

STATE OF PLAY – March 23-26,
2024

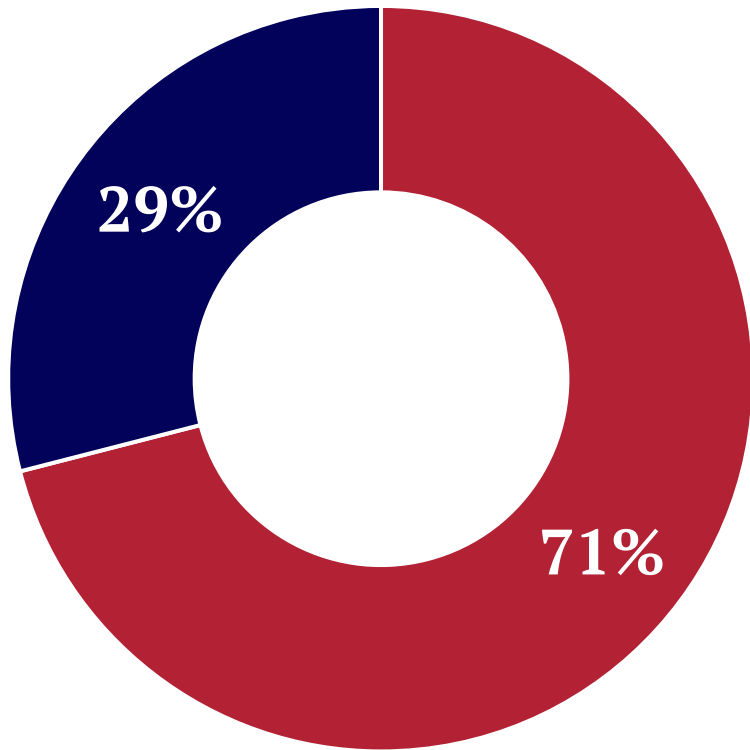
 McLaughlin & Associates



KEY TAKEAWAYS

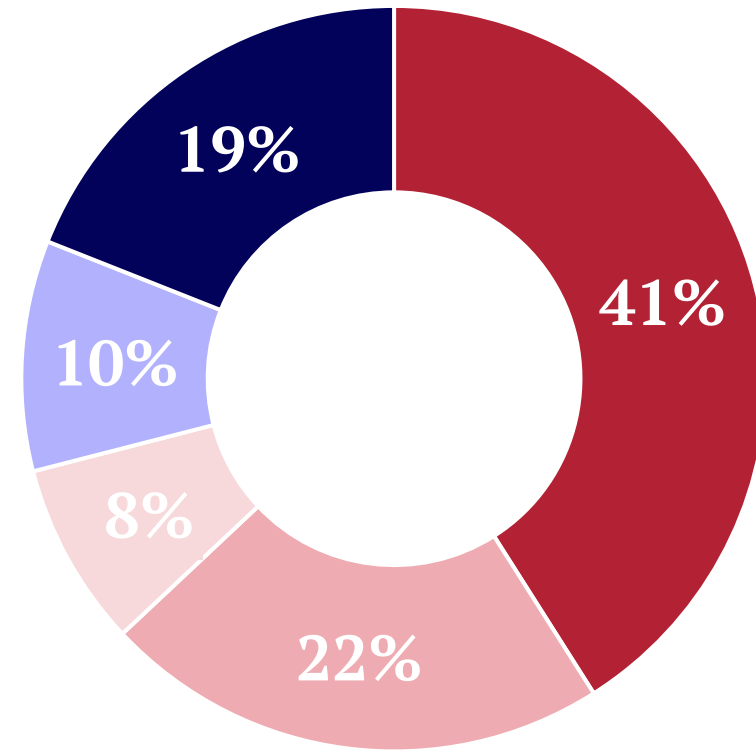
- Minority and Gen Z voters are more positive about the direction of the country, leading to a modest overall increase in Americans who believe the country is on the right track.
- Joe Biden's net approval is the best since October, also driven by improved perception among minority and Gen Z voters.
- The Republican generic ballot lead returned to 4 points, after narrowing slightly last month.
- Donald Trump maintains a 2-point lead nationally against Joe Biden.

VOTER UNIVERSE – MAR 23-26, 2024



■ New Majority

■ Left Minority



■ 8-10 (All)

■ 6-7 Filtered (minus def vote dem; prob vote dem & strong approve Biden)

■ 0-5 Filtered (inc def, prob, or lean Republican; undecideds)

■ 6-7 Remaining

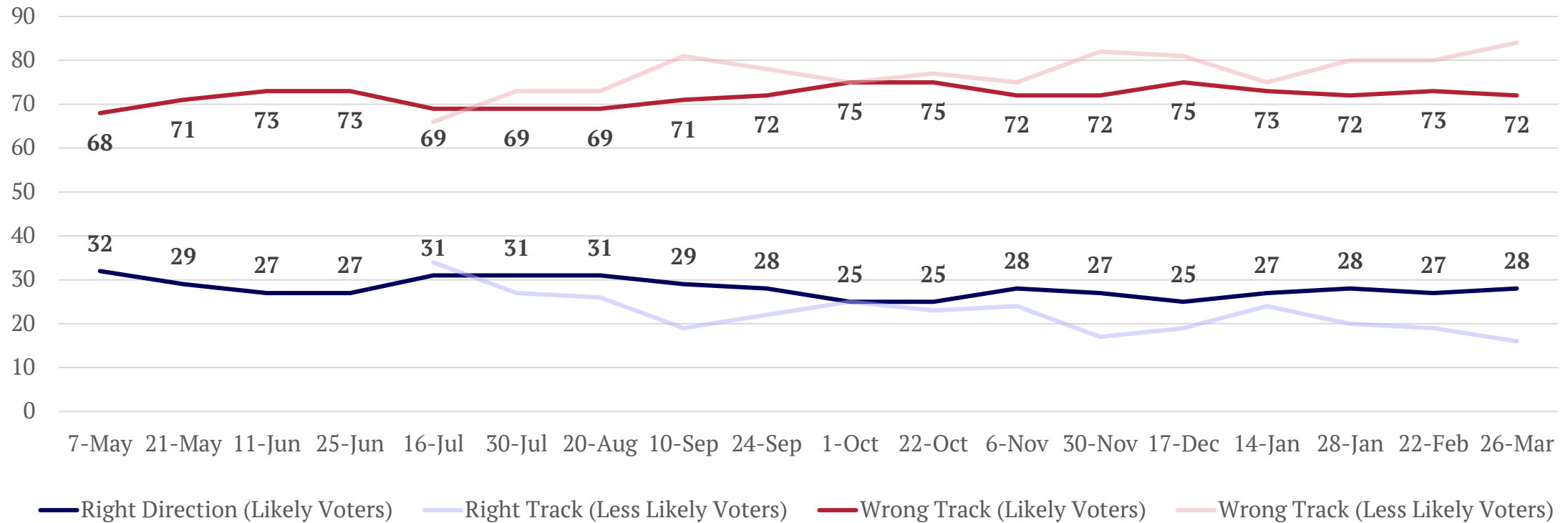
■ 0-5 Remaining



Voter Discontent Remains High

3-IN-4 VOTERS CONTINUE TO SAY THE U.S. IS ON THE WRONG TRACK

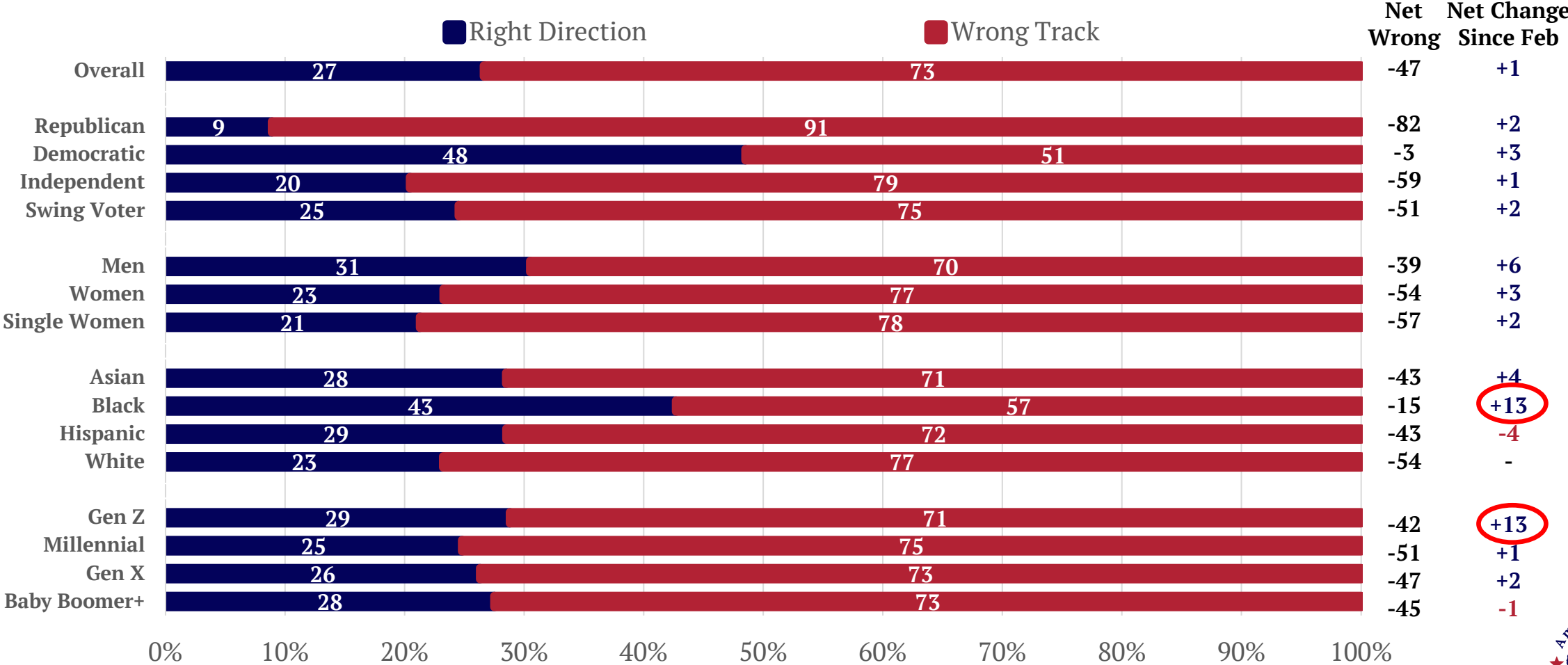
“Generally speaking, would you say things in the United States are going in the right direction, or have they gotten off on the wrong track?”



Slight Increase In Voters Who Say U.S. On Right Track

SIGNIFICANT INCREASE IN BLACK AND GEN Z VOTERS WHO SAY U.S. ON THE RIGHT TRACK

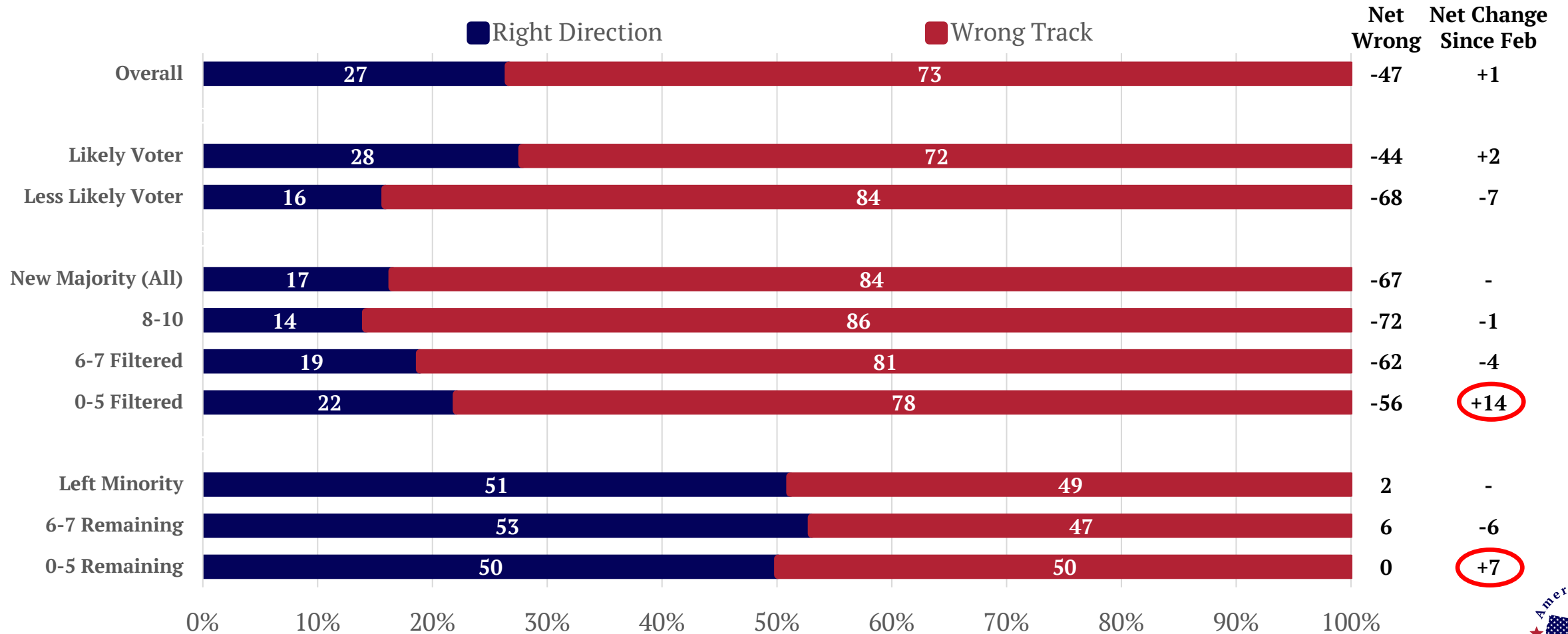
“Generally speaking, would you say things in the United States are going in the right direction, or have they gotten off on the wrong track?”



New Majority Voters Negative On Direction of U.S.

SIGNIFICANT JUMP IN LEFT-LEANING VOTERS WHO SAY U.S. IS ON THE RIGHT TRACK

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



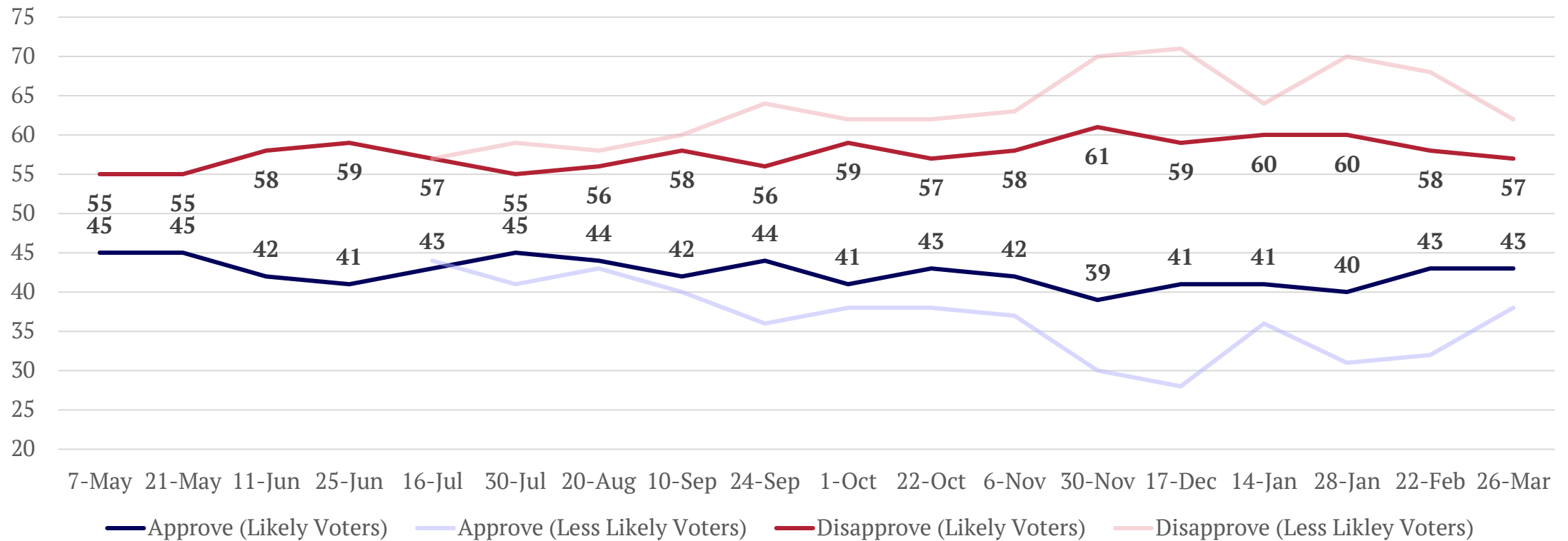
*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



Biden Approval Improves Slightly

14-POINT APPROVAL DEFICIT LOWEST SINCE OCTOBER

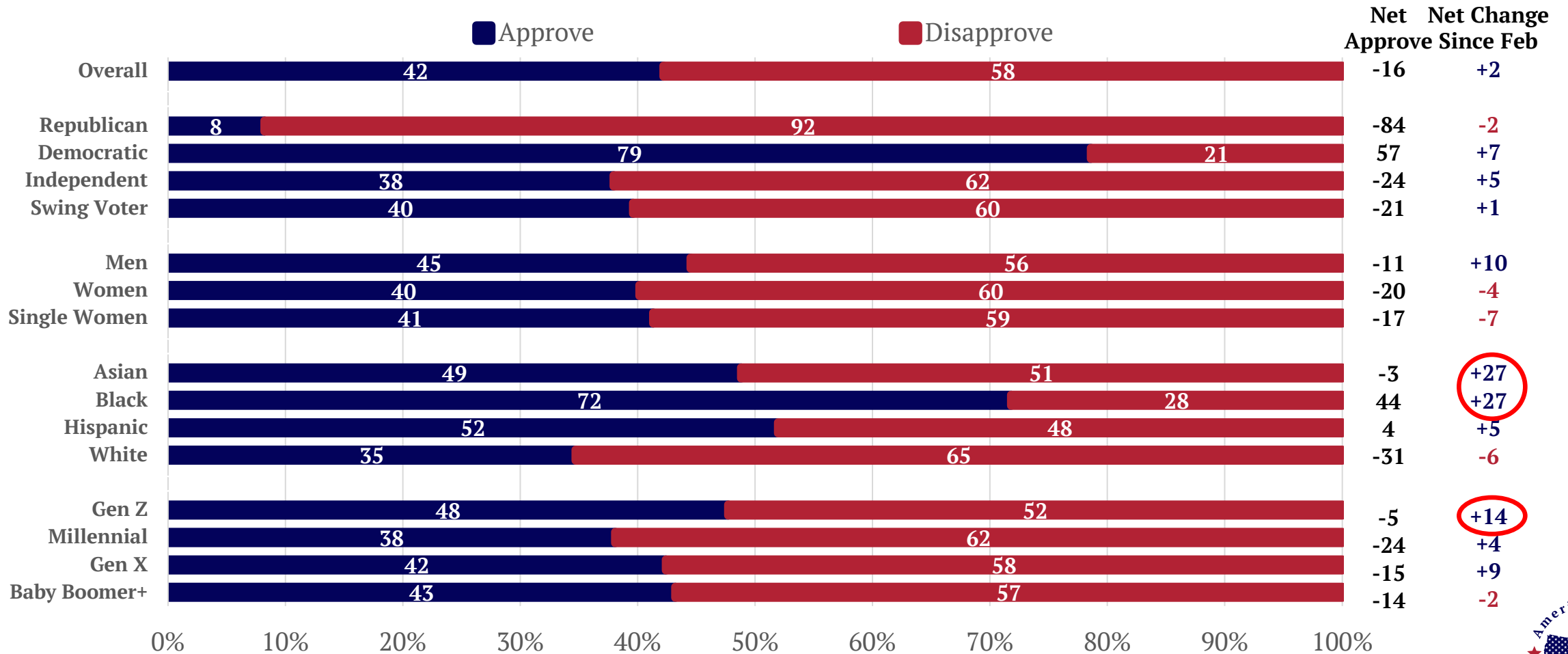
“Do you approve or disapprove of the job Joe Biden is doing as President?”



Biden Improves With Young, Non-White Voters

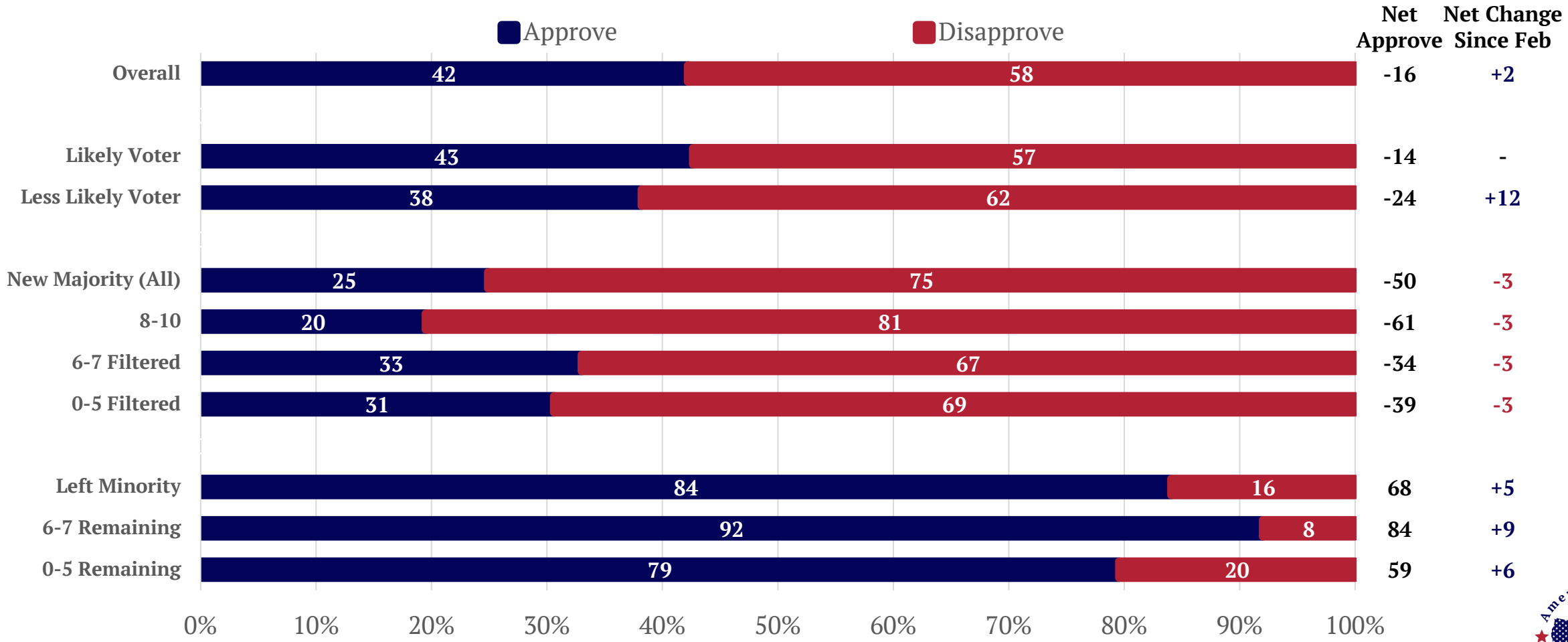
Biden Approval Jumps Significantly With Asian, Black and Gen Z Voters

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



Biden Improves with Left Minority Voters

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

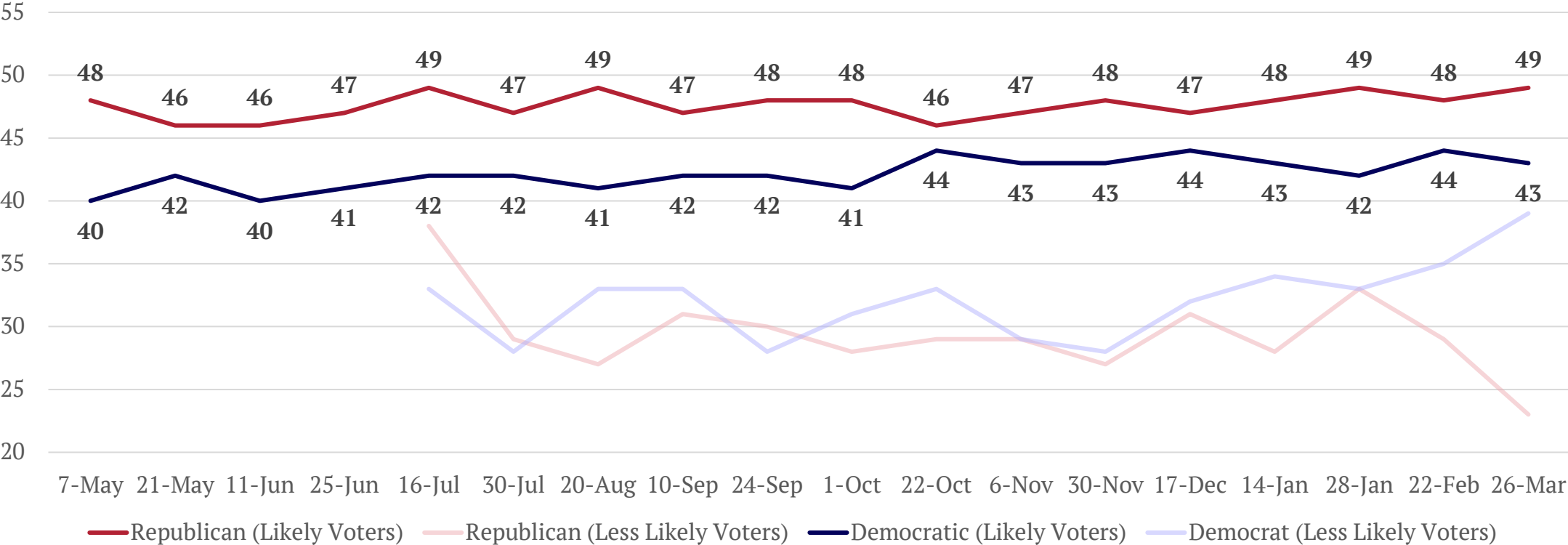


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Generic Ballot Remains Steady

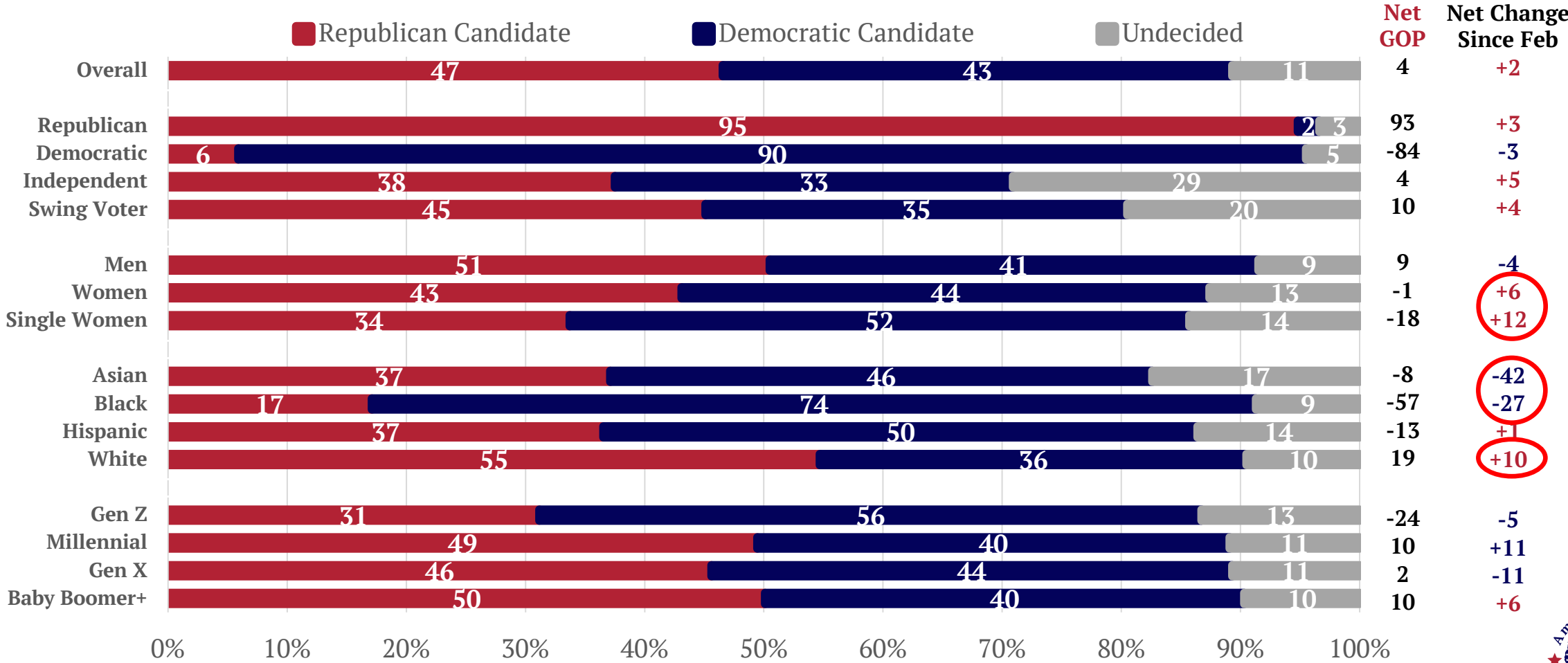
“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



GOP Maintains Lead on Generic Ballot

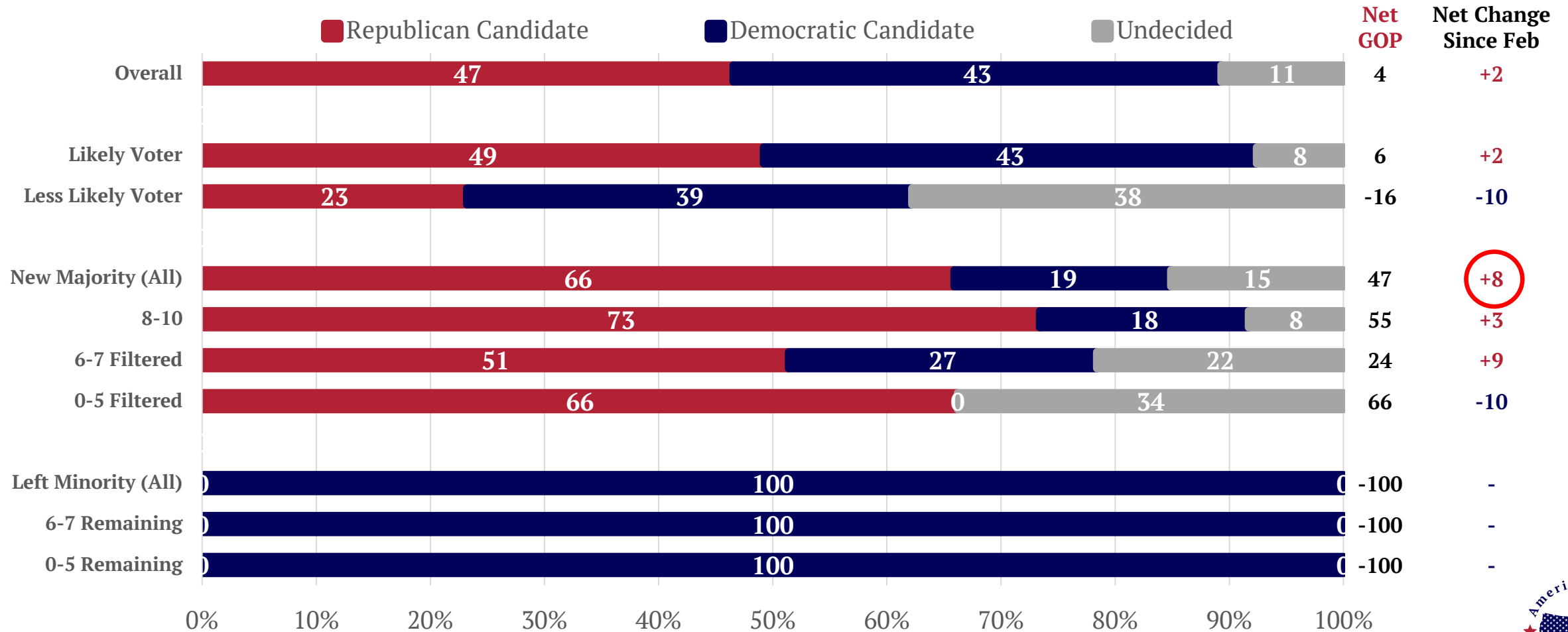
LOWER SUPPORT FOR GOP FROM BLACKS, ASIANS IS NEGATED BY IMPROVEMENT AMONG WOMEN, WHITES

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



GOP Improves With New Majority Voters

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

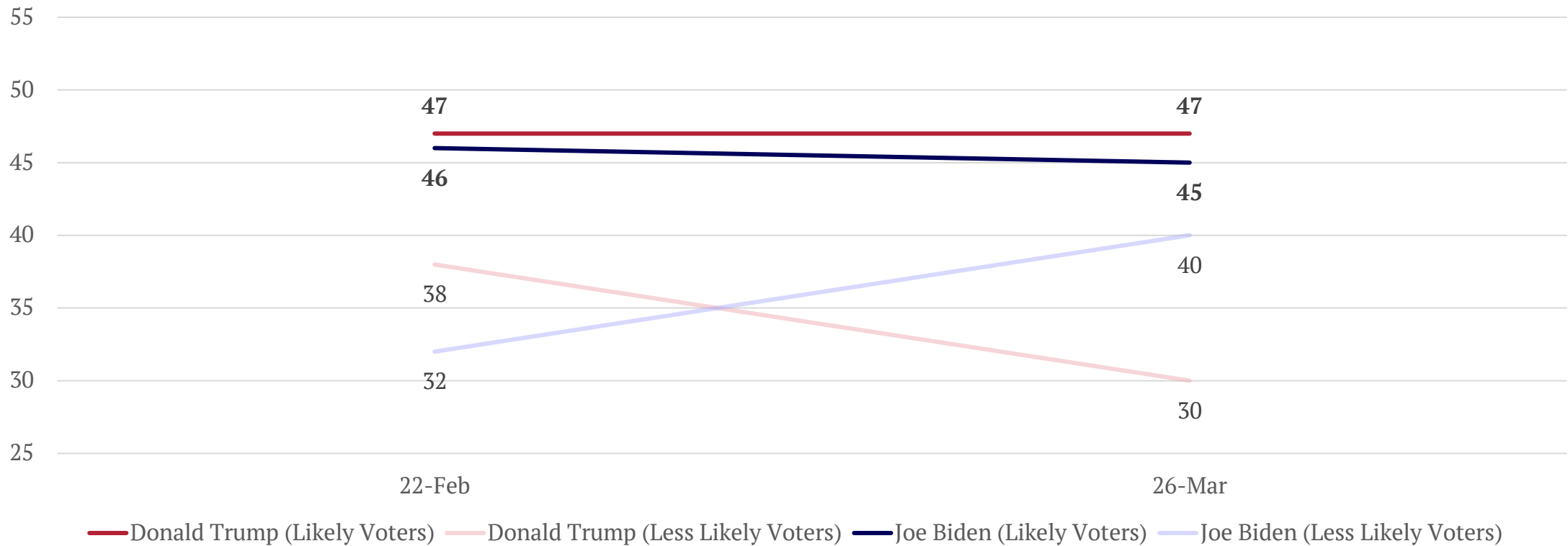


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Trump Has 2-Point Lead With Likely Voters

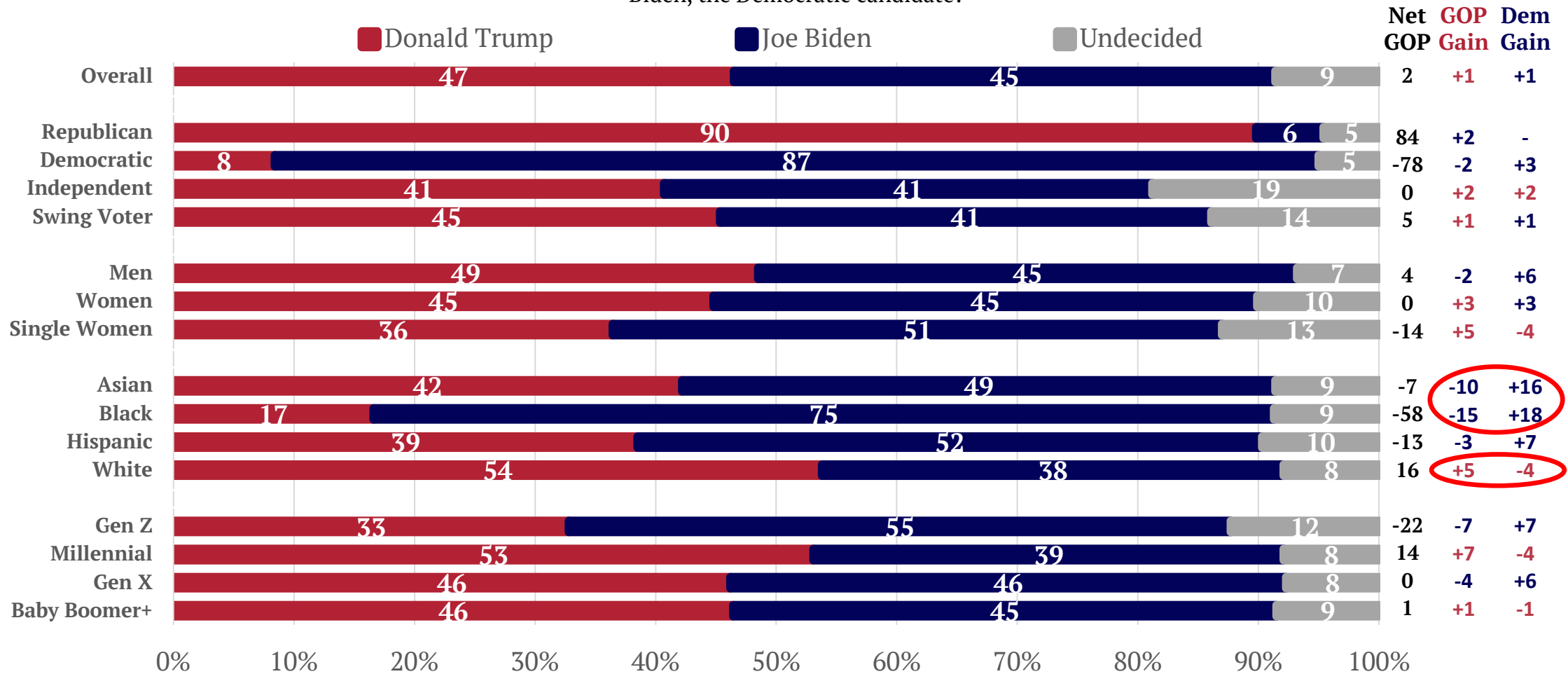
“If the general election for president were held today, which one of the following best describes how you would vote between Donald Trump, the Republican candidate, and Joe Biden, the Democratic candidate?”



Trump Has 2-Point Lead Over Biden

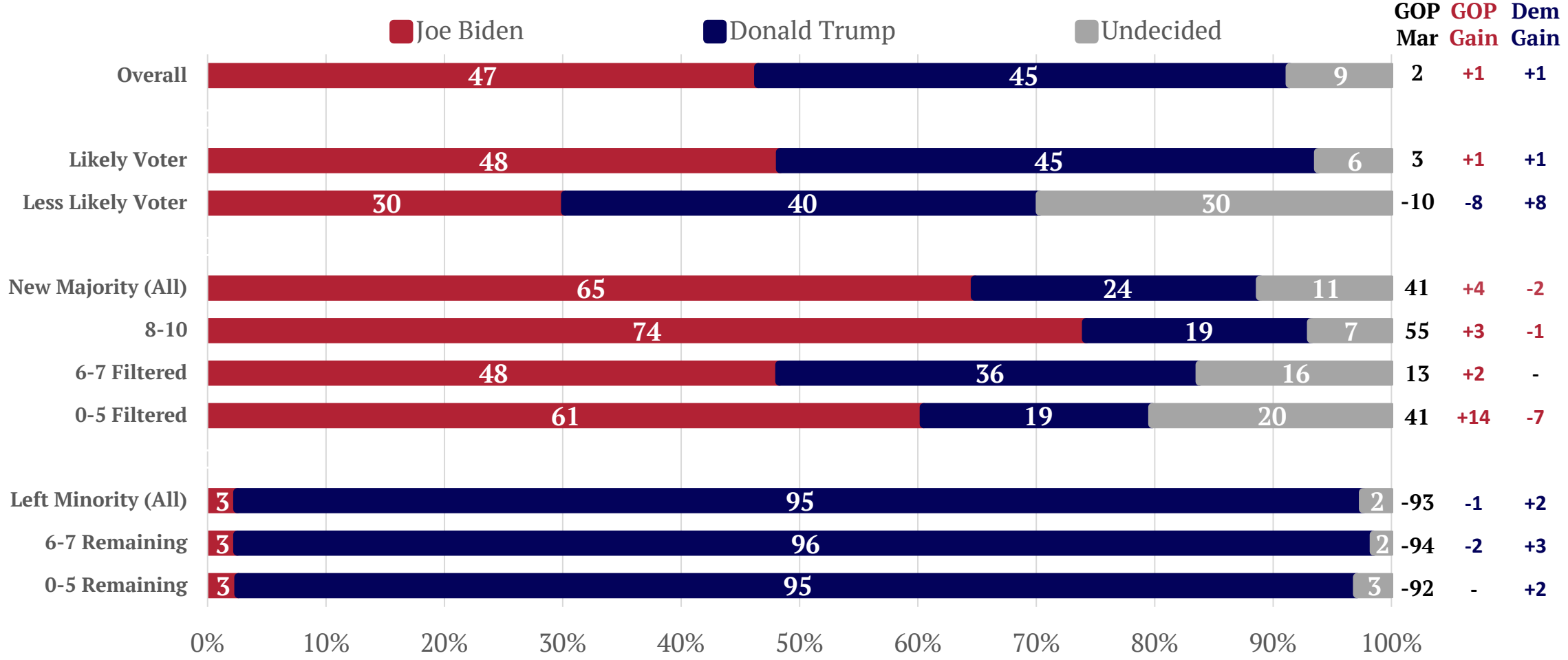
BIDEN GAINS WITH BLACK, ASIAN VOTERS MATCH GENERIC DEMOCRAT AND 'RIGHT TRACK' IMPROVEMENTS

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?



Trump Has 41-Point Lead Among New Majority Voters

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?



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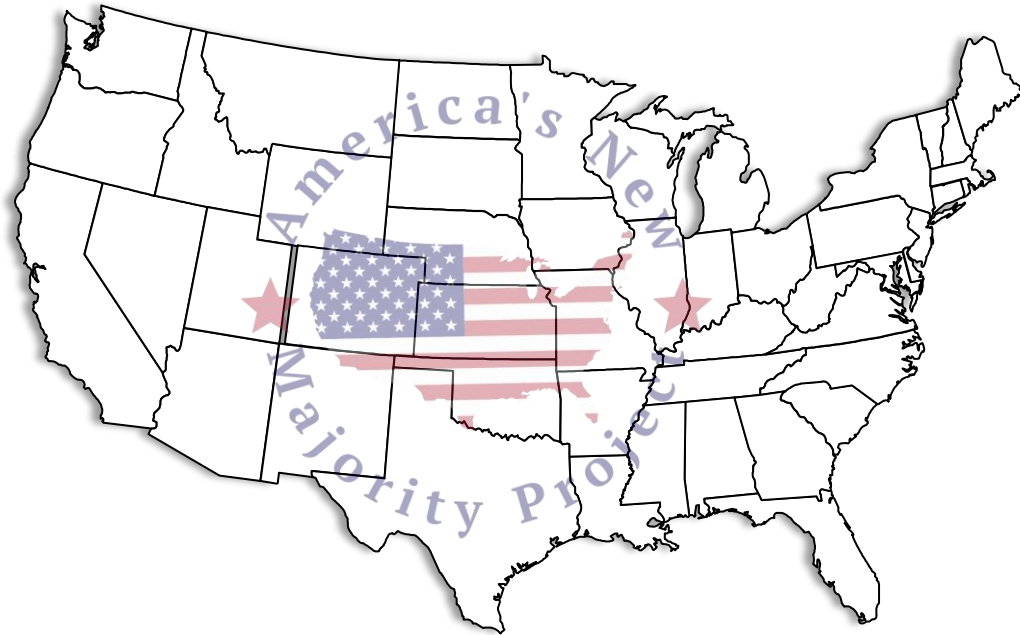


Methodology

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

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

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



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

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

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

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

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

