35.0	41.2	60.2	14.3	41.9	43.7	60.0	15.4	30.3	38.6	60.6	36.5	45.5	47.3
Somewhat	24.8	22.8	25.9	28.5	21.9	30.4	27.4	27.6	24.3	20.7	24.9	29.3	18.7	26.6	24.0	24.3
OPPOSE	23.9	52.1	33.2	22.9	9.3	49.9	29.6	20.9	8.5	52.7	35.6	25.1	10.3	30.3	22.7	19.2
Somewhat	12.3	20.4	19.1	12.1	5.1	26.5	15.6	11.6	5.0	18.7	21.5	12.7	5.2	15.3	12.0	9.5
Strongly	11.6	31.7	14.0	10.8	4.2	23.4	14.0	9.3	3.6	34.0	14.0	12.4	5.0	14.9	10.7	9.8
DON'T KNOW	7.7	9.9	5.9	7.4	8.6	5.4	1.0	7.7	7.1	11.2	9.3	7.0	10.5	6.6	7.7	9.2
Net Diff.	44.4	-14.1	27.7	46.8	72.8	-5.2	39.7	50.4	75.8	-16.7	19.6	42.8	69.0	32.9	46.8	52.4
Mean	3.09	2.24	2.87	3.08	3.51	2.38	2.98	3.15	3.52	2.20	2.79	3.01	3.51	2.91	3.13	3.20

























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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
A GREAT DEAL	31.3	38.5	33.3	29.9	31.2	27.6	29.9	30.7	33.7	29.6	32.8	26.8	19.9	35.8	24.3	17.9	31.8	35.4	34.8	35.7
SOME	33.5	27.2	37.5	35.4	33.5	33.1	30.1	30.4	36.1	33.8	34.6	35.3	25.8	29.6	38.9	37.1	34.1	32.6	29.6	34.4
A LITTLE	17.3	18.4	16.2	17.4	14.3	17.4	15.7	29.9	16.6	18.2	17.2	14.3	34.7	15.8	20.0	19.1	20.7	15.3	18.4	13.5
NOTHING	17.9	15.8	12.9	17.3	20.9	22.0	24.4	9.0	13.5	18.4	15.4	23.6	19.6	18.8	16.8	25.9	13.4	16.7	17.2	16.4



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68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	899	768	131	101	69	32
A GREAT DEAL	31.3	30.6	29.8	29.7	36.4	34.0	37.3	14.4	7.9	7.4	8.9
SOME	33.5	35.3	34.7	33.4	30.9	33.4	33.3	33.8	34.0	32.4	37.5
A LITTLE	17.3	16.6	18.2	17.8	16.1	16.4	15.3	23.0	25.2	26.7	22.0
NOTHING	17.9	17.5	17.3	19.1	16.7	16.2	14.0	28.8	32.9	33.5	31.6





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
A GREAT DEAL	31.3	31.8	34.0	30.3	34.1	21.9	31.8	33.7	26.0	27.7	27.1	32.1	28.2	33.8	44.1	22.7	23.3	20.9
SOME	33.5	33.4	35.1	32.2	34.5	34.9	33.6	33.4	37.6	35.3	27.1	33.7	36.8	30.6	33.4	32.4	26.9	29.6
A LITTLE	17.3	18.3	16.1	17.7	16.4	20.1	17.0	17.6	14.0	12.2	22.1	17.2	16.8	19.1	13.5	17.3	25.8	18.5
NOTHING	17.9	16.5	14.7	19.8	15.0	23.2	17.6	15.3	22.4	24.8	23.8	17.0	18.1	16.6	9.0	27.6	24.0	31.1



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	275	723	461	433	106	220	433	157	276	566
A GREAT DEAL	31.3	34.2	30.2	31.6	34.3	17.9	20.0	31.4	45.3	23.5	31.3
SOME	33.5	34.3	33.2	33.0	33.1	37.1	36.5	35.0	26.4	39.9	32.2
A LITTLE	17.3	17.1	17.4	17.3	16.9	19.1	20.0	18.1	13.8	20.5	16.8
NOTHING	17.9	14.4	19.1	18.1	15.7	25.9	23.5	15.5	14.5	16.0	19.8



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

68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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
Total	1000	433	460	362	370	268	181	157	132	181	213	136
A GREAT DEAL	31.3	31.0	35.1	31.4	32.9	29.1	36.9	39.6	34.6	25.9	28.0	23.8
SOME	33.5	32.4	34.1	32.1	31.8	37.5	32.7	31.0	39.3	31.6	32.4	35.8
A LITTLE	17.3	18.0	16.4	18.0	18.0	15.5	18.3	16.1	15.7	17.7	19.4	15.3
NOTHING	17.9	18.5	14.4	18.5	17.3	17.9	12.1	13.2	10.4	24.8	20.3	25.1



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

68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
A GREAT DEAL	31.3	35.2	41.6	31.1	27.7	28.4	37.9	32.1	11.4	22.7	35.1	35.5	31.0	17.8	45.4	27.3	23.9
SOME	33.5	35.9	31.6	38.6	32.4	32.9	32.2	32.6	43.9	31.8	31.4	35.2	25.4	33.1	36.0	37.5	38.4
A LITTLE	17.3	15.9	14.0	17.1	17.0	20.2	16.6	18.8	32.6	17.2	17.1	14.9	21.9	27.3	13.4	13.5	23.0
NOTHING	17.9	13.0	12.8	13.2	22.9	18.5	13.3	16.5	12.2	28.2	16.4	14.4	21.7	21.8	5.1	21.6	14.7



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68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
A GREAT DEAL	31.3	33.6	22.0	32.1	28.3	40.8	55.1	38.4	31.2	31.0	31.5	21.2	30.6	20.3	31.2	34.3
SOME	33.5	31.8	35.9	34.4	36.6	34.7	41.2	33.6	34.3	35.8	31.4	24.7	36.1	38.8	34.1	27.4
A LITTLE	17.3	17.7	19.7	16.0	17.4	14.7	3.8	16.5	16.1	16.0	16.5	30.8	15.1	21.2	21.5	15.6
NOTHING	17.9	16.9	22.4	17.4	17.7	9.8	0.0	11.5	18.4	17.2	20.6	23.4	18.1	19.7	13.2	22.8



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68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
A GREAT DEAL	31.3	26.9	40.2	37.6	45.6	32.2	46.7	22.4	34.0	32.5	28.9	32.0	25.2	30.7	37.5	28.7	43.8	22.0	29.7	17.0
SOME	33.5	31.4	37.6	36.5	40.1	32.8	36.2	30.1	39.0	34.1	32.2	31.4	31.4	39.6	35.2	33.2	33.8	29.4	28.6	36.4
A LITTLE	17.3	20.4	11.1	13.8	5.3	20.3	10.2	20.6	11.8	16.2	19.7	18.8	22.2	18.0	15.4	16.8	13.6	23.1	25.6	16.1
NOTHING	17.9	21.2	11.1	12.1	9.1	14.7	6.9	26.9	15.1	17.3	19.2	17.8	21.2	11.7	11.9	21.3	8.7	25.5	16.1	30.4



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68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	78	136	175	162	187	263	389	611	550	450	470	530
A GREAT DEAL	31.3	15.6	24.7	21.6	25.2	35.0	47.1	21.5	37.6	22.6	42.1	37.2	26.2
SOME	33.5	36.3	28.1	37.4	30.4	37.8	31.5	33.9	33.2	32.9	34.1	34.0	33.0
A LITTLE	17.3	18.3	19.0	19.6	23.1	13.7	13.7	19.1	16.2	20.3	13.7	16.8	17.7
NOTHING	17.9	29.8	28.2	21.4	21.4	13.5	7.7	25.4	13.1	24.2	10.1	12.0	23.1



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68. HOW MUCH HAVE YOU SEEN, READ, OR HEARD IN THE NEWS LATELY ABOUT RECENT AIRLINE SAFETY INCIDENTS?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
A GREAT DEAL	31.3	21.0	21.6	27.4	44.4	22.5	27.6	30.7	48.3	20.6	17.5	23.8	39.4	28.1	36.0	24.4
SOME	33.5	31.2	34.1	35.1	32.5	48.2	32.2	33.2	33.6	26.4	35.4	37.2	31.0	34.0	32.4	35.3
A LITTLE	17.3	15.4	21.7	18.1	14.2	16.5	23.0	19.0	12.3	15.0	20.9	17.1	16.7	19.4	15.7	18.6
NOTHING	17.9	32.4	22.6	19.3	8.9	12.8	17.2	17.1	5.8	38.0	26.2	21.8	12.9	18.6	15.9	21.7





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69. ARE YOU MORE CONCERNED, LESS CONCERNED, OR THE SAME AMOUNT OF CONCERNED ABOUT THE SAFETY OF AIR TRAVEL THAN YOU WERE THIS TIME LAST YEAR?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
MORE CONCERNED	62.7	60.3	63.6	69.4	65.2	58.3	56.0	59.1	64.0	62.4	65.6	59.8	52.9	62.1	62.9	54.5	69.0	63.3	66.3	61.6
Much	25.7	31.9	28.7	29.7	27.4	19.3	16.9	17.9	33.0	26.3	29.8	22.9	17.8	29.9	22.0	23.1	26.6	24.2	25.3	23.6
Somewhat	37.0	28.4	34.9	39.7	37.7	39.0	39.1	41.2	31.0	36.0	35.8	36.9	35.1	32.2	40.9	31.4	42.4	39.1	41.0	38.0
LESS CONCERNED	6.1	3.7	3.5	4.3	9.0	5.4	8.1	6.1	9.3	5.8	3.9	8.2	8.9	4.5	7.5	6.9	5.5	6.9	5.8	7.6
Somewhat	4.3	3.7	3.5	3.0	7.1	3.4	2.1	6.1	6.7	4.2	3.3	5.8	4.3	3.3	5.5	5.1	3.8	4.6	4.7	4.6
Much	1.8	0.0	0.0	1.3	1.8	2.0	6.0	0.0	2.5	1.6	0.6	2.4	4.6	1.2	2.0	1.8	1.8	2.3	1.1	3.0
SAME AMOUNT OF CONCERNED	27.2	34.6	29.2	22.6	24.2	32.0	29.7	28.7	19.5	27.1	27.3	27.6	24.2	28.6	27.7	28.4	21.5	27.5	28.0	27.3
DK/REFUSED	4.0	1.4	3.7	3.7	1.7	4.3	6.2	6.0	7.2	4.8	3.3	4.4	13.9	4.8	1.9	10.2	4.1	2.3	0.0	3.6
Net Diff	58.4	56.6	60.2	66.5	58.0	54.9	53.8	53.0	57.3	58.2	62.3	54.0	48.6	58.8	57.5	49.5	65.2	58.7	61.6	57.0
Mean	3.84	3.90	3.92	3.97	3.83	3.73	3.63	3.76	3.92	3.86	3.94	3.75	3.66	3.91	3.77	3.77	3.92	3.80	3.85	3.77



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69. ARE YOU MORE CONCERNED, LESS CONCERNED, OR THE SAME AMOUNT OF CONCERNED ABOUT THE SAFETY OF AIR TRAVEL THAN YOU WERE THIS TIME LAST YEAR?

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	899	768	131	101	69	32	
MORE CONCERNED	62.7	67.0	62.0	62.5	60.2	63.5	65.2	53.6	55.4	54.7	56.7	
Much	25.7	23.0	23.0	26.2	29.7	26.4	28.6	13.5	19.1	17.6	22.2	
Somewhat	37.0	44.0	39.0	36.3	30.5	37.0	36.5	40.1	36.3	37.1	34.5	
LESS CONCERNED	6.1	8.2	6.8	5.3	5.2	5.4	4.8	8.9	12.4	16.5	3.3	
Somewhat	4.3	5.9	6.4	2.9	3.4	4.2	4.0	5.1	5.3	6.3	3.3	
Much	1.8	2.3	0.4	2.4	1.8	1.2	0.8	3.9	7.0	10.3	0.0	
SAME AMOUNT OF CONCERNED	27.2	20.6	27.2	28.2	30.8	27.7	27.2	30.5	22.8	23.8	20.6	
DK/REFUSED	4.0	4.2	4.0	4.0	3.8	3.4	2.8	6.9	9.5	4.9	19.4	
Net Diff	58.4	61.1	55.6	59.6	56.8	59.3	61.1	48.5	50.0	48.5	53.4	
Mean	3.84	3.83	3.81	3.84	3.86	3.86	3.91	3.58	3.61	3.48	3.94	



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69. ARE YOU MORE CONCERNED, LESS CONCERNED, OR THE SAME AMOUNT OF CONCERNED ABOUT THE SAFETY OF AIR TRAVEL THAN YOU WERE THIS TIME LAST YEAR?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
MORE CONCERNED	62.7	62.9	64.7	62.5	65.0	50.7	63.6	64.3	63.3	61.3	50.5	63.2	61.1	56.4	72.5	64.1	49.0	55.2
Much	25.7	27.0	26.8	27.0	24.8	23.2	27.8	25.8	22.6	27.1	20.5	26.2	24.5	23.2	30.6	28.1	18.5	18.0
Somewhat	37.0	35.9	37.9	35.5	40.2	27.5	35.9	38.5	40.7	34.2	30.0	37.0	36.6	33.2	41.9	36.0	30.5	37.2
LESS CONCERNED	6.1	5.1	7.6	5.6	6.9	4.7	5.5	7.3	4.6	6.2	5.6	6.2	7.1	7.8	2.6	7.3	9.8	4.7
Somewhat	4.3	4.1	4.9	4.6	4.2	3.5	4.5	4.7	2.4	3.2	4.5	4.4	5.9	4.9	1.9	3.3	4.4	3.2
Much	1.8	0.9	2.7	1.1	2.7	1.2	1.0	2.6	2.3	3.1	1.2	1.8	1.2	2.9	0.7	4.0	5.4	1.5
SAME AMOUNT OF CONCERNED	27.2	29.9	24.9	28.2	25.1	33.0	27.4	26.1	24.6	25.4	34.8	26.9	27.5	34.3	22.6	22.6	37.2	31.0
DK/REFUSED	4.0	2.2	2.9	3.6	3.0	11.6	3.4	2.3	7.4	7.1	9.1	3.7	4.2	1.6	2.3	6.1	4.0	9.1
Net Diff	58.4	58.8	59.8	58.0	60.8	47.2	59.1	59.6	61.0	58.2	46.0	58.8	55.2	51.5	70.6	60.8	44.6	52.0
Mean	3.84	3.86	3.84	3.86	3.83	3.77	3.88	3.82	3.85	3.85	3.71	3.84	3.81	3.70	4.02	3.86	3.54	3.74



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69. ARE YOU MORE CONCERNED, LESS CONCERNED, OR THE SAME AMOUNT OF CONCERNED ABOUT THE SAFETY OF AIR TRAVEL THAN YOU WERE THIS TIME LAST YEAR?

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	275	723	461	433	106	220	433	157	276	566
MORE CONCERNED	62.7	61.0	63.3	62.4	64.9	54.5	56.1	64.0	72.3	59.3	61.6
Much	25.7	24.7	26.0	27.0	24.9	23.1	22.6	25.4	32.1	21.6	26.0
Somewhat	37.0	36.4	37.3	35.4	40.0	31.4	33.5	38.6	40.3	37.7	35.6
LESS CONCERNED	6.1	8.7	5.2	5.6	6.5	6.9	8.9	7.2	6.1	7.8	5.3
Somewhat	4.3	5.1	4.0	4.1	4.4	5.1	6.2	4.6	4.2	4.8	4.1
Much	1.8	3.6	1.1	1.5	2.2	1.8	2.7	2.6	1.9	2.9	1.2
SAME AMOUNT OF CONCERNED	27.2	26.5	27.4	28.3	25.8	28.4	28.5	25.4	19.1	28.9	28.6
DK/REFUSED	4.0	3.8	4.1	3.7	2.8	10.2	6.4	3.4	2.4	4.0	4.5
Net Diff	58.4	56.0	59.3	58.3	60.6	49.5	50.0	59.4	68.1	54.5	57.5
Mean	3.84	3.76	3.87	3.86	3.83	3.77	3.72	3.83	3.99	3.73	3.85



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69. ARE YOU MORE CONCERNED, LESS CONCERNED, OR THE SAME AMOUNT OF CONCERNED ABOUT THE SAFETY OF AIR TRAVEL THAN YOU WERE THIS TIME LAST YEAR?

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	433	460	362	370	268	181	157	132	181	213	136
MORE CONCERNED	62.7	63.9	64.3	61.1	64.0	62.9	60.7	65.0	55.8	61.6	63.3	69.7
Much	25.7	27.0	25.4	27.9	25.7	22.7	24.7	29.1	20.6	31.1	23.1	24.7
Somewhat	37.0	36.9	38.8	33.2	38.3	40.2	36.0	35.8	35.2	30.5	40.2	45.0
LESS CONCERNED	6.1	5.4	6.7	5.4	7.5	5.1	7.2	7.3	6.0	3.6	7.7	4.2
Somewhat	4.3	4.4	4.4	4.4	5.0	3.2	5.6	4.6	3.6	3.3	5.3	2.8
Much	1.8	1.0	2.4	1.0	2.5	1.9	1.6	2.6	2.4	0.4	2.4	1.4
SAME AMOUNT OF CONCERNED	27.2	27.8	26.0	30.6	24.3	26.5	30.9	24.0	34.3	30.4	24.6	18.9
DK/REFUSED	4.0	2.9	3.0	2.8	4.1	5.5	1.2	3.7	3.8	4.4	4.4	7.2
Net Diff	58.4	59.5	59.9	56.7	59.0	59.7	55.1	60.3	52.3	58.3	58.0	66.8
Mean	3.84	3.87	3.83	3.85	3.83	3.83	3.77	3.87	3.71	3.93	3.80	3.96



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69. ARE YOU MORE CONCERNED, LESS CONCERNED, OR THE SAME AMOUNT OF CONCERNED ABOUT THE SAFETY OF AIR TRAVEL THAN YOU WERE THIS TIME LAST YEAR?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
MORE CONCERNED	62.7	66.7	67.7	66.1	62.3	58.7	61.6	59.8	73.2	64.3	59.4	64.7	66.6	44.8	75.6	58.5	68.0
Much	25.7	28.7	42.9	19.7	23.7	21.2	31.8	25.4	33.8	31.1	26.7	29.4	22.3	8.0	21.7	21.7	26.4
Somewhat	37.0	38.1	24.8	46.4	38.6	37.4	29.8	34.4	39.4	33.2	32.7	35.3	44.3	36.7	53.9	36.8	41.6
LESS CONCERNED	6.1	7.5	3.8	9.8	5.4	5.7	6.0	5.8	19.2	3.6	4.9	7.3	5.4	20.7	2.5	6.1	3.9
Somewhat	4.3	5.3	2.9	6.7	3.3	3.7	6.0	4.6	14.4	1.3	4.5	4.9	3.9	11.8	2.5	3.7	2.1
Much	1.8	2.2	0.9	3.0	2.1	2.0	0.0	1.2	4.8	2.2	0.4	2.3	1.6	8.9	0.0	2.4	1.8
SAME AMOUNT OF CONCERNED	27.2	22.8	24.5	21.8	26.0	32.5	31.1	31.9	7.6	25.3	33.7	24.7	22.4	30.9	19.5	28.9	23.7
DK/REFUSED	4.0	3.0	4.0	2.3	6.3	3.2	1.3	2.5	0.0	6.8	1.9	3.4	5.6	3.6	2.4	6.6	4.4
Net Diff	58.4	61.5	64.8	59.4	59.0	54.9	55.6	55.2	58.8	63.0	54.9	59.8	62.7	32.9	73.1	54.8	65.9
Mean	3.84	3.88	4.10	3.75	3.84	3.75	3.89	3.80	3.83	3.96	3.82	3.87	3.87	3.24	3.97	3.77	3.93



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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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
MORE CONCERNED	62.7	64.8	58.1	62.0	64.1	61.5	55.0	62.6	62.9	61.0	66.4	62.1	62.3	67.3	69.8	53.0
Much	25.7	25.5	17.5	28.7	23.6	20.8	30.3	19.2	26.2	25.5	27.5	27.3	23.9	20.1	28.3	24.6
Somewhat	37.0	39.3	40.6	33.3	40.5	40.6	24.8	43.4	36.7	35.5	38.9	34.8	38.4	47.2	41.4	28.4
LESS CONCERNED	6.1	6.4	7.7	5.3	6.1	7.9	5.6	8.3	5.9	7.0	4.1	5.4	4.7	9.9	6.6	6.5
Somewhat	4.3	4.4	3.7	4.4	3.9	6.2	0.0	7.3	4.3	5.4	2.2	2.2	3.8	7.1	4.0	5.6
Much	1.8	2.0	4.0	0.8	2.2	1.7	5.6	1.0	1.7	1.6	1.8	3.2	0.9	2.8	2.7	0.9
SAME AMOUNT OF CONCERNED	27.2	25.1	28.6	29.0	25.6	28.9	39.3	27.1	27.0	28.5	24.0	27.1	29.8	18.8	20.5	34.4
DK/REFUSED	4.0	3.7	5.6	3.8	4.2	1.7	0.0	2.0	4.2	3.5	5.5	5.4	3.1	3.9	3.1	6.0
Net Diff	58.4	60.4	54.4	57.5	60.2	55.3	55.0	55.3	58.6	55.6	64.2	59.9	58.6	60.2	65.8	47.4
Mean	3.84	3.85	3.68	3.88	3.83	3.74	3.74	3.74	3.85	3.81	3.93	3.85	3.83	3.78	3.92	3.75



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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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
MORE CONCERNED	62.7	62.4	63.1	63.2	63.0	60.5	61.3	64.1	64.8	63.3	61.4	62.4	59.7	70.3	59.1	66.4	71.7	54.5	58.8	61.4
Much	25.7	27.4	22.3	24.1	18.7	26.5	22.2	28.1	22.5	25.5	26.0	26.4	21.8	44.3	24.1	26.6	25.2	27.4	26.9	12.4
Somewhat	37.0	35.1	40.8	39.1	44.3	33.9	39.1	36.1	42.3	37.7	35.4	36.0	37.9	26.0	35.0	39.8	46.5	27.1	31.9	49.0
LESS CONCERNED	6.1	6.3	5.7	4.9	7.4	7.0	6.6	5.7	4.8	5.0	8.5	11.4	7.9	3.0	7.2	3.4	7.3	14.8	7.3	9.0
Somewhat	4.3	4.3	4.3	3.7	5.5	4.3	5.4	4.3	3.3	4.3	4.3	4.4	4.7	3.0	5.9	3.1	1.7	6.6	3.5	6.9
Much	1.8	2.0	1.4	1.2	1.9	2.7	1.2	1.4	1.6	0.7	4.1	7.0	3.2	0.0	1.3	0.3	5.6	8.2	3.8	2.0
SAME AMOUNT OF CONCERNED	27.2	26.8	28.0	28.1	27.8	29.5	29.8	24.5	26.3	28.0	25.5	19.6	29.6	22.9	31.1	25.7	16.4	22.4	31.6	25.8
DK/REFUSED	4.0	4.4	3.2	3.8	1.8	3.1	2.3	5.6	4.0	3.7	4.6	6.6	2.9	3.8	2.6	4.5	4.6	8.4	2.3	3.9
Net Diff	58.4	58.1	58.8	59.5	57.5	56.1	56.0	59.8	61.6	59.0	57.1	58.0	55.0	67.3	53.2	63.3	70.0	47.8	55.3	54.4
Mean	3.84	3.85	3.81	3.84	3.74	3.80	3.77	3.90	3.84	3.86	3.78	3.75	3.73	4.16	3.77	3.94	3.88	3.64	3.76	3.65





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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	78	136	175	162	187	263	389	611	550	450	470	530
MORE CONCERNED	62.7	60.0	55.2	60.9	56.8	65.4	70.2	58.7	65.2	58.2	68.2	60.8	64.4
Much	25.7	16.7	21.4	30.0	21.0	27.4	29.4	24.3	26.6	23.4	28.6	25.0	26.3
Somewhat	37.0	43.3	33.8	30.9	35.8	38.0	40.8	34.4	38.6	34.8	39.6	35.7	38.1
LESS CONCERNED	6.1	12.3	7.0	7.0	8.0	5.9	2.2	8.1	4.9	8.1	3.7	6.9	5.4
Somewhat	4.3	10.0	3.3	4.0	6.7	4.9	1.5	5.0	3.9	5.5	2.9	4.7	4.0
Much	1.8	2.3	3.7	3.1	1.3	1.0	0.7	3.1	1.0	2.6	0.9	2.2	1.5
SAME AMOUNT OF CONCERNED	27.2	20.5	30.2	27.7	32.1	25.8	25.3	27.1	27.2	28.6	25.5	29.6	25.1
DK/REFUSED	4.0	7.3	7.6	4.4	3.0	2.9	2.4	6.1	2.7	5.2	2.6	2.8	5.1
Net Diff	58.4	50.0	51.8	56.9	50.1	60.5	68.7	53.8	61.3	52.7	65.3	56.1	60.4
Mean	3.84	3.67	3.71	3.84	3.71	3.88	3.99	3.76	3.88	3.75	3.95	3.79	3.88



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

69. ARE YOU MORE CONCERNED, LESS CONCERNED, OR THE SAME AMOUNT OF CONCERNED ABOUT THE SAFETY OF AIR TRAVEL THAN YOU WERE THIS TIME LAST YEAR?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
MORE CONCERNED	62.7	61.6	56.4	60.0	69.4	67.9	53.7	58.3	65.2	59.7	58.3	62.0	74.6	60.5	64.9	60.1
Much	25.7	17.4	25.8	25.4	28.4	21.4	27.9	24.5	24.4	16.2	24.3	26.4	33.6	22.3	27.3	26.2
Somewhat	37.0	44.2	30.7	34.6	40.9	46.5	25.8	33.7	40.8	43.5	33.9	35.5	41.1	38.2	37.6	33.9
LESS CONCERNED	6.1	10.2	7.7	7.8	2.5	7.9	8.9	10.1	3.5	10.8	6.8	5.3	1.2	7.2	6.3	4.4
Somewhat	4.3	7.7	4.1	6.3	1.9	7.9	4.7	7.2	2.5	7.7	3.6	5.3	1.2	3.6	4.6	4.4
Much	1.8	2.5	3.6	1.5	0.5	0.0	4.3	2.9	0.9	3.2	3.2	0.0	0.0	3.6	1.7	0.0
SAME AMOUNT OF CONCERNED	27.2	20.4	30.2	29.3	25.7	18.7	32.4	29.1	29.8	20.9	28.7	29.5	20.5	28.6	24.7	31.4
DK/REFUSED	4.0	7.9	5.7	2.8	2.5	5.4	4.9	2.5	1.6	8.6	6.2	3.2	3.6	3.7	4.1	4.1
Net Diff	58.4	53.8	52.4	53.7	67.4	60.0	49.0	51.0	62.7	52.1	54.7	56.6	73.4	56.9	60.3	55.6
Mean	3.84	3.72	3.75	3.78	3.97	3.86	3.72	3.72	3.87	3.68	3.77	3.86	4.11	3.75	3.88	3.85



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

70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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	1000	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
BOEING	49.0	53.3	47.5	49.8	42.8	46.3	53.0	55.3	52.4	45.4	49.7	41.9	32.5	46.9	43.3	47.6	42.7	57.0	49.3	61.4
UNITED	9.8	10.7	8.3	10.0	9.2	14.7	8.7	5.8	8.3	10.0	9.5	10.1	12.1	8.0	10.1	11.5	13.2	9.3	14.7	6.2
AMERICAN AIRLINES	5.9	6.7	7.2	4.8	7.5	2.8	6.3	8.2	4.5	6.7	6.1	7.2	8.9	7.2	6.6	5.9	6.6	3.9	1.8	5.2
ALASKA AIRLINES	3.3	4.2	5.3	4.9	3.2	1.9	2.6	1.4	1.0	3.7	4.9	2.6	0.0	4.4	3.0	1.9	4.5	2.6	2.6	2.6
DELTA	2.9	3.7	3.3	2.7	4.7	3.3	1.5	0.0	2.2	3.0	3.1	2.9	2.4	2.8	6.8	0.9	0.0	2.9	6.3	0.9
SOUTHWEST	1.1	0.0	0.0	0.5	1.5	3.2	0.0	0.0	3.7	1.2	0.2	2.5	2.7	1.1	0.0	1.7	2.6	0.9	1.7	0.5
SPIRIT	0.7	0.0	0.0	0.4	0.6	0.8	2.6	0.0	1.6	0.5	0.2	0.5	1.7	0.4	0.5	0.0	0.8	1.4	1.1	1.6
BOEING & UNITED	0.7	1.1	2.3	0.5	0.0	0.0	0.7	1.6	0.0	0.7	1.3	0.0	0.0	1.1	1.1	0.0	0.0	0.6	0.0	1.0
USAIR	0.6	0.0	0.8	0.6	1.1	0.6	0.9	0.0	0.0	0.9	0.5	1.4	1.5	1.1	1.9	0.0	0.0	0.0	0.0	0.0
JET BLUE	0.3	0.0	0.0	0.0	1.0	0.0	0.0	2.1	0.0	0.3	0.0	0.5	1.9	0.0	1.4	0.0	0.0	0.3	0.8	0.0
BOEING & DELTA	0.2	0.0	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.0	0.0
BOEING & ALASKA	0.2	1.5	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.2	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.3	0.0	0.4
BREEZE AIRWAYS	0.1	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
FRONTIER	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
TURKISH AIRLINES	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
SUN COUNTRY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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	
BOEING & SPIRIT	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
DK/REFUSED	24.6	18.8	23.7	24.4	27.3	26.4	23.8	24.5	25.0	26.5	23.1	29.5	36.3	27.1	22.4	29.5	28.1	20.5	21.8	19.7



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

70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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	899	768	131	101	69	32
BOEING	49.0	43.3	56.0	46.8	50.1	50.6	53.9	31.0	34.4	30.5	42.8
UNITED	9.8	10.4	9.5	7.9	13.0	10.0	10.0	9.9	8.1	6.2	12.1
AMERICAN AIRLINES	5.9	6.6	4.2	7.4	4.4	6.3	6.6	4.8	2.0	1.4	3.2
ALASKA AIRLINES	3.3	1.0	2.6	2.4	7.7	3.6	4.0	1.4	0.9	1.3	0.0
DELTA	2.9	4.1	4.3	2.8	0.8	3.3	2.6	7.4	0.0	0.0	0.0
SOUTHWEST	1.1	0.6	0.9	1.2	1.7	0.9	0.7	2.2	2.8	4.1	0.0
SPIRIT	0.7	2.6	0.0	0.6	0.4	0.7	0.4	2.4	1.1	1.5	0.0
BOEING & UNITED	0.7	2.8	0.4	0.3	0.0	0.8	0.9	0.0	0.0	0.0	0.0
USAIR	0.6	0.7	0.0	1.3	0.0	0.7	0.7	0.9	0.0	0.0	0.0
JET BLUE	0.3	0.5	0.0	0.6	0.0	0.3	0.1	1.1	1.0	1.4	0.0
BOEING & DELTA	0.2	0.0	0.4	0.3	0.0	0.2	0.3	0.0	0.0	0.0	0.0
BOEING & ALASKA	0.2	0.7	0.3	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0
BREEZE AIRWAYS	0.1	0.0	0.0	0.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0
FRONTIER	0.1	0.0	0.0	0.0	0.5	0.1	0.2	0.0	0.0	0.0	0.0
TURKISH AIRLINES	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	3.3
SUN COUNTRY	0.1	0.0	0.0	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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
BOEING & SPIRIT	0.1	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0
DK/REFUSED	24.6	26.2	21.4	27.7	21.4	21.9	19.0	38.9	48.9	53.5	38.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
BOEING	49.0	48.9	55.7	44.3	54.2	46.9	45.8	54.2	45.4	43.1	45.7	49.7	50.5	44.5	61.5	29.5	45.7	38.4
UNITED	9.8	7.7	12.0	8.7	11.2	7.8	8.6	11.2	9.7	11.0	8.8	10.2	13.2	11.3	7.7	9.3	6.3	3.4
AMERICAN AIRLINES	5.9	5.9	4.8	7.3	4.6	4.9	7.2	4.5	7.1	7.5	4.2	5.7	4.4	7.8	4.5	9.8	5.3	8.7
ALASKA AIRLINES	3.3	4.2	2.9	3.9	3.0	2.4	4.0	2.8	4.5	4.1	1.0	3.3	3.5	2.9	2.9	2.3	4.1	3.1
DELTA	2.9	3.9	2.5	4.0	2.2	1.2	3.9	2.3	2.7	3.6	1.5	3.0	3.4	2.1	2.2	3.9	1.4	1.4
SOUTHWEST	1.1	0.9	1.0	0.8	1.3	2.2	0.9	1.0	1.5	0.9	2.1	1.2	1.6	0.0	1.4	0.6	1.5	0.0
SPIRIT	0.7	0.2	0.9	0.7	0.7	1.3	0.0	0.8	1.6	2.2	2.5	0.8	0.3	0.8	0.7	2.5	1.4	0.0
BOEING & UNITED	0.7	1.0	0.5	1.1	0.4	0.0	1.3	0.5	0.0	0.0	0.0	0.6	0.3	0.9	1.4	0.7	0.0	1.9
USAIR	0.6	1.5	0.0	1.1	0.3	0.0	1.0	0.0	1.6	2.2	0.0	0.7	0.6	0.0	1.5	0.0	0.0	0.0
JET BLUE	0.3	0.3	0.2	0.3	0.2	1.2	0.4	0.2	0.8	0.0	0.0	0.2	0.0	0.0	0.0	1.7	0.0	1.5
BOEING & DELTA	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.8	0.0	0.0
BOEING & ALASKA	0.2	0.0	0.0	0.3	0.2	0.0	0.3	0.2	0.0	0.0	0.0	0.2	0.0	1.0	0.3	0.0	0.0	0.0
BREEZE AIRWAYS	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.1	1.5	0.0	0.2	0.0	1.1	0.0	0.0	0.0	0.0
FRONTIER	0.1	0.3	0.0	0.3	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	1.8
TURKISH AIRLINES	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.0	0.0	0.0	0.8	0.0	0.0
SUN COUNTRY	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

BANNER 3

	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT						HEALTH INSURANCE TYPE						
	TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.	
BOEING & SPIRIT	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
DK/REFUSED	24.6	25.1	18.9	26.7	21.2	32.1	26.0	21.5	23.9	23.8	33.0	23.6	21.7	27.7	15.5	38.2	34.4	39.6





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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
	UNITE	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
	D STATES	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	275	723	461	433	106	220	433	157	276	566
BOEING	49.0	50.0	48.7	45.6	52.9	47.6	43.3	48.8	56.9	44.2	49.2
UNITED	9.8	12.9	8.5	8.8	10.4	11.5	10.7	12.5	13.7	11.7	7.7
AMERICAN AIRLINES	5.9	4.4	6.4	7.0	4.7	5.9	7.5	4.4	3.2	5.0	7.0
ALASKA AIRLINES	3.3	2.1	3.8	3.9	3.1	1.9	2.2	2.5	1.3	3.2	4.0
DELTA	2.9	2.1	3.2	4.3	2.0	0.9	1.4	2.3	1.9	2.4	3.5
SOUTHWEST	1.1	1.9	0.8	0.7	1.4	1.7	0.8	1.9	0.6	2.7	0.5
SPIRIT	0.7	1.0	0.6	0.5	1.3	0.0	0.8	0.7	0.0	1.1	0.8
BOEING & UNITED	0.7	0.7	0.7	1.1	0.4	0.0	0.4	0.4	0.7	0.3	0.9
USAIR	0.6	0.4	0.7	1.4	0.0	0.0	1.4	0.3	0.7	0.0	0.9
JET BLUE	0.3	0.5	0.3	0.5	0.2	0.0	1.1	0.5	0.0	0.8	0.2
BOEING & DELTA	0.2	0.4	0.1	0.2	0.2	0.0	0.0	0.2	0.0	0.4	0.2
BOEING & ALASKA	0.2	0.0	0.3	0.3	0.2	0.0	0.5	0.2	0.0	0.3	0.2
BREEZE AIRWAYS	0.1	0.0	0.2	0.3	0.0	0.0	0.6	0.0	0.0	0.0	0.3
FRONTIER	0.1	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2
TURKISH AIRLINES	0.1	0.0	0.1	0.0	0.0	1.0	0.5	0.0	0.0	0.0	0.2
SUN COUNTRY	0.1	0.4	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.4	0.0



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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										
BOEING & SPIRIT	0.1	0.0	0.1	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.2
DK/REFUSED	24.6	23.2	25.1	25.4	22.7	29.5	28.1	25.2	21.0	27.5	24.1





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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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
BOEING & SPIRIT	0.1	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
DK/REFUSED	24.6	25.2	20.7	26.4	26.2	20.2	22.1	19.0	14.0	30.6	31.4	26.2			



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

70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
BOEING	49.0	52.4	59.0	48.3	44.3	48.3	55.5	51.1	12.5	29.5	52.6	52.5	44.1	30.3	72.9	50.6	52.7
UNITED	9.8	11.9	12.9	11.2	10.0	7.2	9.0	7.9	16.3	8.4	9.4	12.6	11.8	0.0	5.0	9.3	3.9
AMERICAN AIRLINES	5.9	5.5	5.4	5.6	6.6	6.0	4.3	5.3	10.0	12.0	5.1	4.5	6.6	0.0	9.1	4.5	8.8
ALASKA AIRLINES	3.3	3.2	0.0	5.1	2.1	5.0	4.4	4.8	0.0	1.4	5.1	3.1	2.3	3.9	5.4	2.2	3.7
DELTA	2.9	2.4	1.9	2.6	2.0	5.0	3.3	4.4	4.8	1.4	4.0	2.5	2.5	0.0	0.0	1.9	7.8
SOUTHWEST	1.1	1.9	2.0	1.9	1.6	0.0	0.0	0.0	6.0	1.3	0.0	1.9	0.8	0.0	0.0	2.3	0.0
SPIRIT	0.7	1.2	1.2	1.2	1.1	0.0	0.0	0.0	6.6	0.0	0.0	0.9	1.9	0.0	0.0	1.1	0.0
BOEING & UNITED	0.7	0.4	1.0	0.0	0.5	1.6	0.6	1.2	0.0	0.0	1.1	0.5	0.0	0.0	0.0	1.0	2.2
USAIR	0.6	0.0	0.0	0.0	0.6	1.5	0.7	1.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.2	0.0
JET BLUE	0.3	0.3	0.0	0.5	0.7	0.0	0.0	0.0	0.0	2.0	0.0	0.4	0.0	0.0	0.0	0.6	0.0
BOEING & DELTA	0.2	0.0	0.0	0.0	0.3	0.4	0.0	0.3	0.0	0.0	0.3	0.0	0.9	0.0	0.0	0.0	0.0
BOEING & ALASKA	0.2	0.3	0.0	0.4	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	2.1
BREEZE AIRWAYS	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
FRONTIER	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
TURKISH AIRLINES	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
SUN COUNTRY	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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
BOEING & SPIRIT	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
DK/REFUSED	24.6	20.6	16.6	23.1	29.3	23.6	22.1	23.0	43.6	44.0	20.5	20.8	28.4	65.8	7.5	23.9	17.2



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

70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT  CRAT	SPLTTR 	REPUB-  LICAN	SWING  VOTER	VB  COMBO	WLTHY/  UPPER  MIDDLE	Weal-  thy	Upper  Middle  Class	MIDDLE 	Middle  Class	Lower  Middle  Class	POOR	MAIN-  STREAM  PROT.	EVAN-  GEL-  ICAL	CATH-  OLIC
Total	1000	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
BOEING	49.0	50.0	45.4	49.1	49.4	48.1	35.7	50.3	49.5	50.4	47.7	45.6	46.2	39.9	48.9	57.7
UNITED	9.8	10.8	9.7	8.7	8.1	18.2	5.4	20.4	9.0	10.4	6.2	6.4	11.1	2.1	10.6	8.1
AMERICAN AIRLINES	5.9	5.6	6.3	6.1	5.4	2.6	7.2	1.9	6.2	4.8	8.7	7.4	7.3	9.2	4.8	4.0
ALASKA AIRLINES	3.3	3.2	1.5	4.1	3.4	6.1	11.0	5.3	2.9	2.6	3.6	3.4	4.9	1.5	4.0	1.5
DELTA	2.9	2.2	2.4	3.9	3.0	1.6	11.1	0.0	3.3	3.6	2.7	1.3	3.6	1.2	3.8	1.6
SOUTHWEST	1.1	1.3	3.0	0.2	1.1	3.8	7.0	3.3	0.6	0.6	0.7	2.2	1.4	1.3	0.7	1.2
SPIRIT	0.7	1.2	0.0	0.5	0.8	0.0	0.0	0.0	0.7	0.7	0.7	2.2	1.0	1.4	0.0	1.3
BOEING & UNITED	0.7	0.4	0.0	1.2	0.6	1.8	6.3	1.0	0.6	0.6	0.8	0.0	0.9	0.0	0.0	0.8
USAIR	0.6	0.0	0.7	1.3	0.6	0.0	0.0	0.0	0.8	1.2	0.0	0.0	0.0	1.6	1.2	0.4
JET BLUE	0.3	0.2	1.7	0.0	0.5	0.0	0.0	0.0	0.4	0.3	0.7	0.0	0.0	1.9	0.7	0.0
BOEING & DELTA	0.2	0.2	0.0	0.2	0.4	0.0	0.0	0.0	0.3	0.2	0.4	0.0	0.3	1.3	0.0	0.0
BOEING & ALASKA	0.2	0.2	0.0	0.3	0.2	0.0	0.0	0.0	0.2	0.2	0.3	0.0	0.2	0.0	0.5	0.0
BREEZE AIRWAYS	0.1	0.0	1.0	0.0	0.3	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.6
FRONTIER	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	1.6	0.0	0.0
TURKISH AIRLINES	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
SUN COUNTRY	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.3	0.0	0.0	0.0



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

BANNER 7

TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
	COMBO	COMBO	COMBO	COMBO	COMBO	COMBO	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-	
	DEMOCRAT	TICKET	REPUBLICAN	SWING	WALTHY/	Wealthy	Middle	Class	MIDDLE	Class	Middle	Class	PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
BOEING & SPIRIT	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.3	0.0	0.0	0.0
DK/REFUSED	24.6	24.0	28.4	24.0	25.8	17.7	16.4	17.9	24.9	23.5	27.4	31.4	22.5	37.0	24.9	22.9







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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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
BOEING & SPIRIT	0.1	0.0	0.3	0.0	0.8	0.0	0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
DK/REFUSED	24.6	28.8	16.2	17.3	14.1	22.5	11.7	34.3	20.5	21.2	32.0	37.1	30.8	22.5	16.5	24.7	22.0	49.8	24.5	42.5



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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	78	136	175	162	187	263	389	611	550	450	470	530
BOEING	49.0	26.1	31.5	35.6	49.9	56.8	67.6	32.3	59.6	37.4	63.1	57.9	41.0
UNITED	9.8	17.0	11.7	13.0	7.4	6.5	8.3	13.3	7.5	11.6	7.5	8.5	10.9
AMERICAN AIRLINES	5.9	8.9	5.5	10.4	5.5	4.6	3.2	8.4	4.3	7.6	3.8	4.4	7.2
ALASKA AIRLINES	3.3	3.7	0.9	2.8	3.4	7.1	2.1	2.3	4.0	2.6	4.2	2.7	3.9
DELTA	2.9	5.5	1.9	3.3	4.5	2.4	1.9	3.2	2.8	3.6	2.1	2.5	3.3
SOUTHWEST	1.1	2.3	0.7	2.1	0.0	2.1	0.3	1.7	0.8	1.2	1.1	0.7	1.5
SPIRIT	0.7	1.6	2.5	0.7	0.6	0.0	0.3	1.5	0.3	1.2	0.2	1.1	0.4
BOEING & UNITED	0.7	0.0	0.8	0.0	0.8	0.5	1.4	0.3	1.0	0.4	1.1	1.1	0.4
USAIR	0.6	0.0	0.9	0.0	0.7	0.6	1.1	0.3	0.8	0.4	0.9	1.3	0.0
JET BLUE	0.3	1.2	0.0	0.8	0.5	0.0	0.0	0.6	0.1	0.6	0.0	0.0	0.6
BOEING & DELTA	0.2	0.0	0.0	0.0	0.6	0.6	0.0	0.0	0.3	0.2	0.2	0.2	0.2
BOEING & ALASKA	0.2	0.0	0.0	0.7	0.0	0.0	0.3	0.3	0.1	0.2	0.2	0.0	0.4
BREEZE AIRWAYS	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.2	0.3	0.0	0.3	0.0
FRONTIER	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.2	0.0
TURKISH AIRLINES	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.2
SUN COUNTRY	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.2



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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
BOEING & SPIRIT	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.2	0.2	0.0
DK/REFUSED	24.6	33.7	42.8	30.1	24.7	18.8	13.1	35.2	17.9	32.1	15.5	18.8	29.8



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70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
BOEING	49.0	26.9	34.9	50.7	64.7	31.9	38.2	58.4	71.0	25.5	32.6	42.3	56.7	40.4	53.4	48.9
UNITED	9.8	14.4	12.0	7.0	8.8	22.5	9.2	6.3	7.9	12.0	13.9	7.8	9.8	14.0	9.7	4.9
AMERICAN AIRLINES	5.9	6.9	8.8	6.1	3.3	0.0	6.7	6.3	2.4	8.9	10.2	5.8	4.4	5.6	4.3	10.0
ALASKA AIRLINES	3.3	2.5	2.4	4.0	3.7	0.0	0.0	4.2	3.5	3.3	4.0	3.9	4.1	2.9	3.6	3.3
DELTA	2.9	3.8	3.2	3.8	1.8	3.7	5.6	0.7	1.9	3.8	1.6	7.2	1.7	2.0	2.3	5.6
SOUTHWEST	1.1	1.6	1.8	0.7	0.8	0.0	3.1	0.0	0.0	2.0	0.9	1.5	1.8	1.9	0.8	0.8
SPIRIT	0.7	2.9	1.0	0.3	0.2	4.2	2.4	0.7	0.4	2.6	0.0	0.0	0.0	1.7	0.6	0.0
BOEING & UNITED	0.7	0.0	0.4	0.8	1.0	0.0	1.0	1.6	0.8	0.0	0.0	0.0	1.3	0.4	0.8	0.9
USAIR	0.6	0.0	0.5	0.8	0.8	0.0	1.1	1.6	1.4	0.0	0.0	0.0	0.0	0.4	1.0	0.0
JET BLUE	0.3	0.8	0.6	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.9	0.7	0.0	0.0	0.4	0.6
BOEING & DELTA	0.2	0.0	0.0	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.7	0.0	0.4	0.2	0.0
BOEING & ALASKA	0.2	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.5	0.5	0.2	0.0
BREEZE AIRWAYS	0.1	0.0	0.0	0.5	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
FRONTIER	0.1	0.0	0.5	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
TURKISH AIRLINES	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.0
SUN COUNTRY	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.2	0.0



70. WHAT IS THE NAME OF THE COMPANY UNDER SCRUTINY FOR THESE RECENT AIRLINE SAFETY INCIDENTS?

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	
BOEING & SPIRIT	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0
DK/REFUSED	24.6	40.1	33.7	23.2	14.4	37.7	31.6	18.4	10.1	40.8	35.2	28.4	19.7	29.3	22.1	25.0



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71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	80	144	180	175	149	123	67	82	693	404	213	76	293	168	106	126	307	111	196
GIVEN UP ON LIFE	34.5	50.8	46.3	33.1	29.7	38.0	22.4	23.8	32.1	37.5	41.3	34.0	27.7	43.5	42.2	30.6	23.2	27.6	32.5	24.9
LIVING LIFE TO ITS FULLEST	28.8	17.0	21.6	25.6	30.5	26.1	45.5	36.5	30.3	27.3	22.5	31.4	41.7	24.5	27.6	25.5	35.0	32.3	23.0	37.6
DON'T KNOW	36.7	32.2	32.1	41.4	39.9	35.9	32.1	39.7	37.6	35.2	36.3	34.7	30.6	32.0	30.2	43.9	41.8	40.1	44.5	37.6
Net Diff.	5.6	33.8	24.6	7.5	-0.8	11.8	-23.1	-12.7	1.8	10.2	18.8	2.6	-14.0	18.9	14.7	5.1	-11.8	-4.7	9.6	-12.7



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71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	899	768	131	101	69	32	
GIVEN UP ON LIFE	34.5	37.6	33.9	33.0	35.2	35.5	36.7	28.6	25.0	27.4	19.9	
LIVING LIFE TO ITS FULLEST	28.8	27.7	25.7	31.5	28.2	27.8	26.8	34.0	37.9	39.0	35.4	
DON'T KNOW	36.7	34.7	40.3	35.5	36.6	36.6	36.5	37.4	37.1	33.6	44.7	
Net Diff.	5.6	9.9	8.2	1.5	7.0	7.7	10.0	-5.3	-12.9	-11.7	-15.6	





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71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	409	364	464	452	83	399	384	127	95	90	936	402	127	263	136	65	64
GIVEN UP ON LIFE	34.5	43.3	27.3	43.4	28.1	19.8	45.3	27.9	27.8	29.9	24.0	34.4	36.3	30.5	36.5	27.3	36.9	35.7
LIVING LIFE TO ITS FULLEST	28.8	25.1	29.8	26.2	31.5	29.3	25.0	31.3	35.2	33.1	26.4	28.3	29.0	34.1	17.8	39.9	28.2	37.4
DON'T KNOW	36.7	31.6	42.9	30.5	40.4	51.0	29.8	40.7	36.9	37.0	49.6	37.3	34.7	35.4	45.7	32.9	34.9	26.9
Net Diff.	5.6	18.2	-2.5	17.2	-3.4	-9.5	20.3	-3.4	-7.4	-3.2	-2.4	6.1	7.3	-3.7	18.7	-12.6	8.7	-1.6



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71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	275	723	461	433	106	220	433	157	276	566	
GIVEN UP ON LIFE	34.5	26.0	37.7	43.0	26.4	30.6	30.0	25.9	28.2	24.7	40.9	
LIVING LIFE TO ITS FULLEST	28.8	34.9	26.6	25.6	33.1	25.5	28.0	32.1	29.1	33.8	26.4	
DON'T KNOW	36.7	39.1	35.7	31.4	40.6	43.9	42.0	42.0	42.7	41.5	32.7	
Net Diff.	5.6	-8.9	11.1	17.4	-6.7	5.1	1.9	-6.2	-1.0	-9.1	14.5	



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71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	433	460		362	370	268	181	157	132	181	213	136
GIVEN UP ON LIFE	34.5	42.4	28.6		41.6	25.8	36.8	44.0	24.1	40.9	39.3	27.1	32.9
LIVING LIFE TO ITS FULLEST	28.8	24.7	31.2		25.3	35.5	24.4	20.1	33.7	21.4	30.5	36.7	27.4
DON'T KNOW	36.7	32.9	40.1		33.0	38.7	38.7	35.9	42.2	37.7	30.2	36.2	39.8
Net Diff.	5.6	17.7	-2.6		16.3	-9.7	12.4	23.9	-9.6	19.5	8.7	-9.7	5.5



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

71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	282	109	173	367	214	137	351	19	72	270	225	121	24	37	174	57
GIVEN UP ON LIFE	34.5	27.9	24.9	29.8	32.1	42.0	42.7	42.2	30.5	40.3	42.8	27.4	25.2	13.8	29.6	33.5	51.6
LIVING LIFE TO ITS FULLEST	28.8	38.0	44.6	33.9	28.9	21.1	22.2	21.5	55.0	31.5	21.6	36.1	31.7	48.0	40.2	25.8	10.1
DON'T KNOW	36.7	34.1	30.6	36.3	39.0	37.0	35.1	36.2	14.5	28.2	35.6	36.4	43.1	38.2	30.2	40.7	38.3
Net Diff.	5.6	-10.1	-19.7	-4.0	3.3	20.9	20.5	20.7	-24.5	8.8	21.2	-8.7	-6.5	-34.2	-10.5	7.8	41.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	445	142	413	491	114	17	97	795	517	278	92	337	74	261	246
GIVEN UP ON LIFE	34.5	27.0	34.2	42.7	33.7	38.0	37.1	38.2	34.5	37.2	29.4	30.3	36.6	27.1	38.4	30.7
LIVING LIFE TO ITS FULLEST	28.8	34.6	28.2	22.8	27.5	24.2	36.7	22.1	28.6	26.6	32.3	36.9	25.6	30.4	25.8	35.4
DON'T KNOW	36.7	38.4	37.6	34.5	38.8	37.8	26.1	39.8	37.0	36.2	38.3	32.7	37.8	42.5	35.8	33.9
Net Diff.	5.6	-7.6	6.0	19.9	6.2	13.8	0.4	16.1	5.9	10.7	-2.9	-6.6	11.0	-3.4	12.6	-4.7



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

71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	667	333	226	107	308	162	359	171	680	320	130	130	40	292	388	60	70	84	46
GIVEN UP ON LIFE	34.5	32.9	37.6	39.7	33.3	35.3	38.8	30.9	36.6	36.5	30.3	34.9	21.7	36.7	40.2	33.7	39.6	30.8	21.3	22.2
LIVING LIFE TO ITS FULLEST	28.8	30.6	25.4	24.7	26.7	27.6	20.2	33.1	30.2	25.7	35.5	31.6	41.4	31.6	20.2	29.9	26.2	36.2	37.9	47.9
DON'T KNOW	36.7	36.5	37.0	35.6	39.9	37.1	41.0	36.0	33.2	37.8	34.2	33.5	36.9	31.7	39.7	36.4	34.2	33.0	40.7	29.9
Net Diff.	5.6	2.3	12.3	14.9	6.6	7.7	18.5	-2.3	6.3	10.8	-5.3	3.3	-19.7	5.1	20.0	3.8	13.4	-5.4	-16.6	-25.6



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71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	78	136	175	162	187	263	389	611	550	450	470	530
GIVEN UP ON LIFE	34.5	13.2	26.6	35.1	39.2	37.9	39.1	27.7	38.8	31.1	38.6	36.5	32.7
LIVING LIFE TO ITS FULLEST	28.8	58.2	43.3	35.3	26.5	24.2	13.1	42.7	20.0	37.9	17.7	25.0	32.2
DON'T KNOW	36.7	28.6	30.1	29.6	34.3	37.9	47.8	29.5	41.2	30.9	43.7	38.5	35.1
Net Diff.	5.6	-45.1	-16.7	-0.2	12.7	13.7	26.1	-15.0	18.8	-6.8	20.9	11.4	0.5



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71. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION ABOUT PEOPLE WHO WEAR PAJAMAS IN PUBLIC?

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	114	258	266	362	25	104	139	202	89	154	127	161	264	515	221
GIVEN UP ON LIFE	34.5	19.4	30.2	39.7	38.5	27.3	26.9	39.4	40.5	17.1	32.4	40.1	35.9	27.8	38.2	33.8
LIVING LIFE TO ITS FULLEST	28.8	51.6	39.4	28.2	14.7	27.7	45.1	27.2	12.9	58.4	35.6	29.2	16.9	39.0	25.0	25.8
DON'T KNOW	36.7	29.0	30.4	32.1	46.9	45.0	28.0	33.4	46.6	24.5	32.1	30.7	47.2	33.2	36.8	40.4
Net Diff.	5.6	-32.2	-9.3	11.6	23.8	-0.4	-18.3	12.2	27.7	-41.3	-3.2	10.9	19.0	-11.1	13.2	8.1





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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	49.3	69.9	64.6	55.9	48.6	39.5	34.0	27.1	42.0	59.3	61.8	54.4	59.0	71.7	54.9	57.7	39.7	23.7	23.1	24.1
Much	22.5	42.9	34.5	24.9	19.5	13.0	12.2	11.2	19.6	28.4	32.0	20.7	30.9	38.9	22.3	28.6	13.8	7.3	7.7	7.0
Somewhat	26.8	27.0	30.2	31.0	29.1	26.5	21.8	15.9	22.4	30.9	29.9	33.8	28.1	32.9	32.5	29.1	25.9	16.5	15.5	17.1
LESS EXPENSIVE	18.6	6.3	8.7	14.1	17.2	23.3	30.8	27.5	31.5	11.9	10.6	12.5	17.6	4.6	9.2	14.2	28.9	35.7	36.1	35.5
Somewhat	13.3	4.9	3.8	10.6	14.5	16.2	23.3	16.8	22.0	9.1	7.1	11.1	14.4	3.5	8.6	10.0	20.6	24.1	24.3	24.0
Much	5.3	1.4	4.9	3.5	2.8	7.1	7.6	10.7	9.5	2.9	3.5	1.4	3.3	1.1	0.6	4.2	8.3	11.6	11.8	11.5
STAYED THE SAME	24.3	17.2	22.9	23.9	24.6	27.4	24.3	32.7	21.3	22.2	22.2	23.7	18.4	19.9	27.2	17.5	24.7	29.5	30.5	28.9
DK/REFUSED	7.8	6.6	3.8	6.1	9.6	9.8	10.8	12.7	5.1	6.6	5.4	9.4	5.0	3.8	8.7	10.7	6.6	11.1	10.3	11.6
Net Diff	36.1	65.0	60.8	45.2	34.1	23.3	10.8	10.3	20.0	50.2	54.8	43.4	44.6	68.3	46.3	47.7	19.1	-0.4	-1.1	0.1
Mean	3.52	4.12	3.89	3.67	3.53	3.25	3.09	3.00	3.22	3.78	3.84	3.68	3.73	4.09	3.74	3.76	3.17	2.82	2.81	2.82



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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

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	900	775	125	100	70	30
MORE EXPENSIVE	49.3	46.5	47.1	51.4	50.2	48.8	49.4	45.2	53.9	54.2	53.3
Much	22.5	21.5	22.3	22.3	23.9	21.8	22.3	18.5	28.6	29.1	27.3
Somewhat	26.8	25.0	24.8	29.1	26.3	27.0	27.1	26.7	25.4	25.1	26.0
LESS EXPENSIVE	18.6	22.4	20.4	18.1	14.5	19.8	20.0	18.5	7.6	5.7	12.1
Somewhat	13.3	15.8	15.4	12.3	10.7	14.1	14.4	12.4	5.6	4.5	8.2
Much	5.3	6.5	5.0	5.8	3.7	5.7	5.6	6.1	2.0	1.2	4.0
STAYED THE SAME	24.3	24.1	25.1	23.5	24.9	24.5	23.7	30.0	21.8	23.4	18.0
DK/REFUSED	7.8	7.0	7.4	7.0	10.4	6.8	6.9	6.3	16.7	16.8	16.5
Net Diff	36.1	30.7	31.7	39.1	39.5	34.7	35.0	32.8	48.4	49.7	45.2
Mean	3.52	3.42	3.48	3.53	3.62	3.48	3.50	3.42	3.87	3.92	3.77



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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	49.3	67.7	25.3		68.6	27.3	58.8	69.1	25.6	49.5	53.6	58.8	48.8	50.2	47.7	48.2	46.6	40.4	57.7
Much	22.5	34.8	8.5		35.7	7.8	27.4	36.6	7.3	19.5	21.8	27.2	22.6	21.3	19.9	23.5	24.6	23.7	21.1
Somewhat	26.8	32.9	16.8		32.9	19.6	31.4	32.5	18.3	30.0	31.8	31.5	26.2	28.9	27.8	24.7	22.1	16.7	36.6
LESS EXPENSIVE	18.6	6.2	36.2		4.0	35.5	10.3	3.3	38.1	17.9	14.1	7.6	18.4	12.0	26.3	27.0	18.2	23.3	21.0
Somewhat	13.3	5.2	25.1		3.1	25.1	7.4	2.6	26.6	14.1	12.4	4.7	12.8	8.0	21.6	17.3	11.3	16.0	21.0
Much	5.3	1.0	11.0		0.9	10.4	2.9	0.6	11.6	3.8	1.8	2.9	5.6	4.0	4.8	9.7	6.9	7.3	0.0
STAYED THE SAME	24.3	21.9	28.5		22.1	27.7	18.6	23.1	26.8	23.2	21.9	20.9	25.2	29.1	18.6	20.5	25.6	28.8	9.5
DK/REFUSED	7.8	4.2	10.1		5.3	9.6	12.3	4.5	9.5	9.4	10.4	12.8	7.6	8.7	7.3	4.3	9.6	7.5	11.8
Net Diff	36.1	62.5	0.1		65.5	2.2	51.4	66.5	-1.0	35.4	41.2	54.1	36.0	42.2	26.2	30.9	35.3	24.4	36.7
Mean	3.52	4.00	2.85		4.05	2.88	3.83	4.07	2.81	3.52	3.66	3.87	3.51	3.61	3.39	3.37	3.51	3.36	3.66



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PRESCRIPTION DRUGS

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	1000	257	743	470	422	107	233	411	148	262	589	
MORE EXPENSIVE	49.3	30.4	55.9	65.6	29.1	57.7	52.8	29.5	22.2	33.6	63.2	
Much	22.5	10.2	26.7	32.8	9.5	28.6	24.7	8.9	8.8	8.9	32.0	
Somewhat	26.8	20.2	29.1	32.8	19.7	29.1	28.1	20.6	13.4	24.7	31.2	
LESS EXPENSIVE	18.6	42.0	10.5	6.3	33.4	14.2	13.1	37.0	48.9	30.2	5.8	
Somewhat	13.3	26.5	8.7	5.4	22.9	10.0	10.0	25.1	32.4	21.0	5.0	
Much	5.3	15.4	1.8	0.9	10.5	4.2	3.1	11.9	16.5	9.3	0.7	
STAYED THE SAME	24.3	22.9	24.7	22.6	27.9	17.5	23.9	26.1	23.1	27.8	23.0	
DK/REFUSED	7.8	4.8	8.9	5.6	9.6	10.7	10.1	7.4	5.8	8.3	8.1	
Net Diff	36.1	3.9	47.2	60.2	6.2	47.7	42.8	4.4	-10.2	12.7	58.1	
Mean	3.52	2.82	3.77	3.97	2.94	3.76	3.68	2.89	2.63	3.03	3.96	



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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	49.3	69.9	28.5	69.4	32.7	45.2	65.5	30.3	42.1	73.4	34.6	47.8
Much	22.5	36.5	9.0	35.5	11.9	19.5	32.3	7.5	13.9	38.9	15.3	24.3
Somewhat	26.8	33.4	19.5	33.9	20.8	25.7	33.2	22.8	28.2	34.5	19.3	23.5
LESS EXPENSIVE	18.6	4.2	35.0	4.6	31.6	19.5	6.5	36.9	20.7	2.7	27.4	18.4
Somewhat	13.3	3.3	25.0	4.2	21.6	13.9	6.5	29.1	15.0	1.9	15.8	13.0
Much	5.3	0.9	10.0	0.4	10.0	5.6	0.0	7.8	5.7	0.8	11.6	5.4
STAYED THE SAME	24.3	21.1	27.6	21.3	26.2	25.6	25.0	28.1	29.4	17.4	24.8	22.4
DK/REFUSED	7.8	4.8	8.9	4.7	9.5	9.7	3.0	4.7	7.8	6.5	13.3	11.3
Net Diff	36.1	66.6	3.5	65.1	11.1	31.3	59.0	1.2	27.0	71.5	18.8	34.9
Mean	3.52	4.06	2.92	4.05	3.03	3.44	3.94	2.93	3.32	4.16	3.13	3.54



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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	49.3	29.0	26.5	30.4	46.3	61.2	76.5	67.9	71.3	63.5	70.6	25.1	42.4	52.8	30.2	42.1	63.0
Much	22.5	9.7	10.3	9.3	20.8	28.9	40.4	33.9	29.3	30.1	37.3	7.6	17.4	22.6	11.6	19.6	24.6
Somewhat	26.8	19.3	16.2	21.0	25.4	32.3	36.1	34.0	41.9	33.4	33.4	17.4	25.0	30.2	18.6	22.6	38.3
LESS EXPENSIVE	18.6	31.4	27.9	33.5	20.8	8.8	3.7	6.6	8.6	6.4	3.9	34.1	27.7	27.7	27.7	21.8	8.3
Somewhat	13.3	22.1	22.9	21.6	14.0	8.8	1.9	5.8	8.6	6.4	3.4	23.0	18.6	23.0	23.3	13.8	8.3
Much	5.3	9.4	5.0	11.9	6.8	0.0	1.7	0.8	0.0	0.0	0.5	11.1	9.1	4.7	4.4	8.0	0.0
STAYED THE SAME	24.3	27.1	29.5	25.7	25.9	24.9	15.0	20.6	20.1	22.1	21.2	27.7	26.8	12.6	27.1	26.7	21.7
DK/REFUSED	7.8	12.5	16.1	10.5	7.0	5.1	4.8	4.9	0.0	8.0	4.3	13.2	3.1	6.9	15.0	9.4	7.0
Net Diff	36.1	6.9	3.7	8.8	32.3	52.3	74.6	62.1	62.6	57.1	67.2	2.0	23.8	29.8	7.0	28.3	54.7
Mean	3.52	2.98	3.05	2.94	3.42	3.86	4.17	3.99	3.92	3.95	4.08	2.86	3.24	3.46	3.12	3.35	3.85



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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTR	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	NON- RELI- GIOUS
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	49.3	32.7	49.9	67.4	48.6	56.0	35.9	58.3	49.6	50.8	47.3	37.4	54.3	55.3	55.5	36.5
Much	22.5	12.0	17.7	35.4	19.3	22.2	22.3	22.2	22.5	22.2	23.1	22.7	25.6	24.3	26.2	15.7
Somewhat	26.8	20.8	32.2	32.0	29.4	33.8	13.6	36.2	27.1	28.6	24.2	14.7	28.7	31.0	29.3	20.8
LESS EXPENSIVE	18.6	31.4	17.6	4.8	19.4	14.4	22.5	13.5	19.2	17.9	21.8	19.4	20.2	10.5	16.2	21.0
Somewhat	13.3	22.0	12.1	3.9	14.9	11.0	22.5	9.7	13.5	12.3	15.9	14.3	13.4	9.3	9.8	17.5
Much	5.3	9.3	5.5	0.8	4.4	3.4	0.0	3.8	5.7	5.6	5.9	5.1	6.9	1.2	6.5	3.5
STAYED THE SAME	24.3	26.8	22.8	21.9	24.2	22.3	36.7	20.5	23.4	24.3	21.7	34.5	19.4	24.7	25.1	29.3
DK/REFUSED	7.8	9.1	9.7	5.9	7.8	7.4	4.8	7.7	7.8	7.1	9.2	8.6	6.1	9.5	3.2	13.2
Net Diff	36.1	10.7	37.8	63.5	33.7	44.9	13.4	48.7	36.0	38.5	31.5	23.1	40.9	46.0	45.7	19.0
Mean	3.52	3.04	3.49	4.03	3.48	3.65	3.37	3.69	3.51	3.53	3.47	3.39	3.56	3.75	3.61	3.32



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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	49.3	47.7	52.5	52.5	52.6	43.4	53.3	51.0	51.5	50.9	46.1	48.8	37.1	60.7	49.1	52.6	36.8	56.6	41.2	33.7
Much	22.5	22.0	23.4	24.8	20.3	16.8	22.2	26.0	24.8	22.4	22.8	25.3	16.2	28.8	20.3	24.4	16.6	31.0	10.8	20.7
Somewhat	26.8	25.7	29.1	27.7	32.2	26.6	31.1	25.0	26.7	28.5	23.3	23.5	20.9	31.9	28.8	28.2	20.2	25.6	30.3	13.0
LESS EXPENSIVE	18.6	21.8	12.1	12.3	11.7	27.4	10.3	17.7	14.4	17.0	22.0	22.3	29.5	5.0	19.1	14.9	33.9	14.7	24.4	33.7
Somewhat	13.3	15.7	8.3	8.6	7.8	22.5	7.1	10.6	9.8	12.8	14.3	16.5	18.0	0.0	16.2	9.4	26.0	10.3	14.8	20.7
Much	5.3	6.1	3.8	3.7	3.9	4.9	3.1	7.0	4.6	4.2	7.6	5.8	11.5	5.0	2.9	5.5	7.9	4.4	9.7	13.0
STAYED THE SAME	24.3	22.9	27.0	24.2	33.0	23.7	32.7	22.2	20.1	24.9	22.9	22.3	24.0	20.1	27.7	22.2	24.9	20.6	25.6	22.7
DK/REFUSED	7.8	7.6	8.3	11.0	2.8	5.5	3.8	9.1	14.0	7.2	9.1	6.6	9.4	14.2	4.1	10.3	4.4	8.1	8.8	9.9
Net Diff	36.1	32.0	44.2	43.9	44.8	20.8	46.1	40.4	41.8	38.1	31.8	32.3	19.1	60.7	32.9	43.1	10.8	46.3	26.4	13.0
Mean	3.52	3.45	3.65	3.69	3.59	3.30	3.65	3.58	3.67	3.56	3.43	3.49	3.14	3.93	3.49	3.63	3.12	3.75	3.20	3.08





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PRESCRIPTION DRUGS

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	49.3	49.6	49.2	55.0	51.1	45.0	48.2	51.7	47.9	51.5	46.8	47.3	51.2
Much	22.5	16.7	22.8	25.7	26.3	16.7	24.4	22.8	22.3	23.8	21.0	18.9	25.6
Somewhat	26.8	32.9	26.3	29.2	24.8	28.3	23.8	28.9	25.6	27.7	25.8	28.3	25.5
LESS EXPENSIVE	18.6	13.4	8.7	14.9	18.8	21.3	25.6	12.2	22.5	14.2	23.7	20.7	16.7
Somewhat	13.3	8.8	7.4	11.9	12.3	17.7	15.8	9.6	15.5	10.4	16.6	16.5	10.4
Much	5.3	4.6	1.3	3.0	6.5	3.6	9.8	2.7	6.9	3.8	7.1	4.2	6.3
STAYED THE SAME	24.3	23.7	26.0	26.7	23.3	25.1	21.9	25.8	23.3	25.1	23.3	27.2	21.6
DK/REFUSED	7.8	13.3	16.1	3.4	6.8	8.6	4.2	10.3	6.3	9.3	6.2	4.8	10.5
Net Diff	36.1	40.8	41.8	43.0	38.8	27.3	32.4	42.1	32.4	41.1	30.2	30.8	40.8
Mean	3.52	3.56	3.74	3.65	3.56	3.40	3.39	3.66	3.44	3.63	3.39	3.43	3.60



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72. UNDER PRESIDENT BIDEN, HAVE THE FOLLOWING GOODS AND SERVICES BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAYED THE SAME?

PRESCRIPTION DRUGS

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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	49.3	46.6	53.0	48.6	48.2	42.4	47.6	40.6	52.3	48.5	57.9	55.6	44.0	47.8	49.2	51.6
Much	22.5	15.4	26.3	21.1	23.1	2.8	20.7	14.4	23.9	21.1	31.5	27.2	22.2	24.6	20.5	24.6
Somewhat	26.8	31.2	26.7	27.4	25.2	39.6	27.0	26.3	28.4	27.4	26.4	28.4	21.8	23.2	28.6	27.0
LESS EXPENSIVE	18.6	13.5	11.2	21.5	23.2	22.1	15.0	25.6	20.9	9.6	7.6	17.9	25.7	20.4	17.4	19.2
Somewhat	13.3	10.4	8.5	15.6	15.8	16.0	12.7	22.5	15.1	7.8	4.7	9.4	16.5	13.7	13.5	12.1
Much	5.3	3.1	2.6	6.0	7.4	6.1	2.3	3.1	5.7	1.7	2.9	8.5	9.2	6.7	3.9	7.1
STAYED THE SAME	24.3	23.3	28.0	22.7	23.1	22.9	32.6	29.1	23.3	23.5	23.8	16.9	22.8	23.8	25.0	23.1
DK/REFUSED	7.8	16.6	7.8	7.3	5.5	12.5	4.8	4.7	3.5	18.4	10.6	9.6	7.5	8.1	8.5	6.1
Net Diff	36.1	36.2	44.4	33.0	32.4	26.4	35.0	18.1	37.2	40.7	53.2	46.3	27.5	34.1	35.6	39.5
Mean	3.52	3.54	3.71	3.46	3.43	3.20	3.54	3.28	3.51	3.71	3.88	3.62	3.34	3.49	3.53	3.53



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73. HEALTH INSURANCE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	58.8	75.0	72.0	67.9	64.6	50.9	42.4	31.4	42.2	70.1	70.8	69.5	67.5	82.7	75.3	61.0	44.1	29.9	34.5	27.2
Much	27.3	48.7	41.6	29.0	25.8	16.8	17.8	9.1	23.5	34.3	37.5	27.0	36.8	48.2	27.6	34.7	12.6	9.3	10.5	8.6
Somewhat	31.5	26.3	30.4	38.9	38.8	34.1	24.6	22.3	18.8	35.8	33.3	42.5	30.6	34.4	47.8	26.3	31.5	20.5	24.0	18.5
LESS EXPENSIVE	8.4	2.1	6.2	9.6	7.5	9.2	9.5	8.7	15.3	6.5	6.9	5.5	7.1	3.1	2.6	8.2	17.1	13.3	14.1	12.8
Somewhat	5.3	1.1	2.6	5.8	4.5	6.3	7.9	4.6	11.6	4.1	3.7	4.0	6.2	1.7	2.2	5.9	10.0	8.6	8.1	8.9
Much	3.1	1.0	3.7	3.9	3.1	2.9	1.7	4.1	3.8	2.4	3.2	1.5	0.9	1.4	0.4	2.3	7.1	4.7	6.1	3.9
STAYED THE SAME	25.9	17.2	17.4	17.5	21.3	31.8	38.5	45.7	36.2	17.9	17.4	18.6	18.9	10.8	16.8	19.7	32.8	46.3	42.1	48.8
DK/REFUSED	6.9	5.7	4.4	4.9	6.6	8.1	9.6	14.2	6.3	5.5	4.9	6.4	6.5	3.4	5.2	11.1	6.0	10.5	9.3	11.3
Net Diff	53.5	73.9	69.4	62.2	60.1	44.5	34.5	26.8	30.7	66.0	67.1	65.5	61.3	81.0	73.2	55.1	34.1	21.2	26.5	18.2
Mean	3.80	4.28	4.08	3.88	3.86	3.61	3.54	3.32	3.50	4.01	4.03	3.96	4.03	4.31	4.05	3.96	3.35	3.24	3.27	3.22



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73. HEALTH INSURANCE

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	900	775	125	100	70	30
MORE EXPENSIVE	58.8	54.2	58.3	61.6	58.1	59.2	60.1	53.7	55.5	56.6	53.0
Much	27.3	22.7	25.4	29.0	29.8	27.3	28.5	19.6	27.1	27.7	25.5
Somewhat	31.5	31.5	32.9	32.6	28.3	31.9	31.5	34.1	28.5	28.9	27.5
LESS EXPENSIVE	8.4	9.6	7.8	8.9	7.1	8.4	8.2	9.6	8.3	7.1	11.3
Somewhat	5.3	4.4	5.8	5.6	5.2	5.4	5.7	3.6	4.9	4.5	5.8
Much	3.1	5.3	2.0	3.3	1.9	3.0	2.6	6.0	3.4	2.5	5.5
STAYED THE SAME	25.9	30.0	26.1	24.0	25.5	25.9	25.0	31.6	25.2	25.2	25.2
DK/REFUSED	6.9	6.1	7.7	5.5	9.2	6.5	6.7	5.2	10.9	11.1	10.5
Net Diff	53.5	49.9	52.5	56.0	52.9	53.8	54.4	50.1	50.6	52.1	47.1
Mean	3.80	3.66	3.80	3.83	3.87	3.80	3.83	3.61	3.80	3.84	3.69



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73. HEALTH INSURANCE

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	58.8	81.0	32.9		81.7	33.1	67.8	81.3	31.4	59.0	58.8	71.4	58.8	64.7	60.7	57.3	43.4	53.8	58.5
Much	27.3	42.4	10.1		43.7	9.4	30.7	44.4	8.3	23.6	24.9	35.1	26.9	26.8	26.5	27.1	21.3	29.4	33.7
Somewhat	31.5	38.5	22.7		38.0	23.7	37.2	36.9	23.0	35.4	34.0	36.3	32.0	37.9	34.3	30.2	22.1	24.4	24.8
LESS EXPENSIVE	8.4	2.9	16.0		2.0	15.6	5.9	2.2	16.5	7.3	4.4	4.5	8.3	5.5	10.0	12.1	8.3	14.9	10.8
Somewhat	5.3	1.7	10.4		1.1	10.1	3.8	0.8	11.5	4.6	3.4	1.6	5.0	2.9	7.5	7.6	3.9	7.0	10.8
Much	3.1	1.2	5.6		0.9	5.5	2.1	1.4	5.1	2.8	1.0	2.9	3.3	2.6	2.5	4.4	4.4	8.0	0.0
STAYED THE SAME	25.9	13.5	42.0		12.9	41.3	16.0	13.9	41.5	24.4	26.0	17.4	26.3	25.0	24.5	25.8	31.2	27.2	18.5
DK/REFUSED	6.9	2.6	9.2		3.4	9.9	10.2	2.6	10.7	9.2	10.8	6.7	6.6	4.8	4.8	4.8	17.1	4.1	12.2
Net Diff	53.5	79.3	22.4		80.6	23.0	64.0	80.5	19.9	54.4	55.5	69.8	53.8	61.7	53.3	49.7	39.5	46.8	47.7
Mean	3.80	4.22	3.24		4.27	3.24	4.01	4.25	3.20	3.80	3.88	4.06	3.79	3.88	3.79	3.71	3.63	3.63	3.93



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73. HEALTH INSURANCE

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	58.8	36.0	66.7	80.0	34.7	61.0	62.9	33.8	26.8	37.8	76.2
Much	27.3	9.6	33.4	40.7	10.4	34.7	27.0	9.4	9.9	9.1	39.7
Somewhat	31.5	26.4	33.3	39.3	24.2	26.3	35.9	24.4	16.9	28.7	36.5
LESS EXPENSIVE	8.4	18.4	5.0	2.9	14.6	8.2	7.4	16.6	27.0	10.7	2.7
Somewhat	5.3	10.4	3.6	1.9	9.1	5.9	4.3	10.6	16.2	7.5	1.6
Much	3.1	8.0	1.4	1.1	5.5	2.3	3.1	6.0	10.9	3.2	1.0
STAYED THE SAME	25.9	38.8	21.4	13.0	41.8	19.7	20.5	41.4	38.9	42.8	15.0
DK/REFUSED	6.9	6.9	6.9	4.1	9.0	11.1	9.2	8.2	7.2	8.7	6.0
Net Diff	53.5	25.6	63.1	78.1	25.6	55.1	58.6	23.2	10.7	30.2	74.6
Mean	3.80	3.21	4.01	4.22	3.28	3.96	3.87	3.22	2.99	3.36	4.19



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

73. HEALTH INSURANCE

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	433	460		362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	58.8	81.3	36.7		82.4	37.4	56.5	83.2	32.1	56.4	81.5	41.6	56.6
Much	27.3	44.1	11.1		43.3	13.2	25.0	42.2	8.5	21.2	44.5	17.0	28.1
Somewhat	31.5	37.1	25.6		39.1	24.2	31.6	41.0	23.6	35.2	37.0	24.6	28.5
LESS EXPENSIVE	8.4	1.4	15.6		2.2	16.3	6.0	1.6	19.0	6.1	2.8	14.2	5.8
Somewhat	5.3	0.5	10.5		1.5	10.0	4.0	1.6	11.2	4.0	1.5	9.0	4.1
Much	3.1	0.9	5.0		0.6	6.3	1.9	0.0	7.7	2.2	1.3	5.1	1.7
STAYED THE SAME	25.9	13.7	39.2		12.5	37.0	28.6	13.7	43.4	29.9	11.2	32.0	27.5
DK/REFUSED	6.9	3.6	8.5		3.0	9.3	8.9	1.5	5.6	7.6	4.5	12.3	10.0
Net Diff	53.5	80.8	26.2		80.8	27.4	52.5	81.7	20.9	52.4	80.0	32.5	52.5
Mean	3.80	4.28	3.30		4.27	3.31	3.81	4.26	3.15	3.75	4.28	3.45	3.86



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73. HEALTH INSURANCE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	58.8	37.2	28.7	42.2	56.5	75.0	81.0	77.6	71.6	83.9	82.8	32.5	45.7	42.0	47.0	53.2	71.4
Much	27.3	12.1	9.0	13.9	24.4	34.4	50.9	41.6	34.0	39.0	45.0	10.7	15.8	22.1	9.3	24.6	36.0
Somewhat	31.5	25.1	19.7	28.3	32.1	40.6	30.0	35.9	37.6	44.8	37.8	21.7	29.9	20.0	37.7	28.6	35.3
LESS EXPENSIVE	8.4	15.4	13.1	16.7	8.5	2.3	3.7	2.9	14.0	4.0	0.9	17.4	12.7	21.9	4.7	7.5	2.9
Somewhat	5.3	9.8	10.8	9.2	5.4	2.3	1.3	1.9	9.9	4.0	0.4	11.1	7.0	13.7	2.4	4.9	2.9
Much	3.1	5.6	2.3	7.5	3.1	0.0	2.4	1.0	4.1	0.0	0.5	6.3	5.7	8.3	2.3	2.6	0.0
STAYED THE SAME	25.9	36.1	43.5	31.8	29.0	18.0	11.2	15.0	14.4	10.2	12.9	38.2	36.6	29.2	35.2	31.2	17.6
DK/REFUSED	6.9	11.3	14.7	9.2	5.9	4.7	4.2	4.5	0.0	2.0	3.4	11.9	5.1	6.9	13.1	8.2	8.0
Net Diff	53.5	27.5	17.9	33.1	51.1	72.6	79.7	75.7	61.7	79.9	82.4	21.4	38.8	28.4	44.6	48.3	68.4
Mean	3.80	3.32	3.26	3.35	3.74	4.12	4.31	4.21	3.87	4.21	4.31	3.22	3.45	3.36	3.57	3.74	4.14





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73. HEALTH INSURANCE

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	58.8	38.3	60.0	81.0	61.5	68.9	69.6	68.9	58.7	60.6	55.0	45.2	60.5	67.8	66.4	45.6
Much	27.3	13.6	25.8	42.7	24.1	31.1	22.3	32.1	26.5	27.5	24.5	28.4	30.5	31.0	32.1	16.8
Somewhat	31.5	24.7	34.2	38.3	37.4	37.8	47.3	36.7	32.2	33.1	30.6	16.8	30.0	36.8	34.4	28.8
LESS EXPENSIVE	8.4	14.1	7.6	2.4	5.9	9.7	7.9	9.9	7.9	8.1	7.6	10.6	10.1	7.9	7.2	6.8
Somewhat	5.3	8.9	4.8	1.6	4.0	7.2	7.9	7.2	4.9	5.1	4.5	6.2	7.3	6.9	3.7	4.2
Much	3.1	5.2	2.8	0.8	2.0	2.4	0.0	2.7	3.0	3.0	3.1	4.4	2.8	1.0	3.5	2.6
STAYED THE SAME	25.9	38.7	21.5	12.9	25.6	18.1	22.5	17.6	26.4	25.9	27.3	33.0	23.2	17.0	24.1	34.2
DK/REFUSED	6.9	8.9	10.8	3.7	6.9	3.3	0.0	3.7	7.0	5.4	10.1	11.2	6.1	7.4	2.3	13.4
Net Diff	53.5	29.5	55.2	79.4	57.5	61.7	61.6	61.7	53.8	55.5	50.5	38.9	53.2	60.9	62.7	41.4
Mean	3.80	3.36	3.85	4.25	3.84	3.91	3.84	3.92	3.80	3.81	3.77	3.66	3.83	3.97	3.90	3.61



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73. HEALTH INSURANCE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	58.8	54.2	67.9	68.8	66.1	49.9	72.1	57.5	62.9	62.4	51.1	56.4	38.4	69.7	63.5	61.4	50.0	60.5	33.4	42.5
Much	27.3	26.2	29.5	32.4	23.2	22.2	29.6	29.1	29.4	28.8	23.9	29.2	15.5	23.4	27.6	30.1	20.8	34.7	13.6	17.1
Somewhat	31.5	28.1	38.4	36.4	42.8	27.7	42.5	28.4	33.5	33.6	27.2	27.1	22.9	46.3	35.9	31.3	29.1	25.9	19.8	25.5
LESS EXPENSIVE	8.4	9.4	6.4	6.6	6.0	10.7	5.7	8.4	7.2	6.8	11.7	8.5	18.1	5.0	7.6	6.1	13.1	5.4	13.4	22.1
Somewhat	5.3	5.8	4.4	4.1	5.0	6.6	3.9	5.3	5.0	4.6	6.9	3.5	12.7	2.5	5.6	3.6	2.3	4.2	9.8	15.2
Much	3.1	3.6	2.0	2.5	1.0	4.1	1.8	3.2	2.3	2.2	4.8	5.0	5.4	2.5	1.9	2.5	10.9	1.2	3.6	6.9
STAYED THE SAME	25.9	28.1	21.4	18.8	26.9	33.0	20.6	24.4	22.4	24.9	27.9	26.0	33.4	16.1	25.9	24.0	28.7	24.2	44.5	24.1
DK/REFUSED	6.9	8.2	4.3	5.8	1.0	6.3	1.6	9.7	7.5	5.8	9.3	9.2	10.1	9.3	3.1	8.5	8.2	9.9	8.7	11.3
Net Diff	53.5	48.4	63.5	64.7	61.1	43.4	68.1	52.2	57.9	57.8	44.2	52.9	25.6	67.1	57.9	57.8	47.7	56.3	23.6	27.3
Mean	3.80	3.73	3.93	3.98	3.83	3.61	3.96	3.83	3.89	3.87	3.64	3.79	3.34	3.94	3.84	3.90	3.51	3.98	3.33	3.35



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73. HEALTH INSURANCE

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	58.8	52.0	58.2	61.0	56.0	59.9	60.7	58.1	59.2	57.5	60.3	58.6	59.0
Much	27.3	24.7	21.5	31.0	29.0	26.8	28.3	26.1	28.0	27.0	27.6	25.1	29.2
Somewhat	31.5	27.3	36.7	30.1	27.0	33.1	32.4	32.0	31.3	30.5	32.7	33.5	29.8
LESS EXPENSIVE	8.4	5.8	7.3	8.7	9.3	6.1	11.0	7.5	8.9	8.1	8.8	8.8	8.1
Somewhat	5.3	2.4	5.7	5.4	4.2	4.5	7.4	4.9	5.6	4.7	6.1	5.5	5.2
Much	3.1	3.4	1.5	3.3	5.2	1.6	3.5	2.7	3.3	3.4	2.7	3.2	2.9
STAYED THE SAME	25.9	29.1	22.0	27.0	28.8	28.1	22.8	25.5	26.1	26.5	25.2	28.1	23.8
DK/REFUSED	6.9	13.1	12.6	3.3	5.9	5.9	5.5	8.8	5.7	8.0	5.7	4.5	9.1
Net Diff	53.5	49.6	52.5	55.7	51.9	55.4	53.3	53.2	53.6	52.8	54.2	53.1	53.8
Mean	3.80	3.78	3.81	3.83	3.75	3.84	3.79	3.81	3.80	3.79	3.81	3.75	3.85



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73. HEALTH INSURANCE

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	58.8	55.3	58.7	57.1	61.3	53.7	54.7	54.5	64.8	56.1	62.3	59.3	57.6	50.8	61.6	61.9
Much	27.3	22.3	27.7	27.4	28.4	18.6	25.0	18.6	30.7	24.0	30.3	35.3	25.9	23.6	28.3	29.2
Somewhat	31.5	33.0	30.9	29.6	32.9	35.1	29.8	35.9	34.0	32.0	32.0	24.0	31.7	27.1	33.3	32.7
LESS EXPENSIVE	8.4	5.7	8.7	8.8	8.8	9.1	9.8	9.2	7.7	4.1	7.7	8.4	9.9	12.9	6.2	8.2
Somewhat	5.3	3.4	5.8	4.4	6.3	5.7	6.0	5.1	5.5	2.4	5.6	3.8	7.2	7.9	4.4	4.6
Much	3.1	2.3	2.9	4.4	2.5	3.5	3.9	4.1	2.2	1.7	2.1	4.6	2.8	5.0	1.8	3.6
STAYED THE SAME	25.9	25.0	25.8	28.4	24.4	30.7	31.4	31.5	23.3	22.4	20.5	25.6	25.6	27.0	26.1	23.9
DK/REFUSED	6.9	14.0	6.8	5.8	5.5	6.5	4.0	4.8	4.2	17.5	9.5	6.6	6.9	9.3	6.1	6.0
Net Diff	53.5	52.0	52.9	52.6	54.9	48.1	48.8	49.4	59.3	53.7	56.7	55.5	50.4	42.9	57.2	57.3
Mean	3.80	3.81	3.80	3.76	3.83	3.64	3.69	3.63	3.89	3.90	3.91	3.87	3.76	3.62	3.87	3.84



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74. HEALTH CARE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	59.0	79.7	75.9	68.2	57.6	55.9	40.2	28.6	43.6	70.3	73.2	67.7	60.9	84.0	73.2	62.4	43.8	30.1	33.4	28.2
Much	30.7	53.3	49.2	32.5	26.4	21.9	17.7	10.3	27.8	38.6	42.6	30.4	39.7	50.6	37.0	35.8	17.5	10.4	11.5	9.8
Somewhat	28.3	26.4	26.7	35.7	31.2	34.0	22.5	18.3	15.7	31.7	30.6	37.3	21.2	33.5	36.1	26.6	26.3	19.7	22.0	18.4
LESS EXPENSIVE	10.2	3.2	7.1	10.5	6.8	9.4	14.7	15.4	21.9	6.8	7.8	3.7	10.2	2.8	3.3	6.8	19.5	19.0	17.2	20.1
Somewhat	7.9	2.2	3.8	8.3	5.3	8.7	9.4	14.4	18.2	5.0	5.4	3.3	7.9	1.6	2.7	5.3	14.9	15.3	14.4	15.8
Much	2.3	1.0	3.3	2.3	1.6	0.7	5.3	1.0	3.8	1.8	2.4	0.4	2.3	1.2	0.6	1.4	4.6	3.7	2.8	4.2
STAYED THE SAME	25.0	10.0	13.9	17.0	30.2	29.9	36.4	43.3	29.4	18.3	14.5	23.7	23.8	10.4	18.9	23.3	30.1	42.3	43.7	41.5
DK/REFUSED	5.8	7.2	3.1	4.3	5.4	4.8	8.7	12.7	5.1	4.7	4.5	4.9	5.2	2.7	4.6	7.6	6.7	8.6	5.7	10.2
Net Diff	51.1	77.5	72.1	59.9	52.3	47.2	30.8	14.2	25.4	65.2	67.8	64.5	53.0	82.4	70.5	57.0	28.9	14.8	19.1	12.4
Mean	3.82	4.39	4.18	3.92	3.80	3.71	3.41	3.26	3.48	4.05	4.11	3.99	3.93	4.34	4.11	3.97	3.40	3.19	3.26	3.15



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74. HEALTH CARE

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	900	775	125	100	70	30
MORE EXPENSIVE	59.0	55.4	58.2	62.6	56.4	59.2	60.6	50.7	57.0	56.9	57.3
Much	30.7	25.9	27.3	34.9	30.7	31.1	32.2	24.9	26.7	26.3	27.4
Somewhat	28.3	29.5	30.9	27.8	25.7	28.1	28.5	25.8	30.4	30.6	29.9
LESS EXPENSIVE	10.2	11.0	8.7	11.5	8.8	10.3	10.1	11.8	9.5	9.9	8.6
Somewhat	7.9	9.2	7.2	8.5	6.6	8.1	8.0	9.1	6.0	5.9	6.3
Much	2.3	1.9	1.5	3.0	2.3	2.2	2.1	2.7	3.5	4.0	2.3
STAYED THE SAME	25.0	27.9	27.3	21.6	26.4	25.5	24.6	31.3	20.5	19.2	23.7
DK/REFUSED	5.8	5.6	5.9	4.3	8.4	5.0	4.8	6.3	12.9	14.0	10.4
Net Diff	51.1	46.3	51.0	54.1	49.8	51.1	52.6	41.6	51.0	51.0	51.0
Mean	3.82	3.73	3.80	3.87	3.83	3.82	3.85	3.65	3.81	3.81	3.82



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74. HEALTH CARE

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	59.0	79.2	33.3		82.1	33.4	66.7	83.0	30.8	59.2	58.3	68.5	58.9	64.6	57.6	56.9	45.9	53.5	61.8
Much	30.7	47.6	12.8		48.3	12.0	32.2	48.2	10.6	31.6	32.1	34.2	30.1	31.3	30.0	28.8	25.4	31.7	41.1
Somewhat	28.3	31.6	20.5		33.8	21.4	34.5	34.7	20.2	27.6	26.2	34.2	28.8	33.3	27.6	28.2	20.5	21.8	20.7
LESS EXPENSIVE	10.2	2.9	21.6		3.2	19.1	2.3	1.9	20.1	11.3	7.5	4.7	10.1	6.3	11.6	14.0	13.0	13.4	11.9
Somewhat	7.9	1.9	18.0		2.5	14.9	1.5	1.0	15.7	10.0	5.6	3.1	7.8	5.1	9.6	10.0	9.9	8.7	10.0
Much	2.3	1.0	3.6		0.8	4.2	0.8	0.9	4.4	1.3	1.9	1.6	2.3	1.2	2.0	4.0	3.1	4.8	1.8
STAYED THE SAME	25.0	14.9	38.9		11.7	39.9	19.4	12.1	40.6	23.5	26.2	20.9	25.6	24.4	26.9	24.3	30.5	27.3	15.7
DK/REFUSED	5.8	2.9	6.1		2.9	7.6	11.6	3.1	8.5	5.9	8.0	5.9	5.5	4.7	3.9	4.8	10.5	5.8	10.7
Net Diff	51.1	77.4	15.3		79.6	18.5	65.1	82.0	15.1	49.2	52.6	65.4	51.1	59.6	48.0	47.0	36.0	44.8	51.8
Mean	3.82	4.27	3.22		4.30	3.24	4.08	4.32	3.18	3.83	3.88	4.02	3.81	3.93	3.77	3.71	3.62	3.71	4.00



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74. HEALTH CARE

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	59.0	35.3	67.2	80.1	34.7	62.4	64.0	32.8	27.6	35.7	77.3
Much	30.7	12.2	37.1	45.6	12.8	35.8	33.1	13.1	11.6	13.9	43.0
Somewhat	28.3	23.1	30.1	34.5	21.9	26.6	31.0	19.7	16.0	21.8	34.3
LESS EXPENSIVE	10.2	23.5	5.6	3.0	19.2	6.8	7.1	21.5	29.9	16.8	2.4
Somewhat	7.9	18.8	4.1	2.0	15.2	5.3	5.6	17.2	22.5	14.2	1.5
Much	2.3	4.7	1.5	1.0	4.0	1.4	1.5	4.3	7.4	2.6	0.9
STAYED THE SAME	25.0	36.9	20.9	13.5	38.2	23.3	21.9	40.1	37.8	41.4	14.5
DK/REFUSED	5.8	4.2	6.3	3.4	7.9	7.6	7.0	5.6	4.7	6.2	5.8
Net Diff	51.1	16.5	63.1	78.1	19.6	57.0	58.5	15.6	5.2	21.5	75.8
Mean	3.82	3.20	4.04	4.26	3.26	3.97	3.95	3.21	3.02	3.32	4.24





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74. HEALTH CARE

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	59.0	81.5	36.7	82.1	37.5	57.6	82.4	36.2	53.6	81.9	38.4	60.9
Much	30.7	48.4	14.0	47.1	14.8	30.5	45.3	13.2	26.5	49.0	16.0	33.9
Somewhat	28.3	33.1	22.7	35.0	22.7	27.1	37.0	23.0	27.2	32.9	22.4	27.0
LESS EXPENSIVE	10.2	2.2	18.9	2.0	20.6	7.0	1.3	22.3	7.5	2.8	19.2	6.6
Somewhat	7.9	1.1	15.3	1.3	16.2	5.3	1.3	18.4	6.0	1.4	14.6	4.8
Much	2.3	1.2	3.6	0.7	4.3	1.7	0.0	4.0	1.5	1.4	4.6	1.8
STAYED THE SAME	25.0	13.1	37.8	13.6	34.1	27.7	15.3	36.6	32.2	11.9	32.2	23.9
DK/REFUSED	5.8	3.2	6.6	2.2	7.8	7.7	1.0	4.9	6.7	3.4	10.1	8.6
Net Diff	51.1	80.4	21.5	80.8	21.2	52.2	81.1	17.9	47.6	80.5	23.9	56.1
Mean	3.82	4.31	3.30	4.29	3.30	3.86	4.28	3.24	3.76	4.31	3.34	3.95



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74. HEALTH CARE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	59.0	38.1	31.1	42.1	54.4	76.1	83.9	79.6	80.2	75.6	83.8	33.3	41.7	52.6	44.3	54.8	73.3
Much	30.7	14.3	14.3	14.3	28.7	37.3	55.5	45.3	50.2	41.7	48.2	11.6	18.9	23.2	12.1	30.3	42.9
Somewhat	28.3	23.8	16.9	27.8	25.7	38.9	28.4	34.3	30.1	33.8	35.7	21.7	22.8	29.4	32.1	24.5	30.5
LESS EXPENSIVE	10.2	18.2	15.6	19.7	10.8	3.0	4.3	3.6	4.1	2.2	1.8	20.6	20.3	21.7	11.5	7.5	2.8
Somewhat	7.9	15.1	15.6	14.9	7.7	3.0	1.9	2.5	4.1	2.2	0.9	17.2	14.2	17.0	9.2	5.3	2.8
Much	2.3	3.0	0.0	4.8	3.0	0.0	2.4	1.1	0.0	0.0	0.9	3.4	6.0	4.7	2.3	2.2	0.0
STAYED THE SAME	25.0	34.4	42.1	29.9	29.8	16.6	9.0	13.2	15.7	20.7	11.8	36.2	34.0	18.9	33.4	30.4	16.9
DK/REFUSED	5.8	9.3	11.2	8.2	5.1	4.3	2.8	3.6	0.0	1.5	2.5	9.9	4.1	6.9	10.9	7.2	7.0
Net Diff	51.1	22.9	15.6	27.3	46.6	73.1	82.0	77.0	76.1	73.3	82.9	16.1	27.4	35.6	35.0	49.5	70.6
Mean	3.82	3.34	3.34	3.35	3.73	4.15	4.37	4.25	4.26	4.17	4.33	3.23	3.36	3.53	3.48	3.81	4.22



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74. HEALTH CARE

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	59.0	38.6	60.1	81.2	61.2	64.2	46.9	66.2	59.8	61.4	56.9	44.5	61.3	65.9	63.0	48.5
Much	30.7	15.6	28.2	48.0	28.2	34.0	39.7	33.4	30.2	28.9	32.5	30.3	33.7	35.2	32.6	22.7
Somewhat	28.3	23.0	31.9	33.2	33.0	30.1	7.2	32.9	29.7	32.5	24.4	14.3	27.6	30.7	30.4	25.8
LESS EXPENSIVE	10.2	18.3	8.4	1.9	9.2	10.2	16.5	9.5	9.6	8.4	11.9	15.2	11.3	7.1	9.4	9.9
Somewhat	7.9	14.9	6.2	0.8	7.8	9.5	16.5	8.7	7.1	5.8	9.5	12.8	7.1	7.1	6.8	9.2
Much	2.3	3.4	2.2	1.1	1.3	0.7	0.0	0.8	2.6	2.7	2.5	2.4	4.2	0.0	2.6	0.8
STAYED THE SAME	25.0	35.9	23.2	13.5	24.7	23.1	36.7	21.5	24.6	24.7	24.3	31.4	21.8	21.6	24.5	32.0
DK/REFUSED	5.8	7.2	8.3	3.5	4.9	2.5	0.0	2.8	6.0	5.4	6.9	8.9	5.6	5.4	3.1	9.6
Net Diff	51.1	23.8	53.9	80.4	53.4	54.6	30.4	57.5	52.8	55.7	47.4	31.7	54.2	58.8	56.2	39.3
Mean	3.82	3.35	3.85	4.31	3.83	3.90	3.70	3.92	3.83	3.84	3.81	3.63	3.84	3.99	3.86	3.67



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74. HEALTH CARE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	59.0	55.9	65.2	66.8	61.8	51.5	70.5	59.2	58.6	62.1	52.5	55.3	42.6	70.6	62.3	61.9	53.0	56.8	41.2	43.7
Much	30.7	30.2	31.7	35.5	23.8	28.3	31.0	31.6	32.6	31.9	28.2	30.0	24.0	26.6	31.7	32.0	22.4	34.9	20.1	27.2
Somewhat	28.3	25.7	33.5	31.3	38.0	23.2	39.5	27.6	26.0	30.2	24.3	25.3	18.6	43.9	30.5	29.9	30.5	21.9	21.1	16.5
LESS EXPENSIVE	10.2	12.3	6.1	7.2	3.9	13.6	4.9	11.3	7.7	8.7	13.4	9.2	21.4	5.0	9.3	8.1	12.5	7.0	14.9	26.9
Somewhat	7.9	9.3	5.1	5.7	3.9	11.4	3.7	7.8	6.7	7.2	9.6	4.2	17.0	5.0	8.6	5.8	5.3	3.5	11.7	21.4
Much	2.3	2.9	1.0	1.5	0.0	2.2	1.1	3.5	0.9	1.6	3.8	5.0	4.5	0.0	0.8	2.4	7.2	3.5	3.2	5.6
STAYED THE SAME	25.0	25.8	23.4	19.2	32.4	29.3	23.6	23.2	23.2	24.4	26.2	28.7	28.3	14.6	26.2	22.7	26.3	30.3	35.5	22.1
DK/REFUSED	5.8	6.0	5.3	6.9	1.9	5.7	1.0	6.3	10.5	4.7	7.9	6.8	7.7	9.9	2.2	7.2	8.2	6.0	8.3	7.2
Net Diff	51.1	46.6	60.1	61.1	58.0	40.1	66.8	51.5	51.9	54.9	42.9	51.0	25.6	65.6	53.7	56.1	47.7	53.2	29.5	22.3
Mean	3.82	3.75	3.95	4.00	3.83	3.68	3.97	3.81	3.92	3.88	3.69	3.76	3.44	4.02	3.86	3.90	3.61	3.86	3.47	3.41



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

74. HEALTH CARE

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	59.0	56.4	56.5	61.7	59.2	58.4	59.9	58.6	59.3	58.8	59.3	59.0	59.1
Much	30.7	28.5	28.8	35.5	32.0	27.6	31.2	31.5	30.2	31.7	29.6	29.3	31.9
Somewhat	28.3	27.9	27.7	26.1	27.2	30.9	28.7	27.1	29.1	27.1	29.7	29.6	27.2
LESS EXPENSIVE	10.2	9.0	9.1	9.2	10.6	8.5	12.9	9.1	10.9	9.6	11.0	10.2	10.3
Somewhat	7.9	6.1	7.7	7.2	8.6	7.4	9.0	7.2	8.4	7.6	8.3	8.4	7.5
Much	2.3	2.9	1.5	2.0	1.9	1.1	3.9	2.0	2.5	2.0	2.7	1.8	2.8
STAYED THE SAME	25.0	21.3	25.2	26.4	23.8	29.1	22.6	24.9	25.1	24.6	25.5	27.0	23.2
DK/REFUSED	5.8	13.4	9.1	2.8	6.3	4.0	4.5	7.3	4.8	7.0	4.3	3.8	7.5
Net Diff	51.1	50.3	48.8	54.5	50.6	51.1	50.9	51.5	50.9	51.2	51.0	50.6	51.6
Mean	3.82	3.84	3.82	3.88	3.84	3.79	3.78	3.85	3.80	3.85	3.79	3.79	3.84



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74. HEALTH CARE

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	59.0	56.8	58.7	57.7	60.9	56.2	57.1	55.0	63.3	57.1	60.2	60.0	58.3	51.9	60.9	63.1
Much	30.7	26.7	33.1	30.1	30.8	27.1	30.5	19.0	35.8	26.5	35.4	40.0	25.5	28.2	28.6	38.6
Somewhat	28.3	30.1	25.7	27.6	30.1	29.1	26.6	36.0	27.5	30.6	24.8	20.0	32.9	23.7	32.3	24.6
LESS EXPENSIVE	10.2	8.0	10.1	10.3	11.0	13.1	10.9	10.9	8.7	5.6	9.3	9.8	13.4	12.9	8.6	10.8
Somewhat	7.9	6.0	8.0	8.3	8.2	13.1	9.2	9.1	6.5	2.8	6.8	7.5	10.1	10.6	6.8	7.2
Much	2.3	2.0	2.1	2.1	2.7	0.0	1.6	1.7	2.2	2.9	2.5	2.3	3.3	2.2	1.8	3.6
STAYED THE SAME	25.0	21.8	26.3	27.1	23.6	24.2	28.0	31.0	24.4	20.7	24.7	23.7	22.7	28.1	25.6	19.9
DK/REFUSED	5.8	13.4	4.9	4.9	4.6	6.5	4.0	3.2	3.7	16.6	5.7	6.4	5.5	7.1	4.9	6.1
Net Diff	51.1	50.8	50.7	49.4	52.6	43.1	47.9	45.9	56.8	54.3	53.4	52.5	48.3	41.3	54.1	55.9
Mean	3.82	3.85	3.84	3.79	3.82	3.75	3.78	3.63	3.92	3.90	3.89	3.94	3.71	3.70	3.83	3.93



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75. FOOD AND GROCERIES

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
<b>Total</b>	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
<b>MORE EXPENSIVE</b>	89.1	99.0	95.8	91.5	92.4	87.6	79.1	80.0	76.2	93.0	94.6	95.0	78.4	96.6	94.1	90.0	86.4	79.0	79.9	78.5
<b>Much</b>	59.1	89.3	79.2	66.0	56.6	53.5	39.3	26.0	42.9	71.2	75.5	66.0	62.9	88.9	73.9	56.4	42.3	27.9	32.1	25.5
<b>Somewhat</b>	30.0	9.7	16.7	25.5	35.8	34.1	39.8	54.0	33.4	21.7	19.1	29.0	15.5	7.8	20.2	33.6	44.1	51.1	47.8	53.0
<b>LESS EXPENSIVE</b>	3.4	1.0	3.0	4.9	3.2	2.0	0.9	2.2	10.3	3.5	3.4	1.8	8.9	2.1	1.7	3.5	8.6	3.0	4.5	2.1
<b>Somewhat</b>	2.2	1.0	1.3	3.2	1.6	1.2	0.0	1.2	9.2	2.5	2.1	1.8	6.7	0.7	1.7	2.8	7.0	1.3	0.8	1.6
<b>Much</b>	1.2	0.0	1.7	1.6	1.6	0.7	0.9	1.0	1.1	1.0	1.3	0.0	2.2	1.4	0.0	0.7	1.6	1.7	3.8	0.5
<b>STAYED THE SAME</b>	6.7	0.0	0.6	3.2	4.0	8.5	16.3	17.8	13.5	2.8	1.6	2.5	9.9	1.3	3.4	3.7	4.4	16.7	13.7	18.4
<b>DK/REFUSED</b>	0.9	0.0	0.5	0.4	0.4	2.0	3.7	0.0	0.0	0.7	0.4	0.8	2.8	0.0	0.8	2.8	0.6	1.3	1.9	1.0
<b>Net Diff</b>	86.9	98.0	94.5	88.3	90.8	86.3	79.1	78.8	67.1	90.5	92.5	93.3	71.7	95.9	92.4	87.2	79.3	77.7	79.1	76.9
<b>Mean</b>	4.45	4.87	4.71	4.52	4.45	4.41	4.21	4.03	4.08	4.61	4.66	4.60	4.34	4.82	4.68	4.46	4.19	4.04	4.06	4.02



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75. FOOD AND GROCERIES

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	900	775	125	100	70	30
MORE EXPENSIVE	89.1	88.6	90.2	89.9	86.7	89.4	89.6	87.7	86.6	89.5	79.7
Much	59.1	53.3	64.3	60.5	55.9	59.7	60.9	52.3	53.6	48.7	65.0
Somewhat	30.0	35.4	26.0	29.4	30.8	29.6	28.7	35.4	33.0	40.8	14.7
LESS EXPENSIVE	3.4	1.2	3.9	4.0	3.3	3.1	2.8	4.7	5.8	5.9	5.5
Somewhat	2.2	0.0	2.7	2.7	2.4	1.8	1.9	1.4	5.1	5.9	3.2
Much	1.2	1.2	1.2	1.3	0.9	1.3	0.9	3.3	0.7	0.0	2.3
STAYED THE SAME	6.7	8.3	5.0	5.6	8.9	6.8	6.7	7.6	5.2	3.2	9.9
DK/REFUSED	0.9	1.8	0.8	0.4	1.2	0.7	0.8	0.0	2.4	1.4	4.9
Net Diff	86.9	88.6	87.6	87.2	84.3	87.5	87.7	86.3	81.6	83.7	76.6
Mean	4.45	4.42	4.51	4.46	4.40	4.46	4.48	4.32	4.37	4.34	4.44





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75. FOOD AND GROCERIES

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	89.1	95.9	80.9		96.0	81.4	91.0	96.8	79.6	90.2	91.6	91.9	89.4	89.6	89.8	87.5	89.0	82.2	83.8
Much	59.1	81.8	32.8		84.0	32.3	62.9	86.5	27.9	56.8	58.8	69.7	58.9	63.9	46.7	55.0	55.1	55.8	61.6
Somewhat	30.0	14.1	48.1		12.0	49.1	28.0	10.3	51.7	33.4	32.8	22.2	30.4	25.7	43.2	32.5	33.9	26.4	22.2
LESS EXPENSIVE	3.4	2.6	4.8		2.3	5.0	0.8	2.0	5.6	2.5	0.0	2.0	3.2	3.7	1.8	3.6	2.9	8.3	5.5
Somewhat	2.2	1.6	3.0		1.2	3.6	0.0	0.9	3.6	2.5	0.0	1.3	2.0	1.9	1.8	1.6	2.3	3.5	5.5
Much	1.2	1.0	1.8		1.1	1.4	0.8	1.1	1.9	0.0	0.0	0.7	1.3	1.9	0.0	2.0	0.6	4.8	0.0
STAYED THE SAME	6.7	1.6	12.7		1.7	12.2	4.9	1.3	13.4	5.8	6.2	4.5	6.6	6.0	8.4	8.0	7.1	8.3	7.7
DK/REFUSED	0.9	0.0	1.6		0.0	1.4	3.3	0.0	1.5	1.5	2.2	1.6	0.8	0.7	0.0	1.0	1.0	1.3	2.9
Net Diff	86.9	94.2	77.8		94.8	77.8	91.0	95.9	76.0	87.8	91.6	90.6	87.4	87.7	88.1	85.9	86.7	78.7	78.3
Mean	4.45	4.74	4.09		4.77	4.09	4.58	4.80	4.02	4.47	4.54	4.61	4.45	4.49	4.35	4.38	4.42	4.27	4.44



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75. FOOD AND GROCERIES

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	89.1	77.7	93.0	95.7	81.5	90.0	90.7	80.4	71.1	85.7	95.1
Much	59.1	23.0	71.6	83.4	32.7	56.4	58.4	27.7	19.3	32.5	81.0
Somewhat	30.0	54.7	21.4	12.3	48.7	33.6	32.4	52.7	51.8	53.2	14.2
LESS EXPENSIVE	3.4	8.2	1.7	2.0	4.9	3.5	2.9	6.0	11.0	3.2	1.5
Somewhat	2.2	5.8	0.9	1.0	3.2	2.8	2.6	3.9	6.9	2.2	0.9
Much	1.2	2.4	0.8	0.9	1.6	0.7	0.3	2.1	4.1	1.0	0.6
STAYED THE SAME	6.7	13.1	4.4	2.0	12.6	3.7	4.1	12.6	16.6	10.2	2.6
DK/REFUSED	0.9	1.0	0.9	0.3	1.1	2.8	2.3	1.0	1.3	0.8	0.8
Net Diff	86.9	71.8	92.1	94.6	78.3	87.2	88.1	76.5	64.1	83.5	94.2
Mean	4.45	3.91	4.64	4.77	4.09	4.46	4.49	4.01	3.76	4.15	4.75



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75. FOOD AND GROCERIES

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	89.1	96.0	81.7	96.9	80.8	90.0	97.6	77.5	89.3	96.1	83.3	90.7
Much	59.1	83.7	34.7	84.8	34.5	58.2	84.2	27.3	52.1	85.5	40.2	63.3
Somewhat	30.0	12.4	47.0	12.0	46.2	31.8	13.4	50.2	37.1	10.6	43.1	27.3
LESS EXPENSIVE	3.4	2.2	4.9	2.0	5.9	1.7	1.6	7.5	3.0	2.3	4.7	0.6
Somewhat	2.2	1.1	3.7	1.1	4.0	1.0	1.6	5.8	1.5	0.5	2.7	0.6
Much	1.2	1.1	1.2	0.9	1.9	0.7	0.0	1.7	1.5	1.8	2.0	0.0
STAYED THE SAME	6.7	1.5	12.3	1.2	12.3	6.4	0.8	14.5	6.6	1.6	10.5	6.2
DK/REFUSED	0.9	0.3	1.2	0.0	1.0	1.9	0.0	0.5	1.2	0.0	1.5	2.6
Net Diff	86.9	95.0	78.0	95.8	76.7	89.0	96.0	71.8	87.8	95.6	80.6	90.1
Mean	4.45	4.77	4.12	4.79	4.09	4.49	4.80	3.96	4.39	4.77	4.19	4.57



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75. FOOD AND GROCERIES

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	89.1	81.4	83.1	80.4	87.7	96.8	95.6	96.3	80.6	95.8	98.3	80.0	82.0	81.5	89.4	88.4	94.6
Much	59.1	34.2	39.1	31.4	52.5	82.0	87.7	84.5	57.2	77.6	88.6	31.9	37.2	44.8	36.4	53.3	85.2
Somewhat	30.0	47.1	44.0	49.0	35.2	14.8	8.0	11.8	23.4	18.3	9.7	48.2	44.9	36.8	53.0	35.2	9.4
LESS EXPENSIVE	3.4	5.6	3.9	6.6	2.8	1.4	3.0	2.1	13.3	1.7	1.2	5.5	5.2	12.0	2.4	1.6	1.4
Somewhat	2.2	4.0	3.9	4.1	2.1	0.9	0.7	0.8	9.2	1.7	0.4	3.9	4.4	3.9	2.4	0.5	1.4
Much	1.2	1.6	0.0	2.5	0.8	0.5	2.3	1.3	4.1	0.0	0.9	1.7	0.7	8.1	0.0	1.1	0.0
STAYED THE SAME	6.7	12.0	10.3	13.0	8.2	1.0	1.3	1.1	6.1	2.4	0.5	13.2	12.8	3.2	8.2	7.2	2.9
DK/REFUSED	0.9	1.0	2.7	0.0	1.3	0.8	0.0	0.5	0.0	0.0	0.0	1.3	0.0	3.3	0.0	2.7	1.1
Net Diff	86.9	77.4	79.2	76.3	85.6	95.9	94.9	95.5	71.4	94.1	97.9	76.2	77.6	77.6	87.0	87.9	93.2
Mean	4.45	4.10	4.22	4.03	4.38	4.78	4.78	4.78	4.20	4.72	4.85	4.06	4.13	4.10	4.23	4.43	4.80



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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 PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	89.1	82.2	88.2	96.9	90.3	87.2	84.9	87.5	90.0	89.4	91.2	83.9	90.6	92.3	89.4	87.1
Much	59.1	36.0	55.1	85.6	58.6	58.2	51.1	59.0	59.3	58.9	60.1	58.5	60.0	69.1	61.7	52.7
Somewhat	30.0	46.2	33.1	11.3	31.8	29.0	33.8	28.5	30.7	30.5	31.1	25.4	30.6	23.1	27.7	34.4
LESS EXPENSIVE	3.4	4.9	2.8	1.8	2.3	3.6	7.9	3.1	3.3	3.5	3.1	3.3	3.5	3.7	2.6	3.3
Somewhat	2.2	3.6	1.5	0.7	1.8	1.5	7.9	0.7	2.1	2.0	2.4	3.3	2.1	2.5	1.1	3.3
Much	1.2	1.3	1.3	1.1	0.5	2.1	0.0	2.4	1.2	1.5	0.6	0.0	1.3	1.1	1.5	0.0
STAYED THE SAME	6.7	11.9	6.4	1.0	6.3	8.1	7.1	8.2	5.8	6.5	4.4	12.0	5.5	4.1	7.5	8.0
DK/REFUSED	0.9	1.0	2.6	0.3	1.1	1.1	0.0	1.2	0.9	0.6	1.3	0.8	0.5	0.0	0.5	1.7
Net Diff	86.9	78.6	86.7	96.2	88.5	85.7	77.0	86.8	87.9	87.4	88.8	80.6	88.5	89.7	88.3	83.8
Mean	4.45	4.13	4.43	4.80	4.48	4.41	4.28	4.43	4.46	4.44	4.50	4.40	4.46	4.57	4.48	4.39



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75. FOOD AND GROCERIES

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	89.1	87.8	91.6	90.7	93.6	85.1	93.8	89.9	88.9	91.2	84.6	86.5	80.4	86.6	91.3	91.1	79.1	91.3	79.2	81.5
Much	59.1	57.0	63.2	66.6	56.1	50.0	65.8	62.3	60.0	64.6	47.5	48.1	38.4	61.1	62.9	66.2	33.9	57.3	31.9	44.0
Somewhat	30.0	30.8	28.4	24.1	37.5	35.0	28.0	27.6	28.9	26.6	37.1	38.5	42.0	25.5	28.4	24.9	45.2	34.0	47.3	37.5
LESS EXPENSIVE	3.4	3.8	2.6	2.8	2.1	5.0	2.4	2.8	2.8	2.3	5.7	6.8	7.2	0.0	2.1	2.4	13.1	2.7	8.2	6.3
Somewhat	2.2	2.7	1.0	1.0	1.1	3.8	1.8	1.9	0.0	1.3	4.0	4.1	5.8	0.0	1.8	0.8	7.9	1.5	6.7	5.1
Much	1.2	1.0	1.6	1.8	1.0	1.2	0.6	0.8	2.8	1.0	1.7	2.8	1.3	0.0	0.3	1.6	5.2	1.2	1.5	1.2
STAYED THE SAME	6.7	7.5	5.0	5.3	4.3	9.1	3.8	6.3	6.6	5.9	8.2	6.7	10.6	9.7	6.5	5.3	7.8	5.9	10.1	11.1
DK/REFUSED	0.9	1.0	0.8	1.2	0.0	0.8	0.0	1.1	1.8	0.6	1.5	0.0	1.8	3.7	0.0	1.2	0.0	0.0	2.5	1.1
Net Diff	86.9	85.1	90.6	89.7	92.5	81.3	92.0	87.9	88.9	89.9	80.6	82.5	74.6	86.6	89.5	90.3	71.2	89.8	72.4	76.4
Mean	4.45	4.41	4.52	4.54	4.47	4.30	4.57	4.50	4.46	4.53	4.27	4.25	4.12	4.53	4.52	4.55	3.95	4.45	4.04	4.19



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75. FOOD AND GROCERIES

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	89.1	80.5	86.3	88.3	93.8	90.7	89.5	85.9	91.0	88.2	90.0	88.5	89.6
Much	59.1	42.2	57.9	62.2	63.6	61.8	58.1	56.5	60.7	58.6	59.7	56.2	61.6
Somewhat	30.0	38.3	28.4	26.1	30.2	28.9	31.4	29.5	30.3	29.7	30.3	32.3	27.9
LESS EXPENSIVE	3.4	6.7	4.2	4.5	1.2	3.6	2.3	4.8	2.4	3.8	2.9	4.0	2.8
Somewhat	2.2	5.0	1.5	3.4	0.5	2.9	1.3	3.0	1.6	2.3	2.0	3.0	1.4
Much	1.2	1.8	2.7	1.1	0.7	0.7	0.9	1.8	0.8	1.5	0.8	1.0	1.4
STAYED THE SAME	6.7	10.9	8.3	6.3	5.0	4.8	7.2	8.0	5.8	7.1	6.1	7.0	6.4
DK/REFUSED	0.9	1.8	1.1	1.0	0.0	0.9	1.0	1.2	0.7	0.9	1.0	0.5	1.3
Net Diff	86.9	75.5	84.8	84.9	93.2	87.8	88.2	83.0	89.3	86.0	88.0	85.5	88.2
Mean	4.45	4.16	4.39	4.46	4.55	4.50	4.46	4.37	4.50	4.43	4.47	4.40	4.49



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75. FOOD AND GROCERIES

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	89.1	82.5	87.3	91.3	90.8	78.4	82.9	90.3	92.9	84.3	91.4	92.2	88.6	84.8	90.2	91.5
Much	59.1	44.7	61.1	63.4	59.2	32.7	51.5	62.2	59.9	50.2	69.9	64.6	58.4	49.4	61.4	65.2
Somewhat	30.0	37.8	26.2	27.9	31.6	45.7	31.4	28.2	33.0	34.1	21.4	27.6	30.2	35.3	28.8	26.3
LESS EXPENSIVE	3.4	6.2	4.4	3.2	1.9	8.3	6.0	3.4	2.3	5.3	2.9	3.0	1.4	6.6	2.4	1.7
Somewhat	2.2	3.3	3.0	2.2	1.2	8.3	5.1	2.5	1.0	1.1	0.9	1.9	1.4	3.7	1.9	1.0
Much	1.2	2.9	1.4	1.0	0.7	0.0	0.9	0.9	1.3	4.2	2.0	1.0	0.0	2.9	0.6	0.6
STAYED THE SAME	6.7	10.1	7.1	4.8	6.6	13.3	9.9	6.3	4.4	8.6	4.4	3.6	8.9	7.0	6.7	6.3
DK/REFUSED	0.9	1.2	1.2	0.7	0.7	0.0	1.2	0.0	0.4	1.8	1.3	1.3	1.1	1.7	0.7	0.5
Net Diff	86.9	79.1	84.3	89.1	89.6	70.2	77.7	87.9	91.9	83.2	90.4	90.3	87.2	81.1	88.3	90.5
Mean	4.45	4.20	4.44	4.52	4.48	4.03	4.29	4.48	4.50	4.27	4.58	4.55	4.47	4.27	4.50	4.55





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76. CLOTHING

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	68.4	92.0	83.0	75.4	69.5	65.8	45.0	44.6	53.4	78.4	81.5	76.8	65.7	89.3	82.1	68.3	58.6	42.9	48.5	39.6
Much	31.5	67.9	52.3	34.3	26.0	19.5	17.4	8.6	19.0	39.9	47.6	27.4	32.7	57.2	37.2	25.3	17.7	10.2	13.9	8.1
Somewhat	36.9	24.1	30.7	41.1	43.4	46.3	27.6	36.0	34.4	38.5	33.9	49.5	33.0	32.1	44.9	43.0	40.9	32.7	34.6	31.6
LESS EXPENSIVE	3.1	1.0	3.3	3.2	2.2	2.2	3.9	2.7	7.7	2.6	2.8	1.4	5.4	2.3	0.6	0.7	7.3	4.2	3.8	4.4
Somewhat	2.1	0.0	0.9	2.4	1.7	2.2	3.0	2.7	5.0	1.6	1.4	1.4	3.8	1.0	0.6	0.7	5.0	3.3	3.0	3.4
Much	1.0	1.0	2.4	0.8	0.5	0.0	0.9	0.0	2.7	1.0	1.4	0.0	1.6	1.3	0.0	0.0	2.3	1.0	0.8	1.0
STAYED THE SAME	23.5	3.5	9.8	18.5	23.6	26.1	43.0	46.2	32.4	15.2	12.4	18.7	21.3	7.1	12.1	25.2	28.3	44.9	37.8	48.9
DK/REFUSED	5.0	3.5	3.9	3.0	4.7	5.9	8.1	6.5	6.5	3.8	3.4	3.2	7.5	1.3	5.1	5.8	5.8	8.0	9.8	7.0
Net Diff	66.3	92.0	82.1	72.9	67.8	63.6	41.9	41.9	48.4	76.7	80.1	75.4	61.9	88.3	81.5	67.7	53.6	39.6	45.5	36.2
Mean	4.01	4.64	4.35	4.09	3.97	3.88	3.63	3.54	3.66	4.19	4.29	4.06	3.99	4.45	4.25	3.99	3.71	3.52	3.64	3.45



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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	900	775	125	100	70	30
MORE EXPENSIVE	68.4	67.2	69.6	70.8	64.0	69.5	69.6	69.0	58.6	59.6	56.3
Much	31.5	29.5	28.8	35.0	29.9	32.3	33.7	23.7	24.8	26.5	20.6
Somewhat	36.9	37.7	40.8	35.8	34.2	37.2	35.9	45.3	33.8	33.1	35.6
LESS EXPENSIVE	3.1	2.5	2.1	3.0	4.7	3.1	2.5	6.6	2.9	3.1	2.3
Somewhat	2.1	1.1	1.7	1.5	4.3	2.0	1.5	4.9	2.9	3.1	2.3
Much	1.0	1.4	0.4	1.4	0.4	1.1	1.0	1.6	0.0	0.0	0.0
STAYED THE SAME	23.5	24.8	23.6	21.8	25.5	22.6	22.7	22.2	31.7	31.3	32.5
DK/REFUSED	5.0	5.4	4.7	4.5	5.7	4.7	5.2	2.2	6.8	6.0	8.9
Net Diff	66.3	66.1	67.9	69.2	59.7	67.5	68.1	64.1	55.7	56.5	54.0
Mean	4.01	3.98	4.01	4.06	3.94	4.03	4.05	3.86	3.86	3.88	3.82



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	68.4	87.3	48.2		87.6	47.7	72.0	89.0	43.4	68.8	75.1	79.3	68.6	71.7	61.5	69.7	61.0	66.8	66.2
Much	31.5	49.0	11.6		51.7	10.2	33.1	53.9	8.8	26.9	25.7	33.9	32.0	32.8	22.8	34.0	28.3	31.0	23.3
Somewhat	36.9	38.3	36.7		35.9	37.5	38.9	35.1	34.6	41.8	49.4	45.4	36.5	38.8	38.7	35.7	32.6	35.8	42.9
LESS EXPENSIVE	3.1	2.2	4.7		1.9	4.5	2.0	1.4	5.5	3.0	1.0	0.7	3.0	2.8	3.0	3.7	3.8	8.6	3.9
Somewhat	2.1	1.4	3.2		1.1	3.2	2.0	0.8	3.8	2.2	1.0	0.7	2.0	2.0	3.0	2.0	1.9	1.7	3.9
Much	1.0	0.8	1.6		0.8	1.3	0.0	0.6	1.6	0.8	0.0	0.0	1.0	0.8	0.0	1.7	1.9	6.9	0.0
STAYED THE SAME	23.5	8.9	38.9		9.1	40.1	15.7	8.5	43.1	21.1	18.1	14.3	23.7	21.7	33.9	22.4	27.7	18.3	20.0
DK/REFUSED	5.0	1.6	8.1		1.4	7.6	10.3	1.1	8.0	7.2	5.8	5.7	4.7	3.9	1.6	4.2	7.5	6.3	9.9
Net Diff	66.3	85.9	45.1		86.5	44.6	70.0	88.3	39.6	66.6	74.0	78.5	66.6	69.6	58.6	67.7	59.0	65.1	62.3
Mean	4.01	4.35	3.58		4.38	3.56	4.15	4.42	3.49	3.99	4.06	4.19	4.01	4.05	3.83	4.03	3.90	3.88	3.95



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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	1000	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	68.4	46.0	76.2	86.7	48.2	68.3	67.9	46.3	35.0	52.7	83.9
Much	31.5	12.1	38.3	49.9	12.7	25.3	26.5	9.2	13.2	7.0	47.1
Somewhat	36.9	33.9	37.9	36.8	35.4	43.0	41.4	37.0	21.8	45.7	36.8
LESS EXPENSIVE	3.1	7.1	1.7	1.7	5.3	0.7	1.1	5.6	9.2	3.6	1.3
Somewhat	2.1	5.0	1.1	0.9	3.8	0.7	1.1	3.9	5.8	2.8	0.9
Much	1.0	2.1	0.6	0.8	1.4	0.0	0.0	1.8	3.4	0.8	0.4
STAYED THE SAME	23.5	41.1	17.4	9.0	39.3	25.2	24.6	40.9	48.6	36.5	11.4
DK/REFUSED	5.0	5.7	4.7	2.7	7.3	5.8	6.4	7.3	7.3	7.3	3.4
Net Diff	66.3	41.0	75.1	85.8	44.3	67.7	66.7	42.4	29.2	49.9	83.0
Mean	4.01	3.52	4.18	4.38	3.58	3.99	4.00	3.52	3.38	3.60	4.34



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76. CLOTHING

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	68.4	88.5	48.9	89.0	48.3	68.5	89.8	46.8	65.8	88.2	49.4	70.7
Much	31.5	50.6	13.0	50.7	15.2	28.3	49.9	11.1	23.8	51.5	18.4	32.0
Somewhat	36.9	37.9	35.9	38.3	33.1	40.2	39.9	35.7	42.0	36.7	31.1	38.7
LESS EXPENSIVE	3.1	1.7	4.8	1.2	6.6	0.7	0.6	6.8	1.5	1.9	6.5	0.0
Somewhat	2.1	0.8	3.5	0.8	4.7	0.3	0.6	4.5	0.6	1.1	4.8	0.0
Much	1.0	0.9	1.3	0.4	2.0	0.4	0.0	2.3	0.9	0.8	1.7	0.0
STAYED THE SAME	23.5	7.8	39.5	8.3	38.0	24.2	8.3	40.3	25.7	8.3	36.2	22.8
DK/REFUSED	5.0	2.0	6.8	1.5	7.1	6.7	1.3	6.0	7.0	1.6	7.9	6.5
Net Diff	66.3	87.7	45.4	88.2	43.6	68.2	89.2	42.3	65.2	87.2	44.7	70.7
Mean	4.01	4.39	3.60	4.40	3.59	4.03	4.41	3.52	3.94	4.39	3.65	4.10



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	68.4	50.4	47.7	51.9	64.4	85.1	87.7	86.2	76.8	88.0	90.1	46.2	51.3	52.7	60.7	64.2	84.6
Much	31.5	11.8	14.4	10.4	26.5	43.5	61.7	51.5	36.3	42.5	53.7	10.4	19.0	37.1	8.2	25.4	48.7
Somewhat	36.9	38.5	33.3	41.5	37.9	41.6	26.0	34.7	40.5	45.5	36.5	35.8	32.3	15.6	52.5	38.8	35.9
LESS EXPENSIVE	3.1	4.9	3.7	5.6	3.1	0.5	3.1	1.6	9.6	1.7	0.5	5.4	6.6	15.5	0.0	1.1	0.0
Somewhat	2.1	4.3	3.7	4.6	1.9	0.5	0.7	0.6	9.6	1.7	0.0	4.6	4.1	7.3	0.0	0.4	0.0
Much	1.0	0.6	0.0	1.0	1.2	0.0	2.4	1.0	0.0	0.0	0.5	0.8	2.6	8.3	0.0	0.7	0.0
STAYED THE SAME	23.5	37.9	39.3	37.0	26.7	10.7	7.9	9.5	13.6	9.0	7.7	40.6	36.9	22.1	34.4	26.6	11.3
DK/REFUSED	5.0	6.8	9.3	5.4	5.8	3.7	1.4	2.7	0.0	1.2	1.6	7.8	5.2	9.6	4.9	8.2	4.1
Net Diff	66.3	46.0	43.9	47.3	62.5	84.6	87.0	85.6	67.3	86.3	90.1	41.5	47.2	45.4	60.7	63.7	84.6
Mean	4.01	3.61	3.64	3.59	3.92	4.33	4.46	4.39	4.04	4.30	4.45	3.55	3.64	3.73	3.72	3.96	4.39



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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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	68.4	50.8	67.0	88.3	70.7	63.3	64.5	63.1	70.5	71.5	68.6	59.1	68.4	82.8	71.8	63.3
Much	31.5	15.0	26.4	51.2	29.1	32.7	27.2	33.4	31.4	29.3	35.5	30.7	35.2	33.6	35.4	24.1
Somewhat	36.9	35.8	40.6	37.1	41.5	30.6	37.2	29.8	39.0	42.2	33.1	28.4	33.1	49.2	36.4	39.2
LESS EXPENSIVE	3.1	5.1	2.2	1.1	1.6	4.1	16.5	2.6	3.1	3.7	2.1	1.3	3.7	3.7	2.4	1.8
Somewhat	2.1	3.5	2.2	0.5	1.1	3.1	7.9	2.6	2.0	2.5	1.1	1.3	2.3	3.7	1.7	1.3
Much	1.0	1.6	0.0	0.6	0.5	0.9	8.6	0.0	1.1	1.2	1.0	0.0	1.4	0.0	0.7	0.5
STAYED THE SAME	23.5	37.8	21.0	8.5	22.9	31.0	19.0	32.4	21.3	20.3	23.2	31.3	22.3	12.5	24.7	26.0
DK/REFUSED	5.0	6.3	9.9	2.1	4.8	1.7	0.0	1.9	5.1	4.6	6.1	8.3	5.6	1.0	1.1	8.9
Net Diff	66.3	47.3	64.8	87.7	69.5	60.1	56.6	60.6	68.5	69.0	67.5	57.8	66.1	79.1	70.1	62.0
Mean	4.01	3.63	4.01	4.41	4.03	3.93	3.67	3.96	4.03	4.01	4.08	3.97	4.04	4.14	4.05	3.93



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	68.4	66.7	71.9	70.7	74.5	64.6	75.2	68.3	67.9	72.4	60.0	66.9	45.3	75.3	71.7	73.0	62.5	69.8	51.1	40.4
Much	31.5	31.8	31.1	34.1	24.7	28.1	32.3	34.5	29.6	33.6	27.2	32.7	15.3	31.5	33.7	33.5	24.5	38.0	10.7	19.1
Somewhat	36.9	34.9	40.8	36.6	49.8	36.5	42.8	33.7	38.3	38.8	32.9	34.2	30.0	43.8	38.1	39.5	37.9	31.7	40.3	21.3
LESS EXPENSIVE	3.1	3.2	2.9	3.3	2.1	3.3	2.4	3.0	3.4	2.2	4.8	4.4	6.7	0.0	1.6	2.9	11.3	0.0	3.2	9.6
Somewhat	2.1	1.9	2.5	2.7	2.1	1.6	2.4	2.1	2.5	1.7	3.0	2.9	4.4	0.0	1.3	2.1	7.4	0.0	1.8	6.6
Much	1.0	1.3	0.4	0.6	0.0	1.7	0.0	0.9	0.9	0.6	1.9	1.5	2.3	0.0	0.3	0.8	3.9	0.0	1.5	3.0
STAYED THE SAME	23.5	24.1	22.4	21.8	23.5	25.8	21.0	22.9	24.0	21.7	27.4	24.9	34.7	21.0	24.1	19.4	22.4	26.5	30.3	38.4
DK/REFUSED	5.0	6.0	2.8	4.2	0.0	6.3	1.4	5.8	4.6	3.7	7.7	3.8	13.4	3.7	2.6	4.7	3.8	3.8	15.4	11.6
Net Diff	66.3	64.8	69.4	68.1	72.4	62.9	72.7	66.2	65.4	70.7	57.1	64.0	40.9	75.3	70.5	70.9	55.0	69.8	49.3	33.9
Mean	4.01	4.00	4.03	4.05	3.97	3.94	4.07	4.05	3.98	4.07	3.87	3.97	3.60	4.11	4.06	4.08	3.75	4.12	3.68	3.53





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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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	68.4	56.7	66.9	64.7	70.3	72.1	71.1	63.9	71.2	65.8	71.5	68.7	68.2
Much	31.5	19.8	28.2	33.4	35.8	29.8	34.6	28.6	33.3	30.7	32.5	29.7	33.1
Somewhat	36.9	36.9	38.7	31.4	34.6	42.2	36.5	35.3	37.9	35.1	39.0	39.0	35.0
LESS EXPENSIVE	3.1	1.8	5.6	5.4	2.7	2.1	1.6	4.7	2.1	4.1	1.8	3.0	3.2
Somewhat	2.1	0.0	4.7	4.8	1.4	0.9	1.0	3.8	1.1	3.1	1.0	2.0	2.2
Much	1.0	1.8	0.9	0.6	1.4	1.1	0.7	0.9	1.0	1.1	0.9	1.0	0.9
STAYED THE SAME	23.5	35.4	20.7	25.0	22.9	21.8	22.3	25.5	22.3	24.7	22.1	23.9	23.2
DK/REFUSED	5.0	6.2	6.8	4.8	4.1	4.1	4.9	5.9	4.4	5.3	4.5	4.4	5.4
Net Diff	66.3	56.7	62.1	59.9	69.0	71.1	70.2	60.1	70.2	62.7	70.6	66.8	66.0
Mean	4.01	3.78	3.95	3.97	4.06	4.03	4.09	3.92	4.06	3.96	4.06	3.99	4.03



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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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	68.4	60.2	64.3	70.1	72.7	57.4	58.7	69.2	77.1	61.5	69.6	70.9	68.0	55.8	70.4	79.1
Much	31.5	20.0	32.1	35.6	31.9	6.0	31.6	29.4	33.3	26.4	32.6	41.1	30.4	22.2	33.7	37.7
Somewhat	36.9	40.2	32.2	34.5	40.7	51.4	27.1	39.8	43.8	35.1	37.0	29.8	37.6	33.6	36.6	41.4
LESS EXPENSIVE	3.1	4.0	5.3	2.9	1.4	0.0	7.0	2.5	1.3	5.8	3.7	3.2	1.6	5.2	1.9	3.4
Somewhat	2.1	1.7	4.9	1.2	1.0	0.0	6.2	0.7	0.4	2.5	3.7	1.6	1.6	3.2	1.5	2.1
Much	1.0	2.3	0.4	1.7	0.5	0.0	0.8	1.7	0.9	3.3	0.0	1.7	0.0	2.0	0.3	1.2
STAYED THE SAME	23.5	29.1	24.6	22.5	21.7	36.1	28.2	23.1	19.2	26.0	21.3	22.0	24.3	31.4	23.6	14.0
DK/REFUSED	5.0	6.7	5.7	4.5	4.2	6.6	6.1	5.2	2.4	6.7	5.4	3.9	6.1	7.6	4.2	3.6
Net Diff	66.3	58.5	59.5	69.0	71.7	57.4	52.5	68.5	76.7	59.0	65.9	69.4	66.4	52.7	68.8	76.9
Mean	4.01	3.79	3.96	4.06	4.07	3.68	3.88	4.00	4.11	3.85	4.04	4.11	4.03	3.77	4.06	4.16



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77. HOUSING

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	81.0	95.6	84.1	82.8	82.5	83.7	67.7	66.9	76.8	85.9	85.9	89.8	74.9	93.1	91.0	75.1	73.0	68.4	68.6	68.3
Much	53.5	87.8	70.4	61.3	51.1	40.3	39.0	24.4	39.3	63.4	70.0	54.1	53.5	78.4	69.1	49.3	35.9	27.9	29.3	27.2
Somewhat	27.5	7.8	13.7	21.5	31.4	43.4	28.7	42.5	37.6	22.5	15.9	35.7	21.4	14.7	22.0	25.8	37.0	40.5	39.3	41.2
LESS EXPENSIVE	3.5	1.0	4.2	3.9	2.6	2.6	2.7	4.9	7.3	3.2	3.4	1.7	6.1	2.4	1.1	1.5	8.4	4.3	4.5	4.1
Somewhat	2.6	1.0	2.5	2.3	1.5	2.6	2.7	3.9	6.1	2.3	2.1	1.7	5.2	1.3	1.1	0.9	6.9	3.3	2.7	3.6
Much	0.9	0.0	1.7	1.6	1.1	0.0	0.0	1.0	1.1	0.9	1.3	0.0	0.9	1.1	0.0	0.7	1.6	1.0	1.8	0.5
STAYED THE SAME	11.3	3.4	7.0	10.2	11.1	9.1	18.5	25.2	13.6	8.1	7.7	6.2	16.2	3.5	6.3	15.4	14.5	19.5	18.7	20.0
DK/REFUSED	4.2	0.0	4.7	3.1	3.9	4.6	11.0	3.0	2.3	2.8	3.0	2.3	2.8	1.0	1.5	7.9	4.1	7.8	8.2	7.5
Net Diff	78.4	94.6	81.5	80.5	81.0	81.2	65.0	63.0	70.7	83.6	83.8	88.1	69.7	91.8	89.9	74.2	66.1	65.1	65.9	64.7
Mean	4.36	4.82	4.56	4.43	4.35	4.27	4.17	3.88	4.10	4.49	4.56	4.46	4.25	4.70	4.61	4.33	4.03	3.99	4.00	3.98



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77. HOUSING

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	900	775	125	100	70	30
MORE EXPENSIVE	81.0	76.0	83.6	81.3	82.0	81.1	81.5	78.0	80.7	81.8	78.1
Much	53.5	52.7	53.2	55.5	50.8	54.3	54.7	51.7	46.6	43.6	53.6
Somewhat	27.5	23.3	30.3	25.8	31.2	26.8	26.9	26.3	34.1	38.2	24.5
LESS EXPENSIVE	3.5	2.4	2.9	5.1	2.1	3.5	3.1	5.6	3.6	2.9	5.5
Somewhat	2.6	1.1	2.2	4.0	1.7	2.5	2.3	3.9	2.9	2.9	3.2
Much	0.9	1.2	0.8	1.1	0.5	0.9	0.8	1.7	0.7	0.0	2.3
STAYED THE SAME	11.3	15.0	9.0	9.9	13.4	11.5	11.0	14.7	9.8	11.4	5.9
DK/REFUSED	4.2	6.6	4.5	3.8	2.5	4.0	4.3	1.8	5.9	3.9	10.5
Net Diff	78.4	74.9	81.4	77.2	80.4	78.5	79.2	74.1	77.8	79.0	74.9
Mean	4.36	4.34	4.39	4.36	4.34	4.36	4.38	4.25	4.31	4.27	4.38



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77. HOUSING

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	81.0	91.2	68.0	91.3	69.1	87.3	92.4	66.2	85.3	85.9	84.3	81.4	85.3	79.0	77.0	75.1	78.3	75.4
Much	53.5	75.1	26.6	76.2	29.2	56.2	78.4	26.6	51.0	52.2	58.1	53.7	56.9	44.3	50.5	50.8	52.4	49.8
Somewhat	27.5	16.1	41.4	15.1	39.9	31.1	14.0	39.6	34.3	33.7	26.2	27.7	28.5	34.6	26.5	24.3	25.9	25.6
LESS EXPENSIVE	3.5	2.6	5.3	2.2	5.4	0.8	1.8	6.3	2.7	1.1	0.7	3.6	2.8	4.5	5.0	4.8	4.8	1.5
Somewhat	2.6	1.8	4.1	1.3	4.5	0.0	1.0	4.9	2.7	1.1	0.0	2.6	1.6	4.5	3.4	4.2	0.0	1.5
Much	0.9	0.7	1.2	0.9	0.9	0.8	0.9	1.4	0.0	0.0	0.7	1.0	1.2	0.0	1.6	0.6	4.8	0.0
STAYED THE SAME	11.3	5.2	18.8	5.3	19.0	4.1	4.9	19.8	9.1	8.7	8.7	11.1	9.5	15.7	11.7	13.7	13.8	15.2
DK/REFUSED	4.2	1.0	7.9	1.3	6.5	7.8	0.8	7.7	2.9	4.3	6.3	3.9	2.4	0.8	6.2	6.4	3.2	7.9
Net Diff	78.4	89.4	63.9	90.0	64.6	87.3	91.4	61.3	82.6	84.8	84.3	78.7	83.7	74.4	73.6	70.9	78.3	73.8
Mean	4.36	4.65	3.96	4.67	3.98	4.54	4.70	3.92	4.38	4.43	4.50	4.36	4.42	4.20	4.29	4.29	4.25	4.34



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77. HOUSING

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	81.0	62.4	87.5	92.3	70.0	75.1	83.0	66.1	55.1	72.4	91.4
Much	53.5	22.9	64.1	75.0	30.6	49.3	53.5	25.4	19.9	28.5	73.1
Somewhat	27.5	39.4	23.4	17.3	39.3	25.8	29.5	40.8	35.3	43.9	18.3
LESS EXPENSIVE	3.5	7.9	2.0	2.0	5.7	1.5	1.5	7.0	12.3	4.0	1.0
Somewhat	2.6	6.3	1.3	1.3	4.5	0.9	1.2	5.6	9.0	3.7	0.5
Much	0.9	1.6	0.7	0.7	1.2	0.7	0.3	1.4	3.3	0.3	0.6
STAYED THE SAME	11.3	23.4	7.1	4.5	17.8	15.4	9.4	20.3	25.1	17.6	5.1
DK/REFUSED	4.2	6.4	3.4	1.2	6.5	7.9	6.0	6.6	7.5	6.1	2.5
Net Diff	78.4	56.0	86.2	91.1	65.5	74.2	81.8	60.6	46.2	68.7	90.9
Mean	4.36	3.81	4.54	4.67	4.00	4.33	4.43	3.89	3.64	4.03	4.67



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77. HOUSING

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	81.0	91.0	70.8	91.7	69.9	82.0	91.6	65.2	83.2	91.7	73.5	81.1
Much	53.5	76.2	30.3	75.8	32.9	51.7	74.9	25.5	43.8	76.8	38.7	58.4
Somewhat	27.5	14.9	40.5	15.8	37.0	30.3	16.7	39.8	39.4	14.9	34.8	22.7
LESS EXPENSIVE	3.5	2.4	4.4	2.0	6.2	1.7	2.1	8.8	3.1	1.8	4.3	0.5
Somewhat	2.6	1.5	3.6	1.4	4.9	1.0	2.1	7.7	1.6	0.6	2.7	0.5
Much	0.9	0.9	0.8	0.6	1.3	0.7	0.0	1.1	1.5	1.3	1.5	0.0
STAYED THE SAME	11.3	4.7	18.5	5.2	17.2	11.4	5.1	19.6	10.1	5.3	15.4	12.5
DK/REFUSED	4.2	1.9	6.2	1.2	6.7	4.8	1.1	6.4	3.6	1.2	6.9	5.9
Net Diff	78.4	89.6	67.2	90.3	65.0	81.0	89.5	57.5	81.6	91.2	70.8	80.5
Mean	4.36	4.67	4.02	4.67	4.02	4.38	4.66	3.86	4.27	4.67	4.14	4.48



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77. HOUSING

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	81.0	70.9	74.0	69.0	79.0	90.4	91.2	90.8	87.6	90.3	92.3	69.4	69.6	74.5	70.8	81.1	91.7
Much	53.5	31.6	36.2	28.9	50.1	69.5	78.8	73.6	57.0	73.2	77.8	30.0	36.6	40.2	28.0	50.3	70.7
Somewhat	27.5	39.3	37.9	40.1	28.9	20.9	12.4	17.2	30.6	17.2	14.5	39.4	33.0	34.3	42.9	30.8	21.0
LESS EXPENSIVE	3.5	6.0	3.4	7.5	2.3	1.0	4.8	2.6	4.1	0.0	2.3	6.4	4.7	11.6	4.9	1.6	0.0
Somewhat	2.6	5.1	3.4	6.1	1.5	0.5	3.1	1.6	0.0	0.0	1.8	5.6	4.0	3.6	4.9	0.5	0.0
Much	0.9	0.9	0.0	1.4	0.8	0.5	1.7	1.0	4.1	0.0	0.5	0.8	0.7	8.1	0.0	1.1	0.0
STAYED THE SAME	11.3	15.4	12.1	17.2	14.7	6.2	3.4	5.0	8.3	9.7	3.9	14.9	23.3	10.6	21.4	10.6	7.2
DK/REFUSED	4.2	7.8	10.4	6.3	4.0	2.4	0.6	1.6	0.0	0.0	1.5	9.3	2.3	3.3	2.9	6.7	1.1
Net Diff	78.4	65.8	70.6	63.0	77.5	90.0	88.1	89.2	87.6	90.3	90.5	63.8	65.7	70.9	65.9	80.7	91.7
Mean	4.36	4.04	4.19	3.95	4.31	4.62	4.64	4.63	4.36	4.63	4.70	4.02	4.03	3.98	3.97	4.38	4.64





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77. HOUSING

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	81.0	71.3	78.7	92.4	82.4	80.8	69.6	82.1	81.9	82.3	81.2	73.8	82.2	77.9	82.3	81.3
Much	53.5	33.5	50.1	76.4	52.6	50.2	34.0	52.1	54.6	53.7	56.4	48.8	58.3	57.2	52.6	48.7
Somewhat	27.5	37.8	28.6	16.0	29.8	30.6	35.6	30.0	27.3	28.6	24.8	25.0	23.9	20.7	29.6	32.6
LESS EXPENSIVE	3.5	5.4	2.1	1.8	2.5	2.8	0.0	3.1	3.7	3.3	4.3	3.1	2.9	6.2	3.2	2.4
Somewhat	2.6	4.3	0.8	1.2	2.1	2.1	0.0	2.4	2.6	2.1	3.6	3.1	1.5	6.2	2.5	2.4
Much	0.9	1.1	1.3	0.6	0.3	0.6	0.0	0.7	1.1	1.3	0.6	0.0	1.3	0.0	0.7	0.0
STAYED THE SAME	11.3	17.2	12.7	4.5	10.7	14.0	30.4	12.0	10.0	10.8	8.4	18.6	10.7	14.5	12.8	9.9
DK/REFUSED	4.2	6.1	6.6	1.3	4.4	2.4	0.0	2.7	4.4	3.6	6.1	4.5	4.3	1.3	1.7	6.3
Net Diff	78.4	67.0	77.9	91.2	80.2	78.7	69.6	79.7	79.3	80.2	77.6	70.7	80.6	71.7	79.8	78.9
Mean	4.36	4.05	4.34	4.69	4.38	4.31	4.04	4.34	4.38	4.36	4.41	4.25	4.42	4.31	4.33	4.36



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77. HOUSING

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	81.0	79.3	84.5	84.3	84.9	76.6	86.1	81.3	82.5	83.1	76.7	77.4	70.7	91.3	82.6	83.5	69.4	82.5	73.5	68.3
Much	53.5	52.5	55.5	57.2	51.8	44.8	57.4	58.2	53.1	56.7	46.6	46.6	37.9	62.3	53.3	60.1	36.4	53.3	32.5	42.5
Somewhat	27.5	26.8	29.0	27.1	33.0	31.8	28.7	23.0	29.4	26.3	30.1	30.8	32.8	29.0	29.3	23.4	33.1	29.3	41.1	25.8
LESS EXPENSIVE	3.5	3.9	2.7	3.0	2.0	6.0	2.7	2.3	2.8	3.1	4.4	5.0	5.0	0.0	3.8	2.3	10.6	1.3	4.7	5.3
Somewhat	2.6	3.0	1.8	1.7	2.0	4.7	2.7	1.7	0.7	2.4	3.0	2.9	3.7	0.0	3.8	1.0	5.4	1.3	3.3	4.1
Much	0.9	0.9	0.9	1.4	0.0	1.2	0.0	0.6	2.1	0.7	1.4	2.1	1.3	0.0	0.0	1.3	5.2	0.0	1.5	1.2
STAYED THE SAME	11.3	11.6	10.8	10.2	12.2	11.5	11.3	11.6	10.3	10.6	12.7	12.7	15.9	5.0	11.6	9.7	13.6	12.1	11.3	19.7
DK/REFUSED	4.2	5.3	2.0	2.5	0.9	5.9	0.0	4.8	4.4	3.2	6.2	4.9	8.4	3.7	2.0	4.5	6.3	4.0	10.5	6.6
Net Diff	78.4	76.3	82.7	82.6	82.9	71.9	83.4	79.6	81.9	80.7	73.7	74.5	67.0	91.3	78.8	82.5	64.1	81.2	70.2	64.3
Mean	4.36	4.34	4.39	4.41	4.36	4.21	4.41	4.44	4.37	4.41	4.25	4.23	4.12	4.59	4.35	4.46	3.96	4.40	4.11	4.12



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77. HOUSING

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	81.0	77.0	81.9	82.6	79.7	83.7	79.5	81.2	80.9	80.8	81.3	80.3	81.6
Much	53.5	42.4	58.7	56.1	55.1	52.6	52.1	54.3	53.0	54.5	52.3	49.8	56.8
Somewhat	27.5	34.6	23.2	26.5	24.6	31.2	27.4	26.9	27.9	26.2	29.0	30.6	24.8
LESS EXPENSIVE	3.5	7.4	4.6	3.4	2.6	2.1	3.4	4.7	2.7	4.1	2.8	4.7	2.4
Somewhat	2.6	5.6	3.3	2.9	1.9	1.4	2.4	3.6	1.9	3.1	2.0	3.9	1.4
Much	0.9	1.8	1.3	0.5	0.7	0.7	0.9	1.1	0.8	1.0	0.8	0.8	1.0
STAYED THE SAME	11.3	12.6	8.1	10.5	16.3	10.8	10.6	10.0	12.1	11.9	10.7	11.4	11.2
DK/REFUSED	4.2	3.0	5.4	3.4	1.4	3.5	6.5	4.1	4.2	3.3	5.2	3.6	4.7
Net Diff	78.4	71.4	78.6	79.7	77.8	82.3	77.0	77.6	79.0	77.6	79.4	76.4	80.2
Mean	4.36	4.14	4.42	4.40	4.33	4.38	4.36	4.35	4.36	4.35	4.37	4.29	4.42



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77. HOUSING

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	81.0	79.4	81.6	81.4	80.9	74.6	79.4	76.5	84.5	81.6	83.6	85.7	77.2	74.6	83.7	82.4
Much	53.5	47.6	56.5	54.3	52.7	33.9	48.5	48.1	54.7	53.8	63.9	59.9	50.5	47.4	53.9	59.8
Somewhat	27.5	31.8	25.1	27.0	28.2	40.7	30.9	28.4	29.8	27.8	19.6	25.8	26.6	27.2	29.8	22.5
LESS EXPENSIVE	3.5	6.7	4.0	3.1	2.4	9.4	6.2	4.0	3.2	5.5	2.0	2.4	1.5	7.8	1.9	1.9
Somewhat	2.6	4.6	3.3	2.2	1.7	9.4	6.2	3.1	1.9	2.5	0.7	1.3	1.5	5.3	1.8	1.3
Much	0.9	2.0	0.7	1.0	0.7	0.0	0.0	0.9	1.3	3.0	1.3	1.0	0.0	2.5	0.2	0.6
STAYED THE SAME	11.3	9.4	10.4	13.2	11.3	12.8	10.0	16.7	8.6	7.8	10.8	10.0	14.0	13.5	10.8	9.8
DK/REFUSED	4.2	4.5	4.1	2.3	5.5	3.2	4.4	2.7	3.6	5.1	3.7	1.9	7.4	4.1	3.5	5.9
Net Diff	78.4	74.8	78.2	79.2	79.2	65.2	73.2	73.4	82.6	79.1	82.9	84.4	75.7	69.4	82.0	81.1
Mean	4.36	4.24	4.39	4.35	4.38	4.02	4.27	4.23	4.40	4.34	4.50	4.45	4.36	4.16	4.40	4.48



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PRESCRIPTION DRUGS

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	47.3	78.3	64.4	55.8	45.0	35.7	25.5	23.1	37.3	59.0	63.5	52.5	52.0	79.8	60.3	48.2	21.7	17.3	15.7	18.3
Much	27.3	56.6	47.7	30.2	24.3	12.6	9.9	12.3	20.1	36.0	41.8	26.6	31.1	55.8	29.1	29.9	7.6	5.0	2.8	6.2
Somewhat	20.0	21.7	16.7	25.7	20.7	23.1	15.6	10.8	17.2	22.9	21.7	25.9	20.8	24.0	31.2	18.3	14.1	12.4	12.9	12.1
LESS EXPENSIVE	22.4	7.6	8.1	15.6	24.0	28.0	31.7	43.1	38.0	12.6	11.3	14.1	15.1	3.8	4.3	17.1	37.6	47.8	50.9	46.0
Somewhat	15.3	4.1	3.9	12.2	17.3	18.5	26.2	25.9	22.5	9.1	7.6	11.4	10.5	2.7	3.2	13.0	26.5	31.3	31.5	31.2
Much	7.1	3.5	4.1	3.4	6.8	9.5	5.5	17.2	15.4	3.5	3.7	2.7	4.7	1.1	1.1	4.0	11.1	16.5	19.4	14.8
STAYED THE SAME	25.9	11.5	23.1	25.2	26.6	31.4	32.6	32.6	21.8	24.4	21.6	29.2	25.7	15.0	28.7	26.5	37.0	29.8	27.9	30.9
DK/REFUSED	4.4	2.6	4.4	3.4	4.4	4.9	10.3	1.2	2.9	4.1	3.5	4.2	7.2	1.4	6.7	8.2	3.7	5.1	5.5	4.8
Net Diff	32.0	74.2	60.5	43.7	27.7	17.3	-0.7	-2.8	14.7	49.9	55.9	41.1	41.5	77.0	57.1	35.2	-4.8	-14.0	-15.8	-12.9
Mean	3.47	4.27	4.04	3.69	3.40	3.11	2.98	2.75	3.04	3.82	3.94	3.65	3.68	4.33	3.90	3.62	2.80	2.56	2.45	2.62



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PRESCRIPTION DRUGS

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	900	775	125	100	70	30
MORE EXPENSIVE	47.3	39.9	46.8	51.9	45.6	47.8	48.1	45.8	42.8	37.9	54.2
Much	27.3	20.7	25.3	31.1	28.1	28.2	29.5	20.5	19.2	17.6	22.9
Somewhat	20.0	19.2	21.5	20.8	17.5	19.6	18.6	25.3	23.6	20.3	31.3
LESS EXPENSIVE	22.4	28.1	23.1	20.7	20.2	23.6	25.3	13.5	11.7	15.4	3.2
Somewhat	15.3	18.2	17.2	13.8	13.5	15.8	16.9	8.9	10.8	14.1	3.2
Much	7.1	9.9	5.8	6.9	6.7	7.8	8.3	4.6	0.9	1.3	0.0
STAYED THE SAME	25.9	27.2	26.6	24.6	26.4	25.0	23.3	35.9	33.4	33.9	32.2
DK/REFUSED	4.4	4.9	3.6	2.8	7.8	3.5	3.3	4.8	12.1	12.8	10.4
Net Diff	32.0	21.7	29.6	38.1	32.1	32.0	31.2	36.9	32.0	23.8	51.0
Mean	3.47	3.24	3.45	3.57	3.51	3.46	3.46	3.51	3.56	3.45	3.83



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PRESCRIPTION DRUGS

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	47.3	73.3	19.1		76.0	17.9	44.3	78.1	15.7	40.3	42.5	53.1	46.8	50.6	41.7	45.0	44.5	37.6	56.2
Much	27.3	47.2	6.7		50.3	4.7	20.6	52.8	4.6	17.5	16.3	25.5	26.9	29.2	18.8	26.3	25.3	17.4	34.8
Somewhat	20.0	26.1	12.3		25.7	13.2	23.8	25.3	11.1	22.8	26.2	27.7	19.9	21.4	22.9	18.6	19.2	20.3	21.4
LESS EXPENSIVE	22.4	5.9	44.6		3.6	45.2	6.9	2.5	49.7	16.9	14.2	8.7	22.5	16.2	30.9	28.3	23.0	34.7	21.5
Somewhat	15.3	4.5	28.4		2.9	30.3	5.4	1.9	32.8	12.6	11.0	8.0	15.4	10.8	21.0	19.7	15.5	24.2	12.9
Much	7.1	1.4	16.1		0.7	14.9	1.5	0.6	16.9	4.3	3.3	0.8	7.0	5.4	10.0	8.6	7.5	10.5	8.6
STAYED THE SAME	25.9	18.6	30.5		17.1	32.8	37.2	17.1	30.2	36.2	34.4	28.8	26.7	29.0	24.5	23.4	25.7	24.8	12.8
DK/REFUSED	4.4	2.2	5.9		3.3	4.1	11.6	2.3	4.4	6.6	8.9	9.3	4.1	4.2	2.9	3.3	6.9	2.9	9.5
Net Diff	32.0	68.8	-9.4		73.1	-12.4	39.0	76.2	-17.1	27.8	31.5	45.2	31.3	39.8	20.7	25.3	29.0	13.5	43.3
Mean	3.47	4.16	2.63		4.26	2.61	3.64	4.31	2.51	3.39	3.45	3.76	3.46	3.61	3.20	3.36	3.42	3.10	3.67



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PRESCRIPTION DRUGS

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	257	743	470	422	107	233	411	148	262	589	
MORE EXPENSIVE	47.3	22.4	55.9	72.7	18.8	48.2	47.6	19.1	15.4	21.3	66.9	
Much	27.3	7.4	34.2	46.0	5.8	29.9	25.6	5.4	5.6	5.3	42.6	
Somewhat	20.0	15.0	21.7	26.6	13.0	18.3	22.0	13.7	9.7	16.0	24.3	
LESS EXPENSIVE	22.4	45.7	14.4	4.0	44.4	17.1	16.3	45.8	64.2	35.4	6.2	
Somewhat	15.3	26.4	11.5	2.9	29.7	13.0	11.1	30.1	34.8	27.4	5.0	
Much	7.1	19.4	2.9	1.1	14.7	4.0	5.2	15.7	29.4	7.9	1.2	
STAYED THE SAME	25.9	29.2	24.7	20.0	32.2	26.5	28.7	31.5	18.4	38.9	21.9	
DK/REFUSED	4.4	2.7	5.0	3.3	4.6	8.2	7.4	3.6	2.0	4.5	5.0	
Net Diff	32.0	-4.0	44.5	69.7	-10.9	35.2	36.6	-10.9	-19.4	-6.2	61.9	
Mean	3.47	2.64	3.77	4.18	2.64	3.62	3.56	2.62	2.26	2.82	4.08	





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PRESCRIPTION DRUGS

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	433	460	362	370	268	185	162	123	177	208	145	
MORE EXPENSIVE	47.3	75.3	20.4	73.1	22.4	46.8	70.5	21.2	44.0	75.8	23.4	49.1	
Much	27.3	49.0	8.2	45.4	9.6	27.4	37.2	4.9	24.6	54.0	13.2	29.7	
Somewhat	20.0	26.4	12.2	27.7	12.9	19.4	33.3	16.3	19.4	21.7	10.2	19.4	
LESS EXPENSIVE	22.4	4.5	42.9	5.3	40.1	21.2	6.3	45.3	20.4	4.3	36.0	21.9	
Somewhat	15.3	2.8	29.1	3.6	25.8	16.7	4.2	31.2	14.9	2.9	21.6	18.2	
Much	7.1	1.7	13.8	1.8	14.3	4.5	2.1	14.2	5.4	1.4	14.4	3.7	
STAYED THE SAME	25.9	17.2	31.7	18.8	31.5	27.7	21.9	28.3	32.1	15.5	33.9	24.0	
DK/REFUSED	4.4	3.0	5.0	2.8	6.0	4.3	1.2	5.2	3.6	4.4	6.6	5.0	
Net Diff	32.0	72.5	-8.7	69.5	-3.3	30.1	66.3	-10.0	29.0	72.9	1.9	31.0	
Mean	3.47	4.22	2.71	4.15	2.76	3.51	4.01	2.65	3.44	4.30	2.85	3.56	



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PRESCRIPTION DRUGS

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	47.3	24.5	21.1	26.5	41.2	62.7	80.9	70.7	70.3	66.2	75.0	19.9	24.5	34.1	27.9	42.9	69.0
Much	27.3	9.7	7.1	11.2	21.1	35.7	61.1	46.8	40.1	36.0	48.1	7.1	13.2	14.2	9.7	20.6	56.5
Somewhat	20.0	14.8	13.9	15.2	20.1	27.0	19.8	23.9	30.2	30.2	26.9	12.8	11.3	19.9	18.2	22.3	12.6
LESS EXPENSIVE	22.4	41.7	44.0	40.4	23.2	6.5	7.2	6.8	9.5	8.6	4.3	44.1	35.3	28.2	44.3	20.6	7.9
Somewhat	15.3	27.9	30.3	26.5	17.3	4.7	2.3	3.6	4.1	6.6	2.8	28.5	25.4	6.0	36.0	16.0	6.1
Much	7.1	13.8	13.7	13.9	5.9	1.8	4.8	3.1	5.3	2.0	1.4	15.6	10.0	22.2	8.3	4.6	1.7
STAYED THE SAME	25.9	29.1	27.7	29.9	30.6	26.4	9.5	19.0	20.2	21.3	18.1	30.5	33.9	29.1	25.8	31.9	18.0
DK/REFUSED	4.4	4.7	7.2	3.2	5.0	4.4	2.5	3.6	0.0	3.9	2.7	5.6	6.3	8.6	2.1	4.6	5.1
Net Diff	32.0	-3.5	-9.2	-0.1	23.8	58.0	78.6	67.1	66.2	59.6	72.1	-8.7	-0.9	28.0	-8.0	26.9	62.9
Mean	3.47	2.78	2.68	2.83	3.35	3.94	4.33	4.12	3.96	3.95	4.21	2.65	2.92	2.98	2.85	3.40	4.22



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PRESCRIPTION DRUGS

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	47.3	22.4	43.9	75.7	44.6	57.4	48.2	58.5	46.2	45.2	47.9	41.7	56.9	55.3	46.1	35.6
Much	27.3	9.2	24.1	48.2	22.8	30.4	26.9	30.9	26.1	24.9	28.3	33.1	32.9	29.9	27.8	20.0
Somewhat	20.0	13.2	19.7	27.5	21.8	26.9	21.3	27.6	20.1	20.3	19.7	8.7	24.1	25.4	18.3	15.6
LESS EXPENSIVE	22.4	40.8	18.7	3.3	19.8	18.7	15.1	19.1	22.0	21.7	22.7	31.2	23.8	14.1	18.0	27.3
Somewhat	15.3	27.1	16.1	2.1	15.5	10.4	7.2	10.7	15.3	14.1	17.5	22.7	17.3	12.5	10.8	20.0
Much	7.1	13.7	2.6	1.2	4.4	8.3	7.9	8.4	6.8	7.6	5.2	8.5	6.5	1.5	7.2	7.4
STAYED THE SAME	25.9	31.2	34.0	17.7	30.3	21.5	36.7	19.7	27.1	29.5	22.5	22.1	16.6	26.3	32.1	30.7
DK/REFUSED	4.4	5.6	3.5	3.3	5.3	2.4	0.0	2.7	4.7	3.5	6.8	4.9	2.7	4.3	3.9	6.3
Net Diff	32.0	-4.7	27.8	73.6	29.1	47.0	41.0	47.7	30.9	31.1	30.5	19.0	39.7	42.8	35.3	15.6
Mean	3.47	2.76	3.48	4.23	3.46	3.62	3.52	3.64	3.46	3.42	3.52	3.37	3.61	3.73	3.51	3.22



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PRESCRIPTION DRUGS

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	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	47.3	43.1	55.6	56.0	55.0	40.3	56.4	45.3	54.7	52.3	36.8	36.6	28.6	49.0	51.6	52.9	31.4	39.9	31.7	25.9
Much	27.3	26.0	30.0	31.6	26.4	21.5	24.8	29.4	36.3	31.2	19.1	19.4	13.5	22.0	26.6	35.8	14.3	22.8	13.4	13.5
Somewhat	20.0	17.1	25.7	24.3	28.5	18.8	31.6	15.9	18.4	21.0	17.7	17.2	15.1	27.0	25.0	17.1	17.1	17.2	18.3	12.4
LESS EXPENSIVE	22.4	24.7	17.8	18.5	16.4	28.7	15.2	21.7	21.1	21.1	25.3	23.1	31.2	16.9	22.4	19.8	31.7	17.5	25.2	36.2
Somewhat	15.3	16.9	12.0	11.9	12.3	20.2	10.2	14.5	14.2	15.3	15.3	13.3	19.8	11.8	16.4	14.2	19.4	9.3	17.6	21.7
Much	7.1	7.8	5.8	6.6	4.1	8.5	5.0	7.3	6.8	5.8	10.0	9.8	11.3	5.1	6.0	5.6	12.4	8.2	7.5	14.6
STAYED THE SAME	25.9	26.6	24.5	23.0	27.7	25.7	28.4	27.2	19.7	23.2	31.5	33.6	34.5	28.0	24.1	22.4	33.4	33.7	33.8	35.1
DK/REFUSED	4.4	5.6	2.0	2.5	0.9	5.3	0.0	5.8	4.5	3.4	6.4	6.8	5.8	6.1	1.9	4.9	3.5	8.9	9.3	2.8
Net Diff	32.0	26.2	43.6	44.1	42.7	20.0	46.2	30.8	40.5	37.0	21.5	23.3	8.7	37.3	35.2	38.7	12.0	30.6	14.1	4.2
Mean	3.47	3.39	3.63	3.64	3.61	3.26	3.61	3.48	3.66	3.59	3.22	3.25	3.00	3.52	3.51	3.67	3.02	3.41	3.14	2.88



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78. IF PRESIDENT BIDEN IS REELECTED AND DEMOCRATS CONTROL CONGRESS, DO YOU EXPECT THE FOLLOWING GOODS AND SERVICES TO BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAY THE SAME OVER THE NEXT FOUR YEARS?

PRESCRIPTION DRUGS

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	47.3	38.2	51.6	51.0	54.4	43.2	44.3	48.6	46.5	50.3	43.8	46.6	47.9
Much	27.3	17.9	27.4	32.9	30.5	25.3	26.4	27.7	27.1	28.5	25.9	22.8	31.3
Somewhat	20.0	20.3	24.2	18.1	24.0	17.9	17.9	20.9	19.4	21.8	17.9	23.8	16.6
LESS EXPENSIVE	22.4	19.6	16.2	19.4	21.2	24.9	27.5	18.2	25.0	19.1	26.3	23.4	21.6
Somewhat	15.3	16.5	10.4	13.8	13.9	15.3	19.5	13.0	16.7	13.3	17.6	16.3	14.4
Much	7.1	3.1	5.8	5.6	7.4	9.6	8.0	5.2	8.3	5.8	8.7	7.1	7.1
STAYED THE SAME	25.9	39.0	25.5	24.7	23.2	26.0	24.3	27.9	24.6	26.6	25.1	26.8	25.1
DK/REFUSED	4.4	3.2	6.7	5.0	1.1	5.9	3.9	5.3	3.8	4.0	4.8	3.2	5.4
Net Diff	32.0	21.7	41.2	37.2	40.5	27.9	24.7	35.6	29.8	37.0	26.2	30.3	33.5
Mean	3.47	3.35	3.61	3.62	3.57	3.36	3.37	3.56	3.42	3.56	3.36	3.40	3.53



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

78. IF PRESIDENT BIDEN IS REELECTED AND DEMOCRATS CONTROL CONGRESS, DO YOU EXPECT THE FOLLOWING GOODS AND SERVICES TO BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAY THE SAME OVER THE NEXT FOUR YEARS?

PRESCRIPTION DRUGS

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	47.3	43.0	50.8	49.5	44.7	41.1	49.8	45.4	46.3	43.8	51.7	53.1	43.1	38.9	47.2	57.6
Much	27.3	21.7	29.2	28.6	26.9	8.4	24.0	21.3	25.8	27.7	34.0	35.2	28.0	21.8	28.0	32.3
Somewhat	20.0	21.3	21.6	20.8	17.8	32.7	25.8	24.1	20.5	16.1	17.6	17.9	15.0	17.0	19.2	25.3
LESS EXPENSIVE	22.4	20.2	16.3	23.6	26.6	23.7	21.5	25.3	23.3	18.5	11.4	22.0	30.0	25.0	22.2	19.9
Somewhat	15.3	15.5	11.0	14.3	18.9	23.7	12.0	17.8	16.7	11.8	10.1	11.3	21.2	16.2	16.4	11.6
Much	7.1	4.7	5.3	9.2	7.7	0.0	9.5	7.5	6.6	6.8	1.3	10.7	8.8	8.8	5.8	8.3
STAYED THE SAME	25.9	33.1	26.8	24.4	24.0	35.1	22.3	27.7	27.4	32.1	30.9	21.5	20.5	29.7	26.7	19.4
DK/REFUSED	4.4	3.8	6.2	2.6	4.7	0.0	6.3	1.6	2.9	5.5	6.0	3.4	6.5	6.4	3.9	3.2
Net Diff	32.0	27.5	39.8	35.1	25.8	17.4	37.8	27.6	29.6	32.0	41.6	41.8	21.9	22.6	30.8	46.0
Mean	3.47	3.41	3.62	3.46	3.39	3.26	3.46	3.34	3.43	3.49	3.78	3.58	3.35	3.29	3.49	3.64



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79. HEALTH INSURANCE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	52.7	84.4	72.8	63.6	47.4	43.5	30.5	22.1	38.9	65.9	71.1	58.4	58.3	86.3	72.2	50.6	27.0	18.8	18.5	18.9
Much	30.0	65.4	51.4	31.5	24.7	15.5	14.5	11.0	22.3	39.8	45.5	28.6	40.0	62.1	31.3	34.1	7.6	4.7	3.1	5.6
Somewhat	22.7	19.0	21.4	32.1	22.8	28.1	16.0	11.1	16.6	26.1	25.6	29.7	18.3	24.2	40.9	16.5	19.3	14.1	15.4	13.3
LESS EXPENSIVE	17.2	4.6	4.5	12.2	17.9	21.5	23.6	35.1	33.9	8.9	7.9	9.1	14.1	2.5	2.7	10.7	28.6	38.6	41.8	36.7
Somewhat	13.0	1.1	2.8	7.8	13.4	17.5	19.4	27.9	26.8	6.5	4.7	7.4	14.1	2.0	2.7	8.5	19.0	29.7	32.1	28.3
Much	4.2	3.5	1.6	4.4	4.5	4.0	4.2	7.2	7.1	2.4	3.2	1.7	0.0	0.5	0.0	2.3	9.6	8.9	9.7	8.4
STAYED THE SAME	25.9	7.2	19.5	19.9	31.2	30.8	37.8	38.6	24.5	21.4	17.1	29.7	21.2	8.8	21.6	29.5	41.4	37.4	33.9	39.4
DK/REFUSED	4.2	3.9	3.2	4.4	3.4	4.2	8.1	4.2	2.7	3.8	3.8	2.8	6.4	2.4	3.5	9.1	3.0	5.3	5.9	4.9
Net Diff	39.7	83.3	70.0	55.8	34.0	26.1	11.0	-5.8	12.1	59.4	66.5	51.0	44.1	84.3	69.5	42.2	8.0	-10.9	-13.6	-9.4
Mean	3.64	4.47	4.22	3.82	3.51	3.35	3.19	2.90	3.21	3.98	4.10	3.78	3.90	4.49	4.04	3.79	2.96	2.75	2.68	2.78



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79. HEALTH INSURANCE

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	900	775	125	100	70	30
MORE EXPENSIVE	52.7	46.3	51.4	58.5	49.0	53.0	52.9	53.6	50.3	51.6	47.4
Much	30.0	24.2	29.2	34.7	27.1	30.7	32.0	22.7	22.9	21.6	26.1
Somewhat	22.7	22.1	22.2	23.8	21.9	22.2	20.8	30.9	27.4	30.0	21.3
LESS EXPENSIVE	17.2	24.4	17.6	14.2	16.5	17.8	19.3	8.8	12.0	17.2	0.0
Somewhat	13.0	15.7	15.1	10.3	13.3	13.1	14.3	5.7	12.0	17.2	0.0
Much	4.2	8.7	2.5	3.9	3.1	4.7	5.0	3.1	0.0	0.0	0.0
STAYED THE SAME	25.9	25.2	27.3	24.5	27.3	25.8	24.8	31.9	26.5	23.9	32.5
DK/REFUSED	4.2	4.1	3.8	2.8	7.3	3.4	3.1	5.7	11.2	7.3	20.2
Net Diff	39.7	30.6	36.3	48.1	35.6	39.9	38.6	47.9	38.3	34.4	47.4
Mean	3.64	3.39	3.63	3.77	3.61	3.63	3.63	3.68	3.69	3.60	3.92





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79. HEALTH INSURANCE

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	52.7	80.7	21.4	84.0	20.1	52.1	85.9	17.2	45.6	47.1	63.5	52.3	56.9	49.5	52.1	42.3	42.1	59.4
Much	30.0	52.5	6.5	54.2	5.3	26.5	57.1	4.4	19.9	19.6	31.9	29.6	31.3	26.9	29.2	26.5	25.5	35.4
Somewhat	22.7	28.2	14.9	29.7	14.8	25.6	28.7	12.8	25.6	27.5	31.6	22.7	25.6	22.6	22.9	15.8	16.6	24.1
LESS EXPENSIVE	17.2	4.4	34.1	1.7	35.7	5.8	1.2	39.6	11.8	10.2	5.6	17.1	12.4	20.3	20.7	20.5	31.7	19.9
Somewhat	13.0	3.4	25.1	1.4	26.8	4.3	0.9	29.4	9.5	7.9	5.6	13.0	9.6	15.9	15.6	14.7	22.9	12.4
Much	4.2	1.1	9.0	0.3	8.9	1.5	0.4	10.3	2.4	2.3	0.0	4.0	2.8	4.4	5.1	5.8	8.8	7.5
STAYED THE SAME	25.9	13.0	39.2	11.6	39.6	31.9	10.2	38.8	38.1	37.3	21.4	26.9	26.4	27.3	25.0	31.6	21.5	8.2
DK/REFUSED	4.2	1.9	5.2	2.7	4.6	10.2	2.7	4.3	4.5	5.3	9.5	3.7	4.3	2.9	2.2	5.7	4.7	12.4
Net Diff	39.7	77.3	-3.6	82.5	-6.7	47.9	85.0	-12.1	36.1	39.2	57.9	39.3	47.3	33.7	36.6	27.6	19.1	47.0
Mean	3.64	4.30	2.84	4.40	2.80	3.79	4.45	2.70	3.54	3.57	3.99	3.63	3.76	3.53	3.57	3.45	3.28	3.77



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79. HEALTH INSURANCE

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	52.7	24.2	62.6	81.1	21.5	50.6	53.1	20.2	14.8	23.2	75.4
Much	30.0	8.9	37.3	50.8	5.7	34.1	27.3	6.4	8.9	5.0	46.4
Somewhat	22.7	15.3	25.3	30.3	15.8	16.5	25.9	13.8	6.0	18.2	29.0
LESS EXPENSIVE	17.2	37.5	10.2	2.6	35.2	10.7	12.9	36.4	55.8	25.4	3.9
Somewhat	13.0	25.9	8.5	2.3	26.1	8.5	10.0	27.0	36.8	21.4	3.2
Much	4.2	11.6	1.7	0.3	9.1	2.3	2.9	9.4	19.0	4.0	0.6
STAYED THE SAME	25.9	35.4	22.6	13.5	38.7	29.5	27.4	39.7	26.6	47.1	16.2
DK/REFUSED	4.2	3.0	4.6	2.8	4.5	9.1	6.5	3.7	2.7	4.3	4.5
Net Diff	39.7	-1.7	54.0	78.9	-4.6	42.2	43.2	-6.8	-21.9	1.7	72.1
Mean	3.64	2.84	3.92	4.33	2.82	3.79	3.69	2.80	2.47	2.99	4.23



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79. HEALTH INSURANCE

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	52.7	82.5	23.9	81.2	26.2	50.8	81.5	21.9	51.6	80.8	29.5	50.1
Much	30.0	53.9	8.6	49.4	10.8	30.2	42.3	8.6	29.4	56.8	12.5	30.9
Somewhat	22.7	28.6	15.2	31.8	15.4	20.6	39.2	13.3	22.2	24.0	17.0	19.3
LESS EXPENSIVE	17.2	3.1	33.5	3.2	33.1	14.3	4.1	38.7	11.1	2.2	28.7	17.1
Somewhat	13.0	2.2	25.1	2.0	23.9	12.8	2.5	28.1	10.2	1.4	20.7	15.0
Much	4.2	1.0	8.3	1.2	9.2	1.5	1.6	10.7	0.9	0.8	8.0	2.1
STAYED THE SAME	25.9	11.8	38.2	14.0	35.8	28.2	13.5	34.6	30.4	14.5	36.6	26.4
DK/REFUSED	4.2	2.7	4.5	1.6	5.0	6.6	0.8	4.7	6.9	2.5	5.1	6.4
Net Diff	39.7	80.3	-1.3	79.2	2.3	38.0	79.0	-6.2	41.4	79.4	8.8	35.1
Mean	3.64	4.36	2.90	4.28	2.94	3.70	4.19	2.80	3.74	4.38	3.06	3.66



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79. HEALTH INSURANCE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	52.7	27.6	19.3	32.5	46.6	71.7	85.5	77.8	85.3	70.4	83.5	22.9	30.5	34.2	26.0	48.5	72.9
Much	30.0	10.1	15.9	6.8	24.8	37.8	65.7	50.1	38.6	41.6	52.0	8.1	15.1	14.2	7.8	25.0	58.1
Somewhat	22.7	17.5	3.4	25.7	21.8	33.9	19.8	27.7	46.7	28.8	31.5	14.8	15.4	20.0	18.2	23.5	14.8
LESS EXPENSIVE	17.2	35.4	36.1	35.1	16.1	3.5	5.4	4.3	4.5	7.1	2.1	39.4	23.0	25.0	28.3	14.7	4.4
Somewhat	13.0	27.8	30.3	26.3	12.7	2.5	1.1	1.9	4.5	4.0	1.3	30.1	16.5	6.2	26.0	13.4	2.7
Much	4.2	7.7	5.8	8.8	3.4	0.9	4.3	2.4	0.0	3.1	0.8	9.3	6.5	18.8	2.3	1.3	1.7
STAYED THE SAME	25.9	32.6	36.4	30.4	32.6	20.5	6.4	14.3	10.2	22.5	12.2	33.4	42.1	28.8	38.8	30.0	16.6
DK/REFUSED	4.2	4.4	8.3	2.1	4.7	4.3	2.7	3.6	0.0	0.0	2.1	4.3	4.4	12.0	6.8	6.8	6.1
Net Diff	39.7	-0.1	-11.0	6.2	34.0	69.2	84.4	75.9	80.8	66.4	82.2	-7.2	13.9	28.1	-0.0	35.1	70.2
Mean	3.64	2.94	2.93	2.95	3.55	4.10	4.45	4.26	4.19	4.02	4.35	2.81	3.17	3.05	3.03	3.62	4.33



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79. HEALTH INSURANCE

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	52.7	25.2	50.7	83.5	53.1	63.3	56.3	64.1	52.0	53.5	49.1	42.9	61.2	59.4	53.4	40.5
Much	30.0	9.7	30.9	52.0	24.5	33.7	33.3	33.7	28.7	28.5	29.0	35.3	34.8	31.6	29.5	26.1
Somewhat	22.7	15.5	19.7	31.5	28.6	29.6	23.0	30.4	23.3	25.0	20.1	7.6	26.4	27.8	23.9	14.3
LESS EXPENSIVE	17.2	33.5	8.7	1.7	13.6	13.9	21.1	13.1	17.2	16.7	18.2	22.3	17.3	11.4	15.0	21.6
Somewhat	13.0	25.1	7.8	1.1	11.8	9.2	13.2	8.7	13.4	12.8	14.4	15.4	13.9	9.8	10.8	16.8
Much	4.2	8.5	0.9	0.5	1.9	4.7	7.9	4.3	3.8	3.9	3.8	6.9	3.5	1.5	4.2	4.8
STAYED THE SAME	25.9	36.0	34.1	12.5	28.3	20.4	22.5	20.2	26.3	26.5	26.1	30.0	17.8	26.9	28.6	31.6
DK/REFUSED	4.2	5.3	6.5	2.3	5.0	2.4	0.0	2.7	4.5	3.3	6.6	4.8	3.7	2.3	3.0	6.3
Net Diff	39.7	0.1	42.9	82.4	41.3	54.1	43.1	55.4	38.6	40.7	34.7	27.5	47.3	49.5	42.6	23.6
Mean	3.64	2.92	3.77	4.37	3.65	3.80	3.61	3.83	3.62	3.64	3.60	3.51	3.78	3.80	3.66	3.43



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79. HEALTH INSURANCE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	52.7	48.4	61.3	63.7	56.2	45.2	65.6	50.8	56.0	57.1	43.3	45.1	34.3	55.2	58.3	55.9	41.1	47.6	33.1	35.3
Much	30.0	28.5	32.8	36.6	24.9	24.7	31.4	31.4	34.6	34.5	20.2	20.7	15.4	21.6	31.8	37.2	19.2	21.7	14.3	16.4
Somewhat	22.7	19.9	28.5	27.1	31.3	20.5	34.2	19.4	21.4	22.6	23.1	24.3	18.9	33.6	26.5	18.7	21.9	25.9	18.8	18.9
LESS EXPENSIVE	17.2	19.6	12.6	11.1	15.7	21.6	12.1	18.1	13.2	15.1	21.8	18.7	29.0	10.2	15.6	14.7	21.9	16.5	30.3	28.0
Somewhat	13.0	14.7	9.6	8.2	12.6	16.1	9.1	13.6	10.3	12.1	15.0	10.7	23.7	5.1	12.9	11.2	9.4	11.5	24.3	23.2
Much	4.2	4.9	2.9	2.9	3.1	5.5	3.0	4.4	2.9	3.0	6.8	8.0	5.4	5.1	2.7	3.4	12.5	5.1	6.0	4.8
STAYED THE SAME	25.9	26.7	24.2	22.8	27.2	27.3	22.0	26.3	27.0	24.3	29.1	32.0	30.6	24.4	24.1	24.6	33.5	31.1	25.1	35.1
DK/REFUSED	4.2	5.3	1.9	2.4	0.9	5.9	0.4	4.9	3.8	3.5	5.8	4.3	6.1	10.2	2.0	4.9	3.5	4.8	11.4	1.5
Net Diff	39.7	33.7	51.7	55.5	43.6	29.1	56.5	37.1	45.7	45.0	28.4	34.4	10.6	50.1	45.4	44.6	31.7	36.2	8.8	12.2
Mean	3.64	3.55	3.80	3.88	3.63	3.45	3.82	3.63	3.78	3.76	3.37	3.41	3.16	3.69	3.73	3.79	3.27	3.50	3.13	3.19



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79. HEALTH INSURANCE

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	52.7	47.0	57.1	55.5	53.1	49.3	52.7	54.4	51.7	54.0	51.2	53.2	52.3
Much	30.0	19.7	31.2	35.8	32.0	27.1	29.8	30.7	29.5	31.1	28.6	27.3	32.3
Somewhat	22.7	27.3	25.9	19.7	21.0	22.2	22.9	23.6	22.2	22.9	22.6	25.9	20.0
LESS EXPENSIVE	17.2	20.4	13.4	12.6	17.7	18.4	20.1	14.5	18.9	15.4	19.3	17.9	16.7
Somewhat	13.0	17.3	10.1	10.0	11.9	13.6	15.4	11.5	13.9	11.6	14.6	13.3	12.7
Much	4.2	3.1	3.4	2.7	5.8	4.8	4.6	3.0	5.0	3.8	4.7	4.5	4.0
STAYED THE SAME	25.9	25.3	23.0	26.7	27.7	27.2	25.0	25.0	26.4	25.8	25.9	25.2	26.5
DK/REFUSED	4.2	7.2	6.5	5.2	1.6	5.1	2.3	6.1	3.0	4.8	3.5	3.7	4.6
Net Diff	39.7	29.7	47.1	45.5	41.2	35.7	37.3	42.9	37.8	42.4	36.6	39.8	39.6
Mean	3.64	3.47	3.76	3.80	3.63	3.56	3.59	3.72	3.59	3.69	3.58	3.60	3.67



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. HEALTH INSURANCE

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	52.7	54.0	54.7	51.4	51.8	56.8	51.4	48.4	56.8	52.7	57.8	54.2	46.5	45.5	52.8	61.0
Much	30.0	21.8	34.9	27.5	30.8	14.3	32.1	20.8	31.0	25.2	37.5	33.5	30.7	23.5	30.0	37.6
Somewhat	22.7	32.2	19.8	23.9	20.9	42.5	19.3	27.6	25.8	27.6	20.4	20.6	15.8	22.0	22.8	23.4
LESS EXPENSIVE	17.2	18.8	12.8	17.3	19.7	21.6	15.9	17.1	18.9	17.5	10.0	17.4	20.6	18.1	17.3	16.0
Somewhat	13.0	15.9	9.6	11.6	15.4	21.6	9.9	12.1	14.8	13.3	9.4	11.1	16.0	14.0	13.9	9.6
Much	4.2	2.9	3.2	5.7	4.4	0.0	6.0	5.0	4.1	4.2	0.6	6.3	4.6	4.1	3.4	6.4
STAYED THE SAME	25.9	19.4	26.8	29.1	24.9	11.6	26.0	32.3	22.6	22.9	27.6	26.3	27.3	30.7	26.7	18.3
DK/REFUSED	4.2	7.8	5.6	2.2	3.6	10.0	6.7	2.2	1.6	6.8	4.5	2.1	5.6	5.7	3.2	4.8
Net Diff	39.7	38.1	45.1	39.8	36.4	35.2	41.5	36.3	42.0	39.4	48.5	43.0	30.5	31.4	38.9	51.4
Mean	3.64	3.59	3.78	3.57	3.61	3.55	3.66	3.48	3.66	3.60	3.89	3.65	3.55	3.50	3.64	3.80





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80. HEALTH CARE

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
<b>Total</b>	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
<b>MORE EXPENSIVE</b>	52.5	83.6	73.1	64.4	47.6	42.1	27.6	26.5	37.1	65.4	71.4	57.2	55.3	87.1	67.1	52.5	27.4	19.3	19.0	19.4
<b>Much</b>	29.6	63.0	50.6	34.0	24.0	14.0	13.4	12.5	19.9	39.4	45.9	28.1	36.0	61.9	30.8	32.6	7.9	4.3	1.0	6.2
<b>Somewhat</b>	22.9	20.5	22.4	30.3	23.5	28.0	14.2	14.0	17.2	26.0	25.5	29.1	19.4	25.2	36.3	19.9	19.5	15.0	18.0	13.2
<b>LESS EXPENSIVE</b>	19.0	5.6	6.4	12.7	21.6	20.8	26.7	38.2	36.7	10.3	9.0	10.5	16.3	3.9	4.3	13.3	28.6	41.6	44.2	40.1
<b>Somewhat</b>	14.0	3.4	4.1	8.9	16.6	16.8	22.6	28.3	21.9	7.5	6.1	9.6	9.5	1.9	3.8	11.1	21.1	30.8	31.9	30.2
<b>Much</b>	5.0	2.1	2.3	3.8	5.0	4.1	4.0	10.0	14.8	2.7	2.9	1.0	6.8	1.9	0.5	2.3	7.5	10.8	12.3	9.9
<b>STAYED THE SAME</b>	24.4	8.3	17.4	18.3	25.7	32.4	38.2	32.9	26.2	20.2	15.9	27.7	22.8	7.3	23.6	25.1	39.6	35.0	30.9	37.4
<b>DK/REFUSED</b>	4.1	2.6	3.2	4.6	5.1	4.7	7.5	2.4	0.0	4.1	3.7	4.5	5.5	1.8	4.9	9.0	4.4	4.1	5.9	3.0
<b>Net Diff</b>	38.4	80.2	68.9	55.4	30.9	25.3	5.0	-1.8	15.2	57.9	65.3	47.7	45.8	85.2	63.4	41.5	6.3	-11.5	-12.9	-10.7
<b>Mean</b>	3.61	4.43	4.19	3.86	3.47	3.33	3.11	2.90	3.05	3.96	4.09	3.77	3.72	4.46	3.98	3.76	2.99	2.70	2.61	2.75



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. HEALTH CARE

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	900	775	125	100	70	30
MORE EXPENSIVE	52.5	48.1	51.6	56.7	49.4	52.8	52.7	53.4	49.4	50.9	45.9
Much	29.6	22.5	29.0	34.3	27.5	30.2	31.5	22.0	24.2	24.6	23.0
Somewhat	22.9	25.6	22.6	22.4	21.9	22.6	21.2	31.5	25.3	26.3	22.9
LESS EXPENSIVE	19.0	24.9	16.7	18.6	17.4	19.8	21.1	11.8	11.8	16.8	0.0
Somewhat	14.0	16.8	13.8	14.3	11.6	14.6	15.8	7.8	8.7	12.4	0.0
Much	5.0	8.1	2.9	4.3	5.8	5.2	5.4	4.0	3.1	4.5	0.0
STAYED THE SAME	24.4	23.6	28.1	21.7	25.9	24.0	23.0	30.3	27.6	24.9	34.0
DK/REFUSED	4.1	3.4	3.7	2.9	7.2	3.3	3.1	4.4	11.2	7.3	20.2
Net Diff	38.4	31.2	37.8	42.4	37.8	38.2	37.0	45.7	40.7	38.6	45.9
Mean	3.61	3.39	3.63	3.70	3.58	3.60	3.60	3.62	3.66	3.59	3.86



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80. HEALTH CARE

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	52.5	80.8	20.6		83.6	20.5	50.0	86.3	17.5	45.2	49.0	59.1	52.2	56.6	49.4	53.6	42.0	38.8	56.4
Much	29.6	51.8	6.9		54.2	5.0	24.1	57.1	3.9	18.5	18.6	32.5	29.3	30.3	25.1	29.6	26.4	25.2	35.1
Somewhat	22.9	29.1	13.7		29.4	15.5	25.9	29.2	13.6	26.7	30.4	26.6	23.0	26.3	24.3	23.9	15.6	13.6	21.3
LESS EXPENSIVE	19.0	5.3	37.2		3.1	38.4	5.6	2.0	42.5	16.9	10.8	2.4	18.9	14.9	23.6	20.7	19.8	34.1	21.1
Somewhat	14.0	4.0	26.8		2.0	28.6	4.1	1.1	31.6	12.5	8.4	2.4	14.0	11.5	17.5	15.1	12.6	23.2	14.0
Much	5.0	1.3	10.4		1.1	9.8	1.5	0.9	10.9	4.4	2.3	0.0	4.9	3.4	6.1	5.6	7.2	10.9	7.1
STAYED THE SAME	24.4	12.0	36.7		10.7	36.6	35.1	9.7	36.1	31.7	33.8	28.1	25.0	24.9	23.2	23.0	31.0	24.2	13.3
DK/REFUSED	4.1	1.9	5.5		2.7	4.5	9.2	2.0	3.9	6.2	6.5	10.4	3.8	3.6	3.8	2.8	7.2	2.9	9.2
Net Diff	38.4	76.8	-6.2		81.6	-8.1	45.9	85.2	-14.1	32.8	40.5	56.7	38.2	45.1	31.9	38.5	29.4	15.6	42.4
Mean	3.61	4.28	2.79		4.37	2.76	3.74	4.43	2.67	3.45	3.58	4.00	3.60	3.71	3.47	3.58	3.45	3.20	3.70



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80. HEALTH CARE

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	52.5	25.8	61.7	79.8	22.0	52.5	51.7	20.5	15.8	23.2	74.8
Much	29.6	7.0	37.4	50.5	5.5	32.6	26.1	5.5	5.8	5.2	46.4
Somewhat	22.9	18.8	24.3	29.3	16.5	19.9	25.6	15.0	9.9	17.9	28.4
LESS EXPENSIVE	19.0	40.9	11.5	4.0	37.2	13.3	14.9	39.3	56.7	29.5	4.9
Somewhat	14.0	28.0	9.2	2.6	27.5	11.1	12.5	28.4	36.6	23.8	4.0
Much	5.0	13.0	2.2	1.4	9.7	2.3	2.4	10.9	20.1	5.7	0.9
STAYED THE SAME	24.4	31.0	22.1	13.3	36.6	25.1	26.0	36.8	26.2	42.8	15.7
DK/REFUSED	4.1	2.3	4.7	2.9	4.2	9.0	7.4	3.4	1.4	4.6	4.6
Net Diff	38.4	-2.2	52.5	77.2	-5.5	41.5	39.2	-7.9	-20.8	-0.6	70.7
Mean	3.61	2.78	3.90	4.29	2.80	3.76	3.65	2.75	2.44	2.93	4.21



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80. HEALTH CARE

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	52.5	83.4	22.4	81.2	25.4	51.0	80.9	22.1	50.0	81.5	28.1	51.8
Much	29.6	54.4	7.5	50.0	9.8	29.3	44.2	7.1	27.4	56.2	11.9	30.9
Somewhat	22.9	29.0	14.9	31.2	15.7	21.7	36.7	15.0	22.6	25.4	16.2	20.9
LESS EXPENSIVE	19.0	3.8	36.5	4.5	35.2	16.4	5.1	41.1	17.4	3.9	30.6	15.5
Somewhat	14.0	2.4	27.1	3.3	23.8	15.1	3.4	28.7	15.8	3.1	20.0	14.6
Much	5.0	1.5	9.5	1.3	11.4	1.3	1.7	12.4	1.6	0.8	10.6	0.9
STAYED THE SAME	24.4	9.6	36.6	12.1	34.9	26.4	13.1	33.4	25.9	11.0	36.1	26.9
DK/REFUSED	4.1	3.1	4.4	2.2	4.4	6.2	0.9	3.4	6.7	3.6	5.3	5.8
Net Diff	38.4	81.1	-4.7	77.9	1.6	35.9	77.5	-6.6	34.2	78.4	8.1	37.3
Mean	3.61	4.37	2.83	4.28	2.88	3.67	4.19	2.75	3.63	4.38	2.99	3.70



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80. HEALTH CARE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	52.5	26.1	20.7	29.3	46.2	73.1	85.8	78.7	76.9	69.1	84.4	21.8	29.5	37.4	25.8	48.9	72.6
Much	29.6	8.3	9.0	7.9	23.9	43.1	61.9	51.4	39.4	39.0	53.4	6.3	15.5	13.6	4.3	23.8	59.9
Somewhat	22.9	17.8	11.7	21.4	22.3	30.0	23.9	27.3	37.5	30.1	31.0	15.5	14.0	23.8	21.5	25.1	12.7
LESS EXPENSIVE	19.0	36.7	39.3	35.2	18.5	5.6	6.5	6.0	14.5	6.0	3.5	38.5	29.7	31.6	37.3	15.5	4.9
Somewhat	14.0	27.3	29.2	26.1	14.3	4.6	2.3	3.6	9.9	4.0	2.6	27.4	19.7	13.0	35.1	14.7	3.2
Much	5.0	9.4	10.1	9.0	4.1	1.0	4.2	2.4	4.6	2.0	0.9	11.1	10.0	18.6	2.3	0.8	1.7
STAYED THE SAME	24.4	33.2	32.5	33.6	30.3	17.3	5.1	11.9	8.6	20.5	10.3	35.8	37.3	18.8	30.8	29.3	16.1
DK/REFUSED	4.1	4.0	7.4	1.9	5.0	4.0	2.6	3.4	0.0	4.4	1.8	3.9	3.5	12.2	6.0	6.2	6.4
Net Diff	38.4	-1.1	-8.5	3.2	31.9	68.6	83.5	75.1	66.9	65.1	81.8	-5.6	9.8	24.4	-9.2	34.2	69.4
Mean	3.61	2.88	2.79	2.93	3.50	4.14	4.41	4.26	3.97	4.05	4.36	2.78	3.05	3.01	2.90	3.60	4.34



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. HEALTH CARE

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	52.5	24.5	51.1	83.7	51.4	60.6	47.8	62.1	52.3	53.4	50.4	41.8	60.1	61.8	55.0	40.6
Much	29.6	9.1	29.2	52.3	25.6	29.2	20.0	30.3	29.1	28.3	30.7	34.2	36.3	32.2	30.6	22.9
Somewhat	22.9	15.3	22.0	31.5	25.8	31.4	27.8	31.8	23.2	25.1	19.8	7.6	23.8	29.6	24.5	17.7
LESS EXPENSIVE	19.0	35.8	11.0	2.8	15.4	17.6	23.6	16.9	18.7	17.1	21.8	24.0	19.5	12.7	16.1	22.9
Somewhat	14.0	26.0	9.0	2.3	13.0	10.7	7.2	11.1	14.4	12.5	18.0	16.1	16.4	10.1	10.6	16.6
Much	5.0	9.8	2.1	0.6	2.4	7.0	16.5	5.8	4.3	4.6	3.8	7.9	3.1	2.6	5.6	6.4
STAYED THE SAME	24.4	35.3	30.2	10.7	28.1	19.5	28.6	18.5	25.0	26.9	21.6	26.1	17.0	22.2	26.0	31.2
DK/REFUSED	4.1	4.5	7.7	2.7	5.0	2.3	0.0	2.6	4.0	2.7	6.2	8.1	3.4	3.2	2.9	5.3
Net Diff	38.4	-1.6	42.1	81.4	38.4	49.9	40.6	51.0	37.9	40.9	32.4	25.7	43.7	51.7	44.5	24.0
Mean	3.61	2.87	3.73	4.36	3.62	3.67	3.28	3.71	3.61	3.62	3.59	3.48	3.76	3.81	3.66	3.36



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

80. HEALTH CARE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	52.5	47.4	62.7	64.5	58.9	44.4	65.3	49.6	59.5	57.8	41.2	43.2	31.7	51.5	57.9	57.7	40.3	45.1	33.1	30.6
Much	29.6	28.4	31.9	33.6	28.3	24.9	30.4	31.1	33.7	34.4	19.5	22.0	13.3	20.1	32.1	36.5	18.7	24.2	9.6	16.3
Somewhat	22.9	18.9	30.8	30.9	30.6	19.5	34.9	18.5	25.8	23.4	21.7	21.2	18.5	31.3	25.8	21.1	21.6	20.9	23.5	14.2
LESS EXPENSIVE	19.0	21.9	13.4	12.3	15.7	26.1	12.3	18.7	14.7	17.0	23.3	17.9	32.8	12.9	19.3	14.8	23.8	14.1	29.9	35.2
Somewhat	14.0	16.3	9.6	8.6	11.7	19.6	8.8	13.8	10.6	13.3	15.7	9.2	26.0	7.8	15.3	11.3	9.1	9.3	27.0	25.2
Much	5.0	5.6	3.8	3.7	3.9	6.6	3.5	4.9	4.2	3.8	7.6	8.7	6.7	5.1	4.0	3.5	14.6	4.8	3.0	9.9
STAYED THE SAME	24.4	25.4	22.3	20.8	25.4	24.7	21.5	26.0	23.2	21.9	29.6	33.8	29.5	27.1	21.2	22.7	32.5	34.7	25.6	32.7
DK/REFUSED	4.1	5.3	1.6	2.4	0.0	4.8	0.9	5.7	2.5	3.3	5.9	5.1	6.1	8.5	1.6	4.9	3.5	6.1	11.4	1.5
Net Diff	38.4	31.1	53.1	55.9	47.2	24.8	56.5	35.8	48.9	44.5	25.5	34.0	5.7	43.6	42.7	46.4	31.2	35.8	6.1	5.4
Mean	3.61	3.51	3.79	3.84	3.68	3.38	3.81	3.61	3.76	3.74	3.32	3.41	3.06	3.59	3.68	3.80	3.21	3.54	3.11	3.02





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

80. HEALTH CARE

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	52.5	40.7	55.6	56.1	53.2	49.9	53.7	52.8	52.3	52.9	52.0	52.6	52.4
Much	29.6	14.9	29.1	35.9	31.8	27.1	31.1	29.0	30.0	29.8	29.3	27.0	31.9
Somewhat	22.9	25.8	26.5	20.2	21.4	22.8	22.6	23.7	22.4	23.1	22.7	25.5	20.5
LESS EXPENSIVE	19.0	24.0	13.2	16.7	19.3	21.2	20.4	16.8	20.4	17.6	20.8	20.7	17.6
Somewhat	14.0	18.0	7.4	12.2	14.9	16.5	15.2	11.6	15.6	12.5	15.8	15.4	12.9
Much	5.0	6.0	5.8	4.4	4.4	4.6	5.2	5.3	4.8	5.0	5.0	5.4	4.7
STAYED THE SAME	24.4	29.3	25.6	22.7	24.7	24.4	23.0	25.1	23.9	25.0	23.6	23.4	25.2
DK/REFUSED	4.1	6.0	5.6	4.6	2.7	4.5	2.9	5.3	3.4	4.5	3.6	3.3	4.8
Net Diff	38.4	22.7	48.2	43.9	38.4	33.4	38.4	41.2	36.7	40.4	36.2	37.2	39.5
Mean	3.61	3.27	3.70	3.74	3.63	3.54	3.61	3.63	3.59	3.63	3.58	3.55	3.65



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

80. HEALTH CARE

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	52.5	43.7	56.7	50.7	53.6	42.9	53.9	47.2	57.1	44.1	59.3	53.9	49.9	44.9	52.9	60.6
Much	29.6	16.7	34.2	28.5	31.2	8.3	29.3	22.8	32.0	20.6	38.8	33.7	30.4	23.2	29.7	37.0
Somewhat	22.9	27.0	22.5	22.2	22.4	34.5	24.7	24.4	25.1	23.6	20.4	20.2	19.5	21.7	23.1	23.7
LESS EXPENSIVE	19.0	23.4	13.5	20.9	20.2	29.4	16.5	22.1	20.8	20.7	10.7	19.7	19.5	20.8	19.1	16.9
Somewhat	14.0	15.7	9.1	16.1	15.4	23.9	9.6	17.9	15.8	12.0	8.7	14.4	15.1	14.2	15.3	11.0
Much	5.0	7.7	4.4	4.8	4.7	5.5	6.9	4.2	5.1	8.7	2.0	5.3	4.4	6.6	3.8	5.9
STAYED THE SAME	24.4	27.0	24.6	25.2	22.8	21.1	25.7	27.8	19.5	29.7	23.6	22.9	26.2	29.5	24.6	17.7
DK/REFUSED	4.1	5.9	5.2	3.2	3.4	6.7	3.9	2.9	2.5	5.5	6.4	3.5	4.4	4.7	3.5	4.8
Net Diff	38.4	28.1	47.5	34.6	38.2	19.0	44.3	29.2	41.4	32.2	50.5	39.4	34.8	30.7	37.6	49.6
Mean	3.61	3.31	3.77	3.55	3.62	3.18	3.62	3.45	3.65	3.37	3.91	3.65	3.59	3.43	3.62	3.79



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

81. FOOD AND GROCERIES

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	60.5	88.4	82.4	72.1	56.7	53.0	35.3	35.2	38.3	73.9	79.1	68.1	62.0	91.9	79.0	61.8	39.3	25.8	27.1	25.1
Much	38.2	76.2	62.3	46.5	32.1	22.7	15.5	17.1	22.4	49.6	58.2	36.2	40.6	73.2	45.7	37.5	14.2	8.9	9.9	8.4
Somewhat	22.2	12.2	20.1	25.6	24.6	30.3	19.8	18.1	15.9	24.3	20.9	31.8	21.5	18.7	33.3	24.3	25.1	16.9	17.2	16.7
LESS EXPENSIVE	15.6	4.8	5.6	10.8	12.1	22.0	22.4	34.2	28.4	8.9	7.8	10.0	12.2	3.3	2.6	11.2	26.5	32.9	30.8	34.1
Somewhat	12.3	2.6	3.4	8.2	10.0	19.9	18.0	25.9	21.3	6.7	5.4	9.1	7.3	2.4	1.8	7.4	21.2	26.8	26.1	27.2
Much	3.3	2.1	2.3	2.6	2.1	2.1	4.4	8.3	7.1	2.2	2.4	0.9	4.9	0.9	0.9	3.9	5.3	6.1	4.7	6.9
STAYED THE SAME	20.7	6.8	9.4	15.6	27.0	20.4	32.8	29.4	32.0	14.7	11.6	18.7	20.3	4.5	15.5	21.6	29.9	36.1	35.4	36.5
DK/REFUSED	3.2	0.0	2.5	1.5	4.1	4.6	9.4	1.2	1.4	2.5	1.5	3.2	5.5	0.3	2.9	5.4	4.4	5.2	6.8	4.3
Net Diff	48.1	85.8	79.1	63.9	46.7	33.1	17.3	9.3	17.0	67.2	73.7	59.0	54.7	89.5	77.2	54.4	18.1	-1.0	1.0	-2.1
Mean	3.82	4.58	4.40	4.07	3.78	3.54	3.27	3.10	3.25	4.15	4.29	3.96	3.91	4.61	4.25	3.89	3.23	2.96	3.02	2.92



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

81. FOOD AND GROCERIES

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	900	775	125	100	70	30
MORE EXPENSIVE	60.5	56.4	61.7	62.4	58.9	60.4	60.9	57.3	61.0	62.8	56.9
Much	38.2	32.1	36.6	44.0	34.7	38.9	39.3	36.1	32.6	34.2	28.9
Somewhat	22.2	24.4	25.0	18.4	24.3	21.5	21.6	21.2	28.5	28.6	28.0
LESS EXPENSIVE	15.6	18.4	17.8	12.8	16.2	16.3	17.1	11.4	9.8	12.7	3.2
Somewhat	12.3	14.0	15.1	9.9	12.3	12.9	13.5	9.3	6.7	9.5	0.0
Much	3.3	4.5	2.7	2.8	3.9	3.3	3.5	2.1	3.1	3.1	3.2
STAYED THE SAME	20.7	21.7	19.0	23.1	17.4	20.7	19.5	28.1	20.5	18.4	25.5
DK/REFUSED	3.2	3.4	1.5	1.8	7.5	2.6	2.5	3.2	8.6	6.1	14.4
Net Diff	48.1	42.5	46.6	52.5	46.7	47.4	47.4	48.0	54.4	53.3	56.9
Mean	3.82	3.68	3.79	3.92	3.79	3.82	3.82	3.83	3.88	3.87	3.93



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81. FOOD AND GROCERIES

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	60.5	87.2	28.8		90.8	29.4	57.2	92.9	23.9	58.4	61.2	70.6	59.8	64.9	49.2	59.4	52.5	49.2	71.3
Much	38.2	64.2	10.5		68.0	9.0	28.8	71.1	6.9	28.9	29.8	37.9	38.1	40.2	30.1	38.6	36.8	29.8	40.5
Somewhat	22.2	23.1	18.3		22.8	20.4	28.4	21.8	16.9	29.5	31.4	32.7	21.7	24.7	19.1	20.8	15.6	19.4	30.7
LESS EXPENSIVE	15.6	3.9	30.2		2.0	31.6	6.4	1.5	34.4	13.8	12.9	4.7	15.7	13.2	16.4	17.5	17.9	23.7	13.5
Somewhat	12.3	2.6	24.6		1.5	25.3	4.2	0.8	28.0	9.6	9.6	3.9	12.4	11.1	12.8	14.5	12.2	13.2	10.3
Much	3.3	1.2	5.6		0.6	6.3	2.2	0.7	6.4	4.1	3.3	0.8	3.3	2.1	3.6	2.9	5.8	10.5	3.2
STAYED THE SAME	20.7	8.2	35.2		6.6	34.5	25.4	5.1	37.4	22.2	18.7	18.4	21.4	19.1	32.7	20.7	24.1	24.2	8.8
DK/REFUSED	3.2	0.7	5.9		0.6	4.5	10.9	0.5	4.4	5.7	7.1	6.3	3.0	2.7	1.7	2.4	5.5	2.9	6.4
Net Diff	48.1	84.6	4.2		89.3	4.1	53.0	92.1	-4.1	48.7	51.6	66.7	47.4	53.8	36.3	44.9	40.3	36.0	61.0
Mean	3.82	4.47	3.04		4.57	3.00	3.87	4.63	2.90	3.74	3.80	4.10	3.81	3.92	3.60	3.80	3.69	3.46	4.01



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81. FOOD AND GROCERIES

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	60.5	30.2	70.9	87.2	30.4	61.8	62.6	26.9	21.8	29.9	83.8
Much	38.2	11.1	47.6	63.1	10.7	37.5	31.8	9.5	9.1	9.7	58.3
Somewhat	22.2	19.1	23.3	24.0	19.7	24.3	30.8	17.5	12.7	20.2	25.5
LESS EXPENSIVE	15.6	32.1	9.9	3.1	30.7	11.2	12.4	31.2	45.9	22.9	4.8
Somewhat	12.3	24.2	8.2	2.2	24.9	7.4	9.8	25.3	34.1	20.3	3.3
Much	3.3	7.9	1.7	0.9	5.8	3.9	2.5	5.9	11.8	2.6	1.5
STAYED THE SAME	20.7	34.2	16.0	8.5	34.0	21.6	20.2	37.8	30.3	42.1	8.7
DK/REFUSED	3.2	3.5	3.1	1.2	4.9	5.4	4.8	4.1	2.1	5.2	2.7
Net Diff	48.1	6.0	62.7	85.0	5.5	54.4	52.8	1.7	-12.3	9.6	80.5
Mean	3.82	3.01	4.10	4.48	3.05	3.89	3.84	2.99	2.73	3.15	4.40



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81. FOOD AND GROCERIES

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	60.5	89.7	31.1	88.2	32.8	61.1	86.3	27.0	63.1	90.2	37.4	59.4
Much	38.2	67.4	11.7	62.3	15.9	36.6	56.2	10.7	35.0	68.8	19.9	37.9
Somewhat	22.2	22.3	19.5	25.9	16.9	24.5	30.2	16.3	28.1	21.4	17.5	21.5
LESS EXPENSIVE	15.6	3.5	28.7	2.5	28.2	16.0	2.6	29.2	14.1	2.3	27.5	17.6
Somewhat	12.3	2.0	23.0	1.4	21.8	14.0	1.9	21.3	12.7	0.9	22.1	15.0
Much	3.3	1.5	5.7	1.0	6.5	2.0	0.7	7.9	1.4	1.3	5.4	2.6
STAYED THE SAME	20.7	5.7	35.4	8.5	33.3	19.7	9.5	38.6	19.7	7.6	29.2	19.6
DK/REFUSED	3.2	1.1	4.8	0.8	5.6	3.2	1.5	5.1	3.1	0.0	6.0	3.4
Net Diff	48.1	87.7	8.1	86.8	11.1	47.2	84.4	5.7	50.4	89.3	15.3	44.4
Mean	3.82	4.54	3.09	4.48	3.15	3.82	4.41	3.01	3.85	4.55	3.26	3.80



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81. FOOD AND GROCERIES

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	60.5	35.4	35.2	35.5	54.6	81.6	90.1	85.3	81.7	77.2	91.3	31.7	33.0	40.7	33.4	60.9	79.7
Much	38.2	13.5	13.4	13.5	31.5	55.7	74.1	63.8	51.4	44.7	67.3	11.0	23.0	24.6	8.6	32.1	66.4
Somewhat	22.2	21.9	21.7	22.0	23.2	25.9	16.0	21.5	30.4	32.5	24.0	20.6	10.0	16.1	24.8	28.8	13.3
LESS EXPENSIVE	15.6	30.2	28.7	31.0	15.5	4.1	4.9	4.5	8.6	5.0	1.4	31.2	23.4	24.7	34.6	14.2	8.5
Somewhat	12.3	26.1	24.7	26.8	11.8	2.9	1.3	2.2	4.1	3.0	0.9	26.7	16.1	6.1	32.9	12.3	6.2
Much	3.3	4.1	4.0	4.2	3.7	1.2	3.6	2.3	4.5	2.0	0.5	4.5	7.3	18.6	1.8	2.0	2.4
STAYED THE SAME	20.7	30.9	31.0	30.8	25.3	11.2	5.0	8.5	9.6	16.6	6.5	32.9	35.9	26.0	29.9	21.2	9.0
DK/REFUSED	3.2	3.6	5.1	2.7	4.6	3.1	0.0	1.7	0.0	1.2	0.7	4.2	7.7	8.6	2.1	3.7	2.8
Net Diff	48.1	9.3	10.4	8.6	42.8	78.7	88.8	83.1	77.6	74.2	90.4	5.0	16.9	34.6	0.5	48.6	73.5
Mean	3.82	3.15	3.17	3.14	3.70	4.36	4.56	4.45	4.20	4.16	4.58	3.07	3.27	3.24	3.06	3.80	4.39





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81. FOOD AND GROCERIES

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	60.5	33.1	64.7	89.4	60.1	67.5	54.5	69.0	59.9	60.1	59.4	54.8	65.7	68.2	62.3	52.5
Much	38.2	14.4	35.8	65.2	35.1	40.5	18.6	43.1	37.9	36.3	40.9	37.5	43.9	49.7	40.7	29.7
Somewhat	22.2	18.7	28.9	24.2	25.1	27.0	35.9	25.9	22.0	23.8	18.5	17.2	21.7	18.5	21.5	22.8
LESS EXPENSIVE	15.6	29.2	12.4	1.5	13.9	12.1	21.1	11.0	15.5	14.5	17.4	21.6	15.5	8.1	11.5	21.3
Somewhat	12.3	23.4	8.9	1.0	11.9	9.2	7.2	9.4	12.7	11.6	14.9	13.6	12.7	6.6	8.1	18.0
Much	3.3	5.8	3.5	0.5	2.0	2.9	14.0	1.6	2.8	3.0	2.5	8.1	2.8	1.5	3.4	3.3
STAYED THE SAME	20.7	33.0	18.3	7.8	22.5	18.7	24.4	18.0	21.3	23.1	17.8	18.7	16.1	20.5	23.8	21.3
DK/REFUSED	3.2	4.7	4.6	1.3	3.5	1.7	0.0	1.9	3.3	2.2	5.4	4.9	2.7	3.2	2.4	4.9
Net Diff	48.1	9.7	55.8	88.4	48.2	58.3	47.3	59.6	47.2	48.6	44.6	41.2	53.0	61.6	54.2	34.5
Mean	3.82	3.13	3.89	4.55	3.82	3.95	3.38	4.01	3.82	3.81	3.85	3.66	3.94	4.12	3.90	3.61



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81. FOOD AND GROCERIES

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	60.5	56.5	68.4	71.2	62.5	52.4	71.4	59.6	64.7	66.4	47.9	50.3	38.3	60.5	66.6	66.2	45.0	53.8	36.4	39.9
Much	38.2	36.5	41.8	44.9	35.3	32.3	39.1	39.6	45.1	42.9	28.3	34.8	19.2	27.2	39.5	46.3	30.6	37.5	17.2	20.9
Somewhat	22.2	20.0	26.6	26.4	27.1	20.0	32.3	20.0	19.6	23.4	19.6	15.5	19.1	33.3	27.1	19.9	14.3	16.3	19.2	19.0
LESS EXPENSIVE	15.6	17.3	12.2	11.3	14.0	19.3	7.7	15.8	17.7	14.2	18.6	19.4	20.6	12.6	12.2	16.2	26.6	14.8	20.7	20.5
Somewhat	12.3	13.3	10.3	9.0	13.0	14.2	7.1	12.7	14.1	11.2	14.6	15.2	18.5	7.5	9.4	13.1	20.9	11.4	19.2	17.9
Much	3.3	4.0	1.9	2.3	1.1	5.1	0.6	3.1	3.5	3.0	3.9	4.3	2.1	5.1	2.9	3.1	5.7	3.3	1.5	2.6
STAYED THE SAME	20.7	22.1	17.9	15.3	23.5	23.5	20.2	21.0	15.1	17.5	27.4	23.7	35.0	23.3	19.8	15.3	22.9	24.2	32.8	36.8
DK/REFUSED	3.2	4.1	1.5	2.2	0.0	4.8	0.7	3.6	2.5	1.8	6.2	6.6	6.1	3.6	1.4	2.3	5.5	7.3	10.0	2.8
Net Diff	48.1	43.1	58.1	62.2	49.5	38.2	64.3	46.9	50.6	55.1	33.3	35.2	19.8	53.0	57.2	53.1	24.1	42.4	17.2	22.0
Mean	3.82	3.75	3.98	4.05	3.83	3.63	4.03	3.83	3.91	3.94	3.57	3.66	3.37	3.73	3.92	3.95	3.46	3.79	3.35	3.39



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81. FOOD AND GROCERIES

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	60.5	48.0	64.6	63.5	62.7	60.2	58.9	60.7	60.3	61.3	59.5	59.8	61.0
Much	38.2	23.9	40.9	43.5	35.9	39.2	38.7	38.5	38.1	37.7	38.9	35.0	41.1
Somewhat	22.2	24.1	23.7	20.0	26.8	21.0	20.3	22.3	22.2	23.6	20.6	24.8	19.9
LESS EXPENSIVE	15.6	21.8	12.3	14.6	12.8	16.7	17.0	15.2	15.9	14.5	16.9	14.8	16.4
Somewhat	12.3	17.0	8.6	11.5	9.1	12.4	15.4	11.5	12.8	10.8	14.1	11.4	13.1
Much	3.3	4.8	3.7	3.2	3.7	4.3	1.6	3.7	3.1	3.7	2.8	3.4	3.2
STAYED THE SAME	20.7	25.4	20.4	18.9	23.5	18.7	20.4	20.8	20.6	21.6	19.6	22.2	19.3
DK/REFUSED	3.2	4.8	2.6	3.0	1.1	4.4	3.7	3.2	3.2	2.6	4.0	3.2	3.3
Net Diff	48.1	31.0	56.0	52.0	53.6	47.8	43.5	49.2	47.5	50.5	45.4	48.4	47.9
Mean	3.82	3.47	3.92	3.92	3.83	3.82	3.82	3.83	3.82	3.83	3.82	3.79	3.85



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81. FOOD AND GROCERIES

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	60.5	52.7	64.2	62.1	59.2	46.5	59.4	61.9	61.3	55.5	68.7	62.2	57.0	53.7	60.9	67.4
Much	38.2	29.7	41.7	36.9	39.5	17.9	33.6	33.4	40.2	35.1	49.1	40.0	38.9	30.5	38.7	46.4
Somewhat	22.2	23.0	22.6	25.2	19.6	28.6	25.8	28.5	21.1	20.4	19.6	22.2	18.1	23.3	22.2	21.0
LESS EXPENSIVE	15.6	19.1	14.1	14.4	16.4	13.7	18.8	10.7	15.1	21.5	9.8	17.6	17.9	16.7	15.8	13.9
Somewhat	12.3	13.3	11.2	9.6	14.7	10.6	14.2	7.3	12.5	14.5	8.4	11.7	17.0	12.0	13.2	10.7
Much	3.3	5.8	2.9	4.8	1.7	3.0	4.6	3.4	2.6	7.0	1.3	6.0	0.9	4.7	2.6	3.2
STAYED THE SAME	20.7	25.0	18.3	21.3	20.5	36.5	17.7	25.0	20.5	19.8	18.8	18.0	20.5	25.2	20.3	16.2
DK/REFUSED	3.2	3.2	3.4	2.2	3.9	3.3	4.1	2.4	3.1	3.2	2.7	2.1	4.6	4.4	3.0	2.5
Net Diff	48.1	39.4	53.0	52.4	44.5	35.9	45.2	54.6	48.8	41.0	60.2	50.5	40.0	41.7	47.7	56.7
Mean	3.82	3.59	3.92	3.82	3.84	3.49	3.73	3.83	3.87	3.64	4.10	3.80	3.81	3.66	3.84	3.99



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82. CLOTHING

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	53.1	84.4	76.2	65.7	45.0	41.3	31.3	26.3	36.8	65.7	73.2	54.0	57.5	86.6	67.4	50.2	31.6	20.5	20.4	20.5
Much	30.1	65.9	52.7	34.8	24.3	15.9	11.5	11.0	16.9	39.3	47.5	26.6	30.2	59.5	36.3	28.7	8.7	6.3	7.5	5.6
Somewhat	23.0	18.5	23.4	30.9	20.7	25.4	19.8	15.3	19.9	26.4	25.7	27.5	27.3	27.1	31.1	21.5	22.9	14.1	12.9	14.9
LESS EXPENSIVE	10.6	3.2	4.3	8.2	8.8	12.5	16.9	18.4	21.6	6.2	5.8	6.0	9.0	2.6	2.1	4.5	19.9	21.9	20.1	23.0
Somewhat	8.2	1.1	2.6	5.6	6.7	10.5	14.0	14.6	18.2	4.6	3.6	5.1	9.0	2.1	1.6	3.2	14.7	17.3	15.6	18.3
Much	2.4	2.1	1.6	2.6	2.1	2.0	2.9	3.8	3.3	1.6	2.2	0.9	0.0	0.5	0.5	1.2	5.3	4.6	4.5	4.7
STAYED THE SAME	31.5	10.0	15.9	22.8	40.5	41.4	41.7	50.1	37.6	24.3	17.8	35.9	27.1	9.4	26.8	35.5	43.9	50.3	51.6	49.5
DK/REFUSED	4.8	2.4	3.7	3.2	5.7	4.8	10.1	5.2	4.0	3.8	3.2	4.0	6.5	1.3	3.7	9.8	4.6	7.3	7.9	7.0
Net Diff	44.9	83.3	73.5	60.1	38.3	30.8	17.2	11.7	18.6	61.1	69.6	48.9	48.5	84.5	65.8	47.0	17.0	3.2	4.8	2.2
Mean	3.74	4.49	4.28	3.93	3.62	3.45	3.26	3.16	3.30	4.01	4.17	3.77	3.84	4.45	4.05	3.81	3.16	3.00	3.04	2.98



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82. CLOTHING

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	900	775	125	100	70	30
MORE EXPENSIVE	53.1	47.3	52.3	57.2	51.2	53.2	54.3	46.4	51.9	53.9	47.3
Much	30.1	24.1	27.2	36.3	27.0	31.1	32.4	22.8	21.1	21.4	20.5
Somewhat	23.0	23.2	25.1	20.9	24.2	22.1	21.9	23.6	30.8	32.4	26.9
LESS EXPENSIVE	10.6	14.7	9.0	10.0	10.0	10.9	11.5	7.2	7.9	11.3	0.0
Somewhat	8.2	11.6	7.3	7.8	7.1	8.2	8.5	6.4	7.9	11.3	0.0
Much	2.4	3.1	1.7	2.2	2.9	2.7	3.0	0.8	0.0	0.0	0.0
STAYED THE SAME	31.5	32.1	36.7	29.3	29.8	31.8	30.2	41.5	29.5	25.8	38.2
DK/REFUSED	4.8	5.9	2.0	3.6	9.1	4.2	4.0	4.9	10.6	9.0	14.4
Net Diff	44.9	35.7	45.0	49.4	44.1	45.0	45.8	40.0	44.0	42.5	47.3
Mean	3.74	3.57	3.70	3.84	3.72	3.74	3.75	3.64	3.73	3.70	3.79



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82. CLOTHING

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	53.1	80.6	21.1	83.4	22.2	48.9	85.4	18.2	50.7	54.5	57.1	52.6	54.8	44.0	54.5	49.9	42.8	61.0
Much	30.1	52.6	7.6	55.0	5.8	21.0	57.4	4.9	21.1	22.0	28.3	30.2	30.8	24.6	29.6	29.4	28.6	28.3
Somewhat	23.0	28.0	13.4	28.4	16.4	27.9	28.1	13.3	29.6	32.5	28.8	22.4	24.0	19.4	24.9	20.5	14.2	32.6
LESS EXPENSIVE	10.6	2.8	21.1	1.9	21.1	3.2	1.4	23.2	8.7	4.9	2.8	10.4	8.2	8.3	12.0	11.5	23.7	14.0
Somewhat	8.2	1.9	16.2	1.6	16.3	1.7	1.1	17.9	6.4	1.6	2.8	8.1	6.6	4.7	9.6	9.1	13.1	10.3
Much	2.4	0.9	4.8	0.3	4.8	1.5	0.4	5.3	2.3	3.3	0.0	2.3	1.6	3.6	2.3	2.4	10.5	3.7
STAYED THE SAME	31.5	14.6	50.2	12.9	50.8	32.6	11.6	52.7	33.1	31.3	29.9	32.5	32.7	45.2	29.7	31.9	28.9	15.1
DK/REFUSED	4.8	2.0	7.6	1.8	5.9	15.3	1.5	5.8	7.5	9.3	10.1	4.5	4.3	2.5	3.8	6.8	4.6	9.9
Net Diff	44.9	78.7	4.8	81.8	5.9	47.2	84.4	0.3	44.3	52.9	54.3	44.5	48.2	39.3	44.9	40.8	29.7	50.7
Mean	3.74	4.32	3.03	4.39	3.02	3.77	4.43	2.94	3.66	3.75	3.92	3.73	3.79	3.58	3.73	3.70	3.39	3.79



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82. CLOTHING

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	53.1	26.1	62.4	79.6	24.2	50.2	51.3	22.8	17.9	25.6	74.1
Much	30.1	8.1	37.7	51.0	7.1	28.7	24.3	6.3	6.4	6.2	46.7
Somewhat	23.0	18.0	24.7	28.6	17.1	21.5	27.0	16.6	11.5	19.4	27.5
LESS EXPENSIVE	10.6	25.1	5.6	2.4	21.2	4.5	6.8	21.3	34.8	13.7	3.1
Somewhat	8.2	19.0	4.4	1.9	16.4	3.2	5.4	16.8	24.8	12.3	2.1
Much	2.4	6.1	1.1	0.5	4.8	1.2	1.4	4.5	9.9	1.4	1.0
STAYED THE SAME	31.5	44.7	27.0	15.8	48.1	35.5	34.6	50.7	44.0	54.5	18.2
DK/REFUSED	4.8	4.2	5.0	2.2	6.4	9.8	7.4	5.2	3.3	6.3	4.5
Net Diff	44.9	7.1	58.0	77.6	7.8	47.0	45.9	6.0	-7.0	13.3	72.0
Mean	3.74	3.03	3.98	4.30	3.06	3.81	3.73	3.03	2.79	3.18	4.22





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. CLOTHING

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	53.1	83.1	24.3	80.0	26.8	52.9	78.7	24.1	51.4	81.3	28.9	54.1
Much	30.1	54.6	8.5	49.5	11.6	29.4	41.8	10.0	28.0	57.7	12.8	30.5
Somewhat	23.0	28.5	15.9	30.5	15.2	23.5	37.0	14.1	23.5	23.6	16.1	23.6
LESS EXPENSIVE	10.6	2.6	19.4	2.3	21.3	7.0	2.2	24.3	7.5	2.3	19.0	6.6
Somewhat	8.2	1.7	15.0	1.5	15.8	6.7	1.5	17.7	7.5	1.5	14.3	6.0
Much	2.4	1.0	4.3	0.8	5.5	0.3	0.7	6.6	0.0	0.8	4.7	0.6
STAYED THE SAME	31.5	12.2	49.8	15.7	45.0	34.3	17.7	44.5	35.0	13.6	45.4	33.8
DK/REFUSED	4.8	2.2	6.5	2.0	6.9	5.8	1.3	7.0	6.1	2.7	6.7	5.5
Net Diff	44.9	81.4	9.3	78.5	11.0	46.2	77.2	6.4	43.9	79.8	14.6	48.1
Mean	3.74	4.37	3.10	4.29	3.12	3.80	4.19	3.03	3.77	4.40	3.19	3.82



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82. CLOTHING

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	53.1	28.3	25.8	29.8	47.5	70.6	86.0	77.4	84.3	65.9	83.1	23.0	32.2	34.7	31.0	51.0	71.9
Much	30.1	9.5	10.4	9.0	24.0	43.0	62.7	51.7	39.6	38.6	52.9	7.2	16.6	24.9	7.8	23.4	58.7
Somewhat	23.0	18.8	15.4	20.8	23.5	27.6	23.3	25.7	44.7	27.3	30.2	15.8	15.6	9.7	23.1	27.6	13.2
LESS EXPENSIVE	10.6	21.0	25.2	18.6	10.4	1.5	4.2	2.7	8.7	6.2	0.9	23.4	17.2	21.8	13.6	7.4	1.7
Somewhat	8.2	18.3	22.3	15.9	8.0	1.0	0.0	0.6	8.7	4.2	0.4	19.9	11.7	0.0	13.6	6.9	1.7
Much	2.4	2.8	2.9	2.7	2.4	0.5	4.2	2.1	0.0	2.0	0.5	3.5	5.4	21.8	0.0	0.5	0.0
STAYED THE SAME	31.5	44.1	41.9	45.4	36.9	23.9	7.9	16.8	7.0	26.7	13.7	47.0	43.8	34.9	46.0	36.0	22.2
DK/REFUSED	4.8	6.6	7.2	6.2	5.2	4.0	1.9	3.1	0.0	1.2	2.3	6.6	6.9	8.6	9.4	5.5	4.1
Net Diff	44.9	10.1	3.5	13.9	39.5	69.6	86.0	76.8	75.6	61.7	82.7	3.0	20.4	34.7	17.3	44.2	70.2
Mean	3.74	3.15	3.09	3.19	3.62	4.16	4.43	4.28	4.15	3.97	4.38	3.03	3.28	3.18	3.28	3.70	4.34



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82. CLOTHING

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 PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	53.1	26.4	58.7	80.8	52.9	60.4	52.3	61.4	52.1	52.4	51.7	50.0	59.4	63.4	56.5	41.6
Much	30.1	9.4	29.5	53.0	26.5	30.0	17.0	31.6	29.7	27.7	33.4	33.5	36.3	35.1	30.9	23.3
Somewhat	23.0	17.1	29.3	27.7	26.5	30.4	35.3	29.8	22.4	24.7	18.3	16.5	23.1	28.3	25.6	18.3
LESS EXPENSIVE	10.6	20.0	6.5	1.4	9.2	11.5	32.3	9.0	10.3	9.5	11.7	12.0	11.5	8.1	6.3	13.7
Somewhat	8.2	15.5	5.8	0.8	8.4	7.9	24.4	5.9	8.2	7.1	10.2	8.6	9.6	6.5	3.4	11.9
Much	2.4	4.5	0.7	0.6	0.8	3.6	7.9	3.1	2.1	2.4	1.5	3.4	1.9	1.5	2.9	1.9
STAYED THE SAME	31.5	46.8	29.2	15.4	32.7	24.4	15.4	25.5	32.9	34.4	29.9	31.1	25.2	26.2	34.1	36.3
DK/REFUSED	4.8	6.7	5.6	2.5	5.2	3.7	0.0	4.1	4.7	3.7	6.7	6.9	3.8	2.3	3.1	8.3
Net Diff	44.9	10.9	53.0	80.0	44.5	52.5	27.9	55.5	43.9	45.3	41.5	41.4	49.9	56.9	53.1	29.8
Mean	3.74	3.12	3.86	4.35	3.73	3.78	3.29	3.84	3.73	3.71	3.77	3.73	3.86	3.91	3.81	3.54



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. CLOTHING

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	53.1	49.5	60.1	60.6	59.0	45.5	64.1	52.6	55.2	58.7	41.1	42.4	31.2	55.4	58.1	59.3	35.6	46.7	35.4	27.6
Much	30.1	29.8	30.6	33.7	24.2	26.5	28.3	32.3	33.5	33.8	22.1	25.2	14.3	24.7	29.5	38.1	22.8	26.9	19.3	10.1
Somewhat	23.0	19.7	29.5	26.9	34.8	19.0	35.8	20.3	21.7	24.9	19.0	17.1	16.8	30.7	28.6	21.2	12.9	19.9	16.1	17.5
LESS EXPENSIVE	10.6	11.9	7.9	6.6	10.6	15.2	5.1	9.5	11.4	8.7	14.7	13.1	18.8	7.7	9.1	8.2	18.8	9.4	16.8	20.5
Somewhat	8.2	9.1	6.3	4.8	9.6	11.4	4.5	7.4	8.7	7.0	10.8	9.6	16.0	2.6	7.0	6.9	15.2	6.0	15.4	16.6
Much	2.4	2.8	1.6	1.8	1.1	3.8	0.6	2.1	2.7	1.7	3.9	3.5	2.8	5.1	2.1	1.3	3.6	3.4	1.5	3.9
STAYED THE SAME	31.5	32.6	29.5	29.5	29.5	32.7	29.5	32.5	29.4	29.1	36.8	37.1	42.4	30.8	30.0	28.2	40.1	35.1	34.9	48.7
DK/REFUSED	4.8	5.9	2.5	3.3	0.9	6.6	1.3	5.5	4.0	3.5	7.5	7.5	7.6	6.1	2.8	4.3	5.5	8.8	12.9	3.2
Net Diff	44.9	40.4	53.8	55.8	49.5	34.1	59.6	45.1	46.5	51.7	30.3	32.7	15.1	52.9	51.0	52.4	20.4	40.7	20.0	11.0
Mean	3.74	3.69	3.83	3.89	3.72	3.57	3.88	3.77	3.78	3.85	3.48	3.55	3.26	3.72	3.79	3.92	3.38	3.67	3.42	3.14



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82. CLOTHING

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	1000	78	144	158	158	204	258	380	620	538	462	470	530
<b>MORE EXPENSIVE</b>	53.1	44.2	50.0	58.0	55.2	51.8	54.1	52.1	53.6	53.0	53.1	52.8	53.3
<b>Much</b>	30.1	15.5	31.1	34.5	31.8	29.3	30.7	29.3	30.6	30.0	30.1	27.2	32.6
<b>Somewhat</b>	23.0	28.7	18.9	23.5	23.4	22.5	23.3	22.8	23.1	23.0	23.0	25.6	20.7
<b>LESS EXPENSIVE</b>	10.6	15.6	9.9	10.7	10.1	9.4	10.7	11.4	10.1	11.0	10.1	11.2	10.0
<b>Somewhat</b>	8.2	12.5	8.0	7.0	7.6	6.5	9.4	8.5	8.0	8.2	8.1	8.7	7.8
<b>Much</b>	2.4	3.1	1.9	3.8	2.4	2.8	1.3	2.9	2.1	2.8	2.0	2.6	2.3
<b>STAYED THE SAME</b>	31.5	33.9	34.6	27.0	32.6	33.1	30.1	31.3	31.7	31.7	31.4	31.5	31.6
<b>DK/REFUSED</b>	4.8	6.3	5.6	4.3	2.1	5.8	5.1	5.2	4.6	4.3	5.4	4.5	5.1
<b>Net Diff</b>	44.9	31.7	42.0	51.1	47.6	45.3	44.7	43.7	45.6	44.8	44.9	44.1	45.5
<b>Mean</b>	3.74	3.44	3.73	3.82	3.76	3.73	3.77	3.71	3.75	3.72	3.75	3.69	3.78



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. CLOTHING

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	53.1	42.8	55.8	54.9	53.1	44.0	52.7	48.7	57.2	42.3	58.6	60.4	48.8	40.6	54.7	64.0
Much	30.1	17.8	34.2	30.4	30.9	14.3	29.4	23.6	30.7	19.3	38.6	36.5	31.1	21.1	30.3	40.4
Somewhat	23.0	25.1	21.6	24.5	22.2	29.6	23.4	25.1	26.5	23.0	20.0	23.9	17.6	19.6	24.4	23.7
LESS EXPENSIVE	10.6	14.3	10.6	10.5	9.5	15.1	13.4	11.4	9.0	13.9	7.9	9.8	10.1	12.3	11.0	7.7
Somewhat	8.2	11.3	7.5	7.7	8.0	15.1	10.1	8.8	6.4	9.6	5.2	6.8	9.6	9.1	8.6	6.0
Much	2.4	2.9	3.0	2.8	1.5	0.0	3.3	2.6	2.6	4.3	2.7	3.0	0.5	3.2	2.3	1.7
STAYED THE SAME	31.5	37.6	28.3	31.8	31.7	34.4	26.6	36.9	30.5	39.1	29.9	27.1	33.0	41.0	29.7	24.7
DK/REFUSED	4.8	5.3	5.4	2.8	5.7	6.6	7.2	2.9	3.4	4.7	3.6	2.7	8.1	6.1	4.7	3.5
Net Diff	44.9	31.5	48.3	47.2	45.1	28.9	42.7	40.0	50.8	32.7	53.5	53.6	39.2	31.6	46.1	58.0
Mean	3.74	3.46	3.81	3.74	3.77	3.46	3.70	3.60	3.79	3.46	3.90	3.86	3.75	3.49	3.75	3.98



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83. HOUSING

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	58.5	87.6	81.3	70.4	50.7	48.8	36.6	28.5	46.4	71.4	77.8	62.6	61.2	90.2	78.1	54.0	37.1	25.4	22.6	27.1
Much	36.6	75.2	58.1	45.7	33.0	17.3	13.7	13.6	26.2	47.6	56.2	33.9	38.9	68.5	44.5	37.8	14.9	8.4	8.6	8.3
Somewhat	21.9	12.4	23.2	24.7	17.7	31.6	22.9	15.0	20.2	23.8	21.6	28.7	22.3	21.7	33.6	16.2	22.2	17.0	14.0	18.8
LESS EXPENSIVE	14.9	3.2	4.9	10.8	13.1	21.8	23.8	25.9	25.8	8.5	7.2	8.1	16.9	3.8	1.7	11.0	24.7	31.3	36.1	28.6
Somewhat	12.3	1.0	2.7	8.3	11.6	21.1	19.1	22.1	20.1	6.7	4.8	7.6	14.3	3.0	1.1	8.9	19.5	26.7	33.5	22.8
Much	2.6	2.2	2.3	2.5	1.5	0.7	4.7	3.8	5.7	1.8	2.4	0.5	2.6	0.8	0.6	2.1	5.2	4.6	2.6	5.7
STAYED THE SAME	21.7	9.2	10.6	15.1	29.8	23.5	28.9	39.4	25.5	16.7	12.3	24.8	17.6	4.5	17.1	27.2	33.7	34.7	31.6	36.4
DK/REFUSED	4.9	0.0	3.1	3.7	6.4	5.9	10.7	6.1	2.3	3.4	2.7	4.5	4.3	1.6	3.1	7.8	4.5	8.6	9.7	8.0
Net Diff	46.2	86.6	78.7	62.1	39.1	27.8	17.4	6.4	26.2	64.7	73.0	54.9	47.0	87.2	76.9	45.1	17.6	-1.3	-10.9	4.2
Mean	3.82	4.57	4.37	4.07	3.74	3.46	3.24	3.13	3.42	4.13	4.28	3.92	3.84	4.57	4.24	3.85	3.23	2.98	2.92	3.01



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83. HOUSING

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	900	775	125	100	70	30
MORE EXPENSIVE	58.5	52.5	57.6	62.3	57.8	58.3	58.9	55.1	60.2	62.1	55.8
Much	36.6	29.2	37.7	40.7	34.2	37.4	38.3	31.9	29.6	31.4	25.6
Somewhat	21.9	23.2	19.9	21.6	23.6	21.0	20.6	23.2	30.6	30.7	30.2
LESS EXPENSIVE	14.9	17.3	18.2	14.3	10.5	15.8	16.6	10.7	6.9	8.5	3.2
Somewhat	12.3	14.2	16.1	11.6	8.0	13.0	13.6	9.2	5.9	8.5	0.0
Much	2.6	3.1	2.1	2.7	2.4	2.8	3.0	1.5	0.9	0.0	3.2
STAYED THE SAME	21.7	22.6	21.5	20.4	23.5	21.5	20.4	28.4	23.5	22.2	26.6
DK/REFUSED	4.9	7.6	2.7	3.0	8.3	4.4	4.2	5.8	9.4	7.3	14.4
Net Diff	46.2	38.3	41.6	50.7	49.7	45.3	45.3	45.9	54.3	53.6	55.8
Mean	3.82	3.66	3.77	3.89	3.86	3.81	3.81	3.79	3.91	3.92	3.88





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83. HOUSING

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	58.5	85.4	27.5		88.3	28.0	55.3	91.0	24.0	54.2	57.3	64.3	58.2	60.3	52.8	58.3	55.3	56.4	63.7
Much	36.6	61.4	10.2		64.5	8.5	31.0	67.9	7.0	27.6	27.2	35.7	36.6	38.3	28.7	36.4	35.5	31.9	37.3
Somewhat	21.9	24.0	17.3		23.8	19.5	24.3	23.1	17.0	26.6	30.1	28.6	21.7	22.0	24.1	22.0	19.8	24.5	26.4
LESS EXPENSIVE	14.9	4.1	29.7		2.5	29.2	7.9	1.6	33.6	11.3	9.7	3.1	15.2	12.6	20.1	16.4	16.0	23.6	10.2
Somewhat	12.3	2.6	25.2		1.6	24.6	6.4	1.0	28.6	7.8	6.4	3.1	12.6	11.0	18.3	13.4	12.4	13.1	6.5
Much	2.6	1.5	4.5		0.9	4.6	1.5	0.6	5.0	3.6	3.3	0.0	2.5	1.6	1.9	3.0	3.6	10.5	3.6
STAYED THE SAME	21.7	9.1	34.4		7.3	36.2	25.0	5.8	35.2	28.7	24.4	24.4	22.0	23.0	25.6	21.4	18.3	17.1	16.7
DK/REFUSED	4.9	1.4	8.4		1.9	6.7	11.8	1.5	7.3	5.8	8.6	8.2	4.6	4.1	1.5	3.8	10.4	2.9	9.5
Net Diff	46.2	82.9	2.3		86.7	3.4	48.9	90.0	-4.6	46.4	50.9	61.2	45.6	49.3	34.5	44.9	42.9	43.3	57.2
Mean	3.82	4.43	3.04		4.52	3.03	3.87	4.59	2.92	3.71	3.78	4.06	3.81	3.88	3.60	3.78	3.80	3.56	3.96



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83. HOUSING

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	58.5	28.2	69.0	85.7	29.4	54.0	56.6	26.2	21.5	28.8	81.1
Much	36.6	10.7	45.6	59.7	10.6	37.8	32.1	9.0	8.4	9.3	55.9
Somewhat	21.9	17.5	23.4	26.0	18.8	16.2	24.5	17.2	13.2	19.5	25.2
LESS EXPENSIVE	14.9	33.1	8.6	3.0	29.1	11.0	9.2	30.5	45.8	21.8	4.0
Somewhat	12.3	27.8	6.9	2.3	24.3	8.9	7.8	25.6	36.7	19.3	3.0
Much	2.6	5.3	1.6	0.7	4.8	2.1	1.4	4.9	9.2	2.5	1.0
STAYED THE SAME	21.7	33.1	17.7	9.1	34.3	27.2	26.6	37.0	28.2	42.0	11.0
DK/REFUSED	4.9	5.5	4.7	2.2	7.2	7.8	7.5	6.3	4.4	7.4	3.9
Net Diff	46.2	0.4	62.1	83.4	5.1	45.1	48.8	0.6	-15.1	9.5	78.1
Mean	3.82	3.01	4.10	4.45	3.07	3.85	3.84	3.00	2.74	3.15	4.37



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83. HOUSING

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	58.5	87.8	29.9	86.1	33.3	56.1	85.3	28.2	54.4	87.0	37.3	57.5
Much	36.6	64.0	11.2	59.9	14.8	35.3	53.9	10.3	32.2	66.2	18.4	37.8
Somewhat	21.9	23.8	18.7	26.3	18.5	20.8	31.4	17.9	22.2	20.8	18.9	19.6
LESS EXPENSIVE	14.9	2.9	28.2	2.6	28.3	13.0	2.3	30.2	12.1	2.8	26.7	13.7
Somewhat	12.3	1.7	23.7	1.6	22.8	12.3	1.6	23.0	11.3	1.5	22.6	13.1
Much	2.6	1.2	4.5	1.0	5.5	0.7	0.7	7.2	0.8	1.4	4.2	0.6
STAYED THE SAME	21.7	7.1	34.8	9.4	31.0	25.6	9.8	35.7	28.3	8.9	27.3	23.3
DK/REFUSED	4.9	2.3	7.1	1.9	7.5	5.4	2.6	5.8	5.2	1.3	8.7	5.5
Net Diff	46.2	86.1	6.2	84.6	10.6	43.7	83.7	5.2	43.0	85.5	14.7	44.3
Mean	3.82	4.51	3.09	4.45	3.16	3.82	4.40	3.01	3.78	4.51	3.27	3.86



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83. HOUSING

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	58.5	34.3	30.9	36.3	50.6	81.6	88.7	84.7	91.3	66.5	90.5	29.2	37.0	49.7	34.8	53.8	75.7
Much	36.6	12.7	13.4	12.3	29.3	54.3	71.7	62.0	51.2	40.5	65.2	10.1	20.4	28.6	8.5	31.1	63.4
Somewhat	21.9	21.6	17.5	24.0	21.3	27.3	17.1	22.8	40.0	26.0	25.3	19.1	16.6	21.1	26.4	22.7	12.3
LESS EXPENSIVE	14.9	30.6	30.8	30.4	14.3	1.6	5.5	3.3	8.7	6.2	1.3	32.6	21.5	22.1	29.8	12.5	3.5
Somewhat	12.3	26.5	26.2	26.7	12.1	1.6	1.2	1.4	8.7	4.3	0.4	27.9	16.8	6.8	27.4	12.0	3.5
Much	2.6	4.0	4.6	3.7	2.2	0.0	4.2	1.9	0.0	2.0	0.9	4.7	4.6	15.2	2.4	0.5	0.0
STAYED THE SAME	21.7	28.9	30.2	28.2	29.3	12.4	4.6	9.0	0.0	23.9	6.5	31.0	35.5	12.7	31.2	27.1	18.0
DK/REFUSED	4.9	6.2	8.1	5.1	5.8	4.4	1.2	3.0	0.0	3.4	1.7	7.2	6.0	15.6	4.1	6.6	2.8
Net Diff	46.2	7.8	4.6	9.6	38.5	80.0	87.5	83.3	82.5	62.2	90.1	1.3	20.2	42.9	7.5	41.8	72.3
Mean	3.82	3.13	3.10	3.15	3.67	4.41	4.53	4.46	4.34	4.02	4.56	3.02	3.33	3.49	3.12	3.77	4.40



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83. HOUSING

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 PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	58.5	32.2	56.5	88.1	57.9	64.6	53.5	65.9	57.9	58.3	57.2	55.0	65.3	65.8	61.8	48.0
Much	36.6	13.4	33.8	63.0	33.4	37.6	18.2	39.9	36.2	35.4	37.7	38.2	42.4	44.4	39.2	28.6
Somewhat	21.9	18.8	22.8	25.1	24.4	26.9	35.3	26.0	21.7	22.8	19.5	16.7	22.8	21.5	22.6	19.4
LESS EXPENSIVE	14.9	28.1	11.2	1.3	12.3	14.3	23.6	13.2	14.6	13.4	16.8	17.9	14.2	14.6	9.3	19.3
Somewhat	12.3	23.4	9.6	0.8	11.2	11.5	15.7	10.9	12.4	11.4	14.2	12.6	12.3	10.8	7.2	17.1
Much	2.6	4.7	1.5	0.6	1.0	2.9	7.9	2.3	2.2	2.0	2.6	5.3	1.9	3.7	2.2	2.2
STAYED THE SAME	21.7	32.7	24.9	8.7	25.2	18.7	22.9	18.2	22.5	24.3	19.2	19.2	15.4	17.3	26.1	26.1
DK/REFUSED	4.9	6.9	7.4	2.0	4.7	2.4	0.0	2.7	5.0	4.0	6.8	8.0	5.1	2.3	2.8	6.6
Net Diff	46.2	8.8	46.9	87.3	46.6	53.1	37.8	54.9	45.5	46.8	43.0	42.4	53.0	55.0	54.6	30.9
Mean	3.82	3.14	3.84	4.52	3.82	3.87	3.40	3.93	3.81	3.82	3.81	3.76	3.97	3.94	3.92	3.59



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83. HOUSING

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	58.5	55.0	65.6	68.8	58.8	50.3	68.9	58.5	61.5	63.9	47.2	50.0	37.0	63.3	63.1	64.6	45.4	52.9	37.8	36.3
Much	36.6	35.3	39.1	40.8	35.7	31.0	36.6	38.6	42.3	41.1	27.1	33.8	14.8	33.0	37.8	44.3	28.8	37.0	14.5	15.0
Somewhat	21.9	19.7	26.4	28.0	23.1	19.3	32.3	19.9	19.3	22.8	20.1	16.2	22.2	30.3	25.3	20.3	16.7	15.9	23.3	21.3
LESS EXPENSIVE	14.9	17.2	10.3	9.3	12.3	18.8	7.8	16.0	13.3	13.7	17.3	11.1	24.8	12.6	14.4	13.2	13.6	9.4	17.7	30.8
Somewhat	12.3	14.0	9.0	7.9	11.3	14.3	7.2	13.7	11.2	11.6	13.7	9.1	21.3	7.5	12.0	11.3	11.9	7.2	13.0	28.3
Much	2.6	3.2	1.3	1.4	1.1	4.5	0.6	2.3	2.1	2.1	3.6	2.0	3.5	5.1	2.4	1.9	1.7	2.2	4.7	2.5
STAYED THE SAME	21.7	21.8	21.5	18.5	28.0	24.0	22.9	20.1	19.9	19.4	26.7	27.8	30.1	20.5	20.9	17.8	29.3	26.9	31.7	28.8
DK/REFUSED	4.9	6.0	2.6	3.5	0.9	6.9	0.5	5.4	5.3	3.0	8.8	11.1	8.1	3.6	1.6	4.4	11.7	10.8	12.9	4.0
Net Diff	46.2	41.0	56.6	60.9	47.5	35.9	61.7	44.9	50.3	52.2	33.5	40.9	15.7	55.9	51.1	53.3	33.5	45.7	24.8	8.0
Mean	3.82	3.74	3.96	4.03	3.82	3.62	3.98	3.83	3.93	3.92	3.59	3.80	3.26	3.82	3.86	3.98	3.67	3.88	3.34	3.19



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83. HOUSING

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	1000	78	144	158	158	204	258	380	620	538	462	470	530
<b>MORE EXPENSIVE</b>	58.5	48.3	62.2	62.2	59.0	55.0	59.8	59.4	58.0	59.3	57.7	57.6	59.4
<b>Much</b>	36.6	22.9	39.7	40.5	36.4	35.9	37.4	36.6	36.6	36.5	36.7	33.2	39.6
<b>Somewhat</b>	21.9	25.5	22.5	21.7	22.6	19.1	22.4	22.8	21.4	22.7	21.0	24.4	19.8
<b>LESS EXPENSIVE</b>	14.9	19.4	15.2	14.1	11.2	16.6	14.8	15.6	14.4	14.3	15.6	14.5	15.2
<b>Somewhat</b>	12.3	15.0	12.8	10.9	8.8	13.7	13.1	12.4	12.2	11.4	13.4	11.5	13.0
<b>Much</b>	2.6	4.4	2.4	3.2	2.4	2.8	1.7	3.1	2.2	2.9	2.2	3.0	2.2
<b>STAYED THE SAME</b>	21.7	26.3	14.9	20.3	27.0	23.1	20.6	19.5	23.1	21.7	21.7	23.6	20.1
<b>DK/REFUSED</b>	4.9	6.0	7.7	3.5	2.8	5.3	4.8	5.6	4.5	4.8	5.0	4.4	5.3
<b>Net Diff</b>	46.2	33.3	49.4	51.3	50.2	41.3	46.7	46.9	45.8	47.9	44.3	46.0	46.4
<b>Mean</b>	3.82	3.50	3.91	3.88	3.84	3.75	3.85	3.82	3.82	3.82	3.81	3.77	3.86



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83. HOUSING

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	58.5	52.2	62.7	57.6	58.3	45.2	56.8	55.4	61.9	55.3	68.2	59.6	54.6	50.5	59.5	65.8
Much	36.6	29.4	39.3	36.3	37.3	19.5	31.1	31.3	38.5	33.9	46.9	40.8	36.0	27.4	37.4	45.9
Somewhat	21.9	22.7	23.5	21.3	21.0	25.6	25.7	24.1	23.4	21.4	21.4	18.8	18.6	23.1	22.2	19.9
LESS EXPENSIVE	14.9	20.4	13.7	13.3	15.1	21.2	16.8	10.8	14.2	20.0	10.9	15.6	16.0	17.8	14.4	12.5
Somewhat	12.3	16.6	10.7	10.5	13.3	18.5	12.7	9.0	11.1	15.7	8.9	11.9	15.5	12.5	12.8	10.8
Much	2.6	3.8	3.0	2.8	1.8	2.7	4.1	1.8	3.1	4.3	1.9	3.7	0.5	5.3	1.6	1.7
STAYED THE SAME	21.7	21.8	17.8	25.8	21.4	30.3	19.2	30.2	20.8	17.9	16.5	21.9	22.2	25.3	21.8	17.1
DK/REFUSED	4.9	5.7	5.8	3.3	5.2	3.3	7.2	3.7	3.2	6.8	4.4	2.9	7.3	6.4	4.2	4.6
Net Diff	46.2	35.6	52.0	47.1	45.0	26.7	44.2	46.4	50.8	39.6	59.3	47.7	39.1	38.0	46.7	55.0
Mean	3.82	3.61	3.91	3.80	3.83	3.42	3.72	3.77	3.86	3.70	4.07	3.84	3.80	3.59	3.84	4.02





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84. IF FORMER PRESIDENT TRUMP IS REELECTED AND REPUBLICANS CONTROL CONGRESS, DO YOU EXPECT THE FOLLOWING GOODS AND SERVICES TO BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAY THE SAME OVER THE NEXT FOUR YEARS?

PRESCRIPTION DRUGS

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	43.7	8.8	20.6	34.8	46.2	53.4	68.0	71.7	66.3	29.6	24.4	37.9	35.0	8.9	24.0	44.7	68.5	79.8	74.3	82.9
Much	23.6	2.1	9.5	15.2	25.4	27.6	37.1	42.1	48.2	12.9	10.5	16.0	17.8	2.4	6.2	22.6	35.9	51.0	48.8	52.2
Somewhat	20.1	6.6	11.0	19.6	20.7	25.8	30.9	29.7	18.1	16.7	13.9	21.9	17.2	6.5	17.8	22.0	32.6	28.8	25.5	30.7
LESS EXPENSIVE	26.2	61.7	42.3	29.5	25.8	11.9	6.1	7.0	19.2	35.2	40.7	26.0	31.1	60.5	26.8	15.2	7.2	2.9	5.6	1.4
Somewhat	16.6	32.8	24.2	21.6	19.6	8.0	3.3	3.0	11.4	22.6	24.9	19.7	17.8	35.6	20.2	13.3	5.1	1.3	2.8	0.5
Much	9.6	28.9	18.1	7.9	6.2	3.9	2.7	4.0	7.9	12.7	15.8	6.3	13.2	25.0	6.6	2.0	2.2	1.6	2.8	0.9
STAYED THE SAME	24.7	23.5	33.4	31.1	22.6	25.3	17.2	18.9	12.9	29.3	30.3	28.0	27.4	27.4	42.2	26.4	19.9	12.8	14.9	11.6
DK/REFUSED	5.5	6.1	3.7	4.5	5.5	9.4	8.8	2.4	1.6	5.9	4.6	8.1	6.5	3.2	7.0	13.7	4.4	4.5	5.3	4.1
Net Diff	27.1	-24.0	-3.6	13.2	26.6	45.4	64.6	68.7	54.9	7.1	-0.4	18.1	17.1	-26.6	3.8	31.4	63.4	78.4	71.6	82.4
Mean	3.33	2.15	2.69	3.13	3.42	3.72	4.06	4.05	3.89	2.94	2.77	3.23	3.09	2.23	2.97	3.58	3.99	4.32	4.21	4.38



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84. IF FORMER PRESIDENT TRUMP IS REELECTED AND REPUBLICANS CONTROL CONGRESS, DO YOU EXPECT THE FOLLOWING GOODS AND SERVICES TO BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAY THE SAME OVER THE NEXT FOUR YEARS?

PRESCRIPTION DRUGS

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	900	775	125	100	70	30
MORE EXPENSIVE	43.7	46.8	41.9	42.3	45.4	43.1	43.6	40.1	48.8	46.6	53.9
Much	23.6	27.1	22.6	23.6	21.9	23.9	24.0	23.3	20.9	20.9	20.9
Somewhat	20.1	19.8	19.3	18.7	23.6	19.2	19.6	16.9	27.9	25.7	33.0
LESS EXPENSIVE	26.2	20.1	26.4	29.4	25.1	28.0	30.0	15.6	9.8	11.2	6.8
Somewhat	16.6	12.9	17.4	17.6	16.9	17.9	18.9	11.7	5.3	6.1	3.4
Much	9.6	7.1	9.0	11.8	8.2	10.1	11.1	3.9	4.6	5.1	3.4
STAYED THE SAME	24.7	27.5	27.5	23.8	20.9	24.7	22.4	38.7	24.7	25.4	23.2
DK/REFUSED	5.5	5.6	4.1	4.5	8.5	4.3	4.0	5.6	16.6	16.8	16.1
Net Diff	27.1	33.9	24.5	24.6	28.5	25.2	24.7	28.4	43.5	40.5	50.5
Mean	3.33	3.49	3.30	3.26	3.37	3.30	3.28	3.47	3.66	3.62	3.77



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84. IF FORMER PRESIDENT TRUMP IS REELECTED AND REPUBLICANS CONTROL CONGRESS, DO YOU EXPECT THE FOLLOWING GOODS AND SERVICES TO BECOME MORE EXPENSIVE, LESS EXPENSIVE, OR STAY THE SAME OVER THE NEXT FOUR YEARS?

PRESCRIPTION DRUGS

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	43.7	18.3	72.4		13.7	74.6	45.6	10.2	76.8	49.7	43.1	44.4	43.6	41.9	46.6	43.0	49.7	56.1	45.2
Much	23.6	5.9	44.0		3.3	45.8	18.3	2.3	47.1	23.8	21.4	20.7	23.7	21.4	25.5	22.3	31.6	33.3	22.0
Somewhat	20.1	12.3	28.4		10.3	28.8	27.4	7.9	29.8	25.9	21.7	23.8	19.9	20.5	21.2	20.7	18.1	22.8	23.1
LESS EXPENSIVE	26.2	47.4	6.0		49.5	4.7	11.1	55.1	4.4	11.4	13.6	13.8	26.4	27.3	21.2	27.5	22.8	23.0	22.4
Somewhat	16.6	30.0	3.5		30.7	3.2	9.9	33.8	2.6	10.0	12.6	10.3	16.9	17.5	12.4	18.4	13.0	14.2	11.9
Much	9.6	17.3	2.6		18.9	1.5	1.2	21.4	1.8	1.3	1.0	3.5	9.5	9.8	8.8	9.1	9.8	8.8	10.4
STAYED THE SAME	24.7	30.5	16.8		31.8	16.0	30.9	31.1	14.1	31.8	33.6	27.6	25.1	26.1	28.6	26.2	17.7	17.5	18.2
DK/REFUSED	5.5	3.9	4.9		5.0	4.6	12.4	3.5	4.7	7.1	9.7	14.2	5.0	4.7	3.6	3.3	9.8	3.4	14.3
Net Diff	27.1	-11.7	68.9		-17.0	71.4	35.7	-23.5	74.3	39.7	30.5	34.2	26.7	24.5	34.2	24.6	36.7	41.9	33.2
Mean	3.33	2.58	4.13		2.46	4.20	3.59	2.34	4.23	3.66	3.55	3.56	3.33	3.27	3.44	3.30	3.54	3.60	3.40



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PRESCRIPTION DRUGS

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	1000	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	43.7	70.1	34.5	14.5	76.0	44.7	44.1	74.0	78.9	71.2	22.6
Much	23.6	41.7	17.3	3.8	45.9	22.6	20.0	44.2	57.0	36.9	9.3
Somewhat	20.1	28.4	17.2	10.7	30.1	22.0	24.1	29.8	21.9	34.3	13.3
LESS EXPENSIVE	26.2	8.3	32.4	48.2	4.4	15.2	15.0	5.9	5.7	6.0	40.3
Somewhat	16.6	5.1	20.6	30.0	2.6	13.3	13.3	3.6	1.8	4.6	25.7
Much	9.6	3.2	11.8	18.3	1.8	2.0	1.7	2.3	3.9	1.4	14.6
STAYED THE SAME	24.7	18.2	26.9	32.8	15.2	26.4	30.8	16.3	12.9	18.3	30.5
DK/REFUSED	5.5	3.4	6.2	4.6	4.5	13.7	10.0	3.8	2.5	4.5	6.7
Net Diff	27.1	65.0	13.9	-15.5	73.4	31.4	30.8	70.3	77.1	66.6	-3.1
Mean	3.33	4.04	3.08	2.49	4.21	3.58	3.53	4.14	4.30	4.06	2.75



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PRESCRIPTION DRUGS

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	43.7	12.8	72.0	15.0	71.7	43.7	18.7	71.7	47.7	11.0	71.8	40.4
Much	23.6	3.6	43.4	4.2	44.7	20.7	4.7	42.4	21.5	3.6	46.5	20.0
Somewhat	20.1	9.2	28.7	10.8	27.0	23.0	14.0	29.3	26.2	7.4	25.3	20.3
LESS EXPENSIVE	26.2	51.3	6.4	48.9	8.0	20.6	43.2	8.9	18.2	55.0	7.3	22.6
Somewhat	16.6	31.8	4.6	30.8	4.5	14.1	28.4	5.6	15.6	33.4	3.6	12.9
Much	9.6	19.5	1.8	18.1	3.5	6.4	14.8	3.3	2.6	21.5	3.7	9.7
STAYED THE SAME	24.7	31.0	17.1	31.3	15.0	29.1	35.7	14.9	31.1	26.6	15.0	27.5
DK/REFUSED	5.5	4.9	4.5	4.8	5.3	6.6	2.4	4.5	3.1	7.4	5.9	9.6
Net Diff	27.1	-19.0	67.4	-15.9	67.2	29.6	-9.6	66.0	32.1	-22.4	68.2	27.4
Mean	3.33	2.43	4.12	2.50	4.11	3.40	2.65	4.07	3.50	2.33	4.14	3.31



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PRESCRIPTION DRUGS

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	43.7	71.3	77.8	67.5	49.1	18.3	15.9	17.3	45.8	19.4	11.7	73.7	68.5	68.9	70.0	47.2	17.7
Much	23.6	44.9	55.9	38.5	23.7	7.6	6.4	7.1	11.0	5.8	3.3	49.1	38.5	35.7	38.3	20.4	10.1
Somewhat	20.1	26.4	21.9	29.0	25.4	10.7	9.5	10.2	34.8	13.6	8.4	24.7	30.0	33.2	31.7	26.8	7.6
LESS EXPENSIVE	26.2	6.8	3.6	8.6	19.0	37.5	61.1	47.9	19.2	41.9	52.7	5.6	10.6	15.3	6.9	15.7	41.9
Somewhat	16.6	4.3	1.1	6.2	13.6	28.1	29.9	28.9	10.8	30.3	32.4	3.3	6.2	7.1	6.9	12.2	23.8
Much	9.6	2.4	2.5	2.4	5.4	9.4	31.2	19.0	8.4	11.7	20.3	2.4	4.5	8.2	0.0	3.5	18.1
STAYED THE SAME	24.7	16.4	13.9	17.8	25.1	40.3	18.4	30.6	35.0	30.8	31.1	14.0	16.6	15.8	20.4	28.9	35.4
DK/REFUSED	5.5	5.6	4.7	6.1	6.8	3.9	4.6	4.2	0.0	7.9	4.4	6.6	4.2	0.0	2.7	8.2	5.1
Net Diff	27.1	67.0	76.7	61.3	35.4	-9.8	-14.0	-11.6	34.9	-10.9	-20.7	70.5	62.4	61.8	63.1	35.0	-6.1
Mean	3.33	4.13	4.34	4.01	3.52	2.78	2.27	2.56	3.29	2.69	2.39	4.23	3.96	3.81	4.04	3.53	2.66



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PRESCRIPTION DRUGS

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPU- 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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	43.7	71.7	44.9	12.4	41.0	40.1	35.2	40.7	43.0	39.9	48.7	54.9	39.7	36.0	39.1	53.2
Much	23.6	43.2	21.4	2.6	19.2	13.4	4.8	14.4	24.3	19.6	33.2	32.4	20.2	19.8	18.2	33.2
Somewhat	20.1	28.5	23.5	9.8	21.8	26.7	30.4	26.3	18.6	20.3	15.4	22.5	19.5	16.2	20.9	20.0
LESS EXPENSIVE	26.2	7.6	15.2	49.7	20.5	31.0	14.8	33.0	25.4	25.4	25.3	25.7	36.3	24.8	27.0	16.5
Somewhat	16.6	5.2	10.3	30.9	16.6	20.2	8.6	21.5	16.2	15.7	17.2	14.6	23.2	20.1	16.5	10.4
Much	9.6	2.4	4.9	18.8	3.9	10.9	6.3	11.4	9.2	9.7	8.1	11.1	13.1	4.7	10.4	6.2
STAYED THE SAME	24.7	16.0	31.8	32.2	31.2	27.0	50.0	24.3	25.4	29.2	18.2	15.4	19.8	31.0	30.1	22.4
DK/REFUSED	5.5	4.7	8.0	5.6	7.3	1.9	0.0	2.1	6.3	5.5	7.8	4.0	4.1	8.2	3.9	7.9
Net Diff	27.1	66.5	34.6	-18.5	24.5	19.9	26.7	19.1	26.7	24.2	31.4	40.3	16.5	15.9	22.6	42.9
Mean	3.33	4.10	3.50	2.43	3.39	3.12	3.19	3.11	3.35	3.26	3.53	3.53	3.11	3.29	3.21	3.69



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PRESCRIPTION DRUGS

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	43.7	46.5	38.1	38.9	36.5	50.8	34.8	43.2	42.1	39.0	53.6	50.8	65.3	34.8	42.2	35.9	48.7	52.2	59.3	70.4
Much	23.6	26.7	17.5	18.1	16.2	26.5	15.2	26.8	20.3	20.5	30.1	31.8	32.2	23.5	20.2	20.8	33.1	31.0	22.7	40.3
Somewhat	20.1	19.8	20.6	20.8	20.3	24.3	19.7	16.4	21.9	18.5	23.5	19.0	33.1	11.3	22.0	15.0	15.6	21.2	36.6	30.1
LESS EXPENSIVE	26.2	24.7	29.0	28.5	30.2	23.2	27.4	25.9	31.1	31.4	15.0	18.5	8.8	14.9	28.8	34.0	19.9	17.6	10.2	7.7
Somewhat	16.6	15.4	19.0	17.9	21.4	16.5	18.2	14.5	20.1	19.8	9.8	13.5	8.0	2.4	19.6	20.0	12.7	14.0	10.2	6.1
Much	9.6	9.3	10.0	10.6	8.8	6.6	9.2	11.4	11.0	11.6	5.1	5.0	0.8	12.5	9.2	14.0	7.2	3.6	0.0	1.5
STAYED THE SAME	24.7	21.9	30.3	29.8	31.3	21.1	37.1	22.5	21.9	24.7	24.6	22.5	20.5	42.5	27.0	22.4	25.2	20.8	23.4	18.1
DK/REFUSED	5.5	7.0	2.6	2.9	2.0	5.0	0.7	8.4	4.9	4.9	6.8	8.1	5.4	7.8	2.0	7.7	6.2	9.4	7.2	3.9
Net Diff	27.1	31.1	19.1	21.0	15.0	34.2	16.6	28.7	22.1	19.2	43.8	37.4	57.3	32.4	22.6	15.9	36.0	38.2	49.1	64.3
Mean	3.33	3.42	3.17	3.18	3.14	3.50	3.13	3.36	3.21	3.17	3.68	3.64	3.93	3.34	3.25	3.09	3.58	3.68	3.77	4.06





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PRESCRIPTION DRUGS

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	43.7	48.4	44.3	42.3	44.1	44.2	42.0	44.3	43.3	44.3	43.0	44.5	42.9
Much	23.6	26.7	23.9	25.1	22.2	24.5	21.7	25.0	22.8	24.2	22.9	22.1	24.9
Somewhat	20.1	21.8	20.4	17.2	21.9	19.7	20.3	19.4	20.5	20.1	20.1	22.5	18.0
LESS EXPENSIVE	26.2	19.0	20.6	27.6	28.1	28.1	27.9	23.2	28.0	24.6	28.0	24.8	27.4
Somewhat	16.6	12.9	11.5	15.3	17.4	19.5	18.7	13.4	18.6	14.5	19.0	17.2	16.1
Much	9.6	6.1	9.1	12.3	10.8	8.6	9.2	9.8	9.4	10.1	8.9	7.6	11.3
STAYED THE SAME	24.7	23.7	26.8	26.7	22.3	21.2	26.7	26.1	23.8	25.0	24.3	27.3	22.3
DK/REFUSED	5.5	8.9	8.4	3.4	5.4	6.5	3.4	6.4	4.9	6.1	4.7	3.3	7.4
Net Diff	27.1	35.5	32.8	27.0	26.7	24.7	23.4	31.0	24.7	29.7	24.0	27.3	26.8
Mean	3.33	3.55	3.42	3.29	3.29	3.34	3.28	3.39	3.30	3.36	3.30	3.35	3.32



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PRESCRIPTION DRUGS

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	43.7	47.7	42.5	47.1	40.8	57.1	49.0	47.2	37.4	43.4	36.5	46.9	44.3	50.0	43.6	36.4
Much	23.6	25.0	25.3	22.8	22.6	28.5	28.0	17.3	20.2	23.5	22.8	27.7	25.1	26.0	22.2	24.0
Somewhat	20.1	22.7	17.2	24.3	18.2	28.7	21.0	29.9	17.3	19.9	13.7	19.2	19.2	24.0	21.4	12.3
LESS EXPENSIVE	26.2	19.5	24.6	25.9	29.5	15.1	20.6	22.6	30.9	21.5	28.3	28.9	28.1	18.9	27.6	31.6
Somewhat	16.6	13.2	13.1	17.2	19.6	15.1	12.7	16.6	20.9	12.4	13.6	17.8	18.3	13.3	17.0	19.6
Much	9.6	6.3	11.5	8.7	9.9	0.0	8.0	6.0	10.0	9.1	14.8	11.1	9.8	5.6	10.5	12.0
STAYED THE SAME	24.7	25.0	26.8	22.1	24.9	24.6	25.6	27.3	29.1	25.2	27.9	17.5	20.6	24.2	24.5	25.6
DK/REFUSED	5.5	7.8	6.1	4.9	4.8	3.2	4.8	2.9	2.6	9.9	7.3	6.7	7.0	6.9	4.3	6.5
Net Diff	27.1	34.5	29.4	29.8	21.2	42.1	36.3	30.6	16.5	31.0	22.9	29.1	26.0	36.7	26.5	16.8
Mean	3.33	3.51	3.34	3.37	3.25	3.73	3.51	3.37	3.17	3.40	3.17	3.37	3.34	3.55	3.29	3.18



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85. HEALTH INSURANCE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	44.0	11.0	21.8	34.1	47.3	53.8	64.9	69.1	70.9	30.1	25.0	39.0	32.9	9.0	26.5	42.1	69.5	79.8	74.4	82.9
Much	24.0	3.3	9.2	16.0	28.0	25.6	41.0	38.1	47.2	13.5	11.0	16.7	18.0	3.7	6.2	25.2	33.9	51.1	48.8	52.4
Somewhat	20.0	7.7	12.6	18.2	19.3	28.2	23.9	31.0	23.7	16.7	14.1	22.3	14.8	5.4	20.3	16.9	35.7	28.7	25.6	30.5
LESS EXPENSIVE	25.8	58.8	41.5	29.5	24.6	11.9	10.1	5.7	17.1	34.7	39.8	26.3	30.5	58.1	33.0	11.3	5.5	2.7	2.8	2.7
Somewhat	17.8	31.8	28.8	21.9	19.3	9.3	6.4	4.5	10.9	23.9	26.3	20.4	20.4	36.9	28.5	8.3	2.7	2.0	2.8	1.6
Much	8.0	27.1	12.8	7.6	5.3	2.6	3.6	1.3	6.2	10.8	13.5	5.9	10.1	21.1	4.5	3.0	2.8	0.7	0.0	1.0
STAYED THE SAME	24.7	24.2	29.1	31.7	24.6	26.1	16.9	22.6	10.6	29.6	29.2	29.0	32.9	28.6	35.3	33.9	21.3	12.4	17.4	9.6
DK/REFUSED	5.5	6.0	7.5	4.7	3.5	8.2	8.1	2.5	1.5	5.6	5.9	5.7	3.8	4.3	5.2	12.7	3.6	5.1	5.5	4.8
Net Diff	26.3	-20.7	-7.0	12.2	28.0	44.5	58.5	64.7	60.0	6.2	-1.3	18.6	12.4	-27.9	-2.0	33.9	66.8	77.8	71.6	81.3
Mean	3.36	2.24	2.75	3.14	3.47	3.71	4.00	4.03	3.96	2.98	2.82	3.25	3.11	2.31	2.95	3.61	3.99	4.34	4.27	4.38



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85. HEALTH INSURANCE

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	900	775	125	100	70	30
MORE EXPENSIVE	44.0	45.8	41.1	44.3	45.3	43.5	43.4	44.3	48.4	48.6	47.8
Much	24.0	25.9	22.7	23.6	24.7	23.9	24.7	18.9	24.7	22.3	30.3
Somewhat	20.0	19.9	18.4	20.7	20.6	19.6	18.7	25.4	23.7	26.3	17.5
LESS EXPENSIVE	25.8	19.0	25.9	29.1	25.0	26.9	29.0	13.5	15.6	18.5	8.9
Somewhat	17.8	14.2	18.5	19.1	17.6	18.5	19.6	11.6	11.0	14.3	3.4
Much	8.0	4.9	7.5	10.0	7.4	8.4	9.4	1.9	4.6	4.2	5.5
STAYED THE SAME	24.7	29.4	27.6	22.6	21.8	25.0	23.2	36.1	22.7	23.4	21.0
DK/REFUSED	5.5	5.8	5.5	4.0	7.9	4.6	4.4	6.0	13.3	9.5	22.3
Net Diff	26.3	31.6	22.6	25.2	27.6	25.0	23.8	32.7	37.3	34.3	44.4
Mean	3.36	3.51	3.32	3.30	3.41	3.34	3.31	3.51	3.61	3.53	3.82



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85. HEALTH INSURANCE

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	44.0	18.2	74.7	14.5	74.9	44.4	10.6	77.8	47.2	42.4	46.7	44.3	41.3	53.6	43.6	50.1	56.2	39.7
Much	24.0	6.2	45.0	5.3	44.3	20.0	3.3	48.5	19.4	19.3	22.2	24.1	21.4	25.2	22.7	31.5	32.8	22.9
Somewhat	20.0	12.0	29.7	9.2	30.5	24.4	7.3	29.3	27.9	23.1	24.5	20.2	19.9	28.4	20.9	18.7	23.4	16.8
LESS EXPENSIVE	25.8	48.1	4.6	50.0	3.8	8.6	55.2	3.9	9.3	10.0	14.1	25.8	28.4	23.9	23.0	21.7	26.1	25.5
Somewhat	17.8	33.1	3.1	34.0	2.6	8.6	37.5	2.6	7.5	9.3	10.9	17.6	19.5	16.8	15.6	14.4	15.6	20.9
Much	8.0	15.0	1.5	16.1	1.1	0.0	17.7	1.4	1.8	0.7	3.2	8.2	8.9	7.1	7.4	7.3	10.5	4.6
STAYED THE SAME	24.7	29.3	16.3	30.0	17.2	35.5	29.8	14.2	35.9	38.1	26.6	24.9	24.8	18.1	28.9	21.8	15.7	22.3
DK/REFUSED	5.5	4.4	4.5	5.6	4.2	11.5	4.3	4.0	7.6	9.4	12.5	5.0	5.5	4.4	4.4	6.4	2.0	12.4
Net Diff	26.3	-14.9	71.6	-19.5	72.2	35.8	-26.9	75.3	39.7	33.1	35.8	26.7	21.9	36.8	28.0	35.7	40.7	18.7
Mean	3.36	2.60	4.19	2.51	4.19	3.63	2.38	4.26	3.60	3.56	3.59	3.36	3.27	3.50	3.38	3.56	3.54	3.37



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85. HEALTH INSURANCE

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	44.0	72.4	34.2	15.4	76.4	42.1	42.8	74.4	82.6	69.8	22.9
Much	24.0	41.5	17.9	4.6	45.3	25.2	21.2	43.6	58.0	35.4	10.4
Somewhat	20.0	30.9	16.3	10.8	31.1	16.9	21.6	30.8	24.6	34.3	12.5
LESS EXPENSIVE	25.8	8.1	31.9	48.9	3.7	11.3	13.1	5.5	6.4	4.9	39.9
Somewhat	17.8	6.1	21.8	33.9	2.3	8.3	11.0	3.8	4.3	3.5	27.5
Much	8.0	2.1	10.0	15.0	1.4	3.0	2.1	1.6	2.1	1.4	12.4
STAYED THE SAME	24.7	16.8	27.5	31.1	15.4	33.9	34.9	16.4	9.1	20.5	30.6
DK/REFUSED	5.5	2.7	6.4	4.6	4.6	12.7	9.2	3.7	1.9	4.8	6.7
Net Diff	26.3	66.3	12.4	-18.4	74.1	33.9	31.7	70.6	78.2	66.2	-4.6
Mean	3.36	4.07	3.11	2.54	4.22	3.61	3.54	4.15	4.35	4.04	2.80



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85. HEALTH INSURANCE

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	44.0	14.0	73.3	15.5	73.2	42.3	17.5	73.5	43.8	13.3	72.9	41.1
Much	24.0	4.9	43.1	5.4	44.0	21.5	6.7	41.9	22.6	4.1	45.6	20.6
Somewhat	20.0	9.1	30.2	10.1	29.2	20.8	10.9	31.6	21.2	9.2	27.3	20.5
LESS EXPENSIVE	25.8	51.0	4.7	50.8	6.5	18.6	47.2	7.7	19.2	54.6	5.5	18.1
Somewhat	17.8	34.8	3.5	34.8	4.2	13.6	34.0	5.5	17.5	35.6	3.2	10.3
Much	8.0	16.3	1.2	16.0	2.3	5.0	13.2	2.2	1.7	19.0	2.3	7.8
STAYED THE SAME	24.7	29.5	18.3	29.4	15.1	31.7	34.0	15.6	32.3	24.6	14.8	31.1
DK/REFUSED	5.5	5.5	3.8	4.3	5.2	7.4	1.3	3.2	4.7	7.5	6.8	9.6
Net Diff	26.3	-20.8	69.7	-19.3	69.0	28.8	-16.5	68.0	26.3	-22.3	69.8	30.8
Mean	3.36	2.49	4.15	2.52	4.14	3.43	2.63	4.09	3.48	2.39	4.19	3.40



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HEALTH INSURANCE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	44.0	74.0	76.3	72.6	47.9	18.9	15.3	17.3	51.8	19.8	11.9	76.2	68.2	69.7	72.1	44.8	16.7
Much	24.0	43.1	47.8	40.4	25.3	7.4	8.7	8.0	13.8	8.7	4.0	46.5	38.8	45.0	38.5	22.5	8.0
Somewhat	20.0	30.8	28.6	32.1	22.5	11.5	6.5	9.3	38.0	11.2	7.8	29.7	29.4	24.7	33.6	22.3	8.6
LESS EXPENSIVE	25.8	6.7	3.5	8.6	18.6	38.4	58.5	47.2	32.5	46.0	53.2	4.2	9.6	11.4	8.3	13.8	37.7
Somewhat	17.8	4.2	2.6	5.1	14.8	30.0	32.5	31.1	19.2	34.7	35.9	3.0	6.7	3.2	3.5	12.5	22.9
Much	8.0	2.5	0.9	3.5	3.8	8.4	26.0	16.1	13.3	11.4	17.3	1.2	2.9	8.2	4.7	1.3	14.8
STAYED THE SAME	24.7	14.8	14.6	14.9	26.4	38.0	21.8	30.8	15.7	30.2	30.2	14.7	15.9	15.6	15.1	32.4	40.6
DK/REFUSED	5.5	4.5	5.6	3.9	7.1	4.8	4.5	4.6	0.0	4.0	4.7	4.9	6.3	3.3	4.6	9.0	5.1
Net Diff	26.3	69.8	73.8	67.5	33.1	-11.1	-17.2	-13.8	32.6	-14.8	-24.0	73.2	61.5	66.5	68.5	32.3	-6.2
Mean	3.36	4.13	4.27	4.05	3.55	2.78	2.37	2.60	3.20	2.70	2.43	4.23	4.01	3.98	4.02	3.57	2.71





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85. HEALTH INSURANCE

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	44.0	73.2	43.9	12.0	41.3	42.3	53.2	41.0	43.4	40.6	48.5	51.9	41.3	33.4	39.0	53.5
Much	24.0	44.1	17.9	3.6	18.5	21.4	27.3	20.7	22.9	19.4	29.4	37.4	20.0	17.9	20.3	32.9
Somewhat	20.0	29.1	25.9	8.3	22.8	20.9	25.9	20.3	20.5	21.3	19.2	14.5	21.3	15.5	18.7	20.7
LESS EXPENSIVE	25.8	6.3	14.0	50.4	19.9	26.6	14.4	28.0	26.3	27.2	24.6	19.9	32.7	35.2	27.7	14.9
Somewhat	17.8	4.3	11.3	34.4	17.2	19.5	8.1	20.9	18.0	18.6	16.8	13.3	20.6	30.5	19.3	10.3
Much	8.0	2.0	2.7	16.0	2.7	7.0	6.3	7.1	8.3	8.6	7.8	6.5	12.1	4.7	8.4	4.6
STAYED THE SAME	24.7	16.2	30.6	32.5	32.1	27.0	32.5	26.3	24.5	26.3	21.2	23.4	20.9	26.6	29.8	23.9
DK/REFUSED	5.5	4.2	11.5	5.1	6.7	4.1	0.0	4.6	5.8	5.8	5.7	4.8	5.1	4.8	3.5	7.7
Net Diff	26.3	68.9	32.6	-22.4	24.1	22.8	45.1	20.1	25.4	22.0	31.7	38.6	20.7	2.9	19.7	43.3
Mean	3.36	4.14	3.51	2.46	3.40	3.31	3.60	3.28	3.34	3.26	3.48	3.66	3.17	3.12	3.24	3.73



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85. HEALTH INSURANCE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	44.0	46.9	38.4	38.5	38.1	48.8	35.7	45.4	41.7	38.8	55.0	52.8	65.5	41.9	40.5	37.2	50.6	54.3	58.8	71.1
Much	24.0	25.8	20.3	20.7	19.5	26.9	16.9	25.1	24.5	20.5	31.4	31.0	35.4	26.3	22.0	19.0	29.1	32.3	23.1	45.8
Somewhat	20.0	21.0	18.1	17.8	18.6	22.0	18.8	20.3	17.2	18.3	23.6	21.8	30.1	15.6	18.5	18.2	21.5	22.0	35.7	25.3
LESS EXPENSIVE	25.8	24.3	28.6	28.0	29.9	24.3	29.3	24.4	27.7	29.6	17.5	19.5	10.4	24.5	28.4	30.9	25.6	15.6	14.6	7.0
Somewhat	17.8	16.9	19.5	18.7	21.1	19.1	21.0	15.3	17.6	20.3	12.4	14.6	8.9	15.0	21.2	19.4	18.6	12.0	12.9	5.4
Much	8.0	7.4	9.1	9.3	8.8	5.1	8.3	9.1	10.1	9.4	5.0	5.0	1.6	9.6	7.3	11.4	7.0	3.6	1.7	1.5
STAYED THE SAME	24.7	22.3	29.6	29.9	29.1	22.2	35.0	22.4	23.0	26.7	20.7	21.6	17.4	25.7	29.8	23.6	19.9	22.7	17.2	17.7
DK/REFUSED	5.5	6.5	3.4	3.7	2.9	4.7	0.0	7.9	7.6	4.9	6.8	6.1	6.6	7.8	1.3	8.4	4.0	7.4	9.5	4.3
Net Diff	26.3	29.9	18.9	19.8	17.1	29.7	14.7	30.1	24.1	18.6	42.6	38.2	56.6	26.9	19.3	17.8	32.0	42.3	45.9	65.7
Mean	3.36	3.44	3.22	3.23	3.20	3.49	3.15	3.40	3.31	3.21	3.69	3.63	3.95	3.37	3.27	3.15	3.49	3.73	3.72	4.13



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85. HEALTH INSURANCE

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	44.0	49.7	45.2	42.2	44.9	43.6	42.6	44.9	43.5	44.9	43.0	43.7	44.3
Much	24.0	31.0	23.4	22.4	22.1	25.5	23.2	24.5	23.7	23.8	24.2	23.0	24.9
Somewhat	20.0	18.7	21.8	19.8	22.8	18.0	19.4	20.3	19.8	21.1	18.8	20.7	19.4
LESS EXPENSIVE	25.8	17.1	22.1	27.5	30.7	28.4	24.2	23.3	27.2	25.5	26.0	26.3	25.3
Somewhat	17.8	10.6	14.6	18.8	20.8	21.0	16.7	15.5	19.2	17.1	18.6	19.9	15.9
Much	8.0	6.5	7.5	8.7	10.0	7.4	7.5	7.8	8.1	8.4	7.4	6.4	9.4
STAYED THE SAME	24.7	21.8	25.1	26.0	20.0	22.9	29.0	24.8	24.7	23.4	26.3	27.2	22.6
DK/REFUSED	5.5	11.4	7.6	4.4	4.3	5.1	4.2	7.0	4.5	6.2	4.6	2.9	7.8
Net Diff	26.3	39.1	30.6	23.4	24.1	22.6	25.9	29.4	24.3	27.8	24.4	23.8	28.4
Mean	3.36	3.64	3.42	3.30	3.27	3.35	3.36	3.41	3.33	3.37	3.35	3.35	3.37



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85. HEALTH INSURANCE

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	44.0	48.3	43.7	45.2	42.1	54.3	49.3	45.7	36.6	45.6	38.5	44.7	47.7	50.9	44.2	35.3
Much	24.0	25.9	24.2	23.5	23.6	30.5	26.6	19.3	21.6	23.7	22.1	27.2	25.7	29.9	22.7	20.0
Somewhat	20.0	22.5	19.5	21.7	18.5	23.7	22.7	26.4	15.1	21.9	16.4	17.4	22.0	21.0	21.5	15.3
LESS EXPENSIVE	25.8	17.1	26.3	27.7	26.7	21.4	25.6	27.1	27.1	15.1	27.0	28.2	26.3	20.1	26.2	31.6
Somewhat	17.8	10.8	17.8	19.5	18.7	18.7	18.5	21.8	19.7	7.2	17.2	17.4	17.7	14.2	18.6	20.2
Much	8.0	6.3	8.5	8.2	8.0	2.7	7.1	5.3	7.4	7.9	9.8	10.8	8.6	5.9	7.6	11.3
STAYED THE SAME	24.7	23.5	24.9	23.5	26.0	17.6	21.8	25.4	33.7	26.2	27.7	21.7	17.8	22.1	25.0	27.4
DK/REFUSED	5.5	11.0	5.1	3.7	5.3	6.7	3.3	1.8	2.5	13.0	6.7	5.4	8.1	6.9	4.6	5.7
Net Diff	26.3	37.5	25.9	25.7	23.4	35.6	30.8	23.9	17.0	38.4	21.3	27.3	30.1	36.7	25.7	15.1
Mean	3.36	3.57	3.35	3.34	3.33	3.65	3.45	3.33	3.24	3.53	3.25	3.35	3.42	3.59	3.35	3.13



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. HEALTH CARE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	44.7	12.1	22.7	33.2	50.6	54.4	63.9	70.8	69.9	30.9	25.2	40.5	35.1	9.6	25.9	44.3	71.5	80.1	77.5	81.7
Much	23.9	3.5	8.4	16.3	29.1	23.5	35.4	42.0	51.5	12.9	10.9	14.9	18.5	3.4	5.2	23.5	34.3	52.1	51.6	52.3
Somewhat	20.8	8.6	14.3	16.9	21.4	30.9	28.5	28.8	18.4	18.0	14.3	25.7	16.6	6.2	20.7	20.7	37.2	28.1	25.9	29.4
LESS EXPENSIVE	25.2	55.8	42.8	28.4	20.4	14.7	8.0	7.3	19.3	34.0	39.1	24.5	32.6	58.1	31.7	11.0	3.5	2.6	3.6	2.1
Somewhat	16.4	28.6	26.6	20.5	14.5	10.1	6.2	5.7	12.7	21.9	24.3	17.1	22.0	34.3	26.0	8.6	0.7	2.3	2.7	2.1
Much	8.8	27.2	16.2	8.0	5.9	4.6	1.8	1.6	6.6	12.1	14.8	7.3	10.6	23.8	5.7	2.5	2.8	0.3	0.9	0.0
STAYED THE SAME	25.0	26.2	29.0	33.3	26.0	24.1	20.1	16.8	9.4	30.4	30.3	31.1	28.6	29.1	37.7	33.1	22.1	11.2	12.5	10.5
DK/REFUSED	5.1	6.0	5.5	5.0	3.0	6.8	8.0	5.0	1.4	4.8	5.4	3.9	3.8	3.3	4.7	11.6	2.9	6.0	6.4	5.7
Net Diff	28.3	-16.5	-3.9	12.8	36.0	44.3	57.7	65.1	57.2	9.0	0.9	23.4	13.1	-24.8	-0.1	35.7	70.8	77.8	74.8	79.6
Mean	3.36	2.28	2.70	3.14	3.55	3.63	3.97	4.09	3.97	2.98	2.81	3.25	3.11	2.29	2.93	3.61	4.02	4.37	4.33	4.40



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

86. HEALTH CARE

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	900	775	125	100	70	30
MORE EXPENSIVE	44.7	50.6	41.5	44.2	44.0	44.4	43.9	47.8	46.9	48.7	42.7
Much	23.9	27.6	21.4	23.1	24.8	24.2	24.6	21.8	21.2	18.3	27.9
Somewhat	20.8	23.0	20.1	21.1	19.2	20.3	19.3	26.0	25.7	30.3	14.8
LESS EXPENSIVE	25.2	16.8	26.8	28.8	24.0	26.2	28.4	12.7	16.4	21.1	5.5
Somewhat	16.4	10.9	17.7	18.6	15.6	16.9	18.1	9.9	11.5	15.0	3.4
Much	8.8	5.9	9.1	10.2	8.4	9.3	10.3	2.8	4.9	6.1	2.1
STAYED THE SAME	25.0	27.5	26.7	23.0	24.9	25.0	23.4	34.8	25.0	22.2	31.7
DK/REFUSED	5.1	5.1	5.0	4.1	7.1	4.4	4.3	4.7	11.7	8.1	20.1
Net Diff	28.3	39.8	23.8	25.6	28.4	27.5	25.8	37.9	35.4	33.7	39.3
Mean	3.36	3.59	3.28	3.29	3.39	3.35	3.31	3.57	3.53	3.43	3.79



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86. HEALTH CARE

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	44.7	19.1	75.7	14.2	77.0	42.5	10.6	78.2	51.4	46.5	45.9	45.2	43.9	49.7	44.4	47.7	58.2	36.4
Much	23.9	5.9	45.0	4.8	44.8	18.6	2.7	48.8	21.4	20.2	19.6	23.8	21.4	26.7	23.3	28.2	31.8	25.3
Somewhat	20.8	13.2	30.7	9.3	32.1	23.9	7.9	29.4	29.9	26.2	26.3	21.4	22.5	23.0	21.2	19.5	26.4	11.1
LESS EXPENSIVE	25.2	46.5	4.8	48.9	3.6	9.1	53.7	3.3	11.0	11.3	14.0	25.4	26.8	20.5	24.0	25.9	25.9	22.4
Somewhat	16.4	30.3	3.3	30.9	2.7	9.1	33.4	2.2	9.9	10.6	10.8	16.5	16.9	13.5	15.6	18.2	15.4	14.3
Much	8.8	16.2	1.5	18.1	0.9	0.0	20.3	1.1	1.1	0.7	3.3	8.9	9.9	6.9	8.4	7.7	10.5	8.0
STAYED THE SAME	25.0	31.1	14.3	32.6	15.1	34.6	32.1	13.8	31.3	33.7	28.7	24.7	25.2	23.7	27.0	19.0	14.0	30.3
DK/REFUSED	5.1	3.3	5.1	4.2	4.3	13.7	3.6	4.7	6.3	8.5	11.3	4.8	4.2	6.2	4.6	7.5	2.0	10.9
Net Diff	28.3	-11.2	72.4	-16.7	74.3	33.4	-22.8	75.9	41.5	35.8	35.2	28.7	27.0	36.1	28.8	29.5	42.7	22.1
Mean	3.36	2.61	4.21	2.50	4.23	3.60	2.37	4.29	3.65	3.60	3.54	3.36	3.30	3.52	3.37	3.46	3.55	3.35



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86. HEALTH CARE

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	1000	257	743	470	422	107	233	411	148	262	589	
MORE EXPENSIVE	44.7	71.7	35.3	15.5	77.2	44.3	44.1	75.8	82.1	72.3	23.0	
Much	23.9	43.0	17.3	4.0	46.1	23.5	19.2	44.1	58.8	35.8	9.8	
Somewhat	20.8	28.7	18.1	11.5	31.2	20.7	24.9	31.7	23.3	36.4	13.2	
LESS EXPENSIVE	25.2	8.0	31.2	48.4	2.9	11.0	12.4	4.6	5.8	3.9	39.6	
Somewhat	16.4	4.8	20.4	31.3	1.8	8.6	10.6	3.0	3.1	2.9	25.7	
Much	8.8	3.1	10.8	17.1	1.2	2.5	1.9	1.6	2.7	1.0	13.8	
STAYED THE SAME	25.0	16.7	27.9	32.2	14.9	33.1	34.7	15.6	9.1	19.2	31.6	
DK/REFUSED	5.1	3.7	5.6	3.8	4.9	11.6	8.8	4.0	3.0	4.6	5.9	
Net Diff	28.3	66.8	14.9	-15.7	75.5	35.7	33.5	72.8	79.0	69.4	-2.8	
Mean	3.36	4.08	3.11	2.52	4.25	3.61	3.54	4.18	4.36	4.08	2.78	





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86. HEALTH CARE

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	44.7	14.0	74.3	15.1	73.1	45.3	19.7	73.0	48.1	10.3	73.3	43.0
Much	23.9	4.2	44.2	4.8	44.6	21.0	4.9	40.9	21.4	4.7	47.6	20.7
Somewhat	20.8	9.8	30.1	10.3	28.5	24.3	14.8	32.1	26.8	5.7	25.7	22.3
LESS EXPENSIVE	25.2	50.0	4.4	49.2	6.5	18.7	41.3	6.3	18.6	57.4	6.7	18.7
Somewhat	16.4	31.3	3.7	31.1	4.5	12.9	27.4	4.7	16.4	35.1	4.4	9.9
Much	8.8	18.7	0.8	18.0	2.0	5.8	14.0	1.6	2.2	22.3	2.3	8.8
STAYED THE SAME	25.0	32.0	16.6	32.2	14.8	29.4	37.7	15.2	28.8	26.3	14.5	30.0
DK/REFUSED	5.1	4.0	4.7	3.5	5.6	6.6	1.3	5.6	4.5	5.9	5.6	8.3
Net Diff	28.3	-17.4	70.6	-16.0	68.6	32.5	-7.7	68.3	31.7	-24.8	68.9	33.1
Mean	3.36	2.47	4.19	2.51	4.16	3.45	2.69	4.12	3.51	2.31	4.19	3.39



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86. HEALTH CARE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	44.7	72.3	75.5	70.4	50.4	20.0	15.4	18.0	37.5	18.5	12.7	76.0	70.8	60.7	68.4	48.8	21.4
Much	23.9	45.2	52.4	41.1	23.7	7.2	8.1	7.6	23.4	6.0	3.2	48.2	36.4	50.5	39.6	21.8	7.0
Somewhat	20.8	27.0	23.1	29.3	26.7	12.9	7.3	10.4	14.1	12.6	9.5	27.8	34.4	10.1	28.8	27.0	14.4
LESS EXPENSIVE	25.2	6.5	4.6	7.6	18.5	36.2	58.4	46.0	34.7	46.8	50.8	4.1	8.0	18.4	5.7	14.6	37.7
Somewhat	16.4	4.3	2.8	5.2	13.9	27.3	28.9	28.0	21.6	34.1	31.1	2.6	5.9	13.7	5.7	11.5	21.1
Much	8.8	2.1	1.8	2.4	4.6	8.9	29.5	17.9	13.1	12.7	19.7	1.6	2.1	4.7	0.0	3.1	16.5
STAYED THE SAME	25.0	15.8	14.4	16.7	24.6	40.3	22.4	32.4	27.8	30.7	32.9	13.8	15.1	20.9	21.2	29.0	35.9
DK/REFUSED	5.1	5.5	5.6	5.4	6.4	3.4	3.9	3.6	0.0	4.0	3.7	6.1	6.1	0.0	4.8	7.6	5.1
Net Diff	28.3	67.9	72.7	65.1	36.5	-7.3	-13.5	-10.0	15.9	-15.6	-18.4	73.4	64.9	46.9	62.7	37.3	0.3
Mean	3.36	4.15	4.29	4.07	3.54	2.82	2.33	2.60	3.13	2.64	2.43	4.26	4.03	3.88	4.07	3.57	2.73



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86. HEALTH CARE

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	44.7	73.7	44.3	12.9	42.6	42.1	47.4	41.5	44.1	42.6	47.0	52.9	40.3	33.4	42.7	53.7
Much	23.9	44.3	17.3	3.2	18.6	23.1	33.4	21.9	22.7	19.8	28.1	35.3	20.1	15.2	20.5	32.6
Somewhat	20.8	29.4	27.0	9.6	24.0	19.0	14.0	19.6	21.5	22.9	18.9	17.6	20.2	18.2	22.2	21.1
LESS EXPENSIVE	25.2	5.3	15.2	49.9	19.4	28.6	14.8	30.2	24.8	25.4	23.7	23.6	32.7	35.0	25.7	15.1
Somewhat	16.4	3.7	9.3	32.3	15.5	21.6	8.6	23.1	15.6	15.6	15.4	15.6	21.6	25.1	15.5	10.3
Much	8.8	1.6	5.9	17.6	3.9	7.0	6.3	7.1	9.2	9.7	8.3	7.9	11.2	9.8	10.3	4.8
STAYED THE SAME	25.0	16.3	30.8	33.0	32.0	26.0	37.8	24.6	25.6	26.5	23.9	18.6	22.4	26.9	28.0	24.0
DK/REFUSED	5.1	4.8	9.8	4.2	6.0	3.3	0.0	3.7	5.5	5.5	5.4	4.9	4.5	4.8	3.5	7.2
Net Diff	28.3	70.0	35.0	-19.5	27.0	20.5	38.8	18.3	28.6	27.0	31.5	37.3	18.8	8.3	27.3	43.5
Mean	3.36	4.17	3.45	2.46	3.40	3.31	3.60	3.27	3.35	3.29	3.45	3.60	3.17	3.04	3.28	3.72



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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86. HEALTH CARE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	44.7	47.3	39.3	40.2	37.6	50.1	38.3	45.3	40.6	39.0	56.7	53.6	68.4	40.4	42.8	35.3	50.6	55.6	60.8	74.7
Much	23.9	25.7	20.3	21.1	18.5	24.9	16.4	26.2	25.1	20.3	31.5	33.4	33.3	26.3	20.3	20.3	33.2	33.6	18.3	45.9
Somewhat	20.8	21.7	19.0	19.0	19.1	25.2	21.9	19.1	15.5	18.7	25.2	20.2	35.1	14.0	22.5	15.0	17.4	22.1	42.5	28.9
LESS EXPENSIVE	25.2	24.3	27.1	26.6	28.1	22.2	25.0	25.8	29.6	30.8	13.3	16.8	7.4	14.9	27.5	34.0	20.2	14.7	7.5	7.3
Somewhat	16.4	16.0	17.1	16.1	19.2	17.1	16.1	15.3	18.3	20.0	8.8	12.4	6.5	5.3	19.8	20.2	12.8	12.2	7.5	5.7
Much	8.8	8.2	10.0	10.5	8.9	5.2	8.9	10.5	11.3	10.8	4.5	4.4	0.8	9.6	7.8	13.8	7.4	2.4	0.0	1.5
STAYED THE SAME	25.0	22.1	30.8	30.5	31.5	22.0	36.3	22.2	24.0	25.4	24.1	24.2	18.1	36.9	27.5	23.4	23.5	24.7	22.5	14.4
DK/REFUSED	5.1	6.3	2.8	2.8	2.9	5.6	0.5	6.8	5.7	4.7	6.0	5.3	6.2	7.8	2.1	7.3	5.7	5.0	9.2	3.7
Net Diff	28.3	31.3	22.3	24.1	18.4	33.0	22.2	30.0	22.4	19.1	47.9	41.2	61.8	35.0	23.1	15.1	37.8	43.4	53.4	69.0
Mean	3.36	3.43	3.23	3.25	3.20	3.50	3.21	3.38	3.26	3.19	3.75	3.70	4.00	3.46	3.28	3.08	3.60	3.76	3.79	4.16



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86. HEALTH CARE

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	44.7	49.2	42.9	42.2	46.6	45.2	44.3	43.9	45.1	44.7	44.7	45.5	44.0
Much	23.9	27.5	25.2	25.0	24.8	21.9	22.4	25.6	22.8	25.3	22.2	21.6	25.9
Somewhat	20.8	21.7	17.7	17.2	21.7	23.3	21.9	18.4	22.3	19.3	22.5	23.9	18.1
LESS EXPENSIVE	25.2	16.7	25.6	28.1	28.1	25.8	23.6	24.8	25.5	25.8	24.6	23.3	26.9
Somewhat	16.4	9.7	17.5	18.8	17.1	18.8	14.0	16.4	16.4	16.6	16.1	16.7	16.1
Much	8.8	7.0	8.1	9.3	11.0	7.0	9.6	8.4	9.1	9.1	8.4	6.6	10.8
STAYED THE SAME	25.0	24.1	25.3	25.5	20.9	24.0	28.1	25.1	24.9	23.9	26.3	27.6	22.7
DK/REFUSED	5.1	10.1	6.2	4.3	4.4	5.1	4.0	6.2	4.5	5.7	4.5	3.6	6.5
Net Diff	28.3	39.5	25.4	23.4	29.4	26.4	30.2	27.5	28.8	28.1	28.5	28.8	27.9
Mean	3.36	3.59	3.37	3.31	3.34	3.36	3.35	3.39	3.35	3.37	3.35	3.39	3.34



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. HEALTH CARE

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	44.7	47.0	42.6	47.3	43.5	51.2	48.7	48.1	40.6	45.1	36.9	46.7	46.5	52.5	44.0	36.9
Much	23.9	26.9	25.3	23.4	22.3	20.5	27.2	19.6	19.5	29.9	23.5	26.8	25.2	29.3	23.0	19.5
Somewhat	20.8	20.1	17.3	23.9	21.2	30.8	21.4	28.5	21.1	15.2	13.5	19.9	21.3	23.3	21.0	17.4
LESS EXPENSIVE	25.2	22.1	25.8	26.2	25.0	18.1	22.8	24.4	23.9	23.9	28.7	27.8	26.1	18.4	26.0	31.4
Somewhat	16.4	13.8	17.4	16.8	16.2	18.1	16.5	17.0	16.3	11.9	18.2	16.6	16.0	13.4	16.8	19.0
Much	8.8	8.3	8.4	9.4	8.8	0.0	6.2	7.4	7.6	12.0	10.4	11.2	10.1	4.9	9.3	12.4
STAYED THE SAME	25.0	22.5	26.1	23.5	26.1	24.9	23.7	25.7	32.0	21.4	28.4	21.6	19.9	22.9	25.7	26.0
DK/REFUSED	5.1	8.4	5.4	2.9	5.4	5.8	4.9	1.8	3.5	9.6	6.0	3.9	7.4	6.2	4.3	5.7
Net Diff	28.3	33.2	25.2	30.5	27.3	33.2	32.1	31.1	24.2	33.2	18.7	30.1	30.5	39.1	27.2	17.9
Mean	3.36	3.48	3.36	3.36	3.34	3.57	3.49	3.36	3.30	3.43	3.23	3.36	3.38	3.62	3.33	3.13



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87. FOOD AND GROCERIES

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	43.0	9.1	19.1	34.0	47.0	57.9	60.8	68.0	65.2	30.0	23.6	39.9	37.2	9.1	23.9	45.6	69.4	76.5	77.8	75.7
Much	22.2	0.9	8.7	17.4	24.5	27.7	35.9	34.9	38.4	13.5	10.9	16.4	19.8	3.5	6.3	23.4	35.9	44.5	46.3	43.5
Somewhat	20.8	8.2	10.4	16.6	22.6	30.3	24.8	33.1	26.9	16.5	12.7	23.5	17.3	5.6	17.6	22.2	33.5	32.0	31.5	32.2
LESS EXPENSIVE	36.6	77.5	64.4	43.5	32.3	17.0	13.0	11.9	20.7	49.2	57.9	35.4	40.8	76.5	52.3	23.8	7.5	4.0	3.9	4.0
Somewhat	21.0	31.2	34.9	27.2	21.2	11.7	8.9	7.6	13.0	27.7	30.7	23.0	24.3	38.6	33.6	17.4	5.4	3.7	3.9	3.5
Much	15.6	46.3	29.5	16.3	11.1	5.3	4.1	4.3	7.8	21.6	27.2	12.4	16.4	37.9	18.7	6.4	2.2	0.3	0.0	0.5
STAYED THE SAME	16.3	8.9	14.4	20.4	17.0	17.3	17.2	17.7	12.7	17.3	15.9	19.6	18.3	13.3	20.4	19.6	20.2	13.8	11.9	15.0
DK/REFUSED	4.1	4.6	2.0	2.0	3.7	7.7	9.0	2.4	1.4	3.5	2.5	5.1	3.8	1.1	3.4	11.0	2.9	5.7	6.4	5.3
Net Diff	22.1	-22.1	-15.8	6.8	25.8	46.2	51.9	60.4	52.3	2.3	-7.1	16.9	12.8	-29.5	-9.7	28.3	64.0	72.8	73.9	72.2
Mean	3.14	1.81	2.32	2.91	3.29	3.68	3.88	3.89	3.76	2.72	2.48	3.09	3.00	1.97	2.58	3.44	3.98	4.24	4.28	4.21



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87. FOOD AND GROCERIES

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	900	775	125	100	70	30
MORE EXPENSIVE	43.0	45.3	42.9	41.7	43.6	41.8	40.9	47.1	54.0	53.9	54.3
Much	22.2	27.0	21.2	21.4	20.8	21.9	22.3	20.0	24.6	24.8	24.3
Somewhat	20.8	18.3	21.7	20.3	22.7	19.8	18.7	27.1	29.4	29.1	30.0
LESS EXPENSIVE	36.6	30.2	40.3	39.7	32.2	38.6	40.0	29.6	18.7	20.7	14.1
Somewhat	21.0	17.2	25.5	20.5	20.1	21.6	21.4	22.8	15.4	17.4	10.7
Much	15.6	13.0	14.8	19.3	12.1	17.0	18.6	6.9	3.4	3.4	3.4
STAYED THE SAME	16.3	19.9	14.9	15.3	16.8	16.2	16.0	17.5	17.2	19.6	11.5
DK/REFUSED	4.1	4.6	1.9	3.3	7.4	3.4	3.0	5.8	10.0	5.7	20.1
Net Diff	22.1	28.1	17.4	21.3	23.4	20.2	19.5	24.3	38.6	36.5	43.6
Mean	3.14	3.30	3.09	3.04	3.22	3.08	3.05	3.32	3.63	3.58	3.76





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87. FOOD AND GROCERIES

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	43.0	17.7	70.6	14.0	72.9	45.1	10.5	73.9	50.9	46.5	45.7	43.0	42.9	43.6	41.0	50.8	53.2	43.4
Much	22.2	6.9	38.9	5.5	40.2	19.3	4.0	42.4	21.3	21.1	21.1	22.1	20.7	22.9	19.7	30.8	25.4	23.3
Somewhat	20.8	10.8	31.8	8.5	32.7	25.8	6.5	31.5	29.6	25.4	24.6	20.8	22.1	20.7	21.3	20.0	27.8	20.1
LESS EXPENSIVE	36.6	64.8	6.5	69.7	5.5	18.8	74.8	4.0	23.2	26.8	25.2	37.0	38.0	29.8	38.1	33.7	32.5	28.9
Somewhat	21.0	35.2	4.6	38.0	4.4	14.5	38.9	3.0	18.0	22.8	20.7	21.3	19.0	21.9	25.2	21.5	14.4	15.6
Much	15.6	29.6	1.8	31.7	1.1	4.3	35.8	1.1	5.2	4.0	4.5	15.8	19.0	7.9	12.9	12.1	18.1	13.2
STAYED THE SAME	16.3	15.2	18.2	14.2	17.4	21.8	13.3	17.6	21.0	20.9	16.4	16.2	15.9	21.9	18.5	8.4	12.3	17.7
DK/REFUSED	4.1	2.3	4.7	2.1	4.2	14.2	1.4	4.5	4.8	5.9	12.6	3.7	3.2	4.7	2.4	7.1	2.0	9.9
Net Diff	22.1	-17.5	66.0	-24.0	68.5	30.6	-28.4	71.0	32.9	23.7	25.0	21.7	23.9	21.7	15.8	29.3	38.8	27.8
Mean	3.14	2.28	4.06	2.16	4.11	3.48	2.03	4.16	3.46	3.39	3.42	3.13	3.07	3.30	3.10	3.39	3.29	3.27



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87. FOOD AND GROCERIES

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	43.0	69.0	34.0	14.5	74.1	45.6	44.6	72.4	77.7	69.4	22.5
Much	22.2	36.7	17.2	4.5	41.6	23.4	20.9	39.4	54.6	30.9	10.2
Somewhat	20.8	32.2	16.8	10.0	32.5	22.2	23.7	33.0	23.1	38.5	12.3
LESS EXPENSIVE	36.6	8.2	46.4	67.7	5.2	23.8	24.2	6.7	5.0	7.6	57.4
Somewhat	21.0	5.0	26.5	36.8	4.2	17.4	19.0	5.0	2.3	6.4	32.1
Much	15.6	3.2	19.9	30.9	0.9	6.4	5.2	1.7	2.7	1.2	25.3
STAYED THE SAME	16.3	19.4	15.3	15.9	16.0	19.6	21.9	17.0	14.7	18.4	15.8
DK/REFUSED	4.1	3.5	4.3	1.9	4.8	11.0	9.2	3.9	2.6	4.6	4.2
Net Diff	22.1	64.0	7.5	-22.3	69.8	28.3	25.6	67.4	75.4	63.0	-9.6
Mean	3.14	3.98	2.84	2.19	4.15	3.44	3.40	4.08	4.28	3.96	2.48



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87. FOOD AND GROCERIES

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	43.0	13.3	70.9	15.4	71.7	40.6	17.7	71.5	42.6	13.1	71.9	38.9
Much	22.2	4.8	38.2	5.7	41.1	18.5	4.4	36.8	17.9	7.0	44.5	19.0
Somewhat	20.8	8.5	32.7	9.8	30.6	22.1	13.3	34.7	24.7	6.0	27.4	19.9
LESS EXPENSIVE	36.6	69.2	8.2	67.7	8.5	33.3	63.9	7.8	33.1	71.7	9.0	33.6
Somewhat	21.0	37.4	6.1	36.9	5.1	21.4	36.9	4.9	21.6	36.8	5.2	21.3
Much	15.6	31.8	2.1	30.8	3.4	11.9	27.0	2.9	11.5	34.9	3.8	12.3
STAYED THE SAME	16.3	14.8	16.8	14.3	15.3	20.5	16.4	16.0	20.2	12.2	14.7	20.7
DK/REFUSED	4.1	2.8	4.1	2.6	4.5	5.6	2.0	4.7	4.1	3.1	4.4	6.8
Net Diff	22.1	-24.1	64.8	-21.4	66.7	19.2	-19.2	66.6	21.0	-23.7	66.7	17.6
Mean	3.14	2.15	4.03	2.21	4.06	3.15	2.30	4.03	3.17	2.11	4.08	3.13



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87. FOOD AND GROCERIES

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	43.0	72.9	80.0	68.8	46.3	18.2	15.2	16.9	61.5	20.5	11.0	74.3	66.6	73.1	71.0	42.3	16.6
Much	22.2	41.8	55.4	33.9	21.2	7.0	9.4	8.0	31.3	7.2	3.5	43.7	31.4	60.0	36.8	19.5	3.9
Somewhat	20.8	31.1	24.6	34.9	25.1	11.2	5.8	8.8	30.2	13.3	7.5	30.6	35.1	13.1	34.3	22.7	12.7
LESS EXPENSIVE	36.6	6.1	4.0	7.3	30.0	59.3	75.4	66.4	29.3	56.9	73.0	3.9	15.5	15.3	6.7	29.4	60.9
Somewhat	21.0	4.2	3.1	4.8	20.2	37.3	31.1	34.6	16.0	36.9	38.3	3.2	9.1	3.2	4.3	21.3	32.7
Much	15.6	1.9	0.9	2.4	9.8	21.9	44.2	31.7	13.3	20.1	34.6	0.8	6.3	12.1	2.4	8.1	28.2
STAYED THE SAME	16.3	15.8	11.4	18.3	18.7	19.7	8.0	14.5	9.2	18.4	13.7	16.0	14.8	11.6	17.4	21.6	19.6
DK/REFUSED	4.1	5.3	4.7	5.6	5.1	2.9	1.4	2.2	0.0	4.2	2.3	5.8	3.2	0.0	4.9	6.8	2.8
Net Diff	22.1	68.7	76.8	64.0	26.1	-19.2	-15.9	-17.7	45.6	-16.4	-27.4	71.1	57.4	69.9	66.8	20.9	-16.1
Mean	3.14	4.13	4.37	3.99	3.29	2.42	2.04	2.25	3.50	2.48	2.05	4.20	3.79	4.06	4.04	3.26	2.29



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87. FOOD AND GROCERIES

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	43.0	71.1	43.0	12.1	39.6	40.9	47.1	40.2	42.1	39.1	47.8	53.5	38.4	35.4	37.2	54.2
Much	22.2	40.0	17.7	3.8	17.1	18.9	26.2	18.0	21.6	17.3	29.6	32.4	17.9	17.9	18.6	32.1
Somewhat	20.8	31.1	25.3	8.2	22.5	22.1	20.9	22.2	20.5	21.8	18.2	21.1	20.5	17.5	18.6	22.1
LESS EXPENSIVE	36.6	8.7	31.2	68.8	34.7	36.8	24.4	38.3	37.1	38.4	34.8	31.4	42.7	46.8	40.8	25.2
Somewhat	21.0	6.2	20.4	37.4	24.2	22.8	0.0	25.5	20.7	22.2	17.9	20.4	23.2	26.1	24.6	14.5
Much	15.6	2.6	10.7	31.4	10.5	14.0	24.4	12.8	16.4	16.2	16.9	11.1	19.5	20.7	16.2	10.7
STAYED THE SAME	16.3	16.1	17.2	16.3	20.4	19.6	28.4	18.5	16.6	18.9	12.3	9.3	15.8	13.2	19.6	14.2
DK/REFUSED	4.1	4.0	8.7	2.9	5.3	2.7	0.0	3.0	4.1	3.6	5.2	5.8	3.1	4.6	2.3	6.4
Net Diff	22.1	65.0	22.6	-25.3	15.4	18.2	47.1	14.7	21.4	16.9	29.9	33.1	15.2	9.3	12.6	39.7
Mean	3.14	4.04	3.21	2.13	3.12	3.09	3.24	3.07	3.11	3.02	3.27	3.46	2.94	2.85	2.99	3.54



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87. FOOD AND GROCERIES

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	43.0	46.5	36.1	36.4	35.4	48.3	34.1	45.1	38.6	37.2	55.4	53.3	65.9	39.5	38.6	35.8	51.4	54.5	60.0	70.9
Much	22.2	25.4	15.8	17.3	12.5	22.9	13.2	27.3	19.0	18.0	31.1	33.7	33.6	18.9	17.0	18.9	26.5	38.3	24.0	41.7
Somewhat	20.8	21.1	20.3	19.1	22.9	25.5	20.9	17.7	19.5	19.2	24.3	19.6	32.3	20.5	21.5	16.9	24.8	16.2	36.0	29.2
LESS EXPENSIVE	36.6	34.5	40.7	40.0	42.1	33.5	41.2	35.2	40.2	44.0	20.7	25.2	10.6	30.6	42.6	45.5	30.3	22.0	11.1	10.1
Somewhat	21.0	19.5	23.9	23.4	25.0	20.0	24.7	19.1	22.9	24.1	14.2	21.0	7.4	18.1	24.5	23.8	23.3	19.5	9.5	5.7
Much	15.6	15.0	16.8	16.6	17.2	13.5	16.4	16.2	17.3	19.9	6.5	4.2	3.2	12.5	18.1	21.7	7.0	2.4	1.7	4.4
STAYED THE SAME	16.3	14.1	20.7	20.9	20.5	12.8	24.1	15.1	16.7	15.7	17.7	16.2	16.9	21.8	17.6	13.8	14.4	17.4	14.6	18.9
DK/REFUSED	4.1	4.9	2.4	2.7	2.0	5.3	0.7	4.6	4.6	3.1	6.2	5.3	6.6	8.1	1.3	4.9	4.0	6.1	14.3	0.0
Net Diff	22.1	27.0	12.2	13.0	10.4	28.3	9.4	26.0	15.7	13.0	41.2	32.3	58.5	21.4	14.1	12.1	28.1	35.0	50.5	65.2
Mean	3.14	3.24	2.94	2.97	2.88	3.26	2.90	3.22	3.00	2.91	3.63	3.61	3.92	3.17	2.95	2.87	3.42	3.73	3.83	3.98



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

87. FOOD AND GROCERIES

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	43.0	55.0	46.9	43.6	41.5	41.3	39.0	47.2	40.4	45.5	40.1	42.7	43.2
Much	22.2	31.9	24.3	23.8	19.2	21.5	19.6	25.6	20.1	23.7	20.4	19.1	25.0
Somewhat	20.8	23.1	22.6	19.9	22.4	19.9	19.5	21.6	20.3	21.8	19.6	23.7	18.3
LESS EXPENSIVE	36.6	20.1	32.7	38.0	40.4	37.5	39.8	32.3	39.2	34.7	38.8	36.5	36.6
Somewhat	21.0	12.0	17.5	17.7	23.1	21.3	26.0	16.5	23.7	18.4	23.9	21.9	20.1
Much	15.6	8.1	15.2	20.3	17.3	16.2	13.8	15.9	15.5	16.3	14.9	14.6	16.5
STAYED THE SAME	16.3	16.0	14.0	15.4	14.6	16.4	19.3	15.0	17.2	14.9	18.0	17.2	15.5
DK/REFUSED	4.1	8.9	6.4	3.0	3.5	4.8	1.9	5.5	3.2	4.9	3.1	3.5	4.6
Net Diff	22.1	43.1	29.4	25.9	18.4	20.1	13.0	30.8	16.7	27.1	16.1	20.9	23.1
Mean	3.14	3.64	3.25	3.09	3.03	3.10	3.05	3.26	3.06	3.19	3.07	3.11	3.16



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. FOOD AND GROCERIES

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	43.0	54.0	44.3	43.8	38.1	63.5	49.8	43.2	33.9	49.7	39.1	44.3	42.6	53.0	41.7	34.1
Much	22.2	29.4	24.3	20.8	19.5	37.5	22.2	15.2	16.0	25.8	26.3	25.8	23.1	26.6	22.4	16.4
Somewhat	20.8	24.6	20.0	23.0	18.6	26.0	27.7	28.0	17.8	24.0	12.9	18.5	19.5	26.4	19.3	17.7
LESS EXPENSIVE	36.6	22.3	36.7	38.7	39.5	13.2	32.6	40.7	40.8	26.4	40.4	37.0	38.1	26.7	36.7	48.1
Somewhat	21.0	14.4	17.6	22.6	24.1	7.5	16.9	27.2	24.4	17.5	18.3	18.6	23.8	17.8	20.3	26.2
Much	15.6	7.9	19.0	16.1	15.4	5.7	15.7	13.6	16.4	8.9	22.2	18.4	14.3	8.9	16.4	21.9
STAYED THE SAME	16.3	15.8	14.4	14.7	18.9	16.5	12.7	15.4	21.5	15.5	16.0	14.1	16.3	15.5	18.4	12.6
DK/REFUSED	4.1	7.9	4.6	2.8	3.5	6.7	4.9	0.7	3.8	8.4	4.4	4.6	3.1	4.9	3.2	5.2
Net Diff	22.1	39.6	26.7	21.1	14.0	56.0	32.9	16.0	9.5	32.2	20.9	25.7	18.8	35.2	21.4	7.9
Mean	3.14	3.58	3.13	3.10	3.03	3.88	3.25	3.04	2.92	3.44	3.03	3.15	3.14	3.46	3.11	2.80





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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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88. CLOTHING

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	36.7	6.6	17.8	28.6	39.7	47.0	53.7	59.1	56.8	25.4	20.3	32.2	34.1	7.8	22.0	34.9	59.0	65.8	66.3	65.6
Much	17.1	0.0	7.9	15.2	18.9	18.4	25.1	30.1	29.1	9.6	9.5	9.4	10.8	1.8	4.9	11.7	30.1	36.3	38.5	35.0
Somewhat	19.6	6.6	9.9	13.5	20.9	28.6	28.5	29.1	27.7	15.8	10.8	22.8	23.4	6.1	17.1	23.2	28.9	29.6	27.8	30.6
LESS EXPENSIVE	29.5	66.9	52.0	33.1	25.3	16.4	7.8	4.9	20.6	40.0	46.7	29.7	32.4	65.2	39.6	13.3	7.9	2.3	3.2	1.7
Somewhat	19.7	35.4	33.9	24.0	18.3	14.0	6.1	0.0	14.4	26.9	29.8	23.6	20.8	39.7	32.9	10.6	5.2	1.0	0.9	1.0
Much	9.8	31.5	18.1	9.2	7.0	2.4	1.7	4.9	6.2	13.1	16.9	6.1	11.7	25.5	6.7	2.7	2.7	1.3	2.3	0.7
STAYED THE SAME	28.1	19.6	27.6	33.1	30.7	26.7	30.7	29.5	18.3	29.5	28.4	32.5	27.6	24.2	34.6	37.0	29.0	24.3	21.2	26.1
DK/REFUSED	5.8	6.8	2.7	5.1	4.3	9.9	7.8	6.5	4.2	5.1	4.6	5.7	5.8	2.7	3.8	14.9	4.1	7.6	9.4	6.6
Net Diff	17.0	-28.8	-16.1	4.6	21.4	33.0	47.6	59.1	42.4	-1.6	-9.5	8.6	13.4	-31.9	-11.0	24.2	53.8	64.8	65.3	64.6
Mean	3.15	2.01	2.54	3.02	3.28	3.52	3.75	3.85	3.62	2.81	2.64	3.06	3.01	2.17	2.80	3.36	3.82	4.07	4.09	4.05



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88. CLOTHING

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	900	775	125	100	70	30
MORE EXPENSIVE	36.7	38.8	36.0	35.8	37.2	35.9	36.3	33.1	44.2	47.7	35.9
Much	17.1	19.1	14.2	17.3	18.0	17.0	17.7	12.5	17.9	19.1	15.2
Somewhat	19.6	19.6	21.8	18.5	19.3	18.9	18.6	20.6	26.2	28.5	20.8
LESS EXPENSIVE	29.5	23.8	32.2	32.6	25.6	31.3	33.0	20.5	13.3	15.0	9.5
Somewhat	19.7	15.9	21.9	22.0	16.4	20.9	21.6	16.2	9.1	11.8	2.7
Much	9.8	7.9	10.3	10.6	9.2	10.4	11.4	4.4	4.3	3.2	6.8
STAYED THE SAME	28.1	30.5	27.9	27.0	28.3	27.8	25.7	40.6	30.5	29.9	31.9
DK/REFUSED	5.8	7.0	3.9	4.6	8.9	5.1	5.0	5.8	12.0	7.4	22.7
Net Diff	17.0	22.9	14.1	13.9	20.9	15.0	14.7	16.9	35.1	35.9	33.2
Mean	3.15	3.28	3.08	3.10	3.22	3.12	3.10	3.22	3.51	3.53	3.45



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88. CLOTHING

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	36.7	14.6	61.2	13.0	61.1	38.5	9.9	62.7	41.0	40.0	40.6	36.8	37.5	35.6	36.4	42.4	42.4	34.7
Much	17.1	4.8	30.8	3.5	31.8	14.1	2.8	34.2	14.4	13.9	14.5	16.8	14.5	14.8	17.8	24.5	20.8	21.5
Somewhat	19.6	9.8	30.4	9.5	29.3	24.4	7.1	28.5	26.6	26.1	26.1	20.0	23.0	20.8	18.5	17.8	21.6	13.1
LESS EXPENSIVE	29.5	53.8	4.7	57.1	3.9	12.6	61.8	3.2	17.2	18.5	16.6	29.6	30.6	20.4	31.1	28.6	24.4	26.4
Somewhat	19.7	35.8	2.9	37.9	2.7	9.1	40.0	2.4	14.1	15.9	11.5	19.8	19.9	15.1	21.2	19.1	14.0	18.3
Much	9.8	18.0	1.8	19.2	1.2	3.5	21.8	0.8	3.2	2.6	5.0	9.9	10.7	5.3	9.8	9.5	10.5	8.1
STAYED THE SAME	28.1	28.6	26.6	26.5	28.7	33.1	25.6	27.9	32.2	28.2	32.5	28.1	27.3	36.9	28.1	22.0	27.4	27.7
DK/REFUSED	5.8	3.0	7.5	3.4	6.3	15.7	2.7	6.3	9.5	13.3	10.3	5.4	4.6	7.2	4.5	7.0	5.7	11.3
Net Diff	17.0	-21.2	58.3	-24.9	58.4	29.5	-30.1	60.4	26.9	24.1	29.1	17.0	17.6	20.5	15.1	23.2	28.4	16.4
Mean	3.15	2.46	3.92	2.38	3.94	3.43	2.27	3.99	3.39	3.38	3.37	3.15	3.11	3.27	3.14	3.31	3.30	3.24



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88. CLOTHING

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	1000	257	743	470	422	107	233	411	148	262	589	
MORE EXPENSIVE	36.7	60.2	28.5	13.0	63.5	34.9	36.3	61.9	71.5	56.5	19.1	
Much	17.1	31.9	11.9	2.9	34.2	11.7	12.5	31.4	48.4	21.7	7.1	
Somewhat	19.6	28.3	16.6	10.1	29.3	23.2	23.8	30.5	23.0	34.8	12.0	
LESS EXPENSIVE	29.5	6.9	37.3	55.8	4.2	13.3	15.4	5.0	3.4	5.9	46.5	
Somewhat	19.7	4.1	25.1	37.2	2.4	10.6	13.3	3.4	1.3	4.6	31.0	
Much	9.8	2.8	12.2	18.6	1.7	2.7	2.1	1.6	2.1	1.4	15.4	
STAYED THE SAME	28.1	28.3	28.0	28.0	25.9	37.0	37.0	26.9	19.9	30.9	28.9	
DK/REFUSED	5.8	4.6	6.2	3.1	6.4	14.9	11.3	6.1	5.2	6.7	5.5	
Net Diff	17.0	56.2	3.4	-24.2	61.1	24.2	23.0	58.5	70.1	51.9	-11.9	
Mean	3.15	3.86	2.90	2.40	3.98	3.36	3.35	3.92	4.21	3.76	2.62	



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88. CLOTHING

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	36.7	11.9	59.5	13.3	60.4	35.6	15.8	59.9	36.4	10.7	60.8	34.9
Much	17.1	3.8	30.4	3.6	33.4	12.7	2.8	30.9	10.8	4.5	35.2	14.3
Somewhat	19.6	8.1	29.1	9.7	27.0	22.9	12.9	28.9	25.5	6.3	25.5	20.6
LESS EXPENSIVE	29.5	56.8	5.5	54.3	7.5	26.3	52.9	6.4	26.2	55.8	8.3	26.3
Somewhat	19.7	37.5	3.9	35.1	4.2	20.1	34.8	4.8	23.8	35.5	3.8	17.0
Much	9.8	19.3	1.5	19.2	3.2	6.1	18.1	1.6	2.4	20.3	4.5	9.3
STAYED THE SAME	28.1	27.2	28.6	28.7	25.3	31.1	28.9	27.2	32.0	28.5	23.8	30.4
DK/REFUSED	5.8	4.1	6.4	3.7	6.9	7.0	2.5	6.6	5.4	4.9	7.1	8.4
Net Diff	17.0	-25.6	55.6	-21.8	56.1	15.4	-19.1	55.1	12.5	-24.7	57.0	17.9
Mean	3.15	2.37	3.89	2.41	3.89	3.17	2.46	3.89	3.20	2.36	3.90	3.15



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88. CLOTHING

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	36.7	60.6	67.7	56.5	41.0	14.0	14.2	14.1	34.2	21.0	10.0	62.1	57.1	60.6	65.5	37.7	10.7
Much	17.1	30.6	44.9	22.3	17.3	5.3	7.8	6.4	18.0	5.2	2.3	32.8	30.0	50.9	24.8	13.0	3.9
Somewhat	19.6	30.0	22.8	34.2	23.8	8.7	6.5	7.7	16.2	15.8	7.7	29.3	27.1	9.7	40.6	24.6	6.8
LESS EXPENSIVE	29.5	6.6	4.2	8.1	21.4	46.2	65.4	54.7	34.7	43.9	58.2	5.0	10.3	15.3	2.4	20.2	57.4
Somewhat	19.7	4.0	2.1	5.1	16.9	34.2	34.7	34.4	21.4	33.4	36.5	2.8	6.4	7.1	2.4	17.7	37.9
Much	9.8	2.7	2.1	3.0	4.5	12.0	30.7	20.2	13.3	10.4	21.7	2.2	4.0	8.2	0.0	2.5	19.5
STAYED THE SAME	28.1	24.7	22.4	26.0	30.7	37.1	16.9	28.2	31.1	28.9	28.5	24.5	26.9	24.1	22.6	34.1	29.1
DK/REFUSED	5.8	8.0	5.7	9.3	6.9	2.7	3.4	3.0	0.0	6.2	3.3	8.4	5.6	0.0	9.5	8.0	2.8
Net Diff	17.0	56.7	65.6	51.4	24.1	-20.2	-20.5	-20.3	12.8	-12.4	-26.5	59.3	50.7	53.5	63.1	20.0	-27.2
Mean	3.15	3.89	4.13	3.75	3.35	2.60	2.23	2.44	3.04	2.70	2.30	3.96	3.77	3.88	3.97	3.30	2.36



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88. CLOTHING

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 PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	36.7	60.6	32.8	11.4	33.0	37.1	53.2	35.2	35.3	33.7	38.1	48.1	34.5	31.6	31.8	43.8
Much	17.1	32.8	7.8	2.3	11.8	16.9	32.6	15.0	15.9	13.5	20.3	27.2	14.9	13.7	13.8	23.8
Somewhat	19.6	27.8	25.0	9.1	21.2	20.2	20.6	20.2	19.4	20.2	17.8	20.9	19.6	17.8	18.0	20.0
LESS EXPENSIVE	29.5	6.7	24.0	56.0	25.7	31.2	14.8	33.2	29.4	30.9	26.7	27.1	35.6	36.2	32.4	19.8
Somewhat	19.7	4.2	18.6	37.0	20.9	23.3	8.6	25.1	19.5	21.1	16.4	16.1	23.6	28.0	20.8	13.6
Much	9.8	2.5	5.4	19.0	4.8	7.9	6.3	8.1	10.0	9.8	10.2	11.0	12.0	8.2	11.7	6.2
STAYED THE SAME	28.1	26.0	33.7	28.8	34.9	27.5	32.0	27.0	29.6	30.3	28.3	16.3	24.7	26.1	32.7	27.3
DK/REFUSED	5.8	6.6	9.5	3.8	6.4	4.1	0.0	4.6	5.7	5.1	6.9	8.5	5.2	6.1	3.0	9.1
Net Diff	17.0	56.4	14.2	-25.6	12.1	13.8	44.6	10.1	15.8	12.7	21.7	32.0	10.9	3.5	11.0	30.2
Mean	3.15	3.90	3.12	2.36	3.15	3.15	3.65	3.09	3.12	3.07	3.23	3.41	3.02	3.01	3.02	3.46



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88. CLOTHING

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	36.7	38.8	32.4	32.4	32.3	40.5	30.0	37.6	35.4	32.2	46.2	47.4	54.0	25.6	33.9	30.6	42.9	50.4	49.1	58.1
Much	17.1	19.6	12.0	12.1	11.8	17.9	9.6	20.9	15.1	13.1	25.5	27.9	28.6	11.5	11.3	14.9	23.6	30.8	24.1	32.3
Somewhat	19.6	19.3	20.3	20.3	20.5	22.6	20.4	16.8	20.3	19.1	20.7	19.5	25.5	14.1	22.7	15.7	19.3	19.6	25.0	25.8
LESS EXPENSIVE	29.5	27.4	33.6	32.2	36.7	26.7	34.9	27.9	32.0	35.0	17.6	22.7	9.6	17.7	34.9	35.2	25.9	20.6	9.3	10.0
Somewhat	19.7	17.8	23.5	21.4	27.8	19.5	24.9	16.5	21.8	23.1	12.4	18.5	6.8	8.1	24.9	21.4	19.0	18.2	8.0	5.9
Much	9.8	9.6	10.2	10.8	8.8	7.2	10.1	11.4	10.2	11.9	5.2	4.1	2.8	9.6	10.0	13.8	6.9	2.3	1.3	4.1
STAYED THE SAME	28.1	26.7	30.8	32.0	28.2	25.8	34.2	27.5	26.5	28.3	27.7	22.3	28.8	46.1	28.8	27.7	23.5	21.5	29.9	27.9
DK/REFUSED	5.8	7.1	3.2	3.4	2.9	7.1	0.9	7.0	6.1	4.5	8.5	7.6	7.6	10.6	2.4	6.5	7.7	7.5	11.8	4.0
Net Diff	17.0	21.1	8.9	11.0	4.5	21.0	5.1	21.2	13.6	9.1	33.8	28.9	47.2	17.5	9.0	9.2	23.9	32.1	41.1	52.3
Mean	3.15	3.23	3.01	3.02	2.99	3.26	2.94	3.21	3.09	2.98	3.53	3.53	3.76	3.11	3.00	2.96	3.36	3.63	3.71	3.80





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

88. CLOTHING

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	36.7	42.8	32.2	35.8	37.9	38.2	35.9	35.9	37.2	36.5	36.9	36.3	37.0
Much	17.1	19.1	15.6	18.3	16.0	16.7	17.4	17.4	16.8	17.0	17.1	14.6	19.2
Somewhat	19.6	23.7	16.7	17.5	21.8	21.5	18.5	18.5	20.3	19.5	19.8	21.7	17.8
LESS EXPENSIVE	29.5	18.7	23.5	31.8	34.0	28.1	33.0	25.9	31.6	28.3	30.8	29.9	29.1
Somewhat	19.7	12.0	15.9	19.7	22.9	18.0	23.4	16.7	21.5	18.5	21.0	21.6	18.0
Much	9.8	6.6	7.6	12.0	11.0	10.0	9.6	9.2	10.1	9.8	9.8	8.3	11.1
STAYED THE SAME	28.1	28.1	37.1	28.6	23.7	27.1	26.2	31.7	25.9	29.4	26.6	29.1	27.2
DK/REFUSED	5.8	10.4	7.2	3.8	4.5	6.6	4.9	6.5	5.3	5.9	5.6	4.7	6.8
Net Diff	17.0	30.8	16.3	16.1	14.9	20.2	12.5	19.2	15.7	18.0	15.9	14.7	19.0
Mean	3.15	3.41	3.18	3.11	3.09	3.18	3.11	3.19	3.13	3.16	3.14	3.13	3.17



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

88. CLOTHING

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	36.7	38.3	35.7	39.4	35.0	39.9	40.6	38.8	31.2	37.5	31.1	39.8	38.9	43.8	36.2	29.3
Much	17.1	17.8	18.1	17.0	16.2	20.9	20.1	9.7	13.1	16.3	16.1	23.6	19.4	23.4	15.3	13.6
Somewhat	19.6	20.5	17.6	22.3	18.8	19.1	20.5	29.2	18.2	21.2	15.0	16.2	19.5	20.4	20.9	15.8
LESS EXPENSIVE	29.5	18.5	29.1	32.0	31.3	11.9	26.9	30.3	35.0	21.5	31.2	33.6	27.4	19.4	29.4	41.6
Somewhat	19.7	12.7	18.8	21.9	20.9	11.9	19.1	22.6	24.4	13.0	18.5	21.3	17.2	14.1	19.8	26.1
Much	9.8	5.8	10.4	10.1	10.4	0.0	7.8	7.7	10.6	8.4	12.8	12.3	10.1	5.3	9.6	15.5
STAYED THE SAME	28.1	35.2	29.2	25.2	27.1	41.6	26.8	28.9	28.4	32.3	31.4	22.0	25.8	29.6	29.6	22.7
DK/REFUSED	5.8	8.0	6.0	3.4	6.6	6.6	5.8	2.0	5.3	8.7	6.2	4.6	7.9	7.2	4.8	6.4
Net Diff	17.0	25.6	16.9	17.4	14.1	28.1	21.5	16.2	6.8	24.5	12.6	18.5	21.7	29.7	16.4	3.2
Mean	3.15	3.35	3.15	3.15	3.10	3.52	3.28	3.11	2.99	3.26	3.03	3.18	3.23	3.46	3.13	2.85



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

89. HOUSING

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
<b>MORE EXPENSIVE</b>	43.6	11.1	21.9	35.4	48.2	54.7	56.6	68.3	71.1	30.5	25.7	39.2	32.3	11.2	23.4	38.9	73.0	77.5	76.7	78.0
Much	23.4	5.2	9.3	16.4	24.4	26.8	38.0	38.5	45.6	13.1	11.6	14.2	18.1	2.7	5.1	18.4	40.6	49.8	49.5	50.0
Somewhat	20.3	5.9	12.6	19.0	23.8	27.9	18.6	29.8	25.5	17.4	14.0	25.0	14.2	8.6	18.3	20.5	32.3	27.7	27.2	27.9
<b>LESS EXPENSIVE</b>	31.2	70.6	50.0	35.4	27.3	17.3	11.2	11.8	19.4	42.0	47.8	32.0	38.7	67.2	43.2	16.3	7.2	3.2	3.1	3.2
Somewhat	19.3	34.9	29.8	23.5	18.1	11.0	7.9	7.4	15.7	26.0	28.0	21.0	28.8	38.5	31.2	10.6	5.1	2.1	1.8	2.2
Much	11.9	35.7	20.3	11.9	9.3	6.3	3.3	4.3	3.7	16.1	19.8	11.0	9.9	28.8	12.0	5.7	2.2	1.1	1.3	1.0
<b>STAYED THE SAME</b>	20.3	14.6	22.9	25.3	19.6	20.5	23.2	17.6	9.5	22.9	22.2	23.3	25.3	18.9	29.4	31.6	16.8	13.7	12.9	14.1
<b>DK/REFUSED</b>	4.9	3.7	5.1	3.9	4.9	7.5	9.0	2.4	0.0	4.6	4.3	5.5	3.8	2.6	4.1	13.2	3.0	5.6	7.3	4.7
<b>Net Diff</b>	24.4	-23.8	-7.8	11.9	30.1	43.6	48.7	60.8	55.3	4.5	-2.4	18.2	3.5	-27.2	-7.8	28.3	67.9	75.5	74.8	75.8
<b>Mean</b>	3.25	2.07	2.59	3.05	3.38	3.63	3.88	3.93	3.94	2.85	2.68	3.11	3.02	2.16	2.72	3.41	4.07	4.30	4.31	4.30



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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89. HOUSING

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	900	775	125	100	70	30
MORE EXPENSIVE	43.6	46.7	41.4	42.8	44.9	43.3	42.3	49.3	47.0	49.4	41.5
Much	23.4	27.6	20.0	22.7	24.7	23.4	23.5	22.5	23.6	23.3	24.3
Somewhat	20.3	19.1	21.5	20.1	20.2	19.9	18.8	26.9	23.4	26.1	17.1
LESS EXPENSIVE	31.2	26.0	34.4	33.0	28.8	32.3	33.8	23.0	21.3	23.2	16.6
Somewhat	19.3	17.2	21.1	20.3	17.2	19.6	19.8	18.8	16.2	18.5	10.7
Much	11.9	8.8	13.2	12.7	11.6	12.6	14.0	4.2	5.1	4.7	6.0
STAYED THE SAME	20.3	20.9	20.4	20.8	18.9	20.4	19.8	23.5	19.9	19.1	21.8
DK/REFUSED	4.9	6.4	3.8	3.4	7.5	4.1	4.1	4.1	11.8	8.2	20.1
Net Diff	24.4	29.5	20.3	22.5	27.6	23.6	22.5	30.6	30.8	30.9	30.8
Mean	3.25	3.42	3.14	3.21	3.32	3.23	3.19	3.46	3.50	3.49	3.54



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89. HOUSING

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	43.6	18.4	71.6	15.1	73.7	42.4	11.7	75.9	47.7	45.4	45.0	44.1	43.4	44.9	42.5	51.6	51.7	36.7
Much	23.4	6.5	42.1	4.8	43.4	20.2	3.3	46.6	20.3	17.9	21.8	23.6	22.0	25.5	19.5	33.5	27.3	20.3
Somewhat	20.3	11.9	29.5	10.3	30.3	22.1	8.4	29.3	27.4	27.5	23.2	20.5	21.4	19.4	23.0	18.2	24.4	16.4
LESS EXPENSIVE	31.2	56.2	5.8	58.8	4.5	20.0	65.1	3.7	16.6	21.0	20.0	31.4	32.9	27.1	30.7	30.9	32.4	26.6
Somewhat	19.3	33.7	4.3	35.0	3.6	15.4	37.9	2.6	14.0	18.7	15.2	19.4	17.7	19.0	22.3	21.8	18.3	17.1
Much	11.9	22.5	1.5	23.8	0.9	4.6	27.2	1.1	2.6	2.3	4.8	12.0	15.2	8.1	8.4	9.1	14.0	9.5
STAYED THE SAME	20.3	22.5	17.1	22.5	17.2	24.6	20.5	15.7	29.6	26.7	22.7	20.0	19.5	23.5	22.4	11.0	12.1	25.8
DK/REFUSED	4.9	2.9	5.5	3.6	4.7	13.0	2.8	4.7	6.1	6.9	12.3	4.5	4.1	4.5	4.5	6.4	3.9	10.9
Net Diff	24.4	-15.3	67.3	-19.9	70.1	27.0	-26.3	73.4	33.8	26.7	29.8	24.6	25.7	26.0	20.2	29.8	33.4	19.5
Mean	3.25	2.45	4.13	2.35	4.17	3.44	2.20	4.24	3.52	3.43	3.48	3.25	3.18	3.37	3.24	3.48	3.34	3.23



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89. HOUSING

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	1000	257	743	470	422	107	233	411	148	262	589	
MORE EXPENSIVE	43.6	71.5	34.0	15.7	76.0	38.9	41.9	73.8	78.2	71.3	22.6	
Much	23.4	40.2	17.6	3.6	46.7	18.4	18.2	41.8	58.6	32.2	10.6	
Somewhat	20.3	31.3	16.4	12.1	29.2	20.5	23.8	32.0	19.6	39.1	12.0	
LESS EXPENSIVE	31.2	6.5	39.7	58.4	4.6	16.3	19.7	5.6	4.6	6.1	49.0	
Somewhat	19.3	4.2	24.5	35.8	3.1	10.6	15.2	4.4	2.5	5.4	29.7	
Much	11.9	2.3	15.2	22.6	1.5	5.7	4.5	1.2	2.1	0.7	19.3	
STAYED THE SAME	20.3	17.7	21.2	22.7	14.7	31.6	28.4	16.3	14.6	17.3	23.1	
DK/REFUSED	4.9	4.3	5.1	3.1	4.7	13.2	9.9	4.3	2.6	5.3	5.3	
Net Diff	24.4	67.3	9.5	-20.1	72.9	28.3	26.7	69.4	75.7	65.9	-7.1	
Mean	3.25	4.07	2.96	2.36	4.23	3.41	3.40	4.14	4.34	4.02	2.63	



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89. HOUSING

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	43.6	15.3	70.4	16.7	72.6	40.0	19.7	72.5	37.6	13.6	72.7	42.0
Much	23.4	4.5	41.6	4.4	45.3	18.7	4.1	41.4	16.9	4.8	48.4	20.2
Somewhat	20.3	10.7	28.9	12.3	27.3	21.3	15.6	31.1	20.7	8.8	24.3	21.8
LESS EXPENSIVE	31.2	58.9	7.4	57.3	7.8	28.1	53.1	7.9	25.3	61.7	7.7	30.4
Somewhat	19.3	34.3	6.0	33.8	4.9	19.5	34.6	5.7	19.4	33.0	4.3	19.5
Much	11.9	24.6	1.4	23.5	2.9	8.6	18.5	2.2	5.9	28.7	3.4	10.9
STAYED THE SAME	20.3	22.0	17.2	22.3	14.4	25.8	24.1	15.2	32.5	20.4	13.7	20.2
DK/REFUSED	4.9	3.8	5.0	3.7	5.2	6.1	3.1	4.4	4.5	4.3	5.9	7.4
Net Diff	24.4	-19.0	64.5	-17.1	67.7	20.5	-14.9	66.8	18.2	-19.4	68.4	22.5
Mean	3.25	2.34	4.09	2.38	4.13	3.23	2.51	4.09	3.24	2.25	4.17	3.23



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89. HOUSING

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	43.6	71.5	76.0	68.9	48.9	17.7	16.6	17.2	61.4	20.7	12.6	72.8	73.9	65.8	69.3	42.4	14.7
Much	23.4	42.8	57.3	34.4	24.5	7.5	7.1	7.3	21.2	5.6	2.9	46.7	40.7	53.4	31.6	20.6	5.3
Somewhat	20.3	28.7	18.7	34.5	24.4	10.2	9.5	9.9	40.3	15.1	9.7	26.0	33.3	12.4	37.7	21.8	9.5
LESS EXPENSIVE	31.2	7.2	5.9	8.1	23.8	48.8	66.5	56.6	29.3	49.4	61.2	5.4	9.7	18.5	6.7	23.5	53.9
Somewhat	19.3	4.5	3.7	5.0	17.3	32.6	32.4	32.5	10.3	34.8	35.2	3.7	6.0	10.3	6.7	18.3	30.9
Much	11.9	2.7	2.1	3.0	6.5	16.2	34.0	24.0	19.0	14.6	26.0	1.8	3.7	8.2	0.0	5.2	23.0
STAYED THE SAME	20.3	14.9	13.4	15.7	22.0	29.0	15.0	22.9	9.3	25.9	22.4	14.6	13.6	15.7	19.2	26.4	28.5
DK/REFUSED	4.9	6.3	4.7	7.3	5.3	4.5	2.0	3.4	0.0	4.0	3.8	7.2	2.7	0.0	4.8	7.7	2.8
Net Diff	24.4	67.0	72.3	63.9	31.6	-14.9	-15.9	-15.3	51.2	-14.1	-22.6	69.1	67.9	55.5	62.7	24.1	-16.2
Mean	3.25	4.11	4.31	3.99	3.45	2.58	2.22	2.42	3.34	2.61	2.26	4.21	4.04	3.93	3.99	3.37	2.41





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89. HOUSING

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 PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	43.6	72.2	40.0	13.2	39.6	41.9	48.3	41.2	42.7	40.1	47.5	54.0	41.8	37.9	39.7	49.3
Much	23.4	43.8	14.9	3.3	16.5	20.3	21.4	20.1	22.4	17.6	31.4	36.4	20.4	19.7	18.8	31.8
Somewhat	20.3	28.4	25.1	9.9	23.1	21.6	26.9	21.0	20.3	22.6	16.1	17.6	21.4	18.3	20.9	17.5
LESS EXPENSIVE	31.2	7.8	24.9	58.7	28.5	32.2	14.4	34.3	31.3	32.2	29.7	28.3	34.6	40.0	36.6	22.6
Somewhat	19.3	5.6	15.8	35.3	21.2	23.3	8.1	25.1	18.7	19.0	18.1	18.6	20.5	24.7	23.3	14.5
Much	11.9	2.2	9.1	23.3	7.2	8.9	6.3	9.3	12.7	13.2	11.6	9.7	14.1	15.3	13.3	8.1
STAYED THE SAME	20.3	15.4	26.0	24.1	25.4	21.9	37.4	20.0	21.1	23.0	17.5	11.7	19.7	17.0	21.0	20.8
DK/REFUSED	4.9	4.6	9.1	4.0	6.5	4.0	0.0	4.5	4.9	4.7	5.3	6.0	3.9	5.0	2.7	7.3
Net Diff	24.4	66.6	24.1	-22.1	18.4	18.7	40.2	16.1	24.0	21.2	29.4	35.4	21.3	13.2	16.5	34.8
Mean	3.25	4.11	3.23	2.32	3.22	3.22	3.49	3.19	3.22	3.13	3.40	3.56	3.14	3.02	3.09	3.54



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOUSING

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	43.6	46.3	38.3	37.8	39.4	47.0	35.7	45.8	41.5	38.1	55.5	54.4	65.7	39.7	39.6	36.6	49.5	57.6	56.2	73.8
Much	23.4	26.1	18.0	18.6	16.8	24.3	14.0	27.3	23.0	18.6	33.6	33.4	39.1	21.5	16.6	20.6	29.1	36.2	32.4	44.7
Somewhat	20.3	20.3	20.3	19.2	22.6	22.6	21.7	18.5	18.5	19.5	21.9	21.0	26.7	18.2	23.0	16.0	20.4	21.4	23.8	29.1
LESS EXPENSIVE	31.2	30.3	33.0	33.4	32.0	29.4	31.6	30.9	34.7	37.0	18.7	24.4	8.4	24.4	34.6	39.4	28.0	22.1	10.5	6.6
Somewhat	19.3	19.4	19.1	19.3	18.6	22.0	18.7	17.5	19.5	22.5	12.5	19.3	7.0	9.1	23.9	21.0	16.9	20.9	10.5	4.0
Much	11.9	10.9	13.9	14.1	13.4	7.5	12.9	13.4	15.1	14.6	6.1	5.1	1.4	15.3	10.7	18.4	11.1	1.2	0.0	2.6
STAYED THE SAME	20.3	17.6	25.8	25.8	25.7	17.9	31.6	17.4	18.6	20.5	19.9	14.9	21.0	27.8	23.0	18.0	18.6	12.5	24.1	18.3
DK/REFUSED	4.9	5.8	3.0	3.0	2.9	5.7	1.1	6.0	5.3	4.4	5.9	6.3	4.9	8.1	2.8	6.0	4.0	7.8	9.2	1.3
Net Diff	24.4	26.9	19.2	18.5	20.8	25.0	17.0	28.3	22.0	15.6	43.0	35.1	58.8	30.6	15.7	15.5	32.5	36.7	45.7	69.8
Mean	3.25	3.33	3.10	3.09	3.11	3.36	3.05	3.31	3.16	3.05	3.68	3.62	4.00	3.23	3.11	2.99	3.41	3.77	3.86	4.11



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89. HOUSING

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	43.6	51.7	43.0	44.1	44.8	41.4	42.3	45.2	42.7	45.1	41.9	42.6	44.6
Much	23.4	31.0	26.3	22.3	21.6	25.7	19.4	25.6	22.0	24.4	22.2	20.3	26.1
Somewhat	20.3	20.7	16.6	21.8	23.3	15.7	23.0	19.6	20.7	20.7	19.8	22.3	18.5
LESS EXPENSIVE	31.2	20.6	28.4	34.8	30.9	34.1	31.5	29.4	32.2	29.9	32.7	30.3	31.9
Somewhat	19.3	12.5	18.2	17.1	18.6	21.2	22.2	16.6	20.9	17.2	21.8	20.7	18.0
Much	11.9	8.2	10.2	17.6	12.3	13.0	9.3	12.9	11.3	12.7	10.9	9.6	13.9
STAYED THE SAME	20.3	17.3	23.1	18.1	19.9	18.8	22.4	19.9	20.6	19.9	20.8	23.2	17.7
DK/REFUSED	4.9	10.4	5.5	3.1	4.4	5.6	3.7	5.5	4.5	5.2	4.6	3.9	5.8
Net Diff	24.4	39.2	24.8	26.9	26.3	20.3	20.1	28.6	21.7	27.9	20.2	21.9	26.5
Mean	3.25	3.60	3.32	3.14	3.24	3.21	3.22	3.30	3.22	3.28	3.22	3.24	3.26



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

89. HOUSING

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	43.6	50.9	42.7	44.9	41.1	51.8	48.8	43.5	36.1	50.5	37.0	46.3	46.2	54.7	42.2	33.7
Much	23.4	30.5	24.1	23.8	20.4	34.0	26.8	15.9	16.3	28.9	21.6	30.8	24.7	30.6	22.2	17.5
Somewhat	20.3	20.4	18.6	21.2	20.7	17.8	22.0	27.6	19.9	21.6	15.4	15.5	21.5	24.0	20.0	16.2
LESS EXPENSIVE	31.2	21.9	32.2	31.9	32.9	17.2	29.1	29.0	34.4	24.0	35.0	34.4	31.3	23.2	30.3	42.8
Somewhat	19.3	15.0	16.8	20.2	21.7	14.5	17.9	20.4	23.8	15.2	15.8	20.0	19.4	16.5	17.8	26.1
Much	11.9	6.8	15.3	11.7	11.2	2.6	11.2	8.6	10.6	8.7	19.2	14.4	11.9	6.7	12.5	16.7
STAYED THE SAME	20.3	18.6	20.8	19.5	21.0	25.3	18.0	24.9	25.1	15.6	23.4	14.7	16.8	18.4	22.9	16.5
DK/REFUSED	4.9	8.6	4.3	3.7	5.0	5.8	4.0	2.6	4.3	9.9	4.6	4.6	5.7	3.7	4.6	7.0
Net Diff	24.4	35.9	25.9	24.7	19.4	37.3	30.9	23.1	12.3	35.2	21.2	26.2	26.8	38.2	24.5	7.6
Mean	3.25	3.58	3.20	3.26	3.18	3.70	3.37	3.22	3.08	3.52	3.05	3.30	3.29	3.58	3.23	2.91



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90. WHICH KINDS OF POLICIES TO LOWER HEALTH CARE COSTS WOULD HELP YOU, PERSONALLY, THE MOST?  
 1. POLICIES TO LOWER THE COST OF PRESCRIPTION DRUGS  
 2. POLICIES TO LOWER INSURANCE PREMIUMS  
 3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
LOWER COSTS OF DRUGS	20.9	16.7	17.2	22.5	19.3	17.7	18.0	28.4	36.0	19.4	19.4	18.5	21.9	18.2	17.6	14.9	27.6	24.8	18.8	28.3
LOWER INSURANCE PREMIUMS	31.4	34.6	37.2	30.3	32.3	24.2	31.3	30.0	31.8	31.2	33.6	29.3	23.4	32.1	30.1	31.6	30.3	31.8	27.2	34.4
LOWER CO-PAYS	39.3	43.1	34.6	40.0	40.9	47.8	41.5	35.2	22.9	40.9	38.8	43.2	46.2	40.4	45.5	41.1	36.2	35.0	45.8	28.8
DON'T KNOW	8.4	5.6	11.0	7.2	7.5	10.3	9.2	6.4	9.4	8.5	8.2	9.0	8.4	9.2	6.8	12.4	5.9	8.4	8.3	8.5



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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	900	775	125	100	70	30
LOWER COSTS OF DRUGS	20.9	21.0	22.1	22.2	17.6	20.8	20.3	23.9	22.5	24.1	18.6
LOWER INSURANCE PREMIUMS	31.4	33.9	31.1	28.4	34.7	32.2	32.7	28.9	23.8	28.6	12.7
LOWER CO-PAYS	39.3	39.3	37.9	41.2	37.1	38.6	38.3	40.4	44.8	41.4	52.8
DON'T KNOW	8.4	5.7	8.9	8.2	10.6	8.4	8.6	6.8	8.9	5.9	15.9



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 2. POLICIES TO LOWER INSURANCE PREMIUMS  
 3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
LOWER COSTS OF DRUGS	20.9	19.2	23.0		18.9	24.5	13.4	18.4	25.4	20.7	21.1	15.0	20.9	15.9	24.2	24.7	28.3	15.9	21.9
LOWER INSURANCE PREMIUMS	31.4	31.1	36.8		30.3	32.7	30.1	31.1	34.9	25.4	26.1	28.1	32.2	38.0	36.6	29.0	19.4	33.6	17.6
LOWER CO-PAYS	39.3	41.9	32.5		42.2	35.1	44.9	41.8	31.6	46.3	42.8	47.1	38.8	40.9	32.6	37.6	37.6	40.7	46.7
DON'T KNOW	8.4	7.9	7.7		8.6	7.7	11.5	8.8	8.1	7.6	10.0	9.9	8.1	5.2	6.7	8.7	14.7	9.8	13.8



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  2. POLICIES TO LOWER INSURANCE PREMIUMS
  3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	257	743	470	422	107	233	411	148	262	589
LOWER COSTS OF DRUGS	20.9	25.7	19.3	18.0	25.8	14.9	18.8	26.2	27.8	25.3	17.3
LOWER INSURANCE PREMIUMS	31.4	33.5	30.6	31.4	31.3	31.6	29.6	34.0	31.4	35.5	29.5
LOWER CO-PAYS	39.3	34.4	40.9	42.3	35.4	41.1	42.8	32.3	30.0	33.5	44.1
DON'T KNOW	8.4	6.5	9.1	8.3	7.6	12.4	8.7	7.5	10.9	5.6	9.1





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  2. POLICIES TO LOWER INSURANCE PREMIUMS
  3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

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	433	460	362	370	268	185	162	123	177	208	145			
LOWER COSTS OF DRUGS	20.9	18.5	24.1	17.7	24.2	20.8	19.4	26.4	23.6	15.9	22.5	18.5			
LOWER INSURANCE PREMIUMS	31.4	30.6	34.0	31.2	32.0	30.7	31.7	36.9	30.8	30.6	28.2	30.7			
LOWER CO-PAYS	39.3	42.5	35.2	41.2	37.0	39.6	40.6	29.2	34.8	42.0	43.1	43.6			
DON'T KNOW	8.4	8.4	6.7	9.9	6.7	8.9	8.3	7.5	10.8	11.5	6.1	7.3			



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 2. POLICIES TO LOWER INSURANCE PREMIUMS  
 3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

BANNER 6

	BANNER 6																		
	TOTAL	LIBERAL						MODERATE				CONSERVATIVE			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			
Total	1000	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63		
LOWER COSTS OF DRUGS	20.9	26.5	26.6	26.4	18.4	17.9	20.5	19.0	29.2	14.3	17.7	24.6	21.6	31.3	35.2	17.9	19.0		
LOWER INSURANCE PREMIUMS	31.4	32.9	34.0	32.3	30.6	28.0	34.4	30.8	34.2	22.2	33.1	33.4	31.3	24.2	29.8	33.5	23.9		
LOWER CO-PAYS	39.3	32.9	30.0	34.6	43.2	42.2	38.2	40.4	36.6	51.5	39.1	34.0	42.8	37.6	25.5	40.0	47.6		
DON'T KNOW	8.4	7.7	9.3	6.7	7.8	11.9	6.9	9.7	0.0	12.1	10.0	8.0	4.3	6.8	9.5	8.5	9.4		



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 3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
LOWER COSTS OF DRUGS	20.9	24.5	16.7	18.2	19.7	26.4	29.8	26.0	19.9	19.3	21.2	21.3	20.0	17.5	22.1	19.2
LOWER INSURANCE PREMIUMS	31.4	32.2	30.8	30.6	28.3	33.3	39.8	32.6	32.6	37.3	23.7	18.2	27.0	35.2	34.3	29.3
LOWER CO-PAYS	39.3	36.1	43.6	41.5	43.6	31.8	30.3	32.0	40.0	35.7	48.1	43.8	41.7	41.1	38.4	40.6
DON'T KNOW	8.4	7.2	8.9	9.6	8.4	8.4	0.0	9.4	7.5	7.7	7.0	16.7	11.3	6.2	5.2	10.8



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2. POLICIES TO LOWER INSURANCE PREMIUMS
3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
LOWER COSTS OF DRUGS	20.9	21.1	20.6	18.4	25.2	23.8	21.6	19.1	19.4	20.4	22.1	19.8	24.5	30.8	23.4	17.5	20.1	19.6	23.3	25.4
LOWER INSURANCE PREMIUMS	31.4	28.6	36.9	36.1	38.7	30.4	37.7	27.2	36.0	31.2	31.6	33.7	26.6	35.3	33.0	29.5	35.1	32.9	31.5	22.4
LOWER CO-PAYS	39.3	40.3	37.1	40.3	30.2	35.3	35.0	44.1	39.7	39.3	39.2	37.2	42.4	28.3	34.7	43.7	28.7	42.7	42.6	42.3
DON'T KNOW	8.4	10.0	5.4	5.2	5.9	10.6	5.7	9.5	5.0	9.1	7.1	9.3	6.5	5.6	8.8	9.3	16.1	4.9	2.5	9.9



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

90. WHICH KINDS OF POLICIES TO LOWER HEALTH CARE COSTS WOULD HELP YOU, PERSONALLY, THE MOST?  
 1. POLICIES TO LOWER THE COST OF PRESCRIPTION DRUGS  
 2. POLICIES TO LOWER INSURANCE PREMIUMS  
 3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

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	78	144	158	158	204	258	380	620	538	462	470	530
LOWER COSTS OF DRUGS	20.9	27.0	25.4	19.1	20.2	15.2	22.7	23.1	19.6	22.3	19.4	22.9	19.2
LOWER INSURANCE PREMIUMS	31.4	22.0	28.3	31.2	33.1	37.6	30.0	28.2	33.3	29.7	33.3	33.2	29.7
LOWER CO-PAYS	39.3	42.9	39.1	42.5	41.6	37.1	36.6	41.3	38.0	41.4	36.8	35.2	42.9
DON'T KNOW	8.4	8.1	7.2	7.2	5.1	10.2	10.7	7.4	9.1	6.7	10.5	8.7	8.2



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 3. POLICIES TO LOWER CO-PAYS AND OUT OF POCKET COSTS

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
LOWER COSTS OF DRUGS	20.9	25.2	22.4	17.1	21.3	26.6	25.6	16.2	24.9	24.6	19.4	17.9	17.7	26.9	20.0	16.0
LOWER INSURANCE PREMIUMS	31.4	24.6	29.7	34.1	32.7	41.3	27.6	38.4	31.9	17.0	31.6	30.2	33.5	30.9	32.8	28.6
LOWER CO-PAYS	39.3	43.9	39.7	42.5	35.2	32.1	35.8	38.8	33.0	49.3	43.3	45.8	37.5	36.2	37.6	46.9
DON'T KNOW	8.4	6.2	8.2	6.3	10.8	0.0	11.0	6.6	10.2	9.1	5.6	6.1	11.4	6.0	9.6	8.6



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BANNER 1

	ANMP SCORE									NEW MAJORITY			NEW MAJORITY COMBO			LEFT MINORITY COMBO				
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
HELPED ME	21.6	2.0	10.9	19.2	21.9	22.6	31.7	33.4	43.2	14.0	12.7	15.1	17.9	6.8	12.3	10.8	33.5	41.2	37.5	43.4
NOT HELPED ME	65.8	94.4	83.2	73.4	64.6	57.7	46.4	48.3	41.4	76.3	81.2	69.4	69.0	88.6	80.0	68.4	52.0	38.7	44.6	35.3
DON'T KNOW	12.6	3.6	5.9	7.4	13.5	19.7	21.8	18.3	15.4	9.7	6.1	15.6	13.1	4.6	7.7	20.8	14.5	20.1	17.9	21.3
Net Diff.	-44.2	-92.5	-72.3	-54.2	-42.8	-35.1	-14.7	-14.8	1.8	-62.3	-68.5	-54.3	-51.0	-81.8	-67.7	-57.5	-18.6	2.5	-7.2	8.1



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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	900	775	125	100	70	30
HELPED ME	21.6	20.7	19.4	21.6	24.7	22.4	21.7	26.7	14.4	16.4	9.7
NOT HELPED ME	65.8	65.6	70.5	64.6	63.1	65.9	67.0	58.5	65.0	66.4	61.6
DON'T KNOW	12.6	13.6	10.2	13.8	12.2	11.7	11.2	14.8	20.6	17.2	28.6
Net Diff.	-44.2	-44.9	-51.1	-43.0	-38.5	-43.4	-45.3	-31.8	-50.6	-50.0	-51.9





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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
HELPED ME	21.6	9.5	37.8		8.8	37.2	10.2	7.3	42.7	15.5	13.3	9.0	21.8	20.1	30.3	23.4	22.7	19.8	19.2
NOT HELPED ME	65.8	85.4	42.7		85.4	44.5	69.6	87.6	39.2	70.0	70.2	71.4	65.3	67.8	56.8	64.0	60.7	66.4	73.9
DON'T KNOW	12.6	5.2	19.5		5.8	18.3	20.2	5.1	18.1	14.6	16.6	19.6	13.0	12.1	12.9	12.5	16.6	13.8	7.0
Net Diff.	-44.2	-75.9	-4.9		-76.6	-7.2	-59.4	-80.2	3.5	-54.5	-56.9	-62.4	-43.5	-47.6	-26.5	-40.6	-37.9	-46.6	-54.7



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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									
Total	1000	257	743	470	422	107	233	411	148	262	589
HELPED ME	21.6	55.3	9.9	8.8	38.6	10.8	13.0	43.2	61.8	32.7	6.6
NOT HELPED ME	65.8	31.8	77.5	85.5	43.2	68.4	70.0	38.8	26.7	45.7	84.6
DON'T KNOW	12.6	12.9	12.5	5.7	18.2	20.8	17.0	18.0	11.5	21.7	8.9
Net Diff.	-44.2	23.5	-67.6	-76.6	-4.6	-57.5	-57.0	4.4	35.1	-13.0	-78.0



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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	1000	433	460	362	370	268	185	162	123	177	208	145	
HELPED ME	21.6	7.7	36.2	7.1	37.7	19.0	7.5	50.0	25.5	6.7	28.0	13.5	
NOT HELPED ME	65.8	86.9	45.9	85.7	45.1	67.4	87.1	36.7	64.1	84.2	51.7	70.2	
DON'T KNOW	12.6	5.4	17.9	7.2	17.2	13.6	5.4	13.3	10.3	9.1	20.3	16.3	
Net Diff.	-44.2	-79.2	-9.8	-78.6	-7.5	-48.4	-79.6	13.3	-38.6	-77.5	-23.6	-56.6	



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIBERAL	Very	Smwt.	MODERATE	Smwt.	Very	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE	LIBERAL	MODERATE	CONSERVATIVE
Total	1000	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
HELPED ME	21.6	37.9	33.0	40.8	23.6	6.6	7.9	7.2	38.7	10.3	4.1	39.1	35.6	34.8	31.1	20.4	7.6
NOT HELPED ME	65.8	45.1	52.0	41.0	61.2	87.5	84.3	86.1	61.3	69.8	91.2	42.2	49.7	48.8	52.7	66.0	80.6
DON'T KNOW	12.6	17.0	15.0	18.2	15.2	6.0	7.8	6.8	0.0	20.0	4.6	18.7	14.7	16.4	16.2	13.6	11.8
Net Diff.	-44.2	-7.1	-19.0	-0.2	-37.6	-80.9	-76.3	-78.9	-22.7	-59.5	-87.1	-3.2	-14.1	-14.0	-21.7	-45.6	-73.0



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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 Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
HELPED ME	21.6	36.0	19.5	6.3	21.1	27.7	29.7	27.4	21.0	21.7	19.8	17.4	20.8	12.8	22.3	22.7
NOT HELPED ME	65.8	45.6	64.5	88.4	66.8	64.3	70.3	63.6	65.5	65.8	65.0	69.9	67.6	73.9	68.2	62.5
DON'T KNOW	12.6	18.4	15.9	5.3	12.1	8.1	0.0	9.0	13.4	12.5	15.2	12.7	11.6	13.3	9.5	14.7
Net Diff.	-44.2	-9.6	-45.0	-82.0	-45.7	-36.6	-40.5	-36.1	-44.5	-44.1	-45.3	-52.5	-46.9	-61.1	-45.9	-39.8



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
HELPED ME	21.6	22.1	20.6	19.5	23.0	29.9	22.2	16.3	18.7	19.4	26.3	22.9	34.8	9.9	23.3	15.6	37.2	13.7	40.4	30.1
NOT HELPED ME	65.8	62.6	72.0	73.2	69.5	56.6	74.9	67.2	68.5	70.2	56.4	61.5	46.6	70.4	69.2	71.2	50.3	68.8	42.6	50.0
DON'T KNOW	12.6	15.3	7.3	7.3	7.4	13.5	3.0	16.6	12.7	10.4	17.4	15.6	18.5	19.8	7.6	13.2	12.5	17.6	17.0	19.8
Net Diff.	-44.2	-40.5	-51.4	-53.7	-46.5	-26.7	-52.7	-50.9	-49.8	-50.8	-30.1	-38.6	-11.8	-60.5	-45.9	-55.5	-13.2	-55.1	-2.2	-19.9



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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	78	144	158	158	204	258	380	620	538	462	470	530
HELPED ME	21.6	23.6	22.4	24.7	19.6	16.7	23.8	23.6	20.4	22.4	20.7	26.9	17.0
NOT HELPED ME	65.8	52.7	64.3	66.9	69.2	70.3	64.2	63.0	67.5	64.8	66.9	63.7	67.6
DON'T KNOW	12.6	23.7	13.4	8.3	11.3	13.0	12.0	13.4	12.1	12.8	12.4	9.4	15.5
Net Diff.	-44.2	-29.0	-41.9	-42.2	-49.6	-53.6	-40.4	-39.4	-47.1	-42.4	-46.2	-36.9	-50.6



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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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
HELPED ME	21.6	22.3	24.5	18.0	22.0	30.3	35.3	24.2	22.5	18.7	14.4	12.4	21.5	29.0	19.1	18.5
NOT HELPED ME	65.8	57.1	64.8	70.8	65.6	56.3	52.9	69.1	68.7	57.4	75.9	72.3	62.4	56.8	68.5	70.2
DON'T KNOW	12.6	20.6	10.7	11.2	12.4	13.4	11.8	6.6	8.9	23.9	9.7	15.3	16.1	14.2	12.4	11.3
Net Diff.	-44.2	-34.7	-40.3	-52.8	-43.6	-26.0	-17.6	-44.9	-46.2	-38.7	-61.5	-59.8	-40.9	-27.8	-49.3	-51.6





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92. WHO DO YOU BELIEVE BENEFITED THE MOST FROM THE IRA SPENDING BILL IN TERMS OF THE LEGISLATION'S TAX PROVISIONS, REGULATIONS, OR NEW SPENDING?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
POLITICIANS	29.3	49.2	35.6	27.6	29.0	28.5	18.2	22.9	22.0	34.0	34.9	35.2	25.9	41.5	33.7	28.4	23.1	17.2	15.0	18.5
OLDER AMERICANS/MEDICARE	9.6	3.4	9.0	6.1	12.9	14.1	8.4	16.3	5.7	7.4	6.5	9.9	4.9	2.5	6.9	11.1	15.3	15.2	21.0	11.9
NEW CLIMATE PROGRAMS	8.8	22.0	17.1	8.0	3.9	1.2	6.3	5.5	11.8	10.4	14.1	3.2	10.3	14.4	12.5	5.2	3.3	4.9	1.7	6.7
INSURANCE COMPANIES	8.7	5.1	6.0	12.1	8.7	6.6	7.3	7.8	16.0	9.0	8.6	7.4	15.9	8.8	11.0	9.1	6.8	7.9	8.4	7.6
FAMILIES	8.5	2.1	3.7	9.9	8.7	8.6	12.0	12.7	12.6	6.4	6.1	6.4	8.4	2.7	6.4	3.6	16.5	13.9	13.6	14.0
CONSUMERS	5.8	1.4	2.0	3.9	6.8	8.4	11.4	3.7	10.1	4.1	2.7	6.3	5.5	2.7	2.7	2.8	9.6	10.3	10.1	10.4
ELECTRIC VEHICLE MAKERS	4.9	8.9	3.5	10.1	4.2	3.1	1.5	3.1	1.2	6.5	7.6	5.4	3.8	8.3	5.7	3.3	6.3	0.7	0.0	1.0
DON'T KNOW	24.4	8.1	23.0	22.3	25.7	29.6	34.8	28.0	20.5	22.2	19.5	26.2	25.4	19.1	21.2	36.4	19.2	30.0	30.2	29.9



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92. WHO DO YOU BELIEVE BENEFITED THE MOST FROM THE IRA SPENDING BILL IN TERMS OF THE LEGISLATION'S TAX PROVISIONS, REGULATIONS, OR NEW SPENDING?

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	900	775	125	100	70	30
POLITICIANS	29.3	30.0	26.9	31.9	26.7	30.0	29.8	31.8	22.7	25.1	17.1
OLDER AMERICANS/MEDICARE	9.6	12.1	10.4	8.1	9.2	9.8	10.5	5.2	7.8	6.0	11.9
NEW CLIMATE PROGRAMS	8.8	7.5	11.0	7.6	9.8	9.2	10.4	1.8	5.2	2.5	11.6
INSURANCE COMPANIES	8.7	11.5	5.9	8.7	9.3	8.2	7.7	11.6	13.0	13.5	11.8
FAMILIES	8.5	6.2	8.7	9.7	8.1	8.5	7.5	14.7	8.4	10.6	3.3
CONSUMERS	5.8	8.3	5.2	5.8	4.5	5.7	6.0	4.2	6.9	8.5	3.1
ELECTRIC VEHICLE MAKERS	4.9	4.4	5.0	5.4	4.1	5.2	5.6	3.1	1.7	2.4	0.0
DON'T KNOW	24.4	19.9	26.8	22.8	28.3	23.3	22.6	27.6	34.3	31.3	41.2



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92. WHO DO YOU BELIEVE BENEFITED THE MOST FROM THE IRA SPENDING BILL IN TERMS OF THE LEGISLATION'S TAX PROVISIONS, REGULATIONS, OR NEW SPENDING?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT						HEALTH INSURANCE TYPE					
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Pri-vate	Medi-care	Medi-caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
POLITICIANS	29.3	37.9	19.5	40.3	19.6	20.6	41.8	17.9	31.8	34.7	17.6	29.7	28.9	29.1	28.9	36.9	26.6	22.9
OLDER AMERICANS/MEDICARE	9.6	5.3	17.2	4.0	14.8	12.4	3.2	17.1	7.2	7.3	10.6	9.8	8.9	10.6	11.3	10.6	16.5	6.2
NEW CLIMATE PROGRAMS	8.8	13.6	4.1	13.8	4.5	4.8	14.0	3.5	8.4	6.0	8.4	8.6	7.8	10.1	12.1	1.7	8.2	12.6
INSURANCE COMPANIES	8.7	9.0	6.5	9.9	7.4	9.1	9.1	6.6	14.6	11.8	5.5	8.8	9.7	10.7	7.1	9.5	15.7	7.0
FAMILIES	8.5	3.6	14.5	3.7	14.4	4.0	3.6	15.7	6.9	6.8	3.7	8.5	9.2	11.3	5.5	10.0	1.8	9.5
CONSUMERS	5.8	2.7	9.8	1.8	10.4	4.3	2.1	10.4	8.0	9.9	0.0	5.8	6.5	9.1	5.0	3.2	5.2	6.4
ELECTRIC VEHICLE MAKERS	4.9	7.9	2.8	7.1	2.7	3.8	7.6	2.8	3.6	2.4	3.8	4.8	4.7	4.4	7.0	1.6	0.0	6.3
DON'T KNOW	24.4	19.9	25.5	19.4	26.3	41.0	18.6	25.9	19.4	21.1	50.5	24.1	24.3	14.8	23.1	26.3	25.9	29.0



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92. WHO DO YOU BELIEVE BENEFITED THE MOST FROM THE IRA SPENDING BILL IN TERMS OF THE LEGISLATION'S TAX PROVISIONS, REGULATIONS, OR NEW SPENDING?

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	257	743	470	422	107	233	411	148	262	589
POLITICIANS	29.3	13.6	34.8	38.6	19.2	28.4	32.3	17.3	12.1	20.2	37.7
OLDER AMERICANS/MEDICARE	9.6	17.0	7.0	4.1	15.2	11.1	9.1	16.2	19.9	14.1	4.9
NEW CLIMATE PROGRAMS	8.8	6.4	9.7	13.7	4.3	5.2	5.7	5.4	9.5	3.1	11.2
INSURANCE COMPANIES	8.7	7.1	9.2	9.6	7.5	9.1	10.8	7.5	5.6	8.6	9.5
FAMILIES	8.5	19.3	4.8	4.1	14.8	3.6	4.1	16.0	15.9	16.1	3.3
CONSUMERS	5.8	14.4	2.9	2.7	10.1	2.8	4.0	10.7	14.1	8.8	2.4
ELECTRIC VEHICLE MAKERS	4.9	3.0	5.5	7.3	2.5	3.3	4.7	2.8	4.4	1.9	6.3
DON'T KNOW	24.4	19.3	26.1	19.9	26.4	36.4	29.2	24.0	18.4	27.2	24.6



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92. WHO DO YOU BELIEVE BENEFITED THE MOST FROM THE IRA SPENDING BILL IN TERMS OF THE LEGISLATION'S TAX PROVISIONS, REGULATIONS, OR NEW SPENDING?

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	433	460	362	370	268	185	162	123	177	208	145	
POLITICIANS	29.3	39.1	20.2	37.3	21.9	28.7	36.1	15.2	26.8	38.6	27.1	30.3	
OLDER AMERICANS/MEDICARE	9.6	3.7	16.0	4.1	16.1	7.9	4.7	17.0	6.8	3.6	15.4	8.8	
NEW CLIMATE PROGRAMS	8.8	14.0	3.9	14.2	4.4	7.7	18.6	6.2	9.8	9.6	3.0	5.9	
INSURANCE COMPANIES	8.7	9.2	7.5	8.5	7.1	11.2	10.8	8.8	11.7	6.1	5.8	10.7	
FAMILIES	8.5	3.2	13.6	3.6	14.8	6.5	3.0	17.0	7.4	4.2	13.1	5.8	
CONSUMERS	5.8	2.4	9.2	3.4	8.8	5.0	4.0	13.5	5.7	2.8	5.1	4.5	
ELECTRIC VEHICLE MAKERS	4.9	7.8	2.8	8.0	2.7	3.7	10.2	5.5	5.1	5.7	0.5	2.5	
DON'T KNOW	24.4	20.5	26.8	20.8	24.3	29.3	12.6	16.9	26.6	29.5	30.1	31.5	



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92. WHO DO YOU BELIEVE BENEFITED THE MOST FROM THE IRA SPENDING BILL IN TERMS OF THE LEGISLATION'S TAX PROVISIONS, REGULATIONS, OR NEW SPENDING?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
POLITICIANS	29.3	20.4	23.4	18.7	28.2	30.1	46.3	37.2	18.3	44.7	36.9	20.8	21.9	30.2	19.5	25.9	42.0
OLDER AMERICANS/MEDICARE	9.6	14.6	14.4	14.7	11.0	5.5	2.8	4.3	10.2	6.0	3.3	16.3	14.4	20.9	7.0	10.6	1.2
NEW CLIMATE PROGRAMS	8.8	5.2	8.7	3.1	5.0	16.7	13.5	15.3	5.3	4.1	17.3	5.4	2.4	4.6	3.7	7.3	11.4
INSURANCE COMPANIES	8.7	8.8	7.5	9.6	9.4	10.5	4.6	7.9	0.0	11.4	8.4	8.0	5.2	7.6	17.8	11.6	5.8
FAMILIES	8.5	13.8	9.6	16.3	9.8	2.7	3.9	3.2	16.5	4.0	2.6	13.6	17.2	14.4	13.6	6.9	1.0
CONSUMERS	5.8	10.5	8.1	11.9	6.0	2.7	1.1	2.0	29.9	2.9	1.7	9.4	7.4	9.6	7.4	6.4	0.0
ELECTRIC VEHICLE MAKERS	4.9	2.3	3.6	1.6	4.0	8.1	7.0	7.6	9.5	5.3	8.5	1.7	5.1	0.0	2.2	2.8	7.2
DON'T KNOW	24.4	24.3	24.7	24.0	26.5	23.7	20.8	22.4	10.3	21.5	21.4	24.7	26.4	12.6	28.7	28.6	31.4



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92. WHO DO YOU BELIEVE BENEFITED THE MOST FROM THE IRA SPENDING BILL IN TERMS OF THE LEGISLATION'S TAX PROVISIONS, REGULATIONS, OR NEW SPENDING?

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	EVAN-GEL
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
POLITICIANS	29.3	21.3	30.2	37.8	23.8	20.2	52.7	16.3	30.4	29.0	33.1	33.5	30.3	34.2	25.6	28.0
OLDER AMERICANS/MEDICARE	9.6	15.1	6.6	4.2	10.2	11.4	12.6	11.3	8.7	7.4	11.1	13.8	8.7	7.4	10.3	10.8
NEW CLIMATE PROGRAMS	8.8	4.1	6.0	14.8	8.3	14.8	8.1	15.6	8.1	10.1	4.2	6.5	8.7	6.7	13.4	6.1
INSURANCE COMPANIES	8.7	8.1	12.3	8.4	10.7	9.5	7.1	9.8	8.5	5.8	13.4	9.4	7.6	10.8	11.0	7.5
FAMILIES	8.5	14.0	5.6	3.4	7.4	7.3	13.2	6.6	9.0	10.0	7.1	6.6	7.2	5.6	11.2	6.5
CONSUMERS	5.8	8.6	9.0	1.9	7.3	9.6	0.0	10.7	5.6	7.3	2.5	1.9	4.7	4.7	5.8	7.9
ELECTRIC VEHICLE MAKERS	4.9	3.0	2.9	7.5	5.6	8.5	6.3	8.7	4.7	5.1	3.9	1.0	5.0	4.2	7.1	3.7
DON'T KNOW	24.4	25.8	27.4	22.0	26.6	18.7	0.0	21.0	25.0	25.2	24.7	27.5	27.8	26.4	15.5	29.5



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
POLITICIANS	29.3	29.0	29.9	31.1	27.5	24.9	29.0	32.1	31.1	30.8	26.1	26.1	24.8	26.1	28.8	32.8	23.0	28.2	17.6	30.8
OLDER AMERICANS/MEDICARE	9.6	9.0	10.6	11.4	8.9	9.4	9.5	8.7	12.0	9.1	10.6	9.8	9.2	14.2	9.2	9.0	7.7	11.2	7.3	10.8
NEW CLIMATE PROGRAMS	8.8	7.9	10.7	8.9	14.6	9.3	16.3	6.9	3.8	11.0	4.2	6.0	2.2	7.0	15.1	7.1	7.6	5.0	0.0	4.0
INSURANCE COMPANIES	8.7	9.3	7.5	6.7	9.2	11.3	8.8	7.7	5.9	8.3	9.6	11.2	7.3	10.4	9.3	7.2	13.3	9.8	11.6	3.7
FAMILIES	8.5	9.2	7.2	6.8	8.1	10.8	6.2	8.0	8.4	6.4	13.1	11.6	15.6	9.8	7.4	5.4	14.2	9.8	15.1	16.1
CONSUMERS	5.8	6.2	5.2	4.8	5.9	8.6	6.3	4.3	3.8	5.4	6.8	7.2	8.9	2.1	6.6	4.2	12.6	3.6	12.7	5.7
ELECTRIC VEHICLE MAKERS	4.9	4.0	6.7	6.5	7.0	5.1	10.5	3.1	2.0	6.0	2.6	2.2	3.2	2.9	8.5	3.4	3.7	1.2	4.0	2.6
DON'T KNOW	24.4	25.5	22.2	23.8	18.8	20.5	13.4	29.2	33.0	23.1	27.0	25.9	28.8	27.5	15.2	30.9	17.9	31.1	31.7	26.3





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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	78	144	158	158	204	258	380	620	538	462	470	530
POLITICIANS	29.3	25.9	33.0	29.6	32.7	26.1	28.6	30.1	28.8	30.9	27.5	26.5	31.8
OLDER AMERICANS/MEDICARE	9.6	3.6	6.9	11.9	7.0	13.1	10.2	8.3	10.3	7.9	11.5	9.5	9.6
NEW CLIMATE PROGRAMS	8.8	2.9	3.0	10.1	3.8	11.9	13.8	5.9	10.6	5.3	13.0	12.0	6.0
INSURANCE COMPANIES	8.7	11.8	12.2	12.2	5.5	6.7	7.2	12.1	6.6	10.1	7.0	10.3	7.2
FAMILIES	8.5	17.5	10.8	9.6	6.7	7.0	6.2	11.7	6.6	10.2	6.5	9.0	8.1
CONSUMERS	5.8	11.5	6.4	5.2	7.0	3.4	5.4	7.0	5.1	7.0	4.5	7.7	4.2
ELECTRIC VEHICLE MAKERS	4.9	4.2	1.2	3.7	5.8	4.1	7.9	2.9	6.1	3.7	6.2	7.2	2.8
DON'T KNOW	24.4	22.6	26.4	17.8	31.6	27.7	20.7	22.0	25.8	24.8	23.8	17.7	30.3



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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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
POLITICIANS	29.3	26.5	31.1	30.3	28.3	14.5	26.9	27.0	28.3	32.0	35.0	33.2	28.4	24.0	28.3	38.0
OLDER AMERICANS/MEDICARE	9.6	4.7	10.3	10.3	10.1	6.6	11.7	8.7	9.0	3.9	9.0	11.6	11.2	11.7	9.4	7.5
NEW CLIMATE PROGRAMS	8.8	2.9	7.5	6.5	13.3	0.0	13.3	8.2	16.1	4.2	2.2	5.0	10.3	7.6	10.2	7.0
INSURANCE COMPANIES	8.7	13.1	11.4	6.1	7.3	23.8	12.6	8.2	7.7	8.3	10.2	4.2	6.9	10.9	8.1	7.4
FAMILIES	8.5	16.5	9.3	8.0	5.9	17.7	9.1	11.1	5.9	15.9	9.5	5.3	5.9	10.5	8.9	5.2
CONSUMERS	5.8	9.5	6.1	5.3	4.8	17.9	7.9	6.6	6.4	5.7	4.5	4.2	3.2	7.8	5.0	5.4
ELECTRIC VEHICLE MAKERS	4.9	2.8	2.7	4.6	7.2	6.5	2.1	6.3	11.4	1.1	3.3	3.1	2.9	4.3	4.9	5.6
DON'T KNOW	24.4	24.0	21.7	28.9	23.1	13.1	16.5	24.0	15.3	29.0	26.5	33.3	31.3	23.3	25.2	23.9



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93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
YES	86.6	96.9	86.2	89.7	84.8	83.7	86.0	88.3	76.2	86.4	90.0	83.3	74.8	91.5	86.4	84.2	77.3	87.0	86.3	87.4
NO	9.3	1.7	7.6	7.0	11.1	11.4	12.5	6.3	17.1	9.1	6.1	10.6	21.4	5.9	10.6	7.7	14.9	9.8	12.6	8.2
DON'T KNOW	4.2	1.3	6.2	3.3	4.1	4.9	1.6	5.4	6.7	4.5	3.9	6.1	3.8	2.6	3.0	8.1	7.8	3.2	1.1	4.4
Net Diff.	77.3	95.2	78.6	82.7	73.7	72.2	73.5	82.0	59.1	77.3	83.9	72.7	53.4	85.5	75.8	76.5	62.4	77.2	73.8	79.2



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	900	775	125	100	70	30
YES	86.6	86.8	89.8	86.2	83.6	87.9	89.4	78.6	74.4	69.1	87.0
NO	9.3	9.3	8.2	8.9	11.1	8.1	6.7	17.2	19.6	22.4	13.0
DON'T KNOW	4.2	3.9	2.0	4.9	5.2	4.0	3.9	4.2	5.9	8.5	0.0
Net Diff.	77.3	77.5	81.6	77.3	72.5	79.8	82.7	61.4	54.8	46.6	74.0



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT						HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
YES	86.6	90.8	85.2	88.8	84.7	84.1	89.8	86.0	83.7	83.5	79.8	87.0	85.6	86.6	89.8	83.8	90.2	79.1
NO	9.3	6.9	8.2	7.8	10.3	11.9	7.7	9.0	12.2	11.3	12.6	8.8	10.1	9.9	5.8	10.7	6.7	17.6
DON'T KNOW	4.2	2.3	6.5	3.4	4.9	4.1	2.5	5.0	4.1	5.2	7.6	4.2	4.3	3.5	4.5	5.5	3.1	3.3
Net Diff.	77.3	83.9	77.0	81.0	74.4	72.2	82.1	77.0	71.5	72.2	67.2	78.2	75.5	76.6	84.0	73.0	83.5	61.5



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93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	257	743	470	422	107	233	411	148	262	589	
YES	86.6	85.0	87.1	89.6	83.7	84.2	84.3	84.7	83.9	85.2	87.8	
NO	9.3	11.0	8.7	7.7	11.5	7.7	9.7	10.9	11.7	10.5	8.1	
DON'T KNOW	4.2	4.0	4.2	2.7	4.7	8.1	6.0	4.3	4.3	4.3	4.0	
Net Diff.	77.3	74.0	78.4	81.9	72.2	76.5	74.5	73.8	72.2	74.7	79.7	



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93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	1000	433	460	362	370	268	185	162	123	177	208	145	
YES	86.6	90.7	84.0	91.1	82.3	86.4	94.8	85.9	91.2	87.2	79.5	82.3	
NO	9.3	6.3	10.8	6.0	12.8	8.8	3.8	10.2	7.2	8.3	14.9	10.2	
DON'T KNOW	4.2	2.9	5.2	2.9	4.9	4.8	1.5	4.0	1.6	4.5	5.6	7.5	
Net Diff.	77.3	84.4	73.3	85.1	69.4	77.5	91.0	75.7	84.0	78.9	64.5	72.1	



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
YES	86.6	81.4	78.7	82.9	84.6	92.0	92.9	92.4	67.0	89.3	93.2	82.3	80.9	87.6	83.0	85.4	90.9
NO	9.3	14.0	13.7	14.2	10.8	4.5	3.8	4.2	33.0	9.3	3.3	13.4	13.5	6.2	8.6	9.5	7.2
DON'T KNOW	4.2	4.6	7.6	2.9	4.6	3.6	3.3	3.4	0.0	1.4	3.5	4.3	5.7	6.2	8.4	5.0	1.9
Net Diff.	77.3	67.3	64.9	68.7	73.8	87.5	89.1	88.2	34.1	80.0	89.9	68.9	67.4	81.4	74.4	75.9	83.7





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93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
YES	86.6	82.6	88.5	90.4	88.2	90.2	84.2	91.0	86.3	86.8	85.3	83.6	83.9	86.8	89.2	86.7
NO	9.3	11.9	9.7	6.3	7.8	8.1	15.8	7.2	9.1	8.3	10.8	12.2	10.0	10.8	7.9	9.9
DON'T KNOW	4.2	5.5	1.8	3.3	4.0	1.6	0.0	1.8	4.6	5.0	3.9	4.2	6.1	2.4	2.9	3.4
Net Diff.	77.3	70.6	78.8	84.1	80.4	82.1	68.3	83.7	77.1	78.5	74.5	71.4	73.9	76.0	81.2	76.8



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93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
YES	86.6	84.0	91.6	88.8	97.6	87.7	95.5	81.3	86.8	90.9	77.4	76.7	75.9	81.9	94.8	87.0	82.7	72.8	75.2	76.4
NO	9.3	11.0	5.8	7.5	2.4	9.1	3.5	12.5	8.7	5.7	17.0	16.5	19.7	14.8	3.8	7.5	9.2	21.2	21.1	18.5
DON'T KNOW	4.2	5.0	2.6	3.8	0.0	3.2	1.0	6.3	4.5	3.5	5.6	6.8	4.5	3.3	1.4	5.5	8.0	6.0	3.7	5.1
Net Diff.	77.3	73.0	85.8	81.3	95.3	78.6	92.0	68.8	78.1	85.2	60.4	60.2	56.2	67.1	91.0	79.4	73.5	51.6	54.1	58.0



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93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	78	144	158	158	204	258	380	620	538	462	470	530
YES	86.6	69.9	83.2	89.8	85.1	91.0	88.9	83.2	88.6	83.8	89.8	90.8	82.8
NO	9.3	27.5	12.2	7.5	9.3	6.1	5.8	13.4	6.8	12.2	5.9	6.9	11.4
DON'T KNOW	4.2	2.6	4.6	2.7	5.6	3.0	5.3	3.4	4.6	4.0	4.3	2.3	5.8
Net Diff.	77.3	42.5	71.0	82.4	75.8	84.9	83.0	69.9	81.8	71.6	83.8	83.9	71.4



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93. DO YOU KNOW WHAT A "MIDDLEMAN" IS?

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
YES	86.6	75.1	86.7	86.3	90.3	79.0	88.2	91.8	94.0	73.3	85.3	81.4	86.3	82.0	87.8	89.0
NO	9.3	22.1	10.0	8.8	5.2	17.6	9.2	5.1	4.5	24.1	10.7	12.0	5.9	14.5	8.2	5.6
DON'T KNOW	4.2	2.8	3.4	4.9	4.6	3.5	2.7	3.0	1.5	2.6	4.0	6.6	7.8	3.5	4.0	5.3
Net Diff.	77.3	53.0	76.7	77.5	85.1	61.4	79.0	86.7	89.5	49.2	74.6	69.3	80.4	67.5	79.6	83.4



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
BETW/MAKER AND BUYER	23.4	25.5	28.8	25.5	23.5	17.8	20.7	19.7	22.8	23.7	26.6	22.1	12.5	30.4	18.7	19.2	19.4	22.5	18.4	24.8
A GO BETWEEN	9.2	9.9	7.3	6.5	10.7	10.7	6.2	13.9	11.8	8.8	7.5	11.6	8.0	8.3	10.2	10.3	6.9	10.1	8.8	10.9
PERSON IN THE MIDDLE	8.8	2.3	4.9	10.6	9.2	8.8	12.9	9.2	11.8	9.2	6.9	8.9	22.7	7.0	10.8	12.3	9.4	7.7	9.3	6.8
INTERMEDIARY	8.2	5.6	7.4	6.9	6.0	10.2	5.8	15.5	13.1	6.9	6.8	6.8	7.5	4.8	6.7	10.0	9.0	11.4	10.2	12.1
MEDIATOR/NEGOTIATOR	6.6	5.8	6.4	6.7	6.9	7.2	10.4	1.7	5.0	6.9	6.4	6.3	11.8	7.2	5.8	9.0	6.1	5.6	8.6	4.0
RE-SELLER	5.1	4.1	7.4	6.0	5.8	6.6	3.1	2.8	0.0	6.0	6.1	6.9	3.1	3.6	8.0	7.5	7.7	2.7	4.5	1.6
BROKER	4.6	9.8	1.3	6.2	3.5	3.6	4.5	2.5	7.2	4.2	5.2	3.2	0.9	4.4	4.3	2.6	4.7	5.7	4.3	6.5
FACILITATOR	4.5	2.2	5.8	4.7	4.8	4.5	7.8	0.0	3.9	4.4	4.5	5.0	2.4	3.7	5.3	4.5	4.9	4.8	4.0	5.3
MISC	4.4	5.3	7.3	3.1	4.8	3.9	2.6	4.2	4.2	4.4	5.0	3.8	3.1	5.6	4.3	3.2	3.2	4.4	5.6	3.7
BENEFIT FR/BOTH SIDES	2.8	4.8	1.7	0.5	4.7	3.6	2.8	4.9	1.1	2.8	1.8	4.9	2.3	3.2	3.6	2.4	1.3	3.0	2.8	3.1
TRANSMITS INFO	2.7	1.7	3.4	2.0	1.5	4.2	3.7	2.9	2.4	3.0	2.5	3.2	5.2	3.1	4.9	1.8	1.2	2.0	1.8	2.2
NEUTRAL/3RD PARTY	1.9	1.1	0.7	1.9	1.0	1.9	4.9	2.9	2.6	1.7	1.3	1.2	4.8	1.6	1.6	0.9	2.5	2.6	1.8	3.1
ACTS ON OTH BEHALF	1.8	1.4	1.5	3.9	1.2	2.3	0.7	0.0	1.1	1.8	2.5	1.0	0.0	1.5	0.5	0.8	4.7	1.7	3.1	0.9
ADDS TO COST	1.3	4.0	1.3	2.3	0.0	0.6	0.0	3.7	0.0	1.4	2.3	0.0	0.0	2.5	0.6	0.0	0.8	1.3	0.9	1.5
MIDDLE MGMT	1.3	1.1	1.3	1.0	1.4	0.6	1.8	2.9	1.3	1.3	1.1	0.7	4.1	1.0	2.5	1.1	0.7	1.3	1.7	1.0
EXTRA/UNNEEDED STEP	1.2	1.1	0.7	1.1	1.1	1.2	0.8	2.6	2.6	0.9	0.9	1.2	0.0	0.3	1.6	1.9	0.7	2.0	1.0	2.7



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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		
WORK W/BOTH SIDES	1.1	2.3	1.6	2.5	0.0	0.6	0.9	0.0	0.0	1.4	2.2	0.4	0.0	1.7	1.6	0.9	0.7	0.3	0.0	0.5
WORKS FOR ANOTHER	1.0	0.0	0.6	1.0	1.7	1.3	0.7	1.2	1.6	1.1	0.7	1.4	2.5	1.4	1.1	0.0	1.3	0.9	1.8	0.5
VAR MEDICAL/INSUR/Rx	0.9	3.4	2.0	0.0	0.0	1.2	0.0	0.0	1.1	1.0	1.4	0.4	0.0	1.2	0.7	0.9	0.7	0.6	0.8	0.5
SPOKESMAN/AGENT	0.8	3.0	0.8	0.5	1.3	0.0	0.0	1.2	0.0	1.0	1.1	1.0	0.0	1.0	1.5	1.2	0.0	0.3	0.0	0.5
DECISION MAKER	0.8	1.1	0.7	0.6	2.0	0.7	0.0	0.0	0.0	0.9	0.8	1.5	0.0	1.4	0.6	0.0	0.9	0.4	1.2	0.0
VAR POLITICAL	0.7	1.5	0.0	1.0	1.6	0.0	0.0	1.6	0.0	0.8	0.8	1.2	0.0	0.7	0.5	1.2	1.3	0.4	0.0	0.6
MID-ROAD/STRADDL FENC	0.6	0.0	1.9	0.5	1.0	0.7	0.0	0.0	0.0	0.8	0.8	0.9	0.0	0.9	0.0	0.0	2.0	0.3	0.8	0.0
MIDDLE CLASS	0.6	0.0	0.0	1.0	1.2	0.6	0.9	0.0	0.0	0.6	0.5	0.6	1.3	0.4	1.3	0.0	0.5	0.6	1.7	0.0
VAR NEGATIVE	0.6	0.0	1.3	0.0	0.0	1.7	0.0	0.0	1.5	0.6	0.5	0.6	1.5	0.4	0.6	2.1	0.0	0.4	1.1	0.0
DEAL MAKER	0.5	0.0	1.3	0.0	0.5	0.0	0.8	1.4	0.0	0.4	0.5	0.4	0.0	0.7	0.0	0.0	0.6	0.6	0.0	1.0
AVERAGE/AVG FOLK	0.2	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.7	0.3	0.9	0.0
EXPEDITER	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	1.2	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.6	0.3	0.0	0.5
A FIXER	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7
SENATOR'S TERM	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
MIDDLE AGED	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
PASS IT ALONG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
DK/REFUSED	3.9	3.2	2.9	3.9	4.1	4.3	6.1	2.4	3.7	3.8	3.4	3.8	6.1	1.9	2.5	6.2	7.6	4.1	5.1	3.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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	900	775	125	100	70	30
BETW/MAKER AND BUYER	23.4	21.4	25.6	24.7	20.4	24.8	26.7	13.4	10.6	10.1	11.6
A GO BETWEEN	9.2	8.9	7.9	9.6	10.0	8.9	9.1	7.8	11.1	9.8	13.9
PERSON IN THE MIDDLE	8.8	6.7	11.1	8.5	8.4	8.0	7.4	12.0	15.4	19.3	6.3
INTERMEDIARY	8.2	12.7	6.3	7.1	8.2	7.8	7.3	10.7	11.3	13.9	5.2
MEDIATOR/NEGOTIATOR	6.6	8.5	3.4	6.4	8.7	6.6	6.0	10.2	6.4	6.4	6.4
RE-SELLER	5.1	6.7	5.8	4.6	3.9	5.2	5.9	0.8	4.5	5.1	3.2
BROKER	4.6	4.2	6.0	3.4	5.5	4.7	5.0	2.7	3.4	1.4	7.8
FACILITATOR	4.5	2.4	4.8	5.0	5.3	4.9	4.7	6.5	1.0	1.5	0.0
MISC	4.4	4.0	5.4	5.1	2.5	4.2	4.3	3.8	6.6	6.3	7.4
BENEFIT FR/BOTH SIDES	2.8	3.1	1.5	3.6	2.7	2.8	2.7	3.8	2.8	0.0	9.4
TRANSMITS INFO	2.7	1.1	2.3	3.5	3.0	2.6	2.5	2.9	3.9	1.5	9.5
NEUTRAL/3RD PARTY	1.9	1.8	2.9	2.6	0.0	1.5	1.0	4.8	5.7	6.8	3.1
ACTS ON OTH BEHALF	1.8	1.4	1.2	1.7	2.8	1.9	1.4	4.7	0.8	0.0	2.8
ADDS TO COST	1.3	1.8	1.4	0.7	2.0	1.4	1.5	0.8	1.0	1.4	0.0
MIDDLE MGMT	1.3	2.1	0.7	1.7	0.6	1.4	1.3	1.7	0.8	0.0	2.7
EXTRA/UNNEEDED STEP	1.2	0.6	1.6	0.7	2.3	1.4	1.5	0.7	0.0	0.0	0.0



94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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
WORK W/BOTH SIDES	1.1	1.4	2.7	0.4	0.5	1.1	0.8	2.8	1.1	1.5	0.0
WORKS FOR ANOTHER	1.0	0.0	2.3	0.5	1.6	1.0	0.8	2.0	1.9	2.7	0.0
VAR MEDICAL/INSUR/Rx	0.9	1.5	1.0	0.7	0.4	1.0	1.1	0.0	0.0	0.0	0.0
SPOKESMAN/AGENT	0.8	1.1	0.0	1.0	0.9	0.9	0.7	1.9	0.0	0.0	0.0
DECISION MAKER	0.8	0.6	0.4	0.9	1.0	0.7	0.8	0.0	1.2	1.8	0.0
VAR POLITICAL	0.7	0.0	0.4	1.1	0.9	0.7	0.8	0.0	0.9	1.3	0.0
MID-ROAD/STRADDL FENC	0.6	0.6	0.8	0.5	0.8	0.6	0.7	0.0	0.9	1.2	0.0
MIDDLE CLASS	0.6	0.7	0.0	1.1	0.3	0.7	0.7	0.7	0.0	0.0	0.0
VAR NEGATIVE	0.6	1.4	0.0	0.5	0.5	0.4	0.4	0.0	2.0	1.7	2.9
DEAL MAKER	0.5	0.0	0.4	0.7	0.5	0.4	0.5	0.0	0.8	1.1	0.0
AVERAGE/AVG FOLK	0.2	0.0	0.4	0.0	0.4	0.2	0.2	0.0	0.0	0.0	0.0
EXPEDITER	0.2	0.5	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0
A FIXER	0.1	0.7	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
SENATOR'S TERM	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.0	1.4	0.0
MIDDLE AGED	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.9	1.3	0.0
PASS IT ALONG	0.1	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0
DK/REFUSED	3.9	4.2	3.7	3.2	5.2	3.9	3.6	5.5	4.1	2.5	7.7





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT						HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
BETW/MAKER AND BUYER	23.4	26.7	21.5	23.7	23.5	21.0	26.3	22.4	19.1	14.5	22.2	23.8	19.9	25.5	33.2	17.1	27.1	17.1
A GO BETWEEN	9.2	7.5	9.6	9.6	8.7	9.1	9.0	7.8	14.7	16.1	6.3	9.1	9.3	7.0	7.3	11.9	5.9	9.8
PERSON IN THE MIDDLE	8.8	9.1	8.4	10.3	6.5	11.8	9.8	7.2	9.9	8.9	9.0	8.7	10.1	6.9	5.2	10.2	8.2	9.6
INTERMEDIARY	8.2	6.2	8.9	6.4	10.0	7.8	5.8	11.2	8.9	11.2	5.0	8.5	9.4	10.6	6.1	8.2	11.9	1.9
MEDIATOR/NEGOTIATOR	6.6	6.7	7.2	7.2	6.3	5.0	6.9	6.9	5.7	6.3	5.5	6.4	6.5	4.8	6.6	7.5	3.4	9.5
RE-SELLER	5.1	4.9	4.6	4.6	5.2	6.6	4.3	5.1	5.4	7.1	7.8	5.1	5.6	3.5	5.0	4.3	8.5	4.5
BROKER	4.6	4.1	5.9	4.5	4.8	4.1	5.1	4.5	3.8	4.8	4.1	4.7	4.6	6.2	3.9	3.7	11.3	1.8
FACILITATOR	4.5	4.1	5.0	4.1	5.1	4.4	4.2	4.7	4.0	2.7	6.2	4.2	5.4	5.1	3.6	1.9	3.7	10.8
MISC	4.4	6.0	2.9	5.5	3.5	3.2	5.6	3.7	2.8	3.2	4.7	4.6	4.4	6.4	4.7	6.1	1.3	1.6
BENEFIT FR/BOTH SIDES	2.8	3.2	2.8	3.0	2.5	3.9	3.1	2.4	3.3	4.0	2.9	2.7	2.7	1.9	2.7	3.3	0.0	4.9
TRANSMITS INFO	2.7	3.5	1.3	3.5	1.7	3.9	3.7	2.0	1.5	2.2	3.1	2.7	3.4	4.0	1.8	1.8	3.7	2.0
NEUTRAL/3RD PARTY	1.9	1.5	2.3	1.7	2.6	0.0	1.5	2.1	4.0	1.9	0.0	1.9	1.2	1.8	2.0	2.3	3.7	3.3
ACTS ON OTH BEHALF	1.8	1.0	2.8	1.2	2.3	2.3	0.9	2.2	2.1	2.3	3.3	1.9	2.5	2.1	1.7	1.4	0.0	0.0
ADDS TO COST	1.3	1.7	1.7	1.6	1.0	1.2	1.9	0.8	1.2	1.7	1.2	1.2	1.4	0.0	1.9	0.8	0.0	3.4
MIDDLE MGMT	1.3	2.0	1.2	0.9	1.1	4.3	0.8	1.4	1.8	1.6	2.1	1.4	1.1	1.8	0.9	2.4	0.0	0.0
EXTRA/UNNEEDED STEP	1.2	0.6	1.6	0.6	1.9	1.3	0.7	1.8	0.0	0.0	3.3	1.2	1.3	1.7	0.3	2.0	0.0	1.9



94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
WORK W/BOTH SIDES	1.1	1.6	0.6	1.7	0.7	0.0	1.4	0.5	1.4	2.0	1.6	1.1	1.3	0.0	0.9	1.3	0.0	1.7
WORKS FOR ANOTHER	1.0	0.6	1.4	1.1	1.2	0.0	1.0	0.7	2.6	0.8	0.0	1.0	1.4	0.7	0.6	0.5	2.1	1.2
VAR MEDICAL/INSUR/Rx	0.9	1.1	0.5	1.1	0.8	0.0	1.3	0.8	0.0	0.0	1.0	0.8	0.7	0.0	1.3	0.0	3.2	1.8
SPOKESMAN/AGENT	0.8	1.2	0.4	1.2	0.5	0.0	1.1	0.6	0.0	0.0	1.5	0.8	0.8	1.2	1.2	2.2	0.0	0.0
DECISION MAKER	0.8	1.5	0.4	1.4	0.3	0.0	1.4	0.0	1.6	1.2	0.0	0.8	0.5	0.0	1.2	2.1	0.0	0.0
VAR POLITICAL	0.7	0.7	0.6	0.7	0.7	0.9	0.5	0.8	1.4	2.1	0.0	0.7	0.9	0.0	0.0	0.6	1.9	1.8
MID-ROAD/STRADDL FENC	0.6	0.6	0.8	0.6	0.8	0.0	0.7	1.0	0.0	0.0	0.0	0.7	0.6	0.9	1.0	0.6	0.0	0.0
MIDDLE CLASS	0.6	0.8	0.4	0.8	0.5	0.0	0.9	0.7	0.0	0.0	0.0	0.6	0.3	0.9	1.0	0.6	0.0	0.0
VAR NEGATIVE	0.6	0.5	0.6	0.8	0.2	1.0	0.6	0.3	0.0	0.0	2.4	0.5	0.5	0.0	1.2	0.6	0.0	2.0
DEAL MAKER	0.5	0.4	0.5	0.4	0.6	0.0	0.2	0.7	0.7	1.0	0.0	0.4	0.2	0.9	0.0	1.1	0.0	1.6
AVERAGE/AVG FOLK	0.2	0.0	0.5	0.0	0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.2	0.9	0.0	0.0	0.0	0.0
EXPEDITER	0.2	0.0	0.5	0.0	0.4	0.0	0.0	0.3	0.5	0.8	0.0	0.2	0.2	0.0	0.0	0.5	0.0	0.0
A FIXER	0.1	0.0	0.3	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0
SENATOR'S TERM	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
MIDDLE AGED	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
PASS IT ALONG	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
DK/REFUSED	3.9	2.2	3.9	1.7	5.3	8.4	1.3	5.9	3.8	3.7	6.9	3.7	3.0	5.3	4.4	4.9	3.9	7.7



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	257	743	470	422	107	233	411	148	262	589	
BETW/MAKER AND BUYER	23.4	22.2	23.8	26.1	21.4	19.2	20.4	20.7	25.2	18.2	25.3	
A GO BETWEEN	9.2	4.1	10.9	9.0	9.0	10.3	11.1	7.8	6.2	8.6	10.1	
PERSON IN THE MIDDLE	8.8	10.3	8.2	8.4	8.3	12.3	11.0	9.3	8.5	9.7	8.4	
INTERMEDIARY	8.2	10.1	7.5	5.5	10.6	10.0	9.3	10.3	12.8	8.9	6.7	
MEDIATOR/NEGOTIATOR	6.6	8.0	6.1	6.7	5.8	9.0	7.3	7.3	4.7	8.8	6.0	
RE-SELLER	5.1	3.6	5.6	5.2	4.4	7.5	7.6	4.5	1.9	6.0	5.5	
BROKER	4.6	4.8	4.5	4.3	5.3	2.6	3.4	4.9	4.7	5.0	4.3	
FACILITATOR	4.5	5.4	4.3	4.3	4.8	4.5	3.3	5.3	7.9	3.8	4.0	
MISC	4.4	5.0	4.2	5.1	4.0	3.2	2.8	3.6	4.5	3.1	5.0	
BENEFIT FR/BOTH SIDES	2.8	1.0	3.5	3.3	2.4	2.4	1.8	1.9	1.9	1.9	3.5	
TRANSMITS INFO	2.7	0.8	3.4	3.8	1.8	1.8	1.4	1.3	0.6	1.7	3.7	
NEUTRAL/3RD PARTY	1.9	4.1	1.2	1.6	2.6	0.9	0.8	2.8	1.3	3.6	1.4	
ACTS ON OTH BEHALF	1.8	3.3	1.2	1.1	2.7	0.8	1.7	2.2	1.7	2.4	1.5	
ADDS TO COST	1.3	0.8	1.5	1.8	1.1	0.0	0.8	1.1	1.3	1.0	1.5	
MIDDLE MGMT	1.3	1.0	1.4	1.6	1.1	1.1	1.5	1.4	0.7	1.8	1.3	
EXTRA/UNNEEDED STEP	1.2	0.8	1.4	0.8	1.6	1.9	2.4	1.4	0.6	1.8	1.2	



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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									
WORK W/BOTH SIDES	1.1	0.3	1.4	1.7	0.5	0.9	1.5	0.5	0.0	0.7	1.5
WORKS FOR ANOTHER	1.0	0.8	1.1	1.3	1.1	0.0	1.6	1.1	0.0	1.8	1.0
VAR MEDICAL/INSUR/Rx	0.9	1.1	0.8	1.0	0.6	0.9	0.8	0.9	1.9	0.4	0.8
SPOKESMAN/AGENT	0.8	0.7	0.8	1.2	0.2	1.2	1.1	0.7	0.6	0.8	0.8
DECISION MAKER	0.8	0.5	0.9	1.1	0.6	0.0	0.0	0.3	0.0	0.5	1.1
VAR POLITICAL	0.7	0.3	0.9	0.6	0.7	1.2	0.9	0.5	0.8	0.3	0.9
MID-ROAD/STRADDL FENC	0.6	0.3	0.7	0.6	0.8	0.0	0.0	0.9	0.0	1.4	0.5
MIDDLE CLASS	0.6	0.9	0.5	0.8	0.6	0.0	0.3	0.6	0.6	0.6	0.6
VAR NEGATIVE	0.6	1.0	0.4	0.5	0.3	2.1	1.0	0.6	0.7	0.5	0.5
DEAL MAKER	0.5	0.7	0.4	0.4	0.6	0.0	0.0	0.9	0.7	1.0	0.2
AVERAGE/AVG FOLK	0.2	0.7	0.0	0.0	0.4	0.0	0.0	0.5	0.6	0.4	0.0
EXPEDITER	0.2	0.4	0.1	0.0	0.4	0.0	0.0	0.4	0.6	0.3	0.0
A FIXER	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.3	0.0	0.4	0.0
SENATOR'S TERM	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
MIDDLE AGED	0.1	0.4	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.4	0.0
PASS IT ALONG	0.1	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.3	0.0
DK/REFUSED	3.9	6.3	3.1	2.1	5.3	6.2	6.1	5.8	8.9	4.0	2.6



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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	433	460	362	370	268	185	162	123	177	208	145
BETW/MAKER AND BUYER	23.4	25.6	21.7	27.7	18.7	24.1	31.7	15.9	25.8	23.5	20.9	22.6
A GO BETWEEN	9.2	9.1	8.7	8.9	9.0	9.8	9.1	8.3	8.5	8.6	9.5	10.8
PERSON IN THE MIDDLE	8.8	9.4	8.2	9.1	10.1	6.4	7.3	10.2	3.8	11.1	10.1	8.6
INTERMEDIARY	8.2	5.6	10.3	5.0	10.8	8.8	4.4	15.0	10.8	5.5	7.6	7.0
MEDIATOR/NEGOTIATOR	6.6	6.7	6.8	6.6	7.2	5.6	4.7	8.2	5.5	8.6	6.5	5.6
RE-SELLER	5.1	4.8	5.1	4.4	3.7	8.0	5.2	3.4	8.9	3.7	3.8	7.1
BROKER	4.6	4.6	4.8	3.4	5.4	5.0	5.0	7.9	7.3	1.8	3.5	3.0
FACILITATOR	4.5	3.8	5.2	4.7	4.4	4.6	5.5	5.8	6.4	3.9	3.3	3.0
MISC	4.4	5.7	3.6	4.7	4.6	3.9	1.1	5.2	5.6	8.4	4.2	2.4
BENEFIT FR/BOTH SIDES	2.8	3.1	2.4	3.1	2.5	3.0	3.6	2.3	1.7	2.5	2.7	4.0
TRANSMITS INFO	2.7	4.1	1.3	3.7	1.8	2.7	2.9	0.0	2.1	4.5	3.1	3.2
NEUTRAL/3RD PARTY	1.9	1.6	2.0	2.1	3.0	0.4	2.9	1.8	0.0	1.1	3.9	0.7
ACTS ON OTH BEHALF	1.8	1.1	2.6	1.3	2.3	1.7	1.3	0.0	2.1	1.2	4.1	1.4
ADDS TO COST	1.3	1.8	1.2	1.5	1.3	1.2	2.2	1.6	1.5	0.7	1.1	0.9
MIDDLE MGMT	1.3	1.3	1.7	1.5	1.0	1.5	1.9	0.5	1.6	1.1	1.3	1.4
EXTRA/UNNEEDED STEP	1.2	0.7	1.8	1.0	1.6	1.0	1.5	2.4	0.8	0.5	0.9	1.3



94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

BANNER 5

	TOTAL			PARTY			MEN			WOMEN		
	2020	BALLOT		TRUMP	BIDEN		TRUMP	BIDEN		TRUMP	BIDEN	
				REPU-	DEMO-	INDEP-	REPU-	DEMO-	INDEP-	REPU-	DEMO-	INDEP-
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
WORK W/BOTH SIDES	1.1	1.6	0.2	1.6	0.5	1.3	2.5	0.5	0.9	0.7	0.5	1.6
WORKS FOR ANOTHER	1.0	0.8	1.4	1.0	1.6	0.4	0.9	0.0	0.0	1.1	2.8	0.8
VAR MEDICAL/INSUR/Rx	0.9	1.1	0.8	1.4	0.5	0.7	1.7	0.6	0.8	1.0	0.4	0.6
SPOKESMAN/AGENT	0.8	1.3	0.5	1.1	0.4	1.0	1.5	0.8	0.0	0.7	0.0	1.8
DECISION MAKER	0.8	1.5	0.3	1.2	0.3	0.9	0.0	0.8	0.0	2.4	0.0	1.6
VAR POLITICAL	0.7	0.8	0.5	0.9	0.8	0.3	0.5	1.9	0.0	1.3	0.0	0.5
MID-ROAD/STRADDL FENC	0.6	0.4	0.8	0.8	0.7	0.4	0.0	0.5	0.0	1.6	0.8	0.7
MIDDLE CLASS	0.6	0.8	0.3	1.0	0.5	0.2	0.0	0.5	0.0	2.0	0.4	0.4
VAR NEGATIVE	0.6	0.5	0.2	0.3	0.3	1.2	0.6	0.7	0.8	0.0	0.0	1.5
DEAL MAKER	0.5	0.5	0.6	0.5	0.7	0.0	1.1	1.1	0.0	0.0	0.4	0.0
AVERAGE/AVG FOLK	0.2	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0
EXPEDITER	0.2	0.0	0.4	0.0	0.0	0.6	0.0	0.0	1.4	0.0	0.0	0.0
A FIXER	0.1	0.0	0.3	0.0	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0
SENATOR'S TERM	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0
MIDDLE AGED	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.0
PASS IT ALONG	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0
DK/REFUSED	3.9	1.9	5.4	1.7	4.8	5.7	0.9	2.2	3.6	2.5	6.8	7.4



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
BETW/MAKER AND BUYER	23.4	22.6	15.5	26.8	18.1	33.8	22.8	28.9	14.0	15.1	31.7	22.8	12.5	12.1	26.0	23.4	24.8
A GO BETWEEN	9.2	9.3	7.3	10.5	9.4	10.6	6.5	8.8	0.0	12.5	8.6	9.1	11.1	0.0	14.9	7.1	13.5
PERSON IN THE MIDDLE	8.8	8.2	7.4	8.7	11.1	6.8	7.3	7.0	10.4	18.7	6.7	8.7	13.5	7.6	4.8	6.3	7.7
INTERMEDIARY	8.2	9.7	10.0	9.5	9.3	4.9	7.3	5.9	4.5	4.1	5.2	9.6	12.3	14.5	12.6	9.2	5.1
MEDIATOR/NEGOTIATOR	6.6	6.3	7.1	5.9	7.3	3.8	9.1	6.1	10.8	8.5	5.8	7.1	6.7	10.6	0.0	7.2	5.1
RE-SELLER	5.1	3.3	2.9	3.6	5.8	8.5	2.3	5.8	0.0	2.9	5.1	2.4	6.0	3.4	9.8	6.8	9.9
BROKER	4.6	6.1	10.9	3.3	3.9	3.2	5.1	4.0	5.3	2.8	3.5	6.4	4.2	3.2	5.1	4.2	6.9
FACILITATOR	4.5	6.1	9.4	4.1	4.0	4.4	3.2	3.9	7.0	5.5	4.3	6.4	1.6	0.0	3.8	5.0	3.9
MISC	4.4	3.4	0.8	4.9	3.9	4.8	7.0	5.8	15.6	1.7	4.6	2.9	4.8	16.7	0.0	4.1	5.8
BENEFIT FR/BOTH SIDES	2.8	2.8	1.6	3.6	3.0	2.6	2.8	2.7	4.0	5.9	2.4	3.3	0.8	3.6	0.0	3.4	3.7
TRANSMITS INFO	2.7	2.5	3.5	1.9	1.6	3.2	4.8	3.9	0.0	2.9	4.1	2.5	0.8	0.0	3.5	1.7	4.7
NEUTRAL/3RD PARTY	1.9	2.1	2.2	2.0	2.8	1.4	0.6	1.0	4.6	5.5	1.0	1.8	5.2	3.2	2.4	0.0	0.0
ACTS ON OTH BEHALF	1.8	2.1	2.0	2.2	2.4	0.6	1.4	0.9	6.1	0.0	1.2	1.8	3.9	0.0	1.9	2.3	0.0
ADDS TO COST	1.3	1.0	1.7	0.6	0.6	1.4	3.4	2.3	0.0	0.0	1.9	1.3	0.9	3.1	0.0	0.5	3.6
MIDDLE MGMT	1.3	0.7	0.0	1.1	1.9	1.3	1.2	1.3	0.0	1.2	1.7	0.9	1.5	0.0	0.0	2.4	0.0
EXTRA/UNNEEDED STEP	1.2	2.0	3.6	1.1	1.4	0.9	0.0	0.5	0.0	2.8	0.7	1.7	1.8	0.0	4.7	0.5	0.0



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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
WORK W/BOTH SIDES	1.1	0.3	0.0	0.5	1.3	1.2	2.0	1.6	0.0	0.0	2.1	0.4	0.8	0.0	0.0	2.1	0.0
WORKS FOR ANOTHER	1.0	1.5	1.6	1.5	0.9	0.4	1.3	0.8	3.7	1.0	0.8	1.6	1.1	2.9	0.0	0.7	0.0
VAR MEDICAL/INSUR/Rx	0.9	0.3	0.8	0.0	0.8	0.6	2.3	1.3	0.0	0.0	1.8	0.4	0.9	0.0	0.0	1.1	0.0
SPOKESMAN/AGENT	0.8	0.5	1.2	0.0	0.0	1.4	2.2	1.8	0.0	0.0	1.4	0.6	0.0	0.0	0.0	0.0	4.1
DECISION MAKER	0.8	0.4	1.2	0.0	0.7	0.0	2.6	1.1	0.0	0.0	1.5	0.0	1.1	0.0	3.0	0.7	0.0
VAR POLITICAL	0.7	0.3	0.0	0.5	1.0	0.9	0.6	0.8	0.0	2.0	0.7	0.4	1.8	0.0	0.0	0.0	1.3
MID-ROAD/STRADDL FENC	0.6	0.0	0.0	0.0	1.3	0.0	1.1	0.5	0.0	1.5	0.7	0.0	2.2	0.0	0.0	0.6	0.0
MIDDLE CLASS	0.6	0.2	0.0	0.4	0.3	1.5	0.8	1.2	0.0	0.0	1.3	0.0	0.7	2.9	1.6	0.0	0.0
VAR NEGATIVE	0.6	0.4	1.0	0.0	1.3	0.0	0.0	0.0	0.0	1.7	0.0	0.5	0.0	0.0	0.0	2.0	0.0
DEAL MAKER	0.5	0.7	0.0	1.1	0.0	0.9	0.6	0.8	0.0	0.0	0.7	0.8	0.0	2.8	0.0	0.0	0.0
AVERAGE/AVG FOLK	0.2	0.3	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	0.0	0.0	0.0	0.0
EXPEDITER	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
A FIXER	0.1	0.4	0.0	0.7	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
SENATOR'S TERM	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0
MIDDLE AGED	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
PASS IT ALONG	0.1	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
DK/REFUSED	3.9	6.0	7.4	5.2	5.2	0.5	1.8	1.1	14.1	3.6	0.3	5.4	2.4	10.2	5.8	7.8	0.0





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO- CRAT	TCKT SPLTTR	RE PUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
BETW/MAKER AND BUYER	23.4	19.2	22.0	28.4	24.9	28.5	5.8	31.2	23.1	23.4	22.5	18.2	23.8	21.2	23.2	23.2
A GO BETWEEN	9.2	9.9	11.4	7.8	8.5	7.9	6.3	8.1	9.1	8.9	9.5	11.4	10.3	5.3	6.2	11.9
PERSON IN THE MIDDLE	8.8	9.6	6.4	8.5	9.2	7.8	8.7	7.7	8.4	9.2	6.8	13.4	9.3	15.2	10.1	5.2
INTERMEDIARY	8.2	10.4	9.5	5.3	7.5	7.8	21.3	6.2	8.7	8.9	8.5	3.8	5.4	6.1	9.3	10.4
MEDIATOR/NEGOTIATOR	6.6	6.6	6.8	6.5	6.2	3.7	7.9	3.2	6.9	7.6	5.5	8.4	5.7	2.2	6.7	8.3
RE-SELLER	5.1	5.3	5.3	4.8	7.2	5.7	0.0	6.3	5.6	4.5	7.7	0.0	5.2	1.2	7.4	3.5
BROKER	4.6	4.8	5.3	4.1	4.5	3.1	0.0	3.5	4.5	5.0	3.6	7.0	3.1	5.5	2.8	7.5
FACILITATOR	4.5	4.0	5.3	4.9	5.4	7.5	9.6	7.2	4.0	3.5	5.0	4.6	4.3	2.3	4.1	6.3
MISC	4.4	3.2	7.5	4.9	3.9	4.7	7.1	4.5	4.5	3.5	6.3	3.3	5.7	8.2	4.0	2.8
BENEFIT FR/BOTH SIDES	2.8	2.4	2.3	3.5	2.5	2.9	0.0	3.3	2.5	2.5	2.5	5.6	3.8	4.9	2.3	1.6
TRANSMITS INFO	2.7	1.8	0.7	4.2	2.2	2.2	0.0	2.4	2.9	3.3	2.1	2.0	3.8	2.6	1.9	2.9
NEUTRAL/3RD PARTY	1.9	2.9	0.0	1.4	1.8	2.0	0.0	2.2	1.9	1.8	2.2	2.0	1.6	2.1	1.8	2.5
ACTS ON OTH BEHALF	1.8	2.7	1.0	1.0	1.8	0.7	0.0	0.8	2.1	2.6	1.1	1.0	1.4	4.2	1.7	1.7
ADDS TO COST	1.3	1.2	0.0	1.8	0.6	1.8	0.0	2.1	1.1	1.1	1.1	2.4	1.5	0.0	1.5	1.5
MIDDLE MGMT	1.3	0.8	2.5	1.5	1.3	0.0	0.0	0.0	1.6	1.5	1.6	1.1	0.5	5.9	1.0	1.1
EXTRA/UNNEEDED STEP	1.2	1.7	1.5	0.7	1.6	0.6	0.0	0.7	1.5	1.6	1.4	0.0	0.9	1.1	1.5	1.4



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAINSTREAM/PROT.	EVANGELICAL	CATHOLIC
WORK W/BOTH SIDES	1.1	0.4	2.9	1.4	1.0	0.0	0.0	0.0	1.4	1.2	1.8	0.0	1.8	1.4	0.8	0.8
WORKS FOR ANOTHER	1.0	1.2	0.6	0.9	1.0	2.6	13.4	1.3	0.9	0.8	1.0	0.0	0.7	1.9	1.0	1.6
VAR MEDICAL/INSUR/Rx	0.9	0.6	0.8	1.2	1.0	1.6	0.0	1.7	0.8	0.9	0.7	0.0	1.0	1.0	1.8	0.0
SPOKESMAN/AGENT	0.8	0.6	1.0	0.9	1.0	1.8	0.0	2.0	0.6	0.4	0.9	1.0	1.1	0.0	1.2	0.5
DECISION MAKER	0.8	0.5	0.0	1.3	0.7	0.0	0.0	0.0	0.6	0.9	0.0	3.5	1.5	0.0	0.5	0.4
VAR POLITICAL	0.7	0.7	0.7	0.8	0.8	0.0	0.0	0.0	0.8	0.5	1.2	1.2	0.7	0.0	1.9	0.0
MID-ROAD/STRADDL FENC	0.6	0.8	0.0	0.7	0.2	0.0	0.0	0.0	0.7	0.9	0.3	1.0	1.5	0.0	0.7	0.0
MIDDLE CLASS	0.6	0.5	0.0	0.9	0.4	0.0	0.0	0.0	0.6	0.4	1.0	1.1	1.2	0.0	0.5	0.3
VAR NEGATIVE	0.6	0.4	1.2	0.5	0.5	0.0	0.0	0.0	0.6	0.9	0.0	1.0	0.0	1.4	0.7	0.4
DEAL MAKER	0.5	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.4	0.6	1.0	0.6	3.3	0.0	0.0
AVERAGE/AVG FOLK	0.2	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	1.1	0.0	0.0
EXPEDITER	0.2	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.6
A FIXER	0.1	0.3	0.0	0.0	0.2	0.9	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
SENATOR'S TERM	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
MIDDLE AGED	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.4	0.0
PASS IT ALONG	0.1	0.2	0.0	0.0	0.0	0.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
DK/REFUSED	3.9	5.6	5.3	1.6	3.5	5.8	19.9	4.1	3.3	2.8	4.4	6.0	3.5	2.0	4.7	3.3



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
BETW/MAKER AND BUYER	23.4	19.8	30.6	28.3	35.6	19.7	32.5	19.8	28.3	27.8	14.0	14.5	10.4	22.3	29.6	26.1	14.2	14.7	7.7	12.7
A GO BETWEEN	9.2	9.4	8.6	8.4	9.1	8.9	8.4	9.9	8.8	9.7	8.1	10.5	5.7	9.6	9.6	9.8	11.5	9.8	1.3	9.4
PERSON IN THE MIDDLE	8.8	9.8	6.7	6.4	7.3	8.3	6.0	11.0	7.5	7.3	11.9	11.5	13.3	7.0	6.3	8.3	6.8	14.5	10.6	15.5
INTERMEDIARY	8.2	7.9	8.7	9.1	8.1	10.4	8.8	6.0	8.7	7.6	9.4	10.5	7.9	15.5	8.4	6.8	12.6	9.2	15.9	1.1
MEDIATOR/NEGOTIATOR	6.6	7.2	5.3	5.9	4.0	6.6	5.3	7.7	5.2	5.8	8.1	8.7	7.3	5.0	5.5	6.2	6.4	10.2	8.1	6.6
RE-SELLER	5.1	5.2	4.9	5.4	3.8	5.8	5.2	4.8	4.5	5.2	4.9	5.7	4.5	2.4	4.8	5.5	10.9	2.4	4.8	4.3
BROKER	4.6	4.5	4.7	5.9	2.3	6.6	6.5	2.9	2.5	4.1	5.6	5.4	4.4	6.6	6.3	1.9	6.0	4.9	6.6	2.5
FACILITATOR	4.5	3.9	5.9	6.1	5.4	5.1	7.0	3.0	4.5	4.7	4.2	3.8	5.2	4.5	5.5	3.9	7.5	1.4	6.7	4.0
MISC	4.4	4.8	3.7	2.6	6.1	4.9	1.9	4.7	6.0	4.3	4.7	3.0	6.8	2.5	3.1	5.5	3.9	2.4	8.2	5.5
BENEFIT FR/BOTH SIDES	2.8	2.6	3.3	1.7	6.8	2.8	2.4	2.5	4.4	3.0	2.4	3.4	1.5	3.8	2.9	3.1	1.7	4.4	1.6	1.4
TRANSMITS INFO	2.7	2.6	2.9	3.3	1.9	1.2	2.5	3.7	3.3	2.3	3.6	3.1	2.5	8.3	1.2	3.4	2.5	3.5	2.4	2.5
NEUTRAL/3RD PARTY	1.9	2.6	0.6	0.8	0.0	2.3	1.0	2.9	0.0	1.2	3.5	2.3	6.5	0.0	1.1	1.3	1.9	2.5	6.1	6.7
ACTS ON OTH BEHALF	1.8	1.9	1.5	1.0	2.8	0.6	1.8	2.9	1.3	1.6	2.0	1.8	2.3	2.9	1.1	2.1	0.0	3.0	0.0	4.3
ADDS TO COST	1.3	1.6	0.7	1.1	0.0	2.6	0.6	0.9	0.9	1.6	0.6	0.0	1.6	0.0	2.3	1.1	0.0	0.0	1.6	1.6
MIDDLE MGMT	1.3	1.5	0.9	0.7	1.1	1.9	0.5	1.3	1.3	1.1	1.7	1.4	2.8	0.0	1.3	0.9	0.0	2.3	3.0	2.6
EXTRA/UNNEEDED STEP	1.2	1.0	1.7	2.1	0.8	1.7	1.5	0.5	1.8	1.3	1.2	1.6	0.8	2.1	2.0	0.5	1.8	1.4	0.0	1.4



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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
WORK W/BOTH SIDES	1.1	1.2	0.9	0.9	1.0	1.2	1.7	1.2	0.0	1.6	0.0	0.0	0.0	0.0	1.9	1.3	0.0	0.0	0.0	0.0
WORKS FOR ANOTHER	1.0	0.9	1.3	1.2	1.6	0.3	0.4	1.3	2.5	0.9	1.4	2.0	1.5	0.0	0.5	1.2	0.0	3.4	0.0	2.7
VAR MEDICAL/INSUR/Rx	0.9	0.8	0.9	1.4	0.0	1.0	1.2	0.7	0.6	1.0	0.6	0.7	0.8	0.0	1.2	0.8	0.0	1.1	1.7	0.0
SPOKESMAN/AGENT	0.8	1.2	0.0	0.0	0.0	1.4	0.0	1.0	0.0	0.6	1.1	0.9	0.6	0.0	1.0	0.3	0.0	1.5	1.4	0.0
DECISION MAKER	0.8	1.0	0.4	0.5	0.0	0.4	0.0	1.4	0.8	0.8	0.7	0.0	1.0	2.5	0.0	1.6	0.0	0.0	2.1	0.0
VAR POLITICAL	0.7	1.1	0.0	0.0	0.0	1.4	0.0	0.8	0.0	0.5	1.2	1.7	1.3	0.0	0.6	0.4	2.2	1.3	1.5	1.1
MID-ROAD/STRADDL FENC	0.6	1.0	0.0	0.0	0.0	0.3	0.0	1.4	0.0	0.6	0.8	1.4	0.6	0.0	0.0	1.1	1.7	1.2	0.0	1.1
MIDDLE CLASS	0.6	0.8	0.3	0.4	0.0	0.3	0.0	1.1	0.6	0.6	0.5	0.0	1.3	0.0	0.0	1.2	0.0	0.0	1.5	1.2
VAR NEGATIVE	0.6	0.8	0.0	0.0	0.0	1.1	0.0	0.6	0.0	0.5	0.6	0.9	0.0	0.0	0.6	0.4	2.3	0.0	0.0	0.0
DEAL MAKER	0.5	0.4	0.6	0.9	0.0	0.6	1.1	0.2	0.0	0.6	0.3	0.0	0.6	0.0	0.9	0.3	0.0	0.0	1.4	0.0
AVERAGE/AVG FOLK	0.2	0.1	0.3	0.4	0.0	0.0	0.0	0.2	0.6	0.0	0.6	0.0	0.7	2.3	0.0	0.0	0.0	0.0	0.0	1.3
EXPEDITER	0.2	0.1	0.3	0.0	0.9	0.3	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
A FIXER	0.1	0.0	0.4	0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0
SENATOR'S TERM	0.1	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MIDDLE AGED	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
PASS IT ALONG	0.1	0.0	0.2	0.0	0.8	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
DK/REFUSED	3.9	4.1	3.5	4.7	0.9	2.1	2.0	5.6	5.3	3.2	5.5	4.4	8.2	2.7	1.3	5.0	3.7	4.8	5.8	10.3



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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	78	144	158	158	204	258	380	620	538	462	470	530
BETW/MAKER AND BUYER	23.4	17.4	9.2	18.6	20.7	27.4	34.6	14.8	28.7	16.5	31.4	24.7	22.2
A GO BETWEEN	9.2	5.8	10.9	7.8	10.2	9.9	8.8	8.6	9.5	9.0	9.3	8.7	9.6
PERSON IN THE MIDDLE	8.8	16.1	12.4	9.4	8.9	7.3	5.2	11.9	6.8	11.0	6.1	7.4	10.0
INTERMEDIARY	8.2	19.3	16.4	7.1	6.2	4.0	5.4	13.1	5.1	11.1	4.8	9.7	6.7
MEDIATOR/NEGOTIATOR	6.6	6.2	6.8	8.0	7.3	6.4	5.4	7.2	6.2	7.2	5.8	6.1	7.0
RE-SELLER	5.1	7.4	3.4	1.9	3.3	9.4	5.0	3.6	6.0	3.5	6.9	5.5	4.7
BROKER	4.6	2.4	4.9	4.9	7.7	3.4	3.9	4.4	4.7	5.4	3.7	6.6	2.8
FACILITATOR	4.5	1.4	5.2	5.8	4.1	6.6	3.0	4.6	4.5	4.5	4.6	5.8	3.4
MISC	4.4	1.5	4.8	5.2	2.6	5.8	4.7	4.3	4.5	3.8	5.2	3.7	5.1
BENEFIT FR/BOTH SIDES	2.8	3.8	2.1	4.1	1.9	2.6	3.0	3.3	2.6	2.9	2.8	2.7	3.0
TRANSMITS INFO	2.7	2.6	5.8	4.5	2.8	0.9	1.2	4.6	1.5	4.1	1.1	1.7	3.6
NEUTRAL/3RD PARTY	1.9	5.4	1.9	2.4	1.3	0.5	2.1	2.8	1.4	2.4	1.4	1.8	2.1
ACTS ON OTH BEHALF	1.8	1.6	3.7	3.2	1.6	1.0	0.6	3.0	1.0	2.6	0.8	1.1	2.4
ADDS TO COST	1.3	0.0	0.0	0.0	1.2	2.0	2.8	0.0	2.1	0.3	2.5	1.8	0.9
MIDDLE MGMT	1.3	0.0	0.8	2.4	3.1	0.0	1.3	1.3	1.3	1.8	0.7	1.3	1.3
EXTRA/UNNEEDED STEP	1.2	1.3	2.1	1.1	0.6	2.3	0.4	1.5	1.1	1.3	1.2	1.6	0.9



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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
WORK W/BOTH SIDES	1.1	1.3	0.7	1.3	1.6	0.5	1.3	1.1	1.1	1.2	1.0	1.4	0.9
WORKS FOR ANOTHER	1.0	0.0	2.7	1.8	0.0	1.0	0.7	1.8	0.6	1.2	0.8	0.3	1.7
VAR MEDICAL/INSUR/Rx	0.9	0.0	0.0	0.0	1.2	1.5	1.4	0.0	1.4	0.4	1.4	1.1	0.7
SPOKESMAN/AGENT	0.8	0.0	0.0	0.7	2.2	0.6	0.7	0.3	1.1	0.9	0.7	0.9	0.7
DECISION MAKER	0.8	0.0	0.9	0.0	1.5	1.0	0.9	0.3	1.1	0.7	0.9	0.3	1.2
VAR POLITICAL	0.7	0.0	0.6	1.3	2.1	0.0	0.4	0.8	0.7	1.1	0.2	0.9	0.6
MID-ROAD/STRADDL FENC	0.6	1.1	0.0	0.0	0.0	0.5	1.8	0.2	0.9	0.2	1.2	0.2	1.0
MIDDLE CLASS	0.6	0.0	0.6	0.0	0.6	0.0	1.6	0.2	0.8	0.3	0.9	0.2	1.0
VAR NEGATIVE	0.6	0.0	0.0	1.4	0.6	0.0	0.9	0.6	0.5	0.6	0.5	0.7	0.4
DEAL MAKER	0.5	0.0	0.0	0.0	1.9	0.8	0.0	0.0	0.8	0.5	0.4	0.8	0.2
AVERAGE/AVG FOLK	0.2	0.0	0.7	0.6	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.4
EXPEDITER	0.2	0.0	0.6	0.0	0.0	0.0	0.4	0.2	0.1	0.1	0.2	0.4	0.0
A FIXER	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.3	0.0
SENATOR'S TERM	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.0	0.2	0.0	0.2
MIDDLE AGED	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.2	0.0	0.2	0.0
PASS IT ALONG	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.2	0.2	0.0
DK/REFUSED	3.9	5.4	3.2	5.7	4.5	4.0	2.3	4.7	3.4	4.6	3.1	2.1	5.5



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
BETW/MAKER AND BUYER	23.4	13.5	14.8	22.2	33.3	20.2	11.7	21.8	36.0	10.5	17.7	22.6	30.4	21.3	23.9	24.7
A GO BETWEEN	9.2	6.2	9.7	10.1	9.1	3.1	6.8	8.1	11.4	7.6	12.3	11.8	6.7	8.8	9.6	8.5
PERSON IN THE MIDDLE	8.8	14.6	11.2	8.2	5.7	12.9	11.8	6.7	3.9	15.4	10.6	9.5	7.5	10.2	7.7	9.5
INTERMEDIARY	8.2	20.1	10.0	5.5	5.0	30.1	12.0	7.8	5.7	15.6	8.2	3.5	4.3	9.5	9.2	4.2
MEDIATOR/NEGOTIATOR	6.6	5.0	7.7	8.2	5.1	10.7	5.9	7.7	4.4	2.3	9.3	8.7	5.9	9.0	5.7	5.6
RE-SELLER	5.1	5.8	2.3	5.3	6.6	2.7	2.4	6.5	7.5	7.3	2.3	4.3	5.6	4.0	5.6	5.1
BROKER	4.6	2.4	5.5	5.5	4.0	2.5	8.3	9.4	4.4	2.4	2.9	1.9	3.6	6.0	3.7	5.0
FACILITATOR	4.5	2.9	5.3	5.9	3.6	3.1	7.6	7.4	4.2	2.9	3.2	4.5	3.0	2.5	5.7	4.2
MISC	4.4	1.0	6.0	4.5	4.4	3.3	3.6	3.0	4.3	0.0	8.1	5.9	4.5	3.4	3.9	6.9
BENEFIT FR/BOTH SIDES	2.8	2.6	3.7	2.0	2.9	0.0	4.6	1.6	2.6	3.7	2.9	2.4	3.2	2.1	2.7	4.0
TRANSMITS INFO	2.7	6.3	3.7	2.4	1.1	3.1	3.7	0.8	0.7	7.8	3.7	3.9	1.5	1.5	3.0	3.6
NEUTRAL/3RD PARTY	1.9	3.7	2.2	1.1	1.8	2.5	2.2	1.5	1.5	4.2	2.3	0.8	2.1	3.4	2.0	0.0
ACTS ON OTH BEHALF	1.8	3.6	2.9	1.4	0.7	2.4	1.6	1.0	0.5	4.2	4.1	1.7	0.9	1.2	1.9	2.2
ADDS TO COST	1.3	0.0	0.0	1.5	2.5	0.0	0.0	3.1	2.5	0.0	0.0	0.0	2.6	1.4	0.7	2.7
MIDDLE MGMT	1.3	0.0	1.9	1.9	0.9	0.0	2.5	0.7	1.3	0.0	1.4	2.9	0.5	1.7	1.5	0.5
EXTRA/UNNEEDED STEP	1.2	1.8	1.5	1.1	1.0	0.0	2.4	2.3	1.0	2.6	0.6	0.0	1.0	2.2	1.3	0.0



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94. IN A FEW WORDS, HOW WOULD YOU DESCRIBE WHAT A "MIDDLEMAN" IS?

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
WORK W/BOTH SIDES	1.1	0.8	1.2	1.4	0.9	0.0	0.7	2.9	1.1	1.2	1.7	0.0	0.7	1.1	0.8	1.8
WORKS FOR ANOTHER	1.0	1.7	1.9	0.4	0.7	0.0	0.6	0.0	0.5	2.4	3.1	0.8	1.0	0.8	1.1	1.1
VAR MEDICAL/INSUR/Rx	0.9	0.0	0.0	1.0	1.6	0.0	0.0	0.8	2.2	0.0	0.0	1.2	1.0	0.7	0.9	1.0
SPOKESMAN/AGENT	0.8	0.0	0.5	1.3	0.9	0.0	0.0	0.7	1.7	0.0	0.9	1.9	0.0	0.7	0.9	0.6
DECISION MAKER	0.8	1.1	0.0	0.9	1.1	3.5	0.0	0.0	0.0	0.0	0.0	1.7	2.3	0.4	0.6	1.6
VAR POLITICAL	0.7	0.7	0.8	1.3	0.3	0.0	1.7	1.6	0.0	1.0	0.0	1.0	0.6	0.3	1.0	0.6
MID-ROAD/STRADDL FENC	0.6	0.7	0.0	0.0	1.5	0.0	0.0	0.0	0.5	1.1	0.0	0.0	2.6	0.3	0.7	0.8
MIDDLE CLASS	0.6	0.0	0.3	0.4	1.1	0.0	0.7	0.0	0.0	0.0	0.0	0.7	2.3	0.3	0.5	1.2
VAR NEGATIVE	0.6	0.0	0.9	0.3	0.7	0.0	1.8	0.0	0.6	0.0	0.0	0.6	0.8	0.3	0.4	1.1
DEAL MAKER	0.5	0.0	0.0	1.8	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.6	0.0	0.7	0.6	0.0
AVERAGE/AVG FOLK	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.4	0.2	0.0
EXPEDITER	0.2	0.0	0.3	0.0	0.2	0.0	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.2	0.0
A FIXER	0.1	0.0	0.5	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
SENATOR'S TERM	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.2	0.0
MIDDLE AGED	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
PASS IT ALONG	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0
DK/REFUSED	3.9	5.4	4.6	3.7	3.1	0.0	5.9	0.7	0.9	7.8	3.4	6.5	5.4	4.9	3.8	2.9





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BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL	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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	73.1	83.2	72.6	72.0	69.6	75.9	66.4	72.7	77.7	71.5	74.5	69.3	60.6	74.9	71.1	66.9	68.0	77.5	79.4	76.4
Much	27.3	36.0	29.2	30.0	24.2	23.4	18.0	20.4	39.7	26.6	31.0	20.3	19.7	28.3	23.5	27.5	25.7	29.1	31.4	27.8
Somewhat	45.9	47.2	43.4	42.0	45.4	52.5	48.4	52.3	38.0	44.9	43.6	48.9	40.9	46.6	47.6	39.4	42.3	48.4	48.0	48.6
LESS EXPENSIVE	8.1	2.4	7.8	11.4	7.0	5.8	11.7	13.6	4.0	8.7	8.3	6.1	18.3	7.7	9.4	9.8	9.0	6.5	7.1	6.2
Somewhat	6.7	1.1	7.3	9.7	5.4	5.1	10.6	10.5	2.3	7.0	7.1	4.9	12.3	6.2	8.2	6.1	7.6	6.2	6.1	6.2
Much	1.4	1.3	0.5	1.7	1.6	0.7	1.1	3.0	1.7	1.7	1.2	1.3	6.0	1.5	1.2	3.7	1.3	0.4	1.0	0.0
NO DIFFERENCE	11.1	9.3	9.0	12.7	13.7	9.7	12.1	6.6	12.1	11.8	10.7	13.3	13.3	10.5	10.8	13.0	14.7	9.3	9.0	9.4
DK/REFUSED	7.7	5.0	10.6	4.0	9.7	8.5	9.8	7.1	6.1	8.1	6.5	11.3	7.8	6.9	8.7	10.3	8.3	6.7	4.5	8.0
Net Diff	66.4	82.1	65.3	62.3	64.2	70.8	55.8	62.2	75.4	64.5	67.5	64.4	48.3	68.7	62.9	60.8	60.4	71.3	73.3	70.2
Mean	3.99	4.22	4.05	3.93	3.95	4.01	3.79	3.82	4.19	3.95	4.03	3.93	3.61	4.01	3.92	3.90	3.91	4.07	4.08	4.06



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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	900	775	125	100	70	30	
MORE EXPENSIVE	73.1	72.8	75.4	74.4	68.7	75.1	76.1	69.3	55.2	55.4	54.8	
Much	27.3	28.4	24.5	30.5	23.4	28.0	29.7	17.4	21.0	21.3	20.4	
Somewhat	45.9	44.4	50.9	43.9	45.4	47.2	46.4	52.0	34.2	34.1	34.4	
LESS EXPENSIVE	8.1	6.8	10.1	7.3	8.6	7.3	6.6	11.6	15.1	17.5	9.7	
Somewhat	6.7	6.1	9.3	5.4	7.0	6.3	5.6	10.8	10.4	11.8	7.1	
Much	1.4	0.6	0.8	1.9	1.6	1.0	1.0	0.8	4.7	5.6	2.6	
NO DIFFERENCE	11.1	13.7	9.2	9.9	12.9	10.5	10.4	11.2	15.6	11.8	24.6	
DK/REFUSED	7.7	6.8	5.4	8.4	9.8	7.0	6.9	7.9	14.0	15.4	10.9	
Net Diff	66.4	66.6	66.1	69.1	61.8	68.8	70.5	58.6	44.8	43.5	47.7	
Mean	3.99	4.01	3.94	4.05	3.91	4.02	4.05	3.81	3.66	3.63	3.71	



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	73.1	76.5	73.1	72.9	76.0	59.9	73.5	73.8	69.9	65.5	74.2	74.0	75.0	75.3	77.3	64.8	72.9	58.8
Much	27.3	29.3	27.4	28.3	27.6	19.5	27.6	27.5	25.1	25.1	28.4	27.3	26.6	22.9	28.1	28.8	36.7	26.0
Somewhat	45.9	47.2	45.7	44.6	48.3	40.4	45.9	46.3	44.8	40.4	45.8	46.7	48.3	52.4	49.2	36.0	36.2	32.8
LESS EXPENSIVE	8.1	7.3	7.9	8.3	6.9	13.2	8.5	8.4	7.1	7.4	6.5	7.6	6.9	5.8	6.8	9.9	14.6	16.0
Somewhat	6.7	6.2	6.7	7.5	5.8	7.7	7.5	7.1	6.5	6.5	2.2	6.3	5.9	5.8	6.5	7.9	7.7	14.4
Much	1.4	1.1	1.1	0.8	1.1	5.5	1.0	1.3	0.6	0.8	4.2	1.3	1.0	0.0	0.3	2.0	6.9	1.6
NO DIFFERENCE	11.1	10.1	11.4	10.7	9.9	18.4	10.7	10.6	15.6	17.9	6.9	10.7	8.8	13.5	10.3	16.1	8.8	16.4
DK/REFUSED	7.7	6.0	7.6	8.0	7.2	8.5	7.2	7.2	7.4	9.3	12.4	7.7	9.3	5.4	5.6	9.1	3.7	8.8
Net Diff	66.4	70.3	66.4	65.5	70.2	52.2	66.0	66.7	63.4	58.9	71.9	67.7	69.1	69.5	70.8	57.0	65.2	44.4
Mean	3.99	4.04	3.99	4.00	4.03	3.66	3.99	3.99	3.94	3.91	4.05	4.00	4.03	3.98	4.04	3.90	3.91	3.74



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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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	73.1	71.2	73.8	73.5	74.3	66.9	69.2	74.8	74.5	75.0	72.0
Much	27.3	26.7	27.4	26.6	27.9	27.5	25.3	27.4	33.8	23.8	27.2
Somewhat	45.9	44.5	46.4	46.9	46.3	39.4	43.9	47.4	40.8	51.2	44.8
LESS EXPENSIVE	8.1	10.7	7.2	8.4	7.4	9.8	10.4	7.4	8.3	7.0	8.5
Somewhat	6.7	8.7	6.0	6.9	6.7	6.1	7.9	6.3	7.6	5.5	7.1
Much	1.4	1.9	1.1	1.4	0.7	3.7	2.4	1.2	0.7	1.4	1.5
NO DIFFERENCE	11.1	11.2	11.0	10.6	11.1	13.0	10.1	10.8	10.4	11.0	11.2
DK/REFUSED	7.7	6.9	8.0	7.5	7.3	10.3	10.3	6.9	6.8	7.0	8.3
Net Diff	66.4	62.5	67.8	66.6	67.6	60.8	61.3	68.5	66.9	69.5	64.9
Mean	3.99	3.92	4.01	3.98	4.02	3.90	3.91	4.01	4.07	3.97	3.97



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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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	73.1	74.1	73.0	76.0	70.9	72.3	80.4	73.5	79.4	71.4	68.9	66.4
Much	27.3	29.6	26.2	27.7	28.7	24.7	29.6	28.6	27.3	25.6	28.9	22.5
Somewhat	45.9	44.5	46.9	48.3	42.2	47.7	50.8	44.9	52.1	45.8	40.1	43.9
LESS EXPENSIVE	8.1	7.8	8.0	6.4	9.0	9.1	5.6	10.3	6.6	7.3	8.0	11.2
Somewhat	6.7	6.2	6.7	5.4	8.2	6.5	5.1	9.7	6.0	5.8	7.0	6.9
Much	1.4	1.6	1.2	1.0	0.8	2.6	0.5	0.6	0.6	1.5	1.0	4.3
NO DIFFERENCE	11.1	10.7	10.3	11.8	11.1	10.0	11.8	11.4	7.1	11.8	11.0	12.4
DK/REFUSED	7.7	7.3	8.7	5.8	8.9	8.6	2.2	4.9	6.9	9.6	12.1	10.1
Net Diff	66.4	67.9	66.3	70.6	62.7	65.9	75.4	63.7	73.4	65.5	61.9	59.5
Mean	3.99	4.02	3.99	4.02	3.99	3.93	4.06	3.96	4.07	3.98	4.01	3.82



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	73.1	76.3	72.6	78.5	66.6	79.1	74.1	76.9	84.0	67.8	77.4	76.1	61.3	69.7	73.9	69.9	77.8
Much	27.3	26.3	33.1	22.3	26.0	25.8	33.5	29.2	44.3	21.1	28.1	27.1	32.2	27.8	13.2	23.6	35.0
Somewhat	45.9	50.0	39.5	56.2	40.6	53.2	40.5	47.6	39.7	46.7	49.4	49.0	29.2	42.0	60.8	46.3	42.7
LESS EXPENSIVE	8.1	7.8	7.8	7.8	10.4	6.8	5.3	6.1	16.0	7.8	5.4	6.9	11.8	13.8	8.4	10.5	5.9
Somewhat	6.7	6.4	7.8	5.6	8.9	5.3	4.5	4.9	11.3	7.8	4.5	6.1	11.8	10.4	6.2	7.3	4.6
Much	1.4	1.4	0.0	2.1	1.5	1.5	0.8	1.2	4.7	0.0	0.9	0.9	0.0	3.4	2.3	3.2	1.4
NO DIFFERENCE	11.1	8.8	12.5	6.6	13.9	8.6	12.1	10.1	0.0	18.2	11.0	9.2	15.1	10.3	10.8	11.3	6.0
DK/REFUSED	7.7	7.1	7.2	7.1	9.1	5.6	8.5	6.9	0.0	6.2	6.1	7.8	11.8	6.2	6.8	8.4	10.3
Net Diff	66.4	69.9	64.8	72.8	57.7	73.8	69.6	71.9	72.7	60.0	73.0	70.0	49.6	59.3	67.8	62.6	73.2
Mean	3.99	4.01	4.05	3.98	3.89	4.02	4.11	4.06	4.08	3.86	4.06	4.03	3.93	3.86	3.82	3.87	4.18



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	73.1	71.5	69.9	75.9	74.0	81.0	82.3	80.8	72.8	73.8	71.1	64.0	69.6	73.7	74.6	75.4
Much	27.3	27.1	28.7	27.0	25.5	29.3	42.7	27.7	27.3	25.1	31.6	23.6	25.8	25.0	27.1	29.7
Somewhat	45.9	44.4	41.2	48.9	48.5	51.7	39.5	53.1	45.5	48.7	39.5	40.4	43.8	48.7	47.6	45.7
LESS EXPENSIVE	8.1	9.3	9.2	6.5	8.0	8.2	0.0	9.2	8.3	8.8	7.4	6.0	9.6	7.3	8.3	7.1
Somewhat	6.7	8.1	7.4	5.1	6.9	7.6	0.0	8.5	7.1	7.4	6.6	2.4	7.5	6.2	6.7	6.5
Much	1.4	1.2	1.8	1.4	1.1	0.6	0.0	0.7	1.2	1.4	0.8	3.6	2.2	1.1	1.6	0.6
NO DIFFERENCE	11.1	10.5	13.1	11.0	11.0	5.3	12.0	4.5	11.4	10.3	13.6	16.5	11.5	13.3	11.4	9.4
DK/REFUSED	7.7	8.7	7.7	6.6	7.0	5.5	5.8	5.4	7.4	7.2	7.9	13.5	9.3	5.7	5.7	8.2
Net Diff	66.4	63.4	62.5	70.8	67.1	73.4	82.3	72.3	65.7	66.4	64.5	61.6	62.1	67.5	67.9	68.9
Mean	3.99	3.97	3.95	4.02	3.97	4.07	4.33	4.04	3.98	3.95	4.03	3.90	3.92	3.96	3.97	4.06



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	73.1	69.7	79.9	78.1	83.9	74.4	82.9	66.2	76.3	76.2	66.7	69.7	63.1	73.1	81.3	71.2	71.3	68.6	66.4	60.3
Much	27.3	27.9	26.1	25.1	28.2	31.0	25.1	25.5	27.3	27.5	26.8	34.2	20.8	16.7	29.1	25.9	40.6	30.0	18.0	23.1
Somewhat	45.9	41.9	53.9	53.0	55.7	43.5	57.8	40.7	49.0	48.7	39.9	35.5	42.3	56.3	52.2	45.3	30.8	38.6	48.4	37.2
LESS EXPENSIVE	8.1	9.3	5.7	4.9	7.5	8.5	5.8	9.8	5.6	7.4	9.6	8.4	13.0	3.7	6.2	8.6	9.1	8.0	13.0	13.1
Somewhat	6.7	7.7	4.9	3.7	7.5	7.9	5.3	7.4	4.4	5.8	8.7	6.9	12.3	3.7	5.7	6.0	9.1	5.5	11.4	13.1
Much	1.4	1.6	0.8	1.2	0.0	0.6	0.5	2.4	1.2	1.6	0.9	1.5	0.7	0.0	0.5	2.6	0.0	2.5	1.6	0.0
NO DIFFERENCE	11.1	12.0	9.1	11.0	5.0	11.9	8.0	12.1	10.3	9.6	14.1	13.6	14.6	12.0	9.1	10.2	14.8	12.8	11.9	16.9
DK/REFUSED	7.7	9.0	5.3	6.1	3.5	5.1	3.2	11.9	7.8	6.8	9.6	8.3	9.3	11.3	3.5	10.1	4.8	10.6	8.8	9.7
Net Diff	66.4	62.1	75.0	74.4	76.4	66.5	77.6	58.8	71.9	70.4	58.0	62.8	50.8	69.4	75.6	65.2	62.3	63.1	55.0	47.2
Mean	3.99	3.95	4.05	4.03	4.08	4.01	4.05	3.90	4.05	4.02	3.92	4.02	3.77	3.97	4.07	3.96	4.08	3.99	3.77	3.78





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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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	73.1	66.8	64.7	74.0	71.2	76.0	78.2	69.0	75.7	69.6	77.2	77.8	69.0
Much	27.3	22.4	25.2	25.2	29.2	29.4	28.3	24.6	28.9	26.0	28.8	28.7	26.0
Somewhat	45.9	44.5	39.5	48.8	42.0	46.6	49.9	44.4	46.8	43.7	48.4	49.1	43.0
LESS EXPENSIVE	8.1	19.2	13.6	5.2	7.7	4.6	6.4	11.3	6.1	10.2	5.6	7.5	8.6
Somewhat	6.7	17.5	11.5	4.6	5.3	3.1	5.9	9.9	4.8	8.5	4.7	6.9	6.6
Much	1.4	1.7	2.1	0.6	2.5	1.5	0.5	1.4	1.3	1.7	0.9	0.6	2.0
NO DIFFERENCE	11.1	4.7	12.1	12.6	11.1	12.5	10.3	10.8	11.2	10.9	11.3	10.4	11.6
DK/REFUSED	7.7	9.3	9.6	8.2	10.0	6.9	5.1	9.0	7.0	9.3	5.9	4.3	10.7
Net Diff	66.4	49.3	53.2	69.4	65.9	72.9	72.3	59.1	70.9	61.1	72.5	70.8	62.5
Mean	3.99	3.75	3.82	4.02	4.00	4.07	4.05	3.89	4.04	3.92	4.06	4.03	3.95



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. BASED ON WHAT YOU KNOW, WOULD YOU SAY MIDDLEMEN MAKE GOODS AND SERVICES MORE EXPENSIVE, LESS EXPENSIVE, OR DO THEY MAKE NO DIFFERENCE?

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	NIALS	SLNTG	NIALS	NIALS	SLNTG	NIALS	SLNTG	NIALS	NIALS	SLNTG	NIALS	SLNTG	URBAN	SLNTG
Total	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	73.1	67.9	68.6	73.4	77.7	66.6	68.5	82.7	82.7	68.6	68.8	65.2	72.4	70.1	74.6	73.5
Much	27.3	25.2	24.6	29.6	28.1	28.6	23.1	32.9	29.4	23.7	25.9	26.6	26.7	24.7	26.6	31.9
Somewhat	45.9	42.7	44.1	43.9	49.6	38.0	45.3	49.8	53.3	44.8	42.9	38.6	45.7	45.4	48.0	41.5
LESS EXPENSIVE	8.1	17.4	8.5	5.8	6.5	18.3	9.1	4.0	6.6	17.0	7.9	7.3	6.5	11.7	6.7	7.1
Somewhat	6.7	15.4	7.3	4.0	5.6	18.3	7.7	3.2	6.6	14.1	6.9	4.6	4.5	10.1	5.8	5.0
Much	1.4	2.0	1.2	1.8	0.9	0.0	1.4	0.8	0.0	2.9	1.0	2.7	1.9	1.6	0.9	2.0
NO DIFFERENCE	11.1	5.5	13.6	10.6	11.3	8.5	15.8	7.8	9.0	4.2	11.6	13.1	13.8	11.5	10.3	12.2
DK/REFUSED	7.7	9.2	9.3	10.2	4.5	6.7	6.6	5.5	1.7	10.3	11.7	14.4	7.4	6.7	8.5	7.2
Net Diff	66.4	52.6	61.3	69.5	72.1	48.3	60.8	79.4	76.1	54.5	61.8	60.6	67.9	60.0	68.8	68.5
Mean	3.99	3.81	3.92	4.06	4.03	3.82	3.87	4.17	4.07	3.81	3.97	3.95	3.98	3.87	4.02	4.04



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

96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
 1. IT'S CHEAPER TO BUY DIRECT FROM MANUFACTURER  
 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
BUY DIRECT	74.8	80.6	80.2	69.4	78.9	72.1	68.5	74.2	76.0	74.2	75.5	76.0	62.2	77.8	76.7	70.5	66.6	76.2	75.2	76.8
BUY FROM MIDDLEMEN	8.5	2.3	5.8	11.9	6.1	12.0	11.1	14.0	2.9	8.8	7.8	9.0	14.1	6.4	9.8	9.1	12.3	7.7	8.3	7.4
NO DIFFERENCE	10.1	9.0	10.6	13.6	8.3	9.1	7.7	6.5	14.5	10.4	11.6	7.5	12.1	10.0	8.0	9.7	14.8	9.3	11.0	8.3
DON'T KNOW	6.6	8.0	3.4	5.1	6.8	6.9	12.8	5.3	6.6	6.5	5.1	7.5	11.7	5.8	5.5	10.7	6.3	6.8	5.5	7.6



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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
 1. IT'S CHEAPER TO BUY DIRECT FROM MANUFACTURER  
 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	900	775	125	100	70	30
BUY DIRECT	74.8	78.8	73.9	75.8	70.7	75.8	77.7	63.9	65.6	66.6	63.2
BUY FROM MIDDLEMEN	8.5	6.6	9.7	8.0	9.6	8.3	6.6	19.2	10.0	8.6	13.4
NO DIFFERENCE	10.1	7.3	9.3	11.7	10.4	9.9	9.8	11.0	11.6	11.3	12.2
DON'T KNOW	6.6	7.4	7.1	4.5	9.3	5.9	5.9	5.9	12.8	13.5	11.2



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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
 1. IT'S CHEAPER TO BUY DIRECT FROM MANUFACTURER  
 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	340	TRUMP	BIDEN	UNDE- CIDED	88	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57	
BUY DIRECT	74.8	78.2	73.7	75.9	74.4	71.2	75.3	72.1	78.5	74.4	77.0	75.1	77.0	73.3	76.8	63.0	80.6	69.6	
BUY FROM MIDDLEMEN	8.5	8.1	9.2	8.5	8.4	9.2	9.0	9.7	6.6	8.5	4.4	8.0	8.6	8.5	6.6	11.2	5.9	16.3	
NO DIFFERENCE	10.1	9.7	9.6	9.9	10.3	10.1	10.0	10.6	9.2	9.5	9.6	10.2	8.1	9.8	10.9	16.8	7.2	8.0	
DON'T KNOW	6.6	4.0	7.5	5.7	7.0	9.6	5.6	7.5	5.7	7.6	9.0	6.7	6.3	8.4	5.7	8.9	6.3	6.1	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
 1. IT'S CHEAPER TO BUY DIRECT FROM MANUFACTURER  
 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	257	743	470	422	107	233	411	148	262	589
BUY DIRECT	74.8	70.6	76.2	77.4	73.0	70.5	70.9	72.9	68.9	75.1	76.1
BUY FROM MIDDLEMEN	8.5	14.9	6.3	7.7	9.3	9.1	11.4	10.2	13.8	8.1	7.3
NO DIFFERENCE	10.1	9.2	10.4	9.3	11.1	9.7	9.4	10.8	11.3	10.6	9.6
DON'T KNOW	6.6	5.3	7.1	5.7	6.6	10.7	8.2	6.1	6.0	6.2	7.0



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

96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
 1. IT'S CHEAPER TO BUY DIRECT FROM MANUFACTURER  
 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	433	460	362	370	268	185	162	123	177	208	145			
BUY DIRECT	74.8	77.9	71.6	79.5	68.4	77.3	85.9	74.4	82.7	72.7	63.7	72.6			
BUY FROM MIDDLEMEN	8.5	6.6	10.5	7.2	10.8	7.1	5.4	12.1	6.4	9.0	9.9	7.7			
NO DIFFERENCE	10.1	10.1	10.4	8.3	13.0	8.5	6.4	11.0	6.3	10.2	14.6	10.3			
DON'T KNOW	6.6	5.5	7.5	5.1	7.7	7.2	2.3	2.5	4.6	8.0	11.8	9.4			



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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
 1. IT'S CHEAPER TO BUY DIRECT FROM MANUFACTURER  
 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

BANNER 6

	TOTAL   IDEOLOGY   REPUBLICAN   DEMOCRAT   INDEPENDENT																	
	LIBERAL			MODERATE			CONSERVATIVE			LIBERAL			MODERATE			CONSERVATIVE		
	Very	Smwt.	MOD-ERATE	Smwt.	Very	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE
Total	1000	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63	
BUY DIRECT	74.8	73.3	69.5	75.6	69.2	85.8	75.4	81.2	68.9	69.0	82.7	73.4	59.7	65.2	75.2	76.0	81.8	
BUY FROM MIDDLEMEN	8.5	10.1	11.3	9.4	9.4	5.5	7.5	6.4	15.5	11.8	5.4	9.8	11.8	15.1	9.2	6.8	6.4	
NO DIFFERENCE	10.1	10.2	13.2	8.4	11.6	6.6	11.3	8.7	15.5	6.3	8.3	9.6	19.4	13.8	10.7	8.1	8.0	
DON'T KNOW	6.6	6.4	6.0	6.6	9.8	2.1	5.9	3.8	0.0	12.9	3.6	7.2	9.1	6.0	4.9	9.1	3.8	





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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
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 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
BUY DIRECT	74.8	71.6	72.2	79.0	77.6	78.7	65.1	80.4	74.7	75.4	73.4	69.7	72.0	69.5	77.0	78.1
BUY FROM MIDDLEMEN	8.5	10.7	9.0	5.9	8.1	11.5	20.9	10.4	7.9	8.0	7.7	9.3	7.6	10.5	9.3	7.8
NO DIFFERENCE	10.1	10.7	8.7	9.8	8.0	7.3	14.0	6.5	10.2	9.5	11.4	13.8	15.0	11.8	8.0	6.6
DON'T KNOW	6.6	6.9	10.1	5.3	6.3	2.5	0.0	2.8	7.3	7.2	7.5	7.2	5.3	8.2	5.7	7.5



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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
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 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
BUY DIRECT	74.8	71.6	81.2	81.3	81.1	79.9	83.0	65.3	79.0	78.6	66.8	69.4	60.3	77.9	84.6	72.7	75.3	65.6	66.1	55.4
BUY FROM MIDDLEMEN	8.5	8.6	8.4	9.0	7.1	8.4	7.2	8.7	9.8	7.8	10.0	4.9	17.0	1.8	6.4	9.2	6.0	4.2	17.8	16.4
NO DIFFERENCE	10.1	11.7	6.9	5.5	9.9	7.7	8.4	14.7	5.0	8.2	14.2	16.5	15.3	10.5	6.9	9.4	12.3	19.2	11.6	18.4
DON'T KNOW	6.6	8.2	3.5	4.2	2.0	4.0	1.4	11.3	6.1	5.5	9.1	9.1	7.4	9.9	2.1	8.8	6.3	11.0	4.5	9.8



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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
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 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	78	144	158	158	204	258	380	620	538	462	470	530
BUY DIRECT	74.8	59.4	63.1	74.7	76.2	81.4	79.9	67.1	79.5	69.8	80.6	81.1	69.2
BUY FROM MIDDLEMEN	8.5	18.7	18.5	10.8	4.3	4.8	3.9	15.4	4.3	12.1	4.3	7.9	9.0
NO DIFFERENCE	10.1	6.8	12.2	9.9	11.2	7.7	11.3	10.2	10.1	10.5	9.7	8.0	12.0
DON'T KNOW	6.6	15.0	6.2	4.5	8.3	6.1	5.0	7.3	6.2	7.6	5.5	3.0	9.9



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96. BASED ON WHAT YOU KNOW, WHICH DO YOU THINK IS THE CHEAPER OPTION WHEN BUYING THINGS?  
 1. IT'S CHEAPER TO BUY DIRECT FROM MANUFACTURER  
 2. IT'S CHEAPER TO BUY FROM A MIDDLEMAN

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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
BUY DIRECT	74.8	65.4	67.3	78.5	80.2	68.0	71.2	89.4	84.6	64.3	63.7	68.9	75.5	70.0	79.0	70.7
BUY FROM MIDDLEMEN	8.5	15.4	15.6	5.3	3.7	25.6	14.1	4.1	3.1	10.8	17.0	6.4	4.3	10.4	6.3	11.2
NO DIFFERENCE	10.1	6.2	12.0	8.3	11.3	0.0	11.7	4.5	9.4	9.0	12.4	11.7	13.2	12.6	7.5	13.2
DON'T KNOW	6.6	13.0	5.1	7.8	4.9	6.5	3.0	2.0	2.9	15.9	6.9	13.0	6.9	7.0	7.2	4.9



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	78.0	76.3	73.4	83.8	80.7	84.3	76.4	66.6	68.5	77.0	78.6	78.3	64.3	73.6	81.8	75.7	79.5	80.3	91.0	74.3
Strongly	33.7	41.8	33.2	31.8	34.4	32.5	28.8	27.0	43.0	31.8	34.4	25.8	34.3	28.4	26.5	37.7	40.6	38.6	50.2	32.0
Somewhat	44.3	34.5	40.2	52.0	46.3	51.8	47.6	39.7	25.5	45.3	44.3	52.5	30.1	45.2	55.3	37.9	38.9	41.7	40.8	42.3
DISAGREE	11.3	10.1	11.1	8.7	9.0	9.8	9.9	17.5	23.2	12.1	9.8	11.6	26.3	16.4	10.9	7.6	8.0	9.1	4.6	11.7
Somewhat	8.4	9.0	8.4	5.7	5.7	7.2	7.6	16.0	17.1	8.9	7.3	7.2	22.2	12.2	7.9	5.8	5.3	7.3	4.6	8.8
Strongly	2.9	1.1	2.7	3.0	3.3	2.6	2.3	1.6	6.2	3.3	2.5	4.4	4.2	4.2	3.1	1.8	2.6	1.8	0.0	2.9
DON'T KNOW	10.8	13.6	15.5	7.5	10.3	5.8	13.7	15.8	8.2	10.9	11.5	10.1	9.3	10.0	7.2	16.7	12.6	10.5	4.4	14.0
Net Diff.	66.7	66.2	62.3	75.1	71.7	74.5	66.5	49.1	45.3	64.9	68.8	66.7	38.0	57.2	70.9	68.1	71.5	71.2	86.3	62.6
Mean	3.22	3.35	3.23	3.22	3.25	3.21	3.19	3.09	3.15	3.18	3.25	3.11	3.04	3.09	3.13	3.34	3.34	3.31	3.48	3.20



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?  
 MAKE HEALTH CARE MORE AFFORDABLE

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	900	775	125	100	70	30
AGREE	78.0	77.7	79.5	77.4	77.4	79.4	79.9	76.7	64.6	66.3	60.6
Strongly	33.7	34.2	29.9	36.0	33.1	34.7	35.8	27.6	24.8	25.9	22.1
Somewhat	44.3	43.6	49.6	41.4	44.3	44.8	44.1	49.1	39.8	40.4	38.4
DISAGREE	11.3	9.7	11.9	12.5	9.7	11.1	10.7	13.6	13.2	15.0	8.9
Somewhat	8.4	7.7	8.4	9.2	7.7	8.4	8.1	10.5	8.3	9.3	6.0
Strongly	2.9	2.0	3.5	3.3	2.0	2.6	2.6	3.1	4.9	5.7	2.9
DON'T KNOW	10.8	12.6	8.6	10.0	12.9	9.5	9.5	9.7	22.2	18.6	30.5
Net Diff.	66.7	68.0	67.6	64.9	67.7	68.4	69.2	63.1	51.4	51.3	51.6
Mean	3.22	3.26	3.16	3.22	3.25	3.23	3.25	3.12	3.09	3.06	3.15



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	78.0	77.9	80.7	75.7	81.7	71.0	77.1	81.4	78.2	78.5	67.6	78.1	79.4	77.0	78.3	78.4	84.8	76.2
Strongly	33.7	30.8	38.5	28.6	38.4	36.4	27.5	39.2	39.0	30.8	29.6	33.6	31.1	36.4	32.1	36.6	39.9	35.8
Somewhat	44.3	47.2	42.1	47.1	43.3	34.6	49.6	42.3	39.2	47.6	38.0	44.5	48.3	40.6	46.2	41.8	44.9	40.4
DISAGREE	11.3	13.7	8.3	14.8	8.2	8.4	14.4	7.7	13.7	13.0	8.4	11.3	10.1	12.9	11.0	11.8	8.1	11.1
Somewhat	8.4	9.1	6.9	10.8	6.3	6.5	10.0	5.7	11.0	9.9	8.4	8.4	7.2	10.3	9.1	6.2	5.6	9.0
Strongly	2.9	4.6	1.4	4.0	1.9	1.9	4.4	2.0	2.7	3.1	0.0	2.9	2.9	2.6	1.9	5.6	2.5	2.0
DON'T KNOW	10.8	8.3	11.0	9.5	10.1	20.6	8.5	10.9	8.1	8.5	24.0	10.6	10.5	10.1	10.7	9.7	7.1	12.8
Net Diff.	66.7	64.2	72.4	60.9	73.5	62.6	62.7	73.8	64.5	65.4	59.2	66.8	69.3	64.0	67.3	66.6	76.8	65.1
Mean	3.22	3.14	3.32	3.11	3.32	3.33	3.10	3.33	3.25	3.16	3.28	3.22	3.20	3.23	3.21	3.21	3.32	3.26



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	257	743	470	422	107	233	411	148	262	589	
AGREE	78.0	84.4	75.7	76.6	80.0	75.7	76.0	81.3	86.6	78.3	75.6	
Strongly	33.7	42.9	30.5	27.7	39.3	37.7	31.7	38.4	55.7	28.6	30.4	
Somewhat	44.3	41.5	45.2	48.9	40.8	37.9	44.3	42.9	30.9	49.7	45.2	
DISAGREE	11.3	9.6	11.8	14.4	8.7	7.6	9.3	10.0	6.7	11.8	12.2	
Somewhat	8.4	6.8	9.0	10.6	6.6	5.8	6.3	7.4	6.1	8.1	9.1	
Strongly	2.9	2.8	2.9	3.8	2.1	1.8	3.0	2.6	0.6	3.7	3.0	
DON'T KNOW	10.8	6.0	12.4	9.0	11.2	16.7	14.8	8.8	6.8	9.9	12.2	
Net Diff.	66.7	74.8	63.9	62.2	71.3	68.1	66.7	71.3	79.9	66.4	63.4	
Mean	3.22	3.32	3.18	3.10	3.32	3.34	3.23	3.28	3.52	3.14	3.17	





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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

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	433	460	362	370	268	185	162	123	177	208	145	
AGREE	78.0	78.4	78.8	77.0	77.6	79.7	75.9	80.8	79.7	78.0	75.2	79.8	
Strongly	33.7	29.8	38.6	27.0	39.4	34.8	25.2	46.4	30.0	28.8	34.0	38.8	
Somewhat	44.3	48.6	40.2	50.0	38.2	44.9	50.7	34.4	49.7	49.2	41.2	40.9	
DISAGREE	11.3	13.4	10.3	13.0	10.5	10.0	16.4	13.6	11.9	9.4	8.0	8.4	
Somewhat	8.4	9.5	7.7	9.4	8.1	7.5	13.6	11.3	9.9	5.0	5.6	5.5	
Strongly	2.9	3.9	2.6	3.6	2.4	2.5	2.9	2.3	2.0	4.4	2.4	2.9	
DON'T KNOW	10.8	8.2	10.9	10.0	11.9	10.3	7.6	5.6	8.4	12.5	16.8	11.9	
Net Diff.	66.7	65.0	68.5	63.9	67.2	69.7	59.5	67.2	67.8	68.6	67.1	71.4	
Mean	3.22	3.14	3.29	3.11	3.30	3.25	3.06	3.32	3.18	3.17	3.28	3.31	



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	78.0	81.1	78.7	82.6	76.0	77.9	76.7	77.4	75.7	79.8	76.4	81.2	69.3	83.8	83.4	79.1	78.9
Strongly	33.7	41.8	53.7	34.9	31.7	23.7	36.3	29.2	46.3	28.3	25.3	41.2	32.9	51.9	43.0	32.3	36.0
Somewhat	44.3	39.3	25.0	47.7	44.2	54.2	40.5	48.1	29.4	51.6	51.1	40.0	36.4	31.8	40.4	46.8	42.9
DISAGREE	11.3	9.1	6.6	10.5	11.3	12.0	14.2	13.0	24.3	8.0	13.5	8.1	15.2	10.0	7.1	9.9	12.1
Somewhat	8.4	6.8	4.5	8.2	8.5	9.9	9.2	9.6	15.5	6.2	9.7	6.0	12.3	7.0	7.1	6.7	10.0
Strongly	2.9	2.2	2.1	2.3	2.8	2.2	4.9	3.4	8.8	1.7	3.7	2.1	2.8	3.0	0.0	3.2	2.1
DON'T KNOW	10.8	9.8	14.7	6.9	12.7	10.1	9.1	9.7	0.0	12.2	10.2	10.7	15.5	6.2	9.4	11.0	9.0
Net Diff.	66.7	72.1	72.0	72.1	64.7	65.9	62.6	64.4	51.3	71.9	62.9	73.1	54.2	73.7	76.3	69.2	66.8
Mean	3.22	3.34	3.53	3.24	3.20	3.11	3.19	3.14	3.13	3.21	3.09	3.35	3.18	3.41	3.40	3.22	3.24



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
AGREE	78.0	79.6	75.3	76.9	78.3	78.4	85.1	77.6	78.8	78.1	80.2	70.2	75.8	81.0	80.1	77.1
Strongly	33.7	40.0	32.5	27.0	31.3	32.2	35.9	31.8	34.5	33.6	36.3	28.5	30.4	23.2	34.2	38.2
Somewhat	44.3	39.6	42.8	49.9	47.0	46.2	49.2	45.8	44.3	44.5	43.9	41.6	45.4	57.8	45.9	38.9
DISAGREE	11.3	10.3	8.2	13.2	11.1	16.7	14.9	16.9	10.3	10.9	9.3	11.1	11.0	12.9	12.4	10.8
Somewhat	8.4	8.1	5.6	9.6	9.2	12.2	6.3	12.9	7.4	8.5	5.4	11.1	7.1	10.6	9.5	9.4
Strongly	2.9	2.2	2.6	3.6	1.9	4.5	8.7	4.0	2.9	2.4	3.9	0.0	3.9	2.3	2.9	1.3
DON'T KNOW	10.8	10.1	16.5	9.9	10.6	5.0	0.0	5.5	10.8	11.0	10.5	18.7	13.2	6.1	7.5	12.1
Net Diff.	66.7	69.4	67.1	63.6	67.1	61.7	70.1	60.7	68.5	67.2	70.9	59.0	64.9	68.1	67.7	66.3
Mean	3.22	3.31	3.26	3.11	3.20	3.12	3.12	3.12	3.24	3.23	3.26	3.21	3.18	3.08	3.20	3.30



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	78.0	76.9	80.1	79.0	82.3	77.1	81.0	76.8	79.0	79.8	74.0	77.6	71.2	65.8	79.4	80.3	71.9	81.4	78.1	65.5
Strongly	33.7	35.4	30.3	33.3	24.0	35.9	30.5	34.9	30.2	32.5	36.2	37.0	34.0	29.7	31.8	33.2	36.9	37.1	37.3	31.1
Somewhat	44.3	41.5	49.7	45.7	58.3	41.2	50.5	41.8	48.8	47.3	37.8	40.6	37.3	36.1	47.6	47.1	35.0	44.3	40.7	34.3
DISAGREE	11.3	12.4	9.1	8.8	9.7	15.3	12.7	10.1	4.7	10.8	12.3	10.8	12.9	15.9	14.6	7.1	17.6	6.4	12.0	13.6
Somewhat	8.4	8.9	7.5	7.4	7.6	12.4	10.9	6.2	3.3	8.8	7.6	6.6	7.8	8.5	12.9	4.8	9.8	4.5	10.6	5.4
Strongly	2.9	3.5	1.6	1.4	2.1	2.9	1.8	3.9	1.4	2.0	4.7	4.2	5.1	7.5	1.7	2.3	7.7	1.8	1.4	8.3
DON'T KNOW	10.8	10.7	10.8	12.2	8.0	7.6	6.4	13.1	16.4	9.4	13.7	11.6	15.9	18.2	6.0	12.6	10.5	12.3	9.9	20.9
Net Diff.	66.7	64.5	71.0	70.2	72.7	61.7	68.3	66.6	74.3	69.0	61.6	66.9	58.3	49.9	64.8	73.2	54.3	75.0	66.1	51.8
Mean	3.22	3.22	3.22	3.26	3.13	3.19	3.17	3.24	3.29	3.22	3.22	3.25	3.19	3.08	3.16	3.27	3.13	3.33	3.27	3.12



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	78.0	70.0	79.5	77.6	81.3	79.9	76.1	76.8	78.7	78.1	77.8	78.6	77.4
Strongly	33.7	29.0	37.7	37.8	39.3	28.9	30.7	36.0	32.3	36.9	29.9	33.8	33.6
Somewhat	44.3	41.0	41.8	39.8	42.0	51.1	45.4	40.8	46.4	41.2	47.9	44.8	43.8
DISAGREE	11.3	18.5	7.5	13.5	8.3	9.4	13.1	12.2	10.7	11.1	11.5	14.3	8.6
Somewhat	8.4	14.3	5.1	9.6	4.3	9.0	9.9	8.8	8.2	7.5	9.5	11.8	5.4
Strongly	2.9	4.1	2.4	3.9	4.1	0.4	3.2	3.4	2.5	3.6	2.0	2.5	3.2
DON'T KNOW	10.8	11.6	13.0	8.8	10.4	10.7	10.8	11.0	10.6	10.8	10.7	7.1	14.0
Net Diff.	66.7	51.5	72.1	64.1	72.9	70.5	63.0	64.5	68.0	67.0	66.3	64.3	68.8
Mean	3.22	3.07	3.32	3.22	3.30	3.21	3.16	3.23	3.21	3.25	3.18	3.18	3.25



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97. DO YOU AGREE OR DISAGREE THAT A HEALTH REFORM STRATEGY OF "ELIMINATING THE MIDDLEMAN" WOULD DO THE FOLLOWING?

MAKE HEALTH CARE MORE AFFORDABLE

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	78.0	73.9	78.7	80.3	77.1	79.5	77.8	85.9	74.1	71.4	79.5	75.2	80.2	79.3	77.0	78.4
Strongly	33.7	36.5	35.7	34.3	31.0	41.5	37.4	32.3	30.9	34.3	34.2	36.0	31.0	36.9	34.1	28.7
Somewhat	44.3	37.4	43.0	46.0	46.1	38.1	40.4	53.6	43.2	37.1	45.3	39.2	49.2	42.4	42.9	49.7
DISAGREE	11.3	14.2	10.7	9.5	12.0	17.2	14.1	9.9	16.8	12.8	7.6	9.1	7.1	9.3	11.0	14.3
Somewhat	8.4	11.4	6.9	6.7	9.8	14.2	10.9	7.9	14.6	10.1	3.2	5.6	4.7	8.0	8.7	8.3
Strongly	2.9	2.8	3.8	2.8	2.3	3.0	3.2	2.0	2.2	2.7	4.4	3.5	2.4	1.2	2.4	5.9
DON'T KNOW	10.8	11.9	10.6	10.3	10.9	3.2	8.1	4.2	9.1	15.9	12.9	15.7	12.7	11.4	11.9	7.3
Net Diff.	66.7	59.8	68.0	70.8	65.0	62.3	63.8	76.1	57.3	58.6	71.9	66.1	73.1	70.1	66.0	64.2
Mean	3.22	3.22	3.24	3.25	3.19	3.22	3.22	3.21	3.13	3.22	3.25	3.28	3.25	3.30	3.24	3.09



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98. MAKE PRESCRIPTION DRUGS MORE AFFORDABLE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	79.3	75.6	76.1	81.6	83.7	81.7	76.0	78.6	75.2	78.0	78.4	79.8	70.8	76.7	80.3	76.0	79.6	82.6	89.2	78.9
Strongly	37.1	46.7	33.3	36.8	38.7	39.4	33.8	28.6	38.7	34.5	37.6	30.6	27.7	31.3	32.1	36.3	42.7	43.9	56.9	36.5
Somewhat	42.2	29.0	42.8	44.8	45.0	42.3	42.2	50.0	36.5	43.6	40.8	49.1	43.1	45.5	48.2	39.7	36.9	38.7	32.3	42.4
DISAGREE	10.9	10.2	12.4	11.9	7.1	10.5	11.7	10.7	15.1	11.9	11.7	9.6	19.6	14.3	11.0	8.8	10.4	8.3	6.4	9.4
Somewhat	7.8	8.2	8.2	8.5	5.0	8.1	7.0	9.2	10.9	8.7	8.4	7.2	14.5	10.7	7.6	5.7	7.9	5.7	4.6	6.4
Strongly	3.1	2.0	4.2	3.4	2.1	2.4	4.7	1.6	4.2	3.3	3.4	2.4	5.1	3.6	3.4	3.1	2.5	2.6	1.8	3.1
DON'T KNOW	9.8	14.1	11.6	6.5	9.3	7.9	12.2	10.6	9.7	10.0	9.8	10.6	9.5	9.0	8.7	15.2	10.0	9.0	4.4	11.7
Net Diff.	68.4	65.4	63.7	69.7	76.6	71.2	64.3	67.9	60.1	66.1	66.7	70.1	51.2	62.4	69.3	67.2	69.1	74.3	82.8	69.4
Mean	3.26	3.40	3.19	3.23	3.33	3.29	3.20	3.18	3.21	3.21	3.25	3.21	3.03	3.15	3.19	3.29	3.33	3.36	3.51	3.27



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98. MAKE PRESCRIPTION DRUGS MORE AFFORDABLE

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	900	775	125	100	70	30
AGREE	79.3	78.2	84.5	78.2	76.7	80.5	80.7	78.9	69.2	70.6	66.0
Strongly	37.1	39.8	36.6	36.4	36.7	38.4	39.9	29.0	25.9	26.1	25.6
Somewhat	42.2	38.5	47.9	41.8	40.0	42.1	40.8	49.9	43.3	44.5	40.4
DISAGREE	10.9	10.8	9.5	11.9	10.7	10.8	10.6	11.6	12.3	13.4	9.5
Somewhat	7.8	8.9	7.3	8.1	7.2	7.7	7.7	7.9	8.8	9.7	6.7
Strongly	3.1	1.9	2.2	3.9	3.5	3.0	2.9	3.7	3.5	3.8	2.9
DON'T KNOW	9.8	11.0	6.0	9.8	12.6	8.8	8.7	9.5	18.5	16.0	24.4
Net Diff.	68.4	67.4	75.1	66.3	66.0	69.7	70.1	67.4	57.0	57.1	56.5
Mean	3.26	3.30	3.27	3.23	3.26	3.27	3.29	3.15	3.12	3.11	3.17





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	79.3	79.6	82.6	77.4	83.6	67.8	79.5	83.5	78.1	80.2	64.4	80.0	80.4	79.4	80.2	80.0	83.1	67.7
Strongly	37.1	33.9	43.2	32.2	43.0	33.3	31.0	43.5	41.7	36.8	30.2	36.8	34.6	37.1	36.5	40.1	36.2	42.9
Somewhat	42.2	45.6	39.4	45.2	40.6	34.5	48.5	39.9	36.4	43.3	34.2	43.3	45.8	42.3	43.7	39.9	46.8	24.8
DISAGREE	10.9	13.3	8.5	13.1	8.4	12.5	12.5	7.6	12.7	7.9	14.3	10.6	11.0	9.4	10.8	10.5	11.8	15.6
Somewhat	7.8	9.1	6.2	9.8	6.0	6.8	9.0	5.5	7.9	2.7	12.2	7.5	7.5	6.8	9.1	6.2	5.1	14.0
Strongly	3.1	4.2	2.3	3.3	2.3	5.7	3.6	2.1	4.8	5.3	2.1	3.2	3.5	2.6	1.7	4.2	6.7	1.6
DON'T KNOW	9.8	7.2	8.9	9.6	8.0	19.7	8.0	8.9	9.2	11.9	21.3	9.3	8.6	11.1	9.0	9.5	5.1	16.8
Net Diff.	68.4	66.3	74.0	64.3	75.3	55.2	67.0	75.9	65.4	72.2	50.1	69.4	69.4	70.0	69.3	69.6	71.2	52.1
Mean	3.26	3.18	3.35	3.17	3.35	3.19	3.16	3.37	3.27	3.27	3.18	3.25	3.22	3.28	3.26	3.28	3.19	3.31



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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	257	743	470	422	107	233	411	148	262	589	
AGREE	79.3	83.8	77.8	78.0	81.6	76.0	77.0	82.5	87.3	79.8	77.1	
Strongly	37.1	46.5	33.9	31.6	43.5	36.3	34.5	43.9	60.3	34.6	32.4	
Somewhat	42.2	37.3	43.9	46.5	38.1	39.7	42.5	38.6	26.9	45.2	44.7	
DISAGREE	10.9	10.1	11.2	13.1	9.0	8.8	10.0	10.0	6.7	11.9	11.5	
Somewhat	7.8	6.2	8.4	9.6	6.5	5.7	6.2	6.9	6.7	7.0	8.5	
Strongly	3.1	3.9	2.8	3.5	2.6	3.1	3.8	3.1	0.0	4.9	3.0	
DON'T KNOW	9.8	6.1	11.0	8.9	9.3	15.2	13.1	7.5	6.0	8.3	11.4	
Net Diff.	68.4	73.7	66.6	65.0	72.6	67.2	67.0	72.5	80.6	67.9	65.6	
Mean	3.26	3.35	3.22	3.16	3.35	3.29	3.24	3.33	3.57	3.19	3.20	



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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	LICAN	CRAT	ENDENT	
Total	1000	433	460	362	370	268	185	162	123	177	208	145			
AGREE	79.3	78.5	81.6	76.4	80.8	81.3	77.5	84.8	84.6	75.2	77.6	78.6			
Strongly	37.1	32.6	42.8	30.6	43.6	36.9	33.2	47.3	37.5	27.9	40.8	36.3			
Somewhat	42.2	45.9	38.8	45.7	37.1	44.5	44.3	37.5	47.0	47.2	36.8	42.3			
DISAGREE	10.9	13.3	9.5	14.1	9.3	8.9	15.7	11.7	7.9	12.3	7.4	9.8			
Somewhat	7.8	9.4	6.8	9.8	6.7	6.8	11.4	8.8	7.9	8.0	5.1	5.8			
Strongly	3.1	4.0	2.8	4.3	2.5	2.2	4.3	2.9	0.0	4.3	2.3	4.0			
DON'T KNOW	9.8	8.2	8.8	9.6	10.0	9.7	6.7	3.5	7.5	12.5	15.0	11.6			
Net Diff.	68.4	65.2	72.1	62.3	71.5	72.4	61.8	73.1	76.6	62.8	70.2	68.8			
Mean	3.26	3.17	3.33	3.14	3.35	3.29	3.14	3.34	3.32	3.13	3.37	3.25			



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	79.3	82.3	80.6	83.3	78.2	78.5	77.7	78.1	68.4	80.3	76.0	83.5	74.0	86.8	82.2	80.2	83.6
Strongly	37.1	44.2	51.9	39.8	35.1	30.5	37.5	33.5	27.8	32.8	30.3	45.2	39.3	48.8	46.8	33.0	40.6
Somewhat	42.2	38.0	28.8	43.5	43.1	48.1	40.2	44.6	40.6	47.5	45.7	38.3	34.7	38.0	35.4	47.2	43.0
DISAGREE	10.9	9.2	6.4	10.8	11.4	12.4	11.0	11.8	31.6	12.1	13.3	7.0	14.3	7.0	10.4	9.2	7.4
Somewhat	7.8	6.5	4.4	7.7	8.2	11.0	5.6	8.6	22.8	7.6	9.4	4.7	11.4	3.9	8.5	6.1	7.4
Strongly	3.1	2.7	2.1	3.1	3.3	1.4	5.4	3.2	8.8	4.5	3.9	2.3	2.8	3.1	1.9	3.1	0.0
DON'T KNOW	9.8	8.6	13.0	6.0	10.4	9.1	11.3	10.1	0.0	7.6	10.7	9.5	11.7	6.2	7.4	10.6	9.0
Net Diff.	68.4	73.1	74.2	72.5	66.7	66.1	66.7	66.4	36.7	68.3	62.7	76.5	59.8	79.8	71.9	71.0	76.2
Mean	3.26	3.35	3.50	3.28	3.23	3.18	3.24	3.21	2.87	3.18	3.15	3.40	3.25	3.41	3.37	3.23	3.36



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
		TCKT	REPUB-	SWING	WLTHY/	COMBO	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-		
		SPLTR	LICAN	VOTER	UPPER	thy	Middle	LOWER	Class	Middle		STREAM	GEL-	OLIC	RELI-		
		CRAT			MIDDLE		Class	MIDDLE	Class		PROT.	ICAL		GIOUS			
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271	
AGREE	79.3	81.7	75.4	77.8	79.1	83.7	93.7	82.5	79.2	78.6	80.3	74.1	76.4	80.5	83.2	79.1	
Strongly	37.1	43.3	35.1	30.8	34.7	38.2	54.0	36.3	37.1	36.6	38.0	35.7	33.2	26.5	39.1	41.7	
Somewhat	42.2	38.4	40.3	46.9	44.4	45.5	39.7	46.2	42.1	41.9	42.4	38.4	43.2	54.0	44.1	37.3	
DISAGREE	10.9	9.5	7.9	13.3	11.8	13.3	6.3	14.2	10.5	10.2	10.9	11.1	10.7	15.2	10.4	9.9	
Somewhat	7.8	6.7	6.6	9.4	9.2	9.2	6.3	9.6	7.3	7.7	6.6	10.3	8.0	9.7	8.1	7.2	
Strongly	3.1	2.8	1.4	3.9	2.6	4.1	0.0	4.6	3.2	2.6	4.3	0.8	2.7	5.6	2.3	2.7	
DON'T KNOW	9.8	8.7	16.7	9.0	9.1	3.0	0.0	3.3	10.4	11.2	8.8	14.8	12.9	4.2	6.4	11.0	
Net Diff.	68.4	72.2	67.4	64.5	67.4	70.4	87.5	68.3	68.7	68.3	69.4	63.0	65.7	65.3	72.8	69.1	
Mean	3.26	3.34	3.31	3.15	3.22	3.21	3.48	3.18	3.26	3.27	3.25	3.28	3.23	3.06	3.28	3.33	



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	79.3	78.3	81.4	80.6	83.1	81.3	82.8	76.0	79.7	81.0	75.8	83.2	71.8	68.7	82.6	79.3	86.3	81.3	76.7	67.7
Strongly	37.1	38.2	34.9	35.8	32.9	41.6	35.4	35.7	34.2	36.3	38.9	44.5	34.5	30.4	39.3	33.3	41.1	46.8	37.4	32.1
Somewhat	42.2	40.0	46.5	44.8	50.2	39.7	47.4	40.3	45.5	44.7	36.9	38.7	37.3	38.2	43.3	46.0	45.2	34.5	39.3	35.6
DISAGREE	10.9	12.1	8.6	7.5	10.9	13.0	11.3	11.4	5.3	9.8	13.4	7.7	17.1	13.0	11.1	8.5	9.5	6.6	17.8	16.5
Somewhat	7.8	8.5	6.6	5.5	8.9	9.6	9.6	7.6	2.9	7.5	8.6	3.7	12.4	6.3	9.6	5.4	4.0	3.5	13.6	11.3
Strongly	3.1	3.6	2.0	2.0	2.1	3.3	1.7	3.8	2.4	2.3	4.8	4.0	4.7	6.7	1.5	3.0	5.5	3.0	4.2	5.2
DON'T KNOW	9.8	9.6	10.0	11.9	6.0	5.8	5.9	12.6	15.0	9.3	10.8	9.0	11.1	18.4	6.3	12.2	4.2	12.2	5.6	15.7
Net Diff.	68.4	66.2	72.8	73.2	72.2	68.3	71.5	64.6	74.4	71.2	62.4	75.5	54.7	55.7	71.6	70.9	76.8	74.7	58.9	51.2
Mean	3.26	3.25	3.27	3.30	3.21	3.27	3.24	3.23	3.31	3.27	3.23	3.36	3.14	3.13	3.29	3.25	3.27	3.42	3.16	3.12



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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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	79.3	79.7	72.4	81.8	81.5	82.0	78.2	77.8	80.3	78.9	79.8	81.9	77.1
Strongly	37.1	33.1	38.7	37.4	41.8	34.5	36.5	37.0	37.2	38.4	35.6	39.2	35.3
Somewhat	42.2	46.5	33.6	44.4	39.8	47.5	41.7	40.8	43.1	40.5	44.2	42.7	41.8
DISAGREE	10.9	7.6	12.3	10.4	9.1	11.4	12.2	10.5	11.2	10.1	11.9	12.3	9.7
Somewhat	7.8	6.4	8.6	8.3	3.3	9.3	9.2	8.0	7.7	6.6	9.2	9.6	6.3
Strongly	3.1	1.1	3.7	2.1	5.9	2.1	3.0	2.5	3.4	3.5	2.6	2.7	3.4
DON'T KNOW	9.8	12.7	15.4	7.8	9.3	6.6	9.7	11.7	8.6	11.0	8.3	5.8	13.2
Net Diff.	68.4	72.1	60.1	71.4	72.4	70.5	66.0	67.3	69.1	68.8	68.0	69.6	67.4
Mean	3.26	3.28	3.27	3.27	3.30	3.22	3.24	3.27	3.25	3.28	3.23	3.26	3.26



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98. MAKE PRESCRIPTION DRUGS MORE AFFORDABLE

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	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG	NIALS	NIALS	BMMRS	/SLNTG			
Total	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	79.3	79.2	77.0	81.1	79.7	88.5	79.9	86.0	79.2	75.0	74.3	76.7	80.3	80.9	79.3	77.6
Strongly	37.1	40.2	36.0	38.7	35.8	49.6	38.4	38.1	38.4	35.9	33.7	39.2	33.1	38.9	38.1	32.7
Somewhat	42.2	39.0	41.0	42.4	43.9	38.9	41.4	47.9	40.8	39.0	40.7	37.5	47.1	42.0	41.2	44.9
DISAGREE	10.9	8.1	11.7	10.3	11.7	8.3	12.0	9.5	15.1	8.0	11.5	11.0	8.1	9.9	10.7	12.7
Somewhat	7.8	6.5	8.7	6.1	8.9	5.8	10.9	6.0	11.9	6.8	6.7	6.2	5.8	6.8	8.1	8.5
Strongly	3.1	1.6	3.0	4.2	2.8	2.5	1.1	3.5	3.2	1.2	4.8	4.8	2.4	3.1	2.6	4.2
DON'T KNOW	9.8	12.7	11.3	8.6	8.6	3.2	8.1	4.5	5.7	17.0	14.2	12.3	11.6	9.3	10.0	9.7
Net Diff.	68.4	71.1	65.3	70.8	68.0	80.2	67.9	76.4	64.1	67.0	62.8	65.7	72.1	71.0	68.6	64.9
Mean	3.26	3.35	3.24	3.26	3.23	3.40	3.28	3.26	3.21	3.32	3.20	3.27	3.26	3.29	3.28	3.18





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99. MAKE GETTING THE CARE YOU NEED SIMPLER

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	72.2	75.1	70.4	75.1	71.3	75.1	69.7	62.5	73.4	71.7	73.5	69.1	69.0	69.9	74.1	71.5	72.6	73.4	81.4	68.8
Strongly	32.3	44.4	28.0	31.4	30.8	35.3	30.7	27.9	33.2	30.6	32.9	26.7	28.3	30.3	24.1	35.8	35.0	36.9	46.0	31.7
Somewhat	39.8	30.8	42.4	43.8	40.5	39.7	39.0	34.7	40.2	41.1	40.6	42.4	40.7	39.6	50.0	35.7	37.6	36.4	35.4	37.1
DISAGREE	14.8	12.4	16.2	14.0	14.9	10.9	14.1	23.5	17.0	15.4	14.4	14.7	22.8	19.3	13.3	10.2	13.7	13.3	9.7	15.4
Somewhat	11.3	10.4	12.7	9.6	13.8	8.3	8.0	20.1	10.4	11.7	10.8	12.1	15.2	15.5	9.1	7.7	9.8	10.4	9.7	10.7
Strongly	3.5	2.0	3.5	4.4	1.0	2.6	6.1	3.5	6.6	3.7	3.6	2.5	7.6	3.8	4.1	2.6	3.9	3.0	0.0	4.7
DON'T KNOW	13.0	12.5	13.4	10.8	13.8	14.0	16.2	13.9	9.6	12.9	12.1	16.2	8.2	10.8	12.6	18.3	13.7	13.3	8.9	15.8
Net Diff.	57.4	62.7	54.2	61.1	56.5	64.1	55.6	39.0	56.4	56.3	59.1	54.5	46.2	50.6	60.8	61.3	59.0	60.1	71.7	53.4
Mean	3.16	3.34	3.10	3.14	3.17	3.25	3.13	3.01	3.11	3.13	3.17	3.11	2.98	3.08	3.08	3.28	3.20	3.24	3.40	3.14



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

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	900	775	125	100	70	30	
AGREE	72.2	68.8	72.5	73.6	72.0	73.5	73.4	74.3	60.1	58.3	64.2	
Strongly	32.3	31.0	29.7	34.6	32.2	33.0	34.1	26.5	26.3	22.9	34.1	
Somewhat	39.8	37.7	42.8	39.0	39.8	40.5	39.3	47.8	33.8	35.3	30.1	
DISAGREE	14.8	15.4	14.3	15.3	14.1	14.5	14.7	13.8	17.2	22.2	5.3	
Somewhat	11.3	11.6	11.3	11.5	10.8	11.4	11.5	11.0	10.7	13.0	5.3	
Strongly	3.5	3.8	3.0	3.8	3.2	3.2	3.2	2.9	6.5	9.3	0.0	
DON'T KNOW	13.0	15.9	13.2	11.1	13.9	11.9	12.0	11.8	22.8	19.5	30.5	
Net Diff.	57.4	53.4	58.2	58.4	57.9	59.0	58.7	60.5	42.9	36.1	58.9	
Mean	3.16	3.14	3.14	3.17	3.17	3.17	3.18	3.11	3.03	2.89	3.41	



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	72.2	73.1	73.9	71.6	74.2	64.9	71.9	73.5	74.7	74.6	64.1	72.5	73.0	72.3	71.5	75.3	76.8	67.2
Strongly	32.3	31.2	34.0	29.7	35.7	29.6	28.4	36.7	36.8	33.7	24.7	32.1	29.1	35.2	29.2	41.4	33.5	35.8
Somewhat	39.8	41.9	39.9	41.9	38.5	35.2	43.6	36.8	37.8	40.9	39.4	40.3	43.8	37.2	42.4	33.9	43.2	31.5
DISAGREE	14.8	16.5	11.8	17.2	12.8	12.0	16.9	12.9	15.2	15.2	13.1	14.6	13.3	16.0	16.5	13.9	15.3	19.0
Somewhat	11.3	12.9	9.0	13.2	9.8	9.2	12.4	9.6	12.0	11.5	12.3	11.0	10.0	14.2	12.4	8.8	13.5	16.9
Strongly	3.5	3.6	2.8	4.0	3.1	2.8	4.5	3.2	3.3	3.6	0.8	3.6	3.3	1.8	4.1	5.1	1.8	2.0
DON'T KNOW	13.0	10.4	14.3	11.2	12.9	23.2	11.2	13.7	10.1	10.2	22.8	13.0	13.7	11.6	12.0	10.8	7.9	13.8
Net Diff.	57.4	56.6	62.2	54.4	61.4	52.9	55.1	60.6	59.4	59.4	51.0	57.9	59.7	56.3	55.0	61.4	61.5	48.3
Mean	3.16	3.12	3.23	3.09	3.23	3.19	3.08	3.24	3.20	3.17	3.14	3.16	3.15	3.20	3.10	3.25	3.18	3.17



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

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	257	743	470	422	107	233	411	148	262	589	
AGREE	72.2	77.5	70.3	71.4	73.1	71.5	69.0	75.9	82.2	72.3	69.6	
Strongly	32.3	40.2	29.6	28.0	36.3	35.8	31.9	36.7	54.2	26.8	29.3	
Somewhat	39.8	37.4	40.7	43.4	36.8	35.7	37.1	39.2	28.0	45.5	40.3	
DISAGREE	14.8	12.0	15.8	17.1	13.4	10.2	13.1	12.6	8.7	14.8	16.4	
Somewhat	11.3	8.7	12.2	13.2	10.2	7.7	8.8	9.3	6.3	11.0	12.7	
Strongly	3.5	3.3	3.6	3.9	3.3	2.6	4.3	3.3	2.4	3.8	3.6	
DON'T KNOW	13.0	10.5	13.9	11.5	13.4	18.3	17.9	11.5	9.1	12.9	14.1	
Net Diff.	57.4	65.6	54.5	54.4	59.7	61.3	56.0	63.3	73.4	57.6	53.2	
Mean	3.16	3.28	3.12	3.08	3.23	3.28	3.18	3.24	3.47	3.09	3.11	



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

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	1000	433	460	362	370	268	185	162	123	177	208	145	
AGREE	72.2	72.4	72.9	70.9	73.6	71.9	69.3	76.2	72.1	72.6	71.5	71.8	
Strongly	32.3	29.6	35.4	28.1	37.1	31.6	27.6	40.9	28.4	28.6	34.1	34.2	
Somewhat	39.8	42.8	37.4	42.8	36.5	40.4	41.7	35.3	43.7	44.0	37.4	37.5	
DISAGREE	14.8	16.7	13.8	17.1	12.8	14.5	19.3	16.2	14.5	14.8	10.2	14.5	
Somewhat	11.3	12.8	10.3	13.9	9.4	10.4	15.6	12.2	12.5	12.2	7.2	8.7	
Strongly	3.5	3.9	3.6	3.2	3.4	4.1	3.7	4.0	2.0	2.7	2.9	5.8	
DON'T KNOW	13.0	10.9	13.3	12.0	13.6	13.6	11.4	7.6	13.4	12.5	18.3	13.8	
Net Diff.	57.4	55.7	59.1	53.8	60.8	57.4	50.0	60.0	57.6	57.8	61.4	57.3	
Mean	3.16	3.10	3.21	3.09	3.24	3.15	3.05	3.22	3.14	3.13	3.26	3.16	



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	72.2	74.0	76.7	72.4	70.7	69.7	75.4	72.2	77.0	77.9	68.8	74.9	67.0	89.9	67.6	70.4	78.8
Strongly	32.3	38.1	47.7	32.6	32.6	21.3	35.7	27.6	47.6	31.3	25.9	37.9	32.3	49.7	34.6	33.4	24.9
Somewhat	39.8	35.9	29.1	39.8	38.1	48.3	39.7	44.5	29.3	46.6	42.9	37.0	34.7	40.1	33.0	37.0	53.9
DISAGREE	14.8	13.4	10.6	15.0	14.6	15.5	16.8	16.1	23.0	13.4	17.6	11.6	16.5	6.8	18.3	13.8	13.8
Somewhat	11.3	8.8	6.5	10.2	11.1	13.8	12.9	13.4	17.1	10.5	14.5	7.8	13.1	6.8	10.5	10.0	11.6
Strongly	3.5	4.5	4.1	4.8	3.5	1.7	3.9	2.7	6.0	2.9	3.1	3.8	3.5	0.0	7.8	3.8	2.2
DON'T KNOW	13.0	12.7	12.7	12.6	14.7	14.8	7.8	11.7	0.0	8.7	13.6	13.5	16.5	3.3	14.1	15.8	7.4
Net Diff.	57.4	60.6	66.2	57.4	56.0	54.1	58.6	56.1	53.9	64.5	51.3	63.3	50.4	83.0	49.3	56.6	65.0
Mean	3.16	3.23	3.38	3.15	3.17	3.05	3.16	3.10	3.19	3.16	3.06	3.26	3.15	3.44	3.10	3.19	3.10



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
AGREE	72.2	74.3	67.8	71.0	70.8	75.1	77.1	74.9	72.9	70.9	76.6	62.0	67.6	69.2	75.0	75.4
Strongly	32.3	38.0	31.7	26.3	28.7	29.9	38.5	28.8	32.8	31.5	35.2	32.3	26.5	29.6	33.6	37.2
Somewhat	39.8	36.3	36.1	44.7	42.1	45.2	38.5	46.0	40.1	39.4	41.3	29.7	41.2	39.6	41.4	38.3
DISAGREE	14.8	13.2	15.5	16.4	16.3	18.2	14.8	18.6	13.8	15.0	11.5	18.2	14.6	23.7	16.3	11.2
Somewhat	11.3	9.6	10.4	13.5	12.5	14.3	14.8	14.3	10.5	12.1	7.5	13.6	10.8	16.8	12.3	9.7
Strongly	3.5	3.6	5.1	3.0	3.8	3.9	0.0	4.4	3.3	2.9	4.1	4.7	3.8	6.9	4.0	1.5
DON'T KNOW	13.0	12.5	16.7	12.6	13.0	6.7	8.1	6.5	13.3	14.1	11.9	19.8	17.8	7.1	8.7	13.4
Net Diff.	57.4	61.2	52.4	54.6	54.5	56.9	62.3	56.3	59.1	55.9	65.0	43.8	53.0	45.4	58.6	64.3
Mean	3.16	3.24	3.13	3.08	3.10	3.08	3.26	3.06	3.18	3.16	3.22	3.12	3.10	2.99	3.14	3.28



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	72.2	73.1	70.3	67.8	75.6	74.0	69.9	72.4	70.9	72.3	71.8	73.2	67.2	76.5	72.3	72.3	69.1	75.8	69.9	64.9
Strongly	32.3	34.4	28.2	29.0	26.7	34.5	29.1	34.3	27.1	30.1	37.2	38.5	37.7	22.9	29.7	30.4	36.4	39.9	41.0	34.9
Somewhat	39.8	38.7	42.1	38.8	49.0	39.6	40.7	38.0	43.7	42.3	34.6	34.7	29.5	53.6	42.6	41.9	32.8	35.9	28.9	30.1
DISAGREE	14.8	14.8	14.7	14.6	15.1	16.0	18.5	14.0	10.1	15.0	14.4	14.7	16.7	7.1	17.0	13.0	20.6	10.9	16.5	16.9
Somewhat	11.3	11.0	11.9	11.4	13.0	12.4	15.4	9.9	7.6	12.4	9.1	10.9	9.1	2.1	15.3	9.5	13.8	9.0	9.3	8.9
Strongly	3.5	3.8	2.8	3.1	2.2	3.5	3.1	4.1	2.5	2.7	5.3	3.8	7.6	5.0	1.8	3.5	6.8	1.8	7.2	8.0
DON'T KNOW	13.0	12.1	14.9	17.6	9.2	10.0	11.6	13.6	19.0	12.7	13.8	12.1	16.1	16.4	10.7	14.6	10.3	13.3	13.6	18.2
Net Diff.	57.4	58.3	55.6	53.2	60.5	58.1	51.3	58.4	60.8	57.3	57.5	58.5	50.5	69.4	55.3	59.3	48.6	64.9	53.4	48.0
Mean	3.16	3.18	3.13	3.14	3.10	3.17	3.08	3.19	3.18	3.14	3.20	3.23	3.16	3.13	3.12	3.16	3.10	3.31	3.20	3.12





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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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	72.2	72.5	67.5	74.9	78.4	72.3	69.1	71.6	72.5	73.6	70.5	72.4	72.0
Strongly	32.3	31.3	39.3	33.4	37.5	31.0	26.0	35.2	30.6	35.9	28.2	32.4	32.3
Somewhat	39.8	41.2	28.1	41.5	40.9	41.2	43.1	36.4	41.9	37.7	42.3	40.0	39.6
DISAGREE	14.8	16.1	14.0	14.4	12.9	13.8	17.1	14.6	14.9	14.1	15.7	17.0	12.9
Somewhat	11.3	10.1	10.5	12.6	9.3	12.3	11.8	11.3	11.3	10.7	12.0	13.6	9.3
Strongly	3.5	6.0	3.5	1.7	3.6	1.5	5.4	3.3	3.6	3.4	3.7	3.4	3.6
DON'T KNOW	13.0	11.4	18.5	10.7	8.7	14.0	13.7	13.8	12.5	12.3	13.8	10.6	15.1
Net Diff.	57.4	56.4	53.5	60.6	65.5	58.5	52.0	57.0	57.6	59.5	54.9	55.4	59.1
Mean	3.16	3.10	3.27	3.19	3.23	3.18	3.04	3.20	3.14	3.21	3.10	3.13	3.19



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99. MAKE GETTING THE CARE YOU NEED SIMPLER

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	72.2	72.4	71.7	75.3	70.2	81.8	73.9	77.1	66.6	68.2	69.6	73.7	74.0	76.8	70.7	70.2
Strongly	32.3	35.7	35.3	34.4	27.8	42.1	36.9	32.6	27.4	32.8	33.8	35.9	28.2	39.3	31.8	25.4
Somewhat	39.8	36.8	36.4	40.9	42.4	39.7	37.0	44.5	39.1	35.4	35.8	37.8	45.8	37.5	38.9	44.7
DISAGREE	14.8	14.7	14.3	13.3	16.2	11.8	16.2	13.0	21.1	16.1	12.5	13.6	11.2	12.2	14.5	18.6
Somewhat	11.3	10.7	11.3	10.0	12.5	5.5	13.0	11.3	17.1	13.0	9.7	8.9	7.6	9.7	11.2	13.4
Strongly	3.5	4.0	3.0	3.3	3.8	6.3	3.2	1.7	4.0	3.0	2.9	4.7	3.6	2.5	3.3	5.2
DON'T KNOW	13.0	12.9	14.0	11.4	13.6	6.5	9.9	9.9	12.3	15.7	17.8	12.7	14.8	11.0	14.8	11.2
Net Diff.	57.4	57.7	57.4	62.0	54.0	70.0	57.7	64.1	45.5	52.1	57.1	60.1	62.8	64.6	56.2	51.5
Mean	3.16	3.19	3.21	3.20	3.09	3.26	3.19	3.20	3.03	3.16	3.22	3.20	3.16	3.28	3.16	3.02



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	71.2	78.4	69.7	72.4	74.7	73.2	61.0	65.4	70.1	70.7	72.7	70.1	61.7	69.5	71.9	64.8	76.3	72.3	82.5	66.4
Strongly	30.2	47.6	31.4	29.0	30.2	28.9	20.7	20.9	35.1	29.7	33.7	25.0	20.8	31.2	22.2	31.4	34.3	31.6	39.5	27.0
Somewhat	40.9	30.7	38.3	43.4	44.5	44.3	40.3	44.5	35.0	41.0	39.0	45.1	40.9	38.4	49.7	33.4	42.0	40.7	42.9	39.4
DISAGREE	16.2	12.4	15.7	15.7	13.4	14.7	23.9	15.4	21.7	16.8	15.0	15.9	29.0	18.7	14.4	19.8	13.2	14.7	10.0	17.4
Somewhat	13.1	9.3	12.9	12.8	11.7	11.7	19.1	12.0	17.4	13.7	12.1	12.9	25.2	15.5	11.3	17.2	10.2	11.5	8.9	12.9
Strongly	3.1	3.1	2.8	2.9	1.7	3.0	4.8	3.5	4.4	3.0	2.9	2.9	3.9	3.2	3.1	2.6	3.0	3.2	1.1	4.5
DON'T KNOW	12.7	9.3	14.6	11.9	11.9	12.1	15.1	19.2	8.2	12.5	12.3	14.0	9.3	11.8	13.8	15.4	10.5	13.1	7.5	16.2
Net Diff.	55.0	66.0	54.0	56.6	61.3	58.5	37.1	49.9	48.3	54.0	57.7	54.2	32.7	50.8	57.5	45.0	63.1	57.6	72.5	49.0
Mean	3.13	3.35	3.15	3.12	3.17	3.13	2.91	3.02	3.10	3.11	3.18	3.07	2.87	3.11	3.05	3.11	3.20	3.16	3.31	3.06



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

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	900	775	125	100	70	30
AGREE	71.2	71.9	72.4	69.6	72.1	72.9	73.4	69.3	55.9	56.4	54.6
Strongly	30.2	31.8	24.7	30.9	33.6	31.5	32.6	24.6	18.7	21.3	12.4
Somewhat	40.9	40.1	47.7	38.7	38.6	41.4	40.8	44.6	37.2	35.1	42.2
DISAGREE	16.2	14.8	15.8	18.1	14.2	15.7	15.2	18.8	20.4	23.1	14.0
Somewhat	13.1	12.5	12.9	13.8	12.5	12.7	12.4	14.9	16.7	19.0	11.2
Strongly	3.1	2.2	3.0	4.3	1.7	3.0	2.9	3.9	3.7	4.1	2.9
DON'T KNOW	12.7	13.3	11.8	12.3	13.6	11.4	11.4	11.9	23.7	20.5	31.4
Net Diff.	55.0	57.1	56.5	51.5	57.9	57.2	58.2	50.4	35.5	33.3	40.6
Mean	3.13	3.17	3.07	3.10	3.20	3.14	3.16	3.02	2.93	2.93	2.93



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	71.2	72.3	75.0	69.6	74.9	60.5	70.1	75.1	72.8	70.0	57.5	71.6	73.0	73.6	71.7	72.9	70.4	63.9
Strongly	30.2	30.7	32.2	28.6	32.5	26.9	28.7	33.3	32.5	27.0	20.7	30.0	27.7	31.3	30.8	34.3	37.9	33.2
Somewhat	40.9	41.6	42.8	41.0	42.3	33.6	41.4	41.8	40.3	43.0	36.8	41.6	45.3	42.3	40.8	38.6	32.5	30.6
DISAGREE	16.2	17.5	12.8	17.8	14.1	17.8	17.8	14.0	16.9	17.0	16.6	15.9	15.1	10.1	17.5	15.4	20.8	20.4
Somewhat	13.1	13.8	9.9	14.3	11.7	13.9	14.0	11.4	13.4	11.8	15.7	12.8	12.0	7.5	14.3	12.1	14.2	18.8
Strongly	3.1	3.7	2.8	3.5	2.4	3.9	3.8	2.6	3.5	5.2	0.9	3.2	3.1	2.6	3.2	3.3	6.6	1.6
DON'T KNOW	12.7	10.2	12.3	12.6	11.0	21.7	12.1	10.9	10.2	13.0	25.9	12.5	11.9	16.3	10.9	11.7	8.8	15.7
Net Diff.	55.0	54.8	62.2	51.8	60.8	42.7	52.3	61.1	55.9	53.0	40.9	55.7	57.9	63.5	54.2	57.5	49.6	43.5
Mean	3.13	3.11	3.19	3.08	3.18	3.07	3.08	3.19	3.13	3.06	3.04	3.13	3.11	3.22	3.11	3.18	3.11	3.13



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

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	257	743	470	422	107	233	411	148	262	589
AGREE	71.2	79.1	68.4	70.4	73.6	64.8	68.8	76.9	81.9	74.0	67.2
Strongly	30.2	37.4	27.7	27.9	32.5	31.4	27.4	33.6	49.2	24.8	27.9
Somewhat	40.9	41.7	40.7	42.5	41.1	33.4	41.3	43.3	32.8	49.3	39.3
DISAGREE	16.2	13.8	17.0	17.1	14.2	19.8	16.7	13.9	10.6	15.7	17.8
Somewhat	13.1	11.0	13.8	14.0	11.1	17.2	14.0	10.9	9.2	11.9	14.6
Strongly	3.1	2.8	3.2	3.1	3.1	2.6	2.6	3.0	1.4	3.9	3.1
DON'T KNOW	12.7	7.1	14.6	12.5	12.2	15.4	14.6	9.3	7.5	10.3	15.0
Net Diff.	55.0	65.3	51.4	53.3	59.4	45.0	52.1	63.0	71.4	58.3	49.4
Mean	3.13	3.22	3.09	3.09	3.17	3.11	3.10	3.18	3.40	3.06	3.08



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

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	433	460	362	370	268	185	162	123	177	208	145
AGREE	71.2	71.4	73.6	68.0	73.2	72.5	68.5	76.0	73.3	67.4	71.1	71.9
Strongly	30.2	29.9	32.3	28.1	34.1	27.8	30.4	39.3	24.9	25.5	30.1	30.2
Somewhat	40.9	41.6	41.3	39.9	39.1	44.7	38.1	36.7	48.4	41.9	41.1	41.7
DISAGREE	16.2	17.1	15.0	17.4	15.1	15.9	20.9	17.5	17.8	13.8	13.3	14.3
Somewhat	13.1	13.7	12.1	14.0	12.0	13.3	19.0	15.9	16.1	8.8	9.0	10.9
Strongly	3.1	3.4	2.9	3.4	3.1	2.6	1.9	1.6	1.6	5.0	4.3	3.4
DON'T KNOW	12.7	11.4	11.4	14.6	11.6	11.6	10.5	6.5	9.0	18.8	15.6	13.8
Net Diff.	55.0	54.3	58.6	50.6	58.1	56.6	47.6	58.5	55.5	53.7	57.8	57.6
Mean	3.13	3.11	3.16	3.08	3.18	3.11	3.08	3.22	3.06	3.08	3.15	3.15



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	71.2	73.2	71.9	74.0	71.1	68.1	71.6	69.6	89.8	67.2	66.7	73.7	69.9	83.5	62.9	73.5	76.2
Strongly	30.2	35.3	43.0	30.8	29.9	21.5	33.2	26.6	45.8	39.1	24.1	35.3	30.1	40.5	30.0	26.0	31.0
Somewhat	40.9	38.0	28.9	43.2	41.2	46.6	38.4	43.0	44.0	28.0	42.5	38.3	39.7	42.9	32.9	47.5	45.2
DISAGREE	16.2	14.4	12.4	15.6	16.4	17.9	16.6	17.4	10.2	18.5	17.7	13.7	18.4	13.2	20.4	14.0	17.8
Somewhat	13.1	11.9	9.9	13.1	12.8	15.8	12.5	14.3	10.2	14.6	14.2	11.0	13.8	13.2	17.9	11.3	15.6
Strongly	3.1	2.5	2.5	2.5	3.6	2.2	4.1	3.0	0.0	3.9	3.5	2.7	4.6	0.0	2.5	2.7	2.2
DON'T KNOW	12.7	12.3	15.7	10.4	12.6	14.0	11.8	13.0	0.0	14.3	15.6	12.6	11.8	3.3	16.8	12.4	6.0
Net Diff.	55.0	58.8	59.5	58.4	54.7	50.1	55.0	52.3	79.6	48.7	49.0	60.0	51.5	70.2	42.5	59.5	58.4
Mean	3.13	3.21	3.33	3.14	3.11	3.02	3.14	3.07	3.36	3.20	3.03	3.22	3.08	3.28	3.09	3.11	3.12





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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
AGREE	71.2	73.7	66.5	69.7	69.9	74.4	79.5	73.8	71.6	71.4	72.1	62.3	66.7	67.6	77.6	72.4
Strongly	30.2	33.3	29.5	27.0	26.6	27.7	35.4	26.8	30.8	31.7	29.0	29.1	24.8	24.4	31.9	33.9
Somewhat	40.9	40.4	37.1	42.7	43.2	46.7	44.1	47.0	40.8	39.6	43.1	33.2	41.9	43.2	45.7	38.5
DISAGREE	16.2	15.0	18.1	17.0	18.1	18.9	12.4	19.7	15.3	15.0	15.8	19.5	17.5	21.5	14.2	14.2
Somewhat	13.1	12.1	15.1	13.7	15.5	14.8	12.4	15.0	12.3	12.4	12.0	17.6	13.2	17.3	11.3	11.9
Strongly	3.1	2.9	3.0	3.3	2.6	4.2	0.0	4.7	3.0	2.6	3.8	1.9	4.3	4.2	2.9	2.3
DON'T KNOW	12.7	11.4	15.4	13.3	12.0	6.6	8.1	6.5	13.1	13.6	12.0	18.2	15.8	10.9	8.2	13.3
Net Diff.	55.0	58.7	48.5	52.7	51.7	55.5	67.1	54.1	56.3	56.3	56.3	42.7	49.2	46.1	63.4	58.2
Mean	3.13	3.17	3.10	3.08	3.07	3.05	3.25	3.03	3.14	3.16	3.11	3.09	3.04	2.98	3.16	3.20



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	71.2	70.7	72.0	71.1	73.9	71.6	73.4	70.0	70.3	71.5	70.4	77.1	64.0	69.9	73.4	69.7	75.7	78.1	64.3	63.8
Strongly	30.2	31.7	27.3	29.3	23.2	35.0	27.4	29.1	27.2	29.8	31.0	36.2	26.1	22.0	32.3	27.4	34.2	37.5	27.7	24.7
Somewhat	40.9	39.1	44.7	41.8	50.7	36.6	46.0	40.9	43.0	41.7	39.4	40.9	37.9	47.9	41.1	42.3	41.4	40.5	36.6	39.1
DISAGREE	16.2	17.0	14.5	14.2	15.0	18.8	19.1	15.7	8.8	15.7	17.2	12.8	21.2	14.2	18.6	12.8	16.2	10.6	22.0	20.6
Somewhat	13.1	13.7	11.9	11.9	12.0	17.0	17.5	11.2	5.0	13.3	12.8	10.2	14.5	9.2	17.4	9.2	11.3	9.4	19.3	10.4
Strongly	3.1	3.3	2.6	2.3	3.0	1.8	1.6	4.5	3.7	2.4	4.4	2.7	6.7	5.0	1.2	3.6	4.9	1.2	2.7	10.2
DON'T KNOW	12.7	12.2	13.5	14.6	11.1	9.5	7.5	14.3	20.9	12.8	12.4	10.1	14.8	15.8	8.0	17.5	8.1	11.3	13.7	15.7
Net Diff.	55.0	53.7	57.5	56.9	58.9	52.8	54.3	54.4	61.5	55.8	53.2	64.3	42.8	55.7	54.7	56.8	59.5	67.5	42.3	43.2
Mean	3.13	3.13	3.12	3.15	3.06	3.16	3.07	3.10	3.19	3.13	3.11	3.23	2.98	3.03	3.14	3.13	3.14	3.29	3.03	2.93



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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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	71.2	69.3	63.6	70.1	73.9	77.5	69.9	67.4	73.4	69.3	73.3	72.3	70.1
Strongly	30.2	24.6	30.3	33.2	31.0	30.5	29.3	30.4	30.1	30.6	29.8	32.0	28.6
Somewhat	40.9	44.7	33.2	36.9	42.8	47.0	40.7	37.1	43.3	38.8	43.5	40.3	41.5
DISAGREE	16.2	17.6	16.3	18.7	13.3	12.6	18.7	17.6	15.3	16.3	16.0	18.9	13.7
Somewhat	13.1	15.0	12.8	16.9	9.7	11.1	14.0	15.0	11.9	13.4	12.7	17.2	9.5
Strongly	3.1	2.6	3.5	1.7	3.6	1.5	4.7	2.6	3.4	2.9	3.3	1.7	4.3
DON'T KNOW	12.7	13.1	20.1	11.2	12.8	9.9	11.4	15.0	11.2	14.3	10.7	8.7	16.2
Net Diff.	55.0	51.7	47.2	51.4	60.5	64.9	51.2	49.9	58.1	53.0	57.3	53.4	56.4
Mean	3.13	3.05	3.13	3.14	3.16	3.18	3.07	3.12	3.13	3.13	3.12	3.12	3.13



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100. ELIMINATE WASTE AND FRAUD IN HEALTHCARE

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	NIALS	/SLNTG	NIALS	NIALS	/SLNTG	NIALS	/SLNTG	NIALS	NIALS	/SLNTG	NIALS	/SLNTG	URBAN	
Total	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	71.2	72.0	65.0	74.2	72.9	77.2	68.8	76.0	71.3	69.7	61.5	72.6	74.6	73.7	70.8	68.9
Strongly	30.2	32.4	29.1	30.4	30.1	27.8	35.5	30.5	31.6	34.5	23.2	30.3	28.6	34.0	29.7	27.0
Somewhat	40.9	39.6	35.9	43.8	42.8	49.4	33.3	45.5	39.7	35.2	38.3	42.3	46.1	39.7	41.1	41.9
DISAGREE	16.2	14.2	18.8	14.5	16.2	13.7	19.7	16.9	20.8	14.4	18.0	12.4	11.3	15.0	15.9	18.3
Somewhat	13.1	12.5	15.8	11.2	12.9	13.7	19.7	14.8	17.9	11.9	12.1	7.9	7.6	13.1	13.0	13.3
Strongly	3.1	1.7	3.1	3.3	3.3	0.0	0.0	2.1	2.9	2.5	5.9	4.5	3.7	1.9	2.9	5.0
DON'T KNOW	12.7	13.8	16.2	11.3	10.9	9.1	11.6	7.2	7.9	15.9	20.5	15.0	14.1	11.3	13.3	12.8
Net Diff.	55.0	57.9	46.2	59.7	56.8	63.6	49.1	59.1	50.5	55.3	43.4	60.2	63.3	58.8	54.9	50.6
Mean	3.13	3.19	3.09	3.14	3.12	3.16	3.18	3.12	3.09	3.21	2.99	3.16	3.16	3.19	3.13	3.04



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101. HELP MORE PEOPLE GET THE CARE THEY NEED WHEN THEY NEED IT

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	72.4	71.4	66.0	77.9	77.7	70.9	68.1	70.2	70.8	72.0	72.4	71.6	70.8	69.0	76.2	71.9	73.1	73.4	81.2	69.0
Strongly	29.9	41.2	27.4	31.1	30.4	25.2	26.6	27.8	33.2	28.6	31.9	23.1	25.8	25.7	20.6	32.9	41.1	33.3	38.6	30.3
Somewhat	42.5	30.2	38.6	46.8	47.3	45.7	41.5	42.4	37.6	43.4	40.5	48.5	45.0	43.3	55.7	39.0	32.0	40.1	42.6	38.6
DISAGREE	13.8	12.9	17.4	12.1	9.0	14.6	16.3	14.3	18.1	14.3	14.1	13.1	18.6	19.1	12.9	7.2	11.1	12.7	8.2	15.3
Somewhat	11.2	11.7	15.4	9.1	7.4	12.0	10.6	12.7	14.1	11.8	11.8	10.6	14.5	16.5	10.9	4.4	8.4	9.7	6.9	11.3
Strongly	2.6	1.1	2.1	3.0	1.6	2.7	5.6	1.6	4.0	2.5	2.3	2.4	4.0	2.6	2.1	2.8	2.7	3.0	1.3	4.0
DON'T KNOW	13.8	15.7	16.6	10.0	13.3	14.5	15.7	15.6	11.0	13.7	13.5	15.4	10.7	11.9	10.9	20.9	15.8	13.9	10.6	15.7
Net Diff.	58.6	58.5	48.6	65.8	68.8	56.2	51.8	55.9	52.7	57.7	58.3	58.5	52.2	49.9	63.3	64.8	62.1	60.7	73.0	53.7
Mean	3.16	3.32	3.09	3.18	3.23	3.09	3.06	3.14	3.12	3.14	3.18	3.09	3.04	3.05	3.06	3.29	3.33	3.20	3.33	3.13



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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
Total	1000	175	225	384	216	900	775	125	100	70	30
AGREE	72.4	72.6	71.2	73.0	72.3	73.7	73.6	74.3	60.3	58.6	64.1
Strongly	29.9	28.2	26.5	31.9	31.3	30.7	32.0	22.5	23.0	19.8	30.6
Somewhat	42.5	44.4	44.7	41.1	41.0	43.0	41.6	51.8	37.2	38.8	33.5
DISAGREE	13.8	10.6	15.4	14.9	12.9	13.3	13.2	13.9	18.7	23.1	8.5
Somewhat	11.2	8.2	12.2	11.5	12.1	11.0	10.9	11.4	13.1	17.5	2.7
Strongly	2.6	2.4	3.3	3.4	0.8	2.3	2.3	2.5	5.6	5.5	5.8
DON'T KNOW	13.8	16.7	13.3	12.2	14.8	13.0	13.2	11.8	21.0	18.3	27.4
Net Diff.	58.6	62.0	55.8	58.1	59.4	60.5	60.5	60.4	41.6	35.6	55.6
Mean	3.16	3.18	3.09	3.16	3.21	3.17	3.19	3.07	2.98	2.89	3.22



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	72.4	72.8	75.1	71.3	74.7	66.7	72.1	73.5	76.4	73.9	62.8	72.8	73.2	79.2	70.0	75.1	80.1	64.9
Strongly	29.9	25.9	35.1	25.8	35.1	25.7	24.9	34.7	37.5	33.5	20.1	30.0	26.4	36.4	26.3	36.9	38.4	29.1
Somewhat	42.5	46.9	40.0	45.5	39.6	41.0	47.1	38.8	38.9	40.4	42.7	42.9	46.8	42.8	43.7	38.2	41.7	35.8
DISAGREE	13.8	17.4	9.6	17.2	10.6	12.0	17.4	10.4	12.7	13.6	14.0	13.6	14.2	10.5	16.1	10.6	12.8	17.0
Somewhat	11.2	14.6	7.2	14.5	8.4	7.4	14.5	7.7	10.8	10.8	11.6	10.8	10.9	8.8	12.4	9.4	11.0	17.0
Strongly	2.6	2.7	2.5	2.7	2.2	4.5	3.0	2.7	1.9	2.7	2.5	2.8	3.3	1.8	3.7	1.1	1.8	0.0
DON'T KNOW	13.8	9.8	15.3	11.5	14.7	21.3	10.5	16.1	10.9	12.5	23.2	13.5	12.5	10.3	13.9	14.3	7.1	18.1
Net Diff.	58.6	55.5	65.5	54.0	64.0	54.8	54.6	63.2	63.7	60.3	48.8	59.2	59.0	68.6	53.9	64.6	67.3	47.9
Mean	3.16	3.06	3.27	3.07	3.26	3.12	3.05	3.26	3.26	3.20	3.05	3.16	3.10	3.27	3.07	3.29	3.26	3.15



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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	257	743	470	422	107	233	411	148	262	589
AGREE	72.4	80.9	69.4	71.7	73.3	71.9	72.3	77.4	82.7	74.4	68.9
Strongly	29.9	39.3	26.7	23.8	36.0	32.9	27.9	36.7	52.4	27.8	25.2
Somewhat	42.5	41.6	42.7	47.8	37.3	39.0	44.4	40.7	30.3	46.6	43.7
DISAGREE	13.8	9.6	15.3	16.9	12.2	7.2	9.3	9.6	8.1	10.4	16.8
Somewhat	11.2	7.5	12.5	14.5	9.3	4.4	7.3	7.2	6.2	7.8	14.0
Strongly	2.6	2.2	2.8	2.4	2.9	2.8	2.0	2.4	1.9	2.6	2.8
DON'T KNOW	13.8	9.4	15.3	11.5	14.5	20.9	18.4	13.0	9.2	15.1	14.3
Net Diff.	58.6	71.3	54.1	54.8	61.2	64.8	63.0	67.8	74.6	64.0	52.1
Mean	3.16	3.30	3.10	3.05	3.24	3.29	3.20	3.28	3.47	3.17	3.07





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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	433	460	362	370	268	185	162	123	177	208	145
AGREE	72.4	72.7	73.8	69.9	73.5	74.3	68.6	77.2	76.8	71.2	70.6	72.1
Strongly	29.9	25.9	34.2	23.8	37.7	27.5	22.5	45.0	21.8	25.2	32.0	32.3
Somewhat	42.5	46.8	39.6	46.1	35.8	46.8	46.1	32.1	55.0	46.0	38.7	39.8
DISAGREE	13.8	16.9	11.2	17.3	12.7	10.7	21.4	16.2	9.6	13.0	9.9	11.6
Somewhat	11.2	14.4	8.5	15.1	9.6	8.1	19.4	13.2	6.9	10.5	6.8	9.1
Strongly	2.6	2.5	2.7	2.3	3.0	2.6	2.0	3.0	2.7	2.5	3.1	2.5
DON'T KNOW	13.8	10.4	14.9	12.8	13.8	15.1	10.0	6.6	13.6	15.7	19.4	16.3
Net Diff.	58.6	55.8	62.6	52.5	60.8	63.6	47.1	61.0	67.2	58.2	60.7	60.5
Mean	3.16	3.07	3.24	3.05	3.25	3.17	2.99	3.28	3.11	3.11	3.23	3.22



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	72.4	74.4	70.9	76.4	73.0	69.2	71.6	70.3	83.9	76.0	67.4	72.8	70.8	90.0	78.7	73.3	73.8
Strongly	29.9	34.1	40.6	30.3	32.6	19.4	30.4	24.2	33.9	32.2	21.0	35.2	39.5	49.4	28.0	27.8	26.4
Somewhat	42.5	40.3	30.3	46.1	40.4	49.8	41.3	46.1	50.0	43.8	46.3	37.5	31.3	40.7	50.7	45.5	47.4
DISAGREE	13.8	12.5	11.6	13.1	11.1	17.0	18.0	17.4	16.1	11.2	18.9	12.7	14.1	6.7	9.7	8.9	15.9
Somewhat	11.2	9.5	7.5	10.7	8.7	15.4	14.1	14.8	16.1	11.2	15.9	9.4	10.9	6.7	7.3	6.1	13.8
Strongly	2.6	3.0	4.1	2.3	2.4	1.5	4.0	2.6	0.0	0.0	3.0	3.3	3.2	0.0	2.5	2.8	2.1
DON'T KNOW	13.8	13.1	17.5	10.5	15.9	13.8	10.3	12.3	0.0	12.8	13.7	14.5	15.1	3.3	11.6	17.8	10.3
Net Diff.	58.6	61.9	59.3	63.4	61.9	52.2	53.6	52.8	67.9	64.9	48.5	60.0	56.7	83.3	69.0	64.4	57.8
Mean	3.16	3.21	3.30	3.17	3.23	3.01	3.09	3.05	3.18	3.24	2.99	3.22	3.26	3.44	3.18	3.20	3.09



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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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
AGREE	72.4	74.3	71.3	70.6	73.1	70.8	85.1	69.1	73.1	72.3	74.5	68.7	70.7	70.7	74.1	72.8
Strongly	29.9	36.1	29.0	23.4	27.0	22.5	22.4	22.5	30.7	29.8	32.4	34.6	24.8	24.5	31.8	34.6
Somewhat	42.5	38.2	42.3	47.2	46.2	48.3	62.7	46.6	42.4	42.6	42.1	34.0	45.9	46.2	42.2	38.2
DISAGREE	13.8	12.4	8.7	16.9	13.5	22.0	14.9	22.8	12.8	13.7	11.1	10.5	13.8	18.6	15.1	12.0
Somewhat	11.2	9.5	6.2	14.4	10.8	19.0	14.9	19.5	10.3	10.8	9.2	7.4	10.3	14.4	13.1	9.8
Strongly	2.6	2.9	2.5	2.5	2.7	3.0	0.0	3.4	2.5	2.9	1.9	3.1	3.4	4.2	2.0	2.3
DON'T KNOW	13.8	13.3	20.0	12.5	13.4	7.2	0.0	8.0	14.1	14.0	14.4	20.8	15.5	10.7	10.8	15.2
Net Diff.	58.6	61.9	62.7	53.8	59.7	48.8	70.1	46.3	60.3	58.7	63.4	58.2	56.9	52.1	58.9	60.7
Mean	3.16	3.24	3.22	3.05	3.13	2.97	3.07	2.96	3.18	3.15	3.23	3.27	3.09	3.02	3.16	3.24



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101. HELP MORE PEOPLE GET THE CARE THEY NEED WHEN THEY NEED IT

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	72.4	73.5	70.2	68.9	73.1	75.1	71.5	72.3	68.6	72.7	71.8	76.3	68.9	63.4	73.2	72.1	74.3	77.6	73.5	65.0
Strongly	29.9	33.1	23.5	23.3	24.1	35.6	21.5	31.3	26.0	27.8	34.5	38.2	31.4	26.0	27.6	27.9	37.6	38.6	36.8	26.9
Somewhat	42.5	40.3	46.7	45.6	49.1	39.5	50.0	41.0	42.6	44.9	37.3	38.1	37.5	37.4	45.6	44.2	36.7	39.0	36.7	38.2
DISAGREE	13.8	13.8	14.0	13.9	14.2	14.7	19.4	13.1	7.3	13.8	13.8	11.4	15.5	14.8	17.2	10.5	15.0	9.1	15.0	15.8
Somewhat	11.2	10.9	11.8	11.2	13.2	12.5	16.5	9.7	6.1	11.5	10.5	9.2	11.1	9.8	15.4	7.6	9.5	9.1	13.6	9.0
Strongly	2.6	2.9	2.1	2.7	1.0	2.3	2.9	3.4	1.2	2.3	3.3	2.2	4.3	5.0	1.8	2.9	5.6	0.0	1.4	6.8
DON'T KNOW	13.8	12.8	15.8	17.3	12.7	10.2	9.1	14.7	24.1	13.5	14.4	12.3	15.6	21.8	9.5	17.4	10.7	13.3	11.5	19.1
Net Diff.	58.6	59.7	56.3	55.0	59.0	60.4	52.2	59.2	61.3	58.8	58.0	64.9	53.4	48.6	56.0	61.6	59.3	68.5	58.5	49.2
Mean	3.16	3.19	3.09	3.08	3.10	3.21	2.99	3.17	3.23	3.13	3.20	3.28	3.14	3.08	3.10	3.18	3.19	3.34	3.23	3.05



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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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	72.4	71.4	68.4	74.0	82.8	71.9	67.9	71.4	73.0	74.7	69.7	73.7	71.2
Strongly	29.9	32.5	30.4	33.3	35.2	28.0	25.1	32.0	28.6	33.0	26.4	30.1	29.8
Somewhat	42.5	38.9	38.0	40.7	47.5	43.9	42.9	39.3	44.4	41.7	43.3	43.6	41.4
DISAGREE	13.8	17.1	11.2	15.2	8.0	14.7	16.4	14.0	13.7	12.3	15.6	16.5	11.4
Somewhat	11.2	11.9	9.0	13.9	6.1	13.2	12.0	11.6	10.9	10.0	12.6	14.0	8.7
Strongly	2.6	5.2	2.2	1.3	1.9	1.4	4.4	2.4	2.8	2.3	3.1	2.5	2.8
DON'T KNOW	13.8	11.5	20.4	10.8	9.2	13.5	15.6	14.6	13.3	13.0	14.7	9.8	17.3
Net Diff.	58.6	54.3	57.2	58.8	74.7	57.2	51.5	57.3	59.3	62.4	54.1	57.2	59.8
Mean	3.16	3.12	3.21	3.19	3.28	3.14	3.05	3.18	3.14	3.21	3.09	3.12	3.19



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101. HELP MORE PEOPLE GET THE CARE THEY NEED WHEN THEY NEED IT

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	72.4	74.1	70.0	78.2	69.3	84.8	71.7	83.0	66.8	69.2	68.5	74.0	72.0	75.1	70.7	73.0
Strongly	29.9	32.8	31.9	32.2	26.1	37.5	32.0	33.4	25.2	30.6	31.8	31.1	27.0	34.3	29.7	25.2
Somewhat	42.5	41.3	38.1	46.1	43.2	47.3	39.7	49.6	41.5	38.6	36.7	42.9	45.0	40.8	41.0	47.8
DISAGREE	13.8	14.0	14.3	11.1	15.4	12.0	16.0	11.3	21.3	15.0	12.8	10.9	9.3	11.4	14.2	15.9
Somewhat	11.2	9.7	12.7	8.8	12.3	6.5	16.0	8.1	18.2	11.1	9.6	9.5	6.3	9.0	11.7	12.6
Strongly	2.6	4.3	1.7	2.3	3.1	5.4	0.0	3.2	3.1	3.8	3.2	1.4	3.0	2.4	2.5	3.3
DON'T KNOW	13.8	11.9	15.6	10.7	15.3	3.2	12.4	5.8	12.0	15.8	18.7	15.1	18.8	13.5	15.0	11.2
Net Diff.	58.6	60.1	55.7	67.2	53.9	72.8	55.7	71.7	45.5	54.3	55.6	63.1	62.7	63.8	56.5	57.1
Mean	3.16	3.16	3.19	3.21	3.09	3.21	3.18	3.20	3.01	3.14	3.19	3.22	3.18	3.24	3.15	3.07



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	79.4	85.7	83.7	80.9	78.0	77.6	75.7	75.2	75.2	79.5	82.9	76.8	68.9	77.3	85.4	67.3	86.4	78.9	80.0	78.2
Strongly	36.6	49.4	38.8	39.0	31.3	34.3	28.8	36.5	38.5	36.3	41.1	30.4	26.5	36.3	33.7	32.0	42.6	37.2	37.4	37.1
Somewhat	42.8	36.3	44.9	41.9	46.7	43.3	47.0	38.7	36.7	43.2	41.8	46.3	42.4	41.0	51.7	35.3	43.8	41.6	42.6	41.1
DISAGREE	13.9	8.1	11.1	12.5	14.5	14.9	16.4	20.5	16.9	13.5	11.1	14.7	23.9	16.3	11.0	18.4	7.3	15.0	14.7	15.1
Somewhat	10.9	5.9	7.9	11.2	9.0	13.1	11.3	20.5	12.1	10.4	8.9	10.0	19.3	12.5	10.6	11.8	4.4	12.2	12.7	11.8
Strongly	3.1	2.2	3.3	1.3	5.6	1.8	5.2	0.0	4.9	3.2	2.2	4.7	4.6	3.7	0.4	6.6	2.9	2.8	2.0	3.2
DON'T KNOW	6.7	6.2	5.2	6.6	7.5	7.5	7.8	4.3	7.8	6.9	6.0	8.5	7.2	6.4	3.7	14.3	6.3	6.2	5.3	6.7
Net Diff.	65.4	77.6	72.5	68.5	63.4	62.7	59.3	54.7	58.3	66.0	71.8	62.1	45.0	61.1	74.4	49.0	79.1	63.9	65.3	63.2
Mean	3.21	3.42	3.26	3.27	3.12	3.19	3.08	3.17	3.18	3.21	3.30	3.12	2.98	3.17	3.23	3.08	3.35	3.21	3.22	3.20



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	900	775	125	100	70	30
AGREE	79.4	87.1	76.2	82.8	70.3	80.4	80.3	81.3	69.9	68.5	73.1
Strongly	36.6	40.1	31.2	38.8	35.3	37.7	38.9	30.5	26.1	25.9	26.4
Somewhat	42.8	47.0	45.0	44.0	34.9	42.7	41.4	50.8	43.8	42.6	46.6
DISAGREE	13.9	8.0	17.7	11.6	19.0	13.6	13.6	13.4	17.0	17.3	16.3
Somewhat	10.9	7.3	12.3	8.4	16.6	10.6	10.5	11.6	12.9	13.1	12.3
Strongly	3.1	0.7	5.4	3.1	2.5	3.0	3.2	1.8	4.1	4.1	4.0
DON'T KNOW	6.7	4.9	6.0	5.7	10.7	6.0	6.1	5.3	13.2	14.2	10.6
Net Diff.	65.4	79.2	58.5	71.2	51.2	66.8	66.6	67.9	52.9	51.2	56.7
Mean	3.21	3.33	3.09	3.26	3.15	3.23	3.24	3.16	3.06	3.05	3.07





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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	79.4	80.0	81.1	79.2	82.0	67.0	78.6	81.7	78.5	75.4	74.6	79.8	80.1	79.7	83.2	77.2	86.6	72.5
Strongly	36.6	38.3	36.6	36.1	38.8	27.8	36.1	38.9	35.4	34.3	31.1	36.5	36.5	31.4	36.8	36.2	47.6	37.3
Somewhat	42.8	41.7	44.5	43.0	43.2	39.2	42.5	42.8	43.1	41.1	43.6	43.3	43.7	48.3	46.5	41.0	39.0	35.3
DISAGREE	13.9	15.0	11.3	14.7	11.8	20.7	15.1	11.9	15.3	16.3	14.9	13.6	13.5	16.1	11.1	12.6	10.3	19.6
Somewhat	10.9	11.2	9.2	11.2	9.0	18.7	11.7	9.1	12.7	12.5	11.5	10.6	10.8	12.2	8.2	9.8	7.8	15.3
Strongly	3.1	3.8	2.1	3.5	2.9	2.0	3.4	2.8	2.6	3.9	3.4	3.0	2.7	3.9	2.9	2.8	2.5	4.3
DON'T KNOW	6.7	5.0	7.6	6.2	6.1	12.3	6.3	6.4	6.2	8.2	10.5	6.6	6.4	4.2	5.6	10.2	3.1	7.9
Net Diff.	65.4	65.0	69.8	64.5	70.2	46.2	63.5	69.8	63.3	59.1	59.8	66.2	66.7	63.6	72.1	64.6	76.3	52.9
Mean	3.21	3.21	3.25	3.19	3.26	3.06	3.19	3.26	3.19	3.15	3.14	3.21	3.22	3.12	3.24	3.23	3.36	3.14



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	257	743	470	422	107	233	411	148	262	589
AGREE	79.4	80.7	78.9	80.3	81.4	67.3	77.8	82.2	87.1	79.5	77.4
Strongly	36.6	38.0	36.1	35.4	39.0	32.0	34.1	37.3	50.2	30.1	36.0
Somewhat	42.8	42.7	42.8	44.9	42.4	35.3	43.7	44.9	36.9	49.4	41.3
DISAGREE	13.9	14.2	13.9	14.3	12.4	18.4	12.3	12.2	8.5	14.3	15.1
Somewhat	10.9	10.4	11.0	11.8	9.6	11.8	9.0	9.0	5.6	10.9	12.2
Strongly	3.1	3.8	2.8	2.5	2.8	6.6	3.4	3.2	2.9	3.4	3.0
DON'T KNOW	6.7	5.1	7.2	5.4	6.2	14.3	9.9	5.6	4.4	6.2	7.5
Net Diff.	65.4	66.5	65.1	65.9	69.0	49.0	65.5	70.0	78.6	65.2	62.2
Mean	3.21	3.21	3.21	3.20	3.25	3.08	3.20	3.23	3.41	3.13	3.19



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	433	460	362	370	268	185	162	123	177	208	145
AGREE	79.4	79.2	80.2	79.9	79.8	78.0	77.7	78.8	72.9	82.3	80.5	82.3
Strongly	36.6	36.8	37.0	37.5	37.6	33.9	33.4	37.2	24.3	41.7	37.9	42.1
Somewhat	42.8	42.3	43.2	42.5	42.2	44.1	44.2	41.7	48.6	40.6	42.6	40.2
DISAGREE	13.9	15.4	13.0	14.4	12.9	14.8	18.0	18.0	18.9	10.6	8.9	11.4
Somewhat	10.9	11.7	10.6	11.7	9.6	11.6	13.8	12.5	13.2	9.4	7.2	10.2
Strongly	3.1	3.8	2.5	2.7	3.3	3.3	4.2	5.4	5.7	1.1	1.7	1.2
DON'T KNOW	6.7	5.4	6.7	5.7	7.3	7.2	4.4	3.2	8.3	7.1	10.6	6.2
Net Diff.	65.4	63.7	67.2	65.6	66.9	63.2	59.7	60.9	54.0	71.8	71.6	70.9
Mean	3.21	3.19	3.23	3.22	3.23	3.17	3.12	3.14	3.00	3.32	3.31	3.31



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	79.4	83.6	82.1	84.4	73.2	79.8	84.5	81.9	96.3	68.9	81.4	82.2	74.0	84.4	84.9	74.4	82.8
Strongly	36.6	42.3	50.4	37.6	29.9	33.4	44.7	38.4	49.0	33.8	37.5	41.2	29.6	41.7	45.2	28.6	40.6
Somewhat	42.8	41.2	31.7	46.8	43.3	46.4	39.8	43.5	47.4	35.2	43.9	41.0	44.4	42.7	39.7	45.8	42.2
DISAGREE	13.9	10.9	12.0	10.3	17.1	14.3	12.0	13.3	3.7	17.8	14.3	11.7	15.3	12.2	9.8	18.2	9.4
Somewhat	10.9	9.5	10.8	8.8	12.9	10.9	8.7	9.9	3.7	16.4	11.1	10.0	10.1	3.9	9.8	13.5	7.6
Strongly	3.1	1.4	1.2	1.5	4.2	3.4	3.3	3.3	0.0	1.5	3.2	1.7	5.1	8.3	0.0	4.7	1.7
DON'T KNOW	6.7	5.5	5.9	5.3	9.6	5.9	3.5	4.8	0.0	13.2	4.3	6.1	10.8	3.3	5.3	7.3	7.9
Net Diff.	65.4	72.7	70.2	74.1	56.1	65.6	72.6	68.6	92.6	51.1	67.2	70.5	58.7	72.2	75.2	56.2	73.4
Mean	3.21	3.32	3.40	3.27	3.09	3.17	3.31	3.23	3.45	3.17	3.21	3.30	3.10	3.22	3.37	3.06	3.32



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
AGREE	79.4	81.0	71.6	79.7	78.1	79.6	78.9	79.7	79.4	78.9	80.3	78.6	79.4	74.3	82.0	78.7
Strongly	36.6	39.0	25.3	37.0	31.7	36.1	27.5	37.1	36.5	33.9	41.5	37.4	31.8	32.0	37.4	41.6
Somewhat	42.8	42.0	46.3	42.7	46.4	43.5	51.4	42.6	42.9	45.0	38.7	41.2	47.6	42.3	44.6	37.0
DISAGREE	13.9	12.1	18.7	14.7	15.9	18.3	21.1	17.9	13.7	14.3	12.6	9.7	12.1	17.3	12.9	15.7
Somewhat	10.9	9.5	11.7	12.1	12.3	15.2	12.4	15.5	10.5	11.1	9.4	7.1	9.5	11.7	9.1	12.9
Strongly	3.1	2.5	7.0	2.6	3.7	3.1	8.7	2.4	3.1	3.1	3.2	2.5	2.6	5.6	3.8	2.7
DON'T KNOW	6.7	6.9	9.8	5.7	5.9	2.1	0.0	2.3	6.9	6.8	7.1	11.7	8.5	8.4	5.1	5.7
Net Diff.	65.4	69.0	52.9	65.0	62.2	61.4	57.9	61.8	65.7	64.7	67.7	69.0	67.2	56.9	69.2	63.0
Mean	3.21	3.26	3.00	3.21	3.13	3.15	2.98	3.17	3.21	3.18	3.28	3.29	3.19	3.10	3.22	3.25



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	79.4	79.4	79.4	81.0	75.9	74.4	80.5	83.1	77.9	79.5	79.0	75.0	79.5	84.0	77.7	81.3	67.4	79.9	78.0	80.7
Strongly	36.6	37.4	35.0	36.0	32.8	33.0	31.3	40.7	39.4	38.7	32.0	32.5	27.5	34.7	33.3	44.0	27.5	35.8	26.4	28.5
Somewhat	42.8	42.0	44.4	45.0	43.1	41.5	49.2	42.4	38.5	40.8	47.0	42.5	52.0	49.3	44.4	37.3	40.0	44.1	51.6	52.3
DISAGREE	13.9	13.3	15.2	14.4	16.8	19.7	15.9	8.5	14.3	14.7	12.3	15.1	12.3	7.5	17.7	11.8	26.5	7.8	17.8	7.6
Somewhat	10.9	10.2	12.3	11.5	13.8	13.6	12.6	7.6	11.9	11.8	8.9	12.2	7.3	7.5	13.4	10.2	20.5	6.9	9.1	5.9
Strongly	3.1	3.2	2.9	2.9	2.9	6.1	3.3	1.0	2.4	2.9	3.4	2.9	5.0	0.0	4.3	1.6	6.0	0.9	8.8	1.8
DON'T KNOW	6.7	7.3	5.5	4.6	7.3	5.9	3.6	8.4	7.8	5.8	8.7	9.9	8.2	8.5	4.6	6.9	6.1	12.3	4.2	11.6
Net Diff.	65.4	66.0	64.2	66.5	59.2	54.7	64.6	74.5	63.6	64.8	66.7	59.9	67.2	76.5	60.1	69.5	40.9	72.2	60.2	73.1
Mean	3.21	3.23	3.18	3.20	3.14	3.08	3.13	3.34	3.25	3.22	3.18	3.16	3.11	3.30	3.12	3.33	2.95	3.31	3.00	3.22



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	79.4	75.8	78.0	78.5	82.0	77.2	81.9	77.7	80.4	79.0	79.8	76.8	81.6
Strongly	36.6	32.5	37.4	38.6	37.9	36.2	35.6	36.9	36.4	37.2	35.8	32.3	40.3
Somewhat	42.8	43.3	40.6	39.9	44.1	41.0	46.3	40.8	44.0	41.8	44.0	44.5	41.3
DISAGREE	13.9	18.8	12.8	16.6	13.3	12.6	12.9	15.6	12.9	14.9	12.8	18.2	10.2
Somewhat	10.9	10.4	12.3	14.6	10.2	8.6	10.1	12.9	9.6	12.1	9.4	13.2	8.8
Strongly	3.1	8.4	0.5	2.0	3.1	4.1	2.8	2.7	3.3	2.9	3.3	5.0	1.4
DON'T KNOW	6.7	5.4	9.2	4.9	4.7	10.2	5.2	6.7	6.7	6.1	7.4	5.0	8.2
Net Diff.	65.4	57.0	65.2	61.8	68.6	64.5	69.0	62.1	67.4	64.0	67.0	58.6	71.5
Mean	3.21	3.06	3.27	3.21	3.22	3.22	3.21	3.20	3.22	3.21	3.21	3.10	3.31



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102. DO YOU AGREE OR DISAGREE THAT HEALTH INSURANCE COMPANIES ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	79.4	78.3	77.3	80.7	80.2	71.2	72.6	78.9	79.3	81.5	81.6	82.3	81.1	78.2	78.4	82.9
Strongly	36.6	34.8	37.9	36.6	36.2	30.3	33.9	31.7	32.1	36.8	41.7	41.0	40.4	39.5	34.6	37.6
Somewhat	42.8	43.5	39.4	44.1	44.0	40.8	38.7	47.2	47.2	44.7	40.0	41.4	40.7	38.7	43.8	45.2
DISAGREE	13.9	15.5	15.6	12.6	13.3	23.2	20.2	17.7	16.2	12.0	11.3	8.0	10.2	14.8	14.3	12.0
Somewhat	10.9	9.8	14.0	9.0	10.3	12.4	17.6	11.1	11.9	8.7	10.7	7.2	8.7	13.1	11.2	7.5
Strongly	3.1	5.6	1.5	3.6	3.0	10.7	2.6	6.7	4.3	3.3	0.5	0.8	1.6	1.7	3.2	4.5
DON'T KNOW	6.7	6.3	7.1	6.7	6.5	5.7	7.1	3.4	4.5	6.5	7.1	9.7	8.7	7.0	7.2	5.1
Net Diff.	65.4	62.8	61.7	68.1	66.9	48.0	52.4	61.1	63.0	69.5	70.4	74.4	70.9	63.4	64.1	70.8
Mean	3.21	3.15	3.22	3.22	3.21	2.96	3.12	3.08	3.12	3.23	3.32	3.36	3.31	3.25	3.18	3.22





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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	71.3	85.6	74.7	73.1	69.7	68.3	67.7	65.5	63.5	73.1	76.3	69.7	64.9	70.8	75.5	69.3	78.0	66.7	67.6	66.2
Strongly	28.1	44.6	32.8	26.5	25.0	23.8	26.6	23.2	26.0	28.6	32.5	21.9	26.0	29.6	25.1	25.7	32.7	26.9	29.9	25.2
Somewhat	43.2	41.0	41.9	46.7	44.7	44.5	41.2	42.3	37.5	44.5	43.9	47.8	38.9	41.2	50.4	43.5	45.3	39.8	37.7	41.0
DISAGREE	14.4	5.6	12.9	14.6	13.2	16.7	14.7	19.5	20.2	14.0	12.1	14.3	23.7	15.6	13.4	14.3	11.2	15.4	15.9	15.1
Somewhat	11.1	5.6	8.3	10.2	10.5	11.9	11.3	16.7	19.3	10.4	8.6	10.5	20.2	11.3	10.5	10.6	8.3	12.9	12.5	13.1
Strongly	3.3	0.0	4.7	4.4	2.7	4.8	3.3	2.8	0.9	3.6	3.6	3.7	3.4	4.4	2.8	3.7	2.9	2.5	3.4	2.0
DON'T KNOW	14.3	8.7	12.4	12.3	17.1	15.0	17.6	15.0	16.3	12.9	11.6	16.0	11.4	13.6	11.2	16.5	10.7	17.9	16.5	18.7
Net Diff.	56.9	80.0	61.8	58.6	56.5	51.6	53.1	46.0	43.3	59.1	64.2	55.5	41.2	55.1	62.1	55.0	66.8	51.3	51.7	51.1
Mean	3.12	3.43	3.17	3.09	3.11	3.03	3.10	3.01	3.06	3.13	3.19	3.05	2.99	3.11	3.10	3.09	3.21	3.11	3.13	3.10



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	900	775	125	100	70	30	
AGREE	71.3	74.7	71.2	72.7	66.3	72.4	72.6	71.6	61.4	60.9	62.5	
Strongly	28.1	28.0	28.1	29.4	26.0	29.0	30.9	17.4	20.2	19.3	22.3	
Somewhat	43.2	46.7	43.1	43.3	40.3	43.4	41.7	54.1	41.2	41.6	40.2	
DISAGREE	14.4	14.5	14.3	14.1	14.9	14.5	14.8	12.3	13.6	13.6	13.5	
Somewhat	11.1	12.0	9.8	10.6	12.6	11.1	11.4	8.8	11.5	10.7	13.5	
Strongly	3.3	2.5	4.5	3.5	2.3	3.4	3.4	3.5	2.0	2.9	0.0	
DON'T KNOW	14.3	10.9	14.5	13.2	18.8	13.1	12.6	16.1	25.0	25.4	24.0	
Net Diff.	56.9	60.2	56.8	58.5	51.4	57.9	57.7	59.3	47.8	47.3	49.0	
Mean	3.12	3.12	3.11	3.13	3.11	3.13	3.14	3.02	3.06	3.04	3.12	



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	71.3	73.4	70.2	72.4	71.0	67.5	72.8	72.5	71.8	73.0	60.1	70.7	69.9	76.7	73.9	64.4	73.5	81.4
Strongly	28.1	29.8	27.9	28.3	29.1	22.0	28.8	29.3	27.2	23.3	22.0	27.6	25.4	32.2	32.0	24.8	32.6	36.4
Somewhat	43.2	43.7	42.3	44.0	41.9	45.5	44.0	43.2	44.6	49.6	38.0	43.1	44.5	44.5	41.9	39.6	40.9	45.0
DISAGREE	14.4	14.5	14.1	14.2	14.7	13.7	14.2	13.2	18.9	16.7	12.9	14.7	17.1	16.2	11.4	15.5	10.7	9.7
Somewhat	11.1	10.3	11.3	10.8	11.4	11.5	10.4	10.5	16.3	12.8	7.9	11.3	12.9	14.0	9.1	12.3	10.7	7.8
Strongly	3.3	4.1	2.8	3.5	3.3	2.2	3.8	2.6	2.6	3.9	5.0	3.4	4.2	2.2	2.3	3.2	0.0	2.0
DON'T KNOW	14.3	12.1	15.7	13.4	14.3	18.8	13.0	14.4	9.3	10.4	27.1	14.6	13.0	7.1	14.7	20.1	15.8	8.9
Net Diff.	56.9	59.0	56.2	58.1	56.3	53.8	58.6	59.3	52.8	56.3	47.2	56.0	52.8	60.5	62.5	48.9	62.8	71.7
Mean	3.12	3.13	3.13	3.12	3.13	3.08	3.13	3.16	3.06	3.03	3.06	3.11	3.05	3.15	3.21	3.08	3.26	3.27



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	257	743	470	422	107	233	411	148	262	589
AGREE	71.3	73.9	70.4	72.5	70.5	69.3	72.4	71.5	72.4	71.0	71.2
Strongly	28.1	34.4	25.9	27.9	28.9	25.7	27.7	29.7	41.1	23.3	27.0
Somewhat	43.2	39.5	44.5	44.6	41.6	43.5	44.7	41.8	31.3	47.7	44.2
DISAGREE	14.4	14.6	14.3	14.8	14.0	14.3	14.5	14.5	14.3	14.7	14.3
Somewhat	11.1	11.5	11.0	11.0	11.4	10.6	11.2	11.2	10.2	11.8	11.0
Strongly	3.3	3.2	3.3	3.8	2.6	3.7	3.3	3.3	4.0	2.9	3.3
DON'T KNOW	14.3	11.4	15.3	12.7	15.5	16.5	13.1	14.0	13.4	14.3	14.5
Net Diff.	56.9	59.3	56.1	57.7	56.5	55.0	58.0	56.9	58.1	56.2	56.9
Mean	3.12	3.19	3.10	3.11	3.15	3.09	3.11	3.14	3.26	3.07	3.11



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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
Total	1000	433	460	362	370	268	185	162	123	177	208	145
AGREE	71.3	72.2	71.0	71.0	67.2	77.4	74.2	69.8	82.7	67.6	65.2	73.0
Strongly	28.1	28.4	27.9	28.2	25.8	31.2	28.3	29.8	30.0	28.1	22.6	32.2
Somewhat	43.2	43.7	43.1	42.8	41.5	46.2	45.9	39.9	52.6	39.5	42.6	40.8
DISAGREE	14.4	14.4	14.0	13.8	15.8	13.2	14.1	16.6	6.6	13.5	15.2	18.8
Somewhat	11.1	10.3	11.1	10.2	12.3	10.6	11.0	12.7	5.4	9.3	12.0	15.0
Strongly	3.3	4.1	2.9	3.6	3.5	2.6	3.1	3.9	1.2	4.1	3.2	3.8
DON'T KNOW	14.3	13.4	15.1	15.2	16.9	9.4	11.7	13.6	10.7	18.9	19.5	8.2
Net Diff.	56.9	57.8	57.0	57.2	51.4	64.2	60.1	53.2	76.1	54.1	50.0	54.2
Mean	3.12	3.12	3.13	3.13	3.08	3.17	3.13	3.11	3.25	3.13	3.05	3.10



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	71.3	70.2	66.1	72.6	71.2	72.1	72.4	72.2	83.4	71.2	70.1	68.1	65.2	68.0	75.4	75.5	83.7
Strongly	28.1	27.8	32.8	24.9	26.7	26.6	33.4	29.6	37.2	29.9	27.2	26.9	20.9	36.8	28.4	29.6	37.1
Somewhat	43.2	42.4	33.3	47.7	44.5	45.5	39.0	42.6	46.2	41.3	42.9	41.3	44.4	31.2	46.9	45.9	46.6
DISAGREE	14.4	15.0	13.0	16.1	14.8	13.4	13.8	13.6	16.6	8.9	14.8	15.5	16.5	15.8	11.3	16.0	7.2
Somewhat	11.1	11.1	11.3	11.0	12.5	8.8	11.1	9.8	16.6	7.4	10.4	11.5	13.8	12.8	5.9	13.6	5.8
Strongly	3.3	3.9	1.8	5.1	2.3	4.6	2.6	3.8	0.0	1.4	4.4	4.0	2.7	3.0	5.3	2.4	1.4
DON'T KNOW	14.3	14.8	20.9	11.3	14.0	14.4	13.9	14.2	0.0	19.9	15.1	16.4	18.3	16.1	13.4	8.5	9.1
Net Diff.	56.9	55.3	53.1	56.6	56.4	58.7	58.6	58.7	66.8	62.3	55.3	52.7	48.7	52.2	64.1	59.5	76.5
Mean	3.12	3.11	3.23	3.04	3.11	3.10	3.20	3.14	3.21	3.25	3.09	3.09	3.02	3.21	3.14	3.12	3.31



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
AGREE	71.3	71.1	71.5	71.5	72.5	83.0	91.4	82.0	69.8	70.8	68.0	66.5	69.5	60.6	76.5	67.7
Strongly	28.1	29.7	23.1	27.7	26.3	35.8	52.6	33.8	26.7	27.9	24.5	28.4	23.2	24.4	33.2	27.8
Somewhat	43.2	41.3	48.3	43.8	46.2	47.3	38.8	48.3	43.1	42.9	43.5	38.1	46.3	36.2	43.3	39.9
DISAGREE	14.4	14.0	16.3	14.3	16.9	10.1	8.6	10.3	15.2	15.1	15.4	13.9	11.8	22.5	14.7	16.4
Somewhat	11.1	11.0	14.5	10.3	13.7	8.6	8.6	8.6	11.6	11.5	11.8	10.7	8.5	16.4	12.2	12.5
Strongly	3.3	3.0	1.9	4.0	3.2	1.5	0.0	1.7	3.6	3.7	3.6	3.1	3.2	6.1	2.5	3.9
DON'T KNOW	14.3	14.9	12.2	14.2	10.5	6.9	0.0	7.7	15.0	14.1	16.6	19.7	18.7	17.0	8.8	15.9
Net Diff.	56.9	57.1	55.1	57.2	55.6	72.9	82.9	71.8	54.6	55.6	52.7	52.6	57.7	38.1	61.7	51.2
Mean	3.12	3.15	3.06	3.11	3.07	3.26	3.44	3.24	3.09	3.11	3.07	3.14	3.10	2.95	3.18	3.09



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	71.3	67.8	78.4	79.2	76.7	68.1	85.4	67.5	69.8	73.0	67.7	64.7	65.7	77.5	76.7	69.4	62.5	66.1	73.2	59.3
Strongly	28.1	26.6	31.2	33.8	25.6	28.6	30.3	25.0	32.3	30.3	23.4	23.5	20.7	25.3	29.9	30.7	24.1	23.2	26.4	15.9
Somewhat	43.2	41.2	47.2	45.4	51.1	39.5	55.1	42.5	37.5	42.7	44.2	41.2	45.0	52.2	46.8	38.7	38.5	42.9	46.7	43.5
DISAGREE	14.4	15.9	11.4	11.2	12.0	16.4	7.8	15.5	15.9	13.5	16.3	19.4	16.1	10.0	12.2	14.8	20.5	18.7	12.6	19.1
Somewhat	11.1	12.8	7.7	7.0	9.0	13.2	5.5	12.6	10.4	10.6	12.2	16.1	11.2	4.5	9.6	11.5	20.5	13.2	6.4	15.3
Strongly	3.3	3.1	3.7	4.1	2.9	3.2	2.3	3.0	5.5	3.0	4.0	3.3	4.9	5.6	2.6	3.3	0.0	5.4	6.1	3.9
DON'T KNOW	14.3	16.3	10.2	9.6	11.4	15.5	6.8	17.0	14.3	13.4	16.1	15.9	18.2	12.5	11.1	15.8	16.9	15.3	14.3	21.5
Net Diff.	56.9	51.9	67.0	68.0	64.7	51.8	77.5	52.0	54.0	59.5	51.4	45.3	49.5	67.4	64.5	54.6	42.0	47.4	60.6	40.2
Mean	3.12	3.09	3.18	3.20	3.12	3.11	3.22	3.08	3.13	3.16	3.04	3.01	3.00	3.11	3.17	3.15	3.04	2.99	3.09	2.91





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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	71.3	64.8	62.0	72.5	73.2	76.9	72.2	66.9	74.0	68.8	74.3	74.9	68.1
Strongly	28.1	15.6	23.1	29.9	25.2	32.3	32.0	24.4	30.4	24.6	32.2	29.3	27.1
Somewhat	43.2	49.2	39.0	42.6	48.1	44.5	40.1	42.6	43.6	44.2	42.1	45.6	41.1
DISAGREE	14.4	26.0	18.0	16.9	12.9	8.5	12.9	19.2	11.4	17.4	11.0	13.0	15.6
Somewhat	11.1	20.9	14.2	9.6	10.8	7.9	10.1	13.6	9.5	12.8	9.1	10.2	11.9
Strongly	3.3	5.2	3.9	7.4	2.1	0.5	2.8	5.6	1.9	4.6	1.8	2.9	3.7
DON'T KNOW	14.3	9.1	19.9	10.6	13.9	14.7	14.9	13.8	14.6	13.8	14.8	12.1	16.2
Net Diff.	56.9	38.8	44.0	55.6	60.4	68.4	59.3	47.7	62.5	51.4	63.3	61.9	52.5
Mean	3.12	2.83	3.01	3.06	3.12	3.27	3.19	3.00	3.20	3.03	3.23	3.15	3.09



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103. DO YOU AGREE OR DISAGREE THAT PHARMACY BENEFIT MANAGERS ARE A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	71.3	66.5	66.5	76.1	72.7	75.6	69.0	77.7	76.8	62.3	64.2	74.8	68.5	72.2	71.7	69.5
Strongly	28.1	19.4	27.3	26.3	32.6	14.9	32.3	21.5	35.2	21.4	22.8	30.7	29.9	31.9	27.8	24.3
Somewhat	43.2	47.1	39.2	49.8	40.1	60.6	36.7	56.2	41.5	40.9	41.5	44.1	38.6	40.3	43.9	45.2
DISAGREE	14.4	23.4	17.4	10.3	12.4	14.5	16.2	12.9	10.7	27.4	18.5	8.0	14.2	13.0	14.7	15.4
Somewhat	11.1	19.1	11.7	7.9	10.4	10.5	10.4	11.1	9.3	22.9	13.0	5.1	11.6	11.2	11.2	10.8
Strongly	3.3	4.3	5.6	2.4	2.0	3.9	5.8	1.8	1.4	4.5	5.5	2.9	2.6	1.8	3.5	4.6
DON'T KNOW	14.3	10.2	16.1	13.5	14.9	10.0	14.9	9.4	12.5	10.3	17.2	17.2	17.4	14.9	13.6	15.1
Net Diff.	56.9	43.1	49.1	65.8	60.3	61.1	52.8	64.7	66.0	34.9	45.7	66.8	54.3	59.2	56.9	54.1
Mean	3.12	2.91	3.05	3.16	3.21	2.96	3.12	3.07	3.26	2.88	2.99	3.24	3.16	3.20	3.11	3.05



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
AGREE	65.2	84.2	75.8	70.5	66.0	55.5	52.1	56.5	52.4	71.2	75.2	66.7	61.8	78.2	72.8	58.7	64.0	49.8	49.7	49.8
Strongly	25.7	49.6	31.0	30.1	23.7	19.3	12.9	18.9	17.7	29.4	34.5	21.1	24.5	35.4	28.1	27.2	19.9	16.2	22.9	12.4
Somewhat	39.5	34.6	44.8	40.4	42.4	36.2	39.2	37.6	34.7	41.8	40.7	45.5	37.3	42.7	44.8	31.5	44.1	33.5	26.8	37.4
DISAGREE	24.7	11.4	16.2	22.3	23.9	27.4	31.5	33.0	42.5	19.8	17.9	20.3	28.7	14.3	20.9	22.2	28.1	37.5	36.4	38.1
Somewhat	16.9	4.4	10.7	15.4	18.4	22.7	19.0	22.2	24.2	14.8	11.5	18.6	22.1	10.1	20.3	15.3	17.6	22.3	24.2	21.2
Strongly	7.9	7.0	5.5	6.9	5.4	4.6	12.6	10.8	18.3	5.0	6.4	1.7	6.6	4.3	0.6	6.9	10.6	15.2	12.2	16.9
DON'T KNOW	10.1	4.3	8.1	7.2	10.1	17.1	16.4	10.5	5.1	9.0	6.9	13.0	9.5	7.5	6.3	19.1	7.9	12.7	13.9	12.1
Net Diff.	40.4	72.8	59.6	48.2	42.2	28.1	20.5	23.5	9.9	51.4	57.3	46.3	33.1	63.9	52.0	36.5	35.9	12.3	13.2	11.7
Mean	2.92	3.33	3.10	3.01	2.94	2.85	2.63	2.72	2.55	3.05	3.11	2.99	2.88	3.18	3.07	2.98	2.80	2.58	2.70	2.52



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104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	900	775	125	100	70	30	
AGREE	65.2	59.9	68.3	67.9	61.5	66.0	65.7	67.9	58.2	62.9	47.2	
Strongly	25.7	19.9	22.7	28.0	29.4	26.3	27.3	19.8	20.4	19.2	23.3	
Somewhat	39.5	40.0	45.6	39.9	32.1	39.7	38.3	48.1	37.8	43.7	23.9	
DISAGREE	24.7	29.2	23.3	23.5	24.8	25.4	25.5	24.8	19.0	19.5	17.9	
Somewhat	16.9	18.2	16.5	16.7	16.4	17.1	16.6	20.0	15.1	15.4	14.5	
Strongly	7.9	11.0	6.8	6.8	8.3	8.3	8.9	4.7	3.9	4.1	3.4	
DON'T KNOW	10.1	10.9	8.4	8.6	13.8	8.6	8.9	7.4	22.8	17.6	35.0	
Net Diff.	40.4	30.6	45.0	44.3	36.7	40.6	40.2	43.1	39.2	43.5	29.3	
Mean	2.92	2.77	2.92	2.97	2.96	2.92	2.92	2.89	2.97	2.95	3.03	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
AGREE	65.2	77.6	54.0	76.9	53.0	65.0	77.5	51.8	69.9	70.8	58.5	65.5	65.0	68.9	63.6	69.9	66.7	60.6
Strongly	25.7	33.4	17.4	33.7	17.3	25.7	35.5	16.9	22.3	21.0	24.5	25.8	23.8	16.9	25.4	33.1	30.1	24.9
Somewhat	39.5	44.2	36.6	43.2	35.7	39.3	41.9	34.9	47.7	49.8	34.0	39.7	41.2	52.1	38.2	36.8	36.6	35.7
DISAGREE	24.7	16.0	33.1	15.7	34.7	22.0	15.7	36.0	21.4	21.4	24.0	24.7	23.7	28.6	27.5	17.8	27.4	25.3
Somewhat	16.9	12.3	19.2	12.4	21.9	15.4	11.9	22.1	17.6	17.8	15.9	16.9	15.7	21.3	19.1	14.0	21.0	15.8
Strongly	7.9	3.6	13.8	3.3	12.9	6.6	3.8	13.9	3.7	3.6	8.1	7.8	8.0	7.3	8.4	3.8	6.4	9.5
DON'T KNOW	10.1	6.4	13.0	7.4	12.2	13.0	6.8	12.2	8.7	7.8	17.6	9.8	11.3	2.5	8.9	12.2	5.9	14.1
Net Diff.	40.4	61.6	20.9	61.2	18.3	43.1	61.7	15.8	48.5	49.4	34.5	40.8	41.3	40.3	36.1	52.1	39.3	35.3
Mean	2.92	3.15	2.66	3.16	2.65	2.97	3.17	2.62	2.97	2.96	2.91	2.93	2.91	2.80	2.89	3.13	2.96	2.88



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104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	257	743	470	422	107	233	411	148	262	589
AGREE	65.2	56.4	68.2	76.2	54.6	58.7	61.7	56.7	51.9	59.3	71.1
Strongly	25.7	21.1	27.3	32.7	17.5	27.2	24.7	18.6	23.6	15.7	30.7
Somewhat	39.5	35.3	40.9	43.5	37.1	31.5	37.1	38.1	28.4	43.6	40.5
DISAGREE	24.7	32.1	22.2	16.7	34.3	22.2	25.2	31.9	34.5	30.4	19.7
Somewhat	16.9	17.5	16.7	13.8	20.7	15.3	19.2	19.5	13.9	22.6	15.0
Strongly	7.9	14.6	5.5	2.9	13.6	6.9	6.0	12.4	20.6	7.8	4.7
DON'T KNOW	10.1	11.4	9.6	7.1	11.1	19.1	13.1	11.4	13.5	10.2	9.1
Net Diff.	40.4	24.3	46.0	59.5	20.2	36.5	36.5	24.7	17.4	28.9	51.4
Mean	2.92	2.71	2.99	3.14	2.66	2.98	2.92	2.71	2.63	2.75	3.07



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104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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
Total	1000	433	460	362	370	268	185	162	123	177	208	145
AGREE	65.2	79.3	52.7	78.5	59.2	55.5	74.8	55.5	49.6	82.3	62.1	60.4
Strongly	25.7	35.1	16.9	31.8	20.3	25.0	29.3	16.5	18.1	34.4	23.2	30.8
Somewhat	39.5	44.2	35.8	46.7	39.0	30.5	45.5	39.0	31.5	47.9	39.0	29.6
DISAGREE	24.7	15.1	33.8	15.2	29.6	30.9	19.3	36.7	33.3	10.9	24.1	28.9
Somewhat	16.9	11.7	21.4	12.8	16.7	22.6	16.2	18.6	24.1	9.1	15.3	21.4
Strongly	7.9	3.4	12.4	2.5	12.9	8.3	3.1	18.1	9.2	1.8	8.8	7.5
DON'T KNOW	10.1	5.6	13.4	6.3	11.2	13.6	5.9	7.8	17.1	6.8	13.8	10.7
Net Diff.	40.4	64.2	18.9	63.2	29.6	24.6	55.5	18.8	16.3	71.4	38.0	31.6
Mean	2.92	3.18	2.66	3.15	2.75	2.84	3.07	2.58	2.71	3.23	2.89	2.94



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104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
AGREE	65.2	56.5	56.5	56.6	59.1	72.6	84.1	77.6	80.0	72.9	79.7	56.1	62.2	71.2	47.8	51.2	71.6
Strongly	25.7	18.9	24.8	15.4	21.4	28.3	43.5	35.0	42.4	27.4	32.1	16.5	20.5	47.9	20.8	19.6	41.6
Somewhat	39.5	37.6	31.7	41.1	37.7	44.2	40.6	42.6	37.6	45.5	47.6	39.6	41.8	23.2	27.0	31.6	30.0
DISAGREE	24.7	32.1	31.9	32.3	28.3	19.9	10.3	15.7	20.0	18.1	14.2	32.4	25.2	25.5	36.3	34.6	17.7
Somewhat	16.9	19.5	16.8	21.1	20.0	16.6	5.9	11.9	14.7	15.8	11.9	18.9	15.2	6.3	25.2	25.1	14.6
Strongly	7.9	12.6	15.0	11.2	8.3	3.3	4.4	3.8	5.3	2.2	2.3	13.5	10.1	19.2	11.1	9.5	3.1
DON'T KNOW	10.1	11.3	11.6	11.2	12.6	7.5	5.6	6.7	0.0	9.0	6.1	11.5	12.5	3.3	15.9	14.2	10.7
Net Diff.	40.4	24.4	24.7	24.3	30.8	52.6	73.8	61.9	60.0	54.9	65.5	23.7	37.0	45.7	11.5	16.6	53.9
Mean	2.92	2.71	2.75	2.68	2.83	3.05	3.31	3.17	3.17	3.08	3.17	2.67	2.83	3.03	2.68	2.71	3.23





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104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
AGREE	65.2	56.7	51.4	78.4	61.7	67.6	85.1	65.6	64.3	62.3	68.0	69.0	66.5	65.4	68.3	60.7
Strongly	25.7	19.9	20.0	33.7	22.4	25.4	41.2	23.6	25.2	22.8	29.6	30.4	28.0	23.2	25.5	24.3
Somewhat	39.5	36.8	31.5	44.7	39.3	42.2	43.9	42.0	39.1	39.5	38.4	38.6	38.5	42.2	42.9	36.3
DISAGREE	24.7	31.1	34.9	14.9	28.3	26.2	14.9	27.5	25.2	26.5	22.7	19.1	22.9	24.9	26.0	24.7
Somewhat	16.9	18.8	25.1	12.5	21.5	15.5	8.7	16.3	17.8	19.2	15.2	11.1	15.6	19.5	17.9	16.1
Strongly	7.9	12.3	9.8	2.5	6.8	10.6	6.3	11.2	7.4	7.3	7.4	8.0	7.2	5.5	8.1	8.6
DON'T KNOW	10.1	12.2	13.6	6.7	10.0	6.2	0.0	6.9	10.5	11.2	9.3	11.9	10.6	9.7	5.7	14.6
Net Diff.	40.4	25.6	16.5	63.4	33.4	41.5	70.1	38.0	39.1	35.8	45.4	49.8	43.7	40.4	42.4	36.0
Mean	2.92	2.73	2.71	3.17	2.86	2.88	3.20	2.84	2.92	2.88	2.99	3.04	2.98	2.92	2.91	2.89



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104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
AGREE	65.2	65.5	64.7	64.2	65.7	59.4	64.9	70.0	64.3	65.7	64.1	64.7	61.4	70.8	61.5	69.8	66.8	63.3	55.0	66.8
Strongly	25.7	26.0	25.2	25.3	25.0	21.4	22.8	29.4	28.1	25.8	25.4	26.6	23.3	19.9	21.6	30.0	29.4	24.8	13.2	31.8
Somewhat	39.5	39.5	39.5	38.9	40.7	38.0	42.1	40.6	36.3	39.9	38.7	38.0	38.1	50.9	40.0	39.8	37.4	38.5	41.8	35.0
DISAGREE	24.7	24.1	26.0	26.8	24.5	29.4	28.3	20.1	23.3	25.5	23.1	23.9	25.0	19.1	29.9	21.2	25.5	22.8	29.6	21.2
Somewhat	16.9	16.3	18.0	19.6	14.7	19.3	18.8	14.1	17.0	17.9	14.6	12.8	16.5	16.7	19.6	16.3	17.4	9.9	18.1	15.2
Strongly	7.9	7.8	8.1	7.2	9.8	10.1	9.5	6.0	6.3	7.6	8.5	11.0	8.5	2.5	10.3	4.9	8.1	12.9	11.5	6.0
DON'T KNOW	10.1	10.5	9.3	9.0	9.8	11.2	6.8	9.9	12.4	8.8	12.8	11.5	13.6	10.1	8.5	9.0	7.7	13.9	15.4	12.0
Net Diff.	40.4	41.4	38.6	37.4	41.2	30.0	36.6	49.9	41.1	40.1	41.1	40.8	36.4	51.7	31.6	48.5	41.3	40.5	25.4	45.6
Mean	2.92	2.93	2.90	2.90	2.90	2.80	2.84	3.04	2.98	2.92	2.93	2.91	2.88	2.98	2.80	3.04	2.95	2.87	2.67	3.05



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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	78	144	158	158	204	258	380	620	538	462	470	530
AGREE	65.2	53.0	67.8	73.4	66.4	67.0	60.2	67.1	64.0	66.9	63.2	61.6	68.4
Strongly	25.7	13.7	25.5	34.1	27.2	25.6	23.4	26.7	25.1	26.8	24.4	22.0	29.0
Somewhat	39.5	39.3	42.4	39.3	39.2	41.3	36.8	40.4	38.9	40.1	38.8	39.6	39.4
DISAGREE	24.7	36.0	20.5	20.3	23.9	19.5	31.1	23.6	25.5	23.7	26.0	29.0	21.0
Somewhat	16.9	28.6	13.7	15.1	14.9	12.9	20.6	17.3	16.6	16.6	17.2	19.1	14.9
Strongly	7.9	7.4	6.8	5.2	9.0	6.6	10.6	6.3	8.9	7.1	8.8	9.9	6.1
DON'T KNOW	10.1	11.0	11.7	6.3	9.7	13.5	8.7	9.3	10.5	9.4	10.8	9.5	10.6
Net Diff.	40.4	17.1	47.3	53.1	42.5	47.5	29.1	43.5	38.6	43.2	37.2	32.6	47.4
Mean	2.92	2.67	2.98	3.09	2.94	2.99	2.80	2.96	2.90	2.96	2.88	2.81	3.02



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104. DO YOU AGREE OR DISAGREE THAT GOVERNMENT IS A MIDDLEMAN BETWEEN DOCTORS AND PATIENTS?

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
AGREE	65.2	56.9	71.6	67.7	61.6	50.3	67.6	64.8	57.7	59.9	75.2	70.3	65.7	68.1	62.1	69.1
Strongly	25.7	20.6	29.4	27.8	23.3	12.7	25.1	24.9	19.8	24.1	33.4	30.5	26.8	26.7	23.7	29.2
Somewhat	39.5	36.3	42.2	39.9	38.3	37.6	42.6	39.9	37.9	35.8	41.9	39.8	38.8	41.4	38.4	39.8
DISAGREE	24.7	32.8	19.6	21.0	28.4	37.3	23.2	25.0	33.7	30.8	16.2	17.4	22.9	21.3	27.4	22.8
Somewhat	16.9	27.1	12.8	13.3	19.0	27.3	15.7	15.4	22.1	27.0	10.1	11.4	15.7	14.4	18.4	16.2
Strongly	7.9	5.8	6.8	7.7	9.4	10.0	7.5	9.6	11.6	3.8	6.1	6.0	7.2	6.9	8.9	6.5
DON'T KNOW	10.1	10.2	8.8	11.3	10.0	12.4	9.2	10.2	8.5	9.2	8.5	12.3	11.5	10.6	10.6	8.2
Net Diff.	40.4	24.1	52.0	46.7	33.2	13.0	44.5	39.8	24.0	29.1	59.0	52.9	42.8	46.7	34.7	46.3
Mean	2.92	2.80	3.03	2.99	2.84	2.61	2.94	2.89	2.72	2.88	3.12	3.08	2.96	2.98	2.86	3.00



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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	
Total	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	59.9	64.2	60.6	57.0	56.4	62.1	55.0	64.8	67.0	58.2	59.7	56.0	55.7	58.8	59.3	52.1	60.0	64.4	65.4	63.8
LESS EXPENSIVE	14.5	9.0	13.9	16.8	12.3	15.8	16.1	14.2	16.9	14.6	14.2	12.5	22.8	15.7	14.7	5.9	18.7	14.3	16.8	12.8
NO DIFFERENCE	15.1	18.1	17.5	18.4	21.9	10.8	8.3	6.9	8.5	17.5	18.0	19.5	8.6	16.9	17.3	25.1	13.2	9.0	11.3	7.7
DON'T KNOW	10.5	8.7	8.0	7.8	9.4	11.3	20.6	14.1	7.7	9.8	8.1	12.0	12.9	8.6	8.7	16.9	8.2	12.3	6.5	15.7
Net Diff.	45.4	55.2	46.7	40.2	44.0	46.3	38.9	50.5	50.2	43.6	45.6	43.4	32.9	43.2	44.6	46.2	41.3	50.1	48.6	51.0



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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	900	775	125	100	70	30
MORE EXPENSIVE	59.9	59.3	63.6	61.7	53.4	61.2	62.2	55.5	48.0	46.7	51.0
LESS EXPENSIVE	14.5	15.0	12.7	13.1	18.5	14.1	12.9	21.3	18.0	21.6	9.5
NO DIFFERENCE	15.1	15.4	15.5	15.4	13.9	14.9	15.0	14.4	17.0	15.8	19.7
DON'T KNOW	10.5	10.3	8.1	9.8	14.2	9.7	9.9	8.7	17.0	15.9	19.8
Net Diff.	45.4	44.4	50.9	48.6	35.0	47.1	49.2	34.3	30.0	25.1	41.5



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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	59.9	59.5	63.7	58.4	63.2	51.3	58.2	63.1	61.6	58.3	51.8	60.2	59.8	62.7	60.3	55.6	74.4	55.8
LESS EXPENSIVE	14.5	13.9	13.6	14.9	14.1	14.6	14.5	14.3	13.5	13.5	16.5	14.4	14.7	15.7	13.8	13.4	11.9	15.3
NO DIFFERENCE	15.1	18.1	10.8	18.2	11.7	16.3	18.4	11.0	16.5	19.5	15.0	15.1	17.0	11.6	14.8	16.7	9.3	14.6
DON'T KNOW	10.5	8.5	11.9	8.5	11.1	17.9	8.8	11.5	8.4	8.7	16.7	10.2	8.5	9.9	11.1	14.3	4.5	14.3
Net Diff.	45.4	45.6	50.1	43.5	49.1	36.7	43.7	48.8	48.1	44.7	35.3	45.7	45.1	47.0	46.5	42.2	62.4	40.4



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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	257	743	470	422	107	233	411	148	262	589
MORE EXPENSIVE	59.9	60.6	59.7	59.0	62.9	52.1	58.8	62.8	64.6	61.7	57.9
LESS EXPENSIVE	14.5	20.3	12.5	15.3	15.8	5.9	9.9	15.9	15.5	16.1	13.5
NO DIFFERENCE	15.1	11.1	16.5	17.1	10.4	25.1	18.9	10.8	10.5	10.9	18.1
DON'T KNOW	10.5	7.9	11.4	8.6	10.9	16.9	12.3	10.6	9.4	11.3	10.4
Net Diff.	45.4	40.3	47.2	43.7	47.2	46.2	48.9	46.9	49.2	45.6	44.4





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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	1000	433	460	362	370	268	185	162	123	177	208	145	
MORE EXPENSIVE	59.9	58.6	62.5	57.9	62.5	59.2	56.4	64.4	55.0	59.4	60.9	62.7	
LESS EXPENSIVE	14.5	15.3	14.1	14.6	16.1	12.1	16.2	20.1	10.7	12.9	13.0	13.3	
NO DIFFERENCE	15.1	17.2	12.3	17.9	10.9	17.1	20.0	10.0	21.4	15.7	11.7	13.5	
DON'T KNOW	10.5	8.9	11.1	9.6	10.5	11.6	7.4	5.5	13.0	11.9	14.4	10.5	
Net Diff.	45.4	43.2	48.4	43.3	46.4	47.1	40.2	44.3	44.3	46.5	47.9	49.4	



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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	59.9	64.1	72.5	59.1	55.6	58.9	63.1	60.8	45.8	62.2	57.7	67.1	52.5	66.9	56.1	55.3	71.4
LESS EXPENSIVE	14.5	16.2	11.0	19.3	14.9	12.6	13.0	12.7	39.1	9.6	14.1	13.8	21.2	13.3	18.3	12.7	6.6
NO DIFFERENCE	15.1	9.2	4.1	12.2	18.1	18.3	15.0	16.8	15.0	19.6	17.7	7.8	16.3	13.7	14.2	18.8	14.3
DON'T KNOW	10.5	10.5	12.4	9.4	11.3	10.3	8.9	9.7	0.0	8.7	10.5	11.3	10.0	6.1	11.4	13.2	7.7
Net Diff.	45.4	47.8	61.5	39.8	40.7	46.3	50.2	48.0	6.7	52.5	43.6	53.2	31.4	53.6	37.8	42.6	64.8



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105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	59.9	62.5	50.8	59.7	58.0	65.0	44.7	67.4	58.3	55.5	63.5	65.9	59.6	61.1	56.7	61.2
LESS EXPENSIVE	14.5	16.0	10.9	13.8	14.8	19.1	39.4	16.7	14.7	16.4	11.5	5.9	16.6	12.5	17.2	10.6
NO DIFFERENCE	15.1	10.7	25.4	17.1	16.6	11.1	15.9	10.5	16.2	18.3	12.2	11.9	13.4	19.9	18.5	14.0
DON'T KNOW	10.5	10.8	12.9	9.4	10.6	4.8	0.0	5.3	10.8	9.8	12.7	16.3	10.3	6.4	7.6	14.3
Net Diff.	45.4	46.4	39.9	45.9	43.2	45.8	5.2	50.7	43.6	39.2	52.0	60.0	42.9	48.6	39.6	50.6



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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	59.9	58.0	63.7	64.3	62.5	59.2	58.2	57.1	70.5	61.0	57.5	59.4	51.6	63.4	60.6	61.5	58.4	60.0	41.2	60.4
LESS EXPENSIVE	14.5	15.6	12.3	11.7	13.6	17.3	14.2	14.3	9.9	13.3	17.0	15.0	21.7	13.8	14.0	12.6	20.9	11.1	26.6	17.6
NO DIFFERENCE	15.1	14.5	16.3	16.8	15.5	12.7	23.4	15.8	7.6	16.0	13.2	15.4	12.9	10.4	18.0	14.0	10.7	18.5	20.3	6.6
DON'T KNOW	10.5	11.9	7.7	7.3	8.4	10.8	4.2	12.7	12.0	9.6	12.3	10.2	13.8	12.4	7.4	11.9	10.0	10.4	11.9	15.4
Net Diff.	45.4	42.4	51.4	52.6	48.9	41.9	43.9	42.8	60.7	47.7	40.5	44.4	29.9	49.6	46.5	48.9	37.5	48.9	14.6	42.7



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

105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	59.9	45.9	61.4	61.6	64.6	61.5	58.2	58.3	60.9	60.2	59.6	58.8	60.9
LESS EXPENSIVE	14.5	39.5	11.7	18.3	9.2	8.6	14.1	20.1	11.0	16.9	11.7	16.1	13.1
NO DIFFERENCE	15.1	8.2	14.7	11.8	15.3	19.0	16.3	12.2	16.9	13.1	17.5	16.9	13.5
DON'T KNOW	10.5	6.4	12.2	8.2	11.0	10.9	11.4	9.4	11.2	9.9	11.2	8.2	12.5
Net Diff.	45.4	6.4	49.7	43.4	55.4	52.9	44.1	38.2	49.8	43.3	48.0	42.7	47.9



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105. DO HEALTH INSURANCE COMPANIES MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	59.9	48.8	62.5	63.0	59.5	46.4	62.0	63.8	55.8	49.9	62.9	62.2	63.3	56.0	62.3	59.1
LESS EXPENSIVE	14.5	33.2	14.2	9.1	12.7	32.6	18.0	10.6	15.4	33.5	10.7	7.8	9.8	15.8	14.2	13.7
NO DIFFERENCE	15.1	9.8	13.4	17.3	16.4	14.4	12.9	18.5	18.9	7.8	13.8	16.1	13.8	15.8	13.1	18.9
DON'T KNOW	10.5	8.2	10.0	10.7	11.4	6.6	7.1	7.1	9.9	8.9	12.6	13.9	13.0	12.4	10.4	8.3
Net Diff.	45.4	15.6	48.3	53.9	46.8	13.8	44.0	53.2	40.4	16.4	52.2	54.4	53.5	40.2	48.1	45.3



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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	49.3	74.3	56.4	53.2	47.8	45.5	31.1	40.0	41.3	56.6	58.7	53.4	54.1	69.7	61.8	41.8	34.2	30.4	32.5	29.2
LESS EXPENSIVE	19.8	6.8	10.3	18.9	16.3	21.8	33.4	29.6	31.4	14.4	13.4	13.5	22.8	8.9	12.4	13.2	29.4	33.5	30.0	35.5
NO DIFFERENCE	16.5	8.6	19.3	17.6	22.2	13.5	13.4	15.2	16.2	16.1	16.3	17.4	10.9	11.3	14.7	17.7	26.6	17.7	20.0	16.4
DON'T KNOW	14.4	10.3	14.0	10.2	13.8	19.2	22.1	15.2	11.1	12.9	11.6	15.6	12.2	10.1	11.1	27.3	9.8	18.4	17.5	18.8
Net Diff.	29.5	67.5	46.1	34.3	31.5	23.7	-2.3	10.4	9.9	42.2	45.3	39.9	31.3	60.8	49.4	28.6	4.8	-3.1	2.5	-6.3



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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	900	775	125	100	70	30
MORE EXPENSIVE	49.3	43.3	52.3	53.1	44.3	49.9	49.7	51.0	44.1	46.0	39.8
LESS EXPENSIVE	19.8	26.0	17.9	18.9	18.3	20.4	19.8	24.0	14.3	15.2	12.2
NO DIFFERENCE	16.5	16.0	18.9	15.3	16.7	16.4	16.7	14.8	17.5	18.9	14.1
DON'T KNOW	14.4	14.7	11.0	12.8	20.6	13.3	13.8	10.2	24.1	20.0	33.8
Net Diff.	29.5	17.3	34.4	34.2	26.0	29.5	29.9	27.0	29.8	30.8	27.5





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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT						HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
MORE EXPENSIVE	49.3	64.9	29.3	67.3	32.1	40.7	68.3	28.7	51.1	47.9	47.2	49.9	52.5	42.5	45.2	53.4	41.9	39.9
LESS EXPENSIVE	19.8	11.3	31.9	9.8	31.3	14.2	9.8	34.4	14.3	14.3	13.5	19.3	17.7	20.8	24.2	15.7	21.8	27.2
NO DIFFERENCE	16.5	13.2	21.9	11.0	20.4	26.1	11.6	20.5	20.7	22.7	15.2	16.7	17.2	24.6	15.1	13.7	24.0	14.1
DON'T KNOW	14.4	10.6	16.8	11.8	16.2	19.0	10.4	16.4	13.9	15.1	24.1	14.1	12.6	12.0	15.5	17.1	12.3	18.9
Net Diff.	29.5	53.6	-2.6	57.5	0.8	26.5	58.5	-5.7	36.8	33.6	33.7	30.5	34.8	21.7	21.0	37.7	20.1	12.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	257	743	470	422	107	233	411	148	262	589	
MORE EXPENSIVE	49.3	32.5	55.1	66.8	31.7	41.8	48.3	32.0	27.3	34.6	61.4	
LESS EXPENSIVE	19.8	37.5	13.7	10.2	32.1	13.2	16.1	33.9	42.4	29.1	9.9	
NO DIFFERENCE	16.5	17.6	16.2	12.5	20.7	17.7	16.9	18.8	16.4	20.2	14.9	
DON'T KNOW	14.4	12.4	15.1	10.5	15.5	27.3	18.7	15.3	13.9	16.1	13.7	
Net Diff.	29.5	-5.0	41.4	56.6	-0.5	28.6	32.2	-1.9	-15.1	5.5	51.4	



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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	433	460	362	370	268	185	162	123	177	208	145
MORE EXPENSIVE	49.3	68.2	31.7	63.6	36.0	48.3	62.5	27.9	46.7	64.8	42.3	49.5
LESS EXPENSIVE	19.8	8.1	32.3	12.1	29.1	17.3	14.6	38.4	23.5	9.5	21.8	12.1
NO DIFFERENCE	16.5	11.9	20.3	12.8	18.7	18.5	14.6	21.9	15.4	11.0	16.3	21.0
DON'T KNOW	14.4	11.8	15.8	11.4	16.2	15.9	8.3	11.7	14.3	14.7	19.6	17.3
Net Diff.	29.5	60.0	-0.5	51.5	6.9	30.9	47.8	-10.5	23.2	55.4	20.5	37.4



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

106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
MORE EXPENSIVE	49.3	35.7	36.7	35.2	44.9	58.1	71.2	63.9	55.2	64.5	64.0	33.6	35.7	55.6	38.0	43.6	67.1
LESS EXPENSIVE	19.8	32.7	28.2	35.3	19.9	11.5	7.5	9.7	36.4	14.9	9.7	32.1	26.6	16.2	34.5	17.1	6.8
NO DIFFERENCE	16.5	16.0	18.4	14.5	20.0	17.1	9.5	13.8	8.4	7.4	14.5	16.3	23.7	17.6	17.7	22.4	8.8
DON'T KNOW	14.4	15.6	16.7	14.9	15.2	13.3	11.9	12.7	0.0	13.2	11.8	18.0	14.0	10.6	9.7	17.0	17.3
Net Diff.	29.5	3.0	8.5	-0.2	25.0	46.6	63.7	54.1	18.8	49.5	54.3	1.6	9.1	39.4	3.5	26.4	60.3



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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
MORE EXPENSIVE	49.3	35.9	40.0	66.7	45.4	59.2	59.5	59.1	47.8	46.6	50.0	47.5	52.7	47.4	53.4	45.7
LESS EXPENSIVE	19.8	30.0	18.6	8.8	21.0	22.4	29.8	21.5	19.1	19.7	17.9	21.7	16.9	15.3	20.5	21.4
NO DIFFERENCE	16.5	18.1	25.4	12.4	19.0	9.4	4.8	9.9	17.9	20.0	13.8	16.0	13.9	19.4	18.1	15.9
DON'T KNOW	14.4	16.0	16.1	12.1	14.7	9.1	5.8	9.5	15.3	13.7	18.3	14.8	16.5	18.0	8.0	17.0
Net Diff.	29.5	5.9	21.4	57.8	24.4	36.8	29.7	37.6	28.7	26.8	32.1	25.9	35.8	32.1	32.9	24.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	49.3	49.6	48.7	47.1	52.1	43.1	51.7	54.4	45.1	50.7	46.3	50.4	40.1	52.8	49.3	52.0	40.4	56.9	40.6	39.7
LESS EXPENSIVE	19.8	19.8	19.8	18.8	21.8	26.9	22.3	14.4	16.6	19.8	19.8	16.3	27.7	12.2	24.3	15.3	26.6	9.6	31.0	25.0
NO DIFFERENCE	16.5	15.6	18.3	20.9	12.8	16.6	18.5	14.9	18.1	16.2	17.1	17.9	14.2	20.1	16.8	15.7	18.7	17.4	14.7	13.8
DON'T KNOW	14.4	15.0	13.2	13.1	13.3	13.4	7.5	16.2	20.2	13.3	16.7	15.3	17.9	15.0	9.5	17.0	14.2	16.0	13.7	21.5
Net Diff.	29.5	29.8	28.9	28.3	30.3	16.1	29.3	40.0	28.5	30.9	26.5	34.1	12.4	40.6	25.0	36.7	13.8	47.3	9.7	14.7



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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	49.3	54.0	53.7	51.1	49.1	50.5	43.4	52.7	47.2	51.6	46.6	46.5	51.8
LESS EXPENSIVE	19.8	25.5	19.4	16.3	18.4	15.4	24.7	19.3	20.1	19.1	20.6	25.1	15.0
NO DIFFERENCE	16.5	10.2	13.1	20.0	16.8	18.8	16.3	15.4	17.2	15.8	17.4	17.3	15.8
DON'T KNOW	14.4	10.3	13.8	12.6	15.7	15.3	15.6	12.6	15.5	13.5	15.4	11.1	17.4
Net Diff.	29.5	28.5	34.3	34.9	30.7	35.1	18.7	33.4	27.1	32.6	25.9	21.3	36.8



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106. DOES THE GOVERNMENT MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	49.3	51.7	53.8	49.2	45.4	52.1	52.6	41.3	44.8	51.6	54.9	56.3	46.1	42.1	50.0	56.2
LESS EXPENSIVE	19.8	23.3	17.3	18.4	21.4	18.1	22.5	27.5	26.6	25.7	12.4	10.2	16.0	21.3	20.2	17.0
NO DIFFERENCE	16.5	13.8	16.1	15.9	18.2	23.9	17.8	17.2	15.9	9.2	14.4	14.7	20.6	19.7	16.3	13.5
DON'T KNOW	14.4	11.1	12.9	16.5	15.0	5.9	7.0	14.0	12.7	13.5	18.3	18.8	17.3	17.0	13.5	13.4
Net Diff.	29.5	28.4	36.5	30.9	24.0	33.9	30.1	13.8	18.2	25.9	42.5	46.1	30.2	20.8	29.8	39.2





AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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107. DO PHARMACY BENEFIT MANAGERS (OR PBMS) MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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		
Total	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
MORE EXPENSIVE	49.1	62.3	46.0	52.2	50.5	44.5	40.6	52.3	47.2	48.5	52.1	45.6	36.6	50.2	50.5	43.9	46.0	50.8	52.4	49.8
LESS EXPENSIVE	7.8	2.4	8.5	10.0	7.3	4.1	9.0	6.9	14.6	8.0	7.9	5.3	17.0	9.4	5.3	3.7	11.8	7.1	7.1	7.2
NO DIFFERENCE	18.6	14.8	22.2	19.1	17.2	21.8	17.9	13.0	17.6	20.1	19.3	20.4	24.3	17.9	18.8	20.3	26.3	14.5	17.0	13.1
DON'T KNOW	24.5	20.6	23.3	18.7	25.0	29.6	32.6	27.8	20.7	23.3	20.7	28.8	22.1	22.5	25.3	32.1	15.9	27.6	23.5	30.0
Net Diff.	41.3	59.9	37.5	42.2	43.2	40.4	31.6	45.4	32.6	40.5	44.3	40.3	19.6	40.8	45.2	40.1	34.2	43.6	45.3	42.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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107. DO PHARMACY BENEFIT MANAGERS (OR PBMS) MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	900	775	125	100	70	30
MORE EXPENSIVE	49.1	48.0	50.0	49.9	47.9	51.2	52.7	41.9	30.5	30.9	29.7
LESS EXPENSIVE	7.8	10.0	6.3	6.9	9.2	7.4	5.8	17.5	11.0	14.2	3.4
NO DIFFERENCE	18.6	16.1	18.8	19.8	18.2	17.6	17.2	19.9	27.2	26.8	27.9
DON'T KNOW	24.5	26.0	25.0	23.4	24.7	23.7	24.2	20.7	31.4	28.1	39.0
Net Diff.	41.3	38.0	43.7	43.0	38.6	43.8	46.9	24.4	19.6	16.7	26.3



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107. DO PHARMACY BENEFIT MANAGERS (OR PBMS) MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	340	TRUMP	BIDEN	UNDE- CIDED	88	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57	
MORE EXPENSIVE	49.1	49.9	50.5	49.1	50.5	42.4	48.2	51.0	47.3	43.4	48.5	49.5	48.8	54.0	56.3	39.8	44.0	43.7	
LESS EXPENSIVE	7.8	8.0	7.7	8.0	8.2	4.3	7.8	9.0	6.1	4.3	5.5	7.8	7.7	9.5	5.5	10.7	5.6	7.7	
NO DIFFERENCE	18.6	19.4	16.1	18.8	16.6	27.3	20.0	15.9	23.2	25.7	15.5	18.3	20.1	18.5	14.9	16.6	22.4	23.4	
DON'T KNOW	24.5	22.7	25.7	24.1	24.6	26.0	23.9	24.0	23.5	26.6	30.5	24.5	23.4	18.0	23.3	33.0	28.0	25.2	
Net Diff.	41.3	41.9	42.9	41.1	42.3	38.1	40.4	42.0	41.2	39.1	43.0	41.7	41.1	44.6	50.8	29.1	38.3	36.0	



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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	257	743	470	422	107	233	411	148	262	589	
MORE EXPENSIVE	49.1	49.0	49.2	50.3	49.2	43.9	49.1	50.4	53.1	48.9	48.2	
LESS EXPENSIVE	7.8	12.9	6.0	7.9	8.7	3.7	4.2	10.1	8.9	10.8	6.2	
NO DIFFERENCE	18.6	19.1	18.4	18.3	18.5	20.3	22.1	17.3	16.9	17.5	19.5	
DON'T KNOW	24.5	18.9	26.4	23.5	23.7	32.1	24.7	22.2	21.1	22.7	26.1	
Net Diff.	41.3	36.1	43.2	42.4	40.5	40.1	44.9	40.3	44.2	38.1	42.1	



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107. DO PHARMACY BENEFIT MANAGERS (OR PBMS) MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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
Total	1000	433	460	362	370	268	185	162	123	177	208	145	
MORE EXPENSIVE	49.1	48.1	49.9	48.9	47.8	51.3	54.1	51.3	54.9	43.3	45.2	48.3	
LESS EXPENSIVE	7.8	7.1	8.9	8.0	9.1	5.8	9.6	9.9	3.5	6.2	8.5	7.6	
NO DIFFERENCE	18.6	20.0	17.5	18.1	19.8	17.5	18.6	22.1	16.9	17.6	18.0	18.0	
DON'T KNOW	24.5	24.7	23.7	25.1	23.3	25.4	17.7	16.8	24.7	32.8	28.4	26.0	
Net Diff.	41.3	41.0	41.1	40.9	38.7	45.6	44.5	41.4	51.4	37.1	36.7	40.7	



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BANNER 6

	BANNER 6																	
	TOTAL	LIBERAL						MODERATE			CONSERVATIVE			DEMOCRAT			INDEPENDENT	
		Very	Smwt.	MOD-ERATE	Smwt.	Very	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE		
Total	1000	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63	
MORE EXPENSIVE	49.1	51.6	54.3	50.1	43.5	50.1	55.6	52.5	38.2	42.4	51.2	51.4	42.1	43.0	59.2	45.0	62.9	
LESS EXPENSIVE	7.8	9.9	4.8	12.8	6.4	6.8	8.5	7.5	35.3	2.8	7.3	7.3	9.4	21.1	11.5	5.6	2.4	
NO DIFFERENCE	18.6	14.1	12.6	14.9	24.5	19.9	12.0	16.4	21.8	23.0	16.7	14.9	26.6	29.7	5.5	23.6	9.2	
DON'T KNOW	24.5	24.4	28.3	22.1	25.6	23.3	23.8	23.5	4.7	31.7	24.9	26.3	21.9	6.2	23.8	25.8	25.5	
Net Diff.	41.3	41.8	49.5	37.3	37.2	43.3	47.1	45.0	2.9	39.6	43.9	44.1	32.7	21.9	47.6	39.3	60.5	



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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	NON- RELI- GIOUS	
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271	
MORE EXPENSIVE	49.1	49.7	44.7	49.8	50.1	54.4	39.7	56.2	47.9	49.7	44.4	51.7	46.6	42.1	52.2	50.4	
LESS EXPENSIVE	7.8	9.3	5.1	6.9	7.8	11.6	30.1	9.4	7.6	7.8	7.2	3.7	7.1	9.8	9.2	5.4	
NO DIFFERENCE	18.6	17.0	26.7	18.0	20.7	17.0	20.6	16.6	19.0	19.4	18.2	17.1	19.8	17.5	18.6	17.4	
DON'T KNOW	24.5	24.0	23.5	25.3	21.4	16.9	9.6	17.7	25.5	23.0	30.1	27.4	26.5	30.6	20.1	26.7	
Net Diff.	41.3	40.4	39.5	42.9	42.3	42.8	9.6	46.8	40.3	41.9	37.2	48.0	39.5	32.3	43.0	45.0	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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107. DO PHARMACY BENEFIT MANAGERS (OR PBMS) MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
MORE EXPENSIVE	49.1	46.8	53.9	54.1	53.3	51.8	55.7	43.0	51.6	50.6	46.1	49.4	33.6	63.4	56.3	45.0	58.0	43.8	32.5	34.6
LESS EXPENSIVE	7.8	7.4	8.5	8.0	9.7	7.3	9.4	7.5	7.4	8.0	7.4	6.8	10.1	4.1	9.3	6.7	1.9	10.0	8.5	11.6
NO DIFFERENCE	18.6	19.8	16.0	15.8	16.4	20.0	18.4	19.8	13.0	16.5	22.9	20.7	29.3	19.1	16.1	16.9	20.7	20.6	36.1	23.5
DON'T KNOW	24.5	25.9	21.6	22.1	20.6	21.0	16.4	29.7	28.0	24.9	23.6	23.1	27.0	13.4	18.4	31.4	19.4	25.5	22.9	30.3
Net Diff.	41.3	39.4	45.3	46.2	43.6	44.5	46.3	35.5	44.2	42.6	38.7	42.6	23.5	59.4	47.0	38.2	56.1	33.8	24.1	23.0





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107. DO PHARMACY BENEFIT MANAGERS (OR PBMS) MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	78	144	158	158	204	258	380	620	538	462	470	530
MORE EXPENSIVE	49.1	36.5	39.1	45.9	52.2	54.3	54.6	41.4	53.9	44.6	54.5	53.3	45.4
LESS EXPENSIVE	7.8	17.6	9.2	8.5	8.9	4.1	5.9	10.6	6.0	10.1	5.1	8.1	7.5
NO DIFFERENCE	18.6	25.2	25.3	20.2	15.2	17.4	14.8	23.2	15.8	20.8	15.9	19.4	17.9
DON'T KNOW	24.5	20.8	26.4	25.4	23.7	24.3	24.7	24.8	24.3	24.5	24.5	19.2	29.2
Net Diff.	41.3	18.9	29.9	37.4	43.3	50.2	48.8	30.8	47.8	34.5	49.4	45.2	37.9



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

107. DO PHARMACY BENEFIT MANAGERS (OR PBMS) MAKE HEALTH CARE AND PRESCRIPTION DRUGS MORE EXPENSIVE, LESS EXPENSIVE, OR MAKE NO DIFFERENCE?

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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
MORE EXPENSIVE	49.1	35.6	43.7	51.5	55.5	44.2	50.5	49.6	59.4	31.7	37.5	53.2	51.3	49.5	48.5	50.1
LESS EXPENSIVE	7.8	17.6	7.3	8.0	4.9	6.0	9.9	10.6	5.7	22.8	4.8	5.7	4.1	10.2	7.2	6.2
NO DIFFERENCE	18.6	24.0	23.0	18.1	14.1	38.1	22.0	23.4	11.3	17.6	23.9	13.3	17.0	20.5	19.4	14.4
DON'T KNOW	24.5	22.7	26.0	22.4	25.5	11.7	17.6	16.4	23.5	27.8	33.8	27.9	27.6	19.8	24.8	29.3
Net Diff.	41.3	18.1	36.5	43.5	50.5	38.2	40.6	38.9	53.7	8.9	32.7	47.5	47.2	39.3	41.3	43.9



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

108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
YES	46.6	58.5	45.2	40.5	47.7	46.9	45.9	46.3	49.3	47.0	45.9	48.4	49.3	44.8	48.4	45.5	51.0	45.7	45.1	46.1
NO	34.0	29.3	35.3	37.3	34.0	33.7	30.6	37.4	31.5	34.2	35.0	34.0	30.7	36.1	34.3	30.9	32.7	33.6	33.5	33.7
DON'T KNOW	19.3	12.2	19.5	22.2	18.4	19.4	23.4	16.3	19.1	18.8	19.2	17.6	20.0	19.1	17.3	23.6	16.4	20.7	21.5	20.2
Net Diff.	12.6	29.2	9.8	3.2	13.7	13.3	15.3	8.9	17.8	12.8	10.9	14.4	18.7	8.7	14.1	14.6	18.3	12.1	11.6	12.4



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	900	775	125	100	70	30
YES	46.6	42.3	47.7	48.0	46.7	46.7	45.7	52.7	46.2	44.0	51.2
NO	34.0	38.2	34.7	31.3	34.9	35.0	35.8	29.9	25.7	29.0	18.1
DON'T KNOW	19.3	19.5	17.6	20.7	18.5	18.3	18.5	17.5	28.1	27.0	30.8
Net Diff.	12.6	4.0	13.1	16.7	11.8	11.7	9.9	22.8	20.4	15.0	33.1



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

108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	340	TRUMP	BIDEN	UNDE- CIDED	88	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57	
YES	46.6	48.0	47.5	46.5	46.9	45.9	45.2	46.9	46.3	40.6	51.9	47.2	45.5	52.1	51.7	49.3	48.3	37.4	
NO	34.0	35.6	33.0	33.7	34.6	32.9	35.7	34.4	32.7	34.5	27.6	34.3	35.5	29.7	35.7	27.1	34.0	29.2	
DON'T KNOW	19.3	16.3	19.5	19.8	18.4	21.1	19.0	18.7	21.0	24.8	20.5	18.5	19.0	18.2	12.6	23.6	17.7	33.4	
Net Diff.	12.6	12.4	14.5	12.8	12.3	13.0	9.5	12.5	13.6	6.1	24.3	12.9	10.1	22.4	16.0	22.2	14.3	8.2	



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108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	257	743	470	422	107	233	411	148	262	589
YES	46.6	50.9	45.2	46.1	47.5	45.5	45.8	50.3	51.4	49.7	44.1
NO	34.0	33.8	34.1	35.4	33.3	30.9	30.8	33.3	33.6	33.2	34.5
DON'T KNOW	19.3	15.3	20.7	18.4	19.2	23.6	23.4	16.4	15.0	17.1	21.4
Net Diff.	12.6	17.2	11.0	10.7	14.2	14.6	15.1	17.0	17.8	16.5	9.6



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108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	433	460	362	370	268	185	162	123	177	208	145
YES	46.6	45.0	48.5	45.4	50.4	43.1	41.0	45.2	43.5	50.0	54.5	42.8
NO	34.0	36.3	33.1	37.0	30.9	34.4	45.2	36.0	37.1	28.4	27.0	32.1
DON'T KNOW	19.3	18.7	18.4	17.6	18.6	22.6	13.8	18.8	19.5	21.6	18.6	25.2
Net Diff.	12.6	8.7	15.4	8.4	19.5	8.7	-4.1	9.2	6.4	21.6	27.5	10.7



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

108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
YES	46.6	48.5	46.3	49.7	43.7	48.2	47.7	48.0	61.3	42.4	45.0	47.1	51.5	71.8	49.8	38.7	50.0
NO	34.0	34.4	39.0	31.6	33.2	37.4	31.0	34.6	27.3	36.3	37.8	34.6	26.4	21.2	36.6	36.9	26.4
DON'T KNOW	19.3	17.2	14.6	18.6	23.0	14.4	21.4	17.5	11.4	21.3	17.1	18.3	22.2	7.0	13.6	24.4	23.7
Net Diff.	12.6	14.1	7.3	18.1	10.5	10.9	16.7	13.4	33.9	6.1	7.2	12.6	25.1	50.6	13.2	1.9	23.6





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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 Class	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
YES	46.6	49.5	40.4	45.2	46.9	46.6	52.1	45.9	46.5	45.6	48.2	47.7	46.3	36.3	54.6	43.9
NO	34.0	32.5	33.9	35.8	34.9	37.6	36.0	37.8	34.0	36.5	29.3	29.4	34.6	39.5	30.7	34.2
DON'T KNOW	19.3	18.0	25.6	19.0	18.2	15.8	12.0	16.2	19.5	17.9	22.5	22.9	19.1	24.2	14.7	21.9
Net Diff.	12.6	17.0	6.5	9.5	12.0	8.9	16.1	8.1	12.6	9.2	18.9	18.2	11.8	-3.2	23.9	9.6



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108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
YES	46.6	48.4	43.2	42.2	45.3	43.0	43.3	52.4	43.1	45.0	50.2	57.8	45.5	40.0	42.5	47.4	47.0	64.7	40.8	49.4
NO	34.0	31.8	38.6	37.7	40.4	38.9	41.4	26.4	35.0	36.2	29.4	21.3	33.8	37.2	43.4	29.2	27.3	17.3	30.9	36.2
DON'T KNOW	19.3	19.8	18.3	20.2	14.3	18.1	15.3	21.2	21.9	18.8	20.4	21.0	20.7	22.9	14.1	23.4	25.7	18.0	28.3	14.3
Net Diff.	12.6	16.6	4.6	4.5	4.9	4.1	1.9	26.0	8.0	8.7	20.8	36.5	11.7	2.8	-0.9	18.2	19.7	47.4	9.8	13.2



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108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	78	144	158	158	204	258	380	620	538	462	470	530
YES	46.6	43.4	47.4	48.2	41.2	45.1	50.8	46.9	46.5	45.2	48.3	43.1	49.8
NO	34.0	35.4	25.5	31.6	37.6	34.5	37.4	30.1	36.5	32.3	36.1	39.9	28.8
DON'T KNOW	19.3	21.2	27.1	20.3	21.2	20.4	11.8	23.0	17.0	22.5	15.6	17.0	21.4
Net Diff.	12.6	8.0	21.8	16.6	3.5	10.7	13.4	16.8	10.0	12.9	12.2	3.2	20.9



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108. IF CONGRESS IDENTIFIES A WAY TO SAVE MONEY IN MEDICARE, AND SPENDS THE SAVINGS ON OTHER PROGRAMS, DO YOU CONSIDER THAT A CUT TO MEDICARE?

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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
YES	46.6	48.6	45.1	46.3	47.4	51.4	44.1	39.3	43.4	47.3	45.9	52.5	51.6	48.7	44.3	49.7
NO	34.0	27.2	31.9	34.3	37.5	30.1	35.0	41.3	44.0	25.9	29.0	28.1	30.6	29.9	37.5	30.9
DON'T KNOW	19.3	24.2	23.1	19.4	15.1	18.4	20.8	19.5	12.6	26.8	25.1	19.4	17.8	21.4	18.2	19.4
Net Diff.	12.6	21.4	13.2	11.9	9.9	21.3	9.1	-2.0	-0.6	21.4	16.9	24.4	20.9	18.8	6.8	18.8



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
YES	38.0	49.5	35.7	38.7	36.3	34.7	34.2	40.9	39.8	38.9	39.9	37.6	37.4	35.6	40.9	36.0	45.7	35.5	31.2	37.9
NO	40.5	39.8	47.6	40.5	39.0	39.6	36.8	41.3	37.6	40.9	42.8	37.5	40.4	41.9	43.5	38.2	37.9	39.4	43.0	37.4
DON'T KNOW	21.5	10.8	16.6	20.8	24.7	25.7	29.0	17.8	22.7	20.1	17.3	24.9	22.2	22.5	15.6	25.7	16.3	25.1	25.8	24.7
Net Diff.	-2.5	9.7	-11.9	-1.8	-2.7	-4.9	-2.6	-0.4	2.2	-2.0	-2.9	0.1	-3.1	-6.3	-2.6	-2.2	7.8	-3.9	-11.8	0.6



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	900	775	125	100	70	30
YES	38.0	33.5	37.8	40.5	37.3	38.4	37.0	47.2	33.7	30.0	42.5
NO	40.5	45.3	37.9	39.0	42.2	40.6	41.4	35.4	39.8	44.9	27.8
DON'T KNOW	21.5	21.2	24.3	20.5	20.5	20.9	21.5	17.4	26.5	25.1	29.7
Net Diff.	-2.5	-11.9	-0.0	1.5	-4.9	-2.2	-4.4	11.8	-6.0	-14.9	14.7



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109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	340	TRUMP	BIDEN	UNDE- CIDED	88	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57	
YES	38.0	39.2	38.1	37.7	37.7	40.5	36.9	36.4	41.2	35.2	43.4	37.6	39.1	40.6	39.0	36.2	30.9	43.6	
NO	40.5	43.0	38.2	42.1	39.5	37.7	42.6	40.0	41.6	43.1	32.3	40.9	38.8	46.2	42.1	39.7	39.3	34.2	
DON'T KNOW	21.5	17.9	23.7	20.2	22.8	21.7	20.5	23.7	17.2	21.6	24.3	21.5	22.1	13.2	18.9	24.1	29.8	22.2	
Net Diff.	-2.5	-3.8	-0.1	-4.4	-1.7	2.8	-5.7	-3.6	-0.4	-7.9	11.2	-3.3	0.3	-5.6	-3.1	-3.5	-8.4	9.4	



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

109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	257	743	470	422	107	233	411	148	262	589
YES	38.0	38.8	37.7	37.5	38.9	36.0	41.3	40.5	37.8	42.0	36.2
NO	40.5	40.3	40.6	42.5	38.9	38.2	36.7	38.3	41.1	36.8	42.1
DON'T KNOW	21.5	20.9	21.7	20.0	22.1	25.7	22.0	21.2	21.1	21.3	21.7
Net Diff.	-2.5	-1.4	-2.9	-4.9	*	-2.2	4.6	2.1	-3.3	5.2	-5.8





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

109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	433	460	362	370	268	185	162	123	177	208	145
YES	38.0	38.6	37.5	37.5	40.3	35.5	36.1	37.3	35.5	38.9	42.6	35.4
NO	40.5	40.8	40.4	41.3	37.7	43.5	46.9	41.7	48.4	35.3	34.5	39.4
DON'T KNOW	21.5	20.6	22.1	21.3	22.1	21.0	16.9	21.0	16.1	25.8	23.0	25.2
Net Diff.	-2.5	-2.1	-2.9	-3.8	2.6	-8.0	-10.8	-4.5	-12.8	3.6	8.1	-3.9



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

109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
YES	38.0	38.7	36.0	40.3	38.0	35.9	39.3	37.4	37.9	43.6	36.0	37.6	44.1	45.3	45.2	31.4	39.8
NO	40.5	38.1	40.7	36.6	41.7	43.4	38.6	41.3	51.9	33.9	42.3	37.2	37.6	41.4	36.7	47.7	36.9
DON'T KNOW	21.5	23.2	23.3	23.1	20.3	20.7	22.1	21.3	10.2	22.6	21.7	25.2	18.2	13.3	18.1	20.9	23.3
Net Diff.	-2.5	0.6	-4.7	3.7	-3.7	-7.5	0.6	-3.9	-14.1	9.7	-6.3	0.4	6.5	3.9	8.5	-16.3	3.0



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

109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271	
YES	38.0	40.2	27.8	38.3	37.2	41.6	72.7	37.9	37.5	38.3	36.0	36.3	39.1	28.0	44.3	34.1	
NO	40.5	38.7	49.1	40.2	42.8	41.3	27.3	43.0	41.0	41.6	39.7	35.7	38.7	45.1	37.7	42.1	
DON'T KNOW	21.5	21.1	23.1	21.5	19.9	17.1	0.0	19.1	21.5	20.1	24.3	28.0	22.2	26.9	18.0	23.8	
Net Diff.	-2.5	1.6	-21.3	-1.8	-5.6	0.3	45.4	-5.1	-3.4	-3.3	-3.6	0.6	0.5	-17.1	6.6	-8.0	



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109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
YES	38.0	38.1	37.8	38.7	36.0	34.7	39.0	40.6	36.4	36.6	40.8	41.5	44.5	28.5	36.3	37.0	30.0	49.0	40.6	47.7
NO	40.5	39.1	43.4	42.4	45.4	45.0	46.3	34.6	39.8	41.9	37.6	38.1	33.0	44.0	46.9	37.0	45.2	33.5	35.6	30.8
DON'T KNOW	21.5	22.9	18.8	18.9	18.6	20.3	14.7	24.8	23.8	21.5	21.6	20.3	22.5	27.5	16.9	25.9	24.8	17.5	23.8	21.5
Net Diff.	-2.5	-1.0	-5.6	-3.7	-9.5	-10.3	-7.3	5.9	-3.4	-5.3	3.2	3.4	11.4	-15.5	-10.6	-0.0	-15.2	15.5	5.0	16.9



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	78	144	158	158	204	258	380	620	538	462	470	530
YES	38.0	37.1	41.4	36.7	33.4	41.9	36.8	38.6	37.6	37.0	39.1	36.4	39.4
NO	40.5	42.5	37.3	41.6	41.2	35.0	45.0	40.2	40.7	40.5	40.6	45.5	36.1
DON'T KNOW	21.5	20.4	21.4	21.7	25.4	23.0	18.2	21.3	21.6	22.5	20.4	18.1	24.5
Net Diff.	-2.5	-5.4	4.1	-5.0	-7.8	6.9	-8.2	-1.6	-3.1	-3.4	-1.5	-9.1	3.3



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109. WHAT IF THE SAVINGS DO NOT IMPACT SENIORS' ACCESS TO CARE? DOES SPENDING SAVINGS FROM MEDICARE ON OTHER PROGRAMS COUNT AS A CUT TO MEDICARE?

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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
YES	38.0	39.5	39.3	34.4	39.2	34.8	37.9	33.3	37.7	41.6	40.6	35.3	40.7	41.0	37.0	36.6
NO	40.5	40.3	38.8	42.6	40.3	53.2	41.6	45.2	46.8	34.4	36.2	40.3	33.5	39.1	40.0	43.4
DON'T KNOW	21.5	20.3	21.9	23.0	20.5	12.0	20.4	21.5	15.5	24.0	23.2	24.4	25.8	19.9	23.0	20.0
Net Diff.	-2.5	-0.8	0.5	-8.3	-1.1	-18.5	-3.7	-11.8	-9.1	7.3	4.3	-5.1	7.2	1.9	-3.0	-6.8



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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

REQUIRE ANY SAVINGS FOUND IN MEDICARE TO BE KEPT IN MEDICARE, USED EITHER TO IMPROVE BENEFITS OR THE FINANCIAL HEALTH OF THE PROGRAM.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	82.7	83.6	85.0	87.8	80.6	82.8	73.4	81.8	83.1	82.3	86.0	78.6	72.6	85.1	81.3	74.2	83.9	83.7	88.0	81.3
Strongly	48.0	69.5	56.5	43.7	49.2	47.7	34.6	35.1	45.9	48.3	53.5	43.9	32.1	52.9	36.7	46.6	54.1	47.2	58.4	40.8
Somewhat	34.7	14.0	28.5	44.1	31.3	35.1	38.8	46.7	37.2	34.0	32.4	34.7	40.5	32.1	44.6	27.6	29.7	36.5	29.5	40.5
OPPOSE	8.0	8.9	6.1	5.5	8.4	7.5	13.7	7.2	10.2	8.2	6.4	8.2	18.4	8.4	9.6	10.7	4.3	7.6	7.6	7.6
Somewhat	6.0	7.9	4.1	3.9	6.9	5.7	11.1	4.3	5.7	6.4	4.8	7.1	13.2	6.8	6.4	9.6	3.2	5.1	5.0	5.1
Strongly	2.0	1.0	2.0	1.5	1.5	1.7	2.6	2.9	4.5	1.8	1.6	1.1	5.2	1.7	3.2	1.1	1.1	2.5	2.6	2.5
DON'T KNOW	9.2	7.5	8.9	6.7	11.0	9.8	12.9	11.0	6.7	9.5	7.6	13.2	9.0	6.5	9.1	15.1	11.9	8.7	4.5	11.1
Net Diff.	74.7	74.6	78.9	82.4	72.1	75.3	59.7	74.7	72.9	74.1	79.5	70.4	54.2	76.6	71.7	63.5	79.6	76.2	80.4	73.7
Mean	3.42	3.64	3.53	3.39	3.44	3.43	3.21	3.28	3.33	3.42	3.49	3.40	3.09	3.46	3.26	3.41	3.55	3.41	3.50	3.35



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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

REQUIRE ANY SAVINGS FOUND IN MEDICARE TO BE KEPT IN MEDICARE, USED EITHER TO IMPROVE BENEFITS OR THE FINANCIAL HEALTH OF THE PROGRAM.

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	900	775	125	100	70	30
SUPPORT	82.7	85.9	84.2	84.7	75.0	85.1	86.4	76.8	61.4	57.7	70.0
Strongly	48.0	45.1	48.5	51.4	43.9	50.5	52.6	37.1	26.2	21.1	38.4
Somewhat	34.7	40.8	35.7	33.3	31.1	34.6	33.8	39.7	35.1	36.6	31.6
OPPOSE	8.0	8.0	7.1	6.9	11.0	7.2	6.5	11.3	15.9	22.6	0.0
Somewhat	6.0	6.9	5.3	5.0	7.8	5.5	4.8	10.2	10.5	15.0	0.0
Strongly	2.0	1.2	1.8	1.9	3.2	1.7	1.8	1.1	5.3	7.6	0.0
DON'T KNOW	9.2	6.0	8.7	8.4	14.0	7.7	7.1	11.9	22.8	19.7	30.0
Net Diff.	74.7	77.9	77.1	77.8	63.9	77.9	79.9	65.5	45.5	35.0	70.0
Mean	3.42	3.38	3.43	3.46	3.34	3.45	3.48	3.28	3.07	2.89	3.55





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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

REQUIRE ANY SAVINGS FOUND IN MEDICARE TO BE KEPT IN MEDICARE, USED EITHER TO IMPROVE BENEFITS OR THE FINANCIAL HEALTH OF THE PROGRAM.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	REF. JR.	UNDECIDED	YES	Employer	Private	Medicare	Medicaid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	82.7	85.0	84.2	82.1	83.8	80.3	83.3	84.0	81.8	78.9	76.6	82.8	79.4	84.8	94.0	73.8	84.9	80.8
Strongly	48.0	50.3	51.9	46.4	49.7	48.0	46.3	50.2	46.6	46.1	49.1	48.2	40.9	49.4	63.5	44.2	39.7	45.2
Somewhat	34.7	34.7	32.3	35.7	34.1	32.3	37.1	33.7	35.2	32.8	27.5	34.6	38.5	35.4	30.5	29.5	45.2	35.5
OPPOSE	8.0	8.8	5.7	9.4	6.7	7.7	9.6	6.5	8.8	8.2	6.3	8.1	11.1	9.9	2.4	7.5	8.4	8.0
Somewhat	6.0	7.4	4.2	7.5	4.8	4.5	7.6	5.2	5.6	5.3	3.1	6.1	8.1	7.0	1.4	7.0	7.1	5.0
Strongly	2.0	1.4	1.5	1.9	1.9	3.2	2.0	1.3	3.2	3.0	3.3	2.0	3.0	2.9	1.0	0.5	1.3	3.0
DON'T KNOW	9.2	6.2	10.1	8.5	9.5	12.0	7.1	9.5	9.4	12.9	17.1	9.1	9.5	5.3	3.6	18.7	6.7	11.2
Net Diff.	74.7	76.1	78.5	72.7	77.1	72.7	73.8	77.4	73.0	70.7	70.3	74.8	68.3	74.9	91.6	66.2	76.4	72.8
Mean	3.42	3.43	3.50	3.38	3.45	3.42	3.37	3.47	3.38	3.40	3.48	3.42	3.30	3.39	3.62	3.45	3.32	3.39



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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

REQUIRE ANY SAVINGS FOUND IN MEDICARE TO BE KEPT IN MEDICARE, USED EITHER TO IMPROVE BENEFITS OR THE FINANCIAL HEALTH OF THE PROGRAM.

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	257	743	470	422	107	233	411	148	262	589
SUPPORT	82.7	86.3	81.5	83.7	83.8	74.2	81.1	85.6	93.2	81.3	80.7
Strongly	48.0	50.6	47.1	47.0	49.6	46.6	45.3	51.1	60.0	46.1	45.9
Somewhat	34.7	35.7	34.3	36.7	34.2	27.6	35.8	34.5	33.2	35.3	34.8
OPPOSE	8.0	6.8	8.5	8.9	6.5	10.7	6.9	6.2	3.4	7.8	9.3
Somewhat	6.0	4.7	6.5	6.6	4.4	9.6	5.7	4.4	2.1	5.7	7.1
Strongly	2.0	2.1	2.0	2.2	2.0	1.1	1.2	1.8	1.3	2.2	2.2
DON'T KNOW	9.2	7.0	10.0	7.5	9.8	15.1	12.0	8.2	3.4	10.8	10.0
Net Diff.	74.7	79.5	73.0	74.8	77.3	63.5	74.2	79.4	89.8	73.5	71.4
Mean	3.42	3.45	3.41	3.39	3.45	3.41	3.42	3.47	3.57	3.40	3.38



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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

REQUIRE ANY SAVINGS FOUND IN MEDICARE TO BE KEPT IN MEDICARE, USED EITHER TO IMPROVE BENEFITS OR THE FINANCIAL HEALTH OF THE PROGRAM.

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	433	460		362	370	268	185	162	123	177	208	145
SUPPORT	82.7	82.8	85.4		85.3	82.4	79.6	85.7	81.9	73.8	84.8	82.8	84.5
Strongly	48.0	49.1	50.2		49.1	49.9	44.0	49.4	47.6	41.3	48.9	51.7	46.3
Somewhat	34.7	33.7	35.1		36.2	32.5	35.6	36.4	34.4	32.5	35.9	31.1	38.2
OPPOSE	8.0	9.1	6.2		7.7	7.6	9.1	9.6	9.6	11.1	5.6	6.1	7.5
Somewhat	6.0	7.5	4.3		6.0	4.8	7.6	9.1	7.1	8.9	2.8	3.1	6.5
Strongly	2.0	1.7	1.9		1.6	2.8	1.5	0.5	2.5	2.1	2.8	3.0	1.0
DON'T KNOW	9.2	8.1	8.4		7.1	9.9	11.2	4.7	8.5	15.1	9.6	11.1	7.9
Net Diff.	74.7	73.7	79.2		77.6	74.8	70.5	76.1	72.4	62.7	79.2	76.7	77.0
Mean	3.42	3.42	3.46		3.43	3.44	3.38	3.41	3.39	3.33	3.45	3.48	3.41



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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

REQUIRE ANY SAVINGS FOUND IN MEDICARE TO BE KEPT IN MEDICARE, USED EITHER TO IMPROVE BENEFITS OR THE FINANCIAL HEALTH OF THE PROGRAM.

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	82.7	87.2	87.5	87.0	77.8	84.5	83.0	83.8	95.9	84.5	84.7	86.6	73.7	85.3	86.4	78.1	79.3
Strongly	48.0	49.2	52.0	47.6	44.0	44.4	59.1	50.9	34.0	41.8	51.9	49.8	48.9	54.8	53.5	41.4	44.5
Somewhat	34.7	38.0	35.5	39.4	33.8	40.1	23.8	32.9	61.9	42.6	32.8	36.8	24.8	30.5	32.8	36.6	34.8
OPPOSE	8.0	5.3	4.0	6.0	10.5	6.8	9.3	7.9	4.1	7.3	8.0	5.6	11.9	6.2	4.3	10.7	8.3
Somewhat	6.0	3.6	3.0	3.9	8.2	5.1	6.9	5.9	4.1	6.1	6.2	3.7	8.2	0.0	2.4	9.0	7.3
Strongly	2.0	1.7	1.1	2.1	2.3	1.7	2.4	2.0	0.0	1.3	1.8	1.8	3.8	6.2	1.9	1.7	1.0
DON'T KNOW	9.2	7.5	8.4	7.0	11.7	8.7	7.7	8.3	0.0	8.2	7.3	7.8	14.3	8.5	9.4	11.2	12.4
Net Diff.	74.7	81.9	83.5	81.0	67.4	77.8	73.6	75.9	91.7	77.1	76.7	81.0	61.8	79.1	82.1	67.4	71.0
Mean	3.42	3.46	3.51	3.42	3.35	3.39	3.51	3.45	3.30	3.36	3.45	3.46	3.39	3.46	3.52	3.33	3.40



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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	82.7	83.6	76.8	83.4	81.9	83.4	70.8	84.9	84.0	84.0	84.0	70.7	83.1	80.9	85.4	79.7
Strongly	48.0	50.8	40.8	47.0	44.2	40.1	44.6	39.6	50.2	49.1	52.1	42.0	45.3	45.1	52.8	47.2
Somewhat	34.7	32.8	36.0	36.4	37.8	43.3	26.1	45.4	33.9	34.9	31.9	28.7	37.8	35.8	32.6	32.5
OPPOSE	8.0	6.7	11.0	8.6	8.2	11.5	19.6	10.6	7.0	7.7	5.7	11.3	7.9	9.2	8.6	6.4
Somewhat	6.0	4.7	7.9	6.9	6.1	10.0	11.0	9.9	4.9	5.0	4.7	9.3	5.4	9.2	6.4	3.8
Strongly	2.0	2.0	3.1	1.8	2.2	1.5	8.7	0.6	2.1	2.8	1.0	2.0	2.5	0.0	2.2	2.6
DON'T KNOW	9.2	9.7	12.2	8.0	9.8	5.0	9.6	4.5	8.9	8.2	10.3	18.0	9.0	9.8	6.1	14.0
Net Diff.	74.7	76.9	65.7	74.7	73.7	71.9	51.1	74.4	77.0	76.3	78.2	59.5	75.3	71.7	76.8	73.3
Mean	3.42	3.47	3.30	3.40	3.37	3.29	3.18	3.30	3.45	3.42	3.51	3.35	3.38	3.40	3.45	3.44



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	82.7	83.7	80.8	79.9	82.5	82.5	79.5	84.6	82.4	84.8	78.3	80.0	77.6	79.3	84.4	85.1	73.5	84.1	74.6	80.1
Strongly	48.0	51.8	40.6	40.2	41.5	50.5	40.6	52.7	40.6	48.1	48.0	50.6	49.7	34.1	47.8	48.3	45.9	53.5	47.0	52.0
Somewhat	34.7	31.9	40.2	39.8	41.0	32.0	38.9	31.9	41.7	36.7	30.4	29.4	27.8	45.2	36.6	36.8	27.6	30.6	27.6	28.1
OPPOSE	8.0	6.4	11.3	11.8	10.2	7.9	13.2	5.3	9.0	7.7	8.7	7.9	10.4	7.8	9.0	6.5	9.6	6.7	12.8	8.4
Somewhat	6.0	4.8	8.4	8.1	9.0	6.6	11.0	3.4	5.2	5.6	6.8	6.2	7.4	7.8	7.3	4.0	7.7	5.2	11.0	4.3
Strongly	2.0	1.6	2.9	3.7	1.2	1.3	2.1	1.9	3.8	2.1	1.9	1.7	3.1	0.0	1.6	2.5	1.9	1.5	1.8	4.1
DON'T KNOW	9.2	9.9	7.9	8.2	7.3	9.6	7.4	10.1	8.6	7.5	12.9	12.2	12.0	12.9	6.6	8.4	16.9	9.2	12.6	11.5
Net Diff.	74.7	77.2	69.5	68.1	72.4	74.6	66.3	79.2	73.4	77.0	69.6	72.1	67.1	71.4	75.4	78.6	63.9	77.4	61.8	71.7
Mean	3.42	3.49	3.29	3.27	3.33	3.46	3.27	3.51	3.31	3.41	3.43	3.47	3.41	3.30	3.40	3.43	3.41	3.50	3.37	3.45



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110. DO YOU SUPPORT OR OPPOSE THE FOLLOWING POLICY PROPOSALS?

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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	82.7	78.3	74.7	78.9	73.4	84.8	94.9	77.2	86.1	76.1	90.4	81.3	83.9
Strongly	48.0	33.0	35.6	41.3	38.7	55.5	63.4	37.4	54.5	37.8	59.9	46.6	49.3
Somewhat	34.7	45.3	39.1	37.6	34.7	29.3	31.5	39.7	31.6	38.2	30.5	34.7	34.7
OPPOSE	8.0	12.8	12.7	11.0	12.3	5.4	1.7	12.0	5.6	12.1	3.4	10.0	6.3
Somewhat	6.0	7.5	8.5	8.7	10.0	5.4	0.6	8.4	4.6	8.8	2.7	8.4	3.9
Strongly	2.0	5.3	4.1	2.3	2.3	0.0	1.2	3.6	1.1	3.2	0.6	1.6	2.4
DON'T KNOW	9.2	8.9	12.6	10.2	14.3	9.8	3.4	10.8	8.3	11.9	6.2	8.7	9.7
Net Diff.	74.7	65.5	62.0	67.9	61.1	79.4	93.2	65.2	80.5	64.0	87.1	71.3	77.6
Mean	3.42	3.16	3.21	3.31	3.28	3.56	3.63	3.24	3.52	3.26	3.60	3.38	3.45



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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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	82.7	78.6	76.0	77.0	92.7	75.7	73.9	75.3	91.1	79.9	77.8	78.4	94.4	78.4	83.4	86.3
Strongly	48.0	34.9	39.0	42.4	62.4	33.5	39.8	38.9	58.7	35.6	38.2	45.5	66.3	48.8	45.1	53.9
Somewhat	34.7	43.6	37.0	34.6	30.4	42.2	34.2	36.4	32.5	44.3	39.6	32.9	28.2	29.6	38.2	32.4
OPPOSE	8.0	12.9	12.1	10.5	2.0	18.3	14.6	14.5	2.4	10.4	9.8	6.9	1.6	10.8	7.8	5.4
Somewhat	6.0	9.3	8.3	9.1	1.2	15.7	11.5	13.0	1.9	6.4	5.3	5.7	0.4	8.0	5.5	4.9
Strongly	2.0	3.6	3.8	1.4	0.8	2.6	3.1	1.5	0.5	4.0	4.4	1.2	1.2	2.9	2.3	0.5
DON'T KNOW	9.2	8.5	12.0	12.5	5.3	6.0	11.5	10.1	6.5	9.7	12.4	14.7	4.0	10.8	8.9	8.3
Net Diff.	74.7	65.6	63.9	66.5	90.8	57.3	59.4	60.8	88.8	69.4	68.1	71.5	92.8	67.6	75.6	80.9
Mean	3.42	3.20	3.26	3.35	3.63	3.13	3.25	3.25	3.60	3.23	3.27	3.44	3.66	3.39	3.39	3.52





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111. REQUIRE THAT ALL MEDICINES ON THE MARKET FOR OVER 13 YEARS AND THAT FACE NO REAL COMPETITION GET PRICED AS CHEAPER GENERICS.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	81.7	79.9	84.8	84.9	85.4	82.8	68.9	78.5	79.5	81.2	83.8	82.5	63.5	81.1	77.7	75.7	89.9	82.7	88.0	79.7
Strongly	47.5	55.6	49.7	44.8	53.5	42.0	33.6	46.2	57.8	43.8	48.7	41.2	23.9	45.7	30.6	46.0	54.1	57.0	63.4	53.3
Somewhat	34.1	24.3	35.1	40.1	31.9	40.8	35.3	32.3	21.7	37.4	35.0	41.3	39.6	35.4	47.1	29.7	35.8	25.7	24.6	26.3
OPPOSE	9.4	7.7	10.0	6.4	7.1	7.6	16.3	15.6	10.9	9.9	7.9	7.6	27.6	11.1	13.2	5.6	6.8	8.0	6.7	8.8
Somewhat	7.4	5.5	8.0	5.3	5.4	5.4	14.4	11.0	8.4	8.0	6.3	5.8	23.8	8.1	11.0	5.6	6.1	5.7	4.5	6.4
Strongly	2.0	2.2	2.0	1.1	1.7	2.1	1.9	4.7	2.5	1.9	1.6	1.8	3.8	3.0	2.2	0.0	0.7	2.3	2.1	2.5
DON'T KNOW	9.0	12.5	5.3	8.7	7.5	9.6	14.8	5.8	9.5	8.8	8.3	9.9	8.8	7.8	9.1	18.7	3.2	9.3	5.3	11.5
Net Diff.	72.3	72.2	74.8	78.5	78.3	75.2	52.6	62.9	68.6	71.3	75.9	74.9	35.9	70.1	64.5	70.2	83.1	74.7	81.3	70.9
Mean	3.40	3.52	3.40	3.41	3.48	3.36	3.18	3.27	3.49	3.35	3.43	3.35	2.92	3.34	3.17	3.50	3.48	3.51	3.58	3.48



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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	
Total	1000	175	225	384	216	900	775	125	100	70	30	
SUPPORT	81.7	85.6	83.6	81.1	77.4	83.2	84.5	75.1	67.5	69.8	62.3	
Strongly	47.5	52.7	48.6	46.8	43.5	49.7	52.2	34.6	27.8	26.8	30.2	
Somewhat	34.1	32.9	35.0	34.3	33.9	33.5	32.4	40.6	39.7	43.0	32.2	
OPPOSE	9.4	7.3	9.4	9.3	11.3	8.9	8.1	14.3	13.3	15.2	8.9	
Somewhat	7.4	6.8	7.9	6.7	8.4	7.0	5.8	14.3	10.4	11.1	8.9	
Strongly	2.0	0.5	1.5	2.6	2.8	1.9	2.3	0.0	2.9	4.1	0.0	
DON'T KNOW	9.0	7.1	7.0	9.6	11.4	7.8	7.4	10.6	19.1	15.0	28.8	
Net Diff.	72.3	78.3	74.2	71.8	66.1	74.3	76.4	60.8	54.2	54.5	53.5	
Mean	3.40	3.48	3.41	3.39	3.33	3.42	3.45	3.23	3.14	3.09	3.30	



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	81.7	81.7	86.0	79.3	85.2	76.1	80.0	84.7	82.1	79.5	76.2	82.5	81.0	82.6	89.0	79.5	78.1	67.4
Strongly	47.5	43.8	56.1	41.8	54.4	42.8	41.9	56.4	47.4	47.2	36.7	48.0	45.9	40.1	54.7	47.5	42.4	39.3
Somewhat	34.1	37.9	29.9	37.5	30.8	33.3	38.1	28.3	34.8	32.3	39.5	34.5	35.2	42.5	34.4	32.0	35.7	28.1
OPPOSE	9.4	10.4	6.2	11.2	7.2	10.8	11.7	7.3	9.0	10.1	8.4	8.4	11.3	7.3	3.3	4.6	14.1	26.5
Somewhat	7.4	8.1	4.2	9.0	5.4	8.1	9.1	5.7	7.0	8.0	7.0	6.7	9.6	2.7	2.2	4.6	12.2	17.9
Strongly	2.0	2.3	2.1	2.1	1.8	2.7	2.5	1.7	2.0	2.1	1.4	1.6	1.7	4.6	1.1	0.0	1.9	8.6
DON'T KNOW	9.0	7.9	7.8	9.5	7.6	13.1	8.3	8.0	8.9	10.4	15.4	9.1	7.7	10.1	7.7	15.9	7.8	6.1
Net Diff.	72.3	71.3	79.8	68.2	78.0	65.3	68.3	77.3	73.1	69.4	67.7	74.2	69.7	75.3	85.8	74.9	64.0	40.9
Mean	3.40	3.34	3.52	3.31	3.49	3.34	3.30	3.51	3.40	3.39	3.32	3.42	3.36	3.31	3.55	3.51	3.29	3.04



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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	257	743	470	422	107	233	411	148	262	589	
SUPPORT	81.7	84.2	80.8	79.9	85.1	75.7	77.7	85.7	89.8	83.4	78.9	
Strongly	47.5	54.5	45.1	40.2	56.0	46.0	40.2	53.4	64.0	47.5	43.4	
Somewhat	34.1	29.7	35.7	39.7	29.1	29.7	37.5	32.2	25.8	35.9	35.5	
OPPOSE	9.4	9.6	9.3	11.8	7.6	5.6	9.4	7.2	7.3	7.1	10.9	
Somewhat	7.4	8.6	6.9	9.1	5.8	5.6	8.6	5.4	4.7	5.8	8.7	
Strongly	2.0	1.0	2.4	2.7	1.8	0.0	0.8	1.7	2.6	1.2	2.3	
DON'T KNOW	9.0	6.2	9.9	8.3	7.2	18.7	12.9	7.2	2.9	9.6	10.2	
Net Diff.	72.3	74.6	71.5	68.0	77.5	70.2	68.3	78.5	82.4	76.3	67.9	
Mean	3.40	3.47	3.37	3.28	3.50	3.50	3.34	3.48	3.56	3.43	3.34	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	81.7	81.4	82.6	81.7	81.1	82.3	81.8	78.5	76.1	81.6	83.2	87.5
Strongly	47.5	42.9	53.0	43.6	54.0	43.9	41.4	55.0	37.4	45.9	53.3	49.3
Somewhat	34.1	38.5	29.6	38.1	27.1	38.4	40.4	23.5	38.7	35.7	29.9	38.2
OPPOSE	9.4	9.0	9.1	10.1	9.7	7.9	10.7	14.1	11.2	9.5	6.4	5.1
Somewhat	7.4	7.1	6.9	8.0	7.1	6.9	7.0	10.3	9.6	9.0	4.7	4.5
Strongly	2.0	1.8	2.2	2.2	2.6	1.1	3.7	3.8	1.6	0.5	1.7	0.6
DON'T KNOW	9.0	9.6	8.3	8.2	9.1	9.8	7.4	7.4	12.7	8.9	10.5	7.4
Net Diff.	72.3	72.4	73.5	71.6	71.4	74.4	71.1	64.5	64.9	72.1	76.8	82.4
Mean	3.40	3.35	3.45	3.34	3.46	3.39	3.29	3.40	3.28	3.39	3.51	3.47



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	81.7	84.5	79.8	87.2	80.2	78.9	83.5	80.9	74.2	79.0	82.9	83.3	76.8	81.6	95.7	83.0	71.9
Strongly	47.5	52.5	58.8	48.8	47.8	38.6	49.5	43.4	37.2	49.0	42.7	53.8	53.9	56.4	52.8	43.0	40.3
Somewhat	34.1	32.0	21.0	38.4	32.3	40.3	34.0	37.5	37.1	30.0	40.2	29.6	22.9	25.1	42.9	40.0	31.6
OPPOSE	9.4	7.2	6.4	7.7	9.9	12.3	8.3	10.6	25.8	8.5	9.4	6.6	15.0	12.7	1.9	6.8	14.6
Somewhat	7.4	6.0	5.1	6.5	7.6	10.4	5.3	8.1	21.2	8.5	6.9	5.4	9.8	9.6	1.9	5.7	13.0
Strongly	2.0	1.2	1.3	1.2	2.3	1.9	3.0	2.4	4.6	0.0	2.5	1.1	5.3	3.2	0.0	1.1	1.6
DON'T KNOW	9.0	8.3	13.8	5.1	9.9	8.8	8.2	8.5	0.0	12.5	7.7	10.1	8.2	5.7	2.4	10.2	13.5
Net Diff.	72.3	77.3	73.4	79.5	70.3	66.5	75.2	70.3	48.5	70.5	73.5	76.8	61.8	68.8	93.8	76.2	57.2
Mean	3.40	3.48	3.59	3.42	3.40	3.27	3.42	3.33	3.07	3.46	3.33	3.51	3.37	3.43	3.52	3.39	3.28



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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	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	81.7	83.0	77.0	81.5	81.4	75.9	79.4	75.5	82.7	81.3	85.4	81.0	80.3	83.3	84.5	81.5
Strongly	47.5	54.4	38.5	42.5	43.9	35.7	47.0	34.3	49.1	47.9	51.3	52.0	45.4	37.7	48.5	50.7
Somewhat	34.1	28.6	38.5	39.0	37.5	40.3	32.4	41.2	33.7	33.4	34.2	28.9	34.9	45.5	36.0	30.8
OPPOSE	9.4	8.7	10.9	9.7	9.6	16.9	20.6	16.5	8.6	10.2	5.4	5.2	8.7	7.3	9.7	9.4
Somewhat	7.4	6.5	9.2	7.8	7.9	12.7	20.6	11.7	7.1	8.4	4.6	1.8	7.4	7.3	6.4	6.6
Strongly	2.0	2.2	1.7	1.9	1.7	4.2	0.0	4.7	1.5	1.8	0.8	3.4	1.3	0.0	3.3	2.8
DON'T KNOW	9.0	8.3	12.2	8.8	9.0	7.1	0.0	8.0	8.7	8.4	9.2	13.9	11.0	9.4	5.7	9.1
Net Diff.	72.3	74.3	66.1	71.7	71.8	59.0	58.9	59.0	74.2	71.1	80.0	75.8	71.6	76.0	74.8	72.1
Mean	3.40	3.47	3.29	3.34	3.36	3.16	3.26	3.14	3.43	3.39	3.50	3.50	3.40	3.34	3.38	3.42



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	81.7	82.9	79.1	79.3	78.5	79.5	78.8	85.6	79.4	83.7	77.3	76.9	77.3	75.5	82.0	85.4	68.9	82.1	73.9	80.2
Strongly	47.5	50.6	41.3	44.8	33.8	49.1	38.8	51.8	44.4	48.1	46.2	49.2	43.7	44.7	47.5	48.8	41.2	54.4	36.9	49.5
Somewhat	34.1	32.3	37.8	34.5	44.7	30.4	40.0	33.8	35.0	35.6	31.1	27.7	33.6	30.8	34.5	36.6	27.7	27.7	37.0	30.7
OPPOSE	9.4	8.6	10.9	10.2	12.5	11.8	12.3	6.2	9.3	8.6	11.1	10.8	13.2	8.5	10.1	7.1	17.5	6.4	19.5	7.8
Somewhat	7.4	7.0	8.0	6.8	10.5	9.4	8.0	5.3	8.1	6.5	9.3	8.5	11.0	8.5	7.1	5.8	11.6	6.4	16.3	6.5
Strongly	2.0	1.6	2.9	3.4	2.0	2.5	4.3	0.9	1.2	2.1	1.8	2.3	2.2	0.0	3.0	1.3	5.9	0.0	3.3	1.3
DON'T KNOW	9.0	8.4	10.0	10.5	9.0	8.7	8.9	8.3	11.3	7.7	11.6	12.3	9.5	16.0	8.0	7.5	13.7	11.5	6.5	12.1
Net Diff.	72.3	74.3	68.1	69.1	66.0	67.6	66.5	79.4	70.1	75.1	66.2	66.2	64.1	67.0	71.9	78.3	51.4	75.7	54.4	72.4
Mean	3.40	3.44	3.30	3.35	3.21	3.38	3.24	3.49	3.38	3.41	3.38	3.41	3.31	3.43	3.37	3.44	3.21	3.54	3.15	3.46





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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	81.7	74.4	72.7	80.5	81.5	79.8	91.1	76.3	85.0	77.8	86.1	79.2	83.8
Strongly	47.5	38.9	33.3	47.4	50.9	50.0	54.1	40.3	51.9	43.4	52.3	45.0	49.7
Somewhat	34.1	35.5	39.3	33.1	30.7	29.9	37.0	35.9	33.0	34.4	33.8	34.2	34.1
OPPOSE	9.4	16.6	13.2	12.5	9.3	10.0	2.8	13.6	6.8	12.3	6.0	12.0	7.1
Somewhat	7.4	14.2	9.6	9.7	8.1	8.0	1.6	10.6	5.4	9.8	4.4	8.8	6.1
Strongly	2.0	2.4	3.6	2.8	1.2	2.0	1.2	3.0	1.4	2.5	1.5	3.2	1.0
DON'T KNOW	9.0	9.1	14.2	6.9	9.2	10.2	6.1	10.1	8.2	9.9	7.9	8.8	9.1
Net Diff.	72.3	57.8	59.5	68.0	72.3	69.8	88.3	62.7	78.2	65.5	80.2	67.2	76.8
Mean	3.40	3.22	3.19	3.34	3.45	3.42	3.53	3.26	3.48	3.32	3.49	3.33	3.46



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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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	81.7	73.9	77.1	79.1	89.1	67.9	72.7	77.1	87.0	76.7	81.1	80.9	91.2	78.3	82.3	84.2
Strongly	47.5	38.9	40.3	50.8	52.9	39.1	38.8	45.5	50.0	38.8	41.8	55.5	55.9	47.5	48.0	46.5
Somewhat	34.1	35.1	36.7	28.3	36.2	28.7	34.0	31.6	37.0	37.9	39.3	25.4	35.3	30.8	34.3	37.8
OPPOSE	9.4	16.4	12.2	11.3	3.9	21.6	16.0	14.8	5.7	14.0	8.6	8.2	2.0	12.9	8.9	6.3
Somewhat	7.4	14.8	8.4	9.8	2.6	16.5	11.8	12.3	3.1	14.0	5.2	7.6	2.0	10.0	6.9	5.1
Strongly	2.0	1.6	3.8	1.5	1.3	5.1	4.2	2.5	2.6	0.0	3.4	0.6	0.0	2.9	2.0	1.2
DON'T KNOW	9.0	9.7	10.8	9.6	7.1	10.5	11.3	8.1	7.3	9.3	10.3	10.9	6.8	8.8	8.8	9.5
Net Diff.	72.3	57.5	64.9	67.8	85.2	46.2	56.7	62.3	81.3	62.7	72.5	72.7	89.2	65.4	73.4	77.9
Mean	3.40	3.23	3.27	3.42	3.51	3.14	3.21	3.31	3.45	3.27	3.33	3.52	3.58	3.35	3.41	3.43



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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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	84.9	90.3	85.2	85.6	84.4	92.3	77.9	83.2	74.6	84.3	86.5	84.6	70.9	83.4	84.9	79.7	88.7	86.5	95.2	81.5
Strongly	55.2	72.0	55.6	54.7	53.8	57.6	43.7	53.1	53.3	53.6	58.6	50.0	35.8	54.0	48.2	51.4	61.0	59.4	67.2	55.0
Somewhat	29.6	18.4	29.6	30.9	30.7	34.7	34.1	30.1	21.4	30.6	27.8	34.6	35.0	29.3	36.7	28.3	27.7	27.1	28.1	26.5
OPPOSE	8.3	3.6	8.9	6.8	9.8	3.7	10.1	9.7	17.5	9.5	6.8	9.4	24.0	10.9	7.5	11.0	7.5	5.3	2.0	7.2
Somewhat	6.4	2.5	5.0	5.0	8.3	3.3	8.1	9.7	12.4	7.2	4.5	7.9	20.5	7.6	6.4	9.0	6.2	4.1	2.0	5.3
Strongly	1.9	1.1	3.8	1.8	1.6	0.4	1.9	0.0	5.1	2.2	2.3	1.5	3.5	3.4	1.2	2.0	1.3	1.2	0.0	1.9
DON'T KNOW	6.8	6.1	5.9	7.6	5.7	4.0	12.1	7.2	7.9	6.3	6.7	6.0	5.1	5.7	7.5	9.3	3.8	8.2	2.7	11.3
Net Diff.	76.6	86.8	76.4	78.8	74.6	88.5	67.8	73.5	57.1	74.8	79.6	75.2	46.8	72.4	77.4	68.7	81.2	81.2	93.2	74.4
Mean	3.48	3.72	3.46	3.50	3.45	3.56	3.36	3.47	3.33	3.45	3.53	3.42	3.09	3.42	3.43	3.42	3.54	3.58	3.67	3.52



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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	900	775	125	100	70	30
SUPPORT	84.9	85.9	88.4	84.2	81.6	87.2	88.3	80.7	63.8	64.7	61.6
Strongly	55.2	57.7	56.0	54.2	54.4	57.9	59.0	50.7	31.6	29.6	36.2
Somewhat	29.6	28.2	32.4	30.1	27.2	29.4	29.3	30.0	32.2	35.1	25.4
OPPOSE	8.3	10.2	7.2	7.9	8.6	6.9	6.0	12.6	20.6	21.9	17.6
Somewhat	6.4	8.4	4.4	6.7	6.1	5.3	4.6	9.3	16.2	15.6	17.6
Strongly	1.9	1.8	2.7	1.2	2.6	1.7	1.4	3.3	4.5	6.4	0.0
DON'T KNOW	6.8	3.9	4.4	7.9	9.8	5.8	5.7	6.7	15.6	13.3	20.9
Net Diff.	76.6	75.7	81.2	76.4	73.0	80.3	82.3	68.1	43.1	42.8	44.0
Mean	3.48	3.48	3.48	3.49	3.48	3.52	3.55	3.37	3.08	3.01	3.24



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	340	TRUMP	BIDEN	UNDE- CIDED	88	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57	
SUPPORT	84.9	83.8	87.8	82.3	88.3	81.5	84.0	88.5	86.1	85.7	72.9	84.9	83.6	83.8	89.6	81.5	81.6	85.3	
Strongly	55.2	55.5	59.0	51.4	59.6	53.3	53.0	59.0	56.4	54.2	48.2	55.9	51.6	51.0	64.9	57.9	54.3	44.8	
Somewhat	29.6	28.4	28.8	30.8	28.7	28.2	31.0	29.4	29.7	31.5	24.7	29.0	32.1	32.8	24.6	23.6	27.3	40.6	
OPPOSE	8.3	10.2	5.4	10.5	6.4	5.8	10.2	6.1	6.9	6.1	10.9	8.1	9.3	10.9	6.0	9.1	9.4	11.9	
Somewhat	6.4	7.7	4.8	7.5	5.5	4.8	6.9	5.0	6.2	6.1	9.2	6.2	7.0	8.0	4.9	6.3	9.4	9.4	
Strongly	1.9	2.5	0.6	3.1	1.0	0.9	3.2	1.1	0.7	0.0	1.7	1.9	2.3	2.9	1.1	2.8	0.0	2.5	
DON'T KNOW	6.8	6.0	6.8	7.2	5.3	12.7	5.9	5.4	6.9	8.2	16.2	7.1	7.0	5.3	4.4	9.4	9.0	2.8	
Net Diff.	76.6	73.7	82.4	71.7	81.9	75.7	73.8	82.3	79.2	79.6	62.0	76.8	74.3	72.9	83.5	72.4	72.3	73.5	
Mean	3.48	3.46	3.57	3.41	3.55	3.53	3.42	3.55	3.52	3.52	3.43	3.49	3.43	3.39	3.60	3.51	3.49	3.31	



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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	257	743	470	422	107	233	411	148	262	589	
SUPPORT	84.9	86.7	84.3	84.0	87.3	79.7	82.5	89.0	89.9	88.5	82.0	
Strongly	55.2	56.7	54.7	51.9	60.0	51.4	50.2	57.5	65.8	52.8	53.7	
Somewhat	29.6	30.0	29.5	32.0	27.3	28.3	32.3	31.5	24.1	35.7	28.3	
OPPOSE	8.3	9.0	8.0	9.7	6.0	11.0	7.7	6.2	3.9	7.5	9.7	
Somewhat	6.4	8.2	5.7	7.1	4.8	9.0	6.1	5.3	3.3	6.3	7.1	
Strongly	1.9	0.8	2.3	2.6	1.2	2.0	1.5	1.0	0.6	1.2	2.6	
DON'T KNOW	6.8	4.3	7.7	6.3	6.7	9.3	9.9	4.7	6.2	3.9	8.3	
Net Diff.	76.6	77.7	76.2	74.2	81.2	68.7	74.8	82.8	86.0	81.0	72.3	
Mean	3.48	3.49	3.48	3.42	3.56	3.42	3.45	3.53	3.65	3.46	3.45	



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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	LICAN	CRAT	ENDENT
Total	1000	433	460	362	370	268	185	162	123	177	208	145	
SUPPORT	84.9	83.3	86.5	83.1	85.8	86.0	82.6	85.6	83.9	83.7	85.9	87.8	
Strongly	55.2	54.3	58.2	51.5	59.2	54.8	47.4	55.7	49.3	55.8	62.0	59.5	
Somewhat	29.6	29.0	28.2	31.7	26.6	31.2	35.3	29.9	34.6	27.9	23.9	28.3	
OPPOSE	8.3	8.9	7.4	10.1	6.7	7.9	10.6	8.5	8.8	9.7	5.4	7.2	
Somewhat	6.4	6.3	6.6	7.6	5.6	5.6	8.2	7.9	5.9	7.1	3.8	5.4	
Strongly	1.9	2.6	0.9	2.5	1.1	2.3	2.4	0.6	2.9	2.6	1.5	1.9	
DON'T KNOW	6.8	7.8	6.1	6.7	7.5	6.0	6.8	5.9	7.4	6.7	8.7	4.9	
Net Diff.	76.6	74.4	79.0	73.0	79.0	78.1	72.1	77.1	75.1	74.0	80.5	80.6	
Mean	3.48	3.46	3.53	3.42	3.55	3.47	3.37	3.50	3.41	3.47	3.60	3.53	



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	84.9	87.1	86.2	87.7	84.1	83.9	83.9	83.9	84.3	80.7	83.7	87.1	83.5	84.7	88.6	85.9	84.7
Strongly	55.2	61.4	68.7	57.1	51.8	49.7	59.0	53.8	51.1	49.9	51.9	63.8	51.4	55.3	52.8	52.8	61.4
Somewhat	29.6	25.8	17.5	30.6	32.3	34.2	25.0	30.1	33.2	30.7	31.8	23.3	32.1	29.4	35.8	33.1	23.3
OPPOSE	8.3	8.3	8.2	8.4	7.5	7.7	10.5	9.0	15.7	9.6	9.9	8.0	4.6	6.0	6.8	8.8	6.4
Somewhat	6.4	6.9	7.1	6.7	6.3	5.2	7.1	6.0	15.7	8.7	6.8	6.1	4.6	6.0	6.8	6.5	2.7
Strongly	1.9	1.5	1.1	1.7	1.3	2.5	3.4	2.9	0.0	0.9	3.0	1.9	0.0	0.0	0.0	2.4	3.8
DON'T KNOW	6.8	4.5	5.6	3.9	8.4	8.4	5.5	7.1	0.0	9.7	6.5	4.9	11.9	9.4	4.6	5.3	8.9
Net Diff.	76.6	78.8	78.0	79.3	76.5	76.2	73.4	75.0	68.6	71.1	73.8	79.2	78.9	78.7	81.8	77.1	78.3
Mean	3.48	3.54	3.63	3.49	3.47	3.43	3.48	3.45	3.35	3.44	3.42	3.57	3.53	3.54	3.48	3.44	3.56





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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	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	84.9	86.8	83.5	83.2	85.3	80.2	82.8	79.9	86.3	85.0	88.7	80.1	85.2	88.1	86.8	82.7
Strongly	55.2	59.0	52.4	51.9	51.3	44.8	54.2	43.7	57.3	54.3	62.8	53.7	53.0	54.0	54.6	59.5
Somewhat	29.6	27.8	31.1	31.3	34.0	35.4	28.6	36.2	29.0	30.7	25.9	26.5	32.1	34.1	32.2	23.1
OPPOSE	8.3	6.3	9.8	10.0	8.0	13.1	17.2	12.7	7.5	8.2	6.2	7.7	7.9	5.8	9.3	7.2
Somewhat	6.4	5.2	7.4	7.3	6.6	10.0	8.6	10.1	6.0	6.8	4.5	4.0	6.1	5.8	7.2	4.9
Strongly	1.9	1.1	2.5	2.7	1.4	3.2	8.7	2.5	1.5	1.5	1.6	3.6	1.7	0.0	2.1	2.3
DON'T KNOW	6.8	6.9	6.6	6.8	6.7	6.7	0.0	7.5	6.2	6.8	5.2	12.2	7.0	6.1	3.9	10.2
Net Diff.	76.6	80.5	73.7	73.1	77.3	67.0	65.5	67.2	78.8	76.8	82.5	72.5	77.3	82.4	77.5	75.5
Mean	3.48	3.55	3.43	3.42	3.45	3.31	3.28	3.31	3.51	3.48	3.58	3.48	3.47	3.51	3.45	3.56



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	84.9	86.0	82.7	83.2	81.6	85.1	82.2	86.6	83.3	85.9	82.8	84.6	79.7	86.6	84.8	86.9	79.4	88.0	80.7	78.8
Strongly	55.2	59.1	47.5	53.9	33.9	56.1	42.4	61.4	53.7	56.2	53.3	57.7	46.6	59.9	50.6	61.7	58.1	57.5	44.8	48.1
Somewhat	29.6	26.9	35.2	29.3	47.7	29.0	39.8	25.2	29.6	29.7	29.6	26.9	33.1	26.7	34.3	25.2	21.3	30.5	35.9	30.6
OPPOSE	8.3	7.3	10.3	10.2	10.4	8.0	11.5	6.8	8.7	7.9	9.2	9.3	11.2	4.8	8.9	6.9	13.4	6.6	10.9	11.5
Somewhat	6.4	5.6	7.9	8.4	6.8	6.4	9.2	5.0	6.3	5.9	7.3	8.2	8.2	4.8	7.0	4.9	13.4	4.8	8.0	8.5
Strongly	1.9	1.7	2.4	1.8	3.6	1.6	2.3	1.8	2.4	2.0	1.9	1.0	3.0	0.0	1.9	2.0	0.0	1.7	3.0	3.0
DON'T KNOW	6.8	6.7	7.0	6.6	8.0	6.9	6.3	6.6	8.0	6.3	8.0	6.1	9.1	8.6	6.3	6.3	7.2	5.4	8.3	9.8
Net Diff.	76.6	78.7	72.4	73.0	71.2	77.1	70.7	79.9	74.6	78.0	73.7	75.4	68.4	81.8	75.9	80.0	66.0	81.5	69.8	67.3
Mean	3.48	3.54	3.38	3.45	3.22	3.50	3.31	3.57	3.46	3.49	3.46	3.51	3.36	3.60	3.42	3.56	3.48	3.52	3.34	3.37



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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	84.9	81.7	77.5	84.4	81.1	88.1	90.1	81.2	87.1	81.2	89.2	84.0	85.7
Strongly	55.2	46.6	48.3	59.3	50.2	57.0	61.0	52.5	56.9	51.8	59.2	50.7	59.2
Somewhat	29.6	35.0	29.2	25.2	30.9	31.0	29.1	28.7	30.2	29.4	30.0	33.3	26.4
OPPOSE	8.3	14.4	13.2	8.5	8.5	6.5	4.9	11.5	6.3	10.6	5.6	9.4	7.3
Somewhat	6.4	7.9	8.9	7.4	8.1	4.4	4.2	8.1	5.3	8.1	4.3	7.5	5.4
Strongly	1.9	6.5	4.3	1.1	0.4	2.0	0.6	3.4	1.0	2.5	1.3	1.9	2.0
DON'T KNOW	6.8	4.0	9.3	7.1	10.4	5.5	5.0	7.3	6.5	8.2	5.2	6.6	7.0
Net Diff.	76.6	67.3	64.3	75.9	72.6	81.6	85.2	69.7	80.8	70.6	83.6	74.6	78.4
Mean	3.48	3.27	3.34	3.53	3.46	3.51	3.58	3.41	3.53	3.42	3.55	3.42	3.54



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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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	84.9	80.8	80.9	84.0	89.5	82.0	79.0	84.1	87.5	80.3	82.7	83.9	91.6	83.6	83.9	88.7
Strongly	55.2	47.0	54.1	54.1	59.5	50.5	48.3	45.8	55.6	45.4	59.5	61.5	63.5	50.9	54.4	62.3
Somewhat	29.6	33.8	26.9	29.9	30.1	31.5	30.7	38.3	31.9	34.9	23.2	22.4	28.1	32.6	29.5	26.4
OPPOSE	8.3	14.6	10.3	7.8	5.3	14.6	12.3	8.6	7.0	14.6	8.3	7.0	3.6	9.6	8.9	5.3
Somewhat	6.4	10.2	7.1	6.8	4.3	14.6	10.3	6.6	4.9	8.3	4.2	7.0	3.6	6.6	7.0	4.7
Strongly	1.9	4.4	3.1	1.0	1.0	0.0	2.1	2.0	2.1	6.3	4.1	0.0	0.0	3.0	1.9	0.6
DON'T KNOW	6.8	4.5	8.8	8.2	5.2	3.4	8.6	7.3	5.5	5.1	9.0	9.1	4.8	6.8	7.2	5.9
Net Diff.	76.6	66.2	70.7	76.2	84.2	67.5	66.7	75.5	80.6	65.7	74.4	76.8	88.0	74.0	75.0	83.4
Mean	3.48	3.29	3.45	3.49	3.56	3.37	3.37	3.38	3.49	3.26	3.52	3.60	3.63	3.41	3.47	3.60



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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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	83.4	87.6	82.9	82.1	84.8	85.1	77.9	86.6	80.6	82.4	83.5	84.3	70.8	82.4	80.6	74.9	90.4	85.9	86.3	85.6
Strongly	43.9	55.4	42.3	41.4	44.2	45.7	36.3	41.2	48.1	40.8	44.6	39.5	23.0	42.1	29.6	39.4	52.7	51.8	56.5	49.2
Somewhat	39.5	32.2	40.6	40.7	40.6	39.4	41.6	45.4	32.5	41.6	38.9	44.8	47.8	40.3	51.0	35.5	37.7	34.0	29.8	36.4
OPPOSE	7.9	6.3	6.3	10.4	6.9	4.9	11.3	6.5	11.7	8.9	8.1	6.3	20.4	9.5	10.5	10.7	4.0	5.5	5.3	5.6
Somewhat	6.3	3.4	4.9	8.9	5.8	3.7	7.4	6.5	10.4	6.9	6.3	5.1	15.1	7.2	9.6	6.3	3.5	4.8	4.3	5.1
Strongly	1.6	3.0	1.4	1.5	1.1	1.1	3.8	0.0	1.3	2.0	1.8	1.2	5.3	2.4	0.9	4.5	0.5	0.7	1.0	0.6
DON'T KNOW	8.7	6.1	10.8	7.5	8.3	10.0	10.8	7.0	7.7	8.7	8.4	9.4	8.8	8.1	8.9	14.4	5.6	8.6	8.3	8.8
Net Diff.	75.5	81.2	76.6	71.7	77.9	80.3	66.7	80.1	68.9	73.6	75.4	78.0	50.4	72.8	70.1	64.1	86.4	80.3	81.0	80.0
Mean	3.38	3.49	3.39	3.32	3.40	3.44	3.24	3.37	3.38	3.33	3.38	3.35	2.97	3.33	3.20	3.28	3.51	3.50	3.55	3.47



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	900	775	125	100	70	30
SUPPORT	83.4	85.6	83.8	83.2	81.4	85.3	85.7	82.7	66.3	63.9	71.8
Strongly	43.9	48.6	41.9	43.6	42.6	45.6	47.0	37.0	28.0	26.2	32.2
Somewhat	39.5	37.0	41.9	39.6	38.9	39.7	38.7	45.7	38.2	37.7	39.6
OPPOSE	7.9	6.2	9.1	8.7	6.8	7.3	6.8	10.0	13.8	18.2	3.4
Somewhat	6.3	5.8	7.2	5.9	6.5	5.8	5.3	8.6	11.0	15.7	0.0
Strongly	1.6	0.4	1.9	2.8	0.4	1.5	1.5	1.4	2.8	2.5	3.4
DON'T KNOW	8.7	8.3	7.2	8.1	11.7	7.4	7.5	7.2	20.0	17.9	24.8
Net Diff.	75.5	79.4	74.7	74.5	74.6	78.0	78.9	72.7	52.5	45.7	68.4
Mean	3.38	3.46	3.33	3.35	3.40	3.40	3.42	3.28	3.14	3.07	3.34



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT						HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	83.4	82.6	86.7	80.6	87.2	78.5	81.3	87.5	84.0	82.8	74.9	83.6	82.6	84.1	88.9	83.4	82.4	79.7
Strongly	43.9	40.2	51.8	38.9	50.6	35.9	40.4	50.9	43.2	42.9	31.8	44.2	40.6	44.6	46.8	46.6	46.6	38.7
Somewhat	39.5	42.4	34.9	41.7	36.6	42.6	40.9	36.6	40.8	40.0	43.1	39.4	42.1	39.6	42.1	36.8	35.8	41.0
OPPOSE	7.9	9.9	5.2	10.3	5.5	7.9	10.5	5.4	9.4	9.4	4.3	7.9	9.8	9.0	5.2	6.1	3.7	8.4
Somewhat	6.3	7.1	4.6	7.8	4.7	6.6	7.9	4.7	8.1	9.4	3.1	6.2	7.9	7.1	4.0	4.2	3.7	8.4
Strongly	1.6	2.8	0.6	2.5	0.8	1.2	2.7	0.8	1.3	0.0	1.2	1.7	2.0	1.9	1.2	1.9	0.0	0.0
DON'T KNOW	8.7	7.5	8.1	9.1	7.3	13.6	8.1	7.0	6.6	7.8	20.8	8.5	7.5	6.9	5.9	10.4	13.9	11.9
Net Diff.	75.5	72.7	81.6	70.4	81.7	70.7	70.8	82.1	74.6	73.5	70.6	75.7	72.8	75.1	83.7	77.3	78.7	71.2
Mean	3.38	3.30	3.50	3.29	3.48	3.31	3.30	3.48	3.35	3.36	3.33	3.38	3.31	3.36	3.43	3.43	3.50	3.34



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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	257	743	470	422	107	233	411	148	262	589
SUPPORT	83.4	85.8	82.5	81.7	87.4	74.9	82.0	86.4	86.9	86.1	81.3
Strongly	43.9	45.8	43.2	37.5	52.1	39.4	40.4	47.8	56.5	43.0	41.1
Somewhat	39.5	40.0	39.3	44.2	35.3	35.5	41.6	38.5	30.4	43.2	40.2
OPPOSE	7.9	8.4	7.8	9.9	5.0	10.7	7.5	6.7	6.4	6.8	8.8
Somewhat	6.3	6.1	6.4	8.1	4.4	6.3	5.5	5.0	4.5	5.3	7.2
Strongly	1.6	2.2	1.4	1.8	0.7	4.5	2.1	1.6	2.0	1.5	1.6
DON'T KNOW	8.7	5.9	9.7	8.4	7.6	14.4	10.4	6.9	6.7	7.1	9.9
Net Diff.	75.5	77.4	74.8	71.8	82.4	64.1	74.5	79.7	80.4	79.3	72.5
Mean	3.38	3.37	3.38	3.28	3.50	3.28	3.34	3.42	3.52	3.37	3.34





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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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	83.4	82.8	84.7	81.2	85.1	84.0	85.4	85.7	77.5	76.8	84.6	89.4
Strongly	43.9	40.7	48.5	38.4	50.7	41.8	35.2	48.1	33.5	41.7	52.8	48.8
Somewhat	39.5	42.1	36.2	42.8	34.3	42.2	50.2	37.7	44.1	35.1	31.8	40.6
OPPOSE	7.9	8.5	6.8	10.3	5.9	7.5	8.8	8.4	10.6	11.8	4.1	4.8
Somewhat	6.3	6.5	5.8	8.2	4.9	5.7	7.9	7.8	7.7	8.4	2.7	4.0
Strongly	1.6	2.0	1.0	2.1	1.0	1.8	0.9	0.6	3.0	3.4	1.3	0.8
DON'T KNOW	8.7	8.7	8.4	8.5	9.0	8.6	5.8	5.9	11.8	11.4	11.4	5.8
Net Diff.	75.5	74.3	77.9	70.9	79.1	76.5	76.6	77.3	66.9	65.0	80.5	84.6
Mean	3.38	3.33	3.44	3.28	3.48	3.36	3.27	3.42	3.23	3.30	3.54	3.46



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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	1000	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	83.4	88.6	88.9	88.5	79.6	84.4	80.9	82.9	76.6	79.8	81.8	89.6	76.5	84.6	88.9	81.7	86.6
Strongly	43.9	52.0	64.9	44.5	41.3	40.7	39.1	40.0	42.6	33.3	39.3	52.7	46.4	53.3	52.7	41.0	36.8
Somewhat	39.5	36.6	24.0	44.0	38.3	43.7	41.8	42.9	34.0	46.5	42.5	36.9	30.1	31.3	36.2	40.8	49.8
OPPOSE	7.9	4.3	3.7	4.7	9.1	9.6	9.7	9.6	18.1	6.6	10.6	3.1	10.5	9.7	4.6	9.0	5.2
Somewhat	6.3	2.7	1.9	3.1	8.3	8.8	5.2	7.2	13.5	6.6	8.2	1.8	10.5	6.2	2.2	7.4	3.5
Strongly	1.6	1.6	1.8	1.5	0.8	0.8	4.5	2.4	4.6	0.0	2.5	1.2	0.0	3.5	2.4	1.6	1.7
DON'T KNOW	8.7	7.1	7.4	6.9	11.3	6.0	9.4	7.5	5.3	13.6	7.5	7.3	12.9	5.7	6.5	9.2	8.2
Net Diff.	75.5	84.3	85.2	83.8	70.6	74.8	71.2	73.2	58.5	73.2	71.2	86.6	66.0	75.0	84.3	72.7	81.4
Mean	3.38	3.50	3.64	3.41	3.36	3.32	3.28	3.30	3.21	3.31	3.28	3.52	3.41	3.43	3.49	3.33	3.33



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC	NON- RELI- GIOUS
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271	
SUPPORT	83.4	86.0	76.6	82.4	83.2	83.9	95.2	82.6	83.5	81.7	86.9	81.4	84.0	83.5	82.7	84.9	
Strongly	43.9	50.1	37.4	38.8	41.1	34.4	28.7	35.1	44.9	40.9	52.4	49.0	41.5	38.8	37.2	54.0	
Somewhat	39.5	35.9	39.2	43.6	42.2	49.5	66.5	47.5	38.6	40.8	34.5	32.5	42.5	44.8	45.5	30.9	
OPPOSE	7.9	5.8	12.1	9.1	8.0	10.2	4.8	10.8	7.8	9.7	4.3	5.6	8.3	9.4	8.2	5.1	
Somewhat	6.3	4.8	9.0	7.3	6.8	6.7	4.8	6.9	6.6	8.6	2.8	3.3	7.0	6.5	6.0	3.7	
Strongly	1.6	1.0	3.1	1.8	1.2	3.5	0.0	3.9	1.2	1.1	1.5	2.3	1.3	2.9	2.2	1.5	
DON'T KNOW	8.7	8.2	11.3	8.5	8.8	5.9	0.0	6.6	8.7	8.6	8.8	12.9	7.7	7.0	9.1	10.0	
Net Diff.	75.5	80.2	64.5	73.3	75.3	73.8	90.3	71.8	75.7	72.0	82.7	75.8	75.7	74.1	74.5	79.7	
Mean	3.38	3.47	3.25	3.31	3.35	3.22	3.24	3.22	3.39	3.33	3.51	3.47	3.35	3.28	3.29	3.53	



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	83.4	84.8	80.6	77.7	86.7	84.4	82.0	85.0	78.9	84.1	81.8	84.3	76.8	89.3	84.3	83.9	83.4	84.8	76.3	77.2
Strongly	43.9	46.1	39.4	41.0	36.0	41.5	35.6	49.6	44.0	44.4	42.8	44.1	38.9	47.6	39.9	48.8	36.1	49.4	37.2	40.4
Somewhat	39.5	38.6	41.3	36.8	50.7	42.9	46.4	35.5	34.9	39.8	39.0	40.1	37.9	41.7	44.4	35.2	47.3	35.4	39.2	36.8
OPPOSE	7.9	6.3	11.1	13.3	6.3	7.0	12.5	5.8	9.4	8.6	6.6	5.1	11.0	0.0	9.6	7.6	5.5	4.8	13.4	9.1
Somewhat	6.3	4.5	9.8	12.1	4.9	5.4	11.6	3.9	7.6	6.8	5.3	4.2	8.8	0.0	8.0	5.6	5.5	3.4	11.7	6.4
Strongly	1.6	1.8	1.3	1.2	1.4	1.6	0.8	1.9	1.8	1.8	1.2	0.8	2.2	0.0	1.6	2.0	0.0	1.4	1.7	2.7
DON'T KNOW	8.7	8.9	8.3	8.9	7.0	8.6	5.5	9.1	11.7	7.3	11.7	10.7	12.2	10.7	6.1	8.5	11.1	10.4	10.3	13.7
Net Diff.	75.5	78.4	69.5	64.4	80.4	77.4	69.6	79.2	69.5	75.6	75.2	79.2	65.7	89.3	74.8	76.3	77.9	80.0	63.0	68.1
Mean	3.38	3.42	3.29	3.29	3.30	3.36	3.24	3.46	3.37	3.37	3.40	3.43	3.29	3.53	3.31	3.43	3.34	3.48	3.25	3.33



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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	83.4	80.8	74.3	85.8	78.1	85.7	89.1	80.4	85.2	79.7	87.6	83.5	83.3
Strongly	43.9	33.8	41.0	43.6	43.1	46.2	47.4	40.6	45.9	41.3	46.8	39.2	48.0
Somewhat	39.5	47.0	33.3	42.2	35.0	39.6	41.7	39.8	39.3	38.4	40.8	44.3	35.3
OPPOSE	7.9	10.7	13.7	6.8	7.9	7.8	4.7	10.2	6.5	9.5	6.0	9.1	6.8
Somewhat	6.3	8.3	10.2	5.6	6.5	6.0	4.0	7.9	5.3	7.5	4.9	7.8	5.0
Strongly	1.6	2.4	3.5	1.2	1.4	1.7	0.6	2.3	1.2	2.0	1.1	1.3	1.9
DON'T KNOW	8.7	8.5	12.0	7.5	13.9	6.5	6.2	9.4	8.3	10.7	6.3	7.4	9.8
Net Diff.	75.5	70.1	60.5	79.0	70.2	78.0	84.5	70.2	78.7	70.2	81.6	74.3	76.5
Mean	3.38	3.23	3.27	3.38	3.39	3.39	3.45	3.31	3.42	3.33	3.42	3.31	3.44



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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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	83.4	77.8	81.9	80.6	88.1	67.1	77.1	84.6	90.0	82.7	86.2	77.1	86.3	79.9	82.5	89.6
Strongly	43.9	30.9	45.2	43.8	47.1	24.3	37.1	37.8	44.3	33.8	52.6	49.1	50.1	42.7	43.9	45.2
Somewhat	39.5	47.0	36.7	36.8	41.0	42.7	40.0	46.8	45.7	48.9	33.6	28.0	36.2	37.2	38.6	44.4
OPPOSE	7.9	12.0	9.1	8.1	5.7	26.2	11.2	6.9	6.0	5.6	7.2	9.1	5.4	9.8	8.4	4.6
Somewhat	6.3	9.5	6.8	6.6	4.7	23.5	9.5	5.6	5.2	3.2	4.2	7.5	4.3	7.0	7.2	3.4
Strongly	1.6	2.5	2.3	1.4	1.0	2.7	1.7	1.2	0.9	2.3	2.9	1.6	1.1	2.8	1.2	1.2
DON'T KNOW	8.7	10.1	9.0	11.3	6.1	6.7	11.6	8.6	4.0	11.7	6.6	13.8	8.3	10.3	9.2	5.8
Net Diff.	75.5	65.8	72.7	72.6	82.4	40.9	65.9	77.7	83.9	77.1	79.0	68.0	80.9	70.1	74.1	85.0
Mean	3.38	3.18	3.37	3.39	3.43	2.95	3.27	3.32	3.39	3.29	3.46	3.45	3.48	3.34	3.38	3.42



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114. IDENTIFY AND SWITCH PRESCRIPTION-ONLY MEDICATIONS THAT CAN BE SAFELY SOLD OVER THE COUNTER.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	77.5	82.8	83.5	77.1	74.6	82.2	68.9	74.1	73.7	77.9	80.5	79.9	57.7	81.3	74.0	73.3	79.0	76.5	74.0	77.9
Strongly	35.8	46.1	43.3	31.5	35.4	37.8	26.4	30.8	35.1	33.8	38.7	31.2	13.8	35.1	29.8	35.3	34.7	41.1	47.8	37.3
Somewhat	41.7	36.7	40.2	45.6	39.2	44.4	42.5	43.4	38.6	44.2	41.9	48.7	43.9	46.2	44.2	38.1	44.3	35.3	26.3	40.6
OPPOSE	12.9	8.7	9.5	15.6	13.4	10.0	19.2	10.9	15.3	13.0	12.0	10.1	26.5	11.7	17.3	10.1	12.6	12.7	15.6	11.1
Somewhat	10.7	6.4	6.8	14.7	9.3	8.3	16.6	10.9	12.5	11.3	10.2	8.6	25.5	9.2	15.3	10.1	12.0	9.0	9.4	8.8
Strongly	2.2	2.3	2.7	0.9	4.1	1.7	2.5	0.0	2.8	1.6	1.8	1.5	1.0	2.5	2.1	0.0	0.6	3.7	6.2	2.3
DON'T KNOW	9.6	8.5	7.0	7.3	12.0	7.8	11.9	15.0	11.0	9.1	7.4	10.0	15.8	7.0	8.6	16.6	8.4	10.8	10.4	11.0
Net Diff.	64.6	74.1	74.1	61.5	61.1	72.3	49.7	63.2	58.4	64.9	68.5	69.8	31.2	69.6	56.7	63.2	66.4	63.8	58.4	66.8
Mean	3.23	3.38	3.34	3.16	3.20	3.28	3.05	3.23	3.19	3.21	3.27	3.22	2.84	3.22	3.11	3.30	3.23	3.28	3.29	3.27



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114. IDENTIFY AND SWITCH PRESCRIPTION-ONLY MEDICATIONS THAT CAN BE SAFELY SOLD OVER THE COUNTER.

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	900	775	125	100	70	30
SUPPORT	77.5	75.5	80.2	78.9	73.9	79.5	81.0	70.0	59.9	60.7	57.9
Strongly	35.8	37.3	36.6	37.3	31.2	37.8	39.8	25.7	18.1	18.5	17.2
Somewhat	41.7	38.2	43.7	41.6	42.7	41.7	41.3	44.3	41.8	42.2	40.7
OPPOSE	12.9	13.3	11.0	13.1	14.3	12.4	11.3	19.0	17.7	19.6	13.0
Somewhat	10.7	12.1	9.7	9.3	13.0	10.1	9.0	17.4	15.4	19.6	5.6
Strongly	2.2	1.1	1.3	3.8	1.3	2.2	2.3	1.6	2.2	0.0	7.4
DON'T KNOW	9.6	11.2	8.8	8.0	11.8	8.1	7.7	11.1	22.5	19.7	29.1
Net Diff.	64.6	62.3	69.3	65.7	59.6	67.1	69.7	51.0	42.2	41.1	44.9
Mean	3.23	3.26	3.27	3.22	3.18	3.25	3.28	3.06	2.98	2.99	2.95





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114. IDENTIFY AND SWITCH PRESCRIPTION-ONLY MEDICATIONS THAT CAN BE SAFELY SOLD OVER THE COUNTER.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	77.5	78.9	77.9	78.4	78.8	66.7	79.3	78.9	76.8	70.6	65.9	77.4	78.0	74.8	80.5	71.6	77.4	79.9
Strongly	35.8	34.8	40.8	34.3	38.7	29.2	35.8	41.0	32.2	26.0	21.8	36.2	33.7	33.4	36.4	36.4	40.1	29.7
Somewhat	41.7	44.0	37.1	44.1	40.0	37.5	43.5	38.0	44.6	44.6	44.1	41.2	44.2	41.5	44.1	35.2	37.3	50.2
OPPOSE	12.9	14.7	11.1	13.1	12.3	15.1	13.5	12.2	11.5	13.8	15.6	13.0	13.1	18.3	13.8	10.0	12.9	11.3
Somewhat	10.7	12.5	8.8	10.9	9.6	15.1	11.0	10.1	9.8	12.4	13.3	10.9	10.7	13.2	12.1	8.3	9.8	7.5
Strongly	2.2	2.2	2.3	2.2	2.7	0.0	2.5	2.2	1.7	1.4	2.4	2.1	2.4	5.1	1.8	1.7	3.1	3.9
DON'T KNOW	9.6	6.5	11.0	8.6	8.9	18.2	7.3	8.9	11.7	15.5	18.5	9.6	8.9	6.9	5.7	18.4	9.7	8.8
Net Diff.	64.6	64.2	66.8	65.3	66.5	51.5	65.8	66.7	65.3	56.8	50.3	64.4	64.8	56.5	66.7	61.6	64.5	68.6
Mean	3.23	3.19	3.31	3.21	3.26	3.17	3.21	3.29	3.22	3.13	3.05	3.23	3.20	3.11	3.22	3.30	3.27	3.16



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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	257	743	470	422	107	233	411	148	262	589
SUPPORT	77.5	80.6	76.5	78.6	77.3	73.3	75.1	80.5	83.3	79.0	75.4
Strongly	35.8	40.8	34.1	33.1	39.0	35.3	33.0	39.9	50.2	34.1	33.0
Somewhat	41.7	39.8	42.3	45.5	38.4	38.1	42.1	40.6	33.1	44.8	42.4
OPPOSE	12.9	12.0	13.2	13.7	12.7	10.1	13.9	12.1	11.6	12.3	13.5
Somewhat	10.7	9.7	11.0	11.4	10.0	10.1	13.1	9.7	6.9	11.3	11.4
Strongly	2.2	2.3	2.2	2.3	2.7	0.0	0.8	2.4	4.7	1.1	2.1
DON'T KNOW	9.6	7.4	10.3	7.6	10.0	16.6	10.9	7.4	5.1	8.7	11.1
Net Diff.	64.6	68.6	63.2	64.9	64.7	63.2	61.2	68.5	71.7	66.6	61.9
Mean	3.23	3.29	3.21	3.18	3.26	3.30	3.21	3.28	3.36	3.23	3.20



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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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	77.5	77.7	78.4	78.3	78.8	74.8	80.6	80.8	76.5	75.8	77.2	73.4
Strongly	35.8	34.6	39.8	34.0	39.8	32.9	36.3	42.8	29.2	31.4	37.5	35.9
Somewhat	41.7	43.0	38.6	44.3	39.0	41.9	44.3	38.0	47.2	44.3	39.7	37.5
OPPOSE	12.9	13.8	12.2	14.5	12.0	12.0	14.5	12.3	12.5	14.5	11.8	11.7
Somewhat	10.7	11.6	9.8	12.0	9.6	10.4	12.0	9.0	9.8	12.1	10.1	10.9
Strongly	2.2	2.2	2.4	2.4	2.4	1.7	2.5	3.3	2.7	2.4	1.7	0.8
DON'T KNOW	9.6	8.6	9.4	7.3	9.2	13.2	4.9	6.9	11.1	9.7	11.0	14.9
Net Diff.	64.6	63.9	66.2	63.8	66.8	62.8	66.2	68.5	64.0	61.2	65.4	61.7
Mean	3.23	3.20	3.28	3.18	3.28	3.22	3.20	3.29	3.16	3.16	3.27	3.28



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114. IDENTIFY AND SWITCH PRESCRIPTION-ONLY MEDICATIONS THAT CAN BE SAFELY SOLD OVER THE COUNTER.

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	77.5	81.1	83.8	79.5	74.9	78.1	76.1	77.2	77.6	71.4	80.0	82.6	74.7	65.5	74.4	76.5	70.7
Strongly	35.8	40.9	50.3	35.4	33.1	34.3	34.7	34.5	38.9	31.5	34.2	41.5	37.9	34.5	38.3	30.4	35.8
Somewhat	41.7	40.2	33.5	44.2	41.8	43.8	41.3	42.7	38.7	39.9	45.7	41.1	36.8	31.0	36.0	46.1	34.8
OPPOSE	12.9	12.4	12.2	12.4	12.2	14.1	13.9	14.0	22.4	14.6	13.9	11.7	11.0	18.5	11.3	12.1	12.4
Somewhat	10.7	10.1	9.0	10.8	11.0	9.9	12.1	10.9	22.4	13.2	11.0	8.8	11.0	9.8	11.3	10.0	10.6
Strongly	2.2	2.3	3.2	1.7	1.3	4.1	1.9	3.1	0.0	1.4	2.9	2.9	0.0	8.7	0.0	2.1	1.7
DON'T KNOW	9.6	6.5	4.1	8.0	12.9	7.8	10.0	8.8	0.0	14.0	6.1	5.7	14.3	16.0	14.4	11.4	17.0
Net Diff.	64.6	68.7	71.6	67.1	62.7	64.0	62.2	63.2	55.2	56.7	66.1	71.0	63.7	47.0	63.1	64.4	58.3
Mean	3.23	3.28	3.36	3.23	3.23	3.17	3.21	3.19	3.16	3.18	3.19	3.29	3.31	3.09	3.32	3.18	3.26



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114. IDENTIFY AND SWITCH PRESCRIPTION-ONLY MEDICATIONS THAT CAN BE SAFELY SOLD OVER THE COUNTER.

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	77.5	78.7	74.7	77.0	77.5	78.2	90.4	76.8	78.6	80.2	75.6	67.4	75.7	79.7	78.7	78.3
Strongly	35.8	39.7	31.9	32.6	33.7	30.2	27.4	30.5	36.9	36.8	37.2	35.2	34.7	25.2	34.3	42.1
Somewhat	41.7	39.0	42.9	44.3	43.8	48.1	63.0	46.3	41.7	43.4	38.4	32.3	41.0	54.5	44.4	36.2
OPPOSE	12.9	11.9	11.2	14.5	13.0	16.5	9.6	17.3	12.4	12.5	12.3	11.6	14.0	10.4	14.7	9.7
Somewhat	10.7	9.7	10.2	11.9	11.0	14.1	9.6	14.7	10.5	10.7	10.1	7.2	11.2	8.2	12.8	7.2
Strongly	2.2	2.2	1.0	2.6	2.1	2.4	0.0	2.7	1.9	1.8	2.2	4.4	2.9	2.3	1.9	2.5
DON'T KNOW	9.6	9.4	14.1	8.5	9.5	5.3	0.0	5.9	9.0	7.3	12.1	21.0	10.3	9.9	6.6	12.0
Net Diff.	64.6	66.8	63.6	62.4	64.5	61.7	80.8	59.4	66.2	67.7	63.3	55.9	61.7	69.2	63.9	68.6
Mean	3.23	3.28	3.23	3.17	3.20	3.12	3.18	3.11	3.25	3.24	3.26	3.24	3.20	3.14	3.19	3.34



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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114. IDENTIFY AND SWITCH PRESCRIPTION-ONLY MEDICATIONS THAT CAN BE SAFELY SOLD OVER THE COUNTER.

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	77.5	77.3	78.0	77.1	79.9	81.3	76.9	74.2	79.3	79.0	74.3	75.3	69.5	82.5	80.5	77.5	83.2	70.1	69.2	69.8
Strongly	35.8	38.4	30.7	29.4	33.4	43.7	26.0	34.5	36.5	35.9	35.6	41.4	30.1	39.2	36.4	35.5	51.0	35.2	27.6	32.3
Somewhat	41.7	38.9	47.3	47.7	46.5	37.6	51.0	39.8	42.8	43.1	38.7	33.9	39.4	43.3	44.2	42.0	32.2	34.9	41.6	37.5
OPPOSE	12.9	11.7	15.2	16.2	13.2	9.8	18.4	13.2	11.3	12.1	14.7	13.8	19.5	9.6	12.4	11.7	11.1	15.5	21.1	18.2
Somewhat	10.7	9.0	14.0	14.4	13.2	6.6	16.2	10.8	11.3	10.1	12.0	11.7	14.8	9.6	9.6	10.5	9.7	13.1	15.5	14.3
Strongly	2.2	2.7	1.2	1.8	0.0	3.3	2.2	2.3	0.0	2.0	2.7	2.1	4.6	0.0	2.8	1.2	1.4	2.5	5.6	3.8
DON'T KNOW	9.6	11.0	6.8	6.7	6.9	8.9	4.6	12.6	9.4	8.9	10.9	10.9	11.0	7.9	7.0	10.8	5.7	14.3	9.8	12.1
Net Diff.	64.6	65.5	62.8	60.9	66.7	71.5	58.5	61.1	68.0	67.0	59.6	61.5	50.0	72.8	68.1	65.8	72.1	54.6	48.1	51.6
Mean	3.23	3.27	3.15	3.12	3.22	3.34	3.06	3.22	3.28	3.24	3.20	3.29	3.07	3.32	3.23	3.25	3.41	3.20	3.01	3.12



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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	77.5	67.5	76.3	75.1	75.7	80.4	81.5	74.0	79.7	74.5	81.0	79.6	75.7
Strongly	35.8	17.6	35.8	38.3	36.0	37.2	38.6	33.1	37.5	34.0	38.0	36.7	35.0
Somewhat	41.7	49.9	40.5	36.9	39.7	43.2	42.8	40.9	42.2	40.6	43.0	42.9	40.6
OPPOSE	12.9	21.0	12.3	15.4	12.0	10.9	11.5	15.3	11.4	14.4	11.2	13.2	12.7
Somewhat	10.7	17.8	10.1	13.3	10.1	7.9	9.8	13.0	9.2	12.2	8.9	10.4	11.0
Strongly	2.2	3.1	2.1	2.0	1.9	2.9	1.8	2.3	2.2	2.2	2.3	2.8	1.7
DON'T KNOW	9.6	11.5	11.4	9.5	12.3	8.8	7.0	10.6	8.9	11.1	7.8	7.2	11.7
Net Diff.	64.6	46.5	64.1	59.8	63.8	69.5	69.9	58.7	68.2	60.2	69.8	66.4	63.0
Mean	3.23	2.93	3.24	3.23	3.25	3.26	3.27	3.17	3.26	3.20	3.27	3.22	3.23



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114. IDENTIFY AND SWITCH PRESCRIPTION-ONLY MEDICATIONS THAT CAN BE SAFELY SOLD OVER THE COUNTER.

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	77.5	69.8	76.3	76.9	81.2	71.4	74.0	84.6	81.5	69.0	78.5	70.1	80.8	75.7	78.5	77.4
Strongly	35.8	24.3	37.1	36.9	37.8	27.2	37.0	34.7	39.8	23.0	37.2	39.0	35.8	33.1	36.8	36.9
Somewhat	41.7	45.5	39.3	40.0	43.4	44.2	37.1	49.9	41.7	46.1	41.3	31.1	45.1	42.7	41.7	40.5
OPPOSE	12.9	18.9	12.9	12.7	11.2	22.7	15.1	10.2	12.1	17.1	10.8	14.9	10.2	13.2	12.6	13.4
Somewhat	10.7	16.8	10.4	10.8	8.9	15.9	11.6	7.7	10.2	17.1	9.3	13.5	7.5	11.6	10.5	10.1
Strongly	2.2	2.1	2.5	1.9	2.3	6.8	3.5	2.5	1.9	0.0	1.5	1.4	2.8	1.6	2.1	3.3
DON'T KNOW	9.6	11.3	10.8	10.4	7.6	5.8	10.9	5.2	6.4	13.8	10.7	15.0	8.9	11.1	9.0	9.2
Net Diff.	64.6	50.9	63.5	64.3	70.0	48.7	59.0	74.4	69.3	51.9	67.6	55.2	70.6	62.6	65.9	63.9
Mean	3.23	3.04	3.24	3.25	3.26	2.98	3.21	3.23	3.27	3.07	3.28	3.27	3.25	3.21	3.24	3.22





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115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	78.3	82.1	77.3	77.8	80.6	83.1	71.3	74.0	76.4	77.5	78.5	81.1	61.5	77.3	74.9	69.3	87.2	80.4	83.1	78.8
Strongly	46.5	53.4	49.2	44.7	46.5	42.7	42.2	45.9	51.3	44.5	48.1	40.4	35.9	43.7	38.4	40.9	56.0	51.7	54.2	50.3
Somewhat	31.8	28.7	28.1	33.0	34.1	40.4	29.1	28.1	25.1	33.0	30.4	40.7	25.6	33.5	36.5	28.4	31.2	28.6	28.9	28.5
OPPOSE	11.0	7.5	11.2	13.8	7.1	10.5	9.0	16.3	15.6	12.2	11.6	7.9	27.7	14.4	12.3	12.3	7.2	8.0	10.2	6.8
Somewhat	7.8	6.3	9.4	10.4	4.6	7.0	4.4	12.2	10.0	8.7	9.2	5.0	16.7	10.7	7.2	9.7	5.8	5.5	6.9	4.6
Strongly	3.2	1.2	1.8	3.5	2.5	3.5	4.7	4.2	5.6	3.5	2.4	2.9	11.0	3.8	5.2	2.6	1.4	2.6	3.2	2.2
DON'T KNOW	10.7	10.4	11.5	8.4	12.3	6.4	19.7	9.7	8.0	10.3	9.9	11.0	10.9	8.3	12.7	18.4	5.6	11.6	6.7	14.4
Net Diff.	67.3	74.6	66.1	63.9	73.5	72.6	62.2	57.7	60.8	65.3	66.9	73.2	33.8	62.9	62.6	57.0	80.0	72.4	72.9	72.0
Mean	3.36	3.50	3.41	3.30	3.42	3.31	3.35	3.28	3.33	3.32	3.38	3.33	2.97	3.28	3.24	3.32	3.50	3.47	3.44	3.48



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115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	900	775	125	100	70	30
SUPPORT	78.3	84.5	80.4	77.6	72.4	80.8	81.4	77.5	55.7	59.8	46.1
Strongly	46.5	54.6	44.6	46.2	42.5	49.2	51.8	33.5	22.1	22.9	20.3
Somewhat	31.8	29.9	35.7	31.4	29.9	31.6	29.6	44.0	33.6	37.0	25.7
OPPOSE	11.0	9.6	10.7	11.8	11.1	9.6	9.6	9.9	23.4	25.2	19.1
Somewhat	7.8	7.9	7.1	7.9	8.3	7.1	7.1	6.9	14.5	16.7	9.4
Strongly	3.2	1.6	3.6	3.9	2.8	2.6	2.5	3.0	8.9	8.5	9.7
DON'T KNOW	10.7	6.0	8.9	10.6	16.4	9.5	9.0	12.6	20.9	15.0	34.8
Net Diff.	67.3	74.9	69.7	65.8	61.3	71.2	71.8	67.6	32.3	34.6	26.9
Mean	3.36	3.46	3.33	3.34	3.34	3.41	3.44	3.24	2.87	2.87	2.87



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115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	78.3	79.5	82.8	75.7	82.8	69.2	76.2	83.5	76.1	71.9	70.6	78.9	74.8	70.8	89.7	78.7	82.0	68.0
Strongly	46.5	44.1	55.6	41.7	53.2	38.1	40.7	53.8	45.5	39.0	43.7	46.9	43.1	43.9	53.4	47.7	53.6	40.2
Somewhat	31.8	35.4	27.3	34.0	29.6	31.1	35.4	29.6	30.6	32.9	26.9	32.0	31.7	26.9	36.3	30.9	28.4	27.8
OPPOSE	11.0	12.5	6.2	13.5	8.0	12.7	13.9	7.6	12.3	13.3	10.5	10.9	15.2	12.9	5.1	8.8	9.2	13.0
Somewhat	7.8	9.0	4.7	9.6	5.5	10.3	9.7	5.8	7.9	7.8	7.7	7.8	10.9	9.5	3.6	6.2	9.2	8.0
Strongly	3.2	3.5	1.5	4.0	2.6	2.4	4.2	1.8	4.3	5.5	2.8	3.1	4.3	3.4	1.5	2.6	0.0	5.0
DON'T KNOW	10.7	8.0	11.0	10.7	9.2	18.1	9.9	8.9	11.7	14.8	18.9	10.2	10.0	16.4	5.2	12.5	8.8	19.0
Net Diff.	67.3	67.0	76.6	62.2	74.8	56.5	62.3	75.9	63.8	58.6	60.1	68.0	59.5	57.9	84.6	69.8	72.8	55.0
Mean	3.36	3.31	3.54	3.27	3.47	3.28	3.25	3.49	3.33	3.24	3.38	3.37	3.26	3.33	3.49	3.42	3.49	3.28



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

115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	257	743	470	422	107	233	411	148	262	589
SUPPORT	78.3	85.4	75.8	76.4	82.7	69.3	72.4	83.6	84.7	83.0	74.6
Strongly	46.5	54.2	43.8	41.8	53.2	40.9	40.3	51.5	61.1	46.0	43.1
Somewhat	31.8	31.2	32.0	34.6	29.5	28.4	32.2	32.2	23.6	37.0	31.5
OPPOSE	11.0	7.1	12.4	13.7	7.8	12.3	12.8	8.0	7.4	8.3	13.1
Somewhat	7.8	5.3	8.7	9.4	5.6	9.7	8.9	5.6	5.5	5.6	9.4
Strongly	3.2	1.8	3.7	4.3	2.2	2.6	3.9	2.4	1.9	2.7	3.8
DON'T KNOW	10.7	7.5	11.8	9.9	9.6	18.4	14.8	8.4	7.9	8.7	12.3
Net Diff.	67.3	78.3	63.5	62.8	74.9	57.0	59.6	75.6	77.2	74.7	61.5
Mean	3.36	3.49	3.31	3.26	3.48	3.32	3.28	3.45	3.56	3.38	3.30



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

115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	78.3	78.0	80.4	77.3	79.9	77.5	80.7	81.8	75.8	73.8	78.4	78.8
Strongly	46.5	43.5	51.4	41.8	52.4	44.6	40.9	53.9	39.0	42.8	51.3	49.4
Somewhat	31.8	34.5	29.0	35.5	27.4	32.8	39.8	27.9	36.8	31.0	27.1	29.4
OPPOSE	11.0	11.6	9.8	13.2	9.7	9.8	12.4	11.4	10.6	14.1	8.5	9.1
Somewhat	7.8	8.3	6.9	10.2	6.8	6.1	7.8	8.7	6.5	12.7	5.2	5.7
Strongly	3.2	3.4	2.8	3.1	3.0	3.7	4.6	2.6	4.1	1.4	3.2	3.4
DON'T KNOW	10.7	10.4	9.8	9.4	10.4	12.8	6.9	6.9	13.6	12.1	13.1	12.0
Net Diff.	67.3	66.4	70.7	64.1	70.1	67.7	68.2	70.4	65.2	59.7	69.9	69.7
Mean	3.36	3.32	3.43	3.28	3.44	3.36	3.26	3.43	3.28	3.31	3.46	3.42



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

115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	78.3	80.9	81.6	80.5	76.9	77.6	77.8	77.6	77.2	74.3	78.1	81.5	77.1	78.8	79.6	77.8	75.2
Strongly	46.5	51.4	57.4	47.9	44.5	44.0	45.6	44.7	41.2	38.6	42.7	52.9	51.7	52.4	48.4	41.7	49.8
Somewhat	31.8	29.5	24.2	32.6	32.4	33.6	32.2	33.0	36.0	35.7	35.4	28.6	25.4	26.4	31.3	36.1	25.4
OPPOSE	11.0	10.7	9.5	11.4	9.5	12.7	12.7	12.7	18.6	10.1	13.6	10.0	7.8	15.5	11.0	10.4	7.3
Somewhat	7.8	7.0	6.8	7.1	6.2	9.8	10.3	10.0	10.0	6.2	11.1	6.3	7.1	8.8	9.2	5.5	5.6
Strongly	3.2	3.7	2.7	4.3	3.3	2.9	2.4	2.7	8.5	3.9	2.5	3.7	0.8	6.6	1.8	4.9	1.7
DON'T KNOW	10.7	8.4	8.8	8.1	13.6	9.8	9.6	9.7	4.2	15.6	8.3	8.5	15.1	5.7	9.4	11.8	17.5
Net Diff.	67.3	70.2	72.1	69.1	67.4	64.9	65.1	65.0	58.7	64.2	64.5	71.5	69.2	63.3	68.7	67.3	67.9
Mean	3.36	3.40	3.50	3.35	3.37	3.31	3.34	3.32	3.15	3.29	3.29	3.43	3.51	3.32	3.39	3.30	3.49



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

115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	78.3	80.8	71.6	77.5	78.9	83.4	87.6	82.9	77.6	76.0	80.5	76.7	77.7	80.0	80.1	77.0
Strongly	46.5	52.6	36.2	42.7	43.8	45.2	50.5	44.6	45.9	44.8	48.1	53.2	42.6	38.3	50.1	49.6
Somewhat	31.8	28.2	35.3	34.8	35.1	38.2	37.1	38.3	31.7	31.2	32.4	23.5	35.2	41.7	30.1	27.4
OPPOSE	11.0	9.6	11.2	12.6	11.8	11.1	12.4	10.9	11.3	13.0	8.0	8.9	9.2	11.7	12.7	10.3
Somewhat	7.8	6.9	6.0	9.3	7.3	6.3	12.4	5.6	8.5	9.8	6.1	4.2	5.4	9.0	10.3	6.7
Strongly	3.2	2.7	5.2	3.3	4.4	4.7	0.0	5.3	2.8	3.2	1.9	4.7	3.8	2.7	2.4	3.7
DON'T KNOW	10.7	9.7	17.2	10.0	9.3	5.6	0.0	6.2	11.1	10.9	11.5	14.4	13.1	8.3	7.1	12.6
Net Diff.	67.3	71.2	60.4	64.9	67.1	72.3	75.2	72.0	66.3	63.0	72.5	67.8	68.6	68.2	67.4	66.7
Mean	3.36	3.45	3.24	3.30	3.30	3.31	3.38	3.30	3.36	3.32	3.43	3.46	3.34	3.26	3.38	3.41



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

115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	78.3	79.1	76.8	75.1	80.2	80.8	78.2	77.8	75.0	80.2	74.3	78.8	72.8	69.3	81.8	78.6	75.1	81.2	76.0	70.2
Strongly	46.5	49.3	40.9	40.6	41.5	49.8	37.3	49.0	45.3	47.6	44.2	52.3	37.0	40.4	46.2	49.0	54.0	51.2	31.1	41.9
Somewhat	31.8	29.7	35.9	34.6	38.7	31.1	40.9	28.8	29.7	32.5	30.2	26.5	35.9	28.9	35.5	29.6	21.0	30.0	44.9	28.3
OPPOSE	11.0	9.8	13.5	15.3	9.7	9.9	14.1	9.6	12.8	11.1	10.9	9.5	12.2	9.9	10.8	11.3	9.9	9.3	14.6	10.3
Somewhat	7.8	6.8	9.8	10.5	8.4	6.9	9.1	6.7	10.7	7.9	7.6	6.9	7.3	8.2	7.9	8.0	6.6	7.1	5.4	9.0
Strongly	3.2	3.0	3.7	4.8	1.3	3.0	5.0	2.9	2.0	3.2	3.3	2.7	4.9	1.8	3.0	3.3	3.2	2.3	9.2	1.3
DON'T KNOW	10.7	11.1	9.7	9.6	10.1	9.2	7.7	12.6	12.2	8.7	14.8	11.7	14.9	20.8	7.4	10.1	15.1	9.5	9.4	19.6
Net Diff.	67.3	69.3	63.2	59.8	70.5	70.9	64.1	68.1	62.2	69.1	63.5	69.2	60.6	59.4	70.9	67.2	65.2	71.8	61.4	59.9
Mean	3.36	3.41	3.26	3.23	3.34	3.41	3.20	3.42	3.35	3.37	3.35	3.45	3.23	3.36	3.35	3.38	3.48	3.44	3.08	3.38





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115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	78.3	56.6	68.1	76.4	76.0	79.9	91.9	69.2	83.9	71.2	86.6	79.8	77.0
Strongly	46.5	29.1	35.8	48.5	48.4	49.2	53.2	39.7	50.7	42.2	51.5	44.9	48.0
Somewhat	31.8	27.5	32.3	27.9	27.6	30.7	38.6	29.5	33.2	28.9	35.1	34.9	29.0
OPPOSE	11.0	30.0	15.4	11.5	10.0	9.8	4.2	16.7	7.5	14.8	6.7	11.6	10.5
Somewhat	7.8	15.7	13.5	8.3	7.5	6.8	2.9	11.8	5.4	10.5	4.6	7.8	7.8
Strongly	3.2	14.3	1.8	3.2	2.4	3.0	1.3	4.9	2.1	4.2	2.0	3.8	2.7
DON'T KNOW	10.7	13.4	16.6	12.1	14.0	10.3	3.9	14.1	8.6	14.1	6.7	8.6	12.5
Net Diff.	67.3	26.6	52.7	65.0	66.0	70.1	87.7	52.4	76.4	56.4	79.9	68.2	66.5
Mean	3.36	2.82	3.22	3.39	3.42	3.41	3.50	3.21	3.45	3.27	3.46	3.32	3.40



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

115. REQUIRE MIDDLEMEN TO PASS ALONG SAVINGS THEY NEGOTIATE ON PRESCRIPTION DRUGS TO PATIENTS AT THE PHARMACY COUNTER.

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	78.3	59.0	72.8	77.0	89.1	49.2	76.7	80.8	87.0	63.4	69.2	73.6	91.2	74.9	77.7	83.8
Strongly	46.5	33.7	40.9	48.8	52.7	24.3	43.7	47.9	47.6	38.0	38.3	49.7	58.1	43.9	46.5	49.6
Somewhat	31.8	25.3	31.9	28.2	36.3	24.9	33.0	33.0	39.4	25.5	30.9	23.9	33.1	31.0	31.2	34.2
OPPOSE	11.0	26.5	12.7	10.3	5.5	40.9	11.6	9.0	7.6	20.0	13.7	11.5	3.3	13.6	10.6	8.8
Somewhat	7.8	16.1	10.3	7.0	4.0	26.5	9.4	3.9	5.7	11.4	11.2	9.8	2.3	8.7	8.4	5.3
Strongly	3.2	10.4	2.3	3.3	1.5	14.4	2.2	5.2	1.9	8.6	2.5	1.7	1.0	4.9	2.2	3.5
DON'T KNOW	10.7	14.5	14.5	12.6	5.5	9.9	11.7	10.1	5.4	16.6	17.1	14.9	5.5	11.4	11.7	7.4
Net Diff.	67.3	32.5	60.1	66.7	83.6	8.4	65.1	71.8	79.4	43.5	55.6	62.1	87.9	61.3	67.0	75.1
Mean	3.36	2.96	3.30	3.40	3.48	2.66	3.34	3.37	3.40	3.11	3.27	3.43	3.57	3.29	3.38	3.40



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

116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	84.2	91.2	84.9	84.8	85.3	85.6	73.6	89.9	78.2	83.9	86.1	83.8	71.4	86.7	84.1	72.6	86.1	85.2	88.9	83.0
Strongly	53.5	69.4	57.4	45.9	53.4	53.6	45.8	55.1	55.6	50.3	54.8	46.6	35.5	50.9	45.6	46.8	57.2	61.8	68.2	58.2
Somewhat	30.7	21.8	27.5	38.8	31.9	31.9	27.8	34.8	22.7	33.6	31.3	37.2	36.0	35.7	38.5	25.8	29.0	23.3	20.7	24.8
OPPOSE	8.3	2.9	6.7	10.1	7.7	5.2	16.0	4.4	13.3	8.0	7.4	6.3	15.8	5.6	9.1	12.6	8.0	9.1	7.1	10.3
Somewhat	6.1	2.9	4.1	7.2	6.3	4.5	11.1	4.4	7.6	5.5	5.2	5.2	7.6	4.0	4.1	9.1	7.5	7.6	6.1	8.4
Strongly	2.2	0.0	2.6	2.9	1.3	0.6	4.8	0.0	5.7	2.5	2.2	1.1	8.2	1.6	5.0	3.5	0.5	1.5	0.9	1.8
DON'T KNOW	7.5	6.0	8.4	5.1	7.1	9.3	10.4	5.7	8.4	8.2	6.4	9.9	12.7	7.7	6.8	14.8	5.8	5.7	4.1	6.7
Net Diff.	75.9	88.3	78.1	74.6	77.6	80.4	57.7	85.5	64.9	75.9	78.7	77.5	55.6	81.0	75.0	60.0	78.1	76.0	81.8	72.8
Mean	3.46	3.71	3.52	3.35	3.48	3.53	3.28	3.54	3.40	3.43	3.48	3.44	3.13	3.47	3.34	3.36	3.52	3.54	3.63	3.49



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

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	900	775	125	100	70	30
SUPPORT	84.2	79.6	85.4	85.9	83.8	86.4	86.8	83.5	64.9	67.5	58.7
Strongly	53.5	52.4	51.8	54.4	54.7	55.7	57.0	47.6	33.6	32.0	37.5
Somewhat	30.7	27.2	33.6	31.5	29.0	30.6	29.8	35.9	31.3	35.6	21.2
OPPOSE	8.3	9.4	8.8	7.6	8.1	7.6	7.1	10.7	14.2	15.5	11.3
Somewhat	6.1	7.8	6.4	5.4	5.5	5.5	4.9	9.3	11.4	12.5	8.8
Strongly	2.2	1.6	2.3	2.2	2.6	2.1	2.3	1.4	2.9	3.0	2.5
DON'T KNOW	7.5	11.0	5.8	6.5	8.1	6.0	6.0	5.7	20.9	17.0	30.0
Net Diff.	75.9	70.1	76.7	78.3	75.7	78.7	79.7	72.8	50.7	52.1	47.4
Mean	3.46	3.46	3.43	3.48	3.48	3.49	3.51	3.38	3.21	3.16	3.34



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116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT						HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	84.2	86.8	85.1	83.9	86.4	74.4	85.3	85.2	85.0	81.2	74.9	84.5	84.7	85.7	86.3	82.8	81.4	79.5
Strongly	53.5	50.2	61.0	48.6	59.6	48.5	49.1	57.8	57.0	55.2	49.5	53.2	49.6	51.7	53.7	56.5	47.1	59.4
Somewhat	30.7	36.6	24.1	35.3	26.8	26.0	36.2	27.3	28.0	26.0	25.4	31.4	35.2	34.1	32.6	26.3	34.2	20.1
OPPOSE	8.3	7.5	8.2	7.6	8.2	12.5	7.7	9.3	8.0	10.7	7.4	7.9	8.8	5.6	6.3	8.1	9.1	14.5
Somewhat	6.1	4.9	7.1	5.0	7.1	6.7	4.5	8.0	5.7	7.4	5.5	5.8	5.7	4.6	5.0	6.3	9.1	10.5
Strongly	2.2	2.6	1.1	2.6	1.1	5.8	3.1	1.3	2.2	3.3	1.9	2.1	3.0	1.0	1.3	1.8	0.0	3.9
DON'T KNOW	7.5	5.7	6.7	8.4	5.4	13.1	7.0	5.5	7.0	8.1	17.7	7.6	6.5	8.7	7.4	9.2	9.6	6.0
Net Diff.	75.9	79.3	76.8	76.3	78.3	62.0	77.6	75.8	77.1	70.5	67.5	76.6	76.0	80.2	80.0	74.7	72.3	65.1
Mean	3.46	3.43	3.55	3.42	3.53	3.35	3.41	3.50	3.50	3.45	3.49	3.47	3.40	3.49	3.50	3.51	3.42	3.44



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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	257	743	470	422	107	233	411	148	262	589	
SUPPORT	84.2	84.8	84.0	85.7	85.5	72.6	80.0	86.4	89.4	84.7	82.7	
Strongly	53.5	55.5	52.8	49.0	60.3	46.8	48.2	58.6	64.4	55.4	49.9	
Somewhat	30.7	29.3	31.2	36.8	25.2	25.8	31.8	27.8	25.0	29.3	32.8	
OPPOSE	8.3	9.5	7.9	6.9	8.8	12.6	11.0	8.4	6.5	9.4	8.2	
Somewhat	6.1	8.5	5.2	4.0	7.6	9.1	6.7	7.0	5.2	8.0	5.4	
Strongly	2.2	1.0	2.6	2.9	1.2	3.5	4.3	1.4	1.3	1.5	2.8	
DON'T KNOW	7.5	5.7	8.1	7.4	5.8	14.8	9.0	5.2	4.1	5.8	9.1	
Net Diff.	75.9	75.3	76.2	78.8	76.7	60.0	69.0	78.0	83.0	75.3	74.5	
Mean	3.46	3.48	3.46	3.42	3.53	3.36	3.36	3.52	3.59	3.47	3.43	



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116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	84.2	84.3	85.6	86.1	83.9	82.2	88.2	82.0	82.7	83.9	85.4	81.8
Strongly	53.5	49.1	58.7	49.5	59.4	50.9	45.9	56.4	38.2	53.2	61.7	61.6
Somewhat	30.7	35.2	26.9	36.6	24.5	31.3	42.3	25.7	44.5	30.7	23.6	20.2
OPPOSE	8.3	7.3	8.6	6.7	9.7	8.5	6.2	12.5	9.7	7.2	7.5	7.5
Somewhat	6.1	4.9	6.8	4.7	7.6	5.8	4.4	10.0	7.8	5.1	5.6	4.2
Strongly	2.2	2.4	1.8	2.0	2.1	2.7	1.8	2.5	1.9	2.1	1.9	3.3
DON'T KNOW	7.5	8.4	5.7	7.2	6.4	9.3	5.6	5.4	7.6	9.0	7.1	10.7
Net Diff.	75.9	77.1	77.0	79.4	74.2	73.6	82.0	69.5	72.9	76.7	77.9	74.2
Mean	3.46	3.43	3.51	3.44	3.51	3.44	3.40	3.44	3.29	3.48	3.56	3.57



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	84.2	87.1	89.3	85.8	80.8	84.0	86.9	85.3	78.3	86.9	86.4	87.8	77.0	81.6	87.6	80.9	81.9
Strongly	53.5	59.9	69.7	54.2	52.5	46.3	53.8	49.6	37.3	53.7	49.3	62.8	56.5	44.4	54.4	49.1	53.3
Somewhat	30.7	27.2	19.7	31.7	28.3	37.7	33.1	35.7	41.0	33.2	37.1	25.0	20.5	37.2	33.2	31.8	28.6
OPPOSE	8.3	8.4	6.1	9.7	9.9	7.9	5.3	6.7	21.7	4.7	6.1	7.7	12.8	12.7	5.8	9.9	6.8
Somewhat	6.1	6.8	6.1	7.2	7.2	5.6	2.9	4.4	21.7	3.6	3.8	6.4	9.4	9.5	2.2	7.2	4.7
Strongly	2.2	1.6	0.0	2.5	2.7	2.3	2.4	2.3	0.0	1.1	2.3	1.3	3.5	3.2	3.5	2.7	2.1
DON'T KNOW	7.5	4.5	4.5	4.5	9.4	8.1	7.9	8.0	0.0	8.4	7.5	4.5	10.2	5.7	6.6	9.2	11.3
Net Diff.	75.9	78.7	83.2	76.1	70.9	76.1	81.6	78.5	56.6	82.2	80.3	80.1	64.2	69.0	81.8	71.0	75.1
Mean	3.46	3.52	3.67	3.44	3.44	3.39	3.50	3.44	3.16	3.52	3.44	3.56	3.45	3.30	3.48	3.40	3.50





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116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	84.2	84.6	77.0	85.8	82.5	80.5	85.3	80.0	85.0	84.0	86.8	83.2	82.5	83.2	87.3	85.0
Strongly	53.5	58.4	50.4	49.0	50.7	42.8	49.9	42.0	54.4	52.9	57.2	61.7	52.3	50.8	49.5	58.1
Somewhat	30.7	26.2	26.6	36.8	31.8	37.7	35.4	37.9	30.6	31.1	29.6	21.5	30.2	32.4	37.8	26.8
OPPOSE	8.3	8.8	12.5	6.5	9.4	13.2	14.7	13.0	7.9	8.6	6.7	4.4	8.3	10.7	7.8	6.4
Somewhat	6.1	7.1	8.1	4.3	6.7	6.5	6.0	6.5	6.3	7.0	5.2	3.2	5.7	6.7	5.3	4.7
Strongly	2.2	1.7	4.4	2.2	2.7	6.7	8.7	6.5	1.6	1.6	1.5	1.2	2.6	4.0	2.5	1.6
DON'T KNOW	7.5	6.5	10.4	7.7	8.1	6.3	0.0	7.1	7.1	7.4	6.5	12.4	9.2	6.1	4.9	8.7
Net Diff.	75.9	75.8	64.5	79.3	73.1	67.4	70.6	67.0	77.1	75.5	80.1	78.8	74.2	72.5	79.6	78.6
Mean	3.46	3.51	3.37	3.44	3.42	3.25	3.27	3.24	3.48	3.46	3.52	3.64	3.46	3.38	3.41	3.55



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116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	84.2	84.0	84.6	85.7	82.4	84.6	84.7	83.6	84.4	84.3	84.0	84.4	81.9	87.1	84.5	84.2	86.5	83.1	80.3	83.3
Strongly	53.5	56.2	48.2	50.2	43.9	52.1	40.4	59.3	57.8	53.7	53.2	53.7	49.1	58.0	47.6	59.6	47.7	57.6	44.8	52.8
Somewhat	30.7	27.8	36.4	35.5	38.5	32.5	44.4	24.4	26.7	30.7	30.8	30.7	32.8	29.1	36.9	24.5	38.8	25.4	35.5	30.5
OPPOSE	8.3	8.0	9.0	7.8	11.3	8.6	10.3	7.5	7.3	8.6	7.7	6.3	11.9	2.5	9.2	7.9	6.2	6.3	15.9	8.6
Somewhat	6.1	6.2	5.8	4.8	8.0	6.9	7.8	5.6	3.5	6.0	6.3	6.3	8.5	2.5	7.0	4.9	6.2	6.3	12.0	5.5
Strongly	2.2	1.8	3.1	3.0	3.4	1.7	2.6	1.8	3.8	2.6	1.4	0.0	3.4	0.0	2.2	3.0	0.0	0.0	3.9	3.1
DON'T KNOW	7.5	8.0	6.4	6.5	6.3	6.8	4.9	8.9	8.3	7.1	8.3	9.3	6.1	10.4	6.3	7.9	7.2	10.6	3.8	8.1
Net Diff.	75.9	76.1	75.6	77.8	71.1	75.9	74.4	76.2	77.2	75.8	76.3	78.1	70.0	84.5	75.3	76.3	80.3	76.7	64.4	74.8
Mean	3.46	3.51	3.39	3.42	3.31	3.45	3.29	3.55	3.51	3.46	3.48	3.52	3.36	3.62	3.39	3.53	3.45	3.57	3.26	3.45



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116. REQUIRE PHARMACIES TO TRANSFER PRESCRIPTIONS TO LOWER COSTS PHARMACIES UPON PATIENT REQUEST.

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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	84.2	74.1	81.2	83.9	81.3	90.4	86.1	80.8	86.3	81.0	88.0	84.6	83.9
Strongly	53.5	36.3	50.1	56.7	52.4	58.6	55.4	50.0	55.7	50.7	56.8	47.5	58.8
Somewhat	30.7	37.8	31.0	27.2	29.0	31.8	30.8	30.8	30.6	30.3	31.2	37.1	25.0
OPPOSE	8.3	16.5	11.0	9.1	9.5	5.3	5.4	11.3	6.4	10.8	5.4	9.3	7.4
Somewhat	6.1	10.1	7.2	5.6	8.8	3.8	4.7	7.1	5.4	7.6	4.3	7.2	5.0
Strongly	2.2	6.4	3.8	3.5	0.7	1.5	0.7	4.2	1.0	3.2	1.1	2.1	2.4
DON'T KNOW	7.5	9.4	7.8	7.0	9.2	4.3	8.5	7.8	7.3	8.2	6.6	6.1	8.7
Net Diff.	75.9	57.6	70.2	74.7	71.8	85.1	80.7	69.5	79.9	70.2	82.6	75.3	76.5
Mean	3.46	3.15	3.38	3.47	3.46	3.54	3.54	3.37	3.52	3.40	3.54	3.38	3.54



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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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	84.2	78.1	82.0	82.1	89.2	87.0	80.1	83.3	88.0	74.1	83.8	81.1	90.4	83.3	84.0	85.8
Strongly	53.5	43.1	52.5	53.6	57.4	31.0	47.7	43.9	52.9	48.6	56.9	62.3	62.1	52.2	53.8	54.5
Somewhat	30.7	35.0	29.5	28.5	31.8	56.0	32.4	39.4	35.1	25.4	26.9	18.7	28.3	31.2	30.2	31.2
OPPOSE	8.3	14.9	9.5	10.1	4.1	13.0	12.8	12.0	4.6	15.7	6.5	8.4	3.6	8.5	8.4	7.8
Somewhat	6.1	10.5	5.2	8.5	3.6	13.0	7.6	10.8	3.6	9.5	2.9	6.4	3.6	5.8	6.3	5.9
Strongly	2.2	4.3	4.4	1.6	0.5	0.0	5.2	1.1	1.0	6.3	3.5	2.1	0.0	2.6	2.1	1.9
DON'T KNOW	7.5	7.0	8.5	7.8	6.7	0.0	7.2	4.8	7.4	10.2	9.8	10.5	6.0	8.2	7.6	6.4
Net Diff.	75.9	63.3	72.5	72.0	85.1	74.1	67.3	71.3	83.4	58.3	77.3	72.6	86.9	74.9	75.6	78.0
Mean	3.46	3.26	3.42	3.45	3.57	3.18	3.32	3.32	3.51	3.30	3.52	3.58	3.62	3.45	3.47	3.48



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

117. USE U.S. TRADE POLICY TO PENALIZE DEVELOPED COUNTRIES THAT PAY LESS THAN MARKET VALUE FOR PRESCRIPTION DRUGS TO STOP FOREIGN  
"FREE RIDING" OFF OF U.S. INNOVATION.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	59.0	68.8	65.8	69.6	60.4	49.6	49.0	42.7	51.6	62.7	68.1	55.4	54.1	69.5	61.2	47.0	62.3	49.3	55.8	45.5
Strongly	28.3	44.6	43.1	31.1	24.4	19.3	17.2	16.8	26.4	30.0	38.1	18.5	18.1	38.1	20.1	24.0	29.6	24.0	29.7	20.7
Somewhat	30.6	24.2	22.7	38.5	36.0	30.4	31.9	25.9	25.2	32.7	30.0	36.9	35.9	31.4	41.1	23.0	32.7	25.3	26.1	24.8
OPPOSE	17.7	9.7	12.4	13.0	14.4	19.5	19.3	37.8	31.3	14.1	12.1	13.8	26.5	9.2	15.2	21.2	18.0	26.7	23.1	28.8
Somewhat	12.4	8.7	8.4	10.2	10.5	12.6	12.6	29.8	17.5	10.5	9.2	9.2	21.5	6.8	12.4	14.1	13.5	17.2	16.2	17.7
Strongly	5.3	1.1	4.0	2.8	4.0	6.9	6.7	8.1	13.9	3.6	2.9	4.5	5.0	2.4	2.8	7.2	4.5	9.6	6.9	11.1
DON'T KNOW	23.4	21.5	21.8	17.4	25.2	30.8	31.7	19.5	17.0	23.1	19.8	30.9	19.4	21.3	23.6	31.8	19.7	24.0	21.1	25.7
Net Diff.	41.3	59.1	53.4	56.6	45.9	30.1	29.7	4.9	20.3	48.6	56.0	41.6	27.5	60.3	46.0	25.8	44.3	22.5	32.7	16.7
Mean	3.07	3.43	3.34	3.18	3.08	2.90	2.87	2.64	2.77	3.16	3.29	3.00	2.83	3.34	3.03	2.94	3.09	2.84	3.00	2.74



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117. USE U.S. TRADE POLICY TO PENALIZE DEVELOPED COUNTRIES THAT PAY LESS THAN MARKET VALUE FOR PRESCRIPTION DRUGS TO STOP FOREIGN "FREE RIDING" OFF OF U.S. INNOVATION.

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	900	775	125	100	70	30
SUPPORT	59.0	55.0	58.4	62.3	56.8	60.8	61.8	54.6	42.5	42.9	41.6
Strongly	28.3	26.7	26.9	30.1	28.0	29.6	30.7	22.8	16.5	17.4	14.5
Somewhat	30.6	28.3	31.6	32.2	28.8	31.2	31.1	31.9	26.0	25.6	27.1
OPPOSE	17.7	21.0	15.8	16.6	18.9	16.8	15.3	25.9	25.4	31.1	12.1
Somewhat	12.4	13.0	13.1	11.6	12.5	11.6	10.3	19.7	19.5	23.6	9.7
Strongly	5.3	8.0	2.7	4.9	6.4	5.2	5.0	6.3	5.9	7.5	2.3
DON'T KNOW	23.4	24.0	25.8	21.1	24.3	22.4	22.9	19.5	32.0	25.9	46.4
Net Diff.	41.3	33.9	42.6	45.8	37.9	44.0	46.5	28.7	17.1	11.8	29.5
Mean	3.07	2.97	3.11	3.11	3.04	3.10	3.13	2.88	2.78	2.71	3.00



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	340	TRUMP	BIDEN	UNDE- CIDED	88	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57	
SUPPORT	59.0	68.2	53.3	65.9	54.0	47.1	67.3	56.3	54.8	55.5	41.2	59.3	61.1	55.5	59.0	55.1	65.9	53.7	
Strongly	28.3	34.6	26.9	32.9	25.2	19.8	34.9	26.0	26.1	24.4	13.3	28.5	28.5	21.4	28.9	30.6	31.6	25.3	
Somewhat	30.6	33.6	26.4	33.0	28.8	27.4	32.4	30.3	28.7	31.2	27.9	30.8	32.6	34.1	30.1	24.6	34.3	28.4	
OPPOSE	17.7	14.0	21.3	12.5	22.9	18.5	11.8	21.4	21.1	16.4	22.2	17.6	18.9	19.0	17.5	17.5	11.3	18.7	
Somewhat	12.4	10.7	14.7	9.5	15.5	11.9	8.5	14.4	16.2	14.4	14.6	12.3	12.8	12.6	13.7	12.3	9.5	13.6	
Strongly	5.3	3.2	6.6	3.0	7.4	6.7	3.3	7.0	4.9	2.0	7.6	5.3	6.1	6.4	3.8	5.1	1.8	5.1	
DON'T KNOW	23.4	17.8	25.4	21.6	23.1	34.4	20.9	22.3	24.0	28.1	36.6	23.1	20.1	25.5	23.5	27.4	22.8	27.6	
Net Diff.	41.3	54.3	32.0	53.4	31.2	28.6	55.6	34.9	33.7	39.1	19.0	41.7	42.2	36.6	41.5	37.6	54.6	35.0	
Mean	3.07	3.21	2.99	3.22	2.93	2.92	3.25	2.97	3.00	3.08	2.74	3.07	3.04	2.95	3.10	3.11	3.24	3.02	



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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	1000	257	743	470	422	107	233	411	148	262	589	
SUPPORT	59.0	59.4	58.8	66.5	53.7	47.0	51.8	56.4	63.8	52.3	60.7	
Strongly	28.3	30.4	27.6	31.5	25.9	24.0	20.9	26.6	39.7	19.2	29.5	
Somewhat	30.6	29.0	31.2	35.0	27.8	23.0	31.0	29.8	24.1	33.1	31.2	
OPPOSE	17.7	21.0	16.5	11.4	23.8	21.2	21.5	22.0	19.2	23.5	14.7	
Somewhat	12.4	13.5	12.0	8.8	15.9	14.1	15.0	15.3	11.0	17.8	10.4	
Strongly	5.3	7.5	4.5	2.5	7.9	7.2	6.6	6.7	8.3	5.7	4.3	
DON'T KNOW	23.4	19.6	24.7	22.2	22.5	31.8	26.6	21.6	17.0	24.2	24.6	
Net Diff.	41.3	38.4	42.3	55.1	29.9	25.8	30.3	34.5	44.5	28.8	46.1	
Mean	3.07	3.02	3.09	3.23	2.93	2.94	2.90	2.97	3.15	2.87	3.14	





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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	LICAN	CRAT	ENDENT
Total	1000	433	460	362	370	268	185	162	123	177	208	145	
SUPPORT	59.0	66.9	53.1	69.4	55.5	49.7	73.6	64.4	53.9	65.0	48.5	46.2	
Strongly	28.3	34.0	25.3	34.4	26.6	22.5	32.0	30.5	18.8	36.8	23.7	25.6	
Somewhat	30.6	32.8	27.8	35.1	28.8	27.2	41.6	34.0	35.1	28.2	24.8	20.6	
OPPOSE	17.7	11.9	22.7	10.9	21.3	21.8	13.2	20.9	23.4	8.4	21.7	20.5	
Somewhat	12.4	9.2	15.6	8.1	14.0	16.0	8.8	12.2	15.4	7.3	15.5	16.4	
Strongly	5.3	2.7	7.1	2.8	7.3	5.9	4.4	8.7	8.0	1.1	6.2	4.1	
DON'T KNOW	23.4	21.2	24.3	19.7	23.2	28.5	13.2	14.7	22.7	26.6	29.9	33.4	
Net Diff.	41.3	55.0	30.4	58.6	34.1	27.9	60.5	43.6	30.5	56.6	26.8	25.7	
Mean	3.07	3.25	2.94	3.26	2.97	2.93	3.17	3.01	2.84	3.37	2.94	3.02	



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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	1000	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	59.0	54.7	52.5	56.0	52.9	68.2	67.7	68.0	76.9	58.1	71.6	52.3	56.5	75.8	57.4	48.4	48.2
Strongly	28.3	26.3	32.6	22.6	22.9	29.7	41.7	35.0	38.7	28.5	35.4	25.8	23.7	44.9	23.2	20.1	28.4
Somewhat	30.6	28.4	19.8	33.4	30.0	38.4	26.0	33.0	38.2	29.6	36.2	26.5	32.8	30.9	34.2	28.3	19.9
OPPOSE	17.7	23.8	25.7	22.7	21.2	10.8	8.0	9.6	18.4	15.2	9.3	25.2	16.9	9.6	18.8	26.8	10.8
Somewhat	12.4	16.6	14.5	17.9	14.2	8.8	5.6	7.4	13.6	10.4	7.1	17.3	9.9	6.0	14.7	18.9	9.1
Strongly	5.3	7.2	11.2	4.8	7.0	2.0	2.4	2.2	4.8	4.8	2.2	7.9	7.0	3.6	4.1	7.9	1.7
DON'T KNOW	23.4	21.5	21.8	21.3	25.8	21.0	24.3	22.5	4.7	26.8	19.1	22.6	26.6	14.6	23.8	24.9	40.9
Net Diff.	41.3	30.9	26.7	33.3	31.7	57.4	59.7	58.4	58.5	42.9	62.3	27.1	39.6	66.3	38.6	21.6	37.4
Mean	3.07	2.94	2.94	2.94	2.93	3.21	3.41	3.30	3.16	3.12	3.30	2.91	3.00	3.37	3.00	2.81	3.27



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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	thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	59.0	55.5	51.2	65.0	58.6	70.5	100.0	66.9	57.8	57.0	59.3	51.7	62.9	61.5	62.7	51.1
Strongly	28.3	26.9	22.0	31.6	23.3	30.9	70.2	26.3	27.0	24.5	31.7	35.4	28.7	28.8	28.8	26.9
Somewhat	30.6	28.5	29.2	33.4	35.3	39.5	29.8	40.7	30.8	32.5	27.6	16.3	34.1	32.7	33.9	24.2
OPPOSE	17.7	22.3	19.8	11.9	18.7	13.6	0.0	15.3	18.9	19.4	18.0	13.2	14.6	12.2	17.5	23.2
Somewhat	12.4	15.0	13.7	9.1	13.4	8.2	0.0	9.2	13.6	13.6	13.6	8.5	10.8	10.5	13.1	14.3
Strongly	5.3	7.3	6.1	2.8	5.2	5.5	0.0	6.1	5.3	5.8	4.4	4.7	3.9	1.7	4.4	9.0
DON'T KNOW	23.4	22.2	29.1	23.0	22.8	15.9	0.0	17.8	23.3	23.6	22.7	35.1	22.5	26.3	19.8	25.6
Net Diff.	41.3	33.1	31.4	53.1	39.9	56.8	100.0	51.7	38.9	37.6	41.3	38.5	48.2	49.4	45.2	27.9
Mean	3.07	2.97	2.95	3.22	2.99	3.14	3.70	3.06	3.04	2.99	3.12	3.27	3.13	3.20	3.08	2.93



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	59.0	57.2	62.5	61.3	64.9	63.8	67.7	52.3	56.1	59.1	58.7	63.6	57.4	50.9	66.0	52.3	70.4	59.3	58.3	56.7
Strongly	28.3	29.2	26.6	29.5	20.3	28.6	27.2	29.6	25.8	27.8	29.4	32.4	26.8	25.4	28.1	27.5	27.7	35.5	26.9	26.7
Somewhat	30.6	28.0	35.9	31.8	44.6	35.2	40.5	22.6	30.3	31.3	29.4	31.2	30.6	25.5	37.8	24.8	42.7	23.7	31.4	30.0
OPPOSE	17.7	17.1	18.9	18.1	20.5	19.4	17.1	15.3	21.1	18.3	16.2	11.7	22.4	11.8	19.0	17.7	7.1	14.7	26.0	19.4
Somewhat	12.4	11.6	14.0	13.5	15.0	10.6	13.3	12.3	14.9	13.0	11.0	9.6	13.9	9.2	12.1	14.0	5.7	12.1	15.7	12.5
Strongly	5.3	5.5	4.9	4.6	5.5	8.8	3.8	3.0	6.2	5.3	5.2	2.1	8.5	2.6	7.0	3.7	1.4	2.6	10.3	7.0
DON'T KNOW	23.4	25.7	18.6	20.5	14.5	16.8	15.2	32.5	22.8	22.6	25.1	24.6	20.2	37.4	15.0	30.0	22.5	26.0	15.8	23.9
Net Diff.	41.3	40.2	43.6	43.2	44.4	44.4	50.6	37.0	35.0	40.7	42.5	51.9	35.0	39.1	46.9	34.7	63.3	44.5	32.3	37.2
Mean	3.07	3.09	3.03	3.09	2.93	3.01	3.07	3.17	2.98	3.05	3.11	3.25	2.95	3.18	3.03	3.09	3.25	3.25	2.89	3.00



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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	59.0	49.4	50.9	65.9	54.9	64.6	60.1	56.8	60.3	56.3	62.1	65.3	53.3
Strongly	28.3	22.1	19.8	31.8	26.6	35.1	28.5	25.2	30.2	25.6	31.4	28.1	28.6
Somewhat	30.6	27.3	31.1	34.1	28.3	29.5	31.6	31.6	30.1	30.6	30.7	37.3	24.8
OPPOSE	17.7	23.7	24.4	13.5	22.3	13.2	15.3	19.7	16.4	20.5	14.4	18.5	16.9
Somewhat	12.4	17.6	17.6	8.3	16.0	8.1	11.7	13.7	11.6	14.4	10.1	11.7	13.0
Strongly	5.3	6.2	6.8	5.3	6.3	5.1	3.6	6.0	4.8	6.1	4.3	6.8	3.9
DON'T KNOW	23.4	26.9	24.7	20.6	22.8	22.1	24.6	23.4	23.3	23.2	23.5	16.2	29.7
Net Diff.	41.3	25.7	26.5	52.4	32.6	51.4	44.8	37.1	43.9	35.8	47.7	46.8	36.4
Mean	3.07	2.89	2.85	3.16	2.97	3.22	3.13	2.99	3.12	2.99	3.17	3.03	3.11



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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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	59.0	51.3	58.7	58.7	61.8	56.3	66.8	63.6	67.2	49.1	51.1	54.3	56.1	55.4	62.3	55.4
Strongly	28.3	23.7	26.3	29.5	30.3	17.5	31.3	28.6	27.6	26.5	21.6	30.4	33.1	29.1	28.9	26.1
Somewhat	30.6	27.6	32.4	29.1	31.5	38.8	35.5	35.0	39.6	22.6	29.5	23.9	23.0	26.3	33.5	29.3
OPPOSE	17.7	23.3	18.2	19.1	14.6	30.3	18.0	19.8	15.7	20.1	18.3	18.4	13.4	21.6	14.9	19.5
Somewhat	12.4	18.2	11.5	12.4	11.2	23.9	9.2	11.5	11.1	15.6	13.6	13.2	11.3	14.5	10.6	14.1
Strongly	5.3	5.1	6.7	6.7	3.4	6.5	8.9	8.3	4.6	4.5	4.7	5.2	2.1	7.1	4.3	5.4
DON'T KNOW	23.4	25.4	23.1	22.3	23.7	13.4	15.2	16.7	17.1	30.8	30.6	27.3	30.5	23.1	22.7	25.1
Net Diff.	41.3	28.1	40.5	39.6	47.2	25.9	48.8	43.8	51.5	29.0	32.8	35.9	42.7	33.8	47.4	35.9
Mean	3.07	2.94	3.02	3.05	3.16	2.78	3.05	3.01	3.09	3.03	2.98	3.09	3.25	3.01	3.13	3.02



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118. ALLOW INSURERS TO JOINTLY NEGOTIATE FOR LOWER DRUG PRICES TO INCREASE THEIR BARGAINING POWER ON BEHALF OF PATIENTS.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	80.8	88.2	86.3	85.5	86.6	77.0	71.1	74.4	63.2	81.6	86.3	82.0	54.5	84.6	79.9	71.7	85.1	78.5	82.7	76.1
Strongly	40.1	51.0	46.5	40.7	44.7	34.8	27.3	35.1	35.4	40.2	44.9	36.9	23.3	41.3	30.6	37.0	51.8	39.9	47.3	35.6
Somewhat	40.7	37.2	39.7	44.8	41.9	42.2	43.8	39.3	27.9	41.5	41.4	45.1	31.2	43.3	49.2	34.7	33.3	38.6	35.4	40.4
OPPOSE	8.8	3.4	4.7	7.5	6.1	7.2	12.1	12.2	27.3	8.8	5.7	5.7	34.9	7.4	10.2	13.4	6.5	8.8	8.5	9.0
Somewhat	6.2	2.4	3.5	6.5	3.9	5.3	7.0	12.2	14.9	6.3	4.6	3.6	23.1	5.6	7.2	8.4	4.8	5.9	6.4	5.6
Strongly	2.7	1.0	1.2	1.0	2.2	2.0	5.2	0.0	12.4	2.5	1.1	2.1	11.9	1.8	3.0	4.9	1.8	3.0	2.1	3.4
DON'T KNOW	10.4	8.5	9.0	7.0	7.3	15.8	16.7	13.4	9.5	9.6	8.0	12.2	10.5	8.0	10.0	14.9	8.3	12.7	8.8	14.9
Net Diff.	72.0	84.8	81.6	78.0	80.5	69.8	59.0	62.3	35.9	72.8	80.6	76.3	19.6	77.2	69.7	58.3	78.6	69.7	74.2	67.1
Mean	3.32	3.51	3.45	3.35	3.39	3.30	3.12	3.27	2.95	3.32	3.41	3.33	2.74	3.35	3.19	3.22	3.47	3.32	3.40	3.27



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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
Total	1000	175	225	384	216	900	775	125	100	70	30
SUPPORT	80.8	81.6	82.0	83.0	74.8	83.1	84.1	77.0	59.5	58.1	62.6
Strongly	40.1	44.3	38.8	39.4	39.3	41.4	42.8	32.8	28.1	25.5	34.2
Somewhat	40.7	37.3	43.2	43.6	35.5	41.7	41.3	44.2	31.4	32.6	28.3
OPPOSE	8.8	7.4	7.6	9.5	10.0	7.8	7.1	11.7	18.2	19.7	14.6
Somewhat	6.2	5.4	6.1	7.0	5.2	5.4	5.1	7.6	12.5	11.7	14.6
Strongly	2.7	2.0	1.5	2.5	4.8	2.3	2.0	4.1	5.7	8.1	0.0
DON'T KNOW	10.4	11.0	10.4	7.5	15.2	9.1	8.7	11.3	22.3	22.1	22.8
Net Diff.	72.0	74.2	74.4	73.5	64.8	75.4	77.0	65.3	41.3	38.4	48.0
Mean	3.32	3.39	3.33	3.30	3.29	3.34	3.37	3.19	3.05	2.97	3.25





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	80.8	84.8	79.8	82.1	80.7	74.2	83.0	81.0	78.4	76.4	74.7	81.1	80.5	84.2	87.7	72.5	82.3	75.3
Strongly	40.1	40.3	47.6	38.2	43.6	32.1	39.0	44.3	35.5	33.6	35.5	40.4	38.7	44.8	43.1	35.8	42.0	34.1
Somewhat	40.7	44.5	32.2	43.9	37.1	42.0	43.9	36.7	42.8	42.7	39.2	40.6	41.8	39.4	44.6	36.7	40.2	41.2
OPPOSE	8.8	7.8	8.3	8.4	8.5	12.8	8.0	8.5	11.6	11.6	9.1	8.7	9.2	11.6	5.6	8.3	11.0	10.4
Somewhat	6.2	5.7	6.3	5.9	6.3	6.8	5.3	5.9	8.1	7.4	7.8	6.0	6.3	7.8	3.2	5.6	11.0	8.8
Strongly	2.7	2.1	2.0	2.5	2.2	6.0	2.7	2.6	3.5	4.2	1.3	2.7	2.9	3.8	2.4	2.7	0.0	1.6
DON'T KNOW	10.4	7.5	11.9	9.5	10.8	13.1	9.0	10.6	10.0	12.0	16.2	10.2	10.2	4.2	6.7	19.2	6.7	14.3
Net Diff.	72.0	77.0	71.5	73.7	72.2	61.4	75.0	72.5	66.8	64.8	65.5	72.4	71.3	72.6	82.2	64.2	71.2	65.0
Mean	3.32	3.33	3.42	3.30	3.37	3.15	3.31	3.37	3.23	3.20	3.30	3.32	3.30	3.31	3.38	3.31	3.33	3.26



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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	257	743	470	422	107	233	411	148	262	589
SUPPORT	80.8	81.3	80.6	82.9	80.7	71.7	76.7	80.3	86.5	76.9	81.1
Strongly	40.1	46.2	38.0	37.4	43.9	37.0	34.1	42.9	54.5	36.3	38.2
Somewhat	40.7	35.1	42.6	45.5	36.8	34.7	42.6	37.5	32.0	40.5	42.9
OPPOSE	8.8	9.7	8.5	8.4	8.1	13.4	10.9	10.6	8.6	11.6	7.6
Somewhat	6.2	6.8	5.9	6.2	5.5	8.4	7.3	7.5	5.3	8.7	5.2
Strongly	2.7	2.9	2.6	2.2	2.6	4.9	3.6	3.1	3.3	2.9	2.4
DON'T KNOW	10.4	9.0	10.9	8.7	11.2	14.9	12.4	9.1	4.9	11.5	11.4
Net Diff.	72.0	71.6	72.1	74.4	72.7	58.3	65.8	69.8	77.9	65.2	73.5
Mean	3.32	3.37	3.30	3.29	3.37	3.22	3.22	3.32	3.45	3.25	3.32



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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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	80.8	82.7	79.8	85.2	79.6	76.3	86.8	81.9	73.4	83.5	77.9	78.7
Strongly	40.1	39.5	43.9	38.3	44.5	36.5	37.0	47.0	31.1	39.7	42.5	41.0
Somewhat	40.7	43.2	36.0	46.9	35.2	39.9	49.8	34.9	42.3	43.8	35.4	37.8
OPPOSE	8.8	8.2	9.3	7.0	9.5	10.3	7.7	8.9	11.3	6.3	10.0	9.4
Somewhat	6.2	5.3	6.4	5.4	6.0	7.4	6.1	6.2	8.9	4.7	5.8	6.2
Strongly	2.7	2.8	2.9	1.6	3.5	2.9	1.6	2.6	2.5	1.7	4.2	3.2
DON'T KNOW	10.4	9.1	10.9	7.8	10.8	13.4	5.5	9.3	15.2	10.1	12.1	11.9
Net Diff.	72.0	74.5	70.5	78.2	70.1	66.0	79.2	73.0	62.1	77.2	67.9	69.3
Mean	3.32	3.31	3.36	3.32	3.35	3.27	3.29	3.39	3.20	3.35	3.32	3.32



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	80.8	81.4	83.2	80.3	77.1	84.3	83.2	83.8	80.9	78.3	87.2	83.3	73.7	75.2	70.9	78.9	72.9
Strongly	40.1	44.0	50.0	40.4	40.5	33.8	40.4	36.7	49.8	45.5	35.8	44.9	43.5	45.2	36.0	36.3	37.0
Somewhat	40.7	37.4	33.3	39.8	36.6	50.5	42.7	47.1	31.1	32.8	51.4	38.4	30.3	30.0	34.9	42.6	35.9
OPPOSE	8.8	9.2	8.1	9.9	9.7	9.1	5.8	7.6	19.1	8.2	5.9	7.7	11.4	15.5	12.5	9.2	11.7
Somewhat	6.2	6.7	4.9	7.7	6.6	6.3	4.0	5.3	13.8	6.5	4.5	5.0	7.9	6.3	12.5	5.8	8.4
Strongly	2.7	2.5	3.1	2.2	3.1	2.7	1.8	2.3	5.3	1.7	1.4	2.8	3.5	9.3	0.0	3.4	3.3
DON'T KNOW	10.4	9.4	8.7	9.9	13.2	6.6	11.0	8.6	0.0	13.5	6.9	9.0	14.9	9.3	16.6	11.9	15.3
Net Diff.	72.0	72.2	75.1	70.4	67.3	75.2	77.3	76.1	61.8	70.1	81.3	75.6	62.3	59.7	58.4	69.8	61.2
Mean	3.32	3.36	3.42	3.32	3.32	3.24	3.37	3.29	3.25	3.41	3.31	3.38	3.34	3.23	3.28	3.27	3.26



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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 Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	80.8	80.0	73.1	83.7	80.4	83.8	82.8	83.9	81.2	82.5	78.8	72.6	81.4	78.6	84.4	77.7
Strongly	40.1	43.5	33.3	38.2	35.1	37.3	42.5	36.7	40.6	40.6	40.7	39.8	38.8	27.7	41.3	42.7
Somewhat	40.7	36.5	39.8	45.6	45.2	46.5	40.2	47.3	40.6	41.9	38.1	32.8	42.5	50.9	43.0	35.0
OPPOSE	8.8	9.3	9.6	8.0	9.9	13.0	17.2	12.5	8.0	8.5	7.2	9.3	8.1	11.6	7.4	9.0
Somewhat	6.2	6.3	6.8	5.8	7.5	7.2	8.6	7.1	5.9	6.5	4.7	6.6	6.7	7.4	4.8	5.4
Strongly	2.7	3.0	2.8	2.2	2.4	5.8	8.7	5.4	2.1	1.9	2.5	2.6	1.4	4.2	2.6	3.6
DON'T KNOW	10.4	10.6	17.2	8.3	9.7	3.2	0.0	3.6	10.8	9.0	14.0	18.2	10.6	9.7	8.2	13.3
Net Diff.	72.0	70.7	63.5	75.7	70.5	70.8	65.5	71.5	73.2	74.0	71.7	63.3	73.3	67.0	77.0	68.7
Mean	3.32	3.35	3.25	3.30	3.25	3.19	3.17	3.19	3.34	3.33	3.36	3.34	3.33	3.13	3.34	3.35



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	80.8	79.8	82.6	79.4	89.2	80.3	83.6	79.5	81.3	83.7	74.5	74.4	72.7	77.5	83.9	83.5	74.8	74.0	73.1	72.3
Strongly	40.1	42.2	35.8	34.5	38.7	41.2	35.4	43.0	36.3	41.3	37.6	36.0	35.8	40.3	39.2	43.3	37.3	35.1	38.8	33.4
Somewhat	40.7	37.6	46.8	45.0	50.5	39.2	48.2	36.5	45.0	42.4	36.9	38.4	36.8	37.2	44.8	40.1	37.5	38.9	34.3	39.0
OPPOSE	8.8	8.0	10.4	11.6	7.9	8.5	9.8	7.6	11.2	7.1	12.5	11.0	15.8	9.6	6.9	7.2	10.8	11.1	19.4	12.8
Somewhat	6.2	5.4	7.6	8.5	5.6	6.1	7.9	4.9	7.2	4.9	8.8	8.0	9.7	9.6	5.4	4.5	7.4	8.4	14.1	6.0
Strongly	2.7	2.6	2.8	3.1	2.2	2.4	1.9	2.7	4.0	2.2	3.7	3.0	6.1	0.0	1.6	2.7	3.5	2.7	5.3	6.8
DON'T KNOW	10.4	12.1	7.0	8.9	2.9	11.1	6.6	12.9	7.5	9.2	13.0	14.6	11.5	12.9	9.1	9.3	14.3	14.8	7.5	14.9
Net Diff.	72.0	71.8	72.2	67.8	81.4	71.8	73.9	71.9	70.1	76.6	62.0	63.3	56.8	67.9	77.0	76.3	64.0	62.9	53.6	59.5
Mean	3.32	3.36	3.24	3.22	3.29	3.34	3.25	3.38	3.23	3.35	3.25	3.26	3.16	3.35	3.34	3.37	3.27	3.25	3.15	3.16



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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	80.8	73.6	72.9	77.9	78.6	84.8	87.2	75.1	84.2	76.1	86.2	81.6	80.0
Strongly	40.1	26.0	36.5	38.0	38.9	45.9	43.8	35.0	43.2	36.1	44.7	38.9	41.1
Somewhat	40.7	47.6	36.4	39.9	39.8	38.9	43.4	40.1	41.0	40.0	41.4	42.7	38.9
OPPOSE	8.8	20.7	12.6	8.9	8.1	6.0	5.7	12.7	6.4	11.3	5.9	9.0	8.6
Somewhat	6.2	13.9	8.3	6.7	4.8	5.6	3.5	8.8	4.5	7.6	4.4	6.8	5.5
Strongly	2.7	6.8	4.3	2.2	3.3	0.4	2.2	3.9	1.9	3.7	1.4	2.2	3.1
DON'T KNOW	10.4	5.7	14.6	13.3	13.3	9.1	7.0	12.2	9.3	12.5	8.0	9.3	11.4
Net Diff.	72.0	52.9	60.3	69.0	70.5	78.8	81.5	62.4	77.8	64.8	80.3	72.6	71.4
Mean	3.32	2.98	3.23	3.31	3.32	3.43	3.39	3.21	3.39	3.24	3.41	3.31	3.33



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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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	80.8	73.3	75.9	79.2	87.5	72.0	74.4	83.2	87.1	73.9	77.3	75.7	87.9	74.4	82.3	84.7
Strongly	40.1	30.3	36.8	39.9	45.5	27.3	35.8	39.0	43.0	31.6	37.8	40.7	48.1	36.9	41.0	41.6
Somewhat	40.7	43.0	39.1	39.3	42.0	44.7	38.7	44.2	44.1	42.3	39.6	34.9	39.8	37.5	41.3	43.1
OPPOSE	8.8	19.3	9.5	8.4	5.4	18.1	11.3	8.2	6.3	19.9	7.8	8.5	4.4	14.3	7.4	5.6
Somewhat	6.2	13.0	6.5	6.1	3.8	14.6	8.9	6.5	4.3	12.3	4.2	5.7	3.4	8.8	5.3	5.0
Strongly	2.7	6.3	3.0	2.3	1.5	3.5	2.4	1.7	2.1	7.6	3.5	2.8	1.0	5.5	2.1	0.6
DON'T KNOW	10.4	7.4	14.6	12.4	7.1	9.9	14.2	8.6	6.6	6.2	14.9	15.9	7.7	11.3	10.3	9.7
Net Diff.	72.0	54.0	66.5	70.9	82.2	54.0	63.1	75.0	80.8	54.0	69.6	67.2	83.6	60.1	74.9	79.2
Mean	3.32	3.05	3.28	3.33	3.42	3.06	3.26	3.32	3.37	3.04	3.31	3.35	3.46	3.19	3.35	3.39





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119. CLOSE LEGAL LOOPHOLES AND TRICKS USED BY PHARMACEUTICAL COMPANIES TO DELAY AND DISCOURAGE CHEAPER GENERIC COMPETITION.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	80.5	87.1	81.8	83.7	82.4	80.8	75.2	70.9	74.2	80.6	83.8	80.9	61.8	81.0	77.1	77.8	85.9	80.4	83.2	78.8
Strongly	52.4	62.9	52.9	50.4	56.4	51.3	37.1	53.1	57.5	50.1	53.9	50.2	28.7	52.0	41.6	53.0	54.1	58.3	62.4	55.9
Somewhat	28.1	24.3	28.9	33.3	25.9	29.5	38.2	17.8	16.7	30.5	29.9	30.8	33.1	29.0	35.5	24.9	31.8	22.1	20.7	22.9
OPPOSE	11.3	5.7	11.4	8.8	9.1	11.7	11.0	24.5	16.8	11.2	9.0	9.5	28.0	11.3	12.8	9.6	10.1	11.7	12.0	11.6
Somewhat	6.6	4.5	6.5	6.8	5.6	6.3	6.0	12.1	7.4	6.7	6.2	4.8	15.3	7.0	6.2	7.0	6.6	6.3	8.5	5.0
Strongly	4.7	1.1	4.9	2.0	3.5	5.3	5.1	12.5	9.4	4.5	2.8	4.7	12.7	4.3	6.6	2.6	3.5	5.5	3.5	6.6
DON'T KNOW	8.1	7.2	6.8	7.5	8.5	7.6	13.8	4.6	9.0	8.2	7.2	9.6	10.1	7.7	10.0	12.5	3.9	7.9	4.8	9.6
Net Diff.	69.2	81.5	70.4	74.9	73.3	69.1	64.2	46.3	57.4	69.4	74.7	71.5	33.8	69.7	64.3	68.2	75.8	68.6	71.2	67.2
Mean	3.40	3.60	3.39	3.43	3.48	3.37	3.24	3.17	3.34	3.38	3.45	3.40	2.87	3.39	3.25	3.47	3.42	3.45	3.49	3.42



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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	
Total	1000	175	225	384	216	900	775	125	100	70	30	
SUPPORT	80.5	85.7	84.1	79.3	74.6	82.4	83.1	78.4	63.5	61.0	69.3	
Strongly	52.4	59.3	54.1	51.7	46.3	55.0	56.6	45.1	29.0	22.7	43.7	
Somewhat	28.1	26.4	30.0	27.7	28.4	27.4	26.5	33.3	34.5	38.3	25.6	
OPPOSE	11.3	7.8	10.0	12.8	13.0	10.4	9.8	14.3	19.6	23.7	10.0	
Somewhat	6.6	4.0	7.6	6.3	8.1	6.3	5.6	10.9	9.3	10.8	6.0	
Strongly	4.7	3.8	2.4	6.5	4.9	4.1	4.2	3.5	10.3	13.0	4.0	
DON'T KNOW	8.1	6.4	5.9	7.8	12.4	7.2	7.1	7.3	16.9	15.3	20.7	
Net Diff.	69.2	77.9	74.1	66.5	61.7	72.0	73.3	64.1	43.9	37.2	59.4	
Mean	3.40	3.51	3.44	3.35	3.32	3.44	3.46	3.29	2.99	2.83	3.38	



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	80.5	82.1	82.2	78.9	83.6	73.7	79.9	83.4	79.7	79.1	73.1	80.8	78.6	78.2	87.4	77.4	87.9	75.3
Strongly	52.4	51.5	58.0	47.4	58.4	48.6	47.7	57.8	54.0	48.7	48.3	52.0	48.8	52.9	57.4	50.7	51.5	58.7
Somewhat	28.1	30.7	24.2	31.5	25.2	25.2	32.3	25.6	25.7	30.4	24.8	28.8	29.8	25.3	30.0	26.7	36.4	16.6
OPPOSE	11.3	10.7	10.3	11.7	10.5	13.3	11.3	9.9	14.5	15.2	11.9	11.1	13.4	14.9	7.6	10.7	8.5	14.7
Somewhat	6.6	6.5	5.8	6.8	5.3	12.2	5.9	5.6	9.8	11.1	8.3	6.6	7.4	11.8	3.9	7.9	6.7	6.3
Strongly	4.7	4.2	4.5	5.0	5.2	1.1	5.4	4.3	4.7	4.1	3.7	4.5	6.0	3.1	3.7	2.8	1.8	8.5
DON'T KNOW	8.1	7.1	7.5	9.4	5.9	13.0	8.7	6.7	5.8	5.7	15.0	8.0	8.0	6.9	4.9	11.9	3.6	10.0
Net Diff.	69.2	71.4	71.9	67.1	73.1	60.4	68.6	73.5	65.2	63.9	61.2	69.7	65.2	63.3	79.8	66.7	79.4	60.6
Mean	3.40	3.39	3.47	3.34	3.45	3.39	3.34	3.47	3.37	3.31	3.38	3.40	3.32	3.37	3.48	3.42	3.43	3.39



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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	257	743	470	422	107	233	411	148	262	589	
SUPPORT	80.5	84.5	79.1	79.6	82.2	77.8	78.9	82.6	82.6	82.6	79.1	
Strongly	52.4	53.5	52.0	48.2	56.9	53.0	48.4	54.9	60.1	51.9	50.6	
Somewhat	28.1	31.0	27.1	31.4	25.4	24.9	30.5	27.7	22.4	30.7	28.4	
OPPOSE	11.3	10.9	11.5	11.9	11.2	9.6	13.0	11.9	12.7	11.4	11.0	
Somewhat	6.6	5.9	6.8	6.7	6.4	7.0	9.1	6.0	5.7	6.2	7.0	
Strongly	4.7	4.9	4.7	5.2	4.8	2.6	3.8	5.9	7.0	5.2	3.9	
DON'T KNOW	8.1	4.6	9.3	8.6	6.5	12.5	8.1	5.6	4.8	6.0	9.9	
Net Diff.	69.2	73.7	67.6	67.7	71.0	68.2	65.9	70.7	69.9	71.2	68.1	
Mean	3.40	3.40	3.40	3.34	3.44	3.47	3.34	3.39	3.43	3.37	3.40	



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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	LICAN	CRAT
Total	1000	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	80.5	81.2	80.7	82.2	79.2	80.1	83.0	82.5	84.6	81.3	76.7	76.2
Strongly	52.4	49.2	56.7	50.0	54.9	52.2	48.9	54.3	51.7	51.1	55.3	52.6
Somewhat	28.1	32.0	24.0	32.2	24.4	27.9	34.0	28.2	33.0	30.2	21.4	23.6
OPPOSE	11.3	9.8	12.2	9.8	13.1	11.0	10.7	13.2	7.5	8.9	13.0	14.0
Somewhat	6.6	5.4	6.8	6.1	7.1	6.6	7.6	6.4	3.1	4.5	7.7	9.5
Strongly	4.7	4.4	5.4	3.7	6.0	4.4	3.1	6.8	4.4	4.4	5.3	4.4
DON'T KNOW	8.1	9.0	7.1	8.0	7.7	8.9	6.3	4.2	7.9	9.8	10.4	9.8
Net Diff.	69.2	71.4	68.5	72.3	66.2	69.1	72.2	69.3	77.2	72.4	63.7	62.3
Mean	3.40	3.38	3.42	3.40	3.39	3.40	3.38	3.36	3.43	3.42	3.41	3.38



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	80.5	83.4	75.7	87.9	76.8	81.2	82.6	81.8	76.4	81.4	82.7	83.6	71.1	78.0	85.3	79.0	79.7
Strongly	52.4	59.7	64.2	57.0	48.3	47.4	54.6	50.6	50.9	47.3	50.6	59.9	48.4	42.2	62.6	48.8	54.4
Somewhat	28.1	23.7	11.5	30.8	28.4	33.8	28.0	31.3	25.4	34.1	32.2	23.8	22.7	35.9	22.7	30.2	25.3
OPPOSE	11.3	11.7	16.5	9.0	13.3	8.6	9.8	9.2	23.6	4.3	10.2	12.0	16.1	9.0	4.5	15.0	4.9
Somewhat	6.6	6.2	6.0	6.3	7.9	5.0	6.5	5.7	13.7	1.7	6.6	5.9	9.8	6.0	4.5	9.1	1.4
Strongly	4.7	5.6	10.5	2.6	5.4	3.6	3.4	3.5	9.9	2.6	3.5	6.2	6.3	3.0	0.0	5.9	3.5
DON'T KNOW	8.1	4.9	7.8	3.2	9.9	10.1	7.5	9.0	0.0	14.2	7.1	4.3	12.8	12.9	10.3	6.1	15.5
Net Diff.	69.2	71.6	59.2	78.9	63.5	72.6	72.8	72.7	52.7	77.1	72.6	71.6	55.0	69.0	80.8	64.0	74.8
Mean	3.40	3.45	3.40	3.47	3.33	3.39	3.45	3.42	3.17	3.47	3.40	3.44	3.30	3.35	3.65	3.30	3.54



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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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	80.5	81.5	75.4	80.9	81.6	82.0	87.6	81.3	81.5	80.5	83.3	70.4	76.9	81.1	82.9	82.7
Strongly	52.4	56.1	46.2	50.0	51.6	45.2	50.0	44.7	53.7	53.3	54.5	51.8	46.1	48.0	52.7	59.4
Somewhat	28.1	25.3	29.3	30.9	30.0	36.8	37.6	36.7	27.8	27.2	28.8	18.6	30.8	33.1	30.2	23.3
OPPOSE	11.3	11.0	13.8	11.1	10.6	13.4	12.4	13.6	10.9	11.7	9.4	12.2	13.0	14.7	10.2	7.9
Somewhat	6.6	6.4	8.4	6.3	6.4	9.0	12.4	8.6	6.2	6.8	5.0	6.6	7.8	7.8	6.5	3.3
Strongly	4.7	4.6	5.3	4.8	4.2	4.4	0.0	5.0	4.7	4.9	4.4	5.6	5.2	6.9	3.7	4.5
DON'T KNOW	8.1	7.6	10.8	8.0	7.8	4.6	0.0	5.1	7.7	7.8	7.4	17.4	10.0	4.2	6.9	9.4
Net Diff.	69.2	70.5	61.7	69.8	71.0	68.6	75.2	67.8	70.6	68.8	73.9	58.3	63.9	66.5	72.7	74.9
Mean	3.40	3.44	3.30	3.37	3.40	3.29	3.38	3.28	3.41	3.40	3.44	3.41	3.31	3.28	3.42	3.52



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	80.5	80.2	81.2	81.5	80.6	83.5	82.8	77.6	79.3	81.5	78.4	79.4	73.5	86.2	83.1	80.0	84.6	76.0	79.2	68.7
Strongly	52.4	52.8	51.6	53.1	48.3	54.7	46.6	51.3	57.8	55.0	46.8	51.5	41.5	45.8	54.3	55.6	49.1	53.0	40.7	42.2
Somewhat	28.1	27.4	29.6	28.4	32.3	28.9	36.2	26.3	21.6	26.5	31.5	27.9	32.0	40.4	28.7	24.4	35.5	23.0	38.5	26.5
OPPOSE	11.3	11.1	11.8	12.3	10.7	10.8	10.7	11.4	13.2	10.6	12.9	10.6	19.1	6.5	10.1	11.1	9.9	11.0	19.2	19.0
Somewhat	6.6	6.0	7.9	7.6	8.4	4.8	7.9	6.8	7.9	6.4	7.1	8.1	8.1	4.0	6.7	6.1	3.5	11.0	6.9	9.2
Strongly	4.7	5.1	3.9	4.7	2.3	5.9	2.8	4.5	5.3	4.2	5.8	2.5	11.0	2.5	3.4	5.0	6.4	0.0	12.4	9.9
DON'T KNOW	8.1	8.7	7.0	6.2	8.7	5.7	6.6	11.0	7.5	7.9	8.7	10.0	7.4	7.3	6.9	8.8	5.5	13.0	1.6	12.3
Net Diff.	69.2	69.1	69.4	69.2	69.8	72.8	72.1	66.3	66.2	70.9	65.5	68.8	54.4	79.7	73.0	68.9	74.7	65.0	60.0	49.6
Mean	3.40	3.40	3.39	3.39	3.39	3.40	3.35	3.40	3.43	3.44	3.31	3.43	3.12	3.40	3.44	3.43	3.35	3.48	3.09	3.15





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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	80.5	73.1	71.4	82.8	76.6	80.5	88.9	76.5	83.0	76.5	85.2	83.2	78.1
Strongly	52.4	42.1	52.8	49.8	54.2	49.2	58.2	49.4	54.2	50.8	54.2	51.5	53.2
Somewhat	28.1	31.0	18.6	33.0	22.4	31.3	30.6	27.1	28.8	25.8	30.9	31.7	25.0
OPPOSE	11.3	22.6	16.8	9.6	9.7	12.3	6.2	15.0	9.1	13.4	8.9	10.7	11.9
Somewhat	6.6	14.0	7.6	6.4	6.4	7.8	3.2	8.4	5.5	7.8	5.2	6.0	7.1
Strongly	4.7	8.6	9.2	3.3	3.3	4.5	3.1	6.6	3.6	5.6	3.7	4.7	4.8
DON'T KNOW	8.1	4.3	11.8	7.6	13.7	7.2	4.9	8.5	7.9	10.0	5.9	6.0	10.0
Net Diff.	69.2	50.5	54.6	73.2	66.9	68.2	82.7	61.5	73.9	63.1	76.3	72.5	66.2
Mean	3.40	3.11	3.30	3.40	3.48	3.35	3.52	3.30	3.45	3.35	3.44	3.38	3.41



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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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	80.5	72.1	77.8	75.9	88.3	71.7	81.3	82.1	87.5	72.3	74.6	70.4	89.2	78.4	80.4	83.3
Strongly	52.4	48.7	49.4	49.5	57.6	56.6	47.3	47.7	55.7	45.1	51.4	51.1	59.6	50.3	52.9	53.6
Somewhat	28.1	23.4	28.4	26.4	30.7	15.1	34.0	34.3	31.7	27.2	23.2	19.3	29.6	28.1	27.5	29.7
OPPOSE	11.3	20.7	12.7	12.8	6.5	25.1	11.6	12.1	6.5	18.7	13.7	13.3	6.4	11.0	11.4	11.5
Somewhat	6.6	12.0	6.7	8.1	3.8	12.4	6.4	6.0	4.5	11.8	7.0	9.9	3.0	7.8	6.7	4.9
Strongly	4.7	8.7	5.9	4.7	2.7	12.7	5.1	6.2	2.0	6.9	6.7	3.4	3.4	3.2	4.7	6.6
DON'T KNOW	8.1	7.2	9.5	11.3	5.2	3.2	7.1	5.8	6.0	9.0	11.7	16.3	4.4	10.6	8.2	5.2
Net Diff.	69.2	51.4	65.2	63.1	81.8	46.6	69.8	69.9	80.9	53.6	60.9	57.0	82.8	67.4	69.0	71.7
Mean	3.40	3.21	3.34	3.36	3.51	3.20	3.33	3.31	3.50	3.21	3.35	3.41	3.52	3.40	3.40	3.37



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March 23-26, 2024

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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

120. MODERNIZE THE FOOD AND DRUG ADMINISTRATION (FDA) TO GET MORE MEDICINES TO THE MARKET FASTER, TO MAKE SURE WE HAVE MORE COMPETITION AND LOWER PRICES.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	78.1	81.7	81.9	79.5	79.9	81.9	66.1	72.0	74.7	78.5	80.8	79.5	62.5	78.1	77.4	73.0	84.6	77.4	83.6	73.8
Strongly	37.8	51.2	42.6	36.1	34.5	34.8	31.7	39.2	37.2	36.4	41.5	29.1	28.7	39.1	29.7	31.0	42.9	41.3	46.4	38.4
Somewhat	40.4	30.5	39.3	43.4	45.4	47.1	34.4	32.8	37.6	42.1	39.3	50.3	33.8	39.0	47.8	42.0	41.6	36.0	37.2	35.4
OPPOSE	11.9	10.5	11.2	12.3	8.7	8.5	15.3	17.4	18.2	12.4	11.6	9.5	25.4	14.9	13.7	9.3	8.0	10.7	6.5	13.1
Somewhat	8.7	8.1	5.7	10.0	7.0	6.3	11.8	8.1	16.4	9.4	8.1	8.2	19.8	10.6	11.3	5.7	7.2	7.0	3.5	9.0
Strongly	3.2	2.3	5.5	2.4	1.6	2.2	3.5	9.3	1.7	3.0	3.5	1.3	5.6	4.3	2.4	3.6	0.8	3.7	3.1	4.1
DON'T KNOW	9.9	7.9	6.9	8.2	11.4	9.6	18.5	10.5	7.1	9.1	7.7	11.0	12.1	7.0	8.9	17.7	7.5	11.9	9.8	13.1
Net Diff.	66.2	71.2	70.7	67.2	71.2	73.4	50.8	54.6	56.5	66.0	69.2	69.9	37.2	63.2	63.7	63.7	76.6	66.7	77.1	60.7
Mean	3.25	3.42	3.28	3.23	3.27	3.27	3.16	3.14	3.19	3.23	3.29	3.21	2.97	3.21	3.15	3.22	3.37	3.30	3.41	3.24



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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	900	775	125	100	70	30
SUPPORT	78.1	81.6	78.7	77.3	76.3	80.1	81.3	73.1	60.5	59.6	62.6
Strongly	37.8	46.1	35.6	36.5	35.6	39.5	40.6	32.5	22.4	19.1	30.2
Somewhat	40.4	35.5	43.1	40.8	40.7	40.6	40.6	40.6	38.1	40.5	32.4
OPPOSE	11.9	10.1	12.8	11.3	13.7	11.7	10.7	18.0	13.7	17.4	5.1
Somewhat	8.7	8.6	8.2	8.5	9.6	8.4	7.8	11.8	11.6	14.3	5.1
Strongly	3.2	1.5	4.6	2.8	4.0	3.4	2.9	6.2	2.1	3.0	0.0
DON'T KNOW	9.9	8.3	8.5	11.4	10.0	8.1	8.0	8.9	25.8	23.0	32.3
Net Diff.	66.2	71.5	65.9	66.0	62.6	68.4	70.5	55.1	46.8	42.2	57.5
Mean	3.25	3.38	3.20	3.25	3.20	3.27	3.29	3.09	3.09	2.98	3.37



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BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340		466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	78.1	80.6	80.0		76.4	79.9	78.4	77.9	81.0	76.9	72.8	70.1	78.8	77.0	83.6	85.2	72.3	85.4	67.5
Strongly	37.8	37.1	42.1		35.1	40.8	36.5	36.8	41.1	38.6	36.2	27.8	37.7	35.7	39.3	40.8	37.3	42.0	38.6
Somewhat	40.4	43.5	37.9		41.3	39.1	41.9	41.2	39.9	38.3	36.6	42.3	41.1	41.3	44.3	44.4	35.0	43.5	28.8
OPPOSE	11.9	12.0	10.2		14.0	10.2	9.8	14.9	9.6	12.5	13.4	7.7	11.7	13.3	9.3	8.2	13.3	9.7	15.1
Somewhat	8.7	8.2	8.7		10.1	7.4	7.9	10.5	7.4	9.2	9.5	5.5	8.5	9.2	5.8	6.8	9.7	7.7	11.2
Strongly	3.2	3.8	1.4		3.9	2.8	2.0	4.4	2.2	3.4	3.9	2.2	3.2	4.2	3.5	1.4	3.6	1.9	3.9
DON'T KNOW	9.9	7.4	9.8		9.6	9.9	11.7	7.2	9.4	10.6	13.8	22.2	9.5	9.7	7.0	6.6	14.4	4.9	17.4
Net Diff.	66.2	68.6	69.9		62.4	69.7	68.6	63.1	71.4	64.3	59.4	62.4	67.1	63.7	74.3	77.0	59.0	75.8	52.4
Mean	3.25	3.23	3.34		3.19	3.31	3.28	3.19	3.32	3.25	3.22	3.23	3.25	3.20	3.28	3.33	3.24	3.32	3.24



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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	257	743	470	422	107	233	411	148	262	589	
SUPPORT	78.1	81.8	76.9	77.8	79.8	73.0	75.4	81.9	88.4	78.3	75.5	
Strongly	37.8	42.0	36.3	35.7	41.9	31.0	32.8	40.5	50.8	34.7	35.9	
Somewhat	40.4	39.8	40.6	42.2	37.9	42.0	42.6	41.4	37.7	43.6	39.6	
OPPOSE	11.9	10.1	12.6	14.5	9.8	9.3	11.2	9.1	6.8	10.4	13.9	
Somewhat	8.7	8.0	8.9	10.9	7.0	5.7	7.3	7.0	4.5	8.4	9.9	
Strongly	3.2	2.1	3.6	3.6	2.8	3.6	3.9	2.1	2.2	2.1	4.0	
DON'T KNOW	9.9	8.2	10.5	7.7	10.4	17.7	13.4	8.9	4.8	11.3	10.6	
Net Diff.	66.2	71.7	64.3	63.4	70.0	63.7	64.3	72.8	81.7	67.8	61.6	
Mean	3.25	3.32	3.22	3.19	3.33	3.22	3.20	3.32	3.44	3.25	3.20	



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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	LICAN	CRAT	ENDENT
Total	1000	433	460	362	370	268	185	162	123	177	208	145	
SUPPORT	78.1	78.0	79.7	79.0	78.7	76.4	86.5	80.4	79.8	71.0	77.3	73.5	
Strongly	37.8	35.2	41.1	35.8	44.8	30.7	38.9	49.7	24.3	32.6	41.0	36.1	
Somewhat	40.4	42.8	38.6	43.1	33.8	45.7	47.6	30.7	55.5	38.5	36.3	37.4	
OPPOSE	11.9	13.1	10.5	12.4	10.7	13.0	9.0	10.4	12.0	15.9	11.0	13.9	
Somewhat	8.7	9.1	7.8	8.9	7.6	10.0	6.2	8.9	10.4	11.7	6.6	9.6	
Strongly	3.2	4.0	2.6	3.5	3.1	3.1	2.8	1.5	1.6	4.2	4.4	4.3	
DON'T KNOW	9.9	8.9	9.8	8.7	10.6	10.6	4.5	9.2	8.3	13.1	11.7	12.6	
Net Diff.	66.2	64.9	69.3	66.6	67.9	63.3	77.5	70.0	67.8	55.1	66.3	59.6	
Mean	3.25	3.20	3.31	3.22	3.35	3.16	3.28	3.42	3.12	3.14	3.29	3.20	



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	78.1	80.1	78.1	81.2	74.8	83.4	75.2	79.8	80.6	72.6	80.4	81.1	73.2	81.8	74.2	76.9	76.3
Strongly	37.8	42.4	55.4	34.8	34.5	35.0	40.1	37.3	33.5	34.3	36.3	45.0	45.3	41.6	32.5	26.9	39.3
Somewhat	40.4	37.7	22.7	46.4	40.3	48.4	35.1	42.5	47.1	38.3	44.0	36.1	27.8	40.2	41.7	50.0	37.0
OPPOSE	11.9	11.0	11.7	10.6	12.6	10.3	14.4	12.1	19.4	12.9	11.8	10.4	12.5	6.2	10.2	12.5	16.2
Somewhat	8.7	8.0	8.5	7.7	9.4	8.1	9.1	8.6	14.6	12.9	7.5	7.4	8.3	6.2	8.0	8.9	14.1
Strongly	3.2	3.0	3.2	2.9	3.1	2.1	5.3	3.5	4.8	0.0	4.2	3.0	4.1	0.0	2.2	3.6	2.2
DON'T KNOW	9.9	8.9	10.1	8.2	12.6	6.3	10.5	8.1	0.0	14.5	7.9	8.5	14.4	12.0	15.6	10.6	7.5
Net Diff.	66.2	69.1	66.4	70.7	62.3	73.1	60.8	67.7	61.3	59.8	68.6	70.7	60.7	75.6	64.1	64.4	60.0
Mean	3.25	3.31	3.45	3.23	3.22	3.24	3.23	3.24	3.09	3.25	3.22	3.34	3.34	3.40	3.24	3.12	3.23





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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 Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	78.1	79.9	69.8	78.6	78.5	81.8	60.2	84.4	78.2	79.3	76.0	72.5	79.4	77.5	82.6	73.9
Strongly	37.8	41.5	29.1	36.1	31.4	32.1	33.9	31.9	38.7	38.3	39.5	38.5	36.3	19.9	39.6	42.9
Somewhat	40.4	38.3	40.8	42.5	47.1	49.7	26.3	52.5	39.5	41.1	36.5	34.0	43.1	57.6	42.9	31.1
OPPOSE	11.9	9.8	15.3	13.4	11.4	12.6	39.8	9.4	11.5	11.8	11.0	14.3	9.6	15.5	10.0	13.5
Somewhat	8.7	7.5	10.3	9.6	8.6	8.9	32.6	6.0	8.4	8.6	8.0	10.9	7.7	12.7	4.8	10.1
Strongly	3.2	2.3	5.1	3.7	2.8	3.8	7.2	3.4	3.1	3.2	3.0	3.4	1.9	2.9	5.3	3.4
DON'T KNOW	9.9	10.4	14.8	8.0	10.1	5.6	0.0	6.2	10.3	8.8	13.0	13.2	11.0	7.0	7.4	12.6
Net Diff.	66.2	70.1	54.5	65.2	67.1	69.1	20.4	74.9	66.7	67.5	65.0	58.2	69.8	62.0	72.5	60.4
Mean	3.25	3.33	3.10	3.21	3.19	3.17	2.87	3.20	3.27	3.26	3.29	3.24	3.28	3.02	3.26	3.30



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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
Total	1000	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	78.1	77.1	80.3	76.8	87.6	80.8	85.5	74.3	73.8	78.9	76.6	75.6	73.6	86.8	84.4	73.4	79.5	73.1	72.9	74.2
Strongly	37.8	39.8	33.8	34.8	31.7	41.5	34.8	38.5	32.6	38.0	37.4	34.7	36.3	43.1	40.0	36.0	34.0	35.1	34.4	38.0
Somewhat	40.4	37.3	46.5	42.0	56.0	39.3	50.8	35.8	41.2	40.9	39.2	40.9	37.3	43.8	44.5	37.4	45.5	38.0	38.5	36.2
OPPOSE	11.9	11.0	13.7	16.7	7.4	10.1	10.5	11.7	17.7	12.5	10.8	11.0	13.9	5.1	9.8	15.1	10.8	11.2	14.4	13.5
Somewhat	8.7	8.2	9.6	11.6	5.5	8.6	7.6	7.9	12.1	9.6	6.7	6.2	9.5	2.5	8.0	11.2	8.6	4.6	10.6	8.6
Strongly	3.2	2.8	4.1	5.1	1.9	1.5	2.8	3.8	5.6	2.8	4.1	4.9	4.4	2.6	1.8	3.8	2.2	6.6	3.9	4.8
DON'T KNOW	9.9	11.9	6.0	6.5	5.0	9.1	4.0	14.0	8.4	8.7	12.6	13.4	12.5	8.1	5.8	11.5	9.7	15.8	12.7	12.3
Net Diff.	66.2	66.0	66.6	60.1	80.2	70.7	75.1	62.6	56.1	66.4	65.8	64.5	59.7	81.7	74.6	58.3	68.6	61.9	58.4	60.7
Mean	3.25	3.29	3.17	3.14	3.23	3.33	3.22	3.27	3.10	3.25	3.26	3.22	3.21	3.38	3.30	3.19	3.23	3.21	3.18	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	1000	78	144	158	158	204	258	380	620	538	462	470	530	
SUPPORT	78.1	68.3	68.5	76.0	72.7	82.4	87.8	71.5	82.2	71.9	85.4	82.6	74.2	
Strongly	37.8	28.5	31.6	44.2	37.2	37.7	40.6	36.2	38.7	36.5	39.3	38.8	36.8	
Somewhat	40.4	39.8	36.9	31.7	35.6	44.8	47.2	35.3	43.5	35.4	46.2	43.8	37.3	
OPPOSE	11.9	24.9	18.1	14.0	12.3	8.4	5.9	17.8	8.3	16.2	7.0	10.3	13.4	
Somewhat	8.7	16.9	11.8	8.6	10.8	6.5	5.0	11.5	7.0	11.3	5.6	8.2	9.1	
Strongly	3.2	7.9	6.3	5.4	1.4	1.9	0.9	6.3	1.4	4.8	1.4	2.0	4.3	
DON'T KNOW	9.9	6.9	13.4	10.0	15.0	9.2	6.3	10.7	9.5	11.9	7.6	7.1	12.4	
Net Diff.	66.2	43.4	50.4	62.0	60.5	74.0	81.9	53.7	73.9	55.7	78.4	72.4	60.7	
Mean	3.25	2.95	3.08	3.28	3.28	3.30	3.36	3.14	3.32	3.18	3.33	3.29	3.22	



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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	1000	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	78.1	66.5	73.5	75.6	86.8	72.3	77.8	79.8	89.6	63.9	69.5	71.7	83.9	78.4	79.2	75.3
Strongly	37.8	27.4	40.7	36.1	40.2	27.5	43.3	35.0	40.7	27.3	38.3	37.1	39.8	41.0	37.7	34.1
Somewhat	40.4	39.1	32.8	39.5	46.6	44.8	34.5	44.9	49.0	36.6	31.2	34.6	44.2	37.4	41.5	41.2
OPPOSE	11.9	26.2	14.2	11.7	6.0	21.0	11.8	12.2	5.9	28.6	16.5	11.3	6.1	11.2	11.4	13.9
Somewhat	8.7	18.4	8.4	10.5	4.6	15.1	8.3	12.2	4.2	19.9	8.5	8.9	4.9	6.9	8.6	11.1
Strongly	3.2	7.8	5.8	1.2	1.4	5.9	3.5	0.0	1.6	8.7	7.9	2.3	1.2	4.3	2.8	2.9
DON'T KNOW	9.9	7.2	12.3	12.7	7.1	6.7	10.4	7.9	4.5	7.5	14.0	17.0	9.9	10.3	9.4	10.7
Net Diff.	66.2	40.3	59.3	63.8	80.8	51.3	66.0	67.6	83.8	35.3	53.1	60.4	77.8	67.2	67.8	61.4
Mean	3.25	2.93	3.24	3.26	3.35	3.01	3.31	3.25	3.35	2.89	3.16	3.28	3.36	3.28	3.26	3.19



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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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	65.3	65.4	70.6	69.6	63.1	60.5	57.6	66.3	68.4	65.3	69.1	61.5	55.4	64.3	66.8	63.5	66.9	65.3	62.8	66.7
Strongly	26.9	36.7	32.2	22.9	25.8	23.1	22.0	17.4	39.9	25.7	29.0	20.7	21.4	27.5	22.4	26.1	25.5	30.0	32.9	28.3
Somewhat	38.4	28.6	38.4	46.7	37.4	37.4	35.5	49.0	28.5	39.6	40.0	40.9	34.0	36.8	44.4	37.5	41.4	35.3	29.9	38.4
OPPOSE	15.7	19.1	12.3	15.4	16.7	15.1	15.0	16.3	18.8	15.8	15.1	14.2	24.2	19.4	16.3	8.2	13.2	15.7	19.9	13.3
Somewhat	10.6	11.9	9.7	9.0	12.8	8.8	10.2	13.1	11.7	11.1	9.8	10.8	18.6	14.9	10.7	5.0	8.0	9.5	11.3	8.4
Strongly	5.1	7.2	2.5	6.4	4.0	6.3	4.8	3.2	7.1	4.7	5.2	3.4	5.6	4.5	5.6	3.3	5.2	6.2	8.6	4.8
DON'T KNOW	18.9	15.5	17.1	15.1	20.1	24.4	27.4	17.4	12.8	18.9	15.9	24.3	20.4	16.3	16.8	28.2	19.9	19.0	17.3	20.0
Net Diff.	49.6	46.3	58.4	54.2	46.4	45.4	42.5	50.0	49.6	49.6	54.0	47.4	31.2	45.0	50.5	55.3	53.7	49.6	42.9	53.4
Mean	3.07	3.12	3.21	3.01	3.06	3.02	3.03	2.97	3.16	3.06	3.10	3.04	2.89	3.04	3.01	3.20	3.09	3.10	3.05	3.13



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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
Total	1000	175	225	384	216	900	775	125	100	70	30
SUPPORT	65.3	65.3	68.9	65.3	61.7	66.3	66.2	67.0	56.6	60.8	46.8
Strongly	26.9	29.4	25.9	26.0	27.4	27.7	28.6	22.0	19.6	20.4	17.8
Somewhat	38.4	35.8	43.0	39.3	34.2	38.6	37.6	45.1	37.0	40.4	29.0
OPPOSE	15.7	13.6	15.3	16.0	17.5	15.5	14.9	19.8	17.5	18.9	14.3
Somewhat	10.6	6.6	10.6	11.2	12.9	10.5	10.5	10.1	12.1	13.6	8.4
Strongly	5.1	7.1	4.6	4.8	4.6	5.1	4.3	9.7	5.5	5.3	5.8
DON'T KNOW	18.9	21.1	15.9	18.7	20.8	18.2	19.0	13.2	25.9	20.3	38.9
Net Diff.	49.6	51.6	53.6	49.3	44.1	50.7	51.3	47.2	39.1	41.9	32.5
Mean	3.07	3.11	3.07	3.06	3.07	3.09	3.12	2.91	2.95	2.95	2.96



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	65.3	66.5	66.9	65.0	66.6	60.5	66.1	67.1	66.7	65.7	52.8	65.4	65.8	66.3	66.9	66.3	65.6	64.0
Strongly	26.9	24.7	31.6	25.2	28.5	27.8	25.1	28.8	30.0	27.3	22.1	26.7	25.9	22.5	26.6	30.5	27.3	30.5
Somewhat	38.4	41.8	35.3	39.8	38.1	32.7	41.0	38.3	36.8	38.4	30.7	38.7	39.9	43.8	40.2	35.8	38.3	33.5
OPPOSE	15.7	18.9	11.7	17.6	12.8	20.8	18.4	12.7	15.9	14.4	16.0	15.7	15.7	10.9	16.7	13.2	18.3	16.0
Somewhat	10.6	13.2	8.0	13.2	7.8	11.0	13.4	8.2	9.9	9.5	9.5	10.8	10.2	8.3	11.9	7.5	14.9	7.5
Strongly	5.1	5.7	3.7	4.4	5.0	9.8	5.0	4.5	6.0	4.9	6.5	4.9	5.5	2.5	4.8	5.7	3.4	8.6
DON'T KNOW	18.9	14.6	21.4	17.4	20.6	18.7	15.4	20.2	17.4	20.0	31.1	18.9	18.6	22.8	16.4	20.4	16.1	20.0
Net Diff.	49.6	47.7	55.2	47.4	53.7	39.7	47.7	54.4	50.8	51.3	36.8	49.7	50.1	55.4	50.2	53.1	47.3	48.0
Mean	3.07	3.00	3.21	3.04	3.13	2.97	3.02	3.14	3.10	3.10	2.99	3.07	3.06	3.12	3.06	3.14	3.07	3.07



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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	257	743	470	422	107	233	411	148	262	589
SUPPORT	65.3	72.9	62.7	65.3	65.8	63.5	64.0	69.6	73.4	67.5	62.3
Strongly	26.9	29.6	25.9	25.7	28.4	26.1	24.1	29.7	37.8	25.1	24.9
Somewhat	38.4	43.2	36.8	39.6	37.4	37.5	39.8	39.9	35.6	42.3	37.4
OPPOSE	15.7	13.0	16.7	18.3	14.9	8.2	14.3	12.1	11.6	12.4	18.3
Somewhat	10.6	8.7	11.3	13.4	9.0	5.0	9.7	7.8	6.1	8.7	12.6
Strongly	5.1	4.3	5.4	4.9	5.9	3.3	4.6	4.3	5.4	3.7	5.7
DON'T KNOW	18.9	14.1	20.6	16.5	19.3	28.2	21.8	18.3	15.0	20.1	19.4
Net Diff.	49.6	59.8	46.0	47.0	51.0	55.3	49.7	57.5	61.8	55.1	44.0
Mean	3.07	3.14	3.05	3.03	3.10	3.20	3.07	3.16	3.24	3.11	3.01





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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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	65.3	65.7	65.9	66.0	66.7	62.5	68.3	73.4	67.6	63.5	61.5	58.2
Strongly	26.9	25.3	28.7	24.6	30.6	24.8	23.7	38.0	17.5	25.6	24.8	31.0
Somewhat	38.4	40.5	37.1	41.4	36.1	37.7	44.6	35.4	50.1	37.9	36.7	27.2
OPPOSE	15.7	17.6	13.3	17.2	14.2	16.0	19.0	14.3	13.9	15.3	14.1	17.7
Somewhat	10.6	13.2	8.0	12.5	8.8	10.6	14.0	10.1	11.0	10.9	7.8	10.2
Strongly	5.1	4.4	5.3	4.7	5.4	5.4	5.0	4.2	2.9	4.3	6.3	7.5
DON'T KNOW	18.9	16.7	20.8	16.8	19.1	21.5	12.7	12.3	18.5	21.2	24.4	24.1
Net Diff.	49.6	48.2	52.6	48.8	52.5	46.5	49.4	59.2	53.6	48.3	47.3	40.5
Mean	3.07	3.04	3.13	3.03	3.14	3.04	3.00	3.22	3.01	3.08	3.06	3.08



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	65.3	69.0	70.0	68.4	61.9	64.8	66.9	65.7	85.3	62.4	65.5	67.7	63.4	72.1	68.3	60.5	63.7
Strongly	26.9	30.3	40.2	24.5	26.3	21.1	29.4	24.8	29.6	27.7	23.5	31.2	30.0	27.5	25.4	23.1	28.9
Somewhat	38.4	38.7	29.9	43.9	35.5	43.7	37.5	40.9	55.8	34.7	42.0	36.5	33.4	44.6	42.9	37.4	34.8
OPPOSE	15.7	13.1	10.5	14.6	16.4	17.5	16.6	17.1	14.7	15.9	17.6	13.2	17.2	9.4	11.5	16.1	18.5
Somewhat	10.6	6.1	2.3	8.4	11.9	13.5	12.2	12.9	10.1	10.3	13.2	6.2	14.4	6.3	3.7	10.7	14.6
Strongly	5.1	7.0	8.2	6.2	4.6	4.1	4.5	4.2	4.6	5.6	4.4	7.0	2.8	3.1	7.7	5.4	3.9
DON'T KNOW	18.9	17.9	19.5	17.0	21.7	17.7	16.5	17.1	0.0	21.7	16.8	19.1	19.4	18.5	20.2	23.3	17.8
Net Diff.	49.6	55.9	59.6	53.8	45.4	47.2	50.3	48.6	70.7	46.4	47.9	54.5	46.2	62.7	56.8	44.4	45.2
Mean	3.07	3.12	3.27	3.04	3.07	2.99	3.10	3.04	3.10	3.08	3.02	3.14	3.12	3.18	3.08	3.02	3.08



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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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	65.3	66.9	58.3	65.5	64.6	65.3	62.1	65.7	66.6	66.9	66.0	54.6	62.9	61.5	67.7	66.2
Strongly	26.9	29.8	24.0	24.4	22.9	19.6	21.7	19.3	27.4	27.1	28.1	32.9	26.8	17.5	23.8	32.6
Somewhat	38.4	37.1	34.3	41.1	41.7	45.7	40.3	46.4	39.2	39.8	37.9	21.6	36.1	43.9	43.9	33.7
OPPOSE	15.7	14.3	15.4	17.4	15.5	20.5	28.3	19.6	14.9	15.6	13.7	15.4	16.7	19.9	16.0	12.4
Somewhat	10.6	8.7	10.4	12.8	10.6	13.2	28.3	11.4	10.5	10.7	10.2	7.8	11.3	13.0	12.0	7.5
Strongly	5.1	5.6	5.0	4.6	4.9	7.3	0.0	8.2	4.4	4.9	3.5	7.6	5.4	6.8	4.0	5.0
DON'T KNOW	18.9	18.7	26.3	17.1	19.9	14.2	9.6	14.7	18.5	17.5	20.2	30.1	20.5	18.7	16.3	21.3
Net Diff.	49.6	52.6	42.8	48.1	49.1	44.8	33.7	46.1	51.7	51.3	52.3	39.2	46.2	41.6	51.7	53.8
Mean	3.07	3.12	3.05	3.03	3.03	2.90	2.93	2.90	3.10	3.08	3.14	3.14	3.06	2.89	3.05	3.19



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	65.3	64.6	66.7	62.8	75.0	70.6	68.7	60.1	64.3	65.6	64.6	62.1	63.7	73.6	70.5	60.8	70.4	56.7	64.7	62.8
Strongly	26.9	28.3	24.1	26.7	18.7	29.2	23.6	27.6	24.8	26.5	27.8	27.1	24.0	33.2	27.2	25.7	24.9	28.5	24.5	23.6
Somewhat	38.4	36.3	42.6	36.1	56.3	41.5	45.1	32.5	39.5	39.2	36.9	35.0	39.6	40.4	43.4	35.1	45.5	28.2	40.2	39.2
OPPOSE	15.7	15.0	17.3	17.8	16.2	14.1	18.9	15.6	15.2	15.8	15.6	16.0	18.1	9.4	16.1	15.6	12.7	18.1	18.5	17.7
Somewhat	10.6	10.2	11.5	11.7	11.3	11.7	12.2	9.0	10.7	10.7	10.4	12.4	9.7	6.9	12.2	9.3	11.0	13.3	10.8	8.8
Strongly	5.1	4.8	5.7	6.1	4.9	2.5	6.7	6.6	4.5	5.1	5.2	3.6	8.3	2.5	3.9	6.3	1.7	4.8	7.7	8.9
DON'T KNOW	18.9	20.4	16.0	19.4	8.8	15.2	12.3	24.3	20.5	18.5	19.8	21.9	18.2	17.0	13.4	23.6	16.9	25.2	16.8	19.5
Net Diff.	49.6	49.6	49.5	45.0	58.8	56.5	49.8	44.5	49.1	49.8	49.1	46.1	45.6	64.2	54.5	45.2	57.7	38.6	46.2	45.1
Mean	3.07	3.11	3.01	3.03	2.97	3.15	2.98	3.07	3.06	3.07	3.09	3.10	2.97	3.26	3.08	3.05	3.13	3.07	2.98	2.96



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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	65.3	51.0	62.0	71.9	65.4	66.7	66.3	63.8	66.2	64.3	66.5	69.9	61.3
Strongly	26.9	15.8	23.0	34.3	21.5	31.1	27.8	26.2	27.3	24.9	29.2	27.0	26.8
Somewhat	38.4	35.2	38.9	37.6	43.9	35.6	38.6	37.6	38.9	39.5	37.2	42.9	34.5
OPPOSE	15.7	26.4	15.2	16.3	12.0	11.6	17.9	18.0	14.4	16.3	15.2	16.0	15.5
Somewhat	10.6	12.0	10.6	12.2	8.6	7.4	13.1	11.5	10.1	10.7	10.6	11.9	9.5
Strongly	5.1	14.5	4.6	4.2	3.5	4.3	4.8	6.5	4.3	5.6	4.6	4.2	6.0
DON'T KNOW	18.9	22.6	22.8	11.8	22.5	21.7	15.7	18.2	19.4	19.4	18.4	14.1	23.3
Net Diff.	49.6	24.6	46.7	55.5	53.4	55.0	48.4	45.8	51.9	48.1	51.3	53.9	45.8
Mean	3.07	2.68	3.04	3.16	3.08	3.19	3.06	3.02	3.11	3.04	3.12	3.08	3.07



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121. ALLOW PHARMACISTS TO SUBSTITUTE BIOSIMILAR DRUGS FOR BRAND NAME BIOLOGICS, THE SAME WAY THEY CAN WITH GENERIC DRUGS.

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	65.3	53.7	67.7	66.8	66.3	56.6	69.5	73.6	70.2	52.4	66.0	60.6	62.2	63.5	66.7	64.3
Strongly	26.9	17.0	30.8	25.6	28.2	14.9	30.4	25.8	27.9	18.0	31.2	25.4	28.5	26.7	27.3	26.2
Somewhat	38.4	36.7	36.9	41.2	38.1	41.8	39.1	47.9	42.3	34.4	34.7	35.3	33.8	36.9	39.4	38.0
OPPOSE	15.7	24.5	15.5	11.5	16.2	26.7	18.6	8.2	17.5	23.5	12.6	14.4	14.9	16.2	15.6	15.4
Somewhat	10.6	13.0	11.0	8.4	11.2	15.3	16.6	7.0	11.4	11.9	5.9	9.6	11.0	8.4	11.9	10.1
Strongly	5.1	11.5	4.4	3.1	5.0	11.5	2.0	1.3	6.1	11.5	6.7	4.8	3.9	7.8	3.7	5.3
DON'T KNOW	18.9	21.8	16.8	21.7	17.5	16.6	11.9	18.1	12.3	24.2	21.4	25.0	22.9	20.2	17.7	20.3
Net Diff.	49.6	29.2	52.2	55.3	50.1	29.9	51.0	65.4	52.8	28.9	53.4	46.2	47.3	47.3	51.0	48.8
Mean	3.07	2.76	3.13	3.14	3.08	2.72	3.11	3.20	3.05	2.78	3.15	3.08	3.13	3.03	3.10	3.07



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122. EXPAND MEDICARE'S ABILITY TO NEGOTIATE DIRECTLY WITH DRUG MANUFACTURERS ON THE PRICE OF DRUGS.

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	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	86.7	84.8	87.1	88.9	90.0	88.7	79.7	86.5	81.1	85.1	87.4	88.3	63.1	87.3	82.2	76.5	90.5	90.7	91.8	90.1
Strongly	50.5	56.0	54.0	46.1	55.1	43.7	46.1	50.7	56.4	47.0	50.9	44.8	31.8	48.3	37.5	47.2	55.8	59.4	60.9	58.6
Somewhat	36.2	28.9	33.2	42.8	34.9	44.9	33.6	35.7	24.7	38.1	36.5	43.5	31.3	39.0	44.7	29.3	34.7	31.3	30.9	31.5
OPPOSE	6.1	7.7	4.8	5.2	2.7	3.1	10.8	9.1	13.2	6.9	5.6	2.9	25.8	6.8	9.8	9.1	2.1	4.0	2.8	4.7
Somewhat	4.1	2.1	4.3	3.7	1.7	2.5	6.5	7.3	8.5	4.5	3.6	2.1	16.5	3.7	7.0	6.5	1.6	2.9	2.0	3.4
Strongly	2.1	5.6	0.5	1.5	1.0	0.7	4.3	1.8	4.8	2.4	2.0	0.8	9.3	3.1	2.7	2.6	0.5	1.1	0.8	1.3
DON'T KNOW	7.2	7.4	8.0	5.9	7.3	8.2	9.5	4.5	5.6	8.0	7.0	8.8	11.1	5.8	8.1	14.4	7.4	5.3	5.4	5.2
Net Diff.	80.6	77.1	82.3	83.7	87.3	85.5	68.9	77.4	67.9	78.2	81.8	85.3	37.3	80.5	72.4	67.4	88.4	86.7	89.0	85.4
Mean	3.46	3.46	3.53	3.42	3.55	3.44	3.34	3.42	3.41	3.41	3.47	3.45	2.96	3.41	3.27	3.42	3.57	3.57	3.61	3.55



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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
Total	1000	175	225	384	216	900	775	125	100	70	30
SUPPORT	86.7	89.3	86.9	88.8	80.6	89.0	89.8	83.6	66.1	66.0	66.5
Strongly	50.5	60.5	46.6	49.9	47.6	53.0	54.7	42.0	28.5	25.2	36.3
Somewhat	36.2	28.8	40.4	38.9	33.0	36.0	35.1	41.7	37.6	40.8	30.1
OPPOSE	6.1	4.9	7.4	5.5	6.9	5.3	4.7	9.1	13.2	15.5	7.8
Somewhat	4.1	4.1	3.8	3.3	5.6	3.3	3.0	5.1	10.8	12.2	7.8
Strongly	2.1	0.8	3.6	2.2	1.2	2.0	1.7	4.0	2.3	3.3	0.0
DON'T KNOW	7.2	5.8	5.7	5.7	12.6	5.7	5.4	7.3	20.7	18.6	25.8
Net Diff.	80.6	84.4	79.5	83.3	73.7	83.6	85.1	74.5	53.0	50.5	58.7
Mean	3.46	3.58	3.38	3.45	3.45	3.48	3.51	3.31	3.16	3.08	3.38





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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	86.7	87.8	88.4	85.1	89.6	80.5	86.3	91.0	82.3	81.0	78.7	86.9	84.4	89.9	92.7	83.8	87.3	83.6
Strongly	50.5	47.6	58.3	44.5	58.2	43.5	45.0	59.1	43.9	40.1	50.5	50.6	45.5	52.9	57.7	48.1	60.0	48.7
Somewhat	36.2	40.2	30.1	40.6	31.4	37.1	41.3	31.8	38.4	41.0	28.2	36.3	38.9	37.0	35.1	35.7	27.3	34.9
OPPOSE	6.1	7.1	3.8	7.8	4.6	5.0	7.4	4.2	8.1	7.7	5.1	6.0	7.3	7.2	3.4	6.0	7.4	7.9
Somewhat	4.1	4.6	2.5	4.7	3.5	3.3	4.9	3.4	3.5	4.1	3.8	3.9	4.4	6.3	1.9	5.0	4.0	6.2
Strongly	2.1	2.5	1.3	3.1	1.1	1.6	2.5	0.8	4.6	3.6	1.3	2.1	2.9	0.9	1.5	1.0	3.4	1.7
DON'T KNOW	7.2	5.0	7.8	7.1	5.9	14.5	6.3	4.9	9.6	11.3	16.2	7.1	8.3	2.9	3.9	10.2	5.3	8.5
Net Diff.	80.6	80.7	84.6	77.3	85.0	75.6	78.9	86.8	74.2	73.3	73.6	80.9	77.1	82.7	89.3	77.7	79.9	75.7
Mean	3.46	3.40	3.58	3.36	3.56	3.43	3.37	3.57	3.35	3.32	3.53	3.46	3.39	3.46	3.55	3.46	3.52	3.43



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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	257	743	470	422	107	233	411	148	262	589	
SUPPORT	86.7	90.3	85.4	85.4	90.6	76.5	79.7	90.6	93.4	88.9	84.0	
Strongly	50.5	56.9	48.3	44.3	58.2	47.2	45.7	58.0	68.3	52.2	45.3	
Somewhat	36.2	33.5	37.1	41.1	32.4	29.3	34.0	32.6	25.1	36.8	38.7	
OPPOSE	6.1	5.8	6.2	7.9	3.4	9.1	9.8	4.6	3.9	5.0	7.2	
Somewhat	4.1	3.1	4.4	4.9	2.4	6.5	6.6	2.8	2.8	2.9	4.9	
Strongly	2.1	2.7	1.8	3.0	0.9	2.6	3.2	1.7	1.1	2.1	2.3	
DON'T KNOW	7.2	3.8	8.4	6.6	6.0	14.4	10.5	4.9	2.7	6.1	8.8	
Net Diff.	80.6	84.5	79.2	77.5	87.3	67.4	69.9	86.0	89.6	84.0	76.8	
Mean	3.46	3.50	3.44	3.36	3.57	3.42	3.36	3.54	3.65	3.48	3.39	



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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	433	460	362	370	268	185	162	123	177	208	145
SUPPORT	86.7	86.2	88.2	88.6	87.8	82.5	90.2	90.8	81.1	86.9	85.5	83.7
Strongly	50.5	45.2	58.2	44.9	57.2	48.8	42.2	60.4	45.0	47.8	54.6	52.1
Somewhat	36.2	41.0	30.0	43.7	30.6	33.7	48.1	30.4	36.1	39.2	30.8	31.6
OPPOSE	6.1	7.1	5.3	5.8	5.7	7.2	6.3	5.8	7.0	5.3	5.6	7.3
Somewhat	4.1	4.4	3.6	4.0	3.6	4.7	4.7	5.0	4.1	3.3	2.5	5.2
Strongly	2.1	2.6	1.8	1.8	2.1	2.5	1.6	0.8	2.9	2.0	3.1	2.0
DON'T KNOW	7.2	6.7	6.5	5.6	6.5	10.3	3.5	3.4	11.9	7.7	8.9	9.0
Net Diff.	80.6	79.1	82.8	82.8	82.1	75.3	84.0	85.0	74.0	81.6	79.9	76.4
Mean	3.46	3.38	3.55	3.39	3.53	3.44	3.36	3.56	3.40	3.44	3.51	3.47



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	86.7	89.6	91.2	88.7	83.5	87.6	87.2	87.4	82.0	83.6	90.3	90.1	82.5	91.7	90.6	84.2	72.9
Strongly	50.5	59.1	69.4	53.0	47.6	45.1	48.5	46.6	41.3	41.2	46.0	60.2	52.0	54.6	61.1	47.1	45.4
Somewhat	36.2	30.6	21.8	35.7	35.9	42.5	38.7	40.8	40.6	42.4	44.3	29.9	30.5	37.1	29.6	37.0	27.5
OPPOSE	6.1	6.0	5.6	6.2	6.5	6.3	5.3	5.9	18.0	4.4	5.3	5.6	6.6	2.6	2.2	7.4	9.8
Somewhat	4.1	3.8	2.9	4.3	4.4	4.9	2.6	3.9	9.5	4.4	3.6	3.6	4.5	0.0	2.2	4.3	7.3
Strongly	2.1	2.1	2.6	1.8	2.2	1.3	2.7	1.9	8.6	0.0	1.7	2.0	2.1	2.6	0.0	3.1	2.4
DON'T KNOW	7.2	4.4	3.3	5.1	10.0	6.2	7.4	6.7	0.0	12.0	4.4	4.3	11.0	5.7	7.2	8.4	17.4
Net Diff.	80.6	83.7	85.6	82.5	77.0	81.3	81.9	81.6	63.9	79.2	85.0	84.5	75.9	89.0	88.5	76.8	63.1
Mean	3.46	3.53	3.63	3.47	3.43	3.40	3.44	3.42	3.15	3.42	3.41	3.55	3.49	3.52	3.63	3.40	3.40



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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	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	86.7	88.9	78.2	86.6	86.3	86.1	76.5	87.3	87.5	86.2	90.0	80.5	86.2	86.7	89.7	83.9
Strongly	50.5	57.6	40.1	45.5	47.7	38.6	40.3	38.4	52.9	51.0	56.4	48.3	46.9	38.4	51.4	55.8
Somewhat	36.2	31.2	38.0	41.1	38.6	47.6	36.2	48.9	34.6	35.2	33.6	32.2	39.3	48.3	38.3	28.1
OPPOSE	6.1	4.7	8.3	7.1	6.3	10.7	23.5	9.2	5.6	6.9	3.1	3.7	5.6	8.6	4.7	7.0
Somewhat	4.1	2.8	6.1	4.8	4.1	4.4	6.3	4.2	4.2	5.0	2.8	1.9	3.7	5.6	3.5	3.5
Strongly	2.1	1.9	2.2	2.3	2.2	6.3	17.2	5.0	1.4	1.9	0.4	1.8	1.9	2.9	1.2	3.5
DON'T KNOW	7.2	6.4	13.5	6.3	7.4	3.1	0.0	3.5	6.9	6.9	6.8	15.8	8.2	4.7	5.6	9.1
Net Diff.	80.6	84.2	69.8	79.5	80.0	75.4	53.0	78.1	81.9	79.3	86.9	76.8	80.6	78.1	85.0	76.9
Mean	3.46	3.55	3.34	3.39	3.42	3.22	3.00	3.25	3.49	3.45	3.57	3.51	3.43	3.28	3.48	3.50



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	86.7	86.3	87.5	87.1	88.3	87.9	88.3	85.1	86.5	88.2	83.5	84.4	81.4	89.0	89.2	87.2	84.5	84.4	82.5	80.5
Strongly	50.5	54.3	42.9	46.4	35.3	56.6	37.7	52.6	49.2	51.3	48.8	51.7	44.1	50.9	48.6	53.9	54.5	49.9	47.3	41.3
Somewhat	36.2	32.0	44.6	40.7	53.0	31.3	50.6	32.5	37.3	36.9	34.7	32.7	37.3	38.2	40.6	33.2	30.0	34.5	35.1	39.2
OPPOSE	6.1	5.8	6.7	7.2	5.5	5.3	7.8	6.2	5.2	6.0	6.4	4.9	9.8	0.0	6.2	5.7	4.0	5.4	11.2	8.7
Somewhat	4.1	3.7	4.7	5.6	2.9	3.8	5.9	3.7	3.2	4.3	3.6	3.9	4.9	0.0	4.5	4.0	4.0	3.9	7.4	2.8
Strongly	2.1	2.1	2.0	1.6	2.6	1.5	1.9	2.6	2.0	1.7	2.9	0.9	4.9	0.0	1.7	1.7	0.0	1.5	3.7	5.9
DON'T KNOW	7.2	7.9	5.9	5.7	6.2	6.8	3.9	8.7	8.3	5.9	10.0	10.7	8.8	11.0	4.6	7.1	11.5	10.2	6.4	10.8
Net Diff.	80.6	80.4	80.8	79.8	82.9	82.6	80.4	78.8	81.3	82.2	77.1	79.6	71.6	89.0	83.0	81.4	80.5	78.9	71.3	71.8
Mean	3.46	3.50	3.36	3.40	3.29	3.53	3.29	3.48	3.46	3.46	3.44	3.51	3.32	3.57	3.43	3.50	3.57	3.48	3.35	3.30



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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	86.7	73.9	77.4	88.0	85.2	89.1	93.9	81.1	90.1	82.3	91.8	88.0	85.5
Strongly	50.5	33.3	42.8	48.9	49.9	53.1	59.3	43.4	54.9	45.3	56.6	49.2	51.7
Somewhat	36.2	40.6	34.6	39.1	35.3	36.0	34.6	37.7	35.2	37.0	35.2	38.8	33.8
OPPOSE	6.1	16.8	12.6	4.7	6.9	3.1	2.0	10.2	3.6	9.2	2.5	6.3	6.0
Somewhat	4.1	7.8	8.9	3.7	6.0	1.9	1.0	6.5	2.5	6.4	1.4	4.6	3.5
Strongly	2.1	9.0	3.7	1.0	1.0	1.2	1.0	3.7	1.1	2.9	1.1	1.7	2.4
DON'T KNOW	7.2	9.4	10.0	7.3	7.9	7.7	4.1	8.7	6.3	8.5	5.7	5.7	8.6
Net Diff.	80.6	57.1	64.8	83.3	78.2	86.0	91.9	70.9	86.5	73.1	89.3	81.7	79.5
Mean	3.46	3.08	3.29	3.47	3.46	3.53	3.59	3.32	3.54	3.36	3.56	3.44	3.47



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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122. EXPAND MEDICARE'S ABILITY TO NEGOTIATE DIRECTLY WITH DRUG MANUFACTURERS ON THE PRICE OF DRUGS.

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	86.7	72.9	84.0	86.3	93.1	78.4	84.1	89.2	91.7	70.4	84.0	83.8	94.5	84.9	86.1	90.1
Strongly	50.5	39.1	45.2	49.3	58.6	42.1	47.3	46.0	53.9	37.7	43.2	52.3	63.5	46.7	52.1	51.2
Somewhat	36.2	33.8	38.9	37.0	34.5	36.3	36.8	43.2	37.8	32.7	40.8	31.5	31.1	38.1	34.0	38.9
OPPOSE	6.1	17.3	7.4	5.9	1.9	12.3	10.7	6.1	2.4	19.5	4.2	5.6	1.5	7.2	6.6	3.7
Somewhat	4.1	9.3	5.5	4.3	1.2	5.9	9.1	4.1	1.9	10.8	2.1	4.5	0.6	4.8	4.7	1.8
Strongly	2.1	8.0	1.9	1.6	0.7	6.5	1.6	2.1	0.5	8.7	2.1	1.1	0.9	2.4	1.9	2.0
DON'T KNOW	7.2	9.9	8.6	7.8	5.0	9.3	5.2	4.7	5.9	10.1	11.8	10.6	4.0	8.0	7.3	6.1
Net Diff.	80.6	55.6	76.7	80.5	91.2	66.0	73.4	83.1	89.3	50.9	79.7	78.2	93.1	77.7	79.5	86.4
Mean	3.46	3.15	3.39	3.45	3.59	3.26	3.37	3.40	3.54	3.11	3.42	3.51	3.64	3.40	3.47	3.48





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

123. BASE THE PRICE OF DRUGS IN THE UNITED STATES ON WHAT THEY PAY IN EUROPE.

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	1000	89	147	189	175	145	106	71	78	720	425	218	76	298	172	107	142	280	102	178
SUPPORT	51.9	47.6	49.5	51.5	48.8	54.6	45.3	65.0	62.0	49.6	50.0	47.1	54.3	47.0	49.5	45.7	58.1	58.1	60.7	56.6
Strongly	24.3	20.6	21.8	18.7	27.5	29.3	15.2	29.9	38.4	20.4	20.2	22.2	16.9	21.1	19.0	16.5	23.8	34.4	41.3	30.4
Somewhat	27.6	26.9	27.7	32.8	21.3	25.3	30.2	35.1	23.6	29.1	29.8	24.9	37.3	25.8	30.5	29.2	34.3	23.7	19.4	26.2
OPPOSE	18.7	18.7	21.0	18.8	16.3	16.2	20.5	12.1	27.4	20.8	19.6	19.7	30.6	23.4	22.8	18.4	14.6	13.3	8.9	15.9
Somewhat	12.5	6.4	14.0	11.2	12.1	10.8	17.0	12.1	18.6	13.8	11.2	14.9	25.4	14.1	15.3	16.0	9.9	9.2	4.1	12.1
Strongly	6.1	12.2	7.0	7.6	4.2	5.4	3.6	0.0	8.8	6.9	8.4	4.7	5.2	9.3	7.5	2.4	4.7	4.1	4.8	3.8
DON'T KNOW	29.4	33.8	29.4	29.7	34.9	29.2	34.1	22.9	10.6	29.7	30.5	33.2	15.1	29.7	27.7	35.9	27.3	28.6	30.4	27.5
Net Diff.	33.3	28.9	28.5	32.6	32.5	38.4	24.8	52.9	34.6	28.8	30.4	27.4	23.7	23.6	26.7	27.3	43.5	44.7	51.8	40.7
Mean	2.99	2.84	2.91	2.89	3.11	3.11	2.86	3.23	3.02	2.90	2.89	2.97	2.78	2.84	2.84	2.93	3.06	3.24	3.40	3.15



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123. BASE THE PRICE OF DRUGS IN THE UNITED STATES ON WHAT THEY PAY IN EUROPE.

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	900	775	125	100	70	30	
SUPPORT	51.9	63.7	52.2	49.7	46.1	54.1	54.4	52.0	32.8	39.3	17.6	
Strongly	24.3	31.6	23.2	24.2	20.0	25.9	26.6	21.4	10.8	12.9	6.0	
Somewhat	27.6	32.1	29.1	25.5	26.2	28.2	27.8	30.6	22.0	26.4	11.7	
OPPOSE	18.7	11.9	22.5	17.6	22.2	17.8	16.6	25.4	26.7	29.1	21.2	
Somewhat	12.5	8.0	14.6	11.7	15.6	11.3	10.2	18.3	23.4	24.3	21.2	
Strongly	6.1	3.9	7.8	5.9	6.6	6.5	6.4	7.1	3.4	4.8	0.0	
DON'T KNOW	29.4	24.3	25.3	32.8	31.6	28.1	29.0	22.6	40.4	31.6	61.2	
Net Diff.	33.3	51.8	29.8	32.1	23.9	36.3	37.9	26.6	6.1	10.2	-3.5	
Mean	2.99	3.21	2.90	3.01	2.87	3.02	3.05	2.86	2.68	2.69	2.61	



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	1000	449	340	466	446	88	391	364	150	102	94	943	437	110	277	153	59	57
SUPPORT	51.9	49.8	58.2	48.6	57.4	42.4	48.5	60.4	48.0	47.1	39.9	52.6	54.3	49.4	58.4	44.1	46.5	41.2
Strongly	24.3	20.0	32.7	20.6	30.8	11.8	21.0	31.7	22.8	23.3	12.2	24.1	22.8	17.0	26.6	25.2	23.9	28.2
Somewhat	27.6	29.8	25.5	28.0	26.6	30.6	27.5	28.7	25.2	23.9	27.7	28.5	31.6	32.3	31.8	18.9	22.7	13.0
OPPOSE	18.7	22.8	11.7	22.5	14.4	20.2	23.8	11.8	25.6	24.0	13.0	18.6	19.8	18.6	16.0	22.9	15.9	20.8
Somewhat	12.5	14.3	7.4	13.9	11.0	13.0	14.3	8.1	20.5	19.1	9.5	12.6	12.9	12.7	11.1	16.8	14.3	12.1
Strongly	6.1	8.4	4.3	8.6	3.4	7.2	9.4	3.7	5.1	4.9	3.5	6.0	6.9	5.9	4.9	6.1	1.6	8.8
DON'T KNOW	29.4	27.4	30.0	29.0	28.2	37.4	27.7	27.8	26.4	28.9	47.1	28.8	25.9	32.0	25.6	33.0	37.6	38.0
Net Diff.	33.3	27.1	46.5	26.1	42.9	22.2	24.7	48.6	22.3	23.2	27.0	34.0	34.5	30.7	42.4	21.3	30.7	20.3
Mean	2.99	2.85	3.24	2.85	3.18	2.75	2.83	3.22	2.89	2.92	2.92	2.99	2.95	2.89	3.08	2.94	3.10	2.98



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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	257	743	470	422	107	233	411	148	262	589
SUPPORT	51.9	65.7	47.2	47.9	58.1	45.7	47.3	61.4	70.9	56.0	45.4
Strongly	24.3	35.0	20.6	20.3	30.8	16.5	17.7	31.6	41.8	25.8	19.3
Somewhat	27.6	30.7	26.5	27.6	27.3	29.2	29.6	29.8	29.1	30.2	26.1
OPPOSE	18.7	12.9	20.7	23.2	13.8	18.4	21.8	12.9	7.7	15.8	22.7
Somewhat	12.5	11.5	12.9	14.5	9.4	16.0	16.9	9.7	5.9	11.9	14.5
Strongly	6.1	1.4	7.8	8.6	4.3	2.4	4.9	3.2	1.9	3.9	8.2
DON'T KNOW	29.4	21.4	32.1	28.9	28.2	35.9	30.9	25.7	21.4	28.2	31.9
Net Diff.	33.3	52.8	26.5	24.7	44.3	27.3	25.5	48.5	63.2	40.2	22.7
Mean	2.99	3.26	2.88	2.84	3.18	2.93	2.87	3.21	3.41	3.08	2.83



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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	433	460	362	370	268	185	162	123	177	208	145	
SUPPORT	51.9	48.0	58.9	47.3	57.8	50.2	48.9	66.6	50.1	45.6	50.9	50.3	
Strongly	24.3	19.2	31.4	20.0	31.0	21.0	19.9	36.7	18.8	20.1	26.6	22.9	
Somewhat	27.6	28.8	27.5	27.3	26.7	29.2	29.0	29.9	31.3	25.5	24.3	27.4	
OPPOSE	18.7	22.1	13.9	22.7	13.1	21.0	27.2	13.1	23.5	17.9	13.1	18.9	
Somewhat	12.5	13.1	10.1	14.1	8.6	15.9	15.5	9.9	17.6	12.6	7.6	14.4	
Strongly	6.1	9.0	3.8	8.6	4.5	5.1	11.7	3.2	5.9	5.3	5.5	4.4	
DON'T KNOW	29.4	29.9	27.2	30.0	29.1	28.8	23.8	20.3	26.4	36.5	36.0	30.8	
Net Diff.	33.3	25.9	45.0	24.6	44.6	29.2	21.7	53.5	26.6	27.7	37.8	31.4	
Mean	2.99	2.83	3.19	2.84	3.19	2.93	2.75	3.26	2.86	2.95	3.12	2.99	



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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	284	105	179	348	206	162	368	19	67	276	224	117	29	41	164	63
SUPPORT	51.9	62.6	67.7	59.7	48.0	49.5	44.8	47.5	69.1	43.4	46.7	62.4	49.9	53.5	60.8	48.4	47.9
Strongly	24.3	35.2	47.3	28.2	20.3	19.3	20.2	19.7	33.7	23.5	18.2	37.3	19.7	28.1	24.5	19.5	22.5
Somewhat	27.6	27.4	20.4	31.5	27.6	30.2	24.6	27.7	35.4	19.9	28.5	25.1	30.3	25.4	36.3	28.9	25.4
OPPOSE	18.7	13.1	12.2	13.6	19.5	22.0	22.6	22.3	26.1	15.2	24.2	11.6	15.4	15.3	14.8	24.1	16.8
Somewhat	12.5	8.5	7.7	9.0	14.2	15.9	11.7	14.1	21.6	11.4	14.2	6.9	10.3	15.3	11.2	18.1	13.1
Strongly	6.1	4.6	4.5	4.6	5.3	6.1	10.8	8.2	4.6	3.8	10.1	4.7	5.1	0.0	3.5	6.0	3.7
DON'T KNOW	29.4	24.3	20.2	26.7	32.5	28.5	32.6	30.3	4.7	41.4	29.0	26.0	34.7	31.2	24.4	27.4	35.4
Net Diff.	33.3	49.5	55.5	46.1	28.5	27.5	22.3	25.2	43.0	28.3	22.5	50.7	34.5	38.2	46.0	24.3	31.1
Mean	2.99	3.23	3.38	3.14	2.93	2.88	2.80	2.85	3.03	3.08	2.77	3.28	2.99	3.19	3.08	2.85	3.03



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		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	CATH- OLIC
Total	1000	463	117	420	486	136	14	122	772	503	269	92	306	86	260	271
SUPPORT	51.9	58.5	41.1	47.8	51.7	62.6	75.5	61.1	51.9	53.4	49.1	36.8	44.1	37.6	59.4	52.2
Strongly	24.3	31.1	15.8	19.3	21.3	23.6	53.8	20.1	24.7	21.8	30.2	22.4	19.6	11.2	26.3	28.4
Somewhat	27.6	27.4	25.3	28.5	30.3	38.9	21.7	41.0	27.2	31.6	18.9	14.4	24.5	26.3	33.1	23.8
OPPOSE	18.7	13.4	26.6	22.3	19.5	18.2	14.9	18.6	18.4	20.7	14.2	21.5	19.2	19.6	18.4	20.3
Somewhat	12.5	9.4	23.5	13.0	14.1	9.7	6.3	10.1	13.0	13.9	11.2	13.3	11.2	12.8	13.4	14.4
Strongly	6.1	4.0	3.1	9.4	5.5	8.6	8.7	8.5	5.5	6.8	3.0	8.2	8.0	6.8	5.0	6.0
DON'T KNOW	29.4	28.2	32.4	29.8	28.8	19.2	9.6	20.3	29.7	26.0	36.7	41.7	36.7	42.8	22.2	27.4
Net Diff.	33.3	45.1	14.5	25.5	32.1	44.4	60.5	42.4	33.5	32.7	34.9	15.2	24.9	18.0	41.0	31.9
Mean	2.99	3.19	2.79	2.82	2.95	2.96	3.33	2.91	3.01	2.92	3.20	2.87	2.88	2.73	3.04	3.03



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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	666	334	226	107	286	184	381	149	680	320	130	130	40	337	343	51	79	59	71
SUPPORT	51.9	53.1	49.6	45.5	58.4	56.4	53.7	50.7	44.6	53.4	48.9	53.7	46.8	44.6	57.6	49.3	56.2	52.0	46.4	47.2
Strongly	24.3	28.0	17.0	15.6	19.9	30.7	17.2	26.0	16.8	24.4	24.1	30.4	22.4	16.6	27.1	21.9	25.2	33.8	22.6	22.2
Somewhat	27.6	25.1	32.7	29.9	38.4	25.6	36.5	24.7	27.8	29.0	24.7	23.2	24.4	28.0	30.5	27.4	31.0	18.2	23.8	25.0
OPPOSE	18.7	17.3	21.5	21.3	22.0	18.8	25.5	16.1	16.7	18.5	19.2	18.9	18.7	17.9	20.0	16.9	26.1	14.2	24.3	14.0
Somewhat	12.5	12.3	13.0	13.2	12.4	13.3	15.3	11.6	10.1	12.1	13.5	14.9	12.0	10.6	12.7	11.4	21.7	10.5	15.6	9.0
Strongly	6.1	4.9	8.6	8.1	9.6	5.4	10.1	4.6	6.6	6.4	5.6	4.0	6.7	7.3	7.3	5.5	4.4	3.7	8.7	5.0
DON'T KNOW	29.4	29.6	28.8	33.1	19.7	24.9	20.8	33.2	38.7	28.2	31.9	27.5	34.4	37.5	22.4	33.8	17.7	33.8	29.3	38.8
Net Diff.	33.3	35.8	28.1	24.2	36.4	37.6	28.3	34.5	27.9	34.9	29.7	34.8	28.1	26.7	37.5	32.4	30.1	37.8	22.1	33.2
Mean	2.99	3.08	2.82	2.79	2.86	3.09	2.77	3.08	2.89	2.99	2.99	3.11	2.95	2.86	3.00	2.99	2.94	3.24	2.85	3.05





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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	78	144	158	158	204	258	380	620	538	462	470	530
SUPPORT	51.9	48.8	47.5	55.2	46.4	48.7	59.4	51.0	52.5	49.6	54.7	55.3	49.0
Strongly	24.3	21.4	17.2	26.3	21.1	27.9	27.2	21.9	25.9	21.6	27.5	25.4	23.4
Somewhat	27.6	27.4	30.3	28.9	25.3	20.8	32.2	29.1	26.7	28.0	27.2	29.9	25.6
OPPOSE	18.7	25.4	23.8	17.5	16.0	19.7	15.3	21.6	16.9	19.9	17.3	21.4	16.3
Somewhat	12.5	18.2	16.4	9.3	13.5	12.7	9.9	13.8	11.8	13.7	11.1	14.1	11.1
Strongly	6.1	7.3	7.4	8.2	2.4	7.0	5.4	7.7	5.2	6.2	6.1	7.3	5.1
DON'T KNOW	29.4	25.7	28.6	27.3	37.7	31.6	25.3	27.5	30.5	30.5	28.1	23.3	34.7
Net Diff.	33.3	23.4	23.7	37.7	30.4	29.0	44.1	29.4	35.6	29.7	37.4	33.9	32.7
Mean	2.99	2.85	2.80	3.01	3.04	3.02	3.09	2.90	3.05	2.94	3.06	2.96	3.03



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123. BASE THE PRICE OF DRUGS IN THE UNITED STATES ON WHAT THEY PAY IN EUROPE.

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	116	253	262	368	36	122	124	188	80	131	139	180	264	515	221
SUPPORT	51.9	50.3	51.2	48.1	55.8	59.6	58.7	52.6	54.1	46.0	44.2	44.0	57.5	51.4	52.9	50.4
Strongly	24.3	22.0	22.0	24.4	26.6	23.7	26.7	23.5	26.2	21.2	17.7	25.2	27.1	26.5	23.3	24.2
Somewhat	27.6	28.3	29.2	23.6	29.1	35.9	32.1	29.1	27.9	24.8	26.5	18.8	30.5	24.9	29.6	26.2
OPPOSE	18.7	23.8	20.6	17.5	16.6	23.8	25.3	17.5	20.9	23.8	16.2	17.4	12.2	19.0	19.6	16.2
Somewhat	12.5	17.9	12.1	12.8	11.0	15.3	15.4	11.5	14.8	19.1	9.1	14.0	6.9	11.9	13.6	10.9
Strongly	6.1	5.9	8.5	4.6	5.7	8.5	10.0	6.0	6.1	4.7	7.2	3.4	5.2	7.1	6.0	5.3
DON'T KNOW	29.4	25.9	28.2	34.5	27.6	16.6	15.9	29.9	25.0	30.2	39.6	38.6	30.3	29.6	27.5	33.4
Net Diff.	33.3	26.5	30.6	30.6	39.1	35.8	33.4	35.1	33.2	22.2	27.9	26.6	45.4	32.4	33.3	34.2
Mean	2.99	2.90	2.90	3.04	3.06	2.90	2.90	3.00	2.99	2.90	2.91	3.07	3.14	3.01	2.97	3.04



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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124. 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	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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
LIKELY VOTER	89.9	98.4	95.4	93.0	88.8	85.0	85.4	87.0	84.3	89.1	95.0	83.2	73.6	97.3	90.9	64.4	88.2	92.0	94.9	90.4
Definitely Voting	77.1	89.5	88.6	78.5	74.1	67.7	70.7	73.6	76.2	75.3	84.3	65.3	54.4	90.4	71.2	47.3	69.5	81.6	83.1	80.8
Very Likely	12.8	8.8	6.8	14.5	14.7	17.3	14.7	13.4	8.2	13.8	10.7	17.9	19.2	7.0	19.7	17.1	18.7	10.4	11.8	9.6
LESS LIKELY TO VOTE	10.1	1.6	4.6	7.0	11.2	15.0	14.6	13.0	15.7	10.9	5.0	16.8	26.4	2.7	9.1	35.6	11.8	8.0	5.1	9.6
Somewhat Likely	7.0	0.5	1.6	5.2	7.6	11.9	8.4	8.7	13.7	7.5	3.0	12.5	17.6	2.7	6.5	19.3	9.9	5.8	3.6	7.0
Not That Likely	1.9	0.0	1.7	0.7	2.8	1.4	5.4	1.6	1.4	2.0	0.9	2.8	5.8	0.0	1.5	8.9	1.7	1.7	1.0	2.1
Not at All	1.2	1.1	1.2	1.1	0.8	1.7	0.8	2.7	0.6	1.4	1.1	1.5	2.9	0.0	1.1	7.5	0.3	0.5	0.5	0.5
Mean	3.63	3.86	3.80	3.69	3.59	3.48	3.49	3.54	3.58	3.59	3.76	3.43	3.16	3.88	3.58	2.88	3.55	3.71	3.76	3.68



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124. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
LIKELY VOTER	89.9	89.6	92.2	89.1	89.3	100.0	100.0	100.0	0.0	0.0	0.0
Definitely Voting	77.1	76.7	81.5	75.7	75.6	85.8	100.0	0.0	0.0	0.0	0.0
Very Likely	12.8	12.9	10.7	13.5	13.7	14.2	0.0	100.0	0.0	0.0	0.0
LESS LIKELY TO VOTE	10.1	10.4	7.8	10.9	10.7	0.0	0.0	0.0	100.0	100.0	100.0
Somewhat Likely	7.0	7.1	5.6	7.6	7.1	0.0	0.0	0.0	69.3	100.0	0.0
Not That Likely	1.9	2.6	0.8	2.1	2.2	0.0	0.0	0.0	19.1	0.0	62.4
Not at All	1.2	0.7	1.3	1.2	1.4	0.0	0.0	0.0	11.5	0.0	37.6
Mean	3.63	3.62	3.70	3.60	3.60	3.86	4.00	3.00	1.58	2.00	0.62



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BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
LIKELY VOTER	89.9	96.3	90.9	93.5	91.0	65.2	96.0	93.4	81.4	80.9	62.5	90.6	90.5	93.0	94.4	82.2	88.1	79.8
Definitely Voting	77.1	84.6	80.7	81.6	78.2	47.1	85.3	82.3	62.7	61.5	43.1	78.1	76.6	81.8	88.0	61.1	74.0	61.8
Very Likely	12.8	11.7	10.2	11.8	12.8	18.0	10.8	11.2	18.7	19.4	19.4	12.5	13.9	11.2	6.4	21.1	14.2	18.0
LESS LIKELY TO VOTE	10.1	3.7	9.1	6.5	9.0	34.8	4.0	6.6	18.6	19.1	37.5	9.4	9.5	7.0	5.6	17.8	11.9	20.2
Somewhat Likely	7.0	3.1	6.5	5.4	6.8	16.6	3.7	5.2	13.8	14.3	18.1	6.6	7.4	5.0	3.3	11.1	9.0	13.5
Not That Likely	1.9	0.3	2.1	0.9	1.8	8.4	0.1	1.2	3.1	3.0	10.9	1.9	1.6	1.6	1.3	4.2	1.6	2.9
Not at All	1.2	0.4	0.5	0.3	0.4	9.8	0.1	0.2	1.7	1.8	8.5	1.0	0.6	0.4	1.0	2.6	1.3	3.9
Mean	3.63	3.80	3.68	3.74	3.67	2.84	3.81	3.74	3.38	3.36	2.78	3.65	3.64	3.72	3.79	3.34	3.58	3.31



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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	532	1466	931	855	214	452	844	305	539	1155	
LIKELY VOTER	89.9	94.0	88.5	95.0	90.8	64.4	75.2	90.9	96.7	87.6	89.2	
Definitely Voting	77.1	79.9	76.1	83.4	77.8	47.3	56.4	77.4	91.3	69.5	76.9	
Very Likely	12.8	14.1	12.3	11.6	13.0	17.1	18.8	13.5	5.4	18.1	12.3	
LESS LIKELY TO VOTE	10.1	6.0	11.5	5.0	9.2	35.6	24.8	9.1	3.3	12.4	10.8	
Somewhat Likely	7.0	5.1	7.6	4.1	7.1	19.3	15.2	7.1	2.7	9.7	6.9	
Not That Likely	1.9	0.7	2.4	0.6	1.7	8.9	5.8	1.5	0.6	2.0	2.2	
Not at All	1.2	0.2	1.5	0.4	0.4	7.5	3.9	0.5	0.0	0.7	1.7	
Mean	3.63	3.73	3.59	3.77	3.66	2.88	3.18	3.66	3.87	3.54	3.61	



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124. 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-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	866	920	724	740	536	366	319	255	358	421	281	
LIKELY VOTER	89.9	95.7	91.0	95.1	90.3	82.5	94.8	92.9	88.1	95.5	88.2	77.4	
Definitely Voting	77.1	85.1	78.6	85.7	76.9	66.0	84.2	81.1	73.9	87.2	73.7	58.8	
Very Likely	12.8	10.6	12.4	9.4	13.4	16.5	10.6	11.8	14.2	8.3	14.6	18.6	
LESS LIKELY TO VOTE	10.1	4.3	9.0	4.9	9.7	17.5	5.2	7.1	11.9	4.5	11.8	22.6	
Somewhat Likely	7.0	3.9	6.8	3.4	7.5	11.1	3.9	5.7	7.1	2.9	8.8	14.8	
Not That Likely	1.9	0.2	1.5	1.0	1.6	3.6	0.7	1.1	2.2	1.3	2.0	4.9	
Not at All	1.2	0.1	0.7	0.5	0.6	2.8	0.7	0.3	2.6	0.3	0.9	2.9	
Mean	3.63	3.80	3.67	3.79	3.64	3.39	3.77	3.72	3.54	3.81	3.58	3.25	



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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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
LIKELY VOTER	89.9	91.8	93.4	90.8	83.7	93.0	97.0	94.7	86.6	89.5	97.2	93.4	86.8	78.8	84.7	79.2	90.2
Definitely Voting	77.1	79.6	84.6	76.6	65.3	82.6	92.9	86.9	67.7	71.4	90.6	81.1	70.3	70.7	77.2	59.4	77.2
Very Likely	12.8	12.1	8.8	14.2	18.4	10.3	4.1	7.8	18.9	18.1	6.6	12.3	16.6	8.1	7.5	19.8	13.0
LESS LIKELY TO VOTE	10.1	8.2	6.6	9.2	16.3	7.0	3.0	5.3	13.4	10.5	2.8	6.6	13.2	21.2	15.3	20.8	9.8
Somewhat Likely	7.0	5.7	2.9	7.4	11.0	5.3	2.0	3.9	11.6	6.9	1.9	4.6	11.0	15.9	9.3	12.7	7.8
Not That Likely	1.9	1.8	2.4	1.5	3.1	1.3	0.0	0.8	1.8	2.9	0.4	1.3	2.2	1.8	4.9	3.9	2.0
Not at All	1.2	0.7	1.3	0.3	2.1	0.4	0.9	0.6	0.0	0.7	0.5	0.6	0.0	3.5	1.2	4.2	0.0
Mean	3.63	3.68	3.73	3.65	3.42	3.73	3.88	3.80	3.52	3.57	3.86	3.72	3.55	3.41	3.55	3.26	3.65





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BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO-CRAT	TCKT-SPLTR	REPUB-LICAN	SWING VOTER	WLTHY/UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE/LOWER Class	Middle	Lower Middle	POOR	MAIN-STREAM PROT.	EVAN-GELICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
LIKELY VOTER	89.9	88.6	77.5	95.2	86.1	94.9	98.0	94.4	89.7	91.5	86.5	85.0	91.0	92.9	90.0	87.6
Definitely Voting	77.1	75.1	60.2	84.7	70.9	84.6	85.0	84.6	76.8	79.3	72.3	69.5	79.2	78.7	76.2	75.9
Very Likely	12.8	13.5	17.4	10.6	15.2	10.2	13.0	9.8	12.9	12.2	14.2	15.5	11.8	14.2	13.8	11.8
LESS LIKELY TO VOTE	10.1	11.4	22.5	4.8	13.9	5.1	2.0	5.6	10.3	8.5	13.5	15.0	9.0	7.1	10.0	12.4
Somewhat Likely	7.0	8.3	13.8	3.4	9.2	3.4	2.0	3.6	7.4	6.3	9.3	8.5	6.2	5.5	7.8	7.8
Not That Likely	1.9	2.1	5.0	0.8	3.3	1.0	0.0	1.1	2.0	1.8	2.4	2.5	1.5	1.1	1.8	2.6
Not at All	1.2	0.9	3.6	0.6	1.4	0.8	0.0	0.9	0.9	0.4	1.7	4.1	1.4	0.6	0.5	2.0
Mean	3.63	3.60	3.25	3.78	3.51	3.77	3.83	3.76	3.63	3.68	3.53	3.44	3.66	3.69	3.63	3.57



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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	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
LIKELY VOTER	89.9	88.0	93.9	92.6	96.6	90.2	96.1	86.2	91.6	93.3	82.9	85.0	82.0	81.2	95.2	91.6	91.6	80.1	84.5	79.0
Definitely Voting	77.1	73.3	84.7	83.5	87.4	76.4	87.2	70.9	82.1	82.5	65.7	66.6	65.1	66.8	85.5	80.0	72.6	62.1	69.1	60.1
Very Likely	12.8	14.6	9.2	9.1	9.3	13.8	8.9	15.3	9.5	10.8	17.1	18.4	17.0	14.5	9.8	11.6	19.0	17.9	15.4	18.9
LESS LIKELY TO VOTE	10.1	12.0	6.1	7.4	3.4	9.8	3.9	13.8	8.4	6.7	17.1	15.0	18.0	18.8	4.8	8.4	8.4	19.9	15.5	21.0
Somewhat Likely	7.0	8.2	4.4	4.9	3.4	6.6	3.1	9.5	5.9	4.4	12.4	10.8	14.0	11.1	3.1	5.5	6.2	14.3	11.6	16.9
Not That Likely	1.9	2.3	1.3	1.9	0.0	1.6	0.6	2.8	2.0	1.5	2.8	1.7	2.8	6.8	0.9	2.0	0.0	3.0	3.2	2.3
Not at All	1.2	1.5	0.4	0.6	0.0	1.6	0.2	1.5	0.6	0.8	1.9	2.4	1.2	0.9	0.8	0.9	2.1	2.6	0.7	1.7
Mean	3.63	3.56	3.77	3.73	3.84	3.62	3.82	3.51	3.71	3.73	3.42	3.45	3.42	3.39	3.78	3.68	3.60	3.34	3.49	3.33



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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	156	280	333	319	391	521	769	1231	1088	912	940	1060
LIKELY VOTER	89.9	78.6	81.5	91.5	89.5	92.4	95.3	85.3	92.9	86.5	94.0	92.3	87.8
Definitely Voting	77.1	51.4	57.2	76.7	77.9	83.2	90.9	64.4	85.1	68.4	87.6	80.3	74.3
Very Likely	12.8	27.2	24.3	14.9	11.6	9.1	4.4	20.8	7.8	18.1	6.4	12.0	13.5
LESS LIKELY TO VOTE	10.1	21.4	18.5	8.5	10.5	7.6	4.7	14.7	7.1	13.5	6.0	7.7	12.2
Somewhat Likely	7.0	14.5	14.4	5.7	7.6	4.5	3.0	10.6	4.7	9.7	3.7	5.3	8.4
Not That Likely	1.9	3.8	2.9	2.0	1.1	2.1	1.2	2.7	1.4	2.2	1.6	1.2	2.5
Not at All	1.2	3.0	1.2	0.8	1.8	1.0	0.5	1.4	1.0	1.5	0.7	1.1	1.2
Mean	3.63	3.20	3.33	3.65	3.63	3.71	3.84	3.44	3.74	3.50	3.79	3.69	3.57



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124. 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
LIKELY VOTER	89.9	78.7	87.6	89.6	95.4	84.0	90.0	92.0	95.2	76.8	85.6	87.2	95.6	87.8	89.3	93.8
Definitely Voting	77.1	51.0	69.9	77.3	90.3	56.3	72.5	77.7	90.5	49.1	67.9	76.9	90.1	70.1	79.5	80.2
Very Likely	12.8	27.7	17.6	12.3	5.1	27.7	17.5	14.4	4.7	27.7	17.7	10.3	5.5	17.8	9.9	13.6
LESS LIKELY TO VOTE	10.1	21.3	12.4	10.4	4.6	16.0	10.0	8.0	4.8	23.2	14.4	12.8	4.4	12.2	10.7	6.2
Somewhat Likely	7.0	15.0	9.1	7.2	2.8	10.6	6.6	6.3	3.2	16.5	11.1	8.2	2.3	9.5	7.3	3.3
Not That Likely	1.9	3.4	2.5	1.9	1.1	2.0	2.8	0.7	0.6	4.0	2.3	3.1	1.6	1.3	2.3	1.8
Not at All	1.2	2.9	0.8	1.3	0.8	3.4	0.7	1.0	0.9	2.7	0.9	1.5	0.6	1.3	1.1	1.1
Mean	3.63	3.21	3.53	3.62	3.83	3.32	3.58	3.67	3.83	3.17	3.49	3.58	3.83	3.54	3.64	3.70



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125. 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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
LIBERAL	28.3	1.9	4.7	19.3	24.4	37.2	47.3	59.5	57.6	13.5	10.6	17.2	18.3	5.9	5.5	10.9	42.3	64.0	56.8	68.1
Very	10.7	0.8	2.6	6.8	5.9	8.6	16.8	26.3	36.6	3.8	4.1	2.3	6.0	1.7	0.5	4.4	11.8	27.3	17.0	33.2
Somewhat	17.6	1.1	2.1	12.5	18.5	28.6	30.5	33.2	21.0	9.7	6.5	14.9	12.3	4.2	5.0	6.5	30.5	36.7	39.8	34.9
MODERATE	35.7	20.5	28.2	31.5	44.0	47.3	43.3	30.7	29.5	37.4	28.1	49.9	52.6	16.6	41.8	72.8	49.6	31.7	36.6	29.0
CONSERVATIVE	36.0	77.6	67.1	49.2	31.6	15.5	9.4	9.8	12.9	49.1	61.3	32.9	29.1	77.5	52.7	16.3	8.1	4.3	6.6	3.0
Somewhat	21.0	32.1	36.1	33.1	21.0	10.7	6.4	7.7	5.5	28.5	33.9	22.2	17.0	35.1	45.7	12.9	4.8	3.0	4.3	2.2
Very	14.9	45.5	31.0	16.1	10.6	4.7	2.9	2.1	7.3	20.6	27.3	10.7	12.1	42.5	7.0	3.3	3.3	1.3	2.3	0.8
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.7	75.7	62.4	29.9	7.1	-21.7	-38.0	-49.7	-44.8	35.7	50.6	15.8	10.8	71.7	47.3	5.3	-34.2	-59.7	-50.2	-65.1
Mean	3.12	4.20	3.91	3.39	3.12	2.74	2.48	2.26	2.26	3.53	3.74	3.24	3.17	4.12	3.54	3.04	2.57	2.14	2.35	2.03



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125. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
LIBERAL	28.3	29.2	29.6	24.2	33.4	28.9	29.2	26.8	23.2	23.3	22.9
Very	10.7	11.6	11.2	8.5	13.2	11.1	11.7	7.3	7.0	4.5	12.7
Somewhat	17.6	17.6	18.5	15.7	20.2	17.8	17.5	19.5	16.2	18.8	10.2
MODERATE	35.7	41.6	33.1	35.1	34.9	33.3	30.3	51.4	57.8	56.5	60.7
CONSERVATIVE	36.0	29.2	37.3	40.7	31.7	37.9	40.5	21.8	19.1	20.3	16.4
Somewhat	21.0	18.2	22.0	22.7	19.4	21.7	22.5	17.0	14.7	15.9	12.0
Very	14.9	11.0	15.3	18.0	12.3	16.1	18.0	4.8	4.4	4.4	4.5
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.7	-0.0	7.7	16.5	-1.7	9.0	11.3	-5.0	-4.1	-3.0	-6.5
Mean	3.12	2.99	3.12	3.26	2.97	3.14	3.18	2.92	2.93	2.97	2.85



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125. 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					HEALTH INSURANCE TYPE						
		TRUMP	CLINTON	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED	YES	Employer	Pri-vate	Medi-care	Medi-caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
LIBERAL	28.3	7.8	53.4	5.9	54.3	13.3	5.2	56.4	24.6	19.5	18.8	28.4	28.8	34.1	27.8	29.9	24.0	26.3
Very	10.7	2.4	20.7	1.3	20.9	7.6	1.2	22.4	8.1	4.7	7.5	10.6	10.9	15.4	8.6	11.3	9.3	12.2
Somewhat	17.6	5.5	32.7	4.6	33.4	5.7	4.0	33.9	16.5	14.7	11.2	17.9	17.9	18.7	19.2	18.6	14.8	14.1
MODERATE	35.7	25.4	38.4	28.0	38.4	63.5	24.2	36.1	51.8	53.7	59.5	35.3	35.2	32.7	28.4	45.5	39.2	42.3
CONSERVATIVE	36.0	66.7	8.2	66.0	7.3	23.2	70.6	7.5	23.7	26.9	21.7	36.3	36.0	33.2	43.7	24.6	36.7	31.4
Somewhat	21.0	37.2	5.8	36.3	5.4	20.3	37.2	5.0	21.1	23.7	16.8	21.3	21.8	18.5	26.1	11.7	22.1	17.4
Very	14.9	29.6	2.5	29.7	1.9	2.8	33.4	2.5	2.6	3.1	5.0	15.0	14.2	14.7	17.6	13.0	14.6	14.0
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	0.0
Net Diff.	7.7	58.9	-45.1	60.1	-47.0	9.8	65.4	-48.9	-0.9	7.4	2.9	7.8	7.2	-0.9	15.9	-5.3	12.7	5.2
Mean	3.12	3.86	2.37	3.89	2.34	3.05	3.98	2.31	2.94	3.06	3.00	3.12	3.11	2.98	3.25	2.96	3.18	3.07



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125. 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			
		RIGHT	WRONG	FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE		PROVE	
		TION									
Total	2000	532	1466	931	855	214	452	844	305	539	1155
LIBERAL	28.3	51.3	19.9	5.7	57.2	10.9	16.8	52.7	63.3	46.7	10.5
Very	10.7	19.2	7.6	1.3	22.4	4.4	5.8	18.4	29.8	11.9	5.0
Somewhat	17.6	32.1	12.3	4.5	34.7	6.5	11.0	34.3	33.5	34.8	5.5
MODERATE	35.7	37.5	35.1	25.8	37.3	72.8	63.3	38.6	28.7	44.2	33.6
CONSERVATIVE	36.0	11.2	45.0	68.5	5.5	16.3	19.9	8.7	8.0	9.1	55.9
Somewhat	21.0	6.4	26.4	39.0	3.5	12.9	17.7	5.5	2.3	7.3	32.4
Very	14.9	4.8	18.6	29.5	1.9	3.3	2.2	3.2	5.7	1.8	23.5
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.7	-40.1	25.1	62.7	-51.7	5.3	3.1	-44.0	-55.3	-37.5	45.4
Mean	3.12	2.45	3.36	3.91	2.28	3.04	2.99	2.41	2.21	2.52	3.64





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125. 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	866	920	724	740	536	366	319	255	358	421	281
LIBERAL	28.3	5.9	51.8	5.4	60.7	14.5	4.6	58.7	11.9	6.2	62.2	16.8
Very	10.7	1.1	20.1	1.2	25.0	3.6	1.2	23.7	2.9	1.3	26.0	4.3
Somewhat	17.6	4.8	31.7	4.1	35.7	10.9	3.4	35.0	9.1	4.9	36.2	12.6
MODERATE	35.7	25.1	40.1	19.1	32.2	63.1	14.5	34.9	62.8	23.9	30.1	63.4
CONSERVATIVE	36.0	69.0	8.1	75.5	7.2	22.4	80.9	6.4	25.3	69.9	7.8	19.8
Somewhat	21.0	38.0	6.0	39.9	4.5	18.4	45.5	4.1	20.9	34.2	4.8	16.1
Very	14.9	31.0	2.1	35.6	2.7	4.0	35.4	2.4	4.3	35.7	2.9	3.7
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.	7.7	63.1	-43.7	70.1	-53.5	7.9	76.3	-52.3	13.3	63.7	-54.4	3.0
Mean	3.12	3.93	2.38	4.04	2.24	3.08	4.11	2.26	3.15	3.98	2.23	3.02



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125. 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
LIBERAL	28.3	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	10.7	37.7	100.0	0.0	0.0	0.0	0.0	0.0	23.1	0.0	0.0	41.2	0.0	0.0	24.7	0.0	0.0
Somewhat	17.6	62.3	0.0	100.0	0.0	0.0	0.0	0.0	76.9	0.0	0.0	58.8	0.0	0.0	75.3	0.0	0.0
MODERATE	35.7	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	36.0	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	21.0	0.0	0.0	0.0	0.0	100.0	0.0	58.5	0.0	0.0	52.9	0.0	0.0	62.6	0.0	0.0	82.1
Very	14.9	0.0	0.0	0.0	0.0	0.0	100.0	41.5	0.0	0.0	47.1	0.0	0.0	37.4	0.0	0.0	17.9
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
Net Diff.	7.7	-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	3.12	1.62	1.00	2.00	3.00	4.00	5.00	4.42	1.77	3.00	4.47	1.59	3.00	4.37	1.75	3.00	4.18



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125. 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					CONSIDER YOURSELF					RELIGION				
		DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/Upper Middle Class	WEALTHY/Lower Middle Class	WEALTHY/Upper Middle Class	WEALTHY/Lower Middle Class	WEALTHY/Poor	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS		
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
LIBERAL	28.3	57.0	8.9	3.1	20.8	34.6	47.2	32.7	27.2	25.9	29.6	29.2	20.6	17.0	22.0	44.4
Very	10.7	22.4	2.3	0.5	4.2	14.2	30.8	11.8	9.7	8.4	12.0	14.2	5.8	3.6	6.3	21.6
Somewhat	17.6	34.6	6.6	2.6	16.6	20.4	16.4	20.9	17.5	17.4	17.6	15.1	14.9	13.3	15.7	22.9
MODERATE	35.7	36.3	74.2	23.2	50.0	24.4	15.9	25.6	37.2	36.0	39.4	39.0	35.3	22.8	37.3	38.0
CONSERVATIVE	36.0	6.7	16.8	73.8	29.3	41.0	36.8	41.6	35.7	38.2	31.0	31.7	44.1	60.3	40.7	17.6
Somewhat	21.0	4.4	15.4	40.9	24.6	22.8	20.3	23.1	21.5	22.9	18.9	14.9	26.4	32.2	22.9	11.7
Very	14.9	2.3	1.5	32.9	4.7	18.3	16.5	18.5	14.2	15.3	12.1	16.8	17.7	28.1	17.8	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
Net Diff.	7.7	-50.3	7.9	70.7	8.5	6.5	-10.4	8.9	8.5	12.3	1.4	2.5	23.4	43.3	18.7	-26.8
Mean	3.12	2.30	3.07	4.03	3.09	3.11	2.75	3.16	3.13	3.19	3.01	3.05	3.35	3.68	3.30	2.58



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125. 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
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
LIBERAL	28.3	27.6	29.7	29.3	30.4	26.4	22.5	28.6	37.4	25.2	34.8	32.9	38.3	41.3	21.2	28.7	29.8	35.2	38.7	37.8
Very	10.7	10.2	11.5	12.5	9.4	10.1	8.0	10.4	15.3	10.0	12.0	10.9	13.9	12.7	7.9	11.9	10.5	11.3	14.2	13.6
Somewhat	17.6	17.4	18.1	16.8	21.0	16.4	14.5	18.2	22.1	15.2	22.8	22.0	24.4	28.5	13.2	16.8	19.4	23.9	24.5	24.2
MODERATE	35.7	38.0	31.3	33.2	27.2	36.7	30.8	39.0	31.9	31.6	44.6	42.0	50.9	36.7	30.0	33.0	37.8	45.1	50.1	51.8
CONSERVATIVE	36.0	34.4	39.0	37.5	42.3	36.9	46.8	32.5	30.7	43.2	20.6	25.1	10.9	22.0	48.9	38.3	32.4	19.7	11.3	10.3
Somewhat	21.0	19.8	23.6	22.4	26.0	21.9	29.7	18.0	17.0	24.9	12.9	14.7	8.3	14.4	29.3	21.0	20.1	10.7	7.9	8.8
Very	14.9	14.7	15.5	15.1	16.3	15.0	17.1	14.4	13.7	18.3	7.7	10.4	2.6	7.6	19.6	17.3	12.3	9.0	3.4	1.6
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	0.0	0.0	0.0	0.0
Net Diff.	7.7	6.8	9.4	8.2	11.9	10.5	24.3	3.9	-6.7	18.0	-14.2	-7.8	-27.4	-19.2	27.7	9.6	2.5	-15.4	-27.4	-27.5
Mean	3.12	3.11	3.13	3.11	3.19	3.15	3.33	3.08	2.92	3.26	2.82	2.92	2.61	2.76	3.39	3.15	3.04	2.82	2.62	2.61



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125. 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
LIBERAL	28.3	45.4	37.7	30.2	23.3	21.8	24.8	36.0	23.5	32.3	23.5	25.0	31.2
Very	10.7	16.7	19.8	12.0	8.6	7.2	7.0	15.8	7.5	13.7	7.1	9.3	11.9
Somewhat	17.6	28.7	18.0	18.2	14.7	14.6	17.8	20.2	16.0	18.6	16.4	15.7	19.4
MODERATE	35.7	38.7	39.7	33.6	41.9	36.8	29.5	36.9	35.0	38.3	32.7	34.5	36.8
CONSERVATIVE	36.0	15.9	22.5	36.3	34.8	41.4	45.6	27.1	41.5	29.4	43.8	40.5	31.9
Somewhat	21.0	8.4	14.0	19.7	19.4	25.7	26.9	15.4	24.6	16.5	26.4	24.8	17.7
Very	14.9	7.5	8.5	16.5	15.5	15.7	18.7	11.8	16.9	12.9	17.4	15.8	14.2
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.7	-29.5	-15.2	6.1	11.5	19.6	20.8	-8.9	18.0	-2.9	20.3	15.6	0.7
Mean	3.12	2.61	2.74	3.11	3.18	3.28	3.32	2.87	3.27	2.96	3.31	3.22	3.03



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125. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
LIBERAL	28.3	42.5	33.5	23.0	24.0	42.2	33.0	21.1	20.2	42.6	33.8	24.9	28.4	36.8	27.7	19.5
Very	10.7	15.3	16.1	8.3	7.1	15.1	15.1	8.1	5.9	15.3	16.9	8.6	8.5	16.0	9.4	7.3
Somewhat	17.6	27.2	17.3	14.7	16.9	27.1	17.9	13.0	14.3	27.2	16.9	16.3	19.9	20.8	18.3	12.2
MODERATE	35.7	40.8	35.4	39.6	31.6	46.1	37.0	36.1	30.1	38.8	34.2	43.0	33.3	40.5	35.1	31.4
CONSERVATIVE	36.0	16.8	31.1	37.4	44.4	11.7	30.0	42.8	49.7	18.6	32.0	32.1	38.3	22.7	37.2	49.1
Somewhat	21.0	9.3	17.7	22.5	26.0	8.5	15.5	26.4	31.6	9.7	19.5	18.7	19.5	12.8	23.1	26.0
Very	14.9	7.4	13.4	14.9	18.4	3.2	14.5	16.4	18.1	9.0	12.5	13.5	18.8	9.9	14.0	23.1
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.	7.7	-25.7	-2.4	14.4	20.4	-30.5	-3.0	21.7	29.5	-24.0	-1.9	7.2	10.0	-14.1	9.5	29.6
Mean	3.12	2.66	2.95	3.21	3.32	2.58	2.96	3.30	3.42	2.70	2.94	3.12	3.20	2.80	3.14	3.45



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126. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
DEMOCRAT	45.4	7.4	14.0	31.1	48.0	60.1	74.0	80.9	70.9	25.2	20.3	34.1	26.7	4.2	9.0	30.8	87.5	93.9	92.8	94.5
Always	26.9	2.8	10.8	17.0	23.4	35.7	42.1	56.6	48.7	10.9	11.9	10.6	6.4	1.8	0.9	7.1	46.8	65.4	66.4	64.8
Usually	18.5	4.6	3.3	14.1	24.5	24.4	31.9	24.3	22.2	14.3	8.4	23.5	20.3	2.4	8.1	23.7	40.8	28.5	26.4	29.7
TICKET-SPLITTER	13.0	10.3	10.8	11.2	17.6	14.9	12.4	11.6	12.4	16.2	10.9	21.6	29.5	5.1	20.3	48.7	9.5	5.4	5.8	5.1
REPUBLICAN	41.7	82.3	75.2	57.7	34.4	24.9	13.7	7.5	16.8	58.6	68.8	44.3	43.8	90.7	70.7	20.5	3.0	0.8	1.4	0.4
Usually	17.4	20.9	26.3	27.2	18.6	15.0	5.6	3.6	5.9	24.4	25.6	24.6	16.8	20.6	52.5	16.9	3.0	0.8	1.4	0.4
Always	24.2	61.4	48.8	30.5	15.8	10.0	8.1	3.9	10.8	34.3	43.2	19.7	27.0	70.1	18.3	3.6	0.0	0.0	0.0	0.0
Net Diff.	-3.7	75.0	61.2	26.5	-13.5	-35.2	-60.3	-73.4	-54.1	33.4	48.5	10.2	17.1	86.4	61.7	-10.3	-84.5	-93.1	-91.5	-94.1
Mean	2.94	4.34	3.99	3.40	2.79	2.39	2.06	1.74	2.08	3.57	3.80	3.19	3.38	4.55	3.79	2.86	1.69	1.41	1.42	1.41



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126. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
DEMOCRAT	45.4	52.2	45.4	40.6	48.2	44.7	44.2	48.0	51.3	54.1	44.9
Always	26.9	28.8	23.6	25.4	31.6	27.1	27.1	27.1	25.4	27.8	20.2
Usually	18.5	23.4	21.8	15.2	16.6	17.6	17.1	20.9	25.8	26.3	24.8
TICKET-SPLITTER	13.0	12.3	12.0	13.1	14.4	11.2	10.1	17.6	29.0	25.8	36.3
REPUBLICAN	41.7	35.5	42.5	46.3	37.4	44.1	45.7	34.4	19.7	20.1	18.8
Usually	17.4	17.4	18.4	17.6	16.3	18.0	17.7	19.7	12.5	12.4	12.8
Always	24.2	18.1	24.2	28.8	21.1	26.1	28.0	14.7	7.2	7.7	6.0
Net Diff.	-3.7	-16.7	-2.9	5.8	-10.8	-0.6	1.6	-13.6	-31.6	-33.9	-26.2
Mean	2.94	2.73	2.98	3.09	2.79	2.98	3.03	2.74	2.50	2.46	2.60





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126. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
DEMOCRAT	45.4	7.9	88.9	7.8	85.9	36.4	4.8	89.4	44.6	41.3	41.6	45.7	43.3	49.3	44.4	56.5	47.6	40.0
Always	26.9	3.3	56.3	1.9	55.4	13.1	1.1	59.9	21.0	18.7	12.2	27.2	25.8	27.3	26.2	35.3	30.9	23.0
Usually	18.5	4.6	32.6	5.9	30.5	23.3	3.7	29.4	23.6	22.6	29.4	18.5	17.6	22.0	18.2	21.3	16.6	17.0
TICKET-SPLITTER	13.0	11.6	7.7	12.7	10.0	30.0	10.3	7.5	23.9	25.1	30.8	12.5	12.5	14.0	11.3	13.8	8.5	20.5
REPUBLICAN	41.7	80.5	3.3	79.4	4.1	33.6	84.9	3.2	31.6	33.7	27.6	41.8	44.1	36.7	44.3	29.7	43.9	39.5
Usually	17.4	30.5	3.3	29.0	3.8	26.1	28.4	3.2	23.2	24.8	19.8	17.7	19.7	14.2	19.1	10.3	19.8	12.7
Always	24.2	50.0	0.0	50.4	0.2	7.5	56.6	0.0	8.3	8.9	7.8	24.0	24.5	22.5	25.2	19.4	24.2	26.9
Net Diff.	-3.7	72.6	-85.6	71.6	-81.9	-2.8	80.1	-86.2	-13.0	-7.6	-14.0	-3.9	0.8	-12.6	-0.1	-26.8	-3.7	-0.4
Mean	2.94	4.19	1.58	4.20	1.63	2.92	4.36	1.54	2.74	2.83	2.82	2.93	3.00	2.83	2.99	2.57	2.90	3.03



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126. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

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	2000	532	1466	931	855	214	452	844	305	539	1155
DEMOCRAT	45.4	79.4	32.9	6.0	91.9	30.8	36.7	83.2	91.8	78.4	17.7
Always	26.9	50.8	18.2	1.5	59.6	7.1	12.7	52.6	69.7	43.0	8.1
Usually	18.5	28.6	14.7	4.5	32.3	23.7	24.0	30.6	22.1	35.4	9.6
TICKET-SPLITTER	13.0	10.2	14.0	10.6	6.6	48.7	36.1	10.6	3.9	14.4	14.7
REPUBLICAN	41.7	10.4	53.0	83.4	1.5	20.5	27.2	6.2	4.3	7.2	67.6
Usually	17.4	6.2	21.5	32.2	1.5	16.9	22.9	4.7	2.5	6.0	26.7
Always	24.2	4.2	31.5	51.2	0.0	3.6	4.3	1.5	1.8	1.3	40.8
Net Diff.	-3.7	-68.9	20.1	77.4	-90.4	-10.3	-9.5	-77.0	-87.4	-71.1	49.9
Mean	2.94	1.85	3.33	4.27	1.50	2.86	2.82	1.72	1.45	1.87	3.83



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126. 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	866	920		724	740	536	366	319	255	358	421	281
DEMOCRAT	45.4	5.4	85.3		3.0	94.1	35.2	2.9	94.1	32.0	3.1	94.2	38.2
Always	26.9	1.3	52.7		0.4	65.3	9.8	0.5	63.2	7.6	0.3	66.9	11.7
Usually	18.5	4.1	32.7		2.6	28.9	25.5	2.4	30.9	24.4	2.8	27.3	26.5
TICKET-SPLITTER	13.0	10.2	10.5		6.5	4.3	33.7	5.6	4.4	35.6	7.6	4.2	31.9
REPUBLICAN	41.7	84.4	4.1		90.5	1.5	31.1	91.6	1.5	32.4	89.4	1.6	29.9
Usually	17.4	31.7	3.6		30.9	1.4	21.4	34.0	1.5	21.4	27.7	1.4	21.3
Always	24.2	52.6	0.5		59.6	0.1	9.7	57.5	0.0	11.0	61.7	0.2	8.6
Net Diff.	-3.7	79.0	-81.2		87.5	-92.6	-4.2	88.7	-92.6	0.4	86.3	-92.6	-8.3
Mean	2.94	4.30	1.67		4.47	1.42	2.96	4.46	1.44	3.04	4.48	1.41	2.89



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126. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
DEMOCRAT	45.4	91.4	95.4	89.0	46.0	9.5	7.1	8.5	22.3	5.7	0.9	98.4	89.6	78.6	85.9	31.8	12.0
Always	26.9	62.3	79.3	52.1	21.2	4.3	5.4	4.7	3.0	0.5	0.2	72.2	54.1	57.0	35.3	6.5	2.5
Usually	18.5	29.1	16.0	37.0	24.8	5.2	1.7	3.7	19.3	5.2	0.7	26.2	35.5	21.7	50.5	25.4	9.5
TICKET-SPLITTER	13.0	4.1	2.8	4.9	27.0	9.5	1.3	6.1	24.0	16.3	2.8	1.1	9.0	10.0	11.1	44.0	19.1
REPUBLICAN	41.7	4.5	1.9	6.1	27.0	81.0	91.6	85.4	53.7	78.0	96.3	0.5	1.4	11.3	3.0	24.1	68.8
Usually	17.4	2.7	0.5	4.1	16.5	42.4	12.4	29.9	28.0	34.9	30.1	0.5	1.4	9.7	3.0	19.6	38.2
Always	24.2	1.8	1.4	2.0	10.5	38.6	79.3	55.5	25.7	43.1	66.2	0.0	0.0	1.6	0.0	4.5	30.6
Net Diff.	-3.7	-86.9	-93.5	-83.0	-19.0	71.5	84.6	76.9	31.4	72.3	95.4	-97.9	-88.3	-67.3	-82.9	-7.7	56.8
Mean	2.94	1.53	1.29	1.67	2.70	4.06	4.58	4.28	3.54	4.15	4.61	1.30	1.58	1.77	1.82	2.90	3.85



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126. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	COMBO	COMBO	COMBO	COMBO	COMBO	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-
		DEMOCRAT	TICKET-SPLITTER	REPUBLICAN	SWING VOTER	WLTHY/UPPER	Wealthy	Middle	MIDDLE	Middle	Lower	POOR	STREAM	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
DEMOCRAT	45.4	100.0	0.0	0.0	37.8	44.5	54.3	43.1	45.1	42.9	49.2	48.7	39.6	23.4	41.8	60.3
Always	26.9	59.3	0.0	0.0	0.0	27.0	44.8	24.4	26.3	23.8	31.0	32.2	23.6	13.3	22.8	36.6
Usually	18.5	40.7	0.0	0.0	37.8	17.6	9.6	18.7	18.8	19.2	18.2	16.5	16.0	10.1	19.0	23.7
TICKET-SPLITTER	13.0	0.0	100.0	0.0	26.6	8.8	12.8	8.2	13.4	12.7	14.7	15.1	12.6	11.9	12.4	13.9
REPUBLICAN	41.7	0.0	0.0	100.0	35.7	46.7	32.9	48.7	41.5	44.4	36.1	36.2	47.8	64.6	45.8	25.7
Usually	17.4	0.0	0.0	41.9	35.7	21.2	14.1	22.2	17.7	18.3	16.7	9.9	19.3	22.4	19.1	12.9
Always	24.2	0.0	0.0	58.1	0.0	25.5	18.8	26.5	23.8	26.1	19.4	26.3	28.5	42.2	26.7	12.8
Net Diff.	-3.7	-100.0	0.0	100.0	-2.1	2.2	-21.4	5.5	-3.6	1.5	-13.1	-12.5	8.2	41.2	4.0	-34.6
Mean	2.94	1.41	3.00	4.58	2.98	3.01	2.53	3.08	2.94	3.04	2.75	2.82	3.13	3.70	3.08	2.42



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126. 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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
DEMOCRAT	45.4	46.4	43.2	43.1	43.5	45.0	36.1	47.5	50.9	35.9	65.4	56.9	81.8	50.4	32.0	39.3	51.6	60.8	75.9	89.2
Always	26.9	27.6	25.5	26.2	24.1	26.6	18.7	28.4	32.8	19.6	42.5	33.0	59.0	28.6	15.8	22.8	28.1	36.6	55.0	63.9
Usually	18.5	18.8	17.7	16.9	19.4	18.4	17.4	19.1	18.1	16.4	22.9	23.9	22.8	21.8	16.2	16.5	23.5	24.2	20.8	25.3
TICKET-SPLITTER	13.0	13.3	12.4	13.3	10.4	13.7	12.7	13.0	12.1	13.7	11.4	11.2	9.1	20.8	13.8	13.7	10.5	11.7	11.6	6.0
REPUBLICAN	41.7	40.3	44.4	43.6	46.1	41.3	51.2	39.5	37.0	50.3	23.2	31.9	9.1	28.7	54.2	47.0	37.9	27.5	12.6	4.8
Usually	17.4	16.2	20.0	19.2	21.6	18.4	21.6	14.4	18.2	20.3	11.3	15.3	5.0	14.0	23.3	17.8	15.3	15.4	6.3	3.4
Always	24.2	24.1	24.4	24.3	24.4	22.9	29.6	25.1	18.8	30.0	11.9	16.5	4.1	14.7	30.9	29.2	22.6	12.1	6.2	1.4
Net Diff.	-3.7	-6.1	1.1	0.4	2.5	-3.7	15.1	-8.0	-13.9	14.4	-42.2	-25.0	-72.8	-21.7	22.2	7.7	-13.7	-33.4	-63.3	-84.5
Mean	2.94	2.90	3.00	2.99	3.03	2.93	3.26	2.89	2.72	3.25	2.27	2.59	1.72	2.64	3.37	3.14	2.81	2.42	1.88	1.53



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126. 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
DEMOCRAT	45.4	64.3	51.8	41.9	45.8	40.0	42.1	50.1	42.4	48.8	41.2	41.7	48.6
Always	26.9	42.2	34.7	23.7	25.9	23.0	23.7	31.5	24.1	29.8	23.4	23.7	29.7
Usually	18.5	22.1	17.2	18.2	19.9	17.0	18.4	18.6	18.3	19.0	17.8	18.0	18.8
TICKET-SPLITTER	13.0	18.3	17.1	13.2	11.6	11.3	11.1	15.7	11.3	14.5	11.2	13.3	12.7
REPUBLICAN	41.7	17.3	31.0	44.8	42.6	48.7	46.8	34.2	46.3	36.7	47.6	44.9	38.7
Usually	17.4	5.6	12.3	20.3	16.5	21.7	19.2	14.4	19.3	15.0	20.3	19.6	15.5
Always	24.2	11.7	18.7	24.5	26.1	27.0	27.5	19.8	27.0	21.6	27.3	25.4	23.2
Net Diff.	-3.7	-47.0	-20.8	2.9	-3.2	8.7	4.6	-15.9	3.9	-12.2	6.4	3.2	-9.8
Mean	2.94	2.23	2.63	3.04	2.97	3.13	3.08	2.72	3.07	2.80	3.10	3.05	2.84



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126. 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
DEMOCRAT	45.4	63.7	44.1	44.2	41.3	64.5	45.1	41.8	36.2	63.3	43.2	46.6	47.2	60.4	43.8	31.1
Always	26.9	39.9	28.3	25.4	22.9	37.9	29.0	21.8	19.7	40.7	27.8	29.0	26.6	40.2	24.9	15.7
Usually	18.5	23.7	15.7	18.8	18.4	26.6	16.1	20.0	16.5	22.7	15.4	17.6	20.7	20.2	18.9	15.3
TICKET-SPLITTER	13.0	16.8	15.6	11.6	11.0	24.6	14.6	10.9	12.4	13.9	16.3	12.2	9.4	11.0	12.6	16.2
REPUBLICAN	41.7	19.6	40.4	44.2	47.6	10.9	40.2	47.3	51.4	22.7	40.5	41.2	43.3	28.7	43.6	52.8
Usually	17.4	6.4	17.5	18.6	20.0	5.5	15.5	18.9	24.6	6.7	19.2	18.3	14.7	13.0	18.5	20.2
Always	24.2	13.2	22.8	25.6	27.7	5.3	24.8	28.4	26.8	16.0	21.3	22.9	28.6	15.7	25.0	32.5
Net Diff.	-3.7	-44.1	-3.7	*	6.3	-53.7	-4.9	5.5	15.3	-40.6	-2.8	-5.5	-3.9	-31.7	-0.3	21.7
Mean	2.94	2.29	2.91	3.00	3.11	2.14	2.91	3.12	3.22	2.35	2.91	2.88	2.98	2.44	3.00	3.39





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127. 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
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>LESS/COLLEGE GRADUATE</b>	66.7	62.5	66.2	66.7	66.1	69.3	66.4	65.4	69.6	67.3	65.7	67.8	74.2	65.1	66.2	70.9	70.4	65.2	67.1	64.2
Some Grade School	0.1	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	0.3	0.0	0.2	0.6	0.0	0.0	0.0	0.0
Some High School	1.6	0.6	2.0	2.7	0.5	1.8	1.6	0.0	3.0	2.1	2.0	1.4	4.6	2.3	2.5	0.7	2.4	0.4	0.4	0.4
High School Grad.	18.6	16.9	20.9	18.4	16.1	19.2	17.9	16.7	23.8	19.6	19.0	17.5	29.3	20.9	16.5	22.5	18.4	16.2	17.7	15.3
Some College/Trade	26.5	25.8	24.7	21.8	28.2	30.7	29.8	27.5	24.5	25.2	23.6	28.2	25.6	22.5	26.7	25.4	29.4	29.6	31.6	28.4
Technical/Vocational	6.4	4.7	6.4	6.4	6.5	6.0	6.4	9.2	6.5	6.5	6.0	7.7	6.2	6.5	8.2	6.1	4.9	6.1	3.5	7.5
Associates Degree	13.4	14.2	12.2	17.3	14.7	11.6	10.7	12.0	11.6	13.6	14.9	13.0	8.3	12.9	12.2	15.5	15.3	13.0	13.8	12.5
<b>COLLEGE GRADUATE</b>	33.3	37.5	33.8	33.3	33.9	30.7	33.6	34.6	30.4	32.7	34.3	32.2	25.8	34.9	33.8	29.1	29.6	34.8	32.9	35.8
Bachelors Degree	22.6	24.6	21.4	21.2	24.2	22.5	24.8	26.1	16.7	22.1	22.0	22.7	20.7	24.4	21.1	21.3	18.6	24.0	24.8	23.5
Post-Graduate Degree	10.7	12.9	12.4	12.1	9.8	8.2	8.8	8.5	13.7	10.7	12.4	9.5	5.0	10.5	12.7	7.8	11.0	10.8	8.1	12.3



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127. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
<b>Total</b>	2000	350	450	768	432	1799	1543	256	201	139	62
<b>LESS/COLLEGE GRADUATE</b>	66.7	62.9	67.3	69.9	63.3	65.2	63.4	76.1	79.8	78.8	82.0
Some Grade School	0.1	0.1	0.1	0.1	0.0	*	0.0	0.3	0.7	1.0	0.0
Some High School	1.6	2.1	1.4	1.7	1.3	1.5	1.4	1.9	2.4	2.9	1.3
High School Grad.	18.6	19.6	18.4	19.1	17.2	17.4	17.0	19.5	29.5	29.9	28.7
Some College/Trade	26.5	24.2	26.2	28.5	25.1	26.2	24.6	35.7	29.7	31.6	25.5
Technical/Vocational	6.4	6.2	7.2	6.0	6.6	6.6	6.8	5.3	4.8	2.7	9.6
Associates Degree	13.4	10.7	13.9	14.5	13.2	13.5	13.5	13.5	12.7	10.8	16.9
<b>COLLEGE GRADUATE</b>	33.3	37.1	32.7	30.1	36.7	34.8	36.6	23.9	20.2	21.2	18.0
Bachelors Degree	22.6	24.9	21.6	21.4	24.1	23.3	24.5	16.1	16.6	16.0	18.0
Post-Graduate Degree	10.7	12.2	11.1	8.7	12.6	11.5	12.1	7.8	3.6	5.2	0.0



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127. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
<b>Total</b>	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
<b>LESS/COLLEGE GRADUATE</b>	66.7	64.5	65.0	67.8	65.1	68.3	66.3	64.2	71.5	73.3	71.0	65.8	57.6	62.5	66.4	87.4	75.8	80.2
Some Grade School	0.1	0.0	0.0	0.2	0.1	0.0	0.1	0.1	0.3	0.5	0.0	0.1	0.0	0.3	0.0	0.2	0.0	0.7
Some High School	1.6	1.9	1.2	2.1	1.1	1.4	2.1	1.2	1.5	0.0	1.4	1.5	0.7	1.1	1.2	4.7	2.3	3.7
High School Grad.	18.6	18.9	16.4	20.3	16.0	23.0	19.8	16.1	20.1	18.8	21.6	18.3	14.0	18.9	17.5	27.9	21.9	23.3
Some College/Trade	26.5	24.0	26.2	24.9	28.3	26.0	24.7	27.3	30.7	30.2	24.9	26.2	25.0	24.2	27.3	30.2	34.0	32.0
Technical/Vocational	6.4	7.4	6.0	7.2	5.9	5.2	7.5	6.1	4.4	5.8	6.1	6.5	5.4	7.6	5.9	8.4	8.9	4.9
Associates Degree	13.4	12.4	15.3	13.2	13.8	12.7	12.2	13.4	14.6	18.1	17.0	13.3	12.5	10.4	14.5	16.0	8.7	15.6
<b>COLLEGE GRADUATE</b>	33.3	35.5	35.0	32.2	34.9	31.7	33.7	35.8	28.5	26.7	29.0	34.2	42.4	37.5	33.6	12.6	24.2	19.8
Bachelors Degree	22.6	23.3	23.8	21.5	23.1	26.1	22.6	23.2	20.8	19.9	23.4	23.0	28.5	26.0	20.9	9.5	16.5	16.9
Post-Graduate Degree	10.7	12.2	11.1	10.7	11.7	5.6	11.1	12.6	7.7	6.8	5.6	11.2	13.9	11.5	12.7	3.0	7.7	2.9



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127. 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	DEMO-	UNDE-	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	532	1466	931	855	214	452	844	305	539	1155
LESS/COLLEGE GRADUATE	66.7	65.7	67.1	65.5	66.9	70.9	67.2	65.7	62.6	67.5	67.4
Some Grade School	0.1	0.0	0.1	0.1	0.0	0.6	0.3	0.1	0.0	0.1	0.1
Some High School	1.6	1.8	1.5	2.4	1.0	0.7	1.1	1.1	1.0	1.2	2.0
High School Grad.	18.6	17.4	19.1	19.3	16.9	22.5	19.4	16.5	19.7	14.7	20.1
Some College/Trade	26.5	26.5	26.6	24.0	29.5	25.4	27.3	28.0	23.0	30.9	25.4
Technical/Vocational	6.4	6.1	6.5	7.1	5.7	6.1	6.6	5.7	5.8	5.7	6.9
Associates Degree	13.4	13.9	13.2	12.6	13.7	15.5	12.5	14.3	13.1	14.9	12.8
COLLEGE GRADUATE	33.3	34.3	32.9	34.5	33.1	29.1	32.8	34.3	37.4	32.5	32.6
Bachelors Degree	22.6	22.1	22.7	23.2	22.3	21.3	22.0	22.2	24.0	21.2	22.8
Post-Graduate Degree	10.7	12.1	10.2	11.3	10.9	7.8	10.8	12.0	13.4	11.3	9.8



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127. 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
<b>Total</b>	2000	866	920	724	740	536	366	319	255	358	421	281
<b>LESS/COLLEGE GRADUATE</b>	66.7	66.7	64.9	67.3	68.5	63.3	60.6	70.7	57.5	74.1	66.8	68.6
Some Grade School	0.1	0.0	*	0.2	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.3
Some High School	1.6	1.8	0.9	2.2	1.4	1.0	1.5	1.9	1.2	2.8	1.1	1.0
High School Grad.	18.6	20.2	15.9	21.3	16.9	17.3	19.0	20.3	16.3	23.7	14.2	18.2
Some College/Trade	26.5	24.0	28.0	22.6	30.5	26.3	22.6	29.0	27.2	22.6	31.7	25.5
Technical/Vocational	6.4	7.5	6.1	7.8	5.6	5.7	7.5	6.9	4.5	8.0	4.6	6.8
Associates Degree	13.4	13.3	13.9	13.3	14.0	12.8	9.8	12.5	8.4	16.8	15.2	16.7
<b>COLLEGE GRADUATE</b>	33.3	33.3	35.1	32.7	31.5	36.7	39.4	29.3	42.5	25.9	33.2	31.4
Bachelors Degree	22.6	22.0	23.6	21.7	22.6	23.9	23.6	21.5	26.7	19.8	23.4	21.4
Post-Graduate Degree	10.7	11.3	11.6	11.0	8.9	12.8	15.8	7.8	15.8	6.1	9.8	10.0



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127. 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
<b>Total</b>	2000	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
<b>LESS/COLLEGE GRADUATE</b>	66.7	65.1	63.9	65.7	70.8	62.6	65.5	63.8	76.0	80.2	63.4	64.8	75.1	70.4	61.2	63.9	62.9
Some Grade School	0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.1	1.2	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0
Some High School	1.6	1.3	0.4	1.9	1.4	2.4	1.6	2.1	4.2	2.0	2.1	1.1	1.2	5.1	1.1	1.2	0.5
High School Grad.	18.6	14.2	15.1	13.7	21.9	15.1	24.0	18.8	24.0	24.1	20.5	13.6	24.1	12.3	12.8	19.5	14.2
Some College/Trade	26.5	30.5	28.6	31.7	26.6	25.0	20.8	23.2	14.1	30.2	21.2	32.0	28.6	26.9	30.3	23.8	30.7
Technical/Vocational	6.4	5.9	8.1	4.6	5.8	8.7	5.8	7.5	7.8	5.8	8.3	5.6	4.9	9.2	6.8	6.4	3.0
Associates Degree	13.4	13.0	11.8	13.7	15.0	11.4	13.3	12.2	24.6	18.2	11.2	12.5	16.3	17.0	10.1	12.8	14.5
<b>COLLEGE GRADUATE</b>	33.3	34.9	36.1	34.3	29.2	37.4	34.5	36.2	24.0	19.8	36.6	35.2	24.9	29.6	38.8	36.1	37.1
Bachelors Degree	22.6	23.4	26.6	21.5	21.0	24.1	22.8	23.6	12.5	15.6	23.9	24.3	19.9	20.0	23.8	24.0	23.7
Post-Graduate Degree	10.7	11.5	9.5	12.8	8.2	13.3	11.7	12.6	11.5	4.2	12.7	10.9	5.0	9.6	15.0	12.0	13.4



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127. 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	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
LESS/COLLEGE GRADUATE	66.7	68.2	68.2	64.5	65.8	35.8	22.0	37.8	69.2	63.3	80.2	86.9	69.0	67.9	62.2	69.5
Some Grade School	0.1	0.0	0.3	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.5	0.1	0.0	0.0	0.2
Some High School	1.6	1.3	1.5	1.9	1.3	0.3	2.8	0.0	1.6	1.2	2.3	3.4	2.0	2.2	1.0	1.2
High School Grad.	18.6	17.8	21.3	18.6	16.9	8.7	9.8	8.5	18.9	15.2	25.8	29.5	18.4	16.8	19.7	21.3
Some College/Trade	26.5	29.2	24.5	24.2	27.5	15.5	9.5	16.4	27.7	26.6	29.7	31.2	28.0	27.6	22.8	28.6
Technical/Vocational	6.4	5.9	4.9	7.4	6.5	2.6	0.0	3.0	7.0	6.3	8.4	6.3	6.4	7.6	5.3	6.4
Associates Degree	13.4	13.9	15.6	12.2	13.5	8.6	0.0	9.9	13.9	14.0	13.7	15.9	14.1	13.7	13.5	11.7
COLLEGE GRADUATE	33.3	31.8	31.8	35.5	34.2	64.2	78.0	62.2	30.8	36.7	19.8	13.1	31.0	32.1	37.8	30.5
Bachelors Degree	22.6	21.5	23.2	23.7	22.9	35.8	40.3	35.2	22.0	25.9	14.6	10.0	20.9	23.9	25.8	21.0
Post-Graduate Degree	10.7	10.3	8.6	11.8	11.3	28.4	37.7	27.0	8.8	10.7	5.2	3.1	10.0	8.3	12.0	9.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

127. 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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
LESS/COLLEGE GRADUATE	66.7	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	60.1	80.6	83.4	82.9	61.0	55.3	64.2	81.0	85.2	86.1	79.1
Some Grade School	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.4
Some High School	1.6	2.4	0.0	0.0	0.0	2.5	0.0	2.3	0.0	1.1	2.7	1.5	2.8	4.3	1.3	0.9	1.4	1.5	2.8	2.7
High School Grad.	18.6	27.9	0.0	0.0	0.0	29.6	0.0	26.5	0.0	16.8	22.6	24.5	25.2	13.1	15.7	17.7	28.2	21.7	30.7	18.5
Some College/Trade	26.5	39.8	0.0	0.0	0.0	41.1	0.0	38.7	0.0	23.8	32.3	33.6	32.9	28.3	23.8	23.7	30.1	36.1	31.4	34.7
Technical/Vocational	6.4	9.6	0.0	0.0	0.0	10.3	0.0	9.1	0.0	5.7	7.9	7.9	7.8	3.2	5.4	6.0	7.8	8.1	9.0	6.4
Associates Degree	13.4	20.1	0.0	0.0	0.0	16.4	0.0	23.2	0.0	12.6	15.1	16.0	14.1	12.1	9.0	15.8	13.5	17.9	12.2	16.4
COLLEGE GRADUATE	33.3	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	39.9	19.4	16.6	17.1	39.0	44.7	35.8	19.0	14.8	13.9	20.9
Bachelors Degree	22.6	0.0	67.9	100.0	0.0	0.0	64.4	0.0	71.5	26.1	15.3	14.1	13.9	27.2	27.5	24.8	16.4	12.4	12.5	15.7
Post-Graduate Degree	10.7	0.0	32.1	0.0	100.0	0.0	35.6	0.0	28.5	13.8	4.1	2.5	3.1	11.8	17.2	10.9	2.7	2.4	1.5	5.2





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127. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	156	280	333	319	391	521	769	1231	1088	912	940	1060
<b>LESS/COLLEGE GRADUATE</b>	66.7	73.7	63.7	67.0	64.1	70.8	64.4	67.2	66.4	66.3	67.1	63.2	69.7
Some Grade School	0.1	0.0	0.6	0.0	0.1	0.0	0.0	0.2	*	0.2	0.0	0.1	0.1
Some High School	1.6	2.2	1.8	2.4	1.7	1.2	1.1	2.1	1.3	2.0	1.1	1.6	1.6
High School Grad.	18.6	26.1	20.0	19.9	17.1	15.6	18.0	21.2	17.0	20.0	17.0	18.7	18.5
Some College/Trade	26.5	40.0	24.9	21.7	24.8	27.7	26.6	26.6	26.5	26.1	27.0	26.0	27.0
Technical/Vocational	6.4	0.6	5.2	7.5	7.1	9.6	5.3	5.3	7.1	5.8	7.2	6.5	6.3
Associates Degree	13.4	4.8	11.3	15.5	13.3	16.8	13.4	11.8	14.4	12.2	14.8	10.3	16.1
<b>COLLEGE GRADUATE</b>	33.3	26.3	36.3	33.0	35.9	29.2	35.6	32.8	33.6	33.7	32.9	36.8	30.3
Bachelors Degree	22.6	23.2	27.8	20.6	25.3	19.6	21.6	23.7	21.9	24.2	20.7	23.7	21.7
Post-Graduate Degree	10.7	3.1	8.5	12.4	10.6	9.6	14.0	9.1	11.7	9.5	12.1	13.1	8.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

127. 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
<b>Total</b>	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
<b>LESS/COLLEGE GRADUATE</b>	66.7	68.4	68.0	65.2	66.2	65.2	68.5	62.9	60.0	69.6	67.6	67.5	73.4	68.7	62.1	74.8
Some Grade School	0.1	0.0	0.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.2	0.0	0.1	0.0	0.4
Some High School	1.6	1.9	2.4	1.4	1.1	2.5	2.1	2.8	0.3	1.7	2.6	0.0	2.1	1.4	1.4	2.4
High School Grad.	18.6	25.4	19.9	16.5	17.1	34.2	20.4	16.8	16.6	22.2	19.5	16.2	17.7	20.1	16.6	21.7
Some College/Trade	26.5	33.5	24.3	24.4	27.4	21.9	30.4	22.4	26.5	37.7	19.4	26.3	28.5	27.1	26.2	26.6
Technical/Vocational	6.4	1.7	6.9	8.0	6.4	2.9	6.4	7.4	6.5	1.3	7.3	8.7	6.2	6.3	5.9	7.6
Associates Degree	13.4	5.9	14.3	14.8	14.1	3.7	8.9	13.5	10.1	6.7	18.6	16.2	18.7	13.7	12.1	16.1
<b>COLLEGE GRADUATE</b>	33.3	31.6	32.0	34.8	33.8	34.8	31.5	37.1	40.0	30.4	32.4	32.5	26.6	31.3	37.9	25.2
Bachelors Degree	22.6	26.2	21.6	24.2	21.0	26.1	20.6	26.6	23.2	26.3	22.5	21.9	18.5	21.8	25.2	17.6
Post-Graduate Degree	10.7	5.4	10.4	10.6	12.8	8.7	10.9	10.5	16.8	4.2	10.0	10.6	8.1	9.6	12.7	7.6



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128. WOULD YOU CONSIDER YOURSELF...?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
WEALTHY	1.6	1.1	1.3	2.0	1.6	0.8	1.6	1.5	2.7	1.6	1.6	1.2	3.2	1.7	1.2	1.5	2.2	1.3	1.2	1.4
UPPER MIDDLE CLASS	10.9	12.1	9.8	13.1	9.9	10.2	11.5	7.5	12.5	11.1	11.8	9.7	11.6	12.8	11.3	6.7	10.8	10.4	10.6	10.4
MIDDLE CLASS	51.0	52.0	59.0	52.0	50.5	52.6	41.0	51.0	45.6	52.8	54.5	52.8	43.6	55.1	53.6	45.7	52.1	46.7	48.7	45.6
LOWER MIDDLE CLASS	27.3	22.8	21.4	27.1	28.8	28.7	35.1	31.1	23.2	25.9	24.2	27.9	28.9	21.8	27.5	34.4	26.0	30.9	30.5	31.1
POOR	9.2	12.0	8.4	5.8	9.2	7.7	10.8	8.9	16.0	8.6	8.0	8.3	12.7	8.6	6.5	11.7	8.9	10.6	9.0	11.5
Mean	2.68	2.67	2.74	2.78	2.66	2.68	2.58	2.62	2.63	2.71	2.75	2.68	2.64	2.77	2.73	2.52	2.71	2.61	2.65	2.59



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128. WOULD YOU CONSIDER YOURSELF...?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
WEALTHY	1.6	2.2	0.9	1.5	1.7	1.7	1.7	1.6	0.3	0.5	0.0
UPPER MIDDLE CLASS	10.9	10.0	8.4	11.6	13.1	11.5	12.0	8.4	6.1	5.6	7.2
MIDDLE CLASS	51.0	51.7	52.8	49.4	51.3	51.8	52.4	48.6	43.3	46.4	36.3
LOWER MIDDLE CLASS	27.3	28.8	28.2	27.3	25.3	26.3	25.6	30.3	36.6	36.4	37.1
POOR	9.2	7.3	9.6	10.2	8.5	8.7	8.3	11.1	13.7	11.2	19.5
Mean	2.68	2.71	2.63	2.67	2.74	2.71	2.73	2.59	2.43	2.48	2.31



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128. WOULD YOU CONSIDER YOURSELF...?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704		931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
WEALTHY	1.6	1.8	1.4		1.5	1.6	1.4	1.6	1.9	0.4	0.0	1.6	1.6	2.1	2.9	1.0	0.3	1.5	1.5
UPPER MIDDLE CLASS	10.9	13.5	10.7		11.5	10.7	9.2	12.2	11.5	6.7	6.4	9.7	11.4	13.8	14.0	11.6	1.4	9.9	4.1
MIDDLE CLASS	51.0	53.1	49.8		54.5	48.6	44.4	54.9	48.6	47.0	49.8	49.8	51.5	59.6	55.4	52.6	26.6	42.9	43.0
LOWER MIDDLE CLASS	27.3	23.4	27.8		24.5	29.4	32.1	23.0	28.6	36.9	36.7	26.2	27.2	21.8	20.9	27.1	43.8	31.3	28.9
POOR	9.2	8.2	10.3		8.1	9.6	12.9	8.3	9.4	8.9	7.2	12.7	8.3	2.6	6.8	7.6	28.0	14.4	22.5
Mean	2.68	2.77	2.65		2.74	2.65	2.54	2.76	2.68	2.53	2.55	2.61	2.71	2.91	2.86	2.71	2.02	2.53	2.33



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128. WOULD YOU CONSIDER YOURSELF...?

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	532	1466	931	855	214	452	844	305	539	1155
WEALTHY	1.6	3.3	0.9	1.5	1.6	1.5	1.1	2.0	4.0	0.9	1.2
UPPER MIDDLE CLASS	10.9	14.5	9.6	12.2	10.6	6.7	7.5	11.9	17.2	8.9	10.2
MIDDLE CLASS	51.0	50.5	51.1	54.6	48.4	45.7	49.5	48.7	44.3	51.2	52.7
LOWER MIDDLE CLASS	27.3	24.5	28.4	23.9	29.3	34.4	32.5	28.3	24.9	30.1	26.6
POOR	9.2	7.2	9.9	7.8	10.1	11.7	9.4	9.1	9.5	8.8	9.3
Mean	2.68	2.82	2.63	2.76	2.64	2.52	2.58	2.70	2.81	2.63	2.68



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128. 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	866	920	724	740	536	366	319	255	358	421	281
WEALTHY	1.6	1.5	1.9	1.4	2.3	0.7	1.4	2.4	1.5	1.4	2.2	0.0
UPPER MIDDLE CLASS	10.9	13.0	10.6	11.9	9.8	11.3	13.1	10.0	12.2	10.5	9.6	10.5
MIDDLE CLASS	51.0	54.2	49.7	55.9	48.8	47.5	58.1	49.0	50.8	53.6	48.6	44.4
LOWER MIDDLE CLASS	27.3	23.1	28.7	23.2	30.2	28.9	21.2	28.8	26.1	25.3	31.4	31.4
POOR	9.2	8.2	9.1	7.7	8.9	11.6	6.2	9.8	9.3	9.1	8.2	13.7
Mean	2.68	2.77	2.67	2.76	2.66	2.61	2.82	2.66	2.70	2.70	2.66	2.52



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128. WOULD YOU CONSIDER YOURSELF...?

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
WEALTHY	1.6	2.6	4.5	1.5	0.7	1.5	1.7	1.6	7.7	1.0	1.1	2.6	1.0	5.9	0.0	0.4	2.1
UPPER MIDDLE CLASS	10.9	12.6	12.1	13.0	7.8	12.0	13.6	12.6	35.7	7.1	11.4	11.0	6.6	12.9	10.3	9.0	18.4
MIDDLE CLASS	51.0	46.6	40.3	50.5	51.3	55.5	52.2	54.1	36.0	57.2	56.9	47.0	52.3	47.8	49.8	48.2	44.0
LOWER MIDDLE CLASS	27.3	28.6	30.8	27.3	30.1	24.5	22.2	23.5	20.6	25.0	23.0	29.7	31.8	28.1	26.5	31.1	24.2
POOR	9.2	9.5	12.2	7.9	10.0	6.5	10.3	8.1	0.0	9.8	7.7	9.7	8.3	5.3	13.4	11.3	11.3
Mean	2.68	2.70	2.66	2.73	2.59	2.77	2.74	2.76	3.30	2.64	2.75	2.67	2.60	2.86	2.57	2.56	2.76





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128. WOULD YOU CONSIDER YOURSELF...?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		TCKT	REPU-	SWING	WLTHY/	COMBO	Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-	
		SPLTTR	LICAN	VOTER	UPPER	thy	Middle	/LOWER	Class	Middle		STREAM	GEL-	OLIC	RELI-	
					MIDDLE		Class	MIDDLE		Class		PROT.	ICAL		GIUS	
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
WEALTHY	1.6	1.9	1.5	1.2	1.2	12.5	100.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4	2.7	1.3
UPPER MIDDLE CLASS	10.9	10.4	6.9	12.8	11.0	87.5	0.0	100.0	0.0	0.0	0.0	0.0	10.0	6.9	13.9	10.3
MIDDLE CLASS	51.0	48.2	49.9	54.3	52.3	0.0	0.0	0.0	65.1	100.0	0.0	0.0	50.3	51.6	57.7	45.1
LOWER MIDDLE CLASS	27.3	29.6	31.0	23.7	27.8	0.0	0.0	0.0	34.9	0.0	100.0	0.0	28.8	33.5	20.9	30.1
POOR	9.2	9.9	10.7	8.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0	100.0	10.2	7.6	4.7	13.1
Mean	2.68	2.65	2.58	2.76	2.70	4.12	5.00	4.00	2.65	3.00	2.00	1.00	2.62	2.59	2.89	2.57



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128. 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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
WEALTHY	1.6	0.5	3.6	2.8	5.5	0.5	3.9	0.5	3.4	1.6	1.4	0.3	2.1	3.2	2.2	1.2	0.0	0.6	1.5	2.7
UPPER MIDDLE CLASS	10.9	6.2	20.4	17.0	27.5	6.8	20.4	5.7	20.3	12.9	6.7	6.8	6.1	9.8	15.0	11.1	7.2	6.5	3.7	9.1
MIDDLE CLASS	51.0	48.4	56.1	58.5	51.0	48.4	61.0	48.5	50.7	52.1	48.6	50.8	42.4	60.3	55.5	49.1	52.4	49.6	40.3	45.0
LOWER MIDDLE CLASS	27.3	32.9	16.3	17.7	13.2	32.8	11.9	32.9	21.0	24.6	33.2	32.7	37.1	23.4	19.7	28.8	31.7	33.4	41.2	32.1
POOR	9.2	12.0	3.6	4.1	2.7	11.5	2.7	12.3	4.6	8.8	10.1	9.4	12.2	3.3	7.6	9.8	8.8	9.9	13.2	11.1
Mean	2.68	2.50	3.04	2.97	3.20	2.52	3.11	2.49	2.97	2.74	2.56	2.56	2.49	2.86	2.85	2.65	2.58	2.54	2.39	2.60



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128. 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
WEALTHY	1.6	2.7	2.6	1.9	1.4	0.5	1.3	2.3	1.1	2.0	1.0	1.8	1.4
UPPER MIDDLE CLASS	10.9	13.5	7.4	12.8	8.8	9.9	12.8	11.0	10.9	10.4	11.6	11.8	10.1
MIDDLE CLASS	51.0	54.6	49.9	47.9	47.1	50.5	55.2	50.0	51.6	49.1	53.2	53.0	49.2
LOWER MIDDLE CLASS	27.3	22.8	33.0	28.4	28.2	27.1	24.6	29.0	26.3	28.7	25.7	25.1	29.3
POOR	9.2	6.2	7.0	9.0	14.5	12.0	6.0	7.7	10.1	9.7	8.6	8.3	10.0
Mean	2.68	2.84	2.66	2.70	2.54	2.60	2.79	2.71	2.66	2.66	2.71	2.74	2.64



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128. WOULD YOU CONSIDER YOURSELF...?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
WEALTHY	1.6	3.5	1.9	1.0	1.1	1.4	3.2	1.3	1.3	4.2	1.0	0.7	0.8	2.4	1.2	1.5
UPPER MIDDLE CLASS	10.9	9.6	11.0	10.3	11.8	14.2	9.6	11.7	12.7	8.0	12.0	8.8	10.7	8.7	13.8	7.0
MIDDLE CLASS	51.0	54.5	47.1	48.2	54.6	61.8	49.1	50.3	55.8	51.9	45.5	46.1	53.3	46.5	54.9	47.3
LOWER MIDDLE CLASS	27.3	25.4	31.5	27.3	25.0	19.5	28.9	24.4	24.2	27.5	33.6	30.2	25.9	29.7	23.2	34.2
POOR	9.2	7.0	8.4	13.2	7.5	3.1	9.2	12.3	5.9	8.4	7.8	14.1	9.3	12.7	7.0	10.1
Mean	2.68	2.77	2.66	2.58	2.74	2.91	2.69	2.65	2.79	2.72	2.65	2.52	2.68	2.58	2.79	2.56



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129. 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 N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>MAINSTREAM PROTESTANT</b>	32.1	46.5	37.8	32.0	36.4	30.9	26.4	16.7	21.2	34.7	37.0	34.3	23.3	35.7	37.7	27.9	34.2	25.9	33.0	21.9
<b>CATHOLIC</b>	26.0	22.4	27.3	30.7	30.3	22.1	21.6	25.7	21.2	28.6	27.8	27.8	35.1	29.8	27.0	25.3	30.6	19.9	24.1	17.5
<b>EVANGELICAL</b>	8.0	13.9	12.5	11.2	4.9	6.3	4.7	4.3	3.9	9.9	12.2	6.3	7.8	13.4	10.0	4.2	6.7	3.3	4.1	2.9
<b>JEWISH</b>	2.5	0.0	3.0	1.6	2.5	2.6	2.4	4.0	4.3	2.0	1.8	2.8	1.2	2.6	1.3	1.2	2.4	3.5	2.1	4.2
<b>ISLAM</b>	1.3	0.0	0.9	2.3	1.3	2.9	1.0	0.0	0.0	1.4	1.3	1.9	0.0	1.2	0.8	1.8	2.3	1.2	2.3	0.6
<b>BUDDHIST</b>	1.0	0.6	0.4	0.7	1.4	0.6	2.0	0.9	2.2	0.9	0.6	1.1	2.0	0.2	0.7	1.7	2.0	1.4	0.9	1.7
<b>MORMON</b>	1.0	1.4	0.9	1.8	0.8	1.0	1.3	0.0	0.0	1.2	1.4	1.0	0.6	1.4	1.2	0.6	1.3	0.7	0.8	0.6
<b>HINDU</b>	0.6	0.0	0.4	0.9	0.0	0.2	0.5	1.9	1.8	0.4	0.5	0.2	0.7	0.4	0.3	0.3	0.8	0.9	0.0	1.5
<b>SIKH</b>	*	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>OTHER RELIGION</b>	1.6	0.6	1.7	1.0	1.9	1.9	2.0	0.7	2.4	1.4	1.2	1.9	1.0	0.8	1.5	2.2	1.8	2.0	1.8	2.1
<b>NON-REL/SECULAR/ATHEIST</b>	25.9	14.6	15.2	17.8	20.2	31.4	38.2	45.8	43.0	19.5	16.3	22.6	28.3	14.6	19.6	34.8	17.9	41.2	31.0	47.1



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129. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
MAINSTREAM PROTESTANT	32.1	15.6	33.3	43.5	24.1	32.5	33.0	29.5	28.8	28.5	29.7
CATHOLIC	26.0	35.8	24.7	21.1	28.3	26.1	25.7	28.1	25.9	29.0	18.8
EVANGELICAL	8.0	5.0	8.1	10.2	6.3	8.2	8.1	8.8	5.7	6.3	4.3
JEWISH	2.5	4.3	1.8	2.2	2.0	2.6	2.7	1.8	1.1	1.0	1.5
ISLAM	1.3	4.2	0.4	0.5	1.4	1.2	1.2	1.2	2.3	2.6	1.7
BUDDHIST	1.0	2.0	1.1	0.2	1.6	0.9	0.6	2.5	2.0	1.5	3.3
MORMON	1.0	1.4	0.7	0.3	2.3	1.1	1.1	1.3	0.0	0.0	0.0
HINDU	0.6	0.9	0.2	0.6	0.8	0.5	0.5	1.1	1.0	0.9	1.2
SIKH	*	0.0	0.0	0.0	0.2	*	*	0.0	0.0	0.0	0.0
OTHER RELIGION	1.6	1.7	1.4	1.2	2.3	1.6	1.5	1.8	1.4	1.4	1.6
NON-REL/SECULAR/ATHEIST	25.9	29.2	28.3	20.2	30.7	25.2	25.4	23.8	31.8	29.0	38.0



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129. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE									
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	171	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	184	1879	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121				
MAINSTREAM PROTESTANT	32.1	36.5	29.0	36.1	28.6	29.0	36.0	28.7	32.8	36.1	28.2	32.3	29.1	31.7	38.4	32.3	33.5	29.6				
CATHOLIC	26.0	29.3	24.9	27.7	23.8	28.5	29.1	24.7	22.3	23.7	24.1	26.8	28.3	30.7	26.8	18.8	27.2	14.8				
EVANGELICAL	8.0	11.8	3.8	11.9	4.4	5.3	12.3	4.2	8.7	8.0	4.0	7.9	8.3	7.1	6.5	9.8	8.8	8.9				
JEWISH	2.5	2.2	3.3	1.8	3.2	2.1	2.0	3.4	1.7	1.3	1.8	2.4	2.2	2.3	3.8	1.1	0.8	3.7				
ISLAM	1.3	1.3	1.6	1.5	1.2	0.6	1.1	1.9	0.4	0.6	1.4	1.4	1.7	1.1	0.4	2.8	1.6	0.8				
BUDDHIST	1.0	0.5	1.0	0.3	1.6	1.7	0.4	1.0	2.5	2.0	1.5	1.1	1.2	0.4	1.0	1.3	2.6	0.0				
MORMON	1.0	1.5	0.9	1.6	0.7	0.0	1.0	0.8	1.8	2.1	0.7	1.0	1.0	0.9	0.5	2.1	1.7	1.0				
HINDU	0.6	0.3	0.4	0.4	0.9	0.0	0.3	0.8	1.2	0.8	0.0	0.6	0.9	1.4	0.3	0.0	0.7	0.0				
SIKH	*	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	*	0.1	0.0	0.0	0.0	0.0	0.0				
OTHER RELIGION	1.6	1.1	1.9	1.5	1.8	0.6	1.2	1.7	1.7	0.8	2.2	1.6	1.6	1.5	1.7	1.1	2.4	1.7				
NON-REL/SECULAR/ATHEIST	25.9	15.4	33.1	17.2	33.7	32.2	16.5	32.8	27.0	24.7	35.9	25.0	25.6	22.9	20.5	30.7	20.8	39.5				



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129. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	532	1466	931	855	214	452	844	305	539	1155
MAINSTREAM PROTESTANT	32.1	27.8	33.7	36.4	28.5	27.9	30.5	29.1	27.8	29.8	34.4
CATHOLIC	26.0	28.2	25.2	28.8	23.2	25.3	24.6	25.9	25.5	26.1	26.2
EVANGELICAL	8.0	5.0	9.0	12.1	4.4	4.2	6.6	5.4	4.2	6.1	9.8
JEWISH	2.5	2.6	2.4	2.1	3.1	1.2	2.1	2.8	3.4	2.5	2.2
ISLAM	1.3	2.9	0.8	1.0	1.5	1.8	1.3	2.0	3.0	1.5	0.8
BUDDHIST	1.0	1.4	0.9	0.3	1.6	1.7	1.5	1.3	0.3	1.9	0.8
MORMON	1.0	1.6	0.8	1.3	0.8	0.6	0.7	1.0	0.7	1.2	1.1
HINDU	0.6	0.6	0.6	0.4	0.9	0.3	0.6	0.7	0.9	0.6	0.5
SIKH	*	0.0	*	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0
OTHER RELIGION	1.6	1.8	1.5	1.1	2.0	2.2	3.1	1.8	2.2	1.5	1.4
NON-REL/SECULAR/ATHEIST	25.9	28.1	25.1	16.4	33.9	34.8	29.0	29.9	32.0	28.7	22.8





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129. 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	866	920	724	740	536	366	319	255	358	421	281
MAINSTREAM PROTESTANT	32.1	37.0	27.7	36.0	29.6	30.4	34.4	28.7	28.2	37.6	30.2	32.4
CATHOLIC	26.0	27.8	25.7	29.9	23.7	24.0	33.0	24.5	26.1	26.8	23.1	22.0
EVANGELICAL	8.0	12.2	4.6	13.8	4.4	5.0	12.0	2.9	5.6	15.8	5.5	4.5
JEWISH	2.5	2.1	3.1	2.1	3.3	1.9	3.1	3.7	1.5	1.0	2.9	2.2
ISLAM	1.3	1.2	1.5	1.4	2.1	0.2	1.6	2.8	0.0	1.2	1.5	0.4
BUDDHIST	1.0	0.4	1.5	0.3	1.3	1.7	0.2	1.2	1.6	0.3	1.4	1.8
MORMON	1.0	1.7	0.6	1.7	0.7	0.6	0.8	1.2	0.0	2.5	0.3	1.2
HINDU	0.6	0.4	0.8	0.6	1.0	0.0	0.6	0.9	0.0	0.5	1.1	0.0
SIKH	*	0.0	0.1	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0
OTHER RELIGION	1.6	0.9	1.5	0.8	1.7	2.5	0.5	1.6	0.6	1.0	1.7	4.2
NON-REL/SECULAR/ATHEIST	25.9	16.4	32.9	13.5	32.3	33.7	13.7	32.1	36.3	13.3	32.4	31.3



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129. 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
MAINSTREAM PROTESTANT	32.1	23.4	17.4	27.1	31.7	40.3	38.0	39.3	20.7	32.7	37.9	24.4	37.4	38.1	19.1	27.4	46.4
CATHOLIC	26.0	20.3	15.4	23.2	27.2	28.4	31.0	29.4	31.1	29.2	30.0	19.1	29.0	38.9	21.6	25.0	22.6
EVANGELICAL	8.0	4.8	2.7	6.0	5.1	12.2	15.0	13.4	16.2	9.2	14.9	4.1	3.8	9.5	3.0	4.3	8.3
JEWISH	2.5	3.5	3.4	3.6	2.2	2.1	1.5	1.9	1.9	1.4	2.3	3.9	2.8	0.0	2.0	2.2	0.8
ISLAM	1.3	1.1	1.3	1.1	1.7	0.9	1.4	1.1	4.6	3.4	0.7	1.0	2.7	8.1	0.0	0.3	0.0
BUDDHIST	1.0	1.7	1.5	1.8	1.4	0.0	0.3	0.1	0.0	0.6	0.2	1.7	0.9	0.0	2.3	2.1	0.0
MORMON	1.0	0.8	0.0	1.3	1.4	1.0	0.8	0.9	3.5	3.1	1.2	0.7	0.8	0.0	0.0	1.0	0.0
HINDU	0.6	1.5	2.1	1.1	0.2	0.5	0.0	0.3	4.5	0.0	0.4	1.5	0.5	0.0	0.0	0.0	0.0
SIKH	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
OTHER RELIGION	1.6	2.4	4.1	1.4	1.6	0.3	1.8	0.9	2.1	0.5	0.8	2.0	0.9	2.0	4.6	2.6	0.9
NON-REL/SECULAR/ATHEIST	25.9	40.6	52.3	33.6	27.5	14.4	10.2	12.7	15.4	19.9	11.8	41.6	21.1	3.5	47.4	35.1	20.9



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129. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
MAINSTREAM PROTESTANT	32.1	28.0	31.2	36.8	31.4	27.5	14.1	29.4	32.4	31.7	33.9	35.6	100.0	0.0	0.0	0.0
CATHOLIC	26.0	24.0	24.9	28.6	26.9	34.8	45.6	33.2	26.1	29.5	19.9	13.4	0.0	0.0	100.0	0.0
EVANGELICAL	8.0	4.1	7.3	12.4	7.3	4.7	2.2	5.0	8.7	8.1	9.8	6.6	0.0	100.0	0.0	0.0
JEWISH	2.5	3.0	1.5	2.1	2.3	4.9	6.1	4.7	2.1	2.6	1.1	2.3	0.0	0.0	0.0	0.0
ISLAM	1.3	1.9	0.2	1.1	0.9	2.2	10.7	1.0	1.1	1.1	1.2	1.7	0.0	0.0	0.0	0.0
BUDDHIST	1.0	1.3	2.1	0.4	1.5	0.0	0.0	0.0	1.2	1.1	1.6	0.5	0.0	0.0	0.0	0.0
MORMON	1.0	0.5	1.3	1.5	1.3	0.0	0.0	0.0	1.2	1.0	1.6	0.8	0.0	0.0	0.0	0.0
HINDU	0.6	0.9	0.0	0.4	0.2	2.0	0.0	2.3	0.4	0.5	0.3	0.0	0.0	0.0	0.0	0.0
SIKH	*	0.0	0.3	0.0	0.1	0.0	0.0	0.0	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.6	1.8	3.4	0.8	1.5	0.0	0.0	0.0	1.7	1.5	2.1	2.4	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	25.9	34.4	27.7	16.0	26.7	24.1	21.3	24.5	24.9	22.9	28.5	36.9	0.0	0.0	0.0	100.0



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129. 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	MEN
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
MAINSTREAM PROTESTANT	32.1	33.3	29.8	29.7	30.1	30.7	30.8	35.3	28.7	32.0	32.4	17.5	53.3	17.7	31.0	32.8	15.0	19.4	47.2	60.8
CATHOLIC	26.0	24.3	29.5	29.7	29.0	25.4	33.2	23.4	25.6	26.0	26.0	44.8	8.6	30.1	30.5	22.2	44.7	44.9	9.8	7.2
EVANGELICAL	8.0	8.1	7.7	8.4	6.2	8.0	5.8	8.3	9.7	8.8	6.3	6.6	6.1	1.2	7.0	10.2	9.7	4.3	5.6	6.8
JEWISH	2.5	1.6	4.2	3.6	5.3	2.3	4.0	1.1	4.4	2.9	1.4	1.1	1.6	1.2	3.2	2.8	1.8	0.5	2.3	0.8
ISLAM	1.3	1.1	1.8	1.5	2.4	1.3	2.0	0.9	1.6	0.7	2.6	0.4	3.7	5.4	0.8	0.6	0.9	0.0	4.8	2.3
BUDDHIST	1.0	1.3	0.4	0.4	0.4	1.1	0.6	1.5	0.3	0.7	1.8	1.1	0.0	9.3	0.6	0.7	0.8	1.4	0.0	0.0
MORMON	1.0	1.1	0.8	0.7	1.1	0.8	0.6	1.4	1.0	1.2	0.7	0.8	0.4	0.0	0.8	1.6	0.0	1.5	0.7	0.0
HINDU	0.6	0.5	0.8	0.9	0.5	0.5	0.6	0.5	1.0	0.1	1.5	0.0	0.3	10.0	0.1	0.1	0.0	0.0	0.0	0.7
SIKH	*	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.6	1.7	1.3	1.0	1.9	1.3	0.3	2.0	2.4	1.4	1.8	1.8	1.5	0.0	0.5	2.3	2.0	1.7	1.4	1.6
NON-REL/SECULAR/ATHEIST	25.9	27.0	23.7	24.0	23.1	28.4	22.1	25.8	25.4	26.1	25.3	25.8	24.4	24.3	25.5	26.7	25.2	26.3	28.3	19.7



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129. 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
MAINSTREAM PROTESTANT	32.1	23.6	21.8	24.6	34.3	41.2	36.9	23.3	37.6	26.6	38.7	30.8	33.3
CATHOLIC	26.0	24.7	18.6	26.4	26.8	27.2	28.8	23.2	27.8	24.3	28.1	28.3	24.1
EVANGELICAL	8.0	9.8	8.7	10.1	8.4	7.6	5.7	9.5	7.0	9.2	6.5	7.2	8.7
JEWISH	2.5	0.6	2.5	2.1	1.2	2.1	4.2	2.0	2.8	1.7	3.3	2.9	2.1
ISLAM	1.3	2.8	1.9	3.2	1.0	0.8	0.0	2.6	0.5	2.1	0.3	1.6	1.1
BUDDHIST	1.0	2.1	1.9	1.4	0.3	0.2	1.0	1.7	0.6	1.3	0.7	0.9	1.1
MORMON	1.0	0.0	2.0	1.6	0.8	0.9	0.7	1.4	0.8	1.2	0.8	0.7	1.3
HINDU	0.6	3.0	0.7	0.3	1.0	0.0	0.2	1.0	0.3	1.0	0.1	0.6	0.6
SIKH	*	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.1	0.1	0.0
OTHER RELIGION	1.6	2.0	1.8	1.9	1.6	0.7	1.7	1.9	1.4	1.8	1.3	0.9	2.1
NON-REL/SECULAR/ATHEIST	25.9	31.4	40.1	28.4	24.6	19.1	20.8	33.3	21.2	30.7	20.1	26.1	25.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

129. 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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
MAINSTREAM PROTESTANT	32.1	24.3	22.9	34.6	39.2	20.9	21.7	33.1	36.1	25.5	23.9	36.2	42.8	28.4	29.7	42.1
CATHOLIC	26.0	22.4	22.9	26.9	28.8	21.3	23.3	29.0	31.7	22.7	22.5	24.7	25.5	26.1	29.9	16.9
EVANGELICAL	8.0	9.3	9.7	8.7	5.8	9.0	8.5	7.2	6.1	9.4	10.6	10.2	5.6	7.3	7.1	10.8
JEWISH	2.5	1.7	2.0	1.1	4.0	3.2	2.7	1.5	3.9	1.1	1.6	0.7	4.0	3.0	2.8	1.0
ISLAM	1.3	2.7	2.8	1.2	0.0	5.1	3.4	1.5	0.0	1.8	2.3	0.8	0.0	3.2	0.5	1.1
BUDDHIST	1.0	2.3	1.6	0.2	0.9	1.7	1.4	0.3	0.9	2.5	1.7	0.0	0.8	1.7	1.0	0.3
MORMON	1.0	1.0	1.7	0.9	0.7	0.0	1.7	0.0	0.8	1.4	1.6	1.9	0.5	0.2	1.0	2.1
HINDU	0.6	2.5	0.4	0.6	0.1	1.6	0.5	0.9	0.2	2.8	0.3	0.4	0.0	1.2	0.5	0.0
SIKH	*	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
OTHER RELIGION	1.6	2.6	1.7	1.0	1.6	2.9	0.9	0.8	0.7	2.5	2.3	1.2	2.5	1.3	1.5	2.0
NON-REL/SECULAR/ATHEIST	25.9	31.3	34.5	24.7	19.0	34.2	35.9	25.4	19.6	30.2	33.4	24.1	18.3	27.6	25.9	23.7



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130. 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	
<b>Total</b>	2000	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
<b>URBAN AREA</b>	26.4	15.7	20.3	26.0	27.5	27.8	33.6	26.1	34.6	24.2	21.9	26.2	31.1	17.7	21.7	27.9	38.8	31.7	30.6	32.2
<b>SUBURBAN AREA</b>	51.5	51.8	56.7	45.3	53.2	51.4	51.3	54.0	50.7	51.6	50.6	52.3	54.6	55.4	51.8	47.0	46.5	51.4	52.5	50.7
<b>RURAL AREA</b>	22.1	32.5	23.0	28.7	19.3	20.8	15.1	19.9	14.7	24.2	27.5	21.5	14.3	26.9	26.5	25.1	14.7	17.0	16.8	17.1



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

130. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def- Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
URBAN AREA	26.4	29.5	22.5	24.2	31.8	25.8	24.0	36.7	31.9	36.0	22.7
SUBURBAN AREA	51.5	50.9	53.9	50.1	52.0	51.2	53.1	39.8	54.5	53.7	56.4
RURAL AREA	22.1	19.6	23.6	25.6	16.2	23.1	23.0	23.6	13.6	10.3	20.9





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

130. 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					HEALTH INSURANCE TYPE						
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other	NO INSR.
Total	2000	858	704		931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
URBAN AREA	26.4	18.1	34.2		19.2	33.7	27.2	18.7	35.0	28.8	27.8	20.9	26.1	24.7	29.3	20.3	40.2	27.2	30.8
SUBURBAN AREA	51.5	53.8	49.6		53.0	49.8	52.6	52.7	50.5	48.8	47.0	54.7	52.3	54.5	53.5	55.7	36.7	48.6	39.2
RURAL AREA	22.1	28.2	16.2		27.8	16.5	20.2	28.6	14.5	22.4	25.1	24.4	21.6	20.8	17.3	24.0	23.0	24.2	30.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

130. 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	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	532	1466	931	855	214	452	844	305	539	1155
URBAN AREA	26.4	35.0	23.3	19.2	33.9	27.9	25.7	34.9	35.0	34.9	20.1
SUBURBAN AREA	51.5	48.4	52.6	54.1	49.8	47.0	50.8	48.9	50.7	47.9	53.5
RURAL AREA	22.1	16.6	24.1	26.8	16.3	25.1	23.6	16.2	14.3	17.3	26.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

130. 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	866	920	724	740	536	366	319	255	358	421	281	
URBAN AREA	26.4	18.1	33.6	18.8	36.8	22.3	21.5	41.4	24.9	16.0	33.3	20.0	
SUBURBAN AREA	51.5	53.9	49.7	53.9	48.4	52.5	52.9	45.2	52.6	55.0	50.9	52.4	
RURAL AREA	22.1	28.0	16.7	27.3	14.8	25.1	25.7	13.4	22.5	29.0	15.9	27.5	



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

130. 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
URBAN AREA	26.4	34.3	39.6	31.1	29.9	16.0	17.5	16.6	45.6	23.6	15.7	35.5	38.5	40.3	22.2	26.5	10.7
SUBURBAN AREA	51.5	50.4	45.2	53.6	50.6	56.7	48.4	53.2	40.4	57.5	53.9	49.5	47.3	44.3	61.0	50.1	53.9
RURAL AREA	22.1	15.2	15.2	15.3	19.4	27.3	34.1	30.1	13.9	18.9	30.4	15.1	14.2	15.4	16.8	23.4	35.5



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130. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
URBAN AREA	26.4	35.1	22.3	18.2	23.8	23.4	40.0	21.0	25.7	24.1	28.7	36.5	23.3	24.1	26.5	28.2
SUBURBAN AREA	51.5	49.7	50.1	53.9	52.8	61.6	38.7	64.8	51.3	55.4	43.7	39.3	47.7	45.9	59.2	51.5
RURAL AREA	22.1	15.1	27.6	28.0	23.4	15.0	21.3	14.1	23.0	20.5	27.6	24.2	29.0	30.0	14.3	20.3



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130. 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
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
URBAN AREA	26.4	27.2	24.8	25.4	23.6	30.4	27.0	24.6	22.4	18.9	42.4	35.2	55.1	35.7	21.1	17.0	31.7	37.7	60.1	48.9
SUBURBAN AREA	51.5	48.0	58.5	57.4	60.8	46.9	55.9	48.9	61.3	54.7	44.6	49.6	36.2	55.6	55.2	54.4	49.8	49.5	30.0	44.0
RURAL AREA	22.1	24.8	16.7	17.2	15.6	22.7	17.1	26.5	16.3	26.4	13.0	15.2	8.7	8.7	23.7	28.6	18.5	12.8	9.9	7.2



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

130. 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
URBAN AREA	26.4	33.7	36.1	32.5	26.7	21.9	18.3	34.1	21.6	31.9	19.8	29.2	23.9
SUBURBAN AREA	51.5	49.7	43.3	46.3	51.3	53.2	58.6	45.9	55.0	47.5	56.3	50.2	52.7
RURAL AREA	22.1	16.5	20.7	21.2	22.0	24.8	23.1	20.0	23.4	20.6	23.9	20.6	23.4



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130. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
URBAN AREA	26.4	34.8	33.1	27.3	18.5	37.0	39.6	33.5	19.0	34.0	27.9	21.2	17.8	100.0	0.0	0.0
SUBURBAN AREA	51.5	47.9	44.8	50.9	57.8	46.2	41.3	47.8	57.6	48.6	47.5	54.0	57.9	0.0	100.0	0.0
RURAL AREA	22.1	17.3	22.1	21.8	23.8	16.9	19.1	18.8	23.4	17.5	24.5	24.8	24.2	0.0	0.0	100.0





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

131. WHAT IS YOUR MARITAL STATUS?

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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
SINGLE	33.7	21.9	19.9	25.6	31.8	39.1	48.2	49.5	50.3	30.6	22.8	35.2	59.5	24.1	29.5	41.0	37.8	41.4	34.9	45.0
MARRIED	48.0	64.2	60.0	55.8	47.2	42.1	37.2	29.7	35.5	52.0	59.0	47.1	28.3	59.4	53.8	42.1	41.6	38.4	40.2	37.3
SEPARATED/DIVORCED	13.4	10.3	15.3	14.3	15.4	13.1	9.0	16.2	10.6	13.0	13.8	12.9	9.1	11.9	13.1	13.6	15.1	14.1	17.3	12.3
WIDOWED	4.9	3.6	4.9	4.3	5.7	5.7	5.6	4.5	3.6	4.3	4.4	4.7	3.1	4.7	3.6	3.2	5.5	6.2	7.6	5.4



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

131. WHAT IS YOUR MARITAL STATUS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1799	1543	256	201	139	62
SINGLE	33.7	42.6	33.3	29.5	34.5	31.0	27.9	49.3	58.5	57.9	59.9
MARRIED	48.0	44.7	46.0	51.0	47.5	50.5	52.8	37.0	25.7	28.5	19.5
SEPARATED/DIVORCED	13.4	8.9	15.1	14.7	12.8	13.5	14.0	10.3	12.1	10.4	15.9
WIDOWED	4.9	3.8	5.6	4.8	5.3	5.0	5.3	3.4	3.7	3.3	4.7



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

131. WHAT IS YOUR MARITAL STATUS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT					HEALTH INSURANCE TYPE					
		TRUMP	CLIN- TON	704	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	YES	Employ- er	Pri- vate	Medi- care	Medi- caid	Other
Total	2000	858	704	931	898	171	790	749	277	197	184	1879	840	236	540	289	124	121
SINGLE	33.7	20.0	34.4	27.2	39.2	40.1	24.8	37.7	42.4	40.3	42.8	32.0	31.2	39.3	15.8	56.0	28.4	60.7
MARRIED	48.0	61.9	44.1	56.2	40.7	42.3	58.2	42.5	37.7	39.2	42.9	49.6	57.4	47.4	56.7	22.6	40.6	24.4
SEPARATED/DIVORCED	13.4	13.2	14.9	12.1	14.6	14.0	12.3	13.7	16.3	15.7	12.1	13.5	9.3	10.4	16.0	18.2	24.2	11.0
WIDOWED	4.9	4.9	6.6	4.5	5.5	3.5	4.7	6.1	3.7	4.7	2.3	5.0	2.1	2.9	11.5	3.2	6.9	3.8



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

131. WHAT IS YOUR MARITAL STATUS?

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	532	1466	931	855	214	452	844	305	539	1155
SINGLE	33.7	34.6	33.3	26.1	40.2	41.0	40.6	36.9	29.1	41.3	31.4
MARRIED	48.0	46.6	48.6	57.3	39.4	42.1	40.3	42.5	48.4	39.2	52.1
SEPARATED/DIVORCED	13.4	13.1	13.5	12.3	14.4	13.6	15.5	14.3	16.1	13.3	12.7
WIDOWED	4.9	5.7	4.6	4.3	6.0	3.2	3.6	6.3	6.4	6.2	3.9



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

131. 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	866	920	724	740	536	366	319	255	358	421	281
SINGLE	33.7	22.8	38.6	22.6	41.3	38.4	22.5	44.0	35.9	22.6	39.2	40.5
MARRIED	48.0	59.6	41.6	60.7	40.2	41.7	63.2	41.6	47.0	58.2	39.2	36.8
SEPARATED/DIVORCED	13.4	12.7	14.4	12.7	13.3	14.2	12.5	11.8	13.0	13.0	14.4	15.3
WIDOWED	4.9	4.9	5.3	4.0	5.2	5.7	1.8	2.5	4.0	6.2	7.1	7.3



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

131. 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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
SINGLE	33.7	43.5	49.3	40.1	38.7	21.1	21.1	21.1	45.2	29.2	19.3	44.2	39.9	22.9	38.7	41.7	28.7
MARRIED	48.0	38.9	34.3	41.7	42.0	60.6	61.9	61.2	42.9	54.5	63.6	39.6	38.5	53.7	33.1	39.4	53.6
SEPARATED/DIVORCED	13.4	12.3	12.7	12.0	14.7	14.8	10.2	12.9	11.9	13.3	12.7	11.3	17.1	13.1	18.2	13.6	13.7
WIDOWED	4.9	5.3	3.7	6.2	4.6	3.5	6.8	4.9	0.0	3.0	4.5	4.9	4.5	10.3	10.1	5.3	4.1



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

131. WHAT IS YOUR MARITAL STATUS?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
SINGLE	33.7	42.2	41.3	22.2	31.7	23.0	37.0	21.0	33.3	29.5	40.3	52.1	27.6	34.8	26.8	47.0
MARRIED	48.0	38.4	42.7	60.1	50.4	69.6	60.3	70.9	48.4	54.8	36.5	15.4	49.2	53.0	56.6	37.0
SEPARATED/DIVORCED	13.4	13.9	12.8	12.9	13.4	4.5	2.7	4.7	13.4	10.8	18.4	24.6	15.8	10.2	13.3	12.4
WIDOWED	4.9	5.4	3.3	4.8	4.4	2.9	0.0	3.4	4.8	4.9	4.8	7.8	7.4	2.1	3.4	3.6



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

131. 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
Total	2000	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
SINGLE	33.7	37.1	26.9	30.4	19.6	40.9	20.7	34.1	33.6	28.0	45.9	34.0	60.5	43.0	25.6	30.0	35.5	32.8	60.6	60.4
MARRIED	48.0	42.2	59.7	57.0	65.4	43.3	65.5	41.3	53.5	53.7	35.9	45.2	20.5	49.4	59.2	49.1	51.3	40.6	22.4	18.1
SEPARATED/DIVORCED	13.4	15.1	9.9	9.6	10.5	13.3	10.9	16.6	8.7	13.3	13.4	16.5	13.8	4.4	12.4	14.1	11.3	20.3	14.6	12.7
WIDOWED	4.9	5.6	3.5	3.0	4.5	2.5	2.9	8.1	4.2	4.9	4.8	4.4	5.2	3.2	2.8	6.8	2.0	6.2	2.4	8.8





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

131. 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	156	280	333	319	391	521	769	1231	1088	912	940	1060
SINGLE	33.7	86.8	66.4	37.3	29.3	17.7	12.7	57.9	18.6	49.5	14.9	33.5	34.0
MARRIED	48.0	11.2	31.7	54.1	47.7	53.8	59.8	37.2	54.8	40.3	57.2	51.5	45.0
SEPARATED/DIVORCED	13.4	0.0	2.0	7.1	20.8	23.3	15.4	3.8	19.3	8.8	18.8	12.4	14.2
WIDOWED	4.9	2.0	0.0	1.4	2.3	5.1	12.0	1.0	7.3	1.4	9.1	2.6	6.9



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

131. WHAT IS YOUR MARITAL STATUS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
SINGLE	33.7	83.4	47.9	26.0	13.8	84.5	55.2	31.8	13.9	83.0	42.0	20.4	13.6	48.2	30.6	23.8
MARRIED	48.0	15.2	46.2	50.0	58.2	15.5	40.8	48.6	65.4	15.1	50.5	51.3	50.1	34.9	50.5	58.0
SEPARATED/DIVORCED	13.4	0.0	5.2	21.5	17.4	0.0	4.0	18.1	15.4	0.0	6.1	24.8	19.7	14.1	13.7	11.7
WIDOWED	4.9	1.3	0.7	2.5	10.6	0.0	0.0	1.5	5.3	1.8	1.3	3.5	16.7	2.8	5.2	6.5



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

132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	169	291	369	351	294	229	138	160	1413	829	431	153	591	340	214	268	587	213	374
YES	93.9	94.6	92.5	94.7	96.1	94.3	91.9	94.5	91.0	93.6	93.9	94.4	89.4	94.3	92.7	89.7	96.3	94.8	97.2	93.4
Employer	42.0	38.8	38.8	43.6	42.3	44.6	41.3	43.8	41.4	42.4	41.0	44.7	43.7	41.8	48.3	40.5	37.7	41.0	40.6	41.3
Private	11.8	11.4	9.0	14.3	13.0	9.8	12.1	13.8	10.9	11.7	11.8	11.4	12.3	11.4	10.4	9.0	16.4	12.0	11.8	12.1
Medicare for Seniors	27.0	38.0	35.4	25.3	25.4	25.1	20.4	23.5	23.3	27.0	31.5	22.8	14.6	30.9	20.8	24.5	28.3	26.9	30.2	25.1
Medicaid	14.5	6.8	11.6	13.8	17.3	15.1	17.5	18.3	14.0	14.0	11.6	17.1	18.2	10.8	13.8	16.3	19.6	15.5	14.6	16.0
Other Gov't Programs	6.2	4.4	6.5	4.7	5.3	8.2	8.0	3.9	8.9	6.1	5.3	6.7	8.8	6.9	4.5	6.7	5.8	6.6	6.6	6.5
NO INSURANCE AT ALL	6.1	5.4	7.5	5.3	3.9	5.7	8.1	5.5	9.0	6.4	6.1	5.6	10.6	5.7	7.3	10.3	3.7	5.2	2.8	6.6



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

132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	1799	1543	256	201	139	62
YES	93.9	97.5	94.3	91.9	94.3	94.6	95.1	91.5	87.8	88.3	86.8
Employer	42.0	43.2	44.3	39.1	43.8	42.3	41.7	45.6	39.7	44.5	28.7
Private	11.8	9.2	10.9	14.0	11.0	12.2	12.5	10.3	8.2	8.5	7.6
Medicare for Seniors	27.0	29.8	29.0	26.7	23.2	28.3	30.8	13.5	15.0	12.7	20.2
Medicaid	14.5	21.1	11.9	12.3	15.7	13.2	11.4	23.9	25.6	22.9	31.6
Other Gov't Programs	6.2	4.7	4.7	7.8	6.2	6.1	6.0	6.9	7.3	8.0	5.9
NO INSURANCE AT ALL	6.1	2.5	5.7	8.1	5.7	5.4	4.9	8.5	12.2	11.7	13.2





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

132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	532	1466	931	855	214	452	844	305	539	1155
YES	93.9	95.5	93.4	93.7	95.2	89.7	91.3	95.6	95.9	95.4	92.7
Employer	42.0	40.3	42.6	44.2	40.0	40.5	42.4	39.5	34.5	42.3	43.8
Private	11.8	13.7	11.1	11.0	13.4	9.0	10.3	13.7	15.6	12.6	10.5
Medicare for Seniors	27.0	30.9	25.6	27.2	27.4	24.5	23.1	29.2	37.2	24.7	25.4
Medicaid	14.5	15.8	14.0	11.9	16.8	16.3	16.4	16.7	13.8	18.4	12.7
Other Gov't Programs	6.2	6.8	6.0	6.0	6.3	6.7	5.8	6.3	5.4	6.9	6.2
NO INSURANCE AT ALL	6.1	4.5	6.6	6.3	4.8	10.3	8.7	4.4	4.1	4.6	7.3



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

132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	866	920		724	740	536	366	319	255	358	421	281
YES	93.9	95.2	95.0		94.3	95.5	91.4	94.1	94.6	91.8	94.5	96.1	91.0
Employer	42.0	45.4	40.5		44.6	42.3	38.1	42.6	36.8	38.3	46.6	46.4	38.0
Private	11.8	10.6	13.5		10.5	13.0	11.9	11.6	14.4	10.8	9.5	12.0	12.9
Medicare for Seniors	27.0	27.8	28.6		28.6	25.8	26.4	32.8	26.7	32.0	24.3	25.1	21.4
Medicaid	14.5	11.8	15.2		11.4	16.8	15.3	7.9	18.9	9.9	15.0	15.3	20.1
Other Gov't Programs	6.2	6.4	5.9		6.5	6.4	5.7	7.3	7.0	6.0	5.5	5.9	5.4
NO INSURANCE AT ALL	6.1	4.8	5.0		5.7	4.5	8.6	5.9	5.4	8.2	5.5	3.9	9.0



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

132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	566	213	352	715	421	299	719	39	139	546	449	238	53	78	338	120
YES	93.9	94.4	93.1	95.2	92.8	95.0	94.3	94.7	91.1	91.5	95.2	94.7	96.3	98.3	94.0	90.9	90.9
Employer	42.0	42.7	42.8	42.6	41.4	43.6	39.9	42.0	50.7	45.3	43.9	42.4	43.1	37.2	40.3	38.5	35.6
Private	11.8	14.2	17.1	12.5	10.8	10.4	11.6	10.9	21.0	9.7	10.0	14.0	11.0	14.0	12.3	11.1	13.7
Medicare for Seniors	27.0	26.6	21.8	29.5	21.5	33.5	31.8	32.8	13.7	19.2	32.1	27.2	21.6	32.4	29.2	22.3	36.2
Medicaid	14.5	15.3	15.3	15.3	18.4	8.0	12.5	9.9	13.4	15.3	10.3	15.2	20.4	14.4	16.4	18.2	6.1
Other Gov't Programs	6.2	5.3	5.4	5.2	6.8	6.6	6.1	6.4	4.6	7.0	6.5	5.2	7.0	13.6	6.1	6.7	2.7
NO INSURANCE AT ALL	6.1	5.6	6.9	4.8	7.2	5.0	5.7	5.3	8.9	8.5	4.8	5.3	3.7	1.7	6.0	9.1	9.1





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

132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	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
Total	2000	907	260	833	978	250	31	219	1566	1020	547	184	642	160	521	517
YES	93.9	94.7	90.4	94.3	93.8	97.3	94.2	97.7	94.4	94.9	93.6	85.2	94.4	93.2	96.6	90.8
Employer	42.0	40.1	40.5	44.5	42.8	53.6	56.9	53.2	43.7	49.1	33.5	12.0	38.1	43.5	45.7	41.6
Private	11.8	12.9	12.7	10.4	12.1	16.1	22.3	15.2	11.5	12.8	9.0	8.7	11.7	10.5	13.9	10.5
Medicare for Seniors	27.0	26.4	23.6	28.7	26.8	27.3	17.2	28.7	27.5	27.8	26.8	22.4	32.2	21.9	27.8	21.4
Medicaid	14.5	18.0	15.3	10.3	13.4	1.9	2.8	1.8	13.0	7.5	23.2	44.0	14.6	17.7	10.4	17.2
Other Gov't Programs	6.2	6.5	4.1	6.6	5.7	5.7	6.0	5.7	5.9	5.2	7.1	9.7	6.5	6.9	6.5	5.0
NO INSURANCE AT ALL	6.1	5.3	9.6	5.7	6.2	2.7	5.8	2.3	5.6	5.1	6.4	14.8	5.6	6.8	3.4	9.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	1333	667	452	214	594	346	739	321	1360	640	260	260	80	629	731	111	149	144	116
YES	93.9	92.7	96.4	95.5	98.3	91.6	97.2	93.6	95.5	94.2	93.3	94.1	90.4	98.2	93.8	94.6	94.9	93.5	90.6	90.0
Employer	42.0	36.3	53.4	52.9	54.7	32.1	52.1	39.6	54.9	43.2	39.5	39.8	36.5	58.4	41.9	44.2	34.8	43.4	31.1	43.2
Private	11.8	11.1	13.3	13.6	12.7	12.6	11.8	9.9	14.9	11.9	11.6	11.7	11.1	15.3	11.9	11.9	15.6	8.8	13.9	7.6
Medicare for Seniors	27.0	26.9	27.2	24.9	31.9	29.3	32.7	25.0	21.2	29.8	21.0	21.0	19.1	15.3	33.9	26.2	26.8	16.8	18.5	19.8
Medicaid	14.5	19.0	5.5	6.1	4.1	16.8	4.3	20.7	6.7	11.5	20.8	19.1	24.6	10.7	8.5	14.1	14.1	22.9	26.3	22.4
Other Gov't Programs	6.2	7.1	4.5	4.5	4.5	7.9	5.1	6.4	3.9	5.1	8.6	9.7	6.2	9.1	5.5	4.8	10.4	9.1	8.0	4.0
NO INSURANCE AT ALL	6.1	7.3	3.6	4.5	1.7	8.4	2.8	6.4	4.5	5.8	6.7	5.9	9.6	1.8	6.2	5.4	5.1	6.5	9.4	10.0



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132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	156	280	333	319	391	521	769	1231	1088	912	940	1060
YES	93.9	89.3	90.9	93.1	92.6	92.3	99.6	91.5	95.5	91.8	96.5	93.6	94.2
Employer	42.0	52.6	53.1	54.1	52.9	48.8	13.3	53.4	34.8	53.3	28.5	39.4	44.3
Private	11.8	20.3	13.3	17.3	10.5	12.0	5.7	16.4	8.9	14.7	8.4	12.3	11.4
Medicare for Seniors	27.0	2.0	4.5	3.4	6.0	12.2	85.6	3.5	41.7	4.2	54.2	30.5	23.9
Medicaid	14.5	14.5	22.6	17.3	19.7	16.3	3.6	18.7	11.8	19.0	9.0	12.2	16.5
Other Gov't Programs	6.2	7.3	5.2	5.1	7.5	8.8	4.5	5.6	6.6	6.1	6.3	6.9	5.6
NO INSURANCE AT ALL	6.1	10.7	9.1	6.9	7.4	7.7	0.4	8.5	4.5	8.2	3.5	6.4	5.8



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132. WHICH OF THE FOLLOWING HEALTHCARE INSURANCE PLANS COVER YOU AND/OR THE FAMILY IN YOUR HOUSEHOLD?

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	230	511	528	731	61	226	263	390	168	285	265	341	528	1030	442
YES	93.9	89.4	92.2	92.6	97.6	85.5	91.2	91.7	97.6	90.8	92.9	93.4	97.6	92.9	95.4	91.8
Employer	42.0	52.5	53.4	54.8	21.4	54.9	51.9	54.4	19.7	51.6	54.6	55.2	23.5	39.3	44.4	39.5
Private	11.8	17.7	15.8	9.5	8.8	21.0	18.9	11.2	7.9	16.5	13.3	7.9	9.9	13.1	12.3	9.2
Medicare for Seniors	27.0	3.9	2.9	7.0	65.6	5.8	1.7	7.1	66.9	3.1	3.7	7.0	64.1	20.8	29.2	29.3
Medicaid	14.5	16.2	20.5	18.0	7.2	11.5	18.1	15.0	7.0	17.8	22.3	21.0	7.4	22.0	10.3	15.1
Other Gov't Programs	6.2	6.8	5.2	7.0	6.2	0.0	5.0	8.5	7.9	9.3	5.3	5.5	4.2	6.4	5.9	6.8
NO INSURANCE AT ALL	6.1	10.6	7.8	7.4	2.4	14.5	8.8	8.3	2.4	9.2	7.1	6.6	2.4	7.1	4.6	8.2