



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

NEW MAJORITY TABLE:

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
NEW MAJORITY	69.7	100.0	100.0	100.0	73.1	61.6	29.5	27.4	34.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	0.0	0.0
VOTE GOP	45.1	90.3	75.8	57.2	45.1	26.1	18.9	16.2	22.0	64.7	71.4	54.1	62.7	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	28.3	76.0	55.8	34.2	21.7	11.4	8.4	9.6	11.5	40.6	51.4	25.3	32.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	10.1	8.8	13.1	14.9	13.5	6.6	8.0	3.1	5.6	14.5	12.9	15.4	19.2	0.0	60.0	0.0	0.0	0.0	0.0	0.0
Lean	6.7	5.5	6.9	8.2	9.9	8.1	2.4	3.5	4.9	9.7	7.1	13.4	11.5	0.0	40.0	0.0	0.0	0.0	0.0	0.0
UNDECIDED	12.2	6.5	10.4	13.5	14.1	15.4	10.6	11.2	12.1	17.5	10.8	21.5	37.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0
VOTE DEMOCRAT	12.4	3.3	13.8	29.3	14.0	20.1	0.0	0.0	0.0	17.8	17.8	24.4	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0
LEFT MINORITY	30.3	0.0	0.0	0.0	26.9	38.4	70.5	72.6	65.9	0.0	0.0	0.0	0.0	0.0	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

NEW MAJORITY TABLE:

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	1721	1449	272	279	176	103
NEW MAJORITY	69.7	67.3	68.8	73.4	66.0	67.9	67.4	70.3	81.1	79.0	84.5
VOTE GOP	45.1	42.8	44.7	48.7	41.0	47.5	48.8	40.9	30.2	32.2	26.7
Definitely	28.3	25.6	28.0	30.6	26.6	31.6	35.1	13.0	7.8	6.6	10.0
Probably	10.1	9.7	10.9	10.4	9.1	9.9	8.7	16.3	11.3	12.9	8.6
Lean	6.7	7.5	5.9	7.7	5.3	6.0	5.0	11.6	11.0	12.8	8.1
UNDECIDED	12.2	11.2	11.3	12.8	12.9	7.8	6.5	15.1	39.0	32.7	49.8
VOTE DEMOCRAT	12.4	13.3	12.8	11.9	12.1	12.5	12.1	14.4	11.8	14.1	8.0
LEFT MINORITY	30.3	32.7	31.2	26.6	34.0	32.1	32.6	29.7	18.9	21.0	15.5



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

NEW MAJORITY TABLE:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714		911	897	192	786	751	256	177	206
NEW MAJORITY	69.7	96.2	40.4		97.5	37.3	89.1	98.4	33.0	77.9	81.2	83.6
VOTE GOP	45.1	85.0	8.4		88.6	6.2	20.6	92.2	5.7	30.4	31.8	27.3
Definitely	28.3	59.8	3.0		59.2	1.4	7.5	65.0	1.6	9.2	8.8	9.2
Probably	10.1	17.0	2.2		18.5	2.4	6.1	18.1	2.6	8.9	9.1	8.5
Lean	6.7	8.2	3.2		10.9	2.4	7.0	9.2	1.5	12.3	13.9	9.6
UNDECIDED	12.2	8.0	9.0		7.3	6.6	61.8	5.1	3.4	28.2	26.7	51.4
VOTE DEMOCRAT	12.4	3.2	23.0		1.7	24.5	6.7	1.0	23.9	19.4	22.7	4.9
LEFT MINORITY	30.3	3.8	59.6		2.5	62.7	10.9	1.6	67.0	22.1	18.8	16.4



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

NEW MAJORITY TABLE:

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	540	1460	902	854	244	490	827	294	533	1173
NEW MAJORITY	69.7	41.1	80.3	100.0	29.0	100.0	91.2	40.1	27.6	46.9	90.6
VOTE GOP	45.1	14.8	56.3	100.0	0.0	0.0	27.5	9.0	7.4	9.8	70.6
Definitely	28.3	6.8	36.2	62.7	0.0	0.0	0.0	3.8	5.6	2.8	45.5
Probably	10.1	5.7	11.7	22.4	0.0	0.0	0.0	3.2	1.5	4.2	14.9
Lean	6.7	2.3	8.4	14.9	0.0	0.0	27.5	1.9	0.4	2.8	10.1
UNDECIDED	12.2	6.3	14.4	0.0	0.0	100.0	49.8	7.7	1.1	11.3	15.4
VOTE DEMOCRAT	12.4	20.0	9.6	0.0	29.0	0.0	13.9	23.4	19.0	25.8	4.7
LEFT MINORITY	30.3	58.9	19.7	0.0	71.0	0.0	8.8	59.9	72.4	53.1	9.4



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

NEW MAJORITY TABLE:

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	830	890	724	736	540	408	280	251	316	456	289			
NEW MAJORITY	69.7	98.5	41.2	99.3	33.7	79.1	99.2	37.2	77.9	99.5	31.4	80.2			
VOTE GOP	45.1	89.1	9.3	94.7	6.3	31.6	95.9	7.8	36.7	93.1	5.4	27.1			
Definitely	28.3	62.2	3.0	67.0	1.9	12.4	70.8	2.5	14.1	62.1	1.5	10.8			
Probably	10.1	17.2	3.7	18.8	2.7	8.6	18.4	4.4	9.6	19.3	1.6	7.7			
Lean	6.7	9.7	2.6	8.9	1.7	10.6	6.8	0.9	12.9	11.7	2.3	8.6			
UNDECIDED	12.2	7.8	9.2	3.8	3.7	35.1	2.7	3.0	27.2	5.2	4.1	41.9			
VOTE DEMOCRAT	12.4	1.6	22.6	0.9	23.7	12.4	0.6	26.5	14.0	1.2	21.9	11.1			
LEFT MINORITY	30.3	1.5	58.8	0.7	66.3	20.9	0.8	62.8	22.1	0.5	68.6	19.8			



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

NEW MAJORITY TABLE:

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
NEW MAJORITY	69.7	32.9	25.7	38.2	72.6	95.4	96.3	95.7	97.9	98.7	99.6	23.3	47.6	54.9	54.6	79.8	96.4
VOTE GOP	45.1	11.0	10.8	11.2	31.0	82.6	91.8	86.3	86.9	86.8	97.1	3.0	9.4	19.6	20.4	23.9	64.5
Definitely	28.3	5.4	6.2	4.8	13.3	47.5	82.4	61.5	48.5	48.4	72.8	1.2	2.0	6.9	8.5	7.4	31.1
Probably	10.1	3.2	3.5	2.9	8.8	23.6	6.7	16.9	23.7	23.9	17.2	0.8	4.2	10.8	6.5	6.0	18.4
Lean	6.7	2.5	1.2	3.5	8.8	11.5	2.7	8.0	14.7	14.4	7.2	0.9	3.2	1.9	5.5	10.5	15.0
UNDECIDED	12.2	4.7	2.3	6.5	24.2	7.9	3.1	6.0	5.5	10.6	2.0	0.9	8.5	4.9	23.8	40.6	26.6
VOTE DEMOCRAT	12.4	17.2	12.5	20.5	17.5	4.9	1.4	3.5	5.5	1.3	0.5	19.5	29.8	30.4	10.4	15.2	5.3
LEFT MINORITY	30.3	67.1	74.3	61.8	27.4	4.6	3.7	4.3	2.1	1.3	0.4	76.7	52.4	45.1	45.4	20.2	3.6



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

NEW MAJORITY TABLE:

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
NEW MAJORITY	69.7	38.4	86.3	99.3	77.9	68.0	87.0	65.4	70.4	71.5	68.7	67.0	76.0	84.7	75.9	53.3	
VOTE GOP	45.1	6.8	32.0	92.8	44.3	42.2	49.0	41.3	46.6	48.4	43.5	38.9	53.1	61.6	50.4	28.8	
Definitely	28.3	2.7	10.8	63.2	17.9	28.0	37.8	26.7	29.1	30.1	27.4	23.1	34.1	40.6	33.5	15.7	
Probably	10.1	2.5	9.1	19.0	14.7	8.5	7.5	8.6	10.6	11.4	9.3	8.6	11.8	14.0	10.8	6.4	
Lean	6.7	1.6	12.0	10.7	11.7	5.8	3.7	6.0	6.8	6.9	6.8	7.2	7.2	7.0	6.0	6.6	
UNDECIDED	12.2	8.2	44.2	5.7	20.8	12.4	5.9	13.2	11.5	10.0	14.2	16.4	10.4	12.6	10.9	14.2	
VOTE DEMOCRAT	12.4	23.4	10.1	0.8	12.9	13.4	32.1	10.8	12.3	13.1	11.0	11.7	12.5	10.5	14.7	10.4	
LEFT MINORITY	30.3	61.6	13.7	0.7	22.1	32.0	13.0	34.6	29.6	28.5	31.3	33.0	24.0	15.3	24.1	46.7	



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

NEW MAJORITY TABLE:

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
NEW MAJORITY	69.7	74.8	59.8	61.3	56.6	79.9	65.1	70.1	55.3	71.0	66.9	64.5	62.4	78.1	77.9	64.4	64.6	64.4	63.6	61.3
VOTE GOP	45.1	49.0	37.6	40.5	31.7	58.1	45.0	40.6	31.3	50.6	33.5	32.0	25.4	54.0	59.8	41.7	39.7	27.7	28.1	23.1
Definitely	28.3	31.0	22.9	23.3	22.2	38.7	28.3	24.0	18.4	33.7	16.9	19.0	9.4	25.2	40.9	26.7	22.7	16.9	12.7	6.5
Probably	10.1	11.3	7.7	9.2	4.7	13.2	9.3	9.6	6.4	10.5	9.3	7.0	9.7	14.5	12.0	9.0	9.5	5.5	13.0	6.9
Lean	6.7	6.6	6.9	8.0	4.8	6.3	7.5	7.0	6.5	6.5	7.3	6.1	6.3	14.3	6.9	6.0	7.4	5.4	2.4	9.7
UNDECIDED	12.2	13.2	10.2	9.4	12.0	9.6	8.7	16.4	11.5	10.5	15.9	15.4	16.0	8.5	8.0	12.8	11.5	17.5	14.6	17.1
VOTE DEMOCRAT	12.4	12.6	12.0	11.5	12.9	12.2	11.4	13.0	12.4	10.0	17.5	17.1	21.0	15.5	10.1	9.9	13.4	19.2	20.9	21.1
LEFT MINORITY	30.3	25.2	40.2	38.7	43.4	20.1	34.9	29.9	44.7	29.0	33.1	35.5	37.6	21.9	22.1	35.6	35.4	35.6	36.4	38.7



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

NEW MAJORITY TABLE:

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
NEW MAJORITY	69.7	55.5	64.6	70.4	70.5	74.9	71.8	65.4	72.4	66.9	73.1	75.0	65.0
VOTE GOP	45.1	23.9	40.0	43.8	49.0	49.8	49.2	38.4	49.3	41.5	49.5	53.8	37.4
Definitely	28.3	9.3	21.7	23.0	32.0	32.0	36.0	19.7	33.7	23.3	34.3	35.3	22.1
Probably	10.1	7.6	11.6	12.2	8.7	9.9	9.7	11.1	9.5	10.4	9.8	11.9	8.5
Lean	6.7	7.0	6.7	8.6	8.3	7.9	3.6	7.6	6.2	7.8	5.4	6.7	6.8
UNDECIDED	12.2	13.7	15.5	14.0	11.1	12.8	9.1	14.4	10.8	13.4	10.7	9.3	14.7
VOTE DEMOCRAT	12.4	17.9	9.1	12.6	10.5	12.3	13.4	12.6	12.3	11.9	12.9	11.9	12.8
LEFT MINORITY	30.3	44.5	35.4	29.6	29.5	25.1	28.2	34.6	27.6	33.1	26.9	25.0	35.0



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

NEW MAJORITY TABLE:

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
NEW MAJORITY	69.7	57.6	68.6	72.5	72.5	66.2	66.6	78.1	79.4	52.7	70.0	66.4	65.0	64.9	68.8	78.3
VOTE GOP	45.1	27.7	42.8	49.7	49.2	36.2	43.7	60.7	58.2	22.8	42.3	37.9	39.4	34.5	47.1	54.3
Definitely	28.3	12.4	23.5	31.3	34.9	20.0	22.2	40.0	42.3	8.0	24.3	21.9	26.8	20.5	28.9	37.2
Probably	10.1	9.5	11.3	10.0	9.5	13.2	11.0	13.7	10.6	7.4	11.5	6.2	8.2	8.6	10.9	10.0
Lean	6.7	5.8	8.1	8.4	4.8	3.0	10.5	7.1	5.2	7.5	6.5	9.8	4.4	5.4	7.3	7.1
UNDECIDED	12.2	15.8	13.8	11.8	10.2	14.5	9.8	7.7	9.1	16.5	16.3	16.1	11.4	13.7	10.4	14.7
VOTE DEMOCRAT	12.4	14.2	12.0	11.0	13.1	15.4	13.0	9.7	12.2	13.4	11.4	12.4	14.1	16.7	11.3	9.3
LEFT MINORITY	30.3	42.4	31.4	27.5	27.5	33.8	33.4	21.9	20.6	47.3	30.0	33.6	35.0	35.1	31.2	21.7



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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
18-24	8.0	0.9	3.9	5.6	7.9	8.5	12.6	12.0	16.2	6.4	3.9	8.3	12.2	2.6	7.0	9.0	11.6	11.7	7.7	13.9
25-34	12.9	6.8	7.9	9.8	13.0	14.7	20.5	15.4	18.1	12.0	8.4	14.7	20.9	9.9	14.0	16.4	9.5	15.1	11.5	17.1
35-44	17.8	9.9	16.6	15.6	19.2	19.3	18.9	24.5	17.6	18.0	14.7	21.1	24.5	14.5	22.0	20.3	18.1	17.4	15.3	18.5
45-54	16.1	16.6	15.0	15.0	16.4	19.4	16.7	13.5	15.0	16.3	15.4	18.7	14.0	18.2	16.2	14.6	13.6	15.6	15.5	15.7
55-64	19.2	21.4	24.5	23.8	20.8	15.7	12.2	13.1	17.7	20.7	23.5	17.9	14.9	21.7	20.4	20.2	19.0	15.9	20.1	13.7
OVER 64	26.0	44.3	32.2	30.2	22.7	22.4	19.2	21.5	15.5	26.7	34.1	19.2	13.5	33.1	20.4	19.4	28.1	24.2	29.8	21.2
Mean	49.32	56.79	53.24	52.05	48.79	47.71	44.49	45.64	44.00	50.24	53.55	47.21	43.24	53.28	48.13	47.03	49.31	47.22	50.71	45.35



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

1. IN WHAT YEAR WERE YOU BORN?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def- Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
18-24	8.0	7.3	6.6	9.5	7.4	7.1	5.0	18.0	13.6	11.7	17.0
25-34	12.9	13.7	11.1	13.2	13.8	11.1	9.4	20.1	24.4	29.5	15.7
35-44	17.8	19.0	18.4	17.1	17.4	17.4	16.4	22.8	20.0	16.3	26.4
45-54	16.1	15.4	15.8	17.1	15.1	16.0	16.4	13.7	16.6	17.4	15.3
55-64	19.2	21.6	19.1	19.5	16.8	19.9	20.8	14.7	15.2	16.8	12.5
OVER 64	26.0	23.0	29.0	23.6	29.5	28.5	31.9	10.7	10.1	8.3	13.2
Mean	49.32	48.97	50.54	48.52	49.76	50.50	52.21	41.43	42.02	41.77	42.46



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

1. IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
18-24	8.0	3.2	3.5	5.3	9.8	12.7	4.1	8.6	15.9	12.6	11.1
25-34	12.9	11.6	11.5	13.4	12.8	11.7	12.7	12.6	13.5	12.6	14.6
35-44	17.8	16.8	19.0	18.4	16.5	20.6	17.3	15.4	25.6	24.4	18.8
45-54	16.1	17.1	17.2	17.1	15.1	16.1	17.1	16.2	15.2	17.0	12.9
55-64	19.2	21.2	19.9	19.6	19.0	18.1	20.5	18.4	17.0	17.8	19.9
OVER 64	26.0	30.2	28.9	26.2	26.9	20.7	28.4	28.8	12.8	15.5	22.7
Mean	49.32	51.99	51.34	50.02	49.12	46.90	51.09	49.90	43.66	45.43	47.51



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

1. 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	540	1460	902	854	244	490	827	294	533	1173
18-24	8.0	7.3	8.3	4.2	11.7	9.0	11.1	9.1	6.6	10.5	7.2
25-34	12.9	13.7	12.6	11.5	13.5	16.4	14.9	13.1	12.4	13.5	12.8
35-44	17.8	18.9	17.4	17.3	17.6	20.3	21.5	17.1	14.9	18.3	18.3
45-54	16.1	14.9	16.5	17.5	15.0	14.6	16.5	14.7	12.7	15.8	17.1
55-64	19.2	17.2	19.9	21.2	16.8	20.2	19.3	19.0	20.5	18.1	19.4
OVER 64	26.0	27.9	25.3	28.4	25.3	19.4	16.8	27.0	32.9	23.7	25.3
Mean	49.32	49.38	49.30	51.36	47.82	47.03	46.08	49.18	51.45	47.92	49.42



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

1. IN WHAT YEAR WERE YOU BORN?

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
18-24	8.0	3.8	7.6	3.9	12.5	7.4	3.0	11.5	4.0	5.0	13.1	10.4			
25-34	12.9	11.4	13.4	10.2	15.5	13.0	7.5	15.1	9.1	13.8	15.8	16.4			
35-44	17.8	16.7	17.3	15.6	18.6	19.7	11.4	21.5	17.5	21.0	16.7	21.6			
45-54	16.1	17.5	15.9	17.7	13.5	17.5	19.4	12.0	18.3	15.5	14.4	16.7			
55-64	19.2	21.4	18.4	22.8	16.7	17.9	26.3	16.3	19.3	18.3	16.9	16.7			
OVER 64	26.0	29.2	27.6	29.8	23.2	24.5	32.5	23.5	31.8	26.4	23.1	18.3			
Mean	49.32	51.72	49.60	52.30	46.71	48.90	54.34	46.79	52.28	49.65	46.65	45.96			



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

1. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
18-24	8.0	14.1	17.2	11.9	7.3	4.2	3.4	3.9	12.5	5.6	2.9	14.1	10.8	7.1	15.0	5.5	7.3
25-34	12.9	17.9	21.2	15.6	12.5	9.4	9.7	9.5	25.0	11.2	9.0	17.5	13.5	8.8	17.2	12.3	12.0
35-44	17.8	19.0	21.6	17.1	20.9	13.6	13.8	13.7	11.0	20.8	14.6	19.3	18.0	14.9	20.6	22.9	8.9
45-54	16.1	12.8	11.7	13.5	17.4	18.4	15.8	17.3	16.7	17.4	17.8	11.3	15.8	21.4	18.6	18.6	12.8
55-64	19.2	13.8	10.9	15.8	19.8	22.7	23.3	22.9	10.6	23.8	23.4	14.8	19.6	18.0	9.5	18.3	23.3
OVER 64	26.0	22.4	17.4	26.0	22.1	31.8	34.0	32.7	24.1	21.2	32.4	22.9	22.3	29.9	19.1	22.4	35.7
Mean	49.32	45.28	42.33	47.42	48.69	52.91	53.49	53.14	45.11	49.67	53.42	45.55	47.79	51.27	44.01	48.93	52.69



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

1. IN WHAT YEAR WERE YOU BORN?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER 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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
18-24	8.0	12.2	7.1	3.6	6.7	14.7	24.5	13.4	7.3	7.4	7.1	4.5	4.6	6.6	9.5	9.6
25-34	12.9	14.3	15.8	10.4	12.2	9.7	15.0	9.0	13.3	11.6	16.2	14.5	9.5	8.0	11.9	18.4
35-44	17.8	18.4	22.2	15.6	18.1	18.3	20.1	18.1	17.6	17.1	18.4	18.6	15.9	17.6	15.8	20.3
45-54	16.1	15.6	12.8	17.7	17.3	17.8	19.1	17.6	15.1	14.0	17.0	20.3	15.5	16.1	16.6	16.3
55-64	19.2	16.4	17.6	22.9	19.4	14.2	15.3	14.1	18.9	18.5	19.5	27.3	20.8	24.9	19.6	16.7
OVER 64	26.0	23.0	24.5	29.9	26.2	25.3	6.0	27.9	27.8	31.4	21.7	14.7	33.8	26.8	26.7	18.7
Mean	49.32	46.99	48.15	52.36	49.87	47.38	40.08	48.35	49.76	50.72	48.14	48.75	52.69	51.45	49.46	46.00



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

1. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
18-24	8.0	8.8	6.5	8.7	2.1	6.4	4.6	10.9	8.1	5.9	12.6	11.2	14.7	7.7	3.5	8.2	10.6	11.6	13.4	15.8
25-34	12.9	12.5	13.7	16.1	8.9	10.4	9.8	14.5	17.0	11.6	15.8	13.4	19.7	10.8	7.6	15.5	13.2	13.5	21.6	18.2
35-44	17.8	17.7	17.9	17.6	18.4	14.6	19.0	20.6	16.9	16.2	21.1	21.5	20.7	21.5	13.8	18.6	24.2	20.0	20.9	20.5
45-54	16.1	15.7	16.9	17.6	15.4	15.8	19.1	15.6	15.0	15.6	17.2	17.3	18.5	17.8	16.3	14.9	17.4	17.2	21.0	16.4
55-64	19.2	19.5	18.6	17.4	20.8	21.9	20.5	17.4	16.9	19.9	17.8	19.2	13.8	28.0	23.2	16.7	15.9	21.1	14.8	12.9
OVER 64	26.0	25.7	26.5	22.6	34.4	30.9	27.0	21.0	26.1	30.9	15.6	17.4	12.6	14.2	35.8	26.2	18.7	16.7	8.3	16.2
Mean	49.32	49.17	49.61	47.74	53.41	51.75	51.11	46.83	48.35	51.28	45.17	46.45	42.88	48.30	54.19	48.46	46.27	46.55	42.21	43.45



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

1. IN WHAT YEAR WERE YOU BORN?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.7	0.0	14.6	0.0	5.8	10.0
25-34	12.9	0.0	100.0	0.0	0.0	0.0	0.0	33.4	0.0	23.6	0.0	10.2	15.4
35-44	17.8	0.0	0.0	100.0	0.0	0.0	0.0	45.9	0.0	32.4	0.0	16.0	19.3
45-54	16.1	0.0	0.0	0.0	100.0	0.0	0.0	0.0	26.2	29.3	0.0	16.9	15.4
55-64	19.2	0.0	0.0	0.0	0.0	100.0	0.0	0.0	31.4	0.0	42.5	21.4	17.2
OVER 64	26.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	42.4	0.0	57.5	29.6	22.7
Mean	49.32	21.00	29.50	39.50	49.50	59.50	67.00	32.34	60.05	37.37	63.81	51.54	47.36



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

1. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
18-24	8.0	65.3	0.0	0.0	0.0	60.6	0.0	0.0	0.0	68.0	0.0	0.0	0.0	9.5	7.3	7.5
25-34	12.9	34.7	34.6	0.0	0.0	39.4	30.4	0.0	0.0	32.0	37.3	0.0	0.0	16.0	11.3	12.7
35-44	17.8	0.0	65.4	5.1	0.0	0.0	69.6	4.7	0.0	0.0	62.7	5.6	0.0	21.4	16.7	15.7
45-54	16.1	0.0	0.0	59.3	0.0	0.0	0.0	56.6	0.0	0.0	0.0	62.2	0.0	15.0	17.8	13.3
55-64	19.2	0.0	0.0	35.6	26.9	0.0	0.0	38.7	25.0	0.0	0.0	32.2	29.0	19.1	19.3	19.0
OVER 64	26.0	0.0	0.0	0.0	73.1	0.0	0.0	0.0	75.0	0.0	0.0	0.0	71.0	18.9	27.5	31.7
Mean	49.32	23.95	36.04	52.55	64.98	24.35	36.46	52.91	65.13	23.72	35.77	52.16	64.82	46.65	50.22	50.69



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

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
18-24	8.0	0.9	3.9	5.6	7.9	8.5	12.6	12.0	16.2	6.4	3.9	8.3	12.2	2.6	7.0	9.0	11.6	11.7	7.7	13.9
25-29	7.0	4.3	4.7	5.5	6.3	7.0	10.9	11.3	8.1	6.4	5.0	7.2	10.8	5.0	7.1	10.3	5.0	8.4	5.3	10.0
30-40	17.0	8.5	14.0	12.4	19.3	20.1	21.4	20.5	19.5	16.6	12.1	21.6	23.6	14.9	18.8	18.8	15.4	17.9	15.4	19.3
41-55	25.0	21.1	22.1	25.5	26.5	27.7	24.6	25.3	25.1	25.2	23.3	28.2	26.1	24.5	28.2	23.9	24.1	24.5	24.6	24.5
56-65	19.0	23.7	24.9	23.7	19.4	15.4	12.6	11.2	17.5	20.8	24.1	17.3	14.8	22.1	20.4	20.0	19.1	14.9	18.6	13.0
OVER 65	24.0	41.4	30.4	27.3	20.6	21.4	17.9	19.8	13.5	24.6	31.6	17.4	12.4	30.9	18.6	18.0	24.8	22.6	28.5	19.4
Mean	49.09	56.56	53.03	51.86	48.38	47.61	44.50	44.90	44.14	50.05	53.34	46.87	43.56	52.96	48.27	46.88	48.93	46.90	50.57	44.94



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

IN WHAT YEAR WERE YOU BORN?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
18-24	8.0	7.3	6.6	9.5	7.4	7.1	5.0	18.0	13.6	11.7	17.0
25-29	7.0	8.3	5.0	7.5	7.2	5.9	5.0	10.6	13.9	16.3	9.8
30-40	17.0	18.8	18.9	15.2	16.8	16.0	14.4	24.5	23.0	23.0	23.0
41-55	25.0	23.3	23.5	26.7	24.9	25.0	25.3	23.3	24.9	25.1	24.5
56-65	19.0	20.5	18.7	20.1	16.1	19.6	20.8	13.3	15.1	16.1	13.3
OVER 65	24.0	21.8	27.2	21.0	27.7	26.3	29.3	10.4	9.5	7.8	12.4
Mean	49.09	48.57	50.22	48.40	49.59	50.23	51.89	41.38	42.11	41.95	42.39



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

IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714		911	897	192	786	751	256	177	206
18-24	8.0	3.2	3.5		5.3	9.8	12.7	4.1	8.6	15.9	12.6	11.1
25-29	7.0	5.3	5.2		7.4	6.7	6.6	6.7	6.5	8.2	6.8	8.3
30-40	17.0	17.8	17.6		17.9	15.8	18.3	17.1	15.3	21.5	21.5	17.4
41-55	25.0	24.0	28.0		25.2	24.8	24.6	25.0	25.3	26.1	26.9	22.5
56-65	19.0	21.5	19.1		19.8	18.0	19.7	20.8	17.3	17.2	19.3	20.7
OVER 65	24.0	28.2	26.6		24.3	24.9	18.1	26.3	27.0	11.1	13.0	20.1
Mean	49.09	51.75	51.13		49.80	48.89	46.72	50.86	49.63	43.45	45.25	47.43



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	540	1460	902	854	244	490	827	294	533	1173
18-24	8.0	7.3	8.3	4.2	11.7	9.0	11.1	9.1	6.6	10.5	7.2
25-29	7.0	7.9	6.7	5.7	7.4	10.3	8.5	7.9	7.4	8.1	6.4
30-40	17.0	17.4	16.8	16.3	17.2	18.8	18.7	15.5	14.2	16.2	18.1
41-55	25.0	25.0	25.0	25.9	24.4	23.9	27.2	24.1	21.6	25.5	25.6
56-65	19.0	16.6	19.9	21.4	16.1	20.0	19.4	18.3	20.5	17.1	19.5
OVER 65	24.0	25.8	23.3	26.3	23.2	18.0	15.1	25.0	29.6	22.5	23.3
Mean	49.09	49.08	49.10	51.21	47.49	46.88	46.06	48.92	51.00	47.77	49.22



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

IN WHAT YEAR WERE YOU BORN?

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
18-24	8.0	3.8	7.6	3.9	12.5	7.4	3.0	11.5	4.0	5.0	13.1	10.4			
25-29	7.0	5.5	6.9	4.7	8.4	8.1	4.4	8.7	6.4	5.1	8.3	9.7			
30-40	17.0	17.3	16.6	15.5	18.8	16.7	10.2	20.7	13.4	22.3	17.5	19.5			
41-55	25.0	24.4	26.0	25.4	23.1	27.0	26.4	23.3	26.8	24.1	23.0	27.3			
56-65	19.0	22.0	17.3	22.9	16.0	17.8	25.5	14.4	20.0	19.6	17.1	15.8			
OVER 65	24.0	27.0	25.6	27.6	21.2	23.0	30.5	21.4	29.4	23.9	21.1	17.3			
Mean	49.09	51.46	49.37	52.07	46.45	48.71	53.94	46.23	51.94	49.66	46.59	45.89			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
18-24	8.0	14.1	17.2	11.9	7.3	4.2	3.4	3.9	12.5	5.6	2.9	14.1	10.8	7.1	15.0	5.5	7.3
25-29	7.0	10.2	12.0	8.8	7.2	3.7	5.2	4.3	15.1	4.1	4.2	9.5	7.5	3.5	11.4	8.3	5.2
30-40	17.0	18.9	23.2	15.7	18.6	13.6	14.2	13.9	12.0	22.6	13.9	19.5	18.2	15.1	18.5	17.3	13.1
41-55	25.0	23.0	20.8	24.6	26.8	25.9	23.1	24.8	25.7	24.1	25.7	21.6	24.6	28.2	28.7	29.4	18.4
56-65	19.0	13.2	11.1	14.7	19.8	22.7	22.8	22.7	10.6	25.3	23.1	14.4	18.2	19.8	8.4	18.8	22.1
OVER 65	24.0	20.6	15.6	24.2	20.2	30.0	31.3	30.5	24.1	18.1	30.2	20.8	20.7	26.3	18.0	20.7	34.0
Mean	49.09	45.16	42.15	47.34	48.41	52.86	52.95	52.89	45.80	49.28	53.18	45.41	47.35	50.88	43.61	48.80	52.45



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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 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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
18-24	8.0	12.2	7.1	3.6	6.7	14.7	24.5	13.4	7.3	7.4	7.1	4.5	4.6	6.6	9.5	9.6
25-29	7.0	7.8	9.7	5.2	6.8	5.2	3.0	5.5	7.3	6.1	9.3	7.5	5.6	4.5	6.2	10.1
30-40	17.0	17.7	19.6	15.4	16.3	16.1	23.8	15.1	16.8	15.7	18.6	19.4	13.9	13.7	16.3	20.8
41-55	25.0	25.2	24.1	25.1	26.7	26.0	27.4	25.9	24.1	22.9	26.1	29.7	23.7	27.2	23.8	26.2
56-65	19.0	16.0	16.6	23.3	19.1	15.9	15.3	16.0	18.6	18.5	18.8	25.0	21.7	21.2	19.2	16.4
OVER 65	24.0	21.2	22.9	27.5	24.5	22.1	6.0	24.2	25.9	29.4	20.0	13.8	30.5	26.8	25.0	16.9
Mean	49.09	46.80	47.91	52.09	49.70	47.02	40.71	47.87	49.57	50.58	47.86	48.44	52.28	51.26	49.18	45.84



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
18-24	8.0	8.8	6.5	8.7	2.1	6.4	4.6	10.9	8.1	5.9	12.6	11.2	14.7	7.7	3.5	8.2	10.6	11.6	13.4	15.8
25-29	7.0	6.4	8.2	10.0	4.4	6.0	6.6	6.8	9.4	5.8	9.6	7.5	13.9	4.8	4.1	7.4	7.7	7.4	17.7	10.6
30-40	17.0	17.5	16.1	16.0	16.2	13.9	14.9	20.8	17.0	16.6	17.9	19.2	17.6	14.7	12.5	20.5	20.8	18.3	18.0	17.2
41-55	25.0	24.3	26.3	27.4	24.0	23.8	29.3	24.9	23.8	23.5	28.1	26.2	30.1	32.4	24.1	23.0	27.4	25.4	31.8	28.6
56-65	19.0	19.1	18.7	17.3	21.7	21.2	19.8	17.3	17.8	19.6	17.8	20.3	11.8	28.6	22.8	16.4	14.7	23.4	11.3	12.3
OVER 65	24.0	23.9	24.3	20.6	31.7	28.8	24.8	19.3	23.8	28.7	14.0	15.6	12.0	11.7	33.0	24.6	18.7	13.9	7.8	15.6
Mean	49.09	48.94	49.40	47.55	53.15	51.34	50.62	46.75	48.37	50.96	45.14	46.39	42.59	48.80	53.69	48.31	46.21	46.49	41.20	43.79



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.7	0.0	14.6	0.0	5.8	10.0
25-29	7.0	0.0	54.1	0.0	0.0	0.0	0.0	18.1	0.0	12.8	0.0	6.2	7.7
30-40	17.0	0.0	45.9	62.2	0.0	0.0	0.0	43.9	0.0	31.0	0.0	14.2	19.5
41-55	25.0	0.0	0.0	37.8	100.0	11.4	0.0	17.4	29.8	41.6	4.9	25.6	24.5
56-65	19.0	0.0	0.0	0.0	0.0	88.6	7.6	0.0	31.0	0.0	42.0	20.7	17.5
OVER 65	24.0	0.0	0.0	0.0	0.0	0.0	92.4	0.0	39.2	0.0	53.1	27.5	20.9
Mean	49.09	21.00	30.67	39.92	48.00	59.07	66.51	32.92	59.32	37.34	63.35	51.10	47.31



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

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
18-24	8.0	65.3	0.0	0.0	0.0	60.6	0.0	0.0	0.0	68.0	0.0	0.0	0.0	9.5	7.3	7.5
25-29	7.0	34.7	10.9	0.0	0.0	39.4	11.5	0.0	0.0	32.0	10.5	0.0	0.0	10.1	5.3	7.0
30-40	17.0	0.0	67.8	0.0	0.0	0.0	67.4	0.0	0.0	0.0	68.0	0.0	0.0	19.9	16.3	14.9
41-55	25.0	0.0	21.3	72.5	0.0	0.0	21.0	70.8	0.0	0.0	21.5	74.3	0.0	24.2	26.7	21.9
56-65	19.0	0.0	0.0	27.5	32.5	0.0	0.0	29.2	30.4	0.0	0.0	25.7	34.8	18.3	18.6	20.7
OVER 65	24.0	0.0	0.0	0.0	67.5	0.0	0.0	0.0	69.6	0.0	0.0	0.0	65.2	18.0	25.7	28.0
Mean	49.09	23.08	36.89	51.44	64.89	23.37	36.81	51.65	65.03	22.92	36.95	51.21	64.74	46.44	49.98	50.47



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

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
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
GENERATION Z	12.3	2.0	6.3	9.0	11.6	13.5	18.8	19.9	21.7	10.1	6.5	12.6	20.2	5.4	11.2	15.8	14.0	17.1	12.0	19.9
MILLENNIALS	25.1	14.0	21.3	20.2	27.8	27.0	32.2	29.8	28.2	24.7	19.2	30.2	35.0	20.8	28.9	28.3	24.3	26.0	21.6	28.3
GENERATION X	27.1	28.9	24.8	28.4	29.0	29.2	22.4	25.0	27.7	28.2	27.2	31.3	24.5	30.0	29.7	26.2	24.0	24.6	24.4	24.8
BABY BOOMERS	32.3	51.4	42.6	37.8	29.0	27.3	24.4	23.5	20.1	33.2	42.6	22.7	18.5	38.4	27.0	28.1	34.6	30.2	40.2	24.9
THE SILENT GENERATION	3.2	3.7	5.0	4.5	2.6	3.0	2.1	1.8	2.3	3.8	4.5	3.2	1.8	5.5	3.2	1.6	3.0	2.0	1.8	2.2
Mean	49.60	57.77	54.22	52.65	48.58	47.99	44.89	44.74	43.99	50.58	54.37	46.99	42.92	53.97	48.35	46.85	49.55	47.35	51.17	45.31



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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	1721	1449	272	279	176	103
GENERATION Z	12.3	13.3	10.0	13.6	11.4	10.4	7.9	23.7	23.5	23.2	24.0
MILLENNIALS	25.1	25.7	24.3	24.9	25.7	23.8	21.6	35.8	32.7	32.6	32.9
GENERATION X	27.1	27.7	26.2	28.1	25.9	27.3	28.2	22.4	26.0	28.4	22.0
BABY BOOMERS	32.3	28.8	37.4	30.8	32.5	34.8	38.2	16.6	16.9	15.2	19.9
THE SILENT GENERATION	3.2	4.5	2.1	2.6	4.6	3.6	4.1	1.4	0.8	0.6	1.1
Mean	49.60	48.95	50.92	48.80	50.18	50.88	52.66	41.36	41.75	41.49	42.19



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

GENERATIONS:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
GENERATION Z	12.3	5.9	6.6	9.6	13.8	17.7	8.0	12.5	21.0	16.8	16.6
MILLENNIALS	25.1	24.8	26.1	26.1	23.9	25.8	24.8	23.1	32.1	30.9	24.9
GENERATION X	27.1	28.5	28.6	28.4	25.9	26.5	28.5	26.1	25.1	28.4	28.1
BABY BOOMERS	32.3	35.8	36.3	31.8	33.7	28.0	34.6	35.5	20.8	22.9	26.4
THE SILENT GENERATION	3.2	5.0	2.4	4.0	2.7	2.1	4.1	2.9	1.0	0.9	3.9
Mean	49.60	52.59	51.50	50.35	49.44	46.83	51.52	50.31	43.31	45.06	47.56



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

GENERATIONS:

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	540	1460	902	854	244	490	827	294	533	1173
GENERATION Z	12.3	12.3	12.2	7.5	16.2	15.8	16.5	14.4	11.9	15.8	10.7
MILLENNIALS	25.1	26.0	24.7	23.8	25.5	28.3	29.1	23.9	20.7	25.7	25.9
GENERATION X	27.1	24.8	28.0	29.9	24.5	26.2	27.8	24.9	24.0	25.3	28.7
BABY BOOMERS	32.3	33.7	31.8	34.2	31.5	28.1	25.0	34.2	41.1	30.3	31.0
THE SILENT GENERATION	3.2	3.1	3.3	4.6	2.3	1.6	1.5	2.6	2.3	2.8	3.7
Mean	49.60	49.64	49.59	51.88	47.99	46.85	45.99	49.31	51.67	48.00	49.81



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

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	REPUB- LICAN	DEMO- CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
GENERATION Z	12.3	7.0	12.0	6.0	17.9	13.1	4.9	17.2	8.6	7.3	18.3	17.0			
MILLENNIALS	25.1	23.8	24.8	22.6	27.5	25.2	15.6	29.9	20.1	31.6	26.0	29.6			
GENERATION X	27.1	29.4	26.9	30.8	23.0	27.8	34.7	23.2	29.5	25.7	22.9	26.4			
BABY BOOMERS	32.3	34.9	33.9	35.5	29.7	31.5	37.6	27.1	38.9	32.7	31.4	25.1			
THE SILENT GENERATION	3.2	4.9	2.4	5.2	1.9	2.4	7.1	2.6	2.9	2.7	1.5	2.0			
Mean	49.60	52.26	49.75	52.93	46.80	48.97	55.29	46.35	52.49	49.87	47.07	45.90			



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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
GENERATION Z	12.3	20.6	24.8	17.4	11.9	6.5	5.6	6.1	18.4	7.7	4.7	20.1	15.5	10.6	23.9	11.0	11.0
MILLENNIALS	25.1	29.3	33.9	25.9	27.3	18.9	20.4	19.5	30.1	29.9	20.3	29.7	25.1	20.2	26.8	27.9	15.4
GENERATION X	27.1	20.9	19.2	22.2	29.0	30.9	28.7	30.0	24.7	33.0	30.6	19.5	27.3	32.1	26.8	28.6	26.0
BABY BOOMERS	32.3	27.1	21.3	31.4	29.4	39.4	39.0	39.3	24.5	26.3	38.5	28.9	29.8	35.9	19.1	30.4	45.0
THE SILENT GENERATION	3.2	2.1	0.8	3.1	2.3	4.2	6.3	5.1	2.2	3.1	5.9	1.9	2.3	1.2	3.3	2.1	2.6
Mean	49.60	45.33	41.94	47.79	48.58	53.78	54.33	54.00	45.37	49.03	54.39	45.65	47.96	50.92	43.71	48.84	53.55



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 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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
GENERATION Z	12.3	17.7	12.5	6.1	10.7	17.4	24.5	16.4	12.0	11.2	13.3	7.9	7.6	8.6	13.6	16.1
MILLENNIALS	25.1	25.7	31.9	22.1	24.7	23.1	35.1	21.4	25.1	23.6	27.5	27.5	21.5	20.9	22.5	30.5
GENERATION X	27.1	25.5	22.2	30.6	29.2	25.8	25.0	25.9	25.8	24.6	27.8	37.5	26.2	29.8	27.6	27.3
BABY BOOMERS	32.3	28.9	32.0	36.2	32.4	29.2	12.6	31.4	33.7	36.4	29.1	26.7	40.8	38.7	32.1	24.3
THE SILENT GENERATION	3.2	2.2	1.4	5.0	3.0	4.6	2.7	4.9	3.4	4.1	2.2	0.5	4.0	2.1	4.1	1.8
Mean	49.60	47.07	47.86	53.06	50.07	48.33	40.91	49.32	49.98	51.12	48.05	48.65	53.21	52.10	49.85	45.83



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

GENERATIONS:

BANNER 8

TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK			
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
GENERATION Z	12.3	12.6	11.6	15.2	4.2	9.9	8.8	15.1	13.9	9.0	19.2	17.2	24.2	7.7	5.6	12.3	16.0	17.9	25.6	23.0
MILLENNIALS	25.1	25.7	23.8	23.8	23.8	20.5	22.3	30.5	25.1	23.5	28.4	28.5	29.3	24.9	18.3	28.7	31.1	27.1	28.8	29.8
GENERATION X	27.1	26.3	28.6	29.6	26.7	28.5	32.7	24.4	25.2	26.8	27.7	26.4	26.7	41.9	29.7	24.1	25.1	27.2	31.9	22.2
BABY BOOMERS	32.3	32.1	32.7	29.3	39.5	36.5	31.4	28.1	33.7	36.9	22.4	25.5	18.3	20.5	41.0	33.0	25.3	25.6	13.7	22.3
THE SILENT GENERATION	3.2	3.2	3.3	2.1	5.7	4.6	4.8	1.9	2.1	3.7	2.3	2.3	1.5	5.0	5.5	2.0	2.5	2.2	0.0	2.7
Mean	49.60	49.35	50.10	48.12	54.09	52.15	51.32	46.81	49.06	51.73	45.09	46.17	42.53	49.38	54.78	48.78	46.14	46.19	40.97	43.88



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	160	259	356	322	384	520	774	1226	1096	904	940	1060
GENERATION Z	12.3	100.0	32.9	0.0	0.0	0.0	0.0	31.7	0.0	22.4	0.0	9.6	14.6
MILLENNIALS	25.1	0.0	67.1	92.2	0.0	0.0	0.0	64.8	0.0	45.8	0.0	21.1	28.6
GENERATION X	27.1	0.0	0.0	7.8	100.0	50.2	0.0	3.6	42.0	31.9	21.4	29.9	24.7
BABY BOOMERS	32.3	0.0	0.0	0.0	0.0	49.8	87.5	0.0	52.7	0.0	71.5	34.8	30.0
THE SILENT GENERATION	3.2	0.0	0.0	0.0	0.0	0.0	12.5	0.0	5.3	0.0	7.2	4.7	2.0
Mean	49.60	22.00	30.39	35.74	50.50	59.21	69.50	31.11	61.29	36.80	65.13	51.88	47.59



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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
GENERATION Z	12.3	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	16.0	10.5	11.5
MILLENNIALS	25.1	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	29.6	23.3	23.5
GENERATION X	27.1	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	26.5	28.7	24.1
BABY BOOMERS	32.3	0.0	0.0	0.0	90.9	0.0	0.0	0.0	88.2	0.0	0.0	0.0	93.8	25.1	34.2	37.3
THE SILENT GENERATION	3.2	0.0	0.0	0.0	9.1	0.0	0.0	0.0	11.8	0.0	0.0	0.0	6.2	2.8	3.4	3.6
Mean	49.60	22.00	34.50	50.50	69.10	22.00	34.50	50.50	69.42	22.00	34.50	50.50	68.74	46.41	50.76	51.05



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

3. GENDER:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
MALE	47.0	59.0	55.8	53.7	46.0	40.9	34.0	42.3	42.1	50.6	55.7	45.4	41.4	58.6	51.7	36.0	45.2	38.7	40.4	37.8
FEMALE	53.0	41.0	44.2	46.3	54.0	59.1	66.0	57.7	57.9	49.4	44.3	54.6	58.6	41.4	48.3	64.0	54.8	61.3	59.6	62.2



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	1721	1449	272	279	176	103
MALE	47.0	46.8	47.2	46.5	47.8	48.7	50.3	40.5	36.4	34.6	39.3
FEMALE	53.0	53.2	52.8	53.5	52.2	51.3	49.7	59.5	63.6	65.4	60.7



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				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
MALE	47.0	56.9	39.5	54.2	41.4	38.9	55.4	43.4	40.3	38.8	36.4
FEMALE	53.0	43.1	60.5	45.8	58.6	61.1	44.6	56.6	59.7	61.2	63.6



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

3. GENDER:

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
MALE	47.0	48.6	46.4	56.0	40.6	36.0	39.4	41.4	46.1	38.9	50.9
FEMALE	53.0	51.4	53.6	44.0	59.4	64.0	60.6	58.6	53.9	61.1	49.1



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	830	890	724	736	540	408	280	251	316	456	289
MALE	47.0	55.6	41.7	56.4	38.1	46.6	100.0	100.0	100.0	0.0	0.0	0.0
FEMALE	53.0	44.4	58.3	43.6	61.9	53.4	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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
MALE	47.0	38.5	38.4	38.6	42.6	60.0	55.6	58.2	47.5	42.3	60.5	38.5	36.1	43.7	34.8	47.2	53.9
FEMALE	53.0	61.5	61.6	61.4	57.4	40.0	44.4	41.8	52.5	57.7	39.5	61.5	63.9	56.3	65.2	52.8	46.1



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	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
MALE	47.0	38.5	47.9	56.3	49.5	50.9	57.3	50.0	46.5	48.3	43.5	45.4	43.4	43.7	49.1	47.8
FEMALE	53.0	61.5	52.1	43.7	50.5	49.1	42.7	50.0	53.5	51.7	56.5	54.6	56.6	56.3	50.9	52.2



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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
MALE	47.0	47.6	45.9	43.0	51.6	100.0	100.0	0.0	0.0	49.1	42.5	36.1	46.3	49.1	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	52.4	54.1	57.0	48.4	0.0	0.0	100.0	100.0	50.9	57.5	63.9	53.7	50.9	0.0	100.0	0.0	100.0	0.0	100.0



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

3. GENDER:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
MALE	47.0	34.0	37.0	42.4	49.4	52.4	53.6	38.9	52.1	42.0	53.1	100.0	0.0
FEMALE	53.0	66.0	63.0	57.6	50.6	47.6	46.4	61.1	47.9	58.0	46.9	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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
MALE	47.0	36.7	39.5	51.8	52.2	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	50.2	46.6	43.6
FEMALE	53.0	63.3	60.5	48.2	47.8	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	49.8	53.4	56.4



Table 4 Page 61
May 10-14, 2024

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
NEW ENGLAND	4.8	4.6	4.4	2.5	6.5	3.5	4.2	8.5	5.2	4.1	3.7	4.8	4.1	4.3	3.2	4.3	4.6	6.5	6.2	6.6
MIDDLE ATLANTIC	12.7	11.0	15.1	13.2	12.3	11.9	16.0	10.8	9.1	12.8	13.4	11.5	13.7	11.5	14.7	11.8	14.2	12.4	13.5	11.9
EAST NORTH CENTRAL	16.1	11.8	20.9	15.4	15.1	15.6	15.1	14.3	20.6	15.8	16.6	15.7	12.4	15.8	14.6	15.2	18.0	16.9	14.6	18.1
WEST NORTH CENTRAL	6.4	7.1	5.8	7.3	5.1	7.1	5.2	8.2	6.6	6.4	6.7	6.0	6.4	6.5	7.9	5.6	5.3	6.3	5.8	6.6
SOUTH ATLANTIC	21.2	22.7	22.1	20.0	21.8	21.4	20.4	17.1	24.2	21.9	21.4	20.6	27.7	24.7	20.2	23.2	16.6	19.6	23.8	17.3
EAST SOUTH CENTRAL	6.2	7.9	6.4	7.9	5.1	6.9	3.7	6.5	5.5	6.6	7.3	6.0	5.2	5.1	7.4	7.2	8.5	5.2	5.7	5.0
WEST SOUTH CENTRAL	11.0	14.0	9.0	11.1	12.3	13.1	11.2	4.7	10.8	11.9	11.0	13.3	12.4	11.8	13.6	9.8	11.9	8.9	11.2	7.6
MOUNTAIN	7.1	10.1	5.5	8.6	6.5	5.3	9.2	6.9	5.5	7.2	7.8	6.3	6.8	8.1	6.6	7.2	6.0	6.8	5.1	7.7
PACIFIC	14.5	10.8	10.8	14.0	15.3	15.2	15.1	23.1	12.5	13.2	12.1	15.8	11.4	12.2	11.9	15.6	15.1	17.4	14.0	19.2



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	1721	1449	272	279	176	103
NEW ENGLAND	4.8	27.4	0.0	0.0	0.0	4.8	4.8	4.9	4.5	2.6	7.8
MIDDLE ATLANTIC	12.7	72.6	0.0	0.0	0.0	12.6	12.4	13.2	13.6	15.5	10.3
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	16.4	16.9	13.8	14.3	14.8	13.3
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.6	6.6	6.8	5.0	4.8	5.4
SOUTH ATLANTIC	21.2	0.0	0.0	55.2	0.0	20.7	20.6	21.2	24.4	24.3	24.5
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	5.9	5.8	6.2	8.0	9.9	4.8
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.6	0.0	10.9	10.1	14.8	11.9	11.4	12.7
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.5	7.5	7.4	4.8	4.7	5.0
PACIFIC	14.5	0.0	0.0	0.0	67.1	14.7	15.2	11.7	13.5	11.9	16.2



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			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
NEW ENGLAND	4.8	4.1	6.1	3.7	6.0	4.4	3.9	6.1	4.1	3.6	4.7
MIDDLE ATLANTIC	12.7	12.5	12.1	13.5	12.6	9.1	12.5	12.7	14.8	15.7	10.8
EAST NORTH CENTRAL	16.1	17.1	16.4	15.3	16.5	17.9	15.4	17.2	14.0	12.4	17.2
WEST NORTH CENTRAL	6.4	7.0	6.4	6.1	6.8	5.7	6.5	6.7	4.6	5.4	6.8
SOUTH ATLANTIC	21.2	22.0	20.1	23.9	18.8	19.7	24.0	18.9	21.0	21.5	19.0
EAST SOUTH CENTRAL	6.2	6.5	5.6	6.3	5.7	8.3	6.0	6.3	5.8	5.7	6.9
WEST SOUTH CENTRAL	11.0	11.5	11.1	11.5	10.3	12.1	12.1	9.8	11.3	10.5	10.8
MOUNTAIN	7.1	7.6	5.5	7.2	6.7	8.4	7.5	6.3	7.9	9.2	7.4
PACIFIC	14.5	11.7	16.8	12.5	16.6	14.3	11.9	16.0	16.5	16.1	16.4



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

4. REGION:

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
NEW ENGLAND	4.8	5.0	4.7	3.9	5.9	4.3	4.8	5.0	6.8	4.0	4.6
MIDDLE ATLANTIC	12.7	12.6	12.7	12.7	12.9	11.8	12.7	12.0	15.0	10.3	13.2
EAST NORTH CENTRAL	16.1	16.6	15.9	15.3	17.2	15.2	14.6	15.8	16.0	15.7	16.3
WEST NORTH CENTRAL	6.4	7.4	6.0	7.0	6.0	5.6	5.2	6.4	5.6	6.8	6.4
SOUTH ATLANTIC	21.2	17.2	22.7	23.0	18.7	23.2	21.2	19.9	16.4	21.8	22.1
EAST SOUTH CENTRAL	6.2	5.4	6.5	5.9	6.2	7.2	7.3	6.1	5.2	6.6	6.3
WEST SOUTH CENTRAL	11.0	12.9	10.3	12.5	9.8	9.8	13.3	10.6	10.5	10.7	11.2
MOUNTAIN	7.1	6.2	7.4	7.6	6.6	7.2	6.5	7.4	8.4	6.9	6.9
PACIFIC	14.5	16.8	13.6	12.1	16.7	15.6	14.2	16.8	16.0	17.3	12.8



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	REPUB- LICAN	DEMO- CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
NEW ENGLAND	4.8	3.7	6.4	4.0	5.2	5.3	4.5	4.8	5.3	3.4	5.4	5.3			
MIDDLE ATLANTIC	12.7	12.6	12.9	12.1	15.0	10.5	12.5	14.1	11.2	11.5	15.5	9.8			
EAST NORTH CENTRAL	16.1	16.3	16.5	15.5	17.0	15.6	14.6	15.0	18.5	16.7	18.3	13.1			
WEST NORTH CENTRAL	6.4	6.7	6.7	7.4	6.0	5.7	8.6	5.6	5.5	5.7	6.2	5.9			
SOUTH ATLANTIC	21.2	23.2	19.2	23.4	18.1	22.4	22.6	18.0	23.0	24.5	18.2	21.9			
EAST SOUTH CENTRAL	6.2	5.9	5.3	6.4	6.8	5.1	5.8	8.8	2.0	7.1	5.5	7.9			
WEST SOUTH CENTRAL	11.0	11.7	10.1	11.6	9.8	11.8	10.7	10.2	12.3	12.8	9.5	11.4			
MOUNTAIN	7.1	8.0	5.9	7.0	5.7	9.0	7.3	5.6	8.5	6.6	5.8	9.5			
PACIFIC	14.5	12.1	16.9	12.6	16.4	14.5	13.4	17.9	13.8	11.5	15.5	15.2			



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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
NEW ENGLAND	4.8	5.2	5.0	5.4	5.4	4.4	2.9	3.8	0.0	5.7	3.9	5.8	4.8	2.1	4.7	5.8	4.3
MIDDLE ATLANTIC	12.7	13.3	13.9	12.9	13.1	11.0	13.1	11.8	15.6	15.4	11.0	14.7	14.7	18.4	5.4	11.0	12.7
EAST NORTH CENTRAL	16.1	16.6	12.9	19.3	15.8	16.4	15.4	16.0	17.0	13.2	16.0	17.7	17.2	10.8	11.1	15.8	18.6
WEST NORTH CENTRAL	6.4	6.5	7.4	5.8	4.8	8.5	7.2	8.0	3.1	5.6	8.1	6.1	5.1	8.4	9.5	4.3	7.2
SOUTH ATLANTIC	21.2	17.7	18.8	17.0	22.3	20.1	27.0	22.9	24.8	21.7	23.8	15.5	22.1	21.4	25.8	22.6	19.0
EAST SOUTH CENTRAL	6.2	5.8	7.6	4.5	6.1	6.2	7.2	6.6	4.8	6.7	6.4	5.8	7.6	10.9	6.0	4.9	5.3
WEST SOUTH CENTRAL	11.0	9.4	9.0	9.7	11.7	12.0	10.9	11.6	13.3	13.8	11.0	8.8	9.5	19.0	10.7	12.4	10.8
MOUNTAIN	7.1	9.0	9.4	8.7	5.7	6.4	7.9	7.0	9.7	5.3	7.3	7.1	3.9	2.6	18.1	7.1	7.8
PACIFIC	14.5	16.4	16.0	16.8	15.1	15.0	8.5	12.4	11.5	12.5	12.6	18.3	15.1	6.3	8.7	16.1	14.2



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

4. REGION:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
NEW ENGLAND	4.8	5.6	5.2	3.7	5.7	4.6	2.8	4.9	4.6	4.9	4.1	6.2	3.5	1.4	7.2	5.7
MIDDLE ATLANTIC	12.7	13.6	11.1	12.2	12.0	10.4	22.1	8.8	12.9	13.4	12.0	14.1	11.0	9.7	16.6	10.2
EAST NORTH CENTRAL	16.1	16.1	18.2	15.4	16.4	12.1	2.5	13.4	17.0	17.6	16.0	14.9	15.6	17.1	18.8	15.6
WEST NORTH CENTRAL	6.4	6.2	5.4	7.0	6.6	6.7	0.0	7.5	6.5	6.5	6.5	5.7	7.8	7.4	5.4	6.2
SOUTH ATLANTIC	21.2	19.5	20.8	23.2	21.0	22.5	26.0	22.1	21.2	20.5	22.3	19.8	23.7	23.3	18.9	19.5
EAST SOUTH CENTRAL	6.2	6.2	4.9	6.6	4.7	5.0	9.0	4.4	5.4	5.5	5.2	12.9	10.4	6.0	2.5	5.6
WEST SOUTH CENTRAL	11.0	10.4	10.2	12.0	11.9	10.6	11.7	10.4	11.5	11.8	10.9	8.6	11.7	17.1	10.6	10.1
MOUNTAIN	7.1	6.5	8.2	7.4	7.1	8.1	3.0	8.7	7.5	6.2	9.5	3.6	5.4	4.0	7.3	7.7
PACIFIC	14.5	15.9	15.9	12.4	14.7	20.1	22.8	19.7	13.5	13.6	13.4	14.3	10.9	13.9	12.8	19.5



Table 4 Page 68
May 10-14, 2024

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	WOMEN	
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
NEW ENGLAND	4.8	4.4	5.6	5.9	4.8	3.7	7.0	5.0	4.4	6.1	2.1	2.1	2.7	0.0	5.9	6.2	1.6	2.4	2.7	2.7
MIDDLE ATLANTIC	12.7	13.1	11.9	10.6	14.4	13.3	11.3	13.0	12.4	12.0	14.1	14.8	14.7	15.7	12.2	11.9	11.6	16.6	15.6	13.8
EAST NORTH CENTRAL	16.1	16.6	15.1	16.8	11.7	16.1	15.1	17.1	15.1	19.5	8.8	6.9	11.0	6.3	17.8	21.2	7.4	6.6	14.1	8.4
WEST NORTH CENTRAL	6.4	6.5	6.2	6.0	6.7	6.8	7.0	6.2	5.5	8.5	1.9	0.7	0.4	8.9	8.9	8.1	0.9	0.6	0.0	0.8
SOUTH ATLANTIC	21.2	21.3	21.0	20.2	22.6	21.3	21.4	21.3	20.7	19.0	26.0	21.6	35.8	11.6	19.2	18.7	21.8	21.4	36.5	35.2
EAST SOUTH CENTRAL	6.2	7.5	3.7	4.2	2.6	6.7	3.7	8.2	3.7	5.8	7.1	1.6	13.5	1.1	6.0	5.6	0.9	1.9	8.2	18.0
WEST SOUTH CENTRAL	11.0	10.8	11.5	12.5	9.4	11.9	9.2	9.8	13.4	8.3	16.6	23.4	14.1	8.0	8.2	8.5	26.6	21.5	14.5	13.6
MOUNTAIN	7.1	7.2	6.8	6.9	6.8	8.2	4.9	6.3	8.5	7.6	6.1	8.3	2.9	4.9	8.4	6.8	5.9	9.7	3.0	2.8
PACIFIC	14.5	12.6	18.3	16.9	21.1	12.0	20.5	13.1	16.3	13.2	17.3	20.6	5.0	43.5	13.4	13.0	23.4	19.1	5.3	4.7



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

4. REGION:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
NEW ENGLAND	4.8	4.7	6.2	4.9	4.5	5.5	3.7	5.3	4.5	5.1	4.5	4.8	4.8
MIDDLE ATLANTIC	12.7	11.1	12.4	13.8	12.3	14.2	11.8	12.8	12.7	12.6	12.8	12.6	12.8
EAST NORTH CENTRAL	16.1	15.5	14.3	15.9	16.2	16.1	17.3	15.3	16.6	15.6	16.8	15.7	16.4
WEST NORTH CENTRAL	6.4	3.1	4.9	7.4	5.9	6.3	7.8	5.7	6.8	5.8	7.2	6.9	6.0
SOUTH ATLANTIC	21.2	28.0	22.5	19.0	21.6	21.5	19.5	22.1	20.7	21.9	20.3	21.3	21.1
EAST SOUTH CENTRAL	6.2	9.6	6.3	6.9	5.1	6.0	5.5	7.2	5.5	6.6	5.7	5.7	6.6
WEST SOUTH CENTRAL	11.0	8.1	10.3	11.0	14.1	11.6	9.9	10.2	11.5	11.3	10.6	11.0	11.0
MOUNTAIN	7.1	8.9	7.8	5.9	6.1	5.8	8.6	7.2	7.0	6.9	7.4	7.1	7.1
PACIFIC	14.5	10.9	15.2	15.2	14.2	13.1	16.0	14.3	14.6	14.3	14.8	14.8	14.2



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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
NEW ENGLAND	4.8	5.3	5.6	5.4	3.6	10.4	4.5	4.4	3.9	2.3	6.3	6.6	3.2	2.5	5.6	6.0
MIDDLE ATLANTIC	12.7	13.7	12.4	12.4	12.8	13.1	12.3	12.7	12.6	14.1	12.4	12.1	13.0	16.0	12.5	8.8
EAST NORTH CENTRAL	16.1	14.2	15.7	15.4	17.6	9.2	18.1	15.9	15.9	17.1	14.1	14.8	19.5	14.3	16.6	17.2
WEST NORTH CENTRAL	6.4	4.2	6.1	6.4	7.4	2.6	3.9	6.5	9.7	5.1	7.5	6.2	4.8	5.4	5.3	10.3
SOUTH ATLANTIC	21.2	25.4	20.6	20.6	20.6	25.2	23.8	22.0	18.6	25.5	18.6	19.1	22.8	18.7	22.9	20.3
EAST SOUTH CENTRAL	6.2	8.2	7.0	5.4	5.6	9.9	4.1	5.9	5.4	7.3	8.8	4.9	5.8	5.1	5.3	9.9
WEST SOUTH CENTRAL	11.0	9.0	10.5	13.7	9.9	10.8	11.3	11.7	10.3	7.9	10.0	15.9	9.6	11.9	10.2	11.6
MOUNTAIN	7.1	7.4	7.5	5.7	7.8	7.1	8.2	5.7	7.7	7.5	7.0	5.8	7.9	8.1	6.6	6.9
PACIFIC	14.5	12.6	14.7	14.9	14.7	11.7	13.7	15.2	15.9	13.2	15.3	14.6	13.4	18.0	14.8	9.0



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

AREA:

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
EAST	17.5	15.6	19.5	15.7	18.8	15.5	20.2	19.2	14.3	16.9	17.1	16.3	17.8	15.8	17.9	16.1	18.7	18.9	19.7	18.4
MIDWEST	22.5	19.0	26.6	22.7	20.2	22.7	20.2	22.4	27.2	22.2	23.3	21.7	18.8	22.2	22.4	20.8	23.2	23.2	20.4	24.6
SOUTH	38.4	44.6	37.5	39.0	39.2	41.3	35.3	28.3	40.5	40.4	39.7	39.9	45.2	41.6	41.2	40.3	37.0	33.7	40.7	30.0
WEST	21.6	20.9	16.3	22.6	21.8	20.4	24.3	30.0	18.0	20.5	20.0	22.2	18.2	20.3	18.5	22.8	21.1	24.2	19.1	27.0



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	1721	1449	272	279	176	103
EAST	17.5	100.0	0.0	0.0	0.0	17.4	17.3	18.1	18.1	18.1	18.1
MIDWEST	22.5	0.0	100.0	0.0	0.0	23.0	23.5	20.5	19.3	19.6	18.7
SOUTH	38.4	0.0	0.0	100.0	0.0	37.4	36.5	42.2	44.3	45.6	42.1
WEST	21.6	0.0	0.0	0.0	100.0	22.1	22.7	19.2	18.3	16.6	21.2



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				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
EAST	17.5	16.6	18.1	17.3	18.6	13.5	16.4	18.7	18.9	19.2	15.5
MIDWEST	22.5	24.1	22.8	21.4	23.4	23.6	22.0	23.9	18.6	17.8	24.0
SOUTH	38.4	40.0	36.8	41.6	34.7	40.1	42.2	35.1	38.1	37.6	36.7
WEST	21.6	19.3	22.3	19.7	23.3	22.8	19.5	22.3	24.4	25.3	23.8



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

AREA:

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	UNITE	FOR	UNDE-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	540	1460	902	854	244	490	827	294	533	1173	
EAST	17.5	17.6	17.5	16.6	18.9	16.1	17.5	17.0	21.8	14.3	17.9	
MIDWEST	22.5	24.0	21.9	22.3	23.2	20.8	19.8	22.2	21.7	22.4	22.7	
SOUTH	38.4	35.5	39.5	41.4	34.7	40.3	41.9	36.6	32.1	39.1	39.7	
WEST	21.6	23.0	21.1	19.6	23.3	22.8	20.8	24.3	24.4	24.2	19.7	



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	830	890	724	736	540	408	280	251	316	456	289		
EAST	17.5	16.3	19.3	16.1	20.2	15.8	17.0	18.9	16.4	14.9	20.9	15.2		
MIDWEST	22.5	22.9	23.2	22.9	23.0	21.3	23.2	20.5	24.0	22.5	24.5	19.0		
SOUTH	38.4	40.7	34.7	41.4	34.7	39.3	39.1	37.1	37.3	44.5	33.3	41.1		
WEST	21.6	20.1	22.7	19.6	22.1	23.6	20.7	23.5	22.3	18.2	21.3	24.7		



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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
EAST	17.5	18.6	18.9	18.3	18.5	15.4	16.0	15.6	15.6	21.2	14.9	20.5	19.5	20.6	10.1	16.8	17.0
MIDWEST	22.5	23.1	20.3	25.1	20.6	24.9	22.5	24.0	20.2	18.8	24.0	23.8	22.3	19.2	20.6	20.1	25.8
SOUTH	38.4	32.9	35.4	31.1	40.1	38.2	45.1	41.0	43.0	42.2	41.2	30.2	39.2	51.3	42.5	39.9	35.1
WEST	21.6	25.4	25.3	25.4	20.8	21.5	16.4	19.4	21.2	17.9	19.9	25.5	19.0	8.9	26.8	23.2	22.1



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

AREA:

BANNER 7

TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF							RELIGION			
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
EAST	17.5	19.2	16.3	16.0	17.6	15.1	24.9	13.7	17.5	18.3	16.2	20.3	14.5	11.1	23.8	15.9
MIDWEST	22.5	22.2	23.6	22.4	23.0	18.8	2.5	21.0	23.5	24.1	22.5	20.5	23.4	24.5	24.2	21.8
SOUTH	38.4	36.1	35.9	41.8	37.6	38.1	46.8	36.9	38.0	37.8	38.4	41.3	45.8	46.5	31.9	35.2
WEST	21.6	22.4	24.2	19.8	21.8	28.1	25.8	28.4	21.0	19.8	23.0	17.9	16.2	17.9	20.1	27.1



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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
EAST	17.5	17.5	17.4	16.5	19.2	17.0	18.2	18.0	16.7	18.1	16.2	16.9	17.4	15.7	18.0	18.2	13.1	19.0	18.3	16.6
MIDWEST	22.5	23.1	21.3	22.8	18.4	22.8	22.1	23.3	20.7	28.0	10.7	7.6	11.5	15.2	26.8	29.3	8.3	7.3	14.1	9.2
SOUTH	38.4	39.6	36.1	36.9	34.6	39.9	34.2	39.2	37.8	33.1	49.7	46.5	63.3	20.7	33.4	32.8	49.2	44.9	59.3	66.9
WEST	21.6	19.8	25.1	23.8	27.8	20.2	25.4	19.4	24.9	20.8	23.4	29.0	7.8	48.4	21.8	19.8	29.3	28.8	8.3	7.4



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	160	259	356	322	384	520	774	1226	1096	904	940	1060
EAST	17.5	15.9	18.5	18.7	16.8	19.7	15.5	18.1	17.1	17.7	17.3	17.4	17.6
MIDWEST	22.5	18.6	19.3	23.3	22.1	22.4	25.1	21.0	23.5	21.3	23.9	22.6	22.4
SOUTH	38.4	45.7	39.2	36.9	40.8	39.0	34.9	39.5	37.7	39.9	36.6	38.0	38.7
WEST	21.6	19.8	23.0	21.1	20.3	18.9	24.5	21.5	21.7	21.1	22.1	21.9	21.3



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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
EAST	17.5	19.0	18.0	17.9	16.4	23.5	16.8	17.1	16.5	16.4	18.7	18.7	16.2	18.4	18.1	14.7
MIDWEST	22.5	18.4	21.8	21.7	25.0	11.8	22.0	22.4	25.7	22.2	21.6	21.0	24.3	19.7	22.0	27.5
SOUTH	38.4	42.6	38.1	39.8	36.1	45.9	39.3	39.7	34.2	40.7	37.4	39.9	38.1	35.7	38.5	41.8
WEST	21.6	20.0	22.1	20.6	22.5	18.8	21.9	20.8	23.6	20.7	22.3	20.4	21.4	26.1	21.5	15.9



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 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
YES	13.0	5.5	10.2	11.0	14.5	15.9	17.2	14.7	13.3	12.0	9.5	14.9	15.8	8.7	10.1	16.4	17.9	15.2	15.6	15.1
NO	87.0	94.5	89.8	89.0	85.5	84.1	82.8	85.3	86.7	88.0	90.5	85.1	84.2	91.3	89.9	83.6	82.1	84.8	84.4	84.9



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 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	1721	1449	272	279	176	103
YES	13.0	12.6	4.4	15.7	17.4	12.4	11.5	16.7	17.0	16.8	17.3
NO	87.0	87.4	95.6	84.3	82.6	87.6	88.5	83.3	83.0	83.2	82.7



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				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
YES	13.0	8.6	16.9	9.6	16.1	14.6	10.3	14.5	19.1	19.8	10.4
NO	87.0	91.4	83.1	90.4	83.9	85.4	89.7	85.5	80.9	80.2	89.6



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
YES	13.0	15.8	12.0	9.2	16.0	16.4	16.2	16.2	15.8	16.4	10.8
NO	87.0	84.2	88.0	90.8	84.0	83.6	83.8	83.8	84.2	83.6	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	830	890	724	736	540	408	280	251	316	456	289
YES	13.0	9.1	16.1	8.7	16.6	13.8	7.1	13.6	10.7	10.8	18.5	16.6
NO	87.0	90.9	83.9	91.3	83.4	86.2	92.9	86.4	89.3	89.2	81.5	83.4



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
YES	13.0	14.7	14.7	14.7	15.2	10.0	8.4	9.4	11.1	9.1	8.4	15.0	18.2	22.8	15.0	15.6	7.3
NO	87.0	85.3	85.3	85.3	84.8	90.0	91.6	90.6	88.9	90.9	91.6	85.0	81.8	77.2	85.0	84.4	92.7



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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
YES	13.0	16.7	13.0	8.8	12.6	14.3	19.1	13.6	12.6	13.0	12.0	13.9	6.7	16.2	22.1	12.2
NO	87.0	83.3	87.0	91.2	87.4	85.7	80.9	86.4	87.4	87.0	88.0	86.1	93.3	83.8	77.9	87.8



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
YES	13.0	11.7	15.6	14.7	17.4	7.4	15.1	15.5	15.9	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	88.3	84.4	85.3	82.6	92.6	84.9	84.5	84.1	100.0	59.4	0.0	100.0	100.0	100.0	100.0	0.0	0.0	100.0	100.0



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
YES	13.0	18.2	13.4	15.7	13.9	13.0	8.7	15.5	11.4	15.0	10.5	10.0	15.7
NO	87.0	81.8	86.6	84.3	86.1	87.0	91.3	84.5	88.6	85.0	89.5	90.0	84.3



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 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
YES	13.0	18.3	14.8	12.7	10.2	16.7	14.7	8.4	7.0	19.2	14.8	17.3	13.6	18.3	13.0	6.0
NO	87.0	81.7	85.2	87.3	89.8	83.3	85.3	91.6	93.0	80.8	85.2	82.7	86.4	81.7	87.0	94.0



Table 6 Page 91
May 10-14, 2024

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

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

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	260	10	29	35	55	45	39	26	21	168	73	68	27	49	34	40	44	92	33	59
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	42.2	47.0	40.8	46.0	34.0	43.9	42.8	53.6	38.2	42.2	44.1	39.3	44.2	42.7	37.4	37.1	49.9	42.2	36.9	45.2
Puerto Rican	18.5	18.6	24.1	9.5	19.7	24.3	12.7	18.8	20.2	17.2	16.4	16.2	21.6	15.5	24.3	11.5	18.7	20.8	33.1	14.0
Cuban	9.3	0.0	18.8	10.9	8.6	5.9	7.2	18.1	0.0	10.7	12.6	9.8	7.6	12.6	7.9	10.3	11.0	6.8	2.5	9.2
Dominican	3.2	0.0	2.9	5.0	3.1	0.0	8.3	0.0	4.3	3.2	3.5	1.5	6.4	1.8	4.8	6.9	0.0	3.4	2.1	4.1
Venezuelan	2.1	0.0	0.0	2.3	7.0	2.0	0.0	0.0	0.0	3.3	1.1	7.1	0.0	0.0	2.0	5.6	5.9	0.0	0.0	0.0
Salvadoran	1.6	0.0	0.0	0.0	4.6	1.7	2.5	0.0	0.0	2.0	0.0	3.5	3.7	2.0	2.3	2.0	1.8	1.0	2.8	0.0
Honduran	1.5	0.0	0.0	0.0	3.6	1.6	2.9	0.0	0.0	1.0	0.0	2.5	0.0	1.4	0.0	2.5	0.0	2.3	2.9	1.9
Guatemalan	1.1	0.0	0.0	2.9	1.6	2.3	0.0	0.0	0.0	1.1	1.4	1.3	0.0	0.0	2.6	0.0	2.3	1.1	3.2	0.0
Nicaraguan	1.1	0.0	0.0	0.0	1.7	0.0	2.5	3.7	0.0	1.1	0.0	1.4	3.6	0.0	2.8	2.5	0.0	1.0	0.0	1.6
Peruvian	0.7	0.0	3.4	0.0	0.0	2.1	0.0	0.0	0.0	0.6	1.3	0.0	0.0	0.0	0.0	0.0	2.2	1.0	2.8	0.0
Ecuadorian	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.5	0.0	0.0	3.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.0	0.0	0.0	2.4	1.4	0.0	0.0	0.0	5.0	0.5	1.2	0.0	0.0	0.0	2.5	0.0	0.0	2.0	2.4	1.8
Other South American	3.6	0.0	3.0	3.7	4.3	2.3	2.6	0.0	13.6	3.9	3.0	5.0	3.4	3.6	5.8	2.6	3.8	3.2	0.0	5.0
Spaniard	9.4	34.4	7.0	9.7	8.4	7.2	13.5	5.8	4.7	9.2	11.9	7.4	6.4	17.0	4.4	11.9	1.9	9.7	8.7	10.2
Other	4.2	0.0	0.0	7.4	2.0	6.8	5.0	0.0	10.0	3.5	3.6	4.9	0.0	1.7	3.1	7.2	2.6	5.4	2.7	6.9



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

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	260	44	20	121	75	213	167	45	47	30	18
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	42.2	14.3	66.3	40.4	55.0	42.9	42.5	44.4	38.9	47.2	25.2
Puerto Rican	18.5	47.9	29.6	15.7	2.8	17.9	18.4	16.3	20.8	24.2	15.1
Cuban	9.3	6.0	0.0	13.5	7.0	9.1	9.3	8.2	10.3	3.6	21.5
Dominican	3.2	11.1	4.1	2.3	0.0	3.6	2.1	9.1	1.7	0.0	4.5
Venezuelan	2.1	1.8	0.0	2.5	2.4	1.7	1.0	4.2	4.2	2.4	7.4
Salvadoran	1.6	0.0	0.0	2.1	2.4	1.2	1.5	0.0	3.8	2.7	5.6
Honduran	1.5	0.0	0.0	3.2	0.0	1.8	2.3	0.0	0.0	0.0	0.0
Guatemalan	1.1	2.0	0.0	1.7	0.0	0.9	1.2	0.0	2.1	3.4	0.0
Nicaraguan	1.1	0.0	0.0	0.0	3.8	0.9	1.1	0.0	2.1	3.3	0.0
Peruvian	0.7	2.1	0.0	0.8	0.0	0.9	1.1	0.0	0.0	0.0	0.0
Ecuadorian	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	1.7	2.8	0.0
Other Central American	1.0	1.9	0.0	0.6	1.4	1.3	1.1	1.9	0.0	0.0	0.0
Other South American	3.6	7.3	0.0	2.4	4.5	3.6	2.7	6.8	4.0	0.0	10.7
Spaniard	9.4	1.5	0.0	9.2	16.8	11.1	12.1	7.3	1.8	0.0	4.8
Other	4.2	3.9	0.0	5.1	4.0	3.2	3.6	1.8	8.4	10.4	5.2



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

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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	UNDE- CIDED	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	260	72	121	88	144	28	81	109	49	35	21
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	42.2	39.1	47.2	36.8	46.0	39.6	35.8	45.2	53.7	57.0	24.9
Puerto Rican	18.5	15.1	20.5	20.0	19.2	9.9	20.7	21.8	8.1	11.3	17.0
Cuban	9.3	12.6	6.4	11.9	6.7	14.3	12.9	6.5	7.4	5.1	14.0
Dominican	3.2	3.4	2.0	4.7	1.1	9.8	5.1	1.5	3.5	4.9	4.7
Venezuelan	2.1	1.0	2.1	2.3	1.8	3.3	2.5	2.4	1.9	2.6	0.0
Salvadoran	1.6	1.1	2.9	0.0	1.7	6.4	0.0	0.8	4.8	6.8	4.6
Honduran	1.5	0.0	1.4	0.8	2.2	0.0	0.9	1.9	2.1	0.0	0.0
Guatemalan	1.1	1.2	0.9	1.0	1.4	0.0	1.1	1.0	0.0	0.0	4.7
Nicaraguan	1.1	1.3	1.6	1.1	1.3	0.0	0.0	0.9	3.9	2.7	0.0
Peruvian	0.7	0.0	1.6	0.0	1.3	0.0	0.0	0.0	1.9	2.7	4.6
Ecuadorian	0.3	1.1	0.0	0.0	0.6	0.0	1.0	0.0	0.0	0.0	0.0
Other Central American	1.0	0.0	1.5	1.0	1.3	0.0	1.0	1.7	0.0	0.0	0.0
Other South American	3.6	4.3	2.2	4.3	3.2	3.7	2.7	3.5	5.0	4.5	4.8
Spaniard	9.4	15.7	7.1	12.9	7.8	6.2	14.0	8.1	3.9	0.0	11.2
Other	4.2	4.1	2.6	3.3	4.2	6.7	2.4	4.6	3.8	2.4	9.4



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

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

BANNER 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	260	85	175	83	137	40	79	134	46	87	126
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	42.2	40.5	43.0	40.5	44.7	37.1	40.5	43.2	39.9	45.0	41.1
Puerto Rican	18.5	18.8	18.3	19.1	20.1	11.5	13.5	19.2	23.3	17.0	17.7
Cuban	9.3	10.4	8.8	10.7	8.2	10.3	12.1	9.1	12.6	7.2	9.6
Dominican	3.2	2.0	3.8	3.1	2.3	6.9	3.5	0.7	0.0	1.1	6.0
Venezuelan	2.1	3.9	1.3	0.8	1.9	5.6	5.1	2.5	1.9	2.8	1.8
Salvadoran	1.6	1.1	1.9	2.1	1.3	2.0	2.0	1.9	2.0	1.8	1.4
Honduran	1.5	1.9	1.2	0.9	1.5	2.5	2.7	2.1	2.0	2.1	0.8
Guatemalan	1.1	1.2	1.1	1.1	1.5	0.0	2.4	1.5	2.3	1.2	0.7
Nicaraguan	1.1	2.3	0.5	1.1	0.7	2.5	2.4	1.5	2.1	1.1	0.7
Peruvian	0.7	0.0	1.1	0.0	1.4	0.0	0.0	1.4	0.0	2.2	0.0
Ecuadorian	0.3	0.0	0.5	1.0	0.0	0.0	0.0	0.6	0.0	0.9	0.0
Other Central American	1.0	2.2	0.5	1.0	1.3	0.0	0.0	1.4	1.7	1.2	0.7
Other South American	3.6	2.2	4.3	4.5	3.4	2.6	5.3	2.8	2.4	3.1	4.5
Spaniard	9.4	10.8	8.7	11.8	7.1	11.9	6.9	7.7	9.9	6.5	11.1
Other	4.2	2.6	5.0	2.3	4.5	7.2	3.6	4.4	0.0	6.7	4.0



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

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

BANNER 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	260	75	144	63	122	75	29	38	27	34	84	48			
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
Mexican	42.2	35.7	45.2	42.1	46.6	35.1	47.6	48.6	41.3	37.5	45.7	31.6			
Puerto Rican	18.5	20.2	18.4	18.1	19.5	17.0	18.1	10.3	13.1	18.1	23.7	19.1			
Cuban	9.3	12.4	8.0	10.2	6.6	12.9	9.7	6.9	21.6	10.7	6.5	8.1			
Dominican	3.2	4.4	2.4	2.7	2.0	5.8	3.1	0.0	3.1	2.4	2.9	7.3			
Venezuelan	2.1	0.9	1.8	1.4	2.2	2.7	3.0	2.1	4.9	0.0	2.2	1.5			
Salvadoran	1.6	0.0	3.0	1.2	2.9	0.0	0.0	0.0	0.0	2.3	4.2	0.0			
Honduran	1.5	0.0	2.0	1.1	1.6	1.5	0.0	0.0	0.0	2.1	2.3	2.4			
Guatemalan	1.1	1.2	0.7	1.4	0.9	1.4	3.1	2.8	0.0	0.0	0.0	2.1			
Nicaraguan	1.1	1.2	0.7	1.5	0.8	1.3	3.3	2.5	0.0	0.0	0.0	2.1			
Peruvian	0.7	0.0	1.3	0.0	1.6	0.0	0.0	0.0	0.0	0.0	2.3	0.0			
Ecuadorian	0.3	0.0	0.0	1.3	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0			
Other Central American	1.0	0.0	1.9	0.0	2.2	0.0	0.0	7.1	0.0	0.0	0.0	0.0			
Other South American	3.6	4.1	2.5	3.0	2.4	6.1	3.0	0.0	5.6	3.0	3.5	6.5			
Spaniard	9.4	15.0	8.5	14.5	5.6	11.2	3.4	14.0	3.2	23.9	1.9	15.6			
Other	4.2	4.9	3.6	1.3	5.1	5.0	2.9	5.8	7.2	0.0	4.8	3.8			



Table 6 Page 96
May 10-14, 2024

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

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

BANNER 6

	BANNER 6																
	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT				INDEPENDENT	
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	260	83	35	48	110	43	24	67	4	13	47	66	44	12	13	54	8
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	42.2	44.8	44.0	45.4	43.7	33.6	41.4	36.4	25.9	52.2	40.8	47.4	50.2	29.1	37.5	36.4	22.5
Puerto Rican	18.5	13.2	16.6	10.8	20.9	22.5	18.1	20.9	35.9	10.3	18.7	11.8	26.7	35.0	13.0	18.6	12.3
Cuban	9.3	7.5	13.7	3.0	9.0	10.2	15.2	12.0	0.0	7.0	12.0	9.4	2.4	6.9	0.0	15.0	20.2
Dominican	3.2	2.0	0.0	3.4	4.6	4.0	0.0	2.6	0.0	6.6	1.9	1.2	3.7	0.0	6.2	5.0	10.2
Venezuelan	2.1	1.2	0.0	2.0	4.2	0.0	0.0	0.0	0.0	6.9	0.0	1.5	3.9	0.0	0.0	3.8	0.0
Salvadoran	1.6	2.2	0.0	3.7	1.4	0.0	3.8	1.4	0.0	6.2	0.0	2.7	1.8	7.5	0.0	0.0	0.0
Honduran	1.5	2.0	2.7	1.5	2.0	0.0	0.0	0.0	17.7	0.0	0.0	1.4	2.3	0.0	0.0	2.1	0.0
Guatemalan	1.1	1.3	0.0	2.2	0.9	2.1	0.0	1.3	0.0	0.0	1.9	1.6	0.0	0.0	0.0	1.9	0.0
Nicaraguan	1.1	1.2	0.0	2.0	0.9	2.2	0.0	1.4	0.0	0.0	2.0	1.5	0.0	0.0	0.0	1.8	0.0
Peruvian	0.7	1.1	0.0	1.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.2	0.0	0.0	0.0	0.0
Ecuadorian	0.3	1.0	0.0	1.7	0.0	0.0	0.0	0.0	20.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	1.0	2.2	3.1	1.6	0.0	2.0	0.0	1.3	0.0	0.0	0.0	2.8	0.0	6.9	0.0	0.0	0.0
Other South American	3.6	3.6	5.6	2.1	3.3	4.6	3.6	4.2	0.0	0.0	4.1	4.5	0.0	0.0	0.0	6.8	11.5
Spaniard	9.4	13.2	14.3	12.4	2.8	14.3	17.9	15.6	0.0	10.9	16.8	8.1	1.9	6.0	43.2	1.6	23.3
Other	4.2	3.7	0.0	6.3	5.4	4.4	0.0	2.8	0.0	0.0	1.8	4.6	4.9	8.6	0.0	7.0	0.0



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

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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	260	153	36	71	132	39	6	33	189	123	66	32	41	25	112	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	42.2	43.5	46.2	37.4	45.7	43.9	59.0	41.1	44.2	44.2	44.0	28.6	30.2	33.3	50.6	39.8
Puerto Rican	18.5	20.9	2.6	21.3	12.2	22.4	26.1	21.7	16.8	11.8	26.0	23.8	18.8	34.8	13.8	22.9
Cuban	9.3	6.6	16.2	11.7	9.0	9.8	14.9	8.9	9.8	10.2	9.2	5.5	6.9	4.2	8.5	12.0
Dominican	3.2	2.8	2.2	4.8	5.2	2.1	0.0	2.5	3.6	3.4	3.9	2.8	2.2	9.8	3.1	2.4
Venezuelan	2.1	1.8	8.0	0.0	3.6	0.0	0.0	0.0	2.9	3.7	1.5	0.0	0.0	0.0	5.0	0.0
Salvadoran	1.6	2.3	2.1	0.0	1.8	0.0	0.0	0.0	1.8	2.2	1.2	2.5	1.9	3.1	2.4	0.0
Honduran	1.5	2.0	0.0	1.0	0.0	0.0	0.0	0.0	2.0	2.2	1.7	0.0	0.0	2.9	1.8	0.0
Guatemalan	1.1	1.4	0.0	1.3	1.5	0.0	0.0	0.0	1.0	1.6	0.0	3.2	2.2	0.0	0.9	1.5
Nicaraguan	1.1	0.6	0.0	2.7	0.7	2.5	0.0	2.9	1.0	0.8	1.5	0.0	4.6	0.0	0.0	1.4
Peruvian	0.7	1.3	0.0	0.0	0.0	4.9	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Ecuadorian	0.3	0.0	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0
Other Central American	1.0	1.8	0.0	0.0	1.2	0.0	0.0	0.0	1.4	1.5	1.3	0.0	2.6	0.0	0.7	1.3
Other South American	3.6	2.5	4.3	5.8	4.1	7.1	0.0	8.4	2.8	4.4	0.0	4.1	2.1	7.8	2.3	6.1
Spaniard	9.4	7.4	10.8	12.9	10.3	7.3	0.0	8.7	7.3	6.8	8.1	24.3	22.2	4.0	5.5	8.1
Other	4.2	5.3	5.4	1.2	4.1	0.0	0.0	0.0	5.3	7.2	1.6	2.7	6.3	0.0	3.7	4.5



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

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

BANNER 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	260	155	105	66	39	47	47	108	58	-	260	260	-	-	-	-	94	166	-	-
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	42.2	44.9	38.3	34.4	44.8	52.0	40.4	41.8	36.6	-	42.2	42.2	-	-	-	-	46.2	39.9	-	-
Puerto Rican	18.5	22.8	12.1	10.7	14.4	19.4	7.7	24.3	15.6	-	18.5	18.5	-	-	-	-	13.5	21.2	-	-
Cuban	9.3	6.4	13.5	17.3	7.0	8.1	15.7	5.7	11.7	-	9.3	9.3	-	-	-	-	11.9	7.8	-	-
Dominican	3.2	3.2	3.4	2.8	4.4	3.7	0.0	2.9	6.1	-	3.2	3.2	-	-	-	-	1.8	4.0	-	-
Venezuelan	2.1	1.1	3.7	4.7	2.1	0.0	6.4	1.5	1.6	-	2.1	2.1	-	-	-	-	3.2	1.6	-	-
Salvadoran	1.6	0.5	3.3	3.8	2.5	0.0	0.0	0.7	6.0	-	1.6	1.6	-	-	-	-	0.0	2.6	-	-
Honduran	1.5	2.5	0.0	0.0	0.0	0.0	0.0	3.5	0.0	-	1.5	1.5	-	-	-	-	0.0	2.3	-	-
Guatemalan	1.1	0.0	2.8	2.9	2.6	0.0	4.2	0.0	1.7	-	1.1	1.1	-	-	-	-	2.1	0.6	-	-
Nicaraguan	1.1	1.2	0.9	1.4	0.0	2.0	2.0	0.9	0.0	-	1.1	1.1	-	-	-	-	2.0	0.6	-	-
Peruvian	0.7	0.6	0.9	1.5	0.0	0.0	0.0	0.9	1.7	-	0.7	0.7	-	-	-	-	0.0	1.2	-	-
Ecuadorian	0.3	0.5	0.0	0.0	0.0	1.8	0.0	0.0	0.0	-	0.3	0.3	-	-	-	-	0.9	0.0	-	-
Other Central American	1.0	0.5	1.7	2.8	0.0	1.8	3.9	0.0	0.0	-	1.0	1.0	-	-	-	-	2.9	0.0	-	-
Other South American	3.6	2.5	5.3	2.9	9.5	1.4	3.6	2.9	6.7	-	3.6	3.6	-	-	-	-	2.5	4.3	-	-
Spaniard	9.4	10.5	7.7	6.4	9.8	7.3	8.0	11.9	7.4	-	9.4	9.4	-	-	-	-	7.6	10.4	-	-
Other	4.2	2.7	6.4	8.4	2.8	2.4	8.2	2.8	4.9	-	4.2	4.2	-	-	-	-	5.3	3.5	-	-



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

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

BANNER 9

	TOTAL	AGE						AGE 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	29	35	56	45	50	45	120	140	165	95	94	166
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	42.2	52.2	36.6	52.0	33.9	37.6	41.2	47.6	37.6	43.9	39.3	46.2	39.9
Puerto Rican	18.5	6.2	17.9	18.5	23.0	27.0	12.8	15.3	21.1	17.4	20.2	13.5	21.2
Cuban	9.3	7.4	14.6	7.3	8.0	4.6	15.4	9.4	9.2	9.1	9.7	11.9	7.8
Dominican	3.2	5.6	7.0	3.1	5.9	0.0	0.0	4.9	1.9	5.1	0.0	1.8	4.0
Venezuelan	2.1	7.8	0.0	0.0	3.6	1.7	1.8	1.9	2.3	2.4	1.8	3.2	1.6
Salvadoran	1.6	0.0	5.5	1.4	0.0	3.1	0.0	2.3	1.1	1.6	1.6	0.0	2.6
Honduran	1.5	0.0	2.7	3.9	0.0	0.0	1.6	2.6	0.5	1.9	0.7	0.0	2.3
Guatemalan	1.1	0.0	0.0	0.0	4.2	2.1	0.0	0.0	2.1	1.2	1.1	2.1	0.6
Nicaraguan	1.1	0.0	0.0	1.8	2.1	1.9	0.0	0.8	1.4	1.2	1.0	2.0	0.6
Peruvian	0.7	3.2	0.0	0.0	0.0	0.0	2.2	0.8	0.7	0.6	1.0	0.0	1.2
Ecuadorian	0.3	0.0	0.0	1.5	0.0	0.0	0.0	0.7	0.0	0.5	0.0	0.9	0.0
Other Central American	1.0	0.0	0.0	1.9	0.0	3.2	0.0	0.9	1.2	0.6	1.7	2.9	0.0
Other South American	3.6	6.4	4.4	1.5	1.9	6.7	2.3	3.5	3.7	3.1	4.6	2.5	4.3
Spaniard	9.4	0.0	8.1	7.2	13.3	9.9	14.6	5.7	12.5	7.8	12.2	7.6	10.4
Other	4.2	11.2	3.0	0.0	4.0	2.2	8.1	3.6	4.7	3.7	5.0	5.3	3.5



Table 6 Page 100
May 10-14, 2024

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

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

BANNER 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	45	74	69	72	15	29	24	26	30	45	45	46	102	133	25
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	42.2	47.0	48.5	40.6	34.2	58.9	48.9	34.6	46.2	41.0	48.2	43.8	27.5	46.9	34.9	61.6
Puerto Rican	18.5	8.6	19.6	21.3	20.7	0.0	20.9	19.2	8.0	13.0	18.7	22.4	27.9	21.4	17.8	10.2
Cuban	9.3	10.2	9.1	6.5	11.6	9.1	9.6	11.7	16.4	10.8	8.7	3.8	8.9	9.8	9.2	7.5
Dominican	3.2	7.1	3.6	3.8	0.0	5.5	3.1	0.0	0.0	7.9	3.9	5.8	0.0	4.2	3.1	0.0
Venezuelan	2.1	5.1	0.0	2.4	2.3	8.8	0.0	0.0	6.4	3.3	0.0	3.6	0.0	1.3	3.2	0.0
Salvadoran	1.6	2.1	2.4	2.3	0.0	0.0	0.0	0.0	0.0	3.1	4.0	3.5	0.0	1.7	1.9	0.0
Honduran	1.5	0.0	4.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0	1.5	0.7	2.3	0.0
Guatemalan	1.1	0.0	0.0	2.8	1.5	0.0	0.0	3.8	4.1	0.0	0.0	2.2	0.0	1.0	1.5	0.0
Nicaraguan	1.1	0.0	1.3	2.8	0.0	0.0	0.0	8.1	0.0	0.0	2.2	0.0	0.0	0.0	2.2	0.0
Peruvian	0.7	2.1	0.0	0.0	1.4	0.0	0.0	0.0	0.0	3.1	0.0	0.0	2.1	0.0	0.7	3.7
Ecuadorian	0.3	0.0	1.1	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Other Central American	1.0	0.0	1.4	2.4	0.0	0.0	3.6	6.9	0.0	0.0	0.0	0.0	0.0	0.8	1.4	0.0
Other South American	3.6	7.6	1.1	1.3	6.0	10.2	2.8	0.0	0.0	6.3	0.0	1.9	9.4	2.9	4.9	0.0
Spaniard	9.4	2.9	6.3	11.4	14.6	0.0	8.2	12.1	7.4	4.3	5.1	11.0	18.7	3.5	13.1	13.7
Other	4.2	7.3	1.4	2.6	6.6	7.6	0.0	3.6	11.6	7.2	2.3	2.1	3.8	5.8	3.1	3.3



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

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
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
WHITE	68.0	79.8	76.4	69.3	62.5	62.9	61.8	69.8	67.0	69.3	74.2	64.4	59.8	80.9	68.4	58.4	54.7	65.0	58.8	68.4
HISPANIC	13.0	5.5	10.2	11.0	14.5	15.9	17.2	14.7	13.3	12.0	9.5	14.9	15.8	8.7	10.1	16.4	17.9	15.2	15.6	15.1
AFRICAN AMERICAN	13.0	6.5	6.3	14.1	16.2	16.5	16.2	9.4	14.9	11.6	9.6	13.5	16.0	4.3	12.4	17.0	22.0	16.2	22.5	12.8
ASIAN	4.0	3.8	4.5	3.7	5.3	4.1	4.3	1.8	2.9	4.5	4.0	5.5	4.0	3.6	6.9	2.8	5.0	2.9	3.2	2.7
OTHER	2.0	4.5	2.5	1.9	1.5	0.7	0.5	4.3	1.8	2.6	2.7	1.7	4.4	2.5	2.2	5.4	0.4	0.7	0.0	1.1



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
WHITE	68.0	70.4	84.8	58.6	65.4	71.7	73.5	62.4	45.1	45.3	44.6
HISPANIC	13.0	12.6	4.4	15.7	17.4	12.4	11.5	16.7	17.0	16.8	17.3
AFRICAN AMERICAN	13.0	12.9	6.6	21.4	4.7	10.8	9.7	16.4	26.8	26.1	28.0
ASIAN	4.0	3.6	2.7	2.2	9.0	3.5	3.5	3.4	7.0	7.4	6.3
OTHER	2.0	0.6	1.5	2.1	3.5	1.6	1.7	1.1	4.2	4.4	3.9



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
WHITE	68.0	79.5	61.2	74.3	63.9	57.3	75.6	64.4	59.1	58.7	63.0
HISPANIC	13.0	8.6	16.9	9.6	16.1	14.6	10.3	14.5	19.1	19.8	10.4
AFRICAN AMERICAN	13.0	5.5	18.0	8.7	15.5	21.8	6.7	17.0	15.4	14.0	19.5
ASIAN	4.0	3.7	3.6	4.5	3.9	2.4	4.4	3.7	4.2	4.9	3.4
OTHER	2.0	2.7	0.3	2.9	0.7	3.9	2.9	0.5	2.2	2.6	3.7



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
WHITE	68.0	61.8	70.3	76.3	62.0	58.4	59.2	62.3	61.6	62.8	72.0
HISPANIC	13.0	15.8	12.0	9.2	16.0	16.4	16.2	16.2	15.8	16.4	10.8
AFRICAN AMERICAN	13.0	18.3	11.0	7.3	17.9	17.0	15.9	17.6	20.3	16.1	9.8
ASIAN	4.0	3.1	4.3	4.8	3.5	2.8	5.2	3.3	2.0	4.0	4.5
OTHER	2.0	0.9	2.4	2.4	0.6	5.4	3.5	0.6	0.3	0.8	3.0



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
WHITE	68.0	79.3	61.1	79.6	59.9	63.6	82.4	59.2	66.1	75.9	60.3	61.4
HISPANIC	13.0	9.1	16.1	8.7	16.6	13.8	7.1	13.6	10.7	10.8	18.5	16.6
AFRICAN AMERICAN	13.0	5.2	18.1	4.4	19.7	15.3	3.9	22.6	16.4	5.1	18.0	14.4
ASIAN	4.0	3.8	4.0	4.5	3.4	4.2	4.0	4.2	4.4	5.1	2.9	4.0
OTHER	2.0	2.7	0.7	2.8	0.4	3.1	2.7	0.4	2.5	3.0	0.4	3.6



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

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
WHITE	68.0	65.6	66.3	65.1	61.0	74.7	80.4	77.0	55.0	81.5	80.7	66.9	50.8	43.1	63.5	59.9	75.3
HISPANIC	13.0	14.7	14.7	14.7	15.2	10.0	8.4	9.4	11.1	9.1	8.4	15.0	18.2	22.8	15.0	15.6	7.3
AFRICAN AMERICAN	13.0	15.0	14.2	15.6	17.1	7.7	6.6	7.3	23.9	2.8	3.6	14.5	26.6	30.9	13.9	16.0	14.3
ASIAN	4.0	3.0	2.7	3.2	4.8	5.1	2.2	4.0	4.7	4.9	4.4	3.1	4.0	3.2	2.0	5.3	2.5
OTHER	2.0	1.6	2.0	1.2	2.0	2.4	2.3	2.4	5.2	1.6	3.0	0.5	0.4	0.0	5.6	3.2	0.6



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

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
WHITE	68.0	58.2	64.2	80.4	68.5	63.2	50.0	65.0	68.9	69.6	67.7	67.9	70.0	64.6	65.8	68.7
HISPANIC	13.0	16.7	13.0	8.8	12.6	14.3	19.1	13.6	12.6	13.0	12.0	13.9	6.7	16.2	22.1	12.2
AFRICAN AMERICAN	13.0	20.7	13.9	4.0	11.2	12.8	23.3	11.4	12.9	11.4	15.5	13.8	19.2	14.8	6.9	12.1
ASIAN	4.0	3.3	5.5	4.3	5.5	6.6	0.0	7.5	3.9	4.5	3.0	1.5	2.5	3.8	4.3	3.8
OTHER	2.0	1.1	3.5	2.5	2.2	3.2	7.6	2.6	1.6	1.5	1.8	3.0	1.7	0.6	0.9	3.2



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

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	160	259	356	322	384	520	774	1226	1096	904	940	1060
WHITE	68.0	49.8	61.0	62.1	65.8	70.3	80.8	59.2	73.6	61.1	76.3	71.1	65.3
HISPANIC	13.0	18.2	13.4	15.7	13.9	13.0	8.7	15.5	11.4	15.0	10.5	10.0	15.7
AFRICAN AMERICAN	13.0	23.9	19.8	15.1	15.0	9.3	6.3	18.5	9.5	17.5	7.6	12.8	13.2
ASIAN	4.0	3.8	3.3	4.8	4.4	5.8	2.2	4.1	3.9	4.2	3.7	4.2	3.8
OTHER	2.0	4.3	2.4	2.3	0.8	1.5	2.0	2.7	1.5	2.2	1.8	1.9	2.0



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

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
WHITE	68.0	49.8	63.8	67.3	77.7	41.4	61.6	70.7	83.6	54.6	65.3	63.7	71.3	54.2	70.3	80.8
HISPANIC	13.0	18.3	14.8	12.7	10.2	16.7	14.7	8.4	7.0	19.2	14.8	17.3	13.6	18.3	13.0	6.0
AFRICAN AMERICAN	13.0	25.7	15.2	12.8	7.2	34.3	17.5	13.7	4.4	20.7	13.7	11.9	10.3	20.6	10.9	7.9
ASIAN	4.0	2.5	4.0	6.2	2.9	3.6	4.4	5.6	3.1	1.9	3.7	6.8	2.6	5.3	4.1	2.1
OTHER	2.0	3.7	2.2	1.0	2.0	3.9	1.8	1.6	1.8	3.6	2.5	0.4	2.2	1.7	1.7	3.2



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

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

BANNER 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	80	7	13	12	20	12	10	3	5	62	31	25	7	20	23	7	12	18	7	11
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
Chinese	26.4	0.0	37.8	27.2	24.2	40.5	18.1	30.5	18.5	25.0	25.8	30.9	0.0	24.3	20.7	16.9	38.7	31.3	27.8	33.5
Filipino	19.4	56.7	16.6	15.2	19.1	8.8	12.0	32.5	20.0	21.7	24.5	19.5	17.2	37.9	13.1	13.6	16.1	11.2	0.0	18.2
Indian	17.1	15.0	15.8	9.3	18.0	17.3	31.0	0.0	20.9	18.7	13.2	14.5	58.6	14.8	14.2	28.3	28.0	11.4	29.4	0.0
Japanese	13.7	0.0	22.8	0.0	5.3	18.1	19.3	36.9	40.6	9.0	9.4	4.3	24.3	0.0	15.9	28.6	0.0	30.6	30.9	30.5
Korean	8.1	14.0	0.0	15.6	14.6	0.0	8.4	0.0	0.0	9.0	8.8	11.8	0.0	5.1	15.3	0.0	8.7	4.7	0.0	7.7
Vietnamese	3.3	14.2	0.0	0.0	4.0	8.0	0.0	0.0	0.0	3.0	3.0	3.7	0.0	4.6	4.0	0.0	0.0	4.6	11.9	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	0.0	0.0
Other Southeastern Asian	6.3	0.0	0.0	26.4	9.9	0.0	0.0	0.0	0.0	8.1	9.9	8.0	0.0	9.6	8.9	0.0	8.5	0.0	0.0	0.0
Other Southern Asian	0.9	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	1.2	2.4	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.7	0.0	7.0	0.0	4.8	7.4	11.2	0.0	0.0	4.3	2.9	7.3	0.0	0.0	8.0	12.6	0.0	6.2	0.0	10.2



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

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	80	13	12	17	39	61	51	9	19	13	6
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	26.4	30.2	14.6	21.3	31.0	26.9	29.9	9.9	24.8	21.2	32.1
Filipino	19.4	7.8	23.7	38.8	13.6	20.9	20.8	21.3	14.8	13.2	18.1
Indian	17.1	40.6	17.5	18.3	8.7	15.4	7.5	59.4	22.4	17.5	32.2
Japanese	13.7	7.6	8.7	5.2	21.0	13.5	15.9	0.0	14.4	21.6	0.0
Korean	8.1	13.8	14.5	0.0	7.7	7.9	9.3	0.0	8.7	13.1	0.0
Vietnamese	3.3	0.0	7.6	5.6	2.1	3.1	3.6	0.0	4.2	6.2	0.0
Pakistani	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	6.3	0.0	0.0	5.6	10.6	4.9	5.8	0.0	10.6	7.2	17.5
Other Southern Asian	0.9	0.0	6.1	0.0	0.0	1.2	1.4	0.0	0.0	0.0	0.0
Other	4.7	0.0	7.3	5.2	5.3	6.3	5.7	9.4	0.0	0.0	0.0



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

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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	80	31	26		41	35	5	35	27	11	9	7
ASIAN	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	26.4	18.2	38.1		23.8	30.3	20.1	24.8	34.1	8.7	10.7	30.7
Filipino	19.4	28.3	14.6		30.9	8.6	0.0	33.1	7.1	18.8	23.1	0.0
Indian	17.1	20.3	9.4		12.8	19.0	40.7	12.2	16.1	37.2	22.8	14.1
Japanese	13.7	9.3	19.6		4.9	23.4	18.5	2.7	22.8	17.1	21.1	28.0
Korean	8.1	6.3	7.4		9.4	7.6	0.0	11.0	5.7	10.1	12.5	0.0
Vietnamese	3.3	0.0	6.8		2.3	5.0	0.0	2.7	6.3	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	6.3	9.2	4.1		9.8	3.0	0.0	8.8	3.8	0.0	0.0	13.4
Other Southern Asian	0.9	2.4	0.0		1.8	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Other	4.7	6.0	0.0		4.3	3.1	20.8	2.5	4.0	8.0	9.9	13.8



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

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

BANNER 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	80	17	63	43	30	7	25	27	6	21	53
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	26.4	17.3	28.8	22.3	34.3	16.9	31.8	28.8	16.2	32.3	25.1
Filipino	19.4	10.9	21.7	24.6	13.2	13.6	19.3	10.9	33.3	4.6	23.8
Indian	17.1	27.4	14.3	14.5	18.3	28.3	11.5	20.4	0.0	26.0	15.4
Japanese	13.7	12.4	14.1	8.5	17.9	28.6	18.5	19.8	36.3	15.2	10.6
Korean	8.1	0.0	10.3	10.5	6.4	0.0	11.0	3.0	14.1	0.0	10.7
Vietnamese	3.3	10.2	1.5	4.3	2.7	0.0	0.0	6.4	0.0	8.2	1.8
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	6.3	5.4	6.5	9.2	3.5	0.0	4.5	3.9	0.0	4.9	7.5
Other Southern Asian	0.9	4.4	0.0	1.7	0.0	0.0	0.0	2.7	0.0	3.5	0.0
Other	4.7	12.1	2.8	4.3	3.6	12.6	3.4	4.0	0.0	5.1	5.1



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

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

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	80	31	36	32	25	23	16	12	11	16	13	12	
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	26.4	18.8	29.6	20.4	25.2	36.2	29.8	21.1	45.0	10.8	28.9	28.0	
Filipino	19.4	34.0	8.4	26.3	8.2	22.0	13.6	17.2	26.2	39.4	0.0	17.9	
Indian	17.1	13.4	18.5	18.8	26.7	4.0	18.1	38.0	0.0	19.4	16.3	7.8	
Japanese	13.7	3.4	23.0	5.7	16.8	21.9	4.9	16.7	20.4	6.6	16.9	23.3	
Korean	8.1	9.3	10.0	11.2	7.6	4.1	10.7	6.9	0.0	11.7	8.3	7.9	
Vietnamese	3.3	0.0	7.5	2.9	6.9	0.0	5.6	0.0	0.0	0.0	13.2	0.0	
Pakistani	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other Southeastern Asian	6.3	12.8	3.0	9.4	4.2	4.1	6.9	0.0	8.4	12.1	8.0	0.0	
Other Southern Asian	0.9	2.4	0.0	2.3	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	
Other	4.7	5.9	0.0	3.0	4.4	7.7	5.8	0.0	0.0	0.0	8.4	15.1	



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

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

BANNER 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	80	17	6	11	34	22	6	28	2	7	24	14	10	2	2	18	3
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	26.4	10.9	15.4	8.0	37.2	20.8	28.5	22.5	0.0	14.9	23.5	13.6	38.2	44.4	0.0	45.1	0.0
Filipino	19.4	10.0	26.3	0.0	18.2	18.3	55.4	26.6	0.0	14.3	31.6	0.0	21.4	0.0	100.0	17.9	0.0
Indian	17.1	44.7	14.4	63.3	5.8	13.5	16.2	14.1	56.3	16.4	16.8	48.8	0.0	0.0	0.0	5.0	0.0
Japanese	13.7	18.9	15.7	20.9	14.8	12.1	0.0	9.4	0.0	15.6	3.3	23.6	0.0	55.6	0.0	22.3	33.0
Korean	8.1	11.2	16.7	7.8	7.6	8.8	0.0	6.8	0.0	25.1	8.1	14.0	0.0	0.0	0.0	5.0	0.0
Vietnamese	3.3	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0	13.7	0.0	0.0	18.1	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	0.0	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	6.3	0.0	0.0	0.0	3.0	18.1	0.0	14.0	0.0	0.0	12.8	0.0	10.9	0.0	0.0	0.0	34.1
Other Southern Asian	0.9	4.4	11.5	0.0	0.0	0.0	0.0	0.0	43.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.7	0.0	0.0	0.0	5.7	8.4	0.0	6.5	0.0	0.0	4.0	0.0	11.4	0.0	0.0	4.7	32.9



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

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

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	80	30	15	35	57	18	-	18	59	42	17	3	15	6	22	21
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	26.4	29.3	23.8	25.0	28.5	33.9	-	33.9	24.0	25.1	21.4	27.0	24.4	16.8	26.4	41.5
Filipino	19.4	15.9	0.0	30.9	12.7	5.2	-	5.2	22.1	21.2	24.4	48.4	6.5	46.0	40.0	5.7
Indian	17.1	18.0	27.5	11.8	16.4	16.7	-	16.7	18.2	18.0	18.6	0.0	13.8	0.0	4.9	5.1
Japanese	13.7	18.0	18.8	7.9	15.7	12.6	-	12.6	14.9	15.8	12.4	0.0	17.1	18.7	4.5	29.9
Korean	8.1	9.4	11.2	5.6	9.9	10.9	-	10.9	6.3	4.7	10.2	24.6	12.8	18.5	3.8	7.8
Vietnamese	3.3	5.8	6.1	0.0	4.7	4.5	-	4.5	3.2	4.4	0.0	0.0	5.3	0.0	8.5	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
Other Southeastern Asian	6.3	0.0	6.9	11.4	5.4	0.0	-	0.0	8.6	6.8	13.1	0.0	13.0	0.0	4.6	5.4
Other Southern Asian	0.9	0.0	0.0	2.1	0.0	0.0	-	0.0	1.3	1.8	0.0	0.0	0.0	0.0	3.4	0.0
Other	4.7	3.7	5.6	5.3	6.6	16.2	-	16.2	1.5	2.1	0.0	0.0	7.2	0.0	3.9	4.6



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

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

BANNER 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	23	57	39	19	9	30	14	27	-	80	-	-	80	-	-	-	-	-	-
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-
Chinese	26.4	16.3	30.4	29.9	31.3	10.2	37.6	20.2	22.2	-	26.4	-	-	26.4	-	-	-	-	-	-
Filipino	19.4	24.8	17.3	18.0	15.7	24.6	16.3	24.9	18.4	-	19.4	-	-	19.4	-	-	-	-	-	-
Indian	17.1	23.2	14.6	13.8	16.3	37.4	13.7	14.1	15.6	-	17.1	-	-	17.1	-	-	-	-	-	-
Japanese	13.7	8.6	15.8	18.1	10.9	0.0	16.5	14.1	15.0	-	13.7	-	-	13.7	-	-	-	-	-	-
Korean	8.1	15.1	5.3	5.2	5.6	17.5	3.4	13.6	7.4	-	8.1	-	-	8.1	-	-	-	-	-	-
Vietnamese	3.3	7.6	1.6	2.4	0.0	10.4	0.0	5.8	3.5	-	3.3	-	-	3.3	-	-	-	-	-	-
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	6.3	4.4	7.1	8.0	5.0	0.0	6.8	7.2	7.4	-	6.3	-	-	6.3	-	-	-	-	-	-
Other Southern Asian	0.9	0.0	1.3	0.0	4.0	0.0	2.4	0.0	0.0	-	0.9	-	-	0.9	-	-	-	-	-	-
Other	4.7	0.0	6.6	4.5	11.1	0.0	3.2	0.0	10.6	-	4.7	-	-	4.7	-	-	-	-	-	-



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

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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	80	6	9	17	14	22	11	32	48	46	34	39	41
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	26.4	15.5	22.7	22.4	32.9	31.4	23.0	21.1	29.9	24.8	28.6	31.4	21.5
Filipino	19.4	0.0	11.8	23.0	5.6	25.8	35.0	15.6	22.0	12.5	28.9	18.2	20.6
Indian	17.1	70.5	12.3	31.4	6.9	8.4	0.0	33.8	6.0	25.5	5.6	19.1	15.1
Japanese	13.7	0.0	34.9	12.4	6.7	18.3	7.0	16.1	12.2	13.2	14.5	12.8	14.7
Korean	8.1	0.0	9.6	0.0	20.4	12.2	0.0	2.6	11.7	8.1	8.1	6.6	9.5
Vietnamese	3.3	0.0	0.0	5.4	12.2	0.0	0.0	2.9	3.6	5.8	0.0	2.4	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	0.0	0.0
Other Southeastern Asian	6.3	0.0	0.0	5.4	15.3	0.0	16.9	2.9	8.5	6.7	5.7	5.2	7.3
Other Southern Asian	0.9	0.0	8.6	0.0	0.0	0.0	0.0	2.3	0.0	1.6	0.0	1.9	0.0
Other	4.7	13.9	0.0	0.0	0.0	4.0	18.1	2.7	6.1	1.9	8.7	2.4	7.0



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

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

BANNER 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	6	20	34	20	3	9	16	12	3	11	18	9	29	42	9
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	26.4	15.5	19.4	34.6	22.9	0.0	33.2	37.6	30.4	32.7	8.7	31.9	13.1	40.4	20.0	9.7
Filipino	19.4	0.0	15.2	22.6	24.3	0.0	11.6	25.1	18.9	0.0	17.9	20.3	31.4	10.6	21.0	41.8
Indian	17.1	70.5	27.1	6.1	9.2	100.0	25.6	13.0	0.0	37.9	28.2	0.0	21.5	17.7	12.5	36.6
Japanese	13.7	0.0	25.8	5.5	19.6	0.0	11.6	0.0	34.5	0.0	36.8	10.4	0.0	18.4	13.3	0.0
Korean	8.1	0.0	4.2	16.8	0.0	0.0	9.5	11.2	0.0	0.0	0.0	21.8	0.0	2.5	13.7	0.0
Vietnamese	3.3	0.0	0.0	7.9	0.0	0.0	0.0	5.9	0.0	0.0	0.0	9.7	0.0	3.1	4.2	0.0
Pakistani	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Southeastern Asian	6.3	0.0	4.7	6.5	9.4	0.0	0.0	7.2	8.0	0.0	8.3	5.9	11.4	7.3	4.4	11.9
Other Southern Asian	0.9	0.0	3.7	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Other	4.7	13.9	0.0	0.0	14.4	0.0	0.0	0.0	8.3	29.3	0.0	0.0	22.6	0.0	9.1	0.0



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

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
REPUBLICAN	36.2	71.8	61.9	46.7	35.3	19.7	13.6	12.9	21.7	51.6	57.8	41.9	49.1	85.7	59.5	11.2	2.6	0.8	0.0	1.2
DEMOCRATIC	36.8	3.3	12.1	28.2	35.3	50.5	59.7	57.5	57.1	17.8	16.7	21.8	11.8	2.5	9.6	11.1	70.3	80.6	84.8	78.3
INDEPENDENT/OTHER	27.0	24.9	26.1	25.2	29.4	29.8	26.7	29.6	21.2	30.6	25.4	36.3	39.1	11.8	30.8	77.7	27.1	18.6	15.2	20.5
Net Diff.	-0.6	68.4	49.8	18.5	-0.0	-30.9	-46.1	-44.5	-35.5	33.8	41.1	20.2	37.3	83.3	49.9	0.1	-67.7	-79.8	-84.8	-77.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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	1721	1449	272	279	176	103
REPUBLICAN	36.2	33.3	36.8	39.1	32.9	38.5	40.1	29.9	22.2	22.8	21.1
DEMOCRATIC	36.8	42.4	37.6	33.3	37.7	37.8	37.1	41.1	30.8	33.7	25.9
INDEPENDENT/OTHER	27.0	24.3	25.6	27.7	29.4	23.8	22.8	29.0	47.0	43.4	53.0
Net Diff.	-0.6	-9.1	-0.8	5.8	-4.8	0.7	2.9	-11.2	-8.6	-10.9	-4.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 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				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714		911	897	192	786	751	256	177	206
REPUBLICAN	36.2	73.1	4.2		71.6	4.8	14.8	77.1	4.4	17.6	21.6	18.9
DEMOCRATIC	36.8	6.3	72.9		6.0	71.3	22.0	4.3	75.5	33.5	35.1	23.9
INDEPENDENT/OTHER	27.0	20.6	22.9		22.4	23.9	63.2	18.6	20.1	48.9	43.3	57.2
Net Diff.	-0.6	66.7	-68.7		65.6	-66.4	-7.2	72.8	-71.1	-15.8	-13.5	-5.0



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS		ERS/				
		RIGHT	WRONG	REPU	DEMO	UNDE	UNDE	APP	Strong	Smwht	DISAP	
		DIREC	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	540	1460	902	854	244	490	827	294	533	1173	
REPUBLICAN	36.2	11.1	45.5	76.0	1.3	11.2	19.5	6.7	5.6	7.3	57.0	
DEMOCRATIC	36.8	68.7	25.0	5.1	77.6	11.1	20.1	69.4	82.3	62.4	13.8	
INDEPENDENT/OTHER	27.0	20.2	29.5	18.9	21.1	77.7	60.4	23.8	12.1	30.3	29.2	
Net Diff.	-0.6	-57.5	20.5	70.8	-76.3	0.1	-0.6	-62.7	-76.7	-55.1	43.2	



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
REPUBLICAN	36.2	75.9	5.2	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRATIC	36.8	3.9	70.8	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	27.0	20.3	24.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-0.6	72.0	-65.5	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
REPUBLICAN	36.2	6.4	5.0	7.5	18.9	71.0	86.3	77.2	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC	36.8	78.2	82.1	75.4	33.5	9.1	5.2	7.6	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	27.0	15.4	13.0	17.2	47.6	19.8	8.5	15.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-0.6	-71.8	-77.1	-67.9	-14.6	61.9	81.2	69.6	100.0	100.0	100.0	-100.0	-100.0	-100.0	0.0	0.0	0.0



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION			
		DEMOCRATIC	REPUBLICAN	INDEPENDENT/OTHER	NET DIFF.		UPPER	MIDDLE	MIDDLE	LOWER	POOR	MAIN-STREAM	EVAN-ICAL	CATH-OLIC	NON-RELIGIOUS	
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
REPUBLICAN	36.2	1.7	16.9	81.8	30.5	33.7	40.5	32.8	37.0	38.7	34.2	33.7	44.1	48.5	42.2	19.9
DEMOCRATIC	36.8	76.5	10.9	0.9	25.9	38.4	42.6	37.8	36.7	36.4	37.3	35.4	32.6	23.6	36.2	46.1
INDEPENDENT/OTHER	27.0	21.9	72.1	17.3	43.6	27.9	16.9	29.3	26.2	24.9	28.5	30.9	23.3	28.0	21.6	33.9
Net Diff.	-0.6	-74.8	6.0	80.9	4.6	-4.7	-2.1	-5.0	0.3	2.3	-3.1	-1.7	11.4	24.9	6.1	-26.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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.			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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
REPUBLICAN	36.2	40.0	28.7	30.0	25.9	47.9	34.3	32.9	23.9	42.4	23.1	24.3	12.4	40.6	50.3	34.7	30.8	20.6	13.2	11.6
DEMOCRATIC	36.8	32.7	44.9	45.0	44.6	25.9	37.8	38.8	50.9	32.4	46.2	47.1	55.8	31.2	24.8	39.7	40.7	50.7	52.6	58.7
INDEPENDENT/OTHER	27.0	27.3	26.5	24.9	29.6	26.2	27.9	28.3	25.2	25.3	30.7	28.7	31.8	28.2	24.9	25.6	28.6	28.8	34.2	29.7
Net Diff.	-0.6	7.4	-16.2	-15.0	-18.7	22.0	-3.5	-5.9	-27.0	10.0	-23.0	-22.8	-43.5	9.4	25.5	-5.0	-9.9	-30.1	-39.4	-47.0



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

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	160	259	356	322	384	520	774	1226	1096	904	940	1060
REPUBLICAN	36.2	17.5	28.7	31.7	39.8	43.0	41.6	27.7	41.5	31.3	42.2	43.4	29.8
DEMOCRATIC	36.8	57.5	44.2	38.4	30.9	31.9	32.9	44.3	32.1	40.4	32.5	29.8	43.0
INDEPENDENT/OTHER	27.0	25.0	27.2	29.9	29.3	25.1	25.5	28.0	26.4	28.4	25.3	26.7	27.2
Net Diff.	-0.6	-40.0	-15.5	-6.7	8.9	11.1	8.6	-16.6	9.5	-9.1	9.7	13.6	-13.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
REPUBLICAN	36.2	17.6	32.6	41.1	41.4	22.4	32.1	50.5	49.2	14.8	32.9	31.0	32.9	25.8	37.9	45.9
DEMOCRATIC	36.8	53.6	40.3	31.2	32.8	53.6	42.3	23.1	22.5	53.6	39.0	39.9	44.1	47.0	35.6	26.1
INDEPENDENT/OTHER	27.0	28.8	27.1	27.7	25.8	24.1	25.6	26.4	28.3	31.5	28.1	29.1	23.0	27.2	26.5	28.1
Net Diff.	-0.6	-36.0	-7.7	9.9	8.6	-31.2	-10.2	27.4	26.7	-38.8	-6.1	-8.8	-11.2	-21.2	2.3	19.8



Table 10 Page 131
May 10-14, 2024

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

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

BANNER 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
DONALD TRUMP	41.5	86.9	70.9	50.1	39.5	27.1	13.6	16.6	21.5	58.6	65.9	48.3	53.3	91.3	66.2	26.4	5.4	2.1	4.0	1.1
JOE BIDEN	44.5	6.4	17.9	32.8	46.7	61.0	66.6	69.7	61.5	26.3	21.5	35.3	23.9	4.7	16.8	33.7	81.2	86.4	90.3	84.3
ANOTHER CANDIDATE	3.6	2.5	3.3	3.0	3.5	3.3	5.8	2.9	4.8	4.1	3.0	4.6	7.8	0.7	4.0	12.7	3.6	2.5	0.9	3.3
DIDN'T VOTE/PRESIDENT	0.9	0.0	0.4	1.4	1.0	1.2	0.4	1.7	0.8	1.2	0.7	1.6	2.6	0.6	1.6	2.2	1.2	0.1	0.0	0.2
DIDN'T VOTE 2020	9.5	4.2	7.4	12.8	9.1	7.5	13.5	9.1	11.4	9.7	8.9	10.2	12.4	2.7	11.5	25.0	8.5	8.9	4.8	11.2
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	80.5	52.9	17.3	-7.2	-33.9	-53.0	-53.0	-40.0	32.4	44.4	13.0	29.4	86.6	49.5	-7.2	-75.8	-84.4	-86.4	-83.3



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

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

BANNER 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	1721	1449	272	279	176	103
DONALD TRUMP	41.5	38.5	42.3	44.0	38.6	44.4	45.6	37.7	23.9	29.6	14.1
JOE BIDEN	44.5	49.2	46.0	40.2	46.8	46.7	47.3	43.4	31.0	34.4	25.3
ANOTHER CANDIDATE	3.6	1.6	4.3	3.3	5.0	3.1	2.9	4.1	6.9	8.3	4.5
DIDN'T VOTE/PRESIDENT	0.9	1.5	0.3	0.8	1.2	0.5	0.4	1.1	3.2	1.9	5.4
DIDN'T VOTE 2020	9.5	9.2	7.2	11.6	8.4	5.4	3.8	13.7	35.1	25.9	50.7
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	-10.7	-3.6	3.8	-8.3	-2.3	-1.7	-5.7	-7.2	-4.8	-11.2



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

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

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
DONALD TRUMP	41.5	86.1	5.3	83.7	2.8	21.8	88.1	2.4	26.8	28.1	24.5
JOE BIDEN	44.5	9.8	90.6	6.2	86.5	29.9	4.7	90.8	39.9	40.3	33.3
ANOTHER CANDIDATE	3.6	1.3	1.2	2.0	2.3	17.5	1.1	1.1	12.3	9.7	11.6
DIDN'T VOTE/PRESIDENT	0.9	0.8	0.4	0.8	0.3	4.2	0.5	0.5	1.8	2.2	2.9
DIDN'T VOTE 2020	9.5	2.0	2.5	7.3	8.1	26.6	5.7	5.2	19.2	19.7	27.8
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	76.3	-85.3	77.6	-83.7	-8.0	83.4	-88.4	-13.1	-12.2	-8.8



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

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

BANNER 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	540	1460	902	854	244	490	827	294	533	1173
DONALD TRUMP	41.5	11.3	52.7	82.0	3.0	26.4	30.7	7.0	5.4	7.8	65.8
JOE BIDEN	44.5	78.3	32.0	9.2	84.9	33.7	37.7	82.9	91.0	78.5	17.4
ANOTHER CANDIDATE	3.6	2.6	4.0	1.9	2.8	12.7	9.7	2.5	0.3	3.8	4.3
DIDN'T VOTE/PRESIDENT	0.9	0.9	0.9	1.0	0.4	2.2	2.3	0.5	0.5	0.5	1.2
DIDN'T VOTE 2020	9.5	6.9	10.5	6.0	8.8	25.0	19.5	7.1	2.7	9.5	11.2
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	-66.9	20.7	72.8	-81.9	-7.2	-7.0	-75.9	-85.6	-70.6	48.4



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

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

BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	ANOTHER	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
DONALD TRUMP	41.5	100.0	0.0	87.0	4.3	31.2	88.2	4.8	35.1	85.4	4.1	27.8			
JOE BIDEN	44.5	0.0	100.0	6.4	85.6	39.5	6.2	86.3	41.1	6.7	85.1	38.1			
ANOTHER CANDIDATE	3.6	0.0	0.0	1.3	1.5	9.6	1.9	2.1	9.6	0.5	1.1	9.6			
DIDN'T VOTE/PRESIDENT	0.9	0.0	0.0	0.3	0.5	2.1	0.0	0.8	1.4	0.8	0.4	2.8			
DIDN'T VOTE 2020	9.5	0.0	0.0	4.9	8.1	17.6	3.7	6.1	12.9	6.5	9.3	21.7			
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Net Diff.	-3.0	100.0	-100.0	80.5	-81.2	-8.4	82.0	-81.6	-6.1	78.7	-81.0	-10.4			



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

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

BANNER 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
DONALD TRUMP	41.5	8.8	8.0	9.3	27.8	76.4	88.3	81.2	76.6	74.6	90.7	1.4	7.9	12.4	18.0	23.2	66.8
JOE BIDEN	44.5	79.4	81.8	77.7	49.3	15.8	6.5	12.1	15.6	12.8	4.3	89.2	79.2	84.7	56.2	42.9	15.8
ANOTHER CANDIDATE	3.6	1.8	1.1	2.3	6.9	2.3	0.7	1.7	4.4	1.2	1.1	0.9	2.8	0.0	5.2	12.0	5.5
DIDN'T VOTE/PRESIDENT	0.9	0.3	0.3	0.3	2.0	0.5	0.0	0.3	0.0	1.1	0.2	0.0	1.6	0.0	1.8	2.5	1.1
DIDN'T VOTE 2020	9.5	9.7	8.9	10.4	14.0	5.0	4.4	4.7	3.3	10.4	3.7	8.5	8.5	2.9	18.8	19.4	10.9
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	-70.6	-73.8	-68.4	-21.5	60.5	81.8	69.1	61.0	61.8	86.5	-87.8	-71.3	-72.4	-38.3	-19.7	51.0



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

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

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB		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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
DONALD TRUMP	41.5	4.5	30.8	87.0	38.7	35.8	38.0	35.5	42.7	44.5	39.7	40.3	47.0	59.8	46.9	26.6	
JOE BIDEN	44.5	82.0	37.9	4.4	42.7	52.5	43.0	53.8	43.6	45.1	41.2	40.8	41.9	27.0	44.2	52.4	
ANOTHER CANDIDATE	3.6	2.0	13.4	2.1	5.6	2.9	0.0	3.3	3.5	3.5	3.7	4.8	3.2	4.7	1.8	5.0	
DIDN'T VOTE/PRESIDENT	0.9	1.0	1.2	0.7	1.2	1.5	5.0	1.1	0.8	0.7	0.9	0.8	0.9	1.7	0.5	0.9	
DIDN'T VOTE 2020	9.5	10.5	16.7	5.9	11.7	7.3	14.0	6.4	9.3	6.2	14.6	13.3	7.0	6.7	6.5	15.1	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-3.0	-77.6	-7.1	82.6	-4.0	-16.7	-5.0	-18.3	-0.9	-0.5	-1.5	-0.5	5.1	32.8	2.7	-25.8	



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

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

BANNER 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
DONALD TRUMP	41.5	45.7	33.3	35.4	29.2	53.6	39.9	38.5	27.7	48.4	26.8	29.0	16.5	39.0	55.9	41.2	34.1	26.1	20.3	13.2
JOE BIDEN	44.5	37.3	58.6	56.6	62.5	32.7	53.1	41.5	63.2	40.0	54.2	55.3	62.0	44.4	35.0	44.7	50.3	58.0	59.3	64.3
ANOTHER CANDIDATE	3.6	3.8	3.2	2.8	4.0	4.3	3.4	3.4	3.0	3.3	4.2	2.1	5.0	7.0	3.8	2.8	4.0	1.1	5.2	4.8
DIDN'T VOTE/PRESIDENT	0.9	1.0	0.8	1.0	0.4	0.4	1.0	1.5	0.6	1.1	0.5	0.7	0.5	0.0	0.7	1.5	0.9	0.6	0.0	0.9
DIDN'T VOTE 2020	9.5	12.2	4.2	4.3	3.9	9.0	2.6	15.2	5.5	7.2	14.3	12.9	16.0	9.6	4.6	9.8	10.7	14.1	15.2	16.8
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	8.4	-25.3	-21.2	-33.4	20.9	-13.2	-3.0	-35.5	8.4	-27.3	-26.3	-45.5	-5.4	20.9	-3.6	-16.3	-31.9	-39.0	-51.2



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

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

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
DONALD TRUMP	41.5	19.6	36.5	39.0	45.2	46.3	46.6	34.2	46.1	37.4	46.5	49.1	34.8
JOE BIDEN	44.5	42.1	46.0	43.2	43.9	42.5	47.2	43.9	44.9	43.9	45.2	39.4	49.0
ANOTHER CANDIDATE	3.6	2.7	4.0	6.6	2.4	3.3	2.6	4.9	2.8	4.2	2.9	4.0	3.3
DIDN'T VOTE/PRESIDENT	0.9	2.0	0.4	1.3	1.2	0.6	0.6	1.2	0.7	1.2	0.6	0.6	1.2
DIDN'T VOTE 2020	9.5	33.6	13.1	9.9	7.4	7.3	3.0	15.8	5.5	13.4	4.8	6.9	11.8
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	-22.4	-9.5	-4.2	1.2	3.8	-0.6	-9.7	1.3	-6.5	1.3	9.6	-14.2



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

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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
DONALD TRUMP	41.5	23.8	39.3	44.9	46.5	31.8	38.2	54.9	54.6	19.1	40.0	34.2	37.6	30.9	43.6	50.4
JOE BIDEN	44.5	43.6	44.0	44.2	45.5	46.2	44.6	36.3	37.5	42.1	43.6	52.7	54.2	52.6	44.9	32.8
ANOTHER CANDIDATE	3.6	3.6	5.3	2.4	3.3	2.9	5.8	2.7	4.2	3.9	4.9	2.2	2.3	4.3	3.3	3.5
DIDN'T VOTE/PRESIDENT	0.9	1.7	0.7	1.4	0.4	0.0	0.7	1.5	0.0	2.7	0.7	1.2	0.9	0.6	0.8	1.5
DIDN'T VOTE 2020	9.5	27.3	10.7	7.1	4.3	19.0	10.7	4.6	3.6	32.1	10.8	9.8	5.0	11.5	7.4	11.8
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.0	-19.8	-4.6	0.8	1.1	-14.4	-6.4	18.7	17.2	-23.0	-3.5	-18.4	-16.5	-21.6	-1.3	17.7



Table 11 Page 141
May 10-14, 2024

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 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
DONALD TRUMP	41.8	84.6	70.2	48.8	41.7	24.7	18.5	18.1	22.1	57.7	64.6	47.9	52.4	88.4	62.6	27.4	10.8	5.2	5.3	5.2
HILLARY CLINTON	35.7	4.9	12.3	26.7	38.1	50.6	52.4	56.2	49.4	20.7	16.6	26.9	22.8	3.7	11.5	26.4	66.3	70.2	78.8	65.6
ANOTHER CANDIDATE	5.6	3.5	6.6	4.9	5.5	5.2	6.3	6.6	6.6	5.8	5.2	6.5	6.7	1.4	6.3	14.8	6.4	5.2	2.9	6.4
DIDN'T VOTE/PRESIDENT	1.2	0.0	1.6	1.1	0.5	2.1	1.6	1.4	0.9	1.0	1.0	1.1	0.8	0.9	1.4	1.0	0.7	1.5	1.4	1.6
DIDN'T VOTE 2016	15.7	7.1	9.3	18.4	14.1	17.4	21.2	17.6	21.0	14.7	12.6	17.4	17.3	5.5	18.1	30.1	15.8	17.8	11.6	21.2
DON'T KNOW	*	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Net Diff.	6.1	79.7	57.9	22.1	3.6	-25.9	-33.8	-38.1	-27.3	37.0	48.0	21.0	29.6	84.7	51.1	1.1	-55.6	-65.0	-73.4	-60.5



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 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	1721	1449	272	279	176	103
DONALD TRUMP	41.8	39.8	44.9	43.5	37.3	44.5	46.0	36.8	25.0	29.1	18.0
HILLARY CLINTON	35.7	37.0	36.2	34.2	36.9	37.4	38.7	30.3	25.4	28.9	19.6
ANOTHER CANDIDATE	5.6	3.5	6.2	5.1	7.7	5.7	5.9	4.8	4.9	6.7	1.8
DIDN'T VOTE/PRESIDENT	1.2	2.2	1.2	0.8	1.0	0.8	0.7	1.3	3.3	4.2	1.9
DIDN'T VOTE 2016	15.7	17.5	11.5	16.3	17.2	11.5	8.7	26.8	41.1	31.2	58.0
DON'T KNOW	*	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.7
Net Diff.	6.1	2.8	8.7	9.4	0.4	7.2	7.3	6.4	-0.4	0.3	-1.6



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

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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
DONALD TRUMP	41.8	100.0	0.0	79.8	7.7	21.1	83.1	8.5	27.9	30.5	23.0
HILLARY CLINTON	35.7	0.0	100.0	5.4	69.1	23.3	3.8	73.1	31.0	35.0	26.9
ANOTHER CANDIDATE	5.6	0.0	0.0	2.4	6.2	18.1	2.1	4.9	14.4	10.3	10.7
DIDN'T VOTE/PRESIDENT	1.2	0.0	0.0	0.8	1.1	3.0	0.8	0.9	2.2	2.6	2.2
DIDN'T VOTE 2016	15.7	0.0	0.0	11.5	15.9	34.1	10.2	12.6	24.5	21.6	36.9
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4
Net Diff.	6.1	100.0	-100.0	74.4	-61.4	-2.1	79.3	-64.6	-3.1	-4.4	-4.0



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 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	540	1460	902	854	244	490	827	294	533	1173
DONALD TRUMP	41.8	15.9	51.4	78.8	6.8	27.4	29.6	11.1	12.5	10.4	63.4
HILLARY CLINTON	35.7	66.0	24.5	6.6	69.1	26.4	30.0	68.5	78.5	63.0	12.6
ANOTHER CANDIDATE	5.6	5.0	5.9	3.2	5.5	14.8	11.3	5.1	2.7	6.4	6.0
DIDN'T VOTE/PRESIDENT	1.2	1.5	1.0	1.1	1.3	1.0	1.7	1.2	0.7	1.5	1.1
DIDN'T VOTE 2016	15.7	11.5	17.2	10.2	17.3	30.1	27.2	14.1	5.7	18.7	16.8
DON'T KNOW	*	0.0	0.1	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.1
Net Diff.	6.1	-50.1	26.9	72.2	-62.3	1.1	-0.5	-57.4	-66.0	-52.6	50.9



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			PARTY			MEN			WOMEN		
	2020 BALLOT			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
DONALD TRUMP	41.8	86.8	9.2	84.4	7.2	31.9	86.9	10.6	36.5	81.3	5.2	27.9
HILLARY CLINTON	35.7	4.6	72.7	4.2	70.7	30.3	3.5	69.6	28.9	5.0	71.4	31.5
ANOTHER CANDIDATE	5.6	1.9	5.8	1.5	3.9	13.4	1.7	5.4	15.5	1.3	3.0	11.6
DIDN'T VOTE/PRESIDENT	1.2	0.9	1.0	1.2	0.9	1.4	0.9	1.4	1.7	1.6	0.6	1.2
DIDN'T VOTE 2016	15.7	5.9	11.3	8.7	17.2	22.8	7.0	13.0	17.1	10.8	19.8	27.8
DON'T KNOW	*	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
Net Diff.	6.1	82.2	-63.4	80.3	-63.5	1.6	83.4	-59.1	7.5	76.2	-66.2	-3.5



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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
DONALD TRUMP	41.8	12.2	13.3	11.4	29.6	72.3	85.4	77.6	78.5	72.1	87.9	5.7	9.1	11.1	17.7	27.1	58.4
HILLARY CLINTON	35.7	64.3	63.6	64.8	41.3	9.2	4.9	7.5	16.0	10.6	1.8	71.5	69.2	70.8	47.7	33.9	5.0
ANOTHER CANDIDATE	5.6	5.2	4.7	5.6	8.6	4.7	0.3	2.9	0.0	3.6	1.1	4.5	3.4	1.4	10.9	14.2	12.9
DIDN'T VOTE/PRESIDENT	1.2	0.9	0.9	0.9	0.8	1.9	1.5	1.7	2.1	0.7	1.3	0.9	0.7	1.8	0.0	1.0	4.0
DIDN'T VOTE 2016	15.7	17.4	17.6	17.3	19.6	11.8	7.9	10.3	3.3	13.1	7.9	17.3	17.6	14.9	23.7	23.6	19.7
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	0.2	0.0
Net Diff.	6.1	-52.1	-50.3	-53.4	-11.8	63.1	80.6	70.1	62.5	61.5	86.1	-65.8	-60.2	-59.7	-30.0	-6.8	53.4



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

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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
DONALD TRUMP	41.8	7.8	36.5	82.0	39.8	37.7	54.3	35.5	42.5	45.3	37.6	42.4	48.1	58.3	47.5	26.0
HILLARY CLINTON	35.7	68.1	21.3	4.1	33.2	38.2	28.2	39.5	36.1	37.5	33.7	30.2	34.4	25.3	34.1	42.4
ANOTHER CANDIDATE	5.6	5.0	15.2	3.0	8.3	7.5	0.0	8.5	5.0	4.3	6.2	7.6	5.3	2.1	3.8	7.8
DIDN'T VOTE/PRESIDENT	1.2	1.1	1.4	1.2	1.4	1.9	0.0	2.2	1.1	1.0	1.5	0.4	0.4	2.1	1.5	1.1
DIDN'T VOTE 2016	15.7	17.9	25.4	9.7	17.2	14.7	17.4	14.4	15.2	11.9	20.9	19.4	11.7	12.2	13.1	22.7
DON'T KNOW	*	0.0	0.3	0.0	0.1	0.0	0.0	0.0	*	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Net Diff.	6.1	-60.3	15.2	78.0	6.6	-0.5	26.1	-4.0	6.4	7.8	3.9	12.2	13.8	33.1	13.4	-16.4



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

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

BANNER 8

TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK				
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
DONALD TRUMP	41.8	45.7	34.3	37.1	28.8	55.5	40.7	36.7	28.9	48.9	26.9	27.8	17.8	38.8	57.8	40.3	33.7	24.5	24.6	11.9
HILLARY CLINTON	35.7	29.7	47.4	43.1	56.0	23.3	43.6	35.6	50.6	32.1	43.3	46.4	49.4	32.1	26.5	37.6	42.6	48.6	41.4	56.3
ANOTHER CANDIDATE	5.6	5.6	5.7	4.5	8.1	6.0	7.6	5.2	4.1	5.7	5.4	3.9	5.3	7.0	6.9	4.6	5.2	3.2	6.4	4.4
DIDN'T VOTE/PRESIDENT	1.2	1.2	1.2	1.5	0.5	1.1	1.5	1.2	0.8	0.9	1.7	2.2	1.6	1.3	0.9	0.9	1.9	2.4	2.6	0.7
DIDN'T VOTE 2016	15.7	17.8	11.4	13.8	6.6	14.0	6.5	21.3	15.5	12.4	22.6	19.6	25.9	20.8	8.0	16.6	16.6	21.3	25.0	26.7
DON'T KNOW	*	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	0.0	0.0	0.0	0.0
Net Diff.	6.1	15.9	-13.1	-6.1	-27.2	32.2	-2.9	1.2	-21.7	16.8	-16.5	-18.6	-31.6	6.7	31.3	2.7	-8.9	-24.1	-16.9	-44.3



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

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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
DONALD TRUMP	41.8	16.9	37.3	39.4	44.4	46.2	48.6	34.1	46.7	37.1	47.5	50.6	34.0
HILLARY CLINTON	35.7	15.5	31.7	38.2	38.2	37.0	39.7	31.4	38.4	33.4	38.5	30.0	40.7
ANOTHER CANDIDATE	5.6	2.4	5.0	9.9	4.1	5.8	4.8	6.7	4.9	5.9	5.2	6.5	4.8
DIDN'T VOTE/PRESIDENT	1.2	1.5	2.0	1.0	1.8	1.0	0.4	1.5	1.0	1.6	0.7	1.3	1.1
DIDN'T VOTE 2016	15.7	63.7	23.6	11.4	11.5	10.0	6.5	26.3	8.9	22.0	8.0	11.5	19.3
DON'T KNOW	*	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0
Net Diff.	6.1	1.3	5.6	1.3	6.1	9.2	8.9	2.7	8.3	3.7	9.0	20.6	-6.7



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 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
DONALD TRUMP	41.8	20.1	41.3	44.0	48.0	31.7	42.2	53.4	57.5	13.4	40.7	33.9	37.6	32.7	43.9	48.9
HILLARY CLINTON	35.7	19.3	37.1	37.6	38.9	18.7	34.2	30.1	30.5	19.7	39.0	45.7	48.1	41.4	35.6	28.2
ANOTHER CANDIDATE	5.6	3.5	8.0	4.9	5.2	5.7	9.7	5.0	6.2	2.2	7.0	4.8	4.1	7.0	5.3	4.4
DIDN'T VOTE/PRESIDENT	1.2	2.7	0.6	1.9	0.5	2.7	0.5	2.6	0.3	2.8	0.6	1.2	0.6	1.0	1.3	1.0
DIDN'T VOTE 2016	15.7	54.0	13.0	11.5	7.5	40.4	13.4	8.9	5.5	61.8	12.7	14.3	9.6	17.6	13.8	17.5
DON'T KNOW	*	0.3	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Net Diff.	6.1	0.8	4.2	6.4	9.1	13.0	8.1	23.3	27.1	-6.3	1.6	-11.7	-10.5	-8.7	8.3	20.7



Table 12 Page 151
May 10-14, 2024

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

12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
RIGHT DIRECTION	27.0	3.4	8.1	22.2	28.3	36.1	38.1	42.1	43.3	15.9	12.9	19.3	20.5	6.5	12.8	14.0	43.5	52.5	58.0	49.6
WRONG TRACK	73.0	96.6	91.9	77.8	71.7	63.9	61.9	57.9	56.7	84.1	87.1	80.7	79.5	93.5	87.2	86.0	56.5	47.5	42.0	50.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	-93.2	-83.7	-55.6	-43.4	-27.7	-23.8	-15.7	-13.3	-68.2	-74.3	-61.3	-59.0	-87.1	-74.3	-72.0	-13.0	5.1	16.1	-0.8



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 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
RIGHT DIRECTION	27.0	27.1	28.8	24.9	28.8	27.4	27.4	27.3	24.4	26.8	20.3
WRONG TRACK	73.0	72.9	71.2	75.1	71.2	72.6	72.6	72.7	75.6	73.2	79.7
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	-45.8	-42.4	-50.1	-42.5	-45.1	-45.1	-45.3	-51.2	-46.4	-59.3



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 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
RIGHT DIRECTION	27.0	10.3	49.9	7.7	49.2	14.8	7.0	56.4	12.8	10.5	13.8	
WRONG TRACK	73.0	89.7	50.1	92.3	50.8	85.2	93.0	43.6	87.2	89.5	86.2	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-46.0	-79.4	-0.1	-84.6	-1.6	-70.4	-86.0	12.8	-74.4	-78.9	-72.4	



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 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	540	1460	902	854	244	490	827	294	533	1173
RIGHT DIRECTION	27.0	100.0	0.0	8.8	49.9	14.0	18.5	59.1	83.1	45.9	4.4
WRONG TRACK	73.0	0.0	100.0	91.2	50.1	86.0	81.5	40.9	16.9	54.1	95.6
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	100.0	-100.0	-82.3	-0.2	-72.0	-63.0	18.2	66.1	-8.2	-91.2



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 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	830	890	724	736	540	408	280	251	316	456	289
RIGHT DIRECTION	27.0	7.4	47.5	8.3	50.4	20.2	7.2	61.3	24.3	9.7	43.7	16.6
WRONG TRACK	73.0	92.6	52.5	91.7	49.6	79.8	92.8	38.7	75.7	90.3	56.3	83.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	-85.2	-5.0	-83.4	0.8	-59.6	-85.6	22.6	-51.4	-80.5	-12.7	-66.8



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 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
RIGHT DIRECTION	27.0	51.2	55.1	48.3	26.5	8.8	8.1	8.5	40.7	12.6	5.1	56.0	42.9	38.0	30.7	20.4	11.1
WRONG TRACK	73.0	48.8	44.9	51.7	73.5	91.2	91.9	91.5	59.3	87.4	94.9	44.0	57.1	62.0	69.3	79.6	88.9
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	2.3	10.3	-3.5	-47.0	-82.4	-83.8	-82.9	-18.5	-74.7	-89.7	12.1	-14.2	-23.9	-38.7	-59.1	-77.8



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				
		DEMO-CRAT	TCKT-SPLTR	REPUB-LICAN	SWING-VOTER	VB-COMBO	WLTHY-UPPER	Weal-thy	Upper-Middle	MIDDLE-LOWER	Middle-Class	Lower-Middle	POOR	MAIN-STREAM	EVAN-GEL	CATH-OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
RIGHT DIRECTION	27.0	46.6	21.6	6.7	23.2	39.9	58.7	37.3	25.8	28.2	21.8	19.6	24.5	20.4	26.6	29.6
WRONG TRACK	73.0	53.4	78.4	93.3	76.8	60.1	41.3	62.7	74.2	71.8	78.2	80.4	75.5	79.6	73.4	70.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	-6.8	-56.9	-86.5	-53.6	-20.3	17.5	-25.4	-48.4	-43.6	-56.5	-60.9	-51.0	-59.2	-46.8	-40.7



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	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140			
RIGHT DIRECTION	27.0	23.1	34.7	33.5	37.3	23.6	36.8	22.6	33.0	24.6	32.2	32.8	38.1	21.3	25.1	24.0	33.9	32.1	42.1	34.6			
WRONG TRACK	73.0	76.9	65.3	66.5	62.7	76.4	63.2	77.4	67.0	75.4	67.8	67.2	61.9	78.7	74.9	76.0	66.1	67.9	57.9	65.4			
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Net Diff.	-46.0	-53.9	-30.5	-33.0	-25.4	-52.9	-26.4	-54.8	-34.0	-50.9	-35.6	-34.5	-23.8	-57.5	-49.8	-52.0	-32.3	-35.7	-15.7	-30.8			



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 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
RIGHT DIRECTION	27.0	24.7	28.7	28.7	25.1	24.2	29.0	27.8	26.5	27.0	27.0	27.9	26.2
WRONG TRACK	73.0	75.3	71.3	71.3	74.9	75.8	71.0	72.2	73.5	73.0	73.0	72.1	73.8
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	-50.7	-42.6	-42.7	-49.8	-51.5	-42.0	-44.3	-47.1	-45.9	-46.1	-44.1	-47.6



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 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
RIGHT DIRECTION	27.0	27.2	28.0	24.7	28.0	41.6	38.7	22.0	23.4	18.9	21.0	27.6	33.1	34.6	26.4	18.4
WRONG TRACK	73.0	72.8	72.0	75.3	72.0	58.4	61.3	78.0	76.6	81.1	79.0	72.4	66.9	65.4	73.6	81.6
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-46.0	-45.6	-43.9	-50.6	-44.0	-16.8	-22.5	-56.0	-53.3	-62.3	-57.9	-44.9	-33.9	-30.8	-47.2	-63.2



Table 13 Page 161
May 10-14, 2024

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

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
APPROVE	41.3	2.9	16.5	35.7	38.7	56.3	59.5	69.0	60.7	23.8	21.4	26.5	27.5	5.6	12.7	26.2	78.0	81.8	88.7	78.1
Strongly	14.7	0.5	6.4	12.9	15.5	17.7	16.8	23.6	28.3	5.8	7.7	3.2	4.0	2.9	1.6	1.4	22.5	35.1	44.8	30.0
Somewhat	26.6	2.4	10.1	22.8	23.2	38.7	42.7	45.5	32.4	17.9	13.6	23.3	23.4	2.7	11.1	24.8	55.4	46.6	43.9	48.1
DISAPPROVE	58.7	97.1	83.5	64.3	61.3	43.7	40.5	31.0	39.3	76.2	78.6	73.5	72.5	94.4	87.3	73.8	22.0	18.2	11.3	21.9
Somewhat	19.3	5.9	12.3	17.6	26.5	24.0	24.9	15.5	19.9	21.4	13.1	32.4	29.9	9.4	32.3	38.3	17.2	14.4	10.5	16.5
Strongly	39.4	91.2	71.2	46.7	34.8	19.7	15.5	15.5	19.5	54.9	65.6	41.2	42.7	85.0	55.0	35.6	4.9	3.8	0.8	5.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.3	-94.2	-67.0	-28.6	-22.6	12.6	19.1	38.0	21.4	-52.5	-57.3	-47.1	-45.1	-88.8	-74.7	-47.7	55.9	63.5	77.3	56.1
Mean	2.17	1.12	1.52	2.02	2.19	2.54	2.61	2.77	2.70	1.75	1.64	1.88	1.89	1.24	1.59	1.92	2.96	3.13	3.33	3.03



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

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	1721	1449	272	279	176	103
APPROVE	41.3	40.1	40.7	39.4	46.4	42.4	42.8	39.8	35.0	38.2	29.5
Strongly	14.7	18.3	14.1	12.3	16.6	16.1	17.6	7.9	6.0	7.4	3.6
Somewhat	26.6	21.8	26.6	27.1	29.8	26.3	25.2	31.9	29.0	30.8	25.9
DISAPPROVE	58.7	59.9	59.3	60.6	53.6	57.6	57.2	60.2	65.0	61.8	70.5
Somewhat	19.3	21.1	18.5	20.3	16.8	16.7	14.4	28.9	35.3	34.7	36.2
Strongly	39.4	38.8	40.8	40.4	36.7	41.0	42.8	31.3	29.8	27.1	34.3
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
Net Diff.	-17.3	-19.7	-18.6	-21.2	-7.2	-15.3	-14.3	-20.4	-30.1	-23.7	-41.0
Mean	2.17	2.20	2.14	2.11	2.26	2.18	2.18	2.16	2.11	2.18	1.99



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

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				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714		911	897	192	786	751	256	177	206
APPROVE	41.3	11.0	79.3		6.6	81.4	18.8	4.8	88.2	28.9	28.5	25.3
Strongly	14.7	4.4	32.3		2.5	29.8	1.7	1.8	36.0	2.8	2.9	1.0
Somewhat	26.6	6.6	47.0		4.1	51.6	17.1	3.0	52.3	26.1	25.6	24.3
DISAPPROVE	58.7	89.0	20.7		93.4	18.6	81.2	95.2	11.8	71.1	71.5	74.7
Somewhat	19.3	17.1	15.3		16.8	16.2	45.3	14.7	10.3	40.5	41.8	43.1
Strongly	39.4	71.9	5.4		76.6	2.4	35.9	80.5	1.4	30.6	29.7	31.7
DON'T KNOW	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.3	-78.0	58.7		-86.8	62.8	-62.4	-90.4	76.5	-42.2	-43.0	-49.5
Mean	2.17	1.43	3.06		1.33	3.09	1.85	1.26	3.23	2.01	2.02	1.95



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

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

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
APPROVE	41.3	90.5	23.1	8.2	80.7	26.2	30.1	100.0	100.0	100.0	0.0
Strongly	14.7	45.2	3.4	2.4	31.5	1.4	4.9	35.5	100.0	0.0	0.0
Somewhat	26.6	45.3	19.7	5.8	49.2	24.8	25.2	64.5	0.0	100.0	0.0
DISAPPROVE	58.7	9.5	76.9	91.8	19.3	73.8	69.9	0.0	0.0	0.0	100.0
Somewhat	19.3	6.8	23.9	18.0	15.2	38.3	36.9	0.0	0.0	0.0	32.9
Strongly	39.4	2.7	53.0	73.8	4.1	35.6	33.0	0.0	0.0	0.0	67.1
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
Net Diff.	-17.3	81.0	-53.7	-83.5	61.3	-47.7	-39.8	100.0	100.0	100.0	-100.0
Mean	2.17	3.33	1.74	1.37	3.08	1.92	2.02	3.36	4.00	3.00	1.33



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

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	830	890	724	736	540	408	280	251	316	456	289		
APPROVE	41.3	6.9	77.0	7.7	78.0	36.5	7.0	82.2	33.2	8.5	75.4	39.4		
Strongly	14.7	1.9	30.0	2.3	32.8	6.6	2.4	38.2	7.5	2.1	29.6	5.9		
Somewhat	26.6	5.0	47.0	5.4	45.2	29.9	4.6	44.0	25.8	6.3	45.9	33.5		
DISAPPROVE	58.7	93.1	23.0	92.3	22.0	63.5	93.0	17.8	66.8	91.5	24.6	60.6		
Somewhat	19.3	17.5	16.6	17.1	16.1	26.4	15.6	12.6	25.7	19.1	18.3	27.1		
Strongly	39.4	75.6	6.4	75.2	5.9	37.1	77.3	5.2	41.1	72.5	6.3	33.5		
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Net Diff.	-17.3	-86.1	54.0	-84.7	56.0	-27.0	-86.0	64.3	-33.6	-83.1	50.9	-21.2		
Mean	2.17	1.33	3.01	1.35	3.05	2.06	1.32	3.15	2.00	1.38	2.99	2.12		



Table 13 Page 166
May 10-14, 2024

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

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
APPROVE	41.3	76.8	80.5	74.1	44.1	12.2	8.1	10.6	40.7	12.0	4.4	83.6	70.4	66.4	57.4	38.4	14.1
Strongly	14.7	32.4	42.3	25.2	11.9	2.7	5.1	3.7	16.9	3.5	1.0	37.7	24.4	30.8	11.4	6.3	3.6
Somewhat	26.6	44.5	38.2	49.0	32.3	9.5	3.1	6.9	23.8	8.5	3.4	45.9	46.0	35.7	46.0	32.0	10.5
DISAPPROVE	58.7	23.2	19.5	25.9	55.9	87.8	91.9	89.4	59.3	88.0	95.6	16.4	29.6	33.6	42.6	61.6	85.9
Somewhat	19.3	14.0	10.4	16.6	26.6	21.9	7.2	16.0	20.2	26.9	14.5	12.0	21.2	26.9	21.8	30.2	18.2
Strongly	39.4	9.2	9.1	9.2	29.3	65.9	84.6	73.4	39.1	61.1	81.1	4.4	8.3	6.7	20.8	31.4	67.7
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.3	53.6	61.0	48.3	-11.7	-75.6	-83.7	-78.8	-18.6	-76.0	-91.2	67.2	40.9	32.9	14.8	-23.3	-71.8
Mean	2.17	3.00	3.14	2.90	2.27	1.49	1.29	1.41	2.18	1.54	1.24	3.17	2.87	2.91	2.48	2.13	1.50



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

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

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
APPROVE	41.3	75.1	31.2	6.7	37.1	48.3	63.8	46.2	40.6	42.0	38.3	37.9	38.0	28.7	37.7	49.7
Strongly	14.7	29.5	4.0	1.7	8.6	18.9	46.0	15.2	14.0	16.1	10.3	14.5	13.4	12.0	14.6	14.9
Somewhat	26.6	45.7	27.2	5.0	28.6	29.4	17.8	31.0	26.6	25.9	28.0	23.4	24.6	16.7	23.1	34.8
DISAPPROVE	58.7	24.9	68.8	93.3	62.9	51.7	36.2	53.8	59.4	58.0	61.7	62.1	62.0	71.3	62.3	50.3
Somewhat	19.3	17.2	33.8	16.6	26.5	20.3	17.3	20.7	18.4	16.9	21.0	23.9	18.5	19.1	18.8	19.8
Strongly	39.4	7.7	35.0	76.7	36.3	31.5	18.9	33.1	41.0	41.2	40.8	38.2	43.5	52.1	43.5	30.5
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.3	50.3	-37.6	-86.6	-25.7	-3.5	27.6	-7.6	-18.8	-16.0	-23.5	-24.2	-24.0	-42.5	-24.5	-0.6
Mean	2.17	2.97	2.00	1.32	2.09	2.36	2.91	2.28	2.14	2.17	2.08	2.14	2.08	1.89	2.09	2.34



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

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
APPROVE	41.3	35.6	52.6	50.2	57.4	31.3	47.0	39.5	57.4	37.9	48.6	51.4	56.0	33.9	32.8	42.8	46.4	54.3	55.7	56.2
Strongly	14.7	12.1	19.8	19.1	21.2	11.0	21.4	13.0	18.5	13.3	17.7	17.9	23.0	7.3	12.4	14.2	17.3	18.2	27.3	19.3
Somewhat	26.6	23.5	32.8	31.1	36.2	20.3	25.6	26.5	38.8	24.6	31.0	33.6	33.0	26.6	20.4	28.6	29.1	36.1	28.4	36.9
DISAPPROVE	58.7	64.4	47.4	49.8	42.6	68.7	53.0	60.5	42.6	62.1	51.4	48.6	44.0	66.1	67.2	57.2	53.6	45.7	44.3	43.8
Somewhat	19.3	20.0	17.9	18.3	17.1	16.8	18.7	22.9	17.2	17.3	23.5	20.0	24.6	26.3	15.7	18.8	15.6	22.6	22.5	26.4
Strongly	39.4	44.4	29.5	31.5	25.4	51.9	34.3	37.6	25.4	44.8	27.8	28.5	19.5	39.8	51.5	38.3	38.1	23.2	21.9	17.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.3	-28.8	5.2	0.4	14.9	-37.5	-6.1	-21.0	14.7	-24.2	-2.7	2.9	11.9	-32.2	-34.4	-14.4	-7.3	8.6	11.3	12.4
Mean	2.17	2.03	2.43	2.38	2.53	1.90	2.34	2.15	2.51	2.06	2.38	2.41	2.59	2.01	1.94	2.19	2.26	2.49	2.61	2.58



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

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	160	259	356	322	384	520	774	1226	1096	904	940	1060
APPROVE	41.3	47.2	41.9	39.8	37.8	40.8	42.9	42.0	40.9	40.8	42.0	36.4	45.7
Strongly	14.7	12.1	14.0	12.3	11.6	15.7	18.6	12.9	15.8	12.5	17.4	14.4	14.9
Somewhat	26.6	35.0	27.9	27.4	26.2	25.1	24.3	29.2	25.0	28.3	24.7	22.0	30.7
DISAPPROVE	58.7	52.8	58.1	60.2	62.2	59.2	57.1	58.0	59.1	59.2	58.0	63.6	54.3
Somewhat	19.3	26.3	24.9	23.0	21.7	17.9	11.2	24.3	16.1	23.6	14.1	17.4	20.9
Strongly	39.4	26.5	33.1	37.2	40.5	41.3	45.9	33.6	43.0	35.7	43.9	46.1	33.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.3	-5.6	-16.1	-20.4	-24.5	-18.4	-14.2	-15.9	-18.2	-18.4	-16.0	-27.1	-8.7
Mean	2.17	2.33	2.23	2.15	2.09	2.15	2.16	2.21	2.14	2.18	2.15	2.05	2.27



Table 13 Page 170
May 10-14, 2024

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

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
APPROVE	41.3	48.7	39.4	37.9	42.8	51.3	46.4	30.3	32.2	47.1	34.9	46.0	54.4	51.3	40.1	31.0
Strongly	14.7	14.3	12.1	13.0	17.9	27.0	15.4	11.2	13.3	6.9	9.9	15.0	23.1	21.0	12.6	11.4
Somewhat	26.6	34.4	27.3	24.9	24.8	24.3	30.9	19.2	18.9	40.2	25.0	31.1	31.3	30.4	27.5	19.6
DISAPPROVE	58.7	51.3	60.6	62.1	57.2	48.7	53.6	69.7	67.8	52.9	65.1	54.0	45.6	48.7	59.9	69.0
Somewhat	19.3	24.1	24.0	21.9	12.3	19.2	22.0	19.0	13.4	27.0	25.4	25.0	11.0	19.5	18.6	20.7
Strongly	39.4	27.2	36.5	40.2	45.0	29.5	31.6	50.7	54.5	25.9	39.7	29.0	34.6	29.2	41.3	48.3
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.3	-2.7	-21.1	-24.2	-14.5	2.6	-7.2	-39.3	-35.7	-5.8	-30.2	-7.9	8.7	2.7	-19.8	-37.9
Mean	2.17	2.36	2.15	2.11	2.16	2.49	2.30	1.91	1.91	2.28	2.05	2.32	2.43	2.43	2.11	1.94



Table 14 Page 171
May 10-14, 2024

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
REPUBLICAN CANDIDATE	45.1	90.3	75.8	57.2	45.1	26.1	18.9	16.2	22.0	64.7	71.4	54.1	62.7	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	28.3	76.0	55.8	34.2	21.7	11.4	8.4	9.6	11.5	40.6	51.4	25.3	32.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	10.1	8.8	13.1	14.9	13.5	6.6	8.0	3.1	5.6	14.5	12.9	15.4	19.2	0.0	60.0	0.0	0.0	0.0	0.0	0.0
Lean	6.7	5.5	6.9	8.2	9.9	8.1	2.4	3.5	4.9	9.7	7.1	13.4	11.5	0.0	40.0	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	42.7	3.3	13.8	29.3	40.8	58.6	70.5	72.6	65.9	17.8	17.8	24.4	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	28.3	2.2	11.4	17.3	25.7	36.9	43.5	52.7	50.6	6.5	11.8	0.0	0.0	0.0	0.0	0.0	36.7	78.5	95.9	69.2
Probably	8.8	0.5	1.2	6.7	8.6	13.8	19.5	12.8	7.0	6.4	3.3	14.0	0.0	0.0	0.0	0.0	35.9	14.4	4.1	19.9
Lean	5.6	0.6	1.2	5.2	6.5	7.8	7.5	7.1	8.4	4.9	2.7	10.4	0.0	0.0	0.0	0.0	27.4	7.1	0.0	10.9
UNDECIDED	12.2	6.5	10.4	13.5	14.1	15.4	10.6	11.2	12.1	17.5	10.8	21.5	37.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	2.4	87.0	62.0	27.9	4.2	-32.5	-51.7	-56.4	-44.0	47.0	53.6	29.7	62.7	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.04	6.43	5.63	4.70	4.01	3.09	2.67	2.48	2.76	5.23	5.42	4.82	5.46	7.00	5.60	4.00	1.91	1.29	1.04	1.42



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 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	1721	1449	272	279	176	103
REPUBLICAN CANDIDATE	45.1	42.8	44.7	48.7	41.0	47.5	48.8	40.9	30.2	32.2	26.7
Definitely	28.3	25.6	28.0	30.6	26.6	31.6	35.1	13.0	7.8	6.6	10.0
Probably	10.1	9.7	10.9	10.4	9.1	9.9	8.7	16.3	11.3	12.9	8.6
Lean	6.7	7.5	5.9	7.7	5.3	6.0	5.0	11.6	11.0	12.8	8.1
DEMOCRATIC CANDIDATE	42.7	46.0	44.0	38.5	46.1	44.6	44.7	44.1	30.8	35.0	23.4
Definitely	28.3	32.5	29.4	24.5	30.7	31.1	32.7	22.6	11.4	13.5	7.8
Probably	8.8	7.8	10.2	7.8	10.0	8.4	7.2	15.2	10.9	12.9	7.6
Lean	5.6	5.7	4.4	6.2	5.4	5.1	4.9	6.3	8.4	8.6	8.0
UNDECIDED	12.2	11.2	11.3	12.8	12.9	7.8	6.5	15.1	39.0	32.7	49.8
Net Diff.	2.4	-3.2	0.7	10.2	-5.0	2.9	4.0	-3.2	-0.5	-2.8	3.3
Mean	4.04	3.85	3.99	4.25	3.86	4.05	4.10	3.79	3.93	3.83	4.09



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 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
REPUBLICAN CANDIDATE	45.1	85.0	8.4	88.6	6.2	20.6	92.2	5.7	30.4	31.8	27.3	
Definitely	28.3	59.8	3.0	59.2	1.4	7.5	65.0	1.6	9.2	8.8	9.2	
Probably	10.1	17.0	2.2	18.5	2.4	6.1	18.1	2.6	8.9	9.1	8.5	
Lean	6.7	8.2	3.2	10.9	2.4	7.0	9.2	1.5	12.3	13.9	9.6	
DEMOCRATIC CANDIDATE	42.7	7.0	82.6	4.2	87.2	17.6	2.7	90.9	41.4	41.5	21.2	
Definitely	28.3	3.9	60.4	1.6	60.5	4.8	1.1	67.5	15.3	13.8	6.0	
Probably	8.8	2.0	13.9	1.7	16.7	5.6	1.2	14.8	13.8	15.6	9.6	
Lean	5.6	1.1	8.3	0.8	10.0	7.2	0.3	8.7	12.4	12.1	5.6	
UNDECIDED	12.2	8.0	9.0	7.3	6.6	61.8	5.1	3.4	28.2	26.7	51.4	
Net Diff.	2.4	78.0	-74.2	84.4	-80.9	2.9	89.6	-85.2	-11.0	-9.6	6.1	
Mean	4.04	6.05	1.99	6.16	1.87	4.09	6.34	1.71	3.72	3.74	4.11	



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 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	540	1460	902	854	244	490	827	294	533	1173
REPUBLICAN CANDIDATE	45.1	14.8	56.3	100.0	0.0	0.0	27.5	9.0	7.4	9.8	70.6
Definitely	28.3	6.8	36.2	62.7	0.0	0.0	0.0	3.8	5.6	2.8	45.5
Probably	10.1	5.7	11.7	22.4	0.0	0.0	0.0	3.2	1.5	4.2	14.9
Lean	6.7	2.3	8.4	14.9	0.0	0.0	27.5	1.9	0.4	2.8	10.1
DEMOCRATIC CANDIDATE	42.7	78.9	29.3	0.0	100.0	0.0	22.7	83.3	91.4	78.8	14.1
Definitely	28.3	58.7	17.1	0.0	66.4	0.0	0.0	60.8	78.3	51.1	5.5
Probably	8.8	12.0	7.6	0.0	20.6	0.0	0.0	14.3	6.4	18.7	4.9
Lean	5.6	8.1	4.6	0.0	13.0	0.0	22.7	8.2	6.6	9.0	3.7
UNDECIDED	12.2	6.3	14.4	0.0	0.0	100.0	49.8	7.7	1.1	11.3	15.4
Net Diff.	2.4	-64.1	27.0	100.0	-100.0	0.0	4.8	-74.3	-84.0	-69.0	56.5
Mean	4.04	2.26	4.69	6.48	1.47	4.00	4.05	2.01	1.66	2.20	5.47



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 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	830	890	724	736	540	408	280	251	316	456	289	
REPUBLICAN CANDIDATE	45.1	89.1	9.3	94.7	6.3	31.6	95.9	7.8	36.7	93.1	5.4	27.1	
Definitely	28.3	62.2	3.0	67.0	1.9	12.4	70.8	2.5	14.1	62.1	1.5	10.8	
Probably	10.1	17.2	3.7	18.8	2.7	8.6	18.4	4.4	9.6	19.3	1.6	7.7	
Lean	6.7	9.7	2.6	8.9	1.7	10.6	6.8	0.9	12.9	11.7	2.3	8.6	
DEMOCRATIC CANDIDATE	42.7	3.1	81.5	1.6	90.0	33.3	1.4	89.2	36.1	1.7	90.5	30.9	
Definitely	28.3	1.9	56.6	0.6	65.0	15.6	1.0	63.2	19.6	0.0	66.2	12.1	
Probably	8.8	0.6	16.0	0.5	17.0	8.7	0.0	18.5	8.7	1.2	16.2	8.7	
Lean	5.6	0.6	8.9	0.5	7.9	9.1	0.4	7.6	7.8	0.6	8.2	10.2	
UNDECIDED	12.2	7.8	9.2	3.8	3.7	35.1	2.7	3.0	27.2	5.2	4.1	41.9	
Net Diff.	2.4	86.0	-72.1	93.1	-83.7	-1.8	94.5	-81.5	0.6	91.3	-85.1	-3.8	
Mean	4.04	6.23	2.08	6.44	1.76	3.92	6.52	1.83	3.91	6.34	1.71	3.93	



Table 14 Page 176
May 10-14, 2024

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 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
REPUBLICAN CANDIDATE	45.1	11.0	10.8	11.2	31.0	82.6	91.8	86.3	86.9	86.8	97.1	3.0	9.4	19.6	20.4	23.9	64.5
Definitely	28.3	5.4	6.2	4.8	13.3	47.5	82.4	61.5	48.5	48.4	72.8	1.2	2.0	6.9	8.5	7.4	31.1
Probably	10.1	3.2	3.5	2.9	8.8	23.6	6.7	16.9	23.7	23.9	17.2	0.8	4.2	10.8	6.5	6.0	18.4
Lean	6.7	2.5	1.2	3.5	8.8	11.5	2.7	8.0	14.7	14.4	7.2	0.9	3.2	1.9	5.5	10.5	15.0
DEMOCRATIC CANDIDATE	42.7	84.2	86.8	82.4	44.9	9.5	5.1	7.8	7.6	2.6	0.9	96.1	82.2	75.6	55.8	35.4	8.9
Definitely	28.3	61.7	69.9	55.8	25.6	4.9	4.8	4.9	0.0	2.0	0.2	73.0	53.6	51.4	29.9	15.3	5.3
Probably	8.8	14.3	6.1	20.2	12.0	1.9	0.3	1.3	7.6	0.0	0.2	14.9	22.2	11.3	14.3	9.5	1.7
Lean	5.6	8.2	10.8	6.4	7.3	2.7	0.0	1.6	0.0	0.6	0.5	8.3	6.3	12.8	11.7	10.7	1.8
UNDECIDED	12.2	4.7	2.3	6.5	24.2	7.9	3.1	6.0	5.5	10.6	2.0	0.9	8.5	4.9	23.8	40.6	26.6
Net Diff.	2.4	-73.2	-76.0	-71.2	-13.9	73.1	86.7	78.5	79.3	84.1	96.2	-93.2	-72.8	-56.0	-35.4	-11.5	55.6
Mean	4.04	2.03	1.94	2.10	3.58	5.80	6.48	6.07	5.92	6.01	6.58	1.49	2.06	2.54	3.14	3.69	5.24



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 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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
REPUBLICAN CANDIDATE	45.1	6.8	32.0	92.8	44.3	42.2	49.0	41.3	46.6	48.4	43.5	38.9	53.1	61.6	50.4	28.8
Definitely	28.3	2.7	10.8	63.2	17.9	28.0	37.8	26.7	29.1	30.1	27.4	23.1	34.1	40.6	33.5	15.7
Probably	10.1	2.5	9.1	19.0	14.7	8.5	7.5	8.6	10.6	11.4	9.3	8.6	11.8	14.0	10.8	6.4
Lean	6.7	1.6	12.0	10.7	11.7	5.8	3.7	6.0	6.8	6.9	6.8	7.2	7.2	7.0	6.0	6.6
DEMOCRATIC CANDIDATE	42.7	84.9	23.8	1.5	35.0	45.4	45.1	45.4	41.9	41.6	42.3	44.7	36.5	25.8	38.8	57.1
Definitely	28.3	58.2	10.8	0.7	17.7	30.6	31.7	30.4	28.0	27.9	28.1	28.2	25.8	17.4	22.8	38.6
Probably	8.8	17.2	5.6	0.4	11.3	8.2	7.5	8.3	8.8	8.7	9.0	9.4	6.5	4.5	10.4	10.9
Lean	5.6	9.6	7.5	0.3	6.0	6.6	5.8	6.7	5.1	5.1	5.2	7.0	4.2	3.9	5.6	7.5
UNDECIDED	12.2	8.2	44.2	5.7	20.8	12.4	5.9	13.2	11.5	10.0	14.2	16.4	10.4	12.6	10.9	14.2
Net Diff.	2.4	-78.1	8.1	91.4	9.3	-3.2	3.9	-4.1	4.7	6.7	1.2	-5.7	16.6	35.7	11.6	-28.3
Mean	4.04	1.96	4.12	6.35	4.13	3.92	4.16	3.89	4.09	4.14	4.00	3.83	4.39	4.92	4.34	3.21



Table 14 Page 178
May 10-14, 2024

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 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
REPUBLICAN CANDIDATE	45.1	49.0	37.6	40.5	31.7	58.1	45.0	40.6	31.3	50.6	33.5	32.0	25.4	54.0	59.8	41.7	39.7	27.7	28.1	23.1
Definitely	28.3	31.0	22.9	23.3	22.2	38.7	28.3	24.0	18.4	33.7	16.9	19.0	9.4	25.2	40.9	26.7	22.7	16.9	12.7	6.5
Probably	10.1	11.3	7.7	9.2	4.7	13.2	9.3	9.6	6.4	10.5	9.3	7.0	9.7	14.5	12.0	9.0	9.5	5.5	13.0	6.9
Lean	6.7	6.6	6.9	8.0	4.8	6.3	7.5	7.0	6.5	6.5	7.3	6.1	6.3	14.3	6.9	6.0	7.4	5.4	2.4	9.7
DEMOCRATIC CANDIDATE	42.7	37.8	52.2	50.1	56.3	32.2	46.3	42.9	57.2	38.9	50.7	52.6	58.6	37.4	32.2	45.4	48.8	54.7	57.3	59.8
Definitely	28.3	23.0	38.8	36.9	42.7	19.2	35.4	26.5	41.8	27.1	31.0	32.8	37.7	14.8	22.5	31.5	29.6	34.7	37.5	38.0
Probably	8.8	9.5	7.4	7.7	6.8	8.6	6.3	10.4	8.3	7.5	11.6	10.7	13.1	13.9	5.6	9.2	11.7	10.1	14.8	11.7
Lean	5.6	5.3	6.0	5.5	6.8	4.5	4.6	6.1	7.1	4.4	8.1	9.1	7.8	8.7	4.0	4.7	7.5	9.9	5.0	10.1
UNDECIDED	12.2	13.2	10.2	9.4	12.0	9.6	8.7	16.4	11.5	10.5	15.9	15.4	16.0	8.5	8.0	12.8	11.5	17.5	14.6	17.1
Net Diff.	2.4	11.1	-14.6	-9.6	-24.6	25.9	-1.3	-2.3	-25.8	11.7	-17.2	-20.5	-33.2	16.6	27.6	-3.7	-9.1	-27.0	-29.1	-36.8
Mean	4.04	4.29	3.54	3.65	3.32	4.70	3.87	3.92	3.26	4.28	3.52	3.48	3.07	4.38	4.71	3.87	3.75	3.33	3.20	2.95



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 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
REPUBLICAN CANDIDATE	45.1	23.9	40.0	43.8	49.0	49.8	49.2	38.4	49.3	41.5	49.5	53.8	37.4
Definitely	28.3	9.3	21.7	23.0	32.0	32.0	36.0	19.7	33.7	23.3	34.3	35.3	22.1
Probably	10.1	7.6	11.6	12.2	8.7	9.9	9.7	11.1	9.5	10.4	9.8	11.9	8.5
Lean	6.7	7.0	6.7	8.6	8.3	7.9	3.6	7.6	6.2	7.8	5.4	6.7	6.8
DEMOCRATIC CANDIDATE	42.7	62.4	44.5	42.2	39.9	37.4	41.7	47.2	39.9	45.1	39.8	36.9	47.8
Definitely	28.3	28.1	28.1	25.9	26.2	27.6	32.1	27.1	29.1	26.8	30.2	24.5	31.7
Probably	8.8	21.0	10.5	9.3	8.0	5.9	6.5	12.1	6.7	10.9	6.2	7.8	9.6
Lean	5.6	13.3	6.0	7.0	5.8	3.8	3.1	7.9	4.0	7.3	3.4	4.5	6.4
UNDECIDED	12.2	13.7	15.5	14.0	11.1	12.8	9.1	14.4	10.8	13.4	10.7	9.3	14.7
Net Diff.	2.4	-38.5	-4.5	1.6	9.0	12.5	7.6	-8.8	9.5	-3.5	9.7	16.9	-10.4
Mean	4.04	3.10	3.84	3.99	4.21	4.25	4.19	3.75	4.21	3.89	4.21	4.42	3.69



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 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
REPUBLICAN CANDIDATE	45.1	27.7	42.8	49.7	49.2	36.2	43.7	60.7	58.2	22.8	42.3	37.9	39.4	34.5	47.1	54.3
Definitely	28.3	12.4	23.5	31.3	34.9	20.0	22.2	40.0	42.3	8.0	24.3	21.9	26.8	20.5	28.9	37.2
Probably	10.1	9.5	11.3	10.0	9.5	13.2	11.0	13.7	10.6	7.4	11.5	6.2	8.2	8.6	10.9	10.0
Lean	6.7	5.8	8.1	8.4	4.8	3.0	10.5	7.1	5.2	7.5	6.5	9.8	4.4	5.4	7.3	7.1
DEMOCRATIC CANDIDATE	42.7	56.5	43.4	38.5	40.6	49.3	46.5	31.6	32.8	60.7	41.4	46.0	49.2	51.8	42.5	31.0
Definitely	28.3	27.2	27.1	26.0	31.4	26.4	28.2	20.7	25.0	27.7	26.4	31.6	38.5	35.0	28.5	19.0
Probably	8.8	18.0	9.7	7.6	5.9	17.4	11.2	6.8	4.5	18.3	8.7	8.5	7.4	9.9	8.4	8.1
Lean	5.6	11.3	6.6	5.0	3.3	5.5	7.0	4.1	3.3	14.7	6.2	5.9	3.3	6.8	5.5	3.9
UNDECIDED	12.2	15.8	13.8	11.8	10.2	14.5	9.8	7.7	9.1	16.5	16.3	16.1	11.4	13.7	10.4	14.7
Net Diff.	2.4	-28.8	-0.5	11.2	8.6	-13.0	-2.7	29.2	25.4	-37.9	0.9	-8.1	-9.8	-17.3	4.6	23.3
Mean	4.04	3.33	3.94	4.24	4.19	3.70	3.85	4.75	4.66	3.12	3.99	3.70	3.68	3.52	4.08	4.61



Table 15 Page 181
May 10-14, 2024

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

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
TRUMP	45.5	90.1	74.6	54.4	47.0	27.9	20.9	18.9	21.3	63.7	69.8	55.1	59.1	95.3	79.6	27.1	6.2	3.7	3.7	3.7
Definitely	30.9	77.6	59.2	35.0	25.7	15.6	10.3	11.0	13.9	43.8	53.3	30.2	36.3	85.5	28.6	9.0	3.3	1.4	2.5	0.9
Probably	9.2	10.2	11.4	14.0	12.3	5.2	6.8	2.7	5.0	12.7	12.2	13.3	13.7	8.3	32.4	7.9	1.0	1.0	0.5	1.2
Lean	5.4	2.3	4.0	5.5	8.9	7.2	3.8	5.2	2.5	7.2	4.2	11.6	9.1	1.5	18.5	10.2	1.8	1.3	0.8	1.6
BIDEN	44.9	3.9	17.2	35.7	43.8	61.4	67.2	72.4	66.6	24.0	21.9	31.3	14.4	2.2	13.0	24.3	88.7	92.8	94.3	92.0
Definitely	33.0	2.7	12.2	22.7	30.3	41.7	52.5	60.0	55.8	13.0	14.4	13.2	5.9	1.3	4.9	9.0	54.5	79.0	82.2	77.2
Probably	7.7	0.5	2.4	6.6	9.4	15.2	9.4	8.6	6.6	6.8	3.7	12.5	5.9	0.3	4.6	7.7	23.9	9.8	10.5	9.4
Lean	4.2	0.7	2.5	6.5	4.1	4.5	5.3	3.9	4.2	4.2	3.7	5.6	2.6	0.5	3.5	7.6	10.3	4.0	1.5	5.4
UNDECIDED	9.6	6.0	8.2	9.8	9.2	10.7	11.9	8.7	12.1	12.3	8.4	13.5	26.5	2.5	7.5	48.7	5.2	3.5	2.0	4.3
Net Diff.	0.7	86.3	57.4	18.7	3.1	-33.5	-46.2	-53.5	-45.2	39.7	47.9	23.8	44.7	93.1	66.6	2.8	-82.5	-89.1	-90.5	-88.3
Mean	3.98	6.46	5.60	4.51	3.97	3.04	2.67	2.43	2.69	5.07	5.34	4.59	5.13	6.69	5.42	4.03	1.92	1.47	1.40	1.51



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

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	1721	1449	272	279	176	103
TRUMP	45.5	44.9	43.3	49.4	41.5	46.8	47.5	42.6	38.0	40.4	34.0
Definitely	30.9	31.1	29.2	33.2	28.5	33.8	36.8	18.2	13.0	11.3	15.8
Probably	9.2	7.5	8.7	10.6	8.5	8.8	7.6	15.0	11.5	14.9	5.6
Lean	5.4	6.3	5.4	5.5	4.6	4.1	3.1	9.4	13.6	14.2	12.5
BIDEN	44.9	47.7	46.6	40.6	48.4	47.0	47.0	46.9	31.5	35.8	24.2
Definitely	33.0	35.4	35.4	28.7	36.2	36.0	37.7	26.5	14.5	17.2	9.8
Probably	7.7	8.2	8.0	8.2	6.3	7.3	6.0	13.9	10.6	12.1	8.0
Lean	4.2	4.0	3.2	3.8	5.9	3.8	3.3	6.5	6.5	6.5	6.4
UNDECIDED	9.6	7.4	10.1	10.0	10.1	6.2	5.4	10.5	30.4	23.8	41.8
Net Diff.	0.7	-2.7	-3.2	8.8	-6.9	-0.3	0.5	-4.3	6.5	4.5	9.7
Mean	3.98	3.88	3.85	4.20	3.80	3.97	4.00	3.80	4.04	3.96	4.19



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

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				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
TRUMP	45.5	86.9	6.9	100.0	0.0	0.0	98.5	2.0	31.7	34.5	19.3
Definitely	30.9	64.3	3.0	67.9	0.0	0.0	74.5	1.0	7.4	7.9	3.0
Probably	9.2	15.5	2.1	20.2	0.0	0.0	18.0	0.4	12.6	13.6	3.3
Lean	5.4	7.1	1.8	11.9	0.0	0.0	6.0	0.6	11.6	13.0	13.0
BIDEN	44.9	8.2	86.8	0.0	100.0	0.0	0.4	97.1	46.1	42.7	22.5
Definitely	33.0	4.5	69.6	0.0	73.5	0.0	0.1	79.9	16.9	12.3	7.3
Probably	7.7	1.9	13.0	0.0	17.2	0.0	0.1	13.7	14.3	15.4	6.6
Lean	4.2	1.9	4.2	0.0	9.3	0.0	0.1	3.5	14.9	15.0	8.5
UNDECIDED	9.6	4.9	6.3	0.0	0.0	100.0	1.1	0.8	22.2	22.8	58.2
Net Diff.	0.7	78.7	-79.9	100.0	-100.0	0.0	98.2	-95.1	-14.5	-8.2	-3.1
Mean	3.98	6.12	1.76	6.56	1.36	4.00	6.65	1.34	3.65	3.81	3.85



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

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	540	1460	902	854	244	490	827	294	533	1173
TRUMP	45.5	13.0	57.6	89.4	4.4	27.1	35.3	7.3	7.8	7.0	72.5
Definitely	30.9	7.2	39.7	64.3	2.0	9.0	10.0	3.6	5.3	2.7	50.2
Probably	9.2	3.8	11.2	17.3	1.0	7.9	10.7	2.0	2.1	2.0	14.2
Lean	5.4	2.0	6.7	7.9	1.5	10.2	14.6	1.6	0.4	2.3	8.1
BIDEN	44.9	81.8	31.2	6.2	91.6	24.3	34.9	88.3	91.1	86.8	14.2
Definitely	33.0	69.6	19.4	2.7	71.9	9.0	14.6	71.4	86.2	63.2	5.9
Probably	7.7	8.7	7.4	1.9	13.9	7.7	9.3	12.6	3.5	17.7	4.3
Lean	4.2	3.5	4.4	1.6	5.9	7.6	11.0	4.3	1.4	6.0	4.0
UNDECIDED	9.6	5.3	11.2	4.4	4.0	48.7	29.8	4.4	1.1	6.2	13.3
Net Diff.	0.7	-68.8	26.4	83.2	-87.2	2.8	0.4	-81.1	-83.3	-79.8	58.3
Mean	3.98	2.01	4.71	6.22	1.60	4.03	3.93	1.73	1.53	1.84	5.57



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

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

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890		724	736	540	408	280	251	316	456	289
TRUMP	45.5	91.9	6.3		90.1	7.4	37.9	89.9	9.2	40.0	90.2	6.2	36.0
Definitely	30.9	67.6	2.6		68.7	2.9	18.5	71.7	4.4	20.6	64.8	2.0	16.6
Probably	9.2	16.9	2.0		15.8	1.9	10.1	13.9	2.8	9.4	18.3	1.4	10.7
Lean	5.4	7.4	1.7		5.5	2.5	9.3	4.2	2.0	10.0	7.1	2.9	8.7
BIDEN	44.9	3.1	87.2		6.0	86.9	39.7	6.4	85.8	41.8	5.4	87.6	37.8
Definitely	33.0	1.9	66.9		2.3	69.3	24.5	2.6	69.1	28.4	2.0	69.5	21.2
Probably	7.7	0.5	14.5		2.1	12.8	8.4	2.3	13.2	7.3	1.8	12.5	9.4
Lean	4.2	0.7	5.8		1.6	4.8	6.7	1.6	3.5	6.1	1.6	5.6	7.3
UNDECIDED	9.6	5.1	6.4		3.9	5.7	22.5	3.6	5.0	18.2	4.3	6.2	26.1
Net Diff.	0.7	88.8	-80.9		84.1	-79.5	-1.8	83.5	-76.5	-1.8	84.8	-81.3	-1.8
Mean	3.98	6.37	1.78		6.31	1.77	3.88	6.33	1.84	3.85	6.27	1.73	3.90



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

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
TRUMP	45.5	11.6	11.5	11.6	35.2	77.8	90.2	82.8	84.3	82.8	92.2	3.0	14.1	12.7	24.7	31.1	69.7
Definitely	30.9	5.9	6.8	5.2	18.3	51.1	82.0	63.5	50.7	53.3	73.7	1.0	5.3	7.7	12.0	13.5	39.1
Probably	9.2	3.2	2.1	4.1	9.4	18.5	6.3	13.6	28.6	21.2	13.7	0.4	4.1	5.0	7.4	8.5	17.4
Lean	5.4	2.5	2.6	2.3	7.4	8.3	1.9	5.7	5.0	8.4	4.8	1.7	4.6	0.0	5.3	9.0	13.2
BIDEN	44.9	83.1	85.0	81.6	48.3	14.3	6.7	11.3	13.1	12.2	4.0	93.3	77.0	79.1	60.3	42.5	14.5
Definitely	33.0	67.7	75.3	62.1	32.2	7.6	4.9	6.5	0.0	6.4	1.4	78.0	56.6	56.1	43.2	25.2	7.5
Probably	7.7	10.3	6.5	13.0	10.5	4.1	1.2	2.9	5.5	3.6	1.5	10.8	15.2	17.9	9.9	9.9	2.5
Lean	4.2	5.1	3.2	6.5	5.7	2.7	0.7	1.9	7.6	2.2	1.0	4.5	5.2	5.1	7.2	7.3	4.5
UNDECIDED	9.6	5.4	3.4	6.8	16.5	7.8	3.0	5.9	2.6	5.0	3.8	3.7	8.9	8.2	15.0	26.5	15.8
Net Diff.	0.7	-71.5	-73.5	-70.0	-13.2	63.5	83.5	71.5	71.2	70.6	88.2	-90.2	-62.9	-66.5	-35.6	-11.4	55.2
Mean	3.98	1.98	1.85	2.07	3.58	5.65	6.43	5.96	5.96	5.82	6.45	1.45	2.24	2.24	2.99	3.64	5.34



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

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
TRUMP	45.5	8.9	37.5	89.6	44.4	40.7	60.5	38.1	46.9	48.0	45.1	42.1	50.1	61.5	52.4	30.5
Definitely	30.9	4.0	17.7	65.8	22.3	28.7	46.8	26.3	31.2	31.1	31.3	31.7	34.5	42.3	36.7	20.1
Probably	9.2	2.4	9.3	16.8	13.0	8.2	9.0	8.1	9.8	10.1	9.2	6.6	10.7	13.2	9.2	7.0
Lean	5.4	2.5	10.5	7.0	9.1	3.9	4.7	3.7	6.0	6.8	4.6	3.8	4.9	6.0	6.5	3.4
BIDEN	44.9	83.4	34.3	5.1	40.7	50.2	36.7	52.0	43.8	44.0	43.6	45.2	40.7	29.8	40.2	58.3
Definitely	33.0	65.1	18.5	1.7	25.6	35.6	20.2	37.6	33.2	34.7	30.7	28.3	29.9	19.2	27.5	45.5
Probably	7.7	12.7	8.1	2.0	9.3	10.5	6.3	11.0	6.9	6.5	7.5	9.9	7.3	5.5	8.5	8.5
Lean	4.2	5.6	7.7	1.3	5.8	4.2	10.1	3.4	3.7	2.8	5.3	7.0	3.5	5.1	4.2	4.3
UNDECIDED	9.6	7.7	28.3	5.3	14.8	9.1	2.8	9.9	9.2	8.0	11.4	12.7	9.2	8.7	7.4	11.3
Net Diff.	0.7	-74.4	3.2	84.6	3.7	-9.5	23.8	-14.0	3.1	4.1	1.5	-3.1	9.3	31.7	12.3	-27.8
Mean	3.98	1.93	4.03	6.28	4.01	3.74	4.80	3.60	4.02	4.01	4.04	4.00	4.22	4.86	4.31	3.20



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

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. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
TRUMP	45.5	50.3	36.2	40.0	28.5	57.8	41.7	43.5	31.6	49.8	36.5	33.8	30.5	50.8	56.7	43.1	42.3	28.9	34.5	27.0
Definitely	30.9	35.4	22.1	24.3	17.6	43.1	27.6	28.5	17.5	35.4	21.5	21.6	16.1	25.0	42.2	28.8	28.8	17.5	21.5	11.5
Probably	9.2	9.1	9.3	10.0	7.9	9.7	8.8	8.6	9.7	9.2	9.2	8.0	8.6	16.0	9.5	8.9	9.1	7.4	7.8	9.3
Lean	5.4	5.7	4.8	5.7	3.1	5.0	5.3	6.4	4.4	5.2	5.9	4.1	5.8	9.9	5.0	5.4	4.4	4.0	5.2	6.3
BIDEN	44.9	39.9	54.5	51.3	61.0	34.3	50.2	45.0	58.1	42.1	50.6	55.5	53.4	43.4	36.1	48.0	49.9	58.7	53.6	53.3
Definitely	33.0	27.7	43.3	38.8	52.2	23.4	41.3	31.6	44.9	32.1	34.8	37.6	38.1	29.0	26.4	37.6	36.4	38.3	40.5	36.0
Probably	7.7	7.9	7.3	8.6	4.7	7.1	6.4	8.6	8.2	6.3	10.7	11.7	10.4	10.7	6.2	6.5	8.8	13.4	9.8	10.9
Lean	4.2	4.3	3.9	3.8	4.0	3.8	2.5	4.8	5.0	3.7	5.1	6.1	5.0	3.7	3.5	3.9	4.6	7.0	3.3	6.4
UNDECIDED	9.6	9.8	9.3	8.7	10.5	7.9	8.1	11.5	10.3	8.1	12.8	10.8	16.1	5.8	7.2	8.9	7.8	12.4	12.0	19.6
Net Diff.	0.7	10.4	-18.3	-11.3	-32.4	23.5	-8.5	-1.6	-26.6	7.6	-14.1	-21.7	-22.9	7.4	20.6	-4.9	-7.6	-29.7	-19.1	-26.3
Mean	3.98	4.27	3.41	3.61	3.02	4.65	3.66	3.92	3.20	4.17	3.58	3.42	3.31	4.05	4.55	3.80	3.77	3.23	3.41	3.23



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

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	160	259	356	322	384	520	774	1226	1096	904	940	1060
TRUMP	45.5	30.0	47.1	47.2	48.4	46.6	45.9	43.6	46.8	45.0	46.2	52.5	39.4
Definitely	30.9	13.9	27.1	30.4	32.7	32.7	36.0	25.9	34.1	27.9	34.6	38.0	24.7
Probably	9.2	8.1	12.5	9.0	9.6	9.8	7.2	10.0	8.7	9.9	8.3	9.4	9.0
Lean	5.4	8.0	7.4	7.8	6.1	4.1	2.7	7.7	4.0	7.2	3.3	5.1	5.7
BIDEN	44.9	54.7	44.2	41.6	42.0	44.4	46.5	45.2	44.6	44.3	45.6	39.6	49.6
Definitely	33.0	30.1	32.5	29.1	31.9	33.7	36.8	30.4	34.6	30.9	35.5	29.3	36.2
Probably	7.7	15.8	8.2	8.1	5.8	6.7	6.7	9.8	6.4	8.6	6.7	6.9	8.5
Lean	4.2	8.8	3.5	4.4	4.3	4.0	2.9	5.0	3.6	4.8	3.4	3.4	4.9
UNDECIDED	9.6	15.3	8.7	11.1	9.6	9.1	7.7	11.2	8.6	10.7	8.3	7.9	11.1
Net Diff.	0.7	-24.7	2.8	5.6	6.4	2.2	-0.6	-1.6	2.1	0.7	0.6	12.9	-10.2
Mean	3.98	3.35	3.96	4.09	4.12	4.03	3.98	3.90	4.03	3.96	4.00	4.33	3.67



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

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
TRUMP	45.5	35.6	47.4	47.7	45.9	45.1	45.9	56.9	54.5	30.1	48.4	37.9	36.6	36.9	46.7	54.3
Definitely	30.9	17.2	30.2	31.5	35.7	26.0	30.2	39.4	44.0	12.0	30.2	23.0	26.7	23.9	32.0	37.6
Probably	9.2	10.1	9.8	10.4	7.5	10.9	7.7	11.8	8.1	9.6	11.1	8.8	6.9	8.5	8.6	11.4
Lean	5.4	8.4	7.5	5.8	2.7	8.2	8.0	5.6	2.4	8.5	7.1	6.1	3.0	4.5	6.0	5.3
BIDEN	44.9	50.5	42.7	42.9	45.9	44.7	47.3	34.9	37.7	53.9	39.7	51.4	55.0	52.3	45.1	34.4
Definitely	33.0	30.4	30.7	31.6	36.5	32.7	32.3	23.9	30.9	29.0	29.7	39.9	42.5	37.5	33.8	24.9
Probably	7.7	12.6	8.7	6.1	6.6	8.3	10.5	6.6	4.8	15.1	7.4	5.5	8.6	10.0	7.6	5.0
Lean	4.2	7.6	3.3	5.2	2.8	3.7	4.4	4.4	1.9	9.8	2.5	6.0	3.8	4.7	3.7	4.5
UNDECIDED	9.6	13.8	9.9	9.4	8.1	10.2	6.8	8.2	7.8	16.0	11.9	10.7	8.4	10.8	8.3	11.3
Net Diff.	0.7	-14.9	4.8	4.8	*	0.4	-1.3	21.9	16.8	-23.8	8.7	-13.5	-18.3	-15.3	1.6	19.9
Mean	3.98	3.56	4.05	4.09	3.99	3.90	3.92	4.58	4.46	3.37	4.13	3.56	3.48	3.56	3.99	4.52



Table 16 Page 191
May 10-14, 2024

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

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

BANNER 1

	ANMP SCORE										NEW MAJORITY			NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
TRUMP	39.3	86.1	67.3	46.2	38.7	23.5	16.1	12.8	18.0	55.5	62.8	46.0	47.6	90.3	63.7	16.5	3.3	2.1	2.7	1.8
BIDEN	37.6	3.2	14.3	27.5	34.9	53.5	55.7	64.5	57.9	17.8	17.2	21.8	9.7	2.2	9.1	10.4	72.6	83.0	88.1	80.3
KENNEDY JR.	8.9	2.9	7.5	11.8	11.0	11.2	6.8	9.4	4.9	10.3	8.2	13.4	11.7	2.8	12.1	19.4	16.2	5.5	6.2	5.1
WEST	1.9	0.6	2.5	0.9	2.8	1.1	3.4	0.0	3.1	2.0	1.4	3.1	2.1	0.4	2.5	5.1	2.2	1.5	0.0	2.3
STEIN	1.4	0.5	0.8	0.4	0.6	1.0	3.4	2.0	4.8	1.1	0.6	0.9	4.1	0.5	0.6	3.3	1.0	2.2	0.5	3.1
MAPSTEAD	0.6	0.6	0.4	1.1	1.2	0.0	0.4	0.0	1.1	0.8	0.7	0.7	1.6	0.5	0.9	1.7	0.6	0.2	0.5	0.0
UNDECIDED	10.3	6.0	7.2	12.1	10.9	9.6	14.2	11.3	10.3	12.4	9.0	14.2	23.1	3.4	11.1	43.5	4.1	5.6	2.1	7.4
Net Diff.	1.8	82.9	53.0	18.7	3.9	-30.0	-39.6	-51.7	-39.9	37.7	45.6	24.2	37.8	88.1	54.6	6.0	-69.2	-80.9	-85.4	-78.5



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

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	1721	1449	272	279	176	103
TRUMP	39.3	36.8	38.4	43.2	35.4	41.3	43.1	31.7	27.2	29.1	24.0
BIDEN	37.6	40.2	40.0	34.3	38.7	40.2	41.4	33.9	20.9	25.8	12.5
KENNEDY JR.	8.9	9.7	7.0	8.7	10.4	8.0	7.2	11.8	14.5	17.5	9.2
WEST	1.9	2.4	1.1	1.8	2.5	1.8	1.2	5.3	2.3	2.1	2.6
STEIN	1.4	1.5	1.4	1.6	1.1	1.4	1.0	3.2	1.8	1.9	1.8
MAPSTEAD	0.6	0.3	1.1	0.7	0.4	0.7	0.7	0.7	0.3	0.0	0.9
UNDECIDED	10.3	9.1	11.0	9.9	11.4	6.6	5.4	13.3	33.0	23.7	48.9
Net Diff.	1.8	-3.4	-1.6	8.9	-3.3	1.0	1.6	-2.1	6.3	3.2	11.5



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

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

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
TRUMP	39.3	78.1	4.2	85.0	0.3	4.5	100.0	0.0	0.0	0.0	0.0
BIDEN	37.6	7.7	76.9	1.7	81.3	3.3	0.0	100.0	0.0	0.0	0.0
KENNEDY JR.	8.9	6.5	8.7	6.7	8.4	21.1	0.0	0.0	69.2	100.0	0.0
WEST	1.9	1.1	1.5	1.3	2.4	2.4	0.0	0.0	14.6	0.0	0.0
STEIN	1.4	0.6	0.9	0.3	1.8	5.0	0.0	0.0	11.1	0.0	0.0
MAPSTEAD	0.6	0.3	0.0	0.6	0.6	1.1	0.0	0.0	5.0	0.0	0.0
UNDECIDED	10.3	5.7	7.8	4.4	5.2	62.6	0.0	0.0	0.0	0.0	100.0
Net Diff.	1.8	70.5	-72.7	83.4	-81.0	1.2	100.0	-100.0	0.0	0.0	0.0



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

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

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	FOR CONGRESS	ERS/	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE		PROVE	
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
TRUMP	39.3	10.2	50.1	80.4	2.5	16.5	23.5	4.6	4.9	4.4	63.8
BIDEN	37.6	78.5	22.4	4.8	80.0	10.4	20.8	80.2	91.9	73.7	7.5
KENNEDY JR.	8.9	3.5	10.9	6.3	8.6	19.4	19.1	6.1	1.7	8.5	10.8
WEST	1.9	1.5	2.0	1.2	1.7	5.1	4.2	1.4	0.0	2.1	2.2
STEIN	1.4	1.0	1.6	0.5	1.8	3.3	2.9	1.3	0.7	1.6	1.5
MAPSTEAD	0.6	0.2	0.8	0.7	0.3	1.7	1.4	0.2	0.0	0.3	0.9
UNDECIDED	10.3	5.3	12.2	6.3	5.1	43.5	28.1	6.3	0.7	9.4	13.2
Net Diff.	1.8	-68.3	27.7	75.6	-77.5	6.0	2.7	-75.6	-87.0	-69.3	56.2



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

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

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
TRUMP	39.3	83.5	4.1	83.8	4.6	27.0	84.4	5.7	29.8	82.9	3.9	24.6			
BIDEN	37.6	2.2	76.7	4.6	77.0	27.9	4.9	79.0	33.7	4.2	75.8	22.9			
KENNEDY JR.	8.9	6.0	8.0	5.3	8.5	14.2	4.0	8.1	11.9	7.0	8.7	16.3			
WEST	1.9	1.6	1.8	0.3	1.8	4.1	0.5	2.8	4.1	0.0	1.2	4.1			
STEIN	1.4	0.3	1.5	0.4	1.2	3.1	0.0	0.0	1.9	0.9	2.0	4.1			
MAPSTEAD	0.6	0.4	0.1	0.3	0.1	1.9	0.5	0.3	2.8	0.0	0.0	1.1			
UNDECIDED	10.3	6.1	7.7	5.4	6.7	21.9	5.8	4.0	16.0	4.9	8.3	27.0			
Net Diff.	1.8	81.3	-72.5	79.2	-72.4	-0.9	79.5	-73.3	-3.9	78.7	-71.9	1.6			



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

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

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
TRUMP	39.3	8.3	7.2	9.1	26.9	69.5	86.6	76.3	64.8	75.9	87.0	2.0	7.9	11.2	16.8	20.7	54.9
BIDEN	37.6	72.6	77.7	68.8	38.7	10.4	6.5	8.8	10.6	9.3	3.1	83.9	65.8	71.2	40.6	31.3	7.1
KENNEDY JR.	8.9	7.0	3.7	9.4	13.6	7.7	2.3	5.5	16.0	6.7	4.3	5.6	13.3	9.5	10.0	16.6	10.1
WEST	1.9	2.5	2.1	2.7	2.4	1.2	0.4	0.9	0.0	0.0	0.4	1.8	2.4	0.0	7.0	3.4	3.8
STEIN	1.4	2.5	4.0	1.4	1.6	0.7	0.0	0.4	2.9	0.0	0.3	1.6	0.9	0.0	7.0	2.7	1.1
MAPSTEAD	0.6	0.2	0.0	0.3	1.0	0.9	0.3	0.7	2.7	0.0	0.2	0.0	0.0	1.6	0.0	2.0	2.8
UNDECIDED	10.3	7.0	5.3	8.3	15.8	9.6	4.0	7.3	3.1	8.2	4.9	5.1	9.7	6.5	18.5	23.2	20.3
Net Diff.	1.8	-64.3	-70.5	-59.8	-11.9	59.1	80.1	67.5	54.2	66.6	83.9	-81.9	-58.0	-60.0	-23.9	-10.6	47.8



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

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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WELTHY/UPPER MIDDLE	WEALTHY/UPPER MIDDLE	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAINSTREAM PROT.	EVANGELICAL	CATHOLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
TRUMP	39.3	5.2	26.9	82.0	35.2	32.9	38.0	32.2	40.9	41.8	39.4	36.6	42.9	55.7	46.4	25.9
BIDEN	37.6	72.9	22.6	2.8	31.4	43.8	45.0	43.7	37.2	38.8	34.3	32.8	34.6	21.9	34.6	47.0
KENNEDY JR.	8.9	8.3	18.6	6.1	12.7	9.5	9.4	9.5	8.6	8.1	9.5	10.0	8.8	9.6	10.2	7.5
WEST	1.9	1.7	4.9	1.0	2.9	1.6	0.0	1.8	1.9	1.7	2.1	2.4	1.4	2.5	0.6	3.0
STEIN	1.4	1.9	3.0	0.4	1.5	2.1	0.0	2.4	1.1	0.6	1.9	2.9	1.1	1.4	0.7	2.6
MAPSTEAD	0.6	0.2	1.7	0.8	1.1	0.4	0.0	0.4	0.5	0.5	0.6	1.8	0.3	1.3	0.0	1.2
UNDECIDED	10.3	9.7	22.3	6.9	15.1	9.8	7.5	10.1	9.9	8.5	12.3	13.6	10.9	7.6	7.5	12.9
Net Diff.	1.8	-67.6	4.3	79.2	3.7	-10.9	-6.9	-11.5	3.7	2.9	5.1	3.8	8.3	33.8	11.9	-21.1



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

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

BANNER 8

TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK			
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
TRUMP	39.3	43.6	30.8	34.3	23.8	51.1	36.7	36.9	25.8	43.7	29.9	31.2	20.3	43.7	50.4	37.3	40.6	25.8	25.9	15.5
BIDEN	37.6	31.7	49.0	46.3	54.4	28.3	47.6	34.8	50.1	35.6	41.8	41.8	49.0	34.3	31.5	39.5	41.8	41.7	49.6	48.4
KENNEDY JR.	8.9	9.8	7.1	6.7	7.9	8.1	5.8	11.3	8.3	7.7	11.4	13.5	9.6	10.8	6.7	8.6	11.0	14.9	7.3	11.6
WEST	1.9	1.9	1.8	1.3	2.8	2.4	1.6	1.5	2.0	1.5	2.7	2.4	3.4	1.3	2.0	1.0	0.8	3.3	3.4	3.4
STEIN	1.4	1.5	1.3	1.6	0.8	0.6	0.3	2.3	2.2	1.2	1.8	2.2	2.2	0.0	0.2	2.3	0.0	3.5	2.9	1.6
MAPSTEAD	0.6	0.8	0.4	0.2	0.9	1.2	0.6	0.3	0.3	0.7	0.4	0.7	0.0	1.2	1.2	0.3	0.9	0.6	0.0	0.0
UNDECIDED	10.3	10.7	9.6	9.6	9.5	8.3	7.4	12.9	11.4	9.6	11.9	8.3	15.5	8.7	8.0	11.0	4.8	10.2	10.9	19.5
Net Diff.	1.8	11.9	-18.2	-12.0	-30.6	22.8	-10.9	2.1	-24.3	8.1	-11.8	-10.6	-28.7	9.4	18.8	-2.2	-1.2	-15.9	-23.8	-32.9



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

16. IF THE ELECTION FOR U.S. PRESIDENT WERE HELD TODAY, AND THE FOLLOWING WERE THE CANDIDATES, WHO WOULD YOU 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
TRUMP	39.3	20.1	38.5	38.2	41.7	41.9	43.0	34.5	42.3	36.7	42.5	46.3	33.1
BIDEN	37.6	40.2	36.4	32.5	37.9	36.0	41.7	35.4	38.9	36.1	39.3	34.7	40.1
KENNEDY JR.	8.9	14.0	8.7	12.2	9.4	8.2	5.3	11.4	7.3	10.8	6.5	7.3	10.2
WEST	1.9	4.7	2.8	2.9	1.9	1.4	0.2	3.2	1.0	2.8	0.7	2.1	1.6
STEIN	1.4	6.1	1.6	2.2	0.8	0.8	0.2	2.8	0.6	2.2	0.5	0.5	2.2
MAPSTEAD	0.6	0.6	0.3	1.2	0.0	0.9	0.6	0.8	0.6	0.5	0.8	1.0	0.3
UNDECIDED	10.3	14.3	11.6	10.9	8.3	10.7	9.0	11.9	9.4	10.8	9.7	8.0	12.4
Net Diff.	1.8	-20.1	2.1	5.7	3.8	5.9	1.3	-0.9	3.4	0.5	3.2	11.6	-7.0



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

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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
TRUMP	39.3	25.8	38.8	41.3	42.8	35.3	38.4	50.2	50.3	20.3	39.0	31.8	34.6	30.3	40.0	49.5
BIDEN	37.6	38.2	34.5	36.2	40.5	41.5	39.3	30.3	33.9	36.4	31.4	42.4	47.8	46.5	37.2	26.6
KENNEDY JR.	8.9	12.2	10.9	9.3	6.0	6.3	11.1	8.0	5.1	15.6	10.8	10.7	6.9	8.3	9.2	8.7
WEST	1.9	3.8	3.2	1.1	0.9	6.1	3.5	1.2	1.1	2.4	2.9	1.0	0.6	1.9	1.9	1.8
STEIN	1.4	5.7	1.5	0.8	0.3	1.1	0.9	0.3	0.3	8.4	2.0	1.5	0.3	1.0	1.7	1.4
MAPSTEAD	0.6	0.4	0.8	0.6	0.7	1.1	0.9	0.7	1.3	0.0	0.7	0.4	0.0	0.7	0.6	0.6
UNDECIDED	10.3	14.0	10.3	10.7	8.8	8.7	5.9	9.3	7.9	17.1	13.1	12.2	9.8	11.3	9.4	11.4
Net Diff.	1.8	-12.5	4.3	5.1	2.3	-6.2	-0.9	19.9	16.4	-16.1	7.6	-10.7	-13.2	-16.2	2.8	23.0



Table 17 Page 201
May 10-14, 2024

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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	50.1	8.5	20.4	41.2	48.7	64.0	77.7	76.7	74.1	31.7	26.3	38.9	37.1	6.5	19.9	51.8	85.6	92.2	90.3	93.3
Strongly	43.9	6.0	17.8	33.8	41.9	55.8	70.7	70.5	66.7	25.0	21.8	30.5	25.0	3.9	11.1	40.8	76.4	87.4	85.1	88.7
Somewhat	6.2	2.4	2.6	7.4	6.8	8.1	7.1	6.2	7.4	6.7	4.6	8.4	12.2	2.6	8.9	10.9	9.2	4.8	5.2	4.6
DISAGREE	46.3	91.1	76.5	53.6	46.5	30.6	20.2	21.1	23.3	63.5	70.3	54.1	57.3	93.3	74.5	31.7	11.6	6.9	8.7	5.9
Somewhat	10.0	8.2	12.1	10.3	12.6	10.0	8.0	5.9	8.3	12.7	10.5	14.6	17.4	6.8	25.8	15.0	6.0	3.7	4.8	3.1
Strongly	36.4	82.9	64.4	43.3	33.9	20.6	12.2	15.2	15.0	50.8	59.8	39.5	39.8	86.5	48.6	16.7	5.6	3.2	3.9	2.8
DON'T KNOW	3.6	0.5	3.1	5.1	4.8	5.4	2.1	2.2	2.6	4.8	3.3	7.0	5.6	0.2	5.6	16.5	2.8	0.9	1.0	0.8
Net Diff.	3.7	-82.6	-56.0	-12.4	2.2	33.4	57.6	55.5	50.8	-31.7	-44.0	-15.2	-20.1	-86.9	-54.5	20.1	74.0	85.4	81.5	87.4
Mean	2.60	1.31	1.73	2.33	2.60	3.05	3.39	3.35	3.29	2.06	1.88	2.32	2.24	1.24	1.81	2.91	3.61	3.78	3.73	3.81



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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
AGREE	50.1	52.4	52.4	45.2	54.4	50.8	50.5	52.4	45.6	48.3	41.0
Strongly	43.9	46.7	46.8	38.3	48.7	45.6	46.8	39.2	33.7	36.2	29.5
Somewhat	6.2	5.6	5.6	6.9	5.8	5.2	3.7	13.2	11.9	12.1	11.5
DISAGREE	46.3	45.5	44.6	49.7	42.7	47.3	48.2	42.4	40.4	37.7	45.0
Somewhat	10.0	8.9	10.7	11.1	8.0	8.8	6.9	19.2	17.0	14.7	20.8
Strongly	36.4	36.6	33.9	38.6	34.6	38.5	41.3	23.2	23.5	23.0	24.2
DON'T KNOW	3.6	2.1	3.0	5.1	2.9	1.9	1.3	5.2	14.0	13.9	14.0
Net Diff.	3.7	6.8	7.7	-4.5	11.8	3.5	2.3	10.0	5.2	10.6	-4.0
Mean	2.60	2.64	2.67	2.47	2.71	2.59	2.57	2.72	2.65	2.71	2.54



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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
AGREE	50.1	13.6	88.2	5.2	94.4	56.0	3.1	93.7	66.2	62.1	49.9
Strongly	43.9	8.9	81.3	2.4	87.0	39.7	1.6	87.0	53.8	49.2	36.1
Somewhat	6.2	4.7	6.8	2.8	7.4	16.3	1.5	6.7	12.4	12.9	13.8
DISAGREE	46.3	84.4	9.6	93.1	4.4	20.1	96.5	5.1	27.9	30.3	28.2
Somewhat	10.0	13.1	4.2	16.6	2.5	13.2	13.7	2.7	14.7	14.3	16.3
Strongly	36.4	71.3	5.4	76.5	2.0	6.9	82.9	2.3	13.2	16.0	11.8
DON'T KNOW	3.6	2.0	2.2	1.7	1.2	24.0	0.3	1.2	5.9	7.6	21.9
Net Diff.	3.7	-70.8	78.6	-87.9	89.9	35.9	-93.4	88.7	38.4	31.8	21.7
Mean	2.60	1.50	3.68	1.30	3.82	3.17	1.22	3.81	3.14	3.03	2.95



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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

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	540	1460	902	854	244	490	827	294	533	1173	
AGREE	50.1	81.5	38.4	11.5	90.3	51.8	50.1	87.9	88.8	87.4	23.4	
Strongly	43.9	72.7	33.3	6.6	84.2	40.8	40.4	80.2	85.1	77.5	18.3	
Somewhat	6.2	8.8	5.2	4.9	6.1	10.9	9.7	7.7	3.7	9.9	5.1	
DISAGREE	46.3	15.7	57.7	86.3	8.3	31.7	38.2	9.8	10.9	9.3	72.0	
Somewhat	10.0	5.1	11.7	13.9	4.4	15.0	16.9	4.0	2.9	4.6	14.2	
Strongly	36.4	10.5	45.9	72.4	3.9	16.7	21.3	5.8	7.9	4.7	57.9	
DON'T KNOW	3.6	2.8	3.9	2.2	1.4	16.5	11.7	2.2	0.3	3.3	4.6	
Net Diff.	3.7	65.8	-19.2	-74.8	82.1	20.1	11.9	78.1	78.0	78.1	-48.6	
Mean	2.60	3.48	2.27	1.44	3.73	2.91	2.78	3.66	3.67	3.66	1.83	



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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

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	830	890	724	736	540	408	280	251	316	456	289	
AGREE	50.1	7.9	89.3	10.8	86.6	52.9	11.0	84.9	53.6	10.5	87.7	52.3	
Strongly	43.9	4.9	81.8	6.8	79.3	45.4	7.3	74.8	45.7	6.1	82.1	45.2	
Somewhat	6.2	3.0	7.6	4.0	7.3	7.5	3.7	10.2	8.0	4.4	5.5	7.1	
DISAGREE	46.3	90.0	8.9	87.6	11.1	39.0	88.2	13.2	41.0	86.7	9.9	37.2	
Somewhat	10.0	14.1	4.3	10.5	6.0	14.7	10.2	8.2	14.0	10.9	4.6	15.3	
Strongly	36.4	75.9	4.6	77.1	5.1	24.3	78.1	4.9	27.1	75.8	5.3	22.0	
DON'T KNOW	3.6	2.1	1.7	1.7	2.2	8.1	0.8	1.9	5.3	2.8	2.5	10.5	
Net Diff.	3.7	-82.1	80.4	-76.8	75.5	13.9	-77.3	71.8	12.6	-76.2	77.8	15.1	
Mean	2.60	1.36	3.69	1.39	3.65	2.80	1.40	3.58	2.76	1.39	3.69	2.84	



Table 17 Page 206
May 10-14, 2024

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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	50.1	84.9	86.0	84.0	56.4	20.8	9.5	16.3	37.4	17.9	7.2	92.0	78.7	78.8	68.4	55.9	31.0
Strongly	43.9	79.7	84.9	75.9	47.4	15.5	7.4	12.2	25.5	13.2	4.0	87.2	66.8	71.8	64.0	47.3	24.6
Somewhat	6.2	5.2	1.2	8.1	9.0	5.3	2.1	4.0	11.9	4.7	3.3	4.8	11.9	7.0	4.4	8.6	6.5
DISAGREE	46.3	13.2	11.7	14.3	37.3	76.7	88.6	81.5	59.3	79.9	91.3	7.0	17.8	14.4	25.4	34.1	65.1
Somewhat	10.0	4.3	3.0	5.3	12.1	18.0	3.6	12.2	5.0	8.5	11.3	3.6	11.3	1.6	7.8	14.0	22.0
Strongly	36.4	8.8	8.6	9.0	25.3	58.8	85.0	69.3	54.3	71.3	80.0	3.4	6.6	12.8	17.6	20.1	43.1
DON'T KNOW	3.6	1.9	2.3	1.7	6.3	2.5	1.9	2.2	3.3	2.2	1.4	1.0	3.5	6.9	6.1	9.9	3.9
Net Diff.	3.7	71.7	74.4	69.7	19.0	-56.0	-79.1	-65.2	-21.9	-61.9	-84.1	85.0	60.8	64.4	43.0	21.8	-34.1
Mean	2.60	3.59	3.66	3.54	2.84	1.77	1.31	1.58	2.09	1.59	1.30	3.78	3.44	3.48	3.22	2.92	2.13



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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	50.1	85.8	51.0	9.4	49.4	56.9	40.0	59.1	48.7	48.3	49.4	50.9	44.8	36.8	44.6	63.3
Strongly	43.9	78.8	40.1	5.9	40.6	48.0	32.0	50.1	43.0	42.6	43.6	45.3	39.1	33.1	36.4	59.5
Somewhat	6.2	7.1	10.9	3.5	8.7	8.9	8.0	9.0	5.7	5.7	5.8	5.6	5.7	3.7	8.1	3.8
DISAGREE	46.3	11.5	39.3	88.1	45.1	39.7	51.6	38.1	48.0	48.4	47.3	43.2	50.9	59.3	52.4	32.7
Somewhat	10.0	5.4	16.7	12.8	15.1	8.8	0.0	10.0	10.9	10.7	11.4	5.1	9.5	11.3	12.0	7.4
Strongly	36.4	6.1	22.6	75.2	30.0	30.9	51.6	28.1	37.1	37.8	35.9	38.1	41.5	48.0	40.4	25.3
DON'T KNOW	3.6	2.7	9.8	2.5	5.6	3.5	8.4	2.8	3.3	3.3	3.3	5.9	4.3	3.9	3.0	4.0
Net Diff.	3.7	74.3	11.7	-78.6	4.3	17.2	-11.6	21.0	0.7	-0.2	2.1	7.7	-6.1	-22.6	-7.8	30.6
Mean	2.60	3.63	2.76	1.39	2.64	2.77	2.22	2.83	2.56	2.55	2.59	2.62	2.44	2.23	2.42	3.02



Table 17 Page 208
May 10-14, 2024

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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	50.1	44.7	60.6	56.4	69.1	38.8	55.8	50.0	64.7	47.4	55.6	59.2	58.3	49.4	40.3	54.3	54.3	62.0	59.2	57.5
Strongly	43.9	38.5	54.6	50.0	63.8	32.0	49.3	44.4	59.0	41.9	48.1	51.3	51.3	38.7	34.8	48.8	43.4	55.7	50.6	51.9
Somewhat	6.2	6.2	6.1	6.4	5.4	6.9	6.5	5.6	5.7	5.5	7.5	8.0	7.0	10.7	5.5	5.5	10.9	6.3	8.6	5.6
DISAGREE	46.3	51.2	36.7	40.5	29.1	58.5	42.5	44.6	31.9	49.6	39.4	37.6	34.8	47.0	57.3	42.1	43.0	34.6	37.7	32.3
Somewhat	10.0	9.7	10.5	11.8	7.9	10.6	10.6	8.8	10.5	8.8	12.3	12.2	11.1	13.9	9.4	8.3	13.0	11.8	13.3	9.3
Strongly	36.4	41.5	26.2	28.7	21.2	47.9	31.8	35.8	21.4	40.7	27.1	25.4	23.7	33.1	47.9	33.7	30.0	22.8	24.4	23.0
DON'T KNOW	3.6	4.1	2.6	3.0	1.8	2.7	1.7	5.4	3.4	3.0	4.9	3.1	6.9	3.6	2.4	3.6	2.7	3.4	3.0	10.3
Net Diff.	3.7	-6.6	23.9	15.9	40.0	-19.7	13.4	5.4	32.8	-2.1	16.2	21.6	23.5	2.4	-17.0	12.2	11.2	27.4	21.5	25.2
Mean	2.60	2.43	2.91	2.80	3.14	2.23	2.75	2.62	3.06	2.50	2.81	2.88	2.92	2.57	2.28	2.72	2.69	2.98	2.88	2.96



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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	50.1	61.8	49.0	48.4	47.0	49.1	50.8	51.3	49.3	50.1	50.1	44.4	55.1
Strongly	43.9	52.2	37.7	41.6	39.8	45.7	47.3	42.5	44.8	41.7	46.6	37.7	49.4
Somewhat	6.2	9.6	11.3	6.8	7.2	3.4	3.5	8.9	4.4	8.4	3.5	6.8	5.6
DISAGREE	46.3	31.5	47.2	47.8	49.8	47.4	46.5	44.2	47.6	45.9	46.9	53.2	40.2
Somewhat	10.0	13.7	13.2	12.8	8.6	10.0	6.0	13.2	7.9	11.8	7.7	10.6	9.4
Strongly	36.4	17.7	34.0	35.0	41.1	37.3	40.6	31.1	39.7	34.0	39.2	42.6	30.8
DON'T KNOW	3.6	6.7	3.8	3.8	3.3	3.6	2.7	4.4	3.1	4.1	3.1	2.3	4.7
Net Diff.	3.7	30.3	1.8	0.5	-2.8	1.7	4.3	7.1	1.6	4.2	3.2	-8.8	14.8
Mean	2.60	3.03	2.55	2.57	2.47	2.60	2.59	2.66	2.56	2.60	2.59	2.40	2.77



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

17. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR DONALD TRUMP."

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	50.1	55.7	49.6	48.1	50.0	49.0	51.3	40.8	42.4	59.5	48.5	55.9	58.2	58.6	48.7	42.0
Strongly	43.9	45.3	41.4	41.6	46.9	35.5	40.8	33.1	40.0	51.0	41.8	50.8	54.5	50.1	43.3	37.2
Somewhat	6.2	10.4	8.2	6.4	3.0	13.6	10.5	7.6	2.4	8.5	6.7	5.2	3.7	8.5	5.4	4.8
DISAGREE	46.3	38.5	47.0	48.7	46.7	49.1	45.9	56.9	55.3	32.5	47.7	39.9	37.3	38.3	47.3	54.6
Somewhat	10.0	16.6	11.6	9.6	6.8	21.0	11.8	10.0	7.9	14.1	11.5	9.1	5.6	9.0	10.2	10.6
Strongly	36.4	21.9	35.3	39.1	39.9	28.1	34.0	46.9	47.5	18.4	36.2	30.7	31.7	29.3	37.1	44.0
DON'T KNOW	3.6	5.8	3.4	3.2	3.3	1.9	2.8	2.3	2.2	8.0	3.8	4.2	4.5	3.2	4.0	3.4
Net Diff.	3.7	17.1	2.7	-0.6	3.2	-0.0	5.4	-16.2	-12.9	27.1	0.9	16.0	20.8	20.3	1.4	-12.6
Mean	2.60	2.84	2.58	2.52	2.59	2.58	2.60	2.28	2.36	3.00	2.56	2.79	2.85	2.82	2.57	2.37



Table 18 Page 211
May 10-14, 2024

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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	48.9	91.5	80.1	58.8	50.1	29.8	24.8	19.6	26.7	67.2	73.9	58.1	61.0	93.0	75.7	48.3	15.2	6.9	5.5	7.7
Strongly	40.4	89.6	75.1	50.1	36.5	20.0	13.6	13.3	20.3	56.5	68.0	41.1	45.1	88.4	57.5	29.9	8.3	3.3	4.5	2.6
Somewhat	8.6	1.9	5.0	8.6	13.5	9.8	11.2	6.3	6.4	10.7	5.8	17.0	15.9	4.6	18.2	18.4	6.9	3.6	1.0	5.0
DISAGREE	47.1	6.1	18.1	36.8	44.9	63.9	71.5	77.8	69.7	27.6	23.1	34.4	30.1	5.9	21.2	33.5	80.4	92.0	93.1	91.5
Somewhat	11.4	1.6	4.8	12.0	12.4	15.2	16.2	14.5	13.1	10.9	7.1	15.7	15.3	1.9	13.0	18.3	21.2	12.6	9.1	14.5
Strongly	35.7	4.5	13.3	24.8	32.5	48.7	55.4	63.3	56.6	16.8	16.1	18.7	14.8	4.0	8.1	15.2	59.2	79.4	84.0	76.9
DON'T KNOW	3.9	2.4	1.8	4.4	5.0	6.3	3.7	2.6	3.7	5.2	3.0	7.5	8.9	1.1	3.2	18.2	4.4	1.1	1.4	0.9
Net Diff.	1.8	85.4	62.0	21.9	5.2	-34.1	-46.7	-58.2	-43.0	39.5	50.7	23.7	30.9	87.1	54.5	14.9	-65.2	-85.1	-87.5	-83.8
Mean	2.56	3.81	3.44	2.88	2.57	2.01	1.82	1.69	1.90	3.13	3.30	2.87	3.00	3.79	3.29	2.77	1.63	1.30	1.25	1.33



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
AGREE	48.9	46.1	49.1	51.1	47.1	49.2	50.1	44.5	47.0	46.2	48.4
Strongly	40.4	41.2	40.9	40.8	38.2	42.1	44.4	30.2	29.3	30.2	27.7
Somewhat	8.6	4.8	8.2	10.3	8.8	7.1	5.7	14.3	17.7	16.0	20.7
DISAGREE	47.1	50.3	47.3	43.9	50.2	48.6	48.1	51.3	37.9	40.4	33.7
Somewhat	11.4	11.4	10.7	11.8	11.6	10.2	7.5	24.7	18.9	19.0	18.7
Strongly	35.7	39.0	36.6	32.1	38.6	38.4	40.7	26.6	19.0	21.4	15.0
DON'T KNOW	3.9	3.6	3.6	5.0	2.7	2.1	1.8	4.2	15.1	13.4	18.0
Net Diff.	1.8	-4.3	1.8	7.3	-3.1	0.6	2.0	-6.7	9.1	5.8	14.7
Mean	2.56	2.50	2.55	2.63	2.48	2.54	2.55	2.50	2.67	2.64	2.74



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	48.9	84.9	11.5	90.1	6.5	51.6	92.2	5.3	49.0	51.9	42.3	
Strongly	40.4	75.7	5.9	79.6	2.5	30.6	83.8	2.8	30.8	33.0	23.4	
Somewhat	8.6	9.1	5.6	10.5	4.0	20.9	8.4	2.5	18.2	18.8	18.9	
DISAGREE	47.1	13.5	85.1	8.4	91.8	22.3	6.6	93.5	44.3	40.9	36.7	
Somewhat	11.4	4.8	13.0	4.3	17.6	16.0	3.3	11.3	26.8	22.9	23.5	
Strongly	35.7	8.7	72.2	4.1	74.2	6.4	3.2	82.2	17.4	18.0	13.2	
DON'T KNOW	3.9	1.7	3.4	1.5	1.7	26.1	1.2	1.2	6.8	7.3	21.0	
Net Diff.	1.8	71.4	-73.7	81.7	-85.2	29.2	85.7	-88.2	4.7	11.0	5.7	
Mean	2.56	3.54	1.43	3.68	1.34	3.03	3.75	1.25	2.67	2.72	2.67	



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

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	540	1460	902	854	244	490	827	294	533	1173	
AGREE	48.9	13.5	62.0	86.5	9.3	48.3	46.7	7.8	8.4	7.5	77.9	
Strongly	40.4	7.2	52.6	76.9	4.7	29.9	29.9	3.6	7.0	1.7	66.3	
Somewhat	8.6	6.3	9.4	9.6	4.6	18.4	16.8	4.2	1.4	5.8	11.6	
DISAGREE	47.1	83.1	33.9	11.6	88.6	33.5	41.7	89.2	90.9	88.2	17.5	
Somewhat	11.4	9.9	12.0	6.1	15.1	18.3	20.7	12.7	1.9	18.6	10.5	
Strongly	35.7	73.2	21.9	5.5	73.5	15.2	21.0	76.5	89.0	69.6	7.0	
DON'T KNOW	3.9	3.4	4.1	1.9	2.0	18.2	11.6	3.0	0.7	4.3	4.6	
Net Diff.	1.8	-69.6	28.1	75.0	-79.3	14.9	5.0	-81.4	-82.6	-80.7	60.3	
Mean	2.56	1.46	2.97	3.61	1.39	2.77	2.63	1.33	1.26	1.37	3.44	



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

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	830	890	724	736	540	408	280	251	316	456	289
AGREE	48.9	89.0	11.6	87.3	12.3	47.3	88.6	14.4	49.4	85.7	11.0	45.5
Strongly	40.4	79.7	6.2	79.3	6.6	34.1	79.8	7.5	37.9	78.6	6.1	30.8
Somewhat	8.6	9.3	5.5	8.1	5.7	13.2	8.8	7.0	11.5	7.1	4.8	14.7
DISAGREE	47.1	9.3	85.5	11.3	84.8	43.8	10.4	82.9	45.5	12.6	86.0	42.3
Somewhat	11.4	4.1	15.1	5.2	14.4	15.7	4.2	11.6	14.6	6.5	16.1	16.6
Strongly	35.7	5.2	70.3	6.1	70.4	28.1	6.1	71.3	30.9	6.1	69.9	25.7
DON'T KNOW	3.9	1.7	2.9	1.3	2.9	8.9	1.0	2.6	5.1	1.7	3.0	12.2
Net Diff.	1.8	79.7	-73.9	76.0	-72.5	3.5	78.2	-68.5	3.8	73.0	-75.0	3.3
Mean	2.56	3.66	1.46	3.63	1.47	2.59	3.64	1.49	2.59	3.61	1.46	2.58



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	48.9	14.4	15.3	13.8	40.1	82.3	89.0	85.0	62.2	76.0	91.8	7.9	17.0	27.2	27.9	42.1	79.4
Strongly	40.4	9.5	11.5	8.1	28.4	70.6	86.0	76.8	49.4	64.6	84.9	4.1	9.7	14.0	20.6	27.2	66.9
Somewhat	8.6	4.9	3.8	5.7	11.7	11.7	3.0	8.2	12.8	11.5	6.9	3.8	7.3	13.1	7.3	14.9	12.5
DISAGREE	47.1	82.3	81.8	82.7	53.0	16.1	9.8	13.5	34.5	20.8	7.5	90.2	78.6	69.4	62.6	47.7	16.6
Somewhat	11.4	14.4	9.4	18.0	16.3	5.7	1.8	4.1	21.7	7.9	3.5	13.2	18.6	5.2	17.5	18.0	6.9
Strongly	35.7	67.9	72.4	64.7	36.7	10.4	8.0	9.4	12.8	12.9	4.0	76.9	60.0	64.2	45.2	29.7	9.7
DON'T KNOW	3.9	3.2	2.9	3.5	6.9	1.6	1.2	1.5	3.3	3.2	0.8	2.0	4.4	3.4	9.5	10.3	4.0
Net Diff.	1.8	-67.9	-66.5	-68.9	-12.9	66.2	79.3	71.4	27.6	55.2	84.3	-82.3	-61.6	-42.2	-34.7	-5.6	62.8
Mean	2.56	1.55	1.53	1.56	2.34	3.45	3.69	3.55	3.02	3.32	3.74	1.34	1.65	1.76	2.04	2.44	3.42



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	48.9	13.5	49.7	88.6	48.5	42.3	44.1	42.0	50.4	50.5	50.2	47.2	52.7	67.7	55.3	33.9
Strongly	40.4	7.4	31.8	80.5	36.0	34.4	28.8	35.2	41.5	41.9	40.9	39.7	45.3	57.4	45.0	27.9
Somewhat	8.6	6.1	17.9	8.1	12.4	7.8	15.3	6.8	8.8	8.6	9.3	7.5	7.4	10.3	10.3	5.9
DISAGREE	47.1	82.4	41.8	9.2	45.9	53.8	47.5	54.7	45.9	46.1	45.5	47.4	43.1	28.2	41.2	61.9
Somewhat	11.4	14.9	19.4	4.7	15.5	10.3	9.1	10.4	11.5	10.3	13.7	11.9	9.9	5.7	9.3	16.7
Strongly	35.7	67.5	22.4	4.5	30.4	43.6	38.4	44.2	34.3	35.8	31.8	35.5	33.3	22.5	31.9	45.2
DON'T KNOW	3.9	4.1	8.5	2.2	5.6	3.9	8.4	3.3	3.7	3.4	4.2	5.4	4.2	4.1	3.5	4.2
Net Diff.	1.8	-68.9	7.9	79.4	2.6	-11.6	-3.4	-12.7	4.5	4.4	4.7	-0.2	9.5	39.6	14.1	-28.0
Mean	2.56	1.51	2.65	3.68	2.57	2.34	2.38	2.34	2.60	2.59	2.62	2.54	2.68	3.07	2.71	2.17



Table 18 Page 218
May 10-14, 2024

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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	48.9	54.3	38.3	41.2	32.4	61.4	45.0	48.0	32.6	53.0	40.1	40.3	30.6	53.2	59.4	46.9	49.1	35.4	36.8	25.3
Strongly	40.4	46.1	29.2	31.1	25.4	54.1	32.7	38.8	26.2	45.3	29.8	27.7	22.7	42.3	51.4	39.5	36.6	22.7	28.3	17.8
Somewhat	8.6	8.3	9.1	10.1	7.0	7.3	12.3	9.2	6.3	7.7	10.3	12.6	7.9	10.9	8.1	7.4	12.5	12.6	8.5	7.4
DISAGREE	47.1	41.6	57.9	54.9	64.1	35.8	52.8	46.9	62.2	44.3	53.1	54.3	60.8	42.0	38.5	50.0	46.8	58.6	58.1	63.2
Somewhat	11.4	11.5	11.2	12.8	8.0	9.9	7.9	13.0	14.0	10.3	13.8	14.1	15.2	12.3	8.7	11.8	11.4	15.6	10.0	19.6
Strongly	35.7	30.1	46.7	42.1	56.0	25.9	44.9	33.9	48.2	34.1	39.3	40.3	45.7	29.8	29.8	38.2	35.5	43.0	48.1	43.6
DON'T KNOW	3.9	4.0	3.8	3.9	3.6	2.8	2.2	5.1	5.2	2.6	6.8	5.3	8.5	4.7	2.0	3.2	4.1	6.0	5.0	11.6
Net Diff.	1.8	12.7	-19.7	-13.7	-31.7	25.6	-7.8	1.0	-29.7	8.7	-13.0	-14.0	-30.2	11.2	20.9	-3.1	2.3	-23.2	-21.3	-37.9
Mean	2.56	2.73	2.22	2.31	2.02	2.92	2.34	2.56	2.11	2.66	2.33	2.29	2.08	2.69	2.83	2.50	2.52	2.16	2.18	2.00



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	48.9	33.6	49.6	48.9	51.9	50.7	50.1	46.0	50.8	47.7	50.4	56.0	42.6
Strongly	40.4	20.8	37.1	38.8	42.4	43.6	45.4	34.5	44.1	36.8	44.7	47.0	34.4
Somewhat	8.6	12.7	12.5	10.2	9.5	7.1	4.7	11.5	6.7	10.9	5.7	9.0	8.2
DISAGREE	47.1	60.2	47.2	46.1	43.9	45.7	46.9	49.4	45.7	47.8	46.4	41.4	52.2
Somewhat	11.4	28.9	13.3	13.0	9.4	8.9	7.1	16.4	8.3	14.3	7.9	9.2	13.4
Strongly	35.7	31.3	33.9	33.1	34.5	36.8	39.7	33.0	37.5	33.4	38.5	32.2	38.9
DON'T KNOW	3.9	6.2	3.2	5.0	4.2	3.6	3.0	4.7	3.5	4.5	3.2	2.6	5.1
Net Diff.	1.8	-26.6	2.4	2.9	8.0	5.0	3.3	-3.4	5.0	-0.1	4.0	14.6	-9.6
Mean	2.56	2.25	2.54	2.57	2.62	2.60	2.58	2.50	2.59	2.53	2.58	2.73	2.40



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

18. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR JOE BIDEN."

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	48.9	38.3	49.5	52.1	49.8	49.0	47.1	61.1	58.5	32.1	51.0	42.3	40.2	40.0	49.0	60.5
Strongly	40.4	25.0	39.1	42.7	44.8	30.8	35.2	50.2	54.8	21.7	41.6	34.6	33.8	31.4	41.0	50.7
Somewhat	8.6	13.2	10.4	9.4	5.0	18.3	11.9	10.9	3.6	10.3	9.4	7.8	6.4	8.7	8.0	9.8
DISAGREE	47.1	55.9	46.6	44.1	46.9	46.2	49.5	36.7	39.5	61.5	44.7	52.0	54.9	55.8	46.8	36.5
Somewhat	11.4	24.5	12.9	9.7	7.2	12.9	10.5	8.8	8.0	31.3	14.4	10.7	6.3	12.8	10.9	10.9
Strongly	35.7	31.4	33.7	34.4	39.7	33.3	39.0	28.0	31.5	30.3	30.3	41.3	48.6	43.0	35.9	25.7
DON'T KNOW	3.9	5.8	3.9	3.8	3.4	4.8	3.4	2.1	2.0	6.4	4.3	5.7	4.9	4.2	4.2	3.0
Net Diff.	1.8	-17.6	2.9	8.0	2.9	2.9	-2.3	24.4	19.0	-29.5	6.3	-9.6	-14.7	-15.8	2.3	24.0
Mean	2.56	2.34	2.57	2.63	2.57	2.49	2.45	2.85	2.83	2.25	2.65	2.38	2.27	2.30	2.57	2.88



Table 19 Page 221
May 10-14, 2024

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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	48.0	52.7	47.6	43.2	38.8	47.3	52.5	59.5	56.8	41.1	46.9	34.7	31.5	53.0	29.5	25.0	45.5	63.9	59.1	66.4
Strongly	32.9	40.2	30.2	26.3	25.6	29.4	39.3	47.3	41.0	25.3	30.8	17.8	19.8	32.8	15.4	17.6	28.9	50.4	47.4	52.0
Somewhat	15.1	12.4	17.3	17.0	13.3	17.9	13.2	12.2	15.8	15.8	16.1	16.9	11.8	20.1	14.2	7.4	16.7	13.5	11.7	14.4
DISAGREE	35.3	34.5	39.9	40.0	37.9	36.1	30.8	24.5	29.0	40.1	38.8	40.7	44.5	33.4	50.0	39.5	42.5	24.2	29.5	21.3
Somewhat	20.6	20.5	24.5	23.4	21.8	20.1	19.9	11.7	17.4	23.8	23.2	23.2	28.1	22.3	32.7	20.2	18.6	13.4	16.7	11.7
Strongly	14.6	14.0	15.4	16.6	16.1	15.9	10.9	12.8	11.5	16.3	15.6	17.5	16.5	11.1	17.3	19.3	23.9	10.7	12.8	9.7
DON'T KNOW	16.7	12.8	12.5	16.7	23.2	16.6	16.7	16.0	14.2	18.8	14.3	24.6	23.9	13.7	20.4	35.5	12.0	12.0	11.4	12.3
Net Diff.	12.7	18.1	7.7	3.2	0.9	11.3	21.7	35.0	27.9	1.0	8.2	-6.0	-13.0	19.6	-20.5	-14.5	3.1	39.7	29.6	45.1
Mean	2.80	2.90	2.71	2.64	2.63	2.73	2.97	3.12	3.01	2.62	2.73	2.46	2.46	2.87	2.35	2.36	2.57	3.18	3.06	3.24



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
AGREE	48.0	50.4	52.6	45.2	46.2	52.4	56.2	32.4	20.8	18.9	24.0
Strongly	32.9	37.4	33.3	29.5	34.7	36.4	40.7	13.7	10.8	7.8	16.0
Somewhat	15.1	13.0	19.3	15.7	11.5	16.0	15.4	18.7	10.0	11.1	8.1
DISAGREE	35.3	36.2	31.3	36.9	35.9	34.1	31.9	45.8	42.4	46.9	34.7
Somewhat	20.6	18.4	21.5	21.9	19.4	19.9	18.0	30.1	24.9	28.6	18.5
Strongly	14.6	17.8	9.8	15.0	16.5	14.2	13.9	15.8	17.5	18.3	16.2
DON'T KNOW	16.7	13.5	16.1	17.9	18.0	13.5	11.9	21.8	36.9	34.3	41.3
Net Diff.	12.7	14.2	21.3	8.4	10.3	18.3	24.2	-13.4	-21.6	-28.0	-10.7
Mean	2.80	2.81	2.91	2.73	2.78	2.86	2.94	2.39	2.22	2.13	2.41



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	48.0	43.7	60.6	40.6	59.6	28.5	44.3	68.2	18.4	5.6	25.4	
Strongly	32.9	26.5	46.2	24.1	45.1	17.0	26.3	51.9	12.4	3.7	14.3	
Somewhat	15.1	17.2	14.4	16.5	14.5	11.5	18.0	16.3	5.9	1.9	11.1	
DISAGREE	35.3	40.9	28.2	42.0	28.1	36.7	37.9	21.6	74.6	93.0	26.4	
Somewhat	20.6	26.0	15.3	26.5	15.3	18.1	26.8	13.6	25.0	28.0	17.4	
Strongly	14.6	14.9	12.9	15.5	12.9	18.6	11.1	8.0	49.6	65.0	9.0	
DON'T KNOW	16.7	15.4	11.2	17.4	12.2	34.8	17.8	10.3	7.1	1.5	48.2	
Net Diff.	12.7	2.8	32.4	-1.4	31.5	-8.2	6.4	46.6	-56.2	-87.4	-1.0	
Mean	2.80	2.65	3.06	2.60	3.05	2.41	2.72	3.25	1.80	1.43	2.59	



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

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	540	1460	902	854	244	490	827	294	533	1173
AGREE	48.0	62.0	42.8	44.2	58.5	25.0	27.9	59.4	71.4	52.7	40.0
Strongly	32.9	47.2	27.5	26.3	44.1	17.6	17.4	45.2	62.0	35.9	24.2
Somewhat	15.1	14.8	15.3	17.9	14.4	7.4	10.5	14.2	9.4	16.8	15.8
DISAGREE	35.3	26.5	38.5	39.6	29.5	39.5	45.1	27.4	21.3	30.7	40.8
Somewhat	20.6	15.3	22.6	26.1	14.9	20.2	24.0	14.3	10.1	16.6	25.1
Strongly	14.6	11.2	15.9	13.4	14.6	19.3	21.1	13.1	11.3	14.1	15.7
DON'T KNOW	16.7	11.5	18.7	16.2	12.0	35.5	26.9	13.2	7.2	16.5	19.2
Net Diff.	12.7	35.5	4.3	4.7	29.0	-14.5	-17.2	32.0	50.1	22.0	-0.8
Mean	2.80	3.11	2.67	2.68	3.00	2.36	2.33	3.05	3.32	2.89	2.60



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

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	830	890	724	736	540	408	280	251	316	456	289
AGREE	48.0	42.9	59.8	44.9	56.1	41.1	52.0	65.0	48.6	35.7	50.6	34.6
Strongly	32.9	25.9	44.5	27.3	40.7	29.6	32.2	44.9	35.3	21.0	38.2	24.6
Somewhat	15.1	17.0	15.3	17.6	15.4	11.5	19.8	20.2	13.3	14.7	12.4	9.9
DISAGREE	35.3	40.7	28.3	37.5	30.8	38.3	36.8	27.7	36.4	38.4	32.7	40.0
Somewhat	20.6	26.8	14.8	25.6	16.3	19.8	27.1	13.9	21.2	23.7	17.8	18.7
Strongly	14.6	14.0	13.5	11.9	14.5	18.5	9.7	13.8	15.2	14.8	14.9	21.4
DON'T KNOW	16.7	16.4	11.9	17.6	13.1	20.6	11.1	7.3	15.0	25.9	16.8	25.4
Net Diff.	12.7	2.1	31.5	7.4	25.3	2.8	15.2	37.3	12.2	-2.7	17.9	-5.5
Mean	2.80	2.65	3.03	2.73	2.95	2.66	2.84	3.04	2.81	2.57	2.89	2.51



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	48.0	61.4	66.6	57.7	42.0	37.0	53.3	43.5	52.8	41.2	45.3	64.4	42.9	47.2	49.8	41.6	32.5
Strongly	32.9	46.1	54.1	40.4	28.2	22.1	34.6	27.1	29.6	24.3	27.9	48.3	29.0	31.4	42.1	29.2	20.8
Somewhat	15.1	15.3	12.6	17.3	13.7	14.9	18.7	16.4	23.2	16.9	17.4	16.1	13.8	15.8	7.7	12.4	11.7
DISAGREE	35.3	28.1	24.7	30.6	35.6	46.7	31.2	40.5	37.2	30.4	39.3	26.7	36.3	39.8	31.8	37.3	46.9
Somewhat	20.6	16.0	11.6	19.1	18.5	32.1	18.0	26.5	26.3	17.9	27.5	14.8	18.6	18.2	17.7	18.7	25.3
Strongly	14.6	12.1	13.1	11.5	17.1	14.6	13.3	14.0	11.0	12.5	11.8	11.8	17.7	21.6	14.2	18.6	21.6
DON'T KNOW	16.7	10.4	8.6	11.7	22.4	16.3	15.5	16.0	10.0	28.4	15.4	8.9	20.9	13.0	18.4	21.1	20.6
Net Diff.	12.7	33.3	41.9	27.1	6.3	-9.7	22.1	3.0	15.5	10.8	6.0	37.8	6.6	7.4	18.0	4.4	-14.4
Mean	2.80	3.07	3.18	2.98	2.68	2.53	2.88	2.67	2.79	2.74	2.73	3.11	2.68	2.65	2.95	2.66	2.40



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	48.0	55.9	34.7	43.7	40.9	51.6	48.0	52.1	48.8	50.7	45.5	38.7	45.7	45.0	49.4	49.3
Strongly	32.9	41.7	21.7	26.7	25.9	36.9	39.7	36.6	33.3	35.6	29.3	25.5	31.4	27.3	30.6	36.6
Somewhat	15.1	14.2	13.0	16.9	15.1	14.7	8.3	15.5	15.5	15.1	16.2	13.2	14.4	17.7	18.8	12.7
DISAGREE	35.3	30.0	43.1	38.6	40.6	36.9	45.0	35.8	34.3	34.2	34.6	39.3	36.1	35.6	36.3	31.7
Somewhat	20.6	15.4	22.0	26.1	23.2	21.6	18.2	22.0	20.3	21.3	18.7	21.6	21.1	16.4	23.6	18.3
Strongly	14.6	14.6	21.1	12.4	17.3	15.4	26.8	13.8	14.0	12.9	15.9	17.7	15.0	19.2	12.7	13.4
DON'T KNOW	16.7	14.1	22.2	17.8	18.5	11.5	7.0	12.1	16.9	15.1	19.9	22.0	18.1	19.4	14.3	19.0
Net Diff.	12.7	25.9	-8.4	5.1	0.3	14.7	2.9	16.3	14.4	16.5	10.8	-0.5	9.6	9.5	13.1	17.6
Mean	2.80	2.97	2.45	2.70	2.61	2.83	2.65	2.85	2.82	2.86	2.73	2.60	2.76	2.66	2.79	2.90



Table 19 Page 228
May 10-14, 2024

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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	48.0	43.8	56.2	52.1	64.4	52.0	61.0	36.3	52.1	52.1	39.2	40.0	39.7	43.3	57.6	46.9	48.1	35.4	51.1	29.9
Strongly	32.9	28.5	41.5	36.9	50.6	32.3	46.0	25.0	37.6	35.8	26.7	28.7	24.5	29.7	38.8	32.8	36.8	24.1	27.6	21.8
Somewhat	15.1	15.3	14.7	15.2	13.8	19.8	15.0	11.3	14.5	16.4	12.5	11.3	15.2	13.6	18.7	14.1	11.3	11.3	23.5	8.1
DISAGREE	35.3	36.5	32.9	34.6	29.6	34.8	32.3	38.0	33.4	32.5	41.2	42.0	39.0	41.5	32.4	32.6	40.1	43.1	33.0	44.1
Somewhat	20.6	20.5	20.9	23.2	16.1	22.3	20.2	18.9	21.5	20.3	21.3	22.4	18.0	23.0	20.8	19.8	25.9	20.4	18.5	17.5
Strongly	14.6	16.0	12.0	11.3	13.4	12.5	12.2	19.1	11.9	12.2	19.9	19.6	21.0	18.6	11.6	12.7	14.2	22.7	14.5	26.6
DON'T KNOW	16.7	19.7	10.9	13.3	6.0	13.1	6.6	25.7	14.4	15.4	19.6	18.0	21.3	15.2	10.1	20.5	11.8	21.5	15.8	26.0
Net Diff.	12.7	7.3	23.3	17.5	34.9	17.2	28.7	-1.6	18.7	19.7	-2.0	-2.0	0.8	1.8	25.2	14.3	8.0	-7.7	18.1	-14.2
Mean	2.80	2.70	2.96	2.90	3.08	2.83	3.02	2.57	2.91	2.90	2.57	2.60	2.55	2.64	2.94	2.84	2.80	2.47	2.76	2.34



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	48.0	36.3	35.0	33.3	49.2	53.1	63.6	34.5	56.5	38.8	59.1	55.0	41.8
Strongly	32.9	19.6	21.1	21.8	32.5	37.2	47.4	21.1	40.3	24.4	43.1	36.8	29.4
Somewhat	15.1	16.7	13.9	11.6	16.6	15.8	16.2	13.4	16.2	14.4	16.0	18.2	12.4
DISAGREE	35.3	36.7	42.8	44.0	39.0	30.7	26.2	42.1	31.0	41.2	28.1	34.0	36.4
Somewhat	20.6	21.7	26.7	22.6	21.7	17.5	17.6	23.8	18.6	23.2	17.6	21.6	19.8
Strongly	14.6	14.9	16.0	21.4	17.3	13.1	8.6	18.3	12.3	18.0	10.5	12.4	16.6
DON'T KNOW	16.7	27.0	22.2	22.7	11.8	16.3	10.2	23.4	12.5	20.0	12.8	11.0	21.8
Net Diff.	12.7	-0.4	-7.8	-10.7	10.2	22.4	37.4	-7.6	25.6	-2.4	31.0	21.0	5.4
Mean	2.80	2.56	2.51	2.44	2.73	2.92	3.14	2.49	2.97	2.57	3.05	2.89	2.70



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

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I WILL NEVER VOTE FOR ROBERT F. KENNEDY, JR."

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	48.0	36.7	33.4	47.8	62.3	50.7	38.5	51.8	67.3	28.5	30.1	43.5	56.9	44.3	50.8	46.0
Strongly	32.9	18.8	22.4	31.2	46.4	28.0	24.4	30.6	50.2	13.5	21.0	31.9	42.2	30.9	34.7	31.0
Somewhat	15.1	17.8	11.0	16.6	16.0	22.7	14.0	21.2	17.1	15.0	9.1	11.6	14.8	13.4	16.1	15.0
DISAGREE	35.3	38.0	43.9	37.4	26.6	35.7	47.1	36.4	24.8	39.4	41.8	38.5	28.6	40.2	33.1	34.1
Somewhat	20.6	22.6	24.0	20.7	17.5	27.9	25.2	22.7	17.3	19.5	23.3	18.5	17.7	21.8	20.3	19.8
Strongly	14.6	15.5	19.8	16.8	9.1	7.9	21.9	13.7	7.4	19.9	18.5	20.0	10.8	18.4	12.7	14.3
DON'T KNOW	16.7	25.3	22.7	14.8	11.1	13.6	14.4	11.8	8.0	32.1	28.1	18.0	14.5	15.5	16.1	19.9
Net Diff.	12.7	-1.4	-10.5	10.4	35.8	14.9	-8.6	15.4	42.5	-10.8	-11.7	5.0	28.4	4.1	17.8	11.9
Mean	2.80	2.54	2.47	2.73	3.12	2.82	2.48	2.78	3.20	2.33	2.45	2.67	3.03	2.67	2.87	2.78



Table 20 Page 231
May 10-14, 2024

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

20. 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395	
AGREE	64.5	100.0	93.0	85.1	75.8	56.5	39.5	18.5	9.1	75.6	91.3	68.9	22.0	82.7	72.5	61.6	77.3	39.0	64.3	25.4	
Strongly	46.9	98.8	85.9	64.9	48.4	26.9	16.6	9.9	2.4	58.9	80.1	40.0	12.6	72.4	51.4	42.5	54.3	19.3	37.3	9.6	
10	25.8	87.6	55.8	27.0	19.1	9.1	7.7	2.8	1.2	33.5	51.0	14.6	4.1	47.9	23.2	22.6	25.5	8.1	15.0	4.5	
9	10.1	8.6	15.7	20.5	14.6	5.7	1.3	1.6	0.6	12.8	16.1	11.2	1.8	13.0	14.4	9.3	13.4	4.0	9.8	0.9	
8	10.9	2.6	14.4	17.5	14.8	12.1	7.5	5.5	0.6	12.6	13.0	14.1	6.7	11.5	13.8	10.6	15.4	7.1	12.6	4.2	
7	9.6	1.2	4.9	14.5	16.4	15.2	8.1	2.6	0.8	10.2	8.0	16.9	2.7	6.2	14.0	10.8	14.0	8.1	13.9	5.0	
6	8.0	0.0	2.2	5.6	11.0	14.3	14.8	6.0	5.9	6.5	3.1	12.1	6.7	4.2	7.1	8.2	9.1	11.6	13.2	10.8	
NEUTRAL-5	11.7	0.0	3.4	8.1	11.0	19.3	23.1	21.4	6.7	8.6	4.6	14.5	10.9	4.7	9.1	12.8	12.5	18.8	14.6	21.1	
DISAGREE	23.8	0.0	3.6	6.8	13.3	24.3	37.4	60.1	84.1	15.9	4.1	16.6	67.1	12.5	18.5	25.7	10.2	42.2	21.1	53.5	
4	6.5	0.0	1.5	3.4	4.8	7.9	14.8	19.1	4.4	4.4	1.9	6.0	11.7	3.4	4.6	6.5	4.5	11.3	6.4	13.9	
3	4.5	0.0	1.5	1.2	2.9	6.2	6.6	12.4	11.0	3.2	1.0	3.8	11.3	2.3	4.1	5.1	2.1	7.7	5.3	8.9	
2	4.9	0.0	0.4	0.3	1.3	3.2	9.0	15.0	22.1	3.2	0.3	2.3	19.2	1.6	4.5	7.1	1.5	8.8	1.7	12.6	
1	2.4	0.0	0.0	0.4	1.1	1.1	2.5	3.4	17.9	1.7	0.2	0.9	10.6	1.2	1.6	4.6	0.0	4.2	1.4	5.6	
0	5.5	0.0	0.3	1.6	3.2	6.0	4.5	10.2	28.7	3.3	0.8	3.5	14.3	4.1	3.7	2.3	2.2	10.3	6.2	12.6	
Mean	6.62	9.83	8.90	7.88	7.07	5.85	5.10	3.95	2.10	7.40	8.68	6.64	3.54	8.05	6.99	6.44	7.40	4.85	6.34	4.05	



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

20. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
AGREE	64.5	66.3	64.0	64.8	62.9	64.9	65.5	61.7	62.2	61.9	62.6
Strongly	46.9	49.9	45.9	48.4	42.8	48.2	50.2	37.6	38.9	35.9	43.9
10	25.8	24.6	24.3	27.4	25.7	26.9	29.0	15.4	19.5	16.9	24.0
9	10.1	12.6	11.7	8.4	9.5	10.3	10.4	9.4	9.2	9.8	8.1
8	10.9	12.7	9.9	12.6	7.5	11.1	10.7	12.8	10.2	9.3	11.8
7	9.6	7.6	10.2	9.6	10.5	8.8	8.4	11.3	14.3	13.9	15.0
6	8.0	8.9	7.9	6.8	9.6	7.9	6.9	12.8	9.0	12.1	3.8
NEUTRAL-5	11.7	12.1	11.9	10.9	12.5	11.8	11.5	13.9	10.5	9.9	11.4
DISAGREE	23.8	21.6	24.1	24.3	24.6	23.3	23.1	24.4	27.3	28.1	25.9
4	6.5	6.6	5.9	6.7	6.9	6.4	6.6	5.6	6.9	7.7	5.6
3	4.5	4.1	5.3	4.7	3.8	4.3	4.1	5.5	5.8	5.1	7.0
2	4.9	4.0	3.9	4.7	7.1	4.6	4.3	6.0	7.0	6.2	8.3
1	2.4	2.2	2.9	2.6	1.9	2.1	1.9	3.3	4.6	6.0	2.3
0	5.5	4.7	6.1	5.7	5.0	5.8	6.2	4.0	3.0	3.2	2.7
Mean	6.62	6.76	6.56	6.66	6.52	6.68	6.76	6.21	6.30	6.15	6.54



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

20. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
 GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
AGREE	64.5	77.6	49.6	78.0	51.3	61.9	78.6	48.9	70.4	73.9	60.5
Strongly	46.9	64.5	31.1	64.3	30.7	39.7	67.3	29.6	43.6	44.8	36.1
10	25.8	39.5	14.2	38.9	13.5	21.4	41.7	13.6	17.0	15.5	20.9
9	10.1	13.8	6.7	13.3	7.2	8.4	13.4	6.7	12.2	14.3	7.3
8	10.9	11.1	10.1	12.1	10.0	9.9	12.2	9.3	14.4	15.0	7.9
7	9.6	8.6	9.6	8.0	10.2	14.7	6.6	9.2	15.5	18.6	15.2
6	8.0	4.6	8.9	5.7	10.5	7.5	4.7	10.1	11.3	10.4	9.2
NEUTRAL-5	11.7	7.2	17.4	6.0	17.4	11.8	6.6	17.6	8.3	10.0	13.2
DISAGREE	23.8	15.1	33.0	16.0	31.3	26.3	14.8	33.5	21.3	16.1	26.3
4	6.5	4.1	8.8	4.5	8.6	6.1	4.1	9.7	3.6	2.8	7.9
3	4.5	3.3	5.4	2.8	6.0	6.1	3.0	6.1	3.3	2.6	6.2
2	4.9	2.5	7.2	3.4	6.1	6.4	2.6	6.5	6.0	4.9	6.3
1	2.4	1.6	3.3	1.9	2.8	3.3	1.6	3.0	2.7	1.4	3.1
0	5.5	3.7	8.3	3.4	7.7	4.4	3.5	8.2	5.6	4.4	2.7
Mean	6.62	7.65	5.61	7.61	5.68	6.35	7.75	5.57	6.52	6.77	6.32



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

20. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES			FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	540	1460	902	854	244	490	827	294	533	1173	
AGREE	64.5	51.4	69.3	78.9	50.1	61.6	62.7	50.9	51.0	50.8	74.1	
Strongly	46.9	33.0	52.0	64.6	29.4	42.5	41.7	31.1	37.6	27.6	58.0	
10	25.8	16.1	29.4	38.7	13.2	22.6	19.7	14.6	19.4	11.9	33.8	
9	10.1	8.3	10.8	13.5	6.7	9.3	10.8	7.1	8.5	6.4	12.2	
8	10.9	8.5	11.8	12.4	9.5	10.6	11.2	9.4	9.7	9.3	12.0	
7	9.6	10.0	9.5	9.1	9.8	10.8	11.5	9.3	6.6	10.8	9.8	
6	8.0	8.4	7.9	5.3	10.9	8.2	9.5	10.4	6.8	12.4	6.3	
NEUTRAL-5	11.7	14.2	10.7	6.3	17.0	12.8	11.8	16.1	13.5	17.6	8.5	
DISAGREE	23.8	34.5	19.9	14.7	32.9	25.7	25.5	33.0	35.6	31.6	17.4	
4	6.5	8.6	5.7	3.9	9.3	6.5	6.7	9.3	9.1	9.4	4.6	
3	4.5	5.9	4.0	3.0	6.1	5.1	4.8	5.7	5.8	5.6	3.7	
2	4.9	6.7	4.2	2.7	6.7	7.1	7.1	7.0	5.0	8.1	3.4	
1	2.4	3.5	2.0	1.3	2.9	4.6	3.1	3.3	4.7	2.5	1.8	
0	5.5	9.7	3.9	3.9	8.0	2.3	3.7	7.8	11.0	6.0	3.8	
Mean	6.62	5.65	6.98	7.65	5.59	6.44	6.39	5.65	5.70	5.62	7.31	



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

20. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289	
AGREE	64.5	78.3	51.0	78.1	51.9	63.4	82.5	56.5	66.9	72.4	49.0	60.4	
Strongly	46.9	64.4	31.8	65.4	31.8	42.6	70.5	36.3	45.4	58.9	29.0	40.1	
10	25.8	39.3	14.2	39.1	14.6	23.4	43.6	14.7	25.7	33.3	14.5	21.4	
9	10.1	14.0	6.6	13.6	7.4	9.2	13.7	8.3	10.1	13.5	6.8	8.4	
8	10.9	11.1	11.0	12.7	9.9	10.0	13.1	13.3	9.6	12.1	7.8	10.3	
7	9.6	8.7	9.5	7.5	9.4	12.7	7.1	8.3	12.5	7.9	10.2	12.8	
6	8.0	5.2	9.6	5.2	10.7	8.2	4.9	12.0	9.0	5.5	9.8	7.5	
NEUTRAL-5	11.7	6.5	16.9	6.8	15.9	12.3	6.0	13.1	10.8	7.9	17.6	13.7	
DISAGREE	23.8	15.1	32.2	15.1	32.2	24.2	11.4	30.3	22.3	19.7	33.4	26.0	
4	6.5	4.1	8.7	3.7	9.0	6.9	1.8	6.4	5.5	6.1	10.6	8.2	
3	4.5	3.0	5.4	3.2	5.8	4.6	1.5	7.1	4.4	5.3	5.1	4.7	
2	4.9	3.0	6.4	2.9	6.6	5.4	2.5	5.6	4.7	3.3	7.2	5.9	
1	2.4	1.5	3.4	1.2	3.2	3.1	0.9	3.6	2.8	1.6	2.9	3.3	
0	5.5	3.4	8.2	4.1	7.6	4.3	4.7	7.6	4.9	3.4	7.6	3.9	
Mean	6.62	7.66	5.66	7.64	5.70	6.51	7.92	5.85	6.68	7.28	5.61	6.37	



Table 20 Page 236
May 10-14, 2024

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

20. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	64.5	50.1	47.6	51.8	60.6	77.5	83.1	79.8	65.5	65.0	82.2	48.8	55.9	59.6	50.4	62.2	77.4
Strongly	46.9	31.5	29.8	32.8	40.7	58.4	75.4	65.2	52.8	53.3	69.3	29.4	33.3	44.0	33.4	40.9	55.1
10	25.8	14.1	16.7	12.3	19.9	33.8	52.0	41.1	22.2	26.4	43.4	13.7	15.5	16.8	12.7	20.3	41.6
9	10.1	6.3	5.2	7.1	9.9	13.5	13.0	13.3	21.1	10.1	14.0	5.3	8.9	17.1	5.1	10.6	7.8
8	10.9	11.1	7.9	13.4	10.9	11.1	10.3	10.8	9.5	16.8	11.9	10.3	9.0	10.0	15.6	10.0	5.7
7	9.6	8.0	6.3	9.3	11.1	12.0	5.3	9.3	4.6	5.3	8.2	7.8	12.5	9.3	10.5	12.4	15.2
6	8.0	10.5	11.5	9.8	8.8	7.1	2.4	5.2	8.2	6.4	4.7	11.5	10.1	6.4	6.4	8.9	7.2
NEUTRAL-5	11.7	15.6	16.1	15.2	13.7	7.1	5.6	6.5	2.8	12.9	5.6	16.4	14.9	16.8	16.9	13.2	6.0
DISAGREE	23.8	34.4	36.2	33.0	25.7	15.4	11.2	13.8	31.7	22.1	12.2	34.9	29.3	23.6	32.8	24.5	16.6
4	6.5	8.7	8.8	8.6	7.7	3.6	3.5	3.6	3.1	6.3	3.1	10.1	7.8	5.2	3.8	8.2	5.3
3	4.5	6.4	5.8	6.8	4.7	4.0	1.3	2.9	0.0	5.8	2.7	6.2	4.7	8.0	10.0	4.2	1.4
2	4.9	6.9	5.2	8.2	5.7	3.1	1.7	2.5	14.1	2.3	2.3	6.8	7.3	1.5	4.3	6.0	4.2
1	2.4	3.6	4.5	2.9	3.0	0.7	1.2	0.9	7.2	2.3	0.5	3.4	3.0	1.8	3.1	3.3	2.3
0	5.5	8.7	11.9	6.4	4.5	4.0	3.6	3.8	7.2	5.3	3.6	8.3	6.4	7.0	11.5	2.8	3.4
Mean	6.62	5.55	5.38	5.68	6.34	7.44	8.22	7.75	6.30	6.79	7.94	5.50	5.92	6.39	5.51	6.46	7.47



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

20. 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 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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
AGREE	64.5	51.2	62.6	80.2	64.6	65.0	88.3	61.8	64.6	65.3	63.3	63.3	67.1	71.0	67.0	57.8	
Strongly	46.9	31.0	41.0	66.8	44.0	44.8	75.6	40.7	47.3	48.2	45.7	46.9	51.3	54.8	48.8	38.5	
10	25.8	14.8	17.4	41.1	20.7	26.1	53.3	22.4	25.8	25.4	26.5	25.9	30.4	32.2	24.8	19.5	
9	10.1	6.2	13.8	13.2	11.1	10.7	19.9	9.5	10.0	10.4	9.4	10.0	11.4	9.9	10.6	9.1	
8	10.9	10.0	9.7	12.4	12.2	8.0	2.5	8.7	11.5	12.4	9.9	11.0	9.6	12.7	13.5	9.8	
7	9.6	9.8	12.0	8.5	11.7	10.9	6.6	11.4	9.7	9.5	10.0	7.4	8.7	10.4	11.0	9.5	
6	8.0	10.3	9.6	4.9	8.8	9.3	6.1	9.7	7.6	7.7	7.6	9.0	7.1	5.8	7.2	9.8	
NEUTRAL-5	11.7	16.0	12.7	6.4	12.8	8.3	0.0	9.4	12.5	12.6	12.4	10.1	10.4	10.7	12.5	14.0	
DISAGREE	23.8	32.8	24.7	13.5	22.7	26.7	11.7	28.8	22.9	22.1	24.2	26.6	22.4	18.3	20.5	28.2	
4	6.5	9.0	6.5	3.7	6.6	9.3	0.0	10.6	6.2	5.9	6.8	5.1	7.4	7.1	4.1	7.0	
3	4.5	6.1	4.0	2.9	4.3	5.6	0.0	6.4	3.9	3.4	4.6	7.7	4.3	1.2	4.0	6.0	
2	4.9	6.2	7.7	2.5	4.9	6.3	8.2	6.0	4.6	4.8	4.4	5.1	4.7	3.1	5.4	5.3	
1	2.4	3.4	2.9	1.2	2.6	1.5	0.0	1.7	2.5	2.7	2.4	2.7	1.7	0.0	2.8	3.2	
0	5.5	8.1	3.5	3.1	4.3	4.0	3.5	4.1	5.6	5.4	6.0	6.0	4.4	6.8	4.2	6.7	
Mean	6.62	5.65	6.38	7.80	6.55	6.63	8.30	6.40	6.64	6.68	6.58	6.49	6.92	7.12	6.75	6.11	



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

20. 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 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	64.5	66.8	60.0	60.7	58.6	72.4	67.0	61.7	54.0	64.9	63.6	59.6	65.2	72.6	71.9	58.2	62.9	57.7	64.6	65.8
Strongly	46.9	50.4	40.0	42.2	35.6	57.8	45.0	43.6	35.8	47.0	46.6	40.3	50.5	51.2	55.6	38.8	40.7	40.2	51.3	49.8
10	25.8	28.6	20.3	22.1	16.9	33.5	23.6	24.2	17.6	26.1	25.2	22.4	26.9	26.3	32.1	20.3	24.8	21.0	24.2	29.3
9	10.1	10.5	9.4	9.8	8.6	11.7	10.0	9.4	8.9	10.0	10.4	8.3	11.4	10.4	10.9	9.1	7.9	8.6	14.4	8.8
8	10.9	11.3	10.3	10.4	10.1	12.6	11.5	10.0	9.3	10.9	11.0	9.6	12.2	14.4	12.6	9.3	8.0	10.6	12.8	11.7
7	9.6	9.2	10.4	10.1	11.1	7.3	12.2	10.9	8.9	9.2	10.5	11.7	8.3	14.4	7.8	10.5	13.0	10.9	6.2	10.1
6	8.0	7.2	9.6	8.4	11.9	7.3	9.8	7.2	9.3	8.7	6.6	7.6	6.4	7.0	8.5	8.9	9.2	6.6	7.1	5.8
NEUTRAL-5	11.7	10.9	13.2	14.8	10.0	9.3	9.7	12.3	16.2	12.4	10.0	13.4	6.6	9.4	9.9	14.9	11.4	14.5	7.4	6.0
DISAGREE	23.8	22.4	26.8	24.4	31.4	18.3	23.3	26.0	29.7	22.7	26.4	27.0	28.1	18.0	18.3	26.9	25.7	27.8	28.0	28.3
4	6.5	5.8	7.8	7.4	8.8	3.2	6.1	8.2	9.3	6.6	6.4	4.5	8.1	6.7	4.3	8.7	2.0	5.9	5.0	10.7
3	4.5	4.8	4.0	3.6	4.8	4.0	3.9	5.6	4.1	4.2	5.3	4.0	6.3	2.4	3.6	4.8	3.7	4.1	7.2	5.5
2	4.9	3.8	7.0	6.6	8.0	3.0	6.2	4.6	7.7	4.6	5.7	7.4	4.4	3.4	3.2	5.8	10.7	5.6	3.1	5.6
1	2.4	2.5	2.2	1.5	3.6	2.2	2.2	2.8	2.2	2.0	3.4	4.7	3.0	2.3	1.7	2.2	3.8	5.1	4.3	1.9
0	5.5	5.3	5.7	5.4	6.2	6.0	4.8	4.7	6.5	5.4	5.6	6.5	6.3	3.2	5.4	5.3	5.5	7.1	8.4	4.6
Mean	6.62	6.81	6.26	6.42	5.95	7.15	6.61	6.50	5.97	6.67	6.52	6.19	6.62	7.05	7.11	6.25	6.31	6.13	6.48	6.74



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

20. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060	
AGREE	64.5	66.3	59.6	61.9	63.1	65.9	67.9	62.0	66.0	62.4	67.1	70.6	59.1	
Strongly	46.9	38.8	39.1	47.4	45.4	51.0	50.8	42.8	49.4	43.6	50.9	53.6	40.9	
10	25.8	12.9	22.7	23.2	24.7	28.6	31.8	20.9	28.9	22.0	30.4	30.2	22.0	
9	10.1	9.3	8.9	8.9	11.2	12.1	9.6	9.0	10.8	9.6	10.7	11.1	9.2	
8	10.9	16.6	7.5	15.2	9.5	10.2	9.4	12.9	9.7	11.9	9.7	12.3	9.8	
7	9.6	11.1	11.7	8.0	9.7	10.1	8.8	9.9	9.4	9.8	9.3	8.9	10.2	
6	8.0	16.4	8.8	6.5	8.0	4.9	8.4	9.3	7.2	8.9	6.9	8.1	7.9	
NEUTRAL-5	11.7	10.2	11.9	11.1	12.4	10.2	13.1	11.2	12.0	11.5	11.8	9.4	13.6	
DISAGREE	23.8	23.5	28.5	27.1	24.5	23.9	19.0	26.8	22.0	26.1	21.1	20.0	27.3	
4	6.5	2.8	9.2	8.0	6.2	6.2	5.7	7.3	6.0	7.0	5.9	4.2	8.6	
3	4.5	6.2	6.0	4.7	5.3	3.6	3.5	5.4	4.0	5.4	3.5	4.0	5.1	
2	4.9	5.2	6.5	6.4	4.6	4.0	4.0	6.2	4.1	5.7	4.0	4.0	5.7	
1	2.4	5.2	1.8	1.8	1.7	3.0	2.3	2.5	2.4	2.3	2.6	2.2	2.6	
0	5.5	4.1	5.1	6.2	6.7	7.1	3.5	5.4	5.5	5.8	5.0	5.6	5.3	
Mean	6.62	6.18	6.30	6.45	6.53	6.74	7.00	6.35	6.80	6.40	6.89	6.97	6.31	



Table 20 Page 240
May 10-14, 2024

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

20. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
GOVERNMENT SHOULD GET OUT OF THE WAY OF ENTREPRENEURS AND SMALL BUSINESSES WHO CREATE JOBS AND GROW THE ECONOMY.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	64.5	62.7	62.0	62.9	68.1	69.4	68.2	66.8	75.0	58.8	58.0	58.7	60.5	64.6	63.0	68.0
Strongly	46.9	37.4	46.1	46.1	51.3	47.6	53.0	50.2	57.9	31.5	41.6	41.6	44.1	45.2	46.1	51.1
10	25.8	16.5	23.7	24.9	31.3	20.4	25.5	27.6	37.1	14.2	22.5	22.0	25.0	26.0	24.9	27.9
9	10.1	8.0	9.6	11.3	10.3	11.4	12.3	12.9	9.1	6.1	7.8	9.7	11.6	10.9	9.9	9.6
8	10.9	12.9	12.9	9.8	9.7	15.8	15.3	9.7	11.7	11.3	11.3	10.0	7.5	8.3	11.3	13.6
7	9.6	11.2	8.6	10.6	9.0	9.2	6.8	10.3	8.9	12.4	9.8	10.8	9.1	10.9	9.0	9.3
6	8.0	14.1	7.3	6.3	7.7	12.7	8.4	6.4	8.2	14.9	6.6	6.2	7.2	8.5	8.0	7.5
NEUTRAL-5	11.7	10.1	11.4	12.1	12.0	5.4	9.9	8.6	10.8	12.8	12.4	15.9	13.4	10.1	13.4	9.5
DISAGREE	23.8	27.2	26.6	25.0	19.9	25.2	21.9	24.6	14.2	28.3	29.6	25.5	26.1	25.3	23.6	22.6
4	6.5	5.0	8.3	6.5	5.8	3.8	4.1	4.5	4.0	5.7	11.1	8.6	7.8	5.4	6.7	7.5
3	4.5	6.5	4.7	5.2	3.3	4.9	4.6	5.2	2.4	7.4	4.8	5.2	4.1	5.9	4.0	4.1
2	4.9	6.6	6.1	4.4	3.8	6.0	5.5	4.6	2.4	6.9	6.5	4.3	5.5	5.6	5.0	3.7
1	2.4	4.5	1.6	2.2	2.4	6.0	1.8	2.4	1.4	3.7	1.5	2.0	3.5	2.3	2.7	1.9
0	5.5	4.5	5.8	6.7	4.6	4.4	5.9	7.9	4.0	4.6	5.7	5.4	5.3	6.1	5.1	5.5
Mean	6.62	6.11	6.48	6.54	6.96	6.49	6.78	6.68	7.41	5.90	6.29	6.40	6.47	6.55	6.58	6.83



Table 21 Page 241
May 10-14, 2024

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

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

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	71.0	100.0	97.2	92.9	84.1	67.6	49.6	24.5	7.3	81.8	96.1	77.9	27.7	85.9	78.6	71.0	87.4	46.2	75.2	30.7
Strongly	57.7	99.4	94.6	85.2	61.8	41.4	30.0	10.2	4.0	70.6	91.8	55.2	15.7	79.3	63.0	59.4	72.4	27.8	48.3	16.9
10	35.5	93.2	68.5	43.7	29.5	20.8	16.1	4.0	2.2	45.0	63.8	26.3	9.9	56.9	35.3	40.1	36.1	13.6	24.6	7.7
9	11.7	4.5	19.4	24.3	13.8	8.0	5.4	3.4	0.5	14.3	18.1	12.2	2.7	13.7	16.3	6.7	20.4	5.7	9.3	3.7
8	10.5	1.6	6.6	17.2	18.5	12.6	8.5	2.9	1.2	11.3	9.9	16.8	3.1	8.7	11.3	12.5	15.9	8.5	14.3	5.4
7	7.9	0.6	1.5	4.2	14.4	14.0	12.1	7.7	2.2	6.2	2.4	12.9	5.6	3.6	8.9	6.3	8.4	11.7	17.0	8.9
6	5.5	0.0	1.1	3.5	8.0	12.2	7.4	6.5	1.2	5.0	1.9	9.8	6.4	3.1	6.7	5.3	6.6	6.7	9.9	5.0
NEUTRAL-5	9.7	0.0	1.7	4.0	7.7	17.5	19.5	21.1	9.3	6.4	2.3	11.0	13.4	4.0	6.5	9.9	8.5	17.1	14.1	18.7
DISAGREE	19.3	0.0	1.1	3.2	8.1	14.9	31.0	54.4	83.4	11.7	1.7	11.2	58.9	10.1	14.9	19.1	4.1	36.7	10.8	50.5
4	4.4	0.0	0.3	1.4	3.1	5.2	10.8	13.2	4.7	2.8	0.7	4.3	8.4	1.8	2.7	4.7	3.2	8.0	3.4	10.5
3	4.6	0.0	0.0	0.6	1.8	3.6	8.3	15.6	16.0	2.3	0.2	2.5	11.4	1.8	4.4	3.2	0.0	9.6	2.7	13.3
2	3.8	0.0	0.4	0.3	0.8	2.1	5.3	12.4	19.2	2.4	0.2	2.0	13.3	2.1	3.8	3.7	0.0	6.9	0.0	10.6
1	2.4	0.0	0.0	0.6	0.8	1.3	2.9	6.4	14.3	1.2	0.2	0.6	7.6	1.6	0.8	2.2	0.0	5.2	1.8	7.0
0	4.1	0.0	0.4	0.3	1.6	2.7	3.7	6.8	29.2	2.9	0.3	1.8	18.2	2.7	3.3	5.2	0.9	6.9	2.8	9.1
Mean	7.22	9.90	9.41	8.72	7.74	6.77	5.86	4.23	2.25	7.99	9.23	7.39	3.95	8.44	7.58	7.26	8.26	5.43	7.17	4.50



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

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

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	1721	1449	272	279	176	103
AGREE	71.0	72.4	69.1	73.2	68.1	72.1	72.9	67.6	64.6	64.8	64.2
Strongly	57.7	56.9	56.5	60.3	54.9	58.8	60.3	50.9	50.6	50.9	50.2
10	35.5	36.2	33.6	37.7	33.2	36.2	38.1	26.4	31.1	30.0	33.0
9	11.7	10.6	10.8	12.9	11.4	12.2	12.1	12.6	8.4	8.9	7.6
8	10.5	10.1	12.1	9.8	10.3	10.4	10.1	12.0	11.1	11.9	9.6
7	7.9	10.0	6.4	7.6	8.1	7.7	7.6	8.4	9.0	8.9	9.1
6	5.5	5.5	6.3	5.2	5.1	5.6	5.1	8.3	4.9	5.0	4.9
NEUTRAL-5	9.7	8.0	11.1	7.8	12.9	9.4	9.3	9.8	11.3	9.1	15.0
DISAGREE	19.3	19.6	19.7	19.1	18.9	18.5	17.7	22.5	24.1	26.1	20.8
4	4.4	5.3	4.3	3.4	5.4	4.0	4.1	3.5	6.7	9.1	2.7
3	4.6	4.0	4.2	4.3	5.8	4.5	4.0	6.8	5.0	3.6	7.3
2	3.8	3.3	5.3	3.8	2.4	3.7	3.4	5.2	4.3	4.9	3.4
1	2.4	3.2	2.0	2.5	2.2	2.4	2.3	3.1	2.7	2.1	3.9
0	4.1	3.8	4.0	5.0	3.1	4.0	4.0	3.9	5.4	6.4	3.6
Mean	7.22	7.24	7.10	7.31	7.15	7.29	7.38	6.79	6.78	6.73	6.86



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

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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	71.0	83.3	61.7	82.7	59.6	69.3	84.0	58.7	71.0	75.1	66.5	
Strongly	57.7	72.7	43.9	73.1	42.2	56.6	75.5	40.1	56.2	60.9	55.3	
10	35.5	49.2	23.9	49.1	21.1	38.5	51.6	19.8	32.9	34.8	34.8	
9	11.7	15.0	8.1	13.9	9.7	10.5	14.6	9.2	11.3	12.1	10.0	
8	10.5	8.5	12.0	10.1	11.4	7.6	9.3	11.2	12.0	14.0	10.4	
7	7.9	4.9	10.7	5.3	10.5	8.1	4.7	11.2	8.8	7.6	6.8	
6	5.5	5.6	7.1	4.4	6.8	4.6	3.8	7.4	6.0	6.6	4.4	
NEUTRAL-5	9.7	6.0	12.1	5.2	14.0	11.1	5.1	14.4	7.1	7.9	13.0	
DISAGREE	19.3	10.7	26.1	12.1	26.5	19.7	10.9	26.8	21.8	17.0	20.5	
4	4.4	1.7	6.5	1.9	6.9	4.0	1.7	6.9	5.2	4.8	4.3	
3	4.6	1.7	6.6	2.7	6.5	4.4	2.5	6.9	3.1	2.6	5.7	
2	3.8	2.4	4.5	2.5	4.7	5.1	2.0	4.7	6.2	4.7	4.0	
1	2.4	1.3	3.5	1.6	3.4	1.9	1.8	3.7	2.4	1.4	0.5	
0	4.1	3.6	5.2	3.4	4.9	4.2	3.0	4.6	4.9	3.5	6.0	
Mean	7.22	8.12	6.43	8.08	6.34	7.21	8.23	6.26	7.05	7.39	7.04	



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

21. 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	540	1460	902	854	244	490	827	294	533	1173
AGREE	71.0	59.4	75.3	83.2	58.2	71.0	71.3	59.3	61.8	57.9	79.3
Strongly	57.7	42.1	63.4	73.2	40.7	59.4	57.7	42.1	44.1	40.9	68.7
10	35.5	19.8	41.4	48.8	20.1	40.1	34.8	22.0	24.6	20.5	45.1
9	11.7	10.8	12.0	14.7	9.9	6.7	11.2	9.8	9.6	9.9	13.0
8	10.5	11.6	10.0	9.7	10.7	12.5	11.8	10.3	9.9	10.5	10.6
7	7.9	10.2	7.0	5.6	10.8	6.3	8.0	10.6	12.1	9.8	6.0
6	5.5	7.1	4.9	4.4	6.7	5.3	5.6	6.7	5.6	7.2	4.7
NEUTRAL-5	9.7	14.9	7.7	4.9	14.6	9.9	9.5	14.4	11.8	15.8	6.4
DISAGREE	19.3	25.6	16.9	11.9	27.2	19.1	19.2	26.3	26.4	26.3	14.3
4	4.4	6.8	3.5	2.2	6.6	4.7	4.1	7.1	7.6	6.8	2.5
3	4.6	5.7	4.1	2.8	6.8	3.2	4.3	6.0	4.8	6.7	3.5
2	3.8	5.1	3.3	2.7	4.9	3.7	3.7	4.7	4.1	5.1	3.1
1	2.4	3.5	2.1	1.3	3.7	2.2	1.8	3.2	4.1	2.7	1.9
0	4.1	4.5	4.0	2.9	5.2	5.2	5.3	5.3	5.7	5.0	3.4
Mean	7.22	6.34	7.54	8.12	6.25	7.26	7.18	6.35	6.46	6.29	7.83



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

21. 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
Total	2000	830	890	724	736	540	408	280	251	316	456	289
AGREE	71.0	83.3	61.9	82.7	59.9	70.5	84.0	61.6	68.4	81.1	58.9	72.3
Strongly	57.7	73.6	43.5	73.4	42.1	57.8	76.9	40.8	56.3	68.7	42.9	59.1
10	35.5	50.7	22.0	49.1	20.9	37.4	50.4	14.6	33.1	47.3	24.7	41.0
9	11.7	14.7	9.2	15.3	9.5	9.7	17.3	11.0	10.0	12.8	8.6	9.5
8	10.5	8.2	12.4	9.0	11.7	10.7	9.2	15.1	13.2	8.7	9.6	8.6
7	7.9	4.8	11.6	5.3	10.8	7.3	4.2	13.0	5.8	6.7	9.5	8.6
6	5.5	5.0	6.9	4.1	7.0	5.4	2.9	7.7	6.3	5.6	6.5	4.6
NEUTRAL-5	9.7	6.0	12.8	5.1	12.8	11.5	5.0	11.8	13.7	5.1	13.5	9.6
DISAGREE	19.3	10.6	25.2	12.2	27.2	17.9	11.0	26.6	17.8	13.8	27.6	18.1
4	4.4	1.7	6.0	1.9	6.7	4.4	1.6	7.6	4.5	2.3	6.2	4.4
3	4.6	2.1	6.1	2.2	8.2	2.7	1.8	8.4	3.6	2.8	8.1	1.9
2	3.8	3.0	4.3	2.8	4.3	4.4	2.2	2.8	3.0	3.5	5.2	5.6
1	2.4	1.3	3.3	1.9	3.3	1.9	2.3	3.4	3.2	1.5	3.3	0.8
0	4.1	2.5	5.5	3.4	4.6	4.5	3.1	4.4	3.6	3.7	4.8	5.3
Mean	7.22	8.19	6.42	8.09	6.34	7.25	8.24	6.28	7.12	7.90	6.37	7.36



Table 21 Page 246
May 10-14, 2024

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

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

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	71.0	53.7	51.5	55.3	69.6	83.8	89.6	86.1	60.6	73.2	86.5	53.6	67.2	78.9	51.3	69.9	87.7
Strongly	57.7	36.6	38.2	35.4	55.5	71.6	83.8	76.5	50.3	59.9	78.2	35.5	50.7	57.4	36.3	57.0	77.2
10	35.5	17.2	20.9	14.6	33.1	44.5	64.3	52.4	22.2	33.7	54.6	16.4	28.1	25.3	19.6	36.3	54.6
9	11.7	8.7	8.8	8.6	11.0	16.0	12.7	14.7	17.1	15.0	15.3	7.3	12.1	16.0	12.1	8.7	11.2
8	10.5	10.7	8.5	12.2	11.4	11.1	6.8	9.4	10.9	11.2	8.3	11.8	10.5	16.0	4.6	12.0	11.4
7	7.9	11.2	8.2	13.3	8.1	6.5	2.9	5.1	2.5	8.8	4.6	12.2	8.1	11.8	9.6	7.8	4.1
6	5.5	5.9	5.1	6.5	6.1	5.7	2.9	4.6	7.8	4.5	3.7	5.9	8.4	9.7	5.4	5.1	6.3
NEUTRAL-5	9.7	16.0	15.7	16.2	10.0	5.8	2.2	4.4	6.5	7.7	4.3	16.3	9.1	1.6	18.4	11.5	6.2
DISAGREE	19.3	30.3	32.8	28.5	20.4	10.4	8.2	9.5	33.0	19.1	9.2	30.1	23.7	19.5	30.4	18.6	6.2
4	4.4	6.1	2.6	8.6	5.3	2.2	1.8	2.0	0.0	1.6	2.1	6.6	7.5	4.9	6.2	5.4	0.0
3	4.6	7.8	9.2	6.7	4.5	2.5	1.3	2.0	5.5	3.7	1.7	8.3	8.1	7.9	6.1	2.4	1.1
2	3.8	5.8	6.2	5.5	4.2	1.3	2.3	1.7	15.6	4.5	1.5	4.2	4.6	3.1	9.7	3.7	2.1
1	2.4	4.9	5.9	4.2	1.9	0.9	1.3	1.1	2.6	4.0	1.4	5.4	0.4	0.0	3.3	2.2	0.0
0	4.1	5.8	8.8	3.5	4.4	3.4	1.5	2.6	9.3	5.3	2.5	5.6	3.1	3.5	5.1	4.9	2.9
Mean	7.22	5.94	5.79	6.04	7.09	8.07	8.78	8.35	6.11	7.19	8.44	5.91	6.90	7.24	5.99	7.19	8.44



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

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

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	71.0	59.3	70.5	84.4	70.3	66.2	78.6	64.5	72.1	72.2	72.0	69.6	79.1	81.9	73.0	58.4
Strongly	57.7	42.9	54.2	75.6	55.9	52.0	64.1	50.4	58.9	58.7	59.2	56.5	65.7	72.7	59.8	43.7
10	35.5	22.8	28.5	52.3	30.4	28.5	36.7	27.5	36.2	35.1	37.9	39.7	41.7	51.0	36.6	23.7
9	11.7	9.8	10.3	14.3	12.6	14.2	21.3	13.2	11.3	12.4	9.4	11.1	13.1	11.7	12.0	9.6
8	10.5	10.2	15.4	9.0	12.9	9.2	6.1	9.7	11.4	11.2	11.8	5.7	10.9	10.0	11.1	10.5
7	7.9	9.8	10.2	4.9	8.5	7.7	7.9	7.6	8.0	8.5	7.3	7.0	8.5	6.7	6.1	8.7
6	5.5	6.6	6.2	4.0	5.9	6.5	6.6	6.5	5.2	5.0	5.5	6.0	5.0	2.5	7.2	6.0
NEUTRAL-5	9.7	12.7	12.3	5.3	10.9	11.8	6.6	12.5	9.7	9.2	10.7	6.8	7.5	3.3	8.8	15.6
DISAGREE	19.3	27.9	17.2	10.2	18.8	22.1	14.8	23.0	18.1	18.6	17.3	23.6	13.3	14.8	18.1	26.0
4	4.4	6.9	3.5	1.8	5.2	5.4	6.3	5.3	4.3	4.3	4.3	3.8	3.1	2.3	4.3	5.7
3	4.6	6.8	3.4	2.4	4.3	4.8	3.7	5.0	4.7	4.1	5.7	3.4	3.6	2.9	3.9	6.5
2	3.8	5.1	3.5	2.3	3.6	4.1	0.0	4.7	3.6	4.5	2.0	4.4	3.0	3.8	3.7	4.1
1	2.4	3.6	2.3	1.2	1.7	2.9	0.0	3.3	2.3	2.6	1.8	3.0	0.3	0.7	2.6	4.8
0	4.1	5.5	4.5	2.5	3.9	4.8	4.7	4.9	3.3	3.1	3.5	8.9	3.3	5.2	3.6	4.8
Mean	7.22	6.32	7.04	8.28	7.13	6.86	7.72	6.74	7.32	7.29	7.37	6.99	7.78	8.00	7.32	6.37



Table 21 Page 248
May 10-14, 2024

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

21. 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
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	71.0	74.0	65.3	67.4	60.9	75.6	68.3	72.5	62.7	70.6	71.9	69.9	72.6	76.3	73.9	67.5	67.8	71.1	72.2	73.0
Strongly	57.7	61.6	50.0	51.4	47.3	64.4	53.1	59.0	47.4	58.3	56.4	57.1	56.0	53.6	62.3	54.3	51.4	60.4	57.1	55.0
10	35.5	39.4	27.9	30.2	23.1	38.8	27.8	40.1	27.9	35.9	34.7	35.0	35.6	24.7	36.9	35.0	30.4	37.5	31.8	38.9
9	11.7	12.6	9.9	8.9	12.1	15.3	9.8	10.1	10.0	11.2	12.6	14.3	11.3	11.0	13.1	9.5	14.9	14.0	14.3	8.7
8	10.5	9.6	12.2	12.3	12.1	10.3	15.5	8.9	9.4	11.1	9.1	7.9	9.1	17.9	12.4	9.8	6.1	8.8	11.0	7.4
7	7.9	7.3	9.0	10.5	5.9	6.6	8.5	7.9	9.4	7.4	8.9	7.7	8.3	16.7	6.8	8.0	12.5	5.0	6.0	10.4
6	5.5	5.1	6.3	5.6	7.7	4.6	6.6	5.6	6.0	5.0	6.5	5.1	8.3	6.0	4.8	5.2	3.9	5.8	9.2	7.6
NEUTRAL-5	9.7	8.6	11.8	11.9	11.5	8.8	10.5	8.4	12.9	11.1	6.6	7.5	6.4	3.5	10.5	11.7	7.4	7.5	6.4	6.4
DISAGREE	19.3	17.4	22.9	20.6	27.6	15.6	21.2	19.1	24.4	18.2	21.5	22.6	20.9	20.2	15.6	20.7	24.8	21.3	21.3	20.6
4	4.4	4.2	4.8	3.8	6.7	3.6	5.4	4.7	4.2	4.1	5.0	4.6	5.8	2.3	3.7	4.4	5.7	4.1	5.9	5.7
3	4.6	4.0	5.6	5.3	6.4	3.6	5.5	4.3	5.8	4.5	4.7	4.6	4.9	7.0	3.6	5.4	5.8	3.9	5.6	4.3
2	3.8	3.2	4.9	4.2	6.3	2.1	3.7	4.2	5.9	3.6	4.0	3.6	3.8	6.2	2.0	5.2	2.6	4.1	4.1	3.5
1	2.4	2.1	3.1	2.8	3.8	2.3	3.8	1.9	2.5	2.5	2.3	3.4	1.0	2.3	2.8	2.2	5.7	2.1	1.3	0.7
0	4.1	4.0	4.5	4.6	4.4	4.0	2.9	3.9	5.9	3.6	5.4	6.4	5.6	2.4	3.6	3.5	5.0	7.2	4.5	6.4
Mean	7.22	7.46	6.74	6.89	6.44	7.57	6.91	7.36	6.60	7.26	7.13	7.06	7.17	7.04	7.46	7.06	6.86	7.17	7.13	7.20



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

21. 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	71.0	50.4	62.0	72.0	74.0	75.6	76.0	64.2	75.4	67.1	75.9	73.1	69.2
Strongly	57.7	34.3	46.4	59.6	60.1	65.9	61.6	49.9	62.5	52.9	63.4	60.6	55.0
10	35.5	14.1	31.1	37.9	37.0	40.5	38.1	30.7	38.6	32.6	39.1	35.1	35.9
9	11.7	12.5	7.1	12.0	12.1	12.5	12.7	10.5	12.5	10.9	12.6	13.5	10.1
8	10.5	7.6	8.3	9.6	11.1	12.9	10.8	8.8	11.5	9.4	11.7	12.0	9.1
7	7.9	10.7	9.8	7.4	7.4	6.4	7.8	8.9	7.3	8.4	7.2	7.3	8.4
6	5.5	5.5	5.9	5.0	6.4	3.4	6.6	5.4	5.6	5.7	5.2	5.2	5.7
NEUTRAL-5	9.7	12.0	13.0	7.8	9.4	8.2	9.9	10.4	9.2	10.1	9.2	9.4	9.9
DISAGREE	19.3	37.6	25.0	20.2	16.7	16.2	14.1	25.4	15.4	22.8	15.0	17.5	20.9
4	4.4	7.0	7.5	3.1	3.7	3.8	3.7	5.4	3.7	4.9	3.8	4.2	4.6
3	4.6	8.6	6.3	6.0	4.2	2.4	3.3	6.6	3.3	5.9	2.9	4.2	4.8
2	3.8	9.3	6.1	3.4	2.1	3.1	2.7	5.5	2.7	4.5	2.9	2.6	4.8
1	2.4	5.9	2.7	2.3	2.2	1.8	2.0	3.2	2.0	2.9	1.9	2.8	2.1
0	4.1	6.8	2.4	5.5	4.5	5.0	2.5	4.7	3.8	4.7	3.5	3.6	4.6
Mean	7.22	5.61	6.72	7.25	7.38	7.57	7.58	6.73	7.52	6.92	7.57	7.35	7.09



Table 21 Page 250
May 10-14, 2024

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

21. 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
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	71.0	50.9	70.2	74.9	75.7	63.9	68.8	74.0	77.1	43.3	71.1	75.8	74.2	68.0	70.1	77.3
Strongly	57.7	36.1	55.9	61.2	63.6	43.7	54.0	62.2	67.1	31.7	57.1	60.2	59.8	54.0	57.6	62.8
10	35.5	17.3	37.1	37.8	38.9	17.6	30.0	36.5	41.1	17.2	41.8	39.2	36.6	33.5	35.5	38.4
9	11.7	11.2	9.6	11.8	13.2	16.2	11.4	12.8	14.4	8.3	8.5	10.8	11.8	9.6	12.1	13.5
8	10.5	7.5	9.2	11.6	11.5	9.9	12.7	12.9	11.6	6.2	6.9	10.2	11.4	10.9	10.0	10.9
7	7.9	9.4	8.9	7.6	6.8	7.8	10.7	5.9	6.3	10.3	7.8	9.4	7.4	8.8	6.3	10.5
6	5.5	5.4	5.3	6.0	5.2	12.4	4.1	5.8	3.7	1.4	6.2	6.2	6.9	5.3	6.3	3.9
NEUTRAL-5	9.7	12.3	9.8	8.5	9.5	6.1	10.0	10.1	9.3	15.9	9.7	6.9	9.7	12.1	9.4	7.2
DISAGREE	19.3	36.8	20.0	16.6	14.8	30.0	21.2	15.9	13.6	40.7	19.2	17.3	16.1	19.9	20.5	15.5
4	4.4	8.1	4.1	3.4	4.0	10.4	4.0	2.3	4.1	6.8	4.2	4.6	3.9	4.8	4.1	4.5
3	4.6	8.3	5.6	3.7	3.2	4.1	6.4	4.1	3.2	10.7	5.1	3.2	3.2	5.0	4.8	3.4
2	3.8	9.1	3.6	2.5	3.0	8.0	2.8	1.7	1.9	9.8	4.2	3.4	4.1	4.0	4.5	1.8
1	2.4	5.0	2.4	1.9	2.0	4.6	2.5	2.2	3.1	5.2	2.4	1.5	0.9	1.6	3.2	1.8
0	4.1	6.2	4.3	5.1	2.6	2.8	5.6	5.6	1.3	8.2	3.4	4.6	4.0	4.5	3.9	4.1
Mean	7.22	5.75	7.18	7.41	7.60	6.35	6.96	7.38	7.79	5.40	7.32	7.45	7.40	7.06	7.15	7.59



Table 22 Page 251
May 10-14, 2024

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

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

BANNER 1

	ANMP SCORE										NEW MAJORITY			NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	72.5	100.0	97.8	90.7	87.4	68.5	48.0	33.9	11.1	80.3	95.4	77.1	20.5	85.8	76.1	66.0	87.7	54.4	83.8	38.7
Strongly	58.5	100.0	94.7	82.8	65.9	41.2	25.4	18.8	6.0	68.6	91.0	51.6	12.0	78.9	60.9	51.4	72.4	35.3	63.1	20.5
10	38.6	97.0	72.4	49.7	34.3	21.6	14.5	8.9	2.2	47.6	68.5	27.2	7.1	63.2	36.7	31.6	42.6	18.0	32.3	10.3
9	9.5	2.4	11.5	17.9	15.8	7.0	4.9	2.3	0.7	10.4	12.1	10.7	1.9	8.5	12.3	8.1	14.2	7.4	15.0	3.3
8	10.4	0.7	10.8	15.2	15.8	12.5	6.1	7.5	3.1	10.6	10.4	13.7	3.1	7.1	11.8	11.7	15.6	10.0	15.8	6.9
7	8.2	0.0	1.9	5.7	14.7	15.1	11.1	6.7	2.5	6.8	3.0	15.0	2.0	4.7	8.9	8.0	7.3	11.4	14.7	9.6
6	5.8	0.0	1.2	2.2	6.8	12.3	11.5	8.4	2.6	5.0	1.3	10.6	6.4	2.1	6.2	6.6	8.0	7.7	6.0	8.7
NEUTRAL-5	8.8	0.0	0.3	4.9	5.2	15.8	23.5	18.9	4.2	6.1	2.1	9.8	14.3	3.3	6.5	13.5	4.8	14.9	9.8	17.7
DISAGREE	18.8	0.0	1.9	4.4	7.4	15.8	28.5	47.2	84.7	13.6	2.5	13.1	65.3	11.0	17.5	20.6	7.5	30.6	6.5	43.6
4	4.4	0.0	0.4	1.9	1.8	6.6	8.1	14.2	7.7	3.6	0.9	4.4	13.3	2.3	5.2	4.6	3.2	6.5	2.8	8.4
3	3.7	0.0	0.3	0.8	1.6	3.2	7.7	8.0	14.4	2.3	0.5	2.9	9.2	1.5	3.9	2.6	1.8	6.8	1.0	9.8
2	3.3	0.0	0.0	0.2	2.1	1.9	4.3	8.2	17.2	2.6	0.1	2.6	13.7	1.9	3.2	4.9	0.8	5.0	0.9	7.2
1	2.8	0.0	0.4	0.2	0.6	1.4	5.2	8.0	14.1	1.9	0.2	1.2	10.8	1.2	1.8	4.8	0.5	5.1	0.4	7.6
0	4.5	0.0	0.7	1.2	1.2	2.5	3.2	8.8	31.3	3.3	0.8	2.0	18.2	4.0	3.4	3.8	1.1	7.3	1.4	10.5
Mean	7.29	9.96	9.39	8.68	7.98	6.79	5.71	4.68	2.30	7.90	9.23	7.27	3.55	8.47	7.46	6.86	8.22	5.88	7.88	4.80



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

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

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	1721	1449	272	279	176	103
AGREE	72.5	76.2	70.4	71.1	74.0	74.9	76.7	65.2	57.4	57.6	57.0
Strongly	58.5	61.7	56.0	58.7	58.0	61.9	64.1	50.1	37.8	37.6	37.9
10	38.6	41.1	33.5	40.3	39.0	41.4	44.1	26.7	21.9	19.5	25.9
9	9.5	11.2	10.8	7.9	9.5	9.9	9.4	12.5	6.8	8.4	3.9
8	10.4	9.4	11.7	10.5	9.6	10.6	10.5	10.8	9.1	9.7	8.2
7	8.2	8.7	8.5	7.4	8.9	7.6	7.4	8.7	11.5	11.6	11.3
6	5.8	5.8	5.9	5.0	7.1	5.4	5.2	6.4	8.2	8.4	7.7
NEUTRAL-5	8.8	7.6	9.6	9.0	8.5	8.0	7.3	11.8	13.3	13.0	13.7
DISAGREE	18.8	16.3	20.0	19.9	17.5	17.0	15.9	23.0	29.3	29.3	29.3
4	4.4	3.3	4.8	4.6	4.6	4.0	3.9	4.3	7.3	6.7	8.3
3	3.7	2.5	3.6	4.0	4.1	3.1	2.6	5.9	6.8	7.5	5.8
2	3.3	3.2	2.9	4.5	1.6	2.9	2.6	4.7	5.8	6.8	4.1
1	2.8	2.7	3.8	2.3	2.9	2.5	2.2	4.3	4.8	3.8	6.6
0	4.5	4.6	4.8	4.5	4.2	4.5	4.6	3.8	4.5	4.5	4.6
Mean	7.29	7.50	7.09	7.27	7.36	7.47	7.61	6.74	6.14	6.12	6.18



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

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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	72.5	81.2	68.4	80.2	65.7	67.5	81.8	67.1	62.1	69.2	69.3	
Strongly	58.5	72.0	50.5	70.7	47.8	50.5	72.6	49.2	46.4	52.0	53.6	
10	38.6	53.6	28.7	52.2	26.2	32.5	54.6	27.1	27.1	30.1	34.0	
9	9.5	9.7	9.8	9.9	10.0	4.9	9.3	9.9	9.5	10.8	8.6	
8	10.4	8.8	12.1	8.6	11.6	13.0	8.7	12.3	9.8	11.0	10.9	
7	8.2	5.9	10.7	6.4	10.1	7.5	6.3	10.6	7.3	8.4	7.8	
6	5.8	3.3	7.2	3.0	7.8	9.5	3.0	7.3	8.4	8.9	8.0	
NEUTRAL-5	8.8	5.5	11.7	5.3	11.7	11.5	4.4	11.9	11.3	10.9	10.8	
DISAGREE	18.8	13.3	19.9	14.5	22.6	21.0	13.7	21.0	26.5	19.9	19.9	
4	4.4	3.4	4.0	3.4	5.6	3.9	3.5	5.3	5.4	3.8	3.7	
3	3.7	2.4	3.4	2.5	5.0	3.1	2.4	4.6	5.6	5.8	2.9	
2	3.3	1.7	4.6	2.8	3.3	6.0	2.3	3.1	5.8	3.4	4.6	
1	2.8	1.4	3.4	1.7	3.4	5.5	2.0	3.3	3.1	1.8	4.0	
0	4.5	4.5	4.7	4.1	5.4	2.5	3.5	4.8	6.7	5.1	4.7	
Mean	7.29	8.07	6.86	7.98	6.68	6.83	8.11	6.79	6.46	6.94	6.98	



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

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

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	540	1460	902	854	244	490	827	294	533	1173
AGREE	72.5	65.9	74.9	82.2	64.1	66.0	66.1	67.3	70.0	65.9	76.1
Strongly	58.5	49.7	61.8	72.2	46.1	51.4	49.8	50.5	58.1	46.3	64.1
10	38.6	25.7	43.4	53.3	25.1	31.6	29.7	28.1	34.7	24.4	46.1
9	9.5	9.5	9.5	9.9	9.4	8.1	9.2	9.8	11.5	9.0	9.2
8	10.4	14.5	8.9	8.9	11.6	11.7	10.9	12.6	12.0	12.9	8.8
7	8.2	10.0	7.5	6.3	10.2	8.0	8.4	9.6	7.9	10.5	7.2
6	5.8	6.2	5.7	3.7	7.8	6.6	7.9	7.3	4.0	9.1	4.7
NEUTRAL-5	8.8	12.1	7.6	4.5	12.0	13.5	11.4	11.4	8.9	12.7	6.9
DISAGREE	18.8	22.0	17.6	13.4	23.9	20.6	22.5	21.3	21.1	21.4	17.0
4	4.4	4.2	4.5	3.4	5.5	4.6	6.1	4.8	2.8	5.9	4.2
3	3.7	5.1	3.1	2.4	5.3	2.6	3.9	4.3	5.4	3.7	3.2
2	3.3	4.2	3.0	2.4	3.8	4.9	4.3	3.3	4.0	3.0	3.3
1	2.8	3.3	2.7	1.4	3.7	4.8	3.9	3.5	2.6	4.0	2.4
0	4.5	5.3	4.2	3.8	5.5	3.8	4.4	5.4	6.3	4.8	3.9
Mean	7.29	6.70	7.51	8.09	6.56	6.86	6.79	6.80	7.07	6.65	7.63



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

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

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	830	890	724	736	540	408	280	251	316	456	289
AGREE	72.5	81.6	68.1	82.3	64.3	70.4	85.8	68.8	74.0	77.9	61.5	67.3
Strongly	58.5	72.2	50.3	73.3	47.3	53.9	77.2	49.1	56.6	68.2	46.2	51.5
10	38.6	54.8	27.6	54.4	26.5	34.1	56.3	21.8	36.4	51.8	29.4	32.1
9	9.5	9.1	10.3	10.4	8.9	9.0	10.7	9.7	9.6	10.1	8.4	8.4
8	10.4	8.4	12.4	8.5	11.9	10.8	10.2	17.7	10.6	6.4	8.3	11.1
7	8.2	5.8	10.1	6.2	9.5	9.1	5.1	11.5	9.2	7.5	8.2	9.1
6	5.8	3.5	7.6	2.9	7.5	7.4	3.4	8.2	8.2	2.2	7.1	6.7
NEUTRAL-5	8.8	4.9	12.0	4.6	11.7	10.3	3.2	11.6	9.6	6.5	11.8	10.9
DISAGREE	18.8	13.5	19.9	13.1	24.0	19.3	11.1	19.6	16.4	15.6	26.7	21.8
4	4.4	3.4	4.6	3.1	5.4	5.0	1.2	5.6	3.4	5.5	5.3	6.4
3	3.7	2.3	4.2	2.2	5.0	3.8	2.0	3.9	2.4	2.6	5.6	5.1
2	3.3	2.3	3.6	2.0	4.3	3.8	1.7	2.7	3.7	2.3	5.3	3.8
1	2.8	1.6	3.4	1.5	3.9	3.2	1.3	2.8	2.9	1.7	4.6	3.4
0	4.5	4.0	4.2	4.3	5.5	3.5	4.9	4.6	4.0	3.5	6.0	3.1
Mean	7.29	8.09	6.86	8.13	6.59	7.10	8.29	6.76	7.28	7.94	6.49	6.95



Table 22 Page 256
May 10-14, 2024

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

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

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	72.5	57.4	54.9	59.2	70.9	84.4	88.3	86.0	58.9	72.7	86.3	58.4	70.4	84.4	51.7	70.4	85.3
Strongly	58.5	38.6	39.6	37.9	55.1	74.6	81.9	77.6	46.9	60.2	78.3	39.8	53.9	78.9	29.5	53.9	73.3
10	38.6	20.1	20.8	19.6	34.8	49.5	68.6	57.1	30.5	39.4	59.6	19.7	34.6	45.4	18.1	33.1	50.1
9	9.5	9.0	8.0	9.7	8.5	13.2	7.3	10.8	14.3	13.0	9.5	9.0	7.4	15.2	6.8	7.5	15.3
8	10.4	9.5	10.8	8.6	11.8	12.0	6.1	9.6	2.1	7.8	9.1	11.1	11.9	18.3	4.6	13.3	7.9
7	8.2	10.8	7.3	13.3	8.9	5.9	4.6	5.4	6.3	8.9	5.5	10.8	8.3	3.8	12.7	9.2	6.0
6	5.8	8.0	8.0	8.0	6.9	3.8	1.8	3.0	5.7	3.6	2.5	7.9	8.2	1.8	9.6	7.3	6.0
NEUTRAL-5	8.8	12.7	10.4	14.4	10.7	4.0	3.2	3.7	8.0	6.8	3.8	12.9	10.9	6.1	13.8	12.2	1.6
DISAGREE	18.8	29.9	34.7	26.4	18.4	11.6	8.5	10.4	33.1	20.5	9.9	28.7	18.7	9.4	34.5	17.4	13.1
4	4.4	6.0	6.2	6.0	4.9	2.6	2.9	2.7	3.1	4.5	2.7	6.4	4.1	3.3	5.6	5.7	2.5
3	3.7	5.7	6.1	5.4	3.6	2.4	1.7	2.1	4.8	3.2	1.8	5.3	4.8	3.1	8.2	2.9	3.2
2	3.3	5.3	6.3	4.5	4.2	0.9	0.8	0.9	5.8	4.3	1.1	5.2	3.5	0.0	5.2	4.6	0.0
1	2.8	6.3	7.9	5.0	1.7	1.3	1.2	1.2	5.9	2.5	0.9	5.9	0.8	1.5	8.2	2.1	2.8
0	4.5	6.6	8.3	5.5	4.0	4.4	1.9	3.4	13.4	5.9	3.3	6.0	5.5	1.5	7.3	2.2	4.7
Mean	7.29	6.03	5.81	6.20	7.16	8.14	8.78	8.40	6.14	7.31	8.47	6.11	7.08	8.29	5.60	7.17	8.10



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

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

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	72.5	64.3	66.6	83.7	72.7	72.9	84.0	71.4	74.2	76.8	69.6	61.0	77.4	79.6	79.1	61.8
Strongly	58.5	46.3	51.9	74.5	55.7	56.0	69.4	54.2	60.4	62.9	56.1	49.2	67.2	67.0	63.1	46.7
10	38.6	26.3	28.9	56.0	33.3	34.8	55.3	32.0	40.0	41.7	37.2	34.2	44.7	47.5	40.9	30.1
9	9.5	8.9	10.1	10.0	10.7	9.5	8.2	9.7	9.7	10.3	8.6	8.1	11.8	9.6	11.6	6.5
8	10.4	11.2	13.0	8.6	11.8	11.8	5.9	12.5	10.7	10.9	10.4	6.9	10.7	9.9	10.6	10.0
7	8.2	10.1	7.5	6.3	10.1	8.6	6.7	8.8	8.3	8.3	8.1	7.1	5.8	8.3	9.6	9.2
6	5.8	7.9	7.3	3.0	6.9	8.2	7.8	8.3	5.5	5.6	5.4	4.8	4.4	4.2	6.4	5.9
NEUTRAL-5	8.8	11.8	11.6	4.4	9.7	10.4	0.0	11.8	8.5	8.8	7.9	8.7	7.6	7.6	6.6	11.9
DISAGREE	18.8	24.0	21.8	11.8	17.6	16.7	16.0	16.8	17.3	14.4	22.4	30.3	15.0	12.8	14.3	26.3
4	4.4	4.9	6.9	3.1	5.0	4.9	3.0	5.1	3.9	3.0	5.3	7.7	3.6	3.2	3.1	6.4
3	3.7	4.8	3.5	2.4	2.7	2.6	3.1	2.5	3.8	2.9	5.3	4.2	2.8	1.5	2.9	5.2
2	3.3	4.8	3.5	1.5	3.3	2.4	0.0	2.7	3.2	2.7	3.9	5.2	3.5	2.1	1.9	4.4
1	2.8	3.8	3.7	1.4	2.9	4.1	3.7	4.1	2.6	2.4	2.9	3.0	1.0	1.4	2.8	5.2
0	4.5	5.5	4.2	3.5	3.6	2.8	6.2	2.4	3.9	3.3	5.0	10.3	4.1	4.6	3.7	5.2
Mean	7.29	6.56	6.86	8.25	7.21	7.25	7.93	7.16	7.42	7.61	7.09	6.48	7.74	7.86	7.64	6.55



Table 22 Page 258
May 10-14, 2024

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

22. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	72.5	72.6	72.2	72.8	71.0	77.2	78.3	68.4	67.1	74.4	68.4	67.7	64.9	81.6	79.6	69.4	73.0	64.8	68.7	61.6
Strongly	58.5	59.7	56.2	55.5	57.5	64.7	60.5	55.1	52.5	60.6	54.0	52.1	51.6	65.4	66.6	54.8	55.3	50.3	50.9	52.2
10	38.6	40.6	34.7	34.8	34.5	43.2	35.7	38.4	33.9	40.1	35.5	35.1	31.6	43.6	43.7	36.6	37.0	34.0	26.4	36.2
9	9.5	9.3	9.9	10.6	8.5	9.4	11.5	9.1	8.5	9.6	9.3	8.7	8.7	13.1	10.2	8.9	6.8	9.7	11.0	6.8
8	10.4	9.8	11.6	10.1	14.6	12.2	13.3	7.6	10.1	11.0	9.2	8.3	11.2	8.7	12.7	9.3	11.5	6.6	13.6	9.2
7	8.2	7.3	9.9	11.0	7.6	6.7	10.9	7.8	9.1	8.6	7.3	8.3	6.2	10.3	7.6	9.5	10.1	7.2	7.1	5.4
6	5.8	5.6	6.1	6.3	5.9	5.7	6.9	5.5	5.5	5.2	7.1	7.4	7.1	5.9	5.4	5.0	7.6	7.3	10.7	4.0
NEUTRAL-5	8.8	7.3	11.7	12.3	10.5	5.5	11.2	8.9	12.1	7.8	10.9	11.7	11.3	7.5	7.3	8.3	7.6	14.1	9.1	13.2
DISAGREE	18.8	20.1	16.1	14.9	18.5	17.3	10.5	22.7	20.8	17.8	20.7	20.5	23.8	10.9	13.1	22.4	19.4	21.1	22.2	25.2
4	4.4	4.3	4.6	4.9	4.1	2.8	3.6	5.7	5.5	4.6	4.2	5.0	3.4	1.2	2.7	6.4	4.9	5.1	3.8	3.1
3	3.7	4.0	3.0	2.6	3.8	3.0	2.0	4.9	3.8	3.2	4.5	5.2	4.5	3.7	2.2	4.2	5.7	5.0	3.3	5.5
2	3.3	3.5	2.9	2.3	4.2	3.1	1.5	3.9	4.2	2.7	4.6	2.9	6.8	3.7	2.0	3.4	2.6	3.1	4.4	8.8
1	2.8	2.7	3.1	3.0	3.1	2.3	1.9	3.1	4.0	2.6	3.3	3.1	4.4	0.0	1.4	3.8	5.4	1.8	4.3	4.6
0	4.5	5.6	2.5	2.1	3.2	6.1	1.5	5.1	3.3	4.7	4.1	4.2	4.7	2.4	4.9	4.5	0.8	6.1	6.4	3.3
Mean	7.29	7.28	7.30	7.36	7.18	7.51	7.66	7.07	6.99	7.41	7.03	7.01	6.72	7.91	7.75	7.08	7.24	6.88	6.69	6.76



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

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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	72.5	52.6	55.3	63.6	73.6	80.2	86.8	58.6	81.3	63.0	84.0	77.6	68.0
Strongly	58.5	29.9	38.8	50.3	57.1	67.8	76.8	42.2	68.8	46.6	72.9	63.4	54.2
10	38.6	17.6	25.4	30.7	33.7	46.5	54.4	26.2	46.5	28.4	51.1	40.7	36.8
9	9.5	4.5	7.4	10.3	11.4	10.3	9.7	8.1	10.3	9.1	9.9	10.1	8.9
8	10.4	7.8	6.0	9.3	12.0	11.0	12.7	7.9	12.0	9.1	12.0	12.5	8.5
7	8.2	12.5	9.5	6.6	8.6	8.7	6.6	8.8	7.8	8.7	7.5	8.1	8.2
6	5.8	10.3	7.0	6.7	8.0	3.8	3.4	7.5	4.7	7.6	3.6	6.1	5.5
NEUTRAL-5	8.8	13.1	9.8	12.5	9.9	5.7	6.0	11.7	6.9	11.2	5.8	7.4	10.0
DISAGREE	18.8	34.3	35.0	23.8	16.5	14.1	7.3	29.7	11.8	25.8	10.2	15.0	22.0
4	4.4	7.7	8.2	6.4	5.8	2.4	0.9	7.3	2.7	6.8	1.5	3.1	5.7
3	3.7	6.9	8.9	5.0	1.1	2.2	1.8	6.7	1.8	5.0	2.0	2.7	4.5
2	3.3	6.2	5.5	3.3	3.9	3.6	0.8	4.6	2.5	4.4	2.0	2.5	4.0
1	2.8	6.8	7.8	3.8	1.7	0.7	0.7	5.8	1.0	4.6	0.7	2.2	3.4
0	4.5	6.8	4.6	5.4	3.9	5.2	3.0	5.4	4.0	5.0	4.0	4.6	4.5
Mean	7.29	5.63	6.04	6.74	7.29	7.81	8.40	6.28	7.93	6.57	8.15	7.56	7.04



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

22. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	72.5	51.1	62.1	74.5	85.6	60.5	66.7	78.1	87.1	45.6	59.2	70.6	83.9	70.1	72.9	74.8
Strongly	58.5	30.5	47.6	59.4	75.2	38.8	49.7	62.5	77.2	25.8	46.2	56.0	72.9	55.6	59.1	61.0
10	38.6	18.5	29.6	35.9	54.0	18.6	27.8	35.8	56.7	18.5	30.9	36.2	51.0	35.2	39.1	42.2
9	9.5	5.0	9.4	11.4	9.6	8.1	11.7	12.8	7.7	3.3	7.9	9.9	11.6	8.8	9.3	10.8
8	10.4	7.0	8.6	12.0	11.6	12.1	10.3	13.9	12.8	4.1	7.5	9.9	10.3	11.6	10.7	8.1
7	8.2	10.8	8.1	8.6	7.0	13.6	9.1	7.8	6.4	9.2	7.4	9.5	7.5	8.9	7.7	8.3
6	5.8	9.8	6.4	6.5	3.5	8.2	7.8	7.7	3.5	10.7	5.6	5.1	3.5	5.6	6.1	5.4
NEUTRAL-5	8.8	12.6	11.3	8.1	6.2	11.6	8.4	6.6	6.5	13.2	13.2	9.8	5.8	9.5	9.5	6.0
DISAGREE	18.8	36.3	26.6	17.4	8.2	27.8	25.0	15.4	6.4	41.2	27.6	19.6	10.3	20.4	17.7	19.2
4	4.4	9.4	5.8	5.2	1.2	7.4	4.2	3.7	1.0	10.6	6.9	6.8	1.4	4.0	4.1	6.0
3	3.7	7.2	6.8	1.7	1.7	2.8	6.8	1.7	1.1	9.7	6.7	1.7	2.4	5.1	3.2	2.7
2	3.3	6.1	3.9	3.8	1.5	4.3	4.9	2.6	0.9	7.2	3.3	5.1	2.2	4.0	3.4	2.0
1	2.8	7.6	4.9	1.6	0.7	8.8	4.5	0.9	0.2	7.0	5.2	2.2	1.2	3.1	2.6	3.0
0	4.5	5.9	5.1	5.2	3.1	4.6	4.6	6.4	3.2	6.7	5.4	3.8	3.1	4.2	4.3	5.5
Mean	7.29	5.63	6.58	7.33	8.33	6.13	6.69	7.44	8.46	5.34	6.50	7.21	8.18	7.10	7.33	7.43



Table 23 Page 261
May 10-14, 2024

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

23. 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	50.8	100.0	79.3	71.7	60.6	35.9	18.4	7.8	3.0	63.2	80.8	52.0	12.7	69.9	58.7	47.9	68.9	22.4	45.6	9.9
Strongly	41.0	96.6	69.4	63.0	44.5	19.5	9.4	5.5	1.3	52.3	72.8	33.9	8.3	59.7	47.0	37.9	57.2	14.8	33.3	4.9
10	23.6	81.2	45.3	32.1	16.4	7.8	4.4	3.1	1.3	30.9	47.9	11.6	4.7	38.0	23.8	23.4	31.4	6.8	15.1	2.4
9	8.0	10.6	9.8	15.6	11.7	5.5	2.2	0.0	0.0	9.9	12.3	8.8	1.3	10.7	9.7	6.7	11.2	3.8	9.5	0.7
8	9.4	4.7	14.3	15.4	16.5	6.1	2.8	2.3	0.0	11.6	12.6	13.5	2.2	10.9	13.5	7.8	14.5	4.2	8.8	1.7
7	5.8	3.4	7.3	6.7	8.6	7.8	4.8	0.0	1.7	6.4	6.2	8.5	1.7	6.5	6.0	6.2	6.7	4.5	7.6	2.8
6	4.0	0.0	2.6	2.1	7.6	8.6	4.2	2.3	0.0	4.4	1.8	9.6	2.7	3.7	5.7	3.7	5.0	3.1	4.7	2.3
NEUTRAL-5	11.0	0.0	11.1	11.6	15.2	16.8	10.5	8.6	4.0	11.1	8.8	16.4	7.5	9.1	11.7	15.5	10.6	10.6	14.8	8.3
DISAGREE	38.2	0.0	9.5	16.7	24.2	47.3	71.1	83.6	93.0	25.7	10.3	31.6	79.8	21.0	29.6	36.6	20.5	67.1	39.6	81.8
4	4.2	0.0	2.3	2.5	3.3	7.7	5.2	10.6	2.4	3.9	1.9	5.5	9.1	2.7	5.0	4.3	4.9	4.7	4.6	4.8
3	4.7	0.0	2.2	4.4	4.1	4.4	8.9	9.4	5.5	4.1	2.6	4.1	10.4	4.3	5.0	3.3	2.8	6.1	4.3	7.1
2	5.8	0.0	1.1	2.6	2.6	8.7	12.0	10.4	14.6	4.0	1.5	4.5	13.9	3.8	4.1	5.6	2.7	9.8	6.6	11.5
1	3.9	0.0	0.0	1.2	2.0	4.0	6.6	10.3	13.2	2.1	0.5	2.3	9.2	1.0	3.2	4.8	0.7	7.9	4.2	9.8
0	19.7	0.0	3.9	5.9	12.2	22.5	38.4	42.9	57.1	11.6	3.9	15.1	37.2	9.1	12.3	18.5	9.4	38.5	19.9	48.4
Mean	5.49	9.70	7.96	7.30	6.14	4.33	2.76	2.09	1.14	6.55	8.08	5.48	2.47	7.10	6.14	5.44	6.96	3.03	5.10	1.93



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

23. 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 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	1721	1449	272	279	176	103
AGREE	50.8	50.2	49.3	53.7	47.7	51.6	51.7	51.0	46.1	45.5	47.3
Strongly	41.0	38.6	38.4	44.6	38.9	42.2	42.8	38.9	33.6	32.4	35.6
10	23.6	21.8	19.7	27.0	22.9	24.2	25.2	18.6	19.8	16.3	25.7
9	8.0	7.5	8.6	8.3	7.3	8.4	7.9	11.1	5.7	6.5	4.4
8	9.4	9.3	10.1	9.3	8.7	9.6	9.6	9.2	8.1	9.6	5.5
7	5.8	6.8	7.2	5.0	5.0	5.6	5.4	7.1	6.8	7.9	5.0
6	4.0	4.7	3.7	4.1	3.7	3.8	3.5	4.9	5.8	5.2	6.7
NEUTRAL-5	11.0	12.9	11.1	10.7	9.6	10.4	10.5	10.1	14.2	15.1	12.7
DISAGREE	38.2	37.0	39.6	35.5	42.7	38.0	37.8	38.9	39.6	39.4	40.1
4	4.2	3.4	3.7	4.5	4.7	4.0	4.1	3.8	5.0	5.1	4.9
3	4.7	4.6	5.2	5.1	3.5	4.4	4.4	4.2	6.6	8.3	3.8
2	5.8	5.8	4.9	5.8	6.5	5.6	5.2	7.5	6.7	5.9	8.1
1	3.9	2.9	4.2	3.8	4.4	3.7	3.7	4.0	4.9	5.3	4.2
0	19.7	20.1	21.5	16.3	23.6	20.3	20.4	19.5	16.4	14.8	19.1
Mean	5.49	5.43	5.28	5.82	5.17	5.53	5.56	5.36	5.25	5.23	5.30



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

23. 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				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	50.8	63.8	38.5	64.3	38.2	45.7	64.3	37.9	49.2	50.4	48.4	
Strongly	41.0	52.6	30.3	53.7	29.2	35.7	54.4	29.0	37.4	38.6	37.7	
10	23.6	31.7	15.5	32.5	14.4	23.8	32.5	14.6	20.3	20.0	26.3	
9	8.0	9.1	7.5	9.9	7.2	3.0	10.2	7.3	7.1	6.9	3.6	
8	9.4	11.8	7.3	11.2	7.6	9.0	11.6	7.2	10.0	11.7	7.8	
7	5.8	6.7	4.8	6.3	5.4	5.2	5.9	5.3	7.1	8.9	5.5	
6	4.0	4.5	3.4	4.3	3.6	4.8	4.0	3.5	4.6	2.8	5.2	
NEUTRAL-5	11.0	11.1	9.7	10.7	10.5	14.0	10.7	10.2	12.4	12.3	12.8	
DISAGREE	38.2	25.1	51.8	25.0	51.2	40.3	24.9	51.9	38.4	37.3	38.8	
4	4.2	2.9	5.1	3.9	4.9	1.9	3.9	5.2	3.4	3.7	2.7	
3	4.7	4.5	3.9	4.5	4.3	7.4	4.8	4.6	4.1	4.0	5.5	
2	5.8	4.1	7.6	4.6	6.9	5.7	4.1	7.4	6.3	6.1	5.5	
1	3.9	2.4	5.4	1.8	5.8	4.4	1.6	5.0	7.0	7.6	4.3	
0	19.7	11.1	29.7	10.1	29.3	20.9	10.6	29.7	17.6	15.9	20.8	
Mean	5.49	6.59	4.37	6.69	4.34	5.17	6.69	4.32	5.32	5.43	5.34	



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

23. 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 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	540	1460	902	854	244	490	827	294	533	1173	
AGREE	50.8	42.1	54.0	65.7	35.9	47.9	48.2	40.0	42.7	38.5	58.4	
Strongly	41.0	33.5	43.7	54.9	27.1	37.9	37.6	31.5	36.4	28.9	47.6	
10	23.6	17.5	25.8	32.7	14.0	23.4	21.2	16.1	20.0	14.0	28.8	
9	8.0	7.7	8.1	10.3	5.9	6.7	7.7	7.5	7.1	7.7	8.4	
8	9.4	8.3	9.8	11.9	7.2	7.8	8.7	7.9	9.3	7.1	10.4	
7	5.8	5.0	6.1	6.3	5.1	6.2	5.6	4.8	4.4	5.0	6.5	
6	4.0	3.7	4.2	4.5	3.7	3.7	5.0	3.6	1.9	4.6	4.3	
NEUTRAL-5	11.0	9.5	11.5	10.1	10.6	15.5	14.4	10.1	7.5	11.6	11.5	
DISAGREE	38.2	48.4	34.5	24.2	53.6	36.6	37.3	49.9	49.8	49.9	30.0	
4	4.2	4.8	4.0	3.6	4.8	4.3	4.7	4.8	5.4	4.5	3.8	
3	4.7	5.2	4.5	4.6	5.2	3.3	5.3	4.2	4.8	3.9	5.0	
2	5.8	7.7	5.0	3.9	7.8	5.6	5.4	7.3	6.1	7.9	4.7	
1	3.9	4.2	3.8	1.8	5.8	4.8	4.1	5.0	4.0	5.6	3.1	
0	19.7	26.5	17.2	10.3	30.0	18.5	17.8	28.6	29.6	28.0	13.5	
Mean	5.49	4.69	5.78	6.75	4.17	5.44	5.42	4.50	4.70	4.39	6.19	



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

23. 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 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	830	890	724	736	540	408	280	251	316	456	289			
AGREE	50.8	64.0	40.1	64.6	38.5	49.1	66.7	44.0	54.9	61.9	35.1	44.0			
Strongly	41.0	53.6	30.7	54.2	29.5	38.9	55.5	32.7	42.5	52.6	27.5	35.8			
10	23.6	32.2	15.2	31.3	16.1	23.4	31.9	16.4	26.1	30.5	15.9	21.2			
9	8.0	9.3	7.6	11.0	6.2	6.4	12.1	8.0	6.4	9.7	5.1	6.4			
8	9.4	12.1	8.0	11.9	7.1	9.0	11.5	8.2	10.0	12.5	6.5	8.2			
7	5.8	6.6	5.3	6.4	5.5	5.5	7.0	8.2	6.6	5.5	3.9	4.4			
6	4.0	3.8	4.0	4.0	3.5	4.7	4.2	3.2	5.7	3.8	3.8	3.8			
NEUTRAL-5	11.0	11.5	9.9	10.3	9.6	13.8	11.6	8.9	13.0	8.5	10.0	14.4			
DISAGREE	38.2	24.6	50.0	25.1	51.9	37.2	21.6	47.1	32.1	29.6	54.9	41.6			
4	4.2	3.4	4.8	3.7	4.5	4.4	3.4	4.3	4.1	4.1	4.6	4.7			
3	4.7	4.8	4.5	4.6	4.6	4.9	4.0	4.3	4.5	5.3	4.8	5.3			
2	5.8	4.4	6.9	4.1	8.1	4.8	3.7	11.8	3.2	4.6	5.8	6.3			
1	3.9	1.8	5.3	2.2	5.0	4.6	1.9	4.4	2.7	2.5	5.4	6.3			
0	19.7	10.2	28.5	10.5	29.8	18.4	8.5	22.3	17.7	13.0	34.4	19.1			
Mean	5.49	6.67	4.46	6.67	4.35	5.46	6.88	4.81	5.83	6.39	4.06	5.14			



Table 23 Page 266
May 10-14, 2024

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

23. 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 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	50.8	33.3	30.0	35.7	46.9	65.6	73.1	68.6	57.9	48.0	69.2	31.3	45.7	65.1	33.3	47.2	67.4
Strongly	41.0	25.6	25.5	25.6	36.7	52.7	64.6	57.4	47.1	40.5	58.1	23.4	35.9	49.7	27.5	35.7	57.9
10	23.6	12.9	14.6	11.6	20.5	31.3	40.8	35.1	30.5	20.1	34.1	10.5	22.9	31.0	17.4	19.1	42.0
9	8.0	6.0	6.9	5.3	7.1	9.4	12.3	10.6	12.3	10.3	11.1	5.8	6.3	9.4	4.4	6.4	8.1
8	9.4	6.7	3.9	8.7	9.1	12.0	11.5	11.8	4.3	10.1	12.8	7.1	6.7	9.4	5.7	10.3	7.8
7	5.8	4.6	2.9	5.8	5.5	8.2	5.6	7.1	2.8	3.8	7.2	4.7	5.9	10.9	4.8	5.9	4.8
6	4.0	3.2	1.6	4.3	4.7	4.8	2.9	4.0	8.1	3.7	3.9	3.2	3.9	4.5	1.1	5.6	4.7
NEUTRAL-5	11.0	9.6	7.9	10.8	13.9	10.6	6.7	9.0	3.1	15.4	9.5	10.1	9.5	5.9	9.8	16.5	8.3
DISAGREE	38.2	57.1	62.1	53.5	39.2	23.8	20.2	22.4	39.0	36.6	21.3	58.6	44.8	29.1	56.8	36.3	24.4
4	4.2	4.9	3.5	5.9	4.3	3.8	3.1	3.5	3.1	4.6	3.6	4.8	3.9	4.6	6.1	4.5	2.7
3	4.7	4.7	5.7	3.9	5.6	3.5	4.1	3.8	2.5	10.0	3.4	5.0	4.6	1.8	4.1	4.6	6.7
2	5.8	10.0	6.0	12.9	5.4	3.0	2.4	2.8	17.6	5.1	2.9	9.6	6.4	3.1	8.8	4.8	1.7
1	3.9	4.6	3.1	5.7	5.0	2.8	1.1	2.1	5.0	3.6	1.7	3.6	7.1	7.0	9.7	4.2	1.8
0	19.7	32.9	43.9	25.0	18.9	10.7	9.5	10.2	10.8	13.4	9.7	35.7	22.9	12.6	28.1	18.2	11.3
Mean	5.49	3.93	3.56	4.21	5.28	6.67	7.31	6.92	5.93	5.62	6.97	3.73	5.00	6.38	4.12	5.33	6.95



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

23. 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 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	50.8	38.2	49.0	65.7	49.6	47.5	64.9	45.2	51.4	52.4	49.6	51.0	58.0	64.7	54.3	37.4
Strongly	41.0	29.3	37.9	55.1	38.6	37.0	57.4	34.3	41.8	43.0	39.8	40.0	46.2	59.0	45.5	27.2
10	23.6	15.9	21.9	32.8	20.0	18.5	39.7	15.6	23.9	23.3	24.9	27.5	29.4	38.5	23.0	14.0
9	8.0	5.9	7.9	10.4	7.9	9.0	7.9	9.2	8.3	9.2	6.8	4.9	7.4	11.7	11.0	5.9
8	9.4	7.5	8.1	11.9	10.7	9.5	9.8	9.5	9.6	10.5	8.2	7.6	9.4	8.8	11.5	7.2
7	5.8	5.3	4.8	6.7	6.3	6.5	4.8	6.8	5.6	6.2	4.7	6.1	7.2	4.3	5.4	5.1
6	4.0	3.6	6.2	3.9	4.6	4.0	2.7	4.1	3.9	3.2	5.1	4.9	4.6	1.4	3.5	5.0
NEUTRAL-5	11.0	9.9	14.7	10.9	13.0	11.1	6.1	11.8	11.0	10.9	11.1	10.7	11.3	8.2	12.2	11.0
DISAGREE	38.2	51.9	36.4	23.4	37.5	41.4	29.0	43.1	37.6	36.7	39.3	38.3	30.7	27.1	33.5	51.7
4	4.2	4.5	4.9	3.5	5.1	3.6	0.0	4.1	4.5	4.0	5.4	2.9	4.0	2.4	5.1	4.2
3	4.7	4.4	6.5	4.4	5.3	3.8	2.8	3.9	4.9	5.0	4.5	4.7	5.3	3.4	4.6	4.1
2	5.8	8.2	4.2	3.5	5.7	5.4	2.7	5.8	6.0	6.2	5.7	4.4	4.9	6.4	4.3	7.2
1	3.9	5.3	5.4	1.7	4.6	5.3	7.5	5.1	3.4	3.6	3.2	5.0	3.0	1.5	3.6	5.8
0	19.7	29.5	15.3	10.3	16.8	23.3	16.0	24.3	18.8	17.9	20.5	21.2	13.5	13.3	16.0	30.4
Mean	5.49	4.33	5.53	6.78	5.46	5.09	6.48	4.90	5.57	5.64	5.44	5.45	6.15	6.74	5.86	4.22



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

23. 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 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	50.8	52.1	48.3	48.6	47.6	58.4	53.5	46.4	43.8	49.5	53.7	48.4	56.3	63.5	55.8	43.3	47.3	49.1	62.0	51.5
Strongly	41.0	42.5	38.0	39.0	35.9	46.7	42.2	38.7	34.4	40.1	42.8	37.1	44.7	52.0	44.3	36.0	37.8	36.7	49.4	40.7
10	23.6	25.6	19.7	19.6	19.9	27.7	21.7	23.6	18.0	21.9	27.2	24.3	28.6	26.6	24.4	19.4	27.5	22.5	29.1	28.2
9	8.0	7.5	9.0	9.1	8.9	8.9	10.3	6.2	8.0	8.7	6.5	6.5	5.8	9.2	10.0	7.5	6.5	6.6	7.5	4.3
8	9.4	9.4	9.2	10.3	7.1	10.1	10.2	8.9	8.5	9.5	9.1	6.2	10.3	16.2	9.9	9.1	3.8	7.6	12.7	8.2
7	5.8	5.4	6.6	5.9	7.9	6.8	8.3	4.2	5.1	5.7	6.0	5.9	6.1	8.7	7.7	3.9	5.8	6.0	5.7	6.4
6	4.0	4.2	3.7	3.7	3.8	4.9	3.0	3.5	4.3	3.6	4.9	5.4	5.6	2.8	3.9	3.4	3.7	6.4	6.9	4.4
NEUTRAL-5	11.0	11.6	9.8	10.9	7.6	11.4	10.8	11.7	9.0	11.8	9.1	10.3	10.0	4.7	12.5	11.2	11.4	9.7	7.8	11.8
DISAGREE	38.2	36.3	42.0	40.6	44.8	30.2	35.7	41.9	47.2	38.7	37.2	41.3	33.7	31.9	31.7	45.5	41.3	41.3	30.2	36.7
4	4.2	4.2	4.1	4.1	4.1	3.8	4.0	4.6	4.2	4.3	4.0	4.4	2.5	7.4	3.6	4.9	5.6	3.7	1.6	3.2
3	4.7	5.2	3.6	4.0	2.9	4.7	3.4	5.7	3.8	4.9	4.3	3.4	5.0	2.3	4.8	5.0	2.8	3.8	4.4	5.5
2	5.8	5.5	6.3	5.9	7.1	6.2	5.5	4.8	7.0	5.5	6.2	5.6	8.3	3.6	5.8	5.2	8.0	4.2	7.9	8.5
1	3.9	3.8	4.1	4.1	4.1	2.9	2.9	4.6	5.1	4.0	3.7	3.6	3.7	1.2	2.8	5.1	4.7	2.9	1.4	5.7
0	19.7	17.7	23.8	22.4	26.6	12.7	20.0	22.2	27.0	20.1	19.0	24.3	14.3	17.4	14.6	25.4	20.2	26.6	14.9	13.8
Mean	5.49	5.67	5.14	5.22	4.96	6.16	5.61	5.22	4.73	5.41	5.65	5.20	5.91	6.24	5.96	4.88	5.35	5.11	6.18	5.68



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

23. 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 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060	
AGREE	50.8	42.3	46.9	48.4	50.0	55.2	54.3	46.6	53.5	47.6	54.7	56.8	45.5	
Strongly	41.0	32.2	37.2	36.9	39.5	47.6	44.4	36.0	44.1	37.0	45.7	45.2	37.2	
10	23.6	17.0	19.9	20.2	23.8	27.8	26.4	19.5	26.2	20.7	27.0	25.7	21.7	
9	8.0	7.3	8.7	7.3	6.1	9.3	8.6	7.8	8.2	7.3	8.9	9.4	6.8	
8	9.4	7.8	8.6	9.3	9.5	10.5	9.3	8.8	9.7	9.0	9.8	10.1	8.7	
7	5.8	6.9	6.6	5.6	5.7	4.5	6.3	6.2	5.6	6.1	5.5	7.3	4.5	
6	4.0	3.2	3.1	5.9	4.8	3.2	3.6	4.4	3.8	4.5	3.4	4.3	3.8	
NEUTRAL-5	11.0	11.6	11.4	9.3	10.5	10.4	12.4	10.5	11.3	10.5	11.5	11.2	10.7	
DISAGREE	38.2	46.1	41.7	42.3	39.4	34.4	33.3	42.9	35.3	41.9	33.8	32.0	43.7	
4	4.2	5.0	3.5	5.3	4.8	3.8	3.4	4.7	3.9	4.7	3.6	3.9	4.5	
3	4.7	5.0	5.9	4.5	4.3	3.4	5.3	5.1	4.4	4.9	4.5	4.2	5.1	
2	5.8	6.0	7.0	5.8	7.4	4.9	4.7	6.2	5.4	6.6	4.7	6.0	5.6	
1	3.9	4.7	2.0	3.4	5.0	3.9	4.1	3.2	4.3	3.7	4.0	2.9	4.8	
0	19.7	25.3	23.3	23.2	17.9	18.4	15.9	23.7	17.2	22.0	17.0	15.1	23.9	
Mean	5.49	4.76	5.15	5.14	5.43	5.87	5.87	5.07	5.75	5.17	5.87	5.98	5.05	



Table 23 Page 270
May 10-14, 2024

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

23. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	50.8	43.2	47.6	52.2	54.6	57.0	51.1	58.4	58.6	35.2	45.3	45.7	50.3	52.4	48.0	55.7
Strongly	41.0	34.3	36.2	42.9	45.2	44.8	35.2	46.7	49.5	28.2	36.8	38.8	40.5	40.0	39.1	46.7
10	23.6	17.6	19.5	26.5	26.3	19.2	18.7	26.8	30.2	16.6	20.1	26.1	22.0	23.9	21.6	28.0
9	8.0	8.2	7.4	7.0	9.1	12.0	8.8	8.7	9.5	6.0	6.5	5.2	8.7	8.5	7.6	8.4
8	9.4	8.5	9.2	9.4	9.8	13.5	7.6	11.2	9.8	5.6	10.2	7.5	9.8	7.6	9.9	10.4
7	5.8	6.4	6.3	5.0	5.9	10.2	9.1	6.1	6.5	4.2	4.4	3.8	5.3	8.1	4.9	4.9
6	4.0	2.5	5.1	4.4	3.5	2.0	6.8	5.6	2.6	2.8	4.1	3.1	4.5	4.3	3.9	4.0
NEUTRAL-5	11.0	12.4	10.1	10.2	11.7	11.6	9.6	9.8	13.0	12.9	10.4	10.5	10.2	10.0	10.7	12.8
DISAGREE	38.2	44.4	42.3	37.6	33.7	31.4	39.3	31.8	28.4	51.9	44.3	43.8	39.4	37.6	41.3	31.5
4	4.2	4.4	4.3	5.2	3.3	4.2	3.5	4.3	3.7	4.5	4.8	6.2	2.9	4.2	4.7	2.7
3	4.7	4.7	5.6	3.6	4.9	4.4	4.7	3.9	4.2	4.9	6.1	3.2	5.7	5.0	4.6	4.5
2	5.8	6.8	5.7	6.9	4.5	10.5	6.3	6.0	4.7	4.6	5.4	7.9	4.3	6.0	6.4	3.8
1	3.9	4.4	2.8	4.4	4.0	2.1	2.6	3.8	2.5	5.8	2.9	5.1	5.7	3.8	4.0	3.6
0	19.7	24.1	24.0	17.5	16.9	10.3	22.2	13.9	13.3	32.2	25.1	21.4	20.8	18.6	21.5	16.9
Mean	5.49	4.89	5.09	5.65	5.85	6.03	5.24	6.06	6.31	4.23	5.00	5.21	5.35	5.56	5.25	5.97



Table 24 Page 271
May 10-14, 2024

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

24. 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
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	55.5	100.0	88.1	77.9	60.6	40.5	28.8	13.4	5.2	66.6	86.6	51.9	14.7	75.2	63.9	46.4	70.3	30.2	52.0	18.5
Strongly	39.3	98.9	77.6	56.7	37.3	15.2	10.4	3.0	1.9	50.5	73.7	27.7	5.8	62.5	43.5	33.6	49.2	13.5	28.1	5.6
10	21.8	86.5	48.8	22.9	10.8	8.4	2.9	1.8	0.5	29.5	46.6	10.0	3.4	39.9	22.9	18.0	25.9	4.0	9.2	1.3
9	8.0	7.7	13.6	20.2	9.1	1.6	2.0	0.0	0.0	10.1	15.0	5.5	0.0	11.1	9.1	7.6	11.6	3.1	6.6	1.2
8	9.6	4.7	15.2	13.6	17.4	5.2	5.4	1.2	1.4	11.0	12.2	12.1	2.3	11.6	11.5	8.1	11.7	6.4	12.2	3.2
7	9.4	1.1	8.5	15.2	14.2	11.3	7.4	3.7	2.6	9.8	9.6	12.8	2.8	10.1	11.4	6.6	10.3	8.4	13.3	5.8
6	6.9	0.0	2.0	6.0	9.1	14.0	11.1	6.7	0.7	6.3	3.2	11.5	6.1	2.6	9.0	6.2	10.8	8.3	10.6	7.1
NEUTRAL-5	10.6	0.0	6.1	8.6	13.3	18.2	16.2	14.4	1.8	10.0	5.8	17.1	10.1	7.8	12.0	14.0	8.2	12.1	11.7	12.3
DISAGREE	33.8	0.0	5.7	13.5	26.1	41.3	55.0	72.1	93.0	23.5	7.7	31.0	75.2	17.0	24.1	39.6	21.5	57.7	36.2	69.2
4	4.7	0.0	1.2	2.7	5.6	6.8	7.5	10.5	3.2	4.3	1.5	7.2	9.1	3.5	4.7	4.6	5.2	5.6	3.8	6.5
3	5.8	0.0	0.7	2.9	4.6	10.4	11.0	10.6	9.0	4.7	1.4	6.6	14.6	3.6	6.8	6.0	3.1	8.3	8.1	8.5
2	7.6	0.0	0.7	3.2	4.5	9.1	13.5	15.4	24.0	4.9	1.6	6.3	16.4	3.2	5.6	9.8	3.1	13.7	6.9	17.3
1	4.8	0.0	0.7	0.9	4.4	4.0	6.9	10.0	19.1	2.8	0.6	3.4	11.0	1.4	3.1	5.2	3.3	9.5	5.9	11.4
0	11.0	0.0	2.4	3.8	7.1	11.0	16.1	25.6	37.7	6.7	2.5	7.5	24.2	5.3	3.8	14.0	6.8	20.7	11.6	25.6
Mean	5.82	9.80	8.43	7.32	5.99	4.75	3.87	2.81	1.55	6.73	8.28	5.55	2.84	7.49	6.50	5.27	6.75	3.72	5.25	2.91



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

24. 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	1721	1449	272	279	176	103
AGREE	55.5	55.9	58.1	55.3	53.1	57.2	57.7	54.7	45.2	49.0	38.6
Strongly	39.3	40.7	41.4	39.3	35.9	41.0	42.7	32.1	28.5	31.5	23.3
10	21.8	21.4	23.6	21.9	19.8	22.9	24.4	14.7	14.8	14.7	15.0
9	8.0	9.4	8.1	7.7	7.1	8.4	8.5	7.8	5.4	5.8	4.7
8	9.6	9.9	9.6	9.7	9.0	9.8	9.8	9.6	8.3	11.0	3.6
7	9.4	9.0	9.6	8.8	10.6	9.8	9.0	14.3	6.9	5.9	8.7
6	6.9	6.3	7.2	7.2	6.5	6.4	6.0	8.3	9.8	11.6	6.6
NEUTRAL-5	10.6	8.9	12.5	8.1	14.4	10.1	9.8	11.8	13.8	14.5	12.5
DISAGREE	33.8	35.1	29.3	36.6	32.6	32.7	32.5	33.4	41.1	36.5	48.8
4	4.7	5.9	4.4	4.5	4.3	4.6	4.3	6.0	5.1	4.7	6.0
3	5.8	3.8	5.7	7.3	5.0	5.5	5.3	6.4	8.1	7.4	9.3
2	7.6	9.3	6.3	5.9	10.5	7.5	7.2	9.3	8.0	6.4	10.9
1	4.8	5.2	2.8	6.0	4.6	4.3	4.2	5.3	7.8	7.0	9.2
0	11.0	10.9	10.1	13.0	8.3	10.8	11.6	6.6	12.0	11.1	13.4
Mean	5.82	5.81	6.09	5.69	5.77	5.94	5.98	5.70	5.07	5.31	4.67



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

24. 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			
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
AGREE	55.5	69.5	44.1	69.2	43.9	45.3	70.2	42.3	55.3	56.7	48.1
Strongly	39.3	54.4	26.5	54.6	26.2	28.2	55.6	24.7	38.2	39.4	31.3
10	21.8	32.6	11.8	33.3	11.3	15.8	34.4	10.3	18.9	16.5	18.8
9	8.0	10.2	6.2	10.0	6.8	3.9	10.0	6.1	10.0	11.3	4.4
8	9.6	11.7	8.5	11.2	8.1	8.6	11.2	8.3	9.3	11.7	8.1
7	9.4	9.7	8.9	9.8	8.7	10.3	10.2	8.6	7.7	8.7	11.3
6	6.9	5.4	8.6	4.8	9.0	6.7	4.4	9.0	9.4	8.6	5.5
NEUTRAL-5	10.6	9.6	10.2	9.6	10.8	14.3	10.0	11.2	8.6	11.4	13.4
DISAGREE	33.8	20.9	45.7	21.2	45.2	40.4	19.7	46.5	36.2	31.9	38.5
4	4.7	3.9	4.7	4.4	5.2	3.4	3.7	4.9	6.1	7.6	5.8
3	5.8	4.8	6.5	4.8	6.8	6.2	4.8	6.7	5.2	6.2	7.3
2	7.6	4.3	10.6	4.2	10.5	9.5	4.0	11.5	6.8	4.2	7.8
1	4.8	2.7	6.9	2.7	7.0	4.7	2.5	7.6	4.2	5.1	4.2
0	11.0	5.3	17.0	5.1	15.7	16.6	4.7	15.8	14.0	8.9	13.5
Mean	5.82	7.00	4.74	7.02	4.78	5.01	7.11	4.65	5.64	5.91	5.36



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

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

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	540	1460	902	854	244	490	827	294	533	1173
AGREE	55.5	46.7	58.8	71.0	41.8	46.4	52.1	43.3	42.5	43.8	64.2
Strongly	39.3	27.9	43.5	55.4	23.8	33.6	36.0	26.7	31.1	24.3	48.2
10	21.8	11.5	25.5	33.5	10.4	18.0	19.5	11.4	12.9	10.6	29.0
9	8.0	7.1	8.3	10.4	5.6	7.6	7.1	7.3	8.3	6.7	8.5
8	9.6	9.3	9.7	11.5	7.9	8.1	9.4	8.0	9.8	7.0	10.7
7	9.4	8.3	9.8	10.6	9.0	6.6	7.8	8.1	6.1	9.2	10.3
6	6.9	10.4	5.6	5.0	9.0	6.2	8.3	8.6	5.4	10.3	5.7
NEUTRAL-5	10.6	11.4	10.3	9.4	11.0	14.0	12.0	10.4	9.9	10.7	10.8
DISAGREE	33.8	41.9	30.9	19.6	47.2	39.6	35.9	46.3	47.6	45.5	25.1
4	4.7	4.2	4.8	4.0	5.5	4.6	4.8	5.5	3.9	6.4	4.1
3	5.8	6.7	5.5	4.8	6.8	6.0	6.4	7.3	4.9	8.6	4.8
2	7.6	10.8	6.4	4.1	10.6	9.8	7.9	11.3	12.2	10.8	5.0
1	4.8	5.3	4.6	2.0	7.7	5.2	5.4	6.6	7.2	6.2	3.6
0	11.0	14.9	9.5	4.8	16.6	14.0	11.4	15.6	19.5	13.5	7.7
Mean	5.82	4.95	6.14	7.12	4.60	5.27	5.58	4.77	4.68	4.81	6.56



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

24. 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
Total	2000	830	890	724	736	540	408	280	251	316	456	289
AGREE	55.5	70.3	44.3	69.0	41.6	56.5	72.1	48.9	62.5	65.0	37.1	51.2
Strongly	39.3	54.8	26.1	54.4	24.2	39.5	59.5	26.6	44.1	47.9	22.7	35.5
10	21.8	33.9	11.3	32.1	10.1	23.8	35.5	8.3	27.2	27.7	11.1	20.8
9	8.0	10.0	6.4	10.7	6.2	6.8	12.7	7.2	7.1	8.1	5.5	6.5
8	9.6	10.8	8.4	11.6	8.0	8.9	11.3	11.2	9.8	12.1	6.0	8.1
7	9.4	10.2	9.6	9.8	8.8	9.7	8.1	12.6	11.1	12.1	6.4	8.4
6	6.9	5.4	8.6	4.7	8.7	7.3	4.5	9.7	7.3	5.1	8.0	7.3
NEUTRAL-5	10.6	9.9	10.5	9.9	12.0	9.7	9.8	10.0	10.3	10.0	13.2	9.1
DISAGREE	33.8	19.8	45.2	21.1	46.4	33.8	18.2	41.1	27.1	24.9	49.6	39.7
4	4.7	3.8	5.2	4.2	5.3	4.4	3.0	3.9	2.7	5.8	6.2	5.9
3	5.8	4.7	6.7	4.8	7.0	5.6	4.0	7.6	5.2	5.7	6.7	5.9
2	7.6	3.9	10.4	4.8	10.4	7.5	3.7	10.3	6.4	6.1	10.4	8.4
1	4.8	2.4	6.7	2.2	7.5	4.7	2.2	6.3	3.1	2.2	8.2	6.1
0	11.0	5.0	16.2	5.1	16.2	11.6	5.2	13.0	9.8	5.0	18.2	13.3
Mean	5.82	7.08	4.78	7.00	4.64	5.84	7.26	4.98	6.30	6.67	4.42	5.45



Table 24 Page 276
May 10-14, 2024

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

24. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	55.5	39.2	34.3	42.8	51.6	70.7	74.9	72.4	52.8	51.2	74.5	37.9	46.8	48.2	40.0	55.2	73.5
Strongly	39.3	24.6	24.2	24.8	33.6	52.4	63.0	56.7	40.2	40.0	59.0	22.5	25.8	30.3	28.3	36.4	58.1
10	21.8	9.8	11.3	8.7	17.5	31.0	42.1	35.4	15.0	19.0	36.5	7.6	13.3	14.9	18.7	19.9	40.0
9	8.0	6.0	5.9	6.1	7.1	10.9	9.7	10.4	14.1	7.2	11.3	5.7	6.7	7.3	4.2	7.3	7.2
8	9.6	8.7	6.9	10.0	8.9	10.6	11.3	10.9	11.1	13.8	11.1	9.2	5.8	8.0	5.4	9.2	11.0
7	9.4	6.5	5.8	7.0	10.2	12.6	8.4	10.9	4.9	6.0	11.1	6.6	11.8	12.2	6.2	10.6	9.4
6	6.9	8.2	4.4	11.0	7.9	5.7	3.4	4.8	7.7	5.1	4.4	8.8	9.1	5.7	5.5	8.2	5.9
NEUTRAL-5	10.6	10.1	7.0	12.4	13.1	10.3	5.8	8.5	3.3	15.0	9.0	11.1	13.7	11.1	8.0	11.8	4.3
DISAGREE	33.8	50.6	58.7	44.8	35.3	19.0	19.4	19.2	43.9	33.9	16.4	50.9	39.4	40.7	52.0	33.0	22.2
4	4.7	6.4	4.1	8.0	4.2	3.7	3.9	3.8	8.6	5.5	3.6	5.8	5.2	1.6	8.3	3.1	5.5
3	5.8	6.8	7.9	5.9	6.9	4.4	3.3	4.0	2.6	10.5	3.5	6.9	6.5	10.8	7.8	5.8	3.2
2	7.6	12.3	13.6	11.4	7.8	3.2	4.2	3.6	7.5	8.9	3.6	13.1	6.8	3.8	10.4	8.1	3.4
1	4.8	8.1	8.3	7.9	4.8	3.2	0.9	2.3	11.5	3.8	1.2	8.3	5.6	9.3	5.5	4.6	4.4
0	11.0	17.1	24.7	11.6	11.5	4.5	7.1	5.5	13.7	5.1	4.6	16.8	15.3	15.2	19.9	11.4	5.7
Mean	5.82	4.46	3.99	4.79	5.53	7.03	7.41	7.19	5.31	5.88	7.39	4.34	5.06	5.10	4.68	5.71	7.18



Table 24 Page 277
May 10-14, 2024

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

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

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	55.5	41.9	54.6	71.2	56.8	57.4	72.8	55.3	56.0	58.8	51.2	50.7	61.0	63.8	59.2	45.3
Strongly	39.3	24.8	38.9	55.7	38.2	39.1	67.2	35.3	39.4	41.5	35.8	38.9	44.3	51.8	42.8	29.0
10	21.8	11.3	19.3	34.4	19.6	19.5	22.1	19.1	21.9	22.3	21.1	23.5	23.4	32.8	23.6	15.8
9	8.0	6.1	8.1	10.0	8.3	9.7	32.7	6.6	7.7	8.3	6.7	7.6	10.8	8.9	6.5	5.8
8	9.6	7.4	11.6	11.3	10.3	10.0	12.4	9.6	9.8	10.8	8.0	7.8	10.0	10.1	12.7	7.4
7	9.4	8.9	7.2	10.7	10.5	10.4	2.7	11.4	9.8	10.0	9.3	5.8	10.2	8.8	8.5	9.4
6	6.9	8.2	8.4	4.9	8.1	7.9	2.9	8.5	6.9	7.3	6.2	5.9	6.5	3.2	7.9	6.9
NEUTRAL-5	10.6	11.0	9.9	10.4	11.6	7.8	6.8	7.9	11.2	11.5	10.7	10.0	10.4	8.1	12.2	10.7
DISAGREE	33.8	47.1	35.6	18.3	31.6	34.8	20.4	36.8	32.8	29.8	38.0	39.3	28.6	28.1	28.6	43.9
4	4.7	5.1	4.9	4.1	5.1	3.5	2.8	3.6	5.0	4.8	5.5	3.7	4.1	3.6	5.0	5.7
3	5.8	6.6	7.5	4.3	6.7	6.7	0.0	7.6	5.5	5.0	6.4	6.7	4.7	4.4	5.6	6.6
2	7.6	10.7	8.3	3.8	7.0	8.7	5.4	9.1	7.2	6.7	8.1	8.5	5.6	5.8	6.6	11.1
1	4.8	7.2	6.5	1.6	4.6	3.9	0.0	4.5	5.0	4.6	5.7	4.6	4.3	4.8	2.7	6.4
0	11.0	17.4	8.3	4.5	8.3	12.1	12.2	12.1	10.0	8.6	12.3	15.8	9.8	9.5	8.8	14.1
Mean	5.82	4.63	5.74	7.19	5.92	5.76	7.07	5.58	5.88	6.08	5.54	5.49	6.20	6.54	6.16	5.02



Table 24 Page 278
May 10-14, 2024

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

24. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	55.5	56.2	54.2	54.6	53.4	62.2	63.5	50.8	46.4	60.0	46.0	43.9	40.7	67.7	68.0	52.3	49.6	40.6	38.8	42.4
Strongly	39.3	41.0	35.9	36.5	34.5	47.4	42.0	35.3	30.7	42.7	32.1	28.9	28.3	48.2	50.9	34.7	31.3	27.6	25.6	30.7
10	21.8	23.8	17.7	18.9	15.2	28.0	19.4	20.0	16.2	23.4	18.2	17.4	15.6	22.0	28.8	18.2	19.6	16.2	9.9	20.5
9	8.0	7.6	8.7	7.4	11.4	8.6	11.6	6.7	6.3	8.3	7.3	5.7	7.2	13.6	9.8	6.8	5.8	5.6	9.5	5.2
8	9.6	9.6	9.5	10.2	8.0	10.8	11.0	8.5	8.2	10.9	6.6	5.8	5.5	12.6	12.4	9.6	5.9	5.8	6.2	4.9
7	9.4	8.8	10.5	9.6	12.3	9.0	12.8	8.7	8.5	10.3	7.4	8.5	6.2	9.7	10.6	10.1	9.5	8.0	8.0	4.6
6	6.9	6.4	7.9	8.5	6.6	5.9	8.7	6.8	7.2	7.0	6.5	6.4	6.2	9.8	6.5	7.6	8.9	5.1	5.2	7.1
NEUTRAL-5	10.6	10.8	10.3	10.0	10.9	11.3	7.2	10.3	12.9	11.6	8.6	11.7	5.4	7.7	10.3	12.8	9.9	12.7	8.3	2.8
DISAGREE	33.8	33.0	35.5	35.4	35.7	26.5	29.3	38.9	40.8	28.4	45.4	44.4	53.9	24.6	21.7	34.9	40.4	46.7	52.9	54.8
4	4.7	5.1	3.9	4.2	3.2	3.3	2.9	6.7	4.8	4.6	4.9	5.3	5.6	2.6	2.8	6.2	4.7	5.6	4.6	6.5
3	5.8	5.5	6.4	6.0	7.3	4.4	7.4	6.5	5.6	5.1	7.3	7.8	6.8	3.6	4.3	6.0	8.3	7.5	8.9	4.9
2	7.6	6.5	9.6	10.0	8.8	5.9	7.4	7.1	11.4	7.1	8.6	8.7	8.9	7.8	5.5	8.6	8.7	8.7	9.3	8.6
1	4.8	5.1	4.4	4.3	4.6	3.9	3.0	6.1	5.5	3.8	7.1	6.9	9.1	2.3	3.2	4.4	6.7	7.0	5.8	11.9
0	11.0	10.8	11.2	10.9	11.8	8.9	8.6	12.6	13.5	7.8	17.6	15.8	23.5	8.3	5.9	9.7	12.1	17.9	24.3	22.8
Mean	5.82	5.92	5.61	5.65	5.55	6.40	6.16	5.49	5.15	6.20	5.00	4.97	4.42	6.48	6.78	5.65	5.32	4.78	4.32	4.51



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

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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	55.5	40.6	44.7	51.0	55.8	60.3	65.0	46.7	61.1	49.4	63.0	62.6	49.3
Strongly	39.3	28.4	26.1	35.3	39.5	45.3	47.3	30.8	44.7	33.3	46.5	45.6	33.7
10	21.8	12.3	14.4	21.0	23.1	23.8	26.5	17.0	24.8	18.8	25.3	25.2	18.7
9	8.0	5.5	6.2	7.9	7.9	10.4	7.9	6.9	8.7	7.2	8.9	9.6	6.6
8	9.6	10.6	5.4	6.3	8.5	11.2	12.9	6.9	11.2	7.4	12.2	10.9	8.4
7	9.4	5.9	8.6	9.5	8.6	9.0	11.6	8.4	10.0	8.5	10.5	10.3	8.6
6	6.9	6.3	10.0	6.3	7.7	6.0	6.0	7.5	6.5	7.6	6.0	6.8	6.9
NEUTRAL-5	10.6	9.0	13.0	10.4	11.4	9.7	10.2	11.0	10.4	11.1	10.0	10.0	11.2
DISAGREE	33.8	50.3	42.3	38.6	32.7	30.0	24.8	42.3	28.5	39.5	27.0	27.4	39.6
4	4.7	10.0	4.8	4.9	4.7	4.0	3.3	5.9	3.9	5.5	3.6	3.2	6.0
3	5.8	8.2	9.5	6.9	6.3	3.3	4.1	8.1	4.4	7.5	3.7	5.4	6.2
2	7.6	6.7	9.5	6.2	7.9	8.6	6.8	7.4	7.7	7.6	7.6	6.4	8.6
1	4.8	8.0	6.1	6.9	2.9	4.9	2.9	6.8	3.6	5.7	3.8	3.6	5.9
0	11.0	17.5	12.4	13.8	10.9	9.2	7.7	14.1	9.0	13.1	8.3	8.8	12.9
Mean	5.82	4.68	5.01	5.47	5.90	6.16	6.50	5.16	6.24	5.38	6.36	6.32	5.37



Table 24 Page 280
May 10-14, 2024

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

24. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	55.5	43.2	48.1	54.7	65.7	60.4	52.2	58.1	72.2	33.3	45.4	51.1	58.6	52.8	53.9	63.2
Strongly	39.3	29.1	30.9	40.1	48.1	43.7	32.8	44.0	54.1	20.7	29.7	35.9	41.5	38.4	37.4	45.1
10	21.8	13.7	18.0	21.2	27.6	16.5	16.9	22.4	33.8	12.1	18.8	19.9	20.8	21.5	20.8	24.5
9	8.0	6.3	7.3	8.8	8.3	13.5	8.7	11.3	7.8	2.2	6.4	6.2	9.0	7.6	7.6	9.3
8	9.6	9.1	5.6	10.1	12.1	13.7	7.2	10.3	12.5	6.4	4.5	9.8	11.7	9.3	9.0	11.3
7	9.4	8.1	8.7	8.1	11.3	9.3	10.9	8.2	11.7	7.4	7.3	7.9	11.0	8.4	9.5	10.6
6	6.9	6.0	8.5	6.6	6.3	7.3	8.6	5.9	6.4	5.2	8.5	7.3	6.1	6.1	7.0	7.6
NEUTRAL-5	10.6	9.7	11.3	12.0	9.4	7.3	13.0	11.4	7.9	11.1	10.2	12.6	10.9	8.9	12.0	9.5
DISAGREE	33.8	47.1	40.6	33.3	25.0	32.3	34.7	30.5	19.9	55.7	44.4	36.2	30.5	38.2	34.1	27.3
4	4.7	9.2	4.6	4.8	3.1	8.3	1.5	4.1	2.1	9.8	6.6	5.5	4.1	5.1	5.2	2.8
3	5.8	8.9	7.9	5.0	3.9	8.1	9.5	4.5	3.3	9.3	6.9	5.6	4.6	6.3	6.3	3.9
2	7.6	7.1	7.4	9.5	6.4	5.2	4.7	8.2	6.3	8.1	9.1	10.9	6.6	9.4	6.7	7.2
1	4.8	7.7	6.4	3.5	3.7	4.8	6.9	3.4	1.8	9.4	6.2	3.6	5.7	5.1	4.8	4.4
0	11.0	14.3	14.2	10.5	7.9	6.0	12.2	10.3	6.5	19.0	15.6	10.7	9.4	12.3	11.0	9.0
Mean	5.82	4.93	5.23	5.84	6.52	6.15	5.48	6.07	7.00	4.23	5.06	5.60	6.00	5.61	5.75	6.27



Table 25 Page 281
May 10-14, 2024

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

25. 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
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	71.9	100.0	96.7	92.9	80.8	71.2	49.8	31.3	12.4	81.0	95.9	76.5	25.4	85.2	78.1	70.1	86.3	51.0	77.1	37.0
Strongly	56.0	100.0	91.5	81.3	60.3	41.6	24.4	13.2	3.5	67.9	89.2	52.1	13.0	78.5	61.8	50.2	69.4	28.6	52.4	15.9
10	35.5	93.7	72.9	48.1	27.5	18.6	10.1	3.4	2.9	45.9	67.3	23.8	7.5	58.7	36.6	35.7	39.5	11.6	23.4	5.3
9	7.8	3.0	11.4	14.2	10.7	7.4	3.4	2.8	0.0	9.2	10.7	9.8	1.0	9.2	11.6	5.2	10.0	4.7	8.2	2.8
8	12.6	3.3	7.1	18.9	22.0	15.6	10.8	7.0	0.6	12.7	11.1	18.5	4.4	10.5	13.6	9.4	19.9	12.3	20.9	7.8
7	8.4	0.0	4.2	8.2	13.6	13.5	10.9	5.0	3.4	7.9	4.9	14.3	4.0	3.8	10.5	12.1	9.3	9.6	12.1	8.2
6	7.6	0.0	1.1	3.4	7.0	16.1	14.4	13.1	5.6	5.3	1.8	10.1	8.5	3.0	5.8	7.8	7.6	12.8	12.7	12.8
NEUTRAL-5	9.4	0.0	1.2	4.5	9.2	16.0	20.7	16.7	8.0	7.0	2.3	11.9	15.7	3.9	9.3	11.3	6.8	14.8	12.7	16.0
DISAGREE	18.7	0.0	2.0	2.6	10.0	12.7	29.5	52.0	79.6	12.0	1.8	11.6	58.8	10.9	12.6	18.6	6.9	34.2	10.2	47.0
4	4.4	0.0	1.0	0.7	2.0	4.2	11.1	17.4	4.7	2.8	0.7	3.0	12.3	2.2	3.4	4.4	1.8	8.0	2.7	10.9
3	4.5	0.0	0.0	0.7	2.4	3.4	5.8	18.3	14.8	2.4	0.3	2.4	12.3	2.2	2.8	2.9	2.0	9.2	3.6	12.2
2	3.2	0.0	0.0	0.0	1.4	1.4	7.1	5.0	18.3	2.0	0.0	1.9	11.3	1.2	2.2	4.6	0.8	5.9	0.4	8.8
1	2.5	0.0	0.0	0.3	1.3	0.9	2.7	5.6	15.6	1.3	0.1	1.1	7.4	1.3	0.8	2.6	0.9	5.1	1.2	7.2
0	4.2	0.0	1.0	0.9	2.9	2.9	2.8	5.7	26.2	3.4	0.7	3.2	15.6	4.0	3.3	4.0	1.4	6.0	2.3	8.0
Mean	7.18	9.90	9.35	8.66	7.50	6.79	5.64	4.52	2.46	7.90	9.19	7.18	3.93	8.37	7.61	7.04	8.04	5.51	7.22	4.60



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

25. 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	1721	1449	272	279	176	103
AGREE	71.9	72.4	70.1	71.5	74.2	73.0	74.1	67.2	64.9	63.0	68.2
Strongly	56.0	58.0	52.8	58.3	53.5	57.7	60.1	44.8	45.5	44.4	47.3
10	35.5	38.8	33.9	37.6	30.8	36.9	39.6	22.3	27.2	23.8	32.9
9	7.8	6.3	7.3	7.6	10.1	8.3	8.3	8.1	5.0	5.9	3.5
8	12.6	12.9	11.6	13.1	12.5	12.5	12.2	14.3	13.3	14.7	11.0
7	8.4	7.9	10.0	7.1	9.4	8.3	7.2	14.4	8.6	9.0	8.0
6	7.6	6.5	7.3	6.1	11.4	7.0	6.8	8.1	10.8	9.6	12.9
NEUTRAL-5	9.4	9.5	11.1	8.4	9.2	9.2	8.5	12.8	10.8	9.8	12.6
DISAGREE	18.7	18.1	18.8	20.1	16.5	17.8	17.4	19.9	24.3	27.2	19.2
4	4.4	3.4	4.5	5.0	4.1	4.3	4.1	5.2	4.9	6.0	3.1
3	4.5	5.2	4.5	4.1	4.6	4.2	4.3	4.1	6.1	7.2	4.2
2	3.2	2.5	3.4	4.0	1.9	2.9	2.5	5.2	4.8	3.3	7.4
1	2.5	2.0	2.9	2.7	2.0	2.3	2.3	2.7	3.2	4.0	1.9
0	4.2	4.9	3.5	4.3	3.9	4.0	4.2	2.7	5.2	6.7	2.7
Mean	7.18	7.26	7.08	7.20	7.16	7.28	7.39	6.71	6.53	6.34	6.86



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

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

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	71.9	81.9	62.4	82.1	61.9	70.4	83.7	61.3	71.8	75.1	65.8	
Strongly	56.0	72.0	42.2	72.0	41.2	49.0	75.0	40.2	54.8	57.6	42.5	
10	35.5	51.4	21.5	50.8	20.6	32.6	54.7	20.0	31.1	30.9	24.7	
9	7.8	9.7	7.0	9.2	6.3	8.2	8.7	6.8	8.8	9.7	7.3	
8	12.6	10.9	13.7	11.9	14.2	8.1	11.6	13.4	14.9	17.0	10.4	
7	8.4	6.0	9.2	5.9	10.1	11.8	5.2	10.0	8.6	9.1	13.9	
6	7.6	4.0	11.0	4.2	10.5	9.6	3.5	11.0	8.4	8.4	9.4	
NEUTRAL-5	9.4	6.0	12.2	5.9	12.9	9.4	5.9	12.4	7.9	7.3	13.5	
DISAGREE	18.7	12.1	25.5	12.0	25.2	20.2	10.4	26.3	20.3	17.6	20.7	
4	4.4	3.1	5.6	3.2	5.8	3.9	2.3	6.5	4.4	4.6	4.8	
3	4.5	2.3	6.5	2.0	6.9	5.2	2.0	7.4	3.9	3.9	4.4	
2	3.2	1.4	4.3	1.8	4.2	4.6	1.6	4.3	3.4	2.3	4.5	
1	2.5	1.3	3.9	1.4	3.8	1.7	1.3	3.8	1.8	1.0	3.0	
0	4.2	4.0	5.1	3.6	4.6	4.8	3.2	4.3	6.9	5.9	4.0	
Mean	7.18	8.07	6.33	8.07	6.32	6.95	8.25	6.28	6.97	7.18	6.62	



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

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

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	540	1460	902	854	244	490	827	294	533	1173
AGREE	71.9	57.8	77.1	82.5	61.2	70.1	71.7	61.4	57.1	63.7	79.3
Strongly	56.0	38.5	62.4	72.2	40.5	50.2	50.3	41.0	41.9	40.6	66.5
10	35.5	18.5	41.8	50.5	19.7	35.7	30.4	20.8	23.3	19.5	45.9
9	7.8	7.7	7.9	10.1	6.2	5.2	7.2	6.8	5.4	7.6	8.6
8	12.6	12.3	12.7	11.6	14.5	9.4	12.8	13.4	13.1	13.6	12.0
7	8.4	8.6	8.3	6.3	9.5	12.1	13.1	9.1	6.4	10.6	7.9
6	7.6	10.7	6.4	4.0	11.3	7.8	8.3	11.3	8.9	12.6	4.9
NEUTRAL-5	9.4	12.2	8.4	5.9	12.5	11.3	10.2	13.3	9.7	15.3	6.6
DISAGREE	18.7	30.0	14.5	11.5	26.3	18.6	18.2	25.3	33.2	20.9	14.0
4	4.4	7.3	3.3	2.7	6.2	4.4	3.9	6.2	7.3	5.6	3.1
3	4.5	7.1	3.5	2.4	7.1	2.9	4.4	6.5	8.1	5.7	3.0
2	3.2	5.5	2.3	1.6	4.4	4.6	3.5	4.2	5.2	3.7	2.4
1	2.5	5.1	1.5	1.1	3.9	2.6	2.1	3.9	6.8	2.4	1.4
0	4.2	5.0	3.9	3.7	4.7	4.0	4.3	4.4	5.8	3.6	4.0
Mean	7.18	6.05	7.59	8.09	6.25	7.04	7.00	6.31	6.04	6.47	7.78



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

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

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
AGREE	71.9	82.6	62.2	81.9	63.2	70.3	84.7	62.2	72.7	78.3	63.9	68.2
Strongly	56.0	72.5	42.5	72.9	43.3	50.6	77.5	42.7	52.2	67.0	43.6	49.2
10	35.5	51.7	21.5	51.9	21.8	32.3	55.8	17.3	35.1	46.9	24.6	29.8
9	7.8	9.2	7.4	9.8	6.7	6.7	11.0	7.1	7.4	8.3	6.5	6.1
8	12.6	11.6	13.6	11.2	14.7	11.6	10.8	18.2	9.6	11.8	12.5	13.3
7	8.4	5.9	9.6	4.8	9.3	11.8	4.8	7.9	12.1	4.8	10.2	11.6
6	7.6	4.2	10.0	4.2	10.7	7.9	2.4	11.7	8.4	6.5	10.0	7.4
NEUTRAL-5	9.4	5.6	13.6	5.9	11.6	11.2	3.8	8.8	9.1	8.5	13.3	13.0
DISAGREE	18.7	11.8	24.1	12.2	25.2	18.5	11.5	29.0	18.2	13.2	22.8	18.8
4	4.4	3.0	5.4	2.6	6.1	4.6	1.3	6.8	4.4	4.2	5.6	4.7
3	4.5	2.4	6.4	2.3	7.0	4.0	1.8	9.6	3.6	2.9	5.5	4.3
2	3.2	1.7	3.8	1.5	3.9	4.5	1.4	2.5	5.4	1.6	4.7	3.7
1	2.5	0.9	4.0	1.8	3.5	2.0	2.2	5.1	1.8	1.3	2.5	2.2
0	4.2	3.7	4.6	4.1	4.8	3.4	4.7	5.0	2.9	3.3	4.6	3.9
Mean	7.18	8.11	6.39	8.07	6.40	7.03	8.26	6.18	7.17	7.83	6.54	6.91



Table 25 Page 286
May 10-14, 2024

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

25. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	71.9	58.9	56.2	60.9	70.5	82.5	85.1	83.6	59.4	76.2	84.8	59.8	67.4	72.9	54.5	70.4	82.5
Strongly	56.0	38.4	38.9	38.1	52.3	70.2	78.4	73.5	46.8	63.8	76.9	38.7	49.9	50.5	33.7	49.5	67.5
10	35.5	17.9	19.1	17.0	32.7	43.7	65.1	52.3	28.1	41.5	56.0	16.6	30.5	25.3	20.1	30.7	46.7
9	7.8	7.8	6.6	8.7	6.1	11.9	6.2	9.6	18.7	7.4	9.8	7.3	5.1	9.5	5.6	6.4	8.6
8	12.6	12.8	13.3	12.4	13.5	14.6	7.1	11.6	0.0	14.8	11.1	14.8	14.3	15.7	8.0	12.4	12.1
7	8.4	8.8	8.7	8.8	9.7	8.2	4.5	6.7	5.3	5.7	4.6	8.6	8.8	17.1	10.9	11.9	12.3
6	7.6	11.7	8.5	14.0	8.4	4.2	2.3	3.4	7.3	6.7	3.3	12.4	8.6	5.3	9.9	9.0	2.7
NEUTRAL-5	9.4	12.3	10.2	13.8	11.6	6.3	2.8	4.9	6.2	9.5	4.9	11.5	12.6	7.8	18.9	11.7	3.4
DISAGREE	18.7	28.8	33.6	25.3	17.9	11.2	12.0	11.5	34.4	14.2	10.3	28.8	20.0	19.3	26.6	17.9	14.0
4	4.4	5.4	5.8	5.2	5.5	2.9	1.7	2.4	5.0	2.8	2.4	5.9	7.3	1.6	3.2	5.4	3.1
3	4.5	8.0	9.3	7.1	3.5	2.6	2.9	2.7	2.7	2.9	2.1	8.2	5.4	5.2	9.7	2.4	4.6
2	3.2	5.0	5.2	4.8	3.7	1.1	1.4	1.2	4.7	2.4	1.1	4.9	2.4	1.5	5.1	5.1	1.8
1	2.5	4.5	5.1	4.0	1.9	1.2	1.7	1.4	7.5	2.7	1.2	4.5	1.2	5.6	3.0	2.2	0.7
0	4.2	5.9	8.2	4.2	3.2	3.3	4.3	3.7	14.5	3.5	3.6	5.2	3.7	5.4	5.6	2.8	3.8
Mean	7.18	6.04	5.86	6.18	7.09	7.97	8.42	8.15	6.06	7.56	8.33	6.05	6.94	6.85	6.01	7.01	7.92



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

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

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	71.9	61.8	69.4	84.2	71.7	70.5	77.6	69.5	73.8	73.4	74.3	61.5	75.3	77.8	74.4	65.4
Strongly	56.0	41.6	52.1	73.5	53.8	54.3	65.1	52.9	57.2	57.3	57.1	49.8	61.8	63.2	59.4	46.4
10	35.5	21.6	33.6	51.9	31.3	29.5	41.9	27.9	36.3	36.4	36.2	37.5	38.7	41.6	40.1	26.9
9	7.8	6.4	7.1	9.8	9.3	10.6	5.6	11.2	8.1	8.5	7.4	3.1	9.2	9.1	7.2	7.3
8	12.6	13.7	11.4	11.8	13.2	14.2	17.5	13.8	12.8	12.5	13.5	9.1	13.9	12.5	12.1	12.2
7	8.4	9.7	10.7	6.1	10.7	8.8	6.9	9.0	8.8	9.7	7.2	5.3	7.6	10.2	7.3	9.3
6	7.6	10.5	6.6	4.5	7.2	7.4	5.6	7.7	7.8	6.4	10.1	6.5	6.0	4.3	7.7	9.8
NEUTRAL-5	9.4	12.0	12.3	5.5	11.0	10.8	7.5	11.2	9.1	9.3	8.6	9.9	9.3	7.2	9.6	10.5
DISAGREE	18.7	26.2	18.3	10.3	17.4	18.7	14.9	19.3	17.2	17.2	17.0	28.6	15.4	15.0	16.0	24.0
4	4.4	5.9	5.1	2.4	4.8	4.5	0.0	5.1	4.2	4.2	4.1	5.8	3.3	4.6	4.5	5.5
3	4.5	7.0	3.7	2.0	3.6	5.5	5.8	5.5	4.0	3.8	4.2	6.8	4.0	2.6	3.7	5.2
2	3.2	4.3	4.9	1.3	3.0	1.8	0.0	2.1	3.4	3.7	3.0	3.0	2.7	1.4	3.1	4.8
1	2.5	4.1	2.1	0.7	2.3	3.6	2.3	3.8	2.0	2.0	2.0	4.3	1.4	1.8	2.6	2.5
0	4.2	4.9	2.5	3.9	3.6	3.3	6.8	2.8	3.6	3.6	3.7	8.7	4.0	4.7	2.1	6.0
Mean	7.18	6.30	7.10	8.19	7.14	7.06	7.50	7.00	7.29	7.30	7.28	6.56	7.48	7.62	7.46	6.58



Table 25 Page 288
May 10-14, 2024

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

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

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	71.9	73.5	68.8	70.0	66.3	77.2	69.9	70.1	67.8	72.8	70.0	68.5	68.0	80.0	76.6	69.1	70.8	67.2	65.8	69.9
Strongly	56.0	58.4	51.1	51.7	50.0	63.3	54.4	54.0	48.4	57.8	52.2	50.8	49.2	64.2	64.2	51.5	50.1	51.2	48.5	49.9
10	35.5	39.3	28.1	30.2	23.7	43.8	28.6	35.3	27.6	37.7	30.9	31.1	27.7	37.0	42.6	32.9	32.1	30.6	23.2	31.5
9	7.8	7.3	8.9	8.5	9.5	8.3	10.2	6.5	7.7	7.5	8.6	7.2	8.6	13.3	8.5	6.5	5.7	8.1	12.8	5.1
8	12.6	11.8	14.2	13.0	16.8	11.2	15.6	12.3	13.0	12.5	12.7	12.5	12.9	14.0	13.1	12.0	12.4	12.5	12.5	13.3
7	8.4	7.6	9.8	11.0	7.5	7.2	8.8	8.1	10.7	7.8	9.6	8.3	10.5	12.5	6.6	9.0	9.2	7.7	8.5	12.3
6	7.6	7.4	7.8	7.3	8.8	6.7	6.8	8.0	8.7	7.2	8.2	9.4	8.2	3.4	5.8	8.6	11.4	8.3	8.7	7.7
NEUTRAL-5	9.4	8.3	11.5	11.5	11.6	5.7	8.8	10.7	13.9	9.9	8.4	9.7	7.3	7.5	7.0	12.7	5.8	11.9	7.4	7.2
DISAGREE	18.7	18.2	19.7	18.4	22.2	17.1	21.3	19.2	18.3	17.3	21.6	21.8	24.7	12.5	16.4	18.2	23.5	20.8	26.8	22.9
4	4.4	4.7	3.8	4.1	3.2	3.5	4.4	5.8	3.3	4.4	4.4	4.5	5.1	0.0	3.5	5.3	3.9	4.8	6.1	4.1
3	4.5	4.1	5.3	4.5	7.0	4.1	5.6	4.0	5.1	4.0	5.6	4.7	6.7	4.7	4.6	3.3	3.1	5.6	5.8	7.6
2	3.2	3.1	3.2	3.2	3.2	2.9	2.5	3.3	3.8	3.0	3.6	3.6	4.7	1.5	1.8	4.1	6.1	2.2	6.0	3.5
1	2.5	2.2	3.0	2.7	3.8	2.5	3.7	1.9	2.4	2.1	3.3	3.1	3.7	3.9	2.0	2.2	4.6	2.2	6.7	1.2
0	4.2	4.1	4.3	4.0	4.9	4.0	5.0	4.2	3.7	3.8	4.8	5.9	4.5	2.5	4.5	3.3	5.8	5.9	2.2	6.5
Mean	7.18	7.33	6.88	7.00	6.64	7.56	6.92	7.11	6.85	7.30	6.91	6.81	6.71	7.66	7.57	7.04	6.74	6.85	6.57	6.83



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

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

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	71.9	64.8	68.2	69.7	70.1	76.4	75.2	68.2	74.2	68.8	75.7	74.8	69.3
Strongly	56.0	45.0	46.8	50.7	53.7	63.2	63.6	48.2	60.9	49.8	63.5	60.3	52.1
10	35.5	23.0	28.8	31.6	35.5	41.7	40.9	28.9	39.7	30.8	41.2	38.8	32.6
9	7.8	5.2	5.5	6.9	8.7	9.1	9.1	6.1	9.0	6.8	9.1	8.9	6.9
8	12.6	16.7	12.6	12.1	9.5	12.5	13.6	13.3	12.2	12.2	13.1	12.7	12.5
7	8.4	8.9	12.1	9.3	9.2	7.0	6.2	10.2	7.2	9.9	6.5	7.7	9.0
6	7.6	10.8	9.3	9.8	7.2	6.2	5.4	9.8	6.1	9.1	5.7	6.8	8.3
NEUTRAL-5	9.4	11.2	10.2	9.1	12.2	7.6	8.3	9.9	9.1	10.6	8.0	6.7	11.8
DISAGREE	18.7	24.0	21.6	21.2	17.7	16.0	16.5	21.9	16.7	20.7	16.3	18.5	18.9
4	4.4	5.5	5.6	5.9	4.9	3.0	3.2	5.7	3.6	5.5	3.1	3.8	4.9
3	4.5	7.7	5.8	5.0	2.5	2.8	5.0	5.8	3.6	4.8	4.1	4.6	4.4
2	3.2	3.5	5.1	2.0	3.9	2.9	2.6	3.3	3.1	3.5	2.8	2.8	3.5
1	2.5	2.3	2.7	3.1	1.4	1.3	3.5	2.8	2.3	2.4	2.6	2.9	2.1
0	4.2	5.0	2.5	5.2	4.9	6.0	2.2	4.2	4.1	4.4	3.8	4.3	4.0
Mean	7.18	6.49	6.82	6.90	7.14	7.50	7.53	6.79	7.42	6.89	7.52	7.35	7.02



Table 25 Page 290
May 10-14, 2024

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

25. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	71.9	65.2	70.2	69.8	77.1	68.5	72.8	71.1	80.2	63.3	68.5	68.4	73.6	70.4	71.2	75.7
Strongly	56.0	45.7	49.7	54.2	65.3	49.9	51.0	57.2	70.2	43.2	48.8	51.0	59.9	51.8	55.6	62.5
10	35.5	24.5	30.6	34.8	43.4	29.1	29.5	35.7	48.4	21.9	31.3	33.9	37.8	32.8	34.6	41.4
9	7.8	4.1	7.1	9.4	8.5	3.4	7.1	10.7	9.8	4.6	7.1	7.9	7.0	6.9	8.0	8.7
8	12.6	17.0	12.0	10.0	13.5	17.5	14.4	10.8	12.0	16.8	10.4	9.2	15.1	12.0	13.0	12.5
7	8.4	9.0	10.7	8.6	6.3	10.9	9.2	8.3	5.7	7.9	11.6	9.0	7.1	10.9	7.7	6.6
6	7.6	10.5	9.8	6.9	5.4	7.7	12.5	5.6	4.3	12.2	8.1	8.3	6.6	7.7	7.9	6.6
NEUTRAL-5	9.4	10.1	9.7	11.7	7.2	2.2	6.7	9.0	6.1	14.7	11.6	14.6	8.5	8.2	10.5	8.3
DISAGREE	18.7	24.7	20.1	18.6	15.7	29.3	20.6	19.9	13.7	22.0	19.9	17.1	17.9	21.4	18.3	16.0
4	4.4	5.8	5.7	4.5	2.9	8.1	5.0	4.1	1.9	4.5	6.2	4.9	4.0	5.7	4.1	3.5
3	4.5	6.5	5.4	3.2	4.2	8.7	6.2	3.8	3.4	5.2	4.8	2.5	5.0	5.4	4.1	4.2
2	3.2	4.3	2.9	3.4	2.8	4.4	2.9	2.4	2.7	4.2	2.8	4.5	2.9	3.0	3.7	2.2
1	2.5	3.3	2.4	1.5	3.0	5.3	3.6	1.5	3.1	2.1	1.6	1.5	2.9	3.2	2.5	1.5
0	4.2	4.8	3.8	5.9	2.8	2.9	2.9	8.1	2.6	5.9	4.4	3.7	3.0	4.2	4.0	4.6
Mean	7.18	6.50	6.95	7.09	7.63	6.66	6.95	7.11	7.91	6.41	6.95	7.07	7.33	6.98	7.14	7.51



Table 26 Page 291
May 10-14, 2024

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

26. 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
DISAGREE	68.4	100.0	89.3	72.2	61.2	57.8	55.5	54.6	59.7	75.3	84.6	62.1	67.8	81.5	77.5	72.4	60.9	52.6	54.7	51.5
Strongly	59.9	100.0	84.4	67.3	50.7	47.7	42.6	42.1	46.7	67.7	80.8	51.2	51.8	76.1	68.8	61.9	52.7	42.0	45.6	40.1
10	46.7	94.6	75.6	51.7	38.1	33.2	32.1	25.9	22.0	54.4	70.0	37.0	30.1	67.5	51.2	45.3	38.1	28.8	33.8	26.1
9	7.1	4.8	6.0	9.4	6.1	6.3	6.6	4.4	14.0	7.6	7.1	7.2	11.1	6.2	9.3	8.4	7.8	5.7	4.0	6.7
8	6.2	0.6	2.8	6.2	6.5	8.2	3.9	11.8	10.7	5.6	3.7	7.0	10.6	2.3	8.3	8.3	6.8	7.5	7.8	7.3
7	4.8	0.0	2.8	3.0	6.8	5.0	6.8	5.5	8.6	4.3	2.2	6.3	8.2	3.0	5.2	5.8	4.5	6.0	5.4	6.3
6	3.7	0.0	2.1	1.9	3.7	5.2	6.1	7.1	4.4	3.3	1.6	4.6	7.7	2.4	3.5	4.8	3.7	4.6	3.7	5.2
NEUTRAL-5	10.5	0.0	6.0	6.5	12.2	17.1	16.3	15.3	8.1	8.8	4.9	13.7	13.4	5.5	8.3	12.0	13.8	14.4	15.6	13.8
AGREE	21.1	0.0	4.6	21.3	26.6	25.1	28.2	30.0	32.2	15.9	10.5	24.2	18.8	13.0	14.2	15.5	25.4	32.9	29.7	34.7
4	3.8	0.0	0.7	3.5	5.1	6.5	5.7	5.8	0.7	3.0	1.7	5.2	2.9	2.1	4.5	2.5	3.3	5.6	7.0	4.9
3	3.4	0.0	0.7	1.7	5.1	6.6	5.7	5.3	0.5	2.8	0.9	6.0	2.7	0.7	2.6	4.5	6.1	4.9	5.2	4.7
2	2.8	0.0	1.1	1.3	5.2	3.5	3.2	3.2	3.9	2.3	1.0	4.7	1.9	2.9	1.5	1.9	2.3	4.0	3.9	4.1
1	2.5	0.0	0.5	5.7	3.5	1.8	2.0	2.9	1.7	2.6	2.5	3.2	1.0	1.7	2.7	1.6	5.2	2.4	1.8	2.7
0	8.6	0.0	1.7	9.1	7.6	6.7	11.6	12.8	25.4	5.3	4.4	5.1	10.3	5.6	2.8	5.0	8.4	16.0	11.8	18.2
Mean	7.21	9.94	9.02	7.43	6.69	6.60	6.26	5.99	5.72	7.79	8.57	6.82	6.81	8.31	7.93	7.52	6.69	5.89	6.27	5.68



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

26. 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	1721	1449	272	279	176	103
DISAGREE	68.4	64.0	69.6	72.5	63.4	69.3	69.9	66.6	62.7	58.9	69.1
Strongly	59.9	55.4	61.1	64.6	54.0	61.6	63.7	50.8	49.2	45.7	55.2
10	46.7	43.5	45.7	51.4	41.8	48.5	51.4	33.0	35.3	32.5	40.0
9	7.1	5.5	9.1	7.4	5.6	7.3	7.1	8.0	5.8	7.3	3.2
8	6.2	6.4	6.3	5.7	6.6	5.9	5.1	9.8	8.1	5.9	12.0
7	4.8	4.3	5.4	4.2	5.7	4.2	3.5	8.3	8.3	8.7	7.4
6	3.7	4.3	3.1	3.8	3.8	3.5	2.7	7.6	5.2	4.5	6.4
NEUTRAL-5	10.5	10.0	10.4	8.9	13.8	9.8	9.7	10.4	14.7	14.2	15.6
AGREE	21.1	26.0	20.1	18.5	22.8	20.8	20.4	23.0	22.6	26.9	15.4
4	3.8	4.1	3.6	4.2	2.9	3.3	2.9	5.3	6.8	8.6	3.7
3	3.4	4.4	2.6	3.1	4.0	3.0	2.8	4.5	5.9	7.9	2.5
2	2.8	3.9	3.6	2.0	2.6	2.7	2.6	3.5	3.4	3.9	2.6
1	2.5	3.4	2.3	2.0	2.9	2.8	2.7	3.1	0.9	1.0	0.9
0	8.6	10.3	8.0	7.1	10.4	9.0	9.5	6.6	5.6	5.6	5.6
Mean	7.21	6.82	7.29	7.56	6.84	7.27	7.36	6.80	6.85	6.64	7.22



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

26. 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			
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
DISAGREE	68.4	78.6	57.0	80.1	56.0	70.8	80.8	53.7	74.3	72.5	67.7
Strongly	59.9	71.5	48.0	73.6	46.5	57.7	74.5	44.4	62.7	61.7	57.1
10	46.7	60.3	33.3	61.5	32.4	42.9	62.8	31.3	45.3	44.9	43.0
9	7.1	6.7	7.2	6.9	7.1	7.7	7.2	6.0	9.1	9.9	7.9
8	6.2	4.6	7.4	5.2	7.0	7.1	4.6	7.1	8.3	6.9	6.3
7	4.8	3.7	5.1	4.1	5.5	4.8	4.0	4.7	7.3	6.9	5.3
6	3.7	3.3	3.9	2.4	4.0	8.3	2.3	4.6	4.3	3.9	5.3
NEUTRAL-5	10.5	6.9	13.8	6.5	14.4	11.3	6.3	15.4	5.6	5.8	14.6
AGREE	21.1	14.5	29.2	13.4	29.6	17.9	12.9	30.9	20.1	21.7	17.7
4	3.8	2.7	4.3	3.4	4.1	4.1	2.9	4.4	4.5	4.3	4.0
3	3.4	2.1	4.4	1.6	4.8	5.7	1.6	5.4	3.0	3.8	3.7
2	2.8	2.5	3.7	2.2	3.7	1.9	1.9	3.9	2.4	3.0	2.7
1	2.5	1.6	3.6	1.8	3.5	0.9	1.9	3.7	2.1	1.8	0.9
0	8.6	5.7	13.2	4.3	13.6	5.3	4.6	13.4	8.1	8.7	6.4
Mean	7.21	8.04	6.27	8.19	6.20	7.33	8.24	6.07	7.40	7.31	7.26



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

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

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	540	1460	902	854	244	490	827	294	533	1173
DISAGREE	68.4	52.2	74.4	80.0	55.0	72.4	69.7	54.6	47.0	58.8	78.1
Strongly	59.9	42.6	66.3	73.4	45.1	61.9	59.4	45.3	41.8	47.3	70.2
10	46.7	29.9	52.9	61.4	31.5	45.3	43.9	31.2	29.9	31.9	57.6
9	7.1	5.5	7.7	7.4	6.3	8.4	7.1	6.7	5.0	7.7	7.3
8	6.2	7.3	5.8	4.6	7.3	8.3	8.4	7.4	6.9	7.6	5.3
7	4.8	5.0	4.7	3.8	5.6	5.8	5.2	5.3	2.3	7.0	4.5
6	3.7	4.6	3.4	2.8	4.4	4.8	5.1	4.0	2.9	4.6	3.5
NEUTRAL-5	10.5	13.4	9.4	6.5	14.2	12.0	11.5	14.5	11.9	15.9	7.7
AGREE	21.1	34.4	16.2	13.5	30.7	15.5	18.8	30.9	41.2	25.3	14.2
4	3.8	4.9	3.3	3.0	4.9	2.5	4.3	4.5	5.0	4.2	3.3
3	3.4	5.0	2.9	1.4	5.2	4.5	4.5	4.9	5.4	4.6	2.4
2	2.8	5.5	1.8	2.4	3.5	1.9	2.0	4.0	5.7	3.1	2.0
1	2.5	4.6	1.7	2.1	3.2	1.6	2.3	4.1	5.1	3.6	1.4
0	8.6	14.4	6.4	4.6	13.8	5.0	5.7	13.4	20.0	9.8	5.1
Mean	7.21	5.86	7.72	8.17	6.12	7.52	7.32	6.10	5.45	6.46	8.00



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

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

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	830	890	724	736	540	408	280	251	316	456	289
DISAGREE	68.4	80.9	55.0	81.3	52.1	73.4	82.2	50.7	73.4	80.0	53.0	73.4
Strongly	59.9	74.3	46.1	74.4	42.6	64.1	76.2	40.4	66.3	72.0	43.9	62.2
10	46.7	62.2	32.0	62.7	30.0	47.9	64.7	28.6	50.0	60.2	30.8	46.0
9	7.1	7.4	7.1	7.0	6.0	8.5	6.1	5.3	8.2	8.2	6.4	8.8
8	6.2	4.7	7.0	4.6	6.6	7.7	5.4	6.6	8.1	3.5	6.7	7.3
7	4.8	4.0	5.1	4.3	5.2	5.0	3.5	6.4	2.9	5.2	4.5	6.8
6	3.7	2.7	3.8	2.6	4.3	4.4	2.5	3.8	4.2	2.8	4.6	4.5
NEUTRAL-5	10.5	6.4	14.7	6.8	13.1	11.9	4.9	11.9	9.3	9.3	13.8	14.3
AGREE	21.1	12.7	30.3	11.9	34.8	14.7	12.9	37.4	17.3	10.7	33.2	12.3
4	3.8	2.5	4.6	1.9	6.0	3.3	2.6	5.3	3.1	1.0	6.4	3.4
3	3.4	1.8	5.2	1.4	6.0	2.6	1.7	6.5	2.6	1.1	5.7	2.6
2	2.8	2.2	3.7	2.5	4.0	1.5	3.1	4.8	2.2	1.8	3.6	0.9
1	2.5	1.6	3.8	1.8	3.6	2.0	1.3	5.3	2.7	2.5	2.5	1.4
0	8.6	4.5	13.0	4.3	15.2	5.2	4.2	15.6	6.6	4.4	15.1	3.9
Mean	7.21	8.23	6.17	8.26	5.88	7.64	8.32	5.69	7.58	8.17	6.00	7.69



Table 26 Page 296
May 10-14, 2024

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

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

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
DISAGREE	68.4	51.7	47.2	55.0	66.7	82.5	84.5	83.3	68.2	75.2	83.6	48.7	53.6	73.3	60.2	72.5	86.7
Strongly	59.9	42.9	38.5	46.0	55.5	75.2	81.8	77.8	62.2	59.0	79.0	39.6	43.8	61.9	51.3	62.3	79.9
10	46.7	29.5	26.2	31.8	40.4	60.7	75.3	66.5	31.7	45.1	69.2	27.1	33.0	39.3	40.3	43.8	66.8
9	7.1	6.5	5.0	7.5	7.9	7.9	4.9	6.7	21.0	8.2	5.8	5.4	6.1	10.3	5.8	9.0	9.3
8	6.2	6.9	7.3	6.7	7.2	6.6	1.6	4.6	9.5	5.7	4.0	7.1	4.6	12.2	5.2	9.5	3.9
7	4.8	4.4	4.7	4.3	6.4	4.4	2.0	3.4	0.0	11.9	2.6	4.6	6.0	6.8	5.8	4.5	5.8
6	3.7	4.4	4.0	4.7	4.8	2.9	0.7	2.1	6.0	4.3	2.0	4.5	3.8	4.6	3.1	5.7	1.0
NEUTRAL-5	10.5	12.7	12.5	12.8	13.1	7.7	3.8	6.1	3.1	12.4	5.7	13.0	14.2	8.9	15.4	12.6	7.3
AGREE	21.1	35.6	40.2	32.2	20.3	9.8	11.7	10.5	28.7	12.5	10.7	38.4	32.2	17.8	24.4	14.9	6.0
4	3.8	5.2	6.0	4.6	4.1	2.3	2.3	2.3	0.0	1.4	2.1	5.9	6.9	1.8	3.4	3.2	3.4
3	3.4	5.8	4.2	7.0	3.8	1.4	0.7	1.1	3.2	2.4	1.1	6.8	5.0	3.9	2.1	3.6	0.0
2	2.8	4.5	4.9	4.2	2.7	0.9	2.8	1.6	6.9	3.5	2.0	4.4	4.0	1.5	4.0	1.4	0.0
1	2.5	4.5	5.1	4.0	2.0	1.9	0.7	1.5	10.7	1.5	1.3	4.2	2.7	2.1	3.2	1.8	1.8
0	8.6	15.6	20.0	12.4	7.6	3.3	5.1	4.0	7.9	3.6	4.2	17.0	13.6	8.5	11.7	4.9	0.8
Mean	7.21	5.81	5.37	6.13	7.07	8.35	8.65	8.47	6.68	7.63	8.52	5.58	6.12	7.28	6.64	7.52	8.81



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

26. 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
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
DISAGREE	68.4	54.8	73.5	82.0	70.0	63.1	50.5	64.7	68.5	67.9	69.6	73.9	78.6	77.6	67.7	58.1
Strongly	59.9	45.6	61.9	75.3	60.1	52.7	44.4	53.8	60.3	60.0	60.8	66.0	72.1	71.4	58.9	47.5
10	46.7	31.7	42.4	65.0	43.6	41.1	41.6	41.1	47.0	46.1	48.5	51.0	59.4	64.6	44.6	32.2
9	7.1	6.9	10.7	6.0	8.5	5.6	0.0	6.4	7.0	7.6	6.0	8.9	8.0	4.3	7.6	7.1
8	6.2	7.0	8.7	4.3	8.0	5.9	2.8	6.3	6.2	6.2	6.3	6.1	4.7	2.5	6.7	8.2
7	4.8	4.9	6.4	4.2	5.7	6.0	3.2	6.3	4.6	4.1	5.3	5.0	3.7	4.0	5.1	5.3
6	3.7	4.4	5.2	2.5	4.2	4.4	2.9	4.6	3.7	3.8	3.5	2.9	2.8	2.2	3.7	5.3
NEUTRAL-5	10.5	13.9	9.7	6.9	11.2	8.5	0.0	9.7	11.4	11.0	12.0	7.0	9.0	5.1	11.0	14.4
AGREE	21.1	31.2	16.8	11.1	18.8	28.4	49.5	25.6	20.1	21.1	18.4	19.1	12.4	17.3	21.3	27.5
4	3.8	4.7	4.6	2.4	4.5	5.6	6.6	5.5	3.7	3.7	3.8	1.7	3.1	2.1	5.8	2.4
3	3.4	5.4	3.3	1.3	3.2	3.9	7.5	3.4	3.2	3.6	2.7	4.1	1.5	2.7	4.0	4.5
2	2.8	3.7	3.0	1.7	3.0	3.3	5.4	3.0	2.9	3.1	2.6	1.9	2.0	1.3	2.1	4.1
1	2.5	3.3	1.7	1.9	2.2	3.3	6.0	3.0	2.3	3.0	1.2	2.8	2.1	3.9	2.2	2.9
0	8.6	14.0	4.2	3.9	5.8	12.3	24.1	10.7	7.9	7.8	8.1	8.6	3.6	7.3	7.2	13.7
Mean	7.21	6.11	7.51	8.36	7.34	6.64	5.44	6.80	7.27	7.21	7.37	7.52	8.14	7.94	7.22	6.26



Table 26 Page 298
May 10-14, 2024

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

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

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
DISAGREE	68.4	69.4	66.4	67.4	64.6	71.4	68.5	67.6	64.7	70.2	64.7	61.7	65.6	65.1	72.1	68.3	69.0	57.6	64.6	66.4
Strongly	59.9	61.3	57.1	57.7	55.9	64.7	59.2	58.3	55.3	62.1	55.2	51.3	58.8	51.6	65.9	58.5	58.3	47.3	55.9	61.3
10	46.7	48.0	44.1	44.4	43.7	51.4	47.3	44.9	41.5	48.6	42.5	40.7	43.5	39.0	52.5	44.8	46.9	37.2	44.3	42.7
9	7.1	7.1	7.0	7.3	6.3	6.5	6.4	7.7	7.5	7.7	5.7	5.3	7.5	2.5	7.1	8.3	5.2	5.4	5.7	9.1
8	6.2	6.3	6.0	6.0	5.9	6.9	5.6	5.7	6.3	5.8	6.9	5.2	7.8	10.1	6.2	5.4	6.2	4.7	5.9	9.4
7	4.8	4.4	5.7	6.5	4.0	3.7	5.3	5.0	6.0	4.6	5.3	5.7	4.4	5.0	3.3	5.8	7.7	4.6	6.3	2.8
6	3.7	3.7	3.7	3.1	4.7	3.0	4.1	4.4	3.3	3.5	4.3	4.7	2.4	8.5	2.9	4.0	3.0	5.7	2.4	2.3
NEUTRAL-5	10.5	10.5	10.5	9.0	13.5	9.2	6.0	11.7	14.3	9.9	11.7	16.2	9.3	4.9	8.0	11.8	10.9	19.1	7.9	10.5
AGREE	21.1	20.1	23.1	23.6	21.9	19.4	25.5	20.7	21.0	19.9	23.5	22.1	25.1	30.0	20.0	19.9	20.1	23.3	27.5	23.1
4	3.8	3.7	3.9	4.2	3.1	3.3	4.0	4.0	3.8	3.0	5.4	5.7	5.1	6.0	3.1	2.9	6.2	5.4	3.5	6.5
3	3.4	3.6	3.1	3.1	3.1	3.0	4.2	4.1	2.2	3.2	3.8	3.0	5.7	2.6	3.5	3.0	1.0	4.1	5.6	5.8
2	2.8	2.4	3.5	3.8	3.0	2.7	4.6	2.2	2.7	3.1	2.3	1.3	2.2	6.0	3.4	2.7	0.9	1.5	3.9	0.6
1	2.5	2.4	2.7	2.6	2.7	3.0	2.6	2.0	2.7	2.2	3.1	2.3	3.6	5.6	2.4	2.0	2.8	2.0	3.8	3.5
0	8.6	7.9	9.9	9.8	10.0	7.3	10.1	8.4	9.7	8.4	8.8	9.9	8.5	9.8	7.5	9.3	9.2	10.3	10.6	6.7
Mean	7.21	7.32	7.01	7.04	6.95	7.48	7.06	7.18	6.97	7.34	6.94	6.82	7.02	6.53	7.51	7.18	7.24	6.59	6.82	7.19



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

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

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
DISAGREE	68.4	54.4	61.4	64.0	68.5	76.0	73.6	61.1	73.0	63.3	74.6	70.5	66.6
Strongly	59.9	39.6	50.9	55.9	58.9	66.7	69.0	50.9	65.6	53.2	68.0	62.9	57.2
10	46.7	27.2	38.7	44.4	44.4	52.5	55.3	39.0	51.5	40.5	54.1	50.0	43.7
9	7.1	6.6	6.3	6.1	6.9	8.1	7.6	6.3	7.6	6.5	7.8	6.4	7.6
8	6.2	5.8	5.9	5.4	7.6	6.1	6.1	5.6	6.5	6.2	6.1	6.5	5.9
7	4.8	9.5	6.3	4.0	4.3	5.4	3.0	5.9	4.1	5.4	4.0	4.2	5.3
6	3.7	5.3	4.1	4.1	5.3	3.8	1.7	4.4	3.3	4.6	2.6	3.4	4.0
NEUTRAL-5	10.5	10.3	11.1	11.3	11.8	9.1	9.9	11.0	10.2	11.2	9.6	8.1	12.6
AGREE	21.1	35.4	27.5	24.8	19.7	14.9	16.5	27.9	16.8	25.5	15.8	21.4	20.8
4	3.8	9.4	5.3	4.7	3.9	2.5	1.5	5.9	2.4	5.3	1.9	3.5	4.0
3	3.4	6.4	6.9	4.1	2.8	1.2	2.4	5.5	2.1	4.7	1.9	3.4	3.5
2	2.8	1.5	3.3	4.1	2.4	1.6	3.3	3.3	2.5	3.0	2.6	3.3	2.3
1	2.5	4.3	3.0	2.5	1.6	2.4	2.4	3.0	2.2	2.6	2.4	2.9	2.2
0	8.6	13.8	9.0	9.4	9.1	7.1	6.9	10.2	7.5	9.9	7.0	8.2	8.9
Mean	7.21	5.91	6.67	6.92	7.18	7.73	7.73	6.63	7.58	6.79	7.73	7.34	7.10



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

26. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
DISAGREE	68.4	56.8	62.9	69.4	75.6	53.6	61.3	72.9	77.6	58.7	63.9	65.7	73.3	62.1	70.1	72.8
Strongly	59.9	44.7	54.0	59.5	69.7	37.2	52.8	65.1	72.8	49.1	54.7	53.4	66.3	53.0	61.6	65.0
10	46.7	31.2	42.6	46.1	55.3	27.2	41.1	51.8	58.9	33.6	43.6	40.1	51.3	38.9	48.0	53.7
9	7.1	6.5	6.5	6.7	7.9	4.2	7.4	6.8	6.2	7.8	5.9	6.7	9.8	6.4	7.6	6.6
8	6.2	7.0	4.8	6.6	6.5	5.8	4.4	6.5	7.7	7.7	5.2	6.7	5.2	7.6	6.0	4.7
7	4.8	7.5	5.0	5.5	3.1	10.9	5.7	4.5	1.6	5.6	4.6	6.7	4.8	6.1	4.2	4.5
6	3.7	4.6	3.9	4.4	2.7	5.6	2.7	3.3	3.2	4.0	4.7	5.7	2.2	3.0	4.2	3.3
NEUTRAL-5	10.5	9.8	12.0	11.0	9.3	7.8	9.0	7.5	8.2	11.0	13.9	14.8	10.4	9.6	10.7	11.1
AGREE	21.1	33.4	25.1	19.6	15.2	38.6	29.7	19.6	14.2	30.3	22.2	19.5	16.3	28.3	19.2	16.1
4	3.8	7.4	5.0	3.2	2.1	7.8	5.8	3.2	1.6	7.2	4.5	3.2	2.6	5.3	3.6	2.1
3	3.4	7.7	4.7	2.0	2.2	6.0	6.1	2.9	1.7	8.7	3.8	1.0	2.7	5.8	2.8	2.0
2	2.8	2.2	3.8	2.6	2.5	4.0	4.4	3.4	2.6	1.1	3.5	1.7	2.4	3.6	2.4	2.8
1	2.5	3.9	2.8	1.9	2.3	8.4	4.2	1.5	1.9	1.3	1.9	2.3	2.8	3.1	2.0	3.0
0	8.6	12.1	8.8	9.9	6.1	12.5	9.2	8.7	6.4	12.0	8.6	11.3	5.8	10.6	8.4	6.3
Mean	7.21	6.17	6.86	7.21	7.83	5.70	6.68	7.50	7.97	6.44	6.98	6.90	7.68	6.65	7.35	7.64



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

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
DRUG PENALTIES	7.29	9.96	9.39	8.68	7.98	6.79	5.71	4.68	2.30	7.90	9.23	7.27	3.55	8.47	7.46	6.86	8.22	5.88	7.88	4.80
FINAL SAY IN EDUCATION	7.22	9.90	9.41	8.72	7.74	6.77	5.86	4.23	2.25	7.99	9.23	7.39	3.95	8.44	7.58	7.26	8.26	5.43	7.17	4.50
CENSOR THE BIBLE	7.21	9.94	9.02	7.43	6.69	6.60	6.26	5.99	5.72	7.79	8.57	6.82	6.81	8.31	7.93	7.52	6.69	5.89	6.27	5.68
CUT SPENDING	7.18	9.90	9.35	8.66	7.50	6.79	5.64	4.52	2.46	7.90	9.19	7.18	3.93	8.37	7.61	7.04	8.04	5.51	7.22	4.60
GOV'T/GET OUT OF THE WAY	6.62	9.83	8.90	7.88	7.07	5.85	5.10	3.95	2.10	7.40	8.68	6.64	3.54	8.05	6.99	6.44	7.40	4.85	6.34	4.05
RACISM NOT CAUSE/ALL PREMS	5.82	9.80	8.43	7.32	5.99	4.75	3.87	2.81	1.55	6.73	8.28	5.55	2.84	7.49	6.50	5.27	6.75	3.72	5.25	2.91
SUPPORT WOMEN/ABORTION	5.49	9.70	7.96	7.30	6.14	4.33	2.76	2.09	1.14	6.55	8.08	5.48	2.47	7.10	6.14	5.44	6.96	3.03	5.10	1.93



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	1721	1449	272	279	176	103
DRUG PENALTIES	7.29	7.50	7.09	7.27	7.36	7.47	7.61	6.74	6.14	6.12	6.18
FINAL SAY IN EDUCATION	7.22	7.24	7.10	7.31	7.15	7.29	7.38	6.79	6.78	6.73	6.86
CENSOR THE BIBLE	7.21	6.82	7.29	7.56	6.84	7.27	7.36	6.80	6.85	6.64	7.22
CUT SPENDING	7.18	7.26	7.08	7.20	7.16	7.28	7.39	6.71	6.53	6.34	6.86
GOV'T/GET OUT OF THE WAY	6.62	6.76	6.56	6.66	6.52	6.68	6.76	6.21	6.30	6.15	6.54
RACISM NOT CAUSE/ALL PREMS	5.82	5.81	6.09	5.69	5.77	5.94	5.98	5.70	5.07	5.31	4.67
SUPPORT WOMEN/ABORTION	5.49	5.43	5.28	5.82	5.17	5.53	5.56	5.36	5.25	5.23	5.30



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

SUMMARY MEANS:

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714		911	897	192	786	751	256	177	206
DRUG PENALTIES	7.29	8.07	6.86		7.98	6.68	6.83	8.11	6.79	6.46	6.94	6.98
FINAL SAY IN EDUCATION	7.22	8.12	6.43		8.08	6.34	7.21	8.23	6.26	7.05	7.39	7.04
CENSOR THE BIBLE	7.21	8.04	6.27		8.19	6.20	7.33	8.24	6.07	7.40	7.31	7.26
CUT SPENDING	7.18	8.07	6.33		8.07	6.32	6.95	8.25	6.28	6.97	7.18	6.62
GOV'T/GET OUT OF THE WAY	6.62	7.65	5.61		7.61	5.68	6.35	7.75	5.57	6.52	6.77	6.32
RACISM NOT CAUSE/ALL PREMS	5.82	7.00	4.74		7.02	4.78	5.01	7.11	4.65	5.64	5.91	5.36
SUPPORT WOMEN/ABORTION	5.49	6.59	4.37		6.69	4.34	5.17	6.69	4.32	5.32	5.43	5.34



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				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	540	1460	902	854	244	490	827	294	533	1173	
DRUG PENALTIES	7.29	6.70	7.51	8.09	6.56	6.86	6.79	6.80	7.07	6.65	7.63	
FINAL SAY IN EDUCATION	7.22	6.34	7.54	8.12	6.25	7.26	7.18	6.35	6.46	6.29	7.83	
CENSOR THE BIBLE	7.21	5.86	7.72	8.17	6.12	7.52	7.32	6.10	5.45	6.46	8.00	
CUT SPENDING	7.18	6.05	7.59	8.09	6.25	7.04	7.00	6.31	6.04	6.47	7.78	
GOV'T/GET OUT OF THE WAY	6.62	5.65	6.98	7.65	5.59	6.44	6.39	5.65	5.70	5.62	7.31	
RACISM NOT CAUSE/ALL PREMS	5.82	4.95	6.14	7.12	4.60	5.27	5.58	4.77	4.68	4.81	6.56	
SUPPORT WOMEN/ABORTION	5.49	4.69	5.78	6.75	4.17	5.44	5.42	4.50	4.70	4.39	6.19	



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	830	890	724	736	540	408	280	251	316	456	289		
DRUG PENALTIES	7.29	8.09	6.86	8.13	6.59	7.10	8.29	6.76	7.28	7.94	6.49	6.95		
FINAL SAY IN EDUCATION	7.22	8.19	6.42	8.09	6.34	7.25	8.24	6.28	7.12	7.90	6.37	7.36		
CENSOR THE BIBLE	7.21	8.23	6.17	8.26	5.88	7.64	8.32	5.69	7.58	8.17	6.00	7.69		
CUT SPENDING	7.18	8.11	6.39	8.07	6.40	7.03	8.26	6.18	7.17	7.83	6.54	6.91		
GOV'T/GET OUT OF THE WAY	6.62	7.66	5.66	7.64	5.70	6.51	7.92	5.85	6.68	7.28	5.61	6.37		
RACISM NOT CAUSE/ALL PREMS	5.82	7.08	4.78	7.00	4.64	5.84	7.26	4.98	6.30	6.67	4.42	5.45		
SUPPORT WOMEN/ABORTION	5.49	6.67	4.46	6.67	4.35	5.46	6.88	4.81	5.83	6.39	4.06	5.14		



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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
DRUG PENALTIES	7.29	6.03	5.81	6.20	7.16	8.14	8.78	8.40	6.14	7.31	8.47	6.11	7.08	8.29	5.60	7.17	8.10
FINAL SAY IN EDUCATION	7.22	5.94	5.79	6.04	7.09	8.07	8.78	8.35	6.11	7.19	8.44	5.91	6.90	7.24	5.99	7.19	8.44
CENSOR THE BIBLE	7.21	5.81	5.37	6.13	7.07	8.35	8.65	8.47	6.68	7.63	8.52	5.58	6.12	7.28	6.64	7.52	8.81
CUT SPENDING	7.18	6.04	5.86	6.18	7.09	7.97	8.42	8.15	6.06	7.56	8.33	6.05	6.94	6.85	6.01	7.01	7.92
GOV'T/GET OUT OF THE WAY	6.62	5.55	5.38	5.68	6.34	7.44	8.22	7.75	6.30	6.79	7.94	5.50	5.92	6.39	5.51	6.46	7.47
RACISM NOT CAUSE/ALL PREMS	5.82	4.46	3.99	4.79	5.53	7.03	7.41	7.19	5.31	5.88	7.39	4.34	5.06	5.10	4.68	5.71	7.18
SUPPORT WOMEN/ABORTION	5.49	3.93	3.56	4.21	5.28	6.67	7.31	6.92	5.93	5.62	6.97	3.73	5.00	6.38	4.12	5.33	6.95



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

SUMMARY MEANS:

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
DRUG PENALTIES	7.29	6.56	6.86	8.25	7.21	7.25	7.93	7.16	7.42	7.61	7.09	6.48	7.74	7.86	7.64	6.55
FINAL SAY IN EDUCATION	7.22	6.32	7.04	8.28	7.13	6.86	7.72	6.74	7.32	7.29	7.37	6.99	7.78	8.00	7.32	6.37
CENSOR THE BIBLE	7.21	6.11	7.51	8.36	7.34	6.64	5.44	6.80	7.27	7.21	7.37	7.52	8.14	7.94	7.22	6.26
CUT SPENDING	7.18	6.30	7.10	8.19	7.14	7.06	7.50	7.00	7.29	7.30	7.28	6.56	7.48	7.62	7.46	6.58
GOV'T/GET OUT OF THE WAY	6.62	5.65	6.38	7.80	6.55	6.63	8.30	6.40	6.64	6.68	6.58	6.49	6.92	7.12	6.75	6.11
RACISM NOT CAUSE/ALL PREMS	5.82	4.63	5.74	7.19	5.92	5.76	7.07	5.58	5.88	6.08	5.54	5.49	6.20	6.54	6.16	5.02
SUPPORT WOMEN/ABORTION	5.49	4.33	5.53	6.78	5.46	5.09	6.48	4.90	5.57	5.64	5.44	5.45	6.15	6.74	5.86	4.22



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

SUMMARY MEANS:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
DRUG PENALTIES	7.29	7.28	7.30	7.36	7.18	7.51	7.66	7.07	6.99	7.41	7.03	7.01	6.72	7.91	7.75	7.08	7.24	6.88	6.69	6.76
FINAL SAY IN EDUCATION	7.22	7.46	6.74	6.89	6.44	7.57	6.91	7.36	6.60	7.26	7.13	7.06	7.17	7.04	7.46	7.06	6.86	7.17	7.13	7.20
CENSOR THE BIBLE	7.21	7.32	7.01	7.04	6.95	7.48	7.06	7.18	6.97	7.34	6.94	6.82	7.02	6.53	7.51	7.18	7.24	6.59	6.82	7.19
CUT SPENDING	7.18	7.33	6.88	7.00	6.64	7.56	6.92	7.11	6.85	7.30	6.91	6.81	6.71	7.66	7.57	7.04	6.74	6.85	6.57	6.83
GOV'T/GET OUT OF THE WAY	6.62	6.81	6.26	6.42	5.95	7.15	6.61	6.50	5.97	6.67	6.52	6.19	6.62	7.05	7.11	6.25	6.31	6.13	6.48	6.74
RACISM NOT CAUSE/ALL PREMS	5.82	5.92	5.61	5.65	5.55	6.40	6.16	5.49	5.15	6.20	5.00	4.97	4.42	6.48	6.78	5.65	5.32	4.78	4.32	4.51
SUPPORT WOMEN/ABORTION	5.49	5.67	5.14	5.22	4.96	6.16	5.61	5.22	4.73	5.41	5.65	5.20	5.91	6.24	5.96	4.88	5.35	5.11	6.18	5.68



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	160	259	356	322	384	520	774	1226	1096	904	940	1060
DRUG PENALTIES	7.29	5.63	6.04	6.74	7.29	7.81	8.40	6.28	7.93	6.57	8.15	7.56	7.04
FINAL SAY IN EDUCATION	7.22	5.61	6.72	7.25	7.38	7.57	7.58	6.73	7.52	6.92	7.57	7.35	7.09
CENSOR THE BIBLE	7.21	5.91	6.67	6.92	7.18	7.73	7.73	6.63	7.58	6.79	7.73	7.34	7.10
CUT SPENDING	7.18	6.49	6.82	6.90	7.14	7.50	7.53	6.79	7.42	6.89	7.52	7.35	7.02
GOV'T/GET OUT OF THE WAY	6.62	6.18	6.30	6.45	6.53	6.74	7.00	6.35	6.80	6.40	6.89	6.97	6.31
RACISM NOT CAUSE/ALL PREMS	5.82	4.68	5.01	5.47	5.90	6.16	6.50	5.16	6.24	5.38	6.36	6.32	5.37
SUPPORT WOMEN/ABORTION	5.49	4.76	5.15	5.14	5.43	5.87	5.87	5.07	5.75	5.17	5.87	5.98	5.05



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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
DRUG PENALTIES	7.29	5.63	6.58	7.33	8.33	6.13	6.69	7.44	8.46	5.34	6.50	7.21	8.18	7.10	7.33	7.43
FINAL SAY IN EDUCATION	7.22	5.75	7.18	7.41	7.60	6.35	6.96	7.38	7.79	5.40	7.32	7.45	7.40	7.06	7.15	7.59
CENSOR THE BIBLE	7.21	6.17	6.86	7.21	7.83	5.70	6.68	7.50	7.97	6.44	6.98	6.90	7.68	6.65	7.35	7.64
CUT SPENDING	7.18	6.50	6.95	7.09	7.63	6.66	6.95	7.11	7.91	6.41	6.95	7.07	7.33	6.98	7.14	7.51
GOV'T/GET OUT OF THE WAY	6.62	6.11	6.48	6.54	6.96	6.49	6.78	6.68	7.41	5.90	6.29	6.40	6.47	6.55	6.58	6.83
RACISM NOT CAUSE/ALL PREMS	5.82	4.93	5.23	5.84	6.52	6.15	5.48	6.07	7.00	4.23	5.06	5.60	6.00	5.61	5.75	6.27
SUPPORT WOMEN/ABORTION	5.49	4.89	5.09	5.65	5.85	6.03	5.24	6.06	6.31	4.23	5.00	5.21	5.35	5.56	5.25	5.97



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

ANMP SCALE:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
10	8.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.4	22.4	0.0	0.0	23.2	7.3	4.6	2.3	0.0	0.0	0.0
9	14.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	20.1	36.3	0.0	0.0	27.7	16.7	12.0	15.6	0.0	0.0	0.0
8	15.9	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	22.8	41.2	0.0	0.0	19.2	21.8	17.7	37.6	0.0	0.0	0.0
7	18.9	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	19.8	0.0	61.1	0.0	14.5	26.3	21.8	21.3	16.8	48.1	0.0
6	14.3	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	12.6	0.0	38.9	0.0	5.7	12.5	18.0	23.2	18.1	51.9	0.0
NEUTRAL-5	11.5	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	4.8	0.0	0.0	39.7	3.4	7.1	10.0	0.0	26.7	0.0	41.0
4	8.9	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	3.5	0.0	0.0	28.5	3.0	3.5	8.1	0.0	21.2	0.0	32.6
3	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	55.8	1.7	0.0	0.0	13.5	1.0	2.6	3.5	0.0	10.8	0.0	16.6
2	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.6	1.8	0.0	0.0	14.8	1.5	1.8	4.4	0.0	5.4	0.0	8.3
1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.1	0.0	0.0	1.1	0.2	0.3	0.0	0.0	0.7	0.0	1.0
0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	2.3	0.5	0.3	0.0	0.0	0.4	0.0	0.6
Mean	6.70	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.44	7.49	8.81	6.61	3.84	8.06	7.17	6.57	7.52	4.88	6.48	4.02



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	1721	1449	272	279	176	103
10	8.7	7.7	7.3	10.0	8.4	9.7	11.0	2.9	2.2	1.1	4.2
9	14.0	15.7	16.6	13.7	10.6	15.1	16.2	9.1	7.3	8.3	5.6
8	15.9	14.3	16.0	16.2	16.7	16.2	16.1	16.3	14.4	11.2	19.9
7	18.9	20.3	16.9	19.3	19.0	18.2	16.8	25.5	23.1	25.2	19.7
6	14.3	12.6	14.4	15.4	13.5	13.7	13.5	14.4	18.0	19.8	15.0
NEUTRAL-5	11.5	13.2	10.3	10.5	12.9	11.0	10.0	16.1	14.6	13.8	16.0
4	8.9	9.7	8.8	6.5	12.3	8.4	8.9	5.6	11.5	12.5	9.8
3	4.4	3.8	5.4	4.0	4.6	4.4	4.1	6.0	4.3	2.9	6.5
2	2.9	2.7	3.0	3.6	1.8	2.7	2.4	4.1	4.2	4.7	3.3
1	0.3	0.0	0.4	0.4	0.2	0.3	0.3	0.0	0.3	0.5	0.0
0	0.3	0.0	0.7	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0
Mean	6.70	6.72	6.65	6.79	6.58	6.79	6.87	6.35	6.14	6.08	6.24



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				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
10	8.7	17.5	1.2	17.1	0.7	5.4	19.0	0.7	3.2	2.9	5.1	
9	14.0	23.5	4.8	23.0	5.4	12.0	24.0	5.3	12.2	11.9	9.8	
8	15.9	18.6	11.9	19.0	12.7	16.3	18.7	11.6	17.7	21.1	18.7	
7	18.9	18.8	20.1	19.5	18.4	18.1	18.6	17.5	22.9	23.4	19.9	
6	14.3	8.4	20.2	8.7	19.5	15.9	8.5	20.3	14.9	18.1	13.3	
NEUTRAL-5	11.5	5.1	16.8	5.3	17.2	14.2	4.7	17.0	12.6	8.8	15.7	
4	8.9	3.8	13.9	3.7	14.3	8.0	2.9	15.2	7.9	9.4	9.7	
3	4.4	1.3	6.6	1.4	7.3	5.5	1.6	7.6	4.0	3.0	4.1	
2	2.9	2.1	3.6	1.9	3.6	4.5	1.5	3.6	4.2	1.5	3.8	
1	0.3	0.3	0.4	0.1	0.6	0.0	0.1	0.5	0.4	0.0	0.0	
0	0.3	0.5	0.3	0.3	0.3	0.0	0.4	0.4	0.0	0.0	0.0	
Mean	6.70	7.67	5.80	7.68	5.76	6.44	7.80	5.70	6.48	6.70	6.44	



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			
		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	540	1460	902	854	244	490	827	294	533	1173	
10	8.7	1.1	11.4	17.3	0.7	4.6	4.4	0.6	0.3	0.8	14.3	
9	14.0	4.2	17.6	23.6	4.5	12.0	10.6	5.6	6.1	5.3	20.0	
8	15.9	13.1	17.0	20.2	10.9	17.7	17.5	13.7	14.0	13.6	17.5	
7	18.9	19.8	18.6	18.9	18.1	21.8	23.5	17.7	19.9	16.4	19.7	
6	14.3	19.1	12.5	8.2	19.6	18.0	18.3	19.5	17.2	20.7	10.6	
NEUTRAL-5	11.5	16.2	9.7	4.8	18.9	10.0	9.6	16.5	13.1	18.4	7.9	
4	8.9	13.8	7.0	3.2	15.1	8.1	7.9	14.8	14.2	15.1	4.7	
3	4.4	7.4	3.3	1.6	7.7	3.5	3.9	7.0	8.7	6.0	2.6	
2	2.9	4.1	2.4	1.6	3.8	4.4	3.5	3.9	5.1	3.2	2.2	
1	0.3	0.8	0.1	0.2	0.5	0.0	0.4	0.5	1.1	0.2	0.1	
0	0.3	0.4	0.3	0.4	0.3	0.0	0.4	0.3	0.4	0.2	0.3	
Mean	6.70	5.74	7.06	7.73	5.65	6.57	6.52	5.78	5.72	5.81	7.35	



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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
10	8.7	18.1	1.3	17.2	0.8	8.0	18.9	0.3	9.5	14.9	1.1	6.6			
9	14.0	24.0	5.7	24.0	4.6	13.6	27.1	4.0	13.8	19.9	4.9	13.3			
8	15.9	19.2	11.7	20.5	12.2	14.8	20.7	15.1	17.7	20.3	10.4	12.4			
7	18.9	18.0	19.8	18.4	18.1	20.6	16.2	21.0	19.4	21.3	16.3	21.6			
6	14.3	9.3	19.6	7.8	19.6	15.8	7.3	17.5	15.1	8.4	20.9	16.3			
NEUTRAL-5	11.5	3.8	17.2	4.3	18.6	11.4	3.1	15.4	8.9	5.9	20.5	13.5			
4	8.9	3.6	13.9	3.2	13.8	9.7	2.3	14.9	9.4	4.2	13.2	10.0			
3	4.4	1.8	6.5	1.9	7.8	3.2	1.1	7.7	3.2	2.9	7.9	3.1			
2	2.9	1.8	3.6	2.2	3.7	2.8	2.4	3.2	2.5	1.9	3.9	3.1			
1	0.3	0.1	0.6	0.1	0.7	0.0	0.2	0.8	0.0	0.0	0.6	0.0			
0	0.3	0.4	0.2	0.6	0.2	0.2	0.7	0.0	0.4	0.3	0.2	0.0			
Mean	6.70	7.74	5.82	7.71	5.71	6.70	7.88	5.79	6.84	7.49	5.65	6.58			



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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
10	8.7	1.0	1.3	0.8	4.0	15.3	25.5	19.4	2.4	5.2	21.1	0.8	0.4	2.3	1.3	6.0	19.4
9	14.0	3.9	2.6	4.8	10.6	22.8	29.6	25.5	10.9	13.7	27.4	3.1	7.1	5.5	4.8	11.8	26.0
8	15.9	10.4	11.1	9.9	15.2	22.3	19.0	21.0	19.4	16.6	21.6	9.3	15.2	21.7	12.0	14.6	17.8
7	18.9	13.1	12.2	13.7	25.6	18.9	13.2	16.6	20.6	33.8	14.4	12.5	24.0	37.1	12.9	23.5	17.5
6	14.3	19.1	15.8	21.4	17.2	10.4	3.3	7.6	12.4	12.0	6.4	19.9	19.9	16.1	17.7	17.4	9.1
NEUTRAL-5	11.5	20.3	15.9	23.6	12.1	2.9	5.3	3.8	10.1	6.8	3.3	21.3	15.6	10.1	19.7	11.8	3.4
4	8.9	16.0	16.9	15.3	9.4	3.5	1.6	2.7	0.0	6.1	2.6	17.1	10.0	4.3	17.1	10.1	2.5
3	4.4	9.7	13.5	6.9	3.3	1.7	1.1	1.4	8.2	2.9	1.2	10.5	4.4	1.4	6.5	2.6	2.4
2	2.9	5.8	8.8	3.5	2.3	1.4	1.1	1.3	15.9	2.2	1.3	4.7	2.5	0.0	6.7	2.2	1.9
1	0.3	0.4	1.0	0.0	0.3	0.4	0.0	0.2	0.0	0.0	0.2	0.5	0.8	1.5	0.0	0.0	0.0
0	0.3	0.4	0.9	0.0	0.1	0.5	0.4	0.4	0.0	0.7	0.6	0.3	0.0	0.0	1.3	0.0	0.0
Mean	6.70	5.41	5.11	5.62	6.52	7.68	8.24	7.91	6.03	6.88	8.03	5.34	6.14	6.76	5.49	6.64	7.86



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

ANMP SCALE:

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
10	8.7	1.3	3.6	18.7	5.5	5.2	6.7	5.0	9.2	9.2	9.3	9.0	10.9	15.8	7.8	5.6
9	14.0	4.9	11.1	25.3	13.6	15.6	9.6	16.5	14.0	15.3	12.0	12.0	19.9	18.6	14.3	7.3
8	15.9	11.4	20.2	19.6	17.0	15.3	33.0	12.9	16.6	16.1	17.4	12.3	18.2	20.3	17.5	10.7
7	18.9	17.9	22.9	18.6	22.1	16.3	30.4	14.4	19.3	20.0	18.1	19.2	18.5	18.0	24.1	16.1
6	14.3	20.0	15.1	7.5	15.4	14.1	5.6	15.2	14.2	14.4	13.8	15.2	13.6	11.5	14.0	16.2
NEUTRAL-5	11.5	18.0	12.4	3.8	12.6	13.8	8.1	14.5	11.3	10.3	13.0	9.6	8.7	8.2	10.0	16.5
4	8.9	13.9	8.7	3.2	7.8	12.0	3.1	13.1	7.5	6.8	8.7	13.9	5.5	2.2	7.4	14.3
3	4.4	7.4	3.4	1.4	3.1	2.9	0.0	3.2	4.8	4.7	5.0	3.9	2.6	1.4	2.9	7.7
2	2.9	4.6	2.6	1.1	2.3	4.1	3.5	4.2	2.5	2.6	2.5	3.7	1.5	3.3	1.9	4.8
1	0.3	0.4	0.0	0.2	0.2	0.4	0.0	0.5	0.2	0.3	0.0	0.8	0.2	0.0	0.2	0.5
0	0.3	0.2	0.0	0.5	0.4	0.4	0.0	0.5	0.3	0.2	0.3	0.5	0.4	0.6	0.0	0.4
Mean	6.70	5.71	6.60	7.85	6.69	6.47	7.24	6.37	6.78	6.84	6.68	6.45	7.21	7.44	6.91	5.90



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

ANMP SCALE:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
10	8.7	9.7	6.5	7.2	5.1	12.6	7.2	7.1	5.9	10.1	5.5	3.7	4.3	8.2	13.4	7.0	3.9	3.5	0.7	7.5
9	14.0	14.9	12.3	13.5	9.8	17.7	14.6	12.4	10.4	15.8	10.3	11.0	6.8	15.9	18.9	12.8	14.9	8.8	4.9	8.5
8	15.9	16.7	14.3	13.1	16.9	18.7	17.2	15.0	11.9	16.2	15.3	13.5	17.3	14.5	18.7	13.8	15.0	12.7	20.5	14.6
7	18.9	19.0	18.7	20.4	15.5	17.2	21.0	20.5	16.8	17.3	22.2	21.1	23.5	24.9	15.8	18.9	22.0	20.6	28.1	19.6
6	14.3	14.2	14.4	14.0	15.1	12.6	12.0	15.7	16.4	13.2	16.6	17.5	18.1	14.5	11.9	14.4	10.0	21.7	17.6	18.6
NEUTRAL-5	11.5	10.2	14.0	12.8	16.4	8.1	8.8	12.1	18.4	10.4	13.7	15.1	14.3	12.2	7.1	13.7	10.4	17.8	14.5	14.1
4	8.9	7.9	10.6	11.4	9.2	6.2	11.7	9.6	9.7	9.1	8.4	10.0	6.4	4.0	8.2	9.9	12.9	8.3	3.1	9.3
3	4.4	3.8	5.6	4.0	8.8	2.9	5.2	4.7	5.9	4.1	5.0	4.7	6.2	3.5	2.5	5.7	6.9	3.4	7.7	5.0
2	2.9	2.8	3.0	3.2	2.7	3.1	1.9	2.6	4.0	3.1	2.6	2.4	2.5	2.3	2.6	3.5	4.0	1.5	2.1	2.8
1	0.3	0.3	0.3	0.2	0.5	0.3	0.4	0.3	0.2	0.2	0.4	0.7	0.4	0.0	0.3	0.2	0.0	1.1	0.9	0.0
0	0.3	0.4	0.2	0.2	0.0	0.7	0.0	0.1	0.3	0.4	0.2	0.4	0.0	0.0	0.6	0.2	0.0	0.6	0.0	0.0
Mean	6.70	6.83	6.44	6.53	6.25	7.11	6.71	6.58	6.21	6.81	6.47	6.31	6.38	6.95	7.17	6.46	6.39	6.27	6.30	6.46



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

ANMP SCALE:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
10	8.7	1.0	4.5	4.8	9.0	9.7	14.8	3.9	11.6	5.4	12.6	10.9	6.7
9	14.0	6.8	8.5	13.1	13.1	17.9	17.4	10.3	16.4	11.1	17.6	16.7	11.7
8	15.9	11.2	12.0	13.9	14.9	19.7	18.5	12.7	17.9	13.4	19.0	18.2	13.9
7	18.9	18.6	18.9	20.4	19.3	20.4	16.5	19.6	18.5	19.5	18.2	18.5	19.2
6	14.3	15.1	16.2	15.5	17.2	11.7	12.3	15.7	13.4	16.1	12.1	12.4	15.9
NEUTRAL-5	11.5	18.1	18.2	12.2	11.9	7.3	8.5	15.4	9.0	14.4	8.0	8.3	14.3
4	8.9	13.2	10.5	12.2	7.4	6.1	7.3	11.9	7.0	10.6	6.8	8.0	9.6
3	4.4	9.0	6.5	4.2	3.7	4.4	2.6	5.9	3.5	5.3	3.4	3.7	5.1
2	2.9	6.4	4.6	2.5	2.4	2.1	2.1	4.0	2.2	3.5	2.1	2.7	3.1
1	0.3	0.6	0.0	0.6	0.9	0.0	0.0	0.4	0.2	0.5	0.0	0.3	0.3
0	0.3	0.0	0.0	0.6	0.3	0.8	0.0	0.3	0.3	0.3	0.3	0.4	0.2
Mean	6.70	5.65	6.10	6.41	6.70	7.06	7.25	6.15	7.05	6.31	7.17	6.98	6.45



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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
10	8.7	1.4	4.8	9.2	13.4	1.3	2.4	11.2	17.4	1.5	6.4	7.0	9.1	6.5	8.3	12.3
9	14.0	7.2	11.9	12.8	18.8	8.4	14.8	13.0	22.4	6.6	10.0	12.6	14.8	11.1	14.4	17.0
8	15.9	11.7	12.8	16.7	19.0	19.2	11.5	20.7	19.7	7.4	13.7	12.4	18.2	16.3	15.2	17.3
7	18.9	17.9	21.0	20.2	16.8	23.5	22.7	19.8	14.1	14.6	19.8	20.6	19.8	20.8	17.8	19.1
6	14.3	15.8	15.4	15.4	12.2	15.8	15.8	11.6	10.4	15.8	15.0	19.5	14.1	14.9	14.8	12.1
NEUTRAL-5	11.5	17.6	14.7	9.5	8.6	11.6	15.0	5.9	5.7	21.1	14.5	13.3	11.7	11.6	12.7	8.2
4	8.9	14.4	10.5	8.2	6.3	8.3	8.6	10.1	6.0	17.9	11.7	6.1	6.7	10.2	8.9	7.0
3	4.4	7.0	5.1	4.4	3.0	4.4	6.0	3.7	2.2	8.5	4.6	5.2	3.9	4.5	4.7	3.7
2	2.9	6.6	2.9	2.6	1.8	7.6	2.3	2.6	1.8	6.0	3.4	2.6	1.9	3.3	2.6	3.1
1	0.3	0.4	0.4	0.5	0.0	0.0	0.5	0.8	0.0	0.6	0.4	0.3	0.0	0.4	0.4	0.0
0	0.3	0.0	0.4	0.6	0.2	0.0	0.5	0.7	0.3	0.0	0.4	0.4	0.0	0.3	0.3	0.2
Mean	6.70	5.73	6.34	6.73	7.26	6.20	6.35	6.90	7.57	5.45	6.34	6.56	6.93	6.50	6.66	7.07



Table 27 Page 321
May 10-14, 2024

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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

BANNER 1

	TOTAL										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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	66.2	62.0	61.5	76.4	72.5	73.7	59.3	54.2	54.3	66.9	67.8	69.4	56.6	66.1	72.0	52.7	76.0	64.7	80.5	56.2
Strongly	37.8	43.1	40.1	50.3	38.8	38.9	27.0	26.1	27.2	40.1	45.0	36.3	28.0	43.9	38.8	26.7	46.3	32.6	44.3	26.3
Somewhat	28.4	18.9	21.5	26.1	33.6	34.8	32.3	28.0	27.0	26.9	22.8	33.1	28.6	22.2	33.2	26.0	29.8	32.1	36.3	29.9
DISAGREE	27.8	34.4	32.7	19.9	22.4	20.9	31.6	35.7	39.2	27.0	27.8	24.3	30.5	30.1	22.9	32.8	19.8	29.8	16.4	36.9
Somewhat	17.8	13.9	18.4	13.2	14.5	13.4	24.8	27.9	24.4	16.6	15.3	15.7	24.7	17.6	13.6	19.4	15.3	20.6	10.5	26.1
Strongly	10.0	20.5	14.3	6.7	7.8	7.5	6.7	7.8	14.8	10.4	12.6	8.6	5.8	12.4	9.3	13.4	4.5	9.1	5.9	10.9
DON'T KNOW	5.9	3.6	5.8	3.7	5.2	5.4	9.1	10.2	6.5	6.1	4.4	6.3	12.9	3.8	5.2	14.5	4.2	5.6	3.0	6.9
Net Diff.	38.4	27.6	28.8	56.5	50.1	52.7	27.8	18.5	15.0	39.9	40.0	45.2	26.1	36.0	49.1	19.9	56.3	34.9	64.1	19.2
Mean	3.00	2.88	2.93	3.25	3.09	3.11	2.88	2.81	2.71	3.03	3.05	3.04	2.90	3.01	3.07	2.77	3.23	2.93	3.23	2.77



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	1721	1449	272	279	176	103
AGREE	66.2	63.6	63.2	70.2	64.5	68.3	69.0	64.7	53.5	53.9	52.9
Strongly	37.8	38.0	32.8	40.2	38.6	40.2	43.0	25.2	23.0	23.2	22.5
Somewhat	28.4	25.6	30.4	30.1	25.9	28.1	26.0	39.5	30.5	30.6	30.4
DISAGREE	27.8	31.6	30.2	24.2	28.7	27.0	26.9	27.3	33.1	32.2	34.6
Somewhat	17.8	19.2	18.6	15.6	19.8	16.9	16.4	19.6	23.2	22.8	24.0
Strongly	10.0	12.4	11.6	8.7	8.9	10.1	10.5	7.7	9.8	9.4	10.6
DON'T KNOW	5.9	4.8	6.6	5.5	6.8	4.7	4.1	7.9	13.4	13.9	12.6
Net Diff.	38.4	32.0	32.9	46.0	35.8	41.3	42.1	37.4	20.4	21.7	18.3
Mean	3.00	2.94	2.90	3.08	3.01	3.03	3.06	2.89	2.77	2.79	2.74



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLINTON	OTHER	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED
Total	2000	836	714	450	911	897	192	786	751	256	177	206
AGREE	66.2	65.7	71.3	58.6	66.0	69.4	52.5	67.1	73.1	54.3	58.2	52.9
Strongly	37.8	41.1	38.5	31.2	41.1	36.8	26.5	42.0	40.0	26.7	28.8	27.4
Somewhat	28.4	24.6	32.8	27.4	24.9	32.6	26.0	25.1	33.1	27.6	29.4	25.5
DISAGREE	27.8	30.0	23.7	41.4	29.1	25.6	32.0	28.7	22.6	39.7	35.9	28.9
Somewhat	17.8	17.8	16.6	10.2	17.4	17.9	19.5	17.2	16.5	22.0	19.7	19.6
Strongly	10.0	12.2	7.1	31.2	11.8	7.8	12.5	11.5	6.2	17.6	16.2	9.2
DON'T KNOW	5.9	4.3	5.0	0.0	4.8	5.0	15.4	4.2	4.3	6.0	5.9	18.2
Net Diff.	38.4	35.7	47.6	17.2	36.9	43.8	20.5	38.4	50.5	14.7	22.3	24.1
Mean	3.00	2.99	3.08	3.00	3.00	3.04	2.79	3.02	3.12	2.67	2.75	2.87



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	2000	540	1460	902	854	244	490	827	294	533	1173
AGREE	66.2	77.9	61.9	68.3	68.0	52.7	59.6	71.6	79.4	67.3	62.5
Strongly	37.8	45.1	35.1	42.0	36.5	26.7	31.1	38.4	52.4	30.6	37.4
Somewhat	28.4	32.8	26.8	26.3	31.4	26.0	28.5	33.2	27.0	36.7	25.1
DISAGREE	27.8	16.2	32.2	27.4	26.9	32.8	31.3	22.7	18.5	25.0	31.5
Somewhat	17.8	11.5	20.1	16.1	19.1	19.4	20.2	16.4	11.3	19.2	18.8
Strongly	10.0	4.6	12.0	11.3	7.8	13.4	11.0	6.3	7.2	5.8	12.7
DON'T KNOW	5.9	5.9	5.9	4.3	5.2	14.5	9.1	5.7	2.1	7.7	6.1
Net Diff.	38.4	61.7	29.8	40.9	41.1	19.9	28.3	48.9	60.9	42.3	31.0
Mean	3.00	3.26	2.90	3.03	3.02	2.77	2.88	3.10	3.27	3.00	2.93



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	830	890	724	736	540	408	280	251	316	456	289
AGREE	66.2	66.5	70.4	68.6	67.5	61.3	70.9	71.8	67.2	65.6	64.9	56.2
Strongly	37.8	41.3	38.1	43.9	35.5	32.8	47.2	37.5	40.0	39.6	34.2	26.6
Somewhat	28.4	25.2	32.4	24.7	32.1	28.5	23.7	34.3	27.2	26.0	30.7	29.6
DISAGREE	27.8	29.1	24.2	27.3	26.9	29.8	26.4	24.8	28.4	28.5	28.2	30.9
Somewhat	17.8	17.9	16.2	15.9	18.1	19.8	14.7	16.3	18.1	17.5	19.3	21.4
Strongly	10.0	11.2	7.9	11.4	8.8	9.9	11.7	8.5	10.4	11.1	8.9	9.6
DON'T KNOW	5.9	4.4	5.4	4.1	5.6	8.9	2.7	3.4	4.4	5.9	6.9	12.8
Net Diff.	38.4	37.4	46.3	41.2	40.6	31.6	44.5	47.0	38.8	37.1	36.7	25.3
Mean	3.00	3.01	3.06	3.05	3.00	2.92	3.09	3.04	3.01	3.00	2.97	2.84



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	66.2	65.9	65.1	66.5	65.2	68.6	65.9	67.6	65.9	70.1	68.4	67.0	68.3	68.5	60.4	61.1	62.9
Strongly	37.8	33.7	37.9	30.6	35.2	42.5	45.3	43.6	41.3	42.8	44.3	34.7	34.4	46.4	25.5	32.8	38.9
Somewhat	28.4	32.2	27.1	35.9	30.0	26.1	20.6	23.9	24.6	27.3	24.1	32.3	33.9	22.2	34.9	28.3	24.0
DISAGREE	27.8	28.3	29.7	27.4	27.1	28.2	28.2	28.2	31.2	25.4	27.6	28.0	24.7	27.4	28.6	29.4	31.9
Somewhat	17.8	18.7	16.8	20.1	19.4	17.8	12.1	15.5	20.2	18.7	15.0	18.8	18.0	13.6	17.4	20.6	19.3
Strongly	10.0	9.7	12.9	7.3	7.7	10.4	16.1	12.7	11.0	6.8	12.6	9.2	6.7	13.8	11.3	8.8	12.6
DON'T KNOW	5.9	5.7	5.3	6.1	7.7	3.1	5.9	4.2	2.8	4.5	4.0	4.9	7.0	4.1	11.0	9.5	5.3
Net Diff.	38.4	37.6	35.4	39.2	38.2	40.4	37.7	39.3	34.7	44.7	40.8	39.0	43.6	41.1	31.7	31.7	31.0
Mean	3.00	2.95	2.95	2.96	3.00	3.04	3.01	3.03	2.99	3.11	3.04	2.97	3.03	3.05	2.84	2.94	2.94



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	66.2	66.1	59.9	68.6	64.9	74.1	80.3	73.3	67.4	71.9	59.7	49.5	69.0	77.1	71.6	56.1
Strongly	37.8	34.0	33.1	43.7	35.2	43.8	64.7	41.0	38.2	41.1	33.2	28.3	39.9	49.1	43.1	28.7
Somewhat	28.4	32.2	26.8	24.8	29.7	30.3	15.6	32.3	29.2	30.8	26.5	21.3	29.1	28.1	28.5	27.4
DISAGREE	27.8	27.4	31.7	27.0	28.4	19.8	8.4	21.3	27.5	23.7	33.8	39.8	25.5	16.5	24.9	35.1
Somewhat	17.8	19.0	20.5	15.6	19.4	14.1	6.1	15.1	18.3	15.9	22.4	18.8	15.8	9.2	15.9	23.4
Strongly	10.0	8.5	11.2	11.4	9.0	5.7	2.3	6.2	9.1	7.8	11.5	21.0	9.7	7.4	9.0	11.7
DON'T KNOW	5.9	6.4	8.5	4.5	6.7	6.1	11.3	5.4	5.1	4.4	6.5	10.7	5.5	6.3	3.5	8.8
Net Diff.	38.4	38.7	28.2	41.6	36.5	54.3	71.8	51.9	40.0	48.2	25.9	9.7	43.5	60.6	46.7	21.0
Mean	3.00	2.98	2.89	3.06	2.98	3.19	3.61	3.14	3.02	3.10	2.87	2.64	3.05	3.27	3.10	2.80



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	66.2	63.9	70.9	70.8	71.1	67.8	75.1	60.4	67.2	65.1	68.8	68.7	70.4	72.9	68.4	61.8	74.1	65.6	75.8	65.7
Strongly	37.8	36.5	40.4	40.3	40.7	42.0	43.2	31.4	38.1	38.2	37.0	39.0	36.6	34.6	43.5	33.0	42.7	36.9	37.1	36.2
Somewhat	28.4	27.4	30.4	30.5	30.4	25.7	32.0	29.0	29.1	26.9	31.8	29.7	33.8	38.3	24.9	28.8	31.4	28.7	38.8	29.5
DISAGREE	27.8	30.1	23.5	23.4	23.6	28.9	21.7	31.2	25.0	29.3	24.7	26.5	22.0	23.4	28.3	30.3	24.1	27.8	18.4	25.1
Somewhat	17.8	18.7	16.0	15.3	17.4	17.6	13.0	19.7	18.6	18.7	15.8	18.0	14.0	13.0	17.2	20.2	15.1	19.7	10.7	16.8
Strongly	10.0	11.4	7.4	8.0	6.2	11.2	8.6	11.5	6.4	10.6	8.9	8.5	8.0	10.4	11.1	10.1	8.9	8.2	7.7	8.3
DON'T KNOW	5.9	6.0	5.7	5.9	5.3	3.4	3.2	8.4	7.8	5.6	6.5	4.8	7.6	3.7	3.3	7.9	1.8	6.5	5.7	9.2
Net Diff.	38.4	33.8	47.4	47.4	47.4	38.9	53.5	29.2	42.3	35.7	44.1	42.2	48.4	49.5	40.1	31.6	50.0	37.8	57.4	40.6
Mean	3.00	2.95	3.10	3.09	3.11	3.02	3.13	2.88	3.07	2.98	3.04	3.04	3.07	3.01	3.04	2.92	3.10	3.01	3.12	3.03



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060	
AGREE	66.2	62.9	58.8	60.5	63.2	69.8	74.2	60.4	69.9	61.3	72.3	70.2	62.8	
Strongly	37.8	31.4	26.7	32.5	33.2	40.8	49.5	30.4	42.5	31.2	45.8	42.4	33.7	
Somewhat	28.4	31.5	32.0	28.0	30.0	29.0	24.6	30.1	27.4	30.1	26.5	27.8	29.0	
DISAGREE	27.8	29.6	31.2	30.0	29.3	28.1	23.1	30.3	26.3	30.0	25.2	26.5	29.0	
Somewhat	17.8	18.1	21.1	18.7	16.8	16.7	16.9	19.4	16.8	18.6	16.8	16.1	19.3	
Strongly	10.0	11.5	10.1	11.3	12.5	11.4	6.2	10.9	9.5	11.4	8.4	10.4	9.7	
DON'T KNOW	5.9	7.5	10.0	9.5	7.5	2.1	2.8	9.2	3.8	8.7	2.5	3.3	8.2	
Net Diff.	38.4	33.4	27.6	30.5	33.9	41.7	51.1	30.1	43.6	31.2	47.1	43.7	33.7	
Mean	3.00	2.90	2.84	2.90	2.91	3.01	3.21	2.88	3.07	2.89	3.13	3.06	2.94	



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

27. THINKING ABOUT THE UPCOMING OBSERVATION OF MEMORIAL DAY AND THE CURRENT STATE OF THE COUNTRY, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES TODAY IS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	66.2	59.7	60.9	65.4	72.9	78.1	64.7	68.3	72.6	49.0	58.4	62.2	73.4	68.4	66.4	63.0
Strongly	37.8	29.1	30.5	36.8	46.8	40.4	34.8	39.3	49.3	22.5	27.7	34.1	44.0	38.6	38.5	35.0
Somewhat	28.4	30.6	30.4	28.6	26.2	37.7	30.0	29.0	23.3	26.5	30.7	28.1	29.4	29.8	27.9	28.0
DISAGREE	27.8	31.8	29.6	28.6	24.6	18.0	30.7	26.9	26.0	39.8	29.0	30.4	23.1	26.0	28.2	29.5
Somewhat	17.8	21.9	18.0	17.4	16.5	13.8	17.4	16.0	16.0	26.6	18.4	18.8	17.1	16.9	17.3	20.2
Strongly	10.0	10.0	11.6	11.2	8.1	4.2	13.2	10.9	10.0	13.3	10.6	11.5	6.0	9.1	10.9	9.3
DON'T KNOW	5.9	8.5	9.5	6.0	2.4	3.9	4.6	4.7	1.5	11.1	12.6	7.5	3.5	5.7	5.4	7.5
Net Diff.	38.4	27.9	31.3	36.8	48.3	60.1	34.1	41.4	46.6	9.2	29.4	31.8	50.2	42.4	38.2	33.5
Mean	3.00	2.86	2.88	2.97	3.14	3.19	2.90	3.02	3.14	2.66	2.86	2.92	3.15	3.04	2.99	2.96



Table 28 Page 331
May 10-14, 2024

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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
MORE WORTHY	22.7	13.8	14.7	31.0	29.6	26.0	21.6	13.4	19.3	22.6	21.2	24.9	23.0	23.7	20.7	11.2	34.1	22.9	34.9	16.4
Much	10.7	9.9	11.4	17.0	10.5	11.5	7.0	5.0	8.4	11.4	13.4	9.3	7.8	14.3	8.0	4.3	16.2	9.2	14.4	6.3
Somewhat	12.0	3.8	3.3	14.0	19.2	14.6	14.6	8.4	11.0	11.3	7.8	15.7	15.3	9.4	12.7	7.0	17.9	13.7	20.5	10.1
LESS WORTHY	41.1	60.2	59.5	37.6	33.4	27.8	37.2	41.3	42.0	43.4	50.6	34.1	35.7	50.4	43.4	43.7	27.2	35.6	24.2	41.7
Somewhat	25.0	23.6	28.9	24.9	22.4	18.6	26.3	28.8	30.8	25.0	26.1	22.4	27.2	23.9	30.0	26.7	19.4	24.8	17.2	28.8
Much	16.1	36.6	30.6	12.6	10.9	9.3	10.9	12.6	11.3	18.4	24.5	11.7	8.5	26.6	13.5	17.0	7.8	10.8	7.0	12.8
NEITHER MORE/LESS WORTHY	30.7	19.6	23.3	28.8	32.4	38.6	32.9	39.1	29.6	29.1	24.7	35.6	31.5	22.3	33.4	33.1	34.8	34.6	33.8	35.0
DK/REFUSED	5.5	6.5	2.5	2.6	4.6	7.5	8.3	6.2	9.0	4.8	3.5	5.3	9.8	3.6	2.5	12.0	3.9	7.0	7.0	7.0
Net Diff	-18.3	-46.4	-44.7	-6.6	-3.7	-1.8	-15.6	-27.9	-22.7	-20.8	-29.4	-9.2	-12.6	-26.8	-22.7	-32.4	6.9	-12.7	10.7	-25.3
Mean	2.75	2.22	2.34	2.98	2.96	3.00	2.79	2.62	2.72	2.71	2.58	2.88	2.85	2.59	2.71	2.49	3.16	2.85	3.19	2.66



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	1721	1449	272	279	176	103
MORE WORTHY	22.7	27.5	15.6	25.5	21.2	22.9	22.3	26.1	21.4	19.7	24.3
Much	10.7	12.0	5.8	12.6	11.3	11.7	12.3	8.6	4.2	4.5	3.8
Somewhat	12.0	15.5	9.8	12.9	9.8	11.2	10.0	17.5	17.2	15.2	20.5
LESS WORTHY	41.1	39.8	46.0	39.2	40.3	42.1	43.3	35.5	34.6	34.2	35.2
Somewhat	25.0	20.7	27.2	25.9	24.2	25.2	25.3	24.4	23.7	23.3	24.4
Much	16.1	19.1	18.7	13.2	16.1	17.0	18.0	11.2	10.9	10.9	10.8
NEITHER MORE/LESS WORTHY	30.7	28.3	32.6	29.7	32.6	30.6	30.7	29.8	31.9	36.0	24.9
DK/REFUSED	5.5	4.3	5.8	5.6	5.9	4.4	3.6	8.6	12.2	10.1	15.6
Net Diff	-18.3	-12.2	-30.4	-13.7	-19.1	-19.2	-21.0	-9.4	-13.2	-14.5	-10.9
Mean	2.75	2.80	2.54	2.85	2.75	2.74	2.72	2.87	2.77	2.77	2.79



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
MORE WORTHY	22.7	22.0	26.7	22.2	24.9	14.8	21.8	27.6	16.0	14.2	16.7	
Much	10.7	12.3	11.6	12.1	10.6	4.5	12.7	12.6	3.7	3.8	4.7	
Somewhat	12.0	9.6	15.1	10.1	14.4	10.4	9.1	15.0	12.3	10.4	12.0	
LESS WORTHY	41.1	50.2	32.4	48.7	33.8	38.8	49.0	31.3	49.8	50.8	35.5	
Somewhat	25.0	27.0	23.5	26.1	24.2	22.9	26.6	22.6	28.3	29.1	22.8	
Much	16.1	23.2	8.9	22.6	9.5	15.9	22.3	8.7	21.5	21.8	12.8	
NEITHER MORE/LESS WORTHY	30.7	24.2	34.9	25.9	35.3	32.5	26.2	36.1	26.7	27.1	33.7	
DK/REFUSED	5.5	3.6	6.0	3.2	6.1	13.9	3.1	5.0	7.5	7.8	14.1	
Net Diff	-18.3	-28.2	-5.7	-26.5	-8.8	-23.9	-27.2	-3.7	-33.9	-36.6	-18.9	
Mean	2.75	2.60	2.97	2.62	2.92	2.59	2.62	3.00	2.44	2.41	2.69	



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	540	1460	902	854	244	490	827	294	533	1173
MORE WORTHY	22.7	37.0	17.4	22.6	26.1	11.2	16.4	29.9	39.3	24.8	17.6
Much	10.7	16.7	8.5	11.9	11.2	4.3	6.7	13.6	24.7	7.5	8.6
Somewhat	12.0	20.3	9.0	10.6	14.9	7.0	9.7	16.3	14.7	17.2	9.0
LESS WORTHY	41.1	21.3	48.4	47.8	33.1	43.7	41.5	29.4	21.3	33.9	49.3
Somewhat	25.0	16.2	28.2	26.1	23.2	26.7	27.3	21.3	13.7	25.4	27.5
Much	16.1	5.1	20.2	21.7	9.9	17.0	14.2	8.1	7.6	8.4	21.7
NEITHER MORE/LESS WORTHY	30.7	36.8	28.5	26.4	34.6	33.1	34.5	35.4	36.0	35.0	27.5
DK/REFUSED	5.5	4.9	5.7	3.2	6.1	12.0	7.6	5.3	3.3	6.4	5.6
Net Diff	-18.3	15.7	-30.9	-25.2	-7.0	-32.4	-25.1	0.5	18.0	-9.1	-31.6
Mean	2.75	3.29	2.55	2.64	2.94	2.49	2.65	3.06	3.36	2.89	2.53



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN				
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289					
MORE WORTHY	22.7	22.0	25.0	22.5	29.4	13.9	22.1	36.9	15.6	22.9	24.8	12.5					
Much	10.7	11.9	11.3	13.0	13.2	4.1	12.4	15.1	4.1	13.9	12.0	4.1					
Somewhat	12.0	10.1	13.7	9.4	16.2	9.8	9.7	21.8	11.5	9.0	12.7	8.4					
LESS WORTHY	41.1	49.5	33.0	48.8	31.9	43.2	53.0	29.3	42.8	43.3	33.4	43.6					
Somewhat	25.0	27.2	22.4	27.5	22.0	25.6	29.4	17.9	22.6	24.9	24.5	28.2					
Much	16.1	22.3	10.6	21.3	9.9	17.6	23.5	11.4	20.2	18.4	8.9	15.4					
NEITHER MORE/LESS WORTHY	30.7	25.4	35.8	25.5	32.7	35.1	23.1	30.2	35.9	28.6	34.2	34.4					
DK/REFUSED	5.5	3.0	6.2	3.3	6.0	7.7	1.8	3.5	5.7	5.2	7.6	9.5					
Net Diff	-18.3	-27.5	-8.1	-26.3	-2.5	-29.3	-30.9	7.6	-27.2	-20.4	-8.7	-31.2					
Mean	2.75	2.61	2.92	2.64	3.01	2.54	2.57	3.12	2.54	2.74	2.94	2.53					



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
MORE WORTHY	22.7	27.0	34.9	21.3	21.0	18.1	25.6	21.1	38.7	27.9	20.0	28.2	28.9	41.2	15.8	12.7	16.2
Much	10.7	11.7	18.2	7.0	8.2	7.6	19.6	12.4	24.5	13.2	12.3	12.6	12.3	22.5	2.0	3.3	8.2
Somewhat	12.0	15.3	16.7	14.3	12.8	10.5	5.9	8.6	14.2	14.7	7.8	15.7	16.6	18.6	13.8	9.4	8.0
LESS WORTHY	41.1	33.3	27.3	37.7	36.7	52.1	50.8	51.6	46.3	35.5	52.2	32.3	29.3	40.1	33.3	42.4	53.9
Somewhat	25.0	22.8	16.1	27.6	23.2	33.7	20.6	28.4	31.1	23.3	28.3	22.8	20.3	22.9	19.1	25.2	32.1
Much	16.1	10.6	11.2	10.1	13.5	18.4	30.2	23.1	15.2	12.2	24.0	9.5	9.0	17.2	14.1	17.2	21.8
NEITHER MORE/LESS WORTHY	30.7	33.7	29.1	37.0	34.8	27.9	18.9	24.3	12.8	32.9	24.5	33.9	34.0	17.0	41.1	36.2	27.0
DK/REFUSED	5.5	6.0	8.8	4.0	7.5	2.0	4.7	3.1	2.2	3.8	3.2	5.5	7.9	1.7	9.8	8.7	2.9
Net Diff	-18.3	-6.3	7.6	-16.4	-15.7	-34.0	-25.2	-30.5	-7.6	-7.6	-32.2	-4.0	-0.4	1.1	-17.4	-29.6	-37.7
Mean	2.75	2.94	3.16	2.80	2.77	2.54	2.62	2.57	3.02	2.93	2.55	2.99	3.03	3.07	2.67	2.52	2.47



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	EVAN-GEL-ICAL
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
MORE WORTHY	22.7	26.2	17.1	20.7	18.7	26.2	55.4	22.2	23.8	25.3	21.1	11.8	22.2	29.7	27.4	15.7
Much	10.7	11.7	6.0	11.2	6.4	15.3	46.4	11.2	10.6	10.9	10.0	6.0	10.3	19.2	13.5	5.2
Somewhat	12.0	14.5	11.1	9.5	12.4	10.8	9.1	11.1	13.2	14.4	11.1	5.8	11.9	10.6	13.8	10.4
LESS WORTHY	41.1	33.4	40.7	49.8	42.8	37.6	22.7	39.6	39.6	37.2	43.8	54.5	43.7	35.2	39.6	42.2
Somewhat	25.0	22.9	23.3	27.9	28.0	23.9	2.7	26.7	25.2	25.5	24.6	24.8	26.3	22.1	23.4	27.0
Much	16.1	10.6	17.4	21.9	14.8	13.7	20.0	12.9	14.4	11.7	19.1	29.7	17.4	13.2	16.2	15.2
NEITHER MORE/LESS WORTHY	30.7	33.7	33.4	26.4	32.7	30.3	14.3	32.5	31.3	33.1	28.3	27.3	29.2	30.2	29.3	34.1
DK/REFUSED	5.5	6.7	8.7	3.0	5.8	5.9	7.5	5.7	5.3	4.4	6.8	6.4	4.9	4.9	3.8	8.0
Net Diff	-18.3	-7.2	-23.6	-29.1	-24.1	-11.4	32.7	-17.3	-15.9	-11.9	-22.6	-42.7	-21.5	-5.5	-12.2	-26.5
Mean	2.75	2.93	2.62	2.59	2.65	2.90	3.64	2.80	2.79	2.87	2.66	2.29	2.70	3.01	2.85	2.60



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
MORE WORTHY	22.7	22.4	23.4	24.8	20.5	23.9	26.7	21.0	20.6	18.8	31.0	26.9	38.0	30.9	19.9	17.7	26.2	27.4	47.8	29.5
Much	10.7	10.6	10.9	11.0	10.5	10.9	11.2	10.4	10.6	9.1	14.0	14.8	15.3	12.8	9.4	8.9	16.3	13.9	16.4	14.3
Somewhat	12.0	11.8	12.5	13.8	10.0	13.0	15.4	10.6	10.0	9.7	17.0	12.2	22.7	18.0	10.5	8.8	9.8	13.5	31.4	15.2
LESS WORTHY	41.1	42.7	37.8	37.2	39.1	45.5	38.5	40.1	37.3	44.8	33.2	36.0	28.0	38.8	47.8	41.8	41.2	33.1	21.6	33.6
Somewhat	25.0	25.3	24.2	23.6	25.4	25.2	22.1	25.5	25.9	27.3	19.9	23.8	15.7	20.2	26.7	27.9	26.7	22.2	10.0	20.6
Much	16.1	17.3	13.7	13.6	13.7	20.3	16.4	14.6	11.4	17.4	13.3	12.2	12.3	18.6	21.1	13.9	14.5	10.8	11.6	12.9
NEITHER MORE/LESS WORTHY	30.7	29.3	33.5	32.5	35.5	27.3	31.4	31.1	35.3	31.3	29.5	31.3	27.4	25.7	29.4	33.3	31.6	31.1	23.9	30.4
DK/REFUSED	5.5	5.6	5.3	5.4	4.9	3.3	3.4	7.7	6.8	5.1	6.4	5.8	6.6	4.6	2.9	7.2	1.0	8.4	6.6	6.5
Net Diff	-18.3	-20.3	-14.5	-12.4	-18.6	-21.6	-11.9	-19.1	-16.7	-25.9	-2.2	-9.0	10.0	-8.0	-27.9	-24.1	-15.0	-5.7	26.2	-4.1
Mean	2.75	2.71	2.82	2.84	2.77	2.68	2.82	2.75	2.81	2.64	2.98	2.93	3.14	2.86	2.59	2.69	2.87	2.97	3.33	2.97



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
MORE WORTHY	22.7	34.5	25.0	21.6	18.6	21.5	22.2	25.4	21.0	23.4	21.9	24.8	20.9
Much	10.7	13.1	8.6	10.4	9.3	11.0	11.8	10.4	10.9	10.1	11.5	11.0	10.4
Somewhat	12.0	21.3	16.4	11.2	9.4	10.4	10.4	15.0	10.1	13.3	10.4	13.8	10.4
LESS WORTHY	41.1	29.8	37.2	38.3	46.2	44.3	42.7	36.2	44.1	39.1	43.4	43.2	39.1
Somewhat	25.0	18.5	22.1	20.6	24.4	28.6	29.0	20.7	27.7	21.8	28.8	24.2	25.6
Much	16.1	11.3	15.1	17.7	21.8	15.7	13.8	15.5	16.5	17.4	14.6	19.0	13.5
NEITHER MORE/LESS WORTHY	30.7	28.5	29.6	33.0	28.9	30.0	32.1	30.9	30.6	30.3	31.2	28.7	32.6
DK/REFUSED	5.5	7.2	8.2	7.1	6.2	4.3	2.9	7.5	4.2	7.1	3.5	3.3	7.4
Net Diff	-18.3	4.6	-12.2	-16.7	-27.6	-22.8	-20.6	-10.8	-23.1	-15.7	-21.5	-18.4	-18.3
Mean	2.75	3.07	2.80	2.74	2.57	2.71	2.77	2.83	2.70	2.75	2.74	2.73	2.77



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

28. COMPARED TO PREVIOUS GENERATIONS, IS THE UNITED STATES TODAY MORE WORTHY OR LESS WORTHY OF THE SACRIFICE MADE BY THOSE MEMBERS OF THE ARMED FORCES WHO LOST THEIR LIVES DEFENDING AMERICA?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
MORE WORTHY	22.7	32.1	22.9	19.3	21.9	46.5	29.6	19.7	20.8	23.7	18.6	18.9	23.1	29.0	20.4	20.1
Much	10.7	13.3	8.9	10.5	11.2	20.0	9.1	10.4	10.3	9.4	8.9	10.5	12.2	14.3	9.4	9.0
Somewhat	12.0	18.8	14.0	8.9	10.7	26.5	20.5	9.4	10.5	14.3	9.7	8.3	10.9	14.6	11.0	11.0
LESS WORTHY	41.1	31.7	38.1	44.1	44.0	21.2	35.3	49.1	48.3	37.9	39.9	38.7	39.4	36.4	42.2	44.4
Somewhat	25.0	20.1	20.4	26.6	28.6	9.5	13.5	28.6	30.1	26.3	24.9	24.5	26.9	21.9	26.4	25.5
Much	16.1	11.6	17.7	17.5	15.4	11.7	21.8	20.6	18.2	11.6	15.1	14.3	12.4	14.6	15.8	18.9
NEITHER MORE/LESS WORTHY	30.7	28.5	31.6	30.7	31.0	30.2	29.7	27.5	28.6	27.5	32.8	34.1	33.5	30.1	31.6	29.5
DK/REFUSED	5.5	7.7	7.4	5.9	3.1	2.1	5.4	3.7	2.3	11.0	8.6	8.3	4.0	4.5	5.8	6.0
Net Diff	-18.3	0.3	-15.2	-24.8	-22.1	25.4	-5.7	-29.4	-27.5	-14.2	-21.4	-19.8	-16.2	-7.5	-21.8	-24.3
Mean	2.75	3.02	2.74	2.66	2.73	3.34	2.81	2.59	2.64	2.82	2.70	2.74	2.83	2.92	2.70	2.64



Table 29 Page 341
May 10-14, 2024

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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 1

	ANMP SCORE									NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
CLOSELY	66.7	82.0	70.4	67.7	61.8	63.1	59.9	66.5	69.0	66.0	71.9	61.7	50.4	74.2	64.0	44.6	70.8	68.2	63.7	70.6
Very	22.4	36.3	27.6	25.3	16.1	14.2	15.6	25.4	27.9	22.3	28.6	14.2	15.5	31.4	12.1	15.1	22.6	22.4	17.6	25.0
Somewhat	44.3	45.7	42.8	42.4	45.7	48.9	44.3	41.1	41.1	43.7	43.3	47.6	34.9	42.9	51.9	29.5	48.2	45.8	46.1	45.6
NOT CLOSELY	31.9	17.5	28.9	31.3	36.7	34.8	37.8	31.1	29.5	32.3	27.3	36.5	43.9	25.0	34.8	49.9	28.4	30.9	34.6	28.8
Not That	21.1	10.3	19.7	19.4	25.6	22.8	22.2	23.0	22.0	21.1	17.5	23.8	30.7	17.6	21.2	30.5	19.9	21.2	25.7	18.8
Not at All	10.7	7.2	9.2	11.9	11.1	12.0	15.7	8.1	7.5	11.2	9.9	12.7	13.2	7.4	13.6	19.4	8.5	9.7	9.0	10.0
DON'T KNOW	1.5	0.6	0.7	1.0	1.5	2.1	2.3	2.3	1.5	1.7	0.8	1.8	5.6	0.8	1.2	5.4	0.7	0.9	1.6	0.6
Net Diff.	34.8	64.5	41.5	36.4	25.1	28.3	22.1	35.4	39.5	33.7	44.6	25.3	6.5	49.3	29.2	-5.3	42.4	37.3	29.1	41.8
Mean	2.79	3.12	2.89	2.82	2.68	2.67	2.61	2.86	2.91	2.78	2.91	2.64	2.56	2.99	2.63	2.43	2.86	2.82	2.74	2.86



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
CLOSELY	66.7	66.8	67.2	66.7	65.9	71.9	74.5	57.7	34.5	35.5	32.8
Very	22.4	22.5	23.6	21.4	22.6	25.0	27.8	10.4	5.9	5.3	6.8
Somewhat	44.3	44.3	43.6	45.3	43.3	46.8	46.7	47.4	28.6	30.2	26.0
NOT CLOSELY	31.9	32.4	32.0	31.2	32.6	27.3	24.8	40.9	59.9	61.2	57.6
Not That	21.1	21.4	20.2	21.0	22.2	18.6	17.5	24.6	36.9	40.8	30.1
Not at All	10.7	11.0	11.7	10.2	10.4	8.7	7.3	16.3	23.0	20.4	27.5
DON'T KNOW	1.5	0.7	0.9	2.1	1.5	0.8	0.7	1.4	5.6	3.3	9.6
Net Diff.	34.8	34.4	35.2	35.5	33.4	44.5	49.7	16.8	-25.4	-25.8	-24.8
Mean	2.79	2.79	2.80	2.80	2.79	2.89	2.96	2.53	2.18	2.21	2.13



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
CLOSELY	66.7	71.9	67.8	68.4	68.2	51.1	69.4	71.1	62.1	59.5	45.7	
Very	22.4	25.6	23.0	23.8	21.8	18.3	24.7	23.1	18.1	15.1	15.9	
Somewhat	44.3	46.3	44.7	44.6	46.4	32.8	44.7	48.0	44.0	44.5	29.8	
NOT CLOSELY	31.9	27.0	31.2	30.4	31.0	42.9	29.5	27.9	37.1	39.4	48.7	
Not That	21.1	18.2	21.2	20.5	21.2	24.0	20.4	19.7	22.5	23.6	27.3	
Not at All	10.7	8.8	10.0	9.9	9.8	18.9	9.1	8.2	14.6	15.8	21.4	
DON'T KNOW	1.5	1.1	1.0	1.1	0.8	5.9	1.1	1.0	0.8	1.1	5.6	
Net Diff.	34.8	45.0	36.6	38.0	37.2	8.2	39.9	43.1	25.0	20.2	-3.0	
Mean	2.79	2.90	2.82	2.83	2.81	2.54	2.86	2.87	2.66	2.59	2.43	



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		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	540	1460	902	854	244	490	827	294	533	1173
CLOSELY	66.7	68.2	66.1	70.4	69.0	44.6	54.8	66.8	77.4	61.0	66.6
Very	22.4	21.9	22.5	24.2	22.5	15.1	16.8	21.2	35.6	13.3	23.2
Somewhat	44.3	46.3	43.6	46.2	46.5	29.5	38.0	45.6	41.8	47.7	43.4
NOT CLOSELY	31.9	30.1	32.5	28.6	30.2	49.9	42.1	31.7	22.3	36.9	32.0
Not That	21.1	20.3	21.4	18.9	20.8	30.5	25.1	21.6	15.1	25.2	20.8
Not at All	10.7	9.8	11.1	9.7	9.3	19.4	17.0	10.1	7.2	11.7	11.2
DON'T KNOW	1.5	1.7	1.4	0.9	0.9	5.4	3.1	1.5	0.3	2.1	1.5
Net Diff.	34.8	38.1	33.5	41.8	38.8	-5.3	12.7	35.1	55.0	24.1	34.6
Mean	2.79	2.82	2.79	2.86	2.83	2.43	2.56	2.79	3.06	2.64	2.80



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
CLOSELY	66.7	70.0	69.2	70.5	67.7	60.1	78.8	73.9	72.5	59.8	63.8	49.3
Very	22.4	24.0	23.3	24.1	22.5	19.9	30.8	27.9	29.8	15.4	19.1	11.2
Somewhat	44.3	46.0	45.9	46.4	45.2	40.3	48.0	46.0	42.7	44.3	44.7	38.1
NOT CLOSELY	31.9	28.7	30.0	28.0	30.8	38.5	20.0	25.0	26.6	38.5	34.3	48.9
Not That	21.1	20.0	20.5	18.5	21.3	24.4	13.9	19.0	19.2	24.5	22.8	29.0
Not at All	10.7	8.7	9.5	9.5	9.4	14.1	6.1	6.0	7.4	14.0	11.5	19.9
DON'T KNOW	1.5	1.2	0.8	1.5	1.5	1.4	1.2	1.0	0.9	1.7	1.9	1.8
Net Diff.	34.8	41.3	39.2	42.4	36.9	21.6	58.8	48.9	46.0	21.3	29.6	0.4
Mean	2.79	2.86	2.84	2.86	2.82	2.67	3.05	2.97	2.96	2.62	2.73	2.41



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
CLOSELY	66.7	71.2	73.3	69.6	57.1	71.2	75.2	72.8	71.8	53.4	74.6	73.6	56.8	68.5	58.7	58.7	65.8
Very	22.4	24.7	28.3	22.1	17.2	20.0	34.3	25.7	28.9	12.5	26.7	26.6	15.8	18.6	13.0	20.1	24.5
Somewhat	44.3	46.5	45.1	47.5	39.9	51.2	40.9	47.1	42.9	41.0	48.0	46.9	41.0	49.9	45.7	38.6	41.2
NOT CLOSELY	31.9	28.5	26.1	30.1	39.9	27.8	24.4	26.4	28.2	42.7	24.4	26.1	39.0	31.5	40.4	39.4	34.2
Not That	21.1	19.0	15.1	21.8	26.0	19.9	15.0	17.9	14.8	27.1	16.6	18.5	25.6	25.1	23.0	25.9	20.9
Not at All	10.7	9.5	11.1	8.4	13.8	7.9	9.5	8.5	13.4	15.6	7.8	7.6	13.4	6.5	17.4	13.5	13.4
DON'T KNOW	1.5	0.4	0.5	0.2	3.0	1.0	0.3	0.7	0.0	3.9	0.9	0.3	4.2	0.0	0.9	1.9	0.0
Net Diff.	34.8	42.7	47.2	39.5	17.2	43.4	50.8	46.4	43.6	10.8	50.2	47.4	17.9	37.0	18.3	19.3	31.5
Mean	2.79	2.87	2.91	2.84	2.62	2.84	3.00	2.91	2.87	2.52	2.94	2.93	2.62	2.81	2.55	2.67	2.77



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT 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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
CLOSELY	66.7	65.9	58.9	70.2	64.6	78.3	78.0	78.3	65.9	69.7	59.4	58.1	66.6	73.1	70.4	61.9
Very	22.4	21.2	19.0	24.8	19.4	32.0	50.1	29.5	21.2	23.5	17.2	18.8	18.6	20.6	25.1	20.9
Somewhat	44.3	44.7	39.9	45.4	45.2	46.3	28.0	48.8	44.7	46.2	42.2	39.3	48.0	52.5	45.3	41.0
NOT CLOSELY	31.9	32.6	39.2	28.5	33.8	20.7	22.0	20.5	32.6	28.9	38.8	40.5	31.8	25.8	28.8	36.1
Not That	21.1	21.7	25.5	19.0	22.4	15.9	13.5	16.3	21.8	19.0	26.4	23.4	19.9	16.1	21.0	23.3
Not at All	10.7	10.9	13.7	9.6	11.4	4.7	8.4	4.2	10.8	9.9	12.4	17.1	11.9	9.8	7.8	12.9
DON'T KNOW	1.5	1.5	1.9	1.3	1.6	1.1	0.0	1.2	1.5	1.4	1.8	1.5	1.6	1.1	0.8	2.0
Net Diff.	34.8	33.3	19.6	41.6	30.8	57.6	56.1	57.8	33.3	40.7	20.6	17.6	34.8	47.2	41.6	25.8
Mean	2.79	2.77	2.65	2.87	2.74	3.07	3.20	3.05	2.77	2.84	2.65	2.61	2.74	2.85	2.88	2.71



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
CLOSELY	66.7	63.4	73.1	71.3	76.7	71.9	83.2	55.6	64.5	68.8	62.1	68.5	57.1	64.1	77.2	60.6	75.0	64.9	70.3	45.8
Very	22.4	19.0	28.9	26.5	34.0	25.1	38.9	13.4	20.5	23.6	19.6	20.8	16.1	25.4	29.7	17.8	34.7	13.0	23.7	9.5
Somewhat	44.3	44.4	44.1	44.8	42.7	46.8	44.4	42.2	43.9	45.1	42.5	47.7	41.0	38.6	47.5	42.9	40.3	51.9	46.5	36.3
NOT CLOSELY	31.9	34.9	26.0	27.5	22.9	26.6	16.5	42.4	34.0	30.1	35.6	29.5	40.9	32.2	21.6	38.4	24.0	32.6	28.9	51.3
Not That	21.1	22.6	18.3	18.2	18.5	18.9	12.5	25.9	23.2	19.6	24.5	21.9	25.3	25.0	15.0	24.0	21.3	22.3	19.5	30.4
Not at All	10.7	12.3	7.7	9.3	4.4	7.7	3.9	16.5	10.9	10.6	11.1	7.6	15.6	7.2	6.6	14.4	2.7	10.3	9.4	20.9
DON'T KNOW	1.5	1.7	0.9	1.2	0.4	1.5	0.3	2.0	1.5	1.1	2.3	2.0	1.9	3.7	1.2	1.0	1.0	2.5	0.8	2.9
Net Diff.	34.8	28.5	47.1	43.8	53.8	45.3	66.8	13.2	30.4	38.7	26.5	39.1	16.2	31.9	55.7	22.2	51.0	32.3	41.3	-5.5
Mean	2.79	2.71	2.95	2.89	3.07	2.91	3.19	2.54	2.75	2.83	2.72	2.83	2.59	2.86	3.02	2.65	3.08	2.69	2.85	2.35



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
CLOSELY	66.7	59.1	60.5	60.3	65.6	66.9	76.9	60.1	70.8	61.7	72.6	75.7	58.7
Very	22.4	17.9	15.4	19.7	19.5	26.7	27.6	17.9	25.2	18.4	27.2	29.7	15.9
Somewhat	44.3	41.2	45.1	40.6	46.1	40.3	49.3	42.2	45.6	43.3	45.5	46.0	42.8
NOT CLOSELY	31.9	37.8	36.8	38.0	32.4	32.5	22.6	37.5	28.3	36.0	26.8	23.3	39.5
Not That	21.1	24.6	23.1	22.4	20.5	22.2	17.8	23.1	19.9	22.3	19.7	16.8	25.0
Not at All	10.7	13.2	13.8	15.5	11.9	10.4	4.8	14.4	8.4	13.7	7.1	6.4	14.5
DON'T KNOW	1.5	3.1	2.7	1.7	2.0	0.5	0.5	2.3	0.9	2.2	0.5	1.1	1.8
Net Diff.	34.8	21.3	23.7	22.3	33.2	34.4	54.3	22.6	42.5	25.7	45.8	52.4	19.1
Mean	2.79	2.66	2.64	2.66	2.75	2.84	3.00	2.65	2.88	2.68	2.93	3.00	2.61



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

29. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT THE WAR BETWEEN ISRAEL AND HAMAS IN THE MIDDLE EAST?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
CLOSELY	66.7	59.9	60.2	65.8	74.2	62.9	73.1	73.3	81.9	58.1	51.7	57.8	65.8	66.1	68.8	62.2
Very	22.4	17.8	17.8	22.5	27.1	20.4	25.8	29.9	33.8	16.3	12.6	14.5	19.6	24.6	23.2	17.2
Somewhat	44.3	42.1	42.4	43.3	47.2	42.5	47.3	43.4	48.1	41.8	39.1	43.2	46.1	41.5	45.5	45.0
NOT CLOSELY	31.9	36.1	38.2	33.0	25.1	34.9	26.4	25.6	17.0	36.8	45.9	40.9	34.0	32.8	30.0	35.2
Not That	21.1	23.1	22.9	22.4	18.2	26.0	16.7	18.8	13.2	21.4	26.9	26.4	23.8	22.8	20.3	21.0
Not at All	10.7	13.0	15.3	10.5	6.9	8.9	9.7	6.8	3.8	15.4	19.0	14.6	10.2	10.0	9.7	14.2
DON'T KNOW	1.5	4.0	1.6	1.2	0.7	2.2	0.6	1.1	1.1	5.1	2.3	1.3	0.2	1.1	1.2	2.6
Net Diff.	34.8	23.8	22.0	32.8	49.1	28.0	46.7	47.7	64.9	21.3	5.8	16.8	31.8	33.2	38.8	27.1
Mean	2.79	2.67	2.64	2.79	2.95	2.76	2.90	2.97	3.13	2.62	2.46	2.59	2.75	2.82	2.83	2.67



Table 30 Page 351
May 10-14, 2024

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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

BANNER 1

	TOTAL	ANMP SCORE									NEW MAJORITY			NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
APPROVE	33.9	9.0	17.4	34.2	35.7	41.1	41.3	48.7	45.3	23.6	22.5	25.2	24.5	11.0	20.7	19.7	60.3	57.6	65.4	53.4
Strongly	9.2	2.7	6.2	9.3	8.8	10.9	9.5	10.8	17.0	5.1	6.7	2.9	3.4	2.3	2.0	1.7	18.9	18.7	24.2	15.8
Somewhat	24.7	6.3	11.2	24.9	26.9	30.2	31.8	37.8	28.3	18.6	15.8	22.3	21.2	8.7	18.7	18.0	41.4	38.9	41.3	37.7
DISAPPROVE	55.0	85.9	73.9	55.5	51.2	46.3	43.1	38.0	47.9	65.0	69.0	60.5	58.8	83.7	67.4	54.8	29.0	32.1	24.8	36.0
Somewhat	22.5	12.4	16.0	22.4	25.2	29.2	26.9	18.9	24.8	22.9	17.8	30.4	26.1	16.8	30.5	26.6	22.9	21.7	19.5	22.8
Strongly	32.5	73.5	57.9	33.0	26.0	17.2	16.2	19.1	23.1	42.1	51.2	30.1	32.7	66.9	36.9	28.2	6.1	10.4	5.3	13.2
DON'T KNOW	11.1	5.1	8.7	10.3	13.0	12.5	15.6	13.3	6.7	11.4	8.5	14.3	16.6	5.3	11.9	25.5	10.7	10.3	9.8	10.6
Net Diff.	-21.1	-76.9	-56.4	-21.2	-15.5	-5.2	-1.8	10.6	-2.6	-41.4	-46.5	-35.3	-34.3	-72.7	-46.7	-35.1	31.2	25.5	40.7	17.4
Mean	2.12	1.35	1.62	2.12	2.21	2.40	2.41	2.47	2.42	1.85	1.76	1.98	1.94	1.43	1.84	1.91	2.82	2.73	2.94	2.63



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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

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	1721	1449	272	279	176	103
APPROVE	33.9	34.8	30.8	33.7	36.8	35.8	36.9	29.9	22.3	26.1	15.8
Strongly	9.2	11.7	6.0	8.4	11.8	10.2	11.2	5.0	2.8	4.5	0.0
Somewhat	24.7	23.1	24.9	25.3	24.9	25.6	25.7	24.9	19.5	21.6	15.8
DISAPPROVE	55.0	58.1	55.2	55.4	51.6	55.0	55.7	51.4	55.1	55.2	55.0
Somewhat	22.5	23.0	23.1	21.2	24.0	21.6	20.6	26.6	28.4	28.5	28.3
Strongly	32.5	35.1	32.1	34.3	27.6	33.4	35.0	24.8	26.7	26.7	26.7
DON'T KNOW	11.1	7.1	13.9	10.9	11.6	9.2	7.4	18.7	22.5	18.7	29.2
Net Diff.	-21.1	-23.3	-24.4	-21.7	-14.8	-19.2	-18.8	-21.5	-32.8	-29.1	-39.2
Mean	2.12	2.12	2.05	2.09	2.24	2.14	2.14	2.12	1.98	2.05	1.85



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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
APPROVE	33.9	15.3	60.7	11.8	60.5	14.3	10.8	66.5	22.4	22.6	17.8
Strongly	9.2	3.0	19.5	2.0	18.2	1.1	2.0	21.4	2.3	2.1	0.9
Somewhat	24.7	12.3	41.2	9.8	42.3	13.2	8.8	45.1	20.2	20.4	16.9
DISAPPROVE	55.0	77.4	29.1	80.3	28.7	58.1	82.2	24.8	61.7	60.7	53.1
Somewhat	22.5	21.5	21.7	22.8	21.4	26.3	20.9	20.1	30.4	33.9	28.1
Strongly	32.5	55.9	7.3	57.5	7.3	31.8	61.4	4.7	31.3	26.7	25.0
DON'T KNOW	11.1	7.3	10.3	7.9	10.7	27.6	7.0	8.7	15.9	16.8	29.2
Net Diff.	-21.1	-62.1	31.6	-68.5	31.8	-43.9	-71.5	41.7	-39.3	-38.1	-35.3
Mean	2.12	1.59	2.81	1.53	2.80	1.77	1.48	2.91	1.92	1.98	1.91



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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

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	540	1460	902	854	244	490	827	294	533	1173
APPROVE	33.9	71.6	20.0	14.6	58.4	19.7	24.2	66.8	87.4	55.5	10.7
Strongly	9.2	27.4	2.5	2.2	18.8	1.7	3.3	21.2	48.8	6.0	0.7
Somewhat	24.7	44.1	17.5	12.4	39.6	18.0	20.9	45.6	38.6	49.5	10.0
DISAPPROVE	55.0	18.9	68.4	77.6	31.2	54.8	57.2	21.5	8.7	28.6	78.6
Somewhat	22.5	15.5	25.1	21.9	22.0	26.6	29.4	17.7	6.7	23.7	26.0
Strongly	32.5	3.4	43.3	55.7	9.2	28.2	27.7	3.9	2.0	4.9	52.7
DON'T KNOW	11.1	9.5	11.6	7.8	10.4	25.5	18.6	11.6	3.9	15.9	10.6
Net Diff.	-21.1	52.7	-48.4	-63.0	27.2	-35.1	-33.0	45.3	78.8	26.8	-67.9
Mean	2.12	3.06	1.76	1.58	2.76	1.91	2.00	2.95	3.40	2.67	1.54



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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
APPROVE	33.9	11.6	58.5	12.5	57.3	30.8	13.6	64.4	35.9	11.0	53.0	26.3
Strongly	9.2	2.2	18.1	1.9	19.3	5.1	2.1	23.9	7.9	1.6	16.5	2.7
Somewhat	24.7	9.5	40.4	10.5	38.0	25.7	11.4	40.5	28.0	9.4	36.5	23.7
DISAPPROVE	55.0	79.6	32.3	79.8	32.8	52.1	81.2	29.3	52.4	78.0	34.9	51.8
Somewhat	22.5	22.2	23.2	22.5	22.8	22.2	19.6	20.3	21.9	26.4	24.3	22.4
Strongly	32.5	57.4	9.1	57.3	10.0	29.9	61.7	9.0	30.5	51.6	10.6	29.4
DON'T KNOW	11.1	8.7	9.2	7.7	9.9	17.1	5.2	6.3	11.7	11.0	12.1	21.9
Net Diff.	-21.1	-68.0	26.2	-67.4	24.6	-21.3	-67.7	35.1	-16.6	-67.0	18.1	-25.4
Mean	2.12	1.52	2.74	1.54	2.74	2.07	1.52	2.85	2.15	1.56	2.67	1.99



Table 30 Page 356
May 10-14, 2024

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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
APPROVE	33.9	54.9	56.9	53.5	35.8	17.6	12.2	15.5	36.0	16.2	10.0	59.4	53.1	59.6	40.0	31.5	21.2
Strongly	9.2	17.9	23.4	14.0	8.7	2.0	4.1	2.8	8.6	2.7	1.3	21.0	17.0	16.4	6.3	5.2	3.8
Somewhat	24.7	37.0	33.5	39.5	27.1	15.6	8.2	12.6	27.3	13.5	8.7	38.4	36.0	43.2	33.7	26.3	17.4
DISAPPROVE	55.0	35.6	35.1	36.1	49.2	73.2	80.6	76.2	59.1	72.7	83.0	31.8	34.7	32.3	45.6	50.1	63.7
Somewhat	22.5	21.6	19.7	23.0	25.5	25.3	12.7	20.3	19.6	26.6	21.7	21.7	25.4	19.8	21.9	25.1	13.2
Strongly	32.5	14.0	15.4	13.1	23.7	47.9	67.8	55.9	39.5	46.0	61.2	10.1	9.3	12.5	23.6	25.0	50.5
DON'T KNOW	11.1	9.4	8.0	10.5	15.0	9.1	7.2	8.4	4.9	11.2	7.0	8.8	12.2	8.1	14.4	18.4	15.2
Net Diff.	-21.1	19.3	21.8	17.4	-13.3	-55.6	-68.4	-60.7	-23.1	-56.5	-73.0	27.6	18.4	27.3	-5.6	-18.5	-42.5
Mean	2.12	2.65	2.71	2.61	2.25	1.69	1.44	1.59	2.05	1.69	1.46	2.77	2.69	2.69	2.26	2.14	1.70



Table 30 Page 357
May 10-14, 2024

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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
APPROVE	33.9	55.2	28.2	11.9	33.2	45.4	60.5	43.4	32.9	36.3	27.1	27.1	32.2	34.2	32.6	35.7
Strongly	9.2	17.6	4.2	1.4	5.5	12.7	28.2	10.7	8.7	10.1	6.2	8.5	8.2	9.5	9.9	9.1
Somewhat	24.7	37.6	24.0	10.5	27.7	32.7	32.4	32.7	24.2	26.2	20.9	18.7	23.9	24.7	22.7	26.5
DISAPPROVE	55.0	33.2	55.9	79.3	53.8	49.0	34.7	51.0	55.5	53.3	59.3	58.7	57.1	56.4	58.1	49.9
Somewhat	22.5	22.4	26.0	21.5	25.5	23.6	21.3	23.9	22.6	20.6	26.0	21.1	21.7	19.7	22.5	24.5
Strongly	32.5	10.8	29.9	57.8	28.3	25.4	13.5	27.1	33.0	32.8	33.4	37.6	35.4	36.7	35.6	25.4
DON'T KNOW	11.1	11.6	15.9	8.8	13.0	5.6	4.7	5.7	11.6	10.4	13.5	14.2	10.8	9.4	9.3	14.5
Net Diff.	-21.1	22.0	-27.7	-67.5	-20.6	-3.7	25.8	-7.6	-22.7	-17.0	-32.2	-31.6	-24.9	-22.2	-25.5	-14.2
Mean	2.12	2.70	2.03	1.51	2.12	2.35	2.79	2.29	2.10	2.15	2.00	1.98	2.06	2.08	2.08	2.23



Table 30 Page 358
May 10-14, 2024

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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
APPROVE	33.9	29.7	42.2	39.9	46.8	30.2	43.8	29.2	40.8	31.6	38.8	39.8	46.0	27.0	32.1	31.2	40.1	39.6	49.0	43.4
Strongly	9.2	7.5	12.4	11.8	13.6	8.1	14.4	7.0	10.8	7.3	13.2	14.5	15.7	6.1	7.6	7.1	15.6	13.9	22.0	10.2
Somewhat	24.7	22.2	29.8	28.0	33.2	22.1	29.4	22.2	30.0	24.3	25.6	25.3	30.3	20.9	24.5	24.2	24.5	25.7	27.0	33.2
DISAPPROVE	55.0	57.6	50.1	51.9	46.4	61.4	51.2	54.1	49.1	57.7	49.4	52.9	39.5	60.9	60.8	54.7	58.9	49.5	39.6	39.5
Somewhat	22.5	21.6	24.4	24.6	24.0	19.7	21.9	23.3	26.5	22.1	23.4	25.4	18.8	33.8	20.1	24.0	22.8	26.8	16.3	21.0
Strongly	32.5	36.0	25.7	27.3	22.5	41.7	29.4	30.8	22.6	35.6	25.9	27.5	20.7	27.1	40.7	30.7	36.1	22.7	23.3	18.5
DON'T KNOW	11.1	12.7	7.8	8.3	6.8	8.4	5.0	16.7	10.1	10.7	11.8	7.3	14.5	12.1	7.1	14.1	1.0	10.8	11.4	17.1
Net Diff.	-21.1	-27.8	-7.9	-12.0	0.3	-31.2	-7.4	-24.8	-8.3	-26.0	-10.6	-13.1	6.4	-33.9	-28.7	-23.4	-18.8	-9.9	9.3	3.9
Mean	2.12	2.01	2.31	2.27	2.41	1.96	2.30	2.07	2.32	2.04	2.29	2.29	2.48	2.07	1.99	2.09	2.20	2.35	2.54	2.42



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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
APPROVE	33.9	29.1	29.2	27.7	31.5	36.5	41.6	28.5	37.4	29.4	39.5	34.7	33.2
Strongly	9.2	9.4	10.4	6.9	6.3	10.0	11.3	8.6	9.6	7.9	10.7	10.2	8.3
Somewhat	24.7	19.7	18.8	20.8	25.2	26.5	30.3	19.9	27.8	21.4	28.7	24.5	24.9
DISAPPROVE	55.0	56.0	59.0	54.7	57.3	53.7	52.6	56.4	54.2	56.6	53.1	58.0	52.4
Somewhat	22.5	21.9	33.4	24.6	23.3	19.6	17.5	27.0	19.7	25.9	18.4	20.4	24.4
Strongly	32.5	34.1	25.6	30.0	33.9	34.1	35.0	29.4	34.5	30.7	34.6	37.6	28.0
DON'T KNOW	11.1	15.0	11.8	17.6	11.3	9.8	5.8	15.1	8.5	14.0	7.5	7.3	14.4
Net Diff.	-21.1	-26.9	-29.8	-27.0	-25.8	-17.2	-10.9	-27.9	-16.8	-27.3	-13.6	-23.3	-19.1
Mean	2.12	2.05	2.16	2.06	2.04	2.14	2.19	2.09	2.14	2.08	2.17	2.08	2.16



Table 30 Page 360
May 10-14, 2024

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

30. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
APPROVE	33.9	31.4	26.9	33.6	40.0	45.2	36.5	30.6	34.4	23.4	20.7	37.0	46.1	41.9	32.8	26.1
Strongly	9.2	10.5	7.5	8.3	10.6	20.6	10.3	7.3	9.8	4.6	5.7	9.3	11.5	13.7	8.0	6.2
Somewhat	24.7	20.9	19.4	25.4	29.3	24.6	26.2	23.2	24.6	18.8	14.9	27.6	34.6	28.2	24.8	19.9
DISAPPROVE	55.0	55.9	56.8	55.5	53.1	46.4	53.4	61.5	60.7	61.3	59.1	49.1	44.7	48.5	55.9	61.6
Somewhat	22.5	23.8	28.9	23.1	17.1	23.5	24.1	22.3	16.4	24.0	32.0	24.1	18.0	23.5	22.9	20.3
Strongly	32.5	32.0	28.0	32.4	35.9	22.9	29.4	39.2	44.4	37.3	27.0	25.1	26.7	25.1	32.9	41.3
DON'T KNOW	11.1	12.8	16.3	10.8	7.0	8.4	10.1	8.0	4.9	15.3	20.3	13.9	9.2	9.6	11.3	12.3
Net Diff.	-21.1	-24.5	-29.9	-21.9	-13.1	-1.2	-16.9	-30.9	-26.4	-38.0	-38.4	-12.2	1.4	-6.7	-23.1	-35.5
Mean	2.12	2.11	2.08	2.11	2.16	2.47	2.19	1.99	2.00	1.89	1.99	2.25	2.34	2.34	2.09	1.90



Table 31 Page 361
May 10-14, 2024

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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
MORE LIKELY	21.6	2.8	11.2	23.3	23.9	26.4	22.8	31.0	30.8	14.9	14.3	14.4	18.6	6.0	11.3	9.0	45.7	37.2	47.7	31.5
Much	9.6	1.7	6.4	11.8	10.7	10.8	7.0	11.8	15.7	5.9	7.6	3.9	3.5	2.8	2.8	1.2	21.6	18.0	25.3	14.1
Somewhat	12.0	1.1	4.8	11.5	13.2	15.6	15.8	19.3	15.1	9.0	6.7	10.4	15.1	3.1	8.5	7.8	24.1	19.1	22.4	17.4
LESS LIKELY	40.7	61.6	54.7	41.9	39.0	33.7	30.9	27.4	36.7	50.1	50.9	48.0	51.6	63.0	54.6	42.6	21.7	19.2	12.5	22.8
Somewhat	12.7	3.1	8.5	9.7	13.1	18.8	17.4	13.8	16.3	12.9	7.8	18.9	20.4	5.0	19.8	16.2	18.5	12.0	8.3	14.0
Much	28.1	58.4	46.2	32.1	25.9	14.9	13.5	13.7	20.4	37.1	43.2	29.1	31.2	58.1	34.8	26.3	3.2	7.2	4.2	8.7
NO DIFFERENCE	37.7	35.6	34.1	34.8	37.1	39.9	46.3	41.5	32.5	35.1	34.7	37.6	29.8	31.0	34.0	48.4	32.6	43.7	39.8	45.7
Net Diff	-19.1	-58.7	-43.5	-18.5	-15.1	-7.3	-8.1	3.6	-5.9	-35.2	-36.6	-33.7	-33.0	-57.1	-43.3	-33.6	24.0	18.0	35.2	8.8
Mean	2.62	1.85	2.17	2.61	2.70	2.89	2.85	3.02	2.89	2.34	2.28	2.41	2.39	1.88	2.25	2.41	3.42	3.29	3.56	3.14



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	1721	1449	272	279	176	103
MORE LIKELY	21.6	22.5	17.3	22.0	24.7	22.7	22.4	24.3	14.7	17.8	9.3
Much	9.6	12.4	7.5	8.4	11.6	10.7	11.6	6.3	2.3	3.7	0.0
Somewhat	12.0	10.0	9.9	13.6	13.1	12.0	10.9	17.9	12.3	14.1	9.3
LESS LIKELY	40.7	42.3	38.4	43.7	36.4	39.8	39.3	42.5	46.5	48.0	44.0
Somewhat	12.7	13.6	12.4	13.0	11.6	11.1	9.1	21.9	22.0	24.5	17.7
Much	28.1	28.7	26.1	30.7	24.8	28.6	30.1	20.6	24.5	23.5	26.3
NO DIFFERENCE	37.7	35.3	44.2	34.3	38.8	37.5	38.3	33.3	38.8	34.2	46.7
Net Diff	-19.1	-19.8	-21.1	-21.8	-11.7	-17.0	-16.8	-18.2	-31.8	-30.2	-34.7
Mean	2.62	2.64	2.60	2.56	2.75	2.65	2.65	2.67	2.46	2.50	2.39



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
MORE LIKELY	21.6	9.7	39.4	7.0	39.5	7.3	5.8	44.5	15.8	13.7	5.9
Much	9.6	3.8	20.2	2.7	18.5	0.9	2.0	22.0	3.8	2.6	0.4
Somewhat	12.0	5.9	19.2	4.3	21.1	6.4	3.8	22.5	12.0	11.1	5.5
LESS LIKELY	40.7	59.3	18.1	62.3	17.4	46.9	63.6	13.4	48.2	51.1	43.6
Somewhat	12.7	10.6	12.5	11.1	13.6	15.5	9.6	11.3	22.9	25.2	16.4
Much	28.1	48.6	5.5	51.2	3.8	31.3	54.0	2.1	25.3	25.9	27.3
NO DIFFERENCE	37.7	31.0	42.5	30.7	43.0	45.8	30.6	42.1	36.0	35.2	50.5
Net Diff	-19.1	-49.5	21.3	-55.4	22.1	-39.6	-57.8	31.1	-32.4	-37.5	-37.7
Mean	2.62	2.06	3.36	1.96	3.37	2.30	1.90	3.51	2.46	2.39	2.35



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/			Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			PROVE	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE				
		TION										
Total	2000	540	1460	902	854	244	490	827	294	533	1173	
MORE LIKELY	21.6	50.4	11.0	8.0	39.6	9.0	15.6	44.3	66.8	31.9	5.6	
Much	9.6	27.2	3.0	2.8	19.1	1.2	4.3	21.3	46.8	7.3	1.3	
Somewhat	12.0	23.1	7.9	5.1	20.6	7.8	11.3	23.0	20.0	24.6	4.3	
LESS LIKELY	40.7	13.7	50.7	59.9	19.9	42.6	44.6	13.3	4.1	18.3	60.1	
Somewhat	12.7	9.9	13.7	10.5	13.9	16.2	19.8	11.4	3.4	15.8	13.5	
Much	28.1	3.8	37.0	49.4	6.0	26.3	24.9	1.8	0.7	2.5	46.5	
NO DIFFERENCE	37.7	36.0	38.3	32.1	40.5	48.4	39.8	42.4	29.1	49.8	34.3	
Net Diff	-19.1	36.7	-39.7	-51.9	19.7	-33.6	-29.0	31.1	62.7	13.6	-54.4	
Mean	2.62	3.60	2.26	2.02	3.33	2.41	2.50	3.51	4.09	3.18	2.00	



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	830	890	724	736	540	408	280	251	316	456	289			
MORE LIKELY	21.6	7.1	37.8	7.1	40.5	15.4	7.1	50.6	18.7	7.1	34.3	12.5			
Much	9.6	2.7	18.6	3.2	19.6	4.4	2.6	26.3	6.6	4.0	15.6	2.5			
Somewhat	12.0	4.4	19.2	3.9	20.8	11.0	4.5	24.3	12.1	3.0	18.7	10.0			
LESS LIKELY	40.7	60.4	20.6	61.8	22.0	37.9	64.4	20.8	35.3	58.5	22.8	40.1			
Somewhat	12.7	10.1	13.9	10.2	14.4	13.6	9.4	15.1	11.3	11.2	14.0	15.6			
Much	28.1	50.3	6.7	51.6	7.6	24.3	55.0	5.7	23.9	47.3	8.8	24.6			
NO DIFFERENCE	37.7	32.4	41.6	31.1	37.5	46.8	28.5	28.7	46.0	34.4	42.9	47.4			
Net Diff	-19.1	-53.3	17.2	-54.7	18.5	-22.5	-57.3	29.8	-16.6	-51.5	11.5	-27.7			
Mean	2.62	1.99	3.29	1.97	3.30	2.58	1.90	3.50	2.66	2.05	3.18	2.50			



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
MORE LIKELY	21.6	36.5	40.2	33.8	22.9	8.5	8.7	8.6	30.0	10.0	4.9	40.9	38.2	47.0	16.8	17.3	8.3
Much	9.6	18.3	24.6	13.7	8.9	2.3	5.1	3.4	15.2	4.8	2.0	20.4	18.4	19.3	8.9	3.9	2.6
Somewhat	12.0	18.2	15.6	20.1	14.0	6.2	3.6	5.2	14.8	5.2	2.8	20.5	19.9	27.7	7.9	13.4	5.8
LESS LIKELY	40.7	24.4	20.8	27.0	37.1	55.5	59.8	57.2	62.6	58.8	62.5	18.5	26.3	31.4	38.3	36.1	43.0
Somewhat	12.7	14.5	11.3	16.8	15.0	12.4	3.5	8.9	20.9	14.2	8.5	12.8	16.7	17.3	20.7	14.0	6.6
Much	28.1	9.9	9.5	10.2	22.2	43.0	56.3	48.3	41.7	44.5	54.1	5.7	9.6	14.1	17.6	22.1	36.4
NO DIFFERENCE	37.7	39.1	39.0	39.2	40.0	36.1	31.5	34.2	7.4	31.2	32.6	40.5	35.5	21.6	44.9	46.6	48.7
Net Diff	-19.1	12.1	19.5	6.8	-14.2	-47.0	-51.1	-48.6	-32.7	-48.7	-57.7	22.4	11.9	15.6	-21.5	-18.9	-34.7
Mean	2.62	3.21	3.35	3.10	2.73	2.12	1.98	2.06	2.41	2.12	1.90	3.37	3.21	3.21	2.70	2.63	2.31



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
MORE LIKELY	21.6	37.2	15.6	6.1	18.2	30.3	50.8	27.5	21.1	24.0	16.2	14.5	18.6	22.5	24.0	20.7
Much	9.6	17.5	4.9	2.2	6.1	14.7	40.1	11.3	9.1	10.9	6.1	6.4	7.7	10.9	10.6	9.1
Somewhat	12.0	19.7	10.7	3.8	12.2	15.5	10.7	16.2	12.0	13.1	10.1	8.0	11.0	11.6	13.4	11.6
LESS LIKELY	40.7	22.9	42.9	60.0	42.2	38.0	34.5	38.5	40.9	38.5	45.1	42.4	43.7	39.4	46.9	32.2
Somewhat	12.7	14.2	17.7	9.2	16.0	13.9	12.7	14.1	12.8	11.9	14.4	10.0	13.0	9.1	12.9	12.3
Much	28.1	8.7	25.2	50.8	26.3	24.1	21.8	24.4	28.1	26.6	30.7	32.4	30.7	30.4	34.0	20.0
NO DIFFERENCE	37.7	39.8	41.5	33.9	39.5	31.7	14.7	34.0	37.9	37.5	38.7	43.1	37.6	38.1	29.1	47.1
Net Diff	-19.1	14.3	-27.4	-53.9	-24.0	-7.8	16.3	-11.0	-19.8	-14.4	-28.9	-28.0	-25.1	-16.9	-22.9	-11.6
Mean	2.62	3.23	2.52	1.97	2.56	2.83	3.35	2.76	2.61	2.70	2.47	2.46	2.52	2.64	2.54	2.78



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
MORE LIKELY	21.6	19.3	26.1	25.3	27.7	19.3	31.0	19.3	21.9	18.3	28.6	29.3	35.2	17.0	20.1	16.7	27.1	30.5	39.8	31.3
Much	9.6	8.0	12.7	12.4	13.3	8.3	15.7	7.7	10.2	8.3	12.3	12.5	15.6	6.1	9.3	7.3	12.9	12.3	18.6	13.0
Somewhat	12.0	11.4	13.4	12.9	14.4	11.0	15.3	11.6	11.7	10.1	16.3	16.7	19.6	11.0	10.7	9.4	14.2	18.1	21.1	18.4
LESS LIKELY	40.7	43.8	34.7	37.5	28.9	46.3	38.1	41.5	31.8	41.5	39.1	43.0	32.8	39.4	44.3	38.7	50.8	38.6	35.2	30.7
Somewhat	12.7	12.0	13.9	14.7	12.1	10.7	13.4	13.2	14.3	11.5	15.1	16.8	14.0	14.7	10.8	12.1	15.0	17.8	15.7	12.5
Much	28.1	31.8	20.8	22.8	16.7	35.6	24.7	28.3	17.5	30.0	24.0	26.2	18.8	24.7	33.5	26.6	35.8	20.8	19.5	18.3
NO DIFFERENCE	37.7	36.9	39.3	37.2	43.4	34.4	31.0	39.1	46.3	40.2	32.3	27.7	32.0	43.6	35.6	44.6	22.1	30.9	25.1	38.0
Net Diff	-19.1	-24.5	-8.6	-12.3	-1.2	-27.0	-7.1	-22.2	-9.8	-23.1	-10.6	-13.7	2.4	-22.4	-24.2	-22.0	-23.8	-8.1	4.6	0.6
Mean	2.62	2.52	2.83	2.77	2.95	2.46	2.84	2.57	2.83	2.55	2.78	2.73	2.99	2.59	2.52	2.59	2.53	2.83	3.04	2.95



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
MORE LIKELY	21.6	27.4	23.2	20.5	15.8	20.1	24.5	22.8	20.8	20.8	22.6	23.2	20.2
Much	9.6	9.3	9.5	8.5	6.1	8.9	13.2	9.0	10.0	8.1	11.3	10.7	8.6
Somewhat	12.0	18.2	13.7	12.0	9.7	11.2	11.4	13.9	10.9	12.6	11.3	12.4	11.7
LESS LIKELY	40.7	48.9	44.3	41.3	38.0	39.5	38.6	43.9	38.7	42.1	39.0	43.6	38.2
Somewhat	12.7	21.3	16.5	15.8	10.8	10.7	8.6	17.2	9.8	15.3	9.5	11.6	13.6
Much	28.1	27.6	27.7	25.6	27.2	28.8	30.0	26.7	28.9	26.9	29.5	32.0	24.6
NO DIFFERENCE	37.7	23.7	32.5	38.2	46.2	40.4	36.9	33.3	40.4	37.1	38.4	33.3	41.6
Net Diff	-19.1	-21.4	-21.1	-20.8	-22.2	-19.4	-14.1	-21.0	-17.9	-21.4	-16.3	-20.4	-17.9
Mean	2.62	2.60	2.61	2.62	2.57	2.61	2.69	2.61	2.63	2.60	2.66	2.58	2.66



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

31. DOES THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE ISRAEL-HAMAS WAR MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
MORE LIKELY	21.6	28.6	20.4	17.5	23.2	39.1	29.6	15.8	21.4	22.5	14.3	19.3	25.2	28.6	20.3	15.6
Much	9.6	10.6	8.3	7.5	11.7	18.7	10.4	6.8	12.0	6.0	6.9	8.3	11.5	14.1	8.3	6.7
Somewhat	12.0	17.9	12.1	10.0	11.5	20.4	19.2	9.1	9.4	16.5	7.4	11.0	13.8	14.5	11.9	9.0
LESS LIKELY	40.7	47.8	41.6	37.8	39.9	42.1	39.2	43.8	46.1	51.1	43.2	31.3	33.0	37.0	40.2	47.1
Somewhat	12.7	20.5	15.3	10.9	9.5	19.1	14.3	11.6	8.3	21.3	16.0	10.0	10.7	15.1	11.9	11.2
Much	28.1	27.3	26.3	26.9	30.4	22.9	24.9	32.2	37.8	29.8	27.2	21.3	22.3	21.9	28.2	35.9
NO DIFFERENCE	37.7	23.6	38.0	44.7	36.9	18.8	31.2	40.3	32.5	26.4	42.5	49.4	41.8	34.5	39.6	37.3
Net Diff	-19.1	-19.3	-21.3	-20.3	-16.7	-3.0	-9.6	-28.0	-24.7	-28.7	-28.9	-12.0	-7.8	-8.4	-19.9	-31.5
Mean	2.62	2.64	2.61	2.60	2.65	2.93	2.76	2.47	2.49	2.47	2.51	2.75	2.81	2.84	2.60	2.39



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
IDEOLOGY OF HATE	63.8	78.4	70.1	70.6	64.1	57.1	58.1	51.3	56.7	64.6	72.2	57.3	50.2	74.7	59.4	54.3	58.9	61.9	69.9	57.9
ISRAELI & U.S. GOV'T	18.8	6.3	15.7	13.8	19.8	18.8	22.5	28.8	30.7	17.8	12.8	21.8	29.6	14.2	23.5	19.2	17.1	21.3	13.4	25.3
DON'T KNOW	17.3	15.3	14.2	15.6	16.1	24.1	19.4	19.9	12.6	17.6	15.0	20.9	20.1	11.1	17.1	26.6	24.0	16.8	16.7	16.8
Net Diff	45.0	72.0	54.4	56.7	44.3	38.3	35.6	22.6	26.0	46.8	59.4	35.6	20.6	60.5	36.0	35.1	41.8	40.5	56.5	32.7



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	851	721	130	149	92	57
IDEOLOGY OF HATE	63.8	60.9	66.4	62.5	65.8	66.6	70.5	45.4	47.7	53.0	39.1
ISRAELI & U.S. GOV'T	18.8	22.3	17.1	18.7	18.2	18.2	15.7	32.1	22.7	25.2	18.7
DON'T KNOW	17.3	16.8	16.4	18.8	16.1	15.2	13.9	22.5	29.6	21.8	42.1
Net Diff	45.0	38.7	49.3	43.8	47.6	48.5	54.8	13.2	25.0	27.8	20.4



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361	454	450	96	389	360	140	103	112
IDEOLOGY OF HATE	63.8	69.3	61.3	69.2	61.5	49.2	71.4	61.3	57.5	57.1	53.2
ISRAELI & U.S. GOV'T	18.8	15.1	21.7	16.7	19.6	25.4	14.3	19.9	27.9	28.4	20.0
DON'T KNOW	17.3	15.6	17.0	14.0	18.9	25.4	14.3	18.7	14.7	14.6	26.8
Net Diff	45.0	54.1	39.6	52.5	41.9	23.8	57.2	41.4	29.6	28.7	33.2



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	458	416	127	263	400	133	267	600
IDEOLOGY OF HATE	63.8	62.4	64.3	69.0	61.0	54.3	53.1	62.7	63.8	62.2	64.5
ISRAELI & U.S. GOV'T	18.8	19.2	18.7	17.7	20.1	19.2	24.2	18.4	18.6	18.3	19.2
DON'T KNOW	17.3	18.5	16.9	13.3	19.0	26.6	22.7	18.9	17.6	19.6	16.3
Net Diff	45.0	43.2	45.6	51.4	40.9	35.1	28.9	44.4	45.2	43.9	45.4



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	415	445	362	368	270	212	131	128	150	237	142			
IDEOLOGY OF HATE	63.8	71.0	61.3	67.7	60.1	63.7	77.6	64.9	67.2	53.9	57.4	60.5			
ISRAELI & U.S. GOV'T	18.8	15.3	20.7	15.6	21.4	19.8	14.2	24.1	20.7	17.7	19.9	18.9			
DON'T KNOW	17.3	13.7	17.9	16.7	18.6	16.6	8.3	11.0	12.2	28.5	22.7	20.5			
Net Diff	45.0	55.7	40.6	52.1	38.7	43.9	63.4	40.8	46.5	36.2	37.6	41.6			



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
IDEOLOGY OF HATE	63.8	60.0	57.7	61.8	55.7	77.2	71.8	75.0	36.7	50.1	73.8	62.8	51.9	73.1	57.3	59.9	83.8
ISRAELI & U.S. GOV'T	18.8	25.0	28.9	22.2	20.8	11.1	13.3	12.0	38.8	19.6	13.0	22.2	23.0	8.3	33.1	19.8	8.1
DON'T KNOW	17.3	15.0	13.4	16.0	23.5	11.6	14.9	13.0	24.5	30.3	13.2	15.0	25.0	18.6	9.5	20.3	8.1
Net Diff	45.0	35.0	28.8	39.6	34.8	66.1	58.5	63.0	-2.1	30.5	60.8	40.6	28.9	64.8	24.2	40.2	75.7



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
IDEOLOGY OF HATE	63.8	58.1	62.3	70.7	64.8	69.3	57.6	70.9	63.3	63.7	62.6	60.4	63.3	64.0	64.8	62.7
ISRAELI & U.S. GOV'T	18.8	22.1	18.3	15.4	19.1	16.4	31.8	14.2	19.8	20.1	19.3	15.4	17.6	11.2	20.1	20.6
DON'T KNOW	17.3	19.8	19.4	13.8	16.1	14.4	10.6	14.9	16.9	16.2	18.1	24.3	19.1	24.7	15.1	16.7
Net Diff	45.0	35.9	44.0	55.3	45.7	52.9	25.9	56.7	43.5	43.6	43.3	45.0	45.7	52.8	44.6	42.2



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
IDEOLOGY OF HATE	63.8	62.6	66.2	62.8	73.2	72.2	69.2	53.7	63.8	68.6	53.7	59.6	45.4	53.1	77.4	59.9	56.9	60.7	54.8	35.7
ISRAELI & U.S. GOV'T	18.8	18.6	19.4	21.1	16.0	16.9	22.4	20.1	16.9	15.5	26.1	23.2	29.9	28.3	14.4	16.5	34.0	18.9	31.5	28.2
DON'T KNOW	17.3	18.9	14.4	16.1	10.8	10.9	8.4	26.2	19.3	16.0	20.3	17.2	24.7	18.6	8.1	23.7	9.2	20.4	13.7	36.2
Net Diff	45.0	44.0	46.8	41.7	57.2	55.3	46.8	33.6	46.8	53.1	27.6	36.4	15.6	24.7	63.0	43.4	22.9	41.8	23.3	7.5



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

BANNER 9

	TOTAL	AGE					AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
IDEOLOGY OF HATE	63.8	52.6	56.1	51.5	59.6	72.6	76.0	53.2	70.6	55.1	74.6	71.2	57.2
ISRAELI & U.S. GOV'T	18.8	31.9	29.6	29.8	17.5	12.8	6.9	30.2	11.6	26.4	9.5	18.7	19.0
DON'T KNOW	17.3	15.5	14.4	18.7	22.9	14.5	17.1	16.6	17.8	18.5	15.9	10.1	23.8
Net Diff	45.0	20.8	26.5	21.6	42.1	59.8	69.2	23.1	58.9	28.7	65.0	52.5	38.2



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

32. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. AN IDEOLOGY OF HATE AND VIOLENCE.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
IDEOLOGY OF HATE	63.8	52.4	52.9	63.8	75.8	56.7	53.9	72.5	81.0	50.5	52.3	53.9	69.2	55.2	65.8	70.4
ISRAELI & U.S. GOV'T	18.8	30.0	30.5	17.1	7.9	28.7	36.7	18.8	8.4	30.6	27.1	15.1	7.2	23.9	18.3	13.5
DON'T KNOW	17.3	17.6	16.6	19.2	16.3	14.6	9.4	8.7	10.6	18.9	20.6	31.0	23.6	20.9	15.9	16.1
Net Diff	45.0	22.4	22.3	46.7	68.0	27.9	17.3	53.7	72.6	20.0	25.2	38.8	62.0	31.3	47.5	56.9



Table 33 Page 381
May 10-14, 2024

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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
SUPPORT ISRAEL/ELIM. HAMAS	34.7	67.3	56.4	40.2	30.8	25.9	16.3	21.8	16.9	43.5	51.9	33.8	32.1	64.4	38.2	22.7	23.9	13.3	15.9	12.0
END WAR ASAP	52.1	22.7	32.0	49.5	53.5	56.4	67.8	65.7	76.2	43.2	37.4	47.8	56.9	27.6	47.0	51.2	66.0	73.8	71.8	74.8
DON'T KNOW	13.2	10.0	11.6	10.3	15.7	17.8	15.9	12.5	6.9	13.3	10.7	18.4	11.0	8.0	14.9	26.1	10.1	12.9	12.3	13.2
Net Diff	-17.4	44.5	24.4	-9.3	-22.7	-30.5	-51.5	-44.0	-59.3	0.3	14.5	-14.0	-24.8	36.8	-8.8	-28.4	-42.0	-60.5	-56.0	-62.8



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 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	851	721	130	149	92	57
SUPPORT ISRAEL/ELIM. HAMAS	34.7	29.8	38.1	35.1	34.6	37.4	39.5	25.4	19.8	20.9	18.1
END WAR ASAP	52.1	55.8	48.5	52.1	52.8	51.1	50.2	56.2	58.0	56.1	60.9
DON'T KNOW	13.2	14.4	13.4	12.8	12.5	11.6	10.3	18.4	22.2	23.0	21.0
Net Diff	-17.4	-26.0	-10.4	-17.0	-18.2	-13.7	-10.7	-30.7	-38.1	-35.2	-42.8



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361	454	450	96	389	360	140	103	112
SUPPORT ISRAEL/ELIM. HAMAS	34.7	57.4	18.6	53.1	19.3	20.4	57.4	20.0	21.3	20.5	20.3
END WAR ASAP	52.1	30.9	68.4	35.2	68.1	57.0	31.6	67.1	67.0	66.5	56.6
DON'T KNOW	13.2	11.8	12.9	11.7	12.6	22.5	11.0	12.9	11.8	13.0	23.1
Net Diff	-17.4	26.5	-49.8	17.9	-48.8	-36.6	25.8	-47.0	-45.7	-45.9	-36.3



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 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	257	743	458	416	127	263	400	133	267	600
SUPPORT ISRAEL/ELIM. HAMAS	34.7	24.4	38.3	54.6	16.5	22.7	26.5	20.4	24.2	18.5	44.3
END WAR ASAP	52.1	62.5	48.5	34.8	71.4	51.2	56.5	65.7	65.2	65.9	43.0
DON'T KNOW	13.2	13.0	13.2	10.6	12.1	26.1	17.0	13.9	10.6	15.5	12.7
Net Diff	-17.4	-38.1	-10.2	19.9	-54.9	-28.4	-30.0	-45.3	-41.1	-47.4	1.2



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 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	415	445	362	368	270	212	131	128	150	237	142	
SUPPORT ISRAEL/ELIM. HAMAS	34.7	57.5	18.0	55.6	17.4	30.3	64.5	20.1	39.9	43.2	15.9	21.8	
END WAR ASAP	52.1	30.8	68.6	33.1	69.9	53.3	28.7	74.6	50.0	39.3	67.3	56.3	
DON'T KNOW	13.2	11.7	13.3	11.2	12.7	16.4	6.8	5.2	10.1	17.5	16.8	22.0	
Net Diff	-17.4	26.7	-50.6	22.5	-52.5	-23.0	35.8	-54.5	-10.1	3.9	-51.4	-34.5	



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
SUPPORT ISRAEL/ELIM. HAMAS	34.7	20.0	19.4	20.5	23.0	54.6	63.6	58.2	53.0	25.5	62.3	16.4	16.1	30.8	22.8	26.7	51.0
END WAR ASAP	52.1	71.0	73.3	69.4	56.9	34.5	29.1	32.4	42.6	50.7	28.7	74.0	64.4	61.4	69.5	54.0	36.6
DON'T KNOW	13.2	9.0	7.3	10.2	20.1	10.8	7.3	9.4	4.4	23.7	9.1	9.6	19.5	7.8	7.7	19.3	12.4
Net Diff	-17.4	-51.0	-53.9	-48.9	-33.9	20.1	34.5	25.9	10.4	-25.2	33.6	-57.6	-48.4	-30.6	-46.7	-27.2	14.4



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 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	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
SUPPORT ISRAEL/ELIM. HAMAS	34.7	17.0	30.8	55.8	33.7	34.3	46.3	32.6	35.7	39.3	29.7	28.2	37.0	46.3	35.5	27.8
END WAR ASAP	52.1	68.9	54.3	32.8	52.3	51.7	48.3	52.1	51.7	49.9	54.9	55.3	47.8	39.2	53.5	59.1
DON'T KNOW	13.2	14.1	14.9	11.4	13.9	14.0	5.4	15.2	12.5	10.9	15.4	16.4	15.2	14.5	11.0	13.1
Net Diff	-17.4	-51.8	-23.5	23.0	-18.6	-17.3	-2.0	-19.5	-16.0	-10.6	-25.2	-27.1	-10.8	7.0	-18.0	-31.3



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
SUPPORT ISRAEL/ELIM. HAMAS	34.7	36.5	31.4	31.5	31.2	48.4	39.4	25.5	24.8	41.1	21.3	21.0	15.3	31.2	52.8	29.5	25.1	19.4	21.8	8.5
END WAR ASAP	52.1	49.5	57.2	55.8	60.1	43.5	55.2	55.0	58.9	46.8	63.4	64.4	66.1	61.7	39.4	54.0	72.5	61.1	70.2	61.7
DON'T KNOW	13.2	14.0	11.4	12.7	8.7	8.1	5.5	19.5	16.3	12.2	15.3	14.6	18.7	7.1	7.8	16.5	2.3	19.5	8.0	29.7
Net Diff	-17.4	-13.0	-25.9	-24.4	-29.0	4.9	-15.8	-29.5	-34.2	-5.7	-42.1	-43.4	-50.8	-30.5	13.4	-24.5	-47.4	-41.8	-48.5	-53.2



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	129	181	163	197	251	390	610	552	448	470	530
SUPPORT ISRAEL/ELIM. HAMAS	34.7	12.4	31.5	24.2	34.7	40.1	46.9	24.2	41.5	27.3	43.9	45.5	25.2
END WAR ASAP	52.1	77.4	56.5	56.9	51.1	47.8	42.3	61.0	46.4	58.1	44.7	47.3	56.4
DON'T KNOW	13.2	10.1	12.0	18.9	14.2	12.1	10.8	14.8	12.1	14.6	11.3	7.3	18.4
Net Diff	-17.4	-65.0	-25.0	-32.7	-16.4	-7.7	4.6	-36.8	-5.0	-30.8	-0.8	-1.8	-31.2



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

33. WHAT SHOULD BE THE GOAL OF THE UNITED STATES WITH REGARDS TO THE WAR BETWEEN ISRAEL AND HAMAS?

1. SUPPORT ISRAEL UNTIL THEY ELIMINATE THE HAMAS TERRORIST THREAT.
2. END THE WAR AS SOON AS POSSIBLE.

BANNER 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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
SUPPORT ISRAEL/ELIM. HAMAS	34.7	17.1	26.6	34.5	47.1	20.6	33.2	46.4	55.2	15.6	22.9	21.1	36.7	28.9	36.0	39.6
END WAR ASAP	52.1	73.5	55.9	50.9	42.8	74.3	55.1	45.5	39.9	73.1	56.4	57.0	46.6	56.8	50.0	51.0
DON'T KNOW	13.2	9.4	17.5	14.6	10.1	5.1	11.7	8.1	4.9	11.3	20.7	21.8	16.8	14.3	14.1	9.4
Net Diff	-17.4	-56.4	-29.4	-16.5	4.3	-53.7	-21.9	0.9	15.2	-57.6	-33.5	-35.9	-9.9	-28.0	-14.0	-11.4



Table 34 Page 391
May 10-14, 2024

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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
AGREE	40.2	15.7	19.9	33.2	48.6	39.6	57.2	56.6	54.7	32.2	24.7	41.1	41.7	27.1	26.6	33.8	49.6	59.7	53.0	62.9
Strongly	17.5	10.6	9.9	15.2	17.1	13.0	24.6	27.1	32.5	12.9	12.3	14.1	12.3	13.9	9.1	10.9	17.5	28.9	18.3	34.2
Somewhat	22.6	5.1	10.1	18.0	31.4	26.6	32.6	29.5	22.1	19.3	12.4	27.1	29.4	13.2	17.5	22.8	32.1	30.7	34.7	28.7
DISAGREE	38.7	71.2	64.1	45.0	27.8	30.5	19.7	25.6	29.8	45.4	57.5	29.2	34.4	58.5	52.9	26.1	24.7	22.5	28.5	19.6
Somewhat	13.6	9.3	15.0	12.3	14.4	13.4	13.5	12.8	18.1	14.4	12.6	16.0	17.9	10.3	23.0	12.3	14.0	11.6	9.1	12.9
Strongly	25.2	61.9	49.1	32.7	13.4	17.1	6.1	12.8	11.7	31.0	44.9	13.3	16.6	48.2	29.8	13.8	10.7	10.9	19.4	6.7
DON'T KNOW	21.1	13.1	16.0	21.8	23.6	29.9	23.1	17.8	15.5	22.5	17.8	29.7	23.9	14.4	20.5	40.2	25.7	17.8	18.5	17.5
Net Diff.	1.4	-55.5	-44.2	-11.8	20.7	9.1	37.6	31.0	24.9	-13.2	-32.9	11.9	7.3	-31.3	-26.3	7.7	24.9	37.2	24.5	43.4
Mean	2.41	1.59	1.77	2.20	2.68	2.51	2.98	2.86	2.89	2.18	1.90	2.60	2.49	1.92	2.07	2.52	2.76	2.95	2.64	3.10



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 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	851	721	130	149	92	57
AGREE	40.2	47.0	39.9	38.2	38.4	40.7	40.1	44.0	37.0	42.4	28.3
Strongly	17.5	24.8	14.8	16.2	16.8	18.5	19.3	14.1	12.2	12.6	11.4
Somewhat	22.6	22.2	25.1	21.9	21.6	22.2	20.8	29.9	24.8	29.8	16.8
DISAGREE	38.7	33.5	38.9	39.8	40.9	42.0	44.1	30.2	20.1	22.2	16.8
Somewhat	13.6	8.7	15.8	14.9	12.8	14.1	13.7	16.6	10.3	11.7	8.2
Strongly	25.2	24.9	23.1	24.9	28.1	27.9	30.4	13.6	9.8	10.6	8.5
DON'T KNOW	21.1	19.4	21.2	22.1	20.7	17.3	15.8	25.8	42.9	35.4	55.0
Net Diff.	1.4	13.5	1.0	-1.6	-2.6	-1.3	-4.0	13.7	16.9	20.1	11.5
Mean	2.41	2.58	2.40	2.38	2.34	2.38	2.34	2.60	2.69	2.69	2.69



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	96	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112	
AGREE	40.2	27.7	54.0	25.6	55.7	35.9	24.1	55.9	47.9	47.3	35.5	
Strongly	17.5	13.2	19.9	12.2	23.2	16.5	12.2	24.3	18.1	14.8	13.8	
Somewhat	22.6	14.5	34.1	13.4	32.5	19.4	11.9	31.7	29.8	32.5	21.7	
DISAGREE	38.7	54.2	26.4	54.3	25.4	27.3	57.8	26.9	29.3	28.1	22.1	
Somewhat	13.6	13.4	14.8	14.5	12.7	13.4	15.7	15.1	9.2	11.7	6.7	
Strongly	25.2	40.8	11.6	39.8	12.8	13.9	42.1	11.8	20.1	16.4	15.4	
DON'T KNOW	21.1	18.1	19.6	20.0	18.8	36.9	18.1	17.1	22.8	24.6	42.4	
Net Diff.	1.4	-26.5	27.6	-28.7	30.3	8.6	-33.7	29.0	18.5	19.2	13.4	
Mean	2.41	2.00	2.77	1.97	2.81	2.61	1.93	2.82	2.59	2.61	2.59	



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		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	458	416	127	263	400	133	267	600
AGREE	40.2	50.2	36.7	27.0	56.6	33.8	37.3	52.5	57.9	49.9	31.9
Strongly	17.5	16.4	17.9	12.1	25.5	10.9	13.5	20.3	30.4	15.2	15.7
Somewhat	22.6	33.9	18.7	14.8	31.1	22.8	23.8	32.3	27.5	34.6	16.2
DISAGREE	38.7	27.8	42.5	56.4	23.2	26.1	35.2	24.6	26.5	23.7	48.1
Somewhat	13.6	15.2	13.0	15.0	12.3	12.3	16.4	13.8	12.6	14.3	13.4
Strongly	25.2	12.6	29.5	41.4	10.8	13.8	18.8	10.9	14.0	9.3	34.7
DON'T KNOW	21.1	21.9	20.8	16.7	20.2	40.2	27.5	22.8	15.6	26.5	20.0
Net Diff.	1.4	22.4	-5.8	-29.4	33.5	7.7	2.1	27.9	31.3	26.2	-16.2
Mean	2.41	2.69	2.32	1.97	2.89	2.52	2.44	2.80	2.88	2.76	2.16



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	415	445	362	368	270	212	131	128	150	237	142
AGREE	40.2	24.7	55.8	25.4	58.5	34.8	25.7	61.3	32.3	25.2	57.0	37.1
Strongly	17.5	12.2	22.3	12.1	26.1	13.2	14.8	27.4	14.1	8.2	25.4	12.5
Somewhat	22.6	12.6	33.5	13.4	32.4	21.6	10.8	34.0	18.2	17.0	31.6	24.6
DISAGREE	38.7	57.0	24.7	55.9	21.6	39.1	64.2	26.3	52.4	44.1	19.0	27.1
Somewhat	13.6	15.4	13.1	14.2	13.3	13.1	13.6	16.3	13.2	14.9	11.7	12.9
Strongly	25.2	41.5	11.6	41.7	8.3	26.0	50.6	10.1	39.2	29.2	7.3	14.2
DON'T KNOW	21.1	18.3	19.5	18.7	19.8	26.1	10.1	12.3	15.3	30.7	24.0	35.8
Net Diff.	1.4	-32.2	31.1	-30.4	36.9	-4.2	-38.5	35.0	-20.2	-19.0	37.9	10.1
Mean	2.41	1.94	2.83	1.95	2.95	2.30	1.89	2.90	2.08	2.06	2.99	2.55



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
AGREE	40.2	63.8	74.6	56.0	38.5	20.4	27.5	23.2	51.9	32.5	22.0	65.4	47.1	53.8	61.7	34.8	11.7
Strongly	17.5	31.7	42.3	24.0	12.1	7.9	18.1	11.9	18.4	10.8	11.9	33.0	12.6	29.0	31.5	12.1	1.8
Somewhat	22.6	32.1	32.3	32.0	26.4	12.5	9.4	11.3	33.4	21.7	10.1	32.3	34.5	24.9	30.2	22.6	9.9
DISAGREE	38.7	22.2	16.1	26.7	31.5	61.0	56.1	59.1	34.9	37.6	61.3	20.3	22.6	27.7	26.2	35.2	65.1
Somewhat	13.6	10.6	6.9	13.4	14.1	19.3	9.5	15.4	4.3	18.7	14.0	11.4	15.2	20.0	9.7	11.8	21.0
Strongly	25.2	11.6	9.2	13.3	17.4	41.8	46.6	43.7	30.7	18.9	47.4	8.9	7.4	7.7	16.5	23.5	44.2
DON'T KNOW	21.1	13.9	9.3	17.3	30.1	18.6	16.4	17.7	13.2	29.9	16.7	14.4	30.3	18.5	12.1	30.0	23.2
Net Diff.	1.4	41.6	58.5	29.4	7.0	-40.6	-28.7	-35.8	16.9	-5.1	-39.3	45.1	24.5	26.1	35.5	-0.5	-53.4
Mean	2.41	2.98	3.19	2.81	2.47	1.83	1.99	1.90	2.46	2.35	1.84	3.05	2.75	2.92	2.87	2.33	1.60



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
AGREE	40.2	56.9	35.7	23.2	37.1	45.4	42.1	45.9	39.7	37.6	43.3	36.5	36.6	32.1	40.3	45.9
Strongly	17.5	26.2	9.9	10.8	11.9	18.6	37.0	16.1	16.7	15.5	18.9	21.8	14.9	19.5	14.5	22.7
Somewhat	22.6	30.7	25.8	12.4	25.2	26.8	5.1	29.8	23.0	22.1	24.4	14.7	21.7	12.6	25.8	23.2
DISAGREE	38.7	21.5	35.8	58.8	41.6	38.9	41.7	38.5	39.3	41.9	34.7	34.5	40.7	43.7	39.4	32.8
Somewhat	13.6	12.2	14.5	14.7	16.5	14.4	11.1	14.8	13.7	14.2	12.8	11.6	13.6	14.1	15.5	11.0
Strongly	25.2	9.3	21.3	44.1	25.1	24.5	30.6	23.7	25.6	27.7	21.9	22.9	27.0	29.6	23.9	21.8
DON'T KNOW	21.1	21.5	28.4	18.0	21.3	15.7	16.1	15.6	21.0	20.4	22.0	29.0	22.8	24.3	20.3	21.3
Net Diff.	1.4	35.4	-0.1	-35.6	-4.5	6.5	0.4	7.4	0.4	-4.3	8.6	2.0	-4.1	-11.6	0.9	13.1
Mean	2.41	2.94	2.34	1.88	2.30	2.47	2.58	2.45	2.39	2.32	2.52	2.50	2.32	2.29	2.39	2.59



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 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	
Total	1000	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
AGREE	40.2	36.7	46.8	49.2	42.0	33.3	45.8	39.9	47.7	36.3	48.3	49.2	51.6	44.5	31.0	41.5	45.5	50.7	62.6	40.3
Strongly	17.5	16.8	19.0	19.1	18.8	16.8	20.9	16.8	17.4	16.5	19.7	18.6	25.6	6.7	16.4	16.7	16.3	19.6	30.8	20.1
Somewhat	22.6	19.9	27.8	30.1	23.2	16.5	24.9	23.1	30.2	19.8	28.6	30.6	26.1	37.8	14.7	24.9	29.2	31.1	31.8	20.2
DISAGREE	38.7	38.8	38.6	33.0	50.0	51.9	47.5	26.7	31.3	44.3	26.9	29.5	17.8	40.1	59.1	29.7	43.9	23.8	16.1	19.5
Somewhat	13.6	12.3	16.1	13.1	22.0	12.8	17.3	11.8	15.1	14.1	12.3	14.0	8.0	22.3	15.7	12.6	18.9	12.0	4.2	11.9
Strongly	25.2	26.5	22.6	19.8	28.1	39.1	30.3	14.9	16.3	30.1	14.6	15.6	9.8	17.9	43.3	17.1	24.9	11.8	11.9	7.7
DON'T KNOW	21.1	24.5	14.5	17.8	7.9	14.8	6.7	33.4	21.0	19.4	24.8	21.3	30.6	15.4	9.9	28.7	10.7	25.5	21.3	40.2
Net Diff.	1.4	-2.0	8.2	16.2	-8.0	-18.5	-1.7	13.2	16.3	-8.0	21.4	19.7	33.8	4.3	-28.0	11.8	1.6	26.9	46.4	20.8
Mean	2.41	2.36	2.51	2.59	2.36	2.13	2.39	2.63	2.62	2.28	2.71	2.66	2.97	2.39	2.05	2.58	2.41	2.78	3.04	2.88



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	1000	80	129	181	163	197	251	390	610	552	448	470	530	
AGREE	40.2	46.6	52.7	48.2	43.8	31.8	30.0	49.4	34.3	47.7	30.8	37.4	42.6	
Strongly	17.5	29.3	29.0	17.2	19.1	13.0	10.7	23.6	13.7	22.3	11.7	18.1	17.0	
Somewhat	22.6	17.4	23.7	31.0	24.7	18.7	19.4	25.8	20.6	25.5	19.1	19.3	25.6	
DISAGREE	38.7	26.5	25.1	26.4	34.4	49.1	53.2	26.0	46.9	28.4	51.4	50.5	28.3	
Somewhat	13.6	13.8	9.8	11.9	14.9	15.2	14.5	11.6	14.8	12.6	14.8	14.3	12.9	
Strongly	25.2	12.7	15.3	14.5	19.5	33.9	38.8	14.4	32.1	15.9	36.6	36.2	15.4	
DON'T KNOW	21.1	26.9	22.2	25.4	21.8	19.1	16.7	24.7	18.9	23.8	17.8	12.2	29.1	
Net Diff.	1.4	20.2	27.6	21.8	9.5	-17.3	-23.2	23.4	-12.6	19.3	-20.6	-13.1	14.3	
Mean	2.41	2.87	2.85	2.68	2.56	2.14	2.02	2.78	2.20	2.71	2.07	2.22	2.62	



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

34. DO YOU AGREE OR DISAGREE WITH THOSE WHO HAVE CALLED ISRAEL'S MILITARY RESPONSE TO THE HAMAS TERRORIST ATTACK THAT KILLED OVER 1,200 ISRAELIS "A GENOCIDE?"

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
AGREE	40.2	48.8	49.4	40.3	30.2	39.0	57.1	38.0	27.4	53.1	45.1	43.0	33.8	46.6	39.5	33.1
Strongly	17.5	30.4	20.9	17.7	10.5	18.3	25.9	21.0	12.3	35.6	18.1	14.0	8.2	21.0	17.6	12.7
Somewhat	22.6	18.5	28.5	22.6	19.7	20.7	31.2	17.0	15.2	17.5	27.0	29.0	25.6	25.6	21.9	20.4
DISAGREE	38.7	23.9	27.1	36.9	53.9	36.6	29.9	47.4	65.0	18.4	25.5	25.1	39.8	32.6	39.3	45.3
Somewhat	13.6	11.0	12.7	13.9	14.8	19.4	10.4	14.2	15.1	7.4	14.0	13.6	14.4	11.4	13.1	17.6
Strongly	25.2	12.9	14.4	22.9	39.2	17.2	19.6	33.2	49.9	11.0	11.5	11.4	25.4	21.3	26.2	27.7
DON'T KNOW	21.1	27.2	23.5	22.8	15.8	24.3	12.9	14.6	7.6	28.5	29.4	32.0	26.4	20.8	21.1	21.6
Net Diff.	1.4	24.9	22.3	3.5	-23.7	2.4	27.2	-9.4	-37.5	34.7	19.6	17.9	-6.0	13.9	0.2	-12.2
Mean	2.41	2.91	2.73	2.45	2.02	2.53	2.73	2.30	1.89	3.09	2.73	2.67	2.23	2.58	2.39	2.23



Table 35 Page 401
May 10-14, 2024

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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
IDEOLOGY OF TERRORISTS	63.5	80.7	83.2	69.7	56.0	56.0	52.4	57.5	51.6	66.4	77.3	54.4	47.4	74.8	63.7	47.1	69.2	57.3	59.0	56.3
ISRAELI & U.S. GOV'T	20.0	10.1	7.0	15.5	23.0	19.9	28.3	25.5	36.6	17.2	11.1	21.9	33.5	15.6	20.3	21.9	12.3	25.9	21.4	28.6
DON'T KNOW	16.5	9.1	9.8	14.8	21.0	24.1	19.3	17.0	11.8	16.4	11.6	23.7	19.1	9.6	16.0	31.0	18.5	16.8	19.6	15.2
Net Diff	43.5	70.6	76.1	54.2	33.0	36.2	24.0	32.0	15.0	49.1	66.2	32.5	13.9	59.2	43.3	25.2	56.9	31.3	37.6	27.7



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	870	729	142	130	84	46
IDEOLOGY OF TERRORISTS	63.5	62.3	62.7	64.8	62.8	67.4	71.5	46.1	37.5	38.5	35.8
ISRAELI & U.S. GOV'T	20.0	21.7	18.9	20.8	18.2	18.4	16.0	30.6	30.9	32.5	28.0
DON'T KNOW	16.5	16.0	18.3	14.3	19.0	14.3	12.5	23.3	31.6	29.0	36.2
Net Diff	43.5	40.7	43.8	44.0	44.6	49.0	55.5	15.5	6.6	5.9	7.8



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94
IDEOLOGY OF TERRORISTS	63.5	71.6	65.4	69.1	61.8	44.8	70.2	63.0	57.5	57.8	44.6
ISRAELI & U.S. GOV'T	20.0	16.6	18.4	19.1	20.1	23.4	17.4	19.2	26.9	24.3	25.5
DON'T KNOW	16.5	11.8	16.2	11.8	18.1	31.9	12.3	17.8	15.6	17.9	29.9
Net Diff	43.5	55.0	47.0	50.0	41.6	21.4	52.8	43.8	30.6	33.5	19.2



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	283	717	445	438	117	226	427	161	266	573
IDEOLOGY OF TERRORISTS	63.5	62.4	63.9	70.7	60.6	47.1	52.0	61.5	70.7	55.9	65.0
ISRAELI & U.S. GOV'T	20.0	20.1	19.9	17.4	22.1	21.9	24.6	19.4	18.3	20.0	20.4
DON'T KNOW	16.5	17.5	16.1	12.0	17.3	31.0	23.5	19.1	10.9	24.1	14.6
Net Diff	43.5	42.3	44.0	53.3	38.5	25.2	27.4	42.1	52.4	35.9	44.5



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	415	445	362	368	270	197	150	124	165	218	146	
IDEOLOGY OF TERRORISTS	63.5	71.7	63.3	71.9	58.4	59.2	78.0	63.1	63.4	64.6	55.2	55.7	
ISRAELI & U.S. GOV'T	20.0	16.1	20.7	15.3	22.9	22.3	14.0	23.1	20.4	16.7	22.8	23.9	
DON'T KNOW	16.5	12.2	16.0	12.9	18.7	18.5	8.0	13.8	16.2	18.7	22.0	20.5	
Net Diff	43.5	55.5	42.6	56.6	35.5	36.9	64.0	40.0	43.0	47.9	32.3	31.8	



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
IDEOLOGY OF TERRORISTS	63.5	54.8	46.7	60.7	59.1	73.9	76.2	74.8	31.2	58.4	78.0	56.0	63.6	53.5	56.8	56.0	69.5
ISRAELI & U.S. GOV'T	20.0	27.6	36.5	21.2	19.8	16.0	11.4	14.2	49.3	20.3	11.9	27.4	15.2	21.9	21.5	23.1	20.8
DON'T KNOW	16.5	17.6	16.7	18.2	21.1	10.1	12.4	11.0	19.4	21.3	10.1	16.6	21.3	24.6	21.7	21.0	9.7
Net Diff	43.5	27.2	10.2	39.5	39.3	57.9	64.8	60.7	-18.1	38.1	66.1	28.6	48.4	31.7	35.3	32.9	48.7



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT CRAT	REPU- SPLTTR	SWING LICAN	WLTHY/ VOTER	WEAL- UPPER	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM	EVAN- GEL-	CATH- OLIC	NON- RELI- GIOUS	
Total	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
IDEOLOGY OF TERRORISTS	63.5	57.8	51.4	73.8	62.4	64.4	55.8	65.5	64.0	67.7	57.7	59.8	68.4	68.3	65.5	58.7
ISRAELI & U.S. GOV'T	20.0	23.6	25.2	14.1	19.6	23.2	26.3	22.8	19.8	18.0	22.8	17.9	15.3	13.3	22.8	18.8
DON'T KNOW	16.5	18.6	23.3	12.0	18.0	12.5	17.9	11.8	16.3	14.4	19.5	22.3	16.3	18.4	11.7	22.5
Net Diff	43.5	34.2	26.2	59.7	42.8	41.2	29.5	42.7	44.2	49.7	34.9	41.9	53.0	55.0	42.7	39.8



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
IDEOLOGY OF TERRORISTS	63.5	61.0	68.4	68.2	68.8	68.3	71.7	54.5	65.4	69.0	51.7	63.6	40.3	58.5	74.1	64.2	70.5	58.4	41.0	39.9
ISRAELI & U.S. GOV'T	20.0	21.1	17.8	16.9	19.8	18.5	18.9	23.4	16.9	15.9	28.7	20.2	37.0	29.8	14.4	17.3	19.7	20.5	42.5	33.1
DON'T KNOW	16.5	17.9	13.8	15.0	11.4	13.3	9.4	22.1	17.6	15.1	19.6	16.2	22.6	11.8	11.5	18.5	9.8	21.1	16.5	27.0
Net Diff	43.5	39.9	50.5	51.3	48.9	49.8	52.8	31.1	48.5	53.2	23.0	43.5	3.3	28.7	59.7	47.0	50.7	37.8	-1.6	6.8



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
IDEOLOGY OF TERRORISTS	63.5	38.1	43.7	49.8	62.5	74.4	82.5	45.3	74.9	50.3	79.2	69.4	58.2
ISRAELI & U.S. GOV'T	20.0	45.3	36.9	29.3	17.5	9.3	7.1	35.2	10.5	30.0	8.0	18.6	21.2
DON'T KNOW	16.5	16.7	19.4	20.9	20.0	16.3	10.3	19.5	14.6	19.7	12.8	12.0	20.6
Net Diff	43.5	-7.2	6.8	20.5	44.9	65.1	75.4	10.1	64.4	20.3	71.2	50.8	37.0



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

35. WOULD YOU SAY TERRORISM AGAINST ISRAEL AND THE UNITED STATES IS CAUSED MORE BY...?

1. THE IDEOLOGY OF THE TERRORISTS.
2. THE POLICIES OF THE ISRAELI AND AMERICAN GOVERNMENT.

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
IDEOLOGY OF TERRORISTS	63.5	36.5	48.4	66.8	80.7	30.3	54.1	73.6	87.4	41.0	44.0	59.8	74.4	60.7	64.4	65.1
ISRAELI & U.S. GOV'T	20.0	43.3	32.5	15.2	6.9	50.5	27.6	14.3	6.7	37.9	36.3	16.2	7.0	23.6	18.7	18.3
DON'T KNOW	16.5	20.2	19.1	18.0	12.4	19.2	18.3	12.1	5.8	21.0	19.7	24.1	18.6	15.7	16.9	16.7
Net Diff	43.5	-6.8	15.8	51.6	73.9	-20.2	26.5	59.4	80.7	3.1	7.7	43.6	67.4	37.1	45.7	46.8



Table 36 Page 411
May 10-14, 2024

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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10 6-7	FLTD 0-5	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
SUPPORT	44.5	15.8	20.3	37.4	49.5	50.6	59.4	67.8	63.2	30.2	26.1	37.7	29.2	16.9	27.1	27.7	66.8	75.7	73.2	77.1
Strongly	20.5	7.6	10.0	13.7	19.3	22.6	25.2	33.8	42.9	10.4	10.9	10.4	7.8	4.7	10.0	8.9	25.1	42.4	40.0	43.8
Somewhat	24.0	8.2	10.4	23.7	30.2	28.1	34.2	34.0	20.3	19.8	15.2	27.3	21.4	12.2	17.0	18.8	41.7	33.3	33.2	33.4
OPPOSE	38.5	78.4	63.2	46.2	31.5	22.5	17.8	23.5	27.2	50.7	59.8	36.0	46.7	72.7	46.3	40.0	16.8	12.3	12.1	12.4
Somewhat	14.8	6.8	12.9	19.8	15.6	17.3	13.6	13.6	14.2	17.6	14.3	20.0	26.5	16.0	24.6	21.0	8.4	8.8	9.3	8.5
Strongly	23.7	71.5	50.3	26.4	15.8	5.2	4.2	9.9	13.1	33.1	45.5	16.0	20.2	56.6	21.7	19.0	8.4	3.4	2.7	3.9
DON'T KNOW	16.9	5.8	16.5	16.4	19.0	26.8	22.8	8.7	9.5	19.2	14.1	26.3	24.1	10.4	26.7	32.3	16.3	12.0	14.7	10.5
Net Diff.	6.0	-62.6	-42.9	-8.8	18.1	28.1	41.6	44.4	36.0	-20.5	-33.7	1.7	-17.6	-55.8	-19.2	-12.3	50.0	63.4	61.1	64.8
Mean	2.50	1.49	1.76	2.30	2.65	2.93	3.04	3.01	3.03	2.09	1.90	2.44	2.22	1.61	2.21	2.26	3.00	3.30	3.30	3.31



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 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	870	729	142	130	84	46
SUPPORT	44.5	45.8	41.5	41.4	52.2	46.4	46.4	46.4	32.2	30.7	34.9
Strongly	20.5	25.5	14.1	17.8	27.9	21.8	23.0	15.6	11.6	9.6	15.1
Somewhat	24.0	20.2	27.4	23.6	24.4	24.6	23.3	30.8	20.6	21.1	19.8
OPPOSE	38.5	36.3	37.8	43.0	33.2	39.2	40.9	30.5	34.1	34.9	32.6
Somewhat	14.8	12.3	14.8	17.1	12.7	13.7	13.5	14.9	22.3	24.0	19.0
Strongly	23.7	23.9	23.0	25.9	20.4	25.5	27.4	15.6	11.8	10.8	13.6
DON'T KNOW	16.9	18.0	20.7	15.6	14.6	14.4	12.7	23.0	33.8	34.5	32.4
Net Diff.	6.0	9.5	3.7	-1.6	19.1	7.2	5.5	15.9	-1.9	-4.2	2.3
Mean	2.50	2.58	2.41	2.40	2.70	2.50	2.48	2.60	2.48	2.45	2.54



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLINTON	3RD PARTY	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED
Total	1000	434	353		457	447	96	398	392	116	75	94
SUPPORT	44.5	21.9	70.5		19.3	72.5	34.6	16.3	76.1	42.4	39.2	35.5
Strongly	20.5	7.0	34.9		6.3	37.1	10.5	5.1	39.5	17.0	16.1	10.8
Somewhat	24.0	14.9	35.6		13.0	35.4	24.1	11.2	36.5	25.3	23.1	24.7
OPPOSE	38.5	63.5	14.5		64.8	12.7	34.0	68.3	12.0	34.1	31.4	28.8
Somewhat	14.8	19.3	10.1		19.5	8.7	21.2	20.5	8.3	14.6	13.6	18.2
Strongly	23.7	44.3	4.4		45.3	4.0	12.8	47.8	3.7	19.6	17.8	10.6
DON'T KNOW	16.9	14.5	15.0		16.0	14.8	31.4	15.5	11.9	23.5	29.5	35.8
Net Diff.	6.0	-41.6	55.9		-45.5	59.8	0.5	-52.0	64.0	8.2	7.8	6.7
Mean	2.50	1.82	3.19		1.77	3.24	2.47	1.69	3.27	2.52	2.53	2.56



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 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	283	717	445	438	117	226	427	161	266	573	
SUPPORT	44.5	77.5	31.5	20.7	73.2	27.7	37.5	73.5	84.4	67.0	22.9	
Strongly	20.5	39.7	12.9	6.7	37.6	8.9	15.3	36.9	55.9	25.4	8.3	
Somewhat	24.0	37.8	18.6	14.0	35.7	18.8	22.3	36.7	28.5	41.6	14.6	
OPPOSE	38.5	10.5	49.6	62.8	13.5	40.0	36.1	12.3	10.6	13.3	58.1	
Somewhat	14.8	6.3	18.2	19.2	8.7	21.0	19.4	8.4	6.0	9.9	19.6	
Strongly	23.7	4.2	31.4	43.5	4.8	19.0	16.7	3.9	4.5	3.5	38.5	
DON'T KNOW	16.9	12.0	18.9	16.5	13.2	32.3	26.4	14.2	5.0	19.7	19.0	
Net Diff.	6.0	67.0	-18.1	-42.1	59.7	-12.3	1.4	61.2	73.8	53.6	-35.2	
Mean	2.50	3.28	2.16	1.81	3.22	2.26	2.49	3.24	3.43	3.11	1.91	



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	415	445	362	368	270	197	150	124	165	218	146
SUPPORT	44.5	16.6	71.0	17.5	72.2	43.1	19.8	75.2	41.6	14.8	70.1	44.3
Strongly	20.5	5.6	35.0	5.1	37.2	18.4	4.9	35.5	17.7	5.3	38.3	19.0
Somewhat	24.0	11.0	36.0	12.4	35.0	24.7	14.9	39.7	24.0	9.5	31.8	25.3
OPPOSE	38.5	66.9	15.4	67.7	14.4	32.4	71.5	16.9	37.3	63.2	12.6	28.3
Somewhat	14.8	20.6	10.0	20.7	9.1	14.7	20.5	9.3	15.4	20.9	9.0	14.1
Strongly	23.7	46.2	5.4	47.0	5.2	17.7	50.9	7.6	21.8	42.3	3.6	14.2
DON'T KNOW	16.9	16.5	13.6	14.8	13.4	24.5	8.8	7.9	21.1	22.0	17.3	27.4
Net Diff.	6.0	-50.2	55.6	-50.2	57.8	10.7	-51.7	58.3	4.4	-48.4	57.5	16.0
Mean	2.50	1.71	3.16	1.71	3.20	2.58	1.71	3.12	2.47	1.72	3.27	2.68



Table 36 Page 416
May 10-14, 2024

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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
SUPPORT	44.5	75.5	79.1	73.0	44.1	25.0	13.9	20.5	52.7	22.2	14.2	80.5	58.9	64.0	59.1	43.3	30.6
Strongly	20.5	42.1	52.0	34.9	16.2	7.4	8.5	7.8	22.0	3.8	4.5	46.8	22.5	25.3	26.5	17.3	15.3
Somewhat	24.0	33.4	27.0	38.0	28.0	17.5	5.4	12.7	30.7	18.4	9.7	33.8	36.5	38.7	32.7	26.1	15.3
OPPOSE	38.5	12.8	11.9	13.5	32.9	59.8	71.6	64.5	36.1	52.9	73.7	9.1	23.7	15.2	23.0	30.4	44.5
Somewhat	14.8	7.8	4.5	10.1	17.9	20.5	12.4	17.2	28.8	25.9	18.8	6.1	14.2	11.4	9.0	17.0	12.9
Strongly	23.7	5.1	7.4	3.4	15.0	39.3	59.2	47.3	7.3	27.0	54.9	3.0	9.5	3.8	14.1	13.4	31.6
DON'T KNOW	16.9	11.6	9.0	13.6	23.0	15.3	14.5	15.0	11.2	24.9	12.1	10.4	17.4	20.8	17.8	26.3	24.9
Net Diff.	6.0	62.7	67.1	59.5	11.2	-34.8	-57.6	-44.0	16.5	-30.7	-59.5	71.4	35.3	48.8	36.1	12.9	-13.8
Mean	2.50	3.27	3.36	3.21	2.59	1.92	1.57	1.78	2.76	1.99	1.59	3.39	2.87	3.08	2.87	2.64	2.19



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
SUPPORT	44.5	69.7	41.1	16.6	44.4	57.9	78.3	55.3	42.2	43.6	39.8	44.4	40.9	36.1	40.9	53.6
Strongly	20.5	35.2	16.2	4.9	14.5	24.9	41.8	22.7	19.0	19.7	17.8	24.8	16.4	18.0	17.9	28.0
Somewhat	24.0	34.5	24.9	11.7	29.9	33.0	36.5	32.5	23.2	23.9	22.0	19.6	24.5	18.0	22.9	25.6
OPPOSE	38.5	14.9	36.3	66.5	36.2	33.2	21.7	34.7	40.8	41.5	39.6	30.6	42.7	47.4	45.0	25.2
Somewhat	14.8	9.6	17.9	19.9	17.9	10.9	0.0	12.3	16.5	17.1	15.6	8.7	13.2	18.0	17.9	12.7
Strongly	23.7	5.3	18.4	46.6	18.3	22.3	21.7	22.3	24.3	24.4	24.0	21.9	29.5	29.5	27.1	12.5
DON'T KNOW	16.9	15.4	22.6	16.9	19.5	8.9	0.0	10.1	17.0	14.9	20.6	25.0	16.5	16.5	14.2	21.2
Net Diff.	6.0	54.8	4.8	-49.9	8.2	24.7	56.6	20.6	1.4	2.1	0.2	13.7	-1.8	-11.4	-4.1	28.4
Mean	2.50	3.18	2.50	1.70	2.50	2.66	2.98	2.62	2.44	2.46	2.42	2.63	2.33	2.29	2.37	2.88



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
SUPPORT	44.5	41.6	50.2	46.3	58.1	40.3	48.9	42.8	51.4	41.8	50.4	57.6	46.8	48.3	38.8	44.6	61.1	54.9	47.8	46.2
Strongly	20.5	18.4	24.6	22.3	29.3	16.6	20.8	20.0	28.0	17.1	27.7	32.2	24.6	28.5	13.9	20.1	31.9	32.5	22.6	26.1
Somewhat	24.0	23.3	25.6	23.9	28.9	23.7	28.0	22.9	23.4	24.7	22.7	25.4	22.2	19.8	24.9	24.4	29.2	22.4	25.2	20.1
OPPOSE	38.5	40.8	34.1	35.7	30.7	47.7	40.0	34.7	28.9	40.9	33.6	33.3	32.2	32.4	48.8	33.4	36.6	30.7	34.5	30.6
Somewhat	14.8	15.9	12.8	13.5	11.3	16.9	12.9	14.9	12.6	13.5	17.6	16.7	20.4	11.8	15.0	12.1	14.1	18.6	21.2	19.9
Strongly	23.7	25.0	21.3	22.2	19.5	30.8	27.0	19.8	16.3	27.4	16.0	16.6	11.8	20.6	33.8	21.3	22.4	12.2	13.3	10.7
DON'T KNOW	16.9	17.5	15.7	18.0	11.1	12.0	11.2	22.5	19.7	17.4	16.0	9.1	20.9	19.3	12.4	22.1	2.3	14.4	17.7	23.2
Net Diff.	6.0	0.8	16.2	10.6	27.4	-7.4	8.9	8.1	22.5	0.9	16.9	24.3	14.6	15.9	-10.0	11.2	24.5	24.2	13.4	15.5
Mean	2.50	2.43	2.64	2.57	2.76	2.30	2.48	2.55	2.79	2.38	2.74	2.81	2.75	2.70	2.22	2.56	2.72	2.88	2.69	2.80



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	1000	80	130	175	159	187	269	385	615	544	456	470	530	
SUPPORT	44.5	60.0	41.7	42.7	36.1	42.9	48.7	46.0	43.6	43.1	46.3	43.2	45.7	
Strongly	20.5	35.1	21.5	16.7	14.1	19.4	22.6	22.2	19.4	19.8	21.3	18.0	22.7	
Somewhat	24.0	24.9	20.1	26.0	21.9	23.4	26.1	23.8	24.2	23.3	25.0	25.2	23.0	
OPPOSE	38.5	27.4	37.8	34.6	42.6	40.1	41.3	34.2	41.3	36.7	40.8	45.1	32.7	
Somewhat	14.8	14.7	22.9	13.4	16.1	15.1	10.9	16.9	13.6	16.7	12.7	15.6	14.1	
Strongly	23.7	12.7	14.9	21.2	26.5	25.0	30.3	17.3	27.7	20.0	28.1	29.5	18.6	
DON'T KNOW	16.9	12.6	20.5	22.7	21.3	17.0	10.1	19.8	15.1	20.3	12.9	11.7	21.5	
Net Diff.	6.0	32.6	3.9	8.1	-6.6	2.8	7.4	11.8	2.4	6.4	5.5	-1.9	13.0	
Mean	2.50	2.94	2.61	2.49	2.30	2.45	2.45	2.63	2.42	2.54	2.45	2.36	2.64	



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

36. DO YOU SUPPORT OR OPPOSE PRESIDENT BIDEN APPLYING MORE PRESSURE ON ISRAEL TO ACCEPT A CEASEFIRE EVEN IF HAMAS HAS NOT BEEN FULLY DEFEATED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
SUPPORT	44.5	56.2	41.9	37.6	47.3	51.0	51.3	33.0	43.4	60.1	34.7	42.3	50.9	52.5	43.2	37.2
Strongly	20.5	32.3	17.6	15.7	21.8	28.8	21.5	12.7	16.5	34.9	14.5	18.8	26.8	24.9	20.7	14.1
Somewhat	24.0	23.9	24.3	21.9	25.4	22.2	29.7	20.3	26.9	25.1	20.2	23.5	24.1	27.6	22.5	23.1
OPPOSE	38.5	32.4	34.9	40.1	42.0	37.2	35.1	47.2	52.0	28.9	34.7	32.9	32.6	32.4	40.9	41.1
Somewhat	14.8	20.6	15.3	15.9	11.7	24.9	15.6	17.0	11.7	17.4	15.1	14.8	11.8	15.1	15.6	12.6
Strongly	23.7	11.8	19.6	24.2	30.3	12.2	19.4	30.2	40.3	11.5	19.7	18.1	20.8	17.3	25.2	28.5
DON'T KNOW	16.9	11.4	23.2	22.2	10.7	11.8	13.7	19.7	4.6	11.1	30.6	24.8	16.5	15.1	15.9	21.7
Net Diff.	6.0	23.8	7.0	-2.5	5.3	13.8	16.2	-14.2	-8.6	31.2	-0.0	9.4	18.3	20.1	2.3	-3.9
Mean	2.50	2.87	2.52	2.37	2.44	2.77	2.62	2.19	2.21	2.94	2.43	2.57	2.68	2.71	2.46	2.29



Table 37 Page 421
May 10-14, 2024

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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
AGREE	27.9	16.8	17.8	29.0	29.3	31.8	33.1	29.6	36.6	26.1	22.0	31.6	30.3	20.8	28.6	27.1	33.7	31.9	27.8	34.3
Strongly	10.2	9.6	7.6	11.9	8.0	7.8	11.6	15.1	14.1	8.9	9.7	7.0	9.8	7.4	9.0	7.8	13.0	13.1	9.8	15.0
Somewhat	17.7	7.2	10.3	17.1	21.2	23.9	21.5	14.5	22.5	17.2	12.3	24.6	20.5	13.4	19.6	19.3	20.6	18.9	18.0	19.3
DISAGREE	50.8	71.0	63.8	47.5	43.2	44.7	39.1	59.5	48.1	51.4	59.0	41.8	42.0	64.4	44.9	39.1	42.6	49.4	47.6	50.5
Somewhat	20.7	7.1	14.9	24.9	20.4	27.2	23.1	28.4	16.0	19.1	17.1	22.5	19.6	15.8	23.0	14.2	26.1	24.1	24.7	23.7
Strongly	30.1	63.8	48.9	22.6	22.7	17.6	16.0	31.1	32.0	32.3	41.8	19.4	22.3	48.6	22.0	24.9	16.5	25.4	22.9	26.8
DON'T KNOW	21.3	12.3	18.3	23.5	27.6	23.5	27.8	10.9	15.3	22.5	19.0	26.6	27.7	14.7	26.5	33.8	23.8	18.6	24.5	15.2
Net Diff.	-22.9	-54.2	-46.0	-18.5	-13.9	-13.0	-6.0	-29.9	-11.4	-25.4	-36.9	-10.2	-11.6	-43.6	-16.3	-12.1	-8.9	-17.5	-19.8	-16.2
Mean	2.10	1.57	1.71	2.24	2.20	2.29	2.40	2.15	2.22	2.03	1.88	2.26	2.25	1.76	2.21	2.15	2.40	2.24	2.19	2.27



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	870	729	142	130	84	46
AGREE	27.9	33.4	25.9	28.0	25.6	27.2	24.6	40.8	32.8	28.0	41.6
Strongly	10.2	13.9	8.7	10.5	8.1	10.2	9.6	13.1	10.1	9.5	11.2
Somewhat	17.7	19.5	17.1	17.4	17.5	17.0	14.9	27.7	22.7	18.5	30.4
DISAGREE	50.8	46.7	50.7	51.4	53.2	53.1	57.7	29.2	35.6	41.5	24.9
Somewhat	20.7	19.3	21.9	20.3	21.1	21.2	21.1	21.5	17.4	23.1	6.9
Strongly	30.1	27.4	28.7	31.1	32.1	31.9	36.6	7.7	18.2	18.4	17.9
DON'T KNOW	21.3	19.9	23.4	20.7	21.2	19.7	17.7	30.1	31.6	30.5	33.6
Net Diff.	-22.9	-13.4	-24.8	-23.4	-27.6	-25.9	-33.2	11.6	-2.8	-13.5	16.7
Mean	2.10	2.25	2.08	2.09	2.02	2.07	1.97	2.66	2.36	2.28	2.52



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	434	353	457	447	96	398	392	116	75	94
AGREE	27.9	22.5	27.8	26.1	28.7	33.3	23.2	28.7	41.6	36.6	27.8
Strongly	10.2	9.7	7.4	9.9	10.4	10.9	8.6	9.9	15.5	11.9	11.3
Somewhat	17.7	12.8	20.4	16.2	18.3	22.5	14.6	18.8	26.1	24.7	16.4
DISAGREE	50.8	58.2	51.8	55.1	49.8	34.6	58.5	52.4	32.0	31.2	35.0
Somewhat	20.7	18.7	25.4	17.0	25.7	14.8	18.1	26.7	13.3	15.2	15.9
Strongly	30.1	39.5	26.4	38.1	24.2	19.8	40.4	25.7	18.7	16.0	19.2
DON'T KNOW	21.3	19.4	20.4	18.8	21.5	32.0	18.3	18.9	26.4	32.2	37.2
Net Diff.	-22.9	-35.7	-24.0	-29.1	-21.2	-1.3	-35.3	-23.7	9.7	5.4	-7.3
Mean	2.10	1.91	2.11	1.97	2.19	2.36	1.89	2.16	2.52	2.48	2.32



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS		ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	283	717	445	438	117	226	427	161	266	573	
AGREE	27.9	30.9	26.8	23.7	32.4	27.1	31.0	30.1	25.0	33.2	26.3	
Strongly	10.2	10.1	10.2	8.0	13.1	7.8	11.4	10.6	13.8	8.6	9.9	
Somewhat	17.7	20.7	16.6	15.8	19.4	19.3	19.6	19.5	11.2	24.6	16.4	
DISAGREE	50.8	51.2	50.7	57.1	47.5	39.1	42.2	47.7	58.1	41.4	53.1	
Somewhat	20.7	26.6	18.4	18.5	24.6	14.2	22.3	25.1	24.1	25.8	17.4	
Strongly	30.1	24.6	32.3	38.6	22.9	24.9	20.0	22.5	33.9	15.6	35.8	
DON'T KNOW	21.3	18.0	22.6	19.1	20.1	33.8	26.8	22.2	16.9	25.4	20.6	
Net Diff.	-22.9	-20.3	-23.9	-33.4	-15.1	-12.1	-11.3	-17.6	-33.0	-8.2	-26.8	
Mean	2.10	2.20	2.06	1.91	2.28	2.15	2.31	2.23	2.06	2.35	2.01	



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	1000	415	445	362	368	270	197	150	124	165	218	146	
AGREE	27.9	21.5	30.8	20.9	33.7	29.5	18.9	36.6	31.9	23.3	31.6	27.5	
Strongly	10.2	7.9	11.2	6.6	12.9	11.3	6.4	13.8	11.5	6.9	12.3	11.2	
Somewhat	17.7	13.6	19.6	14.4	20.8	18.2	12.6	22.8	20.4	16.5	19.4	16.3	
DISAGREE	50.8	58.1	50.4	60.7	44.7	45.7	69.0	49.3	54.3	50.9	41.6	38.5	
Somewhat	20.7	18.7	25.3	19.6	22.4	19.8	22.5	20.7	23.7	16.2	23.6	16.5	
Strongly	30.1	39.4	25.2	41.1	22.3	26.0	46.5	28.6	30.6	34.8	18.0	22.0	
DON'T KNOW	21.3	20.4	18.8	18.3	21.6	24.8	12.1	14.1	13.8	25.7	26.8	34.1	
Net Diff.	-22.9	-36.6	-19.6	-39.8	-11.1	-16.2	-50.1	-12.7	-22.5	-27.6	-10.0	-11.0	
Mean	2.10	1.87	2.21	1.83	2.31	2.20	1.76	2.25	2.15	1.94	2.35	2.25	



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
AGREE	27.9	37.9	41.3	35.4	27.4	24.4	14.8	20.6	65.1	22.2	18.1	37.1	27.0	35.8	32.6	30.3	25.2
Strongly	10.2	14.7	23.1	8.7	8.3	9.4	7.2	8.5	28.4	3.6	6.2	13.6	10.4	18.9	15.6	8.9	14.4
Somewhat	17.7	23.2	18.2	26.8	19.2	15.0	7.6	12.1	36.7	18.6	11.9	23.5	16.6	16.9	17.0	21.3	10.9
DISAGREE	50.8	42.3	40.5	43.6	46.6	60.1	64.2	61.8	13.6	46.6	67.4	44.2	46.7	39.3	42.5	46.5	46.1
Somewhat	20.7	19.7	17.1	21.7	21.5	22.7	17.6	20.6	0.0	20.1	20.6	21.3	23.1	28.5	18.6	20.9	17.7
Strongly	30.1	22.6	23.4	22.0	25.1	37.5	46.6	41.1	13.6	26.5	46.9	22.9	23.6	10.8	23.9	25.6	28.4
DON'T KNOW	21.3	19.8	18.2	20.9	26.0	15.4	21.0	17.7	21.3	31.2	14.5	18.6	26.2	24.9	24.8	23.2	28.6
Net Diff.	-22.9	-4.4	0.8	-8.2	-19.2	-35.7	-49.4	-41.2	51.6	-24.4	-49.3	-7.1	-19.7	-3.5	-9.9	-16.3	-20.9
Mean	2.10	2.37	2.50	2.28	2.14	1.96	1.69	1.85	3.02	1.99	1.74	2.34	2.19	2.58	2.32	2.18	2.16



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
AGREE	27.9	31.8	35.1	21.2	28.7	37.6	61.3	34.6	26.3	24.7	29.1	27.2	20.5	18.5	30.2	33.2
Strongly	10.2	11.7	12.1	7.8	9.4	13.3	37.6	10.2	8.8	7.4	11.1	15.3	5.7	7.2	12.8	11.8
Somewhat	17.7	20.1	23.0	13.4	19.3	24.3	23.7	24.4	17.5	17.3	18.0	11.9	14.8	11.4	17.4	21.4
DISAGREE	50.8	46.9	39.3	59.0	47.7	50.7	38.7	52.2	51.9	54.2	48.1	44.3	59.3	47.3	51.6	43.3
Somewhat	20.7	23.5	19.8	17.7	21.1	20.0	10.6	21.3	21.0	22.7	18.1	19.7	26.3	13.1	19.6	18.4
Strongly	30.1	23.3	19.5	41.2	26.6	30.6	28.1	31.0	31.0	31.5	30.0	24.5	33.0	34.2	32.0	24.9
DON'T KNOW	21.3	21.3	25.6	19.8	23.6	11.7	0.0	13.2	21.8	21.1	22.8	28.6	20.2	34.2	18.2	23.6
Net Diff.	-22.9	-15.1	-4.2	-37.7	-19.0	-13.1	22.6	-17.6	-25.6	-29.5	-19.0	-17.1	-38.8	-28.8	-21.4	-10.1
Mean	2.10	2.26	2.37	1.85	2.15	2.23	2.71	2.16	2.05	2.01	2.13	2.25	1.92	1.87	2.13	2.26



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE	GRAD. GRAD. Prof. GRAD. GRAD. GRAD. GRAD.		WHITE	NON- WHITE	panic												
Total	1000	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
AGREE	27.9	28.5	26.8	26.3	27.8	27.1	29.6	29.7	24.4	23.0	38.4	39.8	39.1	36.3	22.4	23.6	41.4	38.6	47.0	33.5
Strongly	10.2	10.6	9.4	8.4	11.4	10.1	10.0	11.0	8.9	6.9	17.1	19.9	17.3	7.6	6.5	7.3	17.7	21.7	23.4	12.9
Somewhat	17.7	17.9	17.4	17.9	16.4	17.0	19.6	18.7	15.4	16.1	21.3	19.9	21.8	28.6	15.9	16.2	23.6	16.9	23.6	20.5
DISAGREE	50.8	48.4	55.6	53.2	60.5	57.7	61.3	40.0	50.7	56.1	39.6	42.2	34.1	41.6	64.8	47.8	50.6	35.6	32.7	35.1
Somewhat	20.7	19.8	22.4	20.7	25.7	22.6	21.5	17.4	23.2	23.9	13.8	11.8	15.8	14.2	25.4	22.6	12.3	11.5	14.9	16.4
Strongly	30.1	28.5	33.2	32.4	34.8	35.1	39.7	22.7	27.5	32.1	25.9	30.3	18.3	27.4	39.4	25.2	38.3	24.2	17.8	18.7
DON'T KNOW	21.3	23.1	17.6	20.5	11.7	15.2	9.1	30.2	25.0	20.9	22.0	18.0	26.8	22.1	12.8	28.6	8.0	25.8	20.3	31.4
Net Diff.	-22.9	-19.9	-28.8	-26.9	-32.7	-30.5	-31.6	-10.3	-26.3	-33.0	-1.3	-2.4	5.0	-5.3	-42.3	-24.2	-9.3	3.0	14.3	-1.6
Mean	2.10	2.14	2.04	2.03	2.05	2.03	2.00	2.26	2.08	1.97	2.38	2.36	2.52	2.21	1.88	2.08	2.23	2.49	2.66	2.40



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	130	175	159	187	269	385	615	544	456	470	530
AGREE	27.9	53.8	41.7	36.3	25.7	16.5	17.5	41.7	19.3	37.1	17.1	28.0	27.9
Strongly	10.2	28.1	16.2	12.5	5.7	6.0	6.0	17.0	5.9	13.7	6.0	10.1	10.3
Somewhat	17.7	25.7	25.4	23.8	20.1	10.4	11.5	24.7	13.4	23.4	11.1	17.9	17.6
DISAGREE	50.8	33.3	34.3	40.8	46.4	61.3	65.8	37.0	59.4	39.8	64.0	58.9	43.7
Somewhat	20.7	23.0	17.5	15.9	18.8	24.6	23.0	17.9	22.4	18.2	23.7	22.2	19.3
Strongly	30.1	10.3	16.8	24.9	27.5	36.8	42.7	19.1	37.0	21.6	40.3	36.6	24.3
DON'T KNOW	21.3	12.9	24.0	22.9	27.9	22.2	16.7	21.2	21.3	23.2	19.0	13.2	28.4
Net Diff.	-22.9	20.5	7.3	-4.5	-20.6	-44.9	-48.3	4.7	-40.1	-2.7	-46.9	-30.9	-15.8
Mean	2.10	2.82	2.54	2.31	2.05	1.82	1.77	2.50	1.85	2.38	1.79	2.02	2.19



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

37. DO YOU AGREE OR DISAGREE WITH THOSE WHO SAY PRESIDENT JOE BIDEN'S SUPPORT OF ISRAEL IS ENABLING A GENOCIDE IN GAZA?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
AGREE	27.9	56.0	35.5	21.5	17.7	57.2	39.3	22.4	16.4	55.2	32.6	20.5	19.0	35.8	25.3	23.9
Strongly	10.2	26.3	13.0	4.9	6.5	23.5	15.3	7.5	4.8	28.4	11.3	2.2	8.1	14.5	8.5	8.6
Somewhat	17.7	29.7	22.4	16.6	11.3	33.7	23.9	15.0	11.6	26.8	21.3	18.3	10.9	21.3	16.8	15.3
DISAGREE	50.8	29.6	42.0	50.0	64.6	34.4	45.1	58.6	74.8	26.1	39.5	41.2	55.1	43.7	54.8	50.6
Somewhat	20.7	18.8	18.3	19.6	23.8	26.8	17.1	22.7	23.6	12.7	19.1	16.4	23.9	23.9	20.1	18.0
Strongly	30.1	10.9	23.7	30.4	40.9	7.6	28.0	35.8	51.2	13.3	20.4	24.8	31.1	19.8	34.7	32.6
DON'T KNOW	21.3	14.3	22.6	28.5	17.6	8.4	15.6	19.0	8.8	18.8	27.9	38.2	25.9	20.5	19.9	25.5
Net Diff.	-22.9	26.4	-6.5	-28.5	-46.9	22.8	-5.9	-36.1	-58.5	29.1	-7.0	-20.7	-36.0	-7.9	-29.5	-26.7
Mean	2.10	2.83	2.32	1.94	1.80	2.80	2.31	1.93	1.67	2.87	2.33	1.97	1.95	2.38	1.99	2.00



Table 38 Page 431
May 10-14, 2024

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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
SUPPORT	47.9	11.4	23.6	43.9	50.8	58.9	61.1	66.6	71.4	35.8	29.3	44.1	43.4	18.3	37.4	40.5	69.0	75.6	76.1	75.4
Strongly	23.2	4.5	9.6	18.3	21.8	24.5	32.9	38.9	47.2	13.5	12.1	14.8	16.9	6.2	10.9	16.2	31.2	45.5	40.4	48.2
Somewhat	24.7	6.9	14.0	25.7	29.1	34.4	28.2	27.7	24.2	22.3	17.2	29.3	26.5	12.1	26.5	24.3	37.8	30.2	35.8	27.1
OPPOSE	35.2	76.7	59.9	39.1	31.0	21.3	18.3	18.9	15.5	45.9	55.1	34.2	34.7	70.3	42.8	23.7	15.9	10.6	11.0	10.3
Somewhat	11.4	6.3	11.6	14.2	12.8	11.2	12.3	12.3	5.5	13.3	11.5	14.7	17.8	12.2	18.2	12.7	9.8	7.0	6.5	7.2
Strongly	23.8	70.3	48.3	24.9	18.1	10.2	6.0	6.5	10.0	32.5	43.6	19.5	16.9	58.1	24.5	11.0	6.2	3.6	4.5	3.1
DON'T KNOW	17.0	11.9	16.4	16.9	18.2	19.8	20.6	14.5	13.1	18.3	15.6	21.7	21.8	11.4	19.8	35.8	15.1	13.8	12.9	14.3
Net Diff.	12.7	-65.3	-36.3	4.8	19.9	37.5	42.8	47.7	56.0	-10.1	-25.8	9.9	8.7	-52.0	-5.4	16.8	53.0	65.1	65.2	65.0
Mean	2.57	1.38	1.82	2.45	2.67	2.91	3.11	3.16	3.25	2.21	1.97	2.50	2.56	1.62	2.30	2.71	3.11	3.36	3.29	3.41



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

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	1721	1449	272	279	176	103
SUPPORT	47.9	52.1	45.9	45.2	51.3	48.6	48.2	50.8	43.4	41.3	46.9
Strongly	23.2	24.7	21.7	21.5	26.6	24.5	25.1	21.5	15.1	13.4	18.0
Somewhat	24.7	27.4	24.2	23.7	24.7	24.1	23.1	29.3	28.3	27.9	28.8
OPPOSE	35.2	33.2	36.5	37.0	32.1	37.3	39.2	27.6	21.7	27.0	12.8
Somewhat	11.4	9.4	11.5	12.0	11.8	11.1	10.5	14.6	12.9	16.4	6.8
Strongly	23.8	23.7	24.9	25.1	20.3	26.2	28.7	13.0	8.9	10.6	6.0
DON'T KNOW	17.0	14.7	17.7	17.8	16.6	14.1	12.7	21.6	34.9	31.7	40.3
Net Diff.	12.7	18.9	9.4	8.1	19.2	11.3	9.0	23.2	21.6	14.4	34.1
Mean	2.57	2.62	2.52	2.51	2.69	2.55	2.51	2.76	2.76	2.65	2.99



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
SUPPORT	47.9	25.2	71.9	24.6	72.6	42.6	21.5	77.0	52.6	51.2	36.4	
Strongly	23.2	9.6	39.3	8.6	38.7	20.1	6.6	42.5	23.4	18.7	15.9	
Somewhat	24.7	15.6	32.6	16.0	33.9	22.5	14.9	34.5	29.2	32.6	20.5	
OPPOSE	35.2	60.1	13.6	60.4	12.5	21.7	63.9	10.6	28.9	28.3	23.0	
Somewhat	11.4	13.4	9.1	14.4	8.5	10.5	14.3	7.3	14.0	14.8	12.2	
Strongly	23.8	46.7	4.4	46.0	4.0	11.1	49.6	3.3	15.0	13.5	10.8	
DON'T KNOW	17.0	14.7	14.5	15.1	14.9	35.7	14.7	12.4	18.5	20.5	40.5	
Net Diff.	12.7	-34.9	58.4	-35.8	60.2	21.0	-42.4	66.4	23.6	23.0	13.4	
Mean	2.57	1.86	3.25	1.85	3.26	2.80	1.75	3.33	2.75	2.71	2.70	



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

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	540	1460	902	854	244	490	827	294	533	1173	
SUPPORT	47.9	75.8	37.5	25.4	73.7	40.5	43.4	73.5	81.3	69.2	29.8	
Strongly	23.2	40.4	16.8	8.0	41.3	16.2	18.9	39.6	55.6	30.8	11.7	
Somewhat	24.7	35.3	20.7	17.5	32.4	24.3	24.5	33.9	25.7	38.4	18.1	
OPPOSE	35.2	10.7	44.2	60.0	12.1	23.7	28.0	10.8	9.1	11.8	52.3	
Somewhat	11.4	7.2	12.9	14.4	7.8	12.7	14.8	7.2	5.7	8.1	14.3	
Strongly	23.8	3.4	31.3	45.6	4.4	11.0	13.2	3.6	3.4	3.7	38.0	
DON'T KNOW	17.0	13.5	18.2	14.5	14.2	35.8	28.6	15.7	9.7	19.0	17.9	
Net Diff.	12.7	65.1	-6.7	-34.6	61.6	16.8	15.4	62.7	72.2	57.4	-22.5	
Mean	2.57	3.30	2.28	1.86	3.29	2.71	2.69	3.30	3.48	3.19	2.04	



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

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	830	890	724	736	540	408	280	251	316	456	289						
SUPPORT	47.9	22.2	71.3	23.8	72.5	46.6	21.9	78.8	47.4	26.1	68.6	46.0						
Strongly	23.2	7.0	38.4	7.3	39.0	23.1	6.2	37.3	26.0	8.8	40.0	20.5						
Somewhat	24.7	15.1	32.9	16.5	33.5	23.6	15.8	41.5	21.4	17.4	28.6	25.4						
OPPOSE	35.2	63.5	13.5	61.6	12.4	30.8	68.3	11.9	38.7	52.8	12.7	23.9						
Somewhat	11.4	14.8	9.0	14.9	8.0	11.3	12.6	7.6	13.7	17.9	8.2	9.3						
Strongly	23.8	48.7	4.5	46.7	4.4	19.5	55.7	4.4	25.1	34.9	4.5	14.6						
DON'T KNOW	17.0	14.4	15.2	14.7	15.1	22.6	9.7	9.3	13.9	21.1	18.7	30.2						
Net Diff.	12.7	-41.3	57.8	-37.8	60.1	15.8	-46.4	66.9	8.7	-26.6	55.9	22.1						
Mean	2.57	1.77	3.24	1.82	3.26	2.65	1.69	3.23	2.56	2.00	3.28	2.74						



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
SUPPORT	47.9	75.4	75.8	75.1	49.8	29.6	16.1	24.2	58.8	31.6	19.6	79.3	61.8	65.2	62.9	48.6	27.4
Strongly	23.2	42.7	49.3	37.9	22.5	8.4	8.9	8.6	26.5	7.0	6.2	44.7	30.2	31.5	39.3	23.3	9.3
Somewhat	24.7	32.7	26.5	37.2	27.3	21.2	7.3	15.6	32.3	24.6	13.4	34.5	31.6	33.6	23.6	25.3	18.0
OPPOSE	35.2	13.8	13.8	13.9	26.7	54.3	69.8	60.5	36.4	46.3	67.0	10.2	15.8	14.9	22.8	26.6	50.4
Somewhat	11.4	8.6	7.4	9.5	12.2	16.1	7.7	12.7	20.1	22.2	12.7	7.2	8.8	10.6	11.3	10.6	13.8
Strongly	23.8	5.2	6.4	4.4	14.5	38.2	62.1	47.8	16.3	24.1	54.2	3.0	7.0	4.3	11.6	16.0	36.6
DON'T KNOW	17.0	10.7	10.4	11.0	23.5	16.1	14.1	15.3	4.8	22.1	13.5	10.5	22.4	19.9	14.3	24.8	22.2
Net Diff.	12.7	61.6	62.0	61.3	23.1	-24.8	-53.6	-36.3	22.4	-14.7	-47.4	69.0	46.0	50.3	40.0	22.1	-23.1
Mean	2.57	3.27	3.33	3.22	2.76	2.00	1.57	1.82	2.72	2.18	1.67	3.35	3.10	3.15	3.06	2.74	2.00



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
SUPPORT	47.9	71.6	45.8	21.8	48.2	50.0	56.4	49.2	46.8	46.9	46.8	52.0	41.6	37.4	47.5	56.6
Strongly	23.2	39.3	17.9	6.9	19.6	26.6	40.7	24.7	21.7	20.6	23.6	29.0	19.5	15.1	22.3	29.4
Somewhat	24.7	32.3	27.9	14.9	28.6	23.4	15.6	24.5	25.1	26.3	23.2	23.0	22.1	22.3	25.2	27.2
OPPOSE	35.2	12.4	32.2	61.9	33.4	35.3	37.8	34.9	36.4	37.1	35.1	27.2	40.1	44.6	38.4	24.2
Somewhat	11.4	7.6	16.8	13.8	13.3	10.7	2.5	11.8	12.1	12.6	11.2	7.6	12.6	13.3	12.7	9.0
Strongly	23.8	4.8	15.5	48.1	20.1	24.6	35.3	23.1	24.3	24.5	23.9	19.7	27.5	31.3	25.7	15.1
DON'T KNOW	17.0	16.1	22.0	16.3	18.4	14.7	5.8	15.9	16.8	16.0	18.1	20.8	18.3	18.0	14.1	19.3
Net Diff.	12.7	59.2	13.6	-40.1	14.8	14.8	18.6	14.3	10.5	9.7	11.7	24.7	1.5	-7.2	9.1	32.4
Mean	2.57	3.26	2.62	1.77	2.58	2.61	2.66	2.60	2.53	2.51	2.57	2.77	2.41	2.26	2.51	2.88



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
SUPPORT	47.9	44.4	54.7	52.5	59.1	42.0	53.3	46.6	55.9	43.6	56.9	61.0	57.9	52.1	39.4	47.7	57.6	63.0	68.6	48.7
Strongly	23.2	20.5	28.4	27.1	31.1	18.7	24.9	22.2	31.4	20.8	28.3	32.2	29.7	19.3	17.7	23.8	30.1	33.5	33.4	26.5
Somewhat	24.7	23.8	26.2	25.4	28.0	23.3	28.3	24.4	24.5	22.8	28.6	28.8	28.2	32.8	21.7	23.9	27.5	29.5	35.2	22.2
OPPOSE	35.2	37.0	31.5	31.5	31.6	45.9	39.0	29.0	25.2	40.8	23.2	23.8	16.8	32.0	49.7	32.2	35.2	17.4	17.6	16.1
Somewhat	11.4	11.3	11.7	11.7	11.6	11.0	12.2	11.5	11.2	12.2	9.7	7.5	11.9	11.0	11.5	12.9	10.3	6.0	11.8	12.0
Strongly	23.8	25.8	19.9	19.8	20.0	34.9	26.8	17.5	14.0	28.6	13.5	16.3	4.9	20.9	38.2	19.3	25.0	11.4	5.8	4.1
DON'T KNOW	17.0	18.6	13.8	16.0	9.3	12.2	7.7	24.4	18.9	15.6	19.9	15.2	25.3	16.0	11.0	20.1	7.2	19.7	13.8	35.2
Net Diff.	12.7	7.4	23.1	21.0	27.5	-3.9	14.2	17.6	30.7	2.8	33.7	37.2	41.2	20.1	-10.3	15.5	22.4	45.6	51.1	32.7
Mean	2.57	2.48	2.73	2.71	2.77	2.29	2.56	2.68	2.90	2.42	2.90	2.91	3.11	2.60	2.21	2.65	2.68	3.06	3.12	3.10



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060	
SUPPORT	47.9	65.2	48.0	46.4	44.8	46.1	46.6	50.8	46.0	49.1	46.4	45.7	49.8	
Strongly	23.2	31.6	22.7	25.9	19.1	19.9	24.0	26.0	21.4	24.0	22.3	20.8	25.4	
Somewhat	24.7	33.6	25.3	20.5	25.7	26.2	22.7	24.8	24.6	25.1	24.1	25.0	24.4	
OPPOSE	35.2	18.2	30.5	30.1	34.7	39.7	43.1	27.8	39.8	29.8	41.6	43.6	27.7	
Somewhat	11.4	8.0	16.0	12.4	8.8	11.7	10.8	12.7	10.6	11.6	11.2	11.4	11.4	
Strongly	23.8	10.2	14.6	17.7	25.9	28.0	32.3	15.1	29.3	18.3	30.4	32.2	16.3	
DON'T KNOW	17.0	16.6	21.5	23.5	20.5	14.2	10.3	21.4	14.2	21.1	12.0	10.7	22.5	
Net Diff.	12.7	46.9	17.5	16.3	10.1	6.4	3.6	23.0	6.2	19.2	4.8	2.1	22.1	
Mean	2.57	3.04	2.71	2.71	2.48	2.44	2.43	2.79	2.45	2.69	2.43	2.38	2.76	



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

36. PRESIDENT BIDEN RECENTLY WITHHELD CONGRESSIONALLY APPROVED ARMS SHIPMENTS TO ISRAEL BECAUSE HE DISAGREED WITH ISRAEL'S DECISION TO BEGIN ATTACKING HAMAS TARGETS IN A CITY WHERE DISPLACED PALESTINIANS ARE SHELTERING. DO YOU SUPPORT OR OPPOSE THIS?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
SUPPORT	47.9	60.3	46.8	46.0	45.8	64.3	51.6	42.0	40.9	57.9	43.6	50.4	51.2	55.5	46.7	40.5
Strongly	23.2	28.9	25.3	19.2	22.9	25.2	27.4	16.6	19.3	31.1	23.8	21.9	26.8	27.7	23.5	16.5
Somewhat	24.7	31.3	21.5	26.9	22.9	39.1	24.2	25.4	21.6	26.8	19.7	28.4	24.3	27.8	23.2	24.1
OPPOSE	35.2	20.5	31.0	34.9	43.4	20.2	35.0	45.3	52.5	20.6	28.3	23.7	33.4	27.2	37.7	39.6
Somewhat	11.4	11.1	13.2	10.3	11.1	11.0	15.1	11.5	9.5	11.1	11.9	9.1	12.8	9.0	12.6	11.7
Strongly	23.8	9.4	17.8	24.6	32.3	9.3	20.0	33.9	43.0	9.5	16.4	14.6	20.6	18.3	25.1	27.9
DON'T KNOW	17.0	19.3	22.3	19.1	10.8	15.5	13.4	12.7	6.6	21.5	28.1	26.0	15.4	17.3	15.6	19.9
Net Diff.	12.7	39.8	15.8	11.1	2.4	44.1	16.6	-3.3	-11.7	37.3	15.2	26.7	17.8	28.3	9.0	0.9
Mean	2.57	2.99	2.70	2.50	2.41	2.95	2.68	2.28	2.18	3.01	2.71	2.78	2.68	2.78	2.54	2.36



Table 39 Page 441
May 10-14, 2024

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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
CLOSELY	65.4	82.5	70.2	68.7	59.2	59.1	56.1	67.0	69.7	64.5	72.4	56.5	50.1	73.3	58.9	46.7	69.6	67.6	64.9	69.0
Very	22.7	38.9	31.3	26.3	16.0	13.8	12.9	24.7	25.6	23.1	31.0	12.9	14.3	33.8	11.9	14.8	21.8	21.7	19.9	22.7
Somewhat	42.8	43.5	38.9	42.4	43.2	45.2	43.2	42.3	44.0	41.4	41.4	43.6	35.7	39.5	46.9	31.9	47.8	45.9	45.1	46.3
NOT CLOSELY	32.3	17.0	27.7	31.0	38.3	36.2	40.5	30.6	28.4	32.8	26.6	39.6	43.0	25.2	37.7	48.8	27.7	31.0	32.7	30.1
Not That	20.5	10.4	16.2	17.3	24.4	25.4	25.9	22.5	16.9	20.1	15.4	25.2	28.0	16.0	23.8	23.8	20.7	21.3	24.1	19.9
Not at All	11.8	6.6	11.4	13.7	13.9	10.8	14.6	8.1	11.4	12.7	11.3	14.4	15.0	9.2	13.9	25.0	7.0	9.7	8.6	10.3
DON'T KNOW	2.3	0.6	2.1	0.3	2.5	4.7	3.4	2.4	2.0	2.7	1.0	4.0	6.9	1.5	3.4	4.5	2.7	1.4	2.3	0.9
Net Diff.	33.2	65.5	42.6	37.8	20.9	22.9	15.6	36.4	41.3	31.7	45.7	16.9	7.1	48.0	21.1	-2.1	41.9	36.6	32.2	38.9
Mean	2.78	3.15	2.92	2.82	2.63	2.65	2.56	2.86	2.86	2.77	2.93	2.57	2.53	2.99	2.59	2.38	2.87	2.81	2.78	2.82



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
CLOSELY	65.4	65.7	66.0	65.2	65.0	70.3	73.7	52.4	35.2	38.8	29.0
Very	22.7	24.6	23.4	21.6	22.3	25.3	28.1	10.4	6.3	6.4	6.0
Somewhat	42.8	41.2	42.6	43.6	42.7	45.0	45.6	42.0	28.9	32.3	23.0
NOT CLOSELY	32.3	32.2	31.8	32.1	33.2	28.1	24.8	45.6	57.9	55.5	61.9
Not That	20.5	21.4	18.6	20.8	21.1	19.0	17.5	27.0	29.4	32.8	23.7
Not at All	11.8	10.8	13.1	11.3	12.1	9.1	7.3	18.6	28.4	22.7	38.2
DON'T KNOW	2.3	2.0	2.2	2.7	1.8	1.5	1.4	2.0	6.9	5.7	9.0
Net Diff.	33.2	33.5	34.2	33.1	31.8	42.2	48.9	6.7	-22.7	-16.7	-32.9
Mean	2.78	2.81	2.78	2.78	2.77	2.88	2.96	2.45	2.14	2.24	1.97



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
CLOSELY	65.4	70.1	69.0	66.6	67.1	51.8	68.8	70.5	56.4	55.7	45.4	
Very	22.7	27.1	21.3	25.5	21.0	16.9	26.6	22.6	18.3	16.9	13.4	
Somewhat	42.8	43.0	47.7	41.1	46.2	34.9	42.2	47.9	38.1	38.8	32.1	
NOT CLOSELY	32.3	27.5	29.6	31.1	31.3	42.8	29.4	27.9	41.6	43.3	47.9	
Not That	20.5	17.1	20.3	19.1	22.1	19.5	18.5	20.8	23.8	24.4	22.8	
Not at All	11.8	10.4	9.3	12.0	9.2	23.4	10.9	7.1	17.8	18.9	25.1	
DON'T KNOW	2.3	2.4	1.3	2.3	1.6	5.4	1.9	1.6	2.0	1.0	6.7	
Net Diff.	33.2	42.7	39.4	35.6	35.9	9.0	39.4	42.7	14.8	12.4	-2.4	
Mean	2.78	2.89	2.82	2.82	2.80	2.48	2.86	2.87	2.58	2.54	2.36	



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

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	540	1460	902	854	244	490	827	294	533	1173
CLOSELY	65.4	66.2	65.2	67.9	68.2	46.7	52.3	66.5	73.8	62.5	64.7
Very	22.7	20.1	23.6	25.7	21.8	14.8	14.6	20.4	31.7	14.2	24.2
Somewhat	42.8	46.1	41.5	42.2	46.4	31.9	37.7	46.1	42.1	48.3	40.4
NOT CLOSELY	32.3	31.0	32.7	29.9	30.1	48.8	43.6	31.4	24.9	35.0	32.9
Not That	20.5	20.3	20.5	18.9	21.2	23.8	24.4	21.4	18.5	23.0	19.8
Not at All	11.8	10.7	12.2	11.0	8.9	25.0	19.2	10.0	6.3	12.0	13.1
DON'T KNOW	2.3	2.8	2.1	2.2	1.7	4.5	4.1	2.1	1.3	2.5	2.4
Net Diff.	33.2	35.2	32.4	38.0	38.1	-2.1	8.7	35.1	48.9	27.5	31.8
Mean	2.78	2.78	2.78	2.84	2.82	2.38	2.50	2.79	3.00	2.66	2.78



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

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	2000	830	890	724	736	540	408	280	251	316	456	289
CLOSELY	65.4	68.3	68.2	68.8	67.4	58.3	78.2	72.2	70.6	56.7	64.4	47.5
Very	22.7	26.2	22.8	25.7	21.6	20.0	32.5	25.9	26.6	17.0	19.0	14.2
Somewhat	42.8	42.2	45.4	43.1	45.7	38.3	45.8	46.3	44.0	39.7	45.4	33.3
NOT CLOSELY	32.3	29.5	29.8	29.1	30.7	38.8	21.1	25.9	27.4	39.4	33.6	48.7
Not That	20.5	18.7	20.8	17.1	21.1	24.1	13.5	18.1	18.5	21.8	23.0	29.0
Not at All	11.8	10.8	9.0	11.9	9.6	14.7	7.6	7.8	8.9	17.6	10.6	19.7
DON'T KNOW	2.3	2.2	2.0	2.1	2.0	3.0	0.7	1.9	2.1	3.9	2.0	3.7
Net Diff.	33.2	38.8	38.4	39.8	36.7	19.5	57.1	46.3	43.2	17.3	30.8	-1.2
Mean	2.78	2.86	2.84	2.84	2.81	2.66	3.04	2.92	2.90	2.58	2.74	2.44



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
CLOSELY	65.4	69.3	72.6	67.0	55.8	70.3	74.8	72.1	57.1	51.3	74.0	72.4	56.2	76.6	58.8	57.4	60.6
Very	22.7	24.0	27.8	21.3	16.6	22.1	36.2	27.7	23.5	12.2	29.2	25.4	15.9	16.9	17.2	18.8	25.8
Somewhat	42.8	45.3	44.8	45.7	39.2	48.2	38.6	44.4	33.6	39.0	44.8	47.0	40.3	59.7	41.6	38.6	34.7
NOT CLOSELY	32.3	27.7	24.9	29.7	41.4	28.8	23.6	26.7	30.9	44.1	25.2	25.3	42.0	23.4	38.1	39.9	35.9
Not That	20.5	19.7	16.2	22.3	25.1	17.7	14.4	16.4	14.3	24.8	15.4	18.8	27.2	12.0	26.7	23.7	23.4
Not at All	11.8	7.9	8.8	7.3	16.3	11.1	9.2	10.3	16.6	19.4	9.8	6.5	14.7	11.4	11.5	16.1	12.5
DON'T KNOW	2.3	3.0	2.5	3.4	2.8	0.9	1.7	1.2	12.0	4.6	0.9	2.2	1.9	0.0	3.1	2.7	3.5
Net Diff.	33.2	41.7	47.7	37.3	14.5	41.6	51.2	45.4	26.2	7.2	48.8	47.1	14.2	53.2	20.7	17.5	24.7
Mean	2.78	2.88	2.94	2.84	2.58	2.82	3.04	2.91	2.73	2.46	2.94	2.93	2.58	2.82	2.67	2.62	2.77



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
CLOSELY	65.4	66.0	55.1	68.4	62.8	76.9	72.6	77.5	64.8	68.3	58.9	56.0	66.6	67.2	68.2	60.8
Very	22.7	21.2	17.4	26.2	19.0	31.9	47.6	29.8	21.8	24.6	17.0	17.5	21.0	24.8	26.4	18.0
Somewhat	42.8	44.8	37.7	42.2	43.8	45.0	25.0	47.7	43.0	43.7	41.9	38.5	45.6	42.4	41.8	42.7
NOT CLOSELY	32.3	31.7	42.7	29.4	35.2	21.4	19.8	21.6	33.1	29.8	38.6	39.9	31.5	30.6	29.6	36.1
Not That	20.5	21.0	24.3	18.5	21.7	16.7	16.8	16.7	21.2	20.3	22.8	19.9	17.5	20.7	22.3	22.1
Not at All	11.8	10.7	18.3	10.9	13.5	4.7	2.9	4.9	11.8	9.5	15.8	20.0	13.9	9.9	7.3	14.0
DON'T KNOW	2.3	2.3	2.2	2.3	2.1	1.7	7.6	0.9	2.1	1.9	2.5	4.1	1.9	2.2	2.2	3.1
Net Diff.	33.2	34.3	12.4	39.0	27.6	55.5	52.8	55.9	31.7	38.4	20.3	16.0	35.1	36.6	38.6	24.6
Mean	2.78	2.78	2.55	2.86	2.70	3.06	3.27	3.03	2.76	2.85	2.62	2.56	2.75	2.84	2.89	2.67



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
CLOSELY	65.4	61.8	72.5	68.1	81.4	70.9	81.4	53.6	65.0	67.4	61.2	65.6	56.5	62.8	75.5	59.6	77.1	59.1	67.7	46.8
Very	22.7	19.2	29.5	26.9	34.7	24.5	37.9	14.4	22.3	23.0	22.0	21.2	21.3	26.5	28.1	18.0	30.3	16.2	29.4	14.2
Somewhat	42.8	42.6	43.0	41.3	46.7	46.4	43.5	39.2	42.7	44.4	39.2	44.4	35.2	36.3	47.4	41.6	46.8	43.0	38.3	32.6
NOT CLOSELY	32.3	35.9	25.1	28.8	17.7	27.8	16.9	43.3	32.1	30.8	35.4	31.6	40.0	35.8	23.1	38.3	21.7	37.2	30.6	48.1
Not That	20.5	22.6	16.3	18.6	11.6	18.2	12.2	26.6	19.7	19.6	22.3	22.3	23.0	19.4	16.0	23.1	16.0	25.8	16.7	28.5
Not at All	11.8	13.3	8.8	10.2	6.1	9.6	4.7	16.7	12.4	11.2	13.1	9.3	17.0	16.4	7.0	15.2	5.7	11.3	13.9	19.6
DON'T KNOW	2.3	2.2	2.4	3.1	0.9	1.3	1.7	3.1	2.9	1.8	3.3	2.8	3.5	1.4	1.4	2.2	1.2	3.7	1.7	5.1
Net Diff.	33.2	25.9	47.4	39.3	63.7	43.1	64.5	10.2	32.9	36.6	25.8	34.1	16.5	27.0	52.5	21.3	55.4	22.0	37.1	-1.3
Mean	2.78	2.69	2.95	2.87	3.11	2.87	3.17	2.53	2.77	2.81	2.73	2.80	2.63	2.74	2.98	2.64	3.03	2.66	2.85	2.44



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
CLOSELY	65.4	63.9	54.4	55.5	64.0	70.5	75.3	56.9	70.8	59.0	73.3	74.4	57.5
Very	22.7	21.6	15.7	20.4	21.6	26.6	25.7	19.1	24.9	19.8	26.1	28.9	17.1
Somewhat	42.8	42.3	38.7	35.1	42.4	43.9	49.6	37.8	45.9	39.2	47.2	45.4	40.4
NOT CLOSELY	32.3	30.9	42.4	40.8	33.9	28.2	23.8	39.3	27.8	37.7	25.7	24.2	39.5
Not That	20.5	20.3	26.6	21.1	20.7	17.6	19.1	22.8	19.0	22.2	18.4	16.2	24.3
Not at All	11.8	10.6	15.9	19.7	13.3	10.6	4.7	16.6	8.8	15.6	7.2	8.0	15.2
DON'T KNOW	2.3	5.1	3.1	3.7	2.1	1.3	0.9	3.8	1.3	3.3	1.1	1.4	3.0
Net Diff.	33.2	33.0	12.0	14.7	30.0	42.3	51.5	17.6	43.0	21.2	47.6	50.2	18.1
Mean	2.78	2.79	2.56	2.58	2.74	2.88	2.97	2.62	2.88	2.65	2.93	2.97	2.61



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

39. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
CLOSELY	65.4	61.2	54.9	66.4	73.6	67.5	66.1	75.0	79.9	57.5	47.6	57.2	66.6	64.3	67.1	62.9
Very	22.7	21.4	17.8	23.5	25.9	21.3	26.7	29.8	31.3	21.5	12.0	16.8	19.9	24.1	23.8	17.9
Somewhat	42.8	39.7	37.1	42.9	47.7	46.2	39.4	45.3	48.6	36.0	35.6	40.4	46.7	40.3	43.2	44.9
NOT CLOSELY	32.3	34.4	41.6	31.6	25.5	28.7	31.9	23.4	19.6	37.8	48.0	40.4	31.9	33.7	30.7	34.4
Not That	20.5	21.9	23.1	20.2	18.3	17.3	19.4	15.5	14.8	24.6	25.5	25.3	22.2	21.1	20.4	19.8
Not at All	11.8	12.5	18.6	11.3	7.1	11.4	12.5	7.9	4.8	13.2	22.5	15.0	9.7	12.6	10.3	14.5
DON'T KNOW	2.3	4.4	3.5	2.0	1.0	3.8	2.0	1.5	0.5	4.7	4.4	2.4	1.5	2.0	2.2	2.8
Net Diff.	33.2	26.7	13.3	34.9	48.1	38.8	34.2	51.6	60.3	19.7	-0.4	16.8	34.7	30.6	36.4	28.5
Mean	2.78	2.73	2.56	2.80	2.93	2.81	2.82	2.98	3.07	2.69	2.39	2.60	2.78	2.77	2.83	2.68



Table 40 Page 451
May 10-14, 2024

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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
SUPPORT	32.4	7.9	11.7	25.9	28.3	39.4	48.7	51.7	61.0	22.9	16.7	27.3	39.1	13.5	22.7	27.8	39.8	54.3	45.4	59.1
Strongly	11.3	2.9	3.5	9.3	6.8	12.0	13.0	24.5	30.6	6.9	5.8	6.9	12.3	3.9	4.8	9.7	14.0	21.4	13.6	25.5
Somewhat	21.1	5.0	8.2	16.6	21.5	27.4	35.8	27.1	30.4	15.9	10.9	20.4	26.9	9.5	17.9	18.0	25.7	33.0	31.9	33.6
OPPOSE	55.3	87.6	78.8	63.8	56.4	46.3	33.6	35.2	28.6	64.7	74.6	56.1	42.1	79.5	67.0	43.9	48.1	33.8	43.3	28.7
Somewhat	18.3	6.0	14.1	17.8	24.6	21.3	20.8	18.6	16.0	17.2	13.8	21.8	20.4	9.8	23.3	17.9	25.2	20.9	26.1	18.1
Strongly	37.0	81.6	64.8	46.0	31.8	25.0	12.8	16.6	12.6	47.4	60.8	34.3	21.7	69.7	43.7	26.0	22.9	12.9	17.2	10.6
DON'T KNOW	12.3	4.5	9.4	10.3	15.3	14.3	17.7	13.1	10.3	12.5	8.7	16.6	18.7	7.0	10.4	28.4	12.2	11.9	11.3	12.2
Net Diff.	-22.9	-79.6	-67.1	-38.0	-28.1	-6.9	15.1	16.5	32.4	-41.8	-57.9	-28.8	-3.0	-66.0	-44.3	-16.1	-8.3	20.6	2.2	30.5
Mean	2.08	1.26	1.45	1.88	2.04	2.31	2.59	2.69	2.88	1.80	1.58	2.00	2.37	1.44	1.82	2.16	2.35	2.71	2.47	2.84



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

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	1721	1449	272	279	176	103
SUPPORT	32.4	33.1	31.3	32.2	33.4	31.9	30.6	38.7	35.6	38.5	30.7
Strongly	11.3	13.8	10.6	10.4	11.6	11.5	11.3	12.7	10.3	10.7	9.6
Somewhat	21.1	19.4	20.7	21.8	21.8	20.4	19.4	26.0	25.3	27.7	21.2
OPPOSE	55.3	57.8	57.3	54.5	52.6	58.2	60.9	43.8	37.4	39.5	33.8
Somewhat	18.3	19.9	22.0	16.2	17.0	17.9	17.0	22.8	20.8	21.6	19.6
Strongly	37.0	37.9	35.3	38.2	35.6	40.3	43.9	21.0	16.5	17.9	14.2
DON'T KNOW	12.3	9.1	11.4	13.3	14.0	9.9	8.5	17.5	27.0	22.1	35.5
Net Diff.	-22.9	-24.7	-26.0	-22.3	-19.1	-26.3	-30.3	-5.1	-1.8	-1.0	-3.0
Mean	2.08	2.10	2.07	2.05	2.11	2.03	1.98	2.37	2.40	2.40	2.40



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
SUPPORT	32.4	15.5	46.4	17.5	47.6	32.4	14.6	49.7	38.5	32.9	29.5
Strongly	11.3	5.1	15.0	5.1	17.3	13.0	3.8	17.4	15.8	12.4	12.1
Somewhat	21.1	10.4	31.4	12.4	30.3	19.3	10.8	32.3	22.7	20.4	17.4
OPPOSE	55.3	75.0	41.0	73.5	40.0	40.6	77.3	38.8	45.8	49.6	43.2
Somewhat	18.3	14.6	22.9	13.9	23.3	15.9	13.2	23.3	21.9	24.8	15.1
Strongly	37.0	60.5	18.1	59.6	16.6	24.7	64.0	15.5	23.9	24.8	28.2
DON'T KNOW	12.3	9.5	12.6	9.0	12.5	27.0	8.1	11.4	15.6	17.5	27.3
Net Diff.	-22.9	-59.5	5.4	-56.0	7.6	-8.2	-62.6	10.9	-7.3	-16.8	-13.7
Mean	2.08	1.56	2.50	1.59	2.55	2.28	1.50	2.58	2.36	2.25	2.19



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

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	540	1460	902	854	244	490	827	294	533	1173
SUPPORT	32.4	49.0	26.3	16.9	50.1	27.8	31.2	48.4	50.1	47.5	21.1
Strongly	11.3	15.9	9.6	4.2	19.2	9.7	10.8	16.9	21.8	14.3	7.3
Somewhat	21.1	33.1	16.7	12.7	30.9	18.0	20.4	31.5	28.4	33.2	13.8
OPPOSE	55.3	36.7	62.1	74.8	37.9	43.9	49.2	38.5	40.4	37.4	67.1
Somewhat	18.3	21.7	17.1	14.8	22.1	17.9	20.9	23.2	24.5	22.5	14.9
Strongly	37.0	15.0	45.1	60.0	15.8	26.0	28.4	15.3	15.9	14.9	52.2
DON'T KNOW	12.3	14.2	11.6	8.3	12.0	28.4	19.6	13.1	9.5	15.1	11.7
Net Diff.	-22.9	12.3	-35.9	-57.9	12.2	-16.1	-18.1	9.9	9.8	10.0	-46.0
Mean	2.08	2.58	1.90	1.58	2.61	2.16	2.17	2.58	2.62	2.55	1.73



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

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	2000	830	890	724	736	540	408	280	251	316	456	289
SUPPORT	32.4	14.7	47.1	14.1	53.2	28.7	13.8	52.0	30.5	14.5	53.9	27.1
Strongly	11.3	3.9	16.9	3.6	20.0	9.8	3.6	19.2	10.3	3.5	20.5	9.5
Somewhat	21.1	10.8	30.2	10.5	33.2	18.8	10.1	32.8	20.2	11.0	33.4	17.6
OPPOSE	55.3	76.2	40.9	77.1	34.3	54.6	81.9	37.9	58.1	70.8	32.2	51.6
Somewhat	18.3	14.6	22.3	14.6	20.2	20.8	12.4	20.5	17.7	17.4	20.0	23.5
Strongly	37.0	61.6	18.7	62.5	14.1	33.8	69.5	17.3	40.4	53.4	12.2	28.1
DON'T KNOW	12.3	9.1	12.0	8.8	12.5	16.7	4.3	10.1	11.4	14.7	14.0	21.3
Net Diff.	-22.9	-61.5	6.1	-63.0	18.8	-25.9	-68.2	14.2	-27.6	-56.3	21.7	-24.5
Mean	2.08	1.53	2.51	1.51	2.67	2.06	1.46	2.60	2.00	1.59	2.72	2.11



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
SUPPORT	32.4	59.1	70.7	50.7	31.3	13.4	11.0	12.5	44.4	24.6	9.5	62.0	41.4	34.3	50.7	27.0	16.6
Strongly	11.3	24.7	39.0	14.4	8.6	2.5	4.9	3.5	20.5	4.0	2.4	25.2	12.7	10.3	23.8	7.6	5.7
Somewhat	21.1	34.4	31.7	36.4	22.7	10.9	6.1	9.0	23.9	20.6	7.1	36.8	28.7	24.0	26.9	19.3	11.0
OPPOSE	55.3	29.3	20.4	35.8	51.3	79.6	80.1	79.8	42.7	59.3	83.7	27.8	41.7	54.3	31.4	54.8	72.4
Somewhat	18.3	18.8	12.1	23.7	22.2	18.7	7.0	14.0	22.7	20.2	12.7	18.7	22.5	22.3	17.9	22.8	16.9
Strongly	37.0	10.5	8.4	12.1	29.1	60.9	73.0	65.7	20.1	39.1	71.1	9.1	19.2	32.0	13.5	32.1	55.4
DON'T KNOW	12.3	11.5	8.8	13.5	17.4	7.0	8.9	7.7	12.8	16.1	6.7	10.2	16.9	11.4	17.9	18.2	11.0
Net Diff.	-22.9	29.8	50.3	15.0	-19.9	-66.1	-69.1	-67.3	1.7	-34.7	-74.2	34.2	-0.3	-20.0	19.3	-27.9	-55.7
Mean	2.08	2.83	3.11	2.61	2.13	1.52	1.37	1.46	2.51	1.87	1.37	2.87	2.42	2.14	2.74	2.03	1.63



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
SUPPORT	32.4	50.5	29.9	12.9	30.9	38.8	43.9	38.1	31.3	30.1	33.3	32.3	24.4	21.1	32.3	41.7
Strongly	11.3	19.1	9.2	3.3	8.0	18.3	29.8	16.7	9.8	8.1	12.6	13.1	6.7	7.0	10.2	14.9
Somewhat	21.1	31.4	20.6	9.6	22.9	20.5	14.0	21.3	21.5	22.0	20.7	19.3	17.7	14.1	22.1	26.8
OPPOSE	55.3	36.2	51.9	78.0	56.0	53.2	42.9	54.6	57.0	60.1	51.6	46.8	62.8	68.0	57.9	43.6
Somewhat	18.3	20.5	22.3	14.5	21.8	19.7	18.0	20.0	18.6	19.0	17.8	15.1	19.1	19.4	20.4	16.9
Strongly	37.0	15.7	29.6	63.5	34.2	33.4	24.8	34.6	38.4	41.1	33.9	31.8	43.7	48.6	37.6	26.7
DON'T KNOW	12.3	13.3	18.2	9.1	13.2	8.1	13.3	7.4	11.8	9.8	15.1	20.8	12.8	11.0	9.8	14.7
Net Diff.	-22.9	14.3	-22.0	-65.1	-25.1	-14.4	1.0	-16.5	-25.7	-30.0	-18.4	-14.5	-38.4	-46.9	-25.6	-1.8
Mean	2.08	2.62	2.12	1.48	2.05	2.26	2.56	2.22	2.03	1.97	2.14	2.17	1.85	1.77	2.06	2.35



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
SUPPORT	32.4	29.6	38.0	36.3	41.3	26.2	36.7	32.7	39.0	27.9	41.9	41.9	48.3	29.7	23.0	32.7	39.7	43.1	58.5	39.6
Strongly	11.3	9.8	14.2	13.7	15.2	8.5	13.1	11.0	15.2	9.7	14.7	14.9	16.5	7.9	7.2	12.2	12.9	16.0	22.1	11.7
Somewhat	21.1	19.8	23.7	22.6	26.0	17.6	23.6	21.7	23.8	18.2	27.3	27.1	31.8	21.9	15.7	20.6	26.9	27.2	36.4	27.9
OPPOSE	55.3	57.2	51.6	51.9	50.9	64.6	58.1	50.5	46.1	61.1	42.9	46.4	32.1	58.6	70.8	51.8	53.5	42.3	25.6	37.6
Somewhat	18.3	17.9	19.2	18.8	19.9	15.9	16.9	19.7	21.1	19.3	16.3	17.9	15.3	16.8	17.8	20.7	13.8	20.2	11.0	18.9
Strongly	37.0	39.3	32.4	33.1	31.0	48.6	41.2	30.8	25.0	41.8	26.6	28.5	16.8	41.8	53.0	31.1	39.7	22.1	14.6	18.7
DON'T KNOW	12.3	13.2	10.5	11.8	7.8	9.3	5.2	16.8	14.9	10.9	15.2	11.7	19.6	11.7	6.2	15.5	6.8	14.5	15.9	22.8
Net Diff.	-22.9	-27.6	-13.6	-15.6	-9.6	-38.4	-21.3	-17.8	-7.1	-33.2	-0.9	-4.5	16.3	-28.8	-47.8	-19.1	-13.8	0.8	32.8	2.0
Mean	2.08	2.00	2.22	2.19	2.28	1.85	2.09	2.15	2.34	1.95	2.35	2.32	2.60	1.95	1.76	2.16	2.14	2.43	2.78	2.42



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
SUPPORT	32.4	56.5	46.4	39.6	27.0	24.3	22.5	45.3	24.2	39.9	23.3	29.7	34.9
Strongly	11.3	30.3	18.9	15.8	8.0	6.8	4.0	19.8	6.0	16.3	5.2	10.0	12.4
Somewhat	21.1	26.2	27.5	23.8	18.9	17.5	18.5	25.5	18.3	23.6	18.1	19.6	22.4
OPPOSE	55.3	27.7	37.7	42.5	58.8	65.2	71.8	37.8	66.3	44.0	69.0	62.4	49.0
Somewhat	18.3	17.3	18.5	16.9	18.8	17.7	19.6	17.5	18.8	17.9	18.8	16.2	20.2
Strongly	37.0	10.4	19.2	25.5	40.0	47.5	52.2	20.3	47.5	26.1	50.2	46.2	28.8
DON'T KNOW	12.3	15.8	15.9	17.9	14.3	10.5	5.7	16.8	9.4	16.1	7.7	7.9	16.2
Net Diff.	-22.9	28.8	8.6	-2.9	-31.8	-41.0	-49.3	7.5	-42.1	-4.0	-45.7	-32.8	-14.1
Mean	2.08	2.91	2.55	2.36	1.94	1.82	1.73	2.54	1.81	2.36	1.77	1.93	2.22



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

40. DO YOU SUPPORT OR OPPOSE THESE PROTESTS ON COLLEGE CAMPUSES OVER THE ISRAEL-HAMAS WAR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
SUPPORT	32.4	55.9	41.3	25.8	23.1	57.1	42.5	24.2	20.3	55.3	40.5	27.5	26.2	41.6	30.7	24.2
Strongly	11.3	29.2	15.9	7.8	4.6	23.9	17.6	8.1	4.2	32.2	14.8	7.6	5.0	17.0	9.7	7.6
Somewhat	21.1	26.8	25.3	18.0	18.5	33.2	24.9	16.2	16.1	23.0	25.6	19.9	21.2	24.6	21.0	16.7
OPPOSE	55.3	29.2	41.1	60.5	70.4	33.9	43.8	66.2	76.4	26.5	39.3	54.4	63.8	46.3	57.6	61.6
Somewhat	18.3	16.2	17.8	18.3	19.4	19.2	16.7	16.0	15.5	14.5	18.6	20.7	23.8	17.5	19.4	16.8
Strongly	37.0	13.0	23.2	42.2	50.9	14.7	27.1	50.1	60.9	12.0	20.7	33.6	40.0	28.9	38.2	44.7
DON'T KNOW	12.3	14.8	17.7	13.7	6.5	9.0	13.7	9.6	3.3	18.3	20.3	18.1	10.1	12.0	11.7	14.2
Net Diff.	-22.9	26.7	0.2	-34.7	-47.3	23.2	-1.3	-41.9	-56.1	28.8	1.2	-26.8	-37.6	-4.7	-26.9	-37.4
Mean	2.08	2.85	2.41	1.90	1.75	2.73	2.38	1.80	1.62	2.92	2.43	2.02	1.90	2.34	2.03	1.85



Table 41 Page 461
May 10-14, 2024

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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
GONE TOO FAR	61.8	90.0	80.3	73.4	67.1	51.2	42.8	39.0	34.7	70.5	79.7	63.9	46.5	84.1	68.0	52.3	60.9	41.9	52.5	36.2
NEITHER FAR/NOT ENOUGH	22.7	4.4	9.2	13.7	19.3	31.5	35.4	38.4	41.2	15.9	10.0	20.7	30.0	7.9	18.0	22.2	25.2	38.4	32.8	41.4
NOT GONE FAR ENOUGH	5.9	1.3	2.5	6.6	4.7	5.8	7.1	10.1	12.4	4.8	3.9	5.2	8.0	3.0	5.6	6.9	6.0	8.4	5.0	10.2
DON'T KNOW	9.6	4.2	8.0	6.3	9.0	11.5	14.8	12.5	11.7	8.8	6.4	10.2	15.4	5.1	8.4	18.7	7.9	11.4	9.7	12.3



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
GONE TOO FAR	61.8	61.3	61.3	62.3	62.0	65.2	68.5	47.6	40.8	40.9	40.7
NEITHER FAR/NOT ENOUGH	22.7	22.6	24.1	22.9	20.9	21.5	19.3	33.2	30.3	30.5	29.8
NOT GONE FAR ENOUGH	5.9	6.4	5.7	5.9	5.6	5.4	5.3	5.9	9.2	10.6	6.9
DON'T KNOW	9.6	9.6	8.9	8.8	11.5	7.9	6.9	13.3	19.7	18.0	22.5



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
GONE TOO FAR	61.8	78.5	51.5	76.3	49.2	52.4	79.4	50.8	50.4	55.6	49.3	
NEITHER FAR/NOT ENOUGH	22.7	11.4	33.5	12.5	33.6	20.3	10.5	34.4	24.9	19.6	23.9	
NOT GONE FAR ENOUGH	5.9	4.1	4.4	4.5	6.6	9.2	4.0	5.6	12.1	11.4	6.7	
DON'T KNOW	9.6	6.0	10.6	6.7	10.6	18.1	6.1	9.3	12.6	13.5	20.0	



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

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	540	1460	902	854	244	490	827	294	533	1173
GONE TOO FAR	61.8	49.8	66.3	78.1	47.4	52.3	53.0	50.0	55.1	47.1	70.2
NEITHER FAR/NOT ENOUGH	22.7	33.5	18.7	11.6	34.5	22.2	23.5	33.7	31.4	34.9	15.0
NOT GONE FAR ENOUGH	5.9	4.6	6.4	4.0	7.7	6.9	7.8	5.3	4.5	5.7	6.4
DON'T KNOW	9.6	12.2	8.6	6.3	10.4	18.7	15.7	11.1	9.0	12.3	8.5



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

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	830	890	724	736	540	408	280	251	316	456	289
GONE TOO FAR	61.8	78.9	50.8	79.4	46.5	59.1	84.6	49.8	65.5	72.8	44.4	53.6
NEITHER FAR/NOT ENOUGH	22.7	11.2	32.6	10.5	35.5	21.5	8.0	33.0	20.7	13.8	37.1	22.2
NOT GONE FAR ENOUGH	5.9	3.7	6.5	3.5	7.5	7.1	3.9	8.4	6.8	2.9	6.9	7.3
DON'T KNOW	9.6	6.3	10.2	6.5	10.6	12.3	3.5	8.9	6.9	10.4	11.6	16.9



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
GONE TOO FAR	61.8	41.3	33.7	46.7	56.4	82.5	85.2	83.6	57.1	59.7	85.8	40.9	49.4	78.3	36.4	59.9	74.9
NEITHER FAR/NOT ENOUGH	22.7	38.0	41.9	35.1	26.7	7.7	5.2	6.7	32.0	24.0	5.8	40.5	32.7	7.7	27.7	23.5	10.5
NOT GONE FAR ENOUGH	5.9	9.7	14.1	6.5	5.4	4.0	2.6	3.4	5.2	4.4	3.1	8.9	5.5	4.9	15.6	5.8	4.2
DON'T KNOW	9.6	11.1	10.3	11.7	11.6	5.9	7.0	6.3	5.6	11.9	5.2	9.7	12.4	9.0	20.4	10.8	10.4



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

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-RELI-GIOUS
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
GONE TOO FAR	61.8	46.9	55.2	80.9	60.8	61.4	69.1	60.4	63.6	65.8	59.7	51.0	66.2	71.9	69.3	51.2	
NEITHER FAR/NOT ENOUGH	22.7	33.6	24.6	9.8	22.7	21.9	7.8	23.7	22.7	21.6	24.7	23.5	20.2	15.0	20.6	27.1	
NOT GONE FAR ENOUGH	5.9	7.7	8.9	2.8	6.1	7.9	14.2	7.0	5.1	4.8	5.7	8.5	4.4	3.2	3.4	8.4	
DON'T KNOW	9.6	11.8	11.3	6.5	10.4	8.8	8.9	8.8	8.5	7.7	9.9	17.0	9.2	9.9	6.8	13.2	



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
GONE TOO FAR	61.8	62.7	60.1	57.5	65.4	69.1	69.1	56.9	52.5	65.4	54.3	58.3	46.9	60.7	73.9	57.1	68.8	52.4	43.3	50.0
NEITHER FAR/NOT ENOUGH	22.7	21.4	25.3	27.5	20.7	17.9	20.8	24.6	29.0	21.0	26.3	26.6	31.1	18.0	16.4	25.5	23.6	28.3	29.7	32.2
NOT GONE FAR ENOUGH	5.9	5.8	6.1	7.3	3.5	6.1	5.8	5.6	6.3	4.6	8.7	6.3	10.4	8.6	4.3	4.8	5.6	6.7	16.3	5.3
DON'T KNOW	9.6	10.1	8.6	7.7	10.5	6.9	4.3	12.9	12.2	9.0	10.7	8.8	11.6	12.6	5.4	12.5	2.1	12.7	10.7	12.5



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
GONE TOO FAR	61.8	32.1	46.4	52.2	64.8	70.7	76.9	46.1	71.8	51.6	74.3	69.1	55.4
NEITHER FAR/NOT ENOUGH	22.7	36.3	35.5	24.2	20.1	18.1	16.2	30.5	17.8	27.4	17.0	18.8	26.1
NOT GONE FAR ENOUGH	5.9	21.7	8.0	7.1	4.6	2.7	2.3	10.4	3.1	8.7	2.5	6.0	5.8
DON'T KNOW	9.6	9.9	10.1	16.5	10.5	8.5	4.6	13.0	7.4	12.3	6.3	6.0	12.7



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

41. HAVE THESE PROTESTS OVER THE ISRAEL-HAMAS WAR GONE TOO FAR OR NOT GONE FAR ENOUGH?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
GONE TOO FAR	61.8	37.8	49.4	66.0	75.6	51.4	51.3	72.8	80.0	30.0	48.2	58.8	70.8	55.9	63.1	66.6
NEITHER FAR/NOT ENOUGH	22.7	34.5	29.5	20.0	15.9	31.0	31.2	15.3	12.0	36.5	28.4	25.1	20.1	26.8	22.2	18.4
NOT GONE FAR ENOUGH	5.9	18.2	6.8	4.0	2.5	12.7	9.5	5.3	3.2	21.4	5.1	2.7	1.7	7.9	5.1	5.1
DON'T KNOW	9.6	9.5	14.2	9.9	6.0	4.9	8.0	6.6	4.8	12.2	18.2	13.4	7.4	9.4	9.5	10.0



Table 42 Page 471
May 10-14, 2024

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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
APPROVE	32.1	5.5	12.9	30.4	35.5	41.6	40.0	45.8	47.0	21.0	18.4	23.9	25.1	8.8	14.0	20.5	58.9	57.7	68.7	51.8
Strongly	9.3	1.7	5.5	8.5	10.2	10.2	8.6	13.3	18.2	5.3	5.9	4.2	5.2	3.1	2.0	2.1	17.6	18.5	23.2	16.1
Somewhat	22.8	3.8	7.3	21.9	25.3	31.4	31.4	32.4	28.8	15.8	12.5	19.7	19.9	5.7	12.0	18.4	41.2	39.2	45.5	35.8
DISAPPROVE	48.8	86.4	72.6	52.9	46.8	33.6	29.7	31.6	36.6	61.4	67.5	53.6	54.3	82.9	66.3	44.4	22.4	19.9	14.5	22.7
Somewhat	17.4	7.9	11.9	19.5	21.7	18.8	19.9	15.7	18.7	19.1	14.1	24.6	27.0	11.8	29.1	24.4	17.1	13.4	11.4	14.4
Strongly	31.4	78.5	60.7	33.4	25.1	14.8	9.8	15.9	17.9	42.3	53.4	28.9	27.2	71.1	37.2	20.1	5.2	6.5	3.1	8.3
DON'T KNOW	19.1	8.1	14.6	16.7	17.7	24.8	30.3	22.6	16.5	17.6	14.0	22.6	20.7	8.4	19.6	35.0	18.8	22.4	16.8	25.5
Net Diff.	-16.7	-80.9	-59.7	-22.5	-11.2	8.0	10.4	14.1	10.4	-40.4	-49.1	-29.7	-29.2	-74.1	-52.3	-23.9	36.5	37.8	54.2	29.1
Mean	2.12	1.22	1.51	2.06	2.25	2.49	2.56	2.56	2.57	1.81	1.66	1.99	2.04	1.35	1.74	2.04	2.88	2.90	3.07	2.80



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

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	1721	1449	272	279	176	103
APPROVE	32.1	31.0	31.9	32.0	33.5	33.6	34.0	31.1	23.2	30.2	11.4
Strongly	9.3	10.4	7.8	8.6	11.1	10.2	11.3	4.5	3.4	4.7	1.1
Somewhat	22.8	20.6	24.1	23.5	22.3	23.3	22.7	26.6	19.8	25.4	10.3
DISAPPROVE	48.8	50.5	47.3	50.0	46.9	49.5	51.5	39.1	44.4	42.4	48.0
Somewhat	17.4	17.2	17.4	17.0	18.2	15.9	15.4	19.1	26.2	24.4	29.2
Strongly	31.4	33.3	29.9	33.0	28.6	33.6	36.1	20.0	18.3	17.9	18.9
DON'T KNOW	19.1	18.5	20.9	18.0	19.6	16.9	14.5	29.8	32.3	27.5	40.6
Net Diff.	-16.7	-19.6	-15.4	-18.0	-13.4	-15.9	-17.4	-8.0	-21.2	-12.2	-36.6
Mean	2.12	2.10	2.12	2.09	2.20	2.12	2.11	2.22	2.12	2.23	1.89



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
APPROVE	32.1	12.5	59.5	10.0	58.3	15.0	8.1	64.8	24.8	23.2	13.8	
Strongly	9.3	3.9	19.2	2.3	18.0	1.7	1.5	21.7	3.7	2.9	0.4	
Somewhat	22.8	8.6	40.2	7.7	40.3	13.3	6.6	43.1	21.2	20.2	13.3	
DISAPPROVE	48.8	75.6	19.9	77.0	19.9	49.9	80.8	17.0	49.6	49.3	41.9	
Somewhat	17.4	17.2	14.7	17.8	15.4	24.5	16.9	13.3	27.2	29.7	21.7	
Strongly	31.4	58.4	5.2	59.2	4.5	25.4	63.9	3.6	22.4	19.6	20.1	
DON'T KNOW	19.1	11.8	20.6	13.0	21.8	35.2	11.1	18.2	25.6	27.5	44.4	
Net Diff.	-16.7	-63.1	39.5	-67.0	38.3	-34.9	-72.7	47.9	-24.8	-26.1	-28.1	
Mean	2.12	1.52	2.93	1.46	2.92	1.87	1.39	3.01	2.08	2.09	1.89	



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

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	540	1460	902	854	244	490	827	294	533	1173	
APPROVE	32.1	67.5	19.0	10.7	58.0	20.5	24.2	64.5	83.0	54.2	9.3	
Strongly	9.3	25.9	3.1	2.7	18.3	2.1	4.3	20.6	49.0	5.0	1.3	
Somewhat	22.8	41.6	15.9	8.0	39.8	18.4	19.9	43.9	34.1	49.3	8.0	
DISAPPROVE	48.8	13.8	61.8	76.7	20.6	44.4	47.2	14.6	5.6	19.6	72.9	
Somewhat	17.4	10.4	20.0	18.2	14.5	24.4	27.1	11.9	4.1	16.2	21.2	
Strongly	31.4	3.4	41.8	58.5	6.1	20.1	20.0	2.7	1.4	3.4	51.7	
DON'T KNOW	19.1	18.7	19.2	12.6	21.4	35.0	28.6	20.9	11.4	26.2	17.7	
Net Diff.	-16.7	53.7	-42.7	-65.9	37.5	-23.9	-23.0	49.9	77.4	34.7	-63.6	
Mean	2.12	3.11	1.76	1.49	2.89	2.04	2.12	3.04	3.47	2.76	1.50	



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT		
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
APPROVE	32.1	9.2	57.1	10.3	56.3	28.4	10.6	63.6	32.8	10.0	51.8	24.5			
Strongly	9.3	1.9	18.2	2.8	18.7	5.1	2.7	22.5	7.5	3.0	16.4	3.1			
Somewhat	22.8	7.2	38.9	7.5	37.6	23.3	7.9	41.1	25.3	7.0	35.5	21.5			
DISAPPROVE	48.8	78.3	22.6	77.1	22.7	46.5	81.3	21.1	50.0	71.7	23.6	43.3			
Somewhat	17.4	17.5	16.0	16.3	16.0	20.7	14.7	15.5	22.8	18.3	16.3	18.9			
Strongly	31.4	60.8	6.6	60.8	6.7	25.7	66.6	5.7	27.2	53.4	7.3	24.4			
DON'T KNOW	19.1	12.5	20.2	12.5	21.0	25.2	8.1	15.3	17.2	18.3	24.6	32.1			
Net Diff.	-16.7	-69.2	34.5	-66.8	33.7	-18.1	-70.7	42.5	-17.2	-61.7	28.2	-18.8			
Mean	2.12	1.43	2.86	1.45	2.87	2.10	1.42	2.95	2.16	1.51	2.81	2.05			



Table 42 Page 476
May 10-14, 2024

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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
APPROVE	32.1	53.0	55.7	51.0	35.6	13.8	9.7	12.2	40.5	16.0	7.0	57.6	53.3	59.2	34.7	30.9	15.2
Strongly	9.3	16.8	21.8	13.1	9.3	2.0	5.3	3.3	19.4	3.3	1.6	18.6	19.2	17.5	6.6	4.8	4.8
Somewhat	22.8	36.2	33.9	37.9	26.2	11.9	4.4	8.9	21.1	12.7	5.4	39.1	34.1	41.7	28.1	26.1	10.4
DISAPPROVE	48.8	25.5	25.9	25.3	41.1	71.9	79.5	74.9	48.7	65.6	81.9	21.0	24.3	28.7	38.9	43.2	62.6
Somewhat	17.4	16.1	13.2	18.2	20.7	20.4	7.0	15.0	16.8	23.0	14.6	15.0	16.6	21.3	21.4	22.7	14.0
Strongly	31.4	9.5	12.7	7.1	20.4	51.5	72.5	59.9	31.9	42.6	67.3	6.0	7.7	7.4	17.5	20.5	48.7
DON'T KNOW	19.1	21.4	18.4	23.6	23.3	14.3	10.8	12.9	10.8	18.4	11.2	21.3	22.5	12.1	26.4	25.8	22.2
Net Diff.	-16.7	27.5	29.9	25.7	-5.5	-58.0	-69.8	-62.7	-8.2	-49.6	-74.9	36.6	29.0	30.5	-4.2	-12.3	-47.4
Mean	2.12	2.77	2.79	2.75	2.32	1.58	1.35	1.49	2.31	1.71	1.34	2.89	2.84	2.79	2.32	2.21	1.63



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
APPROVE	32.1	54.0	29.5	8.4	31.1	39.6	49.0	38.3	31.8	34.9	26.4	25.8	29.8	25.1	33.7	34.1
Strongly	9.3	17.6	4.7	1.5	5.4	13.4	30.9	11.1	8.9	10.0	7.0	7.2	7.7	9.2	10.6	9.5
Somewhat	22.8	36.4	24.8	6.9	25.7	26.1	18.1	27.2	22.9	25.0	19.4	18.6	22.1	15.9	23.1	24.5
DISAPPROVE	48.8	23.3	45.1	78.9	47.5	48.4	41.6	49.3	48.7	47.9	50.0	49.9	52.3	55.6	52.3	39.5
Somewhat	17.4	14.9	24.7	17.6	21.9	20.0	14.9	20.7	16.9	15.9	18.7	17.3	15.2	15.6	18.1	17.8
Strongly	31.4	8.4	20.3	61.3	25.7	28.3	26.6	28.6	31.8	32.1	31.4	32.6	37.0	40.0	34.1	21.7
DON'T KNOW	19.1	22.7	25.5	12.7	21.4	12.1	9.4	12.4	19.5	17.1	23.6	24.3	17.9	19.3	14.0	26.4
Net Diff.	-16.7	30.7	-15.6	-70.5	-16.5	-8.8	7.4	-11.0	-17.0	-13.0	-23.7	-24.2	-22.5	-30.6	-18.6	-5.5
Mean	2.12	2.82	2.19	1.41	2.14	2.28	2.59	2.24	2.11	2.15	2.03	2.00	2.01	1.93	2.12	2.30



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
APPROVE	32.1	28.4	39.4	36.4	45.6	27.4	42.4	29.3	36.9	29.3	38.0	39.2	45.0	24.2	29.0	29.6	40.1	38.7	49.7	41.0
Strongly	9.3	7.6	12.5	12.1	13.4	7.6	14.6	7.7	10.8	7.3	13.4	13.5	18.7	1.3	7.1	7.6	16.8	11.7	24.0	14.1
Somewhat	22.8	20.8	26.9	24.3	32.2	19.8	27.8	21.6	26.2	22.0	24.7	25.7	26.3	22.9	22.0	22.0	23.4	27.0	25.7	26.9
DISAPPROVE	48.8	51.9	42.6	44.5	38.9	58.8	47.3	45.7	38.7	52.1	41.9	41.9	33.5	57.6	59.2	45.2	51.6	36.5	33.8	33.3
Somewhat	17.4	17.2	17.8	18.6	16.2	16.9	17.5	17.4	18.0	16.4	19.5	18.1	19.3	24.0	16.0	16.7	23.5	15.1	17.0	21.2
Strongly	31.4	34.8	24.9	25.9	22.7	41.9	29.8	28.4	20.7	35.7	22.3	23.8	14.2	33.6	43.2	28.5	28.1	21.4	16.7	12.1
DON'T KNOW	19.1	19.6	17.9	19.1	15.5	13.8	10.3	25.0	24.4	18.6	20.1	18.8	21.5	18.2	11.8	25.2	8.3	24.8	16.5	25.7
Net Diff.	-16.7	-23.5	-3.2	-8.1	6.7	-31.4	-4.9	-16.4	-1.8	-22.7	-3.8	-2.7	11.5	-33.4	-30.1	-15.6	-11.4	2.2	15.9	7.7
Mean	2.12	2.02	2.33	2.28	2.43	1.92	2.30	2.12	2.36	2.01	2.36	2.36	2.63	1.90	1.92	2.12	2.31	2.39	2.68	2.58



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
APPROVE	32.1	31.9	29.5	27.9	28.8	32.8	37.9	29.3	33.9	29.1	35.8	32.3	31.9
Strongly	9.3	10.0	9.0	7.8	5.8	9.5	12.2	8.7	9.7	7.8	11.1	9.9	8.7
Somewhat	22.8	21.9	20.5	20.1	23.1	23.4	25.7	20.6	24.3	21.3	24.7	22.5	23.2
DISAPPROVE	48.8	43.9	46.6	48.3	51.9	49.9	49.1	46.8	50.1	48.3	49.4	55.0	43.3
Somewhat	17.4	22.4	25.0	21.6	17.6	14.3	11.3	22.9	13.9	21.3	12.6	17.1	17.6
Strongly	31.4	21.4	21.5	26.7	34.3	35.6	37.8	23.9	36.2	26.9	36.9	37.9	25.7
DON'T KNOW	19.1	24.2	23.9	23.8	19.3	17.2	13.0	23.9	16.0	22.6	14.8	12.7	24.8
Net Diff.	-16.7	-11.9	-17.1	-20.4	-23.0	-17.1	-11.2	-17.5	-16.1	-19.1	-13.7	-22.7	-11.4
Mean	2.12	2.27	2.22	2.12	2.00	2.08	2.14	2.18	2.09	2.13	2.12	2.05	2.20



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

42. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT WHEN IT COMES TO THE PROTESTS OVER THE ISRAEL-HAMAS WAR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
APPROVE	32.1	32.6	27.8	30.0	36.7	46.7	34.8	26.7	31.8	24.5	23.2	33.5	42.0	39.2	30.2	27.3
Strongly	9.3	11.0	7.4	8.0	11.0	18.7	9.7	6.5	10.4	6.5	5.9	9.6	11.7	13.4	7.7	7.6
Somewhat	22.8	21.6	20.4	22.0	25.7	28.0	25.1	20.2	21.4	17.9	17.3	23.9	30.3	25.8	22.5	19.7
DISAPPROVE	48.8	44.9	47.4	51.1	49.4	37.4	50.0	58.9	58.9	49.2	45.8	42.7	38.9	43.4	49.2	55.1
Somewhat	17.4	22.6	23.2	16.9	11.9	16.6	24.6	18.0	12.6	26.1	22.3	15.7	11.1	19.3	16.9	15.9
Strongly	31.4	22.3	24.3	34.2	37.5	20.9	25.4	41.0	46.3	23.1	23.5	27.0	27.9	24.1	32.3	39.2
DON'T KNOW	19.1	22.5	24.8	18.9	14.0	15.9	15.2	14.4	9.2	26.4	31.0	23.9	19.1	17.4	20.6	17.6
Net Diff.	-16.7	-12.3	-19.7	-21.1	-12.7	9.2	-15.2	-32.3	-27.1	-24.7	-22.5	-9.2	3.0	-4.2	-18.9	-27.7
Mean	2.12	2.28	2.15	2.05	2.12	2.53	2.22	1.91	1.96	2.11	2.08	2.21	2.32	2.34	2.07	1.95



Table 43 Page 481
May 10-14, 2024

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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
PRO-PALESTINIAN	35.7	27.2	25.6	33.5	30.7	34.1	42.9	52.2	53.7	30.9	29.2	31.1	37.7	25.1	34.1	31.5	39.0	46.9	34.3	53.7
ANTI-ISRAEL	30.5	57.3	45.8	35.7	27.4	23.9	17.5	17.7	15.8	36.2	44.2	28.1	21.1	50.0	33.5	18.9	25.1	17.5	21.4	15.4
DON'T KNOW	33.8	15.5	28.6	30.9	41.9	41.9	39.6	30.1	30.5	33.0	26.6	40.8	41.2	24.9	32.4	49.6	35.9	35.6	44.3	30.9



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
PRO-PALESTINIAN	35.7	35.5	35.7	36.1	35.3	37.2	36.3	41.5	26.9	28.2	24.8
ANTI-ISRAEL	30.5	30.5	29.2	29.9	32.9	32.9	35.5	19.2	15.7	19.1	9.9
DON'T KNOW	33.8	34.0	35.1	34.0	31.8	30.0	28.2	39.3	57.4	52.7	65.3



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
PRO-PALESTINIAN	35.7	26.3	43.8	28.0	44.3	32.3	27.2	45.7	40.8	37.5	25.8	
ANTI-ISRAEL	30.5	44.8	19.9	42.9	20.4	18.6	44.8	21.2	25.1	24.6	16.5	
DON'T KNOW	33.8	28.9	36.3	29.1	35.3	49.1	28.0	33.1	34.1	38.0	57.7	



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

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	540	1460	902	854	244	490	827	294	533	1173
PRO-PALESTINIAN	35.7	42.8	33.1	28.5	44.6	31.5	35.1	42.8	41.4	43.6	30.7
ANTI-ISRAEL	30.5	22.2	33.6	43.9	19.7	18.9	22.8	19.7	22.6	18.1	38.1
DON'T KNOW	33.8	35.0	33.3	27.7	35.7	49.6	42.1	37.5	36.0	38.3	31.2



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN			
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289				
PRO-PALESTINIAN	35.7	27.0	43.7	26.6	46.7	33.1	28.6	49.6	32.3	23.9	44.9	33.8				
ANTI-ISRAEL	30.5	44.8	21.1	44.1	17.7	29.7	53.1	22.4	40.7	32.4	14.8	20.1				
DON'T KNOW	33.8	28.2	35.2	29.4	35.6	37.2	18.3	28.0	27.0	43.7	40.3	46.1				



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
PRO-PALESTINIAN	35.7	50.1	58.1	44.3	31.9	29.9	26.0	28.3	29.9	22.7	27.3	53.4	35.2	44.1	42.1	33.1	25.8
ANTI-ISRAEL	30.5	18.8	16.2	20.7	23.8	45.3	48.2	46.5	36.4	23.8	49.6	17.8	16.0	25.0	16.6	29.3	41.3
DON'T KNOW	33.8	31.1	25.7	35.0	44.3	24.8	25.7	25.2	33.7	53.5	23.1	28.9	48.8	30.9	41.4	37.6	32.8



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
PRO-PALESTINIAN	35.7	45.6	30.1	26.5	33.5	42.4	45.0	42.0	35.3	33.9	37.7	30.4	33.1	29.8	33.5	41.5
ANTI-ISRAEL	30.5	18.3	28.7	44.9	30.6	31.7	29.7	32.0	31.1	34.8	24.8	25.3	32.0	40.0	32.5	21.8
DON'T KNOW	33.8	36.1	41.2	28.6	35.9	25.9	25.3	26.0	33.6	31.3	37.5	44.3	34.9	30.3	34.0	36.7



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
PRO-PALESTINIAN	35.7	33.6	39.9	39.5	40.5	34.4	38.9	33.0	40.7	34.3	38.8	41.0	38.1	38.4	32.9	35.6	41.2	41.0	45.1	32.1
ANTI-ISRAEL	30.5	29.3	32.8	30.8	36.8	39.1	43.7	20.4	23.5	34.7	21.5	23.2	15.5	29.7	44.8	24.9	34.5	16.8	23.0	9.0
DON'T KNOW	33.8	37.1	27.3	29.6	22.7	26.5	17.4	46.6	35.8	31.0	39.7	35.7	46.4	31.9	22.3	39.4	24.3	42.2	32.0	58.9



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
PRO-PALESTINIAN	35.7	60.2	38.6	32.3	30.6	30.5	36.2	40.2	32.9	37.3	33.8	35.9	35.6
ANTI-ISRAEL	30.5	14.4	22.8	24.3	30.0	35.8	39.9	21.7	36.0	24.2	38.2	40.6	21.5
DON'T KNOW	33.8	25.4	38.6	43.4	39.4	33.7	23.9	38.1	31.0	38.5	28.1	23.5	42.9



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

43. IS IT MORE ACCURATE TO DESCRIBE THESE PROTESTS AS PRO-PALESTINIAN OR ANTI-ISRAEL?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
PRO-PALESTINIAN	35.7	51.3	35.8	29.2	35.3	42.5	37.6	32.0	36.2	56.4	34.5	26.3	34.3	38.9	35.3	32.5
ANTI-ISRAEL	30.5	19.0	22.2	31.5	39.5	26.6	31.1	42.6	47.6	14.7	16.4	19.5	30.7	26.5	32.1	31.9
DON'T KNOW	33.8	29.7	42.0	39.3	25.1	30.9	31.3	25.4	16.1	28.9	49.1	54.2	35.0	34.6	32.6	35.6



Table 44 Page 491
May 10-14, 2024

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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

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	715	47	72	107	116	97	98	92	85	430	225	141	64	142	115	77	97	285	73	212
MORE SUPPORTIVE	33.6	11.6	12.1	27.0	33.9	37.3	41.6	39.8	51.8	27.3	19.0	32.9	44.2	19.0	26.0	24.6	43.2	43.2	40.4	44.2
Much	14.4	7.1	3.6	13.4	9.3	15.7	18.8	14.6	28.7	10.8	9.0	10.4	18.5	7.3	8.0	14.8	16.3	19.7	15.9	21.1
Somewhat	19.3	4.5	8.5	13.6	24.5	21.6	22.8	25.3	23.1	16.5	10.1	22.5	25.7	11.7	18.0	9.8	26.9	23.5	24.6	23.1
LESS SUPPORTIVE	25.1	63.9	51.9	31.3	21.3	18.7	12.1	13.1	14.0	33.7	44.7	19.6	25.8	49.9	33.6	27.0	15.3	12.2	21.1	9.1
Somewhat	10.3	12.9	11.3	10.1	9.5	12.4	7.9	7.8	12.7	12.3	11.0	10.6	20.6	10.3	19.4	9.6	9.1	7.3	11.2	6.0
Much	14.8	51.1	40.6	21.3	11.8	6.3	4.1	5.2	1.3	21.4	33.7	9.0	5.3	39.6	14.2	17.4	6.2	4.9	9.9	3.2
NO DIFFERENCE	41.2	24.4	36.0	41.7	44.8	44.0	46.3	47.1	34.2	39.0	36.3	47.5	29.9	31.0	40.4	48.5	41.6	44.6	38.5	46.7
Net Diff	8.5	-52.3	-39.9	-4.3	12.6	18.6	29.5	26.8	37.9	-6.4	-25.7	13.2	18.4	-30.9	-7.6	-2.4	27.9	31.1	19.4	35.1
Mean	3.08	2.04	2.23	2.88	3.10	3.28	3.44	3.36	3.65	2.83	2.50	3.15	3.32	2.37	2.86	2.95	3.38	3.46	3.25	3.53



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

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	715	124	161	278	152	640	527	113	75	50	26
MORE SUPPORTIVE	33.6	34.3	33.0	36.7	28.2	32.6	29.0	49.2	42.6	44.2	39.5
Much	14.4	16.3	15.4	13.9	12.6	13.8	13.3	15.7	19.7	21.8	15.7
Somewhat	19.3	18.0	17.7	22.8	15.5	18.8	15.7	33.5	22.9	22.4	23.8
LESS SUPPORTIVE	25.1	21.8	23.8	25.9	27.8	25.7	27.4	17.7	20.4	22.7	16.0
Somewhat	10.3	8.3	11.6	9.9	11.3	10.1	9.7	11.9	12.6	14.4	9.1
Much	14.8	13.5	12.2	16.0	16.5	15.6	17.7	5.8	7.8	8.3	6.9
NO DIFFERENCE	41.2	44.0	43.1	37.4	44.1	41.7	43.6	33.1	36.9	33.0	44.5
Net Diff	8.5	12.5	9.2	10.8	0.4	6.9	1.6	31.5	22.2	21.5	23.5
Mean	3.08	3.15	3.12	3.09	2.96	3.05	2.97	3.41	3.34	3.35	3.32



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	715	220	313		255	397	62	214	343	105	66	53
MORE SUPPORTIVE	33.6	18.0	39.0		23.9	38.9	40.1	20.3	38.0	42.5	42.9	41.5
Much	14.4	7.6	15.1		9.7	15.8	24.8	6.0	15.3	20.4	17.6	30.5
Somewhat	19.3	10.4	23.9		14.2	23.1	15.4	14.3	22.8	22.1	25.3	11.0
LESS SUPPORTIVE	25.1	47.5	15.6		41.7	14.7	23.8	47.1	14.0	17.2	16.3	24.4
Somewhat	10.3	13.9	9.6		13.2	9.3	4.8	13.5	9.8	6.7	7.5	7.8
Much	14.8	33.6	6.0		28.5	5.4	18.9	33.5	4.2	10.5	8.8	16.6
NO DIFFERENCE	41.2	34.6	45.4		34.4	46.4	36.1	32.6	48.0	40.3	40.8	34.1
Net Diff	8.5	-29.5	23.4		-17.8	24.2	16.3	-26.8	24.0	25.3	26.5	17.1
Mean	3.08	2.45	3.33		2.63	3.35	3.22	2.46	3.35	3.35	3.35	3.31



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

BANNER 4

	TOTAL		DIRECTION:				GENERIC BALLOT			LEAN-		JOB: JOE BIDEN	
	UNITE	STATES	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	PROVE
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE						
	TION												
Total	715	231	484	257	381	77	172	354	122	232	361		
MORE SUPPORTIVE	33.6	35.9	32.6	22.2	43.2	24.6	33.6	38.5	39.1	38.1	28.9		
Much	14.4	14.1	14.5	7.6	18.9	14.8	18.5	14.3	20.6	11.0	14.4		
Somewhat	19.3	21.8	18.1	14.5	24.3	9.8	15.1	24.2	18.5	27.1	14.5		
LESS SUPPORTIVE	25.1	20.0	27.6	42.6	13.0	27.0	21.8	15.1	19.5	12.9	34.9		
Somewhat	10.3	12.6	9.2	14.4	7.7	9.6	10.6	9.4	10.4	8.8	11.3		
Much	14.8	7.3	18.4	28.2	5.2	17.4	11.3	5.8	9.1	4.0	23.6		
NO DIFFERENCE	41.2	44.1	39.9	35.2	43.8	48.5	44.6	46.4	41.4	49.0	36.2		
Net Diff	8.5	15.9	5.0	-20.5	30.2	-2.4	11.8	23.3	19.6	25.3	-6.0		
Mean	3.08	3.23	3.01	2.59	3.44	2.95	3.19	3.32	3.31	3.32	2.85		



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	715	224	389	192	344	179	117	139	81	76	205	97			
MORE SUPPORTIVE	33.6	15.7	40.1	20.8	45.2	25.3	18.8	42.5	23.4	24.0	47.0	26.8			
Much	14.4	4.8	16.2	4.9	18.6	16.5	5.4	16.9	12.7	4.1	19.7	19.6			
Somewhat	19.3	10.9	23.9	15.9	26.6	8.8	13.4	25.6	10.7	19.8	27.3	7.2			
LESS SUPPORTIVE	25.1	48.8	14.8	45.8	13.3	25.7	50.9	16.1	31.6	37.9	11.3	20.7			
Somewhat	10.3	14.3	8.6	13.7	7.9	11.4	15.8	8.3	16.4	10.4	7.6	7.3			
Much	14.8	34.5	6.2	32.1	5.4	14.3	35.1	7.8	15.2	27.5	3.8	13.4			
NO DIFFERENCE	41.2	35.5	45.1	33.3	41.6	49.1	30.2	41.5	45.0	38.1	41.7	52.5			
Net Diff	8.5	-33.2	25.3	-25.0	31.9	-0.4	-32.1	26.4	-8.2	-14.0	35.6	6.1			
Mean	3.08	2.37	3.35	2.48	3.45	3.02	2.38	3.35	2.89	2.63	3.52	3.12			



Table 44 Page 496
May 10-14, 2024

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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	715	282	137	144	231	128	74	202	11	31	150	234	85	24	36	114	28
MORE SUPPORTIVE	33.6	48.6	53.5	44.0	28.1	20.0	17.5	19.1	65.7	23.6	17.1	47.3	41.8	36.1	52.4	19.0	15.3
Much	14.4	23.2	31.0	15.8	11.6	4.3	7.0	5.3	11.1	6.9	4.1	21.3	12.5	13.8	39.4	12.1	4.5
Somewhat	19.3	25.4	22.5	28.2	16.5	15.7	10.5	13.8	54.6	16.6	13.0	26.0	29.4	22.3	13.0	6.9	10.8
LESS SUPPORTIVE	25.1	11.4	8.8	13.8	25.1	37.5	55.8	44.3	34.3	30.5	49.8	10.4	19.8	17.6	10.6	27.7	37.1
Somewhat	10.3	7.5	4.3	10.5	11.9	13.9	10.0	12.5	34.3	10.0	13.0	6.9	10.9	6.1	2.9	13.3	14.9
Much	14.8	3.9	4.5	3.4	13.2	23.6	45.9	31.8	0.0	20.5	36.8	3.5	9.0	11.5	7.6	14.4	22.2
NO DIFFERENCE	41.2	40.0	37.7	42.2	46.8	42.5	26.7	36.7	0.0	46.0	33.1	42.3	38.4	46.3	37.1	53.3	47.5
Net Diff	8.5	37.3	44.7	30.2	3.0	-17.5	-38.3	-25.2	31.4	-6.9	-32.7	36.9	22.0	18.5	41.8	-8.6	-21.8
Mean	3.08	3.57	3.71	3.43	3.01	2.63	2.23	2.48	3.43	2.80	2.35	3.55	3.26	3.21	3.74	2.89	2.61



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

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	715	416	84	215	351	116	15	101	529	320	209	70	204	45	169	230
MORE SUPPORTIVE	33.6	43.9	27.4	16.1	29.2	38.6	63.4	35.0	31.7	30.8	33.0	40.3	26.9	20.1	39.4	33.9
Much	14.4	19.5	14.7	4.3	10.0	21.8	57.9	16.7	11.4	11.1	12.0	24.4	11.6	7.0	14.5	16.1
Somewhat	19.3	24.4	12.7	11.8	19.2	16.8	5.6	18.4	20.2	19.7	21.1	15.9	15.3	13.1	24.9	17.8
LESS SUPPORTIVE	25.1	13.0	30.8	46.4	25.8	19.4	22.8	19.0	26.6	27.6	25.2	23.1	30.7	41.2	28.6	15.6
Somewhat	10.3	7.9	19.0	11.7	13.0	8.3	0.0	9.5	11.6	11.9	11.1	4.2	12.0	16.5	8.5	8.4
Much	14.8	5.2	11.8	34.6	12.9	11.1	22.8	9.5	15.0	15.7	14.1	19.0	18.7	24.7	20.1	7.2
NO DIFFERENCE	41.2	43.0	41.8	37.5	44.9	42.0	13.8	46.0	41.7	41.7	41.8	36.5	42.4	38.6	32.0	50.5
Net Diff	8.5	30.9	-3.3	-30.3	3.4	19.1	40.7	16.1	5.0	3.2	7.8	17.2	-3.8	-21.1	10.8	18.4
Mean	3.08	3.45	3.00	2.39	3.01	3.30	3.76	3.23	3.01	2.99	3.06	3.23	2.89	2.61	3.05	3.27



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	715	445	269	179	91	216	121	229	149	466	248	107	99	31	220	246	39	68	54	45
MORE SUPPORTIVE	33.6	33.5	33.8	38.5	24.6	30.3	28.5	36.6	38.1	27.1	45.8	43.3	55.6	31.7	22.0	31.7	33.0	49.1	60.9	49.1
Much	14.4	15.1	13.2	14.6	10.6	12.9	10.1	17.1	15.7	11.4	19.9	18.6	25.2	5.8	8.5	14.0	15.4	20.4	26.7	23.3
Somewhat	19.3	18.5	20.6	23.9	14.1	17.4	18.4	19.4	22.3	15.7	25.9	24.7	30.4	25.9	13.5	17.7	17.6	28.7	34.2	25.8
LESS SUPPORTIVE	25.1	26.4	22.9	22.1	24.6	33.6	28.8	19.7	18.2	28.1	19.6	22.3	14.6	27.8	38.8	18.5	31.2	17.3	8.1	22.5
Somewhat	10.3	9.7	11.3	9.5	14.9	13.1	12.3	6.5	10.4	10.2	10.6	10.5	10.3	16.3	14.9	6.0	12.6	9.3	6.5	14.8
Much	14.8	16.7	11.7	12.6	9.7	20.5	16.5	13.1	7.8	17.9	9.0	11.8	4.4	11.5	24.0	12.5	18.6	8.0	1.6	7.7
NO DIFFERENCE	41.2	40.0	43.3	39.4	50.8	36.1	42.7	43.8	43.7	44.8	34.6	34.4	29.8	40.5	39.2	49.8	35.8	33.6	30.9	28.4
Net Diff	8.5	7.1	10.9	16.4	0.1	-3.3	-0.3	16.9	19.9	-0.9	26.3	21.0	40.9	3.9	-16.8	13.2	1.8	31.9	52.8	26.6
Mean	3.08	3.05	3.12	3.18	3.01	2.89	2.93	3.21	3.28	2.93	3.37	3.28	3.62	2.98	2.68	3.15	2.99	3.44	3.78	3.42



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	715	96	100	115	98	117	188	311	404	409	305	337	378
MORE SUPPORTIVE	33.6	67.9	42.2	42.1	29.2	21.3	16.4	50.1	20.9	45.1	18.3	29.7	37.2
Much	14.4	36.0	20.6	16.3	7.5	7.1	7.0	23.7	7.2	19.9	7.0	11.9	16.6
Somewhat	19.3	31.9	21.7	25.8	21.6	14.2	9.4	26.4	13.8	25.2	11.2	17.8	20.6
LESS SUPPORTIVE	25.1	9.4	16.6	18.8	22.5	29.0	40.6	15.2	32.8	16.9	36.1	31.9	19.1
Somewhat	10.3	6.6	11.6	8.8	9.7	10.1	13.0	9.0	11.3	9.2	11.9	12.9	8.1
Much	14.8	2.8	5.1	10.0	12.7	18.9	27.6	6.2	21.4	7.7	24.3	19.0	11.0
NO DIFFERENCE	41.2	22.7	41.1	39.1	48.4	49.8	43.0	34.7	46.3	38.0	45.6	38.4	43.8
Net Diff	8.5	58.5	25.6	23.3	6.7	-7.7	-24.1	35.0	-11.9	28.2	-17.8	-2.2	18.1
Mean	3.08	3.92	3.41	3.30	3.02	2.80	2.55	3.53	2.74	3.40	2.65	2.91	3.24



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

44. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF THE PALESTINIANS IN THE ISRAEL-HAMAS WAR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	715	126	179	158	251	38	75	90	135	88	105	69	117	217	362	136
MORE SUPPORTIVE	33.6	62.2	41.2	28.4	17.3	63.1	37.7	31.1	14.8	61.7	43.6	24.8	20.2	44.1	29.7	27.6
Much	14.4	32.8	17.7	7.2	7.3	29.9	12.9	9.6	7.7	34.0	21.0	4.1	6.9	19.2	12.7	11.1
Somewhat	19.3	29.4	23.5	21.2	10.0	33.1	24.7	21.5	7.1	27.7	22.6	20.8	13.3	24.9	16.9	16.5
LESS SUPPORTIVE	25.1	12.8	16.9	23.3	38.3	15.9	19.6	28.7	45.4	11.4	14.9	16.3	30.2	16.7	27.9	31.1
Somewhat	10.3	9.2	8.7	9.9	12.3	10.0	10.1	13.5	14.7	8.8	7.7	5.3	9.4	7.8	10.8	13.0
Much	14.8	3.6	8.1	13.4	26.0	5.9	9.5	15.2	30.6	2.7	7.2	11.0	20.7	8.9	17.1	18.1
NO DIFFERENCE	41.2	25.0	42.0	48.3	44.4	21.0	42.7	40.2	39.8	26.8	41.4	58.9	49.7	39.2	42.4	41.4
Net Diff	8.5	49.4	24.3	5.1	-21.0	47.2	18.1	2.4	-30.6	50.3	28.7	8.5	-10.0	27.3	1.7	-3.5
Mean	3.08	3.78	3.34	2.99	2.60	3.71	3.22	2.97	2.46	3.82	3.43	3.02	2.76	3.38	2.97	2.89



Table 45 Page 501
May 10-14, 2024

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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

BANNER 1

	TOTAL	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	610	99	129	114	104	68	40	31	25	504	341	127	36	283	113	46	62	106	45	61
MORE SUPPORTIVE	54.3	62.5	67.1	55.5	43.1	42.1	50.0	44.5	50.0	57.2	61.9	45.5	53.8	63.0	53.3	52.5	41.5	40.5	34.6	44.8
Much	37.0	57.9	55.7	35.7	23.1	24.9	15.1	19.0	11.8	41.4	49.7	24.5	22.5	53.1	24.4	30.6	27.1	15.8	21.8	11.4
Somewhat	17.3	4.6	11.4	19.8	20.0	17.2	34.9	25.5	38.1	15.8	12.2	21.0	31.4	9.9	28.9	22.0	14.4	24.7	12.8	33.5
LESS SUPPORTIVE	12.9	2.8	5.1	17.4	20.3	14.9	17.5	21.5	17.4	10.8	8.6	16.1	13.5	8.2	9.9	8.7	26.1	22.9	24.1	21.9
Somewhat	7.2	1.8	2.1	12.1	11.1	4.6	10.0	11.7	13.3	5.5	5.3	6.0	5.3	3.4	3.5	4.2	19.7	15.2	15.4	15.0
Much	5.7	1.1	3.0	5.3	9.2	10.4	7.5	9.9	4.1	5.3	3.2	10.0	8.2	4.7	6.4	4.6	6.4	7.7	8.7	6.9
NO DIFFERENCE	32.8	34.6	27.8	27.0	36.6	43.0	32.5	34.0	32.6	32.0	29.5	38.4	32.7	28.8	36.8	38.7	32.4	36.6	41.3	33.2
Net Diff	41.4	59.7	61.9	38.1	22.7	27.1	32.4	22.9	32.6	46.4	53.3	29.4	40.4	54.8	43.5	43.8	15.5	17.6	10.5	22.9
Mean	3.73	4.17	4.15	3.68	3.37	3.42	3.40	3.32	3.40	3.83	4.00	3.44	3.55	4.03	3.62	3.70	3.36	3.26	3.24	3.27



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

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	610	107	131	229	142	566	514	52	44	34	10
MORE SUPPORTIVE	54.3	55.6	49.8	60.0	48.3	55.1	53.9	67.3	44.0	45.3	39.8
Much	37.0	42.9	29.0	41.5	32.5	38.1	39.0	30.1	22.0	16.6	39.8
Somewhat	17.3	12.7	20.8	18.5	15.8	17.0	14.9	37.2	22.1	28.7	0.0
LESS SUPPORTIVE	12.9	17.4	11.9	12.2	11.6	12.3	12.6	9.2	20.5	26.7	0.0
Somewhat	7.2	8.8	5.6	7.4	7.2	6.7	6.8	5.6	13.8	17.9	0.0
Much	5.7	8.6	6.3	4.8	4.4	5.6	5.8	3.6	6.8	8.8	0.0
NO DIFFERENCE	32.8	27.0	38.3	27.8	40.1	32.6	33.5	23.5	35.4	28.0	60.2
Net Diff	41.4	38.2	37.9	47.8	36.7	42.8	41.2	58.2	23.5	18.6	39.8
Mean	3.73	3.72	3.61	3.85	3.65	3.75	3.74	3.85	3.39	3.26	3.80



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	610	375	142		391	183	36	352	159	64	44	34
MORE SUPPORTIVE	54.3	61.7	40.4		60.4	41.3	54.5	61.5	41.4	47.7	41.8	52.7
Much	37.0	46.5	19.2		46.5	18.4	27.8	48.2	19.0	24.5	23.3	29.1
Somewhat	17.3	15.2	21.2		13.9	22.9	26.7	13.4	22.4	23.2	18.5	23.5
LESS SUPPORTIVE	12.9	9.6	21.2		9.7	20.1	11.1	8.3	22.7	15.7	20.6	9.0
Somewhat	7.2	3.8	16.9		4.4	13.0	8.0	3.6	15.9	7.5	11.0	2.8
Much	5.7	5.8	4.3		5.3	7.1	3.1	4.7	6.8	8.2	9.5	6.2
NO DIFFERENCE	32.8	28.7	38.4		29.9	38.6	34.4	30.1	35.9	36.6	37.7	38.3
Net Diff	41.4	52.0	19.2		50.7	21.2	43.3	53.2	18.6	32.0	21.2	43.7
Mean	3.73	3.93	3.34		3.92	3.33	3.68	3.97	3.31	3.48	3.35	3.67



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

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	610	120	490	396	168	46	112	163	66	96	447	
MORE SUPPORTIVE	54.3	45.6	56.4	60.2	40.9	52.5	50.5	46.1	48.1	44.7	57.3	
Much	37.0	21.6	40.7	44.9	20.0	30.6	25.5	23.3	29.8	18.8	42.0	
Somewhat	17.3	24.0	15.7	15.3	20.9	22.0	25.0	22.8	18.3	25.9	15.3	
LESS SUPPORTIVE	12.9	24.6	10.0	8.7	24.0	8.7	13.9	21.0	29.4	15.3	9.9	
Somewhat	7.2	16.8	4.8	3.5	16.8	4.2	8.5	13.7	19.9	9.5	4.8	
Much	5.7	7.8	5.2	5.2	7.2	4.6	5.4	7.3	9.5	5.8	5.1	
NO DIFFERENCE	32.8	29.8	33.5	31.1	35.1	38.7	35.6	32.9	22.5	40.0	32.8	
Net Diff	41.4	21.0	46.4	51.6	16.8	43.8	36.5	25.1	18.7	29.4	47.4	
Mean	3.73	3.35	3.82	3.91	3.30	3.70	3.57	3.41	3.39	3.42	3.84	



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	610	372	188		319	130	160	217	63	102	102	68	58
MORE SUPPORTIVE	54.3	61.4	41.1		61.1	42.7	50.2	63.0	46.0	51.2	57.2	39.6	48.4
Much	37.0	46.9	18.8		48.5	17.7	29.7	50.5	20.1	28.4	44.3	15.4	32.0
Somewhat	17.3	14.5	22.3		12.6	25.0	20.5	12.5	25.9	22.8	12.8	24.2	16.4
LESS SUPPORTIVE	12.9	9.0	20.9		8.5	24.4	12.3	7.5	25.5	8.7	10.6	23.3	18.6
Somewhat	7.2	3.7	13.9		3.4	17.4	6.4	3.4	18.5	3.6	3.5	16.4	11.2
Much	5.7	5.2	7.0		5.1	7.0	5.9	4.1	7.0	5.1	7.1	6.9	7.4
NO DIFFERENCE	32.8	29.6	38.0		30.4	32.9	37.5	29.5	28.5	40.1	32.2	37.1	32.9
Net Diff	41.4	52.5	20.2		52.6	18.4	37.9	55.4	20.6	42.5	46.5	16.3	29.8
Mean	3.73	3.94	3.32		3.96	3.29	3.62	4.02	3.34	3.66	3.84	3.25	3.54



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

BANNER 6

	BANNER 6																
	TOTAL	LIBERAL						MODERATE				CONSERVATIVE			INDEPENDENT		
		Very	Smwt.	MOD-ERATE	Smwt.	Very	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	
Total	610	106	38	67	172	194	138	332	13	33	273	78	39	13	14	101	45
MORE SUPPORTIVE	54.3	41.2	40.3	41.8	46.1	58.9	68.2	62.8	78.9	42.3	62.5	33.4	55.0	60.9	49.1	43.9	64.7
Much	37.0	21.2	22.2	20.6	25.8	39.8	59.0	47.8	49.8	30.0	50.7	15.6	22.8	14.9	25.4	25.7	40.2
Somewhat	17.3	20.0	18.0	21.2	20.2	19.1	9.2	15.0	29.0	12.3	11.8	17.9	32.2	46.0	23.7	18.2	24.5
LESS SUPPORTIVE	12.9	24.3	30.7	20.6	16.7	7.3	7.3	7.3	13.5	18.8	7.1	29.4	20.6	5.8	6.4	14.5	9.2
Somewhat	7.2	16.1	17.6	15.3	11.2	1.9	2.8	2.3	7.3	12.6	2.2	19.4	17.4	5.8	6.4	8.3	2.0
Much	5.7	8.2	13.1	5.4	5.5	5.3	4.5	5.0	6.1	6.2	4.9	10.0	3.2	0.0	0.0	6.2	7.2
NO DIFFERENCE	32.8	34.5	29.0	37.6	37.2	33.8	24.5	29.9	7.7	39.0	30.4	37.2	24.4	33.2	44.5	41.6	26.1
Net Diff	41.4	16.9	9.5	21.1	29.4	51.6	60.8	55.4	65.4	23.5	55.5	4.1	34.4	55.1	42.7	29.4	55.5
Mean	3.73	3.30	3.19	3.36	3.50	3.86	4.15	3.98	4.09	3.47	4.01	3.10	3.54	3.70	3.68	3.49	3.88



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

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	610	167	80	363	320	86	10	77	465	328	137	58	197	61	164	121
MORE SUPPORTIVE	54.3	40.9	46.3	62.3	51.5	50.9	52.9	50.6	54.0	55.9	49.5	61.8	59.9	65.5	53.3	40.1
Much	37.0	18.7	25.8	47.8	30.8	37.3	52.9	35.4	35.0	34.7	35.7	52.3	39.5	44.1	37.1	29.2
Somewhat	17.3	22.2	20.5	14.4	20.7	13.6	0.0	15.2	19.0	21.2	13.8	9.5	20.4	21.4	16.2	11.0
LESS SUPPORTIVE	12.9	23.6	17.7	6.9	13.8	16.0	29.6	14.3	12.5	11.8	14.2	11.5	9.7	12.8	16.1	15.3
Somewhat	7.2	16.4	8.2	2.8	7.6	9.0	16.8	8.0	6.8	5.5	9.9	7.6	4.5	6.2	9.9	9.6
Much	5.7	7.2	9.4	4.2	6.2	6.9	12.8	6.2	5.7	6.3	4.3	4.0	5.2	6.7	6.2	5.7
NO DIFFERENCE	32.8	35.5	36.1	30.8	34.7	33.2	17.4	35.1	33.5	32.3	36.4	26.6	30.4	21.7	30.6	44.6
Net Diff	41.4	17.3	28.6	55.3	37.8	34.9	23.3	36.4	41.5	44.1	35.3	50.3	50.2	52.7	37.3	24.9
Mean	3.73	3.29	3.45	3.99	3.62	3.65	3.63	3.66	3.71	3.73	3.67	3.99	3.84	3.90	3.68	3.48



Table 45 Page 508
May 10-14, 2024

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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	610	388	222	139	82	246	136	142	86	472	138	60	40	24	300	173	32	28	28	13
MORE SUPPORTIVE	54.3	55.0	53.2	47.3	63.1	57.5	56.2	50.5	48.4	52.9	59.3	59.2	63.8	57.3	56.2	47.0	62.3	55.7	64.5	62.3
Much	37.0	38.2	34.8	31.2	41.0	40.5	37.9	34.2	30.0	37.2	36.3	40.8	25.5	39.9	39.7	32.7	45.6	35.3	29.1	17.6
Somewhat	17.3	16.8	18.4	16.1	22.1	17.0	18.3	16.4	18.4	15.7	22.9	18.4	38.4	17.5	16.5	14.3	16.7	20.4	35.5	44.7
LESS SUPPORTIVE	12.9	12.5	13.7	15.9	10.0	9.4	13.3	17.7	14.2	12.4	14.5	10.6	24.3	7.5	10.0	16.6	7.1	14.7	25.7	21.2
Somewhat	7.2	6.9	7.7	9.1	5.4	5.2	7.3	9.8	8.4	7.1	7.6	5.0	16.4	3.4	5.5	9.9	4.4	5.7	17.8	13.4
Much	5.7	5.6	6.0	6.8	4.6	4.2	6.1	7.9	5.8	5.4	6.9	5.6	7.9	4.1	4.6	6.7	2.7	9.0	8.0	7.8
NO DIFFERENCE	32.8	32.6	33.1	36.8	26.9	33.1	30.4	31.7	37.4	34.7	26.3	30.1	11.9	35.2	33.7	36.3	30.6	29.6	9.7	16.5
Net Diff	41.4	42.5	39.5	31.4	53.1	48.1	42.9	32.8	34.2	40.4	44.8	48.6	39.5	49.8	46.2	30.4	55.2	41.0	38.8	41.1
Mean	3.73	3.75	3.68	3.56	3.90	3.84	3.75	3.59	3.58	3.72	3.74	3.84	3.57	3.86	3.81	3.56	3.98	3.67	3.60	3.51



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	610	23	59	86	96	138	207	168	441	265	345	382	228
MORE SUPPORTIVE	54.3	45.9	53.5	53.1	47.0	55.4	58.6	52.3	55.1	50.3	57.4	57.0	49.7
Much	37.0	14.9	29.8	31.8	29.6	37.4	46.8	28.8	40.1	29.1	43.0	39.6	32.6
Somewhat	17.3	31.0	23.7	21.3	17.4	18.1	11.8	23.5	15.0	21.3	14.3	17.5	17.1
LESS SUPPORTIVE	12.9	31.2	20.6	14.1	16.4	9.3	8.9	18.7	10.7	17.9	9.1	10.8	16.4
Somewhat	7.2	21.0	8.9	6.6	9.2	4.1	6.5	9.4	6.4	9.3	5.6	5.9	9.3
Much	5.7	10.2	11.6	7.5	7.2	5.2	2.4	9.3	4.3	8.6	3.5	4.9	7.1
NO DIFFERENCE	32.8	22.9	25.9	32.8	36.6	35.2	32.5	29.0	34.2	31.8	33.6	32.2	33.9
Net Diff	41.4	14.7	32.9	38.9	30.5	46.1	49.7	33.5	44.4	32.4	48.3	46.2	33.3
Mean	3.73	3.19	3.51	3.63	3.53	3.78	3.94	3.53	3.80	3.53	3.88	3.81	3.59



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

45. HAVE THE PROTESTS MADE YOU MORE SUPPORTIVE OR LESS SUPPORTIVE OF ISRAEL IN THE ISRAEL-HAMAS WAR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	610	47	111	171	281	24	62	120	177	23	50	51	104	148	329	133
MORE SUPPORTIVE	54.3	47.3	50.9	52.2	58.1	45.7	58.5	54.5	59.7	49.0	41.4	46.9	55.3	53.7	57.0	48.3
Much	37.0	22.7	29.9	31.6	45.4	21.6	35.2	34.3	47.2	23.9	23.5	25.2	42.5	35.0	38.4	35.7
Somewhat	17.3	24.7	20.9	20.7	12.7	24.2	23.3	20.3	12.6	25.2	18.0	21.6	12.8	18.7	18.7	12.5
LESS SUPPORTIVE	12.9	32.6	14.6	13.5	8.6	32.3	13.2	11.4	6.7	32.9	16.5	18.4	11.8	17.4	9.8	15.6
Somewhat	7.2	19.4	6.1	7.1	5.7	19.0	6.5	6.3	3.7	19.9	5.5	9.0	9.0	9.0	5.6	9.2
Much	5.7	13.2	8.6	6.4	2.9	13.4	6.6	5.1	3.0	13.0	11.0	9.4	2.8	8.3	4.3	6.4
NO DIFFERENCE	32.8	20.0	34.5	34.3	33.3	21.9	28.3	34.1	33.6	18.0	42.1	34.7	33.0	28.9	33.2	36.2
Net Diff	41.4	14.7	36.2	38.7	49.5	13.4	45.4	43.1	53.1	16.1	25.0	28.4	43.5	36.3	47.2	32.7
Mean	3.73	3.24	3.58	3.64	3.92	3.22	3.74	3.72	3.97	3.27	3.37	3.44	3.83	3.63	3.81	3.62



Table 46 Page 511
May 10-14, 2024

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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	46.6	73.4	65.8	59.5	44.1	39.6	22.3	28.6	31.8	54.6	64.9	44.0	36.2	68.4	54.0	34.9	43.5	28.3	38.2	23.0
Strongly	25.1	63.9	50.9	31.8	17.5	11.9	5.3	10.2	11.2	32.2	46.0	16.2	12.1	49.0	26.3	17.4	16.3	8.9	12.7	6.9
Somewhat	21.5	9.4	14.9	27.7	26.6	27.7	17.1	18.4	20.6	22.4	18.9	27.8	24.0	19.4	27.7	17.5	27.2	19.4	25.5	16.1
DISAGREE	29.4	12.2	16.6	21.2	26.5	29.3	47.2	46.9	48.9	22.3	17.5	25.5	35.8	17.5	25.2	23.8	28.0	45.6	32.5	52.6
Somewhat	14.0	2.9	6.0	9.9	15.4	18.2	21.5	19.8	19.8	11.1	6.9	15.4	18.5	5.7	15.4	11.1	17.3	20.6	19.2	21.3
Strongly	15.4	9.3	10.6	11.3	11.1	11.1	25.6	27.1	29.1	11.2	10.6	10.1	17.3	11.8	9.8	12.7	10.7	25.0	13.3	31.3
DON'T KNOW	24.0	14.4	17.6	19.3	29.3	31.2	30.5	24.6	19.3	23.0	17.6	30.5	28.1	14.1	20.8	41.3	28.5	26.1	29.3	24.4
Net Diff.	17.3	61.1	49.2	38.3	17.6	10.3	-24.8	-18.3	-17.1	32.3	47.4	18.6	0.4	50.9	28.8	11.1	15.5	-17.3	5.7	-29.7
Mean	2.74	3.50	3.29	2.99	2.72	2.59	2.03	2.15	2.17	2.98	3.22	2.72	2.43	3.23	2.89	2.67	2.69	2.16	2.53	1.98



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
AGREE	46.6	45.7	46.1	46.7	47.8	49.5	51.5	38.6	29.2	31.8	24.7
Strongly	25.1	24.5	23.4	25.6	26.5	27.8	30.5	12.9	8.9	9.0	8.7
Somewhat	21.5	21.2	22.7	21.1	21.3	21.7	21.0	25.7	20.3	22.8	16.0
DISAGREE	29.4	32.4	28.5	29.1	28.4	29.7	29.1	32.8	27.6	28.3	26.4
Somewhat	14.0	12.1	14.9	13.9	14.6	13.6	12.4	19.6	16.5	20.6	9.5
Strongly	15.4	20.3	13.5	15.2	13.8	16.1	16.7	13.3	11.1	7.7	16.9
DON'T KNOW	24.0	21.8	25.4	24.1	23.9	20.9	19.4	28.5	43.2	39.9	48.9
Net Diff.	17.3	13.3	17.7	17.6	19.4	19.8	22.4	5.8	1.6	3.6	-1.8
Mean	2.74	2.64	2.75	2.75	2.79	2.77	2.81	2.54	2.48	2.55	2.32



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
AGREE	46.6	63.9	33.1	61.3	34.1	35.5	63.3	34.8	41.7	40.9	32.2
Strongly	25.1	41.7	11.7	40.3	11.8	15.2	43.3	11.7	16.3	15.6	15.6
Somewhat	21.5	22.1	21.4	21.0	22.3	20.3	20.0	23.1	25.4	25.2	16.6
DISAGREE	29.4	18.8	40.5	20.2	39.3	26.7	20.0	40.9	28.0	26.9	25.1
Somewhat	14.0	7.9	21.5	9.5	19.6	8.4	8.8	21.4	11.6	12.4	9.3
Strongly	15.4	10.9	19.0	10.6	19.7	18.3	11.2	19.4	16.4	14.5	15.8
DON'T KNOW	24.0	17.4	26.4	18.5	26.5	37.7	16.7	24.3	30.3	32.2	42.7
Net Diff.	17.3	45.1	-7.4	41.1	-5.2	8.8	43.3	-6.0	13.7	13.9	7.0
Mean	2.74	3.15	2.35	3.12	2.36	2.52	3.15	2.36	2.60	2.62	2.56



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

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	540	1460	902	854	244	490	827	294	533	1173	
AGREE	46.6	39.2	49.4	63.0	32.7	34.9	39.8	35.3	42.8	31.1	54.6	
Strongly	25.1	13.9	29.3	40.5	11.1	17.4	17.2	13.1	18.4	10.2	33.6	
Somewhat	21.5	25.4	20.1	22.5	21.7	17.5	22.6	22.1	24.3	20.9	21.1	
DISAGREE	29.4	35.3	27.2	20.4	40.5	23.8	28.6	37.3	35.3	38.5	23.8	
Somewhat	14.0	19.4	12.0	9.4	19.6	11.1	15.7	19.7	18.4	20.5	9.9	
Strongly	15.4	15.9	15.2	11.0	20.9	12.7	12.9	17.6	16.9	18.0	13.9	
DON'T KNOW	24.0	25.5	23.4	16.6	26.8	41.3	31.5	27.4	21.9	30.4	21.6	
Net Diff.	17.3	4.0	22.2	42.6	-7.8	11.1	11.2	-2.1	7.4	-7.3	30.9	
Mean	2.74	2.50	2.83	3.11	2.31	2.67	2.64	2.42	2.57	2.34	2.95	



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

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	830	890	724	736	540	408	280	251	316	456	289
AGREE	46.6	63.1	35.4	62.4	33.3	43.7	73.3	44.5	56.4	48.4	26.4	32.7
Strongly	25.1	42.4	12.2	40.6	11.3	23.3	49.7	15.3	31.0	28.8	8.8	16.5
Somewhat	21.5	20.7	23.2	21.9	21.9	20.4	23.6	29.2	25.3	19.6	17.5	16.2
DISAGREE	29.4	19.2	39.4	19.2	40.2	28.3	17.7	39.9	27.0	21.0	40.4	29.5
Somewhat	14.0	8.6	19.9	8.3	20.2	13.0	7.2	19.4	12.0	9.8	20.7	13.9
Strongly	15.4	10.6	19.4	10.9	20.0	15.3	10.6	20.4	15.0	11.2	19.7	15.6
DON'T KNOW	24.0	17.8	25.3	18.4	26.5	28.0	8.9	15.7	16.6	30.6	33.2	37.9
Net Diff.	17.3	43.9	-4.0	43.3	-7.0	15.4	55.6	4.6	29.3	27.4	-14.1	3.2
Mean	2.74	3.15	2.38	3.13	2.33	2.72	3.23	2.47	2.87	2.95	2.23	2.54



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	46.6	30.9	28.9	32.4	38.7	66.3	68.1	67.0	44.5	39.0	69.5	30.4	35.3	47.5	28.1	41.1	64.4
Strongly	25.1	10.9	13.8	8.9	17.8	38.3	51.9	43.8	22.3	19.4	47.0	9.7	13.5	14.5	12.3	20.2	41.8
Somewhat	21.5	20.0	15.1	23.6	21.0	28.0	16.1	23.3	22.1	19.6	22.4	20.7	21.8	33.0	15.8	20.9	22.6
DISAGREE	29.4	46.9	50.3	44.4	28.5	17.1	15.6	16.5	41.7	26.3	15.9	47.4	28.9	33.0	46.6	29.1	11.3
Somewhat	14.0	20.8	18.6	22.4	16.6	8.3	2.1	5.8	24.1	17.0	5.1	20.8	20.0	16.5	19.7	14.1	4.3
Strongly	15.4	26.1	31.7	22.0	11.9	8.8	13.5	10.7	17.6	9.3	10.8	26.6	8.8	16.5	27.0	15.0	7.0
DON'T KNOW	24.0	22.2	20.8	23.2	32.8	16.6	16.3	16.5	13.9	34.7	14.6	22.2	35.9	19.5	25.3	29.8	24.3
Net Diff.	17.3	-16.0	-21.5	-12.0	10.2	49.2	52.5	50.5	2.8	12.7	53.5	-17.0	6.4	14.4	-18.6	12.0	53.1
Mean	2.74	2.20	2.14	2.25	2.66	3.15	3.27	3.20	2.57	2.75	3.24	2.17	2.62	2.56	2.18	2.66	3.31



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	46.6	31.7	45.6	63.9	47.3	50.6	62.3	49.1	47.1	50.2	41.8	39.0	48.2	60.6	48.5	37.4
Strongly	25.1	10.6	20.9	43.0	22.7	28.6	44.5	26.4	25.2	27.4	21.6	20.3	27.0	33.6	26.4	17.5
Somewhat	21.5	21.1	24.7	20.9	24.6	22.1	17.9	22.6	21.8	22.8	20.2	18.7	21.2	26.9	22.1	19.9
DISAGREE	29.4	40.6	25.2	18.2	29.2	33.0	23.1	34.3	29.2	28.3	30.6	26.6	26.6	19.2	29.4	35.2
Somewhat	14.0	20.0	12.4	7.7	15.4	13.7	11.2	14.0	14.8	16.1	12.7	8.7	14.7	8.0	15.5	14.1
Strongly	15.4	20.6	12.8	10.5	13.8	19.3	11.9	20.3	14.3	12.2	17.9	17.9	11.9	11.2	13.9	21.1
DON'T KNOW	24.0	27.7	29.2	17.9	23.5	16.4	14.5	16.6	23.7	21.5	27.6	34.4	25.2	20.2	22.1	27.4
Net Diff.	17.3	-8.9	20.4	45.7	18.1	17.7	39.2	14.8	17.9	21.9	11.2	12.4	21.7	41.3	19.2	2.1
Mean	2.74	2.30	2.76	3.17	2.73	2.72	3.11	2.66	2.76	2.83	2.63	2.63	2.85	3.04	2.78	2.47



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	46.6	47.0	46.0	45.3	47.5	60.3	59.8	34.8	34.3	50.9	37.5	41.1	29.9	49.0	64.9	37.4	54.9	33.3	40.0	21.2
Strongly	25.1	24.9	25.6	24.4	28.1	34.2	35.0	16.4	17.7	29.2	16.6	20.6	8.8	22.1	39.1	19.5	32.1	14.1	11.1	6.9
Somewhat	21.5	22.1	20.4	20.9	19.4	26.2	24.9	18.4	16.6	21.8	21.0	20.5	21.1	26.8	25.8	17.9	22.8	19.2	28.9	14.3
DISAGREE	29.4	27.1	33.9	32.9	36.0	25.3	30.0	28.7	37.3	27.7	33.1	35.6	33.2	28.5	23.1	32.0	34.0	36.5	42.5	25.1
Somewhat	14.0	12.8	16.2	15.7	17.0	10.8	14.8	14.7	17.3	13.7	14.5	15.1	16.0	12.6	11.0	16.3	14.9	15.2	18.3	14.0
Strongly	15.4	14.2	17.8	17.2	19.0	14.5	15.2	14.0	19.9	14.0	18.5	20.5	17.2	15.9	12.1	15.7	19.1	21.2	24.2	11.1
DON'T KNOW	24.0	26.0	20.0	21.8	16.5	14.4	10.2	36.5	28.4	21.4	29.4	23.3	36.9	22.5	11.9	30.6	11.1	30.3	17.5	53.7
Net Diff.	17.3	19.9	12.1	12.4	11.5	35.1	29.8	6.1	-2.9	23.3	4.4	5.5	-3.2	20.4	41.8	5.4	20.9	-3.2	-2.5	-3.9
Mean	2.74	2.78	2.67	2.67	2.68	2.93	2.89	2.59	2.45	2.84	2.50	2.54	2.34	2.71	3.04	2.59	2.76	2.37	2.33	2.37



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	46.6	35.0	33.8	37.8	47.0	51.2	59.0	35.9	53.4	39.2	55.7	60.2	34.6
Strongly	25.1	14.1	13.0	16.7	23.9	32.2	35.8	14.9	31.6	17.6	34.3	34.4	16.9
Somewhat	21.5	20.9	20.8	21.1	23.2	19.0	23.1	21.0	21.9	21.6	21.4	25.7	17.8
DISAGREE	29.4	44.4	35.2	29.9	27.5	25.5	25.5	34.7	26.0	32.6	25.5	26.8	31.7
Somewhat	14.0	15.2	19.4	13.2	13.1	10.9	14.2	15.7	12.9	14.9	12.8	12.1	15.6
Strongly	15.4	29.2	15.7	16.7	14.5	14.6	11.3	19.0	13.2	17.7	12.7	14.7	16.1
DON'T KNOW	24.0	20.5	31.0	32.2	25.4	23.3	15.5	29.4	20.5	28.2	18.8	13.0	33.7
Net Diff.	17.3	-9.4	-1.3	7.9	19.5	25.8	33.4	1.2	27.4	6.6	30.2	33.3	3.0
Mean	2.74	2.25	2.45	2.56	2.76	2.90	2.99	2.45	2.90	2.54	2.95	2.92	2.53



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

46. DO YOU AGREE OR DISAGREE THESE PROTESTERS ARE TAKING THE SIDE OF HAMAS AND OTHER TERRORIST GROUPS?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	46.6	36.7	34.9	47.5	57.7	50.8	49.1	58.8	69.4	28.6	25.6	35.5	44.9	45.2	46.3	49.5
Strongly	25.1	13.8	15.2	25.2	36.0	18.0	21.5	34.5	45.3	11.4	11.1	15.2	25.9	20.9	27.6	24.7
Somewhat	21.5	22.9	19.7	22.4	21.7	32.7	27.7	24.3	24.1	17.2	14.5	20.3	19.0	24.3	18.7	24.8
DISAGREE	29.4	40.1	33.0	27.6	24.6	30.9	31.7	27.3	22.9	45.4	33.8	27.9	26.4	30.3	30.8	24.8
Somewhat	14.0	15.1	16.3	13.2	12.5	14.2	15.0	12.0	10.1	15.6	17.1	14.4	15.2	13.6	15.2	11.4
Strongly	15.4	25.0	16.7	14.4	12.0	16.7	16.7	15.3	12.7	29.8	16.7	13.4	11.3	16.7	15.6	13.4
DON'T KNOW	24.0	23.2	32.2	24.9	17.7	18.3	19.1	13.9	7.8	26.1	40.7	36.7	28.7	24.5	22.9	25.7
Net Diff.	17.3	-3.4	1.9	20.0	33.1	19.8	17.4	31.5	46.5	-16.8	-8.2	7.6	18.5	14.9	15.5	24.6
Mean	2.74	2.33	2.49	2.78	2.99	2.64	2.67	2.91	3.11	2.14	2.34	2.59	2.84	2.65	2.76	2.82



Table 47 Page 521
May 10-14, 2024

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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT GOP					
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
SUSPEND/ARREST PROTESTERS	52.8	89.3	77.5	63.0	53.9	40.0	27.0	32.5	29.4	63.2	74.2	51.3	44.8	81.8	62.2	40.4	44.3	29.0	40.8	22.8
AGREE TO THEIR DEMANDS	18.9	2.5	4.6	14.7	17.7	20.1	29.7	28.7	45.1	13.4	8.3	16.8	27.8	7.3	16.7	16.3	20.0	31.7	23.0	36.3
DON'T KNOW	28.2	8.1	17.9	22.4	28.4	39.9	43.2	38.8	25.5	23.4	17.6	32.0	27.4	10.9	21.1	43.4	35.8	39.3	36.2	40.9
Net Diff	33.9	86.8	73.0	48.3	36.1	20.0	-2.7	3.7	-15.7	49.8	65.9	34.5	17.1	74.5	45.5	24.1	24.3	-2.6	17.8	-13.5



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

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	1721	1449	272	279	176	103
SUSPEND/ARREST PROTESTERS	52.8	54.9	51.1	53.5	51.7	56.2	59.2	40.1	32.2	36.2	25.4
AGREE TO THEIR DEMANDS	18.9	18.9	18.7	20.3	16.7	17.7	15.7	28.4	26.5	28.6	23.1
DON'T KNOW	28.2	26.2	30.2	26.2	31.6	26.1	25.1	31.5	41.2	35.2	51.6
Net Diff	33.9	36.0	32.3	33.2	35.0	38.5	43.5	11.7	5.7	7.7	2.3



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
SUSPEND/ARREST PROTESTERS	52.8	75.5	36.9	72.9	35.6	38.0	75.9	36.5	41.7	43.2	38.1	
AGREE TO THEIR DEMANDS	18.9	10.2	23.4	11.5	26.0	21.3	10.6	25.8	27.3	22.5	15.3	
DON'T KNOW	28.2	14.3	39.7	15.6	38.4	40.8	13.5	37.7	31.0	34.3	46.6	
Net Diff	33.9	65.3	13.5	61.4	9.6	16.7	65.4	10.6	14.4	20.7	22.8	



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

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	540	1460	902	854	244	490	827	294	533	1173
SUSPEND/ARREST PROTESTERS	52.8	37.6	58.4	74.5	33.5	40.4	44.8	34.8	36.8	33.7	65.5
AGREE TO THEIR DEMANDS	18.9	25.0	16.7	10.8	28.3	16.3	20.3	25.8	26.5	25.5	14.1
DON'T KNOW	28.2	37.4	24.9	14.7	38.3	43.4	35.0	39.3	36.6	40.8	20.5
Net Diff	33.9	12.6	41.8	63.7	5.2	24.1	24.5	9.0	10.3	8.3	51.4



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN				
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289					
SUSPEND/ARREST PROTESTERS	52.8	75.7	37.1	76.7	31.2	50.2	83.6	40.5	59.2	67.8	25.6	42.4					
AGREE TO THEIR DEMANDS	18.9	9.3	25.3	9.0	31.0	15.7	8.0	26.8	14.7	10.4	33.6	16.6					
DON'T KNOW	28.2	15.0	37.6	14.3	37.8	34.0	8.4	32.7	26.1	21.8	40.9	40.9					
Net Diff	33.9	66.5	11.9	67.7	0.2	34.5	75.6	13.6	44.5	57.3	-8.0	25.8					



Table 47 Page 526
May 10-14, 2024

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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
SUSPEND/ARREST PROTESTERS	52.8	28.0	22.1	32.3	46.7	77.2	80.6	78.5	50.4	51.6	84.6	26.9	36.8	41.7	24.5	51.7	66.0
AGREE TO THEIR DEMANDS	18.9	35.7	48.2	26.7	17.0	7.5	8.1	7.7	42.8	16.4	5.0	34.4	24.3	33.5	39.5	12.0	8.7
DON'T KNOW	28.2	36.3	29.7	41.0	36.3	15.4	11.2	13.7	6.8	32.0	10.3	38.7	38.9	24.9	36.0	36.3	25.3
Net Diff	33.9	-7.7	-26.2	5.7	29.8	69.7	72.5	70.8	7.7	35.3	79.6	-7.5	12.5	8.2	-15.1	39.7	57.3



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
SUSPEND/ARREST PROTESTERS	52.8	32.1	50.5	77.0	53.5	55.9	62.1	55.1	53.6	56.7	48.3	44.3	57.8	69.0	57.1	40.8
AGREE TO THEIR DEMANDS	18.9	29.5	16.8	7.7	16.1	21.6	29.0	20.6	18.6	16.9	21.4	18.1	13.8	9.8	18.0	24.6
DON'T KNOW	28.2	38.3	32.6	15.3	30.4	22.5	8.9	24.3	27.8	26.4	30.3	37.6	28.4	21.1	24.9	34.6
Net Diff	33.9	2.6	33.7	69.3	37.5	34.4	33.1	34.5	35.0	39.8	26.9	26.2	44.0	59.2	39.1	16.2



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
SUSPEND/ARREST PROTESTERS	52.8	53.4	51.7	51.0	53.2	64.1	64.4	43.6	41.0	58.5	40.7	44.1	29.5	57.3	71.1	46.3	57.5	36.5	33.1	26.3
AGREE TO THEIR DEMANDS	18.9	18.9	19.0	19.4	18.2	14.9	16.5	22.6	21.1	14.7	28.0	26.6	35.2	16.4	9.9	19.3	20.5	30.0	41.0	30.2
DON'T KNOW	28.2	27.7	29.3	29.6	28.6	21.0	19.1	33.8	37.9	26.8	31.3	29.3	35.4	26.3	18.9	34.4	22.0	33.5	25.9	43.5
Net Diff	33.9	34.5	32.7	31.6	35.0	49.2	47.9	21.1	19.8	43.9	12.7	17.5	-5.7	40.8	61.2	27.1	37.0	6.5	-7.9	-3.9



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
SUSPEND/ARREST PROTESTERS	52.8	27.5	35.4	44.9	51.3	62.5	68.4	38.1	62.1	42.0	65.9	64.2	42.7
AGREE TO THEIR DEMANDS	18.9	49.1	36.9	22.3	15.5	9.9	7.2	32.7	10.2	27.7	8.4	15.4	22.1
DON'T KNOW	28.2	23.4	27.7	32.8	33.2	27.6	24.3	29.2	27.7	30.3	25.7	20.4	35.2
Net Diff	33.9	-21.6	-1.5	22.6	35.8	52.7	61.2	5.4	51.9	14.4	57.6	48.8	20.7



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

47. AMONG THE PROTESTERS DEMANDS ARE THAT THE UNIVERSITIES CUT TIES WITH ISRAEL LINKED COMPANIES AND GRANT AMNESTY FOR THE STUDENTS ARRESTED OR DISCIPLINED IN THE PROTESTS. WHICH IS A BETTER WAY FOR UNIVERSITIES TO DEAL WITH THE PROTESTERS?

1. SUSPEND AND ARREST THE PROTESTERS.
2. AGREE TO THE PROTESTERS' DEMANDS.

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
SUSPEND/ARREST PROTESTERS	52.8	32.4	40.2	55.0	67.1	45.8	44.4	66.4	77.6	24.6	37.4	42.8	55.7	44.2	54.2	61.0
AGREE TO THEIR DEMANDS	18.9	44.8	28.2	13.5	7.7	36.3	30.6	11.9	4.9	49.7	26.6	15.2	10.6	27.1	15.7	15.9
DON'T KNOW	28.2	22.8	31.6	31.5	25.2	17.9	25.0	21.8	17.5	25.7	36.0	42.0	33.7	28.8	30.1	23.1
Net Diff	33.9	-12.5	12.0	41.6	59.5	9.4	13.9	54.5	72.7	-25.2	10.8	27.7	45.1	17.1	38.5	45.1



Table 48 Page 531
May 10-14, 2024

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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
CONCERNING	69.4	94.8	89.8	83.1	76.7	61.0	50.4	37.7	39.2	82.3	88.2	77.3	68.8	94.3	85.4	63.5	69.1	39.9	54.2	32.3
Very	41.8	89.1	73.5	53.7	38.6	24.1	14.0	16.0	18.9	54.4	68.8	38.0	32.4	78.8	49.8	32.6	26.3	12.9	20.3	8.9
Somewhat	27.6	5.7	16.3	29.4	38.1	36.9	36.5	21.7	20.3	27.9	19.3	39.3	36.3	15.5	35.6	30.9	42.8	27.0	33.8	23.4
NOT AT ALL CONCERNING	18.1	1.3	3.1	9.5	11.7	20.6	29.4	41.4	48.8	8.6	5.4	10.7	17.7	2.6	7.0	14.2	18.9	40.0	25.8	47.6
DON'T KNOW	12.4	3.8	7.1	7.4	11.6	18.4	20.2	21.0	12.0	9.1	6.5	12.0	13.5	3.1	7.6	22.3	12.0	20.1	20.0	20.1
Net Diff.	51.3	93.5	86.7	73.5	65.0	40.5	21.1	-3.7	-9.5	73.7	82.8	66.6	51.1	91.7	78.5	49.2	50.2	-0.1	28.4	-15.3
Mean	2.27	2.91	2.76	2.48	2.30	2.04	1.81	1.68	1.66	2.50	2.68	2.31	2.17	2.79	2.46	2.24	2.08	1.66	1.93	1.52



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
CONCERNING	69.4	71.5	67.3	71.2	66.9	71.2	71.3	70.8	58.7	62.6	52.0
Very	41.8	44.2	39.3	42.9	40.6	45.1	48.1	29.2	21.6	22.0	20.8
Somewhat	27.6	27.3	28.0	28.4	26.2	26.1	23.2	41.6	37.1	40.6	31.1
NOT AT ALL CONCERNING	18.1	16.4	19.4	17.7	18.8	18.3	18.9	14.8	17.2	18.0	15.8
DON'T KNOW	12.4	12.1	13.2	11.1	14.3	10.6	9.8	14.4	24.1	19.4	32.3
Net Diff.	51.3	55.1	47.9	53.5	48.1	52.9	52.4	56.0	41.5	44.6	36.2
Mean	2.27	2.32	2.23	2.28	2.25	2.30	2.32	2.17	2.06	2.05	2.07



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
CONCERNING	69.4	90.5	51.3	90.3	50.6	58.7	92.2	49.5	69.1	71.0	56.0	
Very	41.8	69.7	17.7	68.0	17.6	30.4	71.7	17.4	32.0	32.1	29.0	
Somewhat	27.6	20.8	33.7	22.3	32.9	28.3	20.5	32.1	37.0	38.9	27.0	
NOT AT ALL CONCERNING	18.1	4.7	30.7	4.7	32.4	14.6	4.0	33.1	18.4	15.2	16.9	
DON'T KNOW	12.4	4.8	18.0	5.0	17.0	26.7	3.8	17.4	12.5	13.8	27.0	
Net Diff.	51.3	85.8	20.6	85.5	18.2	44.1	88.2	16.4	50.6	55.8	39.1	
Mean	2.27	2.68	1.84	2.67	1.82	2.22	2.70	1.81	2.16	2.20	2.17	



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

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	540	1460	902	854	244	490	827	294	533	1173
CONCERNING	69.4	50.5	76.4	91.0	48.4	63.5	66.9	50.9	52.3	50.1	82.5
Very	41.8	17.9	50.7	68.0	16.8	32.6	32.7	17.1	22.2	14.3	59.2
Somewhat	27.6	32.6	25.8	23.0	31.6	30.9	34.2	33.7	30.1	35.8	23.3
NOT AT ALL CONCERNING	18.1	28.6	14.2	4.2	33.9	14.2	15.5	30.4	29.5	31.0	9.4
DON'T KNOW	12.4	20.9	9.3	4.8	17.7	22.3	17.6	18.7	18.2	19.0	8.0
Net Diff.	51.3	21.9	62.2	86.8	14.5	49.2	51.3	20.4	22.8	19.1	73.1
Mean	2.27	1.87	2.40	2.67	1.79	2.24	2.21	1.84	1.91	1.79	2.54



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

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	830	890	724	736	540	408	280	251	316	456	289	
CONCERNING	69.4	91.3	52.8	92.1	50.6	64.8	93.3	54.8	68.1	90.6	48.0	61.9	
Very	41.8	70.3	19.9	69.3	17.6	38.1	74.3	21.1	42.1	62.8	15.4	34.5	
Somewhat	27.6	21.0	32.9	22.8	33.0	26.7	19.0	33.7	25.9	27.8	32.6	27.4	
NOT AT ALL CONCERNING	18.1	4.2	29.9	3.5	32.5	18.2	4.5	30.2	18.3	2.2	33.9	18.1	
DON'T KNOW	12.4	4.5	17.4	4.5	16.9	17.0	2.3	15.1	13.6	7.3	18.1	20.0	
Net Diff.	51.3	87.1	22.9	88.6	18.1	46.6	88.8	24.6	49.8	88.4	14.1	43.8	
Mean	2.27	2.69	1.88	2.69	1.82	2.24	2.71	1.89	2.28	2.65	1.77	2.21	



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
CONCERNING	69.4	46.9	40.7	51.4	65.6	90.2	92.4	91.1	85.0	79.7	95.7	43.6	58.4	72.6	48.0	65.1	77.2
Very	41.8	16.1	16.4	15.9	32.3	66.2	80.0	71.7	40.4	41.1	78.2	13.4	20.4	38.5	19.6	37.2	55.6
Somewhat	27.6	30.8	24.2	35.5	33.3	24.0	12.4	19.4	44.5	38.6	17.5	30.1	38.0	34.1	28.4	27.9	21.6
NOT AT ALL CONCERNING	18.1	38.1	47.0	31.6	16.8	4.2	2.8	3.7	10.3	7.1	2.1	40.6	22.3	11.8	36.6	16.9	7.5
DON'T KNOW	12.4	15.0	12.3	17.0	17.5	5.5	4.8	5.2	4.8	13.2	2.2	15.8	19.3	15.6	15.4	18.0	15.3
Net Diff.	51.3	8.8	-6.3	19.8	48.8	86.0	89.6	87.4	74.7	72.6	93.6	2.9	36.1	60.7	11.4	48.2	69.7
Mean	2.27	1.74	1.65	1.81	2.19	2.66	2.81	2.72	2.32	2.39	2.78	1.68	1.98	2.32	1.80	2.25	2.57



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
CONCERNING	69.4	49.7	67.4	92.5	71.1	70.1	79.7	68.8	70.7	72.8	67.1	60.7	75.5	79.1	76.0	54.3
Very	41.8	18.1	32.9	71.6	37.8	42.5	63.6	39.7	41.8	42.4	40.7	41.4	48.8	55.3	45.9	27.8
Somewhat	27.6	31.6	34.4	20.9	33.2	27.5	16.1	29.1	28.9	30.4	26.4	19.3	26.8	23.8	30.2	26.5
NOT AT ALL CONCERNING	18.1	32.0	15.4	3.3	14.8	19.7	8.4	21.3	17.3	16.5	18.7	21.3	13.3	10.9	13.5	29.0
DON'T KNOW	12.4	18.3	17.2	4.2	14.2	10.2	11.8	9.9	12.0	10.7	14.3	18.0	11.2	10.1	10.5	16.7
Net Diff.	51.3	17.6	52.0	89.2	56.3	50.3	71.3	47.5	53.4	56.3	48.4	39.4	62.3	68.2	62.6	25.3
Mean	2.27	1.83	2.21	2.71	2.27	2.25	2.63	2.20	2.28	2.29	2.26	2.24	2.40	2.49	2.36	1.99



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE	GRAD. GRAD.	Prof. GRAD. GRAD. GRAD.		WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
CONCERNING	69.4	71.9	64.7	65.6	62.9	77.2	70.8	67.1	59.6	72.1	63.8	63.6	59.4	76.1	78.4	66.1	70.5	59.7	61.7	57.4
Very	41.8	44.2	37.2	37.7	36.1	52.3	44.8	36.8	30.7	46.1	32.8	34.3	27.0	42.3	54.9	37.6	44.9	28.3	31.1	23.5
Somewhat	27.6	27.7	27.5	27.9	26.8	24.9	25.9	30.2	28.8	26.0	31.0	29.3	32.4	33.8	23.5	28.5	25.6	31.4	30.6	33.9
NOT AT ALL CONCERNING	18.1	16.1	22.0	21.5	23.2	14.0	19.6	18.0	24.1	16.7	21.1	19.4	24.3	14.9	13.1	20.2	16.9	20.8	28.5	20.6
DON'T KNOW	12.4	12.0	13.3	12.9	14.0	8.8	9.7	14.9	16.3	11.2	15.2	17.0	16.3	9.0	8.5	13.7	12.6	19.4	9.8	21.9
Net Diff.	51.3	55.8	42.7	44.1	39.7	63.2	51.2	49.0	35.4	55.4	42.7	44.2	35.1	61.3	65.3	45.9	53.5	38.9	33.2	36.8
Mean	2.27	2.32	2.17	2.19	2.15	2.42	2.28	2.22	2.08	2.33	2.14	2.18	2.03	2.30	2.46	2.20	2.32	2.09	2.03	2.04



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
CONCERNING	69.4	53.4	66.9	67.6	68.9	74.1	73.8	64.4	72.6	65.8	73.9	75.1	64.5
Very	41.8	22.0	30.1	37.1	43.3	49.5	50.4	31.6	48.2	35.1	50.0	49.8	34.7
Somewhat	27.6	31.4	36.8	30.5	25.7	24.6	23.4	32.8	24.4	30.7	23.9	25.2	29.8
NOT AT ALL CONCERNING	18.1	36.7	21.2	18.4	17.2	15.7	12.9	23.1	14.9	21.4	14.1	15.8	20.1
DON'T KNOW	12.4	10.0	11.8	14.0	13.8	10.2	13.3	12.4	12.5	12.8	12.0	9.1	15.4
Net Diff.	51.3	16.7	45.7	49.2	51.7	58.4	60.9	41.3	57.7	44.3	59.8	59.2	44.3
Mean	2.27	1.84	2.10	2.22	2.30	2.38	2.43	2.10	2.38	2.16	2.41	2.37	2.17



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

48. HOW CONCERNING IS IT THAT MAJOR DONORS TO PRESIDENT JOE BIDEN AND THE DEMOCRATIC PARTY ARE FUNDING AND SUPPORTING THE PROTESTS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
CONCERNING	69.4	60.0	66.5	70.8	73.7	69.8	69.3	78.0	77.1	54.3	64.7	63.1	70.0	67.0	68.5	75.0
Very	41.8	25.7	34.1	45.6	49.9	34.5	37.6	54.1	56.8	20.7	31.9	36.4	42.4	36.6	42.3	47.5
Somewhat	27.6	34.3	32.4	25.3	23.8	35.3	31.8	23.9	20.3	33.7	32.8	26.7	27.6	30.4	26.2	27.5
NOT AT ALL CONCERNING	18.1	30.8	20.3	16.2	13.6	23.4	21.1	14.3	12.4	35.1	19.7	18.3	15.0	18.2	19.2	15.4
DON'T KNOW	12.4	9.2	13.2	13.0	12.6	6.8	9.6	7.7	10.5	10.6	15.6	18.6	15.0	14.8	12.3	9.6
Net Diff.	51.3	29.2	46.3	54.6	60.1	46.4	48.2	63.8	64.8	19.2	45.0	44.8	54.9	48.9	49.3	59.6
Mean	2.27	1.94	2.16	2.34	2.42	2.12	2.18	2.43	2.50	1.84	2.14	2.22	2.32	2.22	2.26	2.35



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

BANNER 1

	TOTAL	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
REPUBLICAN CANDIDATE	45.2	90.5	76.8	60.4	43.7	27.2	15.7	17.0	19.3	63.1	73.1	51.7	47.6	92.7	71.7	29.5	16.6	4.1	4.3	4.0
DEMOCRAT CANDIDATE	39.4	2.8	11.5	28.0	36.0	50.3	67.1	66.6	69.4	19.6	16.3	23.2	24.9	3.0	13.0	21.6	64.6	84.9	82.7	86.0
DON'T KNOW	15.4	6.7	11.8	11.6	20.3	22.5	17.1	16.4	11.3	17.3	10.6	25.1	27.5	4.3	15.3	48.9	18.7	11.1	13.0	10.0
Net Diff	5.8	87.7	65.3	32.4	7.7	-23.1	-51.4	-49.7	-50.1	43.5	56.8	28.5	22.7	89.7	58.7	7.9	-48.0	-80.8	-78.4	-82.0



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
REPUBLICAN CANDIDATE	45.2	45.0	45.8	46.8	41.9	47.8	49.6	38.5	28.9	28.6	29.5
DEMOCRAT CANDIDATE	39.4	41.6	37.9	38.7	40.4	39.9	38.8	45.5	36.2	44.0	22.9
DON'T KNOW	15.4	13.5	16.3	14.6	17.7	12.3	11.6	16.0	34.9	27.4	47.6
Net Diff	5.8	3.4	8.0	8.1	1.4	7.9	10.8	-7.1	-7.3	-15.4	6.6



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714		911	897	192	786	751	256	177	206
REPUBLICAN CANDIDATE	45.2	82.3	11.3		84.0	9.8	26.4	87.7	8.2	35.7	36.1	29.7
DEMOCRAT CANDIDATE	39.4	8.6	72.4		7.9	74.6	23.8	5.8	78.0	42.1	42.2	23.3
DON'T KNOW	15.4	9.1	16.3		8.1	15.5	49.8	6.5	13.8	22.2	21.7	47.0
Net Diff	5.8	73.7	-61.2		76.0	-64.8	2.6	81.9	-69.7	-6.5	-6.1	6.4



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

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	540	1460	902	854	244	490	827	294	533	1173
REPUBLICAN CANDIDATE	45.2	13.1	57.1	84.9	7.7	29.5	35.3	11.1	7.3	13.1	69.2
DEMOCRAT CANDIDATE	39.4	71.1	27.6	6.7	79.0	21.6	29.3	72.1	83.3	65.8	16.3
DON'T KNOW	15.4	15.8	15.3	8.4	13.3	48.9	35.4	16.9	9.4	21.0	14.4
Net Diff	5.8	-57.9	29.4	78.2	-71.2	7.9	6.0	-61.0	-76.0	-52.7	52.9



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

BANNER 5

	TOTAL			PARTY			MEN			WOMEN		
	2020	BALLOT		TRUMP	BIDEN	REPUBLICAN	DEMOCRAT	INDEPENDENT	TRUMP	BIDEN	REPUBLICAN	DEMOCRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
REPUBLICAN CANDIDATE	45.2	85.1	13.1	87.5	7.8	39.3	90.1	12.3	43.8	84.2	5.1	35.4
DEMOCRAT CANDIDATE	39.4	6.7	70.5	4.8	81.0	29.0	4.3	77.2	28.9	5.5	83.3	29.1
DON'T KNOW	15.4	8.2	16.4	7.7	11.2	31.6	5.6	10.5	27.3	10.3	11.6	35.4
Net Diff	5.8	78.3	-57.4	82.7	-73.1	10.3	85.7	-64.8	15.0	78.7	-78.2	6.3



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
REPUBLICAN CANDIDATE	45.2	10.7	10.1	11.2	34.8	79.4	88.0	82.8	65.3	74.3	92.3	3.5	12.4	22.1	24.6	34.9	65.2
DEMOCRAT CANDIDATE	39.4	78.6	84.2	74.5	39.5	8.6	7.9	8.4	19.4	10.4	2.5	87.8	72.5	63.1	56.3	27.9	11.0
DON'T KNOW	15.4	10.7	5.7	14.3	25.7	12.0	4.0	8.8	15.3	15.3	5.3	8.6	15.0	14.8	19.1	37.3	23.8
Net Diff	5.8	-67.8	-74.1	-63.3	-4.7	70.7	80.1	74.5	45.9	63.9	89.8	-84.3	-60.1	-41.0	-31.7	7.0	54.2



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

BANNER 7

	TOTAL	VOTE BEHAVIOR				CONSIDER YOURSELF							RELIGION			
		DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/UPPER MIDDLE	WEALTHY/LOWER MIDDLE	UPPER MIDDLE CLASS	MIDDLE MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTEST	EVANGELICAL	CATHOLIC	NON-RELIGIOUS	
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
REPUBLICAN CANDIDATE	45.2	10.0	38.1	87.3	45.4	44.7	42.1	45.1	46.2	47.9	43.3	39.3	51.4	63.1	51.4	29.3
DEMOCRAT CANDIDATE	39.4	74.8	25.3	4.2	32.2	42.6	47.2	42.0	38.3	38.2	38.4	42.7	33.0	23.7	34.9	53.7
DON'T KNOW	15.4	15.1	36.6	8.5	22.4	12.7	10.7	12.9	15.5	13.9	18.3	18.1	15.6	13.3	13.7	16.9
Net Diff	5.8	-64.8	12.9	83.1	13.2	2.1	-5.2	3.0	7.9	9.7	4.8	-3.4	18.3	39.4	16.5	-24.4



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
REPUBLICAN CANDIDATE	45.2	48.2	39.4	40.3	37.4	58.1	47.2	39.1	32.7	50.9	33.0	36.0	20.0	55.4	60.9	41.4	46.6	29.9	24.6	16.0
DEMOCRAT CANDIDATE	39.4	35.8	46.4	44.6	50.0	28.5	41.0	42.5	50.9	34.6	49.4	47.6	61.4	30.3	26.7	42.3	42.1	50.7	61.0	61.7
DON'T KNOW	15.4	16.0	14.3	15.1	12.6	13.4	11.8	18.4	16.4	14.4	17.6	16.4	18.7	14.3	12.4	16.3	11.2	19.3	14.4	22.3
Net Diff	5.8	12.4	-7.0	-4.3	-12.6	29.7	6.1	-3.3	-18.2	16.3	-16.5	-11.6	-41.4	25.2	34.2	-0.9	4.5	-20.8	-36.3	-45.8



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
REPUBLICAN CANDIDATE	45.2	20.5	36.6	43.7	48.2	52.4	50.9	36.5	50.7	40.0	51.5	54.5	36.9
DEMOCRAT CANDIDATE	39.4	66.6	51.1	39.6	36.5	31.5	32.6	49.0	33.3	45.3	32.1	32.6	45.4
DON'T KNOW	15.4	12.9	12.4	16.7	15.3	16.0	16.5	14.5	16.0	14.7	16.3	12.9	17.7
Net Diff	5.8	-46.0	-14.5	4.0	11.7	20.9	18.3	-12.5	17.4	-5.4	19.4	21.9	-8.4



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

49. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO OPPOSES THE PROTESTS, SAYS THEY ARE SPREADING HATE, AND MORE MUST BE DONE TO CONTROL THEM.
2. A DEMOCRAT CANDIDATE WHO SUPPORTS THE PROTESTS, SAYS FREEDOM OF SPEECH MUST BE PROTECTED, AND OPPOSES STEPS TO CONTROL THEM.

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
REPUBLICAN CANDIDATE	45.2	26.1	40.8	49.8	51.3	34.4	44.4	60.1	60.5	21.4	38.4	38.8	41.3	34.9	46.9	54.8
DEMOCRAT CANDIDATE	39.4	61.0	43.9	35.6	31.7	55.0	45.1	27.7	24.2	64.5	43.0	44.0	39.8	48.6	38.2	29.9
DON'T KNOW	15.4	12.9	15.4	14.6	17.0	10.6	10.5	12.1	15.3	14.1	18.5	17.3	18.9	16.4	14.9	15.3
Net Diff	5.8	-34.8	-3.1	14.3	19.7	-20.6	-0.7	32.4	36.3	-43.1	-4.6	-5.2	1.5	-13.7	8.7	24.9



Table 50 Page 551
May 10-14, 2024

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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

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	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
ROLE	71.0	88.6	80.3	79.7	73.0	62.8	61.2	54.9	60.6	75.3	81.9	67.8	65.6	83.3	75.1	58.5	74.1	61.1	70.4	56.2
Major	41.8	75.8	62.5	49.6	41.3	28.2	23.4	25.6	23.1	48.9	60.1	36.6	30.3	63.8	41.2	33.0	40.8	25.6	33.6	21.3
Minor	29.2	12.8	17.8	30.1	31.7	34.7	37.7	29.2	37.5	26.5	21.8	31.2	35.2	19.5	33.9	25.4	33.3	35.6	36.8	34.9
NOT A FACTOR	13.8	4.1	8.2	5.1	11.3	16.7	18.5	30.1	27.6	9.3	6.0	13.3	13.7	6.3	11.0	14.6	8.8	24.1	14.3	29.4
DON'T KNOW	15.1	7.3	11.5	15.2	15.7	20.5	20.3	15.1	11.9	15.3	12.1	18.9	20.7	10.4	13.9	26.9	17.1	14.8	15.4	14.4
Net Diff.	57.2	84.5	72.1	74.6	61.7	46.1	42.7	24.8	33.0	66.0	75.9	54.5	51.8	77.0	64.1	43.9	65.3	37.0	56.1	26.8
Mean	2.33	2.77	2.61	2.52	2.36	2.14	2.06	1.95	1.95	2.47	2.62	2.29	2.21	2.64	2.35	2.25	2.39	2.02	2.23	1.91



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
ROLE	71.0	71.7	70.8	72.9	67.4	73.8	74.8	69.0	53.7	55.9	49.9
Major	41.8	43.6	36.8	44.3	41.2	45.1	47.2	33.5	21.8	22.0	21.4
Minor	29.2	28.2	34.0	28.6	26.2	28.8	27.5	35.5	31.9	33.9	28.4
NOT A FACTOR	13.8	16.5	15.3	12.2	13.1	13.3	12.9	15.2	17.0	17.5	16.3
DON'T KNOW	15.1	11.8	14.0	14.9	19.5	12.9	12.3	15.8	29.3	26.6	33.9
Net Diff.	57.2	55.2	55.5	60.7	54.4	60.6	61.8	53.8	36.6	38.4	33.6
Mean	2.33	2.31	2.25	2.38	2.35	2.36	2.39	2.22	2.07	2.06	2.08



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
ROLE	71.0	81.1	66.1	79.2	66.3	54.3	80.2	67.8	68.3	67.9	51.4	
Major	41.8	57.4	30.5	55.0	30.4	32.4	57.2	30.5	39.7	38.8	26.9	
Minor	29.2	23.7	35.6	24.2	35.9	21.8	23.0	37.3	28.6	29.1	24.5	
NOT A FACTOR	13.8	6.7	17.6	8.4	18.5	17.8	8.2	17.7	18.1	15.3	16.1	
DON'T KNOW	15.1	12.1	16.3	12.4	15.2	27.9	11.6	14.6	13.7	16.8	32.5	
Net Diff.	57.2	74.4	48.5	70.8	47.8	36.4	72.1	50.1	50.2	52.6	35.3	
Mean	2.33	2.58	2.15	2.53	2.14	2.20	2.56	2.15	2.25	2.28	2.16	



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

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	540	1460	902	854	244	490	827	294	533	1173
ROLE	71.0	70.0	71.4	80.2	64.9	58.5	64.5	67.8	75.7	63.4	73.3
Major	41.8	34.3	44.6	55.4	30.0	33.0	33.9	32.7	43.9	26.5	48.2
Minor	29.2	35.7	26.8	24.9	34.9	25.4	30.6	35.1	31.9	36.9	25.1
NOT A FACTOR	13.8	15.0	13.4	8.1	19.7	14.6	15.6	15.5	10.9	18.0	12.6
DON'T KNOW	15.1	15.0	15.2	11.7	15.4	26.9	19.9	16.7	13.3	18.5	14.1
Net Diff.	57.2	55.0	58.0	72.2	45.2	43.9	49.0	52.3	64.8	45.4	60.7
Mean	2.33	2.23	2.37	2.54	2.12	2.25	2.23	2.21	2.38	2.10	2.41



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

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	2000	830	890	724	736	540	408	280	251	316	456	289
ROLE	71.0	81.1	67.1	81.2	64.4	66.4	85.2	72.3	73.0	76.0	59.6	60.7
Major	41.8	56.6	32.4	57.7	31.7	34.2	61.1	38.6	40.9	53.4	27.5	28.4
Minor	29.2	24.5	34.7	23.4	32.7	32.2	24.1	33.7	32.1	22.6	32.1	32.3
NOT A FACTOR	13.8	7.0	17.9	6.1	19.8	16.1	6.3	18.7	15.0	5.8	20.4	17.1
DON'T KNOW	15.1	11.9	15.1	12.7	15.8	17.4	8.5	9.1	12.0	18.2	20.0	22.2
Net Diff.	57.2	74.1	49.2	75.1	44.7	50.3	78.9	53.6	57.9	70.2	39.2	43.7
Mean	2.33	2.56	2.17	2.59	2.14	2.22	2.60	2.22	2.29	2.58	2.09	2.15



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
ROLE	71.0	62.1	65.8	59.5	67.8	80.7	82.4	81.4	74.4	68.6	84.8	61.8	67.8	70.8	58.8	67.4	69.5
Major	41.8	29.5	33.7	26.4	34.9	53.2	66.4	58.5	48.9	39.9	62.8	28.2	35.7	42.7	27.8	32.4	45.0
Minor	29.2	32.7	32.1	33.1	32.8	27.4	15.9	22.8	25.5	28.7	22.0	33.6	32.1	28.2	31.0	35.0	24.4
NOT A FACTOR	13.8	24.7	24.1	25.1	12.2	7.3	6.3	6.9	16.2	8.0	4.9	25.2	11.0	14.8	25.9	14.6	13.1
DON'T KNOW	15.1	13.1	10.1	15.4	20.1	12.0	11.4	11.7	9.5	23.3	10.3	13.0	21.2	14.3	15.3	18.0	17.5
Net Diff.	57.2	37.4	41.7	34.4	55.6	73.4	76.1	74.5	58.2	60.6	79.8	36.6	56.7	56.0	32.9	52.8	56.4
Mean	2.33	2.05	2.11	2.01	2.28	2.52	2.68	2.58	2.36	2.42	2.65	2.03	2.31	2.33	2.02	2.22	2.39



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
ROLE	71.0	63.8	65.2	81.2	70.6	75.4	84.8	74.1	71.6	74.8	66.1	62.5	73.3	78.6	78.4	57.8
Major	41.8	30.5	34.3	57.1	37.8	42.6	59.7	40.3	42.8	45.3	38.6	34.3	42.7	60.6	47.6	28.2
Minor	29.2	33.3	30.9	24.1	32.8	32.8	25.2	33.8	28.7	29.5	27.5	28.2	30.6	18.0	30.9	29.7
NOT A FACTOR	13.8	19.6	17.4	6.0	14.2	12.8	7.0	13.6	13.7	11.7	17.1	15.7	11.3	5.7	10.9	22.3
DON'T KNOW	15.1	16.6	17.4	12.8	15.2	11.8	8.1	12.3	14.7	13.5	16.9	21.8	15.3	15.7	10.7	19.9
Net Diff.	57.2	44.1	47.8	75.2	56.4	62.5	77.8	60.5	57.9	63.1	49.0	46.8	62.0	73.0	67.5	35.5
Mean	2.33	2.13	2.21	2.59	2.28	2.34	2.57	2.30	2.34	2.39	2.26	2.24	2.37	2.65	2.41	2.07



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
ROLE	71.0	68.8	75.4	74.3	77.7	75.3	83.8	62.9	68.3	73.1	66.7	68.5	64.8	71.4	80.6	65.7	73.9	65.4	71.9	58.6
Major	41.8	41.1	43.3	43.5	42.8	47.9	51.1	34.8	36.7	42.9	39.4	42.6	34.5	45.6	51.2	34.9	47.1	40.0	40.5	29.3
Minor	29.2	27.7	32.1	30.8	34.8	27.3	32.7	28.1	31.7	30.1	27.3	25.9	30.3	25.8	29.4	30.8	26.8	25.3	31.4	29.3
NOT A FACTOR	13.8	13.7	14.0	14.8	12.4	13.0	10.9	14.4	16.6	12.7	16.2	16.4	15.1	14.9	10.8	14.5	16.0	16.7	14.7	15.4
DON'T KNOW	15.1	17.5	10.6	10.9	10.0	11.7	5.3	22.7	15.1	14.2	17.1	15.1	20.1	13.7	8.6	19.7	10.0	18.0	13.4	25.9
Net Diff.	57.2	55.1	61.4	59.5	65.3	62.3	72.8	48.5	51.8	60.3	50.6	52.0	49.7	56.5	69.8	51.2	57.9	48.7	57.2	43.2
Mean	2.33	2.33	2.33	2.32	2.34	2.40	2.42	2.26	2.24	2.35	2.28	2.31	2.24	2.36	2.44	2.25	2.35	2.28	2.30	2.19



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
ROLE	71.0	64.9	67.1	64.7	65.4	75.6	79.4	65.5	74.5	65.5	77.8	78.1	64.8
Major	41.8	30.1	33.1	35.9	39.0	46.6	52.1	33.7	46.9	35.3	49.7	49.0	35.5
Minor	29.2	34.8	34.1	28.8	26.4	29.0	27.3	31.8	27.6	30.2	28.0	29.1	29.3
NOT A FACTOR	13.8	24.8	18.2	14.5	13.9	12.0	9.1	17.9	11.3	16.7	10.3	12.3	15.1
DON'T KNOW	15.1	10.3	14.6	20.9	20.7	12.4	11.5	16.6	14.2	17.8	11.9	9.6	20.1
Net Diff.	57.2	40.1	48.9	50.2	51.4	63.6	70.3	47.7	63.2	48.8	67.5	65.7	49.7
Mean	2.33	2.06	2.17	2.27	2.32	2.40	2.49	2.19	2.42	2.23	2.45	2.41	2.25



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

50. ANTISEMITISM IS DEFINED AS "HOSTILITY TO OR PREJUDICE AGAINST JEWISH PEOPLE." HOW LARGE OF A ROLE DO YOU BELIEVE ANTISEMITISM PLAYS IN THE MOTIVATIONS OF THE PROTESTERS ON COLLEGE CAMPUSES?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
ROLE	71.0	65.7	65.2	69.1	78.5	72.7	73.0	75.3	84.2	61.7	60.1	62.4	72.3	71.4	71.1	70.3
Major	41.8	32.5	33.8	41.3	51.1	40.0	39.2	48.2	57.0	28.2	30.3	33.9	44.6	41.9	41.5	42.5
Minor	29.2	33.2	31.4	27.8	27.4	32.7	33.8	27.2	27.2	33.5	29.8	28.5	27.7	29.5	29.6	27.8
NOT A FACTOR	13.8	21.7	16.6	13.1	9.7	18.6	15.9	12.1	9.1	23.5	17.0	14.1	10.4	14.2	13.7	13.5
DON'T KNOW	15.1	12.6	18.3	17.8	11.8	8.7	11.2	12.6	6.8	14.9	22.9	23.5	17.2	14.4	15.1	16.2
Net Diff.	57.2	44.0	48.6	56.0	68.8	54.1	57.1	63.2	75.1	38.2	43.0	48.3	61.9	57.2	57.4	56.8
Mean	2.33	2.12	2.21	2.34	2.47	2.23	2.26	2.41	2.51	2.06	2.17	2.26	2.41	2.32	2.33	2.35



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
YES	29.7	15.6	21.5	30.8	25.5	28.3	31.2	45.7	49.4	24.6	24.0	23.8	29.6	17.5	25.4	28.6	36.1	41.2	32.8	45.7
NO	29.5	50.2	42.2	26.1	26.5	24.9	24.7	20.5	24.3	33.2	37.4	27.5	29.4	42.9	35.5	19.4	21.5	21.1	22.1	20.6
DON'T KNOW	40.8	34.2	36.3	43.1	48.0	46.8	44.1	33.8	26.3	42.2	38.6	48.6	41.0	39.6	39.1	51.9	42.4	37.7	45.1	33.7
Net Diff	0.1	-34.5	-20.7	4.7	-1.0	3.3	6.6	25.3	25.0	-8.6	-13.3	-3.7	0.2	-25.5	-10.0	9.2	14.6	20.1	10.7	25.1



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

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	1721	1449	272	279	176	103
YES	29.7	31.0	25.8	29.2	33.5	31.3	30.4	36.0	19.6	19.9	19.0
NO	29.5	30.3	29.6	30.0	28.1	30.6	31.4	26.0	23.1	25.1	19.7
DON'T KNOW	40.8	38.8	44.6	40.8	38.4	38.1	38.1	38.0	57.3	55.0	61.3
Net Diff	0.1	0.7	-3.8	-0.8	5.4	0.7	-1.0	10.0	-3.6	-5.2	-0.7



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
YES	29.7	20.3	39.4	20.1	39.8	27.8	19.1	40.7	35.8	32.4	22.1	
NO	29.5	39.2	20.8	38.5	21.9	22.8	39.4	22.7	26.6	22.9	20.3	
DON'T KNOW	40.8	40.5	39.8	41.4	38.4	49.4	41.4	36.6	37.6	44.7	57.5	
Net Diff	0.1	-18.9	18.7	-18.4	17.9	5.0	-20.3	17.9	9.2	9.5	1.8	



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

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	540	1460	902	854	244	490	827	294	533	1173	
YES	29.7	39.1	26.2	20.4	39.7	28.6	29.8	38.1	36.3	39.1	23.7	
NO	29.5	21.6	32.5	40.1	21.2	19.4	25.9	22.0	25.6	20.0	34.8	
DON'T KNOW	40.8	39.3	41.3	39.4	39.0	51.9	44.3	39.9	38.1	40.9	41.4	
Net Diff	0.1	17.5	-6.3	-19.7	18.5	9.2	3.9	16.1	10.7	19.0	-11.1	



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

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	2000	830	890	724	736	540	408	280	251	316	456	289	
YES	29.7	19.7	39.1	18.2	39.9	31.1	18.5	46.7	35.2	17.9	35.6	27.6	
NO	29.5	39.6	21.9	40.8	20.4	26.8	47.4	24.7	32.3	32.4	17.8	22.1	
DON'T KNOW	40.8	40.7	39.0	41.0	39.7	42.0	34.2	28.6	32.6	49.7	46.6	50.3	
Net Diff	0.1	-19.9	17.2	-22.6	19.4	4.3	-28.9	22.1	2.9	-14.6	17.8	5.6	



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
YES	29.7	47.2	53.3	42.7	24.8	23.8	16.2	20.8	49.6	10.3	18.1	47.8	23.9	46.6	42.8	31.3	21.3
NO	29.5	20.2	16.1	23.2	26.1	38.6	43.0	40.4	31.2	34.0	43.2	19.0	23.5	18.0	22.0	24.7	37.4
DON'T KNOW	40.8	32.6	30.5	34.1	49.1	37.5	40.8	38.8	19.3	55.7	38.7	33.2	52.6	35.3	35.2	44.0	41.2
Net Diff	0.1	26.9	37.2	19.5	-1.2	-14.8	-26.8	-19.6	18.4	-23.8	-25.0	28.8	0.4	28.6	20.8	6.6	-16.1



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

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 Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
YES	29.7	39.7	32.0	17.6	29.9	39.0	42.9	38.5	29.1	28.6	30.2	22.0	23.4	24.2	29.5	35.5
NO	29.5	20.8	26.4	40.5	29.2	34.5	35.0	34.4	28.0	30.1	24.6	33.6	30.2	37.0	30.1	24.0
DON'T KNOW	40.8	39.6	41.5	41.9	40.9	26.5	22.1	27.1	42.8	41.4	45.3	44.5	46.3	38.8	40.4	40.5
Net Diff	0.1	18.9	5.6	-23.0	0.6	4.6	7.9	4.1	1.1	-1.5	5.6	-11.6	-6.8	-12.7	-0.6	11.5



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
YES	29.7	25.1	38.5	35.7	44.1	27.3	39.6	23.2	37.6	28.8	31.5	31.9	31.3	30.7	29.0	28.6	35.7	29.7	38.7	25.0
NO	29.5	29.2	30.2	30.2	30.2	35.9	37.9	23.1	23.7	31.0	26.4	28.0	23.0	32.8	39.1	23.2	34.1	24.5	26.6	20.0
DON'T KNOW	40.8	45.7	31.3	34.0	25.7	36.8	22.5	53.7	38.7	40.2	42.2	40.1	45.6	36.5	31.8	48.2	30.2	45.7	34.7	55.1
Net Diff	0.1	-4.1	8.3	5.5	13.9	-8.6	1.7	0.1	13.9	-2.2	5.1	3.9	8.3	-2.1	-10.1	5.4	1.6	5.2	12.1	5.0



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
YES	29.7	45.4	35.4	32.7	29.5	23.4	24.6	36.2	25.5	34.2	24.1	31.4	28.2
NO	29.5	22.0	24.9	25.6	27.3	34.3	34.7	24.6	32.6	25.4	34.5	36.6	23.3
DON'T KNOW	40.8	32.6	39.7	41.7	43.2	42.3	40.7	39.1	41.8	40.3	41.4	32.1	48.5
Net Diff	0.1	23.3	10.5	7.1	2.1	-10.9	-10.1	11.6	-7.1	8.8	-10.4	-5.2	4.8



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

51. ANTIZIONISM IS OPPOSITION TO THE EXISTENCE OF THE JEWISH STATE OF ISRAEL IN THE REGION OF PALESTINE - A REGION THAT INCLUDES THE ANCESTRAL, BIBLICAL JEWISH HOMELAND. IS IT POSSIBLE TO BE ANTIZIONIST BUT NOT ANTISEMITIC?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
YES	29.7	41.9	34.0	26.0	25.2	46.8	37.1	30.6	25.1	39.0	32.0	20.9	25.3	33.8	29.1	25.4
NO	29.5	22.4	25.3	30.4	34.4	30.0	35.5	35.8	39.3	18.0	18.6	24.6	29.0	28.9	30.4	28.2
DON'T KNOW	40.8	35.7	40.7	43.7	40.4	23.2	27.4	33.6	35.6	43.0	49.4	54.5	45.6	37.3	40.4	46.3
Net Diff	0.1	19.5	8.7	-4.4	-9.2	16.8	1.7	-5.1	-14.2	21.0	13.4	-3.6	-3.7	4.9	-1.3	-2.8



Table 52 Page 571
May 10-14, 2024

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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
SUPPORT	41.5	51.8	48.6	44.6	41.8	36.7	34.0	40.0	32.4	42.8	47.7	36.6	36.8	49.5	42.1	22.8	48.1	38.7	46.1	34.8
Strongly	17.1	37.3	31.6	15.0	12.3	11.7	10.3	12.0	10.4	19.3	26.0	11.3	10.4	29.4	11.4	9.2	17.2	12.0	13.7	11.1
Somewhat	24.4	14.5	17.0	29.6	29.5	25.1	23.7	27.9	22.0	23.4	21.7	25.4	26.4	20.1	30.7	13.6	30.9	26.8	32.4	23.8
OPPOSE	26.4	22.1	24.8	21.7	25.8	26.6	26.7	31.5	38.9	24.4	22.9	26.0	27.2	22.5	30.3	27.8	17.6	31.1	26.5	33.5
Somewhat	13.7	7.7	11.2	8.3	15.4	14.1	18.0	17.8	19.9	12.5	9.2	15.9	18.5	9.1	18.3	15.2	9.8	16.4	12.6	18.5
Strongly	12.8	14.4	13.6	13.5	10.4	12.5	8.7	13.7	19.0	11.9	13.7	10.1	8.8	13.5	12.0	12.6	7.7	14.7	14.0	15.0
DON'T KNOW	32.0	26.1	26.6	33.7	32.3	36.7	39.4	28.5	28.7	32.8	29.4	37.4	36.0	28.0	27.7	49.5	34.3	30.2	27.4	31.7
Net Diff.	15.1	29.8	23.8	22.9	16.0	10.2	7.3	8.4	-6.5	18.3	24.8	10.7	9.5	27.0	11.8	-5.0	30.5	7.7	19.5	1.3
Mean	2.67	3.01	2.91	2.70	2.65	2.57	2.59	2.54	2.33	2.75	2.85	2.60	2.60	2.91	2.57	2.38	2.88	2.52	2.63	2.45



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

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	1721	1449	272	279	176	103
SUPPORT	41.5	46.6	41.5	41.2	38.2	43.9	44.6	40.2	27.2	32.1	18.8
Strongly	17.1	19.7	15.5	17.8	15.5	19.0	20.8	9.6	5.4	6.8	3.0
Somewhat	24.4	26.9	26.0	23.4	22.7	24.9	23.8	30.6	21.8	25.3	15.8
OPPOSE	26.4	25.9	24.5	28.1	26.0	26.6	26.3	28.1	25.8	26.7	24.1
Somewhat	13.7	14.1	12.2	14.7	13.1	13.1	12.2	18.1	17.0	17.8	15.7
Strongly	12.8	11.8	12.3	13.4	12.9	13.4	14.1	10.0	8.7	8.9	8.5
DON'T KNOW	32.0	27.5	34.0	30.8	35.7	29.6	29.2	31.7	47.0	41.1	57.0
Net Diff.	15.1	20.7	17.0	13.1	12.2	17.3	18.3	12.1	1.4	5.4	-5.3
Mean	2.67	2.75	2.68	2.66	2.63	2.70	2.72	2.58	2.45	2.51	2.31



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	192	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206	
SUPPORT	41.5	46.7	41.3	45.1	41.9	23.3	44.8	44.6	38.1	38.1	22.0	
Strongly	17.1	23.6	13.8	22.6	13.4	8.5	23.8	14.2	13.6	11.5	6.8	
Somewhat	24.4	23.1	27.5	22.5	28.5	14.8	21.1	30.5	24.5	26.6	15.2	
OPPOSE	26.4	25.0	28.4	26.2	26.0	29.7	26.8	26.2	27.0	26.2	25.5	
Somewhat	13.7	11.7	16.4	13.2	14.5	11.9	13.2	14.7	12.2	13.1	13.7	
Strongly	12.8	13.3	12.1	13.0	11.5	17.7	13.5	11.5	14.8	13.0	11.8	
DON'T KNOW	32.0	28.4	30.2	28.7	32.1	47.0	28.4	29.2	34.9	35.7	52.5	
Net Diff.	15.1	21.7	12.9	18.9	15.9	-6.3	18.1	18.5	11.1	11.9	-3.5	
Mean	2.67	2.80	2.62	2.77	2.65	2.27	2.77	2.67	2.57	2.57	2.36	



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

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	540	1460	902	854	244	490	827	294	533	1173	
SUPPORT	41.5	45.3	40.2	46.7	41.5	22.8	31.1	43.5	52.4	38.5	40.2	
Strongly	17.1	15.1	17.9	22.7	13.5	9.2	10.7	14.9	24.1	9.8	18.7	
Somewhat	24.4	30.3	22.3	24.0	28.0	13.6	20.4	28.6	28.3	28.7	21.5	
OPPOSE	26.4	23.4	27.6	25.4	27.2	27.8	29.5	24.2	22.7	25.0	28.0	
Somewhat	13.7	12.9	14.0	12.5	14.5	15.2	17.3	13.7	9.6	15.9	13.7	
Strongly	12.8	10.5	13.6	12.9	12.6	12.6	12.1	10.5	13.2	9.0	14.4	
DON'T KNOW	32.0	31.3	32.3	27.9	31.4	49.5	39.4	32.4	24.8	36.6	31.7	
Net Diff.	15.1	21.9	12.6	21.3	14.3	-5.0	1.7	19.3	29.7	13.5	12.2	
Mean	2.67	2.73	2.66	2.78	2.62	2.38	2.49	2.71	2.84	2.62	2.65	



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

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	830	890	724	736	540	408	280	251	316	456	289			
SUPPORT	41.5	46.7	41.9	47.5	44.2	29.9	51.5	51.9	37.6	42.3	39.5	23.2			
Strongly	17.1	23.3	14.3	23.5	13.7	13.2	27.6	18.5	15.9	18.1	10.8	10.8			
Somewhat	24.4	23.4	27.6	24.1	30.5	16.7	23.9	33.4	21.6	24.3	28.7	12.4			
OPPOSE	26.4	25.8	26.6	23.1	25.6	32.1	25.9	27.3	33.6	19.4	24.6	30.8			
Somewhat	13.7	12.1	14.6	11.7	14.0	15.9	11.7	13.7	15.4	11.6	14.2	16.3			
Strongly	12.8	13.7	11.9	11.4	11.6	16.3	14.2	13.6	18.2	7.8	10.3	14.5			
DON'T KNOW	32.0	27.5	31.5	29.4	30.2	38.0	22.6	20.8	28.8	38.2	36.0	45.9			
Net Diff.	15.1	20.9	15.3	24.5	18.6	-2.2	25.6	24.6	3.9	22.9	14.9	-7.6			
Mean	2.67	2.78	2.65	2.84	2.66	2.43	2.84	2.72	2.49	2.85	2.62	2.36			



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
SUPPORT	41.5	41.6	42.1	41.2	35.4	45.6	51.0	47.8	55.2	36.8	49.7	42.9	44.0	55.8	29.2	28.7	34.2
Strongly	17.1	12.8	16.6	10.0	12.7	19.2	33.8	25.1	22.4	7.8	27.4	12.1	16.4	15.2	12.0	12.0	18.0
Somewhat	24.4	28.8	25.6	31.2	22.7	26.4	17.3	22.7	32.8	29.0	22.3	30.8	27.7	40.6	17.2	16.8	16.2
OPPOSE	26.4	29.8	32.4	27.9	25.1	28.0	20.9	25.1	28.2	17.8	24.0	29.2	19.4	24.1	33.3	32.1	31.2
Somewhat	13.7	16.3	14.4	17.6	13.9	15.6	5.2	11.4	23.3	9.6	11.4	15.1	13.0	9.9	19.0	16.3	12.3
Strongly	12.8	13.5	18.0	10.2	11.3	12.4	15.6	13.7	4.9	8.2	12.6	14.1	6.4	14.3	14.3	15.9	19.0
DON'T KNOW	32.0	28.6	25.5	30.9	39.5	26.4	28.1	27.1	16.6	45.5	26.3	27.9	36.6	20.1	37.5	39.1	34.6
Net Diff.	15.1	11.8	9.7	13.3	10.2	17.6	30.2	22.6	27.0	19.0	25.6	13.7	24.6	31.7	-4.1	-3.4	3.0
Mean	2.67	2.57	2.55	2.59	2.61	2.71	2.96	2.81	2.87	2.67	2.88	2.57	2.85	2.71	2.43	2.41	2.51



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
SUPPORT	41.5	40.3	34.6	45.3	39.3	49.7	60.1	48.3	41.1	44.2	35.8	34.9	39.9	48.6	47.8	33.6
Strongly	17.1	13.6	11.3	23.1	13.0	23.3	47.1	20.1	15.8	16.9	13.8	18.6	16.3	26.7	19.3	11.5
Somewhat	24.4	26.7	23.3	22.2	26.3	26.4	13.0	28.2	25.3	27.3	21.9	16.3	23.6	21.9	28.6	22.0
OPPOSE	26.4	27.5	27.7	24.9	27.6	28.0	25.7	28.3	26.0	26.1	25.9	27.3	26.5	18.6	23.5	31.2
Somewhat	13.7	14.7	14.9	12.1	15.8	13.6	7.5	14.4	14.0	13.4	15.0	12.0	13.2	11.7	13.4	15.8
Strongly	12.8	12.7	12.8	12.8	11.8	14.5	18.2	14.0	12.1	12.7	10.9	15.3	13.3	7.0	10.1	15.4
DON'T KNOW	32.0	32.2	37.7	29.8	33.1	22.2	14.2	23.3	32.9	29.7	38.3	37.8	33.6	32.8	28.6	35.3
Net Diff.	15.1	12.8	6.9	20.5	11.7	21.7	34.4	20.0	15.1	18.1	9.9	7.6	13.4	30.0	24.3	2.4
Mean	2.67	2.61	2.53	2.79	2.61	2.75	3.04	2.71	2.67	2.69	2.63	2.61	2.65	3.02	2.80	2.46



Table 52 Page 578
 May 10-14, 2024

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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE
 OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-	WHITE	NON-	His-	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE		WHITE	panic								
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.											
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
SUPPORT	41.5	39.8	45.0	44.3	46.3	47.4	49.0	32.9	41.6	42.8	39.0	38.8	39.9	40.2	48.8	36.9	45.0	35.3	46.7	34.0
Strongly	17.1	16.8	17.8	17.2	18.9	22.0	21.3	12.0	14.8	17.8	15.7	17.6	14.2	13.7	22.5	13.2	21.9	15.2	18.3	10.7
Somewhat	24.4	23.0	27.2	27.1	27.4	25.4	27.7	20.9	26.8	25.0	23.3	21.2	25.7	26.5	26.3	23.7	23.2	20.1	28.5	23.3
OPPOSE	26.4	24.6	30.0	29.4	31.0	25.6	34.0	23.8	26.5	25.4	28.7	26.8	27.7	31.2	26.6	24.3	31.6	24.2	32.6	23.5
Somewhat	13.7	12.9	15.3	16.1	13.8	12.0	15.9	13.6	14.8	12.6	16.0	15.1	15.6	18.1	11.8	13.3	16.1	14.5	16.9	14.5
Strongly	12.8	11.8	14.7	13.4	17.3	13.6	18.1	10.2	11.7	12.8	12.6	11.8	12.1	13.0	14.8	11.0	15.5	9.7	15.7	9.0
DON'T KNOW	32.0	35.6	25.0	26.2	22.7	27.0	17.0	43.3	31.8	31.8	32.3	34.3	32.4	28.6	24.6	38.8	23.4	40.5	20.7	42.5
Net Diff.	15.1	15.1	15.0	14.9	15.3	21.8	15.0	9.1	15.1	17.4	10.3	12.0	12.2	9.0	22.2	12.7	13.5	11.1	14.1	10.4
Mean	2.67	2.69	2.64	2.65	2.62	2.76	2.63	2.61	2.66	2.70	2.62	2.68	2.62	2.57	2.75	2.64	2.67	2.69	2.62	2.62



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060	
SUPPORT	41.5	48.1	42.1	37.6	39.4	42.0	42.9	41.3	41.7	40.7	42.5	47.9	35.9	
Strongly	17.1	14.8	14.2	13.4	16.1	21.1	19.5	13.9	19.1	14.6	20.2	21.8	13.0	
Somewhat	24.4	33.3	28.0	24.2	23.3	20.9	23.4	27.3	22.6	26.2	22.3	26.1	22.9	
OPPOSE	26.4	24.3	25.4	28.2	26.9	26.1	26.4	26.4	26.4	26.6	26.3	28.4	24.7	
Somewhat	13.7	14.0	14.4	16.5	14.4	13.1	11.2	15.3	12.7	15.0	12.0	13.3	14.0	
Strongly	12.8	10.3	11.0	11.6	12.5	13.0	15.2	11.1	13.8	11.5	14.3	15.1	10.7	
DON'T KNOW	32.0	27.6	32.5	34.3	33.7	31.8	30.7	32.3	31.8	32.7	31.2	23.7	39.4	
Net Diff.	15.1	23.8	16.8	9.4	12.5	15.9	16.5	14.8	15.3	14.2	16.2	19.5	11.2	
Mean	2.67	2.73	2.67	2.60	2.65	2.74	2.68	2.65	2.69	2.65	2.70	2.72	2.63	



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

52. DO YOU SUPPORT OR OPPOSE LEGISLATION THAT WOULD EXPAND THE DEFINITION OF ANTISEMITISM IN ANTI-DISCRIMINATION LAWS TO INCLUDE OPPOSITION TO THE CONTINUED EXISTENCE OF THE JEWISH STATE OF ISRAEL?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
SUPPORT	41.5	46.9	38.3	41.3	42.1	58.5	46.8	49.5	44.8	40.2	32.8	32.6	39.2	43.8	42.2	37.1
Strongly	17.1	15.2	13.7	17.1	20.2	18.8	17.0	23.1	24.0	13.1	11.6	10.6	16.0	16.4	17.0	18.5
Somewhat	24.4	31.8	24.6	24.2	21.9	39.7	29.8	26.3	20.8	27.2	21.3	22.0	23.2	27.4	25.2	18.6
OPPOSE	26.4	22.1	29.0	25.5	26.9	24.8	29.6	26.3	30.2	20.5	28.6	24.7	23.2	26.7	25.5	28.3
Somewhat	13.7	13.1	16.8	13.0	12.2	19.2	13.7	12.8	12.1	9.6	18.8	13.2	12.4	13.8	13.2	14.7
Strongly	12.8	8.9	12.2	12.6	14.6	5.6	15.9	13.6	18.1	10.9	9.9	11.5	10.8	12.9	12.3	13.6
DON'T KNOW	32.0	31.0	32.7	33.2	31.0	16.7	23.6	24.2	25.1	39.3	38.5	42.7	37.5	29.5	32.3	34.6
Net Diff.	15.1	24.9	9.3	15.8	15.3	33.7	17.2	23.2	14.6	19.8	4.2	7.9	16.0	17.1	16.6	8.8
Mean	2.67	2.77	2.59	2.69	2.69	2.86	2.63	2.78	2.68	2.70	2.56	2.55	2.71	2.67	2.69	2.64



Table 53 Page 581
May 10-14, 2024

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

53. WHO DO YOU TRUST MORE?

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
UNITED STATES GOVERNMENT	78.8	67.4	75.4	83.0	82.2	83.3	82.6	71.6	74.3	77.3	76.8	79.2	73.9	75.1	76.7	65.0	95.4	82.5	91.1	78.3
CHINESE COMMUNIST PARTY	2.3	2.1	2.0	1.8	2.2	0.5	2.4	3.5	6.2	2.5	1.9	2.0	6.5	4.0	2.2	2.0	0.0	1.7	0.0	2.5
DON'T KNOW	18.9	30.5	22.6	15.2	15.7	16.2	15.0	24.8	19.5	20.2	21.2	18.8	19.5	20.8	21.1	33.0	4.6	15.8	8.9	19.3
Net Diff	76.5	65.2	73.4	81.2	80.0	82.8	80.2	68.1	68.2	74.7	74.9	77.2	67.4	71.1	74.4	62.9	95.4	80.8	91.1	75.8



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

53. WHO DO YOU TRUST MORE?

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	851	721	130	149	92	57
UNITED STATES GOVERNMENT	78.8	79.8	78.9	77.0	80.9	81.0	81.1	80.0	66.4	62.7	72.3
CHINESE COMMUNIST PARTY	2.3	1.6	2.2	2.3	2.8	2.3	2.3	2.0	2.2	1.9	2.8
DON'T KNOW	18.9	18.6	18.9	20.7	16.2	16.8	16.5	18.0	31.4	35.5	24.8
Net Diff	76.5	78.2	76.7	74.7	78.1	78.7	78.8	78.0	64.1	60.8	69.5



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

53. WHO DO YOU TRUST MORE?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112
UNITED STATES GOVERNMENT	78.8	75.2	87.2	73.3	87.4	64.3	74.4	89.5	70.4	75.6	70.1
CHINESE COMMUNIST PARTY	2.3	3.0	1.0	2.7	1.9	1.9	3.2	1.1	3.8	0.7	1.0
DON'T KNOW	18.9	21.8	11.8	23.9	10.8	33.7	22.4	9.4	25.7	23.7	29.0
Net Diff	76.5	72.3	86.2	70.6	85.5	62.4	71.2	88.4	66.6	74.9	69.1



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

53. WHO DO YOU TRUST MORE?

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	458	416	127	263	400	133	267	600
UNITED STATES GOVERNMENT	78.8	93.8	73.6	75.7	86.4	65.0	74.5	90.6	93.5	89.1	71.0
CHINESE COMMUNIST PARTY	2.3	1.8	2.4	3.4	1.2	2.0	2.3	1.6	2.9	0.9	2.7
DON'T KNOW	18.9	4.4	24.0	20.9	12.5	33.0	23.1	7.9	3.6	10.0	26.3
Net Diff	76.5	91.9	71.2	72.3	85.2	62.9	72.2	89.0	90.6	88.2	68.2



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

53. WHO DO YOU TRUST MORE?

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	415	445		362	368	270	212	131	128	150	237	142
UNITED STATES GOVERNMENT	78.8	75.9	86.1		76.1	86.3	72.1	84.3	92.2	74.8	64.6	83.1	69.6
CHINESE COMMUNIST PARTY	2.3	2.7	1.5		2.6	1.0	3.5	1.3	1.4	3.7	4.5	0.8	3.4
DON'T KNOW	18.9	21.3	12.4		21.3	12.6	24.4	14.4	6.4	21.5	30.9	16.0	27.0
Net Diff	76.5	73.2	84.7		73.5	85.3	68.5	83.0	90.8	71.0	60.1	82.3	66.3



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

53. WHO DO YOU TRUST MORE?

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
UNITED STATES GOVERNMENT	78.8	81.6	75.4	86.0	79.3	78.8	72.2	76.1	69.1	78.7	76.1	86.2	86.0	88.5	62.6	75.0	68.6
CHINESE COMMUNIST PARTY	2.3	3.8	3.8	3.9	2.1	0.0	3.1	1.2	13.3	3.8	1.6	1.7	0.0	0.0	10.4	2.9	0.0
DON'T KNOW	18.9	14.6	20.8	10.1	18.6	21.2	24.7	22.6	17.6	17.4	22.3	12.1	14.0	11.5	27.0	22.1	31.4
Net Diff	76.5	77.7	71.7	82.1	77.2	78.8	69.1	74.9	55.9	74.9	74.5	84.5	86.0	88.5	52.1	72.1	68.6



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

53. WHO DO YOU TRUST MORE?

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
UNITED STATES GOVERNMENT	78.8	82.8	74.1	76.0	80.2	84.7	94.6	83.3	79.6	81.0	77.2	65.6	80.3	76.9	82.0	75.5
CHINESE COMMUNIST PARTY	2.3	1.9	3.2	2.3	2.0	1.9	0.0	2.2	1.4	0.8	2.4	9.0	2.3	0.0	2.3	2.8
DON'T KNOW	18.9	15.2	22.6	21.7	17.7	13.4	5.4	14.5	19.0	18.3	20.4	25.5	17.4	23.1	15.7	21.7
Net Diff	76.5	80.9	70.9	73.8	78.2	82.7	94.6	81.1	78.2	80.2	74.8	56.6	78.1	76.9	79.7	72.7



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

53. WHO DO YOU TRUST MORE?

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
UNITED STATES GOVERNMENT	78.8	76.0	84.2	83.6	85.3	80.6	90.8	71.8	78.7	79.3	77.8	79.8	76.2	80.3	84.7	73.9	88.1	76.4	80.2	72.0
CHINESE COMMUNIST PARTY	2.3	2.7	1.5	0.8	2.8	2.0	1.9	3.3	1.1	2.1	2.7	2.6	2.6	2.3	1.2	2.9	2.0	2.9	3.8	1.3
DON'T KNOW	18.9	21.3	14.4	15.6	11.9	17.4	7.3	24.8	20.2	18.7	19.5	17.6	21.2	17.4	14.1	23.1	9.9	20.7	16.0	26.7
Net Diff	76.5	73.3	82.7	82.8	82.6	78.6	88.9	68.5	77.6	77.2	75.1	77.1	73.6	78.0	83.4	71.0	86.1	73.6	76.4	70.8



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

53. WHO DO YOU TRUST MORE?

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
UNITED STATES GOVERNMENT	78.8	73.6	72.9	73.3	75.2	82.5	86.8	73.2	82.3	73.8	84.9	83.9	74.2
CHINESE COMMUNIST PARTY	2.3	4.0	3.7	3.1	4.1	1.3	0.0	3.5	1.5	3.7	0.6	2.0	2.6
DON'T KNOW	18.9	22.4	23.4	23.6	20.6	16.2	13.2	23.3	16.1	22.5	14.5	14.1	23.2
Net Diff	76.5	69.6	69.2	70.2	71.1	81.2	86.8	69.7	80.8	70.1	84.4	81.9	71.7



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

53. WHO DO YOU TRUST MORE?

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
UNITED STATES GOVERNMENT	78.8	71.3	74.2	77.4	85.9	83.5	85.7	79.0	86.9	66.0	67.7	75.6	84.6	79.4	79.7	75.7
CHINESE COMMUNIST PARTY	2.3	4.0	3.1	3.0	0.5	2.2	1.6	4.0	0.5	4.9	3.9	1.8	0.5	0.8	2.0	5.1
DON'T KNOW	18.9	24.6	22.8	19.6	13.6	14.3	12.7	17.0	12.6	29.1	28.4	22.6	14.9	19.8	18.3	19.2
Net Diff	76.5	67.3	71.1	74.5	85.4	81.4	84.0	75.1	86.4	61.2	63.9	73.8	84.1	78.6	77.7	70.6



Table 54 Page 591
May 10-14, 2024

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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
AMERICAN S.M. COMPANIES	66.6	53.5	62.6	74.0	70.7	68.0	68.8	60.2	64.3	66.8	65.4	67.4	71.0	68.0	62.9	52.2	83.8	66.2	74.7	62.1
CHINESE S.M. COMPANIES	3.5	1.7	2.0	0.5	4.8	1.8	4.6	7.6	8.6	3.2	1.3	4.0	9.0	3.6	4.4	3.1	0.6	4.4	2.1	5.5
DON'T KNOW	29.9	44.8	35.4	25.5	24.5	30.2	26.6	32.3	27.1	30.1	33.3	28.6	19.9	28.4	32.7	44.8	15.6	29.4	23.2	32.5
Net Diff	63.1	51.8	60.6	73.4	66.0	66.1	64.2	52.6	55.7	63.6	64.1	63.3	62.0	64.5	58.5	49.1	83.1	61.9	72.6	56.6



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	851	721	130	149	92	57
AMERICAN S.M. COMPANIES	66.6	66.9	69.9	64.3	67.0	68.7	68.9	67.5	54.5	57.5	49.6
CHINESE S.M. COMPANIES	3.5	2.6	3.4	4.2	3.2	3.1	2.8	4.8	5.7	4.0	8.3
DON'T KNOW	29.9	30.5	26.7	31.5	29.8	28.1	28.2	27.7	39.9	38.4	42.1
Net Diff	63.1	64.3	66.5	60.1	63.9	65.6	66.1	62.6	48.8	53.5	41.3



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361	454	450	96	389	360	140	103	112
AMERICAN S.M. COMPANIES	66.6	66.9	70.1	65.2	72.0	48.1	66.9	75.2	54.7	56.8	52.7
CHINESE S.M. COMPANIES	3.5	3.5	3.6	4.1	2.8	4.2	4.1	2.3	6.4	4.1	1.8
DON'T KNOW	29.9	29.6	26.3	30.7	25.2	47.8	29.0	22.5	38.9	39.1	45.5
Net Diff	63.1	63.4	66.5	61.1	69.2	43.9	62.9	72.9	48.3	52.7	50.9



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	458	416	127	263	400	133	267	600	
AMERICAN S.M. COMPANIES	66.6	79.7	62.1	66.1	71.5	52.2	61.4	74.8	82.7	70.9	61.1	
CHINESE S.M. COMPANIES	3.5	2.5	3.9	3.9	3.2	3.1	4.6	3.1	2.1	3.6	3.8	
DON'T KNOW	29.9	17.8	34.1	30.0	25.2	44.8	34.0	22.1	15.2	25.5	35.1	
Net Diff	63.1	77.3	58.2	62.3	68.3	49.1	56.9	71.7	80.6	67.3	57.4	



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	415	445	362	368	270	212	131	128	150	237	142	
AMERICAN S.M. COMPANIES	66.6	65.7	70.7	66.0	72.4	59.5	69.7	78.0	66.0	60.9	69.3	53.6	
CHINESE S.M. COMPANIES	3.5	4.0	3.2	3.6	2.4	4.9	4.0	1.4	4.3	3.0	3.0	5.4	
DON'T KNOW	29.9	30.2	26.1	30.4	25.2	35.6	26.3	20.6	29.7	36.2	27.8	41.0	
Net Diff	63.1	61.7	67.6	62.5	70.0	54.6	65.7	76.6	61.7	57.9	66.3	48.2	



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
AMERICAN S.M. COMPANIES	66.6	68.2	59.9	74.2	66.7	68.6	60.4	65.3	65.9	74.1	64.3	71.2	73.3	77.5	53.0	59.9	63.3
CHINESE S.M. COMPANIES	3.5	5.2	7.1	3.8	3.1	0.0	6.5	2.6	12.4	3.6	2.9	2.3	2.3	3.6	16.9	3.5	0.0
DON'T KNOW	29.9	26.7	33.1	22.1	30.2	31.4	33.2	32.1	21.6	22.3	32.7	26.5	24.3	18.9	30.2	36.6	36.7
Net Diff	63.1	63.0	52.8	70.4	63.6	68.6	53.9	62.7	53.5	70.5	61.4	68.9	71.0	73.9	36.1	56.4	63.3



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
AMERICAN S.M. COMPANIES	66.6	69.8	60.2	65.5	65.9	71.7	83.3	70.1	68.4	71.0	63.9	47.1	67.1	71.1	73.1	59.9
CHINESE S.M. COMPANIES	3.5	3.3	3.9	3.6	3.4	2.7	6.1	2.3	3.0	2.3	4.2	8.1	2.3	2.6	2.8	5.0
DON'T KNOW	29.9	27.0	35.8	30.9	30.6	25.5	10.6	27.6	28.6	26.6	31.9	44.8	30.7	26.4	24.1	35.1
Net Diff	63.1	66.5	56.3	61.9	62.5	69.0	77.2	67.8	65.4	68.7	59.8	39.1	64.8	68.5	70.4	54.9



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
AMERICAN S.M. COMPANIES	66.6	64.9	69.9	67.9	73.9	69.6	74.1	60.6	66.4	67.6	64.4	64.6	67.1	64.4	71.1	64.3	69.6	62.7	76.1	57.8
CHINESE S.M. COMPANIES	3.5	3.8	3.0	3.7	1.7	3.5	3.1	4.0	2.9	3.0	4.7	3.8	7.0	2.3	2.6	3.3	2.0	4.5	8.0	5.9
DON'T KNOW	29.9	31.3	27.1	28.4	24.4	27.0	22.8	35.4	30.6	29.4	31.0	31.5	25.9	33.3	26.3	32.4	28.4	32.8	15.8	36.3
Net Diff	63.1	61.2	66.9	64.3	72.1	66.1	71.0	56.6	63.5	64.7	59.7	60.8	60.1	62.1	68.4	61.0	67.6	58.1	68.1	51.9



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
AMERICAN S.M. COMPANIES	66.6	62.5	61.8	66.7	65.2	70.0	68.5	64.2	68.1	64.5	69.2	71.0	62.7
CHINESE S.M. COMPANIES	3.5	3.5	6.9	4.8	5.2	2.2	0.7	5.2	2.4	5.2	1.4	3.4	3.6
DON'T KNOW	29.9	34.0	31.3	28.5	29.5	27.8	30.8	30.5	29.5	30.2	29.5	25.6	33.7
Net Diff	63.1	59.0	54.9	61.9	60.0	67.8	67.8	59.0	65.7	59.3	67.8	67.7	59.0



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

54. WHO DO YOU TRUST MORE WITH YOUR DIGITAL DATA?

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
AMERICAN S.M. COMPANIES	66.6	60.6	65.7	66.9	69.1	78.4	78.0	69.6	67.5	52.8	58.9	63.7	71.3	70.6	66.2	62.3
CHINESE S.M. COMPANIES	3.5	5.1	5.3	4.3	1.0	2.2	3.9	5.8	1.5	6.4	6.1	2.5	0.4	3.8	3.5	3.1
DON'T KNOW	29.9	34.3	29.0	28.9	29.9	19.4	18.1	24.5	31.1	40.7	35.1	33.7	28.3	25.6	30.3	34.6
Net Diff	63.1	55.5	60.4	62.6	68.1	76.2	74.1	63.8	66.0	46.4	52.8	61.2	70.9	66.7	62.7	59.2



Table 55 Page 601
May 10-14, 2024

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

55. WHO DO YOU TRUST MORE?

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	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
AMERICAN CORPORATIONS	75.1	78.1	83.1	83.0	80.2	73.0	73.9	62.1	51.7	77.4	81.9	75.6	61.1	85.4	76.2	60.2	77.2	70.2	80.1	64.5
CHINESE COMMUNIST PARTY	3.3	1.1	3.0	2.7	4.1	1.2	4.3	2.5	7.8	3.8	2.5	4.0	9.5	2.1	6.0	5.0	3.6	2.1	0.7	2.9
DON'T KNOW	21.6	20.8	13.9	14.3	15.8	25.8	21.7	35.3	40.5	18.8	15.6	20.4	29.3	12.5	17.8	34.8	19.2	27.6	19.1	32.5
Net Diff	71.9	77.0	80.1	80.3	76.1	71.8	69.6	59.6	43.9	73.6	79.5	71.6	51.6	83.3	70.2	55.3	73.7	68.1	79.4	61.6



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

55. WHO DO YOU TRUST MORE?

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	870	729	142	130	84	46
AMERICAN CORPORATIONS	75.1	69.7	77.8	76.4	74.4	77.7	78.7	72.5	58.0	57.5	59.0
CHINESE COMMUNIST PARTY	3.3	3.8	1.2	4.6	2.6	2.4	1.6	6.6	9.4	8.0	11.9
DON'T KNOW	21.6	26.5	20.9	18.9	23.0	19.9	19.7	20.9	32.6	34.6	29.1
Net Diff	71.9	65.9	76.6	71.8	71.8	75.3	77.2	65.8	48.6	49.5	47.1



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

55. WHO DO YOU TRUST MORE?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	434	353	457	447	96	398	392	116	75	94
AMERICAN CORPORATIONS	75.1	80.4	75.3	79.8	74.4	56.3	81.2	75.0	66.3	66.6	61.0
CHINESE COMMUNIST PARTY	3.3	3.8	1.7	4.1	1.7	6.6	3.7	2.4	3.9	4.6	4.4
DON'T KNOW	21.6	15.8	23.0	16.0	23.9	37.1	15.1	22.6	29.8	28.8	34.6
Net Diff	71.9	76.7	73.6	75.7	72.6	49.7	77.5	72.7	62.4	62.0	56.5



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

55. WHO DO YOU TRUST MORE?

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	283	717	445	438	117	226	427	161	266	573
AMERICAN CORPORATIONS	75.1	81.6	72.6	82.0	72.2	60.2	64.7	75.4	78.8	73.3	75.0
CHINESE COMMUNIST PARTY	3.3	3.1	3.4	3.6	2.5	5.0	5.2	2.6	2.2	2.8	3.8
DON'T KNOW	21.6	15.3	24.0	14.5	25.3	34.8	30.0	22.0	19.0	23.9	21.2
Net Diff	71.9	78.4	69.3	78.4	69.7	55.3	59.5	72.8	76.7	70.5	71.1



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

55. WHO DO YOU TRUST MORE?

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	415	445	362	368	270	197	150	124	165	218	146	
AMERICAN CORPORATIONS	75.1	82.4	73.0	83.2	71.3	69.6	84.0	74.7	67.3	82.1	69.0	71.5	
CHINESE COMMUNIST PARTY	3.3	3.0	2.0	3.0	3.5	3.4	3.5	5.2	4.5	2.4	2.3	2.5	
DON'T KNOW	21.6	14.6	25.0	13.9	25.2	27.0	12.5	20.0	28.2	15.4	28.7	26.0	
Net Diff	71.9	79.4	71.0	80.2	67.8	66.2	80.5	69.5	62.9	79.7	66.6	69.1	



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

55. WHO DO YOU TRUST MORE?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
AMERICAN CORPORATIONS	75.1	69.4	66.0	71.8	72.0	82.5	83.3	82.8	57.5	79.7	85.6	71.8	70.5	70.8	61.4	69.6	75.7
CHINESE COMMUNIST PARTY	3.3	4.5	4.7	4.4	3.7	2.6	0.7	1.9	31.9	1.3	1.9	3.0	5.1	0.0	2.7	3.9	2.6
DON'T KNOW	21.6	26.1	29.3	23.8	24.2	14.9	16.0	15.3	10.6	19.1	12.6	25.1	24.4	29.2	35.9	26.6	21.7
Net Diff	71.9	64.8	61.3	67.4	68.3	79.9	82.6	81.0	25.6	78.4	83.7	68.8	65.4	70.8	58.7	65.7	73.1



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

55. WHO DO YOU TRUST MORE?

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
AMERICAN CORPORATIONS	75.1	70.3	71.5	81.9	75.1	84.0	85.5	83.8	76.1	78.3	72.4	59.8	80.0	78.6	83.8	64.2
CHINESE COMMUNIST PARTY	3.3	3.5	2.2	3.3	3.9	4.1	14.5	2.8	2.5	2.2	3.0	7.3	1.5	1.7	2.8	3.9
DON'T KNOW	21.6	26.2	26.3	14.8	21.0	11.9	0.0	13.4	21.4	19.5	24.7	32.9	18.6	19.7	13.4	31.9
Net Diff	71.9	66.7	69.4	78.5	71.2	79.9	71.0	81.0	73.6	76.1	69.4	52.5	78.5	76.8	81.0	60.3



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

55. WHO DO YOU TRUST MORE?

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
AMERICAN CORPORATIONS	75.1	73.4	78.6	78.8	78.2	73.8	82.4	73.0	75.3	76.1	73.0	71.9	72.7	75.1	76.2	76.1	78.7	66.6	75.7	70.5
CHINESE COMMUNIST PARTY	3.3	2.9	4.1	3.8	4.5	3.8	5.3	2.1	2.9	2.5	5.0	3.6	6.3	5.5	3.6	1.4	6.3	1.5	4.8	7.4
DON'T KNOW	21.6	23.8	17.3	17.3	17.3	22.5	12.3	24.9	21.7	21.4	22.0	24.5	21.0	19.4	20.2	22.5	15.0	31.9	19.5	22.1
Net Diff	71.9	70.5	74.6	75.0	73.7	70.0	77.1	70.9	72.4	73.7	68.0	68.2	66.4	69.6	72.7	74.6	72.4	65.0	70.9	63.2



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

55. WHO DO YOU TRUST MORE?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
AMERICAN CORPORATIONS	75.1	66.9	66.4	68.2	76.9	71.4	87.9	67.3	80.0	70.1	81.1	76.7	73.8
CHINESE COMMUNIST PARTY	3.3	7.3	4.4	8.2	2.4	1.6	0.0	6.8	1.1	5.5	0.7	4.3	2.4
DON'T KNOW	21.6	25.8	29.2	23.5	20.7	27.0	12.1	25.9	18.9	24.4	18.2	19.1	23.8
Net Diff	71.9	59.6	62.0	60.0	74.5	69.8	87.9	60.6	78.9	64.6	80.4	72.4	71.4



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

55. WHO DO YOU TRUST MORE?

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
AMERICAN CORPORATIONS	75.1	68.2	66.9	75.8	82.7	76.5	69.3	75.1	82.3	61.9	65.0	76.4	83.1	70.9	76.7	76.9
CHINESE COMMUNIST PARTY	3.3	6.2	6.8	2.3	0.5	7.7	10.1	3.1	0.6	5.1	4.4	1.6	0.5	4.6	3.5	1.0
DON'T KNOW	21.6	25.6	26.3	21.9	16.7	15.7	20.6	21.8	17.1	33.0	30.7	22.0	16.4	24.6	19.8	22.1
Net Diff	71.9	61.9	60.0	73.4	82.2	68.8	59.3	72.0	81.7	56.9	60.6	74.9	82.6	66.3	73.2	76.0



Table 56 Page 611
May 10-14, 2024

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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT GOP					
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
AMERICAN S.M. COMPANIES	69.9	70.5	71.3	79.5	71.8	66.8	66.9	62.2	62.3	70.9	74.4	68.0	62.2	76.7	66.7	54.4	79.2	67.8	72.9	64.8
CHINESE S.M. COMPANIES	5.0	1.1	7.2	8.1	3.9	2.8	5.8	2.3	7.0	5.7	6.2	4.3	7.0	4.0	6.7	9.1	5.2	3.4	1.8	4.3
DON'T KNOW	25.1	28.3	21.5	12.4	24.3	30.4	27.3	35.5	30.7	23.4	19.4	27.7	30.7	19.4	26.6	36.5	15.6	28.8	25.2	30.9
Net Diff	64.9	69.4	64.1	71.4	67.8	63.9	61.1	59.9	55.3	65.1	68.2	63.6	55.2	72.7	60.0	45.3	74.0	64.4	71.1	60.5



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

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	870	729	142	130	84	46
AMERICAN S.M. COMPANIES	69.9	68.4	69.5	69.6	72.1	72.3	73.0	69.1	53.6	53.1	54.6
CHINESE S.M. COMPANIES	5.0	4.5	2.6	7.6	3.1	4.3	3.3	9.4	9.4	10.8	6.9
DON'T KNOW	25.1	27.1	27.9	22.8	24.8	23.4	23.7	21.6	36.9	36.0	38.5
Net Diff	64.9	63.9	66.8	61.9	69.0	68.0	69.6	59.7	44.2	42.3	47.7



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
AMERICAN S.M. COMPANIES	69.9	71.5	73.2	72.5	72.0	47.3	70.7	74.0	65.7	68.9	54.6	
CHINESE S.M. COMPANIES	5.0	6.5	2.0	6.6	3.3	5.3	7.2	3.2	4.7	5.6	3.4	
DON'T KNOW	25.1	21.9	24.8	20.9	24.7	47.4	22.1	22.8	29.6	25.5	42.0	
Net Diff	64.9	65.0	71.2	65.9	68.8	42.0	63.5	70.8	61.0	63.3	51.1	



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

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	283	717	445	438	117	226	427	161	266	573
AMERICAN S.M. COMPANIES	69.9	75.4	67.7	72.9	71.0	54.4	60.8	73.4	77.6	70.8	67.3
CHINESE S.M. COMPANIES	5.0	5.0	5.0	5.0	3.9	9.1	7.3	4.0	4.9	3.5	5.7
DON'T KNOW	25.1	19.5	27.3	22.1	25.1	36.5	31.9	22.6	17.5	25.6	27.0
Net Diff	64.9	70.4	62.7	68.0	67.1	45.3	53.5	69.4	72.7	67.3	61.6



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

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	415	445	362	368	270	197	150	124	165	218	146	
AMERICAN S.M. COMPANIES	69.9	71.6	71.2	74.5	70.9	62.4	71.7	74.2	63.8	77.9	68.6	61.1	
CHINESE S.M. COMPANIES	5.0	6.2	3.3	5.1	4.4	5.7	6.2	7.1	3.3	3.7	2.5	7.7	
DON'T KNOW	25.1	22.1	25.5	20.4	24.8	31.9	22.1	18.6	32.9	18.3	29.0	31.1	
Net Diff	64.9	65.4	67.9	69.4	66.5	56.7	65.5	67.1	60.5	74.2	66.1	53.4	



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
AMERICAN S.M. COMPANIES	69.9	68.8	64.9	71.6	66.6	73.8	74.6	74.1	64.3	73.3	75.5	70.6	69.2	81.6	61.7	61.4	65.4
CHINESE S.M. COMPANIES	5.0	5.5	8.6	3.2	5.6	3.6	4.4	3.9	27.8	2.4	4.6	4.2	4.9	3.4	4.4	7.7	1.4
DON'T KNOW	25.1	25.7	26.5	25.2	27.8	22.6	21.0	21.9	7.9	24.3	20.0	25.2	25.9	15.0	33.9	30.9	33.2
Net Diff	64.9	63.3	56.3	68.3	60.9	70.2	70.3	70.2	36.5	70.8	70.9	66.4	64.3	78.2	57.3	53.6	64.1



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
AMERICAN S.M. COMPANIES	69.9	69.2	66.4	71.8	69.5	74.5	77.3	74.1	71.1	73.3	67.4	57.7	73.7	79.7	72.4	60.4
CHINESE S.M. COMPANIES	5.0	4.5	3.5	6.0	4.4	6.2	14.8	5.1	4.0	3.5	4.8	9.8	2.7	2.8	4.4	6.6
DON'T KNOW	25.1	26.3	30.1	22.2	26.1	19.3	7.9	20.8	24.9	23.2	27.8	32.6	23.6	17.5	23.1	33.0
Net Diff	64.9	64.7	62.9	65.8	65.1	68.3	62.5	69.0	67.1	69.8	62.6	47.9	70.9	76.9	68.0	53.9



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
AMERICAN S.M. COMPANIES	69.9	68.6	72.4	70.9	75.4	70.9	69.5	66.6	74.9	70.2	69.3	66.4	69.5	75.1	68.8	71.5	75.9	59.1	76.0	64.8
CHINESE S.M. COMPANIES	5.0	4.8	5.4	4.9	6.4	4.2	8.9	5.3	2.4	4.1	7.0	7.5	7.2	5.5	5.2	3.0	4.6	9.8	9.4	5.7
DON'T KNOW	25.1	26.6	22.2	24.2	18.1	25.0	21.6	28.1	22.7	25.8	23.7	26.1	23.3	19.4	26.0	25.5	19.5	31.1	14.6	29.5
Net Diff	64.9	63.8	67.0	66.0	69.0	66.7	60.6	61.3	72.6	66.1	62.3	58.9	62.3	69.6	63.7	68.5	71.3	49.3	66.6	59.1



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
AMERICAN S.M. COMPANIES	69.9	67.5	65.2	67.0	66.3	66.5	79.2	66.5	72.0	66.4	74.0	70.4	69.4
CHINESE S.M. COMPANIES	5.0	9.0	10.8	8.4	4.2	2.8	0.8	9.4	2.3	7.8	1.6	5.7	4.3
DON'T KNOW	25.1	23.5	24.0	24.5	29.5	30.7	20.0	24.1	25.7	25.7	24.4	23.8	26.2
Net Diff	64.9	58.4	54.4	58.6	62.1	63.8	78.4	57.1	69.8	58.6	72.4	64.7	65.1



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

56. WHO DO YOU TRUST MORE TO DECIDE WHAT CONTENT IS SEEN BY SOCIAL MEDIA USERS?

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
AMERICAN S.M. COMPANIES	69.9	65.7	66.9	67.5	75.0	67.5	68.4	68.6	73.8	64.3	65.8	66.4	76.2	70.5	70.1	68.7
CHINESE S.M. COMPANIES	5.0	10.9	8.5	3.7	1.5	14.7	10.8	4.2	1.1	8.0	6.8	3.3	1.8	8.1	3.7	4.0
DON'T KNOW	25.1	23.4	24.6	28.7	23.5	17.7	20.8	27.2	25.0	27.6	27.5	30.3	22.0	21.4	26.2	27.3
Net Diff	64.9	54.8	58.4	63.8	73.6	52.8	57.7	64.4	72.7	56.3	59.0	63.1	74.4	62.4	66.4	64.7



Table 57 Page 621
May 10-14, 2024

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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN 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	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
CLOSELY	63.5	74.5	64.3	63.0	62.0	59.8	56.6	67.9	66.9	62.5	66.0	59.0	55.9	67.3	61.9	45.6	69.0	65.9	65.6	66.1
Very	20.1	26.6	23.0	23.2	16.9	13.2	18.1	22.6	21.5	19.9	23.9	13.4	18.9	25.0	12.2	11.6	26.7	20.5	19.3	21.1
Somewhat	43.5	47.9	41.3	39.8	45.2	46.6	38.6	45.3	45.3	42.6	42.2	45.5	37.1	42.2	49.7	34.1	42.4	45.4	46.3	45.0
NOT CLOSELY	35.0	25.0	35.0	35.8	36.0	37.4	43.4	29.3	31.2	35.6	33.1	38.1	40.4	31.7	36.1	49.9	29.8	33.5	33.6	33.4
Not That	24.0	17.8	25.1	23.9	23.3	26.2	30.7	22.2	18.9	24.0	23.0	24.5	27.6	22.9	24.6	30.5	19.6	23.9	24.5	23.5
Not at All	11.0	7.1	10.0	11.9	12.8	11.2	12.6	7.1	12.2	11.6	10.2	13.6	12.9	8.9	11.5	19.4	10.2	9.6	9.0	9.9
DON'T KNOW	1.5	0.6	0.6	1.2	1.9	2.8	0.0	2.8	2.0	1.9	0.8	3.0	3.6	1.0	1.9	4.5	1.2	0.6	0.9	0.5
Net Diff.	28.6	49.5	29.3	27.1	26.0	22.4	13.3	38.6	35.7	26.9	32.9	20.9	15.5	35.5	25.8	-4.2	39.3	32.5	32.0	32.7
Mean	2.74	2.94	2.78	2.75	2.67	2.64	2.62	2.86	2.78	2.72	2.80	2.61	2.64	2.84	2.64	2.40	2.87	2.77	2.76	2.78



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN THE UNITED STATES?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
CLOSELY	63.5	62.8	61.4	67.5	59.5	66.8	68.9	55.6	43.3	46.1	38.6
Very	20.1	20.4	20.2	20.4	19.0	21.8	24.0	9.8	9.4	8.5	10.8
Somewhat	43.5	42.4	41.2	47.0	40.5	45.0	44.9	45.8	33.9	37.6	27.7
NOT CLOSELY	35.0	35.8	36.6	31.0	39.6	32.3	30.2	43.3	51.6	50.9	52.8
Not That	24.0	23.3	24.3	21.7	28.3	22.6	21.2	30.1	32.5	31.8	33.7
Not at All	11.0	12.6	12.3	9.3	11.3	9.7	9.0	13.3	19.1	19.2	19.1
DON'T KNOW	1.5	1.4	2.0	1.6	0.9	0.9	0.9	1.1	5.0	3.0	8.6
Net Diff.	28.6	26.9	24.8	36.5	19.9	34.6	38.7	12.2	-8.3	-4.8	-14.3
Mean	2.74	2.72	2.71	2.80	2.68	2.80	2.85	2.53	2.35	2.37	2.33



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
CLOSELY	63.5	66.1	66.9	64.8	65.9	46.6	65.2	68.0	61.4	62.7	43.7	
Very	20.1	22.1	20.5	20.5	20.5	16.0	21.5	22.2	15.4	15.3	12.5	
Somewhat	43.5	44.0	46.4	44.3	45.4	30.5	43.7	45.8	45.9	47.4	31.2	
NOT CLOSELY	35.0	32.6	31.8	34.0	33.2	47.8	33.6	31.1	37.9	36.2	50.6	
Not That	24.0	22.6	23.0	23.6	23.3	28.9	23.8	22.7	23.0	20.3	30.8	
Not at All	11.0	10.0	8.7	10.4	9.8	18.9	9.8	8.4	14.9	15.9	19.8	
DON'T KNOW	1.5	1.4	1.3	1.2	1.0	5.6	1.2	0.9	0.8	1.1	5.7	
Net Diff.	28.6	33.5	35.1	30.8	32.7	-1.3	31.6	37.0	23.5	26.5	-6.9	
Mean	2.74	2.79	2.80	2.76	2.77	2.46	2.78	2.83	2.62	2.63	2.39	



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN THE UNITED STATES?

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	540	1460	902	854	244	490	827	294	533	1173
CLOSELY	63.5	65.1	63.0	65.3	66.8	45.6	56.5	64.6	73.5	59.7	62.8
Very	20.1	20.7	19.8	20.3	22.3	11.6	12.9	21.0	29.2	16.5	19.4
Somewhat	43.5	44.5	43.1	45.0	44.5	34.1	43.6	43.6	44.3	43.2	43.4
NOT CLOSELY	35.0	33.4	35.5	33.4	32.4	49.9	40.1	34.4	25.5	39.3	35.4
Not That	24.0	24.1	24.0	23.5	22.6	30.5	25.8	23.9	17.6	27.3	24.1
Not at All	11.0	9.3	11.6	9.9	9.8	19.4	14.3	10.5	7.9	12.0	11.3
DON'T KNOW	1.5	1.4	1.5	1.4	0.8	4.5	3.4	1.1	1.0	1.1	1.8
Net Diff.	28.6	31.7	27.4	31.9	34.4	-4.2	16.4	30.2	48.0	20.4	27.4
Mean	2.74	2.78	2.72	2.77	2.80	2.40	2.57	2.76	2.96	2.65	2.72



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN THE UNITED STATES?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT	INDEPENDENT	REPUBLICAN	DEMOCRAT
Total	2000	830	890	724	736	540	408	280	251	316	456	289	
CLOSELY	63.5	64.0	66.9	64.8	67.1	57.0	70.2	74.3	66.1	57.8	62.7	49.1	
Very	20.1	19.8	22.0	19.9	22.7	16.7	25.4	27.2	22.7	12.8	19.9	11.4	
Somewhat	43.5	44.1	45.0	44.9	44.4	40.3	44.8	47.0	43.4	45.0	42.8	37.7	
NOT CLOSELY	35.0	34.8	31.8	33.9	31.6	41.0	29.6	24.6	32.9	39.5	35.9	48.1	
Not That	24.0	24.4	23.0	23.1	22.8	26.7	22.0	18.6	20.9	24.6	25.4	31.8	
Not at All	11.0	10.4	8.8	10.8	8.8	14.3	7.6	6.0	12.0	14.9	10.5	16.3	
DON'T KNOW	1.5	1.2	1.3	1.3	1.3	2.0	0.2	1.2	1.0	2.7	1.4	2.8	
Net Diff.	28.6	29.1	35.1	30.9	35.5	16.0	40.6	49.7	33.2	18.4	26.8	1.0	
Mean	2.74	2.74	2.81	2.75	2.82	2.61	2.88	2.97	2.78	2.57	2.73	2.46	



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN 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	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
CLOSELY	63.5	68.4	71.5	66.2	57.9	64.8	66.3	65.4	67.4	53.8	67.4	71.0	60.0	67.0	55.7	58.1	54.8
Very	20.1	22.5	28.0	18.6	18.3	16.3	25.4	20.0	33.8	12.6	20.8	23.1	22.3	21.2	14.8	17.7	15.1
Somewhat	43.5	45.9	43.5	47.6	39.7	48.5	40.9	45.5	33.6	41.2	46.6	47.9	37.8	45.8	40.9	40.4	39.7
NOT CLOSELY	35.0	30.6	28.1	32.4	39.8	34.0	32.7	33.5	28.4	43.3	31.9	28.1	37.6	33.0	44.3	39.9	41.7
Not That	24.0	23.1	21.0	24.6	25.6	23.7	22.1	23.1	20.2	28.5	22.0	22.3	24.0	21.4	28.2	25.6	29.3
Not at All	11.0	7.5	7.1	7.8	14.2	10.3	10.7	10.4	8.3	14.8	9.9	5.7	13.6	11.6	16.1	14.4	12.4
DON'T KNOW	1.5	1.0	0.4	1.4	2.3	1.1	1.0	1.1	4.2	2.9	0.7	0.9	2.4	0.0	0.0	2.0	3.5
Net Diff.	28.6	37.8	43.4	33.8	18.1	30.8	33.6	31.9	38.9	10.5	35.4	42.9	22.5	34.0	11.4	18.1	13.0
Mean	2.74	2.84	2.93	2.78	2.63	2.72	2.82	2.76	2.97	2.53	2.79	2.89	2.70	2.77	2.54	2.63	2.59



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN THE UNITED STATES?

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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
CLOSELY	63.5	66.0	58.0	62.7	62.0	73.1	71.3	73.3	63.2	66.0	58.5	54.3	62.9	55.6	66.5	62.7	
Very	20.1	21.3	16.1	20.0	16.8	28.1	55.5	24.5	18.8	19.4	17.7	18.8	17.0	19.1	22.0	20.0	
Somewhat	43.5	44.6	41.9	42.7	45.1	44.9	15.8	48.9	44.4	46.6	40.8	35.5	45.8	36.5	44.5	42.7	
NOT CLOSELY	35.0	32.8	39.2	36.0	36.3	25.9	28.7	25.5	35.3	32.7	39.9	43.2	35.7	42.8	32.4	35.6	
Not That	24.0	23.3	25.5	24.2	25.0	18.8	11.2	19.8	24.5	22.9	27.2	26.9	21.8	30.5	24.4	25.2	
Not at All	11.0	9.5	13.7	11.7	11.3	7.1	17.5	5.7	10.9	9.8	12.7	16.3	13.9	12.3	8.1	10.5	
DON'T KNOW	1.5	1.3	2.8	1.3	1.8	1.0	0.0	1.1	1.4	1.3	1.6	2.5	1.4	1.6	1.0	1.7	
Net Diff.	28.6	33.2	18.8	26.7	25.7	47.2	42.6	47.8	27.9	33.3	18.6	11.1	27.2	12.8	34.1	27.0	
Mean	2.74	2.79	2.62	2.72	2.69	2.95	3.09	2.93	2.72	2.77	2.65	2.58	2.67	2.63	2.81	2.73	



Table 57 Page 628
May 10-14, 2024

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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN 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	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
CLOSELY	63.5	60.3	69.9	68.9	71.9	65.6	79.8	55.5	61.4	63.0	64.6	61.2	68.2	68.2	68.9	57.4	74.1	53.9	74.3	62.9
Very	20.1	18.2	23.7	22.5	26.1	22.3	31.1	14.5	17.4	18.3	23.9	20.9	26.0	25.1	22.3	14.3	31.8	14.8	32.3	20.5
Somewhat	43.5	42.1	46.2	46.3	45.8	43.3	48.7	41.0	44.0	44.8	40.8	40.2	42.2	43.1	46.5	43.0	42.3	39.1	42.1	42.4
NOT CLOSELY	35.0	37.9	29.1	29.9	27.6	33.3	20.2	42.1	36.7	35.6	33.7	36.5	30.4	30.6	30.2	40.7	25.9	42.4	25.0	35.1
Not That	24.0	26.1	19.9	19.3	21.1	23.1	15.8	28.7	23.4	24.4	23.1	27.9	18.9	21.2	21.8	26.9	22.1	31.2	15.4	21.9
Not at All	11.0	11.9	9.2	10.6	6.5	10.2	4.4	13.4	13.3	11.2	10.6	8.6	11.5	9.3	8.4	13.8	3.8	11.3	9.6	13.2
DON'T KNOW	1.5	1.8	1.0	1.2	0.4	1.1	0.0	2.4	1.8	1.4	1.7	2.4	1.4	1.2	0.9	1.9	0.0	3.7	0.7	2.1
Net Diff.	28.6	22.4	40.8	39.0	44.3	32.3	59.7	13.4	24.7	27.4	31.0	24.7	37.8	37.7	38.6	16.6	48.2	11.5	49.3	27.8
Mean	2.74	2.68	2.85	2.82	2.92	2.79	3.07	2.58	2.67	2.71	2.79	2.75	2.84	2.85	2.84	2.59	3.02	2.60	2.98	2.72



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN THE UNITED STATES?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
CLOSELY	63.5	72.6	66.3	62.3	63.9	63.3	60.2	65.8	62.1	65.2	61.5	70.3	57.5
Very	20.1	26.4	25.1	21.0	18.1	20.7	15.7	23.5	17.9	21.9	17.8	25.2	15.5
Somewhat	43.5	46.2	41.2	41.3	45.8	42.6	44.5	42.3	44.2	43.3	43.7	45.1	42.1
NOT CLOSELY	35.0	26.2	31.4	34.1	35.3	36.2	38.9	31.5	37.1	32.6	37.8	29.0	40.3
Not That	24.0	17.0	20.7	21.5	25.6	24.0	28.5	20.3	26.3	21.9	26.6	20.7	26.9
Not at All	11.0	9.1	10.8	12.6	9.6	12.3	10.5	11.3	10.8	10.8	11.2	8.3	13.4
DON'T KNOW	1.5	1.2	2.3	3.7	0.8	0.5	0.9	2.7	0.7	2.1	0.7	0.7	2.2
Net Diff.	28.6	46.4	34.9	28.2	28.7	27.0	21.3	34.2	25.0	32.6	23.7	41.3	17.3
Mean	2.74	2.91	2.83	2.73	2.73	2.72	2.66	2.80	2.70	2.78	2.69	2.88	2.61



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

57. HOW CLOSELY HAVE YOU FOLLOWED RECENT NEWS STORIES ABOUT LEGISLATION THAT COULD BAN THE SOCIAL MEDIA PLATFORM TIKTOK IN THE UNITED STATES?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG			
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
CLOSELY	63.5	71.0	63.8	62.1	61.9	70.4	75.6	70.3	67.4	71.4	56.1	53.2	55.9	69.8	63.7	54.9
Very	20.1	25.9	22.6	19.9	16.4	30.9	30.4	26.9	19.8	23.1	17.5	12.4	12.6	26.3	19.0	14.4
Somewhat	43.5	45.1	41.2	42.1	45.5	39.5	45.3	43.4	47.6	48.3	38.6	40.8	43.2	43.5	44.7	40.4
NOT CLOSELY	35.0	27.2	32.9	37.3	37.3	28.4	22.8	29.0	32.4	26.5	39.5	46.2	42.7	28.8	34.7	43.9
Not That	24.0	18.2	20.6	27.5	25.7	21.5	17.1	19.4	23.4	16.2	22.9	36.3	28.1	21.2	23.9	28.0
Not at All	11.0	9.0	12.3	9.8	11.6	6.9	5.7	9.6	8.9	10.3	16.6	9.9	14.6	7.6	10.8	15.9
DON'T KNOW	1.5	1.8	3.3	0.6	0.8	1.2	1.5	0.7	0.2	2.1	4.4	0.6	1.4	1.4	1.6	1.2
Net Diff.	28.6	43.8	30.9	24.8	24.6	42.0	52.8	41.3	35.0	44.8	16.6	7.0	13.2	41.0	29.0	11.0
Mean	2.74	2.90	2.77	2.73	2.67	2.96	3.02	2.88	2.78	2.86	2.60	2.56	2.55	2.90	2.73	2.54



Table 58 Page 631
May 10-14, 2024

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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
SUPPORT	61.0	67.9	69.7	70.9	63.5	52.3	53.7	50.1	50.3	62.3	69.8	54.6	48.6	66.2	57.5	50.7	71.3	58.0	67.5	52.9
Strongly	33.8	46.9	47.1	39.2	32.9	24.6	27.2	23.9	23.9	35.2	43.8	26.0	20.7	42.3	29.1	22.4	39.9	30.4	36.5	27.2
Somewhat	27.2	21.1	22.7	31.7	30.6	27.7	26.6	26.2	26.4	27.1	26.0	28.5	27.9	23.9	28.4	28.3	31.4	27.6	31.0	25.8
OPPOSE	28.3	19.1	24.0	19.9	24.3	34.7	35.4	37.7	39.7	27.0	21.2	32.2	39.6	24.1	32.5	31.7	21.5	31.2	21.5	36.4
Somewhat	13.9	4.6	11.6	12.2	10.3	18.5	22.2	16.6	17.5	12.9	10.3	14.7	20.1	9.8	18.3	12.8	12.7	16.3	11.9	18.7
Strongly	14.3	14.6	12.4	7.6	14.0	16.2	13.3	21.1	22.2	14.1	10.9	17.5	19.5	14.3	14.2	18.8	8.8	14.8	9.5	17.7
DON'T KNOW	10.7	12.9	6.3	9.2	12.2	13.0	10.8	12.2	10.0	10.7	9.0	13.3	11.8	9.6	10.0	17.6	7.2	10.8	11.0	10.7
Net Diff.	32.7	48.8	45.8	51.0	39.2	17.6	18.3	12.4	10.6	35.3	48.6	22.4	8.9	42.1	25.0	19.0	49.8	26.9	46.1	16.6
Mean	2.90	3.15	3.11	3.13	2.94	2.70	2.76	2.60	2.58	2.93	3.13	2.73	2.56	3.04	2.80	2.66	3.10	2.83	3.06	2.70



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	1721	1449	272	279	176	103
SUPPORT	61.0	60.7	63.3	58.3	63.7	63.5	65.4	53.6	45.3	47.9	40.9
Strongly	33.8	31.2	37.1	32.4	34.8	36.6	39.4	21.7	16.4	17.8	14.0
Somewhat	27.2	29.5	26.1	25.9	28.9	27.0	26.1	31.9	28.9	30.0	26.9
OPPOSE	28.3	27.6	25.0	32.2	25.2	26.6	24.8	36.0	38.6	39.6	36.9
Somewhat	13.9	13.8	12.6	15.7	12.3	13.0	12.2	17.1	19.8	19.4	20.5
Strongly	14.3	13.8	12.4	16.5	13.0	13.6	12.6	18.8	18.8	20.2	16.4
DON'T KNOW	10.7	11.7	11.7	9.5	11.0	9.9	9.8	10.4	16.1	12.6	22.2
Net Diff.	32.7	33.0	38.2	26.1	38.5	36.9	40.6	17.6	6.7	8.3	3.9
Mean	2.90	2.88	3.00	2.82	2.96	2.96	3.02	2.63	2.51	2.52	2.49



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	192	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206	
SUPPORT	61.0	64.6	66.5	60.4	64.4	47.9	61.3	66.3	55.6	55.1	47.1	
Strongly	33.8	38.8	34.9	35.9	33.5	24.6	36.5	35.0	29.2	27.0	24.3	
Somewhat	27.2	25.8	31.6	24.4	30.9	23.3	24.8	31.3	26.4	28.1	22.8	
OPPOSE	28.3	25.0	23.1	29.8	25.9	32.0	28.1	24.2	37.2	35.6	33.0	
Somewhat	13.9	10.7	14.0	13.3	14.2	15.8	12.2	14.0	16.4	14.0	17.4	
Strongly	14.3	14.3	9.1	16.5	11.7	16.2	15.9	10.2	20.8	21.5	15.6	
DON'T KNOW	10.7	10.4	10.4	9.9	9.6	20.1	10.7	9.5	7.2	9.3	19.9	
Net Diff.	32.7	39.6	43.4	30.6	38.5	15.9	33.2	42.2	18.5	19.5	14.1	
Mean	2.90	2.99	3.03	2.88	2.95	2.71	2.92	3.01	2.69	2.67	2.70	



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	540	1460	902	854	244	490	827	294	533	1173
SUPPORT	61.0	67.3	58.7	62.9	61.9	50.7	50.0	66.6	74.1	62.5	57.0
Strongly	33.8	37.5	32.4	37.4	33.2	22.4	24.6	36.2	48.0	29.6	32.1
Somewhat	27.2	29.7	26.3	25.6	28.7	28.3	25.4	30.5	26.1	32.9	25.0
OPPOSE	28.3	21.4	30.8	27.3	28.4	31.7	37.0	22.5	16.7	25.7	32.3
Somewhat	13.9	13.1	14.2	13.0	15.3	12.8	19.7	13.3	9.6	15.3	14.4
Strongly	14.3	8.2	16.6	14.3	13.1	18.8	17.3	9.2	7.1	10.4	17.9
DON'T KNOW	10.7	11.4	10.5	9.8	9.8	17.6	12.9	10.8	9.1	11.8	10.7
Net Diff.	32.7	45.9	27.9	35.7	33.5	19.0	13.0	44.1	57.4	36.8	24.7
Mean	2.90	3.09	2.83	2.95	2.91	2.66	2.66	3.05	3.27	2.93	2.80



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	830	890	724	736	540	408	280	251	316	456	289
SUPPORT	61.0	63.0	64.0	64.0	60.6	57.5	68.2	68.4	62.9	58.5	55.9	52.8
Strongly	33.8	38.3	33.9	37.6	32.1	30.9	40.5	36.5	36.0	33.9	29.4	26.4
Somewhat	27.2	24.7	30.2	26.3	28.6	26.6	27.7	31.9	26.9	24.6	26.5	26.4
OPPOSE	28.3	26.2	26.5	25.9	29.9	29.2	24.4	26.1	25.6	27.9	32.2	32.3
Somewhat	13.9	11.5	14.4	12.3	15.8	13.7	12.8	15.1	12.6	11.6	16.2	14.7
Strongly	14.3	14.7	12.1	13.7	14.1	15.5	11.6	11.0	13.0	16.3	16.1	17.6
DON'T KNOW	10.7	10.8	9.5	10.1	9.4	13.3	7.4	5.5	11.5	13.7	11.9	14.9
Net Diff.	32.7	36.8	37.6	38.0	30.7	28.3	43.8	42.2	37.2	30.6	23.6	20.6
Mean	2.90	2.97	2.95	2.98	2.87	2.84	3.05	2.99	2.97	2.88	2.79	2.72



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
SUPPORT	61.0	58.0	51.8	62.6	57.8	66.5	66.6	66.6	64.1	52.6	66.8	58.6	61.8	72.2	52.8	57.0	62.9
Strongly	33.8	28.9	27.8	29.7	31.0	37.1	45.2	40.4	33.1	26.8	40.6	28.8	36.6	38.1	27.7	28.7	40.3
Somewhat	27.2	29.1	23.9	32.8	26.8	29.4	21.4	26.2	31.0	25.8	26.2	29.7	25.2	34.0	25.1	28.3	22.6
OPPOSE	28.3	33.4	40.5	28.2	29.2	24.8	21.1	23.3	31.7	34.0	23.5	32.9	26.6	20.4	36.5	29.2	23.3
Somewhat	13.9	18.0	19.9	16.7	14.0	13.4	6.7	10.7	13.1	16.6	11.1	18.3	12.3	11.2	18.7	14.1	8.4
Strongly	14.3	15.4	20.6	11.5	15.3	11.4	14.3	12.6	18.6	17.5	12.4	14.6	14.4	9.2	17.8	15.1	14.9
DON'T KNOW	10.7	8.6	7.7	9.2	13.0	8.7	12.3	10.1	4.2	13.4	9.7	8.5	11.5	7.4	10.7	13.8	13.8
Net Diff.	32.7	24.7	11.2	34.4	28.5	41.8	45.6	43.3	32.4	18.6	43.2	25.7	35.2	51.8	16.3	27.8	39.6
Mean	2.90	2.78	2.64	2.89	2.84	3.01	3.11	3.05	2.82	2.72	3.05	2.80	2.95	3.09	2.70	2.82	3.02



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
SUPPORT	61.0	59.4	59.3	63.4	61.2	62.8	68.8	62.0	61.9	64.0	58.4	52.8	68.2	61.9	63.7	51.6
Strongly	33.8	30.9	32.1	37.6	33.0	38.2	55.0	35.9	33.7	34.4	32.5	28.9	38.5	40.9	35.2	26.3
Somewhat	27.2	28.5	27.1	25.8	28.2	24.6	13.9	26.0	28.2	29.6	25.9	23.9	29.7	21.0	28.5	25.2
OPPOSE	28.3	29.9	30.1	25.8	28.6	28.9	21.9	29.8	26.9	24.1	31.6	36.5	21.3	21.4	27.3	36.9
Somewhat	13.9	15.8	15.6	11.3	15.0	15.3	5.6	16.6	13.7	13.1	14.6	14.2	10.2	9.1	14.0	17.9
Strongly	14.3	14.1	14.6	14.5	13.6	13.6	16.3	13.2	13.2	11.0	17.0	22.4	11.1	12.3	13.2	19.0
DON'T KNOW	10.7	10.7	10.6	10.8	10.1	8.3	9.3	8.2	11.2	11.9	10.0	10.6	10.6	16.7	9.0	11.6
Net Diff.	32.7	29.5	29.1	37.6	32.6	33.9	46.9	32.1	35.0	39.9	26.7	16.3	46.9	40.5	36.5	14.7
Mean	2.90	2.85	2.86	2.97	2.90	2.95	3.19	2.92	2.93	2.99	2.82	2.66	3.07	3.09	2.94	2.67



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
SUPPORT	61.0	58.4	66.0	64.1	69.9	65.6	69.4	51.9	63.2	63.5	55.8	58.3	54.4	60.2	68.9	58.2	62.1	56.2	64.8	45.5
Strongly	33.8	31.8	37.6	35.1	42.6	36.8	40.6	27.2	35.1	34.8	31.5	33.5	32.4	27.9	38.0	31.8	43.6	27.9	39.7	26.1
Somewhat	27.2	26.6	28.4	29.0	27.3	28.7	28.8	24.7	28.1	28.6	24.3	24.8	22.1	32.4	30.9	26.5	18.6	28.3	25.1	19.4
OPPOSE	28.3	30.0	24.9	26.1	22.5	25.1	25.5	34.4	24.4	25.9	33.4	31.4	34.6	32.7	23.2	28.5	33.2	30.4	26.2	41.7
Somewhat	13.9	13.9	14.1	14.4	13.3	12.8	14.7	14.8	13.5	12.8	16.3	15.3	16.4	19.7	11.8	13.9	21.9	11.5	13.4	19.0
Strongly	14.3	16.1	10.8	11.7	9.2	12.3	10.9	19.6	10.8	13.1	17.0	16.1	18.1	13.0	11.4	14.7	11.3	18.8	12.8	22.7
DON'T KNOW	10.7	11.6	9.1	9.8	7.6	9.3	5.1	13.7	12.4	10.7	10.9	10.3	11.0	7.1	8.0	13.3	4.7	13.5	8.9	12.8
Net Diff.	32.7	28.4	41.1	38.0	47.4	40.4	43.8	17.5	38.8	37.6	22.4	26.9	19.9	27.6	45.7	29.7	28.9	25.8	38.6	3.8
Mean	2.90	2.84	3.02	2.97	3.12	2.99	3.04	2.69	3.00	2.95	2.79	2.84	2.77	2.81	3.04	2.87	2.99	2.75	3.01	2.56



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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
SUPPORT	61.0	36.8	46.4	50.0	59.1	70.2	77.6	46.1	70.4	49.9	74.5	66.8	55.8
Strongly	33.8	13.5	23.6	23.9	31.2	39.0	49.6	21.6	41.4	24.5	45.0	38.1	29.9
Somewhat	27.2	23.3	22.8	26.1	27.9	31.2	28.0	24.4	29.0	25.4	29.4	28.8	25.9
OPPOSE	28.3	58.0	43.9	35.8	29.2	19.3	12.2	43.1	18.9	39.0	15.2	25.3	30.9
Somewhat	13.9	25.0	20.2	17.3	15.9	10.0	6.8	19.8	10.2	18.7	8.2	13.4	14.4
Strongly	14.3	33.0	23.8	18.5	13.3	9.3	5.3	23.3	8.7	20.3	7.0	11.8	16.6
DON'T KNOW	10.7	5.2	9.7	14.2	11.7	10.5	10.2	10.8	10.7	11.1	10.3	7.9	13.2
Net Diff.	32.7	-21.2	2.5	14.2	29.9	50.9	65.4	2.9	51.5	10.9	59.2	41.6	24.9
Mean	2.90	2.18	2.51	2.65	2.87	3.11	3.36	2.50	3.15	2.61	3.25	3.01	2.80



Table 58 Page 640
May 10-14, 2024

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

58. 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. PRESIDENT JOE BIDEN RECENTLY SIGNED INTO LAW BIPARTISAN LEGISLATION THAT WOULD BAN TIKTOK IN THE UNITED STATES UNLESS THE CHINESE COMPANY THAT OWNS IT SELLS AND SEPARATES ITSELF FROM TIKTOK. DO YOU SUPPORT OR OPPOSE THIS NEW LAW?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
SUPPORT	61.0	37.2	50.1	62.4	75.8	53.1	58.4	64.7	76.2	28.1	44.7	59.8	75.4	58.2	61.9	62.5
Strongly	33.8	15.1	24.6	32.6	47.5	23.4	29.9	34.3	48.8	10.3	21.2	30.7	46.2	29.1	35.7	35.3
Somewhat	27.2	22.2	25.5	29.8	28.3	29.7	28.5	30.4	27.4	17.8	23.6	29.1	29.2	29.1	26.3	27.2
OPPOSE	28.3	55.2	37.5	26.9	13.5	39.9	33.8	27.2	15.7	64.0	39.8	26.6	11.2	31.7	27.5	25.6
Somewhat	13.9	23.7	17.8	14.7	7.3	22.2	20.1	13.4	7.8	24.6	16.3	16.1	6.7	15.9	13.8	11.8
Strongly	14.3	31.4	19.6	12.2	6.3	17.7	13.7	13.8	7.9	39.4	23.5	10.5	4.5	15.9	13.7	13.8
DON'T KNOW	10.7	7.6	12.4	10.7	10.7	7.0	7.7	8.0	8.1	7.9	15.5	13.6	13.4	10.1	10.6	11.9
Net Diff.	32.7	-17.9	12.7	35.4	62.3	13.2	24.6	37.5	60.5	-35.9	4.9	33.1	64.2	26.4	34.4	37.0
Mean	2.90	2.23	2.63	2.93	3.31	2.63	2.81	2.93	3.28	1.99	2.50	2.93	3.35	2.79	2.94	2.95



Table 59 Page 641
May 10-14, 2024

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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
MORE LIKELY	22.8	3.4	11.0	29.2	28.5	24.5	27.3	24.9	26.1	17.7	16.8	18.2	20.9	6.9	16.8	12.1	49.5	34.3	45.2	28.5
Much	10.5	0.5	6.6	17.1	12.4	12.4	8.0	11.6	9.8	7.2	9.6	5.0	2.5	2.3	3.7	2.8	27.7	18.1	28.2	12.7
Somewhat	12.3	2.9	4.4	12.1	16.1	12.1	19.3	13.3	16.3	10.5	7.2	13.2	18.4	4.6	13.1	9.3	21.8	16.2	17.0	15.8
LESS LIKELY	19.9	19.4	19.2	12.6	18.8	20.9	21.5	25.3	28.1	21.7	16.5	23.9	39.6	23.8	25.7	23.3	10.1	15.6	10.9	18.1
Somewhat	7.9	1.2	4.4	3.5	7.1	11.5	13.5	11.7	12.9	7.0	3.3	10.2	14.9	3.9	10.9	9.4	6.3	9.9	6.4	11.8
Much	12.0	18.3	14.8	9.1	11.7	9.5	8.0	13.6	15.3	14.8	13.2	13.7	24.7	19.9	14.8	13.8	3.8	5.6	4.5	6.2
NO DIFFERENCE	57.4	77.1	69.7	58.2	52.7	54.6	51.2	49.8	45.8	60.5	66.7	58.0	39.5	69.3	57.5	64.6	40.5	50.1	43.9	53.4
Net Diff	2.9	-16.0	-8.2	16.6	9.7	3.5	5.8	-0.3	-2.1	-4.0	0.3	-5.7	-18.7	-16.9	-8.9	-11.2	39.4	18.8	34.3	10.5
Mean	3.01	2.66	2.84	3.25	3.10	3.06	3.06	2.98	2.92	2.88	2.97	2.86	2.59	2.65	2.80	2.78	3.63	3.31	3.58	3.17



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	1721	1449	272	279	176	103
MORE LIKELY	22.8	23.7	22.0	22.1	24.0	23.6	22.3	30.3	17.8	21.4	11.7
Much	10.5	11.7	10.4	9.5	11.6	11.7	12.2	9.0	3.2	4.6	0.9
Somewhat	12.3	12.1	11.6	12.6	12.4	11.9	10.1	21.3	14.6	16.8	10.8
LESS LIKELY	19.9	20.5	17.7	22.7	16.5	17.5	16.4	23.3	34.5	35.9	32.1
Somewhat	7.9	8.5	8.1	8.8	5.4	6.5	5.4	12.4	16.4	16.2	16.8
Much	12.0	12.0	9.6	13.9	11.1	11.0	11.0	11.0	18.1	19.7	15.3
NO DIFFERENCE	57.4	55.8	60.3	55.2	59.5	58.9	61.3	46.4	47.7	42.6	56.3
Net Diff	2.9	3.2	4.3	-0.7	7.6	6.1	5.9	7.0	-16.7	-14.5	-20.4
Mean	3.01	3.03	3.05	2.95	3.08	3.07	3.07	3.05	2.68	2.70	2.65



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
MORE LIKELY	22.8	11.8	39.7	9.4	39.2	9.3	7.0	43.4	20.3	17.1	11.0
Much	10.5	4.3	21.5	2.6	20.3	2.2	1.8	22.6	8.7	7.5	2.0
Somewhat	12.3	7.5	18.1	6.8	18.9	7.1	5.2	20.7	11.6	9.6	9.0
LESS LIKELY	19.9	24.6	10.4	26.3	11.9	26.2	27.0	9.8	25.5	24.9	22.3
Somewhat	7.9	6.5	6.9	6.6	8.2	12.3	6.5	6.8	13.2	13.1	10.1
Much	12.0	18.2	3.5	19.7	3.7	14.0	20.5	3.0	12.3	11.9	12.2
NO DIFFERENCE	57.4	63.6	49.9	64.2	48.9	64.5	66.0	46.9	54.2	58.0	66.7
Net Diff	2.9	-12.8	29.3	-16.9	27.3	-16.9	-20.0	33.6	-5.3	-7.8	-11.3
Mean	3.01	2.73	3.47	2.66	3.44	2.71	2.61	3.53	2.91	2.88	2.79



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	540	1460	902	854	244	490	827	294	533	1173
MORE LIKELY	22.8	45.1	14.5	10.6	38.7	12.1	17.5	42.4	55.3	35.3	9.0
Much	10.5	25.1	5.1	2.8	20.9	2.8	4.0	22.5	39.7	12.9	2.1
Somewhat	12.3	20.0	9.4	7.8	17.8	9.3	13.5	19.9	15.6	22.3	6.8
LESS LIKELY	19.9	9.4	23.7	24.5	14.0	23.3	23.9	9.2	4.9	11.6	27.4
Somewhat	7.9	4.5	9.1	6.5	8.9	9.4	10.3	6.4	3.1	8.2	8.9
Much	12.0	5.0	14.6	18.0	5.1	13.8	13.6	2.8	1.8	3.4	18.5
NO DIFFERENCE	57.4	45.4	61.8	64.9	47.3	64.6	58.6	48.4	39.8	53.1	63.7
Net Diff	2.9	35.7	-9.2	-13.9	24.8	-11.2	-6.4	33.2	50.4	23.7	-18.4
Mean	3.01	3.56	2.81	2.71	3.41	2.78	2.84	3.53	3.88	3.33	2.65



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	830	890		724	736	540	408	280	251	316	456	289
MORE LIKELY	22.8	8.4	38.6		9.9	38.4	18.8	10.8	48.3	20.4	8.6	32.4	17.3
Much	10.5	2.5	19.9		3.0	21.1	6.1	3.3	25.4	8.0	2.6	18.5	4.5
Somewhat	12.3	5.9	18.7		6.8	17.3	12.6	7.5	23.0	12.4	6.0	13.8	12.8
LESS LIKELY	19.9	24.2	13.4		24.3	15.5	19.7	23.1	11.0	16.5	26.0	18.4	22.5
Somewhat	7.9	6.2	8.6		6.2	10.2	6.9	5.9	7.8	6.9	6.7	11.6	6.9
Much	12.0	18.0	4.8		18.1	5.4	12.8	17.2	3.1	9.6	19.3	6.7	15.6
NO DIFFERENCE	57.4	67.4	48.0		65.8	46.0	61.5	66.1	40.7	63.1	65.4	49.3	60.2
Net Diff	2.9	-15.8	25.1		-14.5	22.9	-0.9	-12.2	37.3	3.9	-17.4	14.0	-5.2
Mean	3.01	2.69	3.40		2.70	3.39	2.92	2.74	3.60	3.02	2.66	3.26	2.84



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
MORE LIKELY	22.8	35.9	33.9	37.3	25.0	12.6	6.6	10.2	43.2	13.6	6.7	37.6	38.7	43.9	23.9	20.0	10.8
Much	10.5	17.7	21.9	14.7	11.6	3.9	3.5	3.7	20.7	2.8	1.9	20.4	22.8	20.0	3.0	7.3	4.9
Somewhat	12.3	18.2	12.1	22.6	13.4	8.7	3.0	6.4	22.5	10.9	4.8	17.3	15.9	23.9	20.9	12.7	5.9
LESS LIKELY	19.9	16.3	16.2	16.3	22.0	17.6	24.8	20.5	34.5	28.5	22.6	12.9	20.9	13.2	25.6	20.3	13.2
Somewhat	7.9	8.5	8.1	8.7	10.1	6.1	3.6	5.1	7.4	8.9	5.5	8.4	13.6	8.9	9.2	8.0	1.5
Much	12.0	7.8	8.1	7.6	12.0	11.5	21.2	15.4	27.1	19.7	17.2	4.5	7.2	4.3	16.4	12.3	11.8
NO DIFFERENCE	57.4	47.9	49.9	46.4	52.9	69.8	68.6	69.4	22.3	57.8	70.6	49.4	40.5	43.0	50.5	59.7	76.0
Net Diff	2.9	19.6	17.8	21.0	3.0	-5.1	-18.2	-10.3	8.7	-14.9	-15.9	24.7	17.8	30.7	-1.7	-0.3	-2.4
Mean	3.01	3.30	3.32	3.28	3.03	2.87	2.64	2.78	3.02	2.68	2.69	3.41	3.33	3.46	2.85	2.95	2.91



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
MORE LIKELY	22.8	36.0	21.6	8.2	24.5	27.4	48.5	24.6	23.3	25.6	19.3	14.1	21.1	19.3	25.8	19.6
Much	10.5	18.8	7.1	2.3	8.8	12.9	37.1	9.6	10.7	11.5	9.3	6.4	10.3	9.5	13.3	8.2
Somewhat	12.3	17.2	14.4	5.9	15.8	14.5	11.3	15.0	12.5	14.1	9.9	7.7	10.8	9.8	12.5	11.4
LESS LIKELY	19.9	16.1	21.7	23.5	18.7	19.3	22.9	18.8	19.2	16.6	23.5	25.0	19.3	17.0	20.6	20.3
Somewhat	7.9	9.1	10.9	5.4	9.3	9.2	0.0	10.4	7.7	7.3	8.4	7.2	7.1	3.2	8.7	8.7
Much	12.0	7.0	10.8	18.1	9.5	10.1	22.9	8.4	11.5	9.3	15.1	17.8	12.2	13.8	11.9	11.6
NO DIFFERENCE	57.4	47.9	56.7	68.3	56.8	53.3	28.6	56.6	57.6	57.8	57.2	60.9	59.6	63.6	53.7	60.1
Net Diff	2.9	20.0	-0.1	-15.3	5.8	8.1	25.6	5.8	4.1	9.0	-4.2	-10.9	1.8	2.3	5.2	-0.7
Mean	3.01	3.32	2.96	2.69	3.05	3.11	3.40	3.07	3.03	3.11	2.90	2.78	3.00	2.98	3.07	2.96



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
MORE LIKELY	22.8	19.6	29.0	28.9	29.3	20.7	32.5	18.6	26.1	20.4	27.9	26.8	33.8	23.9	21.5	19.3	32.4	23.6	40.5	28.0
Much	10.5	9.7	12.1	11.1	14.2	9.0	15.5	10.4	9.2	8.9	14.0	14.3	18.3	4.6	9.6	8.2	16.2	13.2	19.6	17.2
Somewhat	12.3	9.9	16.9	17.8	15.1	11.7	16.9	8.2	16.9	11.5	13.9	12.5	15.5	19.3	11.8	11.1	16.2	10.4	20.9	10.8
LESS LIKELY	19.9	21.8	16.0	17.7	12.7	18.2	16.6	25.1	15.5	17.4	25.0	24.5	24.8	21.6	16.1	18.8	21.6	26.1	18.7	30.1
Somewhat	7.9	7.6	8.3	9.2	6.6	6.0	8.3	9.1	8.4	6.7	10.3	10.1	11.0	9.6	5.7	7.7	9.9	10.3	8.0	13.6
Much	12.0	14.2	7.7	8.5	6.0	12.3	8.3	16.0	7.1	10.8	14.6	14.4	13.8	12.0	10.4	11.1	11.8	15.8	10.7	16.5
NO DIFFERENCE	57.4	58.6	55.0	53.5	58.0	61.1	50.9	56.3	58.4	62.2	47.1	48.7	41.4	54.5	62.4	61.9	46.0	50.3	40.9	41.9
Net Diff	2.9	-2.2	13.0	11.2	16.6	2.5	15.8	-6.5	10.6	2.9	2.9	2.3	9.0	2.3	5.4	0.6	10.7	-2.4	21.8	-2.1
Mean	3.01	2.93	3.17	3.14	3.25	2.99	3.23	2.88	3.13	3.01	3.02	3.02	3.13	2.95	3.05	2.98	3.15	2.95	3.31	2.99



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
MORE LIKELY	22.8	25.7	22.6	22.6	17.4	23.0	25.3	23.2	22.5	21.5	24.3	24.6	21.2
Much	10.5	8.7	7.7	7.7	7.7	13.0	14.4	7.9	12.2	7.8	13.8	11.1	10.0
Somewhat	12.3	17.0	14.9	14.9	9.7	10.0	10.9	15.3	10.3	13.7	10.5	13.4	11.2
LESS LIKELY	19.9	41.3	33.1	24.0	15.3	13.1	11.7	30.6	13.1	26.1	12.3	17.7	21.8
Somewhat	7.9	21.0	14.7	9.2	6.1	4.1	3.3	13.5	4.3	11.3	3.7	6.7	8.9
Much	12.0	20.3	18.4	14.8	9.2	9.0	8.3	17.1	8.8	14.8	8.6	11.0	12.9
NO DIFFERENCE	57.4	33.0	44.4	53.5	67.3	63.9	63.1	46.2	64.4	52.4	63.4	57.7	57.1
Net Diff	2.9	-15.7	-10.5	-1.4	2.1	9.9	13.6	-7.4	9.4	-4.6	12.1	6.9	-0.6
Mean	3.01	2.73	2.79	2.91	3.01	3.14	3.20	2.83	3.13	2.88	3.17	3.07	2.96



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

59. DOES JOE BIDEN'S SUPPORT OF THIS POTENTIAL TIKTOK BAN MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
MORE LIKELY	22.8	25.0	22.3	19.7	24.7	40.1	32.7	17.3	22.0	16.2	15.5	22.2	27.7	29.9	21.2	17.3
Much	10.5	8.8	7.5	9.8	13.8	15.4	10.8	8.1	12.6	5.0	5.3	11.7	15.1	13.3	10.2	7.6
Somewhat	12.3	16.2	14.8	9.9	10.9	24.8	21.8	9.3	9.4	11.2	10.3	10.5	12.6	16.6	10.9	9.7
LESS LIKELY	19.9	39.1	26.6	15.4	11.9	25.3	22.6	16.8	13.9	47.1	29.2	13.8	9.6	20.8	17.9	23.3
Somewhat	7.9	18.6	10.9	6.4	3.1	10.9	11.4	6.4	3.4	23.1	10.6	6.4	2.7	9.6	7.6	6.1
Much	12.0	20.5	15.7	9.0	8.8	14.4	11.2	10.4	10.5	24.0	18.6	7.4	6.9	11.3	10.3	17.3
NO DIFFERENCE	57.4	35.9	51.1	64.9	63.4	34.6	44.7	65.9	64.1	36.7	55.2	63.9	62.7	49.3	60.9	59.4
Net Diff	2.9	-14.1	-4.3	4.3	12.8	14.9	10.0	0.5	8.0	-30.9	-13.7	8.4	18.1	9.1	3.2	-6.1
Mean	3.01	2.74	2.87	3.05	3.18	3.16	3.10	2.98	3.10	2.50	2.73	3.13	3.26	3.11	3.03	2.84



Table 60 Page 651
May 10-14, 2024

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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN 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 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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
MAJOR PROBLEM/CRISIS	90.0	97.3	93.5	91.4	90.8	90.7	84.6	82.6	86.0	91.1	93.5	90.0	84.0	96.0	88.6	83.5	91.1	87.2	92.7	84.4
It's a Crisis	61.6	84.8	67.7	63.8	59.7	57.1	54.1	52.9	55.0	63.0	69.9	54.5	55.5	73.9	51.6	59.5	57.0	58.3	68.5	53.2
Major Problem	28.3	12.6	25.8	27.6	31.1	33.6	30.5	29.7	31.1	28.1	23.6	35.5	28.5	22.1	37.0	24.0	34.1	28.9	24.2	31.2
MINOR/NOT A PROBLEM	5.6	0.0	3.0	5.0	6.4	5.1	10.7	6.9	7.3	5.3	3.2	6.9	10.0	3.3	9.1	3.2	6.6	6.4	3.0	8.0
Minor Problem	4.6	0.0	2.3	5.0	4.5	2.9	10.7	6.0	4.6	3.8	2.9	4.1	6.8	2.1	6.2	2.4	5.8	6.4	3.0	8.0
Not at All	1.0	0.0	0.7	0.0	1.8	2.2	0.0	0.9	2.7	1.5	0.3	2.8	3.1	1.2	2.9	0.8	0.8	0.0	0.0	0.0
DON'T KNOW	4.4	2.7	3.5	3.6	2.8	4.2	4.7	10.5	6.7	3.6	3.3	3.1	6.0	0.6	2.3	13.3	2.3	6.5	4.3	7.6
Net Diff	84.4	97.3	90.5	86.4	84.4	85.6	73.9	75.7	78.8	85.9	90.3	83.0	74.1	92.7	79.4	80.3	84.5	80.8	89.6	76.4
Mean	4.45	4.82	4.57	4.50	4.42	4.40	4.28	4.28	4.31	4.47	4.60	4.35	4.26	4.65	4.28	4.39	4.41	4.39	4.58	4.30



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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN THE UNITED STATES?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All
Total	1000	175	225	384	216	851	721	130	149	92	57
MAJOR PROBLEM/CRISIS	90.0	87.5	91.1	90.1	90.7	92.5	93.7	86.2	75.4	73.8	78.1
It's a Crisis	61.6	65.9	59.6	63.9	56.3	64.7	67.1	51.5	44.1	41.4	48.5
Major Problem	28.3	21.6	31.5	26.2	34.4	27.8	26.6	34.7	31.3	32.4	29.6
MINOR/NOT A PROBLEM	5.6	5.1	4.8	6.3	5.4	5.0	4.2	9.7	8.8	13.0	2.0
Minor Problem	4.6	4.1	4.4	4.9	4.4	4.4	3.8	7.6	5.7	7.9	2.0
Not at All	1.0	1.1	0.4	1.4	1.0	0.7	0.4	2.1	3.2	5.1	0.0
DON'T KNOW	4.4	7.4	4.1	3.6	3.9	2.4	2.2	4.1	15.8	13.2	19.9
Net Diff	84.4	82.4	86.3	83.7	85.3	87.5	89.5	76.4	66.6	60.8	76.0
Mean	4.45	4.47	4.45	4.46	4.41	4.52	4.56	4.26	4.08	3.97	4.25



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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361	454	450	96	389	360	140	103	112
MAJOR PROBLEM/CRISIS	90.0	94.6	89.0	93.4	87.7	84.5	94.1	87.0	91.2	92.5	83.7
It's a Crisis	61.6	67.8	59.8	67.5	57.2	54.6	68.8	55.4	64.1	66.4	53.7
Major Problem	28.3	26.8	29.2	25.9	30.5	29.9	25.4	31.6	27.0	26.1	30.0
MINOR/NOT A PROBLEM	5.6	4.2	6.4	5.0	7.2	0.9	4.9	8.0	3.5	2.9	3.0
Minor Problem	4.6	2.9	6.2	2.9	7.0	0.9	3.0	7.8	2.0	0.8	3.0
Not at All	1.0	1.3	0.2	2.1	0.2	0.0	1.9	0.2	1.5	2.0	0.0
DON'T KNOW	4.4	1.2	4.6	1.6	5.1	14.6	1.0	5.0	5.4	4.7	13.3
Net Diff	84.4	90.4	82.6	88.4	80.6	83.6	89.3	79.0	87.7	89.6	80.7
Mean	4.45	4.57	4.42	4.54	4.38	4.38	4.56	4.34	4.50	4.54	4.34



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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN THE UNITED STATES?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
	UNITED STATES	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	257	743	458	416	127	263	400	133	267	600
MAJOR PROBLEM/CRISIS	90.0	85.0	91.7	93.3	88.3	83.5	85.8	87.6	88.7	87.1	91.6
It's a Crisis	61.6	53.5	64.4	65.6	57.9	59.5	53.8	58.1	62.5	56.0	64.0
Major Problem	28.3	31.5	27.3	27.6	30.5	24.0	32.0	29.5	26.3	31.1	27.6
MINOR/NOT A PROBLEM	5.6	8.0	4.8	5.5	6.4	3.2	5.9	6.6	6.0	6.9	4.9
Minor Problem	4.6	6.5	3.9	3.6	6.2	2.4	4.4	6.3	6.0	6.4	3.4
Not at All	1.0	1.5	0.9	1.8	0.2	0.8	1.5	0.4	0.0	0.6	1.5
DON'T KNOW	4.4	7.0	3.5	1.3	5.2	13.3	8.3	5.7	5.3	6.0	3.6
Net Diff	84.4	77.0	87.0	87.8	81.9	80.3	79.8	81.0	82.7	80.1	86.7
Mean	4.45	4.29	4.51	4.52	4.40	4.39	4.32	4.39	4.45	4.36	4.49



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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN 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	415	445		362	368	270	212	131	128	150	237	142
MAJOR PROBLEM/CRISIS	90.0	93.6	88.2		93.3	89.5	86.1	92.9	90.3	87.2	93.9	89.1	85.2
It's a Crisis	61.6	68.2	56.5		65.9	60.0	58.2	66.6	54.0	52.5	64.8	63.4	63.3
Major Problem	28.3	25.4	31.7		27.5	29.5	28.0	26.3	36.3	34.8	29.1	25.7	21.9
MINOR/NOT A PROBLEM	5.6	4.5	6.9		4.5	5.4	7.3	5.3	7.6	8.3	3.4	4.2	6.3
Minor Problem	4.6	2.5	6.7		2.9	4.9	6.2	3.0	6.9	8.3	2.8	3.8	4.4
Not at All	1.0	2.0	0.2		1.6	0.5	1.0	2.3	0.6	0.0	0.6	0.4	2.0
DON'T KNOW	4.4	1.9	4.9		2.1	5.1	6.6	1.8	2.1	4.4	2.6	6.7	8.5
Net Diff	84.4	89.1	81.2		88.8	84.1	78.9	87.6	82.7	78.9	90.5	84.9	78.8
Mean	4.45	4.55	4.38		4.53	4.44	4.36	4.52	4.36	4.31	4.55	4.48	4.40



Table 60 Page 656
May 10-14, 2024

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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN 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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
MAJOR PROBLEM/CRISIS	90.0	88.4	88.7	88.1	87.8	92.9	94.4	93.5	82.9	91.4	94.5	88.5	91.6	88.3	90.3	84.1	90.5
It's a Crisis	61.6	56.1	53.3	58.2	58.6	62.5	78.9	69.1	38.9	63.8	68.3	56.4	61.6	80.5	63.4	54.9	66.3
Major Problem	28.3	32.2	35.4	29.9	29.2	30.4	15.5	24.5	44.0	27.6	26.2	32.1	30.0	7.8	26.9	29.2	24.2
MINOR/NOT A PROBLEM	5.6	5.0	5.0	5.0	6.7	5.3	4.3	4.9	7.8	8.6	3.4	5.2	4.1	11.7	2.3	7.8	9.5
Minor Problem	4.6	4.4	4.4	4.4	5.5	3.8	3.6	3.7	4.2	5.4	2.3	5.2	2.7	11.7	0.0	7.4	7.0
Not at All	1.0	0.6	0.6	0.6	1.2	1.5	0.7	1.2	3.6	3.3	1.1	0.0	1.5	0.0	2.3	0.4	2.4
DON'T KNOW	4.4	6.6	6.2	6.9	5.5	1.9	1.3	1.6	9.3	0.0	2.1	6.3	4.2	0.0	7.3	8.1	0.0
Net Diff	84.4	83.4	83.7	83.1	81.1	87.6	90.1	88.6	75.1	82.7	91.1	83.3	87.5	76.7	88.0	76.3	81.1
Mean	4.45	4.39	4.36	4.41	4.38	4.49	4.68	4.57	4.10	4.43	4.58	4.40	4.48	4.57	4.49	4.31	4.45



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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN THE UNITED STATES?

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
MAJOR PROBLEM/CRISIS	90.0	88.1	83.4	94.5	88.8	88.3	89.0	88.2	91.0	90.3	92.2	85.3	93.8	94.7	89.4	85.9
It's a Crisis	61.6	58.1	55.3	67.9	56.9	55.3	47.0	56.4	62.0	62.2	61.7	67.3	66.8	71.8	60.4	54.6
Major Problem	28.3	30.0	28.1	26.6	31.9	33.0	42.0	31.7	29.0	28.1	30.5	18.0	26.9	22.8	29.0	31.3
MINOR/NOT A PROBLEM	5.6	6.3	8.2	3.8	7.0	9.0	5.5	9.5	4.9	5.4	4.1	5.6	3.5	1.4	6.1	8.1
Minor Problem	4.6	5.7	7.1	2.3	5.7	8.2	5.5	8.6	4.0	4.5	3.0	3.8	3.2	1.4	4.9	6.5
Not at All	1.0	0.6	1.1	1.5	1.3	0.8	0.0	0.9	1.0	0.9	1.1	1.8	0.3	0.0	1.1	1.6
DON'T KNOW	4.4	5.6	8.4	1.7	4.3	2.7	5.4	2.3	4.1	4.3	3.7	9.1	2.8	3.9	4.5	6.0
Net Diff	84.4	81.8	75.2	90.7	81.8	79.3	83.5	78.7	86.0	84.8	88.1	79.7	90.3	93.3	83.3	77.8
Mean	4.45	4.39	4.29	4.57	4.37	4.34	4.30	4.34	4.47	4.46	4.49	4.45	4.57	4.65	4.43	4.31



Table 60 Page 658
May 10-14, 2024

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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN 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
Total	1000	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
MAJOR PROBLEM/CRISIS	90.0	90.8	88.4	87.9	89.6	91.1	89.7	90.5	87.4	91.3	87.1	89.6	86.4	79.8	91.1	91.6	93.6	88.1	88.8	83.9
It's a Crisis	61.6	65.2	54.7	54.9	54.4	62.7	52.2	67.5	56.8	63.8	57.0	57.8	59.6	44.8	60.6	67.0	62.4	55.9	53.8	65.7
Major Problem	28.3	25.6	33.7	33.0	35.2	28.4	37.6	23.0	30.5	27.5	30.1	31.9	26.7	35.0	30.5	24.6	31.2	32.1	35.0	18.2
MINOR/NOT A PROBLEM	5.6	4.9	6.8	6.9	6.7	6.2	7.8	3.7	6.0	5.1	6.7	4.2	6.8	17.8	7.1	3.0	2.4	4.8	7.1	6.5
Minor Problem	4.6	3.5	6.6	6.5	6.7	4.7	7.3	2.4	6.0	4.5	4.7	2.2	4.7	15.3	6.2	2.8	0.0	3.1	4.7	4.7
Not at All	1.0	1.4	0.2	0.4	0.0	1.5	0.5	1.4	0.0	0.6	1.9	2.0	2.1	2.4	0.9	0.3	2.4	1.8	2.4	1.8
DON'T KNOW	4.4	4.3	4.7	5.2	3.7	2.7	2.5	5.8	6.6	3.6	6.2	6.2	6.9	2.5	1.8	5.4	3.9	7.1	4.2	9.6
Net Diff	84.4	85.8	81.6	81.0	82.9	84.9	81.9	86.7	81.4	86.3	80.4	85.5	79.6	62.0	83.9	88.6	91.2	83.2	81.7	77.4
Mean	4.45	4.50	4.36	4.36	4.37	4.46	4.34	4.53	4.38	4.49	4.36	4.41	4.37	4.04	4.44	4.55	4.51	4.37	4.33	4.41



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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN 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	80	129	181	163	197	251	390	610	552	448	470	530
MAJOR PROBLEM/CRISIS	90.0	86.9	79.3	86.5	92.4	92.1	95.8	84.2	93.7	86.6	94.2	90.7	89.4
It's a Crisis	61.6	42.3	54.0	64.5	59.0	69.1	65.5	56.5	65.0	57.2	67.1	59.3	63.8
Major Problem	28.3	44.6	25.3	22.0	33.4	22.9	30.3	27.7	28.7	29.4	27.1	31.4	25.6
MINOR/NOT A PROBLEM	5.6	3.6	13.0	7.4	4.2	4.9	2.6	8.5	3.7	7.2	3.6	6.7	4.5
Minor Problem	4.6	3.6	10.9	6.4	3.0	3.3	2.2	7.3	2.8	6.1	2.7	5.6	3.7
Not at All	1.0	0.0	2.1	0.9	1.1	1.6	0.4	1.1	1.0	1.1	0.9	1.2	0.9
DON'T KNOW	4.4	9.4	7.8	6.1	3.4	3.1	1.6	7.4	2.6	6.2	2.2	2.6	6.1
Net Diff	84.4	83.3	66.3	79.1	88.2	87.2	93.2	75.7	90.0	79.4	90.6	83.9	84.8
Mean	4.45	4.26	4.18	4.43	4.46	4.55	4.58	4.31	4.54	4.35	4.57	4.42	4.48



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

60. HOW BIG A PROBLEM IS FENTANYL DRUG OVERDOSES IN 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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
MAJOR PROBLEM/CRISIS	90.0	87.1	82.9	92.3	94.2	90.6	76.0	93.0	95.7	85.5	86.8	91.6	92.4	85.7	91.1	93.1
It's a Crisis	61.6	50.4	59.6	61.2	67.3	41.0	52.0	57.0	67.8	54.5	63.9	66.0	66.8	61.3	60.1	65.9
Major Problem	28.3	36.7	23.3	31.1	26.9	49.6	24.0	36.0	27.9	31.0	22.9	25.6	25.7	24.4	31.0	27.2
MINOR/NOT A PROBLEM	5.6	3.1	11.2	4.7	3.1	5.0	16.5	5.7	3.3	2.3	8.2	3.5	2.8	10.0	3.8	4.0
Minor Problem	4.6	2.4	9.8	2.9	2.8	2.8	14.7	4.3	2.8	2.3	7.0	1.4	2.8	9.0	2.6	3.5
Not at All	1.0	0.7	1.4	1.7	0.3	2.3	1.8	1.4	0.5	0.0	1.2	2.1	0.0	1.0	1.3	0.5
DON'T KNOW	4.4	9.8	5.9	3.0	2.7	4.3	7.5	1.3	1.0	12.2	5.0	4.9	4.7	4.3	5.1	2.9
Net Diff	84.4	83.9	71.8	87.7	91.1	85.6	59.4	87.3	92.3	83.2	78.6	88.1	89.6	75.7	87.2	89.1
Mean	4.45	4.34	4.30	4.47	4.58	4.24	4.10	4.43	4.60	4.38	4.41	4.52	4.56	4.36	4.46	4.55



Table 61 Page 661
May 10-14, 2024

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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
RESPONSIBLE	53.0	82.5	62.3	52.8	53.3	45.5	36.1	45.5	52.2	57.1	62.8	47.2	58.5	69.2	56.8	39.4	47.9	42.9	56.1	36.4
Very	22.7	56.8	36.9	22.8	19.7	15.0	4.9	9.0	24.2	27.3	35.4	15.8	22.0	42.1	20.8	12.2	17.3	11.5	22.1	6.2
Somewhat	30.3	25.7	25.4	29.9	33.5	30.5	31.2	36.5	28.0	29.8	27.4	31.4	36.5	27.0	36.0	27.3	30.5	31.4	34.0	30.2
NOT AT ALL RESPONSIBLE	12.6	1.3	11.2	14.0	9.6	13.1	15.6	21.1	17.2	10.8	10.2	11.7	11.0	8.3	8.5	16.4	13.7	17.2	9.9	20.8
DON'T KNOW	34.4	16.2	26.5	33.2	37.1	41.4	48.3	33.4	30.6	32.1	27.0	41.1	30.5	22.5	34.7	44.2	38.4	39.9	34.0	42.8
Net Diff.	40.4	81.2	51.1	38.7	43.7	32.4	20.5	24.4	35.0	46.4	52.6	35.6	47.5	60.8	48.3	23.0	34.2	25.7	46.2	15.6
Mean	2.15	2.66	2.35	2.13	2.16	2.03	1.79	1.82	2.10	2.24	2.35	2.07	2.16	2.44	2.19	1.92	2.06	1.90	2.18	1.75



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	851	721	130	149	92	57
RESPONSIBLE	53.0	54.1	56.9	52.9	48.2	55.6	57.1	47.5	37.9	48.2	21.3
Very	22.7	26.2	21.7	23.1	20.1	24.9	27.0	13.0	10.3	12.6	6.4
Somewhat	30.3	27.9	35.2	29.8	28.1	30.8	30.1	34.6	27.6	35.6	14.8
NOT AT ALL RESPONSIBLE	12.6	10.3	13.3	12.7	13.7	12.5	11.9	15.8	13.5	16.2	9.1
DON'T KNOW	34.4	35.6	29.8	34.3	38.1	31.9	31.0	36.7	48.6	35.6	69.6
Net Diff.	40.4	43.8	43.6	40.2	34.6	43.2	45.2	31.8	24.4	32.0	12.2
Mean	2.15	2.25	2.12	2.16	2.10	2.18	2.22	1.96	1.94	1.94	1.91



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN THE UNITED STATES?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112
RESPONSIBLE	53.0	64.9	49.8	61.5	46.6	42.6	65.3	50.3	40.7	42.7	34.5
Very	22.7	35.3	15.8	32.9	14.3	14.3	35.4	16.1	12.5	14.4	12.6
Somewhat	30.3	29.7	34.0	28.7	32.4	28.4	29.9	34.2	28.2	28.4	21.9
NOT AT ALL RESPONSIBLE	12.6	7.5	13.8	8.9	15.5	16.9	7.9	13.5	22.8	15.8	13.9
DON'T KNOW	34.4	27.6	36.3	29.6	37.9	40.5	26.8	36.3	36.5	41.5	51.6
Net Diff.	40.4	57.5	36.0	52.6	31.1	25.7	57.4	36.8	18.0	26.9	20.7
Mean	2.15	2.38	2.03	2.34	1.98	1.96	2.38	2.04	1.84	1.97	1.97



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	257	743	458	416	127	263	400	133	267	600
RESPONSIBLE	53.0	56.4	51.8	64.6	44.4	39.4	45.0	49.1	65.6	40.9	55.6
Very	22.7	21.2	23.2	34.2	13.2	12.2	14.3	16.2	30.7	9.0	27.0
Somewhat	30.3	35.2	28.6	30.4	31.2	27.3	30.6	32.9	34.9	31.9	28.6
NOT AT ALL RESPONSIBLE	12.6	8.9	13.9	8.4	16.2	16.4	17.6	12.3	9.0	13.9	12.9
DON'T KNOW	34.4	34.6	34.3	27.0	39.4	44.2	37.4	38.7	25.4	45.3	31.5
Net Diff.	40.4	47.5	37.9	56.2	28.3	23.0	27.4	36.8	56.5	27.0	42.7
Mean	2.15	2.19	2.14	2.35	1.95	1.92	1.95	2.06	2.29	1.91	2.21



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	415	445	362	368	270	212	131	128	150	237	142	
RESPONSIBLE	53.0	65.0	47.7	65.1	43.5	49.7	69.9	53.7	64.2	58.4	37.9	36.7	
Very	22.7	34.0	15.6	33.7	14.6	19.1	38.5	21.2	25.6	26.9	10.9	13.2	
Somewhat	30.3	31.1	32.1	31.4	29.0	30.6	31.4	32.5	38.6	31.4	27.0	23.5	
NOT AT ALL RESPONSIBLE	12.6	8.1	15.0	7.4	16.0	15.1	6.4	13.0	14.0	8.9	17.6	16.1	
DON'T KNOW	34.4	26.9	37.3	27.5	40.5	35.2	23.7	33.3	21.8	32.8	44.4	47.2	
Net Diff.	40.4	57.0	32.7	57.7	27.5	34.6	63.6	40.7	50.2	49.5	20.3	20.6	
Mean	2.15	2.35	2.01	2.36	1.98	2.06	2.42	2.12	2.15	2.27	1.88	1.95	



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
RESPONSIBLE	53.0	44.4	42.6	45.8	46.5	62.0	72.9	66.4	73.8	47.2	68.3	43.1	45.1	40.6	36.8	47.2	70.8
Very	22.7	13.6	13.7	13.5	15.7	28.2	50.0	36.9	39.9	11.0	38.0	11.6	17.5	24.7	10.9	16.0	38.1
Somewhat	30.3	30.8	28.9	32.2	30.8	33.7	22.9	29.4	33.9	36.1	30.3	31.5	27.6	15.9	25.9	31.1	32.7
NOT AT ALL RESPONSIBLE	12.6	20.3	24.4	17.4	13.5	7.3	3.5	5.8	12.4	11.2	6.2	19.1	11.6	10.7	31.0	15.5	0.0
DON'T KNOW	34.4	35.3	33.0	36.9	40.0	30.8	23.6	27.9	13.8	41.6	25.5	37.9	43.3	48.7	32.2	37.4	29.2
Net Diff.	40.4	24.1	18.2	28.4	33.0	54.7	69.4	60.6	61.4	36.0	62.1	24.0	33.5	29.9	5.8	31.7	70.8
Mean	2.15	1.90	1.84	1.94	2.04	2.30	2.61	2.43	2.32	2.00	2.43	1.88	2.10	2.27	1.70	2.01	2.54



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
RESPONSIBLE	53.0	43.3	49.0	65.2	52.6	54.5	71.4	52.1	54.3	57.2	49.3	41.7	55.3	60.5	59.5	42.6
Very	22.7	14.0	18.4	33.9	18.7	26.4	59.4	21.8	22.5	25.3	17.7	19.2	23.4	29.8	25.4	17.8
Somewhat	30.3	29.3	30.7	31.3	33.9	28.1	12.0	30.4	31.8	31.9	31.7	22.5	32.0	30.7	34.1	24.9
NOT AT ALL RESPONSIBLE	12.6	15.7	19.1	6.9	12.8	11.4	0.0	13.0	12.3	11.6	13.7	16.3	8.4	5.5	14.0	17.5
DON'T KNOW	34.4	41.1	31.8	27.9	34.6	34.1	28.6	34.8	33.3	31.2	37.0	42.0	36.3	34.0	26.5	39.8
Net Diff.	40.4	27.6	29.9	58.3	39.8	43.1	71.4	39.1	42.0	45.7	35.7	25.3	46.9	55.0	45.5	25.1
Mean	2.15	1.97	1.99	2.37	2.09	2.23	2.83	2.13	2.15	2.20	2.06	2.05	2.23	2.37	2.16	2.00



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
RESPONSIBLE	53.0	54.2	50.6	48.7	54.4	62.3	67.0	46.8	37.1	53.3	52.4	51.1	48.9	61.2	65.6	41.1	55.9	49.1	61.9	35.4
Very	22.7	23.1	21.9	21.8	22.1	30.6	29.4	16.3	15.7	22.6	22.9	17.6	25.0	22.0	29.2	16.2	38.0	9.4	29.6	20.2
Somewhat	30.3	31.1	28.7	26.9	32.4	31.8	37.6	30.5	21.4	30.6	29.6	33.5	23.9	39.2	36.4	25.0	17.9	39.7	32.3	15.3
NOT AT ALL RESPONSIBLE	12.6	11.7	14.5	16.7	10.0	9.7	11.6	13.5	16.9	12.0	14.0	17.2	12.7	10.2	8.8	15.1	22.4	15.1	10.9	14.5
DON'T KNOW	34.4	34.1	34.9	34.6	35.5	28.0	21.5	39.7	45.9	34.7	33.6	31.8	38.4	28.7	25.6	43.8	21.7	35.8	27.2	50.1
Net Diff.	40.4	42.6	36.1	31.9	44.4	52.7	55.4	33.2	20.2	41.3	38.4	33.9	36.2	51.0	56.8	26.0	33.5	34.0	50.9	21.0
Mean	2.15	2.17	2.11	2.08	2.19	2.29	2.23	2.04	1.98	2.16	2.13	2.01	2.20	2.17	2.27	2.02	2.20	1.91	2.26	2.11



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	80	129	181	163	197	251	390	610	552	448	470	530
RESPONSIBLE	53.0	31.0	42.2	47.2	55.2	61.2	61.9	42.2	59.9	46.0	61.6	63.8	43.4
Very	22.7	4.1	17.6	17.5	25.0	29.0	28.5	14.8	27.8	17.8	28.7	30.2	16.1
Somewhat	30.3	26.9	24.6	29.7	30.1	32.2	33.4	27.4	32.1	28.2	32.9	33.7	27.3
NOT AT ALL RESPONSIBLE	12.6	27.5	18.8	16.9	9.5	7.5	7.7	19.7	8.1	16.7	7.6	10.3	14.7
DON'T KNOW	34.4	41.5	39.0	35.9	35.3	31.3	30.4	38.1	32.0	37.3	30.8	25.9	41.9
Net Diff.	40.4	3.4	23.3	30.3	45.6	53.7	54.3	22.5	51.8	29.3	54.0	53.6	28.7
Mean	2.15	1.60	1.98	2.01	2.24	2.31	2.30	1.92	2.29	2.02	2.31	2.27	2.02



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

61. BASED ON WHAT YOU KNOW, HOW RESPONSIBLE IS THE CHINESE COMMUNIST PARTY (CCP) FOR FENTANYL DRUG OVERDOSES IN 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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
RESPONSIBLE	53.0	29.4	45.6	56.8	63.5	44.1	56.8	67.4	68.1	22.9	39.4	44.9	57.7	52.7	52.8	54.0
Very	22.7	5.8	18.2	26.6	28.7	13.6	23.6	34.6	32.9	2.4	15.2	17.5	23.3	26.3	21.0	21.9
Somewhat	30.3	23.6	27.4	30.2	34.8	30.6	33.2	32.7	35.2	20.5	24.3	27.4	34.4	26.3	31.7	32.2
NOT AT ALL RESPONSIBLE	12.6	26.8	17.3	8.9	7.3	19.2	16.1	7.7	7.9	30.1	17.9	10.3	6.7	15.8	11.2	11.8
DON'T KNOW	34.4	43.8	37.1	34.3	29.1	36.6	27.0	24.9	24.0	46.9	42.7	44.8	35.7	31.5	36.0	34.1
Net Diff.	40.4	2.5	28.3	47.8	56.2	24.9	40.7	59.6	60.3	-7.2	21.5	34.6	51.0	36.8	41.5	42.2
Mean	2.15	1.63	2.01	2.27	2.30	1.91	2.10	2.36	2.33	1.48	1.95	2.13	2.26	2.15	2.15	2.15



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
YES	54.8	67.4	59.6	61.3	61.3	50.5	44.9	41.7	40.0	60.0	62.1	58.7	54.3	62.9	62.7	45.7	64.3	41.9	51.1	37.4
NO	25.6	12.4	22.2	25.3	22.9	23.6	32.5	32.9	40.0	21.1	21.3	20.5	21.5	21.2	21.6	23.1	18.1	36.9	29.6	40.4
DON'T KNOW	19.6	20.3	18.2	13.4	15.8	25.9	22.6	25.4	19.9	18.9	16.6	20.8	24.3	15.9	15.8	31.2	17.6	21.2	19.3	22.2
Net Diff	29.1	55.0	37.4	36.0	38.5	26.9	12.4	8.8	*	39.0	40.8	38.2	32.8	41.7	41.1	22.7	46.2	5.1	21.4	-3.0



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

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	851	721	130	149	92	57
YES	54.8	60.8	49.9	58.6	48.1	55.5	55.5	55.1	50.9	52.8	47.8
NO	25.6	21.0	28.4	22.5	32.2	26.8	27.1	25.5	19.0	18.5	19.7
DON'T KNOW	19.6	18.2	21.8	18.9	19.7	17.7	17.4	19.4	30.2	28.7	32.5
Net Diff	29.1	39.8	21.5	36.1	16.0	28.6	28.4	29.7	31.9	34.2	28.1



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361		454	450	96	389	360	140	103	112
YES	54.8	63.8	50.3		61.9	47.6	54.8	62.9	45.3	60.9	64.5	49.4
NO	25.6	19.0	30.5		20.1	32.1	21.9	20.2	34.0	23.9	19.6	19.8
DON'T KNOW	19.6	17.2	19.2		18.0	20.4	23.3	16.9	20.7	15.1	15.9	30.8
Net Diff	29.1	44.8	19.8		41.8	15.5	32.9	42.6	11.3	37.0	44.9	29.6



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	1000	257	743	458	416	127	263	400	133	267	600	
YES	54.8	52.5	55.6	62.8	48.7	45.7	53.9	49.2	57.3	45.2	58.4	
NO	25.6	27.3	25.1	21.3	31.2	23.1	22.4	30.2	27.4	31.5	22.6	
DON'T KNOW	19.6	20.2	19.4	15.9	20.1	31.2	23.6	20.6	15.2	23.3	18.9	
Net Diff	29.1	25.2	30.5	41.5	17.5	22.7	31.5	19.1	29.9	13.7	35.8	



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 5

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	1000	415	445	362	368	270	212	131	128	150	237	142		
YES	54.8	64.0	48.4	64.1	48.8	50.3	65.7	50.1	49.7	61.9	48.1	50.9		
NO	25.6	19.8	30.3	19.8	30.8	26.5	23.3	34.1	32.5	14.8	29.0	21.1		
DON'T KNOW	19.6	16.2	21.3	16.1	20.3	23.2	11.0	15.8	17.9	23.4	22.9	28.0		
Net Diff	29.1	44.3	18.1	44.3	18.0	23.9	42.4	16.0	17.2	47.1	19.1	29.8		



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
YES	54.8	46.1	38.1	51.9	52.9	57.3	72.8	63.5	68.0	56.8	65.4	43.6	54.8	63.6	48.1	50.3	52.3
NO	25.6	35.2	43.8	29.0	23.3	27.6	9.8	20.5	18.1	19.3	20.0	37.1	19.8	28.8	34.0	27.0	18.0
DON'T KNOW	19.6	18.7	18.1	19.1	23.8	15.1	17.4	16.0	14.0	23.9	14.6	19.3	25.4	7.6	17.9	22.7	29.7
Net Diff	29.1	10.9	-5.7	22.8	29.5	29.7	63.1	43.1	49.9	37.4	45.4	6.5	35.0	34.7	14.2	23.3	34.3



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT CRAT	REPU- SPLTTR	SWING LICAN	VB VOTER	COMBO	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
YES	54.8	47.2	50.4	64.8	55.3	52.8	63.2	51.4	54.5	55.5	52.7	59.3	54.0	55.9	58.0	51.8
NO	25.6	32.5	21.2	19.7	25.6	28.1	25.9	28.5	25.6	25.3	26.2	22.4	21.7	21.7	24.6	30.1
DON'T KNOW	19.6	20.3	28.4	15.5	19.1	19.0	11.0	20.1	19.9	19.1	21.1	18.2	24.3	22.4	17.4	18.1
Net Diff	29.1	14.7	29.1	45.1	29.7	24.7	37.3	23.0	28.8	30.2	26.5	36.9	32.3	34.2	33.5	21.7



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
YES	54.8	57.5	49.4	51.0	46.4	58.9	53.1	56.2	46.5	53.8	56.9	56.4	54.0	71.3	56.4	51.2	64.0	53.4	53.0	55.0
NO	25.6	22.7	31.3	27.7	38.7	27.5	31.5	18.4	31.2	26.6	23.6	27.8	22.0	11.6	29.4	23.9	31.4	26.3	27.0	16.8
DON'T KNOW	19.6	19.8	19.2	21.4	14.9	13.6	15.4	25.5	22.4	19.6	19.5	15.8	24.0	17.1	14.2	24.9	4.5	20.3	20.0	28.2
Net Diff	29.1	34.7	18.1	23.3	7.7	31.4	21.6	37.8	15.3	27.2	33.2	28.6	32.0	59.8	27.0	27.3	32.6	27.0	25.9	38.3



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	129	181	163	197	251	390	610	552	448	470	530
YES	54.8	38.7	54.3	59.3	54.9	62.4	50.8	53.4	55.6	53.8	55.9	57.0	52.8
NO	25.6	40.4	22.2	21.6	23.1	20.9	31.0	25.6	25.7	24.9	26.6	28.8	22.9
DON'T KNOW	19.6	20.9	23.5	19.1	22.0	16.7	18.2	20.9	18.7	21.3	17.5	14.2	24.4
Net Diff	29.1	-1.7	32.1	37.8	31.8	41.4	19.8	27.8	30.0	29.0	29.3	28.2	29.9



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

62. FENTANYL DRUG OVERDOSES CAUSE OVER 70,000 DEATHS PER YEAR IN THE UNITED STATES. IF YOU FOUND OUT THAT THE CHINESE COMMUNIST PARTY WAS DIRECTLY SUBSIDIZING AND PROFITING FROM FENTANYL DRUG TRAFFICKING IN THE UNITED STATES, WOULD YOU CONSIDER THAT AN ACT OF WAR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
YES	54.8	42.4	58.3	58.0	53.8	55.5	60.4	61.1	52.6	36.8	57.2	54.5	55.3	54.6	54.1	56.6
NO	25.6	37.1	19.8	22.6	28.5	29.0	28.1	24.0	32.8	40.6	15.2	20.9	22.9	26.2	26.2	23.5
DON'T KNOW	19.6	20.5	21.8	19.4	17.7	15.5	11.5	14.9	14.6	22.6	27.6	24.5	21.8	19.2	19.7	19.9
Net Diff	29.1	5.3	38.5	35.4	25.3	26.5	32.3	37.0	19.9	-3.9	42.0	33.6	32.4	28.4	27.9	33.1



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.

2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

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. DEM	VOTE	TOTAL	6-7 FLTD	0-5
Total	1000	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
REPUBLICAN CANDIDATE	46.4	89.9	74.4	57.8	45.1	30.6	27.8	16.0	20.4	62.0	70.8	50.4	54.1	86.8	72.6	33.2	20.0	8.4	9.8	7.7
DEMOCRAT CANDIDATE	30.7	0.0	8.2	21.6	27.6	40.7	47.1	54.0	61.6	15.4	12.1	21.4	14.0	2.3	7.6	12.9	58.6	68.0	62.7	70.5
DON'T KNOW	22.9	10.1	17.4	20.6	27.4	28.7	25.1	30.0	18.0	22.6	17.1	28.2	31.9	10.9	19.8	54.0	21.4	23.6	27.4	21.8
Net Diff	15.8	89.9	66.1	36.1	17.5	-10.1	-19.3	-38.1	-41.2	46.6	58.7	29.0	40.2	84.5	64.9	20.3	-38.7	-59.6	-52.9	-62.9



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.
2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

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	851	721	130	149	92	57
REPUBLICAN CANDIDATE	46.4	46.7	43.2	48.8	45.3	48.3	49.5	41.8	35.6	39.3	29.6
DEMOCRAT CANDIDATE	30.7	32.0	30.6	29.6	31.6	31.8	30.3	39.9	24.4	26.7	20.5
DON'T KNOW	22.9	21.3	26.1	21.6	23.1	19.9	20.2	18.3	40.1	34.0	49.9
Net Diff	15.8	14.7	12.6	19.3	13.8	16.6	19.2	1.9	11.2	12.5	9.1



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.
2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLINTON	DEMOCRAT	TRUMP	BIDEN	UNDECIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDECIDED
Total	1000	402	361	237	454	450	96	389	360	140	103	112
REPUBLICAN CANDIDATE	46.4	80.0	18.8	10.2	81.6	14.2	31.4	86.0	10.3	39.2	45.8	34.1
DEMOCRAT CANDIDATE	30.7	6.1	56.4	85.8	4.7	60.6	12.9	3.0	64.1	30.4	26.1	19.5
DON'T KNOW	22.9	13.9	24.8	3.0	13.7	25.1	55.6	10.9	25.5	30.4	28.1	46.5
Net Diff	15.8	73.9	-37.6	75.6	76.8	-46.4	18.5	83.0	-53.8	8.9	19.7	14.6



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.
2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	UNDE-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	257	743	458	416	127	263	400	133	267	600
REPUBLICAN CANDIDATE	46.4	15.2	57.2	81.5	11.9	33.2	39.7	12.7	9.1	14.4	68.9
DEMOCRAT CANDIDATE	30.7	60.4	20.4	4.3	65.2	12.9	21.7	61.3	74.6	54.8	10.3
DON'T KNOW	22.9	24.4	22.4	14.2	23.0	54.0	38.6	26.0	16.3	30.8	20.8
Net Diff	15.8	-45.2	36.8	77.3	-53.3	20.3	18.0	-48.7	-65.4	-40.3	58.7



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.

2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

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	415	445	362	368	270	212	131	128	150	237	142	
REPUBLICAN CANDIDATE	46.4	83.4	17.3	85.7	13.6	38.6	88.7	17.2	40.5	81.5	11.6	36.8	
DEMOCRAT CANDIDATE	30.7	4.2	55.8	2.1	65.0	22.1	1.8	64.7	26.5	2.6	65.1	18.3	
DON'T KNOW	22.9	12.4	26.9	12.2	21.4	39.3	9.5	18.1	33.0	15.8	23.2	44.9	
Net Diff	15.8	79.3	-38.5	83.6	-51.4	16.4	86.9	-47.5	14.0	78.9	-53.5	18.6	



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.

2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

BANNER 6

	BANNER 6																
	IDEOLGY																
TOTAL	REPUBLICAN						DEMOCRAT						INDEPENDENT				
	LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	1000	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
REPUBLICAN CANDIDATE	46.4	18.5	8.8	25.5	33.7	77.0	88.0	81.4	77.2	72.2	89.2	10.0	17.2	26.1	34.1	31.9	68.7
DEMOCRAT CANDIDATE	30.7	61.2	72.4	53.1	30.7	6.2	7.0	6.6	14.8	3.0	1.0	70.4	56.8	57.7	35.4	22.8	8.0
DON'T KNOW	22.9	20.3	18.9	21.3	35.6	16.8	5.0	12.1	8.0	24.9	9.8	19.6	26.0	16.2	30.5	45.4	23.3
Net Diff	15.8	-42.7	-63.6	-27.6	2.9	70.7	81.0	74.8	62.4	69.2	88.2	-60.4	-39.6	-31.6	-1.4	9.1	60.6



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.
2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION			
		DEMOCRAT	REPUBLICAN	DON'T KNOW	NET DIFF	COMBO	UPPER	MIDDLE	MIDDLE	LOWER	POOR	MAIN-STREAM	EVANGELICAL	CATHOLIC	NON-RELIGIOUS	
Total	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
REPUBLICAN CANDIDATE	46.4	13.9	43.7	83.4	49.2	45.6	55.9	44.2	47.0	47.9	45.4	43.9	47.5	69.7	53.5	34.6
DEMOCRAT CANDIDATE	30.7	60.3	16.9	3.1	22.3	32.6	32.8	32.5	30.5	31.9	28.1	29.3	24.3	13.5	30.7	40.8
DON'T KNOW	22.9	25.8	39.3	13.5	28.5	21.8	11.3	23.3	22.5	20.2	26.5	26.8	28.2	16.8	15.9	24.6
Net Diff	15.8	-46.3	26.8	80.3	27.0	13.1	23.1	11.7	16.4	16.0	17.2	14.6	23.2	56.2	22.8	-6.3



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.

2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
REPUBLICAN CANDIDATE	46.4	49.8	40.0	43.9	32.0	60.8	45.1	39.6	35.7	51.5	35.6	35.1	27.4	52.8	62.5	40.7	48.7	29.6	30.0	24.8
DEMOCRAT CANDIDATE	30.7	25.1	41.5	37.5	49.6	19.4	39.8	30.4	43.0	26.8	38.9	41.3	46.5	26.3	21.7	31.8	27.2	46.9	46.4	46.6
DON'T KNOW	22.9	25.1	18.5	18.6	18.4	19.8	15.1	30.0	21.3	21.7	25.5	23.7	26.1	20.9	15.8	27.5	24.2	23.5	23.6	28.6
Net Diff	15.8	24.6	-1.6	6.4	-17.7	41.4	5.3	9.2	-7.2	24.8	-3.3	-6.2	-19.1	26.5	40.8	8.9	21.5	-17.2	-16.4	-21.8



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.
2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
REPUBLICAN CANDIDATE	46.4	20.1	44.3	46.6	46.6	54.1	49.8	40.4	50.3	42.2	51.6	55.7	38.2
DEMOCRAT CANDIDATE	30.7	56.5	34.4	29.1	28.1	27.7	25.5	36.5	26.9	34.1	26.5	26.0	34.8
DON'T KNOW	22.9	23.4	21.3	24.2	25.3	18.2	24.7	23.1	22.8	23.7	21.9	18.3	27.0
Net Diff	15.8	-36.4	9.8	17.5	18.4	26.3	24.2	3.9	23.4	8.2	25.1	29.7	3.4



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

63. WHICH CANDIDATE ARE YOU MORE LIKELY TO SUPPORT?

1. A REPUBLICAN CANDIDATE WHO BELIEVES THE CHINESE COMMUNIST PARTY'S SUPPORT OF FENTANYL DRUG TRAFFICKING IN THE UNITED STATES IS AN ACT OF WAR AND SUPPORTS IMPOSING SEVERE DIPLOMATIC AND ECONOMIC SANCTIONS ON CHINA, SUCH AS KICKING OUT CHINESE STUDENTS FROM AMERICAN RESEARCH UNIVERSITIES AND TARIFFS ON ALL IMPORTED CHINESE PRODUCTS.
2. A DEMOCRAT CANDIDATE WHO OPPOSES TAKING ACTIONS AGAINST THE CHINESE COMMUNIST PARTY FOR ITS ROLE IN FENTANYL DRUG TRAFFICKING TO AVOID ESCALATING TENSIONS WITH CHINA.

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
REPUBLICAN CANDIDATE	46.4	24.9	46.8	49.9	50.9	36.1	46.1	62.6	58.6	20.0	47.1	35.6	41.1	36.6	47.9	56.1
DEMOCRAT CANDIDATE	30.7	50.8	30.4	28.2	25.9	45.7	36.7	21.6	20.7	53.0	26.8	35.5	32.6	39.3	29.0	23.1
DON'T KNOW	22.9	24.3	22.9	22.0	23.1	18.2	17.2	15.8	20.7	27.0	26.0	28.9	26.3	24.1	23.1	20.8
Net Diff	15.8	-25.9	16.4	21.7	25.0	-9.6	9.4	40.9	37.8	-33.0	20.3	0.1	8.4	-2.7	18.8	33.0



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
QUICKLY AS POSSIBLE	19.4	12.5	24.4	23.3	16.3	20.6	15.3	18.5	22.8	19.5	21.3	14.0	25.9	18.9	18.5	13.6	28.1	19.3	25.8	15.5
LIMITS ON DEVELOPMENT	65.5	73.3	64.4	64.3	64.2	58.2	77.0	64.1	63.0	64.6	66.3	64.1	58.1	67.2	67.2	62.3	57.4	67.4	57.3	73.2
DON'T KNOW	15.1	14.3	11.2	12.4	19.5	21.2	7.8	17.4	14.2	15.9	12.4	21.9	16.0	13.9	14.4	24.2	14.4	13.3	16.9	11.3
Net Diff	-46.0	-60.8	-40.0	-41.1	-48.0	-37.6	-61.7	-45.6	-40.2	-45.1	-45.1	-50.1	-32.2	-48.4	-48.7	-48.7	-29.3	-48.1	-31.5	-57.7



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	870	729	142	130	84	46
QUICKLY AS POSSIBLE	19.4	23.9	12.8	21.5	19.2	19.4	18.0	26.6	20.0	18.6	22.4
LIMITS ON DEVELOPMENT	65.5	62.0	72.3	63.0	65.5	66.4	67.1	62.5	59.6	61.4	56.2
DON'T KNOW	15.1	14.1	14.9	15.5	15.3	14.3	14.9	10.9	20.5	20.0	21.3
Net Diff	-46.0	-38.1	-59.5	-41.6	-46.4	-47.0	-49.1	-36.0	-39.6	-42.9	-33.8



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
QUICKLY AS POSSIBLE	19.4	20.2	18.8	19.2	20.7	14.4	17.7	22.9	18.4	18.4	13.7	
LIMITS ON DEVELOPMENT	65.5	66.5	66.5	67.3	64.4	61.6	68.0	63.7	62.5	62.9	66.1	
DON'T KNOW	15.1	13.2	14.7	13.4	14.8	24.0	14.3	13.4	19.2	18.7	20.3	
Net Diff	-46.0	-46.3	-47.8	-48.1	-43.7	-47.2	-50.3	-40.8	-44.1	-44.4	-52.4	



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	283	717	445	438	117	226	427	161	266	573	
QUICKLY AS POSSIBLE	19.4	28.2	16.0	18.7	21.8	13.6	14.2	24.9	31.8	20.7	15.4	
LIMITS ON DEVELOPMENT	65.5	59.8	67.7	67.2	64.6	62.3	67.7	61.1	56.2	64.1	68.7	
DON'T KNOW	15.1	12.0	16.3	14.1	13.6	24.2	18.1	13.9	11.9	15.1	15.9	
Net Diff	-46.0	-31.6	-51.7	-48.5	-42.9	-48.7	-53.5	-36.2	-24.4	-43.4	-53.4	



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	415	445	362	368	270	197	150	124	165	218	146						
QUICKLY AS POSSIBLE	19.4	17.5	20.7	19.3	23.7	13.9	24.4	32.1	16.3	13.2	17.9	11.9						
LIMITS ON DEVELOPMENT	65.5	68.4	66.2	66.0	64.1	66.7	63.1	56.8	62.8	69.4	69.1	70.0						
DON'T KNOW	15.1	14.2	13.0	14.8	12.2	19.3	12.6	11.1	20.8	17.4	13.0	18.1						
Net Diff	-46.0	-50.9	-45.5	-46.7	-40.4	-52.8	-38.7	-24.7	-46.5	-56.2	-51.2	-58.1						



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
QUICKLY AS POSSIBLE	19.4	24.1	32.6	18.0	17.0	18.2	18.4	18.3	53.5	14.4	18.7	25.1	21.4	22.6	9.9	14.8	14.6
LIMITS ON DEVELOPMENT	65.5	63.7	61.2	65.5	63.5	69.4	68.2	68.9	29.2	65.5	68.2	63.8	62.7	73.8	74.7	63.2	70.0
DON'T KNOW	15.1	12.2	6.3	16.5	19.5	12.4	13.4	12.8	17.3	20.2	13.1	11.1	15.9	3.5	15.4	22.0	15.4
Net Diff	-46.0	-39.6	-28.6	-47.6	-46.6	-51.2	-49.8	-50.6	24.2	-51.1	-49.5	-38.7	-41.3	-51.2	-64.8	-48.4	-55.3



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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 Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
QUICKLY AS POSSIBLE	19.4	22.0	17.7	17.0	18.5	35.7	64.2	32.0	16.7	18.7	13.2	18.7	15.4	15.9	24.6	16.8
LIMITS ON DEVELOPMENT	65.5	63.8	63.9	67.9	64.5	53.5	23.3	57.4	68.5	67.8	69.7	60.2	73.6	71.1	59.7	62.8
DON'T KNOW	15.1	14.1	18.4	15.1	17.0	10.8	12.6	10.5	14.8	13.5	17.1	21.1	11.0	13.0	15.7	20.4
Net Diff	-46.0	-41.8	-46.3	-50.9	-46.0	-17.8	40.9	-25.4	-51.8	-49.1	-56.5	-41.6	-58.2	-55.3	-35.1	-46.1



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
QUICKLY AS POSSIBLE	19.4	17.4	23.4	22.3	25.6	22.2	29.6	13.1	18.0	17.0	24.6	21.3	25.3	33.2	23.9	10.5	22.2	20.5	30.3	21.7
LIMITS ON DEVELOPMENT	65.5	65.8	64.9	67.0	60.6	62.7	57.7	68.6	71.2	67.7	60.8	64.6	58.2	59.8	60.9	74.2	66.8	63.0	53.8	61.2
DON'T KNOW	15.1	16.8	11.7	10.7	13.8	15.1	12.7	18.3	10.8	15.3	14.6	14.1	16.5	7.0	15.2	15.4	11.0	16.5	15.9	17.0
Net Diff	-46.0	-48.4	-41.5	-44.7	-34.9	-40.5	-28.1	-55.5	-53.2	-50.7	-36.2	-43.4	-32.8	-26.6	-36.9	-63.7	-44.6	-42.5	-23.5	-39.5



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
QUICKLY AS POSSIBLE	19.4	36.5	25.1	25.2	17.0	13.6	13.4	27.5	14.4	24.4	13.5	24.7	14.8
LIMITS ON DEVELOPMENT	65.5	54.5	58.8	60.3	65.9	65.9	74.9	58.6	69.8	60.7	71.2	61.0	69.5
DON'T KNOW	15.1	9.1	16.0	14.6	17.1	20.5	11.7	13.9	15.8	14.9	15.3	14.3	15.8
Net Diff	-46.0	-18.0	-33.7	-35.1	-48.8	-52.3	-61.5	-31.1	-55.4	-36.3	-57.7	-36.3	-54.7



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

64. WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
QUICKLY AS POSSIBLE	19.4	33.8	24.8	15.9	13.5	45.2	31.9	19.7	17.9	25.3	19.3	12.0	9.3	27.6	18.0	12.2
LIMITS ON DEVELOPMENT	65.5	54.9	59.9	64.9	73.4	42.1	52.5	61.9	71.3	64.4	65.6	67.9	75.3	59.5	67.5	68.4
DON'T KNOW	15.1	11.3	15.3	19.3	13.2	12.7	15.6	18.4	10.9	10.3	15.1	20.1	15.4	12.9	14.5	19.3
Net Diff	-46.0	-21.1	-35.1	-49.0	-59.9	3.2	-20.6	-42.2	-53.4	-39.2	-46.3	-56.0	-66.0	-31.9	-49.6	-56.2



Table 65 Page 701
May 10-14, 2024

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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
RAPID DEVELOPMENT	35.6	32.3	34.7	41.0	33.2	36.9	33.8	28.7	43.8	36.3	36.6	34.5	39.4	33.2	41.2	26.7	45.8	34.2	35.2	33.7
CHINA LEADING IN AI	42.6	48.7	48.6	41.2	43.5	41.6	36.4	41.9	37.4	43.1	45.7	41.1	36.6	49.3	41.7	37.5	36.2	41.6	45.9	39.1
DON'T KNOW	21.7	18.9	16.8	17.8	23.3	21.5	29.7	29.4	18.8	20.6	17.7	24.4	24.1	17.5	17.1	35.8	18.0	24.1	18.9	27.2
Net Diff	-7.0	-16.4	-13.9	-0.2	-10.4	-4.7	-2.6	-13.2	6.4	-6.8	-9.0	-6.6	2.8	-16.1	-0.5	-10.8	9.6	-7.4	-10.8	-5.4



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

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	870	729	142	130	84	46
RAPID DEVELOPMENT	35.6	37.8	31.4	38.9	32.6	36.1	34.8	42.9	32.4	32.7	32.0
CHINA LEADING IN AI	42.6	40.1	44.8	40.3	46.5	44.0	45.8	35.2	33.3	33.3	33.1
DON'T KNOW	21.7	22.1	23.8	20.8	20.9	19.8	19.4	21.9	34.3	34.0	34.9
Net Diff	-7.0	-2.3	-13.5	-1.4	-13.9	-7.9	-11.0	7.8	-0.8	-0.7	-1.1



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
RAPID DEVELOPMENT	35.6	34.8	36.7	36.5	35.6	31.7	34.4	38.4	33.7	37.2	31.5	
CHINA LEADING IN AI	42.6	47.3	42.8	44.6	41.8	37.3	47.0	41.4	37.5	36.7	35.8	
DON'T KNOW	21.7	17.9	20.5	18.9	22.6	31.0	18.6	20.1	28.8	26.1	32.7	
Net Diff	-7.0	-12.6	-6.1	-8.2	-6.1	-5.6	-12.5	-3.0	-3.8	0.4	-4.3	



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

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	283	717	445	438	117	226	427	161	266	573	
RAPID DEVELOPMENT	35.6	45.8	31.6	36.2	37.5	26.7	33.6	39.4	49.9	33.1	32.8	
CHINA LEADING IN AI	42.6	35.1	45.6	46.5	40.1	37.5	34.8	39.2	32.0	43.6	45.2	
DON'T KNOW	21.7	19.1	22.7	17.3	22.4	35.8	31.6	21.4	18.1	23.4	22.0	
Net Diff	-7.0	10.7	-14.0	-10.3	-2.6	-10.8	-1.1	0.2	17.9	-10.5	-12.4	



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

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	415	445	362	368	270	197	150	124	165	218	146	
RAPID DEVELOPMENT	35.6	34.5	37.3	35.3	41.0	28.7	36.7	44.1	33.5	33.7	38.9	24.5	
CHINA LEADING IN AI	42.6	46.6	41.5	46.7	36.6	45.4	48.6	38.9	42.7	44.5	35.0	47.7	
DON'T KNOW	21.7	18.9	21.1	17.9	22.3	25.9	14.7	16.9	23.8	21.8	26.0	27.8	
Net Diff	-7.0	-12.1	-4.2	-11.4	4.4	-16.7	-11.9	5.2	-9.1	-10.8	3.9	-23.2	



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
RAPID DEVELOPMENT	35.6	39.5	47.2	33.8	35.7	32.0	33.6	32.6	64.8	41.1	32.1	40.9	38.9	53.0	24.1	30.7	26.8
CHINA LEADING IN AI	42.6	37.8	33.0	41.4	40.3	53.5	41.8	48.8	25.3	38.3	50.3	38.1	34.7	33.2	40.9	45.4	48.7
DON'T KNOW	21.7	22.7	19.8	24.8	24.1	14.5	24.6	18.5	10.0	20.6	17.6	21.0	26.4	13.7	35.0	23.9	24.5
Net Diff	-7.0	1.6	14.3	-7.5	-4.6	-21.6	-8.2	-16.2	39.5	2.7	-18.3	2.9	4.2	19.8	-16.7	-14.8	-21.8



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
RAPID DEVELOPMENT	35.6	37.5	34.4	33.8	32.8	46.5	82.4	41.9	34.5	37.6	29.3	30.9	35.1	32.0	38.6	32.5
CHINA LEADING IN AI	42.6	39.0	40.2	47.6	45.6	41.6	17.6	44.7	43.5	43.1	44.2	38.5	47.3	49.8	44.2	37.3
DON'T KNOW	21.7	23.5	25.4	18.5	21.6	11.9	0.0	13.4	22.0	19.3	26.5	30.6	17.6	18.3	17.2	30.2
Net Diff	-7.0	-1.4	-5.8	-13.8	-12.9	4.9	64.7	-2.8	-9.0	-5.5	-14.9	-7.7	-12.2	-17.8	-5.5	-4.9



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
RAPID DEVELOPMENT	35.6	36.2	34.6	36.2	31.3	41.1	32.6	31.8	36.3	33.1	41.1	44.1	42.6	32.8	37.0	29.4	48.1	40.9	43.5	41.9
CHINA LEADING IN AI	42.6	39.9	48.0	45.6	53.0	39.0	53.7	40.7	43.1	45.3	36.9	36.8	35.7	45.0	44.1	46.5	39.0	35.1	42.1	31.2
DON'T KNOW	21.7	23.9	17.4	18.2	15.7	19.9	13.7	27.5	20.7	21.6	22.0	19.2	21.6	22.2	19.0	24.1	12.9	24.0	14.4	26.8
Net Diff	-7.0	-3.7	-13.4	-9.4	-21.6	2.0	-21.1	-8.8	-6.8	-12.3	4.2	7.3	6.9	-12.2	-7.1	-17.1	9.1	5.8	1.5	10.7



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
RAPID DEVELOPMENT	35.6	54.1	43.4	35.5	37.2	27.7	31.1	42.0	31.6	40.6	29.7	38.2	33.3
CHINA LEADING IN AI	42.6	21.4	35.6	40.9	39.7	47.8	51.6	35.0	47.4	36.4	50.1	44.0	41.5
DON'T KNOW	21.7	24.5	21.1	23.6	23.1	24.5	17.2	22.9	21.0	23.0	20.2	17.8	25.2
Net Diff	-7.0	32.6	7.8	-5.3	-2.5	-20.1	-20.5	7.0	-15.7	4.2	-20.4	-5.7	-8.1



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

65. SLOWING THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) IN THE UNITED STATES COULD LEAD TO CHINA AND THE CHINESE COMMUNIST PARTY BECOMING THE WORLD LEADER IN AI TECHNOLOGY. WHICH IS GREATER RISK TO THE SAFETY OF THE AMERICAN PEOPLE?

1. RAPID DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE UNITED STATES.
2. CHINA BECOMING THE WORLD LEADER IN ARTIFICIAL INTELLIGENCE.

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
RAPID DEVELOPMENT	35.6	52.9	37.1	32.5	30.9	61.7	41.3	32.5	33.6	46.5	34.0	32.6	28.4	41.9	34.0	31.3
CHINA LEADING IN AI	42.6	23.3	41.1	44.4	49.1	17.8	43.4	46.5	50.3	27.5	39.3	42.2	47.9	36.1	46.5	42.0
DON'T KNOW	21.7	23.7	21.8	23.1	20.0	20.5	15.3	20.9	16.2	26.1	26.8	25.3	23.7	22.0	19.5	26.7
Net Diff	-7.0	29.6	-3.9	-11.8	-18.2	43.9	-2.1	-14.0	-16.7	19.0	-5.3	-9.6	-19.5	5.8	-12.5	-10.7



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
TRUST	17.3	2.1	9.2	23.6	19.8	20.9	21.6	12.4	23.3	17.1	13.3	20.9	24.6	10.7	18.3	16.5	30.5	17.9	19.2	17.2
Great Deal	3.8	1.0	3.7	8.8	2.5	3.6	1.5	1.1	6.2	4.1	5.1	2.4	3.5	2.7	3.5	0.8	11.1	3.1	4.0	2.6
Somewhat	13.6	1.1	5.5	14.8	17.3	17.3	20.1	11.3	17.2	13.0	8.2	18.4	21.1	8.0	14.8	15.7	19.5	14.8	15.2	14.6
NO TRUST	74.1	97.9	85.7	70.5	71.9	67.1	68.2	72.0	63.5	75.4	82.4	70.4	56.3	85.6	72.6	68.7	62.3	71.4	69.1	72.7
DON'T KNOW	8.5	0.0	5.2	5.9	8.3	12.0	10.2	15.6	13.2	7.5	4.3	8.8	19.1	3.7	9.1	14.8	7.1	10.7	11.7	10.1
Net Diff.	-56.8	-95.8	-76.5	-46.9	-52.1	-46.2	-46.6	-59.6	-40.2	-58.3	-69.0	-49.5	-31.7	-74.9	-54.4	-52.2	-31.8	-53.4	-49.9	-55.5
Mean	1.23	1.03	1.14	1.34	1.24	1.28	1.26	1.16	1.34	1.23	1.19	1.26	1.35	1.14	1.24	1.20	1.45	1.24	1.26	1.22



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

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	870	729	142	130	84	46
TRUST	17.3	16.1	13.7	21.0	15.8	16.4	13.6	30.7	23.9	24.8	22.3
Great Deal	3.8	4.9	1.7	3.3	5.9	4.1	3.3	8.4	1.2	1.9	0.0
Somewhat	13.6	11.2	12.0	17.7	9.9	12.2	10.3	22.3	22.7	22.9	22.3
NO TRUST	74.1	74.1	75.7	70.8	78.3	76.4	80.7	54.4	58.9	56.7	62.9
DON'T KNOW	8.5	9.8	10.6	8.2	5.9	7.2	5.8	14.9	17.2	18.5	14.8
Net Diff.	-56.8	-58.0	-62.0	-49.9	-62.5	-60.0	-67.1	-23.7	-35.0	-31.9	-40.6
Mean	1.23	1.23	1.17	1.26	1.23	1.22	1.18	1.46	1.30	1.33	1.26



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
TRUST	17.3	14.4	18.9	15.3	19.7	16.3	13.3	20.7	23.4	25.3	12.9	
Great Deal	3.8	4.4	4.5	3.6	4.5	0.9	2.6	5.2	5.0	5.3	0.9	
Somewhat	13.6	10.0	14.4	11.7	15.1	15.4	10.7	15.5	18.3	19.9	11.9	
NO TRUST	74.1	81.4	72.7	80.0	70.1	65.0	82.1	70.5	67.6	68.4	63.3	
DON'T KNOW	8.5	4.2	8.5	4.7	10.3	18.7	4.6	8.7	9.0	6.3	23.8	
Net Diff.	-56.8	-66.9	-53.8	-64.7	-50.4	-48.7	-68.8	-49.8	-44.2	-43.1	-50.4	
Mean	1.23	1.20	1.25	1.20	1.27	1.21	1.17	1.28	1.31	1.33	1.18	



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

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	283	717	445	438	117	226	427	161	266	573	
TRUST	17.3	26.1	13.9	13.5	21.5	16.5	22.2	24.8	30.4	21.4	11.8	
Great Deal	3.8	9.0	1.7	3.0	5.3	0.8	2.8	7.4	13.3	3.9	1.0	
Somewhat	13.6	17.1	12.2	10.5	16.1	15.7	19.4	17.4	17.2	17.5	10.8	
NO TRUST	74.1	64.1	78.1	80.7	68.8	68.7	64.7	64.5	64.2	64.7	81.3	
DON'T KNOW	8.5	9.8	8.0	5.7	9.7	14.8	13.1	10.6	5.3	13.8	7.0	
Net Diff.	-56.8	-38.0	-64.2	-67.2	-47.4	-52.2	-42.5	-39.7	-33.8	-43.3	-69.5	
Mean	1.23	1.39	1.17	1.18	1.30	1.20	1.29	1.36	1.46	1.29	1.14	



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

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	415	445	362	368	270	197	150	124	165	218	146	
TRUST	17.3	12.4	20.3	12.6	24.3	14.2	10.9	29.5	10.6	14.7	20.7	17.3	
Great Deal	3.8	3.4	4.6	2.5	5.9	2.6	2.1	7.4	3.2	3.0	4.8	2.1	
Somewhat	13.6	9.1	15.7	10.1	18.4	11.6	8.8	22.1	7.4	11.8	15.9	15.2	
NO TRUST	74.1	82.4	71.2	82.2	66.3	73.9	84.7	62.2	81.3	79.3	69.1	67.6	
DON'T KNOW	8.5	5.2	8.4	5.1	9.4	11.9	4.4	8.4	8.1	6.0	10.2	15.1	
Net Diff.	-56.8	-69.9	-50.9	-69.6	-42.0	-59.6	-73.8	-32.7	-70.7	-64.6	-48.4	-50.3	
Mean	1.23	1.17	1.27	1.16	1.33	1.19	1.14	1.40	1.15	1.19	1.28	1.23	



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
TRUST	17.3	26.4	32.2	22.2	17.1	9.3	12.3	10.5	55.9	16.6	9.1	24.8	23.0	25.9	24.1	12.8	10.7
Great Deal	3.8	8.1	14.8	3.2	2.1	1.2	3.4	2.1	29.0	1.0	1.4	6.6	4.2	7.9	8.5	1.0	2.4
Somewhat	13.6	18.3	17.4	18.9	15.0	8.2	8.9	8.5	26.9	15.6	7.6	18.3	18.8	18.0	15.6	11.8	8.3
NO TRUST	74.1	62.5	56.8	66.6	72.0	87.6	82.0	85.4	34.1	75.5	86.9	66.4	66.1	66.4	53.1	75.0	86.3
DON'T KNOW	8.5	11.1	11.0	11.2	10.9	3.0	5.7	4.1	10.0	7.9	4.1	8.8	10.9	7.7	22.8	12.2	2.9
Net Diff.	-56.8	-36.1	-24.6	-44.4	-55.0	-78.3	-69.7	-74.8	21.9	-58.8	-77.8	-41.6	-43.0	-40.6	-29.0	-62.2	-75.6
Mean	1.23	1.39	1.53	1.29	1.22	1.11	1.17	1.13	1.94	1.19	1.11	1.34	1.31	1.37	1.42	1.16	1.14



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261	
TRUST	17.3	22.9	18.2	10.7	17.4	25.5	71.7	19.6	16.4	18.4	13.2	14.1	14.3	12.2	20.3	16.4	
Great Deal	3.8	5.8	2.9	1.7	1.9	13.1	50.3	8.3	2.6	3.4	1.2	0.7	2.7	7.2	3.4	2.1	
Somewhat	13.6	17.1	15.2	9.0	15.5	12.4	21.4	11.3	13.8	14.9	12.0	13.3	11.7	5.0	16.9	14.3	
NO TRUST	74.1	66.2	72.2	83.8	74.9	67.1	18.3	73.3	75.5	75.6	75.2	73.4	78.9	82.5	74.2	70.3	
DON'T KNOW	8.5	11.0	9.6	5.4	7.8	7.4	10.1	7.1	8.1	6.0	11.6	12.5	6.8	5.3	5.5	13.2	
Net Diff.	-56.8	-43.3	-54.0	-73.1	-57.5	-41.6	53.4	-53.7	-59.1	-57.3	-62.1	-59.3	-64.5	-70.3	-53.9	-53.9	
Mean	1.23	1.32	1.23	1.13	1.21	1.42	2.36	1.30	1.21	1.23	1.16	1.17	1.18	1.20	1.25	1.21	



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-	WHITE	NON-	His-	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE		WHITE	panic								
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.											
Total	1000	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
TRUST	17.3	17.8	16.5	16.6	16.1	16.2	17.7	19.2	15.4	12.4	27.8	25.6	32.7	25.3	12.8	12.1	20.0	29.8	38.9	28.2
Great Deal	3.8	3.0	5.3	5.1	5.6	3.7	4.8	2.4	5.6	2.4	6.6	6.2	8.5	5.4	3.0	1.8	5.9	6.4	10.7	7.0
Somewhat	13.6	14.8	11.2	11.6	10.5	12.5	12.9	16.8	9.7	10.0	21.2	19.4	24.2	19.9	9.7	10.3	14.1	23.4	28.3	21.2
NO TRUST	74.1	71.7	78.9	79.0	78.6	75.0	79.9	68.8	78.0	80.0	61.6	65.6	56.7	70.1	81.1	78.9	75.5	58.0	50.7	61.1
DON'T KNOW	8.5	10.5	4.7	4.4	5.3	8.8	2.4	12.0	6.7	7.6	10.6	8.8	10.6	4.7	6.1	9.0	4.5	12.2	10.4	10.7
Net Diff.	-56.8	-53.9	-62.4	-62.4	-62.5	-58.8	-62.2	-49.5	-62.6	-67.6	-33.8	-40.1	-24.1	-44.8	-68.4	-66.8	-55.4	-28.2	-11.7	-32.9
Mean	1.23	1.23	1.23	1.23	1.23	1.22	1.23	1.25	1.22	1.16	1.39	1.35	1.46	1.32	1.17	1.15	1.27	1.41	1.55	1.39



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
TRUST	17.3	53.7	33.6	20.1	15.9	7.3	4.8	31.6	8.4	27.0	5.8	16.7	17.9
Great Deal	3.8	16.1	9.7	3.8	1.8	0.9	0.3	8.3	0.9	6.4	0.6	4.1	3.5
Somewhat	13.6	37.5	24.0	16.3	14.1	6.3	4.5	23.3	7.5	20.6	5.2	12.6	14.4
NO TRUST	74.1	23.8	52.5	69.4	78.3	85.8	92.0	54.2	86.6	61.3	89.4	76.6	71.9
DON'T KNOW	8.5	22.6	13.9	10.5	5.8	6.9	3.2	14.2	5.0	11.7	4.7	6.6	10.2
Net Diff.	-56.8	29.9	-18.8	-49.3	-62.5	-78.5	-87.2	-22.6	-78.1	-34.2	-83.6	-59.9	-54.0
Mean	1.23	1.90	1.50	1.27	1.19	1.09	1.05	1.47	1.10	1.38	1.07	1.22	1.24



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

66. HOW MUCH TRUST DO YOU HAVE IN THE CHINESE COMMUNIST PARTY TO COMPLY WITH POTENTIAL INTERNATIONAL AGREEMENTS TO PUT LIMITS ON THE DEVELOPMENT OF AI?

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	BMMRS	NIALS	BMMRS	URBAN	URBAN		
Total	1000	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
TRUST	17.3	49.3	23.2	11.8	6.3	57.9	20.1	11.4	6.2	43.0	25.6	12.2	6.5	26.7	14.3	12.3
Great Deal	3.8	16.0	4.8	1.4	0.5	21.5	5.5	0.7	0.5	11.9	4.4	2.2	0.5	8.2	2.5	0.9
Somewhat	13.6	33.3	18.4	10.4	5.8	36.4	14.6	10.7	5.7	31.1	21.3	10.0	6.0	18.4	11.9	11.4
NO TRUST	74.1	30.4	65.1	82.8	89.1	26.8	70.5	81.5	91.7	33.1	60.9	84.1	86.6	64.4	78.0	77.7
DON'T KNOW	8.5	20.3	11.7	5.4	4.6	15.3	9.4	7.1	2.0	24.0	13.5	3.8	7.0	8.9	7.7	10.1
Net Diff.	-56.8	19.0	-41.8	-71.0	-82.7	31.1	-50.4	-70.1	-85.5	9.9	-35.2	-71.9	-80.1	-37.8	-63.6	-65.4
Mean	1.23	1.82	1.32	1.14	1.07	1.94	1.28	1.13	1.07	1.72	1.35	1.15	1.08	1.38	1.18	1.15



Table 67 Page 721
May 10-14, 2024

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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
QUICKLY AS POSSIBLE	32.7	33.6	36.7	40.8	33.9	32.5	22.3	25.5	29.0	34.9	37.6	31.9	30.7	35.0	34.1	23.2	47.1	27.8	36.0	23.1
LIMITS ON DEVELOPMENT	50.1	50.7	47.3	44.0	48.8	46.9	57.2	55.1	59.0	47.6	46.8	47.8	50.7	51.6	48.5	46.1	38.5	55.6	48.4	59.8
DON'T KNOW	17.2	15.7	16.0	15.3	17.3	20.6	20.5	19.4	12.0	17.5	15.6	20.4	18.6	13.4	17.4	30.7	14.4	16.6	15.5	17.1
Net Diff	-17.4	-17.2	-10.7	-3.2	-14.9	-14.4	-34.9	-29.6	-30.0	-12.6	-9.2	-15.9	-20.1	-16.6	-14.4	-22.9	8.6	-27.8	-12.4	-36.7



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	870	729	142	130	84	46
QUICKLY AS POSSIBLE	32.7	34.4	24.1	37.2	32.2	34.0	33.3	37.7	23.9	23.2	25.0
LIMITS ON DEVELOPMENT	50.1	49.7	59.3	46.7	47.0	49.9	50.7	46.1	51.3	52.8	48.6
DON'T KNOW	17.2	15.9	16.5	16.1	20.9	16.1	16.0	16.2	24.8	24.0	26.4
Net Diff	-17.4	-15.3	-35.2	-9.5	-14.8	-15.9	-17.4	-8.4	-27.4	-29.6	-23.5



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94
QUICKLY AS POSSIBLE	32.7	35.3	32.1	34.9	33.0	20.7	34.4	34.9	27.0	26.8	23.1
LIMITS ON DEVELOPMENT	50.1	49.1	51.0	49.9	50.0	51.5	50.7	48.9	55.1	53.8	46.1
DON'T KNOW	17.2	15.6	16.8	15.2	17.0	27.7	14.8	16.1	17.9	19.3	30.8
Net Diff	-17.4	-13.8	-18.9	-15.0	-17.0	-30.8	-16.3	-14.0	-28.2	-27.0	-23.1



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	283	717	445	438	117	226	427	161	266	573	
QUICKLY AS POSSIBLE	32.7	38.1	30.6	34.7	33.2	23.2	22.0	36.4	38.5	35.1	29.9	
LIMITS ON DEVELOPMENT	50.1	47.2	51.3	50.4	50.8	46.1	53.1	46.7	46.5	46.9	52.6	
DON'T KNOW	17.2	14.7	18.2	14.9	16.0	30.7	25.0	16.9	15.0	18.0	17.5	
Net Diff	-17.4	-9.1	-20.7	-15.8	-17.6	-22.9	-31.1	-10.3	-8.0	-11.7	-22.7	



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	415	445	362	368	270	197	150	124	165	218	146
QUICKLY AS POSSIBLE	32.7	34.5	31.9	34.7	35.7	25.9	38.9	38.8	28.4	29.7	33.7	23.7
LIMITS ON DEVELOPMENT	50.1	49.5	52.1	50.1	49.8	50.5	49.1	49.2	48.4	51.4	50.3	52.2
DON'T KNOW	17.2	16.0	16.0	15.2	14.4	23.7	12.0	12.1	23.2	18.9	16.1	24.1
Net Diff	-17.4	-14.9	-20.2	-15.4	-14.1	-24.6	-10.1	-10.4	-20.0	-21.7	-16.6	-28.5



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
QUICKLY AS POSSIBLE	32.7	35.1	41.0	30.8	28.0	39.5	29.6	35.5	52.6	26.7	36.0	34.9	35.5	44.7	30.3	23.0	30.0
LIMITS ON DEVELOPMENT	50.1	49.6	49.3	49.9	49.8	49.8	52.4	50.8	30.6	56.7	49.4	50.7	48.1	51.4	51.0	47.8	57.0
DON'T KNOW	17.2	15.3	9.7	19.3	22.2	10.7	18.0	13.6	16.9	16.6	14.7	14.5	16.5	3.9	18.7	29.2	13.0
Net Diff	-17.4	-14.6	-8.3	-19.1	-21.7	-10.3	-22.8	-15.3	22.0	-29.9	-13.4	-15.8	-12.6	-6.7	-20.8	-24.8	-27.0



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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 Class	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261	
QUICKLY AS POSSIBLE	32.7	33.5	29.3	32.8	29.9	37.4	58.9	34.7	31.6	34.1	27.2	34.4	30.5	35.5	42.9	25.3	
LIMITS ON DEVELOPMENT	50.1	50.2	47.8	50.8	50.8	50.2	25.1	53.4	50.3	49.6	51.4	49.1	55.3	49.3	41.1	51.8	
DON'T KNOW	17.2	16.3	22.9	16.4	19.3	12.4	16.0	12.0	18.2	16.2	21.4	16.5	14.2	15.2	16.1	22.8	
Net Diff	-17.4	-16.7	-18.5	-18.0	-20.9	-12.8	33.8	-18.7	-18.7	-15.5	-24.1	-14.7	-24.8	-13.8	1.8	-26.5	



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
QUICKLY AS POSSIBLE	32.7	31.0	36.1	35.3	37.6	35.3	37.7	27.1	34.7	31.3	35.6	34.4	37.8	41.3	35.7	27.2	33.2	35.3	41.3	35.3
LIMITS ON DEVELOPMENT	50.1	50.2	49.9	51.0	47.7	48.8	49.2	51.5	50.6	50.3	49.7	52.8	47.4	41.1	48.1	52.4	55.2	50.9	44.0	49.8
DON'T KNOW	17.2	18.8	14.0	13.6	14.6	15.9	13.1	21.5	14.8	18.3	14.8	12.8	14.8	17.5	16.2	20.4	11.6	13.8	14.7	14.8
Net Diff	-17.4	-19.2	-13.8	-15.7	-10.1	-13.5	-11.5	-24.4	-15.9	-19.0	-14.1	-18.4	-9.6	0.2	-12.3	-25.3	-22.0	-15.7	-2.7	-14.5



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
QUICKLY AS POSSIBLE	32.7	30.9	33.5	34.2	38.1	31.2	29.7	33.3	32.3	34.7	30.3	36.1	29.7
LIMITS ON DEVELOPMENT	50.1	56.5	50.4	48.1	46.4	49.7	51.9	50.6	49.8	49.4	51.0	48.9	51.2
DON'T KNOW	17.2	12.6	16.0	17.7	15.6	19.1	18.4	16.1	17.9	15.9	18.7	15.0	19.2
Net Diff	-17.4	-25.6	-16.9	-13.9	-8.3	-18.4	-22.3	-17.3	-17.5	-14.7	-20.7	-12.8	-21.5



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

67. NOW, WHEN IT COMES TO ARTIFICIAL INTELLIGENCE (AI), DO YOU PREFER POLICIES THAT ALLOW AMERICANS TO DEVELOP AI TECHNOLOGY AS QUICKLY AS POSSIBLE OR THAT PUT LIMITS ON ITS DEVELOPMENT?

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
QUICKLY AS POSSIBLE	32.7	34.7	32.8	36.0	29.5	46.6	37.5	38.1	30.7	25.9	29.3	34.0	28.4	38.8	32.2	25.7
LIMITS ON DEVELOPMENT	50.1	53.0	49.7	46.3	52.1	44.9	44.6	43.8	56.6	59.0	53.7	48.9	47.8	48.3	49.8	53.3
DON'T KNOW	17.2	12.3	17.4	17.6	18.4	8.5	17.9	18.1	12.8	15.1	17.1	17.1	23.7	12.8	18.0	21.0
Net Diff	-17.4	-18.2	-16.9	-10.3	-22.6	1.7	-7.1	-5.7	-25.9	-33.1	-24.4	-15.0	-19.4	-9.5	-17.6	-27.6



Table 68 Page 731
May 10-14, 2024

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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
GOV'T INCOMPETENCE	38.8	44.4	44.4	43.6	39.2	40.2	26.6	35.9	30.9	44.6	44.1	45.9	44.0	49.1	43.0	35.1	45.8	26.1	27.7	25.2
DONE DELIBERATELY	46.3	51.8	51.6	45.4	40.3	39.1	54.2	43.7	51.3	43.2	49.2	34.8	37.3	46.2	48.4	34.4	37.6	53.2	49.2	55.5
DON'T KNOW	14.9	3.8	4.0	11.0	20.5	20.7	19.2	20.4	17.8	12.2	6.7	19.3	18.7	4.6	8.6	30.5	16.7	20.7	23.0	19.3
Net Diff	-7.5	-7.4	-7.2	-1.9	-1.1	1.1	-27.6	-7.8	-20.5	1.5	-5.1	11.1	6.7	2.9	-5.4	0.7	8.2	-27.1	-21.5	-30.3



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

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	870	729	142	130	84	46
GOV'T INCOMPETENCE	38.8	39.2	40.5	35.9	41.8	39.3	39.2	39.6	35.4	35.5	35.3
DONE DELIBERATELY	46.3	45.6	42.0	52.0	41.4	47.3	48.3	41.8	40.0	43.0	34.4
DON'T KNOW	14.9	15.2	17.6	12.1	16.8	13.4	12.4	18.6	24.6	21.5	30.3
Net Diff	-7.5	-6.4	-1.5	-16.0	0.4	-8.0	-9.1	-2.2	-4.6	-7.5	0.9



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94
GOV'T INCOMPETENCE	38.8	45.9	29.1	46.2	30.6	41.8	46.0	30.8	40.5	35.7	39.8
DONE DELIBERATELY	46.3	46.2	49.6	46.8	48.9	32.1	47.5	48.8	45.0	48.5	32.9
DON'T KNOW	14.9	7.9	21.2	7.0	20.5	26.0	6.5	20.5	14.5	15.8	27.3
Net Diff	-7.5	-0.3	-20.5	-0.7	-18.2	9.7	-1.6	-18.0	-4.5	-12.9	6.9



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

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	283	717	445	438	117	226	427	161	266	573	
GOV'T INCOMPETENCE	38.8	28.5	42.9	46.8	31.6	35.1	33.1	29.6	24.0	33.0	45.6	
DONE DELIBERATELY	46.3	49.5	45.1	47.0	48.8	34.4	44.4	48.8	54.7	45.3	44.5	
DON'T KNOW	14.9	22.0	12.0	6.1	19.6	30.5	22.4	21.5	21.3	21.7	9.9	
Net Diff	-7.5	-20.9	-2.2	-0.2	-17.2	0.7	-11.3	-19.2	-30.7	-12.3	1.2	



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	DON'T KNOW	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT
Total	1000	415	445	362	368	270	197	150	124	165	218	146			
GOV'T INCOMPETENCE	38.8	45.7	32.5	47.2	31.4	37.7	48.2	33.3	36.9	45.9	30.1	38.3			
DONE DELIBERATELY	46.3	46.7	47.2	44.4	50.3	43.4	47.1	50.5	47.6	41.2	50.3	39.9			
DON'T KNOW	14.9	7.6	20.2	8.4	18.2	18.9	4.7	16.2	15.5	12.9	19.6	21.8			
Net Diff	-7.5	-1.0	-14.7	2.7	-18.9	-5.8	1.1	-17.2	-10.7	4.7	-20.1	-1.6			



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
GOV'T INCOMPETENCE	38.8	27.1	23.6	29.6	39.5	49.1	44.6	47.3	36.1	46.3	48.0	28.1	34.2	47.0	19.2	40.2	44.6
DONE DELIBERATELY	46.3	54.7	60.0	50.9	41.8	42.2	47.5	44.3	49.7	38.2	45.9	55.9	44.4	30.3	50.7	41.4	43.2
DON'T KNOW	14.9	18.2	16.4	19.5	18.8	8.6	7.9	8.3	14.2	15.4	6.1	16.0	21.4	22.7	30.0	18.4	12.1
Net Diff	-7.5	-27.6	-36.4	-21.3	-2.3	6.9	-2.9	3.0	-13.6	8.1	2.1	-27.8	-10.3	16.7	-31.5	-1.2	1.4



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT CRAT	REPU- SPLTTR	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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
GOV'T INCOMPETENCE	38.8	31.3	39.7	47.1	37.5	36.7	37.8	36.6	39.3	39.1	39.7	37.8	40.1	40.7	42.7	31.1
DONE DELIBERATELY	46.3	48.2	40.8	46.0	45.6	51.4	48.4	51.7	45.9	45.4	46.8	43.4	46.4	41.6	44.0	51.6
DON'T KNOW	14.9	20.5	19.5	7.0	17.0	11.9	13.8	11.7	14.7	15.5	13.5	18.8	13.5	17.8	13.3	17.3
Net Diff	-7.5	-16.8	-1.1	1.1	-8.1	-14.6	-10.6	-15.1	-6.6	-6.3	-7.0	-5.7	-6.4	-0.9	-1.3	-20.5



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
GOV'T INCOMPETENCE	38.8	39.5	37.5	37.8	36.8	41.3	39.0	37.9	36.2	40.2	35.8	33.7	33.7	46.4	40.4	40.0	33.2	34.1	43.4	26.7
DONE DELIBERATELY	46.3	46.7	45.6	46.7	43.3	47.6	49.8	45.9	41.9	45.5	48.0	51.6	45.7	46.2	48.3	42.9	58.6	46.1	40.8	49.2
DON'T KNOW	14.9	13.8	16.9	15.4	19.9	11.2	11.2	16.2	21.9	14.2	16.2	14.7	20.6	7.4	11.3	17.0	8.2	19.8	15.7	24.1
Net Diff	-7.5	-7.2	-8.1	-8.9	-6.5	-6.3	-10.9	-8.0	-5.7	-5.3	-12.2	-17.9	-12.0	0.2	-7.9	-2.9	-25.5	-12.0	2.6	-22.4



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

BANNER 9

	TOTAL	AGE					AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
GOV'T INCOMPETENCE	38.8	41.1	38.4	34.5	33.6	37.7	45.0	37.2	39.8	36.2	42.0	40.5	37.3
DONE DELIBERATELY	46.3	42.4	46.4	54.3	56.5	42.8	38.7	49.2	44.6	51.3	40.4	48.3	44.6
DON'T KNOW	14.9	16.5	15.2	11.2	9.9	19.6	16.3	13.6	15.6	12.5	17.7	11.2	18.1
Net Diff	-7.5	-1.3	-7.9	-19.8	-22.9	-5.1	6.2	-12.0	-4.8	-15.2	1.6	-7.8	-7.3



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

68. WHICH OF THE FOLLOWING COMES CLOSER TO YOUR OPINION?
 1. THE SITUATION AT THE BORDER IS DUE TO THE GOVERNMENT'S INCOMPETENCE.
 2. THE SITUATION AT THE BORDER IS DONE DELIBERATELY TO SERVE POLITICAL AND CORPORATE INTERESTS.

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
GOV'T INCOMPETENCE	38.8	37.0	37.6	35.4	42.7	43.4	38.2	33.8	45.9	32.2	37.1	37.0	39.6	41.3	38.2	37.1
DONE DELIBERATELY	46.3	43.6	51.6	52.0	39.7	42.7	52.4	56.6	41.4	44.2	51.0	47.2	38.1	43.9	47.0	47.8
DON'T KNOW	14.9	19.4	10.8	12.7	17.6	14.0	9.4	9.6	12.7	23.5	11.9	15.8	22.3	14.8	14.8	15.1
Net Diff	-7.5	-6.6	-14.0	-16.6	3.0	0.7	-14.2	-22.8	4.6	-12.0	-13.8	-10.2	1.4	-2.6	-8.9	-10.8



Table 69 Page 741
May 10-14, 2024

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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
AGREE	49.8	89.0	78.2	60.3	53.3	32.1	21.2	21.7	29.8	65.9	73.5	56.6	55.2	86.1	72.5	42.2	33.8	14.9	21.5	11.1
Strongly	31.8	80.7	64.3	37.3	28.7	11.6	6.3	5.4	16.9	44.2	57.2	29.5	23.1	72.0	38.9	16.6	15.0	4.8	6.8	3.6
Somewhat	18.0	8.4	13.9	23.1	24.6	20.4	14.9	16.4	12.9	21.7	16.3	27.1	32.1	14.2	33.6	25.6	18.8	10.1	14.7	7.5
DISAGREE	42.4	7.8	17.1	33.3	37.5	54.8	69.5	68.7	65.2	26.5	21.5	31.7	36.4	11.7	20.6	35.8	59.3	76.7	69.3	81.0
Somewhat	10.9	2.2	2.3	15.6	11.8	11.1	21.3	13.5	8.0	10.7	7.5	12.6	20.4	4.7	13.6	13.0	18.2	11.4	9.4	12.5
Strongly	31.4	5.6	14.8	17.7	25.7	43.7	48.3	55.2	57.2	15.8	13.9	19.1	16.1	7.0	7.0	22.8	41.1	65.3	59.9	68.4
DON'T KNOW	7.8	3.2	4.7	6.3	9.2	13.1	9.3	9.6	5.0	7.5	5.0	11.7	8.4	2.1	6.9	22.0	6.9	8.4	9.2	8.0
Net Diff.	7.5	81.2	61.2	27.0	15.8	-22.7	-48.3	-46.9	-35.4	39.4	52.1	24.9	18.8	74.4	51.9	6.4	-25.6	-61.8	-47.8	-69.9
Mean	2.54	3.69	3.34	2.85	2.62	2.00	1.77	1.69	1.89	3.02	3.23	2.76	2.68	3.54	3.12	2.46	2.08	1.50	1.65	1.42



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

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	870	729	142	130	84	46
AGREE	49.8	54.3	44.8	53.1	45.6	49.9	49.6	51.9	49.1	50.1	47.2
Strongly	31.8	36.2	28.2	34.6	27.0	34.4	36.9	21.8	14.3	14.1	14.7
Somewhat	18.0	18.1	16.6	18.5	18.6	15.5	12.7	30.1	34.8	36.0	32.6
DISAGREE	42.4	39.6	46.3	40.3	44.1	43.7	45.4	35.1	33.3	31.0	37.6
Somewhat	10.9	11.1	10.0	13.2	7.8	9.8	9.3	12.6	18.3	11.1	31.4
Strongly	31.4	28.5	36.3	27.2	36.3	33.9	36.1	22.5	15.1	19.9	6.3
DON'T KNOW	7.8	6.1	8.9	6.6	10.3	6.4	5.1	13.1	17.6	18.9	15.2
Net Diff.	7.5	14.6	-1.5	12.7	1.6	6.2	4.2	16.8	15.8	19.1	9.6
Mean	2.54	2.66	2.40	2.65	2.41	2.54	2.53	2.59	2.59	2.55	2.66



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
AGREE	49.8	78.6	19.5	83.2	17.3	42.4	83.5	18.6	45.8	47.9	42.6	
Strongly	31.8	58.4	6.9	60.8	5.4	16.3	63.6	6.2	23.0	24.0	14.6	
Somewhat	18.0	20.2	12.6	22.3	11.9	26.1	19.8	12.4	22.8	23.9	27.9	
DISAGREE	42.4	16.9	73.1	13.3	74.0	33.3	13.4	74.6	43.1	41.5	29.5	
Somewhat	10.9	7.9	10.4	6.8	13.9	16.5	6.3	12.9	15.9	18.3	16.2	
Strongly	31.4	9.0	62.6	6.4	60.1	16.8	7.2	61.7	27.2	23.2	13.3	
DON'T KNOW	7.8	4.5	7.4	3.6	8.6	24.3	3.1	6.8	11.1	10.6	27.9	
Net Diff.	7.5	61.7	-53.5	69.9	-56.7	9.1	70.0	-56.0	2.7	6.4	13.0	
Mean	2.54	3.34	1.61	3.43	1.59	2.55	3.44	1.60	2.47	2.54	2.61	



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

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	283	717	445	438	117	226	427	161	266	573
AGREE	49.8	24.5	59.8	81.0	20.2	42.2	44.4	21.2	22.9	20.2	71.1
Strongly	31.8	9.4	40.7	59.6	7.6	16.6	18.9	7.5	13.8	3.7	49.9
Somewhat	18.0	15.1	19.2	21.4	12.6	25.6	25.5	13.7	9.1	16.5	21.3
DISAGREE	42.4	68.3	32.1	15.0	71.9	35.8	40.4	69.1	71.9	67.4	22.4
Somewhat	10.9	12.8	10.2	8.0	13.3	13.0	16.4	13.5	6.7	17.5	9.0
Strongly	31.4	55.5	21.9	7.0	58.5	22.8	24.0	55.7	65.2	49.9	13.4
DON'T KNOW	7.8	7.3	8.0	3.9	8.0	22.0	15.2	9.7	5.2	12.4	6.4
Net Diff.	7.5	-43.8	27.7	66.0	-51.7	6.4	4.0	-47.9	-49.0	-47.2	48.7
Mean	2.54	1.77	2.85	3.39	1.67	2.46	2.46	1.70	1.70	1.70	3.15



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

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	415	445	362	368	270	197	150	124	165	218	146	
AGREE	49.8	80.9	21.2	78.9	21.2	49.8	80.0	27.4	52.5	77.6	17.0	47.5	
Strongly	31.8	61.4	8.9	59.0	8.7	26.7	64.0	11.5	27.4	53.2	6.8	26.2	
Somewhat	18.0	19.5	12.3	19.9	12.5	23.1	16.0	15.9	25.2	24.4	10.3	21.3	
DISAGREE	42.4	15.0	70.0	17.3	69.6	38.8	16.2	66.6	36.1	18.6	71.6	41.1	
Somewhat	10.9	7.2	13.0	8.3	13.3	11.2	7.8	11.4	13.6	8.8	14.7	9.1	
Strongly	31.4	7.7	56.9	9.0	56.2	27.6	8.4	55.2	22.5	9.8	56.9	32.0	
DON'T KNOW	7.8	4.1	8.8	3.8	9.2	11.3	3.8	6.0	11.4	3.8	11.4	11.3	
Net Diff.	7.5	66.0	-48.8	61.6	-48.4	11.0	63.8	-39.2	16.5	59.0	-54.6	6.4	
Mean	2.54	3.40	1.71	3.34	1.71	2.55	3.41	1.83	2.65	3.26	1.63	2.47	



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
AGREE	49.8	22.1	26.4	19.1	41.9	76.6	84.3	79.7	83.4	67.1	82.0	18.5	22.9	37.1	19.3	44.3	86.5
Strongly	31.8	11.5	19.0	6.0	19.2	53.3	71.5	60.6	59.4	39.5	64.6	8.5	6.3	22.5	10.0	19.2	58.5
Somewhat	18.0	10.7	7.4	13.1	22.7	23.3	12.7	19.1	23.9	27.6	17.4	10.1	16.6	14.5	9.3	25.1	28.0
DISAGREE	42.4	68.9	66.6	70.6	47.9	18.3	12.1	15.9	11.3	29.0	14.3	73.6	66.0	52.3	65.7	43.1	8.0
Somewhat	10.9	10.5	4.4	14.9	17.9	5.2	2.7	4.2	0.0	22.0	4.8	10.0	20.5	7.8	16.6	14.0	0.0
Strongly	31.4	58.4	62.1	55.7	30.0	13.2	9.5	11.7	11.3	7.0	9.5	63.6	45.5	44.5	49.1	29.1	8.0
DON'T KNOW	7.8	8.9	7.1	10.3	10.2	5.1	3.6	4.5	5.3	3.9	3.7	7.9	11.1	10.6	15.1	12.6	5.5
Net Diff.	7.5	-46.8	-40.2	-51.5	-6.0	58.3	72.1	63.8	72.0	38.1	67.7	-55.1	-43.1	-15.3	-46.4	1.3	78.5
Mean	2.54	1.73	1.82	1.66	2.35	3.23	3.52	3.35	3.39	3.04	3.42	1.60	1.82	2.17	1.77	2.39	3.45



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- MIDDLE	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
AGREE	49.8	22.5	48.7	81.7	49.6	48.7	77.4	45.0	50.8	51.6	49.5	45.0	54.5	60.5	60.2	31.9
Strongly	31.8	8.6	23.6	61.0	26.1	28.5	37.7	27.3	32.3	31.3	34.0	32.1	38.1	38.1	38.4	18.2
Somewhat	18.0	13.8	25.1	20.7	23.6	20.2	39.7	17.7	18.5	20.3	15.5	12.9	16.4	22.4	21.8	13.7
DISAGREE	42.4	68.1	36.3	14.6	41.3	44.7	12.6	48.8	41.6	40.6	43.1	44.7	37.9	34.5	33.9	57.5
Somewhat	10.9	12.3	16.1	7.8	12.4	13.9	6.6	14.9	10.0	9.5	10.9	13.2	11.2	8.0	9.3	12.8
Strongly	31.4	55.8	20.2	6.8	28.9	30.8	6.0	34.0	31.5	31.1	32.2	31.5	26.7	26.5	24.5	44.6
DON'T KNOW	7.8	9.4	15.0	3.7	9.1	6.6	10.1	6.2	7.6	7.7	7.4	10.3	7.6	5.1	5.9	10.6
Net Diff.	7.5	-45.6	12.4	67.1	8.3	4.0	64.8	-3.8	9.3	11.0	6.4	0.3	16.6	26.0	26.4	-25.6
Mean	2.54	1.73	2.61	3.41	2.51	2.50	3.21	2.41	2.56	2.56	2.55	2.51	2.71	2.76	2.79	2.06



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
AGREE	49.8	52.3	45.0	47.9	39.2	58.6	50.9	46.6	39.9	52.4	44.4	40.4	41.0	60.7	58.0	47.0	45.6	36.4	52.4	32.8
Strongly	31.8	34.0	27.5	28.8	24.8	39.8	33.3	28.8	22.4	35.5	23.9	22.2	18.8	42.6	41.4	29.8	28.2	17.5	21.8	16.6
Somewhat	18.0	18.3	17.5	19.1	14.4	18.8	17.5	17.8	17.5	16.9	20.4	18.3	22.2	18.1	16.6	17.2	17.4	18.9	30.6	16.3
DISAGREE	42.4	39.7	47.6	43.7	55.5	34.2	44.0	44.5	50.8	40.5	46.2	52.4	47.9	31.7	34.8	46.0	52.6	52.2	40.3	53.3
Somewhat	10.9	11.1	10.6	9.9	12.0	10.1	11.2	12.0	10.1	9.4	14.1	13.3	16.7	10.3	10.1	8.8	14.1	12.6	11.3	20.6
Strongly	31.4	28.6	37.0	33.9	43.5	24.1	32.8	32.6	40.7	31.1	32.1	39.1	31.2	21.5	24.8	37.1	38.4	39.6	29.0	32.7
DON'T KNOW	7.8	8.1	7.3	8.3	5.4	7.2	5.1	8.9	9.3	7.1	9.4	7.2	11.2	7.6	7.1	7.0	1.8	11.3	7.3	13.9
Net Diff.	7.5	12.6	-2.6	4.2	-16.3	24.4	6.9	2.0	-10.9	11.9	-1.9	-11.9	-6.9	28.9	23.2	1.1	-6.9	-15.8	12.1	-20.5
Mean	2.54	2.63	2.38	2.47	2.22	2.80	2.54	2.47	2.24	2.61	2.40	2.25	2.32	2.89	2.80	2.43	2.36	2.16	2.49	2.19



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530	
AGREE	49.8	51.2	47.6	50.8	52.8	49.3	48.5	49.8	49.8	50.7	48.8	56.0	44.3	
Strongly	31.8	21.9	22.5	26.2	36.3	32.0	40.0	24.1	36.6	27.7	36.7	37.6	26.6	
Somewhat	18.0	29.3	25.0	24.5	16.4	17.3	8.5	25.7	13.2	23.0	12.1	18.4	17.7	
DISAGREE	42.4	40.1	41.5	41.8	36.9	44.8	45.3	41.3	43.0	40.0	45.1	37.5	46.7	
Somewhat	10.9	22.4	18.0	9.3	9.3	10.7	6.3	14.9	8.4	13.3	8.1	10.5	11.3	
Strongly	31.4	17.7	23.5	32.5	27.5	34.1	39.1	26.4	34.6	26.7	37.0	27.0	35.3	
DON'T KNOW	7.8	8.8	10.9	7.4	10.4	5.8	6.2	8.9	7.2	9.3	6.0	6.5	9.0	
Net Diff.	7.5	11.1	6.1	9.0	15.9	4.5	3.1	8.4	6.9	10.6	3.7	18.5	-2.3	
Mean	2.54	2.61	2.52	2.48	2.69	2.50	2.53	2.52	2.56	2.57	2.52	2.71	2.39	



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

69. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY IN HOPES THAT THEY WILL VOTE FOR DEMOCRATS?

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
AGREE	49.8	54.8	47.4	52.0	48.2	67.9	47.9	60.0	54.5	45.0	47.0	43.8	42.4	48.6	48.4	54.9
Strongly	31.8	22.8	24.6	33.2	38.8	32.9	21.9	41.8	45.6	15.4	26.6	24.4	32.4	23.8	33.7	37.7
Somewhat	18.0	31.9	22.8	18.8	9.5	35.0	26.0	18.2	8.9	29.6	20.4	19.4	10.0	24.8	14.7	17.2
DISAGREE	42.4	36.9	43.5	39.5	45.5	26.2	45.4	32.4	39.8	44.8	42.1	46.7	50.8	43.8	43.9	36.7
Somewhat	10.9	19.2	12.4	9.1	8.4	12.1	14.0	7.3	10.2	24.6	11.2	11.0	6.6	12.5	9.8	11.6
Strongly	31.4	17.6	31.1	30.4	37.1	14.1	31.3	25.2	29.7	20.2	30.9	35.7	44.2	31.3	34.1	25.1
DON'T KNOW	7.8	8.4	9.1	8.5	6.3	5.9	6.7	7.6	5.7	10.2	10.9	9.5	6.8	7.6	7.7	8.4
Net Diff.	7.5	17.9	3.9	12.5	2.8	41.7	2.5	27.5	14.6	0.2	4.9	-2.8	-8.4	4.8	4.5	18.2
Mean	2.54	2.65	2.45	2.60	2.53	2.92	2.41	2.83	2.75	2.45	2.48	2.36	2.33	2.45	2.52	2.74



Table 70 Page 751
May 10-14, 2024

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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
AGREE	50.3	92.3	81.1	61.3	50.8	33.6	24.4	22.9	24.0	65.8	75.7	55.8	46.4	87.1	68.5	40.5	38.0	16.7	20.7	14.5
Strongly	30.9	85.1	63.1	34.4	25.3	10.0	6.3	9.3	16.4	42.7	56.6	25.6	23.3	70.6	36.4	17.5	12.1	5.4	6.2	4.9
Somewhat	19.4	7.2	18.0	26.9	25.5	23.6	18.1	13.5	7.6	23.1	19.1	30.1	23.1	16.5	32.1	22.9	25.9	11.3	14.5	9.5
DISAGREE	40.7	3.4	15.5	28.5	37.0	50.3	67.7	68.2	72.6	24.9	18.0	29.7	44.1	10.1	21.1	37.5	51.6	75.1	66.9	79.8
Somewhat	10.2	1.1	4.1	11.2	12.1	7.9	17.1	14.7	14.1	10.3	6.2	12.2	24.3	4.5	13.5	14.7	15.1	10.0	7.0	11.8
Strongly	30.5	2.4	11.4	17.4	24.9	42.5	50.6	53.5	58.5	14.6	11.8	17.5	19.8	5.6	7.6	22.8	36.5	65.1	60.0	68.0
DON'T KNOW	8.9	4.3	3.4	10.2	12.2	16.1	7.9	8.9	3.4	9.3	6.3	14.6	9.5	2.8	10.4	22.1	10.4	8.2	12.4	5.7
Net Diff.	9.6	88.8	65.6	32.8	13.7	-16.7	-43.3	-45.4	-48.7	40.9	57.7	26.1	2.2	77.0	47.4	3.0	-13.6	-58.4	-46.3	-65.4
Mean	2.56	3.83	3.37	2.87	2.58	2.01	1.78	1.77	1.81	3.04	3.29	2.75	2.55	3.56	3.09	2.45	2.15	1.53	1.62	1.48



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

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	870	729	142	130	84	46
AGREE	50.3	54.8	45.4	53.7	45.9	50.8	50.1	54.5	47.0	45.3	50.3
Strongly	30.9	34.1	29.7	33.1	25.7	33.7	36.1	21.3	12.4	11.9	13.3
Somewhat	19.4	20.7	15.6	20.6	20.1	17.1	14.0	33.1	34.7	33.4	36.9
DISAGREE	40.7	38.5	45.2	37.4	43.8	41.6	43.5	31.9	34.6	34.5	34.8
Somewhat	10.2	10.3	11.5	11.3	6.9	8.9	8.3	12.0	18.8	15.7	24.6
Strongly	30.5	28.2	33.7	26.1	36.9	32.7	35.2	19.9	15.8	18.8	10.3
DON'T KNOW	8.9	6.7	9.5	8.9	10.3	7.5	6.4	13.6	18.3	20.2	14.9
Net Diff.	9.6	16.3	0.2	16.3	2.1	9.2	6.6	22.6	12.4	10.8	15.4
Mean	2.56	2.65	2.46	2.67	2.39	2.56	2.54	2.65	2.53	2.48	2.63



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
AGREE	50.3	80.1	19.3	82.2	20.0	39.9	83.0	19.7	49.5	49.5	40.7	
Strongly	30.9	57.5	6.3	59.1	5.3	16.0	62.1	6.6	19.1	19.1	15.1	
Somewhat	19.4	22.7	13.0	23.1	14.7	23.9	20.9	13.1	30.4	30.5	25.6	
DISAGREE	40.7	14.0	72.4	12.1	70.4	38.6	12.5	72.9	34.9	37.2	33.4	
Somewhat	10.2	5.8	11.9	6.3	12.6	17.8	6.3	12.7	8.9	12.6	18.1	
Strongly	30.5	8.2	60.5	5.8	57.8	20.8	6.2	60.2	26.0	24.6	15.3	
DON'T KNOW	8.9	5.9	8.3	5.7	9.6	21.5	4.5	7.4	15.6	13.2	25.9	
Net Diff.	9.6	66.1	-53.1	70.1	-50.4	1.2	70.5	-53.2	14.6	12.3	7.3	
Mean	2.56	3.37	1.62	3.44	1.64	2.45	3.45	1.63	2.50	2.51	2.55	



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

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	283	717	445	438	117	226	427	161	266	573
AGREE	50.3	24.0	60.7	80.1	22.7	40.5	41.2	22.9	22.1	23.5	70.7
Strongly	30.9	9.8	39.3	57.8	7.3	17.5	18.0	7.2	12.4	4.0	48.6
Somewhat	19.4	14.2	21.5	22.4	15.4	22.9	23.2	15.7	9.6	19.5	22.1
DISAGREE	40.7	67.0	30.3	14.2	68.5	37.5	41.3	66.8	71.0	64.3	21.3
Somewhat	10.2	12.1	9.5	7.8	11.4	14.7	16.3	12.7	7.6	15.8	8.4
Strongly	30.5	55.0	20.8	6.4	57.1	22.8	24.9	54.1	63.4	48.4	12.9
DON'T KNOW	8.9	9.0	8.9	5.7	8.8	22.1	17.5	10.2	6.9	12.3	8.0
Net Diff.	9.6	-43.0	30.4	65.9	-45.9	3.0	-0.0	-43.9	-49.0	-40.8	49.4
Mean	2.56	1.77	2.87	3.39	1.70	2.45	2.42	1.73	1.69	1.76	3.16



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

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	415	445	362	368	270	197	150	124	165	218	146
AGREE	50.3	80.4	23.0	80.0	24.0	46.4	81.9	28.1	51.0	77.8	21.2	42.5
Strongly	30.9	60.2	8.2	59.4	7.6	24.5	63.9	8.6	27.1	54.1	6.9	22.3
Somewhat	19.4	20.2	14.8	20.6	16.4	21.9	18.0	19.5	23.9	23.7	14.3	20.2
DISAGREE	40.7	13.8	67.9	14.6	65.5	41.9	14.4	63.5	37.7	14.8	66.9	45.5
Somewhat	10.2	5.7	12.9	6.8	11.1	13.6	6.8	12.6	12.9	6.7	10.2	14.2
Strongly	30.5	8.1	55.0	7.8	54.4	28.3	7.6	50.9	24.9	8.1	56.8	31.3
DON'T KNOW	8.9	5.8	9.1	5.4	10.4	11.7	3.7	8.3	11.2	7.4	11.9	12.0
Net Diff.	9.6	66.6	-44.9	65.4	-41.5	4.5	67.4	-35.4	13.3	63.0	-45.7	-3.0
Mean	2.56	3.41	1.74	3.39	1.75	2.48	3.43	1.85	2.60	3.34	1.67	2.38



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
AGREE	50.3	24.5	30.1	20.4	42.4	74.3	85.3	78.7	67.0	70.6	83.4	22.7	25.3	29.9	19.3	41.9	78.0
Strongly	30.9	9.8	16.3	5.0	18.4	50.4	74.9	60.2	56.9	38.8	65.5	7.1	6.9	15.5	7.1	17.6	55.3
Somewhat	19.4	14.7	13.8	15.4	23.9	23.9	10.4	18.5	10.1	31.8	17.9	15.5	18.4	14.4	12.2	24.3	22.6
DISAGREE	40.7	66.9	63.0	69.8	46.1	18.8	8.5	14.6	27.7	24.3	11.1	69.5	61.3	51.9	67.7	45.0	15.1
Somewhat	10.2	10.5	4.5	14.8	15.1	5.8	3.8	5.0	21.8	14.5	3.7	8.8	16.0	7.4	14.8	14.8	9.6
Strongly	30.5	56.4	58.4	55.0	31.0	13.0	4.7	9.6	5.9	9.8	7.4	60.6	45.3	44.5	52.8	30.2	5.5
DON'T KNOW	8.9	8.6	6.9	9.8	11.5	6.9	6.2	6.6	5.3	5.1	5.5	7.9	13.5	18.2	13.0	13.1	6.9
Net Diff.	9.6	-42.4	-32.9	-49.4	-3.8	55.6	76.8	64.1	39.3	46.3	72.3	-46.8	-36.0	-22.0	-48.4	-3.1	62.9
Mean	2.56	1.76	1.87	1.67	2.34	3.20	3.66	3.38	3.25	3.05	3.50	1.67	1.85	2.01	1.70	2.34	3.37



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

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	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261	
AGREE	50.3	23.3	45.1	83.1	48.3	51.9	77.4	48.6	50.0	49.3	51.3	50.5	54.0	59.5	60.7	34.2	
Strongly	30.9	7.3	22.9	60.7	24.6	27.0	38.4	25.5	31.2	30.4	32.4	33.7	34.9	42.4	36.5	19.4	
Somewhat	19.4	16.0	22.2	22.4	23.7	24.9	39.0	23.1	18.9	18.9	18.8	16.7	19.1	17.1	24.3	14.8	
DISAGREE	40.7	66.3	39.1	11.8	42.3	41.6	12.6	45.3	41.3	42.3	39.6	36.6	37.6	31.2	33.4	53.7	
Somewhat	10.2	12.1	16.9	6.0	13.5	10.7	6.6	11.2	10.2	10.4	10.0	9.7	9.3	12.4	9.6	9.7	
Strongly	30.5	54.2	22.2	5.8	28.8	30.9	6.0	34.1	31.0	31.9	29.7	26.9	28.3	18.8	23.8	44.0	
DON'T KNOW	8.9	10.4	15.7	5.1	9.4	6.5	10.1	6.1	8.7	8.5	9.1	13.0	8.4	9.4	5.8	12.1	
Net Diff.	9.6	-43.0	6.0	71.3	6.0	10.3	64.8	3.3	8.7	7.0	11.7	13.9	16.5	28.3	27.3	-19.6	
Mean	2.56	1.74	2.54	3.45	2.49	2.51	3.22	2.43	2.55	2.52	2.59	2.66	2.66	2.92	2.78	2.11	



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
AGREE	50.3	53.5	44.2	45.7	41.1	60.4	49.2	47.3	39.7	52.9	44.9	41.2	41.5	63.2	58.6	47.4	50.2	34.3	49.5	35.8
Strongly	30.9	33.6	25.8	25.7	25.9	39.1	31.6	28.6	20.7	34.7	22.9	22.1	19.5	32.1	41.3	28.4	26.3	18.8	19.6	19.5
Somewhat	19.4	19.9	18.4	20.0	15.2	21.3	17.6	18.7	19.1	18.2	22.0	19.1	22.0	31.1	17.3	19.0	23.8	15.4	30.0	16.4
DISAGREE	40.7	37.6	46.9	43.0	54.6	31.1	46.3	43.4	47.3	39.2	44.0	50.4	45.3	27.2	33.9	44.2	49.8	50.8	41.4	48.0
Somewhat	10.2	10.4	9.9	9.7	10.3	9.9	11.0	10.9	9.0	9.0	12.9	11.9	12.9	10.7	9.4	8.5	13.4	10.8	13.9	12.1
Strongly	30.5	27.2	36.9	33.3	44.2	21.2	35.3	32.6	38.4	30.2	31.1	38.5	32.4	16.5	24.4	35.7	36.4	40.0	27.6	35.9
DON'T KNOW	8.9	8.9	9.0	11.3	4.4	8.5	4.5	9.3	13.0	7.9	11.1	8.4	13.2	9.6	7.5	8.4	0.0	14.9	9.0	16.1
Net Diff.	9.6	15.9	-2.7	2.6	-13.5	29.3	2.9	3.9	-7.6	13.7	0.9	-9.2	-3.7	36.0	24.7	3.2	0.3	-16.5	8.1	-12.2
Mean	2.56	2.66	2.36	2.43	2.24	2.86	2.48	2.48	2.25	2.62	2.41	2.27	2.33	2.87	2.82	2.44	2.40	2.15	2.46	2.23



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530	
AGREE	50.3	53.4	48.3	50.9	54.9	47.1	49.5	50.5	50.2	51.8	48.5	56.6	44.7	
Strongly	30.9	17.7	21.1	25.6	34.5	32.3	40.1	22.4	36.2	25.9	36.9	36.6	25.9	
Somewhat	19.4	35.7	27.3	25.3	20.5	14.9	9.4	28.1	13.9	25.9	11.7	20.0	18.8	
DISAGREE	40.7	33.5	38.8	42.8	34.2	44.5	43.7	39.5	41.5	38.0	44.0	36.2	44.7	
Somewhat	10.2	14.6	16.2	11.1	10.5	9.1	6.0	13.6	8.1	12.7	7.3	10.2	10.2	
Strongly	30.5	18.9	22.5	31.6	23.7	35.4	37.7	25.9	33.4	25.3	36.7	26.0	34.5	
DON'T KNOW	8.9	13.1	12.9	6.4	10.8	8.3	6.8	10.0	8.3	10.2	7.4	7.2	10.5	
Net Diff.	9.6	19.9	9.5	8.1	20.7	2.6	5.8	11.1	8.7	13.9	4.5	20.4	-0.0	
Mean	2.56	2.60	2.54	2.48	2.74	2.48	2.56	2.52	2.58	2.58	2.53	2.72	2.40	



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

70. DO YOU AGREE OR DISAGREE THAT PRESIDENT JOE BIDEN AND THE DEMOCRATS ARE DELIBERATELY ALLOWING ILLEGAL IMMIGRANTS INTO THE COUNTRY TO INCREASE THE NUMBER OF PEOPLE IN DEMOCRATIC STATES TO GAIN ELECTORAL VOTES AND SEATS IN CONGRESS?

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	BMMRS	NIALS	BMMRS	URBAN	URBAN		
Total	1000	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
AGREE	50.3	55.0	48.1	52.8	48.5	65.7	50.2	60.6	54.9	47.1	46.5	44.8	42.5	48.0	50.0	54.2
Strongly	30.9	19.3	23.8	31.5	39.4	26.7	21.0	39.4	47.0	13.8	25.9	23.3	32.2	23.6	30.8	41.0
Somewhat	19.4	35.7	24.3	21.3	9.1	39.0	29.2	21.1	7.9	33.2	20.6	21.5	10.2	24.4	19.2	13.2
DISAGREE	40.7	32.4	43.3	37.3	44.3	21.9	44.2	32.6	38.3	40.1	42.6	42.1	49.9	43.5	41.4	35.4
Somewhat	10.2	13.8	13.0	9.5	7.6	14.2	12.7	9.4	8.1	13.6	13.2	9.6	7.1	14.7	7.0	12.3
Strongly	30.5	18.5	30.3	27.8	36.7	7.8	31.4	23.2	30.2	26.5	29.4	32.4	42.9	28.8	34.4	23.1
DON'T KNOW	8.9	12.6	8.6	9.9	7.2	12.4	5.6	6.8	6.7	12.8	10.9	13.1	7.6	8.5	8.6	10.4
Net Diff.	9.6	22.6	4.8	15.5	4.2	43.7	6.1	28.0	16.6	6.9	3.8	2.8	-7.5	4.5	8.6	18.8
Mean	2.56	2.64	2.46	2.63	2.55	2.97	2.42	2.83	2.77	2.39	2.48	2.41	2.34	2.47	2.51	2.80



Table 71 Page 761
May 10-14, 2024

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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
AGREE	24.3	3.5	5.5	19.6	22.1	26.0	35.3	43.5	55.0	15.4	11.1	17.1	29.6	9.6	11.7	14.9	33.9	46.1	40.3	49.0
Strongly	8.4	3.5	3.5	9.1	4.0	6.5	10.5	16.7	23.2	4.8	5.9	2.8	4.9	5.2	0.5	3.8	10.4	17.4	10.7	20.6
Somewhat	15.9	0.0	2.1	10.5	18.1	19.5	24.8	26.8	31.8	10.6	5.2	14.3	24.7	4.4	11.1	11.1	23.5	28.8	29.6	28.3
DISAGREE	65.3	93.8	90.9	76.2	67.4	59.7	45.4	35.5	33.9	77.3	85.3	69.8	62.2	86.9	83.4	71.9	52.6	35.8	49.8	29.0
Somewhat	13.2	0.0	4.2	13.9	15.2	17.2	23.0	16.1	11.2	11.4	7.4	15.8	17.1	4.6	14.4	12.6	21.4	17.6	16.8	18.0
Strongly	52.1	93.8	86.7	62.3	52.2	42.6	22.5	19.3	22.6	66.0	77.9	54.1	45.1	82.3	69.0	59.2	31.2	18.2	32.9	11.0
DON'T KNOW	10.4	2.7	3.5	4.2	10.4	14.3	19.2	21.0	11.1	7.3	3.6	13.1	8.3	3.4	4.9	13.2	13.4	18.0	9.9	22.0
Net Diff.	-41.0	-90.2	-85.4	-56.6	-45.3	-33.7	-10.1	8.1	21.1	-62.0	-74.2	-52.7	-32.6	-77.3	-71.8	-57.0	-18.7	10.3	-9.5	20.0
Mean	1.78	1.11	1.19	1.65	1.71	1.88	2.29	2.52	2.63	1.51	1.37	1.61	1.88	1.30	1.40	1.53	2.15	2.55	2.20	2.75



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	851	721	130	149	92	57
AGREE	24.3	24.6	27.7	22.4	23.9	24.9	23.1	35.2	20.7	22.8	17.3
Strongly	8.4	6.3	12.2	7.6	7.6	8.8	9.2	6.8	6.3	5.0	8.3
Somewhat	15.9	18.3	15.5	14.7	16.3	16.1	13.9	28.3	14.4	17.7	9.0
DISAGREE	65.3	64.0	61.2	67.8	66.3	65.7	67.8	54.3	62.9	62.4	63.7
Somewhat	13.2	19.1	13.1	10.9	12.4	12.5	12.8	11.2	17.0	20.7	10.9
Strongly	52.1	44.8	48.0	56.8	53.9	53.2	55.0	43.1	45.9	41.7	52.8
DON'T KNOW	10.4	11.4	11.1	9.9	9.9	9.4	9.2	10.5	16.4	14.9	19.0
Net Diff.	-41.0	-39.3	-33.5	-45.4	-42.4	-40.8	-44.7	-19.1	-42.2	-39.6	-46.4
Mean	1.78	1.84	1.91	1.70	1.75	1.79	1.75	1.99	1.77	1.84	1.66



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361	454	450	96	389	360	140	103	112	
AGREE	24.3	11.8	37.5	10.0	40.2	17.5	8.8	41.8	27.4	21.2	18.0	
Strongly	8.4	4.5	12.4	3.3	14.4	4.6	2.7	13.8	10.7	7.5	8.2	
Somewhat	15.9	7.3	25.1	6.6	25.8	13.0	6.1	27.9	16.8	13.7	9.8	
DISAGREE	65.3	82.6	47.8	85.0	45.1	67.2	87.0	42.2	65.0	70.2	64.5	
Somewhat	13.2	6.8	18.1	7.6	19.0	12.5	7.8	19.7	14.1	14.5	9.6	
Strongly	52.1	75.8	29.8	77.4	26.1	54.6	79.2	22.4	50.9	55.7	54.9	
DON'T KNOW	10.4	5.6	14.6	5.1	14.8	15.3	4.2	16.1	7.5	8.6	17.6	
Net Diff.	-41.0	-70.8	-10.3	-75.0	-4.9	-49.6	-78.2	-0.4	-37.6	-49.1	-46.5	
Mean	1.78	1.37	2.24	1.33	2.33	1.62	1.29	2.40	1.86	1.70	1.65	



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	458	416	127	263	400	133	267	600
AGREE	24.3	43.5	17.7	10.4	42.4	14.9	17.5	42.2	54.0	36.4	12.3
Strongly	8.4	14.6	6.3	3.5	15.3	3.8	5.1	14.1	25.1	8.6	4.7
Somewhat	15.9	28.9	11.4	6.9	27.2	11.1	12.4	28.2	28.9	27.8	7.7
DISAGREE	65.3	40.2	73.9	85.6	40.9	71.9	71.8	42.1	28.9	48.7	80.7
Somewhat	13.2	17.2	11.8	8.2	18.8	12.6	17.0	18.2	9.4	22.6	9.8
Strongly	52.1	23.0	62.2	77.4	22.1	59.2	54.8	23.9	19.5	26.1	70.9
DON'T KNOW	10.4	16.3	8.4	4.0	16.7	13.2	10.7	15.6	17.1	14.9	6.9
Net Diff.	-41.0	3.2	-56.3	-75.2	1.5	-57.0	-54.3	0.1	25.1	-12.3	-68.4
Mean	1.78	2.42	1.58	1.34	2.43	1.53	1.64	2.38	2.72	2.22	1.42



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	415	445	362	368	270	212	131	128	150	237	142
AGREE	24.3	10.0	38.1	10.6	43.8	16.1	10.5	45.4	12.3	10.8	42.9	19.4
Strongly	8.4	3.3	12.4	3.6	15.8	4.8	3.9	17.6	4.4	3.3	14.8	5.2
Somewhat	15.9	6.7	25.7	7.0	28.0	11.3	6.6	27.8	8.0	7.5	28.1	14.3
DISAGREE	65.3	84.6	46.7	84.2	40.1	74.3	86.7	38.7	78.9	80.8	40.8	70.2
Somewhat	13.2	6.9	17.6	8.1	17.9	13.6	5.8	18.8	11.4	11.3	17.4	15.5
Strongly	52.1	77.7	29.0	76.1	22.1	60.8	80.8	19.9	67.5	69.5	23.4	54.7
DON'T KNOW	10.4	5.4	15.2	5.2	16.2	9.6	2.9	15.8	8.7	8.4	16.4	10.4
Net Diff.	-41.0	-74.6	-8.6	-73.6	3.7	-58.2	-76.2	6.7	-66.6	-70.0	2.1	-50.7
Mean	1.78	1.32	2.25	1.35	2.45	1.56	1.32	2.51	1.44	1.39	2.41	1.66



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
AGREE	24.3	49.9	58.0	44.1	20.3	6.6	10.5	8.2	49.1	14.9	6.8	52.8	31.4	26.6	35.1	14.7	4.8
Strongly	8.4	20.6	32.5	12.0	4.2	1.0	6.2	3.1	17.3	1.1	3.2	21.4	7.6	7.2	18.0	3.1	0.0
Somewhat	15.9	29.3	25.4	32.1	16.0	5.7	4.2	5.1	31.8	13.8	3.7	31.4	23.8	19.5	17.1	11.6	4.8
DISAGREE	65.3	35.3	21.0	45.6	66.6	88.1	86.7	87.5	42.7	71.6	90.0	30.4	53.4	58.3	58.2	73.6	90.9
Somewhat	13.2	15.7	7.4	21.6	16.9	10.1	3.6	7.5	8.2	18.1	5.9	15.7	20.7	22.9	19.1	14.0	7.1
Strongly	52.1	19.6	13.6	24.0	49.7	78.0	83.1	80.1	34.4	53.5	84.1	14.6	32.7	35.4	39.1	59.7	83.8
DON'T KNOW	10.4	14.8	21.0	10.3	13.1	5.2	2.9	4.3	8.3	13.5	3.2	16.9	15.2	15.0	6.7	11.6	4.3
Net Diff.	-41.0	14.6	36.9	-1.5	-46.4	-81.5	-76.2	-79.4	6.4	-56.7	-83.2	22.4	-22.0	-31.7	-23.1	-58.9	-86.1
Mean	1.78	2.60	2.97	2.36	1.71	1.26	1.32	1.28	2.35	1.57	1.24	2.72	2.07	1.98	2.15	1.53	1.17



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
AGREE	24.3	41.7	18.8	7.1	19.5	31.6	41.1	30.2	23.2	21.7	25.7	22.8	18.3	16.3	23.5	31.4
Strongly	8.4	15.7	2.4	2.6	4.2	11.8	24.7	10.0	7.2	7.1	7.5	12.4	5.3	4.4	7.3	12.3
Somewhat	15.9	26.0	16.4	4.4	15.3	19.8	16.4	20.2	15.9	14.6	18.3	10.4	13.0	11.8	16.2	19.1
DISAGREE	65.3	42.4	71.3	88.4	72.0	53.8	42.0	55.5	67.6	69.7	64.0	64.0	71.5	71.0	68.4	57.4
Somewhat	13.2	17.5	16.9	7.0	17.0	7.2	0.0	8.2	14.6	15.5	12.9	11.3	9.7	3.5	17.7	14.9
Strongly	52.1	24.8	54.5	81.4	55.0	46.7	42.0	47.3	53.0	54.2	51.1	52.7	61.8	67.5	50.7	42.5
DON'T KNOW	10.4	15.9	9.9	4.6	8.5	14.6	16.9	14.3	9.2	8.6	10.3	13.2	10.2	12.7	8.1	11.2
Net Diff.	-41.0	-0.6	-52.6	-81.3	-52.5	-22.3	-0.9	-25.2	-44.4	-48.0	-38.2	-41.2	-53.2	-54.8	-44.9	-26.0
Mean	1.78	2.39	1.63	1.25	1.66	1.96	2.29	1.92	1.75	1.72	1.80	1.80	1.58	1.46	1.78	2.01



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
AGREE	24.3	19.4	33.8	33.3	34.8	15.8	31.0	22.8	36.1	23.1	26.7	28.6	27.2	24.5	17.8	28.4	19.2	32.3	36.3	17.7
Strongly	8.4	6.9	11.3	11.6	10.8	5.0	13.7	8.7	9.4	8.4	8.5	10.7	8.1	4.2	7.1	9.7	9.2	11.3	11.9	4.1
Somewhat	15.9	12.5	22.5	21.7	24.0	10.7	17.4	14.1	26.7	14.7	18.3	17.8	19.1	20.3	10.7	18.7	10.0	21.0	24.4	13.6
DISAGREE	65.3	69.7	56.6	57.0	55.8	76.5	60.3	63.5	53.6	67.2	61.1	61.8	57.8	63.3	75.4	59.2	70.3	58.4	52.5	63.4
Somewhat	13.2	12.9	13.8	12.8	16.0	9.9	13.2	15.6	14.3	12.6	14.5	15.2	14.5	16.8	9.6	15.5	21.6	12.7	12.4	16.8
Strongly	52.1	56.9	42.8	44.3	39.8	66.6	47.1	47.9	39.3	54.7	46.6	46.5	43.3	46.5	65.8	43.7	48.7	45.6	40.1	46.6
DON'T KNOW	10.4	10.9	9.6	9.7	9.3	7.8	8.7	13.7	10.3	9.6	12.1	9.7	15.0	12.2	6.8	12.4	10.5	9.3	11.2	18.9
Net Diff.	-41.0	-50.3	-22.8	-23.7	-21.0	-60.7	-29.3	-40.7	-17.5	-44.1	-34.4	-33.2	-30.7	-38.8	-57.6	-30.8	-51.1	-26.1	-16.2	-45.7
Mean	1.78	1.66	2.03	2.01	2.06	1.50	1.97	1.81	2.07	1.74	1.87	1.92	1.91	1.80	1.56	1.94	1.77	1.98	2.09	1.69



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
AGREE	24.3	44.1	33.4	27.0	26.3	16.3	16.3	32.6	19.0	30.8	16.3	20.7	27.5
Strongly	8.4	16.3	11.7	13.1	6.5	5.6	4.3	13.3	5.3	11.3	4.9	7.8	8.9
Somewhat	15.9	27.8	21.8	13.8	19.8	10.7	11.9	19.3	13.7	19.5	11.4	12.9	18.5
DISAGREE	65.3	39.9	51.2	60.7	69.9	75.2	73.1	53.3	72.9	58.2	74.0	71.2	60.0
Somewhat	13.2	13.0	9.8	11.8	13.5	12.7	16.1	11.4	14.3	12.0	14.6	11.0	15.2
Strongly	52.1	26.9	41.4	49.0	56.4	62.5	57.0	41.9	58.6	46.2	59.4	60.3	44.9
DON'T KNOW	10.4	15.9	15.3	12.3	3.8	8.5	10.6	14.0	8.1	11.0	9.7	8.1	12.5
Net Diff.	-41.0	4.2	-17.8	-33.8	-43.6	-58.9	-56.8	-20.7	-54.0	-27.4	-57.7	-50.5	-32.6
Mean	1.78	2.40	2.04	1.90	1.75	1.56	1.59	2.05	1.63	1.95	1.58	1.65	1.90



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

71. DO YOU AGREE OR DISAGREE THAT TAXPAYER-FUNDED HEALTHCARE PROGRAMS SHOULD BE REQUIRED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
AGREE	24.3	41.2	29.2	23.6	15.4	35.9	38.3	18.2	11.7	43.4	24.2	29.7	20.1	32.8	21.9	18.9
Strongly	8.4	14.6	13.3	6.6	4.2	8.1	16.8	6.9	4.3	17.4	11.3	6.3	4.1	11.8	6.3	9.1
Somewhat	15.9	26.6	16.0	17.0	11.1	27.8	21.5	11.2	7.3	26.1	12.9	23.4	16.0	21.0	15.5	9.9
DISAGREE	65.3	41.6	58.0	70.3	74.8	45.4	50.5	75.8	82.2	40.0	62.2	64.1	65.3	54.7	67.2	74.7
Somewhat	13.2	11.4	11.3	14.2	14.4	7.3	10.5	11.1	11.8	13.3	11.7	17.6	17.7	10.6	15.7	10.5
Strongly	52.1	30.2	46.7	56.1	60.4	38.1	40.0	64.7	70.4	26.7	50.4	46.5	47.5	44.1	51.5	64.2
DON'T KNOW	10.4	17.2	12.8	6.1	9.8	18.7	11.2	6.1	6.2	16.6	13.6	6.2	14.6	12.5	10.9	6.3
Net Diff.	-41.0	-0.5	-28.8	-46.7	-59.4	-9.5	-12.2	-57.6	-70.5	3.5	-38.0	-34.4	-45.1	-21.9	-45.4	-55.8
Mean	1.78	2.31	1.95	1.72	1.55	2.07	2.17	1.58	1.42	2.41	1.83	1.89	1.73	2.00	1.74	1.61



Table 72 Page 771
May 10-14, 2024

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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
AGREE	29.4	6.8	12.3	27.6	26.9	26.2	40.1	51.7	60.0	21.9	17.6	23.5	36.6	16.3	19.3	24.2	36.0	47.7	33.9	54.4
Strongly	13.8	6.8	8.4	13.3	10.7	10.5	16.7	21.8	33.4	10.0	10.2	9.1	12.0	9.7	5.9	12.0	14.3	23.0	14.3	27.3
Somewhat	15.6	0.0	3.9	14.2	16.1	15.7	23.4	29.9	26.6	11.9	7.4	14.4	24.6	6.5	13.4	12.2	21.7	24.6	19.6	27.1
DISAGREE	58.0	86.9	81.0	65.8	58.7	53.6	37.3	35.2	31.4	67.2	75.8	59.1	50.2	76.9	73.8	57.8	45.2	35.5	49.9	28.4
Somewhat	14.7	1.2	6.9	12.2	21.2	20.8	18.7	13.1	18.4	13.0	7.9	19.7	17.4	5.5	15.3	15.7	24.0	19.1	24.4	16.5
Strongly	43.2	85.7	74.0	53.6	37.5	32.7	18.6	22.1	13.0	54.2	67.9	39.4	32.8	71.4	58.5	42.1	21.2	16.4	25.5	11.8
DON'T KNOW	12.7	6.3	6.7	6.6	14.4	20.2	22.5	13.1	8.6	10.9	6.6	17.3	13.2	6.8	6.8	18.0	18.8	16.9	16.2	17.2
Net Diff.	-28.6	-80.1	-68.6	-38.2	-31.9	-27.4	2.8	16.4	28.6	-45.3	-58.2	-35.6	-13.6	-60.7	-54.5	-33.6	-9.2	12.2	-16.0	26.1
Mean	2.00	1.23	1.43	1.86	2.00	2.05	2.49	2.59	2.88	1.75	1.57	1.92	2.18	1.51	1.64	1.93	2.36	2.65	2.27	2.84



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	851	721	130	149	92	57
AGREE	29.4	27.8	32.5	27.3	31.2	30.0	29.6	32.5	25.7	30.6	17.8
Strongly	13.8	9.9	15.2	14.3	14.6	14.3	15.2	9.3	11.2	12.8	8.7
Somewhat	15.6	18.0	17.2	13.0	16.5	15.8	14.4	23.2	14.5	17.9	9.1
DISAGREE	58.0	56.6	53.0	61.6	57.7	58.7	59.1	56.3	53.9	55.5	51.5
Somewhat	14.7	18.4	14.6	13.3	14.5	13.6	12.5	19.9	21.2	24.9	15.3
Strongly	43.2	38.2	38.5	48.2	43.3	45.1	46.6	36.4	32.7	30.6	36.2
DON'T KNOW	12.7	15.5	14.5	11.2	11.1	11.3	11.3	11.3	20.3	13.9	30.8
Net Diff.	-28.6	-28.8	-20.6	-34.3	-26.6	-28.6	-29.5	-23.8	-28.2	-24.8	-33.7
Mean	2.00	1.99	2.11	1.93	2.03	1.99	1.98	2.06	2.05	2.15	1.86



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	96	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112	
AGREE	29.4	17.9	39.4	15.9	43.1	28.8	15.6	44.9	30.0	26.2	26.6	
Strongly	13.8	9.4	15.9	8.5	19.0	14.7	8.1	17.9	18.5	15.9	14.5	
Somewhat	15.6	8.5	23.5	7.4	24.1	14.1	7.5	27.0	11.4	10.3	12.1	
DISAGREE	58.0	73.1	43.9	76.4	41.7	46.9	76.9	39.1	61.6	64.2	48.1	
Somewhat	14.7	8.9	17.9	10.4	19.8	12.0	8.8	19.6	20.9	19.6	12.2	
Strongly	43.2	64.2	26.0	66.1	21.9	35.0	68.1	19.5	40.7	44.6	35.9	
DON'T KNOW	12.7	9.0	16.7	7.7	15.2	24.3	7.5	16.0	8.4	9.6	25.3	
Net Diff.	-28.6	-55.1	-4.5	-60.5	1.4	-18.1	-61.3	5.8	-31.7	-38.0	-21.4	
Mean	2.00	1.59	2.35	1.55	2.47	2.11	1.52	2.51	2.08	1.97	2.07	



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	458	416	127	263	400	133	267	600
AGREE	29.4	44.6	24.1	17.4	44.1	24.2	26.2	45.3	55.8	40.1	18.8
Strongly	13.8	17.3	12.6	8.3	20.4	12.0	11.7	19.6	27.5	15.6	10.0
Somewhat	15.6	27.3	11.5	9.1	23.7	12.2	14.6	25.8	28.3	24.5	8.8
DISAGREE	58.0	36.3	65.4	75.8	38.4	57.8	61.0	37.3	29.7	41.1	71.7
Somewhat	14.7	17.3	13.9	9.2	20.6	15.7	19.4	18.8	11.0	22.6	12.1
Strongly	43.2	19.1	51.6	66.6	17.8	42.1	41.6	18.5	18.7	18.4	59.6
DON'T KNOW	12.7	19.1	10.4	6.8	17.5	18.0	12.8	17.4	14.5	18.8	9.5
Net Diff.	-28.6	8.3	-41.3	-58.4	5.7	-33.6	-34.8	8.0	26.1	-1.0	-52.9
Mean	2.00	2.53	1.83	1.56	2.57	1.93	1.96	2.56	2.76	2.46	1.66



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	415	445	362	368	270	212	131	128	150	237	142	
AGREE	29.4	17.0	40.4	17.7	43.4	26.1	16.9	36.9	25.9	18.8	46.9	26.2	
Strongly	13.8	8.2	17.2	8.7	19.7	12.7	8.5	20.2	12.3	9.0	19.4	13.0	
Somewhat	15.6	8.7	23.2	9.0	23.7	13.4	8.3	16.7	13.6	9.8	27.5	13.2	
DISAGREE	58.0	75.1	42.9	74.3	39.2	61.6	75.8	41.2	62.9	72.2	38.1	60.5	
Somewhat	14.7	9.0	18.6	9.0	19.5	15.9	7.9	21.7	9.4	10.6	18.3	21.7	
Strongly	43.2	66.1	24.3	65.3	19.7	45.7	67.9	19.5	53.4	61.6	19.8	38.8	
DON'T KNOW	12.7	8.0	16.7	8.1	17.4	12.3	7.4	21.9	11.3	9.0	15.0	13.2	
Net Diff.	-28.6	-58.1	-2.5	-56.6	4.2	-35.6	-58.9	-4.3	-37.0	-53.4	8.8	-34.3	
Mean	2.00	1.56	2.40	1.58	2.53	1.92	1.54	2.48	1.83	1.63	2.55	2.01	



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
AGREE	29.4	53.0	67.4	42.6	26.4	12.2	16.2	13.8	60.8	28.9	12.1	52.5	28.7	34.6	51.9	24.1	11.4
Strongly	13.8	25.7	38.1	16.7	10.4	4.4	13.2	8.0	24.8	6.8	7.9	25.0	11.9	11.4	29.7	10.5	6.3
Somewhat	15.6	27.4	29.4	25.9	16.0	7.7	3.0	5.8	36.0	22.1	4.2	27.5	16.8	23.2	22.2	13.5	5.2
DISAGREE	58.0	35.3	20.7	46.0	54.6	80.4	77.5	79.2	26.2	54.4	82.1	35.1	45.2	45.7	41.4	60.7	82.8
Somewhat	14.7	17.4	9.0	23.4	19.1	10.6	4.8	8.3	0.0	19.5	7.5	18.8	22.1	14.4	18.8	17.0	9.2
Strongly	43.2	18.0	11.7	22.5	35.5	69.8	72.6	70.9	26.2	34.9	74.6	16.3	23.0	31.3	22.6	43.7	73.6
DON'T KNOW	12.7	11.6	11.9	11.4	19.1	7.4	6.3	7.0	13.0	16.7	5.9	12.4	26.1	19.8	6.7	15.2	5.8
Net Diff.	-28.6	17.7	46.7	-3.3	-28.2	-68.2	-61.3	-65.4	34.6	-25.5	-70.0	17.4	-16.5	-11.1	10.6	-36.7	-71.4
Mean	2.00	2.69	3.06	2.42	2.02	1.43	1.54	1.47	2.68	2.01	1.42	2.70	2.24	2.18	2.63	1.89	1.41



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
		DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY/WEALTHY	Upper Middle Class	MIDDLE	Middle Class	Lower Middle Class	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS		
Total	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293	
AGREE	29.4	42.3	30.3	14.8	27.2	33.1	48.0	31.0	28.8	27.9	30.3	28.5	23.2	20.9	29.0	35.4	
Strongly	13.8	20.1	11.3	7.8	10.4	14.2	23.8	12.8	13.1	13.1	13.1	18.1	12.0	13.5	10.7	16.3	
Somewhat	15.6	22.2	18.9	7.0	16.8	18.9	24.3	18.2	15.7	14.8	17.2	10.4	11.3	7.4	18.2	19.1	
DISAGREE	58.0	41.2	53.7	78.1	61.3	53.2	41.0	54.9	59.3	61.2	56.0	54.8	63.2	69.5	58.5	51.8	
Somewhat	14.7	19.4	14.4	9.7	17.2	13.9	5.4	15.1	15.7	15.4	16.3	9.1	11.4	11.7	19.2	15.2	
Strongly	43.2	21.7	39.3	68.4	44.2	39.3	35.6	39.8	43.6	45.8	39.7	45.7	51.7	57.8	39.3	36.6	
DON'T KNOW	12.7	16.6	16.1	7.1	11.5	13.7	11.0	14.1	11.9	10.9	13.6	16.7	13.6	9.6	12.6	12.7	
Net Diff.	-28.6	1.1	-23.4	-63.3	-34.2	-20.1	7.0	-23.9	-30.5	-33.2	-25.7	-26.3	-39.9	-48.6	-29.5	-16.4	
Mean	2.00	2.49	2.03	1.51	1.93	2.09	2.41	2.05	1.98	1.95	2.04	2.01	1.81	1.74	2.00	2.17	



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
AGREE	29.4	24.9	38.2	36.6	41.4	21.2	32.6	28.3	42.8	28.2	32.0	32.2	29.8	41.7	20.7	35.5	28.5	33.7	39.0	20.3
Strongly	13.8	11.9	17.5	14.0	24.7	11.4	15.6	12.3	19.1	13.0	15.6	17.0	14.2	13.4	10.0	15.8	21.4	15.2	21.1	7.0
Somewhat	15.6	13.0	20.6	22.6	16.7	9.8	17.0	16.0	23.6	15.2	16.4	15.2	15.6	28.3	10.6	19.7	7.1	18.4	17.9	13.2
DISAGREE	58.0	60.9	52.2	52.8	51.0	66.2	55.3	56.0	49.6	60.5	52.7	53.5	50.4	51.0	68.7	52.3	48.8	55.4	43.4	57.6
Somewhat	14.7	13.7	16.9	16.2	18.2	10.3	16.1	16.8	17.5	14.2	16.0	15.2	18.2	17.1	10.6	17.7	16.7	14.6	16.8	19.7
Strongly	43.2	47.2	35.3	36.6	32.8	55.9	39.2	39.2	32.2	46.3	36.7	38.3	32.2	33.9	58.2	34.6	32.1	40.8	26.6	37.9
DON'T KNOW	12.7	14.2	9.6	10.6	7.6	12.6	12.2	15.6	7.6	11.4	15.3	14.3	19.8	7.3	10.6	12.2	22.7	11.0	17.6	22.1
Net Diff.	-28.6	-36.0	-14.0	-16.2	-9.6	-45.0	-22.7	-27.7	-6.9	-32.3	-20.7	-21.3	-20.6	-9.3	-48.1	-16.8	-20.3	-21.7	-4.4	-37.4
Mean	2.00	1.88	2.23	2.16	2.36	1.73	2.10	2.02	2.32	1.94	2.13	2.13	2.15	2.23	1.69	2.19	2.23	2.09	2.41	1.86



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 9

	TOTAL	AGE					AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
AGREE	29.4	50.0	36.5	29.6	29.1	25.8	22.0	36.1	25.1	34.0	23.7	24.9	33.4
Strongly	13.8	19.9	21.3	17.8	9.7	12.8	8.6	19.4	10.2	16.6	10.4	12.8	14.7
Somewhat	15.6	30.1	15.2	11.8	19.3	13.0	13.4	16.7	14.9	17.5	13.2	12.1	18.7
DISAGREE	58.0	37.6	50.5	56.2	62.2	63.2	62.7	50.5	62.7	53.9	62.9	62.7	53.8
Somewhat	14.7	19.5	13.7	10.4	15.1	14.1	17.2	13.4	15.6	13.9	15.8	12.2	17.0
Strongly	43.2	18.0	36.8	45.8	47.1	49.1	45.5	37.1	47.1	40.1	47.1	50.5	36.8
DON'T KNOW	12.7	12.4	13.0	14.2	8.7	11.1	15.3	13.4	12.2	12.0	13.4	12.5	12.8
Net Diff.	-28.6	12.5	-13.9	-26.6	-33.1	-37.4	-40.7	-14.4	-37.6	-19.9	-39.3	-37.8	-20.4
Mean	2.00	2.59	2.24	2.02	1.91	1.88	1.82	2.21	1.87	2.12	1.85	1.85	2.13



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

72. DO YOU AGREE OR DISAGREE THAT IT IS DISCRIMINATION FOR TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO REFUSE TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
AGREE	29.4	47.7	31.5	28.6	22.1	39.7	40.3	21.2	17.8	51.1	26.7	36.9	27.7	35.0	26.6	28.6
Strongly	13.8	21.6	19.7	11.0	9.1	16.3	25.4	10.7	7.9	23.9	16.5	11.3	10.7	17.0	12.1	13.8
Somewhat	15.6	26.1	11.8	17.6	13.0	23.4	14.9	10.6	9.9	27.2	10.1	25.6	17.0	18.1	14.6	14.7
DISAGREE	58.0	39.4	55.0	60.7	64.4	46.1	48.4	66.7	69.2	36.5	58.6	53.9	58.2	50.6	60.2	62.3
Somewhat	14.7	17.9	11.2	15.4	15.7	19.3	8.7	13.9	11.0	17.2	12.5	17.1	21.8	14.4	16.8	10.0
Strongly	43.2	21.6	43.8	45.2	48.7	26.8	39.7	52.8	58.2	19.3	46.1	36.7	36.4	36.1	43.4	52.3
DON'T KNOW	12.7	12.9	13.5	10.7	13.5	14.2	11.2	12.0	13.0	12.4	14.8	9.3	14.1	14.4	13.1	9.1
Net Diff.	-28.6	8.2	-23.4	-32.1	-42.3	-6.4	-8.1	-45.5	-51.4	14.6	-31.9	-17.0	-30.6	-15.5	-33.6	-33.7
Mean	2.00	2.55	2.09	1.94	1.80	2.34	2.29	1.76	1.63	2.64	1.97	2.13	2.02	2.19	1.95	1.89



Table 73 Page 781
May 10-14, 2024

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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
SUPPORT	58.7	90.1	84.3	67.6	63.4	49.0	32.1	32.1	37.3	69.3	78.5	60.1	52.9	82.1	71.4	56.3	50.1	32.9	49.4	24.7
Strongly	42.5	89.1	76.3	48.4	39.5	28.7	16.8	19.5	16.1	53.3	67.3	37.1	34.6	74.8	47.5	40.8	24.5	16.1	28.7	9.9
Somewhat	16.2	0.9	8.1	19.2	24.0	20.3	15.3	12.6	21.2	16.0	11.2	23.0	18.4	7.3	23.9	15.5	25.7	16.8	20.7	14.8
OPPOSE	29.8	8.4	10.7	26.1	22.3	33.2	45.3	52.5	58.0	21.3	16.8	24.9	31.4	14.6	22.0	23.1	33.5	50.7	32.6	59.6
Somewhat	12.5	0.0	2.2	11.1	11.5	16.1	20.2	19.5	24.4	9.0	5.5	12.0	16.5	2.4	11.3	8.3	21.5	21.2	17.4	23.1
Strongly	17.3	8.4	8.6	15.0	10.8	17.1	25.0	33.1	33.7	12.3	11.3	13.0	14.9	12.2	10.7	14.9	12.0	29.5	15.1	36.5
DON'T KNOW	11.5	1.6	4.9	6.3	14.2	17.8	22.6	15.3	4.7	9.5	4.8	15.0	15.7	3.3	6.6	20.6	16.3	16.5	18.0	15.7
Net Diff.	28.9	81.7	73.6	41.5	41.1	15.8	-13.2	-20.4	-20.7	48.0	61.7	35.2	21.6	67.4	49.3	33.2	16.6	-17.8	16.9	-34.9
Mean	2.95	3.74	3.60	3.08	3.07	2.74	2.31	2.22	2.21	3.22	3.41	2.99	2.86	3.50	3.16	3.04	2.75	2.23	2.77	1.98



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	851	721	130	149	92	57
SUPPORT	58.7	55.3	57.4	62.0	56.8	60.1	61.0	55.0	50.8	52.7	47.8
Strongly	42.5	36.8	39.1	46.8	42.9	44.5	47.2	29.1	31.2	28.2	36.0
Somewhat	16.2	18.4	18.3	15.2	14.0	15.6	13.7	25.9	19.6	24.4	11.8
OPPOSE	29.8	28.6	33.1	27.2	32.0	30.6	30.2	32.9	25.1	27.4	21.5
Somewhat	12.5	14.4	12.4	10.8	14.2	12.3	11.8	14.7	14.0	14.8	12.8
Strongly	17.3	14.2	20.8	16.4	17.8	18.4	18.4	18.2	11.1	12.6	8.7
DON'T KNOW	11.5	16.1	9.4	10.8	11.2	9.3	8.8	12.0	24.0	20.0	30.6
Net Diff.	28.9	26.7	24.3	34.9	24.9	29.5	30.8	22.1	25.7	25.3	26.3
Mean	2.95	2.93	2.84	3.04	2.92	2.95	2.99	2.75	2.93	2.85	3.08



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112
SUPPORT	58.7	77.0	42.2	77.6	40.5	54.5	78.5	40.6	55.8	60.2	51.7
Strongly	42.5	64.2	22.2	65.7	19.0	43.0	66.6	17.9	39.0	43.1	42.2
Somewhat	16.2	12.8	20.0	11.9	21.6	11.5	11.9	22.7	16.8	17.0	9.5
OPPOSE	29.8	15.9	41.5	17.3	44.2	21.6	17.5	42.7	36.0	31.4	23.0
Somewhat	12.5	4.9	18.6	6.0	19.8	8.9	5.8	19.7	15.1	15.7	9.6
Strongly	17.3	11.0	22.9	11.2	24.4	12.8	11.7	23.1	20.9	15.7	13.5
DON'T KNOW	11.5	7.1	16.3	5.2	15.3	23.8	3.9	16.7	8.2	8.4	25.3
Net Diff.	28.9	61.1	0.7	60.3	-3.7	32.9	61.0	-2.2	19.8	28.7	28.6
Mean	2.95	3.40	2.50	3.39	2.41	3.11	3.39	2.42	2.80	2.96	3.08



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	ERS/				
		DIREC-	TRACK	LICAN	CRATIC	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		TION				CIDED	CIDED	ROVE			PROVE
Total	1000	257	743	458	416	127	263	400	133	267	600
SUPPORT	58.7	43.5	64.0	78.1	38.1	56.3	60.6	41.1	44.4	39.5	70.4
Strongly	42.5	19.9	50.3	64.7	18.6	40.8	39.9	19.8	24.4	17.4	57.6
Somewhat	16.2	23.6	13.7	13.4	19.5	15.5	20.7	21.4	20.0	22.1	12.7
OPPOSE	29.8	38.3	26.9	17.4	45.5	23.1	24.9	41.4	41.3	41.5	22.1
Somewhat	12.5	19.2	10.2	5.7	21.3	8.3	11.5	19.8	14.5	22.4	7.7
Strongly	17.3	19.0	16.7	11.7	24.2	14.9	13.4	21.6	26.8	19.1	14.4
DON'T KNOW	11.5	18.3	9.2	4.5	16.4	20.6	14.5	17.4	14.3	19.0	7.6
Net Diff.	28.9	5.2	37.1	60.7	-7.4	33.2	35.8	-0.3	3.1	-2.0	48.3
Mean	2.95	2.54	3.07	3.37	2.39	3.04	3.02	2.48	2.49	2.47	3.23



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	415	445	362	368	270	212	131	128	150	237	142
SUPPORT	58.7	78.1	42.8	76.7	40.6	59.1	84.0	50.7	62.1	66.5	35.1	56.5
Strongly	42.5	66.0	21.7	64.3	19.4	44.8	69.4	19.2	48.4	57.0	19.4	41.6
Somewhat	16.2	12.1	21.1	12.5	21.3	14.3	14.6	31.5	13.7	9.5	15.6	14.9
OPPOSE	29.8	16.5	42.0	17.7	43.7	27.0	13.8	34.1	26.1	23.2	49.0	27.9
Somewhat	12.5	5.5	19.5	6.0	20.0	11.2	4.6	13.6	10.3	7.9	23.5	12.0
Strongly	17.3	11.0	22.5	11.7	23.8	15.9	9.2	20.5	15.8	15.3	25.6	16.0
DON'T KNOW	11.5	5.4	15.2	5.6	15.6	13.8	2.3	15.2	11.8	10.3	15.9	15.6
Net Diff.	28.9	61.5	0.8	59.0	-3.1	32.1	70.2	16.6	36.0	43.3	-13.9	28.6
Mean	2.95	3.41	2.50	3.37	2.43	3.02	3.48	2.58	3.07	3.21	2.34	2.97



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
SUPPORT	58.7	36.6	30.7	40.8	55.0	80.5	78.8	79.8	64.6	58.1	81.6	34.5	46.4	63.6	33.3	59.7	79.5
Strongly	42.5	18.2	16.4	19.5	33.8	66.3	76.8	70.5	29.8	35.0	73.1	15.8	21.4	38.2	25.2	41.5	75.2
Somewhat	16.2	18.4	14.3	21.3	21.3	14.2	2.0	9.3	34.9	23.2	8.5	18.7	25.0	25.3	8.1	18.2	4.3
OPPOSE	29.8	49.2	55.1	44.8	27.6	15.9	18.2	16.8	22.5	23.7	16.1	51.3	34.2	25.7	51.4	24.4	16.0
Somewhat	12.5	20.7	16.6	23.8	15.0	4.0	2.8	3.5	17.7	17.0	2.8	21.8	19.3	8.9	16.6	11.6	4.6
Strongly	17.3	28.4	38.5	21.1	12.5	11.9	15.5	13.3	4.8	6.7	13.3	29.5	15.0	16.7	34.9	12.8	11.4
DON'T KNOW	11.5	14.3	14.2	14.4	17.4	3.6	2.9	3.3	12.9	18.2	2.4	14.2	19.4	10.7	15.3	15.9	4.5
Net Diff.	28.9	-12.6	-24.5	-4.0	27.5	64.6	60.6	63.0	42.2	34.4	65.5	-16.8	12.2	37.9	-18.1	35.2	63.5
Mean	2.95	2.31	2.10	2.46	2.92	3.40	3.44	3.42	3.03	3.06	3.45	2.24	2.65	2.95	2.28	3.05	3.50



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
SUPPORT	58.7	41.2	52.2	80.4	59.8	54.8	61.1	53.9	59.9	62.7	55.2	55.2	63.6	69.9	61.5	48.7
Strongly	42.5	20.9	37.0	68.4	41.8	39.6	49.8	38.2	42.1	42.5	41.4	48.8	49.2	63.0	43.2	30.6
Somewhat	16.2	20.3	15.2	12.1	18.0	15.1	11.3	15.7	17.8	20.1	13.8	6.4	14.5	6.9	18.2	18.1
OPPOSE	29.8	43.0	29.9	15.2	28.3	31.3	28.0	31.8	29.7	27.1	34.2	28.3	25.4	20.3	27.8	38.2
Somewhat	12.5	18.8	13.2	5.3	14.8	12.0	5.9	12.8	12.7	10.4	16.5	12.3	11.3	4.3	13.0	16.1
Strongly	17.3	24.2	16.6	9.8	13.5	19.4	22.1	19.0	17.1	16.7	17.7	15.9	14.1	16.1	14.8	22.1
DON'T KNOW	11.5	15.8	17.9	4.4	11.9	13.9	11.0	14.3	10.4	10.2	10.6	16.5	10.9	9.8	10.7	13.1
Net Diff.	28.9	-1.8	22.4	65.2	31.5	23.4	33.1	22.1	30.2	35.5	20.9	27.0	38.2	49.6	33.7	10.5
Mean	2.95	2.45	2.88	3.45	3.00	2.87	3.00	2.85	2.95	2.99	2.88	3.06	3.11	3.29	3.01	2.66



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
SUPPORT	58.7	62.2	51.8	50.4	54.7	71.4	63.3	53.8	42.3	61.0	53.7	55.5	50.1	59.4	73.8	48.5	58.6	54.3	50.7	49.5
Strongly	42.5	46.5	34.6	33.3	37.1	55.7	37.3	38.1	32.3	46.1	34.9	37.9	30.9	31.1	56.7	35.5	37.4	38.1	27.1	34.8
Somewhat	16.2	15.7	17.2	17.0	17.6	15.7	26.0	15.7	10.0	15.0	18.8	17.7	19.2	28.3	17.0	13.0	21.2	16.3	23.6	14.7
OPPOSE	29.8	25.6	37.9	38.7	36.4	20.8	26.9	30.1	47.0	28.5	32.6	34.4	31.9	26.2	19.5	37.4	31.3	35.7	34.8	29.0
Somewhat	12.5	11.2	15.2	15.2	15.1	8.5	9.1	13.7	20.2	11.9	13.9	15.8	13.8	14.9	7.1	16.6	17.2	15.3	9.6	18.2
Strongly	17.3	14.5	22.8	23.5	21.3	12.3	17.8	16.5	26.8	16.6	18.7	18.6	18.1	11.3	12.4	20.8	14.2	20.4	25.2	10.8
DON'T KNOW	11.5	12.1	10.3	10.9	8.9	7.8	9.8	16.1	10.7	10.4	13.7	10.0	17.9	14.4	6.7	14.1	10.1	10.0	14.5	21.5
Net Diff.	28.9	36.6	13.9	11.7	18.3	50.6	36.4	23.6	-4.7	32.5	21.1	21.1	18.2	33.2	54.3	11.1	27.3	18.6	16.0	20.5
Mean	2.95	3.07	2.71	2.68	2.77	3.24	2.92	2.90	2.54	3.01	2.81	2.83	2.77	2.92	3.27	2.74	2.91	2.80	2.62	2.94



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
SUPPORT	58.7	41.3	52.7	53.6	63.3	64.6	63.4	50.8	63.8	54.5	63.9	68.8	49.8
Strongly	42.5	24.7	34.3	41.5	44.5	47.3	48.0	35.7	46.8	38.3	47.7	49.8	36.1
Somewhat	16.2	16.6	18.4	12.1	18.8	17.2	15.4	15.1	16.9	16.2	16.2	19.0	13.7
OPPOSE	29.8	45.0	35.2	32.1	27.5	27.0	24.2	35.8	26.0	33.3	25.5	22.8	36.0
Somewhat	12.5	22.7	10.3	12.7	12.0	12.6	10.6	14.0	11.6	13.4	11.5	8.7	16.0
Strongly	17.3	22.3	24.9	19.4	15.5	14.4	13.7	21.8	14.4	19.9	14.0	14.1	20.1
DON'T KNOW	11.5	13.8	12.1	14.3	9.2	8.4	12.4	13.5	10.2	12.2	10.6	8.4	14.2
Net Diff.	28.9	-3.7	17.5	21.5	35.8	37.6	39.2	15.0	37.8	21.1	38.5	46.0	13.7
Mean	2.95	2.51	2.71	2.88	3.02	3.06	3.11	2.75	3.07	2.83	3.09	3.14	2.77



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

73. WOULD YOU SUPPORT OR OPPOSE A LAW THAT FORBIDS TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY?

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
SUPPORT	58.7	41.4	54.3	63.4	64.1	47.6	61.7	72.4	73.3	38.6	50.2	53.4	52.3	53.3	59.1	64.8
Strongly	42.5	25.9	39.6	43.8	49.4	25.3	36.0	53.9	57.6	26.2	41.6	32.4	38.8	38.0	40.0	54.6
Somewhat	16.2	15.5	14.7	19.7	14.7	22.4	25.6	18.5	15.7	12.5	8.6	21.0	13.4	15.3	19.1	10.2
OPPOSE	29.8	45.7	32.2	26.7	25.0	38.3	28.4	20.6	19.0	48.9	34.3	33.7	32.8	33.3	28.8	27.5
Somewhat	12.5	19.8	11.2	12.8	10.7	15.0	6.4	10.1	7.4	21.8	13.9	15.8	15.0	13.2	13.7	8.9
Strongly	17.3	25.9	21.0	14.0	14.3	23.3	21.9	10.5	11.6	27.1	20.4	17.9	17.8	20.1	15.2	18.6
DON'T KNOW	11.5	12.9	13.5	9.8	10.9	14.1	10.0	7.1	7.7	12.4	15.5	12.9	15.0	13.3	12.1	7.7
Net Diff.	28.9	-4.3	22.1	36.7	39.1	9.3	33.3	51.8	54.3	-10.3	15.8	19.7	19.5	20.0	30.3	37.2
Mean	2.95	2.47	2.84	3.03	3.11	2.58	2.84	3.25	3.29	2.43	2.84	2.78	2.86	2.82	2.95	3.09



Table 74 Page 791
May 10-14, 2024

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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
REPUBLICAN CANDIDATE	56.3	97.2	90.3	66.2	60.2	39.8	28.8	26.2	26.9	74.4	81.5	65.2	67.4	95.8	87.7	55.9	26.1	11.9	16.6	9.6
DEMOCRAT CANDIDATE	30.8	0.0	6.0	20.8	25.5	39.7	52.1	57.9	64.0	13.0	11.0	17.5	9.8	2.0	4.6	6.7	55.9	74.4	66.8	78.1
DON'T KNOW	12.9	2.8	3.7	12.9	14.3	20.5	19.1	15.9	9.1	12.6	7.5	17.3	22.8	2.2	7.7	37.4	18.0	13.7	16.7	12.3
Net Diff	25.4	97.2	84.2	45.4	34.7	0.1	-23.3	-31.7	-37.1	61.4	70.5	47.7	57.6	93.8	83.0	49.2	-29.8	-62.5	-50.2	-68.5



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

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	851	721	130	149	92	57
REPUBLICAN CANDIDATE	56.3	50.6	53.8	60.8	55.2	56.7	57.3	53.2	53.8	56.1	50.0
DEMOCRAT CANDIDATE	30.8	31.1	33.2	28.2	32.7	33.2	32.5	37.0	17.2	21.7	10.0
DON'T KNOW	12.9	18.3	13.0	10.9	12.0	10.1	10.2	9.8	29.0	22.1	40.1
Net Diff	25.4	19.4	20.7	32.6	22.5	23.5	24.8	16.2	36.6	34.4	40.0



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	DEMOCRAT	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112
REPUBLICAN CANDIDATE	56.3	90.2	25.3	94.1	19.6	49.5	96.2	15.8	55.0	59.6	49.3
DEMOCRAT CANDIDATE	30.8	4.1	58.8	2.4	63.0	14.4	2.1	67.7	28.8	22.0	14.7
DON'T KNOW	12.9	5.6	15.9	3.5	17.4	36.1	1.8	16.5	16.2	18.4	36.1
Net Diff	25.4	86.1	-33.5	91.6	-43.4	35.1	94.1	-51.9	26.2	37.5	34.6



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

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	458	416	127	263	400	133	267	600
REPUBLICAN CANDIDATE	56.3	21.6	68.2	92.8	16.2	55.9	59.1	18.8	12.0	22.2	81.2
DEMOCRAT CANDIDATE	30.8	62.9	19.7	3.0	68.8	6.7	16.2	63.6	82.3	54.3	9.0
DON'T KNOW	12.9	15.4	12.1	4.2	15.0	37.4	24.7	17.6	5.7	23.5	9.8
Net Diff	25.4	-41.3	48.5	89.8	-52.6	49.2	42.8	-44.8	-70.2	-32.2	72.2



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN	OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	415	445	362	368	270	212	131	128	150	237	142			
REPUBLICAN CANDIDATE	56.3	93.5	23.2	94.1	17.5	58.4	96.9	17.1	57.8	90.1	17.7	58.9			
DEMOCRAT CANDIDATE	30.8	2.2	60.2	1.5	68.8	18.4	1.1	68.0	22.1	2.1	69.2	15.1			
DON'T KNOW	12.9	4.4	16.6	4.4	13.7	23.2	2.1	14.9	20.1	7.8	13.0	26.0			
Net Diff	25.4	91.3	-37.0	92.6	-51.3	40.0	95.8	-51.0	35.8	88.0	-51.5	43.8			



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

BANNER 6

	TOTAL IDEOLOGY REPUBLICAN DEMOCRAT INDEPENDENT																
	LIBERAL			MODERATE			CONSERVATIVE			LIBERAL			DEMOCRAT			INDEPENDENT	
	Very	Smt.	Very	Smt.	Very	Very	Smt.	Very	Very	Smt.	Very	Smt.	Very	Smt.	Very	Smt.	Very
Total	1000	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
REPUBLICAN CANDIDATE	56.3	22.4	12.5	29.7	50.1	87.2	91.9	89.1	91.0	85.7	96.1	12.3	24.7	27.2	42.0	55.1	85.7
DEMOCRAT CANDIDATE	30.8	67.6	80.3	58.4	26.6	5.8	6.6	6.1	0.0	3.7	1.1	78.7	54.3	53.4	42.2	16.1	6.7
DON'T KNOW	12.9	10.0	7.2	12.0	23.2	7.0	1.5	4.8	9.0	10.6	2.8	9.0	20.9	19.4	15.7	28.9	7.6
Net Diff	25.4	-45.1	-67.8	-28.7	23.5	81.4	85.3	83.0	91.0	82.1	94.9	-66.4	-29.6	-26.2	-0.2	39.0	79.0



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		DEMOCRAT	REPUBLICAN	DON'T KNOW	NET DIFF	VB COMBO	WEALTHY/UPPER MIDDLE CLASS	WEALTHY/LOWER MIDDLE CLASS	WEALTHY/POOR	UPPER MIDDLE CLASS	MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC
Total	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
REPUBLICAN CANDIDATE	56.3	22.0	56.6	94.0	62.0	52.0	48.7	52.5	57.3	59.5	53.5	54.1	59.6	80.5	60.9	43.1
DEMOCRAT CANDIDATE	30.8	63.1	12.3	2.0	20.1	33.7	45.9	32.0	30.7	30.8	30.6	27.9	26.6	15.3	27.7	42.0
DON'T KNOW	12.9	14.9	31.2	4.0	17.8	14.3	5.4	15.5	11.9	9.7	15.9	18.0	13.7	4.2	11.5	14.9
Net Diff	25.4	-41.2	44.3	92.0	41.9	18.4	2.8	20.5	26.6	28.8	23.0	26.3	33.0	65.2	33.2	1.2



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
REPUBLICAN CANDIDATE	56.3	61.7	45.7	48.1	40.7	70.8	50.0	53.2	42.2	59.5	49.4	51.0	42.0	57.8	68.7	50.4	63.6	46.0	44.5	39.5
DEMOCRAT CANDIDATE	30.8	24.2	43.7	42.5	46.3	18.1	40.6	29.9	46.3	28.2	36.3	35.0	44.2	28.2	21.1	35.2	26.4	38.4	45.5	42.7
DON'T KNOW	12.9	14.1	10.6	9.4	13.0	11.1	9.4	16.9	11.5	12.3	14.3	14.0	13.8	14.0	10.2	14.4	9.9	15.6	10.0	17.8
Net Diff	25.4	37.4	1.9	5.6	-5.5	52.7	9.4	23.3	-4.1	31.2	13.1	16.1	-2.1	29.6	47.6	15.2	37.2	7.7	-1.0	-3.3



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
REPUBLICAN CANDIDATE	56.3	35.0	52.4	58.7	58.3	61.8	57.5	51.7	59.1	53.7	59.4	64.1	49.3
DEMOCRAT CANDIDATE	30.8	52.0	38.5	28.3	28.9	25.8	27.1	36.6	27.2	34.3	26.5	25.4	35.6
DON'T KNOW	12.9	13.0	9.1	13.0	12.8	12.4	15.3	11.7	13.7	12.0	14.0	10.5	15.0
Net Diff	25.4	-17.0	13.9	30.4	29.5	36.0	30.4	15.2	32.0	19.4	32.9	38.7	13.7



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

74. WHICH CANDIDATE ARE YOU MORE LIKELY TO VOTE FOR?

1. A REPUBLICAN CANDIDATE WHO SUPPORTS A LAW FORBIDDING TAXPAYER DOLLARS FROM BEING USED TO PAY FOR GENDER REASSIGNMENT SURGERY.
2. A DEMOCRATIC CANDIDATE WHO SUPPORTS REQUIRING TAXPAYER-FUNDED HEALTHCARE PROGRAMS TO PAY FOR GENDER REASSIGNMENT SURGERY.

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
REPUBLICAN CANDIDATE	56.3	37.3	59.0	58.4	59.1	43.5	55.1	68.7	68.5	34.5	61.2	46.9	47.0	47.4	57.3	65.5
DEMOCRAT CANDIDATE	30.8	51.2	30.1	28.2	26.4	45.5	35.9	23.2	18.5	53.6	26.9	33.9	36.5	38.9	28.8	25.0
DON'T KNOW	12.9	11.6	10.9	13.3	14.5	11.0	9.0	8.1	13.0	11.8	11.9	19.2	16.5	13.7	13.9	9.4
Net Diff	25.4	-13.9	28.9	30.2	32.7	-2.1	19.2	45.6	50.0	-19.1	34.2	13.0	10.4	8.4	28.6	40.5



Table 75 Page 801
May 10-14, 2024

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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
FAIR	45.2	38.4	42.8	51.6	53.2	53.4	39.2	32.6	32.2	48.0	45.6	52.2	47.6	47.7	52.3	29.4	61.6	38.4	55.9	29.8
Very	7.2	9.3	8.4	10.6	5.5	7.1	5.3	6.4	2.6	7.6	9.6	4.6	7.3	10.6	4.6	2.5	10.2	6.0	10.2	3.9
Somewhat	38.1	29.1	34.4	40.9	47.7	46.2	34.0	26.3	29.6	40.4	36.0	47.6	40.3	37.1	47.7	27.0	51.4	32.4	45.7	25.9
UNFAIR	50.7	54.5	54.4	43.5	43.7	42.6	58.0	62.2	63.7	47.7	49.8	43.3	50.3	50.0	43.0	61.7	34.6	58.1	43.1	65.5
Somewhat	30.7	28.5	31.3	28.7	30.5	26.1	37.5	30.7	35.7	29.2	29.5	27.6	32.2	28.6	29.2	33.8	26.2	34.3	30.8	36.0
Very	20.0	26.0	23.1	14.8	13.2	16.5	20.6	31.5	28.0	18.4	20.2	15.7	18.1	21.3	13.8	28.0	8.5	23.8	12.2	29.5
DON'T KNOW	4.1	7.1	2.9	4.9	3.1	4.0	2.7	5.2	4.0	4.3	4.7	4.5	2.1	2.3	4.7	8.9	3.8	3.5	1.1	4.6
Net Diff.	-5.5	-16.0	-11.6	8.0	9.5	10.7	-18.8	-29.6	-31.5	0.3	-4.2	8.9	-2.7	-2.2	9.4	-32.3	26.9	-19.7	12.8	-35.7
Mean	2.34	2.23	2.29	2.50	2.47	2.46	2.25	2.08	2.07	2.39	2.37	2.43	2.38	2.38	2.45	2.04	2.66	2.21	2.54	2.04



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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

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	851	721	130	149	92	57
FAIR	45.2	40.9	49.4	45.5	43.9	47.5	48.7	41.1	32.2	36.5	25.4
Very	7.2	8.0	7.2	7.0	6.8	8.0	8.9	2.6	2.7	3.1	2.0
Somewhat	38.1	32.9	42.3	38.5	37.1	39.5	39.7	38.5	29.6	33.4	23.3
UNFAIR	50.7	53.8	48.1	50.1	52.1	49.6	48.6	55.6	56.9	55.0	60.0
Somewhat	30.7	29.9	29.7	29.8	34.0	29.9	27.7	42.2	35.1	37.1	31.9
Very	20.0	23.8	18.4	20.3	18.0	19.7	20.9	13.4	21.7	17.8	28.0
DON'T KNOW	4.1	5.4	2.5	4.4	4.0	2.9	2.8	3.4	10.9	8.5	14.7
Net Diff.	-5.5	-12.9	1.4	-4.7	-8.2	-2.1	0.1	-14.5	-24.6	-18.5	-34.6
Mean	2.34	2.26	2.39	2.34	2.34	2.37	2.38	2.31	2.15	2.24	1.99



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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112
FAIR	45.2	47.9	46.7	45.5	47.5	33.4	46.3	51.4	32.0	35.1	38.0
Very	7.2	8.3	8.1	8.0	6.9	4.4	7.8	8.1	5.1	5.9	4.3
Somewhat	38.1	39.6	38.5	37.5	40.5	29.0	38.5	43.3	26.9	29.2	33.7
UNFAIR	50.7	48.5	49.9	50.7	49.6	56.0	50.4	45.9	64.0	60.2	50.8
Somewhat	30.7	29.7	31.9	30.2	31.9	27.8	29.2	29.6	39.8	39.3	28.1
Very	20.0	18.9	18.0	20.5	17.8	28.2	21.2	16.2	24.2	20.9	22.7
DON'T KNOW	4.1	3.6	3.4	3.8	2.9	10.7	3.2	2.7	4.0	4.6	11.2
Net Diff.	-5.5	-0.7	-3.2	-5.2	-2.2	-22.6	-4.1	5.5	-31.9	-25.1	-12.8
Mean	2.34	2.39	2.38	2.34	2.38	2.11	2.34	2.45	2.13	2.21	2.22



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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

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	458	416	127	263	400	133	267	600	
FAIR	45.2	62.9	39.1	49.4	45.4	29.4	37.0	53.6	60.0	50.5	39.6	
Very	7.2	14.3	4.7	8.4	7.3	2.5	3.5	10.4	19.0	6.2	5.0	
Somewhat	38.1	48.5	34.4	41.0	38.1	27.0	33.5	43.2	41.1	44.3	34.6	
UNFAIR	50.7	31.6	57.3	47.4	51.0	61.7	57.2	43.1	34.7	47.2	55.8	
Somewhat	30.7	24.3	32.9	28.8	31.8	33.8	33.7	29.4	24.0	32.2	31.5	
Very	20.0	7.3	24.4	18.5	19.2	28.0	23.5	13.6	10.7	15.1	24.3	
DON'T KNOW	4.1	5.5	3.6	3.2	3.6	8.9	5.8	3.3	5.3	2.3	4.6	
Net Diff.	-5.5	31.2	-18.2	2.1	-5.6	-32.3	-20.2	10.6	25.3	3.2	-16.2	
Mean	2.34	2.74	2.20	2.41	2.35	2.04	2.18	2.52	2.72	2.43	2.21	



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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LIKAN	CRAT	ENDENT	LIKAN	CRAT	ENDENT	LIKAN	CRAT	ENDENT	LIKAN	CRAT	ENDENT
Total	1000	415	445	362	368	270	212	131	128	150	237	142	
FAIR	45.2	47.9	47.4	49.9	45.7	38.3	56.2	53.2	48.5	41.0	41.6	29.2	
Very	7.2	8.8	7.2	7.7	7.3	6.2	9.5	9.9	8.0	5.2	5.8	4.6	
Somewhat	38.1	39.1	40.2	42.1	38.4	32.1	46.6	43.2	40.4	35.8	35.8	24.6	
UNFAIR	50.7	49.2	49.3	46.6	49.8	57.4	42.0	45.5	48.5	53.1	52.2	65.5	
Somewhat	30.7	29.3	30.7	28.6	30.7	33.6	22.6	27.8	28.6	37.1	32.2	38.1	
Very	20.0	19.9	18.6	18.0	19.2	23.8	19.4	17.7	19.9	16.0	20.0	27.4	
DON'T KNOW	4.1	2.9	3.3	3.5	4.4	4.3	1.9	1.3	3.1	5.9	6.2	5.3	
Net Diff.	-5.5	-1.3	-1.9	3.2	-4.1	-19.1	14.2	7.7	-0.0	-12.1	-10.6	-36.3	
Mean	2.34	2.38	2.37	2.41	2.35	2.22	2.47	2.46	2.38	2.32	2.29	2.07	



Table 75 Page 806
May 10-14, 2024

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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
FAIR	45.2	38.3	33.7	41.6	44.1	58.7	41.4	51.8	56.6	50.5	49.2	39.3	53.2	63.8	23.3	36.2	59.8
Very	7.2	7.7	10.9	5.3	4.8	8.9	9.7	9.2	22.1	3.2	7.7	6.6	7.4	11.7	5.7	3.6	17.1
Somewhat	38.1	30.6	22.8	36.3	39.4	49.8	31.7	42.6	34.5	47.3	41.6	32.7	45.8	52.1	17.6	32.6	42.7
UNFAIR	50.7	58.3	61.5	55.9	50.0	38.2	56.4	45.5	34.1	44.6	48.0	57.2	41.2	29.8	76.7	57.5	40.2
Somewhat	30.7	33.6	26.7	38.6	32.5	24.6	29.7	26.6	22.5	30.6	28.6	33.1	28.2	22.2	41.8	35.9	17.3
Very	20.0	24.7	34.8	17.3	17.5	13.6	26.7	18.9	11.5	14.0	19.3	24.0	13.0	7.6	34.9	21.6	22.9
DON'T KNOW	4.1	3.4	4.8	2.5	5.9	3.1	2.1	2.7	9.3	4.9	2.8	3.5	5.7	6.4	0.0	6.3	0.0
Net Diff.	-5.5	-20.0	-27.8	-14.4	-5.9	20.6	-15.0	6.3	22.5	5.8	1.3	-17.9	12.0	34.0	-53.4	-21.4	19.5
Mean	2.34	2.22	2.10	2.30	2.33	2.56	2.25	2.43	2.74	2.42	2.39	2.23	2.50	2.73	1.94	2.19	2.54



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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
FAIR	45.2	42.4	37.0	51.4	46.6	58.8	76.1	56.4	44.1	47.0	39.2	35.4	48.1	51.8	49.9	38.5
Very	7.2	7.3	3.4	8.4	6.2	12.4	40.3	8.5	6.6	6.9	6.1	4.5	7.4	10.9	8.0	4.7
Somewhat	38.1	35.1	33.5	43.0	40.4	46.4	35.8	47.9	37.5	40.1	33.1	30.9	40.7	40.9	41.9	33.8
UNFAIR	50.7	53.2	56.7	45.7	49.2	37.6	18.5	40.3	51.9	49.4	56.3	59.2	48.2	44.1	47.1	56.9
Somewhat	30.7	32.1	38.9	26.1	33.8	23.2	5.1	25.7	32.5	33.3	31.0	28.0	29.9	30.8	32.1	30.2
Very	20.0	21.1	17.7	19.7	15.4	14.5	13.3	14.6	19.4	16.1	25.3	31.2	18.3	13.3	15.0	26.8
DON'T KNOW	4.1	4.3	6.4	2.9	4.2	3.6	5.4	3.3	4.0	3.7	4.5	5.4	3.7	4.1	3.0	4.6
Net Diff.	-5.5	-10.8	-19.7	5.6	-2.5	21.2	57.6	16.1	-7.8	-2.4	-17.1	-23.8	-0.1	7.7	2.8	-18.4
Mean	2.34	2.30	2.24	2.41	2.39	2.59	3.09	2.52	2.33	2.39	2.21	2.09	2.39	2.52	2.44	2.17



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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
FAIR	45.2	43.9	47.8	45.7	52.0	51.0	57.9	37.4	39.5	47.3	40.9	35.7	41.6	56.0	53.6	41.0	46.1	31.6	51.8	31.0
Very	7.2	6.4	8.7	8.3	9.6	7.3	13.2	5.5	5.0	6.7	8.1	6.0	10.6	8.3	8.8	4.7	6.7	5.7	13.2	7.8
Somewhat	38.1	37.5	39.1	37.4	42.4	43.7	44.6	31.9	34.5	40.6	32.7	29.8	31.0	47.7	44.8	36.3	39.4	25.9	38.6	23.2
UNFAIR	50.7	51.7	48.7	50.8	44.5	46.3	41.5	56.8	54.7	49.9	52.4	57.9	52.0	39.0	44.7	55.0	53.9	59.5	45.2	59.1
Somewhat	30.7	31.2	29.8	32.2	24.8	26.1	24.8	35.9	33.8	31.2	29.7	38.4	24.2	21.4	27.1	35.2	28.7	42.3	22.0	26.6
Very	20.0	20.5	19.0	18.6	19.7	20.2	16.7	20.8	20.9	18.7	22.7	19.5	27.8	17.6	17.6	19.8	25.2	17.3	23.2	32.5
DON'T KNOW	4.1	4.3	3.5	3.5	3.6	2.7	0.7	5.9	5.8	2.8	6.7	6.4	6.4	5.0	1.7	3.9	0.0	8.9	3.0	9.9
Net Diff.	-5.5	-7.8	-0.9	-5.1	7.5	4.7	16.4	-19.4	-15.2	-2.6	-11.6	-22.2	-10.4	17.0	8.9	-14.0	-7.8	-27.9	6.5	-28.0
Mean	2.34	2.31	2.39	2.37	2.43	2.39	2.55	2.23	2.25	2.36	2.28	2.24	2.26	2.49	2.46	2.27	2.28	2.22	2.43	2.07



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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
FAIR	45.2	39.3	36.2	38.1	40.4	47.3	58.4	37.7	50.0	38.5	53.5	53.2	38.1
Very	7.2	1.4	6.2	4.1	6.6	6.7	12.5	4.2	9.0	4.9	10.0	9.2	5.3
Somewhat	38.1	37.8	30.0	34.0	33.9	40.6	45.8	33.5	41.0	33.6	43.5	44.0	32.8
UNFAIR	50.7	57.2	59.6	55.4	55.9	49.8	38.0	57.2	46.6	56.8	43.2	44.7	56.0
Somewhat	30.7	32.0	33.6	28.9	34.8	32.3	26.2	31.1	30.4	32.2	28.9	25.7	35.2
Very	20.0	25.2	26.1	26.4	21.1	17.5	11.8	26.1	16.1	24.6	14.3	19.1	20.9
DON'T KNOW	4.1	3.5	4.1	6.5	3.7	2.9	3.6	5.1	3.4	4.7	3.3	2.0	5.9
Net Diff.	-5.5	-18.0	-23.4	-17.3	-15.5	-2.5	20.3	-19.5	3.4	-18.3	10.3	8.5	-17.9
Mean	2.34	2.16	2.17	2.17	2.27	2.38	2.61	2.17	2.44	2.20	2.51	2.44	2.24



Table 75 Page 810
May 10-14, 2024

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

75. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS FAIR OR UNFAIR?

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
FAIR	45.2	36.6	36.8	46.7	53.2	54.6	46.6	56.1	53.8	28.7	31.3	36.1	52.4	44.5	45.9	44.4
Very	7.2	2.6	5.0	7.4	10.2	2.2	9.2	9.6	10.3	2.8	2.6	4.9	10.0	8.7	6.3	7.3
Somewhat	38.1	34.0	31.8	39.3	43.0	52.4	37.4	46.6	43.5	25.9	28.7	31.2	42.4	35.8	39.6	37.2
UNFAIR	50.7	59.3	58.1	49.8	43.1	42.7	49.1	42.5	44.8	66.6	63.1	57.9	40.9	51.4	50.5	50.2
Somewhat	30.7	30.0	32.1	32.0	28.8	21.3	24.3	22.4	29.7	33.8	36.5	42.8	27.7	28.8	31.9	30.4
Very	20.0	29.3	26.0	17.8	14.3	21.4	24.8	20.2	15.1	32.8	26.6	15.0	13.2	22.7	18.7	19.8
DON'T KNOW	4.1	4.1	5.1	3.5	3.7	2.7	4.3	1.3	1.4	4.7	5.6	6.0	6.6	4.0	3.5	5.4
Net Diff.	-5.5	-22.8	-21.3	-3.0	10.1	11.9	-2.4	13.6	9.0	-37.9	-31.8	-21.8	11.5	-6.9	-4.6	-5.8
Mean	2.34	2.10	2.17	2.38	2.51	2.36	2.32	2.46	2.50	1.99	2.08	2.28	2.53	2.32	2.35	2.34



Table 76 Page 811
May 10-14, 2024

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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
HONEST	32.0	22.7	27.8	39.0	34.7	33.1	33.1	33.0	25.6	29.1	31.1	28.8	20.8	23.9	25.7	30.4	44.4	38.2	43.9	34.9
Very	6.0	7.3	5.7	10.9	7.8	2.3	4.2	5.1	2.2	6.6	8.1	5.2	3.2	4.7	6.3	6.7	11.2	4.9	6.1	4.1
Somewhat	25.9	15.4	22.1	28.2	26.8	30.8	28.9	27.8	23.4	22.5	23.0	23.6	17.6	19.3	19.4	23.7	33.2	33.3	37.7	30.8
CORRUPT	64.3	77.3	70.8	56.4	60.4	61.8	63.7	61.1	71.3	66.7	66.5	66.1	69.1	74.1	69.3	61.0	51.8	59.2	51.4	63.6
Somewhat	35.4	31.2	31.3	38.7	36.6	39.1	39.4	35.3	27.0	35.4	34.2	36.7	37.7	32.8	43.3	30.3	35.6	35.3	39.4	33.0
Very	28.9	46.1	39.5	17.7	23.8	22.7	24.3	25.8	44.3	31.3	32.3	29.3	31.4	41.3	26.0	30.6	16.2	23.8	12.0	30.7
DON'T KNOW	3.7	0.0	1.4	4.6	5.0	5.1	3.2	5.9	3.1	4.2	2.3	5.2	10.1	1.9	5.0	8.6	3.8	2.7	4.8	1.5
Net Diff.	-32.3	-54.6	-42.9	-17.4	-25.7	-28.8	-30.5	-28.2	-45.6	-37.6	-35.4	-37.3	-48.3	-50.2	-43.6	-30.6	-7.4	-21.0	-7.5	-28.8
Mean	2.09	1.84	1.94	2.34	2.20	2.13	2.13	2.13	1.83	2.05	2.07	2.05	1.92	1.87	2.06	2.07	2.41	2.20	2.40	2.08



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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

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	870	729	142	130	84	46
HONEST	32.0	32.2	34.4	27.6	37.2	33.3	33.8	30.8	22.9	24.7	19.5
Very	6.0	5.2	3.1	6.9	8.2	6.5	6.8	5.0	3.0	4.6	0.0
Somewhat	25.9	26.9	31.3	20.7	29.0	26.8	27.1	25.8	19.9	20.1	19.5
CORRUPT	64.3	65.7	63.5	67.7	57.9	63.6	63.6	63.5	69.4	65.4	76.6
Somewhat	35.4	31.7	34.7	37.5	35.4	35.4	33.7	44.0	35.7	34.5	37.8
Very	28.9	34.0	28.8	30.2	22.5	28.2	29.9	19.5	33.7	30.9	38.8
DON'T KNOW	3.7	2.2	2.1	4.7	4.9	3.1	2.6	5.7	7.8	9.8	4.0
Net Diff.	-32.3	-33.5	-29.1	-40.2	-20.8	-30.2	-29.7	-32.7	-46.5	-40.7	-57.1
Mean	2.09	2.03	2.09	2.04	2.24	2.12	2.11	2.17	1.91	1.98	1.80



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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
HONEST	32.0	24.7	41.5	23.1	41.9	27.7	21.9	44.9	25.0	23.8	29.6	
Very	6.0	6.2	6.3	6.0	6.6	3.9	4.4	7.3	7.1	5.8	6.5	
Somewhat	25.9	18.6	35.2	17.2	35.4	23.8	17.5	37.6	17.9	18.0	23.1	
CORRUPT	64.3	72.5	54.3	74.5	54.5	61.6	75.9	52.0	71.1	72.4	58.3	
Somewhat	35.4	36.8	34.6	36.7	35.2	30.1	36.3	33.9	41.5	44.0	30.2	
Very	28.9	35.7	19.7	37.7	19.4	31.5	39.6	18.1	29.5	28.4	28.1	
DON'T KNOW	3.7	2.8	4.2	2.4	3.5	10.7	2.2	3.1	4.0	3.7	12.1	
Net Diff.	-32.3	-47.7	-12.8	-51.4	-12.6	-33.8	-54.1	-7.0	-46.1	-48.6	-28.7	
Mean	2.09	1.95	2.29	1.91	2.30	2.00	1.86	2.35	2.03	2.01	2.09	



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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

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	283	717	445	438	117	226	427	161	266	573
HONEST	32.0	56.8	22.2	24.6	39.9	30.4	27.5	45.0	55.2	38.9	22.3
Very	6.0	11.5	3.9	5.3	6.6	6.7	5.2	9.5	15.0	6.1	3.5
Somewhat	25.9	45.3	18.3	19.3	33.3	23.7	22.2	35.5	40.1	32.8	18.8
CORRUPT	64.3	39.4	74.2	72.3	57.1	61.0	66.7	50.3	39.8	56.6	74.8
Somewhat	35.4	29.2	37.8	36.7	35.4	30.3	37.3	35.8	26.2	41.6	35.1
Very	28.9	10.1	36.3	35.6	21.7	30.6	29.4	14.5	13.6	15.0	39.7
DON'T KNOW	3.7	3.9	3.6	3.1	3.0	8.6	5.9	4.7	5.0	4.5	2.9
Net Diff.	-32.3	17.4	-52.0	-47.7	-17.2	-30.6	-39.2	-5.2	15.4	-17.7	-52.5
Mean	2.09	2.60	1.89	1.94	2.26	2.07	2.04	2.42	2.60	2.31	1.86



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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

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	415	445	362	368	270	197	150	124	165	218	146
HONEST	32.0	23.2	41.5	24.9	39.4	31.3	28.8	47.9	34.9	20.4	33.6	28.2
Very	6.0	4.2	8.0	4.2	7.8	6.0	5.4	9.5	5.7	2.8	6.7	6.3
Somewhat	25.9	19.0	33.5	20.7	31.6	25.3	23.3	38.4	29.3	17.6	26.9	21.9
CORRUPT	64.3	74.1	54.0	72.2	57.0	63.8	69.7	49.5	60.9	75.1	62.2	66.2
Somewhat	35.4	36.1	35.5	33.2	34.6	39.4	31.8	29.5	38.8	34.8	38.1	40.0
Very	28.9	38.1	18.5	39.0	22.4	24.3	37.9	20.0	22.1	40.3	24.0	26.2
DON'T KNOW	3.7	2.7	4.5	2.9	3.6	5.0	1.5	2.6	4.2	4.5	4.2	5.6
Net Diff.	-32.3	-51.0	-12.5	-47.2	-17.6	-32.5	-40.9	-1.6	-26.0	-54.8	-28.5	-38.0
Mean	2.09	1.89	2.32	1.90	2.26	2.14	1.96	2.38	2.19	1.82	2.17	2.09



Table 76 Page 816
May 10-14, 2024

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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
HONEST	32.0	40.9	39.7	41.7	29.9	30.7	21.6	27.1	29.2	24.2	24.9	41.7	33.3	49.6	40.5	30.1	27.5
Very	6.0	8.5	13.9	4.6	5.6	3.2	6.7	4.6	14.2	4.7	3.5	7.2	8.2	11.7	12.8	3.9	6.4
Somewhat	25.9	32.4	25.8	37.1	24.4	27.5	15.0	22.5	15.0	19.6	21.4	34.5	25.1	37.9	27.7	26.2	21.1
CORRUPT	64.3	55.2	57.9	53.2	66.0	68.1	72.3	69.8	66.1	71.8	72.6	54.9	62.9	46.7	53.0	65.5	67.0
Somewhat	35.4	34.3	28.5	38.5	35.5	40.9	29.0	36.1	52.9	28.2	33.5	33.3	36.6	36.6	33.3	38.1	47.5
Very	28.9	20.9	29.4	14.7	30.5	27.2	43.3	33.7	13.2	43.7	39.1	21.6	26.2	10.1	19.8	27.4	19.5
DON'T KNOW	3.7	3.9	2.4	5.1	4.1	1.2	6.1	3.1	4.7	3.9	2.5	3.4	3.8	3.7	6.4	4.3	5.6
Net Diff.	-32.3	-14.3	-18.2	-11.5	-36.0	-37.4	-50.7	-42.8	-36.8	-47.6	-47.7	-13.1	-29.6	2.9	-12.5	-35.4	-39.5
Mean	2.09	2.30	2.25	2.33	2.05	2.07	1.84	1.98	2.32	1.85	1.89	2.28	2.16	2.53	2.36	2.07	2.15



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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
HONEST	32.0	38.9	31.6	24.1	33.3	52.3	86.4	48.0	29.5	34.7	20.9	24.7	30.8	29.8	34.5	31.5
Very	6.0	7.5	6.3	4.3	5.8	17.7	80.4	9.6	4.6	6.2	2.0	2.2	2.8	9.2	7.5	3.7
Somewhat	25.9	31.4	25.3	19.9	27.5	34.7	6.0	38.4	25.0	28.5	19.0	22.5	28.0	20.6	27.0	27.8
CORRUPT	64.3	57.5	63.6	72.4	62.6	45.6	13.6	49.7	66.4	61.7	74.3	72.0	65.6	60.0	62.1	65.8
Somewhat	35.4	35.1	41.4	33.8	39.3	26.7	13.6	28.4	38.3	38.1	38.7	27.0	41.9	34.8	32.9	30.9
Very	28.9	22.4	22.2	38.6	23.4	18.9	0.0	21.3	28.1	23.6	35.6	44.9	23.7	25.2	29.3	34.9
DON'T KNOW	3.7	3.6	4.8	3.5	4.1	2.0	0.0	2.3	4.1	3.7	4.8	3.3	3.6	10.2	3.4	2.7
Net Diff.	-32.3	-18.6	-32.0	-48.2	-29.4	6.7	72.8	-1.8	-36.9	-27.0	-53.4	-47.2	-34.9	-30.2	-27.7	-34.4
Mean	2.09	2.25	2.16	1.89	2.16	2.52	3.67	2.37	2.06	2.18	1.87	1.81	2.10	2.15	2.13	2.00



Table 76 Page 818
May 10-14, 2024

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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

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			panic								
		GRAD	GRAD.		Prof.	GRAD.	GRAD.	GRAD.	GRAD.											
Total	1000	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
HONEST	32.0	26.8	42.1	38.8	48.9	32.1	45.2	22.1	39.5	32.5	30.8	31.3	28.1	38.3	37.2	28.1	31.8	31.0	39.2	20.2
Very	6.0	4.1	9.9	6.6	16.6	5.3	9.8	3.0	10.0	5.4	7.3	8.4	5.5	5.1	6.8	4.2	5.6	10.6	9.6	2.6
Somewhat	25.9	22.7	32.2	32.2	32.3	26.8	35.4	19.1	29.5	27.1	23.5	22.9	22.6	33.2	30.4	24.0	26.2	20.4	29.6	17.6
CORRUPT	64.3	69.7	53.8	58.1	45.1	64.4	54.1	74.4	53.5	63.8	65.4	62.6	68.6	61.7	59.4	67.9	66.4	59.7	60.8	74.3
Somewhat	35.4	36.6	33.0	35.8	27.4	33.4	31.8	39.5	34.0	33.7	38.9	34.5	41.8	43.5	32.0	35.3	34.8	34.2	36.4	45.7
Very	28.9	33.1	20.8	22.3	17.7	31.0	22.2	34.9	19.5	30.0	26.5	28.2	26.8	18.2	27.4	32.6	31.6	25.5	24.4	28.5
DON'T KNOW	3.7	3.5	4.1	3.1	6.0	3.5	0.8	3.5	7.0	3.7	3.8	6.0	3.2	0.0	3.4	4.0	1.8	9.3	0.0	5.5
Net Diff.	-32.3	-42.9	-11.6	-19.3	3.8	-32.3	-8.9	-52.3	-14.0	-31.2	-34.7	-31.3	-40.5	-23.5	-22.2	-39.8	-34.6	-28.8	-21.5	-54.1
Mean	2.09	1.98	2.33	2.24	2.51	2.07	2.33	1.90	2.32	2.08	2.12	2.12	2.07	2.25	2.17	2.00	2.06	2.18	2.25	1.94



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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
HONEST	32.0	33.1	28.0	23.9	25.7	35.7	40.0	27.2	35.0	26.8	38.2	36.5	28.0
Very	6.0	17.4	6.3	4.2	2.4	5.6	6.2	7.7	5.0	6.1	5.9	6.8	5.4
Somewhat	25.9	15.7	21.7	19.7	23.3	30.1	33.8	19.5	30.0	20.6	32.3	29.7	22.6
CORRUPT	64.3	65.6	69.7	72.2	70.6	59.8	55.6	70.0	60.8	70.2	57.3	60.9	67.3
Somewhat	35.4	26.1	37.9	37.4	35.2	36.5	35.0	35.2	35.5	35.2	35.6	32.9	37.6
Very	28.9	39.5	31.8	34.9	35.3	23.2	20.7	34.8	25.2	35.0	21.7	28.0	29.7
DON'T KNOW	3.7	1.3	2.3	3.9	3.7	4.5	4.4	2.8	4.3	3.1	4.5	2.6	4.7
Net Diff.	-32.3	-32.5	-41.8	-48.3	-44.9	-24.1	-15.7	-42.8	-25.8	-43.4	-19.1	-24.5	-39.3
Mean	2.09	2.11	2.02	1.93	1.92	2.19	2.27	2.00	2.15	1.98	2.23	2.16	2.04



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

76. DO YOU BELIEVE THE UNITED STATES JUSTICE SYSTEM IS HONEST OR CORRUPT?

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
HONEST	32.0	33.8	23.1	31.1	38.1	47.8	28.3	36.3	38.2	23.4	19.0	25.7	38.0	39.0	31.2	24.6
Very	6.0	15.9	3.8	3.2	6.2	19.4	5.3	2.7	6.9	13.3	2.7	3.7	5.5	11.3	3.7	4.8
Somewhat	25.9	17.9	19.2	27.9	31.9	28.4	23.0	33.6	31.3	10.1	16.3	22.0	32.5	27.7	27.5	19.7
CORRUPT	64.3	63.7	73.9	64.9	57.6	48.2	69.9	60.4	59.7	75.3	76.9	69.5	55.6	56.8	65.2	72.2
Somewhat	35.4	31.1	37.0	34.1	36.7	21.3	40.0	30.1	34.2	38.5	34.7	38.3	39.0	35.3	35.3	35.9
Very	28.9	32.6	36.9	30.7	20.9	26.9	29.9	30.3	25.5	36.8	42.2	31.2	16.6	21.5	29.9	36.3
DON'T KNOW	3.7	2.5	3.1	4.0	4.3	4.0	1.8	3.3	2.2	1.3	4.1	4.8	6.4	4.2	3.6	3.3
Net Diff.	-32.3	-29.9	-50.8	-33.8	-19.5	-0.3	-41.6	-24.1	-21.5	-51.9	-57.9	-43.8	-17.6	-17.8	-34.0	-47.6
Mean	2.09	2.18	1.90	2.04	2.24	2.42	2.04	2.09	2.20	2.00	1.79	1.98	2.29	2.30	2.05	1.93



Table 77 Page 821
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
INCREASED	29.2	7.2	13.2	31.3	29.6	32.7	34.6	39.2	50.9	21.7	19.3	22.7	29.4	14.6	19.4	19.6	43.1	46.5	48.4	45.4
Greatly	12.2	4.9	8.1	12.4	12.5	13.3	9.0	15.1	25.0	8.7	9.2	8.3	7.9	9.1	4.3	4.7	17.8	20.1	22.8	18.7
Somewhat	17.0	2.3	5.1	19.0	17.0	19.4	25.6	24.1	25.9	13.0	10.2	14.5	21.6	5.5	15.1	14.8	25.3	26.4	25.6	26.8
DECREASED	42.4	72.5	59.7	45.8	38.8	32.5	32.5	31.3	25.6	48.7	56.8	38.9	38.3	62.8	50.0	32.5	30.9	27.9	30.1	26.7
Somewhat	15.9	11.5	16.3	19.0	20.3	15.1	16.0	10.9	10.0	17.8	16.4	20.2	18.1	16.3	26.3	14.7	12.8	11.5	13.5	10.4
Greatly	26.5	61.0	43.3	26.8	18.5	17.3	16.5	20.4	15.7	30.9	40.5	18.7	20.2	46.6	23.7	17.8	18.0	16.4	16.6	16.3
NO DIFFERENCE	28.4	20.4	27.1	22.9	31.6	34.8	32.9	29.4	23.5	29.6	23.8	38.4	32.3	22.6	30.6	48.0	26.1	25.6	21.5	27.8
Net Diff	-13.2	-65.3	-46.5	-14.5	-9.3	0.3	2.1	7.9	25.2	-27.1	-37.5	-16.1	-8.8	-48.2	-30.6	-12.9	12.2	18.6	18.3	18.7
Mean	2.72	1.79	2.18	2.71	2.85	2.96	2.95	3.03	3.35	2.51	2.31	2.73	2.79	2.14	2.50	2.74	3.12	3.22	3.24	3.21



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht LIKELY	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
INCREASED	29.2	26.6	31.4	29.2	28.9	30.4	29.8	34.0	21.4	24.6	16.0
Greatly	12.2	11.1	13.0	13.0	10.7	13.4	14.1	9.6	4.6	5.4	3.1
Somewhat	17.0	15.5	18.5	16.2	18.1	17.0	15.7	24.5	16.9	19.3	12.8
DECREASED	42.4	47.0	38.5	43.9	40.2	43.1	45.0	33.2	38.1	42.3	30.8
Somewhat	15.9	15.8	16.8	16.3	14.4	15.3	14.1	21.8	19.5	21.2	16.8
Greatly	26.5	31.3	21.6	27.6	25.8	27.8	30.9	11.4	18.6	21.2	14.1
NO DIFFERENCE	28.4	26.4	30.1	26.9	30.9	26.4	25.2	32.8	40.5	33.0	53.2
Net Diff	-13.2	-20.5	-7.0	-14.6	-11.3	-12.7	-15.2	0.9	-16.7	-17.7	-14.9
Mean	2.72	2.59	2.84	2.71	2.74	2.73	2.68	2.99	2.69	2.66	2.74



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
INCREASED	29.2	18.4	44.4	15.6	45.2	18.6	13.6	48.9	27.5	23.5	19.0	
Greatly	12.2	8.6	18.9	7.6	18.2	5.5	7.5	21.0	6.9	5.1	4.2	
Somewhat	17.0	9.8	25.5	8.0	27.0	13.1	6.1	27.9	20.6	18.4	14.8	
DECREASED	42.4	56.4	30.5	57.9	28.7	33.2	61.0	26.1	40.6	42.4	33.3	
Somewhat	15.9	17.6	13.0	19.2	12.1	18.2	19.2	11.6	18.6	20.3	15.6	
Greatly	26.5	38.8	17.5	38.7	16.7	15.0	41.8	14.5	22.0	22.0	17.7	
NO DIFFERENCE	28.4	25.2	25.1	26.5	26.0	48.2	25.5	25.0	31.9	34.1	47.7	
Net Diff	-13.2	-38.0	13.9	-42.3	16.5	-14.6	-47.4	22.8	-13.1	-18.8	-14.4	
Mean	2.72	2.32	3.15	2.27	3.18	2.76	2.18	3.29	2.72	2.64	2.72	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

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	540	1460	902	854	244	490	827	294	533	1173	
INCREASED	29.2	54.5	19.8	16.4	45.5	19.6	22.4	49.0	57.2	44.5	15.2	
Greatly	12.2	24.8	7.5	7.3	19.4	4.7	6.0	21.5	29.6	17.0	5.6	
Somewhat	17.0	29.7	12.3	9.1	26.0	14.8	16.4	27.6	27.6	27.5	9.6	
DECREASED	42.4	20.9	50.4	58.0	28.8	32.5	37.1	25.1	25.8	24.8	54.6	
Somewhat	15.9	10.0	18.1	20.0	11.9	14.7	18.2	11.3	7.8	13.2	19.2	
Greatly	26.5	10.9	32.3	38.0	16.9	17.8	18.9	13.9	18.1	11.5	35.4	
NO DIFFERENCE	28.4	24.6	29.8	25.6	25.8	48.0	40.5	25.8	16.9	30.7	30.2	
Net Diff	-13.2	33.6	-30.6	-41.7	16.7	-12.9	-14.7	23.9	31.4	19.8	-39.4	
Mean	2.72	3.47	2.45	2.28	3.19	2.74	2.72	3.31	3.43	3.25	2.31	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

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	830	890	724	736	540	408	280	251	316	456	289
INCREASED	29.2	15.0	44.8	16.0	44.4	26.1	16.1	51.9	28.0	15.8	39.9	24.5
Greatly	12.2	7.2	18.4	7.9	19.1	8.5	8.1	22.8	9.2	7.5	16.9	7.8
Somewhat	17.0	7.8	26.4	8.1	25.3	17.7	8.0	29.1	18.7	8.3	23.0	16.7
DECREASED	42.4	59.3	29.7	58.2	31.2	36.4	63.5	27.3	37.3	51.5	33.7	35.7
Somewhat	15.9	19.2	13.1	19.7	12.8	15.1	19.0	11.5	15.4	20.6	13.5	14.8
Greatly	26.5	40.1	16.7	38.5	18.5	21.4	44.5	15.8	21.9	30.9	20.1	20.9
NO DIFFERENCE	28.4	25.8	25.4	25.8	24.3	37.4	20.5	20.8	34.7	32.7	26.5	39.8
Net Diff	-13.2	-44.3	15.1	-42.3	13.2	-10.3	-47.4	24.6	-9.3	-35.7	6.2	-11.2
Mean	2.72	2.23	3.17	2.27	3.14	2.77	2.16	3.32	2.78	2.41	3.03	2.76



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
INCREASED	29.2	45.3	54.7	38.6	30.0	14.5	17.3	15.6	51.2	24.4	11.6	46.2	40.3	48.4	38.3	25.0	20.0
Greatly	12.2	21.7	27.4	17.5	9.0	5.2	11.9	7.9	31.7	6.6	6.6	22.2	13.2	21.1	14.9	7.0	7.9
Somewhat	17.0	23.7	27.2	21.1	21.0	9.3	5.5	7.7	19.5	17.9	4.9	24.1	27.1	27.4	23.5	17.9	12.2
DECREASED	42.4	29.4	27.1	31.0	36.3	56.4	62.7	58.9	41.7	41.3	63.5	27.6	37.9	31.4	33.4	33.2	49.0
Somewhat	15.9	12.4	9.9	14.1	15.6	23.1	12.7	18.9	21.2	18.2	20.0	10.7	16.5	13.0	17.3	14.0	16.6
Greatly	26.5	17.0	17.2	16.9	20.7	33.2	50.0	40.0	20.6	23.1	43.6	16.9	21.4	18.3	16.1	19.2	32.4
NO DIFFERENCE	28.4	25.3	18.3	30.4	33.7	29.1	20.0	25.5	7.0	34.3	24.9	26.2	21.8	20.2	28.2	41.8	30.9
Net Diff	-13.2	16.0	27.6	7.6	-6.3	-41.9	-45.3	-43.3	9.5	-16.9	-52.0	18.7	2.4	17.1	4.9	-8.3	-29.0
Mean	2.72	3.21	3.38	3.08	2.82	2.30	2.17	2.25	3.21	2.67	2.11	3.24	2.94	3.20	3.04	2.80	2.46



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
INCREASED	29.2	43.1	28.9	13.6	29.7	36.8	51.1	34.9	28.2	29.1	26.5	26.8	24.2	22.7	30.7	33.3
Greatly	12.2	18.5	7.7	6.6	9.4	15.5	41.1	12.0	12.0	11.5	12.9	9.2	10.2	11.6	13.5	11.5
Somewhat	17.0	24.6	21.3	7.0	20.3	21.3	9.9	22.8	16.1	17.7	13.6	17.7	14.0	11.2	17.1	21.8
DECREASED	42.4	30.4	30.0	60.3	39.1	39.6	26.2	41.4	42.7	42.7	42.8	43.8	47.6	47.2	44.4	34.9
Somewhat	15.9	12.5	13.4	20.6	18.3	14.7	6.0	15.8	15.9	16.9	14.2	17.5	17.6	19.9	16.2	13.3
Greatly	26.5	17.9	16.6	39.7	20.7	25.0	20.2	25.6	26.8	25.8	28.6	26.4	30.1	27.3	28.1	21.6
NO DIFFERENCE	28.4	26.6	41.0	26.1	31.2	23.6	22.7	23.7	29.1	28.2	30.7	29.3	28.2	30.1	24.9	31.9
Net Diff	-13.2	12.7	-1.1	-46.7	-9.4	-2.9	24.9	-6.6	-14.5	-13.5	-16.3	-17.0	-23.5	-24.4	-13.7	-1.6
Mean	2.72	3.13	2.90	2.20	2.79	2.88	3.46	2.80	2.71	2.72	2.68	2.66	2.57	2.60	2.72	2.88



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
INCREASED	29.2	26.1	35.3	33.9	38.0	26.3	37.3	25.9	33.6	28.2	31.4	31.8	34.6	29.6	26.4	29.9	40.2	27.1	44.8	25.8
Greatly	12.2	11.2	14.0	13.1	15.8	10.6	17.1	11.8	11.3	11.4	13.8	14.9	15.6	8.2	11.4	11.4	20.1	12.0	18.4	13.3
Somewhat	17.0	14.9	21.3	20.8	22.2	15.7	20.1	14.1	22.2	16.8	17.6	16.9	19.0	21.5	15.0	18.5	20.0	15.2	26.4	12.5
DECREASED	42.4	44.1	39.1	42.3	32.6	47.7	41.6	40.9	37.0	43.0	41.2	40.8	37.5	48.5	48.0	38.1	41.6	40.3	33.5	41.0
Somewhat	15.9	16.4	15.0	15.2	14.5	17.0	13.3	15.8	16.4	16.0	15.7	17.3	12.8	20.6	15.8	16.1	14.2	19.1	15.0	10.9
Greatly	26.5	27.8	24.1	27.1	18.1	30.7	28.2	25.1	20.6	27.0	25.5	23.4	24.7	27.9	32.2	22.0	27.4	21.2	18.5	30.1
NO DIFFERENCE	28.4	29.8	25.7	23.8	29.5	26.0	21.2	33.3	29.4	28.9	27.4	27.4	27.9	21.9	25.6	32.0	18.2	32.6	21.7	33.3
Net Diff	-13.2	-18.0	-3.8	-8.4	5.4	-21.4	-4.3	-15.0	-3.5	-14.8	-9.8	-8.9	-2.9	-18.9	-21.7	-8.2	-1.4	-13.2	11.4	-15.2
Mean	2.72	2.65	2.86	2.78	3.03	2.59	2.85	2.72	2.87	2.70	2.78	2.83	2.88	2.61	2.58	2.81	2.91	2.78	3.11	2.68



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
INCREASED	29.2	36.1	31.1	28.0	27.8	24.6	31.2	30.7	28.2	29.9	28.4	29.9	28.5
Greatly	12.2	15.9	10.1	9.6	11.4	11.4	14.9	11.0	12.9	11.1	13.4	12.8	11.6
Somewhat	17.0	20.2	21.0	18.5	16.5	13.2	16.3	19.7	15.3	18.7	15.0	17.2	16.9
DECREASED	42.4	32.2	34.3	41.2	45.0	48.6	44.2	37.1	45.8	39.4	46.1	45.7	39.5
Somewhat	15.9	17.8	16.4	16.9	15.3	19.2	12.3	17.0	15.2	16.5	15.2	15.8	16.0
Greatly	26.5	14.4	17.9	24.3	29.8	29.5	31.9	20.1	30.6	22.9	30.9	29.9	23.5
NO DIFFERENCE	28.4	31.7	34.6	30.8	27.1	26.8	24.6	32.2	26.0	30.7	25.6	24.4	31.9
Net Diff	-13.2	3.8	-3.3	-13.2	-17.2	-24.0	-13.1	-6.4	-17.6	-9.5	-17.7	-15.7	-11.0
Mean	2.72	3.05	2.89	2.72	2.64	2.58	2.70	2.85	2.65	2.79	2.65	2.67	2.77



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. AS YOU MAY BE AWARE, FORMER PRESIDENT DONALD TRUMP HAS BEEN INDICTED FOUR TIMES OVER THE PAST YEAR. HAVE THE INVESTIGATIONS AND INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP INCREASED OR DECREASED YOUR TRUST OF THE JUSTICE SYSTEM?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
INCREASED	29.2	35.3	29.1	26.1	29.5	44.9	37.8	24.0	26.6	29.7	23.3	28.4	32.7	35.2	28.3	23.3
Greatly	12.2	13.4	10.3	10.3	14.5	21.7	15.2	9.9	11.5	8.6	7.1	10.7	17.7	15.3	11.6	9.4
Somewhat	17.0	21.9	18.8	15.8	15.0	23.1	22.7	14.1	15.1	21.1	16.2	17.7	14.9	19.9	16.7	13.9
DECREASED	42.4	33.4	37.5	47.2	45.3	28.5	36.2	53.3	49.1	36.3	38.4	40.7	41.2	37.9	43.8	45.0
Somewhat	15.9	19.4	15.6	18.2	13.2	18.0	14.6	20.4	12.3	20.1	16.2	15.8	14.1	14.6	16.4	16.4
Greatly	26.5	14.1	21.9	29.0	32.1	10.5	21.6	32.9	36.7	16.1	22.2	24.9	27.1	23.4	27.4	28.5
NO DIFFERENCE	28.4	31.3	33.4	26.6	25.2	26.6	26.0	22.7	24.3	34.0	38.3	30.9	26.1	26.9	27.9	31.8
Net Diff	-13.2	1.8	-8.5	-21.1	-15.8	16.3	1.7	-29.3	-22.5	-6.6	-15.1	-12.2	-8.5	-2.8	-15.5	-21.7
Mean	2.72	3.01	2.80	2.60	2.67	3.28	2.95	2.48	2.52	2.86	2.70	2.74	2.82	2.89	2.69	2.59



Table 78 Page 831
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	36.8	78.9	61.0	45.1	33.7	21.7	14.3	15.2	22.3	48.6	58.5	34.8	40.3	70.0	51.1	24.6	20.0	9.6	15.1	6.7
Strongly	19.8	64.8	37.7	21.9	14.2	8.2	4.5	4.7	8.3	27.1	37.3	14.0	15.8	45.5	22.6	9.0	9.1	3.1	6.6	1.3
Somewhat	16.9	14.1	23.3	23.3	19.5	13.5	9.7	10.5	14.0	21.5	21.2	20.8	24.5	24.5	28.5	15.5	10.9	6.5	8.5	5.4
DISAGREE	53.5	13.9	29.7	43.9	52.6	68.6	76.4	79.0	71.2	39.7	32.0	49.9	47.8	21.2	36.3	53.2	73.4	85.1	80.0	87.8
Somewhat	13.5	2.3	10.1	14.5	15.0	17.8	15.5	14.6	13.9	14.3	10.2	18.2	22.7	8.0	20.3	17.9	17.2	11.5	11.8	11.3
Strongly	40.0	11.6	19.5	29.4	37.6	50.8	60.9	64.4	57.3	25.4	21.8	31.7	25.1	13.2	16.1	35.3	56.2	73.6	68.2	76.5
DON'T KNOW	9.7	7.2	9.3	11.0	13.7	9.7	9.3	5.8	6.5	11.7	9.5	15.3	11.9	8.8	12.6	22.2	6.7	5.3	4.9	5.5
Net Diff.	-16.7	65.0	31.4	1.2	-18.9	-47.0	-62.2	-63.9	-48.9	8.8	26.5	-15.1	-7.5	48.7	14.7	-28.6	-53.4	-75.5	-64.9	-81.1
Mean	2.18	3.42	2.87	2.42	2.12	1.77	1.54	1.53	1.71	2.57	2.82	2.20	2.35	3.12	2.66	1.98	1.71	1.36	1.51	1.27



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

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	1721	1449	272	279	176	103
AGREE	36.8	37.6	35.0	40.4	31.4	37.9	39.0	32.4	29.6	32.2	25.2
Strongly	19.8	20.8	19.2	21.4	16.8	21.7	23.9	10.1	8.1	8.5	7.4
Somewhat	16.9	16.8	15.8	19.0	14.6	16.2	15.1	22.3	21.5	23.7	17.8
DISAGREE	53.5	52.6	56.6	48.8	59.4	54.2	54.4	53.3	49.2	48.4	50.5
Somewhat	13.5	12.8	12.7	13.4	14.9	12.0	10.4	20.1	22.7	23.2	21.9
Strongly	40.0	39.8	43.8	35.4	44.5	42.2	43.9	33.2	26.5	25.2	28.6
DON'T KNOW	9.7	9.8	8.5	10.8	9.2	7.9	6.7	14.3	21.2	19.4	24.3
Net Diff.	-16.7	-15.0	-21.6	-8.3	-27.9	-16.3	-15.4	-20.9	-19.5	-16.2	-25.2
Mean	2.18	2.21	2.11	2.30	2.04	2.19	2.20	2.11	2.14	2.19	2.05



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	192	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	36.8	63.3	13.3	65.6	11.0	20.1	67.2	11.9	29.2	33.3	20.8	
Strongly	19.8	38.0	5.2	38.9	3.6	5.1	40.4	4.4	12.9	14.9	6.1	
Somewhat	16.9	25.4	8.2	26.7	7.4	15.0	26.7	7.5	16.3	18.4	14.7	
DISAGREE	53.5	25.2	80.3	23.8	82.8	57.0	22.5	83.0	59.6	54.4	56.3	
Somewhat	13.5	12.1	12.8	12.3	13.3	19.7	10.9	12.5	20.2	21.4	18.4	
Strongly	40.0	13.1	67.5	11.5	69.5	37.2	11.6	70.5	39.4	33.0	37.8	
DON'T KNOW	9.7	11.5	6.4	10.5	6.1	22.9	10.3	5.0	11.2	12.3	22.9	
Net Diff.	-16.7	38.1	-67.0	41.8	-71.8	-36.9	44.6	-71.1	-30.4	-21.1	-35.4	
Mean	2.18	3.00	1.48	3.04	1.42	1.84	3.07	1.43	2.03	2.17	1.86	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

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	540	1460	902	854	244	490	827	294	533	1173
AGREE	36.8	17.3	44.0	62.9	12.6	24.6	29.4	14.7	18.2	12.7	52.3
Strongly	19.8	7.7	24.3	36.9	4.8	9.0	11.2	5.8	10.9	3.0	29.7
Somewhat	16.9	9.6	19.6	26.0	7.8	15.5	18.2	8.9	7.3	9.7	22.6
DISAGREE	53.5	76.1	45.1	26.9	81.7	53.2	55.1	79.2	76.7	80.5	35.4
Somewhat	13.5	14.4	13.1	12.6	13.1	17.9	20.1	13.4	10.0	15.3	13.5
Strongly	40.0	61.7	32.0	14.3	68.6	35.3	35.0	65.8	66.7	65.2	21.9
DON'T KNOW	9.7	6.6	10.9	10.2	5.7	22.2	15.5	6.2	5.1	6.7	12.3
Net Diff.	-16.7	-58.8	-1.1	36.1	-69.1	-28.6	-25.7	-64.5	-58.5	-67.8	16.9
Mean	2.18	1.61	2.41	2.95	1.46	1.98	2.07	1.52	1.60	1.47	2.69



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

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	830	890	724	736	540	408	280	251	316	456	289			
AGREE	36.8	65.1	13.7	63.3	15.2	30.6	69.3	22.1	35.0	55.6	10.9	26.9			
Strongly	19.8	39.3	4.9	37.5	5.8	15.2	45.1	8.6	18.3	27.6	4.2	12.6			
Somewhat	16.9	25.8	8.8	25.8	9.3	15.4	24.1	13.6	16.7	28.0	6.8	14.3			
DISAGREE	53.5	24.3	80.1	26.1	77.8	57.1	23.0	72.6	56.2	30.0	81.0	57.9			
Somewhat	13.5	11.7	13.4	11.4	13.1	16.7	11.1	14.4	12.9	11.8	12.4	20.0			
Strongly	40.0	12.6	66.8	14.7	64.7	40.4	11.9	58.2	43.2	18.2	68.6	38.0			
DON'T KNOW	9.7	10.6	6.1	10.6	7.0	12.3	7.7	5.3	8.9	14.4	8.1	15.2			
Net Diff.	-16.7	40.8	-66.4	37.2	-62.6	-26.5	46.2	-50.5	-21.2	25.6	-70.0	-31.1			
Mean	2.18	3.03	1.49	2.96	1.53	2.06	3.11	1.71	2.11	2.76	1.42	2.02			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	36.8	17.1	19.4	15.4	26.4	57.3	70.9	62.8	69.5	44.0	67.7	11.8	18.5	27.5	21.9	25.0	55.4
Strongly	19.8	8.3	11.4	6.0	11.1	27.4	53.3	37.8	43.4	17.3	42.1	4.8	6.2	13.0	11.3	12.2	28.0
Somewhat	16.9	8.8	8.1	9.3	15.3	30.0	17.6	25.0	26.0	26.8	25.6	7.0	12.4	14.5	10.6	12.8	27.4
DISAGREE	53.5	77.4	77.4	77.4	59.7	34.9	18.6	28.3	20.8	37.3	23.6	83.4	70.3	65.4	70.2	61.2	33.8
Somewhat	13.5	12.7	8.7	15.6	16.0	15.1	6.0	11.5	14.9	13.5	10.7	11.0	15.9	18.0	20.6	17.1	12.1
Strongly	40.0	64.7	68.7	61.8	43.7	19.8	12.5	16.9	5.9	23.8	12.9	72.5	54.4	47.4	49.6	44.1	21.7
DON'T KNOW	9.7	5.5	3.2	7.2	13.8	7.8	10.5	8.9	9.8	18.6	8.7	4.7	11.2	7.1	7.9	13.8	10.8
Net Diff.	-16.7	-60.3	-57.9	-62.0	-33.3	22.4	52.4	34.4	48.7	6.7	44.0	-71.6	-51.8	-37.9	-48.4	-36.2	21.5
Mean	2.18	1.58	1.61	1.56	1.93	2.70	3.25	2.92	3.18	2.46	3.06	1.41	1.67	1.93	1.82	1.92	2.69



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	36.8	14.6	30.1	64.1	34.0	35.2	69.3	30.6	37.9	39.3	35.5	31.3	40.3	43.9	43.9	24.7
Strongly	19.8	5.8	13.0	37.9	14.5	21.2	59.1	16.1	19.9	19.6	20.4	17.9	20.3	26.8	24.8	12.0
Somewhat	16.9	8.7	17.0	26.2	19.5	14.0	10.1	14.5	18.0	19.7	15.1	13.4	20.0	17.1	19.0	12.8
DISAGREE	53.5	77.2	58.9	24.9	54.8	58.2	17.8	63.6	52.6	51.7	54.0	53.7	48.9	42.9	46.5	67.2
Somewhat	13.5	13.3	20.1	11.4	16.4	13.3	6.1	14.3	13.8	13.0	15.1	11.8	11.5	13.4	14.5	14.4
Strongly	40.0	63.9	38.8	13.4	38.4	44.9	11.8	49.3	38.8	38.8	39.0	41.9	37.5	29.5	32.0	52.9
DON'T KNOW	9.7	8.2	11.0	11.0	11.2	6.6	12.9	5.8	9.5	8.9	10.5	15.0	10.7	13.1	9.6	8.0
Net Diff.	-16.7	-62.6	-28.9	39.2	-20.8	-23.0	51.4	-33.0	-14.7	-12.4	-18.6	-22.4	-8.6	1.0	-2.6	-42.5
Mean	2.18	1.53	2.05	3.00	2.11	2.12	3.34	1.97	2.21	2.22	2.19	2.09	2.26	2.47	2.41	1.82



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

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	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	36.8	40.2	30.0	30.7	28.5	49.7	38.5	31.7	22.7	38.4	33.2	27.9	31.2	49.0	48.8	28.4	38.1	22.1	37.9	25.4
Strongly	19.8	21.9	15.8	15.3	16.6	29.6	21.9	15.0	10.5	21.3	16.6	12.6	16.5	20.8	28.5	14.4	22.0	7.3	20.8	12.8
Somewhat	16.9	18.3	14.2	15.4	11.9	20.2	16.6	16.7	12.2	17.1	16.6	15.3	14.6	28.2	20.3	14.0	16.1	14.8	17.0	12.6
DISAGREE	53.5	48.8	62.7	61.0	66.1	41.8	56.6	55.1	67.8	52.4	55.8	61.8	57.2	42.2	43.6	60.8	59.1	63.3	54.1	59.8
Somewhat	13.5	13.0	14.4	16.6	10.0	12.2	13.3	13.7	15.3	12.7	15.2	14.8	14.1	18.4	11.4	13.9	13.1	15.8	12.6	15.4
Strongly	40.0	35.8	48.3	44.4	56.1	29.6	43.3	41.4	52.5	39.7	40.7	47.0	43.1	23.8	32.2	47.0	46.0	47.5	41.6	44.4
DON'T KNOW	9.7	11.0	7.3	8.3	5.4	8.5	4.8	13.2	9.4	9.2	10.9	10.3	11.7	8.7	7.5	10.8	2.8	14.6	8.0	14.8
Net Diff.	-16.7	-8.5	-32.7	-30.3	-37.6	7.9	-18.1	-23.5	-45.1	-13.9	-22.6	-33.9	-26.0	6.8	5.2	-32.5	-21.0	-41.2	-16.2	-34.4
Mean	2.18	2.30	1.97	2.02	1.88	2.54	2.18	2.06	1.79	2.22	2.10	1.93	2.05	2.50	2.49	1.95	2.14	1.79	2.19	1.93



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060	
AGREE	36.8	30.0	35.9	35.3	38.7	36.7	39.2	34.4	38.3	35.7	38.1	46.0	28.6	
Strongly	19.8	12.1	16.7	15.7	23.2	21.7	23.1	15.3	22.7	17.6	22.5	27.0	13.4	
Somewhat	16.9	18.0	19.2	19.6	15.5	15.0	16.0	19.1	15.6	18.1	15.6	19.0	15.1	
DISAGREE	53.5	59.2	50.6	52.9	50.4	54.7	54.6	53.4	53.5	52.5	54.6	46.7	59.5	
Somewhat	13.5	19.8	16.0	16.0	12.8	11.7	10.2	16.8	11.4	15.6	10.8	12.6	14.3	
Strongly	40.0	39.3	34.5	36.9	37.6	43.0	44.4	36.6	42.2	36.9	43.8	34.1	45.3	
DON'T KNOW	9.7	10.8	13.5	11.8	10.9	8.7	6.2	12.2	8.2	11.8	7.2	7.3	11.9	
Net Diff.	-16.7	-29.1	-14.6	-17.6	-11.8	-18.0	-15.4	-19.0	-15.3	-16.9	-16.5	-0.6	-31.0	
Mean	2.18	2.03	2.21	2.16	2.27	2.17	2.19	2.15	2.20	2.19	2.18	2.42	1.96	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

78. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "THE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP MAKE ME FEEL LIKE I COULD BE TARGETED BY THE GOVERNMENT AS WELL."

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS	URBAN	URBAN		
				/SLNTG				/SLNTG				/SLNTG				
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	36.8	32.9	34.5	37.9	38.9	53.2	41.9	46.8	45.9	21.2	29.6	28.3	31.2	38.1	34.7	40.1
Strongly	19.8	13.6	16.1	22.0	22.9	24.4	21.7	29.4	28.7	7.4	12.5	13.9	16.7	19.2	18.5	24.0
Somewhat	16.9	19.3	18.3	15.9	15.9	28.8	20.1	17.4	17.2	13.7	17.2	14.4	14.5	18.9	16.2	16.1
DISAGREE	53.5	55.6	52.8	51.7	54.6	41.2	50.1	44.1	48.2	64.0	54.5	60.0	61.6	54.2	56.2	46.0
Somewhat	13.5	18.7	15.5	12.7	10.8	17.1	15.7	12.3	10.0	19.7	15.4	13.2	11.6	14.7	12.8	13.4
Strongly	40.0	36.9	37.3	39.0	43.8	24.0	34.4	31.8	38.2	44.4	39.1	46.7	50.0	39.4	43.3	32.6
DON'T KNOW	9.7	11.5	12.8	10.4	6.5	5.7	8.0	9.1	6.0	14.8	15.9	11.8	7.1	7.7	9.2	13.8
Net Diff.	-16.7	-22.7	-18.3	-13.8	-15.7	12.0	-8.2	2.8	-2.3	-42.9	-24.9	-31.7	-30.4	-16.0	-21.5	-5.9
Mean	2.18	2.11	2.15	2.23	2.19	2.57	2.32	2.49	2.39	1.81	2.04	1.95	1.98	2.19	2.11	2.37



Table 79 Page 841
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	43.2	88.1	75.2	52.5	41.8	24.2	15.9	18.4	23.1	57.8	68.7	44.7	43.0	87.2	61.9	25.1	17.3	9.5	11.8	8.3
Strongly	30.0	83.6	59.6	34.1	23.6	11.9	7.5	10.7	12.8	41.0	54.5	24.2	24.3	72.0	33.1	12.4	8.9	4.8	6.4	3.9
Somewhat	13.2	4.5	15.6	18.4	18.2	12.3	8.4	7.8	10.2	16.8	14.3	20.5	18.7	15.2	28.8	12.6	8.4	4.7	5.4	4.4
DISAGREE	50.1	6.9	20.1	40.4	49.4	65.8	80.0	76.1	70.7	33.7	25.5	43.3	45.5	8.0	31.2	52.2	77.7	87.7	84.5	89.4
Somewhat	9.2	1.2	4.0	10.7	12.3	10.5	14.2	6.2	10.2	10.2	6.1	12.8	21.7	2.2	18.1	14.8	13.1	6.9	9.0	5.8
Strongly	40.9	5.6	16.1	29.7	37.1	55.3	65.8	70.0	60.5	23.5	19.3	30.6	23.7	5.8	13.0	37.5	64.6	80.8	75.6	83.7
DON'T KNOW	6.7	5.0	4.8	7.1	8.8	10.0	4.1	5.4	6.2	8.5	5.8	11.9	11.6	4.8	6.9	22.7	5.0	2.8	3.7	2.3
Net Diff.	-6.9	81.3	55.1	12.2	-7.6	-41.5	-64.2	-57.7	-47.6	24.1	43.2	1.4	-2.5	79.3	30.7	-27.1	-60.4	-78.2	-72.7	-81.2
Mean	2.35	3.75	3.25	2.61	2.31	1.79	1.56	1.57	1.74	2.82	3.10	2.44	2.49	3.61	2.88	2.00	1.60	1.31	1.40	1.27



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
AGREE	43.2	44.8	40.7	46.8	38.1	45.4	46.2	41.0	29.5	32.7	24.1
Strongly	30.0	31.6	27.1	32.8	26.7	32.9	35.8	17.1	12.3	14.1	9.1
Somewhat	13.2	13.2	13.6	13.9	11.4	12.5	10.4	23.9	17.3	18.5	15.1
DISAGREE	50.1	48.6	53.7	46.1	54.5	50.1	50.2	49.7	49.8	50.8	48.0
Somewhat	9.2	8.9	10.6	9.4	7.6	7.2	5.5	16.3	21.4	23.0	18.7
Strongly	40.9	39.7	43.1	36.8	46.9	42.9	44.7	33.4	28.3	27.8	29.2
DON'T KNOW	6.7	6.6	5.6	7.1	7.4	4.5	3.6	9.3	20.7	16.5	27.9
Net Diff.	-6.9	-3.8	-13.1	0.6	-16.4	-4.8	-4.0	-8.7	-20.2	-18.1	-23.8
Mean	2.35	2.39	2.26	2.46	2.19	2.37	2.39	2.27	2.17	2.23	2.05



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
AGREE	43.2	76.3	13.0	81.3	9.8	18.6	85.2	10.4	28.5	27.3	20.8
Strongly	30.0	58.3	6.1	59.7	4.7	7.3	65.1	5.3	15.0	16.7	5.0
Somewhat	13.2	18.0	6.9	21.6	5.0	11.3	20.1	5.1	13.5	10.6	15.8
DISAGREE	50.1	17.0	84.1	12.6	86.6	57.6	10.5	86.9	60.0	59.8	54.7
Somewhat	9.2	7.2	8.7	7.7	9.0	16.8	6.1	7.9	15.5	16.4	17.6
Strongly	40.9	9.8	75.4	4.8	77.5	40.8	4.4	79.0	44.4	43.4	37.1
DON'T KNOW	6.7	6.7	2.9	6.2	3.7	23.8	4.3	2.8	11.5	12.8	24.6
Net Diff.	-6.9	59.3	-71.1	68.7	-76.8	-39.0	74.7	-76.5	-31.4	-32.5	-33.9
Mean	2.35	3.34	1.42	3.45	1.35	1.80	3.53	1.35	1.99	2.01	1.85



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

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	540	1460	902	854	244	490	827	294	533	1173
AGREE	43.2	17.9	52.5	77.8	11.8	25.1	30.7	13.5	15.2	12.6	64.0
Strongly	30.0	10.3	37.3	57.5	6.0	12.4	16.2	7.3	10.7	5.4	46.0
Somewhat	13.2	7.6	15.2	20.3	5.8	12.6	14.4	6.2	4.5	7.2	18.0
DISAGREE	50.1	75.8	40.6	16.6	84.8	52.2	54.1	81.4	80.7	81.8	28.0
Somewhat	9.2	9.6	9.0	8.2	8.7	14.8	16.6	9.0	6.0	10.7	9.3
Strongly	40.9	66.2	31.5	8.5	76.1	37.5	37.5	72.4	74.7	71.1	18.7
DON'T KNOW	6.7	6.3	6.9	5.6	3.4	22.7	15.3	5.1	4.1	5.6	7.9
Net Diff.	-6.9	-57.8	11.9	61.2	-73.1	-27.1	-23.4	-67.9	-65.5	-69.1	36.0
Mean	2.35	1.60	2.63	3.34	1.40	2.00	2.11	1.46	1.49	1.44	2.99



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

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	830	890	724	736	540	408	280	251	316	456	289
AGREE	43.2	80.3	13.0	80.1	13.5	34.2	81.9	18.0	38.9	77.6	10.7	30.1
Strongly	30.0	61.2	6.4	60.6	6.6	20.8	64.3	8.8	26.2	55.8	5.3	16.2
Somewhat	13.2	19.1	6.7	19.5	6.9	13.4	17.6	9.1	12.7	21.8	5.4	13.9
DISAGREE	50.1	13.9	83.2	14.9	82.0	53.8	14.8	78.8	53.8	15.0	83.9	53.8
Somewhat	9.2	8.0	8.5	6.7	10.3	10.9	6.9	11.5	10.6	6.5	9.6	11.2
Strongly	40.9	6.0	74.8	8.1	71.6	42.9	7.8	67.3	43.2	8.5	74.3	42.6
DON'T KNOW	6.7	5.8	3.7	5.1	4.6	12.0	3.3	3.3	7.3	7.3	5.4	16.1
Net Diff.	-6.9	66.3	-70.2	65.2	-68.5	-19.6	67.2	-60.8	-14.9	62.6	-73.2	-23.7
Mean	2.35	3.44	1.43	3.40	1.46	2.14	3.43	1.58	2.24	3.35	1.38	2.04



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	43.2	15.8	15.6	15.9	31.4	71.7	84.0	76.6	75.4	65.3	84.0	9.8	16.4	30.0	21.4	28.5	62.4
Strongly	30.0	9.8	12.0	8.1	17.4	47.9	74.9	58.7	50.9	39.3	66.5	5.5	6.6	15.2	14.1	16.2	40.9
Somewhat	13.2	6.0	3.6	7.8	14.0	23.8	9.1	17.9	24.5	26.0	17.5	4.3	9.8	14.8	7.3	12.3	21.5
DISAGREE	50.1	80.3	80.9	79.9	58.0	23.6	10.3	18.3	22.0	26.6	11.5	87.4	75.9	64.9	68.5	57.8	29.4
Somewhat	9.2	8.4	5.3	10.6	13.4	7.9	2.1	5.6	11.7	14.4	4.5	7.7	15.1	10.6	10.5	11.7	8.6
Strongly	40.9	71.9	75.6	69.3	44.6	15.6	8.2	12.7	10.3	12.2	7.0	79.7	60.9	54.3	58.0	46.1	20.8
DON'T KNOW	6.7	3.9	3.5	4.2	10.6	4.7	5.6	5.1	2.6	8.1	4.5	2.8	7.7	5.1	10.1	13.7	8.2
Net Diff.	-6.9	-64.5	-65.2	-64.0	-26.6	48.1	73.7	58.4	53.5	38.7	72.5	-77.6	-59.5	-34.9	-47.2	-29.3	33.0
Mean	2.35	1.52	1.50	1.53	2.05	3.09	3.60	3.29	3.19	3.01	3.50	1.34	1.59	1.90	1.75	1.98	2.90



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	43.2	13.5	33.7	79.8	39.9	37.4	53.0	35.3	44.8	45.8	43.0	39.5	48.6	58.7	49.8	28.9
Strongly	30.0	6.6	15.6	61.3	22.9	27.8	39.6	26.2	30.9	31.2	30.4	26.9	34.6	37.6	35.9	19.0
Somewhat	13.2	6.9	18.1	18.5	16.9	9.7	13.4	9.2	13.9	14.7	12.6	12.6	14.0	21.2	14.0	9.9
DISAGREE	50.1	81.1	52.8	14.1	51.1	55.0	33.6	57.9	48.8	48.5	49.4	52.4	44.9	32.9	45.5	63.1
Somewhat	9.2	9.4	16.0	6.6	13.3	11.4	15.4	10.8	8.7	8.9	8.3	9.9	8.0	8.3	10.4	8.4
Strongly	40.9	71.7	36.8	7.5	37.8	43.6	18.2	47.1	40.2	39.6	41.1	42.4	36.9	24.5	35.1	54.7
DON'T KNOW	6.7	5.3	13.5	6.0	9.0	7.6	13.3	6.8	6.4	5.7	7.6	8.1	6.5	8.4	4.6	8.0
Net Diff.	-6.9	-67.6	-19.1	65.7	-11.3	-17.6	19.4	-22.6	-4.0	-2.7	-6.3	-12.9	3.7	25.9	4.3	-34.2
Mean	2.35	1.46	2.14	3.42	2.27	2.23	2.86	2.15	2.38	2.40	2.35	2.26	2.49	2.78	2.53	1.93



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	43.2	48.0	33.8	36.8	27.8	56.4	41.1	40.3	27.6	46.9	35.2	34.4	29.2	46.4	54.5	39.5	47.0	27.3	37.5	22.0
Strongly	30.0	33.2	23.7	25.2	20.5	41.8	28.9	25.4	19.2	34.5	20.4	19.0	15.1	28.8	42.5	26.8	28.7	13.6	17.0	13.5
Somewhat	13.2	14.7	10.1	11.6	7.3	14.6	12.3	14.9	8.4	12.4	14.8	15.3	14.1	17.6	12.1	12.7	18.3	13.7	20.6	8.5
DISAGREE	50.1	44.6	60.9	57.2	68.4	38.6	55.9	50.0	65.2	46.8	57.1	59.6	62.4	47.4	40.8	52.5	52.1	63.8	58.7	65.5
Somewhat	9.2	8.8	10.0	9.5	11.0	9.1	9.6	8.5	10.3	8.6	10.4	10.9	9.1	16.0	9.5	7.8	7.7	12.7	7.5	10.4
Strongly	40.9	35.8	50.9	47.7	57.5	29.5	46.3	41.4	54.9	38.2	46.7	48.7	53.3	31.4	31.4	44.7	44.4	51.2	51.3	55.0
DON'T KNOW	6.7	7.5	5.3	6.0	3.8	5.0	3.0	9.7	7.2	6.3	7.7	6.0	8.4	6.1	4.6	7.9	0.9	8.9	3.8	12.5
Net Diff.	-6.9	3.4	-27.1	-20.4	-40.6	17.8	-14.8	-9.7	-37.6	0.1	-21.8	-25.2	-33.2	-1.0	13.7	-13.0	-5.2	-36.6	-21.2	-43.4
Mean	2.35	2.49	2.07	2.15	1.90	2.72	2.24	2.27	1.91	2.46	2.10	2.05	1.90	2.47	2.69	2.23	2.31	1.89	2.03	1.78



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	43.2	35.7	38.6	40.9	45.7	45.7	45.9	39.0	45.8	41.0	45.8	51.4	35.9
Strongly	30.0	18.2	22.7	25.2	31.9	32.8	37.4	22.9	34.5	25.5	35.4	37.6	23.3
Somewhat	13.2	17.5	15.9	15.8	13.9	12.9	8.5	16.1	11.3	15.5	10.4	13.8	12.6
DISAGREE	50.1	53.4	49.9	51.0	47.8	49.0	50.7	51.1	49.4	50.2	50.0	44.3	55.2
Somewhat	9.2	17.5	11.2	11.1	9.3	8.4	4.9	12.4	7.1	11.5	6.4	9.2	9.1
Strongly	40.9	35.9	38.7	39.9	38.5	40.6	45.9	38.7	42.3	38.7	43.6	35.0	46.1
DON'T KNOW	6.7	11.0	11.5	8.0	6.5	5.4	3.4	9.8	4.8	8.8	4.2	4.4	8.9
Net Diff.	-6.9	-17.7	-11.4	-10.1	-2.0	-3.3	-4.9	-12.1	-3.6	-9.2	-4.2	7.1	-19.3
Mean	2.35	2.20	2.25	2.28	2.42	2.40	2.39	2.26	2.40	2.31	2.39	2.56	2.14



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

79. DO YOU AGREE OR DISAGREE THAT FORMER PRESIDENT DONALD TRUMP IS BEING TREATED UNFAIRLY BY THE JUSTICE SYSTEM?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	43.2	36.8	39.7	45.4	46.1	55.4	42.1	54.9	52.7	26.0	38.2	35.2	38.9	38.9	43.1	49.0
Strongly	30.0	18.5	25.0	30.8	36.9	27.6	28.0	38.8	44.1	13.2	23.0	22.1	29.1	25.0	30.8	34.6
Somewhat	13.2	18.3	14.7	14.6	9.2	27.8	14.1	16.0	8.6	12.8	15.2	13.1	9.8	13.9	12.3	14.4
DISAGREE	50.1	51.8	51.1	47.8	50.5	39.2	51.0	40.3	45.0	59.2	51.2	55.9	56.5	55.2	50.7	41.6
Somewhat	9.2	16.5	10.3	9.6	5.6	16.6	10.1	9.8	6.6	16.5	10.4	9.4	4.4	10.3	8.7	8.9
Strongly	40.9	35.3	40.8	38.2	44.9	22.6	40.9	30.5	38.4	42.7	40.8	46.5	52.1	44.9	42.0	32.7
DON'T KNOW	6.7	11.4	9.2	6.8	3.4	5.5	6.9	4.8	2.4	14.8	10.7	8.8	4.6	5.8	6.2	9.4
Net Diff.	-6.9	-15.0	-11.4	-2.4	-4.4	16.2	-8.9	14.5	7.7	-33.1	-13.0	-20.7	-17.5	-16.3	-7.6	7.4
Mean	2.35	2.23	2.26	2.41	2.39	2.64	2.31	2.66	2.60	1.96	2.23	2.12	2.17	2.20	2.34	2.56



Table 80 Page 851
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	54.4	92.2	81.4	65.7	57.4	36.9	30.4	28.4	30.3	70.4	77.3	61.1	63.3	92.8	75.8	48.2	33.7	17.5	21.7	15.3
Strongly	37.4	86.5	71.5	44.1	33.3	16.9	11.0	15.3	19.3	51.0	63.6	34.9	36.4	83.2	46.1	21.7	12.5	6.2	7.7	5.3
Somewhat	17.0	5.7	9.9	21.6	24.1	20.0	19.4	13.1	11.0	19.4	13.8	26.2	26.9	9.5	29.6	26.5	21.2	11.4	14.0	10.0
DISAGREE	38.8	4.6	14.1	28.5	34.5	52.6	60.9	67.1	61.9	22.5	17.9	28.6	27.2	5.5	17.5	33.5	57.2	76.1	71.6	78.6
Somewhat	8.8	1.2	3.2	7.5	9.4	14.3	11.6	9.8	12.5	7.4	4.5	10.7	11.4	1.3	9.5	9.8	15.9	12.0	13.3	11.2
Strongly	30.0	3.3	10.9	21.0	25.1	38.2	49.3	57.4	49.3	15.1	13.4	17.8	15.8	4.2	8.0	23.7	41.3	64.2	58.3	67.4
DON'T KNOW	6.9	3.2	4.5	5.8	8.1	10.6	8.7	4.5	7.8	7.1	4.8	10.3	9.4	1.7	6.7	18.3	9.1	6.3	6.7	6.1
Net Diff.	15.6	87.7	67.3	37.2	22.9	-15.7	-30.5	-38.7	-31.5	47.9	59.4	32.5	36.1	87.2	58.2	14.7	-23.4	-58.6	-49.8	-63.3
Mean	2.66	3.81	3.49	2.94	2.71	2.17	1.91	1.86	2.00	3.14	3.34	2.87	2.93	3.75	3.22	2.57	2.05	1.57	1.69	1.50



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv /Not at All
Total	2000	350	450	768	432	1721	1449	272	279	176	103
AGREE	54.4	54.7	51.0	58.2	50.7	55.0	54.6	57.0	50.6	50.3	51.1
Strongly	37.4	38.3	33.9	40.2	35.2	40.1	43.0	24.3	20.7	22.8	17.2
Somewhat	17.0	16.3	17.1	18.1	15.4	14.9	11.6	32.6	29.9	27.5	33.9
DISAGREE	38.8	39.7	41.9	34.0	43.2	40.1	41.3	33.5	30.8	32.6	27.7
Somewhat	8.8	9.1	9.5	8.5	8.2	8.0	6.5	15.9	13.4	13.5	13.4
Strongly	30.0	30.6	32.4	25.5	35.0	32.0	34.7	17.7	17.3	19.1	14.3
DON'T KNOW	6.9	5.6	7.1	7.8	6.1	5.0	4.1	9.5	18.6	17.1	21.2
Net Diff.	15.6	15.0	9.2	24.3	7.4	14.9	13.3	23.4	19.8	17.7	23.4
Mean	2.66	2.66	2.57	2.79	2.54	2.66	2.66	2.70	2.66	2.65	2.69



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	54.4	85.9	22.4	90.6	20.5	40.3	92.9	19.4	50.6	52.6	39.6	
Strongly	37.4	69.3	9.1	72.7	6.2	15.6	77.9	6.5	21.4	21.4	15.5	
Somewhat	17.0	16.6	13.3	17.9	14.4	24.7	15.0	12.9	29.2	31.2	24.1	
DISAGREE	38.8	10.7	70.8	6.3	72.4	35.2	5.2	75.0	40.5	38.0	32.4	
Somewhat	8.8	3.9	10.9	3.0	13.9	12.2	2.4	13.1	12.7	14.0	12.3	
Strongly	30.0	6.8	59.9	3.3	58.5	23.1	2.8	61.9	27.8	24.0	20.1	
DON'T KNOW	6.9	3.5	6.7	3.0	7.0	24.5	1.9	5.6	8.9	9.4	28.1	
Net Diff.	15.6	75.2	-48.4	84.3	-51.9	5.0	87.7	-55.7	10.1	14.6	7.2	
Mean	2.66	3.54	1.70	3.65	1.66	2.43	3.71	1.62	2.49	2.55	2.49	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

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	540	1460	902	854	244	490	827	294	533	1173	
AGREE	54.4	27.2	64.4	86.4	22.2	48.2	50.6	23.8	23.6	23.9	75.9	
Strongly	37.4	12.0	46.8	69.4	8.0	21.7	24.0	9.5	11.9	8.2	57.0	
Somewhat	17.0	15.2	17.6	17.0	14.3	26.5	26.6	14.3	11.7	15.7	18.9	
DISAGREE	38.8	65.1	29.0	10.0	70.6	33.5	37.0	68.6	71.8	66.8	17.7	
Somewhat	8.8	12.7	7.3	4.4	13.1	9.8	12.4	12.3	8.1	14.6	6.3	
Strongly	30.0	52.4	21.7	5.6	57.5	23.7	24.7	56.3	63.7	52.2	11.4	
DON'T KNOW	6.9	7.7	6.6	3.6	7.1	18.3	12.3	7.6	4.7	9.3	6.4	
Net Diff.	15.6	-37.9	35.4	76.4	-48.4	14.7	13.6	-44.8	-48.2	-43.0	58.2	
Mean	2.66	1.86	2.96	3.56	1.71	2.57	2.57	1.75	1.70	1.78	3.30	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

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	830	890	724	736	540	408	280	251	316	456	289
AGREE	54.4	90.3	22.2	88.2	25.0	49.0	87.9	27.9	52.7	88.7	23.2	45.8
Strongly	37.4	73.6	7.9	71.3	9.4	30.1	74.1	9.7	35.2	67.6	9.2	25.7
Somewhat	17.0	16.7	14.3	17.0	15.6	18.9	13.7	18.2	17.5	21.1	14.0	20.1
DISAGREE	38.8	6.5	70.6	8.5	67.3	40.4	9.3	67.2	38.8	7.5	67.3	41.8
Somewhat	8.8	3.2	12.6	3.7	12.3	10.8	4.9	12.9	11.9	2.2	11.9	9.8
Strongly	30.0	3.3	58.0	4.8	55.0	29.6	4.4	54.3	27.0	5.3	55.4	32.0
DON'T KNOW	6.9	3.2	7.2	3.3	7.7	10.6	2.9	4.8	8.5	3.8	9.5	12.4
Net Diff.	15.6	83.8	-48.5	79.7	-42.3	8.6	78.6	-39.3	13.8	81.2	-44.2	4.0
Mean	2.66	3.66	1.70	3.60	1.78	2.55	3.62	1.82	2.67	3.57	1.74	2.45



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	54.4	26.9	28.5	25.8	46.1	79.9	90.9	84.3	78.7	80.6	90.7	21.2	29.4	35.6	34.3	44.1	76.0
Strongly	37.4	11.9	14.5	10.0	25.8	59.8	83.1	69.1	62.6	55.6	75.7	6.9	11.7	18.9	16.1	23.9	60.8
Somewhat	17.0	15.0	13.9	15.8	20.3	20.1	7.9	15.2	16.1	24.9	15.0	14.3	17.7	16.8	18.2	20.2	15.3
DISAGREE	38.8	68.1	66.9	68.9	43.0	15.9	4.6	11.3	18.7	14.5	6.3	73.8	58.5	53.8	59.3	43.5	15.6
Somewhat	8.8	11.7	4.8	16.7	11.1	6.6	0.3	4.1	7.7	4.5	3.3	11.7	13.7	10.4	13.3	11.9	5.1
Strongly	30.0	56.4	62.1	52.2	31.9	9.3	4.2	7.3	11.0	10.0	3.1	62.1	44.7	43.4	46.0	31.6	10.5
DON'T KNOW	6.9	5.0	4.6	5.3	10.9	4.2	4.5	4.3	2.6	4.9	2.9	4.9	12.1	10.6	6.3	12.4	8.4
Net Diff.	15.6	-41.1	-38.5	-43.1	3.1	64.0	86.4	73.0	60.0	66.1	84.4	-52.6	-29.0	-18.2	-25.0	0.6	60.4
Mean	2.66	1.82	1.80	1.83	2.45	3.36	3.78	3.53	3.34	3.33	3.68	1.64	1.96	2.12	2.05	2.42	3.38



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	54.4	25.1	49.5	89.1	52.6	49.5	69.8	46.8	55.4	55.9	54.8	53.1	58.3	67.6	61.1	40.5
Strongly	37.4	9.6	25.0	72.9	31.5	31.5	38.2	30.6	39.1	39.7	38.0	33.3	42.6	51.5	43.8	23.0
Somewhat	17.0	15.4	24.5	16.2	21.1	18.1	31.6	16.2	16.4	16.1	16.8	19.7	15.7	16.1	17.3	17.5
DISAGREE	38.8	66.5	38.3	7.6	38.9	42.8	16.9	46.3	37.8	37.9	37.6	40.2	36.3	26.0	33.6	49.6
Somewhat	8.8	12.3	11.8	3.7	12.1	9.6	2.7	10.5	8.7	8.6	9.1	7.9	8.4	8.7	9.3	9.9
Strongly	30.0	54.2	26.4	3.9	26.8	33.2	14.2	35.7	29.0	29.3	28.6	32.3	28.0	17.3	24.3	39.7
DON'T KNOW	6.9	8.4	12.2	3.3	8.6	7.7	13.3	7.0	6.8	6.3	7.6	6.7	5.4	6.4	5.3	9.9
Net Diff.	15.6	-41.5	11.2	81.5	13.7	6.7	52.8	0.5	17.7	18.0	17.1	12.8	21.9	41.5	27.5	-9.2
Mean	2.66	1.79	2.55	3.64	2.63	2.52	3.08	2.45	2.70	2.71	2.69	2.58	2.77	3.09	2.85	2.26



Table 80 Page 858
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	54.4	59.4	44.5	47.5	38.6	65.2	51.3	54.1	38.8	57.4	48.0	45.3	43.5	60.5	63.0	51.9	50.1	42.6	52.4	35.7
Strongly	37.4	42.7	26.9	29.6	21.5	50.2	32.8	35.9	21.9	41.0	29.7	29.7	22.1	39.0	48.1	34.2	38.2	24.9	27.6	17.4
Somewhat	17.0	16.7	17.6	17.9	17.0	14.9	18.4	18.3	16.9	16.4	18.3	15.6	21.3	21.5	15.0	17.7	11.8	17.7	24.9	18.3
DISAGREE	38.8	33.3	49.4	46.3	55.6	29.1	45.3	37.1	52.8	36.6	43.2	49.0	44.6	34.4	32.5	40.7	48.9	49.0	38.8	49.6
Somewhat	8.8	8.2	10.0	9.8	10.3	9.5	8.4	6.9	11.3	7.6	11.3	10.3	12.8	9.8	8.1	7.2	10.4	10.3	13.8	11.9
Strongly	30.0	25.2	39.4	36.5	45.3	19.6	37.0	30.2	41.5	29.0	32.0	38.6	31.8	24.5	24.4	33.5	38.5	38.7	25.0	37.7
DON'T KNOW	6.9	7.3	6.1	6.2	5.9	5.7	3.4	8.7	8.4	6.0	8.8	5.8	12.0	5.2	4.5	7.4	1.0	8.4	8.8	14.7
Net Diff.	15.6	26.1	-4.9	1.2	-17.0	36.0	5.9	17.0	-14.0	20.7	4.7	-3.7	-1.1	26.1	30.5	11.2	1.2	-6.4	13.6	-13.9
Mean	2.66	2.83	2.34	2.43	2.16	3.02	2.49	2.66	2.21	2.74	2.50	2.39	2.38	2.79	2.91	2.57	2.50	2.31	2.60	2.18



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	54.4	56.0	54.3	57.7	53.8	55.8	50.9	56.2	53.2	55.5	53.0	60.6	48.8
Strongly	37.4	27.6	32.2	32.6	38.1	42.1	42.3	31.4	41.1	33.4	42.2	44.5	31.1
Somewhat	17.0	28.4	22.1	25.1	15.8	13.7	8.5	24.8	12.1	22.1	10.7	16.1	17.8
DISAGREE	38.8	33.9	34.8	36.0	39.0	37.3	45.0	35.2	41.0	36.3	41.8	34.5	42.6
Somewhat	8.8	14.7	10.8	8.8	8.4	6.9	7.5	10.7	7.6	10.0	7.2	9.1	8.4
Strongly	30.0	19.2	24.0	27.2	30.5	30.4	37.5	24.5	33.5	26.3	34.5	25.3	34.1
DON'T KNOW	6.9	10.1	10.9	6.3	7.2	6.9	4.1	8.6	5.8	8.2	5.3	4.9	8.6
Net Diff.	15.6	22.0	19.5	21.8	14.9	18.4	5.8	21.1	12.2	19.2	11.2	26.1	6.3
Mean	2.66	2.72	2.70	2.67	2.66	2.72	2.58	2.69	2.65	2.68	2.64	2.84	2.50



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

80. DO YOU AGREE OR DISAGREE THAT THESE INDICTMENTS ARE BEING DONE TO PREVENT DONALD TRUMP FROM BECOMING PRESIDENT AGAIN?

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	NIALS	/SLNTG	NIALS	NIALS	/SLNTG	NIALS	NIALS	/SLNTG	NIALS	NIALS	/SLNTG	URBAN	URBAN	
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	54.4	54.8	56.9	54.6	52.2	70.3	57.3	62.8	58.3	45.9	56.6	45.8	45.6	48.2	54.7	61.7
Strongly	37.4	28.8	33.0	38.0	42.9	41.4	31.6	47.9	49.5	21.5	33.9	27.4	35.8	29.6	38.8	44.3
Somewhat	17.0	26.1	23.9	16.6	9.3	28.9	25.7	14.9	8.8	24.4	22.7	18.4	9.8	18.7	15.9	17.4
DISAGREE	38.8	34.7	35.4	38.1	43.1	22.8	35.6	32.6	38.1	41.5	35.2	44.0	48.5	44.4	39.1	30.3
Somewhat	8.8	13.3	9.1	8.7	7.1	11.1	10.9	9.4	7.5	14.5	7.9	7.9	6.6	12.4	7.6	6.7
Strongly	30.0	21.4	26.3	29.4	36.0	11.7	24.8	23.1	30.6	27.0	27.3	36.1	41.9	32.0	31.5	23.6
DON'T KNOW	6.9	10.5	7.7	7.3	4.7	6.9	7.0	4.6	3.6	12.6	8.2	10.3	5.9	7.4	6.1	8.1
Net Diff.	15.6	20.1	21.6	16.5	9.1	47.4	21.7	30.2	20.2	4.3	21.4	1.8	-2.9	3.8	15.6	31.4
Mean	2.66	2.69	2.69	2.68	2.62	3.07	2.69	2.92	2.80	2.46	2.69	2.41	2.42	2.49	2.66	2.90



Table 81 Page 861
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395				
CLOSELY	61.3	74.0	68.0	61.1	54.8	57.2	58.5	60.0	64.8	59.9	66.5	50.4	55.0	72.8	53.6	36.1	62.3	64.7	67.4	63.2				
Very	21.4	33.5	25.6	22.3	16.5	15.0	19.7	23.3	22.1	20.0	26.0	11.7	14.6	28.6	12.4	8.1	22.2	24.5	24.7	24.5				
Somewhat	40.0	40.5	42.4	38.8	38.3	42.2	38.9	36.7	42.7	39.9	40.5	38.7	40.4	44.1	41.2	28.0	40.1	40.1	42.7	38.8				
NOT CLOSELY	36.5	23.9	30.7	37.4	43.5	37.7	40.6	36.4	33.8	37.6	31.9	46.0	40.8	26.1	45.5	56.1	34.9	33.9	30.1	35.9				
Not That	22.9	15.9	20.3	22.2	27.4	24.3	23.3	27.0	18.5	23.3	20.1	28.2	24.8	17.9	27.6	30.9	22.3	22.0	21.4	22.4				
Not at All	13.5	8.0	10.4	15.2	16.1	13.4	17.3	9.4	15.3	14.3	11.9	17.8	16.0	8.2	17.9	25.1	12.6	11.9	8.8	13.5				
DON'T KNOW	2.2	2.1	1.3	1.5	1.8	5.1	0.9	3.6	1.4	2.5	1.6	3.5	4.2	1.1	0.9	7.9	2.8	1.4	2.5	0.9				
Net Diff.	24.9	50.0	37.3	23.7	11.3	19.5	17.9	23.5	31.0	22.3	34.5	4.4	14.1	46.7	8.1	-20.0	27.4	30.8	37.2	27.3				
Mean	2.71	3.02	2.84	2.69	2.56	2.62	2.61	2.77	2.73	2.67	2.82	2.46	2.56	2.94	2.49	2.21	2.74	2.78	2.85	2.75				



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

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	1721	1449	272	279	176	103
CLOSELY	61.3	63.1	61.0	63.4	56.4	66.7	70.5	46.6	27.9	33.7	18.1
Very	21.4	24.0	19.8	22.2	19.4	24.3	27.5	7.4	3.1	3.8	2.0
Somewhat	40.0	39.1	41.2	41.3	37.0	42.4	43.0	39.2	24.8	30.0	16.0
NOT CLOSELY	36.5	35.7	37.1	33.7	41.3	32.5	28.7	52.7	60.8	57.9	65.9
Not That	22.9	21.8	21.4	21.4	28.0	21.2	19.6	30.0	33.2	34.1	31.7
Not at All	13.5	13.9	15.7	12.3	13.2	11.3	9.1	22.7	27.6	23.8	34.2
DON'T KNOW	2.2	1.1	1.9	2.8	2.3	0.7	0.8	0.7	11.2	8.4	16.1
Net Diff.	24.9	27.4	23.9	29.7	15.2	34.2	41.8	-6.0	-32.9	-24.2	-47.8
Mean	2.71	2.74	2.66	2.75	2.64	2.80	2.90	2.32	2.04	2.15	1.83



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	192	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206	
CLOSELY	61.3	68.1	67.0	64.7	63.5	35.3	67.0	68.6	45.8	42.8	32.6	
Very	21.4	24.1	25.7	22.4	22.8	9.9	24.0	26.4	8.8	10.0	8.6	
Somewhat	40.0	44.0	41.2	42.3	40.6	25.4	43.0	42.1	36.9	32.8	24.0	
NOT CLOSELY	36.5	31.0	31.4	34.1	34.7	56.0	32.1	29.8	51.2	53.4	59.2	
Not That	22.9	20.2	20.1	22.0	22.5	29.2	22.2	20.3	27.8	31.2	29.4	
Not at All	13.5	10.8	11.3	12.1	12.2	26.8	9.9	9.5	23.5	22.2	29.8	
DON'T KNOW	2.2	0.9	1.7	1.2	1.9	8.7	0.9	1.6	3.0	3.8	8.2	
Net Diff.	24.9	37.1	35.6	30.6	28.8	-20.7	35.0	38.8	-5.4	-10.6	-26.6	
Mean	2.71	2.82	2.83	2.76	2.76	2.20	2.82	2.87	2.32	2.32	2.12	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

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	540	1460	902	854	244	490	827	294	533	1173	
CLOSELY	61.3	67.3	59.1	65.6	64.0	36.1	42.6	64.9	78.2	57.6	58.8	
Very	21.4	26.7	19.4	22.6	23.9	8.1	10.5	24.4	39.5	16.0	19.3	
Somewhat	40.0	40.6	39.7	43.0	40.1	28.0	32.1	40.6	38.7	41.6	39.5	
NOT CLOSELY	36.5	30.0	38.8	33.3	34.2	56.1	52.6	32.1	20.3	38.6	39.6	
Not That	22.9	19.4	24.2	21.5	22.1	30.9	31.3	20.7	13.5	24.6	24.5	
Not at All	13.5	10.6	14.6	11.8	12.1	25.1	21.3	11.4	6.8	13.9	15.1	
DON'T KNOW	2.2	2.7	2.0	1.0	1.8	7.9	4.8	3.0	1.5	3.9	1.6	
Net Diff.	24.9	37.3	20.3	32.3	29.8	-20.0	-10.1	32.9	57.9	19.0	19.2	
Mean	2.71	2.86	2.65	2.77	2.77	2.21	2.33	2.80	3.13	2.62	2.64	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

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	830	890	724	736	540	408	280	251	316	456	289			
CLOSELY	61.3	66.3	65.0	66.9	62.6	52.1	75.5	72.9	64.2	55.8	56.3	41.5			
Very	21.4	22.0	24.9	22.3	24.7	15.5	26.2	33.4	22.8	17.2	19.4	9.2			
Somewhat	40.0	44.3	40.1	44.6	37.9	36.5	49.3	39.5	41.4	38.6	36.9	32.3			
NOT CLOSELY	36.5	32.8	33.3	31.8	35.3	44.3	23.2	24.7	33.8	43.0	41.8	53.5			
Not That	22.9	21.7	22.6	20.2	23.0	26.4	16.2	15.9	21.6	25.5	27.4	30.6			
Not at All	13.5	11.1	10.8	11.6	12.3	17.9	7.0	8.9	12.2	17.4	14.4	22.9			
DON'T KNOW	2.2	0.9	1.6	1.3	2.1	3.6	1.3	2.3	2.0	1.3	1.9	5.0			
Net Diff.	24.9	33.5	31.7	35.1	27.3	7.8	52.3	48.2	30.5	12.8	14.5	-12.0			
Mean	2.71	2.78	2.80	2.79	2.77	2.52	2.96	3.00	2.76	2.56	2.63	2.29			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
CLOSELY	61.3	68.5	69.2	67.9	50.1	63.2	72.8	67.1	73.6	53.0	69.9	70.9	47.3	64.3	54.0	51.0	54.1
Very	21.4	26.2	30.5	23.1	14.6	17.7	34.7	24.5	34.5	8.8	24.8	28.5	17.9	25.1	11.1	14.5	22.3
Somewhat	40.0	42.3	38.7	44.8	35.6	45.5	38.2	42.6	39.1	44.2	45.1	42.4	29.5	39.1	42.8	36.5	31.7
NOT CLOSELY	36.5	29.8	29.0	30.5	45.8	36.3	26.1	32.2	23.8	43.9	29.3	27.4	49.9	34.0	44.6	43.7	45.9
Not That	22.9	18.7	17.8	19.4	28.6	23.4	16.1	20.5	10.0	29.2	18.7	16.9	33.7	24.7	31.5	24.7	27.6
Not at All	13.5	11.1	11.1	11.1	17.2	12.9	10.0	11.7	13.9	14.6	10.7	10.5	16.2	9.3	13.1	19.0	18.4
DON'T KNOW	2.2	1.7	1.9	1.6	4.0	0.5	1.0	0.7	2.6	3.1	0.8	1.7	2.8	1.8	1.4	5.3	0.0
Net Diff.	24.9	38.6	40.2	37.5	4.3	26.9	46.7	34.8	49.7	9.2	40.5	43.5	-2.5	30.3	9.3	7.2	8.1
Mean	2.71	2.85	2.90	2.81	2.49	2.68	2.98	2.80	2.97	2.49	2.85	2.90	2.50	2.82	2.53	2.49	2.58



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- thy MIDDLE	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
CLOSELY	61.3	61.5	49.6	65.1	57.3	69.1	71.1	68.9	61.2	65.7	53.7	52.7	61.1	60.1	65.7	57.7
Very	21.4	22.8	13.9	22.4	17.0	29.1	42.4	27.3	20.7	22.8	17.1	16.5	21.1	17.6	22.6	20.3
Somewhat	40.0	38.8	35.7	42.7	40.3	40.0	28.7	41.6	40.5	42.9	36.5	36.2	40.0	42.5	43.1	37.3
NOT CLOSELY	36.5	35.7	46.8	33.7	40.6	28.3	20.3	29.4	36.7	32.6	43.8	44.4	37.0	38.7	32.9	39.4
Not That	22.9	22.3	28.2	21.8	25.7	19.3	6.1	21.0	23.2	21.4	26.4	25.2	22.0	23.3	24.9	22.7
Not at All	13.5	13.5	18.6	11.9	14.9	9.1	14.2	8.4	13.5	11.2	17.5	19.1	15.1	15.4	8.1	16.7
DON'T KNOW	2.2	2.7	3.5	1.2	2.1	2.5	8.6	1.7	2.0	1.8	2.5	3.0	1.9	1.2	1.4	3.0
Net Diff.	24.9	25.8	2.8	31.4	16.7	40.8	50.9	39.4	24.5	33.1	9.8	8.3	24.0	21.4	32.8	18.3
Mean	2.71	2.73	2.47	2.76	2.61	2.91	3.09	2.89	2.70	2.79	2.55	2.52	2.68	2.63	2.81	2.63



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
CLOSELY	61.3	57.6	68.7	65.9	74.3	67.9	79.5	48.2	59.5	62.9	58.0	58.5	56.7	62.0	73.0	53.1	66.8	53.7	70.5	44.7
Very	21.4	17.8	28.3	26.4	32.3	23.0	36.7	13.1	21.3	20.8	22.7	21.9	23.2	26.1	26.1	15.6	31.8	16.3	29.4	18.0
Somewhat	40.0	39.8	40.3	39.5	42.0	44.9	42.8	35.1	38.2	42.1	35.4	36.6	33.4	35.9	46.9	37.5	35.0	37.5	41.1	26.8
NOT CLOSELY	36.5	39.5	30.6	33.5	24.8	29.7	19.9	48.3	39.7	35.4	38.7	38.4	39.9	36.6	25.1	45.4	32.0	42.1	27.8	50.3
Not That	22.9	24.1	20.6	21.7	18.4	18.7	15.2	29.1	25.1	21.8	25.3	26.2	24.1	27.1	16.3	27.2	26.3	26.1	15.1	31.8
Not at All	13.5	15.3	10.0	11.8	6.5	11.1	4.7	19.2	14.6	13.6	13.4	12.3	15.8	9.5	8.8	18.3	5.7	16.0	12.7	18.5
DON'T KNOW	2.2	3.0	0.7	0.6	0.8	2.4	0.6	3.5	0.8	1.7	3.3	3.1	3.5	1.4	1.9	1.5	1.2	4.2	1.7	5.0
Net Diff.	24.9	18.1	38.1	32.4	49.5	38.2	59.6	-0.1	19.9	27.4	19.4	20.0	16.8	25.3	47.9	7.7	34.8	11.6	42.7	-5.5
Mean	2.71	2.62	2.88	2.81	3.01	2.82	3.12	2.44	2.67	2.71	2.70	2.70	2.66	2.80	2.92	2.51	2.94	2.56	2.89	2.47



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060	
CLOSELY	61.3	44.4	51.2	56.6	62.8	63.8	72.0	52.3	67.0	55.4	68.5	71.7	52.1	
Very	21.4	8.9	17.9	16.6	19.9	25.3	28.2	15.5	25.1	16.8	27.0	27.5	16.0	
Somewhat	40.0	35.5	33.3	40.0	42.9	38.5	43.9	36.8	41.9	38.6	41.6	44.2	36.1	
NOT CLOSELY	36.5	51.0	43.1	40.1	34.8	35.5	28.0	43.3	32.1	40.8	31.2	26.5	45.3	
Not That	22.9	31.2	24.9	22.7	22.9	23.6	19.1	25.2	21.5	24.5	21.0	17.5	27.7	
Not at All	13.5	19.9	18.2	17.4	11.9	11.9	8.9	18.2	10.6	16.3	10.2	9.0	17.6	
DON'T KNOW	2.2	4.6	5.7	3.3	2.4	0.7	0.0	4.4	0.8	3.8	0.3	1.8	2.6	
Net Diff.	24.9	-6.7	8.2	16.5	28.1	28.2	44.1	8.9	34.9	14.6	37.3	45.2	6.8	
Mean	2.71	2.35	2.54	2.58	2.73	2.78	2.91	2.52	2.82	2.58	2.86	2.92	2.52	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

81. HOW CLOSELY ARE YOU FOLLOWING NEWS STORIES ABOUT THE TRIAL CURRENTLY UNDERWAY IN NEW YORK CITY FOR ONE OF THOSE INDICTMENTS AGAINST FORMER PRESIDENT DONALD TRUMP?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
CLOSELY	61.3	46.0	55.2	61.0	71.2	60.8	70.5	70.0	76.3	37.5	45.2	51.3	65.6	62.3	62.8	56.3
Very	21.4	12.3	16.9	21.3	27.7	20.9	22.2	28.2	31.4	7.4	13.4	14.0	23.7	24.1	22.8	14.1
Somewhat	40.0	33.7	38.3	39.7	43.5	39.9	48.3	41.9	44.9	30.1	31.8	37.3	41.9	38.2	40.0	42.2
NOT CLOSELY	36.5	48.0	41.0	37.4	28.6	34.3	25.8	28.2	23.7	56.0	50.9	47.3	33.9	35.9	35.2	40.2
Not That	22.9	28.9	23.1	25.3	18.9	23.9	14.0	20.8	15.4	31.8	29.1	30.1	22.7	24.1	22.1	23.4
Not at All	13.5	19.1	17.9	12.1	9.7	10.4	11.8	7.4	8.3	24.1	21.8	17.2	11.2	11.9	13.2	16.8
DON'T KNOW	2.2	5.9	3.8	1.6	0.2	4.9	3.7	1.8	0.0	6.5	3.9	1.4	0.5	1.8	1.9	3.5
Net Diff.	24.9	-2.0	14.2	23.6	42.6	26.5	44.7	41.8	52.6	-18.5	-5.7	4.0	31.7	26.4	27.6	16.1
Mean	2.71	2.42	2.56	2.71	2.89	2.75	2.84	2.92	2.99	2.22	2.38	2.49	2.79	2.76	2.74	2.56



Table 82 Page 871
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
HUSH MONEY/TO DANIELS	33.4	32.6	41.9	33.8	35.5	32.2	30.9	31.3	22.1	33.6	36.5	33.8	19.7	33.3	34.4	31.8	34.7	33.2	34.6	32.4
HUSH MONEY COVER UP	7.2	6.8	4.8	7.1	7.1	6.7	7.7	12.9	6.6	5.0	6.2	4.6	0.6	4.9	3.5	3.5	8.9	12.4	11.8	12.6
FALSIFY BIZ RECORDS	7.2	8.1	9.0	7.6	7.1	6.2	7.5	6.8	4.6	6.8	8.2	5.2	4.4	7.4	5.9	7.6	5.7	8.2	9.8	7.4
PERSECUTE TRUMP	4.7	12.1	8.5	5.2	3.8	3.6	0.9	2.3	1.2	6.5	8.0	4.5	4.8	11.0	5.1	3.2	1.1	0.7	1.9	0.0
FISCAL IMPROPRIETY	4.1	4.8	1.7	2.5	4.2	6.8	3.7	3.8	6.4	4.0	2.7	5.1	6.6	3.1	5.9	5.5	1.9	4.3	5.8	3.6
TAX FRAUD/EVASION	3.7	1.1	1.3	4.7	3.4	5.6	4.0	4.5	4.9	3.5	2.7	5.0	3.0	3.2	3.6	6.0	1.5	4.3	2.9	5.0
FRAUD	3.2	1.6	1.7	2.3	3.4	2.5	4.1	7.4	3.6	2.4	1.9	2.7	3.8	1.6	2.0	4.6	2.7	4.9	3.7	5.5
CAMPAIGN FUNDS/HUSH	3.1	3.7	3.6	2.8	1.2	3.4	3.8	3.1	5.6	2.7	3.3	1.9	2.2	2.9	1.5	3.2	3.3	4.1	2.6	4.9
REAL ESTATE VALUES	2.3	2.2	3.0	2.7	1.2	1.4	1.4	3.1	4.6	2.1	2.7	1.0	2.5	2.5	1.7	1.3	2.7	2.5	1.8	3.0
JAN 6/RIOT	2.2	1.8	1.4	3.3	2.8	1.2	4.2	0.6	1.4	2.6	2.3	2.6	4.5	2.2	2.7	2.2	4.0	1.2	1.1	1.3
ELECTION INTERFERENCE	2.1	2.3	1.1	1.5	1.4	1.9	4.2	2.6	3.6	2.0	1.5	1.1	6.2	1.3	2.6	2.1	2.5	2.4	2.6	2.4
AFFAIR/WITH DANIELS	1.9	2.1	2.3	2.0	2.2	2.4	0.5	2.2	0.6	2.1	2.1	2.3	1.7	2.3	2.3	1.2	2.3	1.4	2.4	0.8
CLASSIFIED DOCUMENTS	1.7	0.7	0.3	1.7	2.7	2.1	2.6	1.1	1.8	1.9	1.0	3.2	2.1	1.5	1.7	1.4	3.2	1.5	0.9	1.8
CAMPAIGN FINANCE LAW	1.1	1.8	1.1	1.5	0.3	1.1	0.0	1.2	3.6	0.9	1.4	0.4	0.0	1.8	0.5	0.4	0.0	1.7	1.1	2.0
RELATIONS W/WOMEN	0.9	0.5	0.4	0.9	0.8	1.4	1.9	0.5	0.9	1.0	0.6	1.1	2.0	0.9	1.1	1.4	0.4	0.8	0.9	0.8
BRIBERY	0.8	2.1	0.3	1.0	0.5	0.5	1.7	0.5	0.7	0.8	1.0	0.3	1.0	0.6	0.9	0.3	1.3	1.0	0.9	1.1



Table 82 Page 872
 May 10-14, 2024
 (Continued)

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

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	
SEXUAL ASSAULT	0.7	0.0	0.7	0.6	0.8	1.4	0.4	0.5	1.2	0.6	0.5	1.1	0.0	0.5	1.5	0.4	0.0	0.9	0.9	1.0
CORRUPTION	0.6	0.0	1.2	0.3	0.2	1.1	1.0	0.0	1.3	0.7	0.6	0.4	1.8	0.2	0.8	1.3	0.9	0.5	1.0	0.3
MONEY LAUNDERING	0.4	1.1	0.0	0.3	0.8	0.3	0.0	0.5	0.6	0.4	0.4	0.4	0.6	0.3	0.3	0.4	0.8	0.5	0.9	0.2
SEXUAL HARASSMENT	0.2	0.0	0.0	0.0	0.3	0.0	0.8	0.5	0.0	0.1	0.0	0.2	0.5	0.0	0.0	0.4	0.4	0.3	0.0	0.5
34 COUNTS	0.1	0.0	0.0	0.2	0.2	0.0	0.4	0.0	0.0	0.1	0.1	0.2	0.0	0.2	0.0	0.0	0.3	0.2	0.0	0.2
MISC	3.1	0.6	3.1	2.4	2.6	4.5	2.8	2.7	7.4	3.1	2.2	3.9	4.6	2.2	3.2	2.8	5.2	3.3	2.3	3.8
DK/REFUSED	15.0	14.1	12.7	15.8	17.6	13.8	15.5	11.7	17.5	17.3	14.3	18.6	27.4	16.1	18.8	19.2	16.2	9.8	10.3	9.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	1721	1449	272	279	176	103
HUSH MONEY/TO DANIELS	33.4	33.4	34.8	34.0	31.0	35.0	35.9	30.4	23.6	25.6	20.1
HUSH MONEY COVER UP	7.2	6.9	6.8	6.8	8.7	8.3	9.3	3.1	0.7	0.0	1.9
FALSIFY BIZ RECORDS	7.2	6.7	7.8	7.5	6.4	7.8	8.6	3.6	3.6	1.8	6.7
PERSECUTE TRUMP	4.7	4.8	4.0	5.0	4.8	5.1	5.4	3.6	2.3	3.0	1.1
FISCAL IMPROPRIETY	4.1	2.6	4.0	4.9	3.9	3.9	3.7	5.1	5.1	4.4	6.4
TAX FRAUD/EVASION	3.7	5.7	4.7	2.7	2.9	3.5	3.7	2.7	4.8	5.8	3.0
FRAUD	3.2	1.7	2.9	2.4	5.9	2.8	2.6	3.9	5.3	5.6	4.9
CAMPAIGN FUNDS/HUSH	3.1	2.7	4.1	3.4	2.1	3.4	3.7	2.0	1.4	1.6	0.9
REAL ESTATE VALUES	2.3	1.9	2.9	2.5	1.5	2.4	2.5	2.2	1.2	0.6	2.1
JAN 6/RIOT	2.2	3.0	1.6	1.5	3.4	1.8	1.5	3.4	4.7	3.5	6.7
ELECTION INTERFERENCE	2.1	1.9	3.1	2.0	1.3	1.9	2.0	1.4	3.5	3.3	4.0
AFFAIR/WITH DANIELS	1.9	3.9	1.6	1.1	1.9	1.8	1.9	1.4	2.4	2.7	1.9
CLASSIFIED DOCUMENTS	1.7	1.4	0.9	2.5	1.7	1.5	1.4	1.8	3.4	4.9	0.7
CAMPAIGN FINANCE LAW	1.1	0.6	1.0	1.3	1.5	1.3	1.4	0.8	0.0	0.0	0.0
RELATIONS W/WOMEN	0.9	0.3	0.7	1.2	1.3	0.7	0.6	1.1	2.3	2.2	2.5
BRIBERY	0.8	1.6	0.4	0.5	1.2	0.8	0.8	0.6	1.1	1.1	1.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

Table 82 Page 874
 May 10-14, 2024
 (Continued)

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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
SEXUAL ASSAULT	0.7	1.8	0.5	0.6	0.2	0.7	0.6	1.4	0.7	1.1	0.0
CORRUPTION	0.6	0.8	0.5	0.6	0.8	0.7	0.6	1.2	0.0	0.0	0.0
MONEY LAUNDERING	0.4	0.8	0.4	0.4	0.2	0.5	0.4	1.1	0.0	0.0	0.0
SEXUAL HARASSMENT	0.2	0.3	0.0	0.3	0.2	0.1	0.0	0.7	0.7	1.1	0.0
34 COUNTS	0.1	0.0	0.0	0.3	0.0	0.1	0.1	0.0	0.3	0.5	0.0
MISC	3.1	3.4	3.4	2.9	3.1	3.1	2.7	4.8	3.6	3.5	3.6
DK/REFUSED	15.0	13.8	13.9	15.5	16.2	12.7	10.6	23.7	29.4	27.6	32.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
HUSH MONEY/TO DANIELS	33.4	33.2	35.7	32.0	34.2	36.9	33.1	35.1	30.6	34.4	32.4
HUSH MONEY COVER UP	7.2	4.4	12.2	3.5	11.6	4.1	4.0	12.3	5.6	4.5	3.1
FALSIFY BIZ RECORDS	7.2	6.8	8.3	7.4	7.7	4.0	7.5	8.3	4.6	4.3	5.4
PERSECUTE TRUMP	4.7	9.3	0.7	9.2	0.8	1.9	10.2	0.8	1.0	0.8	2.7
FISCAL IMPROPRIETY	4.1	4.2	3.9	4.3	3.6	5.6	3.6	3.5	4.9	5.9	7.1
TAX FRAUD/EVASION	3.7	4.0	3.2	4.3	3.3	3.1	4.2	2.5	5.7	6.6	4.0
FRAUD	3.2	1.7	3.7	2.2	4.0	3.9	2.3	3.8	2.7	2.2	4.6
CAMPAIGN FUNDS/HUSH	3.1	3.1	4.6	2.3	4.1	2.6	2.2	4.7	2.6	2.1	1.4
REAL ESTATE VALUES	2.3	2.4	2.3	2.2	2.5	1.6	2.5	2.6	1.5	0.9	1.0
JAN 6/RIOT	2.2	1.8	1.5	2.4	1.9	2.6	1.6	1.3	6.1	5.9	3.0
ELECTION INTERFERENCE	2.1	1.5	2.9	1.5	2.8	1.7	1.5	2.8	3.2	4.0	0.6
AFFAIR/WITH DANIELS	1.9	2.3	1.1	2.5	1.6	0.4	2.1	1.6	2.1	1.1	1.9
CLASSIFIED DOCUMENTS	1.7	1.2	1.7	1.6	1.8	2.1	1.4	1.6	3.6	3.5	1.0
CAMPAIGN FINANCE LAW	1.1	1.3	1.1	1.2	1.3	0.0	1.4	1.6	0.0	0.0	0.0
RELATIONS W/WOMEN	0.9	1.1	0.5	1.0	0.7	1.8	1.0	0.6	1.2	1.7	1.7
BRIBERY	0.8	0.5	1.2	0.7	1.0	0.5	0.8	0.9	0.5	0.8	0.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

Table 82 Page 876
 May 10-14, 2024
 (Continued)

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
SEXUAL ASSAULT	0.7	0.6	0.7	0.6	1.0	0.0	0.6	1.0	0.4	0.6	0.4
CORRUPTION	0.6	0.2	0.7	0.3	0.7	1.7	0.1	0.7	1.1	1.6	1.5
MONEY LAUNDERING	0.4	0.5	0.4	0.4	0.5	0.0	0.4	0.4	0.7	0.5	0.4
SEXUAL HARASSMENT	0.2	0.0	0.3	0.0	0.2	1.0	0.0	0.1	0.8	1.1	0.4
34 COUNTS	0.1	0.1	0.1	0.2	0.1	0.0	0.1	0.2	0.0	0.0	0.0
MISC	3.1	2.5	4.0	2.3	3.5	5.7	2.3	2.7	4.7	4.9	6.2
DK/REFUSED	15.0	17.3	9.4	17.9	11.2	18.9	17.1	10.9	16.5	12.3	20.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

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	540	1460	902	854	244	490	827	294	533	1173
HUSH MONEY/TO DANIELS	33.4	30.4	34.6	33.7	33.6	31.8	29.4	33.0	31.2	34.0	33.8
HUSH MONEY COVER UP	7.2	10.2	6.1	4.3	11.3	3.5	5.3	10.5	11.1	10.2	4.9
FALSIFY BIZ RECORDS	7.2	8.6	6.7	6.8	7.5	7.6	6.0	7.3	8.7	6.5	7.2
PERSECUTE TRUMP	4.7	0.9	6.1	8.8	0.8	3.2	3.2	1.0	1.0	1.0	7.3
FISCAL IMPROPRIETY	4.1	4.1	4.1	4.1	3.6	5.5	4.9	4.2	4.3	4.2	4.0
TAX FRAUD/EVASION	3.7	3.4	3.8	3.3	3.5	6.0	5.4	3.1	2.6	3.3	4.2
FRAUD	3.2	4.0	2.8	1.7	4.2	4.6	3.3	4.1	2.0	5.3	2.5
CAMPAIGN FUNDS/HUSH	3.1	4.1	2.8	2.4	3.9	3.2	3.0	3.8	4.9	3.2	2.7
REAL ESTATE VALUES	2.3	2.5	2.2	2.2	2.6	1.3	2.0	2.5	4.1	1.7	2.1
JAN 6/RIOT	2.2	2.4	2.1	2.4	2.0	2.2	3.2	2.0	2.0	2.0	2.3
ELECTION INTERFERENCE	2.1	4.0	1.4	1.8	2.5	2.1	3.5	3.0	4.2	2.3	1.5
AFFAIR/WITH DANIELS	1.9	1.2	2.1	2.3	1.6	1.2	1.8	1.7	0.8	2.1	2.0
CLASSIFIED DOCUMENTS	1.7	1.2	1.9	1.6	2.0	1.4	2.8	1.7	0.3	2.5	1.8
CAMPAIGN FINANCE LAW	1.1	1.5	1.0	1.3	1.2	0.4	0.6	1.5	1.9	1.2	0.9
RELATIONS W/WOMEN	0.9	0.8	1.0	1.0	0.7	1.4	1.3	0.8	0.3	1.1	1.0
BRIBERY	0.8	0.7	0.9	0.7	1.1	0.3	0.6	1.1	0.4	1.5	0.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

Table 82 Page 878
 May 10-14, 2024
 (Continued)

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

BANNER 4

TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN				
	UNITED STATES		FOR CONGRESS		ERS/						
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
SEXUAL ASSAULT	0.7	0.7	0.7	0.9	0.7	0.4	1.0	0.7	1.0	0.5	0.7
CORRUPTION	0.6	1.0	0.5	0.4	0.6	1.3	0.9	0.9	0.8	1.0	0.4
MONEY LAUNDERING	0.4	0.5	0.4	0.3	0.6	0.4	0.6	0.7	0.9	0.6	0.2
SEXUAL HARASSMENT	0.2	0.0	0.3	0.0	0.3	0.4	0.2	0.1	0.0	0.2	0.2
34 COUNTS	0.1	0.2	0.1	0.1	0.2	0.0	0.2	0.1	0.0	0.1	0.2
MISC	3.1	3.4	3.1	2.6	3.9	2.8	4.1	3.2	3.6	2.9	3.1
DK/REFUSED	15.0	14.1	15.4	17.1	11.6	19.2	17.0	13.2	14.0	12.8	16.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	830	890	724	736	540	408	280	251	316	456	289
HUSH MONEY/TO DANIELS	33.4	32.5	35.3	33.1	33.5	33.8	33.3	31.3	36.8	32.8	34.9	31.2
HUSH MONEY COVER UP	7.2	4.2	11.3	4.1	10.4	7.0	4.2	11.8	10.6	3.9	9.6	4.0
FALSIFY BIZ RECORDS	7.2	7.5	7.7	7.2	6.9	7.7	7.0	8.3	8.1	7.4	6.1	7.3
PERSECUTE TRUMP	4.7	9.8	0.7	8.7	0.9	4.5	11.1	1.0	5.6	5.7	0.9	3.4
FISCAL IMPROPRIETY	4.1	4.0	3.6	3.9	4.1	4.2	3.8	2.7	2.5	4.2	5.0	5.7
TAX FRAUD/EVASION	3.7	4.2	3.5	3.6	3.8	3.8	3.3	2.7	2.4	3.9	4.5	5.0
FRAUD	3.2	2.3	3.7	1.9	3.8	3.9	1.5	3.2	3.7	2.4	4.2	4.2
CAMPAIGN FUNDS/HUSH	3.1	2.5	4.5	2.4	3.5	3.6	3.6	3.0	4.7	0.9	3.7	2.7
REAL ESTATE VALUES	2.3	2.2	2.6	2.8	2.0	2.0	3.4	2.1	2.5	1.9	1.9	1.5
JAN 6/RIOT	2.2	2.2	1.6	2.0	2.1	2.6	0.7	2.1	1.2	3.7	2.1	3.9
ELECTION INTERFERENCE	2.1	1.6	2.7	2.2	2.7	1.3	2.6	2.7	1.5	1.6	2.6	1.0
AFFAIR/WITH DANIELS	1.9	2.1	1.8	2.5	1.4	1.7	2.2	1.2	2.4	2.8	1.5	1.1
CLASSIFIED DOCUMENTS	1.7	1.0	1.8	1.2	1.8	2.4	0.9	1.9	1.7	1.5	1.7	3.1
CAMPAIGN FINANCE LAW	1.1	1.3	1.2	1.3	1.1	1.0	2.1	1.8	1.3	0.3	0.7	0.7
RELATIONS W/WOMEN	0.9	1.1	0.7	1.2	0.8	0.7	1.4	0.0	0.7	1.0	1.3	0.7
BRIBERY	0.8	0.8	0.9	0.7	1.1	0.6	0.7	0.8	0.4	0.7	1.3	0.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

Table 82 Page 880
 May 10-14, 2024
 (Continued)

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
SEXUAL ASSAULT	0.7	0.7	0.7	1.1	0.8	0.2	1.2	0.8	0.0	0.9	0.8	0.3			
CORRUPTION	0.6	0.2	0.8	0.3	0.7	0.9	0.0	1.1	1.6	0.6	0.5	0.4			
MONEY LAUNDERING	0.4	0.3	0.6	0.4	0.7	0.2	0.5	1.0	0.0	0.3	0.4	0.3			
SEXUAL HARASSMENT	0.2	0.0	0.2	0.1	0.3	0.2	0.0	0.4	0.0	0.3	0.2	0.3			
34 COUNTS	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.3	0.1	0.3			
MISC	3.1	2.5	3.5	2.6	3.7	3.1	2.1	3.5	1.9	3.3	3.8	4.2			
DK/REFUSED	15.0	16.8	10.5	16.6	13.8	14.5	14.3	16.6	10.5	19.6	12.2	17.9			



Table 82 Page 881
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
HUSH MONEY/TO DANIELS	33.4	30.1	28.3	31.4	35.1	36.4	31.3	34.4	19.0	35.7	33.3	32.5	33.2	43.5	22.7	36.2	35.0
HUSH MONEY COVER UP	7.2	10.2	10.5	10.0	6.6	6.8	3.7	5.5	2.7	3.2	4.4	11.1	8.3	15.0	8.9	6.8	6.4
FALSIFY BIZ RECORDS	7.2	7.3	6.3	8.0	6.7	7.8	7.6	7.7	5.2	2.9	8.4	7.7	6.2	3.2	5.9	8.5	6.5
PERSECUTE TRUMP	4.7	1.3	1.8	0.9	2.9	8.0	11.1	9.2	2.1	7.2	9.6	0.6	1.2	1.8	4.0	2.4	11.4
FISCAL IMPROPRIETY	4.1	3.0	4.0	2.2	6.0	3.5	2.4	3.0	5.4	5.6	3.4	2.9	6.9	1.4	2.3	5.4	1.9
TAX FRAUD/EVASION	3.7	4.6	6.6	3.2	4.1	2.3	3.1	2.6	4.6	6.8	2.7	4.0	4.4	0.0	7.9	2.8	3.6
FRAUD	3.2	4.7	1.7	6.9	3.2	1.1	2.9	1.9	2.2	2.2	1.8	4.6	2.8	1.8	6.4	3.9	2.1
CAMPAIGN FUNDS/HUSH	3.1	4.1	4.1	4.1	2.6	2.5	3.4	2.9	2.4	0.0	3.0	3.7	3.0	3.5	6.7	3.4	1.8
REAL ESTATE VALUES	2.3	2.5	3.2	1.9	1.9	3.1	1.4	2.4	4.2	1.5	3.0	2.1	1.7	1.8	3.4	2.2	0.0
JAN 6/RIOT	2.2	1.9	1.5	2.3	2.5	2.1	2.2	2.1	2.5	1.5	2.1	2.0	2.0	3.1	1.2	3.2	1.8
ELECTION INTERFERENCE	2.1	2.9	2.4	3.2	2.2	0.6	2.6	1.4	8.2	3.2	1.5	2.6	3.1	1.7	2.1	1.2	0.8
AFFAIR/WITH DANIELS	1.9	1.5	2.1	1.2	1.4	2.5	3.0	2.7	0.0	3.5	2.4	1.5	1.2	1.6	2.3	0.6	4.6
CLASSIFIED DOCUMENTS	1.7	1.5	1.7	1.4	2.7	1.3	0.4	0.9	0.0	2.1	1.0	1.8	2.2	0.0	0.8	3.3	1.0
CAMPAIGN FINANCE LAW	1.1	1.6	2.0	1.4	0.5	1.2	1.7	1.4	0.0	1.5	1.4	1.8	0.0	0.0	1.3	0.5	2.0
RELATIONS W/WOMEN	0.9	0.9	0.0	1.5	0.7	1.3	1.2	1.2	0.0	0.0	1.6	1.1	0.4	0.0	0.0	1.1	0.0
BRIBERY	0.8	0.5	0.4	0.6	0.8	1.0	1.3	1.1	0.0	0.0	0.9	0.7	1.4	3.9	0.0	0.8	0.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

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	
SEXUAL ASSAULT	0.7	0.5	0.8	0.3	0.9	0.7	0.7	0.7	0.0	2.2	0.9	0.6	1.2	0.0	0.0	0.3	0.0
CORRUPTION	0.6	0.6	0.5	0.7	0.5	0.5	1.1	0.7	0.0	0.7	0.2	0.8	0.0	3.9	0.0	0.8	2.1
MONEY LAUNDERING	0.4	0.9	0.9	0.9	0.1	0.6	0.0	0.4	2.7	0.0	0.3	0.9	0.3	0.0	0.0	0.0	0.8
SEXUAL HARASSMENT	0.2	0.3	0.0	0.6	0.1	0.2	0.0	0.1	0.0	0.0	0.2	0.2	0.4	0.0	1.1	0.0	0.0
34 COUNTS	0.1	0.1	0.0	0.2	0.1	0.2	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.3	0.0
MISC	3.1	4.2	5.1	3.5	2.9	2.8	2.2	2.6	3.4	1.6	2.8	3.8	3.8	1.5	6.1	2.8	1.7
DK/REFUSED	15.0	14.8	16.1	13.8	15.4	13.4	16.9	14.8	35.4	18.7	14.9	12.7	16.2	12.4	16.6	13.5	15.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
HUSH MONEY/TO DANIELS	33.4	32.9	34.9	33.5	33.2	29.8	12.4	32.1	34.6	33.2	37.0	30.4	36.7	37.3	31.6	33.5	
HUSH MONEY COVER UP	7.2	10.5	4.5	4.5	7.5	6.3	3.1	6.8	7.7	8.4	6.5	5.3	7.8	3.4	6.7	9.1	
FALSIFY BIZ RECORDS	7.2	6.8	8.0	7.4	6.9	9.1	2.7	10.0	7.4	7.6	6.9	4.0	7.9	3.0	7.6	7.5	
PERSECUTE TRUMP	4.7	1.0	2.6	9.6	3.7	5.1	16.8	3.6	4.2	4.6	3.6	7.3	6.6	9.6	3.8	2.7	
FISCAL IMPROPRIETY	4.1	4.0	5.3	3.8	5.5	4.3	5.4	4.2	3.7	4.4	2.5	6.2	4.4	2.9	4.4	3.7	
TAX FRAUD/EVASION	3.7	3.6	3.9	3.8	3.4	3.5	3.1	3.6	3.5	3.2	4.2	5.1	3.4	2.2	3.2	4.3	
FRAUD	3.2	3.7	4.5	2.0	3.8	3.1	0.0	3.5	3.4	3.2	3.8	1.3	2.5	2.8	4.0	3.0	
CAMPAIGN FUNDS/HUSH	3.1	3.9	2.7	2.5	3.2	2.2	0.0	2.5	3.4	3.3	3.5	2.7	2.8	2.7	3.5	3.3	
REAL ESTATE VALUES	2.3	2.4	1.7	2.2	2.0	2.3	0.0	2.6	2.0	2.0	2.0	3.8	2.5	2.1	2.0	1.2	
JAN 6/RIOT	2.2	2.3	1.9	2.2	2.8	3.4	2.5	3.5	1.9	2.1	1.7	2.6	1.3	4.3	2.8	2.2	
ELECTION INTERFERENCE	2.1	2.8	1.3	1.6	2.3	1.8	6.1	1.2	2.4	2.6	2.0	0.8	1.8	0.6	2.5	2.2	
AFFAIR/WITH DANIELS	1.9	1.6	0.3	2.7	1.6	1.4	2.9	1.2	1.9	1.9	2.1	2.1	1.4	2.0	2.9	1.6	
CLASSIFIED DOCUMENTS	1.7	1.8	3.0	1.2	1.8	2.2	0.0	2.5	1.5	1.5	1.6	2.4	1.5	1.8	1.6	2.1	
CAMPAIGN FINANCE LAW	1.1	1.1	0.7	1.3	0.8	0.7	0.0	0.8	1.3	1.7	0.7	0.5	0.8	0.0	1.2	1.4	
RELATIONS W/WOMEN	0.9	0.8	1.2	0.9	0.8	1.1	0.0	1.3	1.0	1.0	0.9	0.5	0.8	1.3	0.8	1.4	
BRIBERY	0.8	1.1	0.0	0.8	0.8	0.3	0.0	0.3	1.1	1.0	1.1	0.0	1.3	0.0	0.6	0.7	



82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL FOR?

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
SEXUAL ASSAULT	0.7	0.8	0.7	0.6	0.5	0.7	0.0	0.8	0.7	0.9	0.4	0.8	0.6	2.8	0.6	0.1
CORRUPTION	0.6	0.6	1.3	0.4	0.7	0.4	0.0	0.5	0.7	0.9	0.4	0.4	0.8	0.0	1.0	0.4
MONEY LAUNDERING	0.4	0.7	0.0	0.2	0.4	1.0	0.0	1.1	0.3	0.3	0.1	0.9	0.4	0.7	0.2	0.3
SEXUAL HARASSMENT	0.2	0.2	0.0	0.2	0.4	0.7	0.0	0.8	0.0	0.0	0.0	0.8	0.2	0.0	0.2	0.2
34 COUNTS	0.1	0.2	0.0	0.1	0.0	0.4	0.0	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.5	0.0
MISC	3.1	3.5	4.8	2.1	3.5	4.0	10.2	3.2	2.7	3.0	2.3	4.8	1.9	3.9	3.7	3.4
DK/REFUSED	15.0	13.4	16.6	16.2	14.6	16.0	34.9	13.5	14.5	13.1	16.8	17.2	12.5	16.5	14.5	15.6



Table 82 Page 885
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
HUSH MONEY/TO DANIELS	33.4	34.1	32.2	30.0	36.6	35.2	30.5	33.0	33.7	34.4	31.4	31.3	32.7	28.6	34.6	34.2	33.3	30.2	30.2	34.8
HUSH MONEY COVER UP	7.2	6.2	9.3	7.0	13.7	6.6	11.4	5.8	7.4	8.6	4.3	6.6	2.5	5.2	9.6	7.7	6.9	6.4	3.0	2.0
FALSIFY BIZ RECORDS	7.2	5.5	10.6	10.6	10.4	5.9	11.3	5.2	9.9	7.3	7.1	8.1	5.7	11.8	7.4	7.1	12.1	5.8	6.1	5.4
PERSECUTE TRUMP	4.7	5.6	3.0	3.1	2.7	7.9	4.1	3.5	2.1	5.8	2.3	1.9	1.4	1.5	8.4	3.4	2.5	1.6	1.5	1.4
FISCAL IMPROPRIETY	4.1	3.8	4.6	6.0	1.7	2.6	4.2	4.9	4.9	3.9	4.4	4.8	4.4	4.0	2.3	5.5	5.2	4.6	4.7	4.1
TAX FRAUD/EVASION	3.7	4.1	3.0	3.2	2.6	3.0	2.7	5.1	3.2	3.8	3.6	3.7	3.3	2.2	2.6	4.9	4.6	3.2	3.0	3.5
FRAUD	3.2	3.2	3.0	3.7	1.5	3.0	1.8	3.5	4.0	3.0	3.4	3.7	3.4	1.4	2.5	3.6	4.6	3.2	2.0	4.5
CAMPAIGN FUNDS/HUSH	3.1	2.1	5.1	4.8	5.8	2.6	6.0	1.7	4.3	2.8	3.8	5.7	2.1	3.7	3.8	1.9	5.2	5.9	3.9	0.6
REAL ESTATE VALUES	2.3	1.8	3.2	3.7	2.2	2.6	3.1	1.0	3.2	2.1	2.6	0.8	3.0	7.4	2.3	1.9	2.2	0.0	5.1	1.3
JAN 6/RIOT	2.2	2.3	2.1	2.1	2.1	1.2	1.2	3.2	2.8	1.8	3.0	2.5	2.5	7.7	0.8	2.9	0.0	3.9	3.9	1.4
ELECTION INTERFERENCE	2.1	2.3	1.8	1.2	2.9	2.5	2.1	2.1	1.5	1.4	3.5	3.6	4.1	1.9	1.8	1.2	5.0	2.7	3.4	4.7
AFFAIR/WITH DANIELS	1.9	2.1	1.5	2.0	0.5	2.5	0.8	1.7	2.0	1.8	2.1	3.2	0.8	2.7	1.6	1.9	3.9	2.9	1.7	0.0
CLASSIFIED DOCUMENTS	1.7	2.0	1.2	1.6	0.4	1.7	0.9	2.4	1.4	1.4	2.4	1.4	3.8	1.1	1.2	1.6	2.8	0.6	2.2	5.1
CAMPAIGN FINANCE LAW	1.1	0.9	1.6	1.7	1.4	1.6	2.2	0.3	1.1	1.5	0.3	0.0	0.4	1.3	2.2	0.9	0.0	0.0	0.8	0.0
RELATIONS W/WOMEN	0.9	1.2	0.4	0.5	0.4	1.0	0.3	1.3	0.6	0.8	1.1	1.0	1.1	0.0	0.7	0.9	0.0	1.6	1.6	0.7
BRIBERY	0.8	0.9	0.7	0.6	1.0	0.8	0.3	1.0	1.1	0.6	1.3	1.0	1.5	0.0	0.6	0.6	0.0	1.5	0.8	2.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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
SEXUAL ASSAULT	0.7	0.8	0.6	0.8	0.0	0.8	0.6	0.8	0.5	0.6	1.0	0.7	1.1	2.4	0.5	0.7	0.0	1.1	2.4	0.0
CORRUPTION	0.6	0.6	0.6	1.0	0.0	0.8	0.7	0.4	0.6	0.7	0.4	0.3	0.4	1.2	0.8	0.6	0.7	0.0	0.0	0.8
MONEY LAUNDERING	0.4	0.3	0.7	0.8	0.4	0.6	0.3	0.0	1.0	0.3	0.8	0.8	0.7	1.2	0.4	0.1	0.0	1.2	0.9	0.6
SEXUAL HARASSMENT	0.2	0.2	0.1	0.2	0.0	0.2	0.0	0.3	0.3	0.0	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.6	0.8	1.4
34 COUNTS	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.4	0.6	0.4	0.0	0.0	0.0	0.0	0.9	0.0	0.7
MISC	3.1	2.9	3.6	3.9	3.1	2.4	2.6	3.4	4.5	3.1	3.2	3.2	3.3	2.3	2.5	3.7	2.2	3.7	2.2	4.3
DK/REFUSED	15.0	17.0	11.1	11.2	10.8	14.6	12.7	19.3	9.7	14.1	17.0	14.9	20.1	12.7	13.3	14.8	8.7	18.3	19.6	20.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
HUSH MONEY/TO DANIELS	33.4	19.2	24.7	31.2	38.1	40.0	36.0	26.6	37.8	30.0	37.7	33.6	33.3
HUSH MONEY COVER UP	7.2	0.8	1.1	6.3	8.7	7.4	11.8	3.4	9.6	5.0	9.9	8.2	6.4
FALSIFY BIZ RECORDS	7.2	5.6	4.7	2.6	8.2	9.5	9.8	3.9	9.3	5.2	9.7	7.7	6.8
PERSECUTE TRUMP	4.7	4.7	1.4	2.5	7.7	4.5	6.1	2.6	6.0	4.1	5.4	6.6	3.0
FISCAL IMPROPRIETY	4.1	3.3	6.0	4.4	3.7	4.0	3.4	4.7	3.7	4.4	3.7	3.1	4.9
TAX FRAUD/EVASION	3.7	3.3	7.6	6.2	3.4	1.8	1.8	6.1	2.2	5.3	1.8	2.9	4.5
FRAUD	3.2	4.3	6.2	4.0	1.8	1.3	2.9	4.8	2.1	3.9	2.2	2.6	3.6
CAMPAIGN FUNDS/HUSH	3.1	0.0	1.0	2.7	4.1	5.2	3.4	1.6	4.1	2.3	4.1	3.7	2.6
REAL ESTATE VALUES	2.3	1.3	2.3	3.3	1.8	2.1	2.1	2.6	2.1	2.4	2.1	2.8	1.8
JAN 6/RIOT	2.2	4.1	3.4	3.4	2.2	1.5	0.7	3.6	1.4	3.2	1.0	1.2	3.1
ELECTION INTERFERENCE	2.1	4.9	2.0	1.9	1.5	1.7	2.1	2.5	1.8	2.2	1.9	2.4	1.9
AFFAIR/WITH DANIELS	1.9	0.0	2.8	2.3	1.4	2.4	1.6	2.0	1.8	1.8	2.0	2.0	1.8
CLASSIFIED DOCUMENTS	1.7	3.2	4.6	2.8	1.1	0.2	0.6	3.5	0.6	2.8	0.4	1.4	2.0
CAMPAIGN FINANCE LAW	1.1	0.0	0.0	0.6	0.6	2.0	2.2	0.3	1.7	0.4	2.1	1.8	0.6
RELATIONS W/WOMEN	0.9	1.7	1.4	0.8	0.6	0.8	0.8	1.2	0.8	1.0	0.8	0.8	1.0
BRIBERY	0.8	0.0	0.0	1.1	1.6	1.0	0.8	0.5	1.0	0.8	0.9	0.6	1.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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
SEXUAL ASSAULT	0.7	1.2	1.4	0.6	0.9	0.8	0.2	1.0	0.6	1.0	0.4	0.8	0.7
CORRUPTION	0.6	0.8	1.1	0.3	0.0	1.1	0.6	0.7	0.6	0.5	0.8	0.8	0.5
MONEY LAUNDERING	0.4	1.9	0.3	0.3	0.0	0.2	0.5	0.6	0.3	0.5	0.4	0.5	0.4
SEXUAL HARASSMENT	0.2	0.6	0.0	0.5	0.3	0.0	0.0	0.4	0.1	0.3	0.0	0.1	0.3
34 COUNTS	0.1	0.6	0.0	0.0	0.0	0.2	0.2	0.1	0.1	0.1	0.2	0.0	0.2
MISC	3.1	4.6	3.6	4.3	2.7	2.2	2.7	4.1	2.5	3.7	2.5	2.4	3.8
DK/REFUSED	15.0	33.9	24.3	17.8	9.6	10.0	9.7	23.3	9.8	19.3	9.8	13.9	16.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
HUSH MONEY/TO DANIELS	33.4	18.7	29.1	40.6	36.2	14.0	32.7	38.8	35.0	21.5	26.7	42.5	37.4	32.4	34.6	31.9
HUSH MONEY COVER UP	7.2	1.3	4.4	7.4	11.1	0.0	5.5	7.2	12.4	2.1	3.7	7.6	9.7	6.7	7.6	7.1
FALSIFY BIZ RECORDS	7.2	3.7	4.2	8.2	9.8	4.6	4.6	9.0	9.1	3.1	4.0	7.2	10.6	7.1	7.8	6.1
PERSECUTE TRUMP	4.7	3.8	2.1	6.3	5.6	4.5	2.3	7.6	8.7	3.4	2.0	4.9	2.2	2.5	5.0	7.0
FISCAL IMPROPRIETY	4.1	3.3	5.5	3.9	3.5	0.9	4.3	4.1	2.3	4.7	6.3	3.8	4.7	4.0	4.6	2.9
TAX FRAUD/EVASION	3.7	5.5	6.2	3.2	1.7	5.4	4.4	1.8	2.3	5.6	7.5	4.6	1.1	3.4	4.3	2.8
FRAUD	3.2	6.5	4.0	1.5	2.7	7.2	2.9	1.3	2.2	6.1	4.7	1.6	3.2	4.6	2.1	3.8
CAMPAIGN FUNDS/HUSH	3.1	0.4	2.2	4.1	4.0	1.1	3.3	5.4	3.3	0.0	1.5	2.7	4.7	2.2	4.2	1.9
REAL ESTATE VALUES	2.3	2.5	2.6	1.8	2.3	3.6	2.8	2.3	2.9	1.9	2.4	1.2	1.6	2.7	1.8	2.7
JAN 6/RIOT	2.2	3.0	3.8	2.0	0.9	3.4	3.4	0.7	0.0	2.8	4.1	3.5	2.0	3.1	1.7	2.3
ELECTION INTERFERENCE	2.1	4.8	1.6	1.2	2.2	5.9	1.4	1.7	2.5	4.2	1.7	0.7	1.9	3.1	1.9	1.3
AFFAIR/WITH DANIELS	1.9	1.1	2.5	1.7	1.8	0.9	2.9	1.9	1.8	1.3	2.3	1.5	1.8	2.0	1.4	2.8
CLASSIFIED DOCUMENTS	1.7	3.7	3.6	0.9	0.4	1.8	4.0	0.9	0.3	4.8	3.4	0.8	0.5	2.0	1.5	2.0
CAMPAIGN FINANCE LAW	1.1	0.0	0.4	1.1	2.1	0.0	1.0	1.8	2.7	0.0	0.0	0.4	1.5	0.6	1.6	0.9
RELATIONS W/WOMEN	0.9	1.6	1.0	0.4	1.0	0.9	1.1	0.4	1.0	2.1	1.0	0.4	1.1	0.6	0.8	1.8
BRIBERY	0.8	0.0	0.8	1.3	0.8	0.0	0.5	1.1	0.5	0.0	1.0	1.4	1.2	0.9	1.2	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. IN A FEW WORDS, IN THIS NEW YORK CITY TRIAL, WHAT IS DONALD TRUMP ON TRIAL 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
SEXUAL ASSAULT	0.7	1.2	0.9	0.9	0.3	3.3	0.0	1.1	0.3	0.0	1.6	0.7	0.2	1.2	0.5	0.5
CORRUPTION	0.6	1.2	0.2	0.4	0.9	2.0	0.0	0.4	1.1	0.8	0.3	0.4	0.6	0.6	0.6	0.8
MONEY LAUNDERING	0.4	1.3	0.4	0.2	0.4	2.2	0.9	0.0	0.3	0.7	0.0	0.3	0.5	0.6	0.4	0.2
SEXUAL HARASSMENT	0.2	0.4	0.4	0.2	0.0	0.0	0.5	0.0	0.0	0.6	0.3	0.4	0.0	0.3	0.1	0.2
34 COUNTS	0.1	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.5	0.2	0.2	0.0
MISC	3.1	3.8	4.5	2.2	2.7	5.1	3.4	1.6	1.9	3.0	5.2	2.9	3.5	4.1	2.6	3.2
DK/REFUSED	15.0	31.6	19.5	10.7	9.4	33.2	18.1	11.0	9.3	30.7	20.4	10.4	9.5	15.4	13.7	17.7



Table 83 Page 891
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION IS?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
SERIOUS	63.2	19.3	33.8	57.3	64.6	80.1	84.8	84.7	85.4	49.1	40.2	59.6	61.2	23.0	50.5	62.6	93.4	95.6	96.4	95.2
Very	35.7	10.6	17.1	30.3	31.1	48.9	47.7	55.5	54.4	23.4	21.1	26.0	27.3	8.9	13.7	31.6	61.8	63.9	66.3	62.6
Somewhat	27.5	8.7	16.6	27.0	33.5	31.2	37.1	29.2	31.0	25.6	19.1	33.6	33.9	14.1	36.8	31.0	31.6	31.7	30.2	32.5
NOT AT ALL SERIOUS	32.4	76.3	62.6	36.4	30.5	14.8	13.7	10.1	11.5	45.0	54.9	33.2	31.7	72.3	43.4	24.1	5.4	3.5	3.6	3.5
DON'T KNOW	4.4	4.4	3.7	6.3	4.9	5.1	1.5	5.2	3.1	5.9	4.9	7.3	7.1	4.7	6.1	13.3	1.2	0.9	0.0	1.4
Net Diff.	30.7	-57.0	-28.8	20.9	34.2	65.3	71.0	74.6	73.9	4.1	-14.6	26.4	29.5	-49.3	7.1	38.5	88.0	92.1	92.9	91.7
Mean	2.03	1.31	1.53	1.94	2.01	2.36	2.34	2.48	2.44	1.77	1.65	1.92	1.95	1.33	1.68	2.09	2.57	2.61	2.63	2.60



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION 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	2000	350	450	768	432	1721	1449	272	279	176	103
SERIOUS	63.2	64.6	62.0	61.5	66.1	62.5	61.0	70.1	67.4	71.8	59.9
Very	35.7	34.8	33.7	34.7	40.4	36.3	38.1	26.6	32.0	33.7	29.2
Somewhat	27.5	29.8	28.4	26.9	25.7	26.2	22.9	43.5	35.4	38.2	30.7
NOT AT ALL SERIOUS	32.4	33.4	34.3	33.2	28.3	34.4	36.3	24.3	20.2	18.9	22.5
DON'T KNOW	4.4	2.0	3.7	5.3	5.6	3.1	2.7	5.6	12.4	9.3	17.6
Net Diff.	30.7	31.2	27.8	28.3	37.8	28.1	24.8	45.8	47.2	53.0	37.5
Mean	2.03	2.01	1.99	2.02	2.13	2.02	2.02	2.02	2.14	2.16	2.08



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION IS?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
SERIOUS	63.2	33.4	93.0	30.7	94.9	69.1	26.4	96.3	75.3	75.4	67.4
Very	35.7	13.0	60.8	8.9	62.9	36.0	8.3	64.4	38.1	38.8	32.7
Somewhat	27.5	20.4	32.2	21.8	32.0	33.1	18.1	32.0	37.2	36.6	34.8
NOT AT ALL SERIOUS	32.4	61.8	5.9	63.4	4.2	17.4	67.9	3.1	21.6	21.7	17.2
DON'T KNOW	4.4	4.8	1.1	5.9	0.9	13.5	5.7	0.6	3.1	2.9	15.3
Net Diff.	30.7	-28.4	87.1	-32.7	90.7	51.7	-41.5	93.2	53.7	53.7	50.2
Mean	2.03	1.49	2.55	1.42	2.59	2.21	1.37	2.62	2.17	2.18	2.18



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION IS?

BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN		
	UNION	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	540	1460	902	854	244	490	827	294	533	1173
SERIOUS	63.2	93.6	51.9	33.2	95.0	62.6	66.7	94.2	96.9	92.7	41.3
Very	35.7	60.4	26.6	10.7	63.3	31.6	32.6	62.8	77.2	54.9	16.6
Somewhat	27.5	33.1	25.4	22.5	31.7	31.0	34.2	31.4	19.7	37.9	24.7
NOT AT ALL SERIOUS	32.4	4.6	42.7	61.5	4.0	24.1	25.5	3.8	2.8	4.3	52.6
DON'T KNOW	4.4	1.9	5.4	5.2	1.0	13.3	7.8	2.0	0.3	3.0	6.1
Net Diff.	30.7	89.0	9.2	-28.3	90.9	38.5	41.2	90.4	94.1	88.4	-11.3
Mean	2.03	2.57	1.83	1.46	2.60	2.09	2.08	2.60	2.75	2.52	1.62



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	830	890	724	736	540	408	280	251	316	456	289			
SERIOUS	63.2	30.4	92.9	31.9	93.4	63.8	29.0	92.5	58.4	35.6	94.0	68.6			
Very	35.7	9.5	60.5	10.7	61.5	33.9	10.9	57.2	30.0	10.6	64.2	37.4			
Somewhat	27.5	20.9	32.3	21.1	31.9	29.9	18.1	35.3	28.4	25.0	29.8	31.2			
NOT AT ALL SERIOUS	32.4	64.1	6.0	62.4	4.9	29.7	67.9	6.2	37.3	55.3	4.1	23.1			
DON'T KNOW	4.4	5.5	1.1	5.7	1.6	6.5	3.1	1.3	4.3	9.1	1.9	8.3			
Net Diff.	30.7	-33.6	86.8	-30.5	88.5	34.2	-38.9	86.3	21.1	-19.7	89.9	45.5			
Mean	2.03	1.42	2.55	1.45	2.58	2.05	1.41	2.52	1.92	1.51	2.61	2.16			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION 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	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
SERIOUS	63.2	92.1	93.7	91.0	70.6	37.6	25.5	32.8	64.2	47.3	25.9	96.1	90.3	86.0	83.6	66.1	41.0
Very	35.7	60.4	70.4	53.2	38.6	11.9	15.2	13.3	31.7	15.1	8.3	64.4	58.2	53.0	52.2	34.2	18.7
Somewhat	27.5	31.7	23.3	37.8	32.0	25.7	10.3	19.5	32.5	32.1	17.6	31.7	32.1	32.9	31.4	31.9	22.4
NOT AT ALL SERIOUS	32.4	6.3	4.6	7.5	24.3	55.7	69.5	61.2	31.2	48.3	68.0	2.4	7.4	14.0	15.4	26.7	50.5
DON'T KNOW	4.4	1.6	1.7	1.6	5.0	6.7	5.0	6.0	4.5	4.4	6.1	1.5	2.3	0.0	1.0	7.2	8.4
Net Diff.	30.7	85.9	89.1	83.5	46.3	-18.0	-44.0	-28.4	33.0	-1.0	-42.0	93.7	82.9	71.9	68.3	39.4	-9.5
Mean	2.03	2.55	2.67	2.46	2.15	1.53	1.43	1.49	2.00	1.65	1.36	2.63	2.52	2.39	2.37	2.08	1.65



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION IS?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
SERIOUS	63.2	92.3	64.1	30.0	63.5	71.6	74.5	71.3	62.0	61.4	62.9	61.0	58.3	53.8	59.3	71.8
Very	35.7	59.2	31.3	10.7	30.7	41.1	51.5	39.7	34.4	33.4	36.0	38.1	30.4	29.4	32.3	42.8
Somewhat	27.5	33.1	32.7	19.3	32.8	30.6	23.0	31.6	27.6	28.0	27.0	23.0	27.9	24.5	27.1	29.0
NOT AT ALL SERIOUS	32.4	5.3	29.5	64.0	31.1	26.7	19.8	27.6	33.2	34.1	31.8	34.0	36.8	37.1	37.8	24.4
DON'T KNOW	4.4	2.4	6.5	6.0	5.4	1.7	5.7	1.1	4.8	4.6	5.3	5.0	4.9	9.1	2.8	3.9
Net Diff.	30.7	87.0	34.6	-34.0	32.4	45.0	54.7	43.7	28.7	27.3	31.1	27.0	21.5	16.7	21.5	47.4
Mean	2.03	2.55	2.02	1.43	2.00	2.15	2.34	2.12	2.01	1.99	2.04	2.04	1.93	1.91	1.94	2.19



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION 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	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
SERIOUS	63.2	58.4	72.5	71.1	75.4	50.8	65.9	65.2	78.2	59.2	71.6	74.2	75.0	64.1	50.6	67.5	67.8	77.8	75.5	74.5
Very	35.7	32.8	41.4	39.4	45.5	26.4	36.7	38.6	45.3	32.1	43.3	48.2	45.5	30.5	26.4	37.7	45.7	49.6	38.6	51.4
Somewhat	27.5	25.6	31.1	31.7	29.9	24.5	29.1	26.6	32.8	27.1	28.3	26.0	29.5	33.6	24.2	29.8	22.1	28.2	36.9	23.1
NOT AT ALL SERIOUS	32.4	36.2	25.1	26.4	22.5	45.7	32.5	27.5	18.8	36.9	23.0	22.6	18.0	29.9	46.8	27.3	31.1	17.8	20.5	15.8
DON'T KNOW	4.4	5.4	2.4	2.5	2.1	3.5	1.7	7.2	3.0	3.9	5.5	3.2	7.0	6.0	2.6	5.2	1.1	4.4	4.0	9.6
Net Diff.	30.7	22.2	47.4	44.7	52.9	5.2	33.4	37.7	59.3	22.3	48.6	51.6	57.0	34.3	3.8	40.3	36.7	60.0	55.0	58.7
Mean	2.03	1.96	2.17	2.13	2.23	1.80	2.04	2.12	2.27	1.95	2.22	2.26	2.30	2.01	1.79	2.11	2.15	2.33	2.19	2.39



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION 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	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
SERIOUS	63.2	81.0	69.6	66.6	60.5	58.0	57.6	70.6	58.5	67.6	57.8	55.8	69.7
Very	35.7	42.2	34.2	36.6	32.7	35.8	35.6	37.0	34.9	35.7	35.7	29.8	41.0
Somewhat	27.5	38.7	35.5	29.9	27.8	22.2	22.0	33.6	23.6	31.9	22.1	26.0	28.7
NOT AT ALL SERIOUS	32.4	12.4	24.5	26.0	36.9	37.3	40.5	22.7	38.6	26.9	39.2	41.3	24.5
DON'T KNOW	4.4	6.7	5.9	7.4	2.6	4.7	1.8	6.7	2.9	5.5	3.1	2.9	5.8
Net Diff.	30.7	68.6	45.2	40.5	23.6	20.6	17.1	47.9	19.9	40.8	18.6	14.5	45.2
Mean	2.03	2.32	2.10	2.11	1.96	1.98	1.95	2.15	1.96	2.09	1.96	1.88	2.17



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. IN FACT, DONALD TRUMP IS ON TRIAL IN NEW YORK CITY BECAUSE HE HAS BEEN ACCUSED OF FALSIFYING BUSINESS RECORDS. THE RECORDS RELATE TO PAYMENTS MADE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY ABOUT AN AFFAIR WITH A PORN STAR THAT TRUMP DENIES FROM BEING MADE PUBLIC DURING THE 2016 ELECTION. HOW SERIOUS OF A CRIME DO YOU BELIEVE THIS ACCUSATION 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	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
SERIOUS	63.2	77.2	68.3	60.0	57.1	77.3	69.8	49.1	48.2	77.2	67.4	71.7	66.8	71.1	62.3	54.8
Very	35.7	39.2	36.1	34.9	34.8	37.9	36.6	27.2	26.1	39.9	35.7	43.2	44.4	42.6	35.7	26.5
Somewhat	27.5	38.0	32.2	25.1	22.2	39.4	33.1	21.9	22.1	37.2	31.6	28.6	22.4	28.6	26.5	28.3
NOT AT ALL SERIOUS	32.4	16.0	25.0	36.2	40.5	19.0	27.9	46.3	50.1	14.3	23.1	25.3	29.9	23.6	33.9	40.6
DON'T KNOW	4.4	6.7	6.7	3.8	2.5	3.7	2.4	4.5	1.7	8.5	9.5	3.0	3.3	5.3	3.9	4.6
Net Diff.	30.7	61.2	43.3	23.8	16.6	58.3	41.9	2.8	-1.9	62.8	44.3	46.5	36.9	47.5	28.4	14.1
Mean	2.03	2.25	2.12	1.99	1.94	2.20	2.09	1.80	1.76	2.28	2.14	2.18	2.15	2.20	2.02	1.85



Table 84 Page 901
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
YES, GAG ORDER IS FAIR	48.6	7.0	20.8	44.9	45.1	63.5	70.6	75.2	70.4	33.7	27.7	41.8	39.4	12.1	28.7	45.6	78.0	82.9	77.1	86.0
NOT, GAG ORDER IS NOT FAIR	41.0	88.8	71.2	45.4	37.3	25.2	20.9	16.7	20.1	54.9	64.5	41.8	46.5	81.5	59.1	30.3	12.8	8.9	11.3	7.7
DON'T KNOW	10.4	4.2	8.0	9.7	17.6	11.4	8.5	8.1	9.5	11.4	7.8	16.5	14.0	6.4	12.2	24.1	9.2	8.2	11.5	6.4
Net Diff	7.6	-81.7	-50.4	-0.5	7.8	38.3	49.7	58.5	50.3	-21.3	-36.8	-0.0	-7.1	-69.4	-30.5	15.3	65.2	73.9	65.8	78.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

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	1721	1449	272	279	176	103
YES, GAG ORDER IS FAIR	48.6	49.9	50.8	45.5	50.8	50.0	51.3	42.9	39.9	43.8	33.3
NOT, GAG ORDER IS NOT FAIR	41.0	41.2	39.9	43.8	37.1	42.4	43.1	38.5	32.2	33.3	30.4
DON'T KNOW	10.4	8.9	9.3	10.7	12.2	7.6	5.5	18.6	27.8	22.9	36.3
Net Diff	7.6	8.6	10.9	1.7	13.7	7.6	8.2	4.3	7.7	10.5	2.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
YES, GAG ORDER IS FAIR	48.6	19.1	80.7	14.5	83.6	46.6	11.6	85.4	56.1	52.4	46.0	
NOT, GAG ORDER IS NOT FAIR	41.0	72.7	11.3	76.6	8.3	24.8	80.4	7.7	30.9	32.7	24.7	
DON'T KNOW	10.4	8.3	8.0	8.9	8.0	28.7	8.0	6.8	13.0	14.8	29.3	
Net Diff	7.6	-53.6	69.4	-62.1	75.3	21.8	-68.8	77.7	25.2	19.7	21.2	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

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	540	1460	902	854	244	490	827	294	533	1173
YES, GAG ORDER IS FAIR	48.6	78.6	37.5	18.3	81.5	45.6	47.0	81.4	87.4	78.1	25.5
NOT, GAG ORDER IS NOT FAIR	41.0	11.9	51.8	73.2	10.1	30.3	35.6	9.8	8.3	10.7	63.0
DON'T KNOW	10.4	9.5	10.8	8.6	8.5	24.1	17.5	8.8	4.4	11.3	11.5
Net Diff	7.6	66.7	-14.3	-54.9	71.4	15.3	11.4	71.6	79.1	67.4	-37.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

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	830	890	724	736	540	408	280	251	316	456	289
YES, GAG ORDER IS FAIR	48.6	15.2	81.0	17.0	79.4	49.0	18.1	80.1	52.6	15.6	78.9	45.8
NOT, GAG ORDER IS NOT FAIR	41.0	76.8	10.6	74.8	11.5	35.9	76.4	12.7	37.1	72.8	10.7	34.8
DON'T KNOW	10.4	8.0	8.4	8.2	9.1	15.2	5.5	7.2	10.4	11.6	10.3	19.4
Net Diff	7.6	-61.6	70.5	-57.8	67.9	13.1	-58.3	67.4	15.5	-57.2	68.2	10.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
YES, GAG ORDER IS FAIR	48.6	80.6	87.0	76.0	53.1	23.8	11.3	18.8	56.2	21.7	13.3	85.7	70.0	70.3	65.0	53.7	21.3
NOT, GAG ORDER IS NOT FAIR	41.0	11.6	7.7	14.4	32.4	67.8	80.3	72.8	39.3	65.3	79.5	7.4	18.1	15.3	21.7	29.4	67.5
DON'T KNOW	10.4	7.8	5.3	9.6	14.5	8.3	8.4	8.4	4.5	13.0	7.2	7.0	11.9	14.4	13.3	16.9	11.2
Net Diff	7.6	69.0	79.2	61.6	20.7	-44.0	-69.0	-54.0	16.9	-43.6	-66.3	78.3	51.9	54.9	43.4	24.2	-46.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
YES, GAG ORDER IS FAIR	48.6	78.9	46.6	15.0	48.1	55.5	55.5	55.5	47.4	47.7	46.9	48.0	43.2	35.1	44.2	59.4
NOT, GAG ORDER IS NOT FAIR	41.0	10.6	38.4	76.2	39.4	33.0	27.9	33.7	42.5	42.2	43.0	40.8	46.9	52.5	47.6	28.1
DON'T KNOW	10.4	10.4	15.0	8.8	12.5	11.4	16.7	10.7	10.1	10.1	10.1	11.2	9.9	12.4	8.1	12.5
Net Diff	7.6	68.3	8.2	-61.1	8.6	22.5	27.6	21.8	4.9	5.6	3.9	7.2	-3.8	-17.4	-3.4	31.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
YES, GAG ORDER IS FAIR	48.6	43.4	58.8	54.1	68.3	39.2	59.3	47.2	58.3	45.9	54.2	59.8	56.3	46.2	41.7	50.0	56.9	61.4	61.5	51.9
NOT, GAG ORDER IS NOT FAIR	41.0	45.9	31.4	34.9	24.3	53.0	34.6	39.5	28.7	45.1	32.4	30.1	27.9	42.0	51.5	38.8	38.6	25.3	26.4	29.1
DON'T KNOW	10.4	10.7	9.8	11.1	7.4	7.9	6.1	13.3	13.0	9.0	13.4	10.1	15.8	11.8	6.8	11.2	4.5	13.3	12.1	18.9
Net Diff	7.6	-2.5	27.4	19.2	43.9	-13.8	24.7	7.7	29.7	0.9	21.8	29.7	28.5	4.2	-9.8	11.2	18.3	36.2	35.1	22.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
YES, GAG ORDER IS FAIR	48.6	57.9	47.9	47.5	46.0	48.2	48.7	49.8	47.8	48.7	48.5	45.8	51.0
NOT, GAG ORDER IS NOT FAIR	41.0	24.1	37.4	40.5	42.9	44.1	44.9	36.1	44.1	38.1	44.5	46.9	35.8
DON'T KNOW	10.4	18.0	14.6	12.0	11.1	7.7	6.5	14.1	8.1	13.2	7.0	7.3	13.2
Net Diff	7.6	33.7	10.5	7.0	3.0	4.2	3.8	13.7	3.7	10.6	4.0	-1.1	15.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. THE JUDGE IN THE TRIAL HAS ISSUED A GAG ORDER ON FORMER PRESIDENT TRUMP, MAKING IT ILLEGAL FOR TRUMP TO PUBLICLY QUESTION THE FAIRNESS OF THE JUDGE AND THE TRUTHFULNESS OF THE WITNESSES TESTIFYING AGAINST HIM. GIVEN THE FACT THAT DONALD TRUMP IS RUNNING FOR PRESIDENT AND THE TESTIMONY OF THE WITNESSES IS BEING REPORTED IN THE NEWS, IS IT FAIR THAT IT IS ILLEGAL FOR HIM TO FIGHT BACK IN THE COURT OF PUBLIC OPINION?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
YES, GAG ORDER IS FAIR	48.6	55.1	48.0	46.8	48.1	55.4	52.3	42.7	42.4	55.0	45.3	51.3	54.2	57.4	48.2	37.9
NOT, GAG ORDER IS NOT FAIR	41.0	26.2	39.9	41.9	46.2	33.7	35.7	49.1	54.3	21.8	42.6	34.1	37.4	32.2	41.5	51.5
DON'T KNOW	10.4	18.7	12.1	11.3	5.7	10.9	12.0	8.2	3.3	23.2	12.1	14.6	8.4	10.5	10.3	10.6
Net Diff	7.6	29.0	8.2	4.9	1.8	21.7	16.6	-6.5	-11.9	33.2	2.7	17.2	16.9	25.2	6.6	-13.5



Table 85 Page 911
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
AGREE	47.5	88.9	73.8	57.0	46.4	30.5	26.0	24.7	26.5	62.2	70.3	50.9	55.3	85.0	66.3	38.2	28.0	13.7	15.1	13.0
Strongly	30.9	83.5	63.6	33.6	23.5	12.8	9.1	12.0	12.7	42.6	55.7	24.9	30.2	72.6	34.9	17.5	9.5	3.9	6.0	2.8
Somewhat	16.6	5.4	10.2	23.4	22.9	17.6	16.9	12.7	13.8	19.5	14.6	26.0	25.1	12.4	31.4	20.7	18.6	9.8	9.1	10.2
DISAGREE	43.2	6.5	20.7	34.0	41.9	54.9	65.0	66.8	65.7	28.2	23.0	34.9	33.7	10.5	24.1	41.6	60.8	77.8	74.4	79.6
Somewhat	10.8	1.0	6.6	11.7	11.4	12.6	15.6	12.0	13.9	9.7	7.5	11.2	15.4	3.7	13.1	13.7	14.8	13.3	13.3	13.3
Strongly	32.4	5.4	14.0	22.3	30.5	42.3	49.4	54.8	51.8	18.5	15.5	23.7	18.3	6.8	10.9	28.0	46.1	64.5	61.1	66.2
DON'T KNOW	9.3	4.6	5.5	8.9	11.7	14.6	9.0	8.5	7.8	9.7	6.7	14.1	11.0	4.5	9.6	20.1	11.1	8.5	10.5	7.4
Net Diff.	4.3	82.5	53.1	23.0	4.5	-24.4	-39.0	-42.1	-39.2	34.0	47.3	16.0	21.6	74.6	42.2	-3.4	-32.8	-64.0	-59.3	-66.6
Mean	2.51	3.75	3.31	2.75	2.45	2.01	1.84	1.80	1.86	2.96	3.18	2.61	2.76	3.58	3.00	2.35	1.90	1.49	1.55	1.46



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE 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	1721	1449	272	279	176	103
AGREE	47.5	50.0	41.7	51.1	45.2	48.0	47.6	49.8	44.6	45.5	43.0
Strongly	30.9	33.1	26.8	33.2	29.2	33.6	36.6	17.9	14.0	13.8	14.4
Somewhat	16.6	16.9	14.9	17.8	16.0	14.3	11.0	31.9	30.6	31.7	28.7
DISAGREE	43.2	42.5	48.6	38.4	46.6	44.4	45.8	37.1	35.7	35.5	36.1
Somewhat	10.8	7.9	12.6	11.1	10.6	10.0	8.0	20.5	15.7	16.5	14.3
Strongly	32.4	34.6	36.0	27.3	36.0	34.4	37.8	16.6	20.0	19.0	21.8
DON'T KNOW	9.3	7.5	9.7	10.5	8.2	7.6	6.6	13.2	19.7	19.0	20.9
Net Diff.	4.3	7.5	-6.9	12.7	-1.4	3.6	1.9	12.7	8.9	10.0	7.0
Mean	2.51	2.52	2.36	2.64	2.42	2.51	2.50	2.59	2.48	2.50	2.45



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE ELECTION?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
AGREE	47.5	78.4	17.2	82.7	15.1	32.1	84.9	15.3	40.5	44.8	30.9	
Strongly	30.9	59.5	5.3	61.3	4.3	10.9	66.0	4.7	16.6	17.7	10.6	
Somewhat	16.6	18.8	11.9	21.4	10.8	21.2	19.0	10.6	23.9	27.1	20.3	
DISAGREE	43.2	14.8	73.8	10.9	75.7	44.2	9.6	76.5	48.9	43.9	42.5	
Somewhat	10.8	6.3	12.0	6.2	14.3	16.1	4.8	12.9	18.8	17.4	15.9	
Strongly	32.4	8.5	61.8	4.7	61.5	28.1	4.8	63.7	30.1	26.5	26.6	
DON'T KNOW	9.3	6.8	8.9	6.4	9.2	23.7	5.4	8.2	10.5	11.3	26.5	
Net Diff.	4.3	63.6	-56.6	71.7	-60.6	-12.2	75.3	-61.3	-8.4	0.9	-11.6	
Mean	2.51	3.39	1.57	3.49	1.54	2.19	3.54	1.52	2.30	2.41	2.20	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE 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	540	1460	902	854	244	490	827	294	533	1173	
AGREE	47.5	22.3	56.8	78.0	17.9	38.2	42.0	18.6	19.3	18.3	67.8	
Strongly	30.9	9.0	39.0	58.5	5.5	17.5	19.7	7.2	10.6	5.3	47.6	
Somewhat	16.6	13.3	17.8	19.5	12.4	20.7	22.3	11.4	8.7	12.9	20.2	
DISAGREE	43.2	67.2	34.3	15.5	72.9	41.6	44.1	72.1	73.3	71.4	22.8	
Somewhat	10.8	11.1	10.7	7.2	13.7	13.7	14.3	13.1	7.4	16.3	9.1	
Strongly	32.4	56.2	23.6	8.3	59.1	28.0	29.8	59.0	66.0	55.1	13.7	
DON'T KNOW	9.3	10.4	8.9	6.4	9.2	20.1	13.9	9.3	7.3	10.4	9.3	
Net Diff.	4.3	-44.9	22.5	62.5	-55.0	-3.4	-2.1	-53.4	-54.0	-53.1	45.0	
Mean	2.51	1.72	2.79	3.37	1.61	2.35	2.37	1.63	1.61	1.65	3.12	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE ELECTION?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
AGREE	47.5	80.5	19.0	79.6	21.7	39.6	77.4	28.2	40.8	82.4	17.7	38.6
Strongly	30.9	62.2	5.9	60.9	6.3	24.2	61.3	7.3	29.2	60.3	5.7	19.9
Somewhat	16.6	18.3	13.1	18.7	15.4	15.4	16.1	20.9	11.5	22.1	12.0	18.7
DISAGREE	43.2	12.7	72.4	13.6	68.1	48.9	16.3	63.9	48.6	10.0	70.7	49.2
Somewhat	10.8	6.7	12.3	5.6	13.2	14.3	7.0	12.0	14.4	3.8	14.0	14.2
Strongly	32.4	6.0	60.1	7.9	54.9	34.6	9.2	52.0	34.1	6.2	56.7	35.0
DON'T KNOW	9.3	6.8	8.5	6.8	10.1	11.5	6.3	7.9	10.7	7.6	11.5	12.1
Net Diff.	4.3	67.8	-53.4	66.0	-46.4	-9.3	61.1	-35.7	-7.8	72.4	-53.0	-10.6
Mean	2.51	3.47	1.62	3.42	1.70	2.33	3.38	1.82	2.40	3.48	1.62	2.27



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
AGREE	47.5	22.3	25.1	20.2	39.7	72.7	79.2	75.3	69.4	74.5	81.5	17.0	27.3	35.7	29.6	34.6	63.3
Strongly	30.9	10.0	12.1	8.5	21.0	49.5	69.2	57.4	50.6	49.2	64.4	4.8	7.7	12.7	19.6	19.2	43.7
Somewhat	16.6	12.3	13.0	11.7	18.7	23.2	10.0	17.9	18.8	25.2	17.1	12.2	19.6	23.0	10.0	15.4	19.6
DISAGREE	43.2	70.4	68.7	71.7	47.7	19.8	13.3	17.2	23.4	16.9	12.1	75.6	58.0	53.0	63.7	52.7	25.3
Somewhat	10.8	13.5	7.6	17.7	14.1	6.8	3.0	5.3	10.8	9.5	4.3	13.4	13.1	12.8	15.2	16.6	6.4
Strongly	32.4	57.0	61.1	54.0	33.6	13.0	10.2	11.9	12.6	7.4	7.7	62.3	44.8	40.2	48.5	36.1	18.9
DON'T KNOW	9.3	7.3	6.2	8.1	12.6	7.5	7.6	7.5	7.3	8.7	6.4	7.4	14.8	11.3	6.7	12.7	11.4
Net Diff.	4.3	-48.2	-43.6	-51.5	-8.0	52.8	65.9	58.1	46.0	57.6	69.5	-58.7	-30.7	-17.3	-34.1	-18.1	38.0
Mean	2.51	1.73	1.75	1.73	2.31	3.18	3.49	3.31	3.16	3.27	3.48	1.56	1.88	2.09	2.01	2.20	2.99



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE ELECTION?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
AGREE	47.5	20.8	41.5	79.7	46.1	46.8	77.9	42.7	47.9	48.6	46.8	45.7	49.8	61.7	56.1	33.5
Strongly	30.9	6.7	20.9	61.7	25.3	28.5	47.7	25.9	31.4	31.9	30.5	30.5	36.1	40.0	35.9	19.3
Somewhat	16.6	14.2	20.5	18.0	20.8	18.3	30.1	16.7	16.5	16.6	16.2	15.3	13.7	21.7	20.2	14.2
DISAGREE	43.2	69.6	44.4	13.0	42.8	45.6	13.7	49.9	42.6	41.7	44.3	43.9	40.0	26.7	37.0	57.0
Somewhat	10.8	13.3	16.8	5.8	13.8	10.6	4.7	11.4	11.1	11.1	11.2	8.8	9.9	8.4	9.7	13.9
Strongly	32.4	56.2	27.5	7.2	29.0	35.0	9.0	38.5	31.5	30.6	33.1	35.1	30.1	18.3	27.3	43.1
DON'T KNOW	9.3	9.6	14.2	7.3	11.2	7.6	8.4	7.4	9.5	9.7	8.9	10.4	10.2	11.5	6.9	9.4
Net Diff.	4.3	-48.7	-2.9	66.6	3.3	1.2	64.1	-7.2	5.3	6.9	2.5	1.8	9.7	35.0	19.1	-23.5
Mean	2.51	1.68	2.41	3.45	2.48	2.44	3.27	2.33	2.53	2.55	2.49	2.46	2.62	2.94	2.70	2.11



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE 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	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
AGREE	47.5	52.6	37.4	41.0	30.2	58.8	41.0	47.0	34.4	49.7	42.9	39.0	38.7	60.8	54.9	44.5	47.9	34.0	41.5	36.3
Strongly	30.9	35.3	22.2	24.2	18.3	41.5	26.8	29.7	18.4	34.3	23.6	24.5	18.5	26.6	40.4	28.5	29.6	21.7	20.7	16.6
Somewhat	16.6	17.3	15.2	16.9	11.8	17.3	14.2	17.3	16.1	15.3	19.3	14.5	20.2	34.2	14.6	16.1	18.3	12.3	20.8	19.7
DISAGREE	43.2	37.8	53.8	49.3	62.8	32.6	52.4	42.5	54.9	42.1	45.5	51.8	47.2	29.3	37.7	46.4	48.9	53.4	44.7	49.4
Somewhat	10.8	9.7	13.0	12.0	15.0	8.9	13.6	10.3	12.4	11.1	10.1	9.2	10.0	11.3	10.4	11.7	8.4	9.6	11.2	8.9
Strongly	32.4	28.1	40.8	37.3	47.8	23.7	38.7	32.2	42.5	31.1	35.3	42.6	37.2	18.0	27.3	34.7	40.4	43.8	33.4	40.5
DON'T KNOW	9.3	9.6	8.8	9.7	7.0	8.6	6.7	10.5	10.6	8.2	11.6	9.2	14.1	9.9	7.3	9.1	3.2	12.6	13.8	14.3
Net Diff.	4.3	14.8	-16.3	-8.2	-32.7	26.2	-11.4	4.5	-20.5	7.5	-2.5	-12.8	-8.5	31.5	17.2	-1.8	-1.0	-19.4	-3.1	-13.1
Mean	2.51	2.66	2.21	2.31	2.01	2.84	2.31	2.50	2.12	2.58	2.35	2.23	2.23	2.77	2.73	2.42	2.38	2.14	2.33	2.14



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
AGREE	47.5	46.3	52.9	48.7	48.5	48.0	43.4	49.6	46.2	49.3	45.4	52.9	42.7
Strongly	30.9	19.2	29.7	28.7	30.6	34.8	33.9	27.1	33.3	28.1	34.3	36.6	25.8
Somewhat	16.6	27.0	23.2	20.0	17.9	13.2	9.5	22.5	12.9	21.2	11.1	16.3	16.9
DISAGREE	43.2	41.7	34.2	40.9	43.7	45.1	48.0	38.8	45.9	40.2	46.8	39.1	46.8
Somewhat	10.8	18.3	12.1	14.2	10.0	8.4	7.8	14.3	8.5	13.0	8.0	10.5	11.0
Strongly	32.4	23.4	22.2	26.7	33.6	36.7	40.2	24.5	37.4	27.2	38.7	28.6	35.8
DON'T KNOW	9.3	12.1	12.8	10.4	7.8	7.0	8.6	11.6	7.9	10.5	7.9	7.9	10.5
Net Diff.	4.3	4.6	18.7	7.8	4.8	2.9	-4.6	10.8	0.2	9.0	-1.4	13.8	-4.1
Mean	2.51	2.48	2.69	2.57	2.49	2.49	2.41	2.59	2.46	2.56	2.44	2.66	2.37



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. DO YOU AGREE OR DISAGREE THAT THE GAG ORDER WAS ISSUED TO HURT TRUMP'S CHANCES OF WINNING THE 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
AGREE	47.5	48.4	49.8	48.4	44.8	60.5	47.9	55.1	52.2	41.5	51.1	41.3	36.8	44.5	47.2	52.2
Strongly	30.9	23.5	28.9	31.1	34.7	27.6	28.2	38.2	42.2	21.2	29.4	23.6	26.4	26.9	30.7	36.6
Somewhat	16.6	24.9	20.9	17.3	10.2	32.9	19.8	16.9	10.0	20.3	21.6	17.7	10.4	17.6	16.5	15.5
DISAGREE	43.2	39.6	38.8	43.3	47.4	29.3	41.4	37.0	41.9	45.6	37.1	50.1	53.5	46.2	44.1	36.9
Somewhat	10.8	17.8	13.2	9.0	8.0	12.7	16.0	9.0	8.2	20.7	11.4	9.0	7.8	12.6	10.8	8.3
Strongly	32.4	21.8	25.6	34.3	39.4	16.6	25.4	28.1	33.7	24.9	25.7	41.1	45.6	33.6	33.3	28.6
DON'T KNOW	9.3	12.0	11.3	8.2	7.7	10.2	10.7	7.9	5.9	13.0	11.8	8.6	9.7	9.3	8.7	10.9
Net Diff.	4.3	8.8	11.0	5.1	-2.6	31.2	6.5	18.0	10.3	-4.1	13.9	-8.8	-16.6	-1.8	3.2	15.2
Mean	2.51	2.57	2.60	2.49	2.43	2.80	2.57	2.71	2.64	2.43	2.62	2.26	2.20	2.42	2.49	2.68



Table 86 Page 921
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
MORE LIKELY	24.7	52.7	42.3	29.7	23.3	13.5	7.5	8.7	18.7	33.1	39.4	24.4	27.7	55.4	28.8	8.5	12.3	5.2	7.8	3.9
Much	19.2	49.9	39.4	23.7	14.8	8.0	3.2	4.9	11.0	26.6	35.3	15.7	16.0	50.6	17.0	4.7	6.3	2.3	3.7	1.6
Somewhat	5.4	2.9	2.8	5.9	8.5	5.5	4.3	3.7	7.7	6.5	4.1	8.7	11.7	4.8	11.7	3.8	6.0	2.9	4.1	2.2
LESS LIKELY	24.7	5.2	12.3	24.1	29.2	29.8	34.4	30.9	28.7	20.7	15.6	25.3	31.5	5.8	20.1	28.1	48.1	34.1	38.3	31.8
Somewhat	5.2	0.6	3.1	4.7	8.1	4.7	8.5	4.4	5.5	6.3	3.2	8.5	14.9	3.5	9.3	9.3	5.8	2.7	2.7	2.7
Much	19.5	4.6	9.3	19.4	21.0	25.2	25.9	26.5	23.1	14.3	12.4	16.8	16.5	2.3	10.8	18.8	42.3	31.4	35.6	29.1
NO DIFFERENCE	50.6	42.1	45.4	46.3	47.5	56.7	58.1	60.4	52.6	46.2	45.0	50.4	40.9	38.9	51.1	63.4	39.6	60.7	53.9	64.4
Net Diff	-0.1	47.6	29.9	5.6	-5.9	-16.3	-26.8	-22.2	-9.9	12.4	23.8	-0.9	-3.8	49.6	8.6	-19.5	-35.8	-28.8	-30.5	-27.9
Mean	3.00	3.93	3.60	3.10	2.88	2.67	2.50	2.56	2.78	3.25	3.47	2.98	2.96	3.98	3.15	2.66	2.28	2.42	2.37	2.45



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	1721	1449	272	279	176	103
MORE LIKELY	24.7	25.8	22.9	27.8	20.0	26.3	27.0	22.7	14.4	18.1	8.1
Much	19.2	20.9	17.2	21.0	16.8	21.4	23.8	8.6	5.9	6.9	4.2
Somewhat	5.4	4.9	5.8	6.7	3.2	4.9	3.2	14.1	8.5	11.2	3.9
LESS LIKELY	24.7	24.5	23.4	24.5	26.5	23.5	22.7	27.6	32.5	33.3	31.1
Somewhat	5.2	4.7	4.8	6.1	4.6	4.0	2.9	9.8	12.9	14.9	9.4
Much	19.5	19.9	18.7	18.4	22.0	19.5	19.8	17.8	19.6	18.4	21.7
NO DIFFERENCE	50.6	49.7	53.6	47.7	53.4	50.2	50.3	49.7	53.2	48.7	60.9
Net Diff	-0.1	1.2	-0.5	3.3	-6.5	2.9	4.3	-4.9	-18.1	-15.2	-23.0
Mean	3.00	3.02	2.98	3.06	2.88	3.05	3.08	2.86	2.68	2.73	2.60



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
MORE LIKELY	24.7	47.1	7.2	47.3	5.8	5.3	50.0	7.5	11.2	12.0	7.2
Much	19.2	39.0	4.1	39.7	2.2	1.4	43.0	3.2	6.4	6.1	3.0
Somewhat	5.4	8.0	3.0	7.6	3.5	3.9	7.0	4.3	4.8	5.9	4.2
LESS LIKELY	24.7	10.9	37.9	9.1	38.8	33.1	6.7	38.4	34.1	33.1	32.0
Somewhat	5.2	5.5	4.4	6.0	3.6	9.2	4.9	4.2	8.3	8.9	6.5
Much	19.5	5.4	33.5	3.1	35.1	23.9	1.8	34.2	25.7	24.3	25.5
NO DIFFERENCE	50.6	42.0	54.9	43.6	55.5	61.6	43.3	54.1	54.8	54.9	60.9
Net Diff	-0.1	36.1	-30.8	38.2	-33.0	-27.8	43.3	-30.9	-22.9	-21.2	-24.8
Mean	3.00	3.70	2.40	3.75	2.34	2.50	3.84	2.38	2.58	2.61	2.53



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
MORE LIKELY	24.7	12.8	29.0	45.5	7.3	8.5	13.8	9.6	13.9	7.2	35.3
Much	19.2	6.3	24.0	38.1	3.5	4.7	7.1	5.1	8.6	3.1	29.2
Somewhat	5.4	6.6	5.0	7.4	3.8	3.8	6.7	4.5	5.3	4.0	6.1
LESS LIKELY	24.7	38.6	19.6	11.1	38.1	28.1	29.5	37.3	40.7	35.4	15.9
Somewhat	5.2	5.8	5.0	5.7	3.6	9.3	9.0	4.1	3.4	4.5	6.0
Much	19.5	32.7	14.6	5.4	34.5	18.8	20.5	33.2	37.3	30.9	9.8
NO DIFFERENCE	50.6	48.6	51.4	43.4	54.6	63.4	56.7	53.1	45.4	57.4	48.9
Net Diff	-0.1	-25.7	9.4	34.3	-30.9	-19.5	-15.7	-27.7	-26.8	-28.2	19.4
Mean	3.00	2.48	3.19	3.67	2.38	2.66	2.71	2.44	2.44	2.44	3.39



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	830	890		724	736	540	408	280	251	316	456	289
MORE LIKELY	24.7	47.0	7.5		47.4	8.8	15.7	50.8	13.1	17.3	43.1	6.2	14.3
Much	19.2	40.5	3.6		40.7	4.1	11.0	45.0	5.4	14.5	35.2	3.4	7.9
Somewhat	5.4	6.5	4.0		6.7	4.7	4.7	5.8	7.6	2.9	7.8	2.8	6.4
LESS LIKELY	24.7	9.8	37.0		10.5	37.4	26.5	11.3	39.5	25.0	9.6	36.0	27.8
Somewhat	5.2	5.4	4.3		5.2	4.2	6.6	4.5	5.6	7.6	6.1	3.4	5.7
Much	19.5	4.4	32.7		5.3	33.1	19.9	6.8	33.9	17.4	3.5	32.6	22.1
NO DIFFERENCE	50.6	43.1	55.5		42.0	53.8	57.8	37.9	47.5	57.6	47.4	57.8	57.9
Net Diff	-0.1	37.2	-29.4		36.9	-28.5	-10.8	39.5	-26.4	-7.7	33.5	-29.8	-13.5
Mean	3.00	3.73	2.41		3.72	2.43	2.80	3.78	2.45	2.89	3.65	2.41	2.72



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
MORE LIKELY	24.7	12.4	15.9	9.9	16.2	33.7	56.5	42.8	66.7	36.1	49.0	6.6	11.5	15.0	19.6	11.6	25.5
Much	19.2	7.3	10.9	4.6	10.3	27.1	53.6	37.7	45.5	25.5	44.2	3.1	4.8	9.6	12.3	8.1	19.0
Somewhat	5.4	5.2	5.1	5.3	5.9	6.6	2.9	5.1	21.2	10.6	4.8	3.5	6.7	5.4	7.3	3.5	6.5
LESS LIKELY	24.7	31.3	27.3	34.2	31.6	14.6	9.3	12.5	20.4	16.7	8.4	33.5	43.2	42.8	24.9	29.4	18.5
Somewhat	5.2	4.2	2.6	5.3	7.0	5.1	3.2	4.3	18.4	5.9	4.2	2.7	7.8	1.4	5.9	6.8	6.5
Much	19.5	27.1	24.7	28.9	24.7	9.6	6.1	8.2	2.0	10.9	4.2	30.8	35.5	41.4	19.1	22.6	12.0
NO DIFFERENCE	50.6	56.3	56.8	55.9	52.1	51.6	34.2	44.7	13.0	47.2	42.7	60.0	45.3	42.2	55.5	58.9	56.0
Net Diff	-0.1	-18.9	-11.3	-24.3	-15.4	19.1	47.1	30.3	46.3	19.3	40.6	-26.9	-31.7	-27.8	-5.3	-17.8	7.0
Mean	3.00	2.61	2.75	2.51	2.70	3.37	3.95	3.60	3.90	3.34	3.81	2.45	2.38	2.40	2.88	2.68	3.14



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
MORE LIKELY	24.7	8.9	15.5	45.6	18.7	25.6	61.0	20.9	24.4	25.3	22.8	25.4	27.4	28.2	30.6	16.1
Much	19.2	4.5	10.2	38.9	12.6	17.1	41.0	13.9	19.4	19.3	19.5	20.7	22.5	20.5	24.8	11.7
Somewhat	5.4	4.3	5.3	6.7	6.1	8.5	20.0	7.0	5.0	5.9	3.4	4.7	4.9	7.7	5.8	4.5
LESS LIKELY	24.7	36.7	27.7	10.1	26.9	28.0	21.3	28.9	25.4	24.8	26.4	16.3	23.7	22.9	24.4	24.7
Somewhat	5.2	4.3	10.1	4.6	7.6	4.2	0.0	4.7	6.0	5.7	6.5	1.6	4.9	5.4	5.7	3.3
Much	19.5	32.4	17.6	5.6	19.2	23.8	21.3	24.2	19.4	19.1	19.9	14.7	18.8	17.6	18.6	21.5
NO DIFFERENCE	50.6	54.4	56.8	44.3	54.4	46.4	17.7	50.3	50.2	49.9	50.7	58.2	48.9	48.9	45.1	59.1
Net Diff	-0.1	-27.8	-12.2	35.5	-8.2	-2.4	39.8	-8.0	-1.1	0.4	-3.6	9.1	3.7	5.3	6.2	-8.6
Mean	3.00	2.44	2.80	3.69	2.85	2.91	3.59	2.82	2.99	3.01	2.96	3.15	3.07	3.08	3.12	2.82



Table 86 Page 928
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
MORE LIKELY	24.7	28.1	18.0	19.1	15.7	33.7	24.3	23.0	12.6	26.3	21.2	20.1	21.2	19.6	32.6	20.1	26.5	16.4	25.2	17.8
Much	19.2	22.4	13.0	13.3	12.3	28.5	18.0	16.9	8.8	21.6	14.1	14.1	12.4	12.5	28.0	15.5	20.3	10.6	14.3	10.7
Somewhat	5.4	5.7	5.0	5.7	3.4	5.2	6.3	6.1	3.8	4.6	7.1	6.0	8.8	7.0	4.7	4.6	6.2	5.9	10.8	7.1
LESS LIKELY	24.7	22.7	28.6	30.3	25.2	20.5	29.2	24.7	28.2	21.4	31.7	34.3	31.3	34.8	20.1	22.7	35.8	33.4	30.7	31.8
Somewhat	5.2	4.9	5.9	6.5	4.7	6.1	4.7	3.8	6.9	4.7	6.4	5.7	7.1	7.4	4.6	4.7	8.9	3.8	9.1	5.5
Much	19.5	17.8	22.8	23.9	20.6	14.4	24.5	20.9	21.3	16.7	25.3	28.6	24.2	27.4	15.5	17.9	26.9	29.6	21.7	26.4
NO DIFFERENCE	50.6	49.2	53.4	50.6	59.1	45.8	46.5	52.3	59.3	52.3	47.0	45.6	47.5	45.6	47.3	57.2	37.7	50.1	44.1	50.4
Net Diff	-0.1	5.3	-10.7	-11.2	-9.5	13.2	-4.9	-1.8	-15.6	4.8	-10.5	-14.2	-10.1	-15.2	12.5	-2.6	-9.3	-17.0	-5.5	-14.0
Mean	3.00	3.10	2.80	2.78	2.82	3.27	2.89	2.94	2.72	3.10	2.78	2.71	2.78	2.70	3.25	2.95	2.84	2.64	2.87	2.70



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
MORE LIKELY	24.7	25.4	21.9	22.4	26.5	24.8	26.1	22.8	25.8	23.9	25.6	30.6	19.4
Much	19.2	11.4	14.6	15.0	21.9	20.8	24.0	14.1	22.5	16.4	22.7	25.0	14.1
Somewhat	5.4	13.9	7.3	7.4	4.6	4.0	2.1	8.7	3.4	7.5	2.9	5.6	5.3
LESS LIKELY	24.7	39.0	25.7	22.0	22.4	23.2	24.2	26.8	23.4	25.5	23.8	23.4	25.9
Somewhat	5.2	10.4	8.8	5.1	5.4	3.5	3.2	7.4	3.8	6.8	3.3	5.6	4.9
Much	19.5	28.6	17.0	16.9	17.0	19.7	21.0	19.4	19.6	18.7	20.5	17.7	21.1
NO DIFFERENCE	50.6	35.6	52.4	55.6	51.1	51.9	49.7	50.4	50.8	50.6	50.7	46.0	54.7
Net Diff	-0.1	-13.7	-3.9	0.3	4.1	1.6	1.9	-4.0	2.4	-1.6	1.8	7.2	-6.5
Mean	3.00	2.69	2.94	2.98	3.09	3.03	3.05	2.91	3.05	2.96	3.04	3.15	2.87



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

86. IF DONALD TRUMP IS FOUND GUILTY IN THIS TRIAL, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
MORE LIKELY	24.7	24.2	22.3	25.2	26.1	35.1	26.9	29.6	32.2	17.9	19.3	20.5	19.4	22.8	24.2	28.2
Much	19.2	12.9	14.7	20.6	23.6	20.7	16.3	26.1	29.9	8.4	13.6	14.6	16.7	15.7	19.5	23.1
Somewhat	5.4	11.3	7.6	4.6	2.5	14.4	10.6	3.5	2.4	9.5	5.6	5.9	2.6	7.1	4.6	5.1
LESS LIKELY	24.7	37.3	21.6	23.4	23.5	34.0	24.5	23.0	20.5	39.2	19.8	23.8	26.9	28.2	23.9	22.0
Somewhat	5.2	11.5	5.9	4.8	3.0	12.6	8.5	5.3	2.7	10.8	4.1	4.3	3.2	5.1	5.4	5.0
Much	19.5	25.9	15.8	18.6	20.6	21.4	16.0	17.7	17.8	28.4	15.7	19.5	23.7	23.1	18.5	17.0
NO DIFFERENCE	50.6	38.5	56.1	51.4	50.4	30.9	48.7	47.4	47.3	42.9	60.9	55.7	53.7	48.9	51.9	49.8
Net Diff	-0.1	-13.1	0.6	1.8	2.5	1.1	2.4	6.6	11.8	-21.4	-0.5	-3.4	-7.5	-5.4	0.3	6.2
Mean	3.00	2.74	3.00	3.04	3.06	3.00	3.03	3.15	3.24	2.59	2.97	2.92	2.86	2.87	3.01	3.12



Table 87 Page 931
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
MORE LIKELY	25.6	56.2	44.1	30.3	24.3	12.9	9.1	10.5	16.8	34.7	41.1	25.6	30.0	56.3	33.0	10.9	11.4	4.6	6.0	3.8
Much	20.2	53.5	39.8	26.5	15.4	6.6	4.6	6.6	10.7	28.2	37.4	16.1	18.4	51.2	21.5	6.4	5.9	2.0	2.2	2.0
Somewhat	5.4	2.6	4.3	3.8	8.9	6.3	4.5	4.0	6.1	6.6	3.7	9.6	11.6	5.1	11.4	4.5	5.5	2.6	3.8	1.9
LESS LIKELY	27.1	5.2	15.6	26.6	29.2	34.3	34.9	34.6	34.3	22.8	17.8	26.3	36.3	7.3	25.1	28.5	49.5	36.9	42.3	33.9
Somewhat	5.0	0.6	3.9	7.0	6.7	4.0	4.8	4.3	6.8	6.2	4.5	6.7	13.0	3.4	11.4	7.2	4.6	2.4	3.2	1.9
Much	22.0	4.6	11.7	19.6	22.4	30.3	30.1	30.3	27.5	16.6	13.3	19.7	23.3	3.9	13.7	21.3	44.9	34.5	39.1	32.1
NO DIFFERENCE	47.3	38.7	40.3	43.2	46.5	52.8	56.0	54.9	48.9	42.5	41.1	48.0	33.7	36.4	42.0	60.6	39.1	58.5	51.7	62.2
Net Diff	-1.5	51.0	28.5	3.7	-4.9	-21.5	-25.8	-24.1	-17.5	11.9	23.3	-0.7	-6.3	49.0	7.9	-17.7	-38.1	-32.3	-36.3	-30.1
Mean	2.97	4.00	3.57	3.11	2.88	2.55	2.49	2.52	2.66	3.23	3.47	2.96	2.89	3.96	3.16	2.67	2.23	2.35	2.27	2.40



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	1721	1449	272	279	176	103
MORE LIKELY	25.6	28.1	21.4	28.9	22.1	27.3	28.2	22.8	14.9	17.2	11.0
Much	20.2	21.1	17.8	22.3	18.5	22.5	24.8	10.2	6.4	6.9	5.6
Somewhat	5.4	7.0	3.6	6.6	3.6	4.9	3.4	12.7	8.5	10.3	5.4
LESS LIKELY	27.1	27.0	26.1	26.6	28.9	25.9	24.8	31.8	34.2	34.5	33.7
Somewhat	5.0	5.4	5.7	5.4	3.5	4.4	2.9	12.5	9.1	9.5	8.3
Much	22.0	21.7	20.4	21.2	25.4	21.5	21.9	19.3	25.1	25.0	25.5
NO DIFFERENCE	47.3	44.9	52.5	44.5	49.0	46.8	47.0	45.3	50.9	48.4	55.2
Net Diff	-1.5	1.0	-4.7	2.3	-6.8	1.4	3.4	-9.0	-19.3	-17.3	-22.7
Mean	2.97	3.00	2.93	3.03	2.86	3.02	3.06	2.82	2.62	2.65	2.57



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
MORE LIKELY	25.6	48.7	6.9	49.3	5.9	5.4	51.8	7.3	14.4	15.3	6.5	
Much	20.2	40.7	4.1	41.5	2.6	2.0	44.8	3.4	8.4	9.0	2.6	
Somewhat	5.4	8.0	2.8	7.8	3.3	3.4	7.0	3.9	5.9	6.4	3.9	
LESS LIKELY	27.1	12.7	40.8	11.7	40.5	37.3	9.0	39.3	38.6	39.5	36.9	
Somewhat	5.0	5.7	3.3	6.1	2.9	9.9	5.7	3.0	6.9	7.3	7.8	
Much	22.0	7.0	37.5	5.6	37.6	27.4	3.4	36.4	31.7	32.2	29.0	
NO DIFFERENCE	47.3	38.5	52.3	39.0	53.6	57.2	39.2	53.4	47.0	45.2	56.6	
Net Diff	-1.5	36.0	-33.9	37.6	-34.6	-31.9	42.7	-32.1	-24.2	-24.2	-30.3	
Mean	2.97	3.70	2.33	3.73	2.30	2.43	3.84	2.35	2.53	2.53	2.43	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	540	1460	902	854	244	490	827	294	533	1173
MORE LIKELY	25.6	13.4	30.1	47.6	6.6	10.9	16.7	9.1	13.0	7.0	37.2
Much	20.2	6.5	25.3	40.2	3.2	6.4	10.4	4.8	8.5	2.8	31.1
Somewhat	5.4	6.9	4.8	7.4	3.4	4.5	6.3	4.3	4.5	4.2	6.1
LESS LIKELY	27.1	38.4	22.9	13.9	40.5	28.5	31.1	39.5	41.3	38.6	18.3
Somewhat	5.0	3.8	5.5	6.4	3.0	7.2	9.1	3.2	2.0	3.9	6.3
Much	22.0	34.6	17.4	7.6	37.5	21.3	22.1	36.4	39.4	34.7	11.9
NO DIFFERENCE	47.3	48.2	47.0	38.5	52.9	60.6	52.2	51.3	45.7	54.4	44.5
Net Diff	-1.5	-25.0	7.3	33.7	-34.0	-17.7	-14.4	-30.4	-28.3	-31.6	18.9
Mean	2.97	2.47	3.15	3.66	2.32	2.67	2.74	2.38	2.41	2.37	3.38



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	830	890	724	736	540	408	280	251	316	456	289
MORE LIKELY	25.6	49.4	7.2	48.3	9.2	17.4	52.7	14.7	19.8	42.7	5.9	15.4
Much	20.2	42.1	3.8	41.3	4.2	13.8	45.4	7.0	16.2	36.1	2.5	11.7
Somewhat	5.4	7.4	3.4	7.0	5.0	3.6	7.3	7.7	3.6	6.6	3.4	3.7
LESS LIKELY	27.1	11.9	39.1	12.6	39.2	29.9	13.1	38.3	27.9	12.0	39.8	31.7
Somewhat	5.0	6.2	3.5	6.6	3.4	5.2	5.6	3.5	5.8	7.9	3.3	4.7
Much	22.0	5.7	35.5	6.0	35.8	24.7	7.5	34.8	22.1	4.0	36.5	26.9
NO DIFFERENCE	47.3	38.7	53.7	39.1	51.6	52.7	34.2	47.0	52.3	45.4	54.3	52.9
Net Diff	-1.5	37.6	-31.8	35.7	-30.0	-12.5	39.6	-23.6	-8.1	30.7	-33.9	-16.3
Mean	2.97	3.74	2.36	3.71	2.38	2.77	3.77	2.49	2.86	3.63	2.32	2.69



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
MORE LIKELY	25.6	12.2	14.4	10.6	16.6	37.0	57.5	45.2	69.5	33.9	50.5	7.2	11.4	16.4	14.1	13.5	32.6
Much	20.2	7.7	10.3	5.8	11.3	29.4	53.9	39.2	45.6	27.1	44.6	3.5	4.6	8.1	13.1	9.8	27.1
Somewhat	5.4	4.5	4.2	4.8	5.3	7.6	3.7	6.0	23.9	6.8	5.9	3.6	6.8	8.3	1.0	3.7	5.4
LESS LIKELY	27.1	33.6	32.0	34.8	34.5	18.1	9.0	14.4	15.6	19.1	10.8	35.3	45.1	44.4	32.4	33.1	18.0
Somewhat	5.0	4.4	3.1	5.3	5.8	6.1	2.7	4.7	15.6	8.6	5.5	2.4	5.4	1.8	9.6	5.1	2.3
Much	22.0	29.2	28.9	29.4	28.6	12.0	6.3	9.7	0.0	10.5	5.3	32.9	39.7	42.6	22.8	28.0	15.7
NO DIFFERENCE	47.3	54.2	53.6	54.6	48.9	45.0	33.5	40.4	15.0	46.9	38.7	57.5	43.5	39.2	53.6	53.4	49.4
Net Diff	-1.5	-21.4	-17.5	-24.1	-17.8	18.9	48.5	30.8	53.9	14.8	39.7	-28.1	-33.8	-28.1	-18.3	-19.6	14.6
Mean	2.97	2.57	2.64	2.52	2.65	3.36	3.96	3.60	3.99	3.31	3.79	2.43	2.31	2.37	2.72	2.62	3.26



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
MORE LIKELY	25.6	8.7	18.7	47.0	21.2	25.4	48.8	22.3	25.4	26.1	24.0	27.3	27.7	30.9	31.8	16.9
Much	20.2	4.8	11.3	40.8	15.0	20.2	39.9	17.5	20.0	19.8	20.2	22.1	23.4	23.1	24.5	13.2
Somewhat	5.4	3.9	7.4	6.3	6.2	5.2	8.9	4.8	5.4	6.3	3.8	5.2	4.3	7.8	7.3	3.7
LESS LIKELY	27.1	39.3	29.4	12.5	29.2	32.3	33.4	32.2	27.0	26.9	27.3	21.1	26.6	22.4	26.1	27.3
Somewhat	5.0	3.4	8.2	5.8	7.1	5.0	2.8	5.3	5.2	5.6	4.6	4.0	5.6	3.9	3.8	4.1
Much	22.0	35.8	21.1	6.7	22.1	27.4	30.7	26.9	21.8	21.4	22.6	17.1	21.0	18.6	22.3	23.2
NO DIFFERENCE	47.3	52.0	51.9	40.5	49.6	42.3	17.8	45.5	47.6	47.0	48.7	51.6	45.7	46.6	42.2	55.8
Net Diff	-1.5	-30.6	-10.7	34.5	-8.0	-6.9	15.4	-9.9	-1.7	-0.8	-3.2	6.3	1.1	8.5	5.7	-10.5
Mean	2.97	2.38	2.79	3.69	2.85	2.86	3.25	2.81	2.96	2.98	2.94	3.11	3.04	3.13	3.08	2.80



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE	GRAD. GRAD. Prof. GRAD. GRAD. GRAD. GRAD.						WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
MORE LIKELY	25.6	28.9	19.2	20.2	17.2	35.7	26.2	22.7	13.2	27.1	22.4	21.2	21.8	25.1	33.6	20.8	30.6	15.9	27.9	16.5
Much	20.2	23.1	14.7	15.3	13.4	29.2	20.0	17.5	10.2	23.0	14.3	15.1	11.8	13.5	29.1	17.2	23.5	10.4	15.6	8.6
Somewhat	5.4	5.8	4.5	4.8	3.8	6.5	6.2	5.2	3.0	4.0	8.1	6.1	9.9	11.7	4.5	3.6	7.1	5.5	12.3	7.9
LESS LIKELY	27.1	24.9	31.3	32.3	29.3	21.1	31.5	28.3	31.2	23.5	34.7	37.2	34.1	34.8	21.7	25.2	36.1	37.8	30.2	37.5
Somewhat	5.0	4.9	5.4	5.5	5.1	4.5	6.1	5.2	4.8	4.8	5.6	4.4	5.4	8.6	4.7	4.9	5.8	3.6	4.8	5.9
Much	22.0	20.0	26.0	26.8	24.3	16.7	25.4	23.1	26.4	18.7	29.1	32.8	28.7	26.2	17.0	20.3	30.4	34.1	25.4	31.6
NO DIFFERENCE	47.3	46.2	49.5	47.5	53.5	43.1	42.3	49.0	55.6	49.4	42.9	41.6	44.1	40.1	44.6	54.1	33.3	46.3	41.9	46.0
Net Diff	-1.5	4.0	-12.2	-12.2	-12.2	14.6	-5.3	-5.6	-18.0	3.6	-12.2	-16.0	-12.3	-9.7	11.9	-4.4	-5.5	-21.9	-2.3	-21.0
Mean	2.97	3.07	2.77	2.76	2.77	3.27	2.89	2.89	2.66	3.08	2.73	2.66	2.71	2.78	3.24	2.92	2.88	2.54	2.88	2.56



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

BANNER 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
MORE LIKELY	25.6	22.3	21.7	24.0	30.3	25.7	26.7	22.9	27.3	25.1	26.3	32.6	19.4
Much	20.2	10.5	15.6	16.9	24.6	22.2	23.7	15.1	23.5	17.9	23.1	26.1	15.0
Somewhat	5.4	11.9	6.1	7.1	5.7	3.5	3.0	7.8	3.8	7.1	3.2	6.4	4.4
LESS LIKELY	27.1	45.2	30.0	24.5	23.6	25.3	25.3	30.6	24.8	28.5	25.3	24.6	29.3
Somewhat	5.0	9.2	8.7	5.6	4.1	4.3	2.7	7.4	3.5	6.4	3.4	5.0	5.1
Much	22.0	36.0	21.3	18.8	19.5	21.0	22.6	23.2	21.3	22.1	21.9	19.5	24.2
NO DIFFERENCE	47.3	32.5	48.3	51.5	46.2	49.0	48.0	46.5	47.8	46.4	48.4	42.9	51.3
Net Diff	-1.5	-22.9	-8.3	-0.5	6.7	0.5	1.3	-7.7	2.5	-3.5	1.0	8.0	-9.9
Mean	2.97	2.52	2.86	2.98	3.12	3.02	3.02	2.84	3.05	2.92	3.02	3.15	2.81



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. IF DONALD TRUMP IS SENT TO JAIL FOR VIOLATING THIS GAG ORDER, WILL IT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR HIM IN NOVEMBER?

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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
MORE LIKELY	25.6	20.6	24.3	27.3	26.9	32.2	30.7	32.9	33.4	13.9	20.2	21.2	19.9	24.1	25.3	28.5
Much	20.2	11.8	16.8	22.6	23.8	18.3	19.5	28.3	29.9	8.0	15.1	16.4	17.1	16.6	20.3	24.9
Somewhat	5.4	8.8	7.5	4.7	3.2	13.9	11.2	4.6	3.5	5.8	5.1	4.8	2.8	7.4	4.9	3.6
LESS LIKELY	27.1	43.7	23.8	25.1	25.1	37.6	21.6	25.1	22.6	47.3	25.3	25.2	27.8	31.7	26.2	22.9
Somewhat	5.0	10.2	6.3	4.3	2.9	12.4	5.9	4.0	3.5	9.0	6.5	4.6	2.3	5.1	5.3	4.3
Much	22.0	33.5	17.6	20.8	22.2	25.2	15.7	21.1	19.1	38.3	18.8	20.5	25.5	26.6	20.9	18.6
NO DIFFERENCE	47.3	35.7	51.9	47.6	48.0	30.2	47.8	42.0	44.0	38.9	54.5	53.6	52.3	44.2	48.5	48.6
Net Diff	-1.5	-23.1	0.5	2.2	1.9	-5.4	9.1	7.8	10.8	-33.4	-5.1	-3.9	-7.9	-7.6	-1.0	5.6
Mean	2.97	2.55	3.00	3.04	3.03	2.88	3.13	3.15	3.22	2.36	2.91	2.92	2.84	2.82	2.98	3.12



Table 88 Page 941
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE PUBLIC.

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
TRYING TO JAIL RIVAL	34.3	82.7	61.0	40.5	27.5	18.9	13.7	18.6	13.5	44.8	57.1	28.9	32.4	69.3	49.9	17.6	9.2	8.6	10.9	7.5
PAYING TO PREVENT NEWS	23.6	1.3	7.3	18.8	20.5	32.6	32.8	46.2	38.0	13.8	10.9	16.7	19.0	4.5	9.3	16.0	38.9	47.5	48.2	47.2
THEY'RE EQUALLY BAD	34.2	12.1	23.2	35.2	42.0	38.5	47.7	25.4	39.8	33.7	25.9	43.0	44.1	22.3	33.1	51.9	42.5	35.4	34.3	35.9
DON'T KNOW	7.9	3.9	8.5	5.5	9.9	10.0	5.8	9.8	8.8	7.7	6.1	11.4	4.5	3.9	7.6	14.5	9.5	8.4	6.6	9.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE PUBLIC.

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	851	721	130	149	92	57
TRYING TO JAIL RIVAL	34.3	34.6	33.8	35.2	32.9	37.3	39.3	26.2	17.3	16.4	18.8
PAYING TO PREVENT NEWS	23.6	23.4	24.6	23.4	23.1	25.1	25.1	24.8	15.1	18.6	9.3
THEY'RE EQUALLY BAD	34.2	32.7	31.5	35.9	35.3	31.5	30.8	35.2	49.6	50.5	48.2
DON'T KNOW	7.9	9.3	10.1	5.5	8.7	6.1	4.7	13.8	18.0	14.5	23.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE PUBLIC.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361		454	450	96	389	360	140	103	112
TRYING TO JAIL RIVAL	34.3	62.0	10.5		62.0	10.1	16.8	65.9	10.4	20.3	18.9	19.1
PAYING TO PREVENT NEWS	23.6	5.9	41.7		6.3	42.9	14.6	6.1	47.0	20.2	19.1	13.4
THEY'RE EQUALLY BAD	34.2	26.7	38.8		26.5	38.6	50.2	24.1	35.1	50.1	53.7	46.7
DON'T KNOW	7.9	5.4	9.0		5.2	8.4	18.4	3.9	7.5	9.5	8.3	20.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE PUBLIC.

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	257	743	458	416	127	263	400	133	267	600
TRYING TO JAIL RIVAL	34.3	12.7	41.8	62.1	8.8	17.6	25.6	10.3	11.1	9.9	50.3
PAYING TO PREVENT NEWS	23.6	38.4	18.5	6.3	44.9	16.0	17.7	43.5	44.9	42.8	10.4
THEY'RE EQUALLY BAD	34.2	38.6	32.7	26.3	37.5	51.9	45.9	37.8	36.4	38.4	31.9
DON'T KNOW	7.9	10.3	7.1	5.3	8.8	14.5	10.9	8.5	7.6	8.9	7.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	415	445	362	368	270	212	131	128	150	237	142			
TRYING TO JAIL RIVAL	34.3	62.4	10.7	63.1	9.6	29.4	68.7	14.0	34.9	55.2	7.1	24.5			
PAYING TO PREVENT NEWS	23.6	6.0	42.7	5.8	42.6	21.5	5.2	39.7	25.1	6.7	44.3	18.2			
THEY'RE EQUALLY BAD	34.2	26.6	38.4	26.8	38.9	37.9	24.1	37.5	32.9	30.4	39.6	42.4			
DON'T KNOW	7.9	5.0	8.3	4.4	8.9	11.2	2.0	8.8	7.1	7.7	9.0	14.9			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE 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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
TRYING TO JAIL RIVAL	34.3	14.5	10.2	17.7	21.5	58.8	68.9	62.8	49.4	38.2	69.4	10.6	5.7	17.9	17.8	26.4	51.4
PAYING TO PREVENT NEWS	23.6	42.6	51.1	36.4	25.4	6.7	7.0	6.8	34.5	9.9	2.8	46.2	37.7	36.5	27.4	22.4	12.6
THEY'RE EQUALLY BAD	34.2	34.9	29.4	38.8	41.2	28.7	23.4	26.6	11.6	38.4	25.4	35.9	44.6	37.4	41.0	40.0	27.1
DON'T KNOW	7.9	8.0	9.3	7.1	11.9	5.8	0.7	3.8	4.4	13.4	2.5	7.3	12.1	8.2	13.8	11.2	8.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE PUBLIC.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY-UPPER MIDDLE	Weal-thy MIDDLE	Upper Middle Class	MIDDLE-LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL
Total	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
TRYING TO JAIL RIVAL	34.3	10.2	27.6	63.4	32.0	31.8	18.1	33.7	35.0	35.1	35.0	32.3	37.4	43.6	37.0	28.5
PAYING TO PREVENT NEWS	23.6	40.2	23.3	5.4	21.2	24.8	40.1	22.7	24.0	24.9	22.4	19.3	20.8	11.2	20.5	31.5
THEY'RE EQUALLY BAD	34.2	40.0	39.6	25.8	38.8	37.4	36.4	37.6	33.1	32.9	33.3	38.1	35.1	36.3	31.9	32.9
DON'T KNOW	7.9	9.6	9.4	5.4	7.9	5.9	5.4	6.0	7.9	7.1	9.3	10.2	6.6	9.0	10.6	7.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE 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
Total	1000	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
TRYING TO JAIL RIVAL	34.3	36.0	30.9	31.7	29.2	47.9	36.8	25.1	26.1	39.9	22.4	19.5	18.4	33.6	50.9	29.0	22.1	18.5	21.4	15.3
PAYING TO PREVENT NEWS	23.6	18.4	33.7	29.9	41.3	15.0	31.1	21.6	35.8	21.7	27.6	31.5	27.6	21.3	17.2	26.1	29.3	32.3	30.8	24.3
THEY'RE EQUALLY BAD	34.2	36.4	29.9	32.3	24.9	31.8	27.0	40.7	32.2	31.1	40.9	38.2	45.1	39.2	27.5	34.6	43.7	36.1	38.5	51.9
DON'T KNOW	7.9	9.1	5.6	6.1	4.5	5.3	5.1	12.5	5.9	7.3	9.0	10.8	8.9	6.0	4.3	10.3	4.9	13.1	9.4	8.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE 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	80	129	181	163	197	251	390	610	552	448	470	530
TRYING TO JAIL RIVAL	34.3	17.6	24.1	26.5	37.6	44.6	40.2	23.9	40.9	27.9	42.2	44.3	25.4
PAYING TO PREVENT NEWS	23.6	30.5	27.8	24.0	24.1	21.2	20.5	26.6	21.7	25.9	20.8	20.2	26.6
THEY'RE EQUALLY BAD	34.2	40.3	39.2	37.8	30.2	28.1	34.5	38.8	31.3	36.2	31.7	30.2	37.7
DON'T KNOW	7.9	11.6	8.9	11.7	8.1	6.0	4.8	10.8	6.0	10.0	5.3	5.3	10.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

88. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. A PRESIDENTIAL CANDIDATE PAYING SOMEONE TO PREVENT A POTENTIALLY DAMAGING NEWS STORY FROM BEING MADE 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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
TRYING TO JAIL RIVAL	34.3	15.9	27.0	37.9	43.1	26.6	29.3	47.8	51.9	11.3	25.7	26.9	31.7	26.1	36.1	40.8
PAYING TO PREVENT NEWS	23.6	30.4	24.4	24.4	19.9	31.4	25.4	18.6	16.9	29.9	23.9	31.0	23.8	29.3	22.9	17.7
THEY'RE EQUALLY BAD	34.2	43.3	36.9	30.7	32.0	33.2	36.5	28.7	28.0	47.8	37.1	33.0	37.1	35.0	34.0	33.6
DON'T KNOW	7.9	10.4	11.7	6.9	5.0	8.9	8.8	4.9	3.2	11.0	13.3	9.1	7.4	9.6	7.0	7.9



Table 89 Page 951
May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
CONCERNING	66.8	95.7	87.9	74.2	71.3	57.6	48.8	37.7	48.4	80.0	83.8	75.4	75.2	93.5	81.6	72.2	54.6	34.4	40.3	31.5
Very	42.4	88.4	73.6	53.4	36.9	24.0	21.3	16.8	21.3	55.7	68.3	40.0	41.8	82.2	52.6	30.1	25.0	9.9	9.6	10.0
Somewhat	24.3	7.3	14.3	20.8	34.4	33.6	27.4	20.9	27.0	24.3	15.5	35.4	33.4	11.3	29.1	42.1	29.5	24.5	30.6	21.5
NOT AT ALL CONCERNING	25.3	2.7	5.1	19.1	19.9	31.2	41.2	52.4	45.5	11.9	10.5	13.5	13.5	3.0	8.1	16.8	32.4	58.0	53.0	60.5
DON'T KNOW	8.0	1.6	7.0	6.7	8.7	11.2	10.1	9.9	6.1	8.1	5.7	11.1	11.2	3.5	10.2	11.0	13.1	7.6	6.7	8.0
Net Diff.	41.5	93.0	82.8	55.1	51.4	26.4	7.6	-14.7	2.8	68.1	73.2	62.0	61.7	90.5	73.5	55.4	22.2	-23.6	-12.7	-28.9
Mean	2.19	2.87	2.74	2.37	2.19	1.92	1.78	1.60	1.74	2.48	2.61	2.30	2.32	2.82	2.50	2.15	1.92	1.48	1.54	1.45



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	851	721	130	149	92	57
CONCERNING	66.8	67.6	62.0	68.3	68.4	66.3	65.7	69.5	69.5	70.8	67.3
Very	42.4	38.9	39.0	47.0	40.6	45.1	47.7	30.9	27.0	25.9	28.9
Somewhat	24.3	28.6	23.0	21.3	27.7	21.2	18.0	38.6	42.4	44.9	38.4
NOT AT ALL CONCERNING	25.3	27.1	30.7	21.6	24.7	26.9	28.4	18.5	15.8	16.6	14.6
DON'T KNOW	8.0	5.3	7.3	10.1	6.9	6.8	5.9	12.0	14.7	12.6	18.1
Net Diff.	41.5	40.4	31.3	46.7	43.7	39.4	37.3	50.9	53.6	54.2	52.7
Mean	2.19	2.12	2.09	2.28	2.17	2.20	2.20	2.14	2.13	2.11	2.17



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361		454	450	96	389	360	140	103	112
CONCERNING	66.8	90.4	44.3		90.6	42.3	68.9	92.6	37.2	72.5	76.9	64.5
Very	42.4	72.4	16.2		73.5	12.7	34.6	77.4	11.8	34.2	41.9	29.3
Somewhat	24.3	18.0	28.1		17.0	29.6	34.3	15.2	25.4	38.3	35.1	35.2
NOT AT ALL CONCERNING	25.3	4.4	48.2		3.6	49.4	15.0	2.7	55.2	18.9	14.2	15.2
DON'T KNOW	8.0	5.2	7.5		5.9	8.4	16.0	4.6	7.6	8.5	8.8	20.2
Net Diff.	41.5	86.1	-3.9		87.0	-7.1	53.9	89.9	-18.0	53.6	62.7	49.3
Mean	2.19	2.72	1.65		2.74	1.60	2.23	2.78	1.53	2.17	2.30	2.18



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	458	416	127	263	400	133	267	600	
CONCERNING	66.8	42.3	75.2	89.1	40.5	72.2	71.7	42.4	41.4	42.9	82.9	
Very	42.4	17.5	51.0	71.2	14.5	30.1	35.4	15.9	22.5	12.7	60.0	
Somewhat	24.3	24.8	24.2	17.9	26.0	42.1	36.3	26.5	18.9	30.2	22.9	
NOT AT ALL CONCERNING	25.3	45.9	18.1	4.9	50.3	16.8	18.0	48.4	52.1	46.6	9.8	
DON'T KNOW	8.0	11.7	6.7	6.0	9.2	11.0	10.3	9.1	6.5	10.5	7.2	
Net Diff.	41.5	-3.6	57.1	84.2	-9.8	55.4	53.7	-6.0	-10.7	-3.7	73.1	
Mean	2.19	1.68	2.35	2.71	1.61	2.15	2.19	1.64	1.68	1.62	2.54	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	415	445	362	368	270	212	131	128	150	237	142	
CONCERNING	66.8	91.7	42.6	90.2	43.5	66.9	92.9	38.0	64.3	86.5	46.6	69.2	
Very	42.4	74.1	14.7	73.5	16.0	36.7	77.4	16.6	33.7	68.1	15.7	39.4	
Somewhat	24.3	17.6	27.9	16.7	27.6	30.2	15.4	21.4	30.7	18.5	30.9	29.8	
NOT AT ALL CONCERNING	25.3	3.4	48.9	4.0	48.5	22.1	4.2	54.3	28.6	3.7	45.3	16.3	
DON'T KNOW	8.0	4.9	8.5	5.8	8.0	11.0	2.9	7.7	7.1	9.7	8.1	14.5	
Net Diff.	41.5	88.3	-6.2	86.2	-4.9	44.8	88.6	-16.2	35.8	82.8	1.3	52.9	
Mean	2.19	2.74	1.63	2.74	1.65	2.16	2.75	1.59	2.06	2.71	1.68	2.27	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
CONCERNING	66.8	44.8	44.3	45.3	61.7	85.1	95.1	89.1	81.5	79.3	93.2	39.3	47.4	59.7	56.1	65.3	82.6
Very	42.4	18.4	19.3	17.8	30.3	64.6	87.0	73.6	46.1	51.4	80.3	13.6	16.8	30.5	30.3	32.1	60.0
Somewhat	24.3	26.4	24.9	27.5	31.5	20.5	8.1	15.5	35.4	27.9	12.9	25.7	30.6	29.2	25.8	33.2	22.5
NOT AT ALL CONCERNING	25.3	47.8	50.3	46.0	26.7	7.6	3.7	6.0	9.4	6.0	3.2	55.3	40.0	32.1	27.3	24.8	7.0
DON'T KNOW	8.0	7.3	5.4	8.7	11.6	7.3	1.2	4.9	9.1	14.8	3.6	5.4	12.5	8.2	16.5	9.9	10.5
Net Diff.	41.5	-3.0	-6.0	-0.8	35.0	77.5	91.4	83.1	72.0	73.3	90.0	-16.0	7.4	27.7	28.8	40.5	75.6
Mean	2.19	1.68	1.67	1.69	2.04	2.61	2.84	2.71	2.40	2.53	2.80	1.56	1.73	1.98	2.04	2.08	2.59



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
CONCERNING	66.8	44.5	69.6	90.3	69.6	62.8	88.7	59.2	67.8	69.3	65.2	64.7	68.8	83.4	71.9	55.5
Very	42.4	16.7	32.3	74.5	39.3	39.8	66.8	36.0	43.3	44.2	41.8	39.7	47.0	62.1	43.7	32.8
Somewhat	24.3	27.7	37.4	15.8	30.3	23.0	21.9	23.2	24.5	25.1	23.4	25.0	21.8	21.3	28.3	22.7
NOT AT ALL CONCERNING	25.3	46.2	21.4	3.5	21.7	29.8	5.9	33.1	25.0	24.4	25.9	21.5	22.4	8.3	21.0	36.7
DON'T KNOW	8.0	9.3	9.0	6.2	8.7	7.4	5.4	7.6	7.3	6.3	8.9	13.8	8.8	8.3	7.1	7.8
Net Diff.	41.5	-1.8	48.3	86.8	47.9	33.0	82.8	26.1	42.8	44.9	39.2	43.2	46.4	75.0	50.9	18.8
Mean	2.19	1.67	2.12	2.76	2.19	2.11	2.64	2.03	2.20	2.21	2.17	2.21	2.27	2.59	2.24	1.96



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
CONCERNING	66.8	70.4	59.6	61.2	56.4	75.8	57.4	65.4	61.5	66.6	67.0	62.8	64.9	78.6	71.8	61.5	57.9	64.8	61.9	68.0
Very	42.4	47.4	32.7	35.6	26.9	55.2	34.9	40.1	30.9	44.8	37.3	36.0	37.2	32.9	53.1	36.6	34.2	36.7	38.5	35.9
Somewhat	24.3	23.0	26.9	25.6	29.5	20.6	22.4	25.2	30.6	21.8	29.7	26.8	27.7	45.7	18.7	24.9	23.7	28.1	23.4	32.1
NOT AT ALL CONCERNING	25.3	20.0	35.6	33.3	40.2	17.4	40.1	22.4	31.9	26.0	23.7	27.8	23.7	17.1	24.4	27.6	32.0	26.1	26.2	21.1
DON'T KNOW	8.0	9.6	4.8	5.4	3.4	6.8	2.5	12.3	6.6	7.4	9.3	9.4	11.4	4.3	3.8	10.9	10.1	9.1	11.9	11.0
Net Diff.	41.5	50.4	24.0	27.9	16.2	58.4	17.3	43.0	29.5	40.6	43.3	35.0	41.2	61.5	47.4	33.9	25.9	38.6	35.7	46.9
Mean	2.19	2.30	1.97	2.02	1.86	2.41	1.95	2.20	1.99	2.20	2.15	2.09	2.15	2.17	2.30	2.10	2.02	2.12	2.14	2.17



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
CONCERNING	66.8	64.9	66.2	69.7	69.2	70.7	60.8	67.6	66.2	68.0	65.2	69.9	64.0
Very	42.4	23.5	33.0	41.3	46.4	49.4	46.0	34.9	47.2	38.3	47.5	48.6	36.9
Somewhat	24.3	41.4	33.2	28.4	22.8	21.3	14.9	32.6	19.0	29.7	17.7	21.2	27.1
NOT AT ALL CONCERNING	25.3	22.4	23.9	18.5	24.2	24.5	33.1	21.1	27.9	22.0	29.3	24.7	25.7
DON'T KNOW	8.0	12.6	9.9	11.8	6.6	4.8	6.1	11.3	5.8	10.0	5.5	5.4	10.3
Net Diff.	41.5	42.5	42.3	51.2	45.1	46.2	27.8	46.5	38.3	46.1	35.8	45.1	38.3
Mean	2.19	2.01	2.10	2.26	2.24	2.26	2.14	2.16	2.20	2.18	2.19	2.25	2.12



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

89. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE DAUGHTER OF THE JUDGE PRESIDING OVER FORMER PRESIDENT TRUMP'S TRIAL IS A DEMOCRATIC PARTY OPERATIVE WHO PREVIOUSLY WORKED FOR VICE PRESIDENT HARRIS, AND WHOSE CLIENTS HAVE RAISED OVER \$90 MILLION OFF THE CASE AGAINST TRUMP - MEANING THE JUDGE'S DAUGHTER IS PROFITING OFF THE CASE.

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
CONCERNING	66.8	59.8	70.7	70.8	62.9	63.9	67.8	74.9	68.0	58.0	72.2	66.2	56.5	64.7	65.4	72.7
Very	42.4	25.6	39.4	45.9	47.5	29.3	35.8	53.9	54.1	24.0	41.4	37.0	39.1	35.3	42.8	50.9
Somewhat	24.3	34.1	31.3	24.9	15.4	34.6	32.0	21.0	13.9	34.0	30.8	29.3	17.4	29.4	22.6	21.8
NOT AT ALL CONCERNING	25.3	27.6	18.6	21.9	32.1	26.1	23.2	21.5	27.7	28.2	16.1	22.4	37.7	27.9	26.8	18.1
DON'T KNOW	8.0	12.7	10.7	7.2	5.0	10.0	8.9	3.6	4.3	13.8	11.7	11.4	5.9	7.4	7.8	9.2
Net Diff.	41.5	32.2	52.0	48.9	30.9	37.8	44.6	53.5	40.3	29.8	56.2	43.8	18.8	36.9	38.7	54.6
Mean	2.19	1.98	2.23	2.26	2.16	2.04	2.14	2.34	2.28	1.95	2.29	2.16	2.02	2.08	2.17	2.36



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
CONCERNING	56.5	87.2	76.7	64.1	60.5	43.5	35.3	37.2	40.4	69.0	73.7	60.6	70.6	86.4	71.9	50.3	44.0	26.2	34.1	22.2
Very	33.1	81.5	60.7	37.7	27.3	15.8	13.2	17.9	13.4	43.9	55.6	28.0	34.3	68.7	39.2	19.4	17.8	6.7	8.0	6.1
Somewhat	23.5	5.7	15.9	26.3	33.2	27.7	22.1	19.3	27.0	25.1	18.1	32.6	36.3	17.6	32.7	30.9	26.2	19.5	26.1	16.2
NOT AT ALL CONCERNING	34.3	7.6	15.2	24.1	32.1	42.5	53.7	58.3	52.4	20.8	17.3	27.4	18.5	6.7	16.0	35.0	45.2	67.3	59.5	71.1
DON'T KNOW	9.2	5.1	8.2	11.9	7.4	14.0	11.0	4.5	7.2	10.3	9.1	12.0	10.9	7.0	12.1	14.7	10.8	6.5	6.4	6.6
Net Diff.	22.3	79.6	61.5	40.0	28.4	1.0	-18.4	-21.1	-12.0	48.2	56.4	33.2	52.0	79.7	55.8	15.3	-1.1	-41.1	-25.4	-48.9
Mean	1.99	2.78	2.50	2.16	1.95	1.69	1.54	1.58	1.58	2.26	2.42	2.01	2.18	2.67	2.26	1.82	1.69	1.35	1.45	1.30



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

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	851	721	130	149	92	57
CONCERNING	56.5	57.4	53.2	59.1	54.8	56.8	56.5	58.4	55.3	58.9	49.6
Very	33.1	33.7	31.1	36.0	29.3	35.8	39.4	15.8	17.7	18.8	15.9
Somewhat	23.5	23.7	22.1	23.1	25.5	21.0	17.1	42.6	37.7	40.1	33.7
NOT AT ALL CONCERNING	34.3	34.5	39.5	28.7	38.5	35.7	37.0	28.9	26.1	24.3	28.9
DON'T KNOW	9.2	8.1	7.3	12.2	6.7	7.5	6.6	12.7	18.6	16.8	21.5
Net Diff.	22.3	22.9	13.7	30.4	16.3	21.0	19.5	29.5	29.3	34.6	20.7
Mean	1.99	1.99	1.91	2.08	1.90	2.00	2.03	1.85	1.90	1.93	1.83



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112
CONCERNING	56.5	82.1	33.6	81.4	31.3	57.2	82.4	28.9	59.7	65.8	51.9
Very	33.1	59.6	10.8	58.7	9.3	23.5	62.2	9.7	23.9	29.5	18.3
Somewhat	23.5	22.5	22.9	22.7	22.0	33.8	20.1	19.1	35.8	36.4	33.6
NOT AT ALL CONCERNING	34.3	9.3	59.4	10.0	61.2	22.9	9.3	64.7	31.9	23.6	26.2
DON'T KNOW	9.2	8.6	7.0	8.6	7.5	19.9	8.3	6.5	8.4	10.5	21.9
Net Diff.	22.3	72.7	-25.8	71.4	-29.9	34.3	73.1	-35.8	27.8	42.2	25.7
Mean	1.99	2.55	1.48	2.53	1.44	2.01	2.58	1.41	1.91	2.06	1.90



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

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	458	416	127	263	400	133	267	600
CONCERNING	56.5	36.0	63.7	81.0	31.5	50.3	56.7	33.8	38.2	31.7	71.7
Very	33.1	12.1	40.3	57.8	10.0	19.4	25.4	12.1	17.8	9.2	47.0
Somewhat	23.5	23.8	23.3	23.2	21.5	30.9	31.3	21.8	20.4	22.5	24.6
NOT AT ALL CONCERNING	34.3	53.3	27.7	10.1	60.6	35.0	31.0	57.5	55.7	58.4	18.8
DON'T KNOW	9.2	10.7	8.6	8.9	7.8	14.7	12.3	8.7	6.1	9.9	9.5
Net Diff.	22.3	-17.4	36.0	70.9	-29.1	15.3	25.7	-23.7	-17.5	-26.7	52.8
Mean	1.99	1.54	2.14	2.52	1.45	1.82	1.94	1.50	1.60	1.45	2.31



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

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	415	445	362	368	270	212	131	128	150	237	142
CONCERNING	56.5	83.9	32.8	82.7	34.2	51.9	86.5	33.7	49.4	77.4	34.6	54.0
Very	33.1	59.5	11.3	60.0	10.7	27.6	62.9	8.2	29.8	55.9	12.0	25.5
Somewhat	23.5	24.3	21.5	22.7	23.6	24.3	23.6	25.4	19.6	21.6	22.5	28.5
NOT AT ALL CONCERNING	34.3	8.7	59.7	9.1	57.6	36.3	8.6	57.4	43.6	9.7	57.7	29.8
DON'T KNOW	9.2	7.4	7.5	8.2	8.2	11.8	4.9	8.9	6.9	12.9	7.7	16.2
Net Diff.	22.3	75.2	-26.9	73.7	-23.4	15.5	77.9	-23.7	5.8	67.7	-23.2	24.2
Mean	1.99	2.55	1.48	2.55	1.49	1.90	2.57	1.46	1.85	2.53	1.50	1.95



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
CONCERNING	56.5	36.0	33.8	37.6	49.9	74.2	87.4	79.5	81.9	79.6	83.4	29.3	39.6	50.0	48.9	46.9	73.9
Very	33.1	13.1	14.9	11.8	23.2	48.1	74.8	58.8	46.1	37.6	65.7	8.1	14.1	16.4	23.3	24.4	43.5
Somewhat	23.5	22.9	18.9	25.8	26.7	26.1	12.6	20.6	35.8	41.9	17.7	21.2	25.5	33.6	25.5	22.5	30.4
NOT AT ALL CONCERNING	34.3	59.6	62.4	57.5	35.9	16.5	7.1	12.7	13.7	6.9	9.2	66.4	45.1	42.3	46.2	39.4	15.8
DON'T KNOW	9.2	4.4	3.8	4.9	14.2	9.3	5.5	7.8	4.4	13.5	7.4	4.3	15.4	7.6	4.9	13.8	10.3
Net Diff.	22.3	-23.6	-28.7	-19.9	14.0	57.7	80.3	66.7	68.2	72.6	74.3	-37.2	-5.5	7.7	2.6	7.5	58.1
Mean	1.99	1.51	1.51	1.52	1.85	2.35	2.72	2.50	2.34	2.35	2.61	1.39	1.63	1.72	1.76	1.83	2.31



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
CONCERNING	56.5	33.2	57.3	82.1	56.9	58.9	83.3	55.5	56.5	57.9	53.9	54.1	57.2	71.3	65.4	45.2
Very	33.1	10.9	28.9	59.2	29.9	35.3	70.1	30.4	32.6	35.6	27.4	33.7	33.9	45.6	38.1	24.9
Somewhat	23.5	22.3	28.4	23.0	27.0	23.6	13.2	25.1	23.9	22.4	26.5	20.4	23.3	25.7	27.3	20.3
NOT AT ALL CONCERNING	34.3	57.8	32.6	9.0	33.4	32.6	5.9	36.4	35.3	34.4	36.9	29.1	31.6	18.2	28.2	46.3
DON'T KNOW	9.2	9.1	10.1	8.9	9.8	8.5	10.8	8.2	8.2	7.7	9.1	16.8	11.2	10.5	6.4	8.5
Net Diff.	22.3	-24.6	24.6	73.2	23.5	26.2	77.4	19.1	21.1	23.6	17.0	25.0	25.7	53.1	37.2	-1.0
Mean	1.99	1.48	1.96	2.55	1.96	2.03	2.72	1.93	1.97	2.01	1.90	2.06	2.03	2.31	2.11	1.77



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE	GRAD. GRAD.	Prof. GRAD. GRAD. GRAD.					WHITE	NON- WHITE	panic								
Total	1000	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
CONCERNING	56.5	60.3	49.3	51.4	45.0	67.3	50.2	53.8	48.6	59.4	50.4	47.4	51.7	58.6	66.8	52.2	48.1	47.2	48.4	55.2
Very	33.1	35.7	27.9	30.3	23.2	42.6	30.5	29.3	25.9	36.4	26.1	24.7	25.8	30.3	44.4	28.4	26.5	23.9	19.3	32.6
Somewhat	23.5	24.6	21.3	21.1	21.7	24.6	19.7	24.5	22.7	23.1	24.3	22.8	25.9	28.4	22.4	23.7	21.5	23.2	29.1	22.6
NOT AT ALL CONCERNING	34.3	28.6	45.4	42.8	50.4	24.2	47.3	32.7	43.8	32.8	37.3	43.1	32.7	34.4	29.1	36.5	43.4	42.9	36.4	28.9
DON'T KNOW	9.2	11.1	5.4	5.7	4.6	8.5	2.6	13.6	7.7	7.7	12.3	9.5	15.5	7.0	4.1	11.3	8.5	9.9	15.2	15.9
Net Diff.	22.3	31.6	3.9	8.6	-5.5	43.0	2.9	21.1	4.8	26.6	13.1	4.4	19.0	24.2	37.7	15.7	4.6	4.3	12.0	26.3
Mean	1.99	2.08	1.82	1.87	1.71	2.20	1.83	1.96	1.81	2.04	1.87	1.80	1.92	1.96	2.16	1.91	1.82	1.79	1.80	2.04



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
CONCERNING	56.5	50.5	55.1	57.4	59.0	60.6	53.8	55.2	57.4	56.3	56.8	61.7	51.9
Very	33.1	19.8	26.2	27.8	35.9	38.7	38.5	25.6	37.8	28.6	38.6	38.7	28.1
Somewhat	23.5	30.8	28.8	29.7	23.1	21.9	15.4	29.6	19.5	27.7	18.2	23.0	23.9
NOT AT ALL CONCERNING	34.3	36.5	31.6	29.2	33.8	33.0	40.0	31.5	36.1	32.2	36.9	31.7	36.6
DON'T KNOW	9.2	13.0	13.3	13.4	7.2	6.4	6.2	13.3	6.6	11.5	6.3	6.6	11.5
Net Diff.	22.3	14.1	23.4	28.2	25.2	27.6	13.9	23.7	21.3	24.2	19.9	30.0	15.4
Mean	1.99	1.81	1.94	1.98	2.02	2.06	1.98	1.93	2.02	1.96	2.02	2.08	1.90



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

90. THE JUDGE PRESIDING OVER THE CASE HAS SAID HE DETESTS POLITICIANS USING TWITTER - A CLEAR REFERENCE TO FORMER PRESIDENT TRUMP.

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
CONCERNING	56.5	51.9	56.2	59.4	56.1	57.8	58.2	66.6	60.3	49.3	55.0	51.4	50.6	57.4	55.0	59.1
Very	33.1	22.7	26.5	35.5	39.5	25.6	25.4	41.0	45.6	21.4	27.1	29.4	31.8	29.7	32.0	40.2
Somewhat	23.5	29.2	29.7	23.9	16.6	32.2	32.9	25.6	14.8	27.9	27.9	22.0	18.9	27.8	23.0	18.9
NOT AT ALL CONCERNING	34.3	34.6	30.6	32.8	38.1	31.9	34.1	26.9	34.2	35.8	28.7	39.4	43.0	33.8	36.2	30.1
DON'T KNOW	9.2	13.6	13.2	7.8	5.8	10.3	7.7	6.5	5.4	15.0	16.3	9.2	6.4	8.7	8.7	10.8
Net Diff.	22.3	17.3	25.6	26.6	18.0	26.0	24.2	39.7	26.1	13.5	26.3	11.9	7.6	23.6	18.8	29.0
Mean	1.99	1.86	1.95	2.03	2.02	1.93	1.91	2.15	2.12	1.83	1.98	1.89	1.88	1.95	1.95	2.11



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
CONCERNING	65.6	90.0	82.4	74.2	67.9	52.4	52.3	46.8	51.2	76.4	80.6	69.8	75.5	87.7	80.3	66.9	55.1	39.1	39.5	38.9
Very	39.1	83.9	66.9	47.3	30.6	24.5	17.9	23.4	20.2	49.9	62.3	32.8	40.0	69.3	51.7	29.3	23.5	13.0	16.0	11.5
Somewhat	26.5	6.1	15.6	26.9	37.3	27.9	34.4	23.4	30.9	26.6	18.3	37.1	35.5	18.4	28.7	37.5	31.6	26.1	23.5	27.4
NOT AT ALL CONCERNING	24.2	6.1	9.3	17.7	24.1	28.8	33.0	44.6	39.6	14.2	12.2	16.7	16.4	8.6	10.3	19.7	26.9	48.7	49.3	48.4
DON'T KNOW	10.2	3.9	8.2	8.1	8.0	18.7	14.7	8.5	9.2	9.4	7.2	13.4	8.1	3.7	9.4	13.4	18.0	12.3	11.2	12.8
Net Diff.	41.4	84.0	73.1	56.6	43.8	23.6	19.3	2.2	11.6	62.3	68.5	53.1	59.1	79.1	70.1	47.2	28.2	-9.6	-9.8	-9.5
Mean	2.17	2.81	2.63	2.32	2.07	1.95	1.82	1.77	1.79	2.39	2.54	2.19	2.26	2.63	2.46	2.11	1.96	1.59	1.62	1.58



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

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	851	721	130	149	92	57
CONCERNING	65.6	65.6	66.0	65.0	66.1	65.2	64.4	70.0	67.7	71.4	61.7
Very	39.1	39.6	38.2	40.8	36.8	42.1	43.5	34.3	22.3	21.6	23.4
Somewhat	26.5	26.0	27.9	24.2	29.3	23.1	20.9	35.7	45.4	49.7	38.4
NOT AT ALL CONCERNING	24.2	28.2	26.7	21.5	23.1	26.2	27.8	17.6	12.5	12.6	12.4
DON'T KNOW	10.2	6.2	7.2	13.4	10.8	8.5	7.8	12.4	19.8	16.1	25.8
Net Diff.	41.4	37.4	39.3	43.5	43.1	39.0	36.6	52.4	55.1	58.8	49.3
Mean	2.17	2.12	2.12	2.22	2.15	2.17	2.17	2.19	2.12	2.11	2.15



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	402	361	454	450	96	389	360	140	103	112	
CONCERNING	65.6	85.1	45.5	85.9	44.9	66.5	86.2	41.5	73.4	77.3	61.5	
Very	39.1	64.7	16.4	65.2	15.7	26.3	66.9	16.0	32.8	36.3	24.8	
Somewhat	26.5	20.5	29.1	20.8	29.3	40.2	19.3	25.5	40.6	41.0	36.6	
NOT AT ALL CONCERNING	24.2	8.4	43.3	8.1	42.3	15.5	8.0	45.3	20.4	15.2	17.5	
DON'T KNOW	10.2	6.5	11.2	6.0	12.8	18.0	5.7	13.2	6.2	7.5	21.1	
Net Diff.	41.4	76.8	2.2	77.8	2.6	50.9	78.2	-3.8	53.1	62.2	44.0	
Mean	2.17	2.60	1.70	2.61	1.69	2.13	2.63	1.66	2.13	2.23	2.09	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

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	458	416	127	263	400	133	267	600	
CONCERNING	65.6	46.7	72.1	85.0	43.9	66.9	69.7	43.7	46.5	42.4	80.1	
Very	39.1	20.6	45.6	62.8	16.1	29.3	35.3	18.4	24.0	15.6	53.0	
Somewhat	26.5	26.1	26.6	22.2	27.8	37.5	34.4	25.4	22.5	26.8	27.2	
NOT AT ALL CONCERNING	24.2	37.3	19.7	9.2	42.1	19.7	18.1	41.3	45.6	39.1	12.9	
DON'T KNOW	10.2	16.0	8.2	5.9	14.0	13.4	12.2	15.0	7.9	18.5	7.0	
Net Diff.	41.4	9.4	52.5	75.8	1.8	47.2	51.7	2.5	1.0	3.3	67.3	
Mean	2.17	1.80	2.28	2.57	1.70	2.11	2.20	1.73	1.77	1.71	2.43	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

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	415	445	362	368	270	212	131	128	150	237	142						
CONCERNING	65.6	86.4	45.5	86.4	45.6	65.1	88.6	44.6	63.6	83.2	46.1	66.3						
Very	39.1	63.9	16.2	64.8	16.4	35.8	67.4	18.3	37.8	61.0	15.4	34.0						
Somewhat	26.5	22.5	29.3	21.6	29.2	29.3	21.2	26.3	25.8	22.1	30.8	32.4						
NOT AT ALL CONCERNING	24.2	7.9	42.7	7.8	41.2	23.1	7.6	44.1	28.7	8.1	39.6	18.0						
DON'T KNOW	10.2	5.7	11.8	5.8	13.3	11.9	3.8	11.3	7.7	8.8	14.3	15.7						
Net Diff.	41.4	78.5	2.8	78.6	4.4	42.0	81.0	0.4	34.9	75.1	6.6	48.4						
Mean	2.17	2.59	1.70	2.60	1.71	2.14	2.62	1.71	2.10	2.58	1.72	2.19						



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
CONCERNING	65.6	48.8	42.1	53.6	59.1	86.3	84.1	85.4	82.3	74.8	89.1	43.3	48.4	51.3	61.4	60.9	84.4
Very	39.1	19.2	18.2	19.9	28.0	61.0	73.9	66.1	62.9	34.1	71.4	14.3	18.3	24.5	23.2	32.3	60.3
Somewhat	26.5	29.6	23.9	33.7	31.1	25.3	10.2	19.3	19.4	40.7	17.7	29.0	30.1	26.8	38.2	28.6	24.1
NOT AT ALL CONCERNING	24.2	40.5	47.9	35.1	24.7	9.7	12.6	10.9	9.4	8.5	7.5	46.1	32.7	38.5	26.2	24.7	13.9
DON'T KNOW	10.2	10.7	10.0	11.2	16.2	4.0	3.3	3.7	8.3	16.8	3.3	10.6	18.9	10.1	12.4	14.4	1.7
Net Diff.	41.4	8.3	-5.9	18.5	34.4	76.6	71.4	74.5	72.9	66.3	81.6	-2.9	15.7	12.8	35.1	36.2	70.5
Mean	2.17	1.76	1.67	1.83	2.04	2.53	2.63	2.57	2.58	2.31	2.66	1.64	1.82	1.84	1.96	2.09	2.47



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
CONCERNING	65.6	45.7	68.6	86.4	69.2	62.4	88.7	58.7	66.6	66.4	66.9	62.6	67.2	82.9	70.3	56.6
Very	39.1	16.8	35.5	65.1	38.1	42.0	77.2	37.1	38.6	40.0	36.4	38.9	40.3	48.0	42.1	33.2
Somewhat	26.5	28.9	33.1	21.3	31.0	20.4	11.5	21.6	28.0	26.5	30.6	23.6	26.8	34.9	28.2	23.4
NOT AT ALL CONCERNING	24.2	40.9	19.8	7.4	20.0	27.4	5.9	30.5	23.5	25.4	20.3	24.7	20.1	7.8	24.0	32.0
DON'T KNOW	10.2	13.3	11.6	6.2	10.8	10.2	5.4	10.9	9.8	8.2	12.7	12.8	12.7	9.3	5.7	11.4
Net Diff.	41.4	4.8	48.8	79.1	49.1	34.9	82.8	28.2	43.1	41.0	46.6	37.9	47.1	75.1	46.3	24.6
Mean	2.17	1.72	2.18	2.62	2.20	2.16	2.75	2.07	2.17	2.16	2.18	2.16	2.23	2.44	2.19	2.01



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
CONCERNING	65.6	68.2	60.5	60.6	60.2	73.1	62.1	63.7	59.1	66.6	63.5	63.2	61.3	68.2	72.2	61.0	64.0	62.9	61.4	61.2
Very	39.1	42.6	32.4	34.9	27.4	50.8	35.1	35.0	30.1	40.5	36.2	34.4	34.8	36.4	48.4	32.7	44.1	30.5	35.9	33.6
Somewhat	26.5	25.6	28.1	25.7	32.9	22.3	27.0	28.6	29.0	26.0	27.4	28.8	26.5	31.8	23.8	28.2	19.9	32.4	25.6	27.6
NOT AT ALL CONCERNING	24.2	20.7	31.0	30.2	32.6	17.8	35.3	23.4	27.5	23.8	25.1	26.8	25.0	24.3	22.6	25.0	28.4	26.1	25.4	24.7
DON'T KNOW	10.2	11.1	8.5	9.2	7.2	9.0	2.5	12.9	13.4	9.6	11.4	10.0	13.7	7.4	5.1	14.1	7.6	11.0	13.2	14.2
Net Diff.	41.4	47.5	29.5	30.3	27.7	55.3	26.8	40.3	31.6	42.8	38.5	36.4	36.3	43.9	49.6	36.0	35.5	36.7	36.1	36.5
Mean	2.17	2.25	2.01	2.05	1.94	2.36	2.00	2.13	2.03	2.19	2.13	2.08	2.11	2.13	2.27	2.09	2.17	2.05	2.12	2.10



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
CONCERNING	65.6	66.3	64.4	69.2	71.0	64.7	60.6	67.0	64.7	68.2	62.4	69.6	62.1
Very	39.1	34.6	29.5	38.7	43.0	43.0	40.3	34.8	41.9	37.2	41.5	45.7	33.3
Somewhat	26.5	31.7	34.9	30.5	27.9	21.7	20.3	32.2	22.8	31.0	20.9	23.9	28.8
NOT AT ALL CONCERNING	24.2	19.0	26.2	18.1	19.0	27.2	30.3	20.9	26.3	20.4	28.9	23.5	24.8
DON'T KNOW	10.2	14.8	9.4	12.8	10.0	8.1	9.1	12.1	9.0	11.5	8.6	6.9	13.1
Net Diff.	41.4	47.3	38.2	51.1	52.0	37.4	30.4	46.1	38.4	47.8	33.5	46.1	37.2
Mean	2.17	2.18	2.04	2.24	2.27	2.17	2.11	2.16	2.17	2.19	2.14	2.24	2.10



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

91. THE CHARGE OF FILING FALSE BUSINESS RECORDS IS NORMALLY A MISDEMEANOR BUT THE PROSECUTOR USED A NOVEL LEGAL MANEUVER TO CHARGE TRUMP WITH A FELONY - SOMETHING DEMOCRATIC AND REPUBLICAN LEGAL EXPERTS HAVE CALLED "UNRECOGNIZABLE" AND A "SHAM."

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	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
CONCERNING	65.6	65.0	67.3	70.2	60.7	74.2	71.7	74.4	64.0	61.0	64.9	65.5	56.6	61.1	65.9	70.9
Very	39.1	31.5	35.2	43.1	41.4	37.0	36.5	51.1	47.4	29.0	34.5	34.1	33.7	35.4	39.9	42.3
Somewhat	26.5	33.5	32.1	27.1	19.3	37.1	35.2	23.3	16.5	32.0	30.4	31.4	22.9	25.7	26.0	28.7
NOT AT ALL CONCERNING	24.2	21.0	21.9	19.7	30.7	17.9	20.7	20.9	27.9	22.4	22.6	18.4	34.3	28.7	25.3	15.6
DON'T KNOW	10.2	14.0	10.8	10.1	8.6	7.9	7.7	4.7	8.2	16.6	12.5	16.1	9.1	10.2	8.9	13.5
Net Diff.	41.4	44.0	45.4	50.5	30.1	56.3	51.0	53.5	36.1	38.7	42.3	47.1	22.3	32.4	40.6	55.4
Mean	2.17	2.12	2.15	2.26	2.12	2.21	2.17	2.32	2.21	2.08	2.14	2.19	1.99	2.08	2.16	2.31



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	88	134	166	183	147	119	92	71	710	389	234	87	288	170	127	125	290	96	195
CONCERNING	60.3	90.7	84.2	68.7	64.4	44.5	39.1	37.8	44.3	74.6	79.0	67.3	74.8	91.6	79.3	61.4	42.6	25.2	26.9	24.4
Very	37.6	85.7	69.8	47.2	31.2	17.5	14.1	18.8	16.8	49.2	63.7	30.5	34.3	76.4	46.2	24.0	16.0	9.5	11.9	8.2
Somewhat	22.7	5.0	14.3	21.5	33.2	27.0	25.0	19.0	27.5	25.5	15.3	36.8	40.5	15.2	33.1	37.3	26.6	15.8	15.0	16.2
NOT AT ALL CONCERNING	31.9	5.4	7.2	25.4	29.0	44.0	48.2	55.9	51.1	17.1	14.6	22.3	14.3	4.7	11.2	25.3	45.4	68.2	68.4	68.1
DON'T KNOW	7.8	3.8	8.6	5.9	6.6	11.5	12.7	6.3	4.6	8.3	6.4	10.4	10.9	3.7	9.5	13.3	12.0	6.6	4.7	7.5
Net Diff.	28.4	85.3	77.0	43.3	35.4	0.5	-9.1	-18.1	-6.8	57.5	64.4	45.0	60.5	87.0	68.2	36.1	-2.7	-43.0	-41.5	-43.7
Mean	2.06	2.84	2.69	2.23	2.02	1.70	1.61	1.60	1.64	2.35	2.52	2.09	2.22	2.75	2.39	1.99	1.67	1.37	1.41	1.35



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	851	721	130	149	92	57
CONCERNING	60.3	59.4	57.7	61.9	60.9	60.0	59.5	63.0	61.6	67.6	52.1
Very	37.6	35.1	36.5	39.0	38.5	40.2	43.5	22.1	22.8	23.4	21.8
Somewhat	22.7	24.3	21.2	22.9	22.4	19.8	16.0	40.9	38.9	44.2	30.3
NOT AT ALL CONCERNING	31.9	37.2	33.9	29.3	30.2	33.8	35.5	24.4	21.4	19.7	24.1
DON'T KNOW	7.8	3.4	8.4	8.8	8.8	6.2	5.0	12.5	16.9	12.7	23.8
Net Diff.	28.4	22.2	23.8	32.5	30.7	26.3	24.1	38.6	40.2	47.8	27.9
Mean	2.06	1.98	2.03	2.11	2.09	2.07	2.08	1.97	2.02	2.04	1.97



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	361	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	402	361	454	450	96	389	360	140	103	112
CONCERNING	60.3	89.6	32.4	89.2	30.7	62.2	91.0	26.6	64.3	71.2	56.9
Very	37.6	68.1	11.6	67.4	9.7	27.5	70.7	9.3	28.4	33.9	25.6
Somewhat	22.7	21.6	20.7	21.8	21.0	34.7	20.3	17.3	35.9	37.3	31.4
NOT AT ALL CONCERNING	31.9	6.0	59.8	5.2	61.7	18.9	4.6	67.3	25.0	17.1	22.0
DON'T KNOW	7.8	4.4	7.9	5.6	7.6	18.9	4.5	6.1	10.7	11.7	21.1
Net Diff.	28.4	83.7	-27.4	84.0	-31.0	43.3	86.4	-40.7	39.3	54.1	35.0
Mean	2.06	2.65	1.48	2.66	1.44	2.11	2.69	1.38	2.04	2.19	2.05



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	458	416	127	263	400	133	267	600
CONCERNING	60.3	36.3	68.6	87.1	30.5	61.4	62.1	31.7	37.6	28.7	79.3
Very	37.6	13.3	46.1	65.2	11.4	24.0	26.3	12.8	18.0	10.2	54.2
Somewhat	22.7	23.1	22.5	21.9	19.0	37.3	35.8	18.9	19.6	18.5	25.2
NOT AT ALL CONCERNING	31.9	54.1	24.3	7.1	61.3	25.3	26.3	59.8	58.8	60.4	13.4
DON'T KNOW	7.8	9.5	7.2	5.8	8.2	13.3	11.5	8.5	3.6	10.9	7.3
Net Diff.	28.4	-17.8	44.3	80.0	-30.8	36.1	35.8	-28.2	-21.1	-31.7	66.0
Mean	2.06	1.55	2.23	2.62	1.46	1.99	2.00	1.49	1.58	1.44	2.44



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	415	445	362	368	270	212	131	128	150	237	142			
CONCERNING	60.3	90.4	31.1	89.6	33.1	58.0	90.3	31.5	57.4	88.8	33.9	58.5			
Very	37.6	68.4	11.2	68.6	11.0	32.4	72.3	8.8	33.7	63.3	12.2	31.3			
Somewhat	22.7	22.0	19.9	21.1	22.1	25.6	18.0	22.7	23.7	25.5	21.7	27.2			
NOT AT ALL CONCERNING	31.9	5.2	60.5	5.3	58.4	31.5	6.9	63.3	37.8	3.1	55.8	25.9			
DON'T KNOW	7.8	4.4	8.4	5.0	8.5	10.5	2.8	5.2	4.8	8.2	10.3	15.6			
Net Diff.	28.4	85.2	-29.4	84.3	-25.3	26.5	83.3	-31.7	19.6	85.7	-21.8	32.7			
Mean	2.06	2.66	1.46	2.67	1.48	2.01	2.67	1.43	1.96	2.66	1.51	2.06			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	281	118	163	362	214	143	357	21	60	281	219	119	29	41	183	47
CONCERNING	60.3	34.4	32.0	36.1	53.4	84.7	92.0	87.6	82.8	76.6	92.9	27.7	38.8	49.9	45.2	55.4	79.2
Very	37.6	13.5	12.0	14.7	25.0	59.2	84.5	69.4	38.4	38.4	77.2	9.3	12.8	16.9	23.9	28.6	54.7
Somewhat	22.7	20.8	20.0	21.4	28.4	25.5	7.5	18.3	44.4	38.2	15.7	18.5	26.0	33.0	21.3	26.8	24.5
NOT AT ALL CONCERNING	31.9	59.2	63.3	56.2	33.2	11.7	5.4	9.2	9.4	8.4	4.4	67.3	44.2	50.1	41.0	34.2	12.5
DON'T KNOW	7.8	6.5	4.7	7.7	13.3	3.6	2.6	3.2	7.8	15.0	2.7	5.0	17.0	0.0	13.8	10.4	8.2
Net Diff.	28.4	-24.8	-31.3	-20.2	20.2	73.0	86.6	78.5	73.4	68.2	88.6	-39.5	-5.4	-0.2	4.1	21.2	66.7
Mean	2.06	1.51	1.46	1.55	1.91	2.49	2.81	2.62	2.31	2.35	2.75	1.39	1.62	1.67	1.80	1.94	2.46



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	446	150	404	526	139	17	122	753	477	276	107	314	73	248	293
CONCERNING	60.3	32.5	65.3	89.1	61.9	62.3	88.7	58.6	60.7	62.3	58.0	54.7	63.1	78.6	65.4	50.4
Very	37.6	12.1	28.9	69.1	33.3	39.5	72.0	35.0	37.9	40.2	34.0	33.3	42.9	52.3	38.7	28.6
Somewhat	22.7	20.4	36.4	20.0	28.6	22.8	16.7	23.6	22.8	22.1	24.0	21.4	20.2	26.2	26.8	21.8
NOT AT ALL CONCERNING	31.9	58.0	26.4	5.2	30.2	30.8	5.9	34.3	31.9	31.1	33.3	33.4	28.7	12.3	28.9	42.4
DON'T KNOW	7.8	9.4	8.3	5.8	7.9	6.9	5.4	7.1	7.4	6.6	8.6	11.9	8.2	9.1	5.7	7.2
Net Diff.	28.4	-25.5	38.9	83.9	31.7	31.4	82.8	24.3	28.8	31.2	24.7	21.3	34.4	66.3	36.5	8.0
Mean	2.06	1.49	2.03	2.68	2.03	2.09	2.70	2.01	2.06	2.10	2.01	2.00	2.15	2.44	2.10	1.85



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	662	338	226	112	318	152	344	186	680	320	130	130	40	337	343	37	93	66	64
CONCERNING	60.3	64.5	52.0	52.0	51.9	69.8	55.1	59.7	49.4	62.1	56.4	53.0	52.4	70.8	68.1	56.2	49.5	54.5	53.9	50.8
Very	37.6	42.1	28.9	29.6	27.5	49.8	32.5	35.0	26.0	41.1	30.3	26.7	28.6	33.2	49.4	32.8	29.2	25.6	26.5	30.8
Somewhat	22.7	22.5	23.1	22.4	24.4	20.0	22.6	24.7	23.4	21.1	26.0	26.4	23.8	37.5	18.7	23.4	20.3	28.8	27.4	20.1
NOT AT ALL CONCERNING	31.9	26.5	42.6	40.4	47.2	25.2	43.0	27.6	42.4	31.2	33.5	36.3	35.4	24.9	29.4	32.9	45.5	32.6	34.5	36.4
DON'T KNOW	7.8	9.0	5.4	7.6	0.8	5.0	1.9	12.7	8.2	6.7	10.1	10.6	12.2	4.3	2.5	10.8	5.0	12.9	11.7	12.8
Net Diff.	28.4	38.1	9.3	11.6	4.7	44.6	12.1	32.1	7.1	30.9	22.9	16.7	17.0	45.8	38.7	23.3	4.0	21.8	19.4	14.4
Mean	2.06	2.17	1.85	1.88	1.80	2.26	1.89	2.08	1.82	2.11	1.96	1.89	1.92	2.09	2.21	2.00	1.83	1.92	1.91	1.94



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

BANNER 9

	TOTAL	AGE						AGE 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	80	129	181	163	197	251	390	610	552	448	470	530
CONCERNING	60.3	51.2	63.6	66.7	61.7	62.6	54.2	62.5	58.9	62.2	57.9	65.0	56.1
Very	37.6	21.4	28.3	35.0	39.7	44.3	43.0	30.0	42.5	32.8	43.6	44.2	31.8
Somewhat	22.7	29.8	35.3	31.7	22.0	18.3	11.2	32.5	16.4	29.4	14.3	20.9	24.3
NOT AT ALL CONCERNING	31.9	31.2	23.5	22.8	32.9	32.8	41.7	24.8	36.5	27.2	37.8	31.0	32.8
DON'T KNOW	7.8	17.6	12.8	10.5	5.4	4.6	4.1	12.7	4.6	10.6	4.3	4.0	11.1
Net Diff.	28.4	20.0	40.1	43.9	28.8	29.7	12.4	37.7	22.4	35.1	20.0	34.0	23.3
Mean	2.06	1.88	2.05	2.14	2.07	2.12	2.01	2.06	2.06	2.06	2.06	2.14	1.99



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

92. THE PROSECUTOR IN THE CASE IS A FORMER CONSULTANT FOR THE DEMOCRATIC NATIONAL COMMITTEE AND TOP PROSECUTOR IN THE BIDEN JUSTICE DEPARTMENT.

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	BMMRS	NIALS	BMMRS	URBAN	URBAN		
Total	1000	120	252	283	345	36	90	150	194	84	162	133	151	279	512	209
CONCERNING	60.3	54.5	66.6	61.3	56.8	65.6	66.7	66.0	63.4	49.6	66.6	56.1	48.3	55.9	60.1	66.6
Very	37.6	21.8	34.4	39.9	43.6	27.4	30.8	48.8	49.9	19.4	36.5	30.0	35.4	30.9	38.0	45.8
Somewhat	22.7	32.6	32.2	21.4	13.2	38.2	35.9	17.2	13.4	30.2	30.2	26.2	12.9	25.0	22.1	20.9
NOT AT ALL CONCERNING	31.9	29.5	22.1	32.9	39.2	26.6	27.1	30.6	33.9	30.8	19.3	35.5	45.9	35.7	32.4	25.7
DON'T KNOW	7.8	16.0	11.3	5.8	4.0	7.9	6.2	3.4	2.7	19.6	14.0	8.4	5.7	8.4	7.5	7.7
Net Diff.	28.4	25.0	44.5	28.5	17.6	39.0	39.6	35.4	29.4	18.8	47.3	20.6	2.4	20.2	27.7	40.9
Mean	2.06	1.91	2.14	2.07	2.05	2.01	2.04	2.19	2.16	1.86	2.20	1.94	1.89	1.95	2.06	2.22



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL 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	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
TRYING TO JAIL RIVAL	26.5	51.7	49.3	29.2	21.4	20.0	13.2	5.5	17.4	35.0	41.9	26.3	25.8	54.1	35.1	10.1	15.0	8.0	10.6	6.5
NOT CHARGING/PERS. CAND.	26.7	5.6	10.4	22.3	20.3	32.3	36.5	57.1	45.7	15.5	14.0	16.2	20.3	6.6	15.8	14.5	36.1	51.0	42.6	55.9
THEY'RE EQUALLY BAD	42.2	41.4	38.6	42.8	53.3	41.6	46.6	29.5	30.4	45.2	40.9	52.6	45.5	35.0	47.0	67.0	45.1	35.5	40.4	32.7
DON'T KNOW	4.7	1.3	1.6	5.7	5.0	6.1	3.7	8.0	6.6	4.3	3.2	4.9	8.3	4.3	2.1	8.4	3.8	5.4	6.4	4.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL 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	1000	175	225	384	216	870	729	142	130	84	46
TRYING TO JAIL RIVAL	26.5	26.7	24.7	27.9	25.5	28.2	28.9	24.6	14.9	15.2	14.4
NOT CHARGING/PERS. CAND.	26.7	27.6	28.4	25.2	26.9	28.0	27.4	30.7	18.1	21.7	11.6
THEY'RE EQUALLY BAD	42.2	42.3	41.2	41.6	44.0	40.0	40.2	39.2	56.6	54.4	60.6
DON'T KNOW	4.7	3.3	5.8	5.3	3.6	3.8	3.5	5.5	10.3	8.6	13.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL CANDIDATE.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94
TRYING TO JAIL RIVAL	26.5	45.6	8.6	48.2	8.8	5.5	51.1	9.1	16.9	12.2	6.7
NOT CHARGING/PERS. CAND.	26.7	10.4	46.8	8.5	47.5	16.5	6.6	49.8	24.0	17.0	19.0
THEY'RE EQUALLY BAD	42.2	41.3	39.3	40.1	38.9	67.1	38.7	35.9	57.3	67.9	63.9
DON'T KNOW	4.7	2.7	5.3	3.2	4.9	10.9	3.6	5.2	1.8	2.8	10.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL CANDIDATE.

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	283	717	445	438	117	226	427	161	266	573
TRYING TO JAIL RIVAL	26.5	12.2	32.1	47.0	10.0	10.1	19.0	10.9	11.0	10.9	38.0
NOT CHARGING/PERS. CAND.	26.7	48.6	18.1	10.1	46.9	14.5	21.2	48.2	53.4	45.0	10.7
THEY'RE EQUALLY BAD	42.2	33.1	45.7	39.5	38.2	67.0	54.8	35.2	29.9	38.5	47.3
DON'T KNOW	4.7	6.2	4.1	3.4	5.0	8.4	5.1	5.7	5.7	5.7	3.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL 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	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	1000	415	445	362	368	270	197	150	124	165	218	146			
TRYING TO JAIL RIVAL	26.5	48.1	9.6	48.0	9.9	20.1	54.3	13.7	23.6	40.6	7.3	17.1			
NOT CHARGING/PERS. CAND.	26.7	6.1	46.2	7.5	48.6	22.5	6.9	46.5	20.6	8.3	50.1	24.2			
THEY'RE EQUALLY BAD	42.2	42.7	39.4	39.9	35.7	54.0	36.6	34.7	53.5	43.9	36.3	54.3			
DON'T KNOW	4.7	3.2	4.8	4.5	5.8	3.4	2.2	5.1	2.3	7.2	6.3	4.3			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL 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	1000	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
TRYING TO JAIL RIVAL	26.5	11.0	14.1	8.8	18.3	45.2	49.5	46.9	20.7	37.4	52.6	9.6	10.1	11.0	14.4	15.3	36.7
NOT CHARGING/PERS. CAND.	26.7	53.5	53.0	53.9	23.9	11.3	4.1	8.4	39.8	9.7	5.1	57.1	35.5	38.7	41.2	21.9	10.5
THEY'RE EQUALLY BAD	42.2	30.7	30.2	31.0	52.6	40.6	40.5	40.6	22.7	49.1	38.3	29.0	46.1	43.4	41.7	59.2	49.4
DON'T KNOW	4.7	4.7	2.6	6.3	5.2	2.9	5.9	4.1	16.9	3.8	4.0	4.3	8.2	6.9	2.7	3.6	3.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL CANDIDATE.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT CRAT	REPU- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy MIDDLE	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
TRYING TO JAIL RIVAL	26.5	10.0	23.0	46.5	23.1	22.3	40.5	19.9	27.1	30.2	22.0	27.0	33.4	25.7	30.2	17.3
NOT CHARGING/PERS. CAND.	26.7	45.6	20.5	6.9	24.6	36.9	36.9	36.9	25.5	26.0	24.7	23.0	23.8	16.8	24.1	34.8
THEY'RE EQUALLY BAD	42.2	39.3	52.2	42.2	47.1	37.8	16.7	40.5	42.4	39.3	47.7	45.1	39.6	51.9	41.0	41.1
DON'T KNOW	4.7	5.1	4.4	4.3	5.2	3.0	6.0	2.7	5.0	4.6	5.6	4.8	3.2	5.6	4.7	6.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL CANDIDATE.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	1000	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
TRYING TO JAIL RIVAL	26.5	26.9	25.6	27.1	22.6	35.1	29.6	19.5	22.1	29.2	20.6	20.9	15.7	29.0	35.9	22.9	26.3	16.8	22.6	10.8
NOT CHARGING/PERS. CAND.	26.7	22.8	34.4	33.4	36.5	18.3	32.6	26.8	36.0	24.7	31.0	31.7	38.4	17.1	19.8	29.3	35.3	28.9	33.2	42.1
THEY'RE EQUALLY BAD	42.2	45.4	35.9	35.9	35.9	42.6	36.1	47.8	35.7	42.6	41.3	40.8	38.0	49.4	41.2	43.9	37.0	43.7	37.3	38.5
DON'T KNOW	4.7	5.0	4.1	3.6	5.1	3.9	1.7	5.9	6.2	3.5	7.1	6.6	7.9	4.5	3.1	3.9	1.4	10.6	6.9	8.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL 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	1000	80	130	175	159	187	269	385	615	544	456	470	530
TRYING TO JAIL RIVAL	26.5	21.3	22.0	24.7	30.2	28.1	27.9	23.1	28.6	25.2	28.0	33.3	20.4
NOT CHARGING/PERS. CAND.	26.7	39.3	31.2	28.4	26.0	25.1	21.2	31.6	23.6	30.0	22.8	23.1	29.9
THEY'RE EQUALLY BAD	42.2	33.9	40.2	42.9	39.5	43.3	45.9	40.1	43.4	39.9	44.8	40.4	43.7
DON'T KNOW	4.7	5.6	6.6	3.9	4.2	3.6	5.0	5.2	4.4	4.9	4.4	3.2	6.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

93. WHICH IS A BIGGER THREAT TO DEMOCRACY?

1. A SITTING PRESIDENT'S JUSTICE DEPARTMENT AND POLITICAL ALLIES TRYING TO JAIL A RIVAL CANDIDATE.
2. PROSECUTORS DECIDING NOT TO CHARGE SOMEONE WITH A CRIME BECAUSE THEY ARE A PRESIDENTIAL 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	1000	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
TRYING TO JAIL RIVAL	26.5	21.8	24.3	27.2	29.0	27.7	29.8	35.5	35.4	17.5	20.0	18.7	23.0	22.7	28.4	26.8
NOT CHARGING/PERS. CAND.	26.7	36.9	29.5	24.7	22.7	34.8	29.2	19.5	18.6	38.5	29.7	30.1	26.7	30.4	26.8	21.6
THEY'RE EQUALLY BAD	42.2	36.2	41.3	43.6	43.7	31.6	37.4	41.1	44.5	39.6	44.3	46.1	43.0	40.6	41.2	46.5
DON'T KNOW	4.7	5.1	5.0	4.5	4.5	6.0	3.6	3.9	1.5	4.4	6.0	5.1	7.3	6.3	3.6	5.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
CONCERNING	57.8	96.7	78.3	66.0	59.2	42.9	45.4	30.4	34.3	72.1	77.5	63.3	70.1	89.8	81.8	49.1	40.7	26.8	31.8	24.0
Very	36.5	88.6	65.9	42.8	27.6	19.6	18.8	12.2	18.5	48.5	61.8	29.4	37.2	71.5	50.6	19.1	21.6	10.5	14.5	8.2
Somewhat	21.3	8.2	12.4	23.2	31.6	23.2	26.6	18.2	15.8	23.6	15.8	33.8	32.9	18.3	31.2	30.0	19.1	16.3	17.3	15.7
NOT AT ALL CONCERNING	32.2	2.1	14.7	25.5	31.5	41.6	40.9	54.3	56.3	18.6	16.2	22.8	18.3	4.9	10.8	30.9	48.2	61.7	60.1	62.6
DON'T KNOW	10.0	1.2	7.0	8.4	9.3	15.5	13.7	15.3	9.5	9.4	6.3	13.9	11.6	5.3	7.4	20.0	11.1	11.5	8.1	13.4
Net Diff.	25.6	94.7	63.7	40.5	27.7	1.2	4.5	-23.9	-22.0	53.5	61.4	40.5	51.8	84.8	71.0	18.2	-7.6	-34.8	-28.2	-38.7
Mean	2.05	2.88	2.55	2.19	1.96	1.74	1.74	1.50	1.58	2.33	2.49	2.08	2.21	2.70	2.43	1.85	1.70	1.42	1.50	1.37



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

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	870	729	142	130	84	46
CONCERNING	57.8	61.7	55.4	61.5	50.7	58.5	57.5	63.7	53.4	52.7	54.6
Very	36.5	39.3	37.6	39.0	28.7	39.1	41.4	27.5	19.1	17.0	22.9
Somewhat	21.3	22.4	17.8	22.5	22.0	19.4	16.1	36.2	34.3	35.7	31.6
NOT AT ALL CONCERNING	32.2	29.8	36.3	28.7	36.0	33.4	35.5	22.6	23.8	24.1	23.2
DON'T KNOW	10.0	8.5	8.3	9.8	13.3	8.1	7.0	13.7	22.8	23.2	22.2
Net Diff.	25.6	31.9	19.1	32.8	14.6	25.1	21.9	41.1	29.6	28.6	31.4
Mean	2.05	2.10	2.01	2.11	1.92	2.06	2.06	2.06	1.94	1.91	2.00



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94	
CONCERNING	57.8	86.1	26.6	89.0	29.1	43.0	90.8	27.8	49.6	45.3	53.3	
Very	36.5	63.7	10.3	66.3	10.1	17.5	70.4	11.4	21.9	20.3	15.9	
Somewhat	21.3	22.4	16.3	22.7	19.0	25.5	20.4	16.4	27.8	25.0	37.4	
NOT AT ALL CONCERNING	32.2	7.5	63.2	4.2	59.9	36.1	2.9	62.1	32.4	35.0	31.0	
DON'T KNOW	10.0	6.3	10.2	6.7	11.0	20.9	6.3	10.1	17.9	19.7	15.7	
Net Diff.	25.6	78.6	-36.5	84.8	-30.8	7.0	87.9	-34.2	17.2	10.3	22.4	
Mean	2.05	2.60	1.41	2.67	1.44	1.77	2.72	1.44	1.87	1.82	1.82	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

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	283	717	445	438	117	226	427	161	266	573
CONCERNING	57.8	34.1	67.2	86.8	30.7	49.1	52.8	32.0	32.4	31.7	77.1
Very	36.5	15.0	45.0	63.7	13.6	19.1	23.8	12.7	18.3	9.3	54.3
Somewhat	21.3	19.2	22.2	23.1	17.1	30.0	29.0	19.3	14.1	22.4	22.8
NOT AT ALL CONCERNING	32.2	56.0	22.7	7.1	57.9	30.9	31.9	57.5	61.0	55.4	13.3
DON'T KNOW	10.0	9.9	10.1	6.1	11.4	20.0	15.3	10.5	6.6	12.9	9.7
Net Diff.	25.6	-21.9	44.4	79.7	-27.2	18.2	20.9	-25.5	-28.6	-23.7	63.8
Mean	2.05	1.54	2.25	2.60	1.50	1.85	1.90	1.50	1.54	1.47	2.45



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

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	415	445	362	368	270	197	150	124	165	218	146
CONCERNING	57.8	88.4	32.7	84.9	35.7	51.6	85.7	40.1	57.2	83.9	32.7	46.9
Very	36.5	67.1	13.2	63.2	16.6	27.8	66.3	22.8	33.2	59.6	12.4	23.2
Somewhat	21.3	21.3	19.5	21.6	19.1	23.8	19.4	17.3	23.9	24.3	20.3	23.8
NOT AT ALL CONCERNING	32.2	6.0	57.1	8.1	53.1	35.9	8.4	52.6	30.4	7.7	53.4	40.6
DON'T KNOW	10.0	5.6	10.2	7.0	11.2	12.5	5.9	7.3	12.4	8.3	13.8	12.5
Net Diff.	25.6	82.4	-24.4	76.8	-17.3	15.7	77.3	-12.4	26.8	76.2	-20.7	6.3
Mean	2.05	2.65	1.51	2.59	1.59	1.91	2.61	1.68	2.03	2.57	1.52	1.80



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
CONCERNING	57.8	33.6	35.8	31.9	51.9	79.6	88.0	82.9	63.5	75.5	88.7	29.4	44.2	50.0	43.7	46.4	71.0
Very	36.5	14.0	19.2	10.2	26.7	55.7	77.0	64.2	19.3	42.1	71.7	12.8	23.0	19.0	18.0	22.1	49.7
Somewhat	21.3	19.6	16.6	21.8	25.2	23.8	11.0	18.7	44.2	33.4	17.0	16.6	21.2	31.0	25.7	24.3	21.2
NOT AT ALL CONCERNING	32.2	57.4	57.3	57.5	34.7	13.8	3.4	9.7	25.5	13.6	5.5	61.2	41.2	39.6	49.7	39.8	15.6
DON'T KNOW	10.0	9.0	6.9	10.5	13.4	6.6	8.5	7.4	11.0	10.9	5.7	9.4	14.6	10.4	6.6	13.7	13.5
Net Diff.	25.6	-23.9	-21.5	-25.6	17.1	65.7	84.6	73.3	38.0	61.9	83.2	-31.8	2.9	10.4	-6.1	6.6	55.4
Mean	2.05	1.52	1.59	1.47	1.91	2.45	2.80	2.59	1.93	2.32	2.70	1.47	1.79	1.77	1.66	1.79	2.39



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261	
CONCERNING	57.8	33.9	55.2	86.2	57.2	56.3	86.2	52.5	57.7	59.8	54.4	59.9	62.2	67.1	64.3	44.1	
Very	36.5	14.9	25.5	64.9	31.3	30.8	61.3	26.9	36.9	37.6	35.7	40.5	40.0	48.2	42.9	23.6	
Somewhat	21.3	19.0	29.7	21.3	25.8	25.5	24.9	25.6	20.9	22.2	18.6	19.4	22.2	18.9	21.4	20.5	
NOT AT ALL CONCERNING	32.2	54.8	32.1	6.1	32.0	35.8	7.9	39.3	32.5	31.9	33.5	26.4	29.0	20.1	27.1	42.6	
DON'T KNOW	10.0	11.3	12.7	7.7	10.8	7.9	6.0	8.2	9.8	8.4	12.2	13.8	8.8	12.8	8.6	13.3	
Net Diff.	25.6	-20.9	23.0	80.1	25.2	20.6	78.3	13.2	25.3	27.9	20.9	33.5	33.2	46.9	37.2	1.6	
Mean	2.05	1.55	1.92	2.64	1.99	1.95	2.57	1.86	2.05	2.06	2.03	2.16	2.12	2.32	2.17	1.78	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
CONCERNING	57.8	60.9	51.7	56.3	42.6	66.2	58.6	56.2	45.7	60.3	52.5	49.8	48.1	69.4	65.6	55.3	54.8	46.0	59.5	40.0
Very	36.5	39.2	31.3	33.8	26.3	45.9	39.4	33.1	24.2	39.0	31.2	28.1	30.0	45.2	45.6	32.8	36.9	21.4	39.0	23.7
Somewhat	21.3	21.8	20.4	22.5	16.2	20.3	19.2	23.1	21.5	21.3	21.3	21.7	18.1	24.2	20.0	22.5	17.9	24.6	20.5	16.3
NOT AT ALL CONCERNING	32.2	28.7	38.9	36.7	43.4	24.1	36.5	32.8	41.1	31.0	34.6	41.2	37.7	17.8	26.4	35.4	38.9	43.0	33.7	40.5
DON'T KNOW	10.0	10.4	9.3	7.0	14.0	9.7	4.9	11.0	13.2	8.7	12.9	9.0	14.2	12.7	8.0	9.3	6.3	11.0	6.8	19.5
Net Diff.	25.6	32.2	12.8	19.6	-0.9	42.1	22.2	23.4	4.6	29.3	17.9	8.6	10.4	51.6	39.2	19.9	15.9	2.9	25.8	-0.6
Mean	2.05	2.12	1.92	1.97	1.80	2.24	2.03	2.00	1.81	2.09	1.96	1.86	1.91	2.31	2.21	1.97	1.98	1.76	2.06	1.79



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
CONCERNING	57.8	67.0	62.9	58.1	56.6	55.7	54.6	61.6	55.5	60.1	55.1	63.7	52.6
Very	36.5	34.2	29.7	36.1	36.9	38.9	38.8	33.5	38.4	34.5	38.9	43.7	30.1
Somewhat	21.3	32.8	33.1	22.1	19.7	16.8	15.8	28.0	17.1	25.6	16.2	19.9	22.5
NOT AT ALL CONCERNING	32.2	24.3	24.6	30.8	31.2	35.2	37.5	27.4	35.2	28.5	36.6	28.3	35.6
DON'T KNOW	10.0	8.7	12.5	11.0	12.2	9.1	7.9	11.1	9.4	11.4	8.4	8.1	11.7
Net Diff.	25.6	42.7	38.3	27.3	25.4	20.5	17.1	34.2	20.3	31.6	18.5	35.4	17.0
Mean	2.05	2.11	2.06	2.06	2.07	2.04	2.01	2.07	2.04	2.07	2.03	2.17	1.94



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

94. HOW CONCERNING ARE THE FOLLOWING FACTS ABOUT THE TRIAL AND CASE AGAINST DONALD TRUMP?
 THE BIDEN JUSTICE DEPARTMENT AND FEDERAL ELECTION COMMISSION LOOKED AT THIS CASE AND DECIDED NOT TO PROSECUTE, BUT THE NEW YORK
 PROSECUTOR DECIDED TO CHARGE TRUMP ANYWAY.

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
CONCERNING	57.8	69.8	57.1	58.5	53.7	82.4	60.9	65.5	58.3	60.4	54.2	51.4	49.4	59.8	56.1	59.5
Very	36.5	36.7	31.8	38.0	38.6	45.6	36.8	44.6	46.8	30.1	27.9	31.3	31.0	36.7	34.1	42.1
Somewhat	21.3	33.1	25.3	20.5	15.1	36.9	24.2	21.0	11.5	30.3	26.2	20.1	18.4	23.1	22.0	17.3
NOT AT ALL CONCERNING	32.2	20.9	31.7	31.0	37.2	12.2	27.7	26.0	35.1	27.3	34.8	36.1	39.1	30.8	33.9	29.8
DON'T KNOW	10.0	9.3	11.2	10.5	9.1	5.3	11.4	8.5	6.6	12.3	11.0	12.6	11.5	9.4	10.1	10.8
Net Diff.	25.6	48.9	25.4	27.6	16.5	70.2	33.2	39.6	23.2	33.1	19.3	15.3	10.3	29.0	22.2	29.7
Mean	2.05	2.17	2.00	2.08	2.02	2.35	2.10	2.20	2.12	2.03	1.92	1.94	1.91	2.07	2.00	2.14



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT	GOP				
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
CONCERNING	61.3	99.0	84.9	74.4	62.9	49.1	38.3	29.0	38.2	76.9	83.8	70.6	61.6	93.7	80.9	61.4	48.3	27.3	31.8	24.7
Very	38.5	93.5	71.0	45.2	34.4	23.9	9.7	9.9	15.2	53.0	65.8	39.2	29.9	79.8	52.6	24.5	19.7	7.0	12.6	3.8
Somewhat	22.8	5.4	13.9	29.2	28.6	25.2	28.6	19.1	23.0	23.9	18.1	31.4	31.6	13.9	28.3	36.9	28.5	20.3	19.2	20.9
NOT AT ALL CONCERNING	30.8	1.0	10.7	20.3	30.4	36.6	47.9	59.8	53.5	16.6	12.4	20.3	26.3	3.5	11.9	26.8	43.0	61.6	56.9	64.3
DON'T KNOW	7.9	0.0	4.4	5.3	6.7	14.3	13.8	11.1	8.3	6.5	3.8	9.1	12.1	2.8	7.2	11.8	8.8	11.1	11.3	11.0
Net Diff.	30.5	97.9	74.2	54.1	32.6	12.5	-9.6	-30.8	-15.2	60.3	71.5	50.3	35.2	90.3	69.0	34.5	5.3	-34.3	-25.1	-39.6
Mean	2.08	2.92	2.63	2.26	2.04	1.85	1.56	1.44	1.58	2.39	2.56	2.21	2.04	2.79	2.44	1.97	1.75	1.39	1.50	1.32



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

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	870	729	142	130	84	46
CONCERNING	61.3	63.8	58.0	64.5	56.7	62.4	61.8	65.5	53.6	54.7	51.7
Very	38.5	40.6	37.0	42.5	31.1	41.2	43.6	28.7	20.5	23.1	15.8
Somewhat	22.8	23.3	21.0	22.0	25.7	21.2	18.2	36.8	33.1	31.6	35.9
NOT AT ALL CONCERNING	30.8	27.6	32.2	28.8	35.6	31.3	32.9	23.0	27.6	26.7	29.2
DON'T KNOW	7.9	8.6	9.8	6.7	7.7	6.3	5.3	11.5	18.8	18.6	19.1
Net Diff.	30.5	36.3	25.9	35.7	21.2	31.1	28.9	42.5	26.1	28.0	22.6
Mean	2.08	2.14	2.05	2.15	1.95	2.11	2.11	2.06	1.91	1.96	1.83



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	434	353	457	447	96	398	392	116	75	94
CONCERNING	61.3	87.4	32.5	90.7	32.0	57.4	92.3	30.2	61.7	62.2	58.8
Very	38.5	67.7	9.1	72.0	7.7	22.4	74.5	8.3	30.8	34.4	21.4
Somewhat	22.8	19.7	23.4	18.8	24.3	35.0	17.8	21.9	30.9	27.7	37.4
NOT AT ALL CONCERNING	30.8	9.0	56.5	5.7	57.3	26.9	4.3	59.3	30.4	31.1	24.7
DON'T KNOW	7.9	3.6	11.0	3.6	10.7	15.7	3.4	10.6	7.9	6.8	16.5
Net Diff.	30.5	78.4	-24.0	85.1	-25.3	30.4	88.0	-29.1	31.3	31.1	34.0
Mean	2.08	2.61	1.47	2.69	1.44	1.95	2.73	1.43	2.00	2.04	1.96



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

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	283	717	445	438	117	226	427	161	266	573	
CONCERNING	61.3	36.8	70.9	88.9	33.1	61.4	60.9	36.1	34.8	36.8	80.0	
Very	38.5	11.1	49.3	69.6	10.6	24.5	28.4	11.3	10.5	11.7	58.8	
Somewhat	22.8	25.7	21.6	19.3	22.6	36.9	32.6	24.8	24.3	25.1	21.3	
NOT AT ALL CONCERNING	30.8	52.6	22.2	6.6	56.4	26.8	29.8	52.7	57.7	49.6	14.5	
DON'T KNOW	7.9	10.6	6.9	4.5	10.5	11.8	9.3	11.3	7.4	13.6	5.5	
Net Diff.	30.5	-15.8	48.7	82.3	-23.2	34.5	31.1	-16.6	-22.9	-12.8	65.5	
Mean	2.08	1.54	2.29	2.66	1.49	1.97	1.98	1.53	1.49	1.56	2.47	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

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	415	445	362	368	270	197	150	124	165	218	146
CONCERNING	61.3	91.4	35.3	87.6	37.2	58.8	88.6	45.0	63.0	86.3	31.8	55.2
Very	38.5	71.8	11.7	69.0	11.3	34.7	71.1	13.0	41.1	66.4	10.1	29.2
Somewhat	22.8	19.6	23.6	18.6	25.9	24.2	17.5	32.0	21.9	19.9	21.7	26.1
NOT AT ALL CONCERNING	30.8	5.4	55.4	7.8	52.5	32.1	8.0	47.8	30.5	7.6	55.7	33.3
DON'T KNOW	7.9	3.2	9.3	4.6	10.3	9.1	3.4	7.2	6.4	6.1	12.5	11.4
Net Diff.	30.5	86.0	-20.0	79.8	-15.3	26.8	80.6	-2.8	32.5	78.8	-23.9	21.9
Mean	2.08	2.69	1.52	2.64	1.54	2.03	2.65	1.62	2.11	2.63	1.48	1.95



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
CONCERNING	61.3	35.3	34.9	35.6	55.8	85.6	89.7	87.2	71.0	76.1	91.8	31.2	46.1	45.9	43.2	53.5	84.1
Very	38.5	11.3	15.5	8.3	27.7	64.6	79.9	70.8	29.4	48.3	77.1	7.7	16.0	19.4	22.8	26.8	63.8
Somewhat	22.8	24.0	19.4	27.3	28.1	21.0	9.7	16.5	41.6	27.8	14.7	23.5	30.1	26.4	20.5	26.7	20.3
NOT AT ALL CONCERNING	30.8	53.2	55.2	51.8	35.1	11.6	4.5	8.8	24.3	16.8	4.3	56.8	45.8	47.4	45.6	35.7	12.7
DON'T KNOW	7.9	11.5	9.9	12.6	9.1	2.8	5.8	4.0	4.7	7.1	3.9	12.0	8.1	6.7	11.1	10.9	3.1
Net Diff.	30.5	-18.0	-20.4	-16.2	20.7	74.0	85.2	78.4	46.7	59.3	87.5	-25.7	0.3	-1.5	-2.4	17.8	71.4
Mean	2.08	1.53	1.56	1.50	1.92	2.55	2.80	2.65	2.05	2.34	2.76	1.44	1.68	1.70	1.74	1.90	2.53



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF							RELIGION			
		VB	COMBO	DEMO-CRAT	TCKT-SPLTR	REPUB-LICAN	SWING VOTER	WLTHY-UPPER	Weal-thy MIDDLE	Upper-Middle	MIDDLE-LOWER	Middle-Class	Lower-Middle	POOR	MAIN-STREAM	EVAN-GEL	CATH-OLIC
Total	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261	
CONCERNING	61.3	36.4	61.3	89.9	62.7	62.5	84.0	59.8	60.8	62.8	57.4	62.8	66.9	69.7	67.8	44.8	
Very	38.5	11.7	32.8	71.1	35.5	33.4	49.0	31.4	39.5	40.2	38.3	37.9	47.7	54.2	42.8	21.2	
Somewhat	22.8	24.7	28.5	18.8	27.1	29.1	35.0	28.4	21.3	22.6	19.1	25.0	19.2	15.5	25.0	23.6	
NOT AT ALL CONCERNING	30.8	52.8	30.1	5.7	28.1	28.5	10.1	30.9	31.7	30.9	33.1	27.7	26.9	20.0	27.1	42.1	
DON'T KNOW	7.9	10.8	8.7	4.4	9.3	8.9	6.0	9.3	7.5	6.3	9.5	9.5	6.2	10.3	5.1	13.0	
Net Diff.	30.5	-16.4	31.2	84.2	34.6	34.0	73.9	28.8	29.1	31.9	24.2	35.1	40.1	49.6	40.8	2.7	
Mean	2.08	1.54	2.03	2.68	2.08	2.05	2.41	2.01	2.08	2.10	2.06	2.11	2.22	2.38	2.17	1.76	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
CONCERNING	61.3	64.2	55.6	57.3	52.1	70.9	62.2	58.1	49.8	64.7	53.9	51.0	52.8	63.7	71.2	58.6	56.5	46.7	59.5	48.0
Very	38.5	42.8	30.1	31.7	26.9	51.5	31.3	34.9	29.0	42.6	29.6	27.0	28.3	37.7	49.9	35.7	31.7	23.4	28.5	28.2
Somewhat	22.8	21.4	25.5	25.7	25.2	19.4	31.0	23.2	20.7	22.1	24.2	24.0	24.5	26.1	21.3	22.9	24.9	23.3	31.0	19.8
NOT AT ALL CONCERNING	30.8	28.8	34.8	33.7	36.9	23.2	33.4	33.7	36.0	27.9	37.0	41.8	38.6	23.5	22.9	32.6	41.8	41.8	37.1	39.6
DON'T KNOW	7.9	7.1	9.6	9.0	11.0	5.9	4.4	8.1	14.2	7.4	9.2	7.2	8.6	12.8	5.9	8.8	1.7	11.5	3.3	12.3
Net Diff.	30.5	35.4	20.8	23.6	15.2	47.7	28.9	24.4	13.8	36.9	16.9	9.2	14.2	40.2	48.3	26.0	14.7	4.9	22.4	8.4
Mean	2.08	2.15	1.95	1.98	1.89	2.30	1.98	2.01	1.92	2.16	1.92	1.84	1.89	2.16	2.29	2.03	1.90	1.79	1.91	1.87



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
CONCERNING	61.3	61.7	61.7	59.3	63.5	61.8	60.5	60.6	61.7	61.4	61.0	68.0	55.3
Very	38.5	32.2	23.3	33.2	40.8	43.7	46.1	29.7	44.0	32.9	45.1	44.7	32.9
Somewhat	22.8	29.4	38.4	26.1	22.7	18.2	14.4	30.9	17.7	28.5	15.9	23.3	22.4
NOT AT ALL CONCERNING	30.8	30.6	30.5	29.5	27.4	31.9	33.1	30.1	31.3	29.3	32.6	26.6	34.5
DON'T KNOW	7.9	7.7	7.8	11.3	9.1	6.3	6.4	9.4	7.1	9.3	6.4	5.4	10.2
Net Diff.	30.5	31.0	31.2	29.8	36.1	29.9	27.4	30.5	30.4	32.2	28.4	41.4	20.8
Mean	2.08	2.02	1.92	2.04	2.15	2.13	2.14	2.00	2.14	2.04	2.13	2.19	1.98



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

95. THE PROSECUTION AND JUDGE REFUSED TO LET TRUMP'S LAWYERS KNOW WHO WAS TESTIFYING AGAINST HIM BEFORE THE CASE BEGAN.

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	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
CONCERNING	61.3	67.7	56.6	64.5	59.9	82.1	61.7	69.4	66.5	57.0	52.7	59.5	53.7	61.7	59.5	64.8
Very	38.5	30.5	28.5	42.4	45.2	26.3	32.1	48.9	54.9	33.6	25.7	35.8	36.1	33.0	38.0	46.8
Somewhat	22.8	37.2	28.1	22.1	14.7	55.7	29.5	20.6	11.6	23.4	27.0	23.7	17.5	28.7	21.5	18.0
NOT AT ALL CONCERNING	30.8	24.9	33.5	27.7	33.2	12.3	29.6	24.2	30.9	34.3	36.4	31.3	35.3	29.3	32.6	28.4
DON'T KNOW	7.9	7.4	9.9	7.7	6.9	5.6	8.8	6.3	2.6	8.7	10.8	9.2	11.0	8.9	7.9	6.8
Net Diff.	30.5	42.8	23.2	36.8	26.7	69.8	32.1	45.2	35.6	22.7	16.3	28.2	18.4	32.4	27.0	36.4
Mean	2.08	2.06	1.94	2.16	2.13	2.15	2.03	2.26	2.25	1.99	1.88	2.05	2.01	2.04	2.06	2.20



Table 96 Page 1021
 May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT GOP					
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
CONCERNING	55.3	93.5	82.0	65.9	57.8	39.6	29.9	26.9	34.4	72.1	78.1	62.7	68.4	90.7	79.8	49.3	40.9	19.0	26.6	14.6
Very	36.8	86.7	68.2	44.5	32.3	22.4	8.0	7.8	19.1	50.3	62.9	36.8	27.4	74.5	51.1	21.6	21.8	7.3	11.9	4.7
Somewhat	18.6	6.7	13.7	21.4	25.5	17.2	21.8	19.0	15.3	21.7	15.2	25.9	40.9	16.2	28.7	27.7	19.2	11.7	14.7	9.9
NOT AT ALL CONCERNING	37.5	5.5	13.7	26.1	35.2	47.6	59.2	66.9	61.3	20.4	16.8	27.0	19.7	5.4	11.7	35.0	52.5	74.5	65.5	79.7
DON'T KNOW	7.2	1.0	4.3	8.0	7.0	12.8	11.0	6.2	4.3	7.5	5.0	10.2	11.9	3.9	8.5	15.7	6.6	6.5	7.9	5.7
Net Diff.	17.8	88.0	68.2	39.8	22.7	-8.1	-29.3	-40.0	-26.9	51.6	61.3	35.7	48.6	85.3	68.2	14.3	-11.5	-55.5	-39.0	-65.1
Mean	1.99	2.82	2.57	2.20	1.97	1.71	1.43	1.37	1.56	2.32	2.49	2.11	2.09	2.72	2.43	1.84	1.67	1.28	1.42	1.21



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

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	870	729	142	130	84	46
CONCERNING	55.3	59.8	53.0	60.1	45.6	55.8	54.7	61.6	51.8	54.9	46.3
Very	36.8	41.2	35.9	40.1	28.1	39.0	40.2	32.5	21.9	24.6	16.9
Somewhat	18.6	18.7	17.0	20.0	17.5	16.9	14.5	29.2	30.0	30.3	29.4
NOT AT ALL CONCERNING	37.5	35.3	40.5	32.5	45.0	38.5	40.8	26.8	30.5	28.9	33.5
DON'T KNOW	7.2	4.8	6.6	7.4	9.4	5.6	4.5	11.6	17.6	16.2	20.2
Net Diff.	17.8	24.5	12.5	27.6	0.6	17.3	13.9	34.9	21.3	26.0	12.8
Mean	1.99	2.06	1.95	2.08	1.81	2.00	1.99	2.06	1.90	1.95	1.79



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	434	353	457	447	96	398	392	116	75	94
CONCERNING	55.3	85.3	22.8	90.1	22.5	42.7	90.6	23.1	51.4	46.7	45.0
Very	36.8	65.4	8.7	68.7	8.7	15.6	71.6	9.6	24.4	23.7	17.8
Somewhat	18.6	19.9	14.2	21.4	13.8	27.1	19.0	13.5	27.0	23.0	27.2
NOT AT ALL CONCERNING	37.5	9.8	69.2	4.8	70.5	39.7	4.3	70.1	40.8	43.5	38.0
DON'T KNOW	7.2	4.9	8.0	5.2	7.0	17.5	5.1	6.8	7.8	9.8	17.1
Net Diff.	17.8	75.6	-46.3	85.3	-48.0	3.0	86.3	-47.0	10.6	3.2	7.0
Mean	1.99	2.59	1.34	2.67	1.34	1.71	2.71	1.35	1.82	1.78	1.76



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

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	283	717	445	438	117	226	427	161	266	573	
CONCERNING	55.3	29.6	65.5	86.6	25.1	49.3	54.2	27.6	26.4	28.3	76.0	
Very	36.8	12.8	46.2	65.7	11.4	21.6	25.0	11.9	14.1	10.6	55.3	
Somewhat	18.6	16.8	19.2	20.9	13.8	27.7	29.2	15.7	12.2	17.8	20.7	
NOT AT ALL CONCERNING	37.5	62.4	27.6	7.8	68.4	35.0	34.2	64.6	69.9	61.5	17.3	
DON'T KNOW	7.2	8.0	6.9	5.6	6.5	15.7	11.6	7.8	3.8	10.2	6.8	
Net Diff.	17.8	-32.8	37.8	78.9	-43.2	14.3	19.9	-37.0	-43.5	-33.1	58.7	
Mean	1.99	1.46	2.20	2.61	1.39	1.84	1.90	1.43	1.42	1.43	2.41	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

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	415	445	362	368	270	197	150	124	165	218	146
CONCERNING	55.3	88.9	26.9	85.2	29.1	51.0	84.4	37.9	50.8	86.2	23.1	51.1
Very	36.8	70.1	11.2	65.6	12.0	31.7	64.7	17.4	34.2	66.8	8.4	29.6
Somewhat	18.6	18.8	15.7	19.6	17.1	19.3	19.7	20.5	16.6	19.4	14.7	21.5
NOT AT ALL CONCERNING	37.5	6.1	66.5	8.5	63.9	40.4	11.2	56.8	40.4	5.2	68.8	40.4
DON'T KNOW	7.2	4.9	6.6	6.3	7.0	8.6	4.4	5.3	8.8	8.7	8.1	8.5
Net Diff.	17.8	82.8	-39.6	76.7	-34.8	10.6	73.1	-18.9	10.4	81.0	-45.8	10.7
Mean	1.99	2.67	1.41	2.61	1.44	1.91	2.56	1.58	1.93	2.67	1.34	1.88



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
CONCERNING	55.3	28.5	29.0	28.2	50.0	79.7	84.9	81.8	69.0	80.9	87.3	23.0	39.0	34.1	41.9	43.6	76.7
Very	36.8	12.6	18.2	8.5	25.9	59.1	78.4	66.8	12.9	47.3	73.8	10.0	14.8	15.9	24.6	24.1	56.7
Somewhat	18.6	16.0	10.9	19.7	24.1	20.6	6.6	15.0	56.1	33.6	13.5	12.9	24.2	18.2	17.3	19.5	20.0
NOT AT ALL CONCERNING	37.5	64.8	64.4	65.1	41.4	16.1	6.0	12.0	12.2	14.8	6.5	70.3	54.2	55.4	55.8	44.3	18.9
DON'T KNOW	7.2	6.6	6.5	6.7	8.7	4.2	9.1	6.2	18.9	4.4	6.2	6.7	6.8	10.4	2.3	12.1	4.4
Net Diff.	17.8	-36.3	-35.4	-37.0	8.6	63.6	78.9	69.7	56.8	66.1	80.9	-47.4	-15.2	-21.3	-13.9	-0.7	57.9
Mean	1.99	1.44	1.51	1.39	1.83	2.45	2.80	2.58	2.01	2.34	2.72	1.35	1.58	1.56	1.68	1.77	2.40



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

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	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
CONCERNING	55.3	29.4	51.6	86.4	55.6	54.1	79.5	50.8	55.6	57.1	53.1	54.9	60.7	72.4	66.7	35.1
Very	36.8	12.4	23.0	69.2	30.9	37.0	74.2	32.2	36.6	36.8	36.1	37.6	42.5	49.1	42.4	21.7
Somewhat	18.6	17.0	28.6	17.2	24.7	17.1	5.3	18.6	19.0	20.3	17.0	17.3	18.2	23.3	24.3	13.5
NOT AT ALL CONCERNING	37.5	63.3	39.0	7.3	35.8	40.4	6.6	44.7	37.3	36.0	39.3	35.8	33.9	17.2	28.7	54.0
DON'T KNOW	7.2	7.3	9.4	6.4	8.6	5.5	13.8	4.5	7.1	6.9	7.6	9.4	5.4	10.4	4.6	10.9
Net Diff.	17.8	-33.9	12.5	79.1	19.8	13.7	72.9	6.1	18.3	21.1	13.8	19.1	26.7	55.2	38.0	-18.8
Mean	1.99	1.45	1.82	2.66	1.95	1.96	2.78	1.87	1.99	2.01	1.97	2.02	2.09	2.36	2.14	1.64



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL. EGE Degree Grad./ COLL. EGE COLL. EGE	GRAD. GRAD.	Prof. GRAD. GRAD. GRAD.		WHITE	NON- WHITE	panic											
Total	1000	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
CONCERNING	55.3	59.2	47.7	50.7	41.6	65.2	52.0	53.9	43.9	57.7	50.2	48.8	47.5	59.7	62.5	53.2	55.6	43.5	55.7	41.6
Very	36.8	41.1	28.3	32.4	19.9	46.2	32.6	36.6	24.5	41.0	27.7	29.1	22.0	38.0	46.2	36.1	35.6	24.0	22.7	21.5
Somewhat	18.6	18.1	19.4	18.2	21.7	19.0	19.3	17.3	19.5	16.7	22.5	19.7	25.5	21.7	16.2	17.1	19.9	19.6	33.0	20.1
NOT AT ALL CONCERNING	37.5	33.8	44.6	42.6	48.9	27.9	44.3	39.1	45.0	36.2	40.2	43.6	42.9	32.5	32.1	40.1	42.8	44.3	35.9	47.9
DON'T KNOW	7.2	7.0	7.7	6.8	9.5	6.9	3.8	7.0	11.1	6.1	9.6	7.6	9.7	7.7	5.4	6.7	1.7	12.1	8.4	10.5
Net Diff.	17.8	25.4	3.0	8.1	-7.3	37.3	7.7	14.7	-1.0	21.5	10.0	5.2	4.6	27.2	30.4	13.1	12.8	-0.8	19.8	-6.3
Mean	1.99	2.08	1.82	1.89	1.68	2.20	1.88	1.97	1.77	2.05	1.86	1.84	1.77	2.06	2.15	1.96	1.93	1.77	1.86	1.71



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
CONCERNING	55.3	56.1	55.5	57.1	57.8	55.1	52.5	56.3	54.7	56.8	53.6	60.7	50.5
Very	36.8	31.9	31.7	33.2	36.6	36.9	42.9	32.4	39.5	33.6	40.5	41.6	32.4
Somewhat	18.6	24.2	23.9	23.8	21.2	18.2	9.5	23.9	15.2	23.1	13.1	19.1	18.0
NOT AT ALL CONCERNING	37.5	36.8	34.9	36.0	33.0	39.1	41.4	35.8	38.5	35.0	40.5	33.4	41.1
DON'T KNOW	7.2	7.1	9.6	6.9	9.1	5.8	6.1	7.9	6.8	8.2	6.0	5.8	8.4
Net Diff.	17.8	19.3	20.6	21.0	24.8	16.0	11.0	20.5	16.1	21.8	13.1	27.3	9.4
Mean	1.99	1.95	1.96	1.97	2.04	1.98	2.02	1.96	2.01	1.99	2.00	2.09	1.91



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

96. THE JURORS IN THE TRIAL ARE ALL FROM MANHATTAN, WHERE MORE THAN 8 OUT OF 10 VOTERS VOTED AGAINST DONALD TRUMP IN 2020.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS	NIALS		BMMRS			
		/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG	/SLNTG		/SLNTG			
Total	1000	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
CONCERNING	55.3	61.8	53.4	57.0	53.2	71.3	57.4	60.3	59.9	54.8	50.3	53.6	46.9	56.4	53.8	57.5
Very	36.8	34.2	31.7	36.3	41.4	40.9	32.2	40.3	48.6	29.1	31.2	32.3	34.7	34.9	35.9	41.3
Somewhat	18.6	27.7	21.7	20.7	11.8	30.4	25.2	20.0	11.4	25.6	19.1	21.3	12.2	21.5	17.9	16.2
NOT AT ALL CONCERNING	37.5	31.1	38.8	35.2	40.3	22.9	33.0	32.6	37.4	37.3	43.3	38.0	43.1	37.4	39.6	32.4
DON'T KNOW	7.2	7.0	7.8	7.8	6.4	5.8	9.5	7.1	2.7	8.0	6.4	8.4	10.0	6.2	6.6	10.0
Net Diff.	17.8	30.7	14.6	21.7	12.9	48.4	24.4	27.7	22.5	17.5	7.0	15.6	3.8	19.1	14.2	25.1
Mean	1.99	2.03	1.92	2.01	2.01	2.19	1.99	2.08	2.11	1.91	1.87	1.94	1.91	1.97	1.96	2.10



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	1000	85	146	152	195	139	111	85	87	684	383	218	83	278	167	117	122	316	115	200
CONCERNING	57.0	94.2	84.1	67.5	59.8	40.7	34.9	25.6	34.8	74.0	79.8	66.5	67.1	92.2	79.3	56.3	42.5	20.0	24.2	17.6
Very	36.9	86.2	71.1	41.7	33.3	21.4	13.6	7.3	14.6	51.4	62.8	38.1	33.4	73.7	49.7	32.5	20.9	5.7	10.0	3.1
Somewhat	20.0	8.0	13.0	25.8	26.4	19.3	21.4	18.3	20.2	22.7	17.0	28.4	33.7	18.5	29.5	23.8	21.6	14.3	14.1	14.4
NOT AT ALL CONCERNING	36.6	4.7	11.6	25.7	34.5	48.3	56.9	68.7	57.5	19.2	15.7	25.2	19.8	4.7	12.4	29.0	52.1	74.2	68.6	77.5
DON'T KNOW	6.5	1.1	4.3	6.8	5.7	11.0	8.2	5.7	7.7	6.8	4.6	8.3	13.1	3.1	8.3	14.7	5.4	5.8	7.3	4.9
Net Diff.	20.4	89.5	72.6	41.7	25.3	-7.5	-22.0	-43.1	-22.7	54.8	64.1	41.3	47.3	87.5	66.8	27.3	-9.5	-54.2	-44.4	-59.9
Mean	2.00	2.82	2.62	2.17	1.99	1.70	1.53	1.35	1.54	2.34	2.49	2.14	2.16	2.71	2.41	2.04	1.67	1.27	1.37	1.22



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

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	870	729	142	130	84	46
CONCERNING	57.0	61.3	54.3	60.7	49.4	57.7	55.7	67.9	52.2	51.5	53.5
Very	36.9	41.9	33.3	40.5	30.4	38.8	40.6	29.7	24.3	21.5	29.3
Somewhat	20.0	19.5	21.1	20.2	19.0	18.8	15.1	38.2	27.9	30.0	24.2
NOT AT ALL CONCERNING	36.6	34.4	40.3	32.0	42.5	37.8	40.0	26.4	28.7	31.1	24.4
DON'T KNOW	6.5	4.2	5.3	7.3	8.1	4.6	4.3	5.8	19.1	17.4	22.1
Net Diff.	20.4	26.9	14.0	28.7	6.9	19.9	15.7	41.5	23.5	20.4	29.1
Mean	2.00	2.08	1.93	2.09	1.87	2.01	2.01	2.04	1.95	1.88	2.06



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

BANNER 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT			
		TRUMP	CLIN- TON	353	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	1000	434	353	457	447	96	398	392	116	75	94
CONCERNING	57.0	87.9	24.2	92.1	23.1	47.4	92.9	23.0	54.3	50.9	49.5
Very	36.9	64.6	9.0	68.8	7.3	22.9	71.3	8.1	30.8	26.3	19.2
Somewhat	20.0	23.3	15.2	23.2	15.8	24.5	21.6	14.9	23.5	24.6	30.3
NOT AT ALL CONCERNING	36.6	8.5	68.3	4.5	69.9	33.7	3.4	70.7	34.4	36.5	37.3
DON'T KNOW	6.5	3.6	7.4	3.4	6.9	19.0	3.7	6.2	11.3	12.6	13.2
Net Diff.	20.4	79.4	-44.1	87.5	-46.8	13.7	89.5	-47.7	19.9	14.4	12.1
Mean	2.00	2.58	1.36	2.67	1.33	1.87	2.71	1.33	1.96	1.88	1.79



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

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	283	717	445	438	117	226	427	161	266	573
CONCERNING	57.0	32.8	66.5	87.3	26.3	56.3	56.8	29.6	28.8	30.1	77.3
Very	36.9	14.7	45.7	64.7	9.9	32.5	29.8	12.8	14.2	12.0	54.9
Somewhat	20.0	18.0	20.8	22.6	16.4	23.8	26.9	16.8	14.6	18.2	22.4
NOT AT ALL CONCERNING	36.6	61.5	26.7	7.6	68.0	29.0	32.5	63.1	66.7	60.8	16.8
DON'T KNOW	6.5	5.7	6.8	5.1	5.7	14.7	10.7	7.3	4.5	9.1	5.8
Net Diff.	20.4	-28.8	39.8	79.7	-41.7	27.3	24.3	-33.4	-38.0	-30.7	60.5
Mean	2.00	1.50	2.20	2.60	1.38	2.04	1.97	1.46	1.45	1.46	2.40



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

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	415	445	362	368	270	197	150	124	165	218	146
CONCERNING	57.0	90.9	28.1	87.7	29.9	52.6	85.5	38.8	56.6	90.3	23.8	49.2
Very	36.9	69.0	10.6	65.8	11.4	33.0	67.1	16.2	36.0	64.3	8.2	30.4
Somewhat	20.0	21.9	17.5	21.9	18.5	19.6	18.4	22.6	20.5	26.0	15.6	18.9
NOT AT ALL CONCERNING	36.6	6.4	64.7	7.4	62.5	40.3	10.0	55.4	38.2	4.4	67.3	42.1
DON'T KNOW	6.5	2.8	7.2	4.8	7.6	7.1	4.5	5.8	5.3	5.3	8.8	8.7
Net Diff.	20.4	84.5	-36.6	80.3	-32.6	12.3	75.5	-16.6	18.4	86.0	-43.5	7.1
Mean	2.00	2.64	1.42	2.61	1.45	1.92	2.60	1.58	1.98	2.63	1.35	1.87



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

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	281	118	163	362	214	143	357	15	77	270	220	123	25	46	162	62
CONCERNING	57.0	30.3	33.3	28.1	51.9	80.2	87.5	83.1	89.0	82.8	89.0	23.3	40.5	36.0	44.4	45.8	76.1
Very	36.9	12.3	15.6	10.0	28.3	57.1	76.9	65.0	50.3	44.2	72.8	7.3	18.7	11.8	23.6	28.1	52.4
Somewhat	20.0	18.0	17.8	18.1	23.6	23.0	10.6	18.1	38.7	38.6	16.2	16.0	21.8	24.2	20.8	17.7	23.6
NOT AT ALL CONCERNING	36.6	62.9	61.8	63.6	40.6	16.2	5.2	11.8	0.0	12.9	6.3	69.6	51.6	53.6	51.3	45.4	18.9
DON'T KNOW	6.5	6.8	4.9	8.3	7.5	3.7	7.3	5.1	11.0	4.3	4.6	7.1	7.9	10.4	4.2	8.7	5.0
Net Diff.	20.4	-32.6	-28.5	-35.5	11.3	64.0	82.3	71.3	89.0	69.9	82.7	-46.3	-11.1	-17.5	-6.9	0.4	57.2
Mean	2.00	1.46	1.51	1.42	1.87	2.42	2.77	2.56	2.57	2.33	2.70	1.33	1.64	1.53	1.71	1.81	2.35



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	467	128	405	519	133	15	118	743	466	278	124	303	80	257	261
CONCERNING	57.0	30.5	51.6	89.1	57.1	56.8	87.4	52.9	57.2	58.4	55.2	55.5	59.8	71.5	69.3	38.8
Very	36.9	12.3	27.3	68.3	32.6	32.0	61.6	28.2	38.2	37.3	39.8	34.4	43.5	46.7	42.6	21.8
Somewhat	20.0	18.2	24.3	20.8	24.5	24.8	25.9	24.7	19.0	21.2	15.4	21.1	16.4	24.8	26.7	17.0
NOT AT ALL CONCERNING	36.6	63.1	37.6	5.7	34.8	37.2	6.6	41.1	36.7	36.5	37.2	34.9	33.2	21.3	26.0	53.7
DON'T KNOW	6.5	6.3	10.8	5.2	8.1	6.0	6.0	6.0	6.0	5.1	7.6	9.6	6.9	7.2	4.7	7.5
Net Diff.	20.4	-32.6	14.0	83.4	22.3	19.7	80.8	11.8	20.5	22.0	18.0	20.5	26.6	50.2	43.3	-14.9
Mean	2.00	1.46	1.88	2.66	1.98	1.95	2.58	1.86	2.02	2.01	2.03	1.99	2.11	2.27	2.17	1.66



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

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	662	338	226	112	312	158	350	180	680	320	130	130	40	331	349	57	73	54	76
CONCERNING	57.0	60.9	49.3	51.8	44.3	66.3	56.6	56.0	43.0	59.9	50.8	50.6	47.7	59.3	66.1	53.9	54.5	47.6	54.8	42.7
Very	36.9	40.5	29.9	29.7	30.3	46.3	35.7	35.4	24.8	40.6	29.1	31.4	25.4	35.3	46.8	34.7	37.0	27.1	24.0	26.4
Somewhat	20.0	20.3	19.4	22.2	14.0	20.0	20.9	20.6	18.1	19.3	21.6	19.2	22.4	24.1	19.3	19.3	17.5	20.5	30.9	16.3
NOT AT ALL CONCERNING	36.6	32.8	44.1	42.2	47.9	27.6	40.5	37.4	47.2	34.6	40.7	42.2	43.2	32.9	28.6	40.4	43.8	41.0	38.6	46.4
DON'T KNOW	6.5	6.4	6.6	6.0	7.8	6.2	2.9	6.6	9.8	5.5	8.5	7.2	9.1	7.7	5.3	5.7	1.7	11.4	6.5	10.9
Net Diff.	20.4	28.1	5.3	9.7	-3.7	38.7	16.1	18.6	-4.3	25.2	10.1	8.4	4.6	26.4	37.5	13.6	10.7	6.6	16.2	-3.7
Mean	2.00	2.08	1.85	1.87	1.81	2.20	1.95	1.98	1.75	2.06	1.87	1.88	1.80	2.03	2.19	1.94	1.93	1.84	1.84	1.78



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

BANNER 9

	TOTAL	AGE						AGE 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	80	130	175	159	187	269	385	615	544	456	470	530
CONCERNING	57.0	64.8	61.1	59.2	56.0	56.5	52.0	61.0	54.4	59.6	53.9	63.0	51.6
Very	36.9	34.0	37.5	33.7	36.5	37.8	39.3	35.0	38.1	35.5	38.7	42.7	31.8
Somewhat	20.0	30.8	23.7	25.6	19.5	18.8	12.7	26.0	16.3	24.1	15.2	20.3	19.8
NOT AT ALL CONCERNING	36.6	29.7	30.8	33.7	35.8	37.4	43.2	31.9	39.5	33.0	40.8	31.9	40.7
DON'T KNOW	6.5	5.5	8.1	7.1	8.2	6.0	4.8	7.1	6.1	7.4	5.3	5.1	7.7
Net Diff.	20.4	35.1	30.4	25.6	20.2	19.1	8.8	29.2	14.9	26.6	13.0	31.1	10.9
Mean	2.00	2.05	2.07	2.00	2.01	2.00	1.96	2.03	1.99	2.03	1.98	2.11	1.90



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

97. THE JUDGE IN THE TRIAL HAS THREATENED TO THROW DONALD TRUMP IN JAIL IF HE QUESTIONS THE TRUTHFULNESS OF THE WITNESSES OR THE FAIRNESS OF THE JUDGE.

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		BMMRS	URBAN	URBAN	
					/SLNTG				/SLNTG				/SLNTG			
Total	1000	125	249	259	366	53	108	131	177	72	141	128	189	279	512	209
CONCERNING	57.0	70.1	56.9	57.5	52.1	80.1	58.6	63.6	60.2	62.7	55.6	51.3	44.6	58.6	55.7	57.8
Very	36.9	38.8	33.0	36.6	39.2	44.1	36.2	40.8	47.6	35.0	30.5	32.2	31.3	35.9	35.2	42.4
Somewhat	20.0	31.3	24.0	20.9	12.9	36.1	22.4	22.8	12.5	27.7	25.2	19.0	13.2	22.7	20.5	15.4
NOT AT ALL CONCERNING	36.6	24.9	35.4	35.4	42.1	14.8	35.0	29.7	36.8	32.5	35.8	41.3	47.2	34.0	39.0	34.0
DON'T KNOW	6.5	4.9	7.7	7.1	5.7	5.1	6.4	6.7	3.0	4.8	8.6	7.4	8.3	7.4	5.2	8.2
Net Diff.	20.4	45.2	21.5	22.1	10.0	65.4	23.6	33.9	23.4	30.1	19.9	10.0	-2.6	24.6	16.7	23.9
Mean	2.00	2.15	1.97	2.01	1.97	2.31	2.01	2.12	2.11	2.03	1.94	1.90	1.83	2.02	1.96	2.09



Table 98 Page 1041
 May 10-14, 2024

AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
LIKELY VOTER	86.1	96.4	92.7	87.4	82.9	82.4	82.2	81.8	84.6	83.8	91.3	78.4	63.7	96.1	81.5	55.4	86.7	91.3	91.9	91.0
Definitely Voting	72.5	91.8	83.9	73.5	64.5	68.7	63.2	73.3	67.1	70.1	81.4	60.2	44.8	89.9	59.0	38.6	70.9	78.0	79.4	77.2
Very Likely	13.6	4.6	8.8	13.9	18.4	13.7	19.1	8.6	17.4	13.7	9.9	18.2	18.9	6.3	22.5	16.8	15.8	13.3	12.5	13.7
LESS LIKELY TO VOTE	13.9	3.6	7.3	12.6	17.1	17.6	17.8	18.2	15.4	16.2	8.7	21.6	36.3	3.9	18.5	44.6	13.3	8.7	8.1	9.0
Somewhat Likely	8.8	1.1	5.2	6.2	11.7	12.2	10.6	12.5	9.0	10.0	4.7	14.5	21.8	2.1	13.4	23.6	10.0	6.1	6.3	6.0
Not That Likely	3.2	2.5	1.4	3.5	3.7	3.3	4.6	2.7	3.9	3.8	2.5	4.7	7.2	0.7	4.3	11.5	2.6	1.9	1.1	2.3
Not at All	1.9	0.0	0.7	2.9	1.7	2.0	2.6	3.0	2.5	2.4	1.4	2.4	7.3	1.1	0.9	9.5	0.7	0.7	0.7	0.7
Mean	3.51	3.86	3.74	3.52	3.40	3.44	3.36	3.46	3.43	3.45	3.67	3.29	2.87	3.83	3.34	2.63	3.54	3.66	3.69	3.64



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. 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	1721	1449	272	279	176	103
LIKELY VOTER	86.1	85.6	88.1	83.9	88.2	100.0	100.0	100.0	0.0	0.0	0.0
Definitely Voting	72.5	71.5	75.7	69.0	76.1	84.2	100.0	0.0	0.0	0.0	0.0
Very Likely	13.6	14.0	12.4	14.9	12.0	15.8	0.0	100.0	0.0	0.0	0.0
LESS LIKELY TO VOTE	13.9	14.4	11.9	16.1	11.8	0.0	0.0	0.0	100.0	100.0	100.0
Somewhat Likely	8.8	9.1	7.7	10.5	6.8	0.0	0.0	0.0	63.1	100.0	0.0
Not That Likely	3.2	3.6	3.0	3.1	3.5	0.0	0.0	0.0	23.0	0.0	62.5
Not at All	1.9	1.7	1.3	2.6	1.6	0.0	0.0	0.0	13.8	0.0	37.5
Mean	3.51	3.50	3.58	3.45	3.58	3.84	4.00	3.00	1.49	2.00	0.62



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. 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 3

	TOTAL	2016 BALLOT			2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206	
LIKELY VOTER	86.1	91.7	90.1	88.4	90.2	55.8	90.3	92.2	79.5	77.3	55.4	
Definitely Voting	72.5	79.7	78.5	75.6	76.0	41.0	79.4	80.0	57.1	59.1	37.9	
Very Likely	13.6	11.9	11.5	12.7	14.2	14.8	11.0	12.3	22.3	18.1	17.5	
LESS LIKELY TO VOTE	13.9	8.3	9.9	11.6	9.8	44.2	9.7	7.8	20.5	22.7	44.6	
Somewhat Likely	8.8	6.1	7.1	7.8	7.0	21.8	6.5	6.1	14.7	17.4	20.2	
Not That Likely	3.2	1.6	2.0	2.4	2.0	12.4	2.1	1.2	3.7	2.7	13.9	
Not at All	1.9	0.6	0.8	1.4	0.7	10.0	1.0	0.5	2.1	2.6	10.5	
Mean	3.51	3.69	3.65	3.59	3.63	2.64	3.66	3.70	3.29	3.28	2.58	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. 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 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	540	1460	902	854	244	490	827	294	533	1173	
LIKELY VOTER	86.1	87.4	85.6	90.7	90.0	55.4	66.7	88.2	94.3	84.8	84.5	
Definitely Voting	72.5	73.6	72.0	78.4	75.9	38.6	48.4	75.1	87.0	68.6	70.6	
Very Likely	13.6	13.8	13.5	12.3	14.0	16.8	18.3	13.1	7.3	16.2	13.9	
LESS LIKELY TO VOTE	13.9	12.6	14.4	9.3	10.0	44.6	33.3	11.8	5.7	15.2	15.5	
Somewhat Likely	8.8	8.7	8.8	6.3	7.2	23.6	19.4	8.1	4.4	10.2	9.3	
Not That Likely	3.2	2.4	3.5	2.0	2.1	11.5	8.2	2.4	0.7	3.3	3.8	
Not at All	1.9	1.5	2.1	1.0	0.7	9.5	5.6	1.3	0.6	1.7	2.4	
Mean	3.51	3.56	3.50	3.65	3.62	2.63	2.96	3.58	3.79	3.47	3.47	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. 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	830	890	724	736	540	408	280	251	316	456	289	
LIKELY VOTER	86.1	92.0	90.3	91.4	88.3	75.7	94.4	89.0	81.0	87.7	87.9	71.1	
Definitely Voting	72.5	79.6	77.0	80.2	73.1	61.2	85.1	72.6	70.7	73.9	73.5	52.9	
Very Likely	13.6	12.3	13.3	11.2	15.2	14.6	9.3	16.4	10.4	13.8	14.4	18.2	
LESS LIKELY TO VOTE	13.9	8.0	9.7	8.6	11.7	24.3	5.6	11.0	19.0	12.3	12.1	28.9	
Somewhat Likely	8.8	6.3	6.8	5.6	8.1	14.2	3.5	7.0	10.7	8.2	8.7	17.2	
Not That Likely	3.2	1.0	1.8	2.0	2.8	5.3	1.7	3.3	3.7	2.5	2.6	6.7	
Not at All	1.9	0.8	1.1	1.0	0.8	4.8	0.4	0.6	4.6	1.7	0.9	4.9	
Mean	3.51	3.69	3.63	3.68	3.57	3.22	3.77	3.57	3.39	3.56	3.57	3.07	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. 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 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
LIKELY VOTER	86.1	90.8	94.9	87.9	75.8	91.6	94.4	92.7	84.7	79.5	94.9	93.3	79.3	88.1	80.8	71.9	83.9
Definitely Voting	72.5	75.3	80.6	71.5	61.6	76.1	89.0	81.3	62.3	65.3	85.1	78.5	65.0	66.4	64.7	57.7	69.3
Very Likely	13.6	15.5	14.3	16.4	14.2	15.5	5.4	11.4	22.3	14.2	9.8	14.9	14.3	21.7	16.0	14.2	14.6
LESS LIKELY TO VOTE	13.9	9.2	5.1	12.1	24.2	8.4	5.6	7.3	15.3	20.5	5.1	6.7	20.7	11.9	19.2	28.1	16.1
Somewhat Likely	8.8	6.3	3.0	8.7	14.9	5.4	3.4	4.6	12.7	13.8	3.0	4.9	14.1	6.8	10.9	15.9	11.4
Not That Likely	3.2	1.8	0.8	2.5	5.7	2.1	1.3	1.8	2.6	3.7	1.6	1.2	5.7	3.4	4.5	6.5	2.2
Not at All	1.9	1.1	1.4	0.9	3.6	0.9	0.9	0.9	0.0	3.1	0.5	0.7	0.8	1.7	3.9	5.7	2.5
Mean	3.51	3.62	3.72	3.55	3.25	3.64	3.80	3.70	3.44	3.35	3.77	3.69	3.37	3.48	3.33	3.12	3.46



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 7

	TOTAL	VOTE BEHAVIOR					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	CATH-OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
LIKELY VOTER	86.1	86.1	71.2	91.1	81.0	87.2	86.4	87.3	86.7	90.3	80.7	80.3	88.7	87.9	86.9	82.4	
Definitely Voting	72.5	71.1	56.3	79.5	65.1	76.4	73.5	76.8	72.6	76.3	66.3	66.9	77.3	75.6	71.5	68.2	
Very Likely	13.6	14.9	14.9	11.6	15.9	10.8	12.8	10.6	14.1	14.0	14.4	13.4	11.4	12.3	15.3	14.2	
LESS LIKELY TO VOTE	13.9	13.9	28.8	8.9	19.0	12.8	13.6	12.7	13.3	9.7	19.3	19.7	11.3	12.1	13.1	17.6	
Somewhat Likely	8.8	9.1	17.3	5.5	12.2	9.4	10.8	9.2	8.1	6.2	11.4	12.4	7.8	9.2	8.1	10.2	
Not That Likely	3.2	3.4	6.7	1.8	4.5	2.7	2.8	2.7	3.2	2.3	4.8	3.8	1.7	2.2	3.7	4.5	
Not at All	1.9	1.4	4.7	1.6	2.3	0.7	0.0	0.8	1.9	1.2	3.1	3.5	1.7	0.7	1.3	2.8	
Mean	3.51	3.51	3.11	3.66	3.37	3.59	3.57	3.60	3.52	3.62	3.36	3.36	3.61	3.60	3.52	3.40	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
LIKELY VOTER	86.1	83.8	90.4	89.0	93.2	87.2	93.2	80.8	88.0	90.8	76.1	81.8	71.2	75.7	92.9	88.6	88.0	78.2	75.2	67.9
Definitely Voting	72.5	69.7	77.8	75.8	82.0	74.3	84.1	65.6	72.6	78.3	60.1	64.3	54.1	64.3	83.2	73.6	69.9	61.2	56.2	52.3
Very Likely	13.6	14.1	12.5	13.2	11.2	13.0	9.2	15.2	15.4	12.5	16.0	17.5	17.1	11.4	9.8	15.1	18.1	17.1	19.0	15.6
LESS LIKELY TO VOTE	13.9	16.2	9.6	11.0	6.8	12.8	6.8	19.2	12.0	9.2	23.9	18.2	28.8	24.3	7.1	11.4	12.0	21.8	24.8	32.1
Somewhat Likely	8.8	10.3	6.0	6.6	4.7	7.7	4.1	12.6	7.5	5.9	15.0	11.4	17.7	16.2	4.6	7.1	6.9	13.9	13.2	21.5
Not That Likely	3.2	3.8	2.1	2.2	2.1	3.0	2.1	4.4	2.2	2.0	5.8	3.7	8.1	4.1	1.5	2.5	4.3	3.4	7.9	8.3
Not at All	1.9	2.1	1.5	2.3	0.0	2.1	0.6	2.2	2.3	1.4	3.1	3.1	3.0	4.0	1.0	1.7	0.8	4.4	3.7	2.3
Mean	3.51	3.46	3.63	3.58	3.73	3.54	3.74	3.38	3.54	3.64	3.24	3.36	3.11	3.28	3.73	3.56	3.52	3.27	3.16	3.07



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. 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 9

	TOTAL	AGE						AGE 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
LIKELY VOTER	86.1	76.3	73.7	84.3	85.6	89.0	94.6	79.1	90.5	81.0	92.2	89.2	83.3
Definitely Voting	72.5	45.7	52.6	66.9	74.0	78.5	89.0	57.7	81.8	62.5	84.5	77.5	68.0
Very Likely	13.6	30.5	21.1	17.4	11.6	10.4	5.6	21.4	8.7	18.5	7.6	11.7	15.3
LESS LIKELY TO VOTE	13.9	23.7	26.3	15.7	14.4	11.0	5.4	20.9	9.5	19.0	7.8	10.8	16.7
Somewhat Likely	8.8	12.8	20.1	8.1	9.5	7.7	2.8	13.1	6.1	12.0	4.9	6.5	10.9
Not That Likely	3.2	7.0	3.5	4.6	3.1	2.9	1.2	4.7	2.2	4.3	1.9	2.7	3.7
Not at All	1.9	3.9	2.7	3.0	1.8	0.5	1.4	3.1	1.2	2.7	1.0	1.6	2.2
Mean	3.51	3.07	3.17	3.41	3.53	3.64	3.80	3.26	3.68	3.34	3.73	3.61	3.43



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

98. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
LIKELY VOTER	86.1	73.2	81.8	86.6	93.1	74.4	82.8	91.1	94.8	72.6	81.1	81.8	91.2	84.0	87.8	84.6
Definitely Voting	72.5	47.0	62.4	75.4	86.1	43.9	64.6	81.3	89.7	48.8	61.0	69.0	82.3	68.6	75.3	70.7
Very Likely	13.6	26.3	19.4	11.2	6.9	30.6	18.2	9.8	5.1	23.8	20.2	12.8	8.9	15.4	12.5	13.9
LESS LIKELY TO VOTE	13.9	26.8	18.2	13.4	6.9	25.6	17.2	8.9	5.2	27.4	18.9	18.2	8.8	16.0	12.2	15.4
Somewhat Likely	8.8	16.7	11.5	9.2	3.9	14.5	11.4	5.9	2.4	17.9	11.5	12.8	5.6	9.5	8.0	10.0
Not That Likely	3.2	6.6	3.9	2.7	1.9	8.9	3.1	1.6	1.8	5.3	4.5	3.9	2.0	4.7	2.3	3.5
Not at All	1.9	3.5	2.8	1.4	1.1	2.2	2.7	1.4	1.0	4.3	2.9	1.5	1.2	1.9	2.0	1.8
Mean	3.51	3.07	3.35	3.56	3.75	3.05	3.39	3.68	3.81	3.08	3.32	3.44	3.69	3.44	3.57	3.48



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

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. DEM	VOTE	TOTAL	6-7 FLTD	0-5
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
LIBERAL	28.1	3.2	7.7	18.4	19.5	37.5	49.8	50.7	57.7	13.3	11.1	15.5	17.3	5.4	9.4	10.9	38.9	62.2	52.5	67.4
Very	11.8	1.7	2.2	8.2	7.6	13.1	16.3	22.6	36.1	4.3	4.6	3.9	4.6	2.6	3.2	2.2	11.9	28.9	23.1	32.1
Somewhat	16.3	1.5	5.6	10.1	11.8	24.5	33.5	28.2	21.6	8.9	6.5	11.6	12.6	2.8	6.2	8.6	27.0	33.3	29.4	35.3
MODERATE	36.2	16.6	27.3	34.6	49.1	43.6	38.2	38.2	27.3	37.7	27.9	50.7	47.6	17.1	37.9	71.7	51.0	32.8	38.3	29.8
CONSERVATIVE	35.7	80.1	65.0	47.1	31.4	18.9	11.9	11.0	15.0	49.0	61.0	33.9	35.1	77.6	52.7	17.4	10.0	5.0	9.2	2.8
Somewhat	21.4	37.9	34.8	30.0	21.4	15.6	5.4	8.4	10.5	29.3	33.5	24.9	21.5	35.9	44.7	13.8	8.4	3.3	5.9	1.9
Very	14.3	42.2	30.2	17.1	10.0	3.3	6.6	2.6	4.5	19.8	27.5	8.9	13.6	41.6	8.0	3.6	1.6	1.8	3.3	0.9
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.6	76.9	57.2	28.7	11.9	-18.7	-37.9	-39.7	-42.6	35.8	49.9	18.4	17.8	72.2	43.3	6.5	-28.9	-57.2	-43.3	-64.6
Mean	3.10	4.17	3.85	3.38	3.14	2.72	2.52	2.40	2.26	3.51	3.73	3.23	3.27	4.11	3.48	3.08	2.61	2.16	2.37	2.04



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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	1721	1449	272	279	176	103
LIBERAL	28.1	29.8	28.9	24.1	33.0	29.7	29.2	32.1	18.5	20.1	15.7
Very	11.8	12.8	10.6	10.9	13.8	13.0	13.1	12.4	4.3	4.0	5.0
Somewhat	16.3	17.0	18.2	13.2	19.2	16.6	16.1	19.7	14.2	16.1	10.8
MODERATE	36.2	38.3	33.1	37.8	34.9	31.9	30.8	37.9	62.8	61.2	65.5
CONSERVATIVE	35.7	31.9	38.0	38.1	32.1	38.5	40.0	30.0	18.7	18.7	18.8
Somewhat	21.4	18.8	23.7	21.3	21.3	22.8	22.5	24.3	13.0	13.2	12.5
Very	14.3	13.1	14.3	16.8	10.8	15.7	17.6	5.6	5.8	5.5	6.3
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.6	2.1	9.1	14.0	-0.9	8.8	10.8	-2.1	0.2	-1.4	3.1
Mean	3.10	3.02	3.13	3.20	2.96	3.11	3.15	2.91	3.02	3.00	3.04



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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			
		TRUMP	CLIN- TON	714	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.
Total	2000	836	714	911	897	192	786	751	256	177	206
LIBERAL	28.1	8.2	50.6	7.1	52.0	15.7	5.9	54.3	26.6	22.1	19.2
Very	11.8	3.7	21.0	3.0	22.4	4.2	2.2	24.4	9.0	4.9	6.1
Somewhat	16.3	4.5	29.6	4.1	29.7	11.5	3.8	29.9	17.6	17.3	13.1
MODERATE	36.2	25.6	41.9	28.0	39.0	62.2	24.7	37.3	52.5	55.6	55.5
CONSERVATIVE	35.7	66.2	7.5	64.9	9.0	22.0	69.3	8.4	20.9	22.3	25.4
Somewhat	21.4	37.0	5.5	36.6	6.8	17.5	37.8	5.9	17.6	18.6	19.8
Very	14.3	29.2	2.0	28.3	2.1	4.5	31.5	2.5	3.3	3.7	5.6
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.6	58.0	-43.1	57.8	-43.0	6.3	63.4	-45.9	-5.6	0.1	6.2
Mean	3.10	3.83	2.38	3.83	2.37	3.07	3.93	2.32	2.89	2.99	3.06



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
LIBERAL	28.1	53.2	18.8	6.9	55.4	10.9	17.8	52.2	61.9	46.9	11.1
Very	11.8	24.1	7.3	2.8	24.0	2.2	6.9	23.0	34.0	16.9	3.9
Somewhat	16.3	29.1	11.6	4.0	31.4	8.6	10.8	29.2	27.9	30.0	7.2
MODERATE	36.2	35.5	36.5	24.8	38.1	71.7	59.6	38.6	29.2	43.8	34.5
CONSERVATIVE	35.7	11.3	44.7	68.3	6.5	17.4	22.7	9.1	8.9	9.3	54.4
Somewhat	21.4	7.0	26.7	39.2	4.8	13.8	19.3	6.3	4.0	7.6	32.0
Very	14.3	4.3	18.0	29.1	1.7	3.6	3.4	2.8	4.9	1.7	22.4
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.	7.6	-42.0	25.9	61.4	-49.0	6.5	4.9	-43.1	-53.0	-37.6	43.3
Mean	3.10	2.38	3.37	3.88	2.29	3.08	3.01	2.37	2.18	2.47	3.62



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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	830	890	724	736	540	408	280	251	316	456	289
LIBERAL	28.1	5.9	50.1	5.0	59.7	16.0	4.2	60.3	12.0	6.0	59.3	19.6
Very	11.8	2.3	21.7	1.6	26.3	5.7	1.8	25.2	5.1	1.4	27.0	6.2
Somewhat	16.3	3.7	28.5	3.4	33.4	10.4	2.4	35.2	6.9	4.6	32.3	13.4
MODERATE	36.2	24.2	40.1	18.9	33.0	63.8	14.2	31.3	64.7	25.0	34.0	63.0
CONSERVATIVE	35.7	69.8	9.7	76.1	7.3	20.2	81.6	8.4	23.4	69.0	6.7	17.4
Somewhat	21.4	39.4	7.6	42.0	5.3	15.7	46.3	6.9	19.2	36.5	4.3	12.6
Very	14.3	30.4	2.1	34.1	2.0	4.5	35.3	1.5	4.2	32.5	2.3	4.8
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
Net Diff.	7.6	63.9	-40.4	71.1	-52.4	4.2	77.4	-51.9	11.4	63.0	-52.7	-2.1
Mean	3.10	3.92	2.40	4.04	2.23	3.03	4.11	2.24	3.10	3.94	2.23	2.96



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
LIBERAL	28.1	100.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
Very	11.8	42.0	100.0	0.0	0.0	0.0	0.0	0.0	32.5	0.0	0.0	44.1	0.0	0.0	35.3	0.0	0.0
Somewhat	16.3	58.0	0.0	100.0	0.0	0.0	0.0	0.0	67.5	0.0	0.0	55.9	0.0	0.0	64.7	0.0	0.0
MODERATE	36.2	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
CONSERVATIVE	35.7	0.0	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Somewhat	21.4	0.0	0.0	0.0	0.0	100.0	0.0	59.9	0.0	0.0	55.2	0.0	0.0	72.6	0.0	0.0	77.7
Very	14.3	0.0	0.0	0.0	0.0	0.0	100.0	40.1	0.0	0.0	44.8	0.0	0.0	27.4	0.0	0.0	22.3
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.6	-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	3.10	1.58	1.00	2.00	3.00	4.00	5.00	4.40	1.68	3.00	4.45	1.56	3.00	4.27	1.65	3.00	4.22



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554	
LIBERAL	28.1	55.0	9.3	4.3	20.4	30.3	42.6	28.6	27.6	26.7	29.0	28.9	20.9	14.2	21.8	43.1	
Very	11.8	23.9	2.0	1.6	3.9	14.4	32.9	11.9	11.5	10.7	12.9	10.5	6.6	3.5	8.8	20.0	
Somewhat	16.3	31.1	7.3	2.7	16.5	15.8	9.7	16.7	16.1	16.0	16.1	18.3	14.3	10.7	13.0	23.1	
MODERATE	36.2	38.1	70.0	22.4	49.2	37.6	17.6	40.3	35.7	35.7	35.8	37.6	34.5	28.0	39.2	38.1	
CONSERVATIVE	35.7	6.9	20.7	73.3	30.4	32.1	39.8	31.1	36.7	37.6	35.2	33.5	44.5	57.8	39.0	18.8	
Somewhat	21.4	5.2	16.3	41.4	24.2	18.2	10.8	19.2	21.9	22.8	20.4	22.0	27.0	30.6	23.4	13.1	
Very	14.3	1.7	4.4	31.9	6.2	13.9	29.0	11.9	14.8	14.8	14.7	11.6	17.6	27.1	15.5	5.7	
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	0.0	0.0	0.0	0.0	
Net Diff.	7.6	-48.0	11.4	69.1	10.0	1.9	-2.8	2.5	9.1	10.8	6.1	4.7	23.6	43.6	17.2	-24.4	
Mean	3.10	2.30	3.14	3.99	3.12	3.01	2.93	3.02	3.12	3.15	3.08	3.06	3.35	3.67	3.24	2.61	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
LIBERAL	28.1	23.3	37.4	36.5	39.2	19.6	29.9	26.7	43.8	27.1	30.2	31.9	32.5	21.3	20.3	33.7	32.4	31.6	31.8	33.1
Very	11.8	8.7	17.8	17.1	19.1	7.3	14.3	10.0	20.8	11.5	12.4	13.4	12.9	8.1	8.2	14.7	11.5	14.5	15.2	10.9
Somewhat	16.3	14.6	19.6	19.4	20.1	12.3	15.6	16.7	23.1	15.6	17.8	18.5	19.6	13.2	12.1	19.0	20.9	17.1	16.6	22.2
MODERATE	36.2	38.3	32.1	29.5	37.4	31.5	35.4	44.5	29.3	32.5	44.2	42.4	47.5	43.1	29.5	35.3	37.0	45.5	45.1	49.6
CONSERVATIVE	35.7	38.4	30.5	34.0	23.3	48.9	34.7	28.8	26.9	40.4	25.7	25.7	20.0	35.6	50.2	31.0	30.6	22.9	23.1	17.3
Somewhat	21.4	23.0	18.3	20.1	14.6	29.3	23.3	17.3	14.1	23.5	16.9	16.4	12.7	27.6	30.5	16.8	19.6	14.6	14.4	11.2
Very	14.3	15.4	12.2	13.9	8.7	19.6	11.3	11.5	12.9	16.9	8.7	9.3	7.3	8.0	19.7	14.2	11.0	8.3	8.7	6.1
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	0.0	0.0	0.0	0.0
Net Diff.	7.6	15.0	-7.0	-2.5	-15.9	29.3	4.8	2.1	-16.9	13.3	-4.5	-6.2	-12.5	14.2	29.8	-2.7	-1.8	-8.6	-8.7	-15.8
Mean	3.10	3.22	2.87	2.94	2.74	3.42	3.02	3.04	2.75	3.19	2.92	2.90	2.82	3.14	3.41	2.97	2.98	2.85	2.85	2.79



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
LIBERAL	28.1	49.7	38.9	30.0	22.3	20.1	24.2	37.1	22.4	32.7	22.5	23.0	32.6
Very	11.8	25.4	19.3	14.3	8.6	6.7	7.9	18.3	7.7	15.4	7.4	9.6	13.7
Somewhat	16.3	24.3	19.6	15.7	13.7	13.4	16.3	18.8	14.7	17.3	15.1	13.4	18.9
MODERATE	36.2	33.1	34.9	42.4	39.2	37.3	30.8	38.0	35.1	38.4	33.6	32.8	39.2
CONSERVATIVE	35.7	17.2	26.2	27.5	38.5	42.6	44.9	24.9	42.5	28.9	43.9	44.2	28.2
Somewhat	21.4	11.2	15.5	16.4	24.4	25.3	26.2	15.0	25.4	17.8	25.8	27.3	16.2
Very	14.3	6.1	10.7	11.1	14.0	17.3	18.7	9.9	17.1	11.1	18.1	16.9	12.0
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
Net Diff.	7.6	-32.4	-12.7	-2.5	16.2	22.5	20.7	-12.1	20.1	-3.8	21.4	21.2	-4.5
Mean	3.10	2.48	2.79	2.94	3.22	3.33	3.31	2.80	3.29	2.92	3.32	3.28	2.94



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

99. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
LIBERAL	28.1	47.1	32.8	21.7	23.1	47.8	32.6	17.4	16.2	46.7	32.9	26.4	30.7	33.7	28.4	19.8
Very	11.8	23.9	16.0	8.3	7.3	22.5	17.3	7.2	4.3	24.8	15.1	9.6	10.6	15.9	11.5	7.1
Somewhat	16.3	23.2	16.8	13.4	15.8	25.4	15.3	10.2	11.9	21.9	17.8	16.8	20.1	17.8	17.0	12.7
MODERATE	36.2	35.1	39.5	38.7	32.4	30.4	39.5	31.9	30.4	37.8	39.4	46.0	34.5	39.4	35.7	33.2
CONSERVATIVE	35.7	17.8	27.8	39.6	44.5	21.7	28.0	50.7	53.4	15.5	27.6	27.6	34.8	26.9	35.9	47.0
Somewhat	21.4	11.3	16.2	24.4	26.3	12.2	16.1	32.0	33.4	10.8	16.2	16.2	18.6	15.6	22.3	26.9
Very	14.3	6.5	11.6	15.2	18.2	9.6	11.8	18.7	20.0	4.8	11.5	11.3	16.3	11.3	13.5	20.1
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.	7.6	-29.3	-5.0	17.9	21.4	-26.1	-4.6	33.4	37.2	-31.2	-5.3	1.2	4.2	-6.8	7.4	27.3
Mean	3.10	2.53	2.91	3.25	3.32	2.61	2.90	3.45	3.53	2.49	2.91	3.03	3.10	2.89	3.09	3.40



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
DEMOCRAT	45.6	7.0	16.0	32.6	43.3	64.0	71.5	71.5	72.6	25.2	20.9	33.2	23.3	4.3	11.2	30.9	86.1	92.8	92.8	92.8
Always	26.2	3.5	10.2	18.1	22.3	34.4	36.3	45.9	53.6	10.7	12.0	10.5	5.3	1.6	2.7	7.2	45.6	62.0	64.0	60.9
Usually	19.4	3.5	5.8	14.5	21.0	29.6	35.2	25.6	19.0	14.5	8.9	22.8	17.9	2.7	8.5	23.7	40.4	30.8	28.9	31.9
TICKET-SPLITTER	13.9	5.8	11.0	17.6	16.8	14.7	15.0	13.7	10.7	17.2	12.5	20.7	29.2	5.3	17.5	50.3	11.4	6.3	5.7	6.6
REPUBLICAN	40.5	87.2	73.0	49.8	39.9	21.3	13.4	14.8	16.7	57.6	66.6	46.1	47.5	90.4	71.3	18.8	2.6	0.9	1.4	0.7
Usually	18.9	24.0	33.8	23.8	23.3	11.9	7.1	6.9	9.8	26.7	27.5	26.3	24.3	25.0	56.0	14.9	2.6	0.9	1.4	0.7
Always	21.5	63.2	39.2	26.0	16.5	9.4	6.4	7.9	6.9	30.9	39.1	19.7	23.2	65.4	15.3	3.8	0.0	0.0	0.0	0.0
Net Diff.	-5.2	80.2	57.0	17.2	-3.4	-42.7	-58.1	-56.7	-55.9	32.5	45.8	12.9	24.3	86.0	60.1	-12.1	-83.5	-91.8	-91.4	-92.1
Mean	2.90	4.40	3.86	3.25	2.91	2.32	2.12	2.05	1.97	3.53	3.73	3.22	3.42	4.50	3.73	2.85	1.71	1.46	1.45	1.47



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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	1721	1449	272	279	176	103
DEMOCRAT	45.6	50.2	45.1	42.9	47.4	45.7	44.8	50.2	45.6	47.4	42.4
Always	26.2	30.3	24.5	24.6	27.7	27.0	27.2	26.3	21.2	22.2	19.4
Usually	19.4	19.9	20.7	18.3	19.7	18.6	17.7	23.8	24.4	25.2	23.0
TICKET-SPLITTER	13.9	12.9	14.6	13.0	15.6	11.5	10.8	15.3	28.7	27.4	30.8
REPUBLICAN	40.5	36.9	40.3	44.1	37.1	42.8	44.4	34.6	25.8	25.2	26.7
Usually	18.9	19.8	18.0	19.9	17.4	19.0	18.5	22.1	18.1	19.6	15.4
Always	21.5	17.1	22.2	24.2	19.7	23.8	25.9	12.4	7.7	5.6	11.3
Net Diff.	-5.2	-13.3	-4.8	1.2	-10.3	-2.8	-0.4	-15.6	-19.8	-22.2	-15.7
Mean	2.90	2.74	2.93	3.01	2.82	2.94	2.98	2.71	2.67	2.61	2.76



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
DEMOCRAT	45.6	8.6	87.1	9.0	84.8	36.6	6.1	88.6	43.4	42.8	42.9
Always	26.2	3.8	50.8	2.9	52.6	13.6	1.7	56.3	20.6	19.9	17.0
Usually	19.4	4.7	36.4	6.0	32.3	23.0	4.4	32.3	22.7	23.0	25.9
TICKET-SPLITTER	13.9	12.1	8.3	11.4	10.6	40.9	9.5	8.4	30.6	29.2	30.1
REPUBLICAN	40.5	79.3	4.6	79.6	4.6	22.5	84.4	3.1	26.0	28.0	27.0
Usually	18.9	32.9	4.0	33.5	4.6	16.8	32.9	3.1	21.3	22.9	20.4
Always	21.5	46.4	0.6	46.1	0.0	5.7	51.5	0.0	4.8	5.1	6.7
Net Diff.	-5.2	70.8	-82.5	70.6	-80.3	-14.1	78.3	-85.5	-17.4	-14.9	-15.9
Mean	2.90	4.13	1.67	4.14	1.67	2.78	4.28	1.58	2.67	2.70	2.74



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS		ERS/				
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	540	1460	902	854	244	490	827	294	533	1173	
DEMOCRAT	45.6	78.8	33.4	6.9	90.8	30.9	36.4	83.0	91.6	78.2	19.3	
Always	26.2	51.3	16.9	2.0	57.2	7.2	14.2	51.4	68.0	42.2	8.5	
Usually	19.4	27.5	16.4	4.9	33.6	23.7	22.2	31.6	23.6	36.1	10.9	
TICKET-SPLITTER	13.9	11.1	14.9	9.8	7.8	50.3	36.1	10.5	3.8	14.2	16.3	
REPUBLICAN	40.5	10.1	51.7	83.3	1.4	18.8	27.5	6.5	4.6	7.6	64.4	
Usually	18.9	6.2	23.6	36.5	1.4	14.9	23.7	4.8	3.1	5.8	28.8	
Always	21.5	3.9	28.1	46.7	0.0	3.8	3.8	1.7	1.5	1.8	35.5	
Net Diff.	-5.2	-68.7	18.3	76.4	-89.4	-12.1	-8.9	-76.4	-86.9	-70.7	45.0	
Mean	2.90	1.84	3.29	4.21	1.53	2.85	2.81	1.74	1.47	1.89	3.72	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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	830	890		724	736	540	408	280	251	316	456	289
DEMOCRAT	45.6	4.9	84.2		2.1	94.8	37.0	2.5	93.7	31.1	1.6	95.5	42.2
Always	26.2	1.9	49.5		0.8	62.9	10.2	1.1	57.6	7.5	0.4	66.2	12.6
Usually	19.4	3.0	34.6		1.3	31.9	26.8	1.4	36.1	23.6	1.2	29.3	29.6
TICKET-SPLITTER	13.9	10.3	11.8		6.5	4.1	37.1	4.5	4.6	40.5	9.0	3.9	34.2
REPUBLICAN	40.5	84.8	4.0		91.4	1.0	25.9	93.0	1.7	28.4	89.4	0.6	23.6
Usually	18.9	35.4	3.7		36.2	0.8	20.4	39.2	1.4	21.5	32.4	0.4	19.4
Always	21.5	49.4	0.3		55.2	0.2	5.5	53.8	0.3	6.9	57.0	0.2	4.2
Net Diff.	-5.2	79.8	-80.2		89.3	-93.8	-11.1	90.5	-92.0	-2.7	87.8	-94.9	-18.5
Mean	2.90	4.27	1.71		4.44	1.43	2.84	4.43	1.51	2.97	4.44	1.39	2.73



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
DEMOCRAT	45.6	89.3	92.3	87.1	48.1	11.1	5.5	8.8	18.5	2.0	1.0	98.7	89.8	86.5	71.0	37.1	9.8
Always	26.2	59.1	78.6	44.9	21.2	5.7	5.1	5.5	8.0	0.0	0.5	69.5	51.6	60.6	27.4	8.1	3.1
Usually	19.4	30.2	13.7	42.2	26.9	5.4	0.4	3.4	10.5	2.0	0.5	29.2	38.1	25.9	43.7	28.9	6.7
TICKET-SPLITTER	13.9	4.6	2.3	6.2	26.9	10.6	4.3	8.1	24.6	14.3	3.4	0.9	8.6	10.1	14.9	44.8	30.7
REPUBLICAN	40.5	6.1	5.4	6.7	25.0	78.3	90.3	83.1	57.0	83.7	95.6	0.4	1.6	3.4	14.1	18.2	59.5
Usually	18.9	3.1	1.4	4.3	17.2	43.1	18.2	33.1	19.4	48.5	34.3	0.4	1.6	0.0	9.9	15.8	43.3
Always	21.5	3.1	4.0	2.4	7.8	35.3	72.1	50.0	37.6	35.3	61.3	0.0	0.0	3.4	4.3	2.4	16.1
Net Diff.	-5.2	-83.1	-86.9	-80.4	-23.0	67.2	84.8	74.2	38.5	81.7	94.5	-98.3	-88.1	-83.1	-56.9	-18.9	49.6
Mean	2.90	1.61	1.39	1.77	2.64	3.97	4.52	4.19	3.68	4.17	4.55	1.32	1.60	1.60	2.20	2.75	3.63



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	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	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
DEMOCRAT	45.6	100.0	0.0	0.0	37.2	50.5	55.2	49.9	44.3	44.1	44.7	48.7	38.9	31.3	41.5	59.5
Always	26.2	57.4	0.0	0.0	0.0	24.6	42.3	22.3	26.1	24.9	28.2	28.9	22.4	16.5	22.9	35.4
Usually	19.4	42.6	0.0	0.0	37.2	25.9	13.0	27.6	18.2	19.2	16.5	19.8	16.5	14.8	18.6	24.1
TICKET-SPLITTER	13.9	0.0	100.0	0.0	26.6	12.5	3.1	13.7	14.2	13.1	16.1	13.6	12.2	11.1	13.3	15.7
REPUBLICAN	40.5	0.0	0.0	100.0	36.2	37.0	41.7	36.4	41.5	42.8	39.3	37.8	48.9	57.6	45.2	24.8
Usually	18.9	0.0	0.0	46.7	36.2	18.0	13.3	18.6	18.9	20.2	16.6	20.2	22.0	21.6	21.2	13.8
Always	21.5	0.0	0.0	53.3	0.0	19.1	28.4	17.8	22.6	22.6	22.6	17.6	26.9	36.0	24.0	11.0
Net Diff.	-5.2	-100.0	0.0	100.0	-1.0	-13.5	-13.5	-13.5	-2.8	-1.3	-5.4	-10.9	10.0	26.3	3.7	-34.8
Mean	2.90	1.43	3.00	4.53	2.99	2.81	2.73	2.82	2.94	2.96	2.89	2.78	3.14	3.46	3.05	2.41



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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	MEN	WOMEN
Total	2000	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
DEMOCRAT	45.6	41.6	53.7	51.6	57.9	33.8	44.6	48.6	61.4	39.1	59.7	58.8	72.8	37.4	30.6	47.3	48.4	64.7	69.5	75.6
Always	26.2	23.0	32.5	31.4	34.6	16.6	25.9	28.8	38.0	21.2	36.8	34.6	49.0	14.8	14.7	27.5	24.1	40.6	44.3	53.0
Usually	19.4	18.5	21.2	20.2	23.3	17.2	18.7	19.8	23.4	17.8	22.9	24.2	23.8	22.5	15.9	19.7	24.3	24.1	25.2	22.5
TICKET-SPLITTER	13.9	14.2	13.2	14.1	11.6	13.6	15.3	14.8	11.5	13.1	15.6	13.9	14.9	19.0	12.2	14.0	20.1	10.3	18.8	11.4
REPUBLICAN	40.5	44.2	33.1	34.4	30.5	52.6	40.1	36.6	27.1	47.8	24.8	27.3	12.4	43.6	57.3	38.7	31.4	25.0	11.7	13.0
Usually	18.9	20.1	16.6	16.3	17.4	23.7	22.1	16.8	12.0	21.6	13.1	12.7	6.5	29.9	26.9	16.5	13.7	12.1	4.6	8.2
Always	21.5	24.1	16.5	18.1	13.2	28.9	18.0	19.8	15.2	26.2	11.7	14.6	5.8	13.7	30.3	22.2	17.7	12.9	7.1	4.8
Net Diff.	-5.2	2.6	-20.6	-17.2	-27.4	18.8	-4.4	-12.0	-34.2	8.8	-34.9	-31.5	-60.4	6.3	26.7	-8.5	-17.0	-39.7	-57.8	-62.6
Mean	2.90	3.04	2.63	2.70	2.51	3.31	2.88	2.79	2.43	3.14	2.40	2.49	1.96	3.05	3.42	2.86	2.77	2.33	2.05	1.89



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
DEMOCRAT	45.6	69.6	50.6	47.2	44.4	39.1	40.4	53.0	41.0	50.4	39.8	37.3	53.0
Always	26.2	48.9	32.6	26.3	21.4	24.7	20.0	33.1	21.9	29.7	22.0	19.7	32.0
Usually	19.4	20.7	18.0	20.9	23.0	14.4	20.4	19.9	19.2	20.8	17.8	17.7	21.0
TICKET-SPLITTER	13.9	12.3	17.0	17.3	11.1	12.7	13.1	16.2	12.5	14.7	13.0	14.2	13.7
REPUBLICAN	40.5	18.1	32.5	35.5	44.5	48.2	46.5	30.9	46.5	34.9	47.2	48.5	33.3
Usually	18.9	10.7	14.3	15.0	22.2	25.7	19.3	13.9	22.1	16.3	22.0	23.2	15.1
Always	21.5	7.4	18.2	20.5	22.3	22.4	27.2	17.0	24.4	18.5	25.2	25.3	18.2
Net Diff.	-5.2	-51.5	-18.1	-11.7	0.1	9.1	6.1	-22.1	5.5	-15.6	7.4	11.1	-19.7
Mean	2.90	2.07	2.67	2.82	3.01	3.07	3.13	2.62	3.08	2.73	3.11	3.17	2.67



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

100. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
DEMOCRAT	45.6	65.9	46.7	42.9	40.0	64.8	45.4	34.6	28.5	66.5	47.6	51.9	52.6	57.0	44.2	34.1
Always	26.2	45.7	27.3	22.1	21.9	39.9	28.4	17.1	12.1	49.1	26.6	27.4	32.5	37.6	23.3	18.1
Usually	19.4	20.2	19.4	20.9	18.1	24.9	17.0	17.5	16.4	17.5	20.9	24.5	20.0	19.4	20.9	16.0
TICKET-SPLITTER	13.9	14.1	17.7	11.4	13.1	13.1	20.5	9.1	14.8	14.7	15.8	13.8	11.2	14.7	12.6	15.9
REPUBLICAN	40.5	20.0	35.6	45.7	46.9	22.1	34.1	56.3	56.7	18.7	36.6	34.3	36.3	28.3	43.2	49.9
Usually	18.9	11.1	14.4	23.9	20.9	8.5	14.5	30.6	25.8	12.7	14.4	16.8	15.5	13.4	20.8	21.8
Always	21.5	8.8	21.2	21.8	26.0	13.7	19.6	25.7	30.8	6.0	22.2	17.5	20.7	14.9	22.4	28.2
Net Diff.	-5.2	-45.9	-11.1	2.8	6.9	-42.6	-11.3	21.7	28.2	-47.8	-10.9	-17.5	-16.3	-28.6	-1.0	15.8
Mean	2.90	2.17	2.83	3.02	3.11	2.31	2.80	3.30	3.47	2.09	2.85	2.73	2.72	2.49	2.98	3.26



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
LESS/COLLEGE GRADUATE	66.2	74.6	70.3	69.5	66.5	66.0	58.7	59.4	61.2	71.0	71.0	70.2	73.5	72.6	70.6	71.6	67.4	55.1	57.9	53.7
Some Grade School	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.3
Some High School	1.4	1.9	0.7	1.3	1.3	1.4	0.3	3.3	2.0	1.3	1.2	1.1	1.9	1.5	0.7	1.3	1.5	1.7	1.8	1.7
High School Grad.	21.6	22.6	18.9	24.8	25.0	20.1	15.6	22.9	20.8	23.4	22.1	25.0	25.0	22.2	23.7	24.9	24.5	17.4	18.4	16.9
Some College/Trade	23.4	28.6	24.2	21.8	21.0	26.5	24.5	21.2	20.7	24.8	24.2	25.2	26.8	25.2	24.7	25.2	23.8	20.1	19.4	20.5
Technical/Vocational	5.9	8.0	9.2	5.7	6.0	5.6	4.7	3.6	2.6	7.0	7.5	6.3	6.4	7.8	6.3	7.7	5.3	3.4	4.9	2.6
Associates Degree	13.8	13.6	17.5	15.6	13.2	12.4	13.5	8.4	14.5	14.5	15.8	12.6	13.3	15.8	15.3	12.6	12.2	12.3	13.3	11.7
COLLEGE GRADUATE	33.8	25.4	29.7	30.5	33.5	34.0	41.3	40.6	38.8	29.0	29.0	29.8	26.5	27.4	29.4	28.4	32.6	44.9	42.1	46.3
Bachelors Degree	22.6	18.9	21.8	18.6	24.4	22.2	25.3	29.0	21.8	19.9	19.8	20.8	18.0	18.6	23.1	17.3	21.0	28.8	29.1	28.7
Post-Graduate Degree	11.2	6.6	7.9	11.9	9.2	11.9	16.0	11.6	17.0	9.1	9.2	9.1	8.6	8.8	6.3	11.0	11.7	16.0	13.1	17.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. 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
Total	2000	350	450	768	432	1721	1449	272	279	176	103
LESS/COLLEGE GRADUATE	66.2	66.4	68.0	68.2	60.7	64.5	63.7	68.8	76.7	77.1	75.9
Some Grade School	0.1	0.0	0.0	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0
Some High School	1.4	0.8	0.7	2.1	1.3	1.3	0.9	3.4	2.0	2.2	1.8
High School Grad.	21.6	24.4	24.2	21.7	16.4	19.7	19.2	22.2	33.2	33.1	33.5
Some College/Trade	23.4	23.0	25.0	23.7	21.4	23.1	22.9	23.6	25.5	23.3	29.4
Technical/Vocational	5.9	5.0	4.0	6.9	6.8	5.9	5.8	6.3	5.8	7.7	2.5
Associates Degree	13.8	13.1	14.0	13.5	14.6	14.4	14.6	13.2	10.1	10.9	8.8
COLLEGE GRADUATE	33.8	33.6	32.0	31.8	39.3	35.5	36.3	31.2	23.3	22.9	24.1
Bachelors Degree	22.6	21.4	22.9	21.7	24.9	23.4	23.6	22.0	17.8	16.8	19.5
Post-Graduate Degree	11.2	12.3	9.2	10.1	14.4	12.1	12.7	9.2	5.5	6.0	4.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
LESS/COLLEGE GRADUATE	66.2	72.3	55.1	73.1	58.9	67.3	73.5	55.9	71.9	72.9	68.6
Some Grade School	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0
Some High School	1.4	1.3	0.8	1.6	1.3	1.1	1.4	1.5	0.8	0.0	2.0
High School Grad.	21.6	22.5	16.6	24.3	19.0	21.0	24.8	17.2	25.2	27.0	21.0
Some College/Trade	23.4	25.2	20.3	24.9	21.5	25.4	25.4	20.7	23.9	24.0	24.9
Technical/Vocational	5.9	7.9	3.9	7.4	4.3	6.2	7.6	3.7	8.0	7.9	4.9
Associates Degree	13.8	15.3	13.6	14.8	12.9	13.6	14.1	12.8	14.1	14.0	15.9
COLLEGE GRADUATE	33.8	27.7	44.9	26.9	41.1	32.7	26.5	44.1	28.1	27.1	31.4
Bachelors Degree	22.6	20.0	27.3	19.9	25.8	20.5	19.7	27.9	17.2	17.1	21.1
Post-Graduate Degree	11.2	7.7	17.6	7.0	15.2	12.3	6.8	16.2	10.8	10.0	10.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
LESS/COLLEGE GRADUATE	66.2	56.5	69.8	71.8	58.7	71.6	68.1	57.0	54.4	58.4	72.7
Some Grade School	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.1
Some High School	1.4	0.9	1.6	1.2	1.7	1.3	1.3	1.3	0.6	1.6	1.5
High School Grad.	21.6	17.9	23.0	22.7	19.5	24.9	23.6	18.4	18.2	18.5	23.9
Some College/Trade	23.4	22.6	23.7	25.0	21.2	25.2	23.4	21.3	19.3	22.4	24.9
Technical/Vocational	5.9	3.7	6.7	7.2	4.0	7.7	7.8	4.1	4.1	4.1	7.2
Associates Degree	13.8	11.4	14.7	15.6	12.3	12.6	11.9	11.9	12.2	11.7	15.2
COLLEGE GRADUATE	33.8	43.5	30.2	28.2	41.3	28.4	31.9	43.0	45.6	41.6	27.3
Bachelors Degree	22.6	28.0	20.6	20.3	26.5	17.3	21.1	27.4	29.4	26.4	19.2
Post-Graduate Degree	11.2	15.5	9.6	7.9	14.8	11.0	10.9	15.6	16.2	15.2	8.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	830	890	724	736	540	408	280	251	316	456	289
LESS/COLLEGE GRADUATE	66.2	72.9	55.5	73.2	58.8	66.9	74.0	58.2	65.5	72.3	59.1	68.1
Some Grade School	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.4	0.0	0.3	0.0	0.0
Some High School	1.4	1.2	0.8	1.4	1.1	1.7	1.4	0.7	0.9	1.5	1.4	2.5
High School Grad.	21.6	23.4	16.3	23.0	20.7	20.9	22.8	22.5	20.3	23.4	19.6	21.4
Some College/Trade	23.4	24.5	21.0	25.8	21.1	23.4	26.5	20.1	23.8	24.8	21.7	23.0
Technical/Vocational	5.9	8.0	4.0	7.7	3.5	6.7	7.6	3.2	8.0	7.9	3.7	5.6
Associates Degree	13.8	15.6	13.4	15.1	12.2	14.2	15.7	11.4	12.6	14.3	12.8	15.6
COLLEGE GRADUATE	33.8	27.1	44.5	26.8	41.2	33.1	26.0	41.8	34.5	27.7	40.9	31.9
Bachelors Degree	22.6	19.3	28.7	18.8	27.7	20.9	16.8	28.0	19.0	21.3	27.5	22.5
Post-Graduate Degree	11.2	7.9	15.7	8.0	13.6	12.3	9.3	13.8	15.5	6.4	13.4	9.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
LESS/COLLEGE GRADUATE	66.2	55.0	49.1	59.3	70.0	71.1	71.3	71.2	72.2	85.0	70.4	51.8	69.8	66.3	64.2	64.2	77.5
Some Grade School	0.1	0.2	0.4	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Some High School	1.4	0.8	0.8	0.8	1.7	1.0	2.5	1.6	4.6	1.3	1.3	0.4	1.8	3.5	0.9	1.7	2.3
High School Grad.	21.6	17.0	14.9	18.6	25.5	21.9	20.1	21.2	13.0	37.4	20.1	16.6	26.7	26.9	20.6	20.0	23.9
Some College/Trade	23.4	20.9	17.8	23.2	23.6	24.6	26.0	25.2	25.0	29.4	25.0	19.9	23.2	20.6	24.1	21.6	28.6
Technical/Vocational	5.9	3.0	3.4	2.7	6.5	7.1	8.5	7.6	2.2	8.2	8.0	2.9	4.9	1.7	3.4	6.9	8.8
Associates Degree	13.8	13.2	11.8	14.1	12.7	16.2	14.2	15.4	27.4	8.7	15.9	11.6	13.1	13.6	15.2	14.0	13.9
COLLEGE GRADUATE	33.8	45.0	50.9	40.7	30.0	28.9	28.7	28.8	27.8	15.0	29.6	48.2	30.2	33.7	35.8	35.8	22.5
Bachelors Degree	22.6	29.4	32.8	26.9	18.4	21.3	21.9	21.5	8.0	9.6	21.7	32.6	19.0	26.3	21.7	21.5	18.2
Post-Graduate Degree	11.2	15.6	18.1	13.8	11.6	7.6	6.8	7.3	19.9	5.3	7.9	15.6	11.2	7.5	14.1	14.3	4.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
LESS/COLLEGE GRADUATE	66.2	60.3	67.8	72.3	67.0	37.3	38.9	37.1	68.5	62.8	78.2	85.2	70.7	72.0	63.1	65.8
Some Grade School	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.4	0.0	0.0	0.2	0.2
Some High School	1.4	1.6	1.1	1.2	1.1	1.2	2.9	0.9	1.3	0.9	2.0	2.2	1.1	1.2	1.5	1.6
High School Grad.	21.6	20.3	22.8	22.6	20.9	8.4	10.9	8.1	22.8	19.2	29.0	29.2	21.8	22.3	19.7	24.7
Some College/Trade	23.4	21.5	26.6	24.5	25.2	14.8	18.1	14.4	23.5	21.8	26.5	32.6	26.7	26.9	21.0	22.4
Technical/Vocational	5.9	3.7	5.3	8.6	6.0	3.6	0.0	4.1	5.9	5.6	6.4	8.6	6.4	4.1	6.6	5.6
Associates Degree	13.8	12.9	11.9	15.4	13.8	9.2	7.1	9.5	14.9	15.2	14.3	12.1	14.7	17.5	14.1	11.3
COLLEGE GRADUATE	33.8	39.7	32.2	27.7	33.0	62.7	61.1	62.9	31.5	37.2	21.8	14.8	29.3	28.0	36.9	34.2
Bachelors Degree	22.6	25.5	22.9	19.2	21.8	34.2	23.5	35.6	22.0	25.3	16.5	12.8	18.9	20.9	25.4	23.2
Post-Graduate Degree	11.2	14.2	9.3	8.4	11.2	28.5	37.6	27.3	9.5	11.9	5.3	2.0	10.4	7.1	11.4	11.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
LESS/COLLEGE GRADUATE	66.2	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	67.8	62.7	59.5	74.2	28.5	70.3	65.5	50.0	64.9	75.2	73.2
Some Grade School	0.1	0.2	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.2	0.0	0.0	1.2	0.1	0.0	0.0	0.0	0.0	0.0
Some High School	1.4	2.1	0.0	0.0	0.0	1.5	0.0	2.7	0.0	1.2	1.9	1.1	3.1	0.0	1.0	1.4	0.0	1.8	2.7	3.4
High School Grad.	21.6	32.6	0.0	0.0	0.0	32.8	0.0	32.4	0.0	21.7	21.4	22.2	25.3	6.1	22.1	21.3	23.8	21.3	25.8	24.8
Some College/Trade	23.4	35.3	0.0	0.0	0.0	35.6	0.0	35.1	0.0	24.3	21.5	17.6	29.2	7.0	25.0	23.6	12.1	20.7	31.3	27.3
Technical/Vocational	5.9	8.9	0.0	0.0	0.0	9.6	0.0	8.3	0.0	5.9	5.8	7.7	4.1	3.0	7.5	4.5	4.8	9.4	3.6	4.5
Associates Degree	13.8	20.8	0.0	0.0	0.0	20.2	0.0	21.4	0.0	14.7	12.0	10.9	12.6	11.1	14.7	14.6	9.4	11.7	11.8	13.3
COLLEGE GRADUATE	33.8	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	32.2	37.3	40.5	25.8	71.5	29.7	34.5	50.0	35.1	24.8	26.8
Bachelors Degree	22.6	0.0	66.9	100.0	0.0	0.0	62.7	0.0	70.4	21.2	25.5	25.5	20.0	48.3	17.6	24.7	35.1	20.1	21.1	19.1
Post-Graduate Degree	11.2	0.0	33.1	0.0	100.0	0.0	37.3	0.0	29.6	10.9	11.8	15.0	5.8	23.2	12.0	9.8	15.0	15.0	3.6	7.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	259	356	322	384	520	774	1226	1096	904	940	1060
LESS/COLLEGE GRADUATE	66.2	72.6	64.2	66.1	64.6	67.3	65.5	66.8	65.8	66.1	66.3	67.0	65.5
Some Grade School	0.1	0.6	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Some High School	1.4	4.1	3.2	0.2	1.3	1.9	0.2	2.0	1.0	1.8	0.9	1.0	1.7
High School Grad.	21.6	37.6	27.3	19.7	17.7	17.5	20.5	25.9	18.9	23.5	19.3	22.0	21.2
Some College/Trade	23.4	22.4	18.1	22.5	25.8	25.4	24.0	21.0	24.9	22.4	24.6	23.9	23.0
Technical/Vocational	5.9	0.5	3.9	7.9	7.4	6.0	6.2	5.0	6.5	5.7	6.1	6.4	5.4
Associates Degree	13.8	7.4	11.6	15.7	12.4	16.5	14.4	12.6	14.5	12.6	15.3	13.6	14.0
COLLEGE GRADUATE	33.8	27.4	35.8	33.9	35.4	32.7	34.5	33.2	34.2	33.9	33.7	33.0	34.5
Bachelors Degree	22.6	24.5	28.2	22.4	24.7	20.5	19.6	24.7	21.2	24.7	20.0	20.7	24.3
Post-Graduate Degree	11.2	2.9	7.7	11.6	10.7	12.1	14.9	8.5	12.9	9.1	13.7	12.3	10.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

101. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
LESS/COLLEGE GRADUATE	66.2	68.1	67.9	64.3	65.8	69.6	65.1	63.9	69.8	67.3	69.8	64.8	61.4	60.2	63.7	80.4
Some Grade School	0.1	0.4	0.0	0.0	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0
Some High School	1.4	3.1	1.6	1.6	0.5	1.5	0.0	2.2	0.5	4.0	2.7	0.9	0.5	1.7	0.9	2.2
High School Grad.	21.6	33.5	23.0	17.8	19.4	36.3	21.6	21.1	19.5	31.9	24.0	14.3	19.2	21.1	17.6	32.0
Some College/Trade	23.4	21.9	21.3	24.9	24.2	19.0	24.1	22.8	25.8	23.5	19.6	27.3	22.5	23.3	23.7	22.8
Technical/Vocational	5.9	1.3	6.8	6.8	6.2	2.0	7.3	6.1	7.3	0.8	6.5	7.6	4.9	3.5	6.7	7.0
Associates Degree	13.8	8.0	15.1	13.2	15.4	9.6	12.1	11.8	16.6	7.1	17.0	14.6	14.0	10.3	14.6	16.4
COLLEGE GRADUATE	33.8	31.9	32.1	35.7	34.2	30.4	34.9	36.1	30.2	32.7	30.2	35.2	38.6	39.8	36.3	19.6
Bachelors Degree	22.6	28.0	21.5	24.6	20.0	26.7	22.0	22.7	17.1	28.7	21.1	26.7	23.2	25.3	24.8	13.7
Post-Graduate Degree	11.2	3.9	10.6	11.0	14.3	3.7	13.0	13.4	13.2	4.0	9.1	8.5	15.4	14.5	11.6	5.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. WOULD YOU CONSIDER YOURSELF...?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
WEALTHY	1.6	1.3	1.1	3.3	2.6	0.6	1.1	0.6	0.7	2.0	2.1	1.9	2.2	2.2	1.1	0.8	4.2	0.7	1.5	0.3
UPPER MIDDLE CLASS	12.0	6.9	14.1	9.8	9.2	12.8	15.2	17.8	12.7	11.3	10.7	10.8	15.2	11.3	10.5	13.0	10.5	13.7	10.6	15.4
MIDDLE CLASS	47.1	50.2	51.3	47.8	50.0	47.6	42.4	36.2	46.4	48.3	49.6	49.3	40.0	50.2	51.1	38.5	49.8	44.4	48.4	42.3
LOWER MIDDLE CLASS	27.7	29.6	23.6	30.2	26.5	26.7	31.5	27.2	27.3	27.3	27.7	25.8	29.4	26.8	26.5	32.2	24.6	28.6	28.2	28.8
POOR	11.6	12.0	9.9	8.9	11.7	12.3	9.7	18.2	12.9	11.1	10.0	12.3	13.2	9.4	10.9	15.5	10.9	12.6	11.3	13.3
Mean	2.64	2.56	2.73	2.68	2.64	2.63	2.67	2.55	2.61	2.66	2.67	2.64	2.64	2.70	2.64	2.51	2.73	2.61	2.63	2.61



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. 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	1721	1449	272	279	176	103
WEALTHY	1.6	2.3	0.2	2.0	1.9	1.6	1.6	1.5	1.6	2.0	0.9
UPPER MIDDLE CLASS	12.0	9.4	11.2	11.5	15.8	12.2	12.7	9.3	10.9	12.5	8.2
MIDDLE CLASS	47.1	49.3	50.4	46.4	43.2	49.5	49.6	48.5	32.8	33.4	31.8
LOWER MIDDLE CLASS	27.7	25.6	27.7	27.7	29.5	26.0	25.3	29.2	38.4	35.8	42.8
POOR	11.6	13.4	10.5	12.4	9.6	10.8	10.7	11.4	16.3	16.3	16.4
Mean	2.64	2.62	2.63	2.63	2.71	2.68	2.69	2.60	2.43	2.48	2.34



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. WOULD YOU CONSIDER YOURSELF...?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
WEALTHY	1.6	2.1	1.3	2.1	1.3	0.5	1.6	1.9	1.2	1.7	1.2
UPPER MIDDLE CLASS	12.0	10.2	13.3	10.0	13.9	12.4	9.8	14.0	13.2	12.9	11.7
MIDDLE CLASS	47.1	51.1	49.5	49.7	46.2	39.1	50.1	48.7	39.9	42.9	38.9
LOWER MIDDLE CLASS	27.7	24.9	26.1	27.4	26.9	32.8	27.7	25.3	30.3	29.5	33.0
POOR	11.6	11.7	9.8	10.7	11.6	15.2	10.8	10.1	15.4	13.0	15.2
Mean	2.64	2.66	2.70	2.66	2.66	2.50	2.64	2.72	2.55	2.61	2.51



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. WOULD YOU CONSIDER YOURSELF...?

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	540	1460	902	854	244	490	827	294	533	1173
WEALTHY	1.6	3.5	0.9	1.7	1.7	0.8	1.0	2.5	5.0	1.1	1.0
UPPER MIDDLE CLASS	12.0	16.6	10.3	11.0	12.8	13.0	12.8	13.4	12.5	14.0	11.0
MIDDLE CLASS	47.1	49.2	46.4	50.6	46.0	38.5	42.2	47.9	51.7	45.7	46.6
LOWER MIDDLE CLASS	27.7	22.3	29.7	26.7	27.4	32.2	29.6	25.6	19.4	29.1	29.1
POOR	11.6	8.4	12.7	10.0	12.1	15.5	14.4	10.6	11.4	10.1	12.2
Mean	2.64	2.85	2.57	2.68	2.65	2.51	2.56	2.72	2.80	2.67	2.59



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. 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	830	890	724	736	540	408	280	251	316	456	289
WEALTHY	1.6	1.5	1.6	1.8	1.9	1.0	1.9	2.9	0.9	1.6	1.2	1.1
UPPER MIDDLE CLASS	12.0	10.3	14.5	10.9	12.4	13.1	10.9	13.0	15.7	10.9	12.0	10.8
MIDDLE CLASS	47.1	50.6	47.7	50.4	46.6	43.5	52.7	45.6	44.9	47.4	47.3	42.3
LOWER MIDDLE CLASS	27.7	26.5	25.6	26.2	28.0	29.3	22.9	26.6	28.9	30.3	28.9	29.6
POOR	11.6	11.2	10.6	10.8	11.1	13.2	11.6	11.9	9.7	9.7	10.6	16.3
Mean	2.64	2.64	2.71	2.67	2.66	2.59	2.69	2.68	2.69	2.64	2.64	2.51



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
WEALTHY	1.6	2.4	4.5	1.0	0.8	0.8	3.3	1.8	8.4	0.0	1.8	2.1	0.7	5.2	1.8	1.1	0.0
UPPER MIDDLE CLASS	12.0	12.2	12.2	12.3	13.4	10.8	10.0	10.5	13.6	6.8	11.7	12.1	15.2	1.5	12.1	14.7	8.5
MIDDLE CLASS	47.1	44.9	42.8	46.4	46.4	50.1	48.9	49.6	40.7	49.8	51.1	45.2	49.1	47.2	44.8	43.2	43.1
LOWER MIDDLE CLASS	27.7	28.6	30.3	27.4	27.4	26.4	28.5	27.3	26.7	28.8	25.5	29.3	24.3	34.4	25.8	29.0	32.8
POOR	11.6	11.9	10.3	13.0	12.0	11.9	9.3	10.8	10.6	14.6	9.8	11.3	10.7	11.8	15.5	11.9	15.6
Mean	2.64	2.65	2.70	2.61	2.64	2.62	2.69	2.65	2.83	2.49	2.70	2.64	2.71	2.54	2.59	2.64	2.45



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. WOULD YOU CONSIDER YOURSELF...?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION			
		TCKT CRAT	REPU- SPLTTR	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM	EVAN- GEL-	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
WEALTHY	1.6	1.9	0.4	1.7	0.9	11.8	100.0	0.0	0.0	0.0	0.0	0.0	1.0	1.8	1.8	0.7
UPPER MIDDLE CLASS	12.0	13.1	11.9	10.8	13.8	88.2	0.0	100.0	0.0	0.0	0.0	0.0	10.1	10.2	12.5	13.7
MIDDLE CLASS	47.1	45.5	44.5	49.8	47.4	0.0	0.0	0.0	63.0	100.0	0.0	0.0	49.4	47.7	55.4	39.2
LOWER MIDDLE CLASS	27.7	27.1	32.0	26.9	26.1	0.0	0.0	0.0	37.0	0.0	100.0	0.0	26.9	30.0	23.8	31.3
POOR	11.6	12.3	11.3	10.8	11.8	0.0	0.0	0.0	0.0	0.0	0.0	100.0	12.7	10.3	6.3	15.1
Mean	2.64	2.65	2.58	2.66	2.66	4.12	5.00	4.00	2.63	3.00	2.00	1.00	2.60	2.63	2.80	2.54



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
WEALTHY	1.6	0.9	2.9	1.7	5.4	1.0	4.0	0.9	2.0	1.2	2.5	2.4	2.9	0.0	1.8	0.5	2.6	2.2	2.3	3.4
UPPER MIDDLE CLASS	12.0	6.7	22.4	18.9	29.3	5.3	28.0	8.0	17.6	11.5	13.2	12.6	10.5	22.4	13.6	9.4	11.7	13.1	7.4	13.2
MIDDLE CLASS	47.1	44.7	51.8	52.7	50.0	47.5	50.5	42.3	52.9	48.2	44.8	47.2	41.3	52.5	49.0	47.5	54.3	43.2	44.3	38.8
LOWER MIDDLE CLASS	27.7	32.7	17.8	20.2	13.1	31.3	14.1	34.0	21.0	27.6	27.9	25.5	33.0	20.9	24.3	30.8	24.0	26.3	33.7	32.5
POOR	11.6	14.9	5.1	6.5	2.1	15.0	3.3	14.7	6.5	11.5	11.6	12.3	12.2	4.2	11.3	11.8	7.3	15.1	12.4	12.1
Mean	2.64	2.46	3.00	2.89	3.23	2.46	3.15	2.46	2.87	2.63	2.67	2.67	2.59	2.93	2.70	2.56	2.78	2.61	2.53	2.63



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
WEALTHY	1.6	4.9	1.9	1.8	1.9	1.3	0.4	2.5	1.1	2.3	0.8	2.0	1.3
UPPER MIDDLE CLASS	12.0	20.2	8.3	12.2	13.1	8.8	12.9	12.6	11.7	12.7	11.2	12.8	11.3
MIDDLE CLASS	47.1	43.6	42.2	45.2	41.0	45.4	57.0	43.9	49.2	43.0	52.1	48.5	45.9
LOWER MIDDLE CLASS	27.7	24.7	34.6	28.7	29.3	28.1	23.2	29.8	26.3	29.7	25.3	25.6	29.5
POOR	11.6	6.5	13.0	12.1	14.6	16.4	6.6	11.2	11.7	12.2	10.7	11.2	11.9
Mean	2.64	2.92	2.52	2.63	2.58	2.50	2.77	2.65	2.64	2.63	2.66	2.69	2.61



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

102. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
WEALTHY	1.6	3.2	2.3	1.5	0.7	2.9	3.3	2.6	0.6	3.4	1.6	0.3	0.8	3.7	0.5	1.6
UPPER MIDDLE CLASS	12.0	16.1	10.3	11.5	12.3	14.0	11.5	13.4	12.7	17.3	9.5	9.4	11.8	12.6	14.7	4.8
MIDDLE CLASS	47.1	43.1	44.4	42.7	53.8	46.5	44.2	41.0	56.9	41.2	44.6	44.6	50.4	43.2	50.8	43.3
LOWER MIDDLE CLASS	27.7	30.2	30.4	28.4	24.4	29.5	29.4	27.2	21.4	30.5	31.0	29.6	27.7	27.9	24.6	34.9
POOR	11.6	7.4	12.7	16.0	8.8	7.1	11.6	15.7	8.4	7.6	13.4	16.2	9.2	12.6	9.4	15.4
Mean	2.64	2.78	2.59	2.54	2.72	2.76	2.65	2.60	2.76	2.78	2.55	2.48	2.67	2.67	2.72	2.42



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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
Total	2000	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
MAINSTREAM PROTESTANT	30.9	38.8	43.8	35.2	30.3	29.4	23.4	19.3	18.2	33.6	39.1	28.3	22.7	37.2	34.9	26.3	31.1	24.5	33.2	19.8
CATHOLIC	25.3	22.7	25.9	27.8	32.3	24.8	22.0	21.1	15.7	27.5	25.9	30.5	26.9	30.0	25.3	22.5	30.0	20.1	26.0	17.0
EVANGELICAL	7.6	13.9	10.1	9.7	7.3	6.1	5.5	1.9	5.2	9.3	10.8	7.6	6.8	11.0	9.5	7.9	6.5	3.9	5.1	3.2
JEWISH	3.1	2.4	3.5	3.1	1.2	3.8	1.6	6.1	4.7	2.9	3.1	2.6	3.4	2.8	1.6	3.3	4.6	3.3	1.8	4.1
ISLAM	1.0	0.6	0.4	1.4	1.6	0.3	0.3	0.5	3.6	1.2	0.9	1.3	2.4	1.1	0.9	1.2	1.9	0.7	0.5	0.8
MORMON	1.0	0.0	0.7	1.5	0.7	1.8	1.3	0.5	0.6	1.3	0.9	1.6	2.3	0.9	2.6	1.3	0.4	0.3	0.4	0.2
BUDDHIST	0.8	0.0	0.7	0.6	1.2	0.4	1.4	2.0	0.7	0.7	0.5	1.2	0.4	0.5	0.8	0.7	1.1	1.2	0.0	1.8
HINDU	0.5	0.6	0.3	0.3	0.6	0.3	1.3	0.0	1.2	0.7	0.4	0.5	2.3	0.2	1.0	1.2	0.8	0.3	0.4	0.2
SIKH	*	0.0	0.0	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	0.1	0.0	0.2
OTHER RELIGION	2.0	2.9	0.3	1.7	1.3	1.7	3.0	3.9	3.4	1.6	1.5	1.5	2.4	1.0	2.1	3.4	0.4	3.0	1.4	3.9
NON-REL/SECULAR/ATHEIST	27.7	18.1	14.4	18.6	23.5	31.4	39.8	44.7	46.6	21.2	17.0	24.9	30.4	15.4	21.4	32.1	23.3	42.6	31.1	48.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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	1721	1449	272	279	176	103
MAINSTREAM PROTESTANT	30.9	25.6	32.1	36.8	23.2	31.8	32.9	26.0	25.0	27.4	20.7
CATHOLIC	25.3	34.4	27.2	21.0	23.5	25.5	25.0	28.5	23.8	23.3	24.6
EVANGELICAL	7.6	4.8	8.3	9.2	6.3	7.8	8.0	6.9	6.6	8.0	4.2
JEWISH	3.1	4.1	1.6	2.5	4.7	3.2	3.5	1.5	2.4	2.6	1.9
ISLAM	1.0	1.6	0.2	1.0	1.6	1.0	0.7	2.3	1.5	1.4	1.8
MORMON	1.0	0.3	0.0	0.8	3.0	1.1	0.8	2.6	0.4	0.0	1.0
BUDDHIST	0.8	0.6	0.4	0.8	1.6	0.7	0.8	0.7	1.5	1.5	1.7
HINDU	0.5	0.9	0.4	0.6	0.2	0.4	0.3	1.1	1.5	0.7	2.9
SIKH	*	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0
OTHER RELIGION	2.0	2.6	2.8	1.8	1.1	2.0	2.1	1.4	2.2	2.5	1.6
NON-REL/SECULAR/ATHEIST	27.7	25.2	26.8	25.4	34.8	26.5	26.1	29.0	34.9	32.1	39.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
MAINSTREAM PROTESTANT	30.9	35.5	29.7	33.9	28.0	29.6	33.7	28.4	27.9	30.6	32.5
CATHOLIC	25.3	28.7	24.1	29.1	22.6	19.5	29.9	23.3	22.7	29.0	18.3
EVANGELICAL	7.6	10.6	5.4	10.3	5.1	6.9	10.8	4.4	8.8	8.3	5.6
JEWISH	3.1	3.2	3.9	2.6	3.4	3.7	2.5	3.8	1.8	2.7	3.8
ISLAM	1.0	1.2	0.8	0.9	1.0	2.2	0.8	1.0	1.8	0.6	1.4
MORMON	1.0	1.4	0.4	1.6	0.4	0.5	1.6	0.4	1.1	0.5	0.5
BUDDHIST	0.8	0.4	0.7	0.7	0.8	2.0	0.6	0.8	1.6	1.9	1.0
HINDU	0.5	0.4	0.4	0.4	0.5	1.5	0.5	0.5	0.7	0.5	0.5
SIKH	*	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
OTHER RELIGION	2.0	1.3	1.6	1.9	2.2	1.6	1.3	2.6	2.7	2.6	1.9
NON-REL/SECULAR/ATHEIST	27.7	17.2	32.9	18.5	36.0	32.5	18.2	34.7	30.8	23.5	34.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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	540	1460	902	854	244	490	827	294	533	1173
MAINSTREAM PROTESTANT	30.9	28.0	31.9	36.3	26.4	26.3	27.6	28.4	28.1	28.5	32.6
CATHOLIC	25.3	24.9	25.4	28.2	23.0	22.5	23.2	23.1	25.1	22.0	26.8
EVANGELICAL	7.6	5.8	8.3	10.4	4.6	7.9	7.3	5.3	6.2	4.8	9.3
JEWISH	3.1	4.1	2.7	2.4	3.7	3.3	2.2	3.7	5.5	2.7	2.6
ISLAM	1.0	2.7	0.4	1.0	1.1	1.2	1.0	1.8	2.5	1.3	0.6
MORMON	1.0	0.9	1.0	1.5	0.3	1.3	1.4	0.7	1.0	0.5	1.2
BUDDHIST	0.8	0.9	0.8	0.6	1.1	0.7	1.5	0.8	1.3	0.6	0.9
HINDU	0.5	0.4	0.6	0.5	0.4	1.2	1.2	0.5	0.3	0.6	0.6
SIKH	*	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.0
OTHER RELIGION	2.0	1.7	2.1	1.4	2.2	3.4	2.5	2.4	1.7	2.7	1.8
NON-REL/SECULAR/ATHEIST	27.7	30.4	26.7	17.7	37.0	32.1	32.0	33.3	28.1	36.1	23.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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	830	890	724	736	540	408	280	251	316	456	289
MAINSTREAM PROTESTANT	30.9	34.9	29.1	37.6	27.4	26.6	35.3	22.2	24.3	40.5	30.6	28.6
CATHOLIC	25.3	28.6	25.1	29.5	24.9	20.2	29.6	25.6	22.1	29.4	24.4	18.5
EVANGELICAL	7.6	11.0	4.6	10.2	4.9	7.9	9.9	4.2	5.7	10.6	5.3	9.8
JEWISH	3.1	2.3	3.9	2.5	3.3	3.5	3.6	4.9	4.9	1.0	2.3	2.2
ISLAM	1.0	1.3	0.7	0.9	1.1	1.1	1.4	2.3	1.2	0.4	0.4	1.0
MORMON	1.0	1.6	0.4	1.8	0.3	0.9	1.3	0.7	0.8	2.4	0.0	1.0
BUDDHIST	0.8	0.6	1.2	0.3	1.0	1.5	0.2	1.0	1.8	0.3	0.9	1.2
HINDU	0.5	0.4	0.5	0.7	0.4	0.5	0.2	0.8	0.4	1.3	0.2	0.7
SIKH	*	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
OTHER RELIGION	2.0	1.5	1.8	1.2	2.1	3.0	0.7	2.5	2.0	1.9	1.8	3.9
NON-REL/SECULAR/ATHEIST	27.7	17.8	32.6	15.3	34.7	34.8	17.7	35.7	36.7	12.1	34.1	33.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
MAINSTREAM PROTESTANT	30.9	23.0	17.3	27.1	29.4	38.9	38.0	38.5	29.6	36.1	38.4	23.7	30.4	43.2	16.5	26.0	36.6
CATHOLIC	25.3	19.6	18.8	20.1	27.4	27.7	27.5	27.6	34.4	33.4	28.2	18.5	33.6	37.9	19.2	20.7	19.4
EVANGELICAL	7.6	3.9	2.3	5.0	5.9	10.9	14.5	12.3	3.9	4.3	12.1	4.2	6.5	3.7	2.3	6.1	17.9
JEWISH	3.1	3.9	4.0	3.9	3.6	1.0	3.0	1.8	10.3	2.2	2.0	3.6	3.6	0.0	3.1	4.1	1.7
ISLAM	1.0	1.3	2.0	0.7	0.7	0.6	2.2	1.3	2.7	0.0	1.0	1.2	0.8	1.9	1.0	0.8	2.0
MORMON	1.0	0.5	0.4	0.6	0.9	1.8	0.7	1.4	2.9	2.7	1.5	0.4	0.0	0.0	0.0	0.9	1.6
BUDDHIST	0.8	1.1	1.7	0.6	0.9	0.8	0.3	0.6	0.0	0.7	0.2	1.0	0.8	1.5	2.0	1.1	2.3
HINDU	0.5	0.9	1.2	0.7	0.4	0.7	0.0	0.4	2.6	0.8	0.5	0.5	0.4	0.0	2.2	0.3	0.0
SIKH	*	0.1	0.0	0.2	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	2.0	3.2	5.2	1.8	1.6	0.7	2.7	1.5	2.5	0.7	1.3	3.0	0.8	0.0	4.7	2.5	3.3
NON-REL/SECULAR/ATHEIST	27.7	42.5	47.0	39.2	29.2	16.9	11.0	14.6	9.0	19.1	14.7	43.9	23.1	11.8	49.0	37.4	15.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
MAINSTREAM PROTESTANT	30.9	26.3	27.1	37.3	29.9	25.0	18.5	25.9	31.4	32.3	30.0	33.9	100.0	0.0	0.0	0.0
CATHOLIC	25.3	23.0	24.2	28.3	25.7	26.7	29.0	26.4	26.8	29.7	21.8	13.8	0.0	0.0	100.0	0.0
EVANGELICAL	7.6	5.2	6.1	10.9	6.9	6.7	8.6	6.4	7.9	7.7	8.3	6.8	0.0	100.0	0.0	0.0
JEWISH	3.1	4.1	2.6	2.0	3.2	7.2	14.7	6.2	2.4	2.5	2.4	2.1	0.0	0.0	0.0	0.0
ISLAM	1.0	1.2	1.1	0.9	0.7	2.5	14.7	0.8	0.9	1.0	0.8	0.4	0.0	0.0	0.0	0.0
MORMON	1.0	0.2	1.8	1.6	1.2	0.0	0.0	0.0	1.1	0.9	1.3	1.6	0.0	0.0	0.0	0.0
BUDDHIST	0.8	0.9	1.9	0.5	1.4	1.6	2.5	1.4	0.7	0.6	0.9	0.9	0.0	0.0	0.0	0.0
HINDU	0.5	0.4	1.1	0.5	0.8	0.4	0.0	0.4	0.5	0.5	0.5	0.8	0.0	0.0	0.0	0.0
SIKH	*	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	2.0	2.5	2.8	1.2	1.6	0.8	0.0	0.9	2.0	1.6	2.7	3.6	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	27.7	36.1	31.3	16.9	28.4	29.2	11.9	31.5	26.1	23.1	31.3	36.2	0.0	0.0	0.0	100.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
MAINSTREAM PROTESTANT	30.9	33.0	26.7	25.8	28.7	30.9	23.4	34.8	29.5	31.7	29.0	15.9	45.5	19.0	31.0	32.5	11.3	18.5	32.7	56.5
CATHOLIC	25.3	24.1	27.6	28.5	25.8	24.4	30.4	23.8	25.2	24.5	27.0	43.0	13.4	27.2	26.2	22.9	43.4	42.7	17.0	10.2
EVANGELICAL	7.6	8.3	6.3	7.1	4.8	7.9	5.4	8.6	7.1	7.2	8.4	9.5	8.7	7.3	7.1	7.4	4.3	12.4	10.9	6.8
JEWISH	3.1	2.4	4.3	2.7	7.7	3.4	6.2	1.5	2.7	3.6	1.8	2.3	1.8	0.0	4.7	2.6	4.4	1.1	3.8	0.0
ISLAM	1.0	1.0	1.2	1.5	0.4	1.5	1.8	0.5	0.6	1.0	1.2	0.3	1.8	2.9	1.4	0.6	0.0	0.5	3.0	0.7
MORMON	1.0	0.9	1.1	1.2	0.9	0.9	1.2	0.9	1.1	1.2	0.5	1.0	0.0	0.0	1.2	1.2	0.7	1.2	0.0	0.0
BUDDHIST	0.8	0.6	1.3	1.5	0.9	0.6	1.5	0.7	1.1	0.4	1.7	1.5	0.7	5.9	0.3	0.6	2.9	0.7	1.5	0.0
HINDU	0.5	0.1	1.3	1.2	1.7	0.0	1.3	0.3	1.4	0.0	1.7	0.0	0.4	10.1	0.0	0.0	0.0	0.0	0.0	0.7
SIKH	*	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
OTHER RELIGION	2.0	2.0	2.1	2.2	1.8	1.6	1.6	2.3	2.5	2.2	1.6	0.6	2.1	1.3	1.4	3.0	0.8	0.5	2.2	2.0
NON-REL/SECULAR/ATHEIST	27.7	27.5	28.0	28.4	27.3	28.6	27.2	26.5	28.8	28.0	27.1	25.9	25.7	26.4	26.8	29.1	32.1	22.4	28.8	23.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
MAINSTREAM PROTESTANT	30.9	17.8	22.5	27.6	29.7	33.4	40.1	23.9	35.3	25.6	37.2	28.5	33.0
CATHOLIC	25.3	30.0	23.3	22.4	26.1	25.8	26.0	24.3	25.9	24.8	25.9	26.4	24.3
EVANGELICAL	7.6	6.3	4.7	7.6	7.6	9.9	7.9	6.3	8.4	6.7	8.7	7.1	8.1
JEWISH	3.1	1.7	1.9	2.8	3.5	2.7	4.2	2.3	3.5	2.6	3.6	4.4	1.9
ISLAM	1.0	4.7	1.8	1.4	1.1	0.0	0.0	2.3	0.3	1.9	0.0	1.6	0.6
MORMON	1.0	0.8	2.0	1.6	0.8	1.0	0.2	1.6	0.6	1.4	0.5	1.0	1.0
BUDDHIST	0.8	0.7	1.3	1.4	0.6	0.8	0.5	1.2	0.6	1.0	0.6	0.9	0.8
HINDU	0.5	1.3	0.0	1.2	0.3	1.0	0.0	0.8	0.4	0.7	0.4	0.4	0.6
SIKH	*	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1
OTHER RELIGION	2.0	3.5	2.9	2.4	2.0	1.5	1.2	2.8	1.5	2.6	1.3	1.6	2.4
NON-REL/SECULAR/ATHEIST	27.7	33.2	39.5	31.6	28.1	24.1	20.0	34.5	23.4	32.6	21.7	28.2	27.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

103. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
MAINSTREAM PROTESTANT	30.9	19.1	26.4	29.9	38.8	17.5	17.5	30.2	35.6	20.0	32.1	29.5	42.4	23.4	31.1	40.2
CATHOLIC	25.3	28.1	22.7	25.7	25.8	29.2	24.6	24.2	28.4	27.5	21.5	27.4	22.9	28.0	27.1	17.2
EVANGELICAL	7.6	5.3	6.3	8.4	8.7	8.3	5.6	7.9	7.0	3.6	6.8	8.9	10.7	5.9	7.4	10.4
JEWISH	3.1	2.0	2.4	3.2	3.8	2.5	4.5	5.1	4.2	1.8	1.0	1.2	3.3	3.6	3.3	1.8
ISLAM	1.0	3.9	1.6	0.6	0.0	9.5	2.1	0.9	0.0	0.7	1.3	0.4	0.0	2.5	0.5	0.3
MORMON	1.0	0.9	2.0	1.0	0.3	0.0	2.0	1.3	0.5	1.5	1.9	0.8	0.0	0.2	1.2	1.6
BUDDHIST	0.8	0.7	1.5	0.7	0.5	0.0	1.8	0.7	0.8	1.1	1.4	0.8	0.3	1.0	0.9	0.7
HINDU	0.5	0.8	0.6	0.5	0.4	1.0	0.6	0.7	0.0	0.7	0.7	0.4	0.8	0.5	0.4	0.9
SIKH	*	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0
OTHER RELIGION	2.0	2.7	2.8	1.9	1.3	2.4	2.8	1.8	0.6	2.8	2.9	2.0	2.0	2.6	1.6	2.4
NON-REL/SECULAR/ATHEIST	27.7	36.4	33.6	27.9	20.4	29.6	38.5	27.3	23.0	40.4	30.4	28.5	17.5	32.2	26.5	24.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395				
URBAN AREA	27.9	21.1	22.1	28.5	30.7	29.1	28.3	32.1	30.1	26.0	24.5	27.5	28.4	20.2	23.2	31.4	37.5	32.3	35.4	30.7				
SUBURBAN AREA	51.2	49.2	52.5	48.8	48.2	53.2	56.7	51.3	51.3	50.5	50.3	51.2	50.1	52.3	55.5	43.5	46.7	52.7	48.5	55.0				
RURAL AREA	20.9	29.7	25.4	22.6	21.1	17.7	15.0	16.6	18.6	23.5	25.2	21.3	21.5	27.5	21.3	25.1	15.8	15.0	16.1	14.3				



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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	1721	1449	272	279	176	103
URBAN AREA	27.9	29.4	24.5	26.0	33.7	27.2	26.4	31.6	32.1	30.0	35.6
SUBURBAN AREA	51.2	53.0	50.0	51.3	50.9	52.2	53.2	46.9	44.9	46.3	42.5
RURAL AREA	20.9	17.6	25.6	22.7	15.4	20.6	20.4	21.4	23.0	23.7	21.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
URBAN AREA	27.9	21.8	32.4	22.6	32.5	31.3	21.5	34.5	26.0	26.2	30.5
SUBURBAN AREA	51.2	53.7	51.1	52.5	51.5	44.1	52.1	50.7	53.6	53.3	46.5
RURAL AREA	20.9	24.4	16.5	24.9	16.0	24.6	26.3	14.8	20.4	20.5	23.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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	FOR CONGRESS	FOR CONGRESS	ERS/	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	540	1460	902	854	244	490	827	294	533	1173
URBAN AREA	27.9	35.8	25.0	21.3	33.8	31.4	29.5	34.7	39.8	31.8	23.1
SUBURBAN AREA	51.2	50.0	51.6	53.5	51.0	43.5	48.6	49.6	44.0	52.8	52.3
RURAL AREA	20.9	14.2	23.4	25.2	15.2	25.1	21.9	15.7	16.2	15.4	24.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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	830	890	724	736	540	408	280	251	316	456	289
URBAN AREA	27.9	20.8	33.0	19.9	35.6	28.1	20.9	40.8	32.0	18.6	32.4	24.7
SUBURBAN AREA	51.2	53.8	51.7	53.6	49.6	50.2	55.4	45.9	48.8	51.3	51.8	51.4
RURAL AREA	20.9	25.4	15.4	26.5	14.8	21.7	23.7	13.3	19.2	30.1	15.8	23.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
URBAN AREA	27.9	33.5	37.5	30.5	30.3	20.3	22.1	21.1	39.4	19.5	18.7	34.6	36.7	39.5	25.4	30.2	23.6
SUBURBAN AREA	51.2	51.8	49.9	53.3	50.5	53.4	48.4	51.4	44.5	52.9	54.4	52.2	46.3	42.9	53.0	52.5	40.6
RURAL AREA	20.9	14.7	12.6	16.2	19.2	26.3	29.4	27.5	16.1	27.6	26.9	13.2	17.0	17.5	21.6	17.3	35.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION			
		DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	COMBO	WEALTHY/UPPER MIDDLE CLASS	WEALTHY/MIDDLE CLASS	WEALTHY/LOWER MIDDLE CLASS	WEALTHY/LOWER CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS	
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
URBAN AREA	27.9	34.8	29.6	19.5	25.3	33.3	63.3	29.2	26.5	25.6	28.1	30.4	21.2	21.7	30.9	32.4
SUBURBAN AREA	51.2	49.6	46.5	54.7	53.2	56.9	16.0	62.4	51.6	55.2	45.6	41.6	51.6	49.9	54.9	49.1
RURAL AREA	20.9	15.6	24.0	25.8	21.5	9.8	20.7	8.3	21.8	19.2	26.3	27.9	27.2	28.4	14.2	18.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
URBAN AREA	27.9	25.4	32.9	31.2	36.2	26.7	36.2	24.2	30.0	22.2	39.9	39.2	44.2	36.8	24.8	19.7	46.5	35.1	41.6	46.4
SUBURBAN AREA	51.2	49.2	55.1	56.1	52.9	49.1	54.2	49.3	55.8	52.9	47.5	51.1	43.1	52.2	53.1	52.8	40.3	57.2	46.4	40.2
RURAL AREA	20.9	25.4	12.1	12.6	11.0	24.2	9.6	26.5	14.2	24.8	12.6	9.7	12.7	11.0	22.1	27.4	13.2	7.7	12.0	13.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
URBAN AREA	27.9	33.3	34.6	33.5	26.1	27.8	20.3	33.8	24.2	31.6	23.5	29.8	26.2
SUBURBAN AREA	51.2	47.0	44.9	48.0	56.6	51.5	54.2	46.8	54.0	49.7	53.1	50.8	51.6
RURAL AREA	20.9	19.7	20.5	18.4	17.3	20.7	25.5	19.4	21.8	18.8	23.5	19.4	22.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

104. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
URBAN AREA	27.9	36.5	32.9	27.3	21.9	48.3	41.1	28.7	20.2	29.6	27.6	25.9	23.7	100.0	0.0	0.0
SUBURBAN AREA	51.2	43.9	47.6	54.1	54.1	37.6	43.2	56.4	53.8	47.5	50.4	51.7	54.4	0.0	100.0	0.0
RURAL AREA	20.9	19.7	19.5	18.6	24.1	14.0	15.7	15.0	26.0	22.9	22.0	22.5	21.9	0.0	0.0	100.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	173	280	318	378	286	229	177	158	1394	772	452	170	566	337	244	248	606	211	395
SINGLE	36.0	22.9	25.1	27.0	36.1	35.9	50.8	51.0	49.4	32.1	25.4	37.6	47.6	27.0	31.3	42.7	34.2	45.0	32.6	51.7
MARRIED	46.5	59.5	58.9	53.7	44.4	45.9	34.2	36.8	31.3	51.1	56.9	46.0	38.9	55.6	52.7	41.2	48.7	36.0	43.1	32.1
SEPARATED/DIVORCED	12.2	10.5	11.3	11.6	14.1	14.5	11.3	9.3	12.0	11.6	11.2	12.8	10.0	11.3	12.3	12.4	10.7	13.4	17.4	11.3
WIDOWED	5.3	7.1	4.8	7.7	5.5	3.6	3.7	2.9	7.4	5.2	6.5	3.6	3.5	6.1	3.7	3.7	6.5	5.6	6.9	4.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	1721	1449	272	279	176	103
SINGLE	36.0	36.1	34.2	36.2	37.4	33.2	31.4	42.6	53.4	52.9	54.3
MARRIED	46.5	46.7	48.7	45.4	46.2	48.4	49.8	41.0	34.9	37.0	31.4
SEPARATED/DIVORCED	12.2	11.2	12.1	13.3	11.0	12.6	12.8	12.0	9.1	6.7	13.2
WIDOWED	5.3	6.0	4.9	5.1	5.5	5.8	6.0	4.5	2.6	3.4	1.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. WHAT IS YOUR MARITAL STATUS?

BANNER 3

	TOTAL	2016 BALLOT		2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	CLIN- TON	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	836	714	911	897	192	786	751	256	177	206
SINGLE	36.0	26.5	34.7	30.4	39.8	44.8	30.0	37.6	42.4	40.6	44.9
MARRIED	46.5	56.3	44.6	52.6	41.1	43.1	53.4	43.4	40.6	42.8	39.0
SEPARATED/DIVORCED	12.2	11.8	14.6	11.8	13.2	9.1	11.0	12.9	14.7	13.9	10.7
WIDOWED	5.3	5.3	6.1	5.2	5.9	3.0	5.6	6.1	2.3	2.7	5.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	540	1460	902	854	244	490	827	294	533	1173
SINGLE	36.0	35.2	36.3	28.6	41.9	42.7	40.6	38.3	32.4	41.5	34.4
MARRIED	46.5	46.2	46.7	54.5	39.6	41.2	45.0	42.5	44.6	41.4	49.4
SEPARATED/DIVORCED	12.2	12.2	12.1	11.7	12.6	12.4	10.5	12.9	15.2	11.6	11.6
WIDOWED	5.3	6.5	4.9	5.2	5.9	3.7	3.9	6.3	7.8	5.5	4.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	830	890	724	736	540	408	280	251	316	456	289	
SINGLE	36.0	27.1	38.7	27.7	43.5	36.9	29.3	45.0	35.2	25.6	42.5	38.5	
MARRIED	46.5	55.4	42.6	54.7	38.6	46.4	55.3	43.3	49.4	53.9	35.8	43.7	
SEPARATED/DIVORCED	12.2	12.1	12.6	12.2	12.4	11.8	11.6	9.6	12.3	13.0	14.1	11.4	
WIDOWED	5.3	5.4	6.1	5.4	5.5	4.9	3.8	2.1	3.1	7.5	7.6	6.4	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	562	236	326	724	428	286	714	36	137	551	439	243	54	87	344	109
SINGLE	36.0	44.2	44.7	43.8	37.0	29.5	27.1	28.6	35.1	27.7	27.2	44.4	42.2	41.7	46.6	37.0	29.2
MARRIED	46.5	35.9	36.6	35.4	46.1	53.1	58.6	55.3	42.2	51.1	56.4	35.7	42.4	45.6	34.5	46.8	54.6
SEPARATED/DIVORCED	12.2	14.4	13.3	15.2	12.0	11.4	9.2	10.5	20.0	15.9	10.8	14.1	10.2	8.3	13.9	11.8	10.4
WIDOWED	5.3	5.5	5.3	5.7	4.9	5.9	5.0	5.6	2.7	5.3	5.6	5.8	5.2	4.4	5.0	4.5	5.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. WHAT IS YOUR MARITAL STATUS?

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	913	278	809	1045	273	32	240	1496	943	554	231	617	153	506	554
SINGLE	36.0	43.2	38.6	26.9	34.6	33.6	46.8	31.9	34.3	29.1	43.2	49.4	29.5	31.0	33.0	47.1
MARRIED	46.5	38.6	48.0	55.0	49.5	57.1	50.2	58.0	48.4	55.7	35.9	22.2	48.5	46.7	52.5	38.2
SEPARATED/DIVORCED	12.2	12.6	10.0	12.4	11.8	5.1	0.0	5.8	12.2	10.8	14.7	19.9	13.6	15.0	10.5	11.5
WIDOWED	5.3	5.6	3.3	5.6	4.1	4.2	3.0	4.4	5.0	4.4	6.1	8.4	8.5	7.3	4.1	3.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	1324	676	452	224	630	310	694	366	1360	640	260	260	80	668	692	94	166	120	140
SINGLE	36.0	39.3	29.4	30.6	26.9	39.9	26.7	38.9	31.7	29.9	48.8	41.4	61.1	31.5	28.5	31.3	43.1	40.5	63.5	59.0
MARRIED	46.5	41.9	55.7	54.3	58.6	43.7	63.1	40.2	49.4	51.2	36.7	43.2	22.6	62.5	55.9	46.6	47.6	40.8	22.7	22.4
SEPARATED/DIVORCED	12.2	13.0	10.4	10.3	10.6	12.6	8.3	13.4	12.2	12.9	10.6	11.6	11.5	4.8	12.1	13.7	8.4	13.4	11.4	11.7
WIDOWED	5.3	5.8	4.5	4.8	3.8	3.8	1.8	7.6	6.7	6.0	3.9	3.7	4.8	1.2	3.6	8.3	0.9	5.3	2.4	6.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	160	259	356	322	384	520	774	1226	1096	904	940	1060
SINGLE	36.0	79.9	66.1	40.4	32.9	26.0	13.7	57.1	22.6	50.0	18.9	35.5	36.4
MARRIED	46.5	18.2	31.4	48.9	46.4	50.8	58.2	36.7	52.8	39.6	55.0	50.1	43.4
SEPARATED/DIVORCED	12.2	1.9	1.5	9.9	18.3	16.9	14.9	5.4	16.4	9.2	15.7	11.2	13.0
WIDOWED	5.3	0.0	1.0	0.8	2.4	6.3	13.2	0.7	8.2	1.2	10.3	3.1	7.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

105. 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	245	502	542	711	90	198	281	371	155	304	262	340	558	1024	418
SINGLE	36.0	78.5	48.1	31.5	16.3	78.7	51.1	34.5	17.6	78.4	46.0	28.2	14.8	46.3	32.7	30.3
MARRIED	46.5	19.9	44.2	47.7	56.5	18.9	40.7	46.1	65.8	20.5	46.5	49.5	46.2	38.1	49.1	51.6
SEPARATED/DIVORCED	12.2	1.3	7.0	17.5	15.5	1.5	7.7	17.1	11.0	1.1	6.6	18.0	20.4	11.2	12.6	12.3
WIDOWED	5.3	0.3	0.7	3.3	11.8	0.9	0.5	2.3	5.7	0.0	0.9	4.3	18.6	4.3	5.6	5.9